

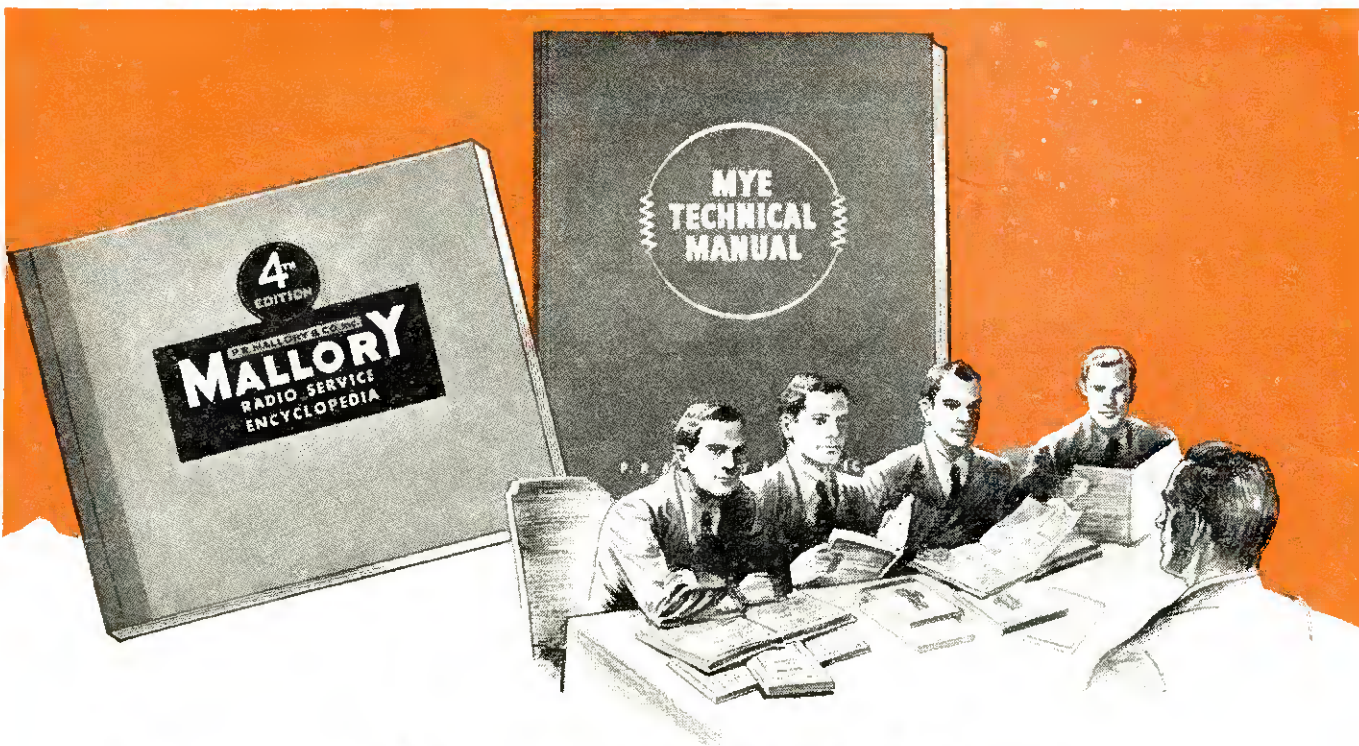
PANORAMA FOR PROFIT

Your Own Community as a Market for Radio and Appliances!

SEPTEMBER 1944

RADIO & Television RETAILING

Including Radio and Television Today



Service Information Please...

It's true some radio parts are hard to get—but there's no shortage of helpful service information. With these valuable Mallory handbooks, you're assured of a speedy answer to 'most every problem that pops up.

Servicemen everywhere are depending on these comprehensive reference works to speed up work and to save valuable man hours. Here are some of the subjects covered:

M. Y. E. Technical Manual—408 pages packed with information on radio practice and theory. Covers Loud Speakers and Their Use . . . Superheterodyne First Detectors and Oscillators . . . Half-Wave and Voltage Doubler Power Supplies . . . Vibrators and Vibrator Power Supplies . . . Automatic Tuning . . . Frequency Modulation . . . Television . . . Capacitors . . . Phono-radio Service Data . . . Practical Radio Noise Suppression . . . Vacuum Tube Voltmeters . . .

Useful Servicing Information . . . Receiving Tube Characteristics. Available from your Mallory distributor. Price \$2.00.

4th Edition Radio Service Encyclopedia—Complete information on servicing all types of controls, condensers and vibrators. Circuit references, original part numbers and recommended replacements. A book that will pull you out of many a tight servicing spot. Available from your Mallory distributor. Price 95 cents.

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA



Finish the Job—Buy War Bonds

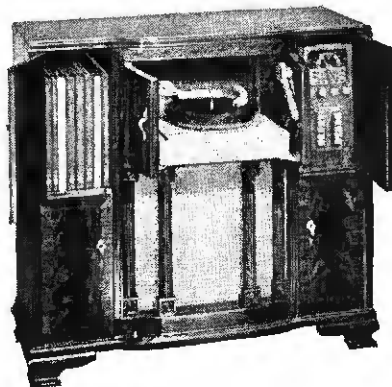
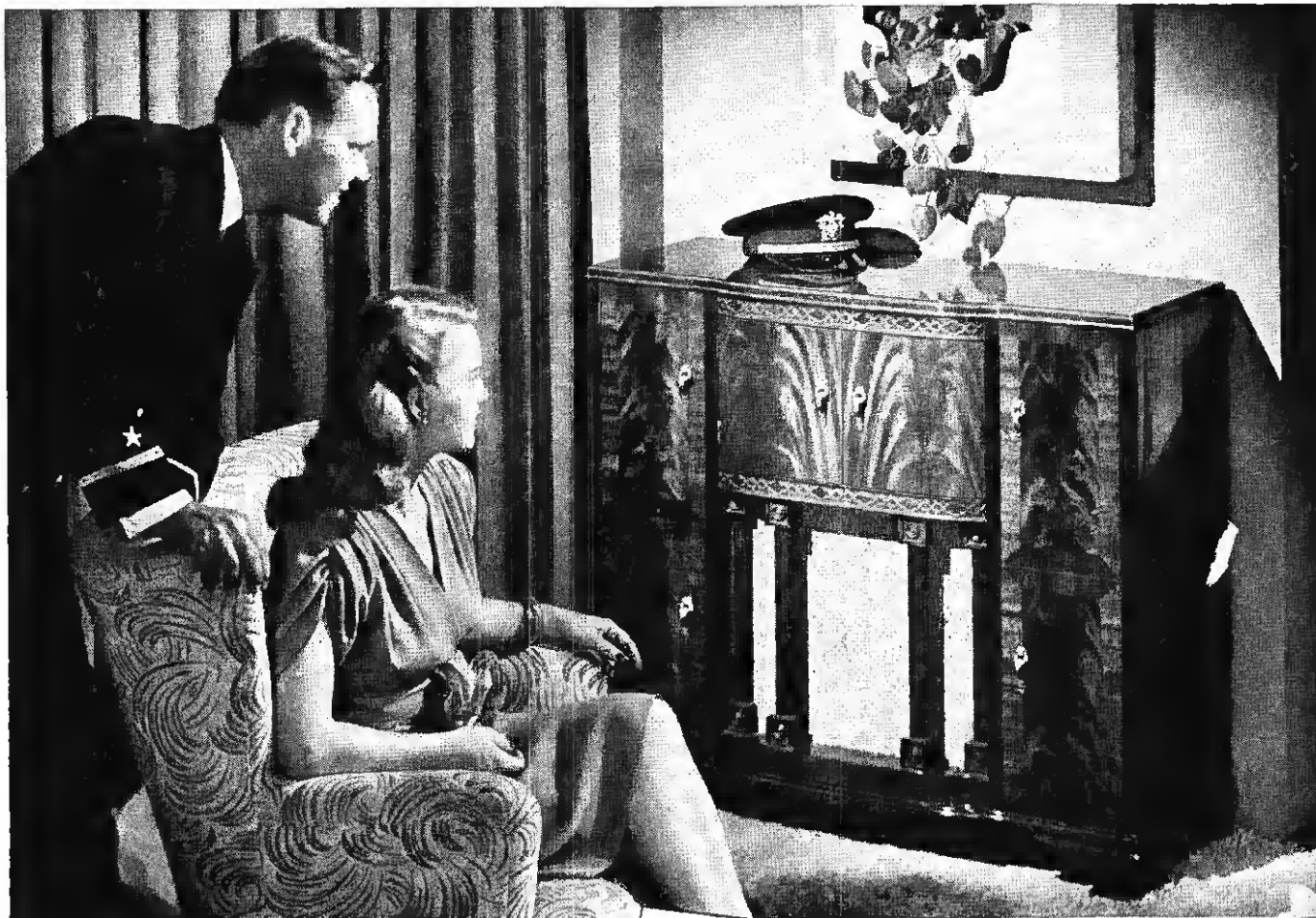
P. R. MALLORY & CO. Inc.

MALLORY

Approved Precision Products

It's a postwar Promise ... from

Admiral



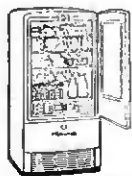
Tune in CBS 2:30 P. M.
EWT Sundays for Admiral
"World News Today"



Electric Range



Home Freezer



Electric Refrigerator

A RADIO

FM • Auto
Mag

It's a postwar
... a radio
of everything
of course
feature th
out into p
simply op

There's
changer

... a postwar

neering laboratories of the wo

largest manufacturer of radio phono-

MEMO

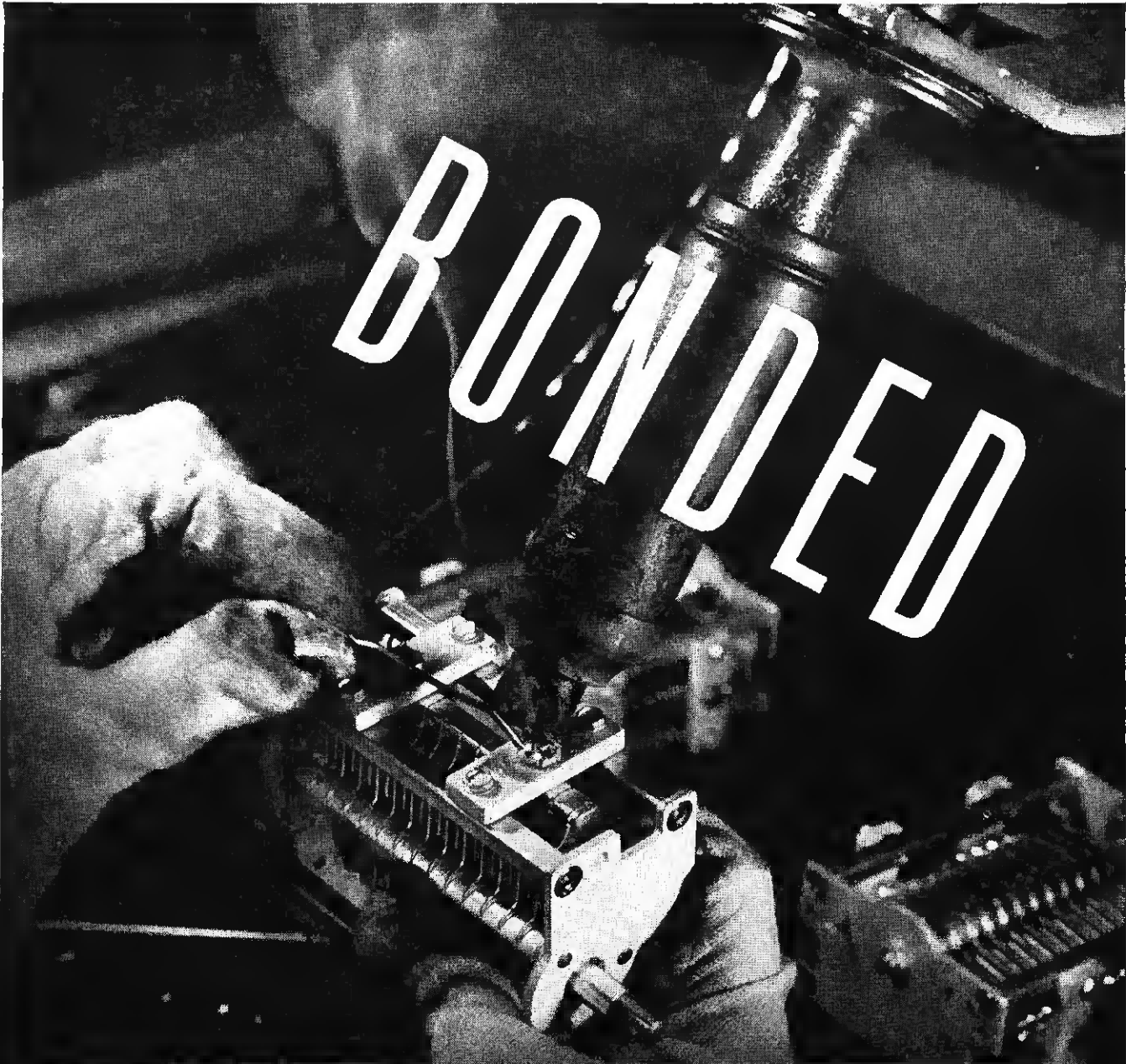
Here's another "Blockbuster" in the nation wide campaign that is making America Admiral-conscious. There's an alert Admiral distributor in your territory. Ask him about Admiral's big profit possibilities. Let him tell you about Flex-O-Plan, the new, economical method of modernizing and remodeling your store.

Get the facts and you'll GET ABOARD WITH ADMIRAL

Admiral Corporation CHICAGO 47, ILL.

World's Largest Manufacturer of Radio Phonographs with Automatic Record Changers
Leaders in Radio ... Communication Equipment ... Radar ... FM ... Television



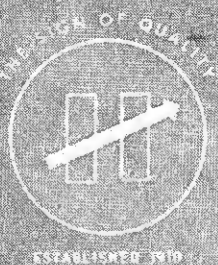


BONDED

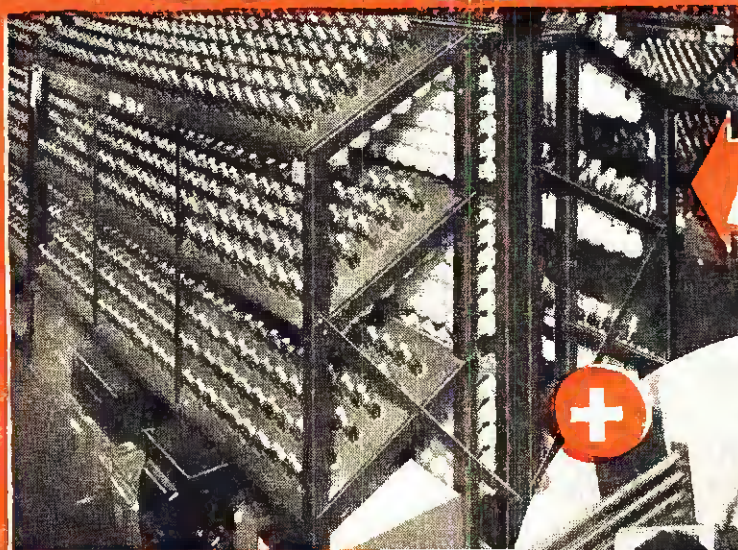
Hammarlund engineers developed the technique of soldering variable capacitors as a means of preserving their original characteristics. Where specifications call for vibration-proof components, always specify Hammarlund *solder-bonded* variables.

HAMMARLUND

THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., N. Y. C.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT



A + B = X ★ ★ ★



RECEIVING TUBE TECHNIQUE

Oldest manufacturer specializing on radio receiving tubes — the originator of the now standard BANTAM GT — Hytron has been developing skill in high-speed, soft-glass receiving tube technique since 1921.

A

+

B



SPECIAL PURPOSE ENGINEERING

Hytron engineers originated BANTAM JR. hearing-aid tubes — popular U-II-F types HY75, HY114B, HY615 — instant-heating beam tetrodes HY65, HY67, HY69, HY1269 — and numerous other special tubes.

THE ANSWER

Add A to B, and you have the answer Hytron is able to give the Services when they demand special purpose and transmitting tubes in staggering quantities and at economical prices.

= X



1616 Consider a few examples. Substituting soft for hard glass, a mesh for a ribbon filament, Hytron beat the promise by months on requirements for the high-voltage thermionic type 1616 rectifier — through application of mass production methods. Result: "The Navy's, "Well done!"



HY65 Typical of Hytron's instant-heating beam tetrodes for mobile communications, the HY65 combines high-speed techniques with a thoriated tungsten filament and special r.f. design features which gave the Services a rugged, power-conserving, all-purpose beam tetrode. (Cf. JAN-1A spec.)



OD3/VR-150 Hytron engineering refinements include new starting electrode, lower starting voltage, painstaking processing. Add to these still-increasing high-speed manufacture. Result: "When we think of the OD3/VR-150, we think of Hytron."*

*Quotation from expediter for one of largest electronic equipment manufacturers.



2C26 Hytron solved a problem for the Services by designing a tube capable of performance and high ratings never before achieved in soft glass. Produced at receiving tube speed and priced at less than a fourth of the cost of tubes replaced, the little 2C26 delivers 2 KW of useful r.f. power under intermittent operating conditions.

WHAT ABOUT POST-WAR? Hytron design, development, and production facilities now serving our fighting men, will be yours to command. The A plus B of Hytron's know-how will supply answers to your special tube problems.

OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON
CORPORATION ELECTRONIC AND RADIO TUBES
SALEM AND NEWBURYPORT, MASS.



BUY ANOTHER WAR BOND



for the
**HOME RADIO
FRONT**

AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
PRSV VEC-10	25	25		
PRSV VEC-2	50	10		\$0.60
PRSV VEC-3	150	20		.55
PRSV VEC-4	150	20.50		.75
PRSV VEC-5	150	50		1.30
PRSV VEC-6	250	20		1.10
PRSV VEC-7	450	10		1.00
PRSV VEC-8	450	100.0		1.40
PRSV VEC-9	450	40		1.75



AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
684V VPC-1	600	.001		\$0.20
684V VPC-2	600	.002		.20
684V VPC-3	600	.005		.20
684V VPC-4	600	.01		.20
684V VPC-5	600	.02		.35
684V VPC-6	600	.05		.20
684V VPC-7	600	.1		.45
684V VPC-8	600	.25		

VICTORY ELECTROLYTICS and PAPER TUBULARS

● These are Victory Capacitors. Available in voltages and capacitances selected to meet a wide range of servicing requirements. Indeed, the numbers listed, used either singly or in groups, can service about 90% of the usual capacitor replacements, while much critical material and labor are being conserved for the urgent needs of our fighting men. Therefore, use these Aerovox Victory Capacitors for Victory!

● See Our Jabber . . .

Ask him about your wartime servicing capacitor requirements. Be sure to order a supply of these Victory capacitors. Ask for latest catalog—or write us direct.



Capacitors
INDIVIDUALLY TESTED

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A. • SALES OFFICES IN ALL PRINCIPAL CITIES
Export: 13 E. 40 ST., NEW YORK 16, N. Y. • Cable: "ARLAB" • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

RADIO Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU OF CIRCULATIONS

SEPTEMBER, 1944

Page

21	Key Radio Dealer Market
22	Manufacturers' News
24	Merchants for the Home
26	Radio's Pulsebeat Across the Nation
28	Radio-Appliance Dealer Today
30	Floorplan for Tomorrow
32	Know Your Overhead Costs
34	Wartime Alibis Are Out
36	Glamour Sells Discs
38	Dealer Aims Local Talent
40	Records Top in Sales
48	Substitute Lines Gain Trade
50	Factory Branch Facts
52	Radio-Electronic Servicers
57	Beating the Repair Bottleneck
60	Tube Conversions
70	Service Notes
76	Appliance "Selective Service"
80	Radios & Appliances a "Natural"
82	Television Talk

RADIO & Television RETAILING, September, 1944, Vol. 29, No. 9. 25 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, president; Orestes H. Caldwell, treasurer. Subscription rates United States and Latin American countries, \$1.00 for one year, \$2.00 for three years. Canada \$1.50 for one year, \$3.00 for three years. All other countries \$2.00 for one year, \$4.00 for three years. Printed in U.S.A. Re-entered as second class matter April 21, 1944, at the Post Office at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulations. Copyright by Caldwell-Clements, Inc., 1944.

ORESTES H. CALDWELL
Editor

M. CLEMENTS
Publisher

- | | |
|--|---------------|
| H. L. M. Capron, Merchandising Editor | |
| William E. Moulic, Technical Editor | |
| Helen Thurman, Associate Editor | |
| John L. Stoutenburgh, Associate Editor | |
| Charles F. Dreyer, Art Director | |
| E. T. Bennett | Hope Bedard |
| M. H. Newton | J. A. Samborn |
| B. V. Spinetta | O. H. Sutter |
| N. McAllister | W. W. Swigert |
| J. E. Cochran | L. D. Chesson |

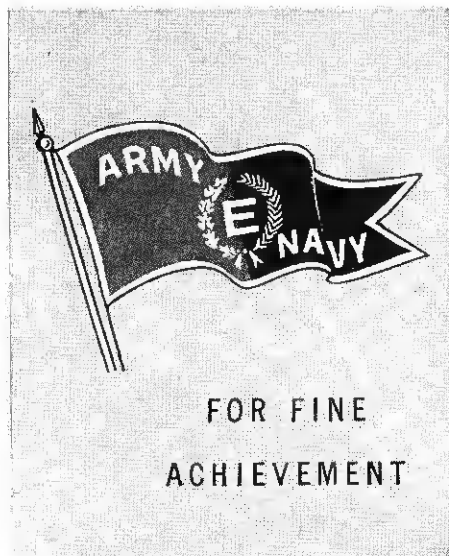
Lee Robinson, Sales Manager
R. Y. Fitzpatrick, Western Manager
Chicago, 201 N. Wells St.
Telephone RANdolph 9225

Editorial and Executive Offices
Telephone PLaza 3-1340
480 Lexington Avenue
New York



INSPECTION ON THE LINE

MAKING HISTORY IN COMMUNICATIONS



Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy "E" Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary "know how" for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then — BUY WAR BONDS.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



There's a *user* + *plus* in



every Crosley product

IN THE CROSLEY refrigerator, it's the Shelvador*—a patented exclusive added convenience that a woman appreciates more and more every time she opens her refrigerator door.

Opening the Shelvador* is like opening two ordinary refrigerators at once. For the shelves on the inside of the door double the amount of front-row food within easy reach. There at her finger tips a woman quickly finds just what she wants—without any juggling, or stretching, or handling of other foods. Time is saved. Door is closed sooner. Less cold air escapes. Electricity is saved. Food receives better protection.

Like every other Crosley product, the Shelvador* matches other refrigerators feature for feature. But, over and above quality of materials and precision of manufacture, in every Crosley product there is always *a plus*—a priceless extra which is a result of the Crosley policy of product development.

In all our postwar developments you will find this Crosley policy expressed in products of extra utility and excess value—a *user-plus* you can actually see, or hear, or feel.

*Reg. U. S. Pat. Off.

CROSLEY

THE CROSLEY CORPORATION
CINCINNATI, OHIO

Peacetime manufacturers of Crosley refrigerators, radios, other household appliances and the Crosley Car, Home of W.L.W., "The Nation's Station"



WHAT WE'VE BEEN THROUGH!

1251200 TINNISWOOD, B. SGT.
ROYAL AIR FORCE.
P.R.(O) UNIT.
BNAP.
24/9/43.

DEAR SIR, During a few quiet spare moments out here on the latest battle front, I thought that perhaps you would care to know the history of one of your model 8-K Recording Machines. Just what it has been through, just what it has done for thousands, perhaps millions of people all over the world, and just what it is doing at the present moment.

It was available in Cairo over two years ago, and the RAF purchased it for the Mobile Recording Unit for work on the front, recording everything and anything that would be interesting to the public of the world. I am the engineer that has had the pleasure of operating this machine all this time, and being in the radio trade for fourteen years, should know when a set is well made or not.

It has travelled over 23,000 miles. Approximately 20,000 by road, track, or desert, in one of the hardest sprung trucks of the British Army, and 3,000 by air. It has recorded bomb and shell explosion in slit trenches, covered with dust. Blown over on one occasion by blast. Dropped on numerous occasions. Has recorded in the air, and on sea rescue craft, with better results than expected.

2
Has travelled to: Amman Transjordan, to Tripoli, back to Cairo, back to Tripoli, on to Tunis, Bizerie, on to Algiers, back to Tunis, on to Sicily, all through Sicily, on to Italy. All this way by truck, recording, recording, recording. Never once, through all this bumping, buffetting, and banging about, has it let our little party down. Never in my opinion, has any radio apparatus stood up so well, for so long in such conditions. Recordings from this machine have been broadcast from the following countries. England; America; Canada; New Zealand; Australia; Sth Africa; Egypt; Palestine; Algeria. Perhaps presently, from Italy itself.

Please thank your engineers and assembly workers for such an efficient and trouble free recorder, and may you continue to put such products on the market. If you care to acknowledge this letter please address to my home in England, 110 Cardinal Avenue, Morden Park, Morden, Surrey, GB.

Yours truly,

B.R. Tinniswood

To: The Managing Director,
Presto Recording Corp.
242 W. 55th St., New York, U.S.A.



Presto Recording Corporation, New York 19, N.Y., U.S.A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Waller P. Downs, Ltd. in Canada

He'll Want the Finest!



HOWARD

When General Eisenhower said, "We will win in 1944" he wasn't guessing—he knew! And because we know that he knew, we are making plans and perfecting production designs right now to bring you as quickly as possible the finest Howard Radio Receivers and Radio-Phonograph-Recorder Combinations you ever saw and heard.

Naturally, we are continuing to devote 100% of our skilled craftsmanship to Uncle Sam and will do so until complete Victory is ours. But like Peace itself, Howard production for Peace is "just around the corner". As always, you can count on Howard to bring you the finest in entertainment radio.

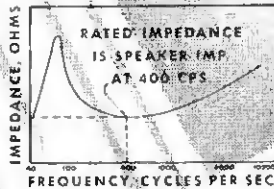
BUY MORE WAR BONDS FOR VICTORY!



America's Oldest Radio Manufacturer

HOWARD RADIO COMPANY, 1731-35 Belmont Ave. CHICAGO 13 ILLINOIS

How to Match Impedance and Distribute Power in Loud Speaker Systems



Here is Number 2 in the series of practical, instructive Monographs prepared by the Jensen Technical Service Department. The title, "Impedance Matching and Power Distribution in Loud Speaker Systems," suggests the scope and treatment of a subject in which everyone concerned with loud speakers and the reproduction of sound, is vitally interested. ¶ The reading material is supported by twenty-eight drawings and tables. More than a score of questions are described, illustrated and solved. One of the problems is that of a comprehensive sound system for a military installation. ¶ Like Monograph Number 1—"Loud Speaker Frequency-Response Measurements"—Number 2 is offered by JENSEN in the interest of improved sound reproduction. Get either copy, or BOTH, from your jobber or dealer, or fill out the coupon and mail it with 25c for each book, to:

IMPEDANCE MATCHING and POWER DISTRIBUTION in LOUD SPEAKER SYSTEMS. The second of a valuable and important series of treatises on the selection, installation and operation of loud speakers.

FREE to men in the Armed Services and to Libraries and Technical Schools.



Jensen

RADIO MANUFACTURING COMPANY

6617 SOUTH LARAMIE AVENUE

CHICAGO 38, ILLINOIS

JENSEN RADIO MANUFACTURING COMPANY
6625 South Laramie Avenue
Chicago 38, Illinois

Send me at once:

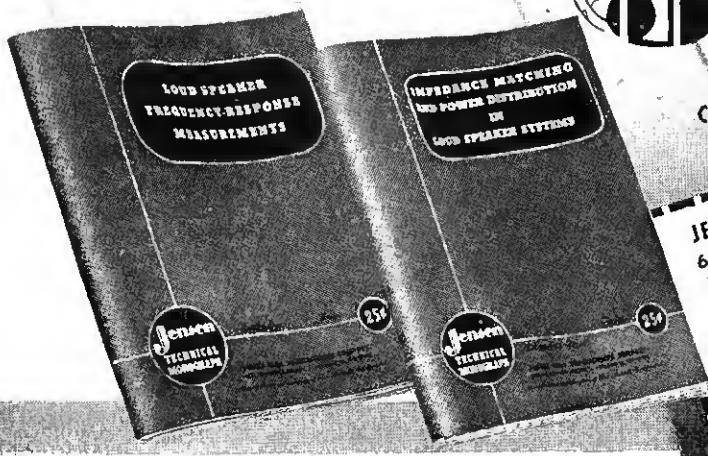
- Impedance Matching and Power Distribution in Loud Speaker Systems.
 Loud Speaker Frequency-Response Measurements.
(Check one or both. Send 25c for each book ordered.)

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____





Outgrown

IN BATTLE!

Radio, too, has grown in the war years . . . telescoped a decade of normal development into the period of our country's critical need . . . expanded in experience and production methods to meet the myriad communications requirements of men who fight in plane and tank . . . aboard ship, afoot and in jungle shelter.

When radio puts aside its "battle dress" Fada engineers will turn immediately to their Post War File for the list of battle-proven electronic developments that will mean exciting improvements in the sets we will produce in Peacetime. Then, you will have an opportunity to measure the miracle of Fada's wartime growth!

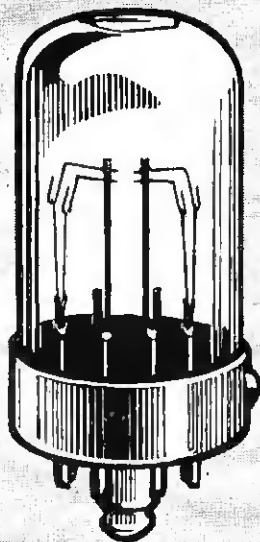
PLACE YOUR FAITH IN THE

FADA
Radio

OF THE FUTURE

Famous Since Broadcasting Began!

FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.



SYLVANIA
POWER MEASUREMENT TUBE

MEASURING RADIO FREQUENCY POWER MORE ACCURATELY



New Sylvania Power Measurement Lamps provide a simple and more accurate means of measuring radio frequency power.

At present there are six "lamps" in the Sylvania PM series. Resistances range from 40 to 310 ohms over the useful ranges of the curves.

A PM Lamp, used with a meter readily available to most radio experimenters, eliminates much of the guesswork that prevailed with old methods. Sylvania PM Lamps, which are no longer restricted to military use, should be useful to radio experimenters.

The research and development of the PM series is just another example of how Sylvania engineering succeeds in solving radio problems. Like Sylvania Radio Tubes, criterions of quality, the new Power Measurement Lamps are manufactured to one standard — the highest anywhere known.

OTHER SYLVANIA RADIO TUBE FIRSTS

Sylvania was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers. This contribution standardized

radio tube voltage, simplified service and stocking, and eliminated transformers in AC-DC sets.

Sylvania was first to introduce a line of 1.4-volt tubes, which made the portable camera-type radio possible. This radio tube halved portable radio battery weight — a boon in war and in the peace to come.

Quality that serves the war shall serve the peace



RADIO DIVISION

EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.



YOU NEED ROOM TO MAKE MONEY!

FARNSWORTH stands for protected dealerships!

• Every future-minded dealer wants more than the opportunist's volume and profit from the immediate post-war market. He wants a sound business foundation for the future. That's what we at Farnsworth want, too—it's the basis of our dealer policies.

The Farnsworth line will be distributed through *healthy, protected dealerships*—protected so that each dealer has a real opportunity for *profitable volume at established prices and proper margins*.

Farnsworth phonograph-radios, radios and television will go through leading distributors to outstanding dealers, who will understand and appreciate a protected opportunity to cash in on the ever-growing public acceptance of the great Farnsworth line.

Like the sound of that? Then build *your* post-war plans around Farnsworth protection—and you'll profit.

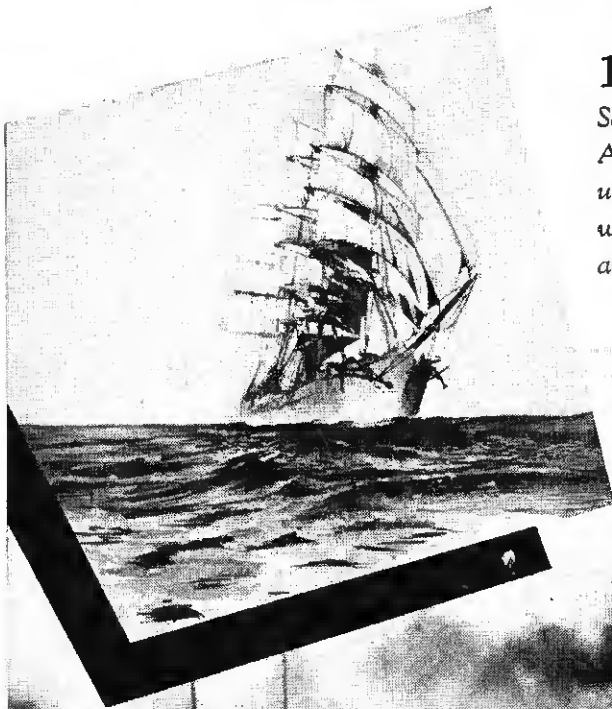
A copy of "The Story of Electronic Television" will be sent upon request

FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.

The Clipper Ships Had No Radios

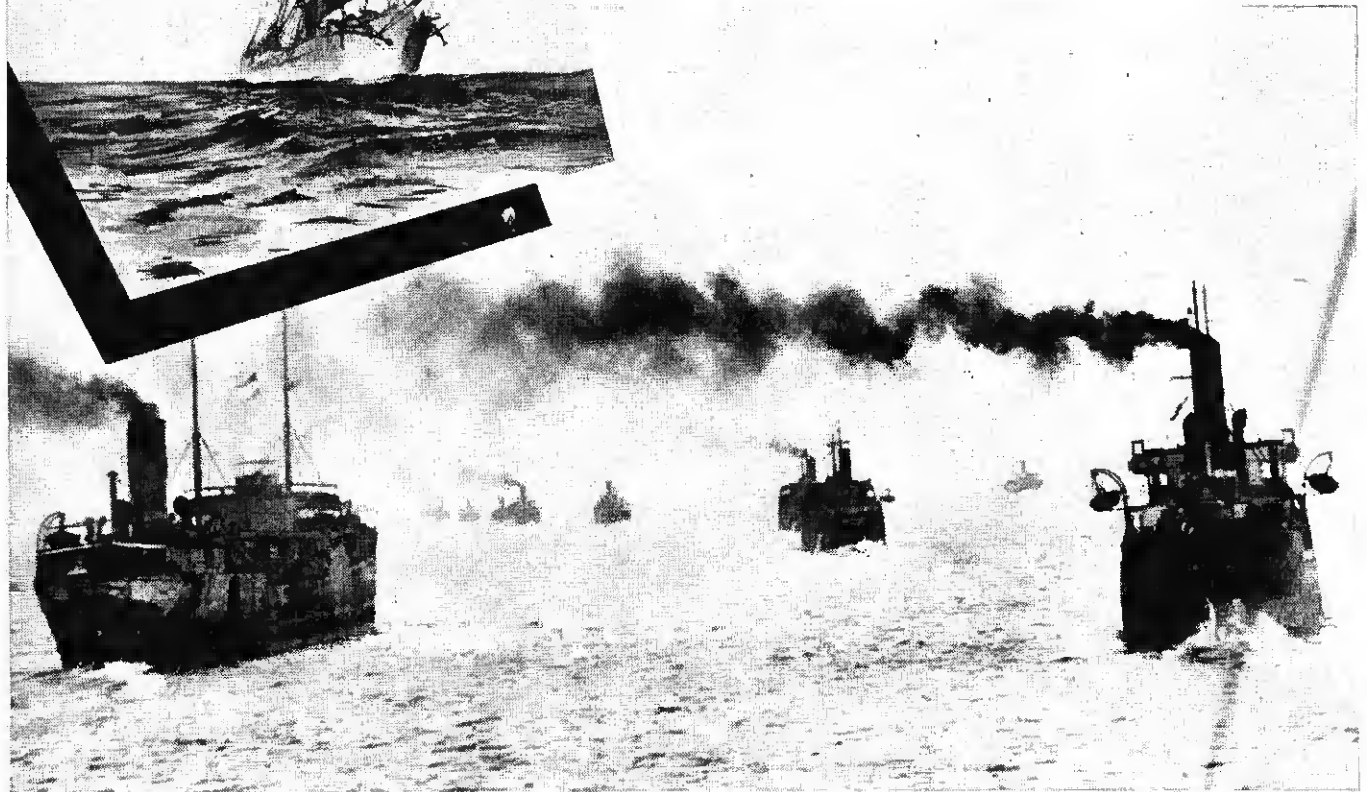


1849:

Sailing alone and unprotected the American Clippers laden with valuable cargo from every port in the world were subjected to frequent and unexpected attacks by pirates.

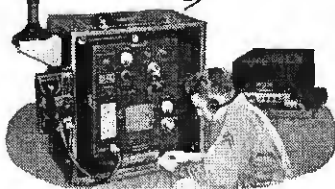
1944:

Today, our huge convoys safely sail the Seven Seas, guided and protected by radio against attacks by enemy planes, ships and submarines.



Sentinel

*Quality
Radio Since
1920*



The protection afforded our armed forces by instant communication with each other at crucial moments is best measured in terms of lives saved and battles won.

Sentinel is proud to have contributed the results of its years of intensive research and production to the vital role radio is playing in modern warfare.

The added knowledge gained by Sentinel engineers in satisfying the demands of war—developing and perfecting the equipment of modern warfare—will mean Sentinel radios with finer tone, unequalled performance and outstanding new features. More profitable Sentinel Radios for Sentinel dealers.

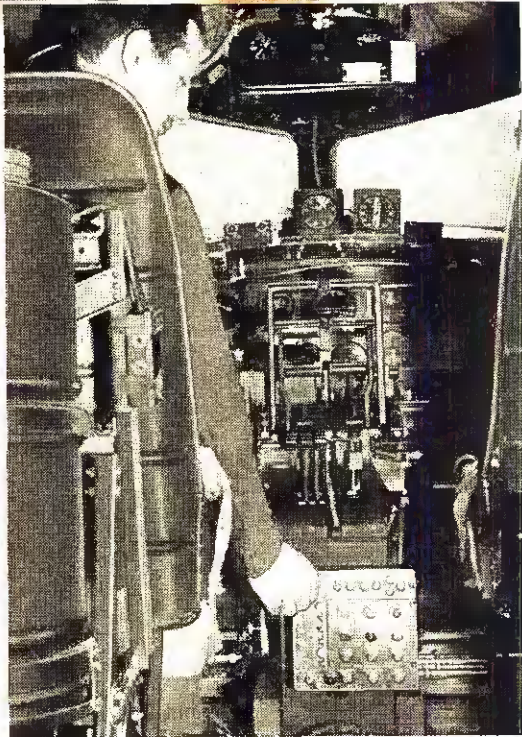
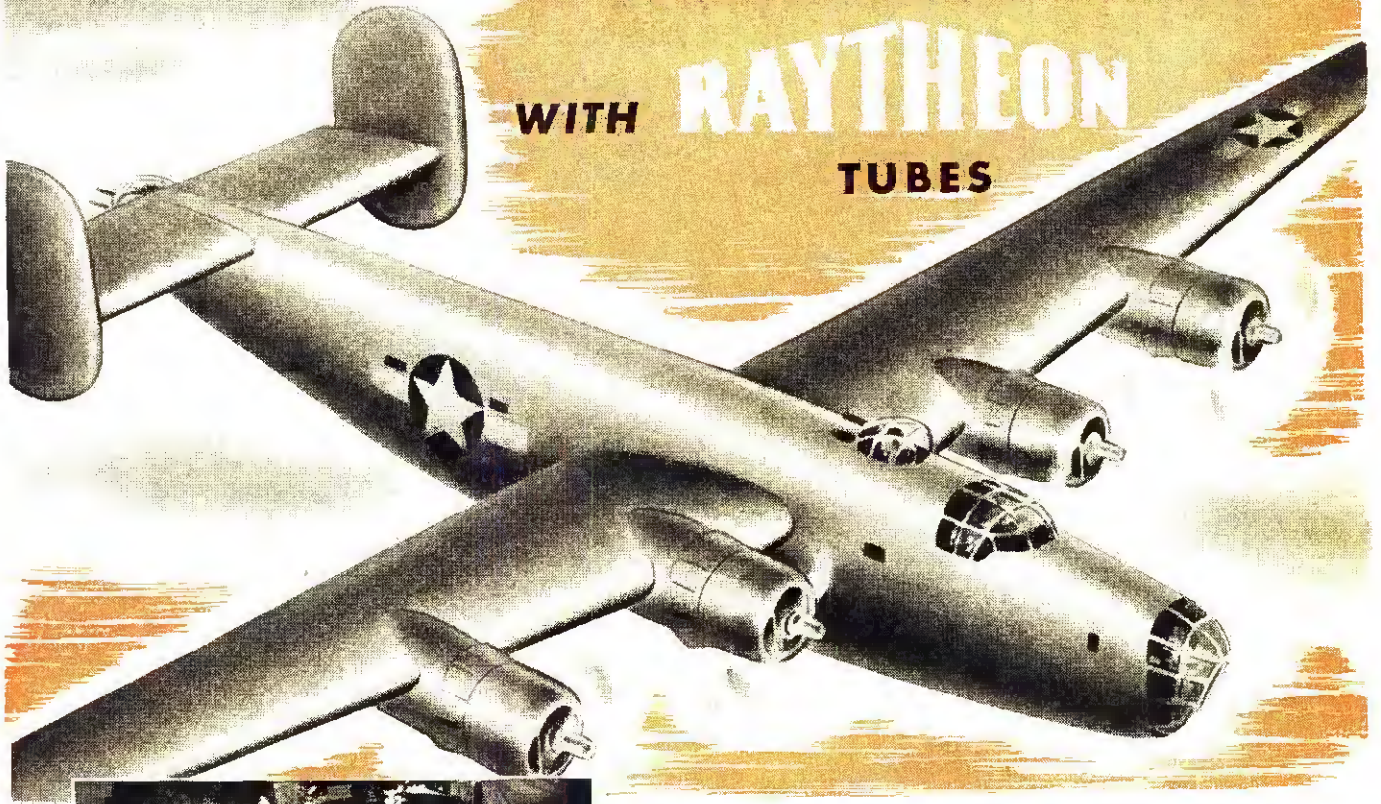
SENTINEL RADIO CORPORATION

2020 Ridge Avenue, Evanston, Ill.

RADIO & Television RETAILING • September, 1944

**THE ELECTRONIC AUTOMATIC PILOT
BRINGS THEM THROUGH**

**WITH RAYTHEON
TUBES**



THE ELECTRONIC AUTOMATIC PILOT, pioneered and developed by Minneapolis-Honeywell, is one of the most significant advances made in aircraft science. Developed to keep bombers on a straight course in their bombing run, the electronic automatic pilot promises safer and more efficient flight for airlines . . . and, because this device must operate with complete reliability at all times, Minneapolis-Honeywell uses thousands of RAYTHEON tubes.

The special wartime experiences of Raytheon Manufacturing Company in devising and producing advanced electronic tubes for the war effort, means that you will be able to offer your customers the best tubes for all applications. Because you have the best tubes, you will have better customer good-will, faster turnover and greater profits.

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

Newton, Massachusetts • Los Angeles • New York • Chicago • Atlanta



All Four Raytheon Divisions Have Been
Awarded Army-Navy "E" Plus Stars

RAYTHEON
High Fidelity

RADIO AND ELECTRONIC TUBES



DEVOTED TO RESEARCH AND MANUFACTURE OF TUBES FOR THE NEW ERA OF ELECTRONICS

RADIO & Television RETAILING • September, 1944



Smooth Handling of ALL Records with Trouble-Free Service

The standard 10 and 12-inch records you sell have measurable, and often wide, variations in thickness and diameter. A good record changer *must* be able to handle all types . . . as Webster Record Changers will—quickly, quietly and dependably.

Postwar Webster Record Changers will have *all* the features you would expect from the pioneer manufacturer of record changers . . . but, above all, they will be simple and dependable—requiring only an absolute minimum of instruction and service.

There's Real Dependability, Too, in
U. S. WAR BONDS
Buy More Now . . . and Hold Them

WEBSTER



PRODUCTS

3825 W. ARMITAGE AVE.

CHICAGO 47, ILLINOIS

Page Missing
From Original

(probably a tear-out page)

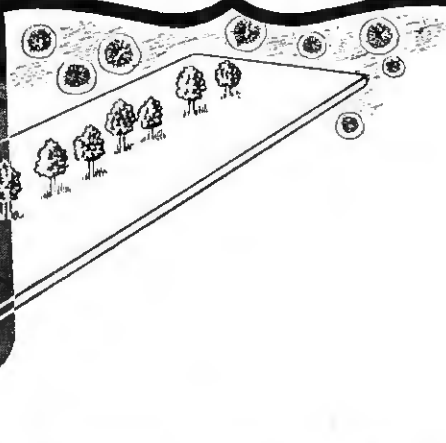
Page Missing
From Original

(probably a tear-out page)



**BELMONT RADIO
LABORATORY
WAGES WAR ON**

Tropical Fungi



In perfect condition on Sunday—worthless on Monday. That was the disheartening report on many shipments of electronic equipment in the early stages of the Pacific War.

The cause? Microscopic plant life, called fungi. Attacking even the plastic and metal parts of precious electronic devices, fungus growth rendered essential equipment useless in the space of hours.

Millions of dollars worth of vital electronic weapons were destroyed by the deadly fungi, until the members of the electronics industry, working under the direction of the Signal Corps, devised fungus-resistant coatings to protect vital parts.

Now, by means of coating and impregnation with

chemical compounds, the menace is checked. But in the specially equipped biology department of the Belmont laboratory, the fungi are still the subject of relentless experimentation.

The research staff of the Belmont laboratory has collected and examined a variety of fungi. Belmont scientists seek more knowledge of these strange organisms—in order to develop a true fungicide—a chemical agent that will destroy the plant life before it can attach itself to valuable equipment.

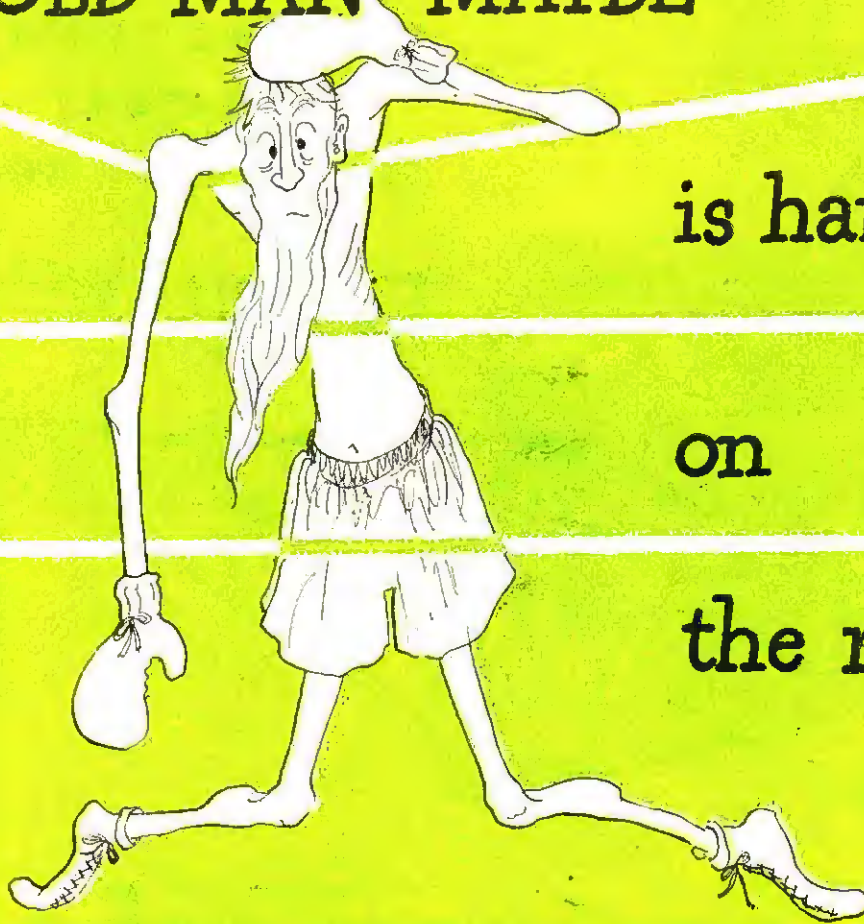
Success in this endeavor will mean not only increased efficiency and heightened morale for American fighting men, but it also will enable Belmont to produce peacetime radios that will serve their owners longer and better. Belmont Radio Corporation, 5931 W. Dickens Ave., Chicago 39, Ill.



Belmont Radio

RADAR * TELEVISION * FM * ELECTRONICS
RADIO & Television RETAILING • September, 1944

OLD MAN 'MAYBE'



is hanging

on

the ropes!

THERE'S no place in postwar radio merchandising for guesswork and "maybe." And the exhaustive customer survey we've just had made—it covers 5,000 radio-homes, scientifically apportioned to every stage of the market from top to bottom—should put Old Man "Maybe" out of the picture for keeps!

This 5,000 radio-home survey brings home clear as a bell the buyers' tremendous insistence on top quality in radio equipment. They expect and will

seek out the very best . . . and back up their insistence with plenty of cold cash.

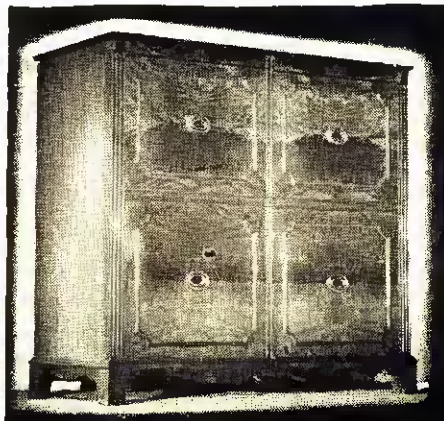
The distribution of your radio sales promises some important changes, too. Changes in the ratios between radios and radio phonographs, between consoles and table models. Changes and improvements which people want, and which will be reflected in all postwar Stromberg-Carlson equipment . . . a pretty pleasant prospect for every Stromberg-Carlson dealer!

A 66 WORD PRE-VIEW OF THE POSTWAR STROMBERG-CARLSON DEALER FRANCHISE

We will have—soon after Victory—a fine line of Stromberg-Carlson FM and AM radios, phonograph combinations, and television receivers in a wide range of prices.

We will have a policy of distribution planned to give every Authorized Dealer a good profit opportunity on the Stromberg-Carlson line.

And the Stromberg-Carlson name will be even more widely and more favorably known than ever before.



STROMBERG-

CARLSON



ROCHESTER 3, NEW YORK
RADIOS, TELEVISION, TELEPHONES,
AND SOUND EQUIPMENT



RADIO & Television RETAILING

Including Radio and Television Today

Your Panorama for Profit — 1375 Homes — Mr. Key Radio Dealer!

(See Also
Front Cover)

Twenty thousand established "key radio dealers" throughout the United States (who in the past accounted for 85 per cent of the radio business in the nation) have come through the war period and are already in "on the ground-floor" for postwar merchandising.

Because of past friendly selling relations with the people in their respective territories and because these dealers have been rendering desperately needed repair services to their customers during wartime, they will continue to control the bulk of the radio business when selling commences.

Who are these key dealers whose main business has been, and again will be, radio sales and servicing, and who will be prime factors in the merchandising of television and FM receivers?

They are—

- 1—RADIO-MUSIC DEALERS—selling radio, phonographs, records, pianos and other musical instruments, with the bulk of their business derived from radio.
- 2—RADIO SERVICE DEALERS—consisting of thousands of neighborhood sales and service shops whose business is divided between servicing, maintenance, sound equipment and the sale of merchandise when available.
- 3—FURNITURE STORES—natural outlets for radio and allied merchandise, usually in sufficient volume to be departmentized.
- 4—RADIO DEPARTMENTS OF DEPARTMENT STORES—having "buyers" who, in most cases, are entirely independent of other departments and whose sole interest is in radio sets, phonograph combinations, record players and records.
- 5—ELECTRICAL SPECIALTY DEALERS—featuring wash-

ers, refrigeration and other appliances as the major part of the business. This group is therefore classified separately.

(The first three outlets—all non-electrical—will again become an important merchandising factor in the sale of household appliances. They probably represent 25 per cent of the potential volume for refrigeration, washing machines and other major appliances.)

6—OTHER OUTLETS, including hardware and automotive dealers who are important in selling the farm and small-town market; large credit-jewelry houses in metropolitan areas (whose importance will decrease as the sale of FM and television increases, owing to their greater need of proper installation and servicing).

These 20,000 key dealers, since they have priceless local goodwill as immediate and liquid assets, have an excellent bulwark against newly-conceived selling organizations, mail-order, chain and syndicate encroachments upon their domain.

Each of these key dealers holds the key to the lion's share of the postwar radio business in his community.

Estimating conservatively that 14 million radio sets will be sold the first 12 months production is resumed, at an average retail price of \$46 each—

Each key dealer will sell 600 sets, total value \$27,600.

He will also sell 1,500 tubes, total value \$1,850.

He will also sell parts, batteries and supplies totaling \$2,550.

In addition to this \$32,000 of radio sales, he is also the outlet for 25 per cent of the electrical appliances sold in his community.

This is Mr. Key Radio Dealer's rich market—supplying the radio and electrical needs of 5,500 people living in 1,375 homes!

RADIO, Appliances, Music,

ELECTRONIC CONFERENCE at Chicago, Oct. 19 to 21, will be held at Hotel Stevens, with meetings of special interest to manufacturers, distributors, representatives, and trade executives. Early registration indicates attendance over 1,000. (Don't confuse with "electronic engineering conference" scheduled two weeks earlier at Medinah Club, Chicago, Oct. 5-7).



WPB CRACKS DOWN—Suspension order has been issued against prominent Eastern distributor, prohibiting him until October 30, from accepting any radio tubes or other electronic equipment except on A-1-a orders. WPB claims distributor ordered 30,978 tubes in June, 1943, and 625 more in July, on certifications later found false. Also charges distributor accepted 1830 tubes, though entitled to only 1298.

\$5,000 ALLOTMENTS for experimental home-radio-set fabrication, granted by WPB, may not be used to purchase assembled receivers or transmitters—though parts-making may be farmed out.

33,716,000 RADIO HOMES in U. S., is National Association of Broadcasters' 1944 estimate—with 1.4 radio sets per home, making 46,300,000 sets. In addition, there are 9 million automobile radios, and 4,700,000 other radios in places of business, institutions, etc., a total of 60 million sets in all.

YALE & TOWNE, of lock fame, is still another manufacturer reported to be looking into both major and traffic electrical appliances.

ELECTRONIC DISTRIBUTORS are now authorized by WPB Radio Division to use AA-5 or better ratings for obtaining idle and excess radio parts and components from prime war contractors. New ruling will speed distribution of needed parts.

"REJECTED" COMPONENTS can be purchased from war manufacturers without priorities under new order PR-13. That such "rejected" components have no military value, must be attested by Army and Navy inspectors.

ROTARY CLOTHES DRYER — The gas-appliance manufacturers will have a new-type rotary clothes dryer to go into the kitchen or home laundry along with automatic washers. This is one of a number of moves in the gas-appliance field aimed to offer the home a coordinated gas kitchen-laundry,—just as the coordinated modern electric kitchen was available before the War.

BENDIX will be new name in home radios and phonographs, as Baltimore plant reconverts from its production of military radio, now running \$200,000,000 annually. Bendix home radios will be sold through retailers and distributors, with adequate promotion, announces W. P. Hilliard, G.M.

SERVICING ELECTRONIC EQUIPMENT will in future require special apparatus not common on the average radio repairman's bench. For example, instruments for measuring high values of current, light intensity, motor speed and other quantities, will be necessary in order to do a job in keeping the electronic equipment in many plants operating satisfactorily.

ELECTRIC RANGES, many believe, will be the next new big-seller soon after the war is over. Reasons: Gigantic new home-electrification projects promised . . . flood of new houses which will have adequate wiring, and many far removed from existing gas mains . . . prospects of reduced electricity rates, and the question whether utility companies selling both gas and electricity will be willing to sink much money in new gas mains.



QUEST for good dealer representation is on. Manufacturers' and distributors' salesmen, realizing the importance of the retailer as "advisor-extraordinary" to the home owners in his territory when it comes to the purchase of radios and appliances, are putting in long and busy hours these days trying to sell King Retailer their respective bills of goods.

RADIOMAN TWEED, who for 2½ years on Guam eluded the Japs, will have RMA's help in entering retail radio business there, announces Prexy R. C. Cosgrove. Certainly Tweed may be expected to have developed necessary stamina to withstand sniping of normal radio business activity.

HANDBOOK ON RADIO-APPLIANCE selling is being completed by Department of Commerce, for study by soldiers who desire to enter radio retailing post-war. This office gladly helped supply material. Other handbooks in series range from shoe and auto repairing, to beauty parlors and real estate!

RR CONSPIRACY to suppress use of radio signalling and communications, is one of the charges brought against the 47 railroads in the big billion-dollar suit filed against the roads and their banker financiers, by the U. S. Department of Justice.

and Television TODAY

HENRY KAISER, shipbuilding tycoon, who is one of the professional forecasters' favorite "speculation sources" when it comes to postwar manufacturing of about everything, is now rumored to be working on an automatic washing machine that will "revolutionize" the home laundry field.

CORDLESS ELECTRIC IRON—Bane of women's ironing days, ever since invention of electric iron, has been the electric cord. A number of "cordless" irons were placed on the market, only to be withdrawn later on. Now the Eureka vacuum-cleaner people have developed a "cordless" electric iron that is designed to answer all problems. Heat is transferred from a stand or rest to the iron proper. Correct temperature can be set for various fabrics.

CORDLESS VACUUM CLEANER is another new appliance that at least one manufacturer is now working on.

PRESSURE COOKERS, STEAM IRONS were two appliances, placed on the market just before the War started, which made an instantaneous hit with women and benefited from "back fence" publicity. Naturally, therefore, many old and new manufacturers will go into these two lines when the war ends.

JOB FOR EX-SOLDIERS with Signal Corps radio experience are urged by Ben Abrams of Emerson, who asks radio dealers and city officials to help place skilled technicians as mustered out. Mr. Abrams estimates half a million men now in uniform have radio training which the trade and industry needs.

421,500 ELECTRIC IRONS will be made by General Electric under the WPB program, delivery of which is expected to commence this month. One model will retail at \$5.70 and another at \$8.55, both including tax.

TWO BUSHELS of frozen food at "22° to 32° below freezing" (10° F. to Zero F.) is the capacity of built-in freezer in new Admiral home refrigerator, planned for post-war delivery. Ultra-violet sterilizing lamp will be another food-preserving feature.

AUTOMATIC WASHER—Hurley Machine Company, maker of the Thor, one of the first washers to be placed on the market many years ago, is putting finishing touches on an automatic model for the postwar period.

RADIO-FACSIMILE may find important use in railroad signalling where written train orders are required by law. Already, near Chicago, the Rock Island is carrying on extensive experiments.



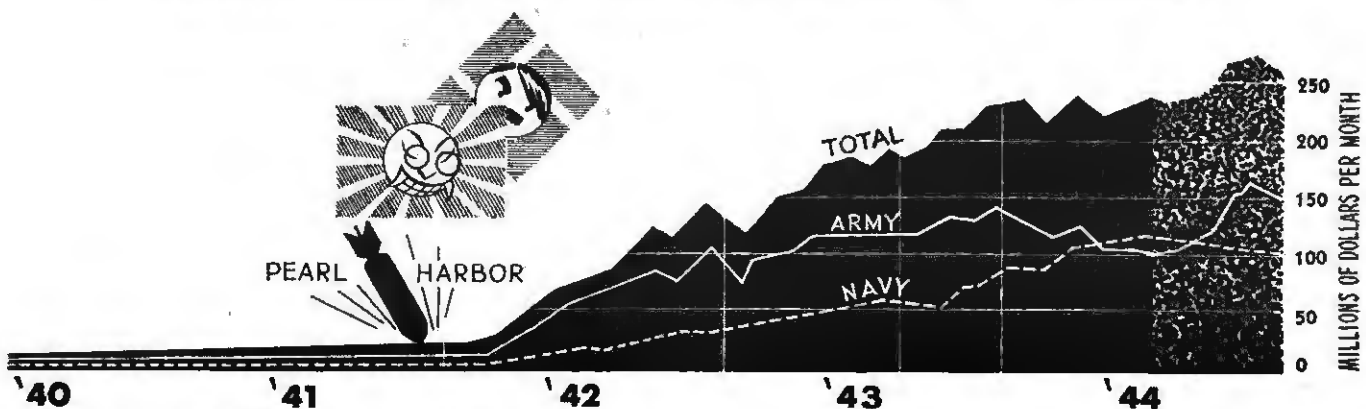
"M-DAY" stands for "Merchandise Day," the day when civilian merchandise will again be in dealers' stores, ready for the public's purchase. Merchandise Day will be a heyday of selling for retailers—and will be like a veritable "Christmas Morning" for consumers. For small radios, M-Day may be figured as "V-Day plus 60"; larger sets, "V-Day plus 90."

1750 DISTRIBUTORS—that's our answer to recent request for jobber statistics. These include 1000 radio-set distributors, and 750 parts jobbers.

SPECIAL DESIGNS for "interim" products after V-day, are recommended by Ruth Gerth, distinguished industrial designer. "Keep employment going by special designs to utilize existing war-production equipment," says she, "until plants can be re-tooled for post-war products."

RADIO MANUFACTURERS' WAR OUTPUT STILL GOING UP!

Actual and estimated military-radio-radar deliveries to Army and Navy will exceed quarter-billion dollars per month, for rest of 1944

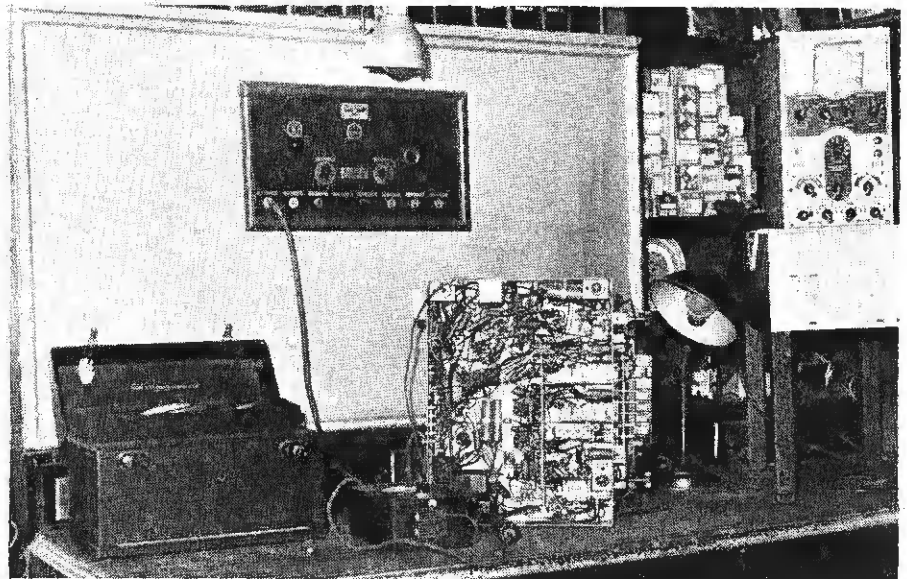


THEY STAY CLOSE TO THE

For Better Business in Radio and Ap
Rhode Island Pair Concentrate on Exper

• Frank L. Gerry and Walter E. Slocum, radio specialists, own and operate Gerry & Slocum's at a busy intersection of Edgewood, Rhode Island, which is really a suburb of the city of Providence.

Primarily interested in cultivating the native householder in their locality, Gerry and Slocum originally chose the site for their business with this in mind. Today they are rightly proud of the fact that they are now doing business with some of the "second generation" of their clientele. Occupants of the summer colonies nearby also provide good



▲ Gerry and Slocum believe expert precision in the alignment of sets calls for the best in equipment. ▼ Below, the partners talk over technical problem of a push button mechanism.



seasonal business. Another advantage in their on-the-fringe-of-town location is that there is less electrical interference. "Out in the suburbs it's quiet, electrically speaking," they explained.

Precision Repair

Currently Gerry & Slocum repair radios, recondition sets when tubes are available, but prefer to do a perfect job on repair than to see how many sets can be tossed across the benches.

No service is handled for other dealers. "We believe in building and maintaining our own reputation."

Service with Priority

Priority on service is given to the armed forces, however, and this pair do a lot of work at the Navy's air base at Quonset Point and for the Seabees at Davisville.

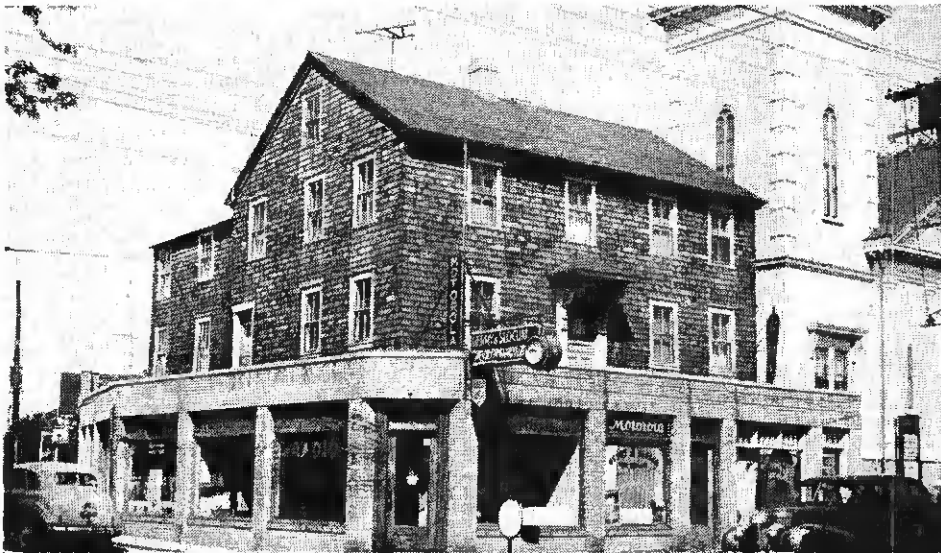
Tubes, of course, are their worst problem. They have been able to obtain only 200 tubes since January 1st.

HOMES

Boost Sales on M-Day*
Service to Homeowners



▲ Frank Gerry (center) and Walter Slocum tell one of Radio & Television Retailing's editors about their current activities and plans for "M-Day" *—the day when civilian merchandise becomes available. ← At left, their store is located at busy intersection of a home-owning community.



Regarding prices on repair, this firm has always used "manufacturer standard repair prices" and continues to do so. Gerry and Slocum

Slocum claim that price is important in their business, and that the public should be educated by all dealers to want a good job and to expect to pay for it.

When peace returns these partners will erect an entirely new building and go in for electrical appliance sales—both the large and small units—and radio. They plan to have a complete sales force headed by a sales manager, and to really get to work on selling.

New Building Planned

With 2500 square feet of floor space, Gerry & Slocum are eager to expand and to put in many improvements, but the help situation at present, and the urgency of constant current repair work, will not permit them to carry out this plan just now.

In selling sets on anything but a cash basis, they have found that financing through the local banks is the most convenient and practical. Sets carried by them were Zenith, Stromberg-Carlson, Emerson, General Electric and Stewart-Warner.

Gerry & Slocum also handled refrigerators of the Stewart-Warner manufacture, and Electrolux; Mag-

ic-Air vacuum cleaners, and small appliances.

In partnership since 1932, both these gentlemen have had extensive backgrounds in the radio and electronic fields and bring much valuable experience to their present operations.

Early Training

When still in school, Gerry worked for radiomen afternoons, later became service manager of a Stromberg-Carlson distributor's firm, has been in the service department of a Philco distributor and has had factory repair experience.

Walter Slocum has done research engineering for Ceco Mfg. Co., has had department store repair training, and has been with the radio research laboratory of Electromatic Traffic Signals. Jointly their experience has prepared them for a maximum of efficiency in their present set-up, and for business expansion to top-flight operation in the postwar radio and appliance sales market.

*"M-Day," the postwar date when merchandise will be available. See also caption above.

Design for M-Day

Good Location
New Store Plan
Customer Lists
Good Will
Backlog

claim it prevents argument, and they figure the factory price has a lot to be said in its favor. Both Gerry and

Keeping Radio's Pulsebeat

Radiomen Maintain Good Reception Standards by Ingenuity, Co-op

ROYAL OAK, Mich.—Gas rationing, the car shortage, and other problems of wartime delivery mean nothing to William Thorne, proprietor of the Thorne Radio Repair & Sales. He doesn't own a car, he doesn't even own a ration card, but he does have a Shetland pony. For twelve years customers within a 3-mile radius have had their sets picked up and delivered by pony express. Thorne, with the help of his son, Harold, and of course the pony, finds it easy to cope with the busy repair situation in this way.

BALTIMORE, Md.—Even though their boss is gone, the staff of the General Radio and Record Shop, 3 Howard St., carries on the business without him in a sound and efficient way. Proprietor Benjamin C. Glass is now a Marine, and when Uncle Sam called him he left his business in the competent hands of Mrs. Gordan Robinson, manager, and Reid Lane, radio specialist. They have placed a service pledge in the window which reads: "We give expert and prompt service. We charge fair prices and itemize all bills, and we guarantee our work."

HARTFORD, Conn.—Squad car, focal point of riot control at the recent great circus fire, is equipped with a 3-way sound installation by Malloy's of that city.



GREENSBORO, Ga.—Richard Culpepper and his wife, who operate the Electric Shop, have found a way to keep their business going and assure themselves of postwar trade, by the addition of a unique sideline. In the rear of the repair shop, Mrs. Culpepper operates a small cannery. She buys a great deal of surplus vegetables, which she cans and sells for a handsome profit. One afternoon each week she holds a canning demonstration to teach housewives how to use the electric canners. Her husband is concentrating his efforts on the sale of electric appliances, and repairs to serve farmers.

MINERAL POINT, Wis.—Dale Cline of the Cline Electric Co., is sharing his store during wartime with Charles Ritter, milking machine sales and service dealer. This arrangement works out very well. Part of the store is also rented every Saturday by a jeweler who travels from town to town spending a few days at each stop. Mr. Cline, with the aid of a boy who helps him after school and during vacations, handles a variety of

radio and other appliance work, specializing in refrigeration. Cline also repairs all the electric motors for Ritter on his milking machines, and services other electric motors for farmers. With this start, Cline expects to do a considerable appliance and service business in postwar.

DUBUQUE, Iowa—The staff of the Appel-Higley Co., normally consisting of 28 men, has been cut in half. Fourteen persons, among whom are some high school students, are now employed to handle the appliance sales, service, and electrical contracting. However, according to W. F. Appel and H. A. Higley, the firm is able to handle most of the work that comes in.

China and glassware gifts have been added as wartime sidelines. An extensive line of bird baths made of concrete has also been stocked, along with a collection of wooden bird houses. Newspaper ads on service are published regularly.

NEW YORK, N. Y.—Ed Abbott, the proprietor of the Abbott Appliance and Music Store, at 2101 Grand Concourse, Bronx, has installed a system of self-service record counters, bearing placards alphabetically arranged according to artists. This eases the help shortage, and encourages sales. Abbott has also started a "record club," through which customers receive "bonus" records free of charge, when they have purchased a certain number of discs within a stipulated time. This dealer's postwar plans include building a complete record library for children, the discs to be displayed in age groups, just as children's books are today.

CHICAGO, Ill.—Selgrad Radio Shop, 5957 West Irving Park Road, is doing a fine business in records. Located near a theater, all popular hits are sold as soon as they're in stock.

Steady Across the U. S. A.

ation, and Hard Work. Plans for Approaching M-Day Running High!

HOUSTON, Texas—M. A. Frost, Jr., owner of the Frost Radio Service, 2013 Fannin St., is giving radio repair service that averages one to two days. It's not a miracle, just strict adherence to a policy. Frost explains, "If you keep a customer's radio for several weeks or several months ordering parts or hoping to get parts that you seldom get, this customer will never be a friend or appreciate what you have done. He will think you were simply stalling around . . . so if I can't fix a radio within one or two days, I just pass it up. I do turn down an average of three out of every ten sets brought in. But I give fast and good work on the other seven sets with the result that many of my customers are my boosters and they send me a lot of business."

OAK PARK, Ill.—Despite the fact that TEXArkana Radio Shop, 128 Madison St., has been opened only about three months, it is averaging approximately 100 repaired sets per month.

FAIRFIELD, Ala.—"Now is the time for a radio shop to lean over backwards in the fair treatment of the public," says A. R. Elwell, operator of the Elwell Radio Service. Elwell is confident most radio shops are being fair and square with the public, turning out honest work and making a reasonable charge for it. But he is equally sure that there are some who are taking advantage of the fact that shops are overcrowded with work, and are therefore charging exorbitant fees for shoddy service.

To avoid such suspicions from falling on himself, Mr. Elwell carefully itemizes his invoices, detailing all the work done. Elwell tries to build confidence in the customer's mind. He may invite him to watch while an old transformer is removed and a new one coupled in. Also, after removing bad tubes or other parts



ST. PAUL, Minn.—Dealer Schuneman takes advantage of tie-in magazine publicity. Uses Life magazine's timely article about the show to display "Carmen Jones" album, Decca No. 366 (see May Radio & Television Retailing, p. 42). Simplicity and characteristic design make for a traffic-stopping appeal.

from radios, Mr. Elwell offers to give them back to the customer. Most people don't want these old parts, but he finds that such a gesture builds good will.

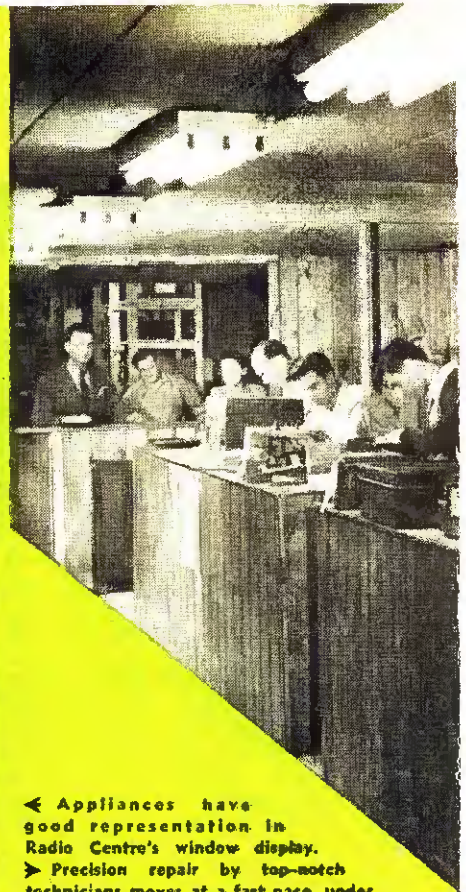
ST. PAUL, Minn.—McGowan's, on St. Peter St., is featuring a window display of record accessories. A record rack is arranged in the store so that it can be seen by passers-by, and forms a background for the window. One display features books about records and record making, and is set on small table racks, also for sale. Prominently shown are posters listing new records the shop has in stock, and tying in albums and automatic record cabinets.

MESA, Ariz.—Two decisive moves to go into effect after the war are now being planned by E. A. Porter, 256 W. 1st Ave. He intends to change his business from a radio and sound service trade, to one that specializes in the full scale merchandising of auto and home radios, and eventually, television sets. First, Porter would like to take on a top grade radio line as his specialty, and then, fit up an attractive salesroom in a more desirable location, so that these sets can be shown most advantageously.

At present, Porter's shop is known as one of the best radio repair shops in town. The walls are jam packed
(Continued on page 103)



← Appliances have good representation in Radio Centre's window display.
 ↘ Precision repair by top-notch technicians moves at a fast pace, under the supervision of Louis Zemel, extreme left.



Radio Appliance Dealer

**Former Sales Expert
 Renders A-I Service
 Today**

Louis Zemel, co-owner with his brother Herman, now a radio technician with the Navy, has the complete management of Radio Centre, 160 Orange St., New Haven, Conn.

Covering the field of radio, appliance and record sales, commercial refrigeration and radio and appliance service, the Zemel brothers started 10 years ago at No. 160, which building they own.

This location is a good one, due to downtown traffic. Believing competition the life of trade, Zemel pointed out that the fact his store is located near other appliance dealers is a distinct advantage. "It gives the customer a chance to 'shop around' without getting too far away to come back and buy our stock!" he explained. In fact, business has been so good, these brothers were enabled to open a branch store at 325 Fairfield Ave., in Bridgeport, Conn., only a year ago.





Pre-war operations lined up somewhat like this, dealer Zemel declared: Radio sales represented about 55% of the business; appliance sales ranked second, accounting for about 25%; records made up 10% and commercial refrigeration and radio and appliance service constituted the remaining 10% of the dollar volume.

Today finds these percentages considerably changed, however, with service leading, representing 30%; records second, totaling about 25%; commercial refrigeration accounting for 20%; and radio and appliance sales doing about 25%.

Allocation of stock throughout their three-story building has also changed with the times. Formerly Radio Centre's basement housed small radios and the service department. Today, the basement is completely given over to service on radios and appliances. The street floor formerly held appliances and records, but is now devoted entirely to the retailing of records. Second floor formerly held radio consoles and some major appliances, but currently holds the few remaining radios and appliances Zemel has in stock. Third floor is for stock storage.

For the duration, Radio Centre expects to concentrate on service. At present it has 16 servicers, of which five are on a part-time basis. Repair in the shop moves at the rate of 15 to 20 receivers a day, not counting

(Continued on page 103)

Turns To Repairs



← Attractive self-service layout for disc and album sales. ↘ Below, laundry equipment in plentiful display in pre-war days, forecasts the return of future sales.



PLANNING FOR A

Warner, Los Angeles Merchant, Makes Sure He'll Carry on Trade with an Eye to Postwar an



Don Warner, and his son and "future partner" in front of their present store.

• Don Warner, who runs Don's Dependable Service, 3309 W. Florence Ave., Los Angeles, Cal., is doing business at the old stand, but plans to be doing business at a new one when the war is over.

In the meantime, he not only marks time by putting in long hours keeping the sets playing in his locality, and selling records, but somehow or other he manages to squeeze in time enough to plan for tomorrow's business; for a new store and new methods.

And don't think for a minute that Don Warner's situation, as far as tubes, parts and manpower are concerned, is any better than it is in other parts of the country. As a matter of fact, if anything, the condition is worse in Los Angeles.

Warner's foundation for his postwar success is a two-sided effort on his part. First, he handles every repair job on the premise that the customer will want to do business with Warner when the war is over. And, second, he has purchased the property

next door, and is now at work on plans to erect a story-and-a-half building there, where he will be able to try out certain merchandising plans—the results of his twelve-year experience in this field.

Since Don Warner says "the block I am in is pretty bare now," the merchandise-minded person will naturally want to know *why* Warner plans to keep his present location as the scene of his ambitious postwar project. Dealer Warner has the answer to that. He says: "A careful examination of the immediate vicinity reveals the fact that it is a growing district and big business is starting to make postwar plans for it, and buyers are interested in adjoining property for theatres, markets, etc."

If Warner's guess that the neighborhood will grow is correct, his new store will be in on the "ground floor," and not only his business will increase, but so also will his investment.

Planned Business Methods

Because Warner's is a one-man shop now, his new business will have to start from scratch from the employee standpoint but he will have a customer-list because he's laying the groundwork for that now. He plans to pay good wages, employ experienced people whenever possible, and to keep down unnecessary overhead.

Here's how his prospective employee list shapes up:

He plans to staff his business with six persons, using extra help on busiest days, such as Friday and Saturday. Since Don Warner has sold radios and appliances for some time he has learned the importance of keeping the records straight—of "knowing where he stands financially" at all times, and of keeping his credit accounts liquid—hence his postwar set-up will include a good bookkeeper and a good credit man.

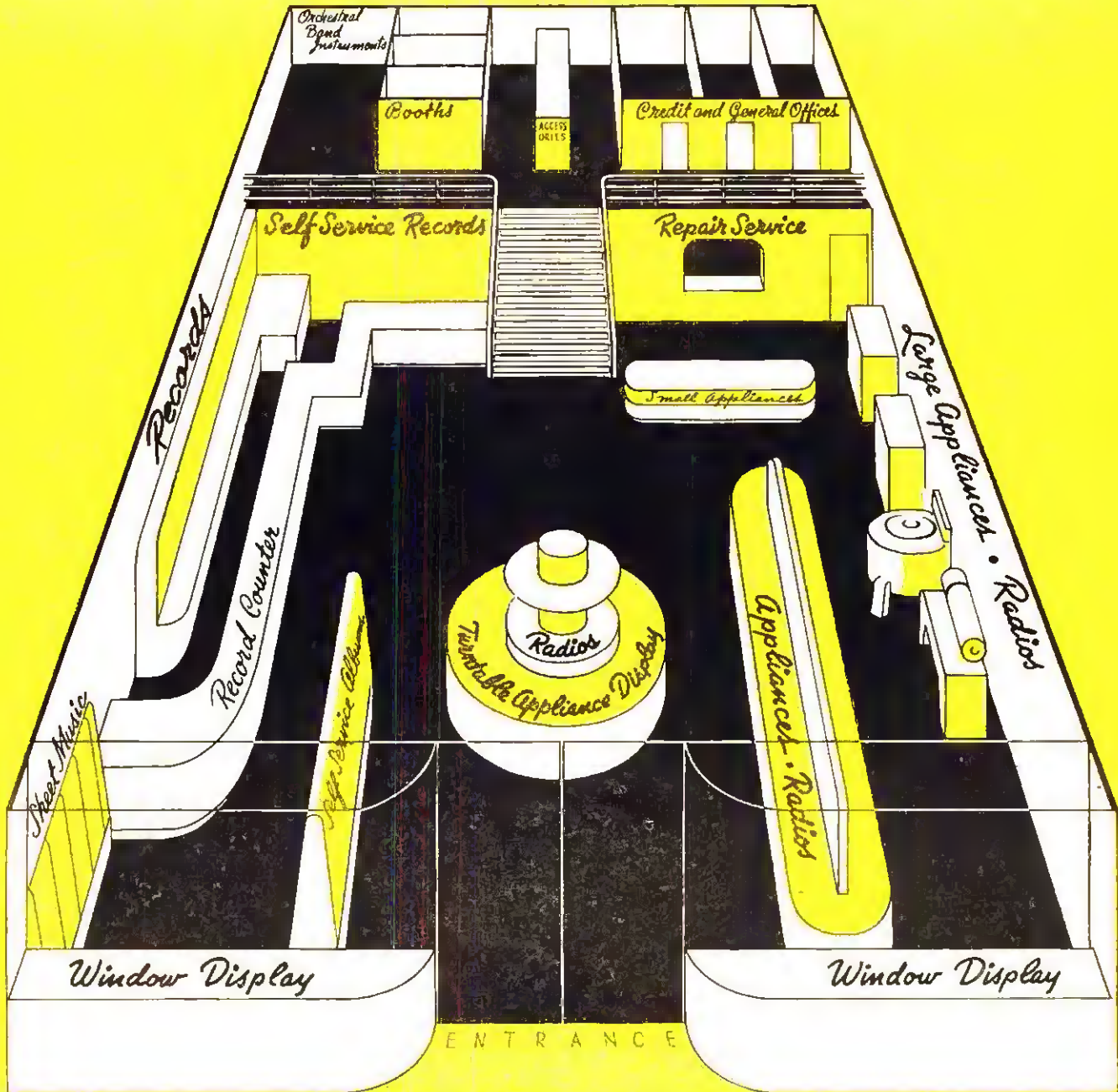
The proposed new store layout, as illustrated in this article, shows the building, 30 feet front by 40 feet
(Continued on page 104)

The record trade is good. Hot jazz and rare, discontinued numbers are Warner's specialty.




BIG "TOMORROW"

Get a Big Piece of that Coming Peacetime Business.
 His Plans for Expansion Already Drawn Up.



Warner's store of tomorrow will feature an island display counter easily seen from the street. The record department and self-service counters will occupy the left portion, with listening booth privileges limited. The repair shop, under the mezzanine to the right, will have a side entrance to facilitate easy entry and removal of the

larger repair jobs. In the other rear half, beyond a partition, he plans to build the stock room and receiving department. Fluorescent lighting will be used throughout. Warner also feels that any greatly expanded postwar setup must include a good credit department. Property for this store has already been purchased.



"OVERHEAD" WILL GET IF YOU DON'T

**Careful Study of Turnover and Expense Needed
to Help Keep the Wolf from the Retailer's Door**

• The successful merchant must be a good buyer and a good seller in order to prosper. He must be able to choose merchandise offering a suitable margin of profit, and he must buy merchandise his customers will accept with the least possible degree of resistance. He must display and advertise his wares.

Overhead Factor

But in between the retailer's buying and selling operation there is a factor capable of making or breaking him. That factor is *overhead*. No matter how large his spread is between his cost and selling price, and no matter how frequent his turnover, his costs of doing business—over-

head—will result in one of three things:

1. He will show a substantial profit if his operating costs are low enough.
2. He will "break even."
3. He will lose money.

Since the dealer is in business for one purpose—to make money—it is vitally important to him to have figures pertinent to his financial affairs at his fingertips, and to be able to interpret these figures so that his future operations can be governed accordingly.

In order to be able to make drastic cuts in overhead, where necessary, he should not allow his business to be-

come unwieldy, but should keep it in a resilient state, so that he will be able to chop and prune expenses whenever and wherever necessary.

Right now costs of operating radio-appliance retailing and service stores are up to new highs because merchandise costs more, taxes are higher and wages have skyrocketed.

Turnover Rates

A typical case of increased overhead in relation to increased business volume is seen in the chart accompanying this article of retail radio-appliance businesses whose operations are broken down between 1939 and 1943. The chart below also illustrates approximately how

COSTS OF DOING BUSINESS ARE INCREASING!

These Figures, Taken from Records of Representative Radio-Appliance Stores, Compare Recent (1943) Operating Costs with Costs for a Previous Year.

Average Yearly Gross Volume (approx.)	Store A \$51,000		Store B \$29,000		Store C \$45,000	
	1939 90% Sales	1943 60% Service	1941 20% Sales	1943 80% Service	1939 40% Sales	1943 85% Service
% Sales and Service						
Sales and Service Wages Per Cent to Sales	10 %	17 %	8 %	10 %	14 %	16 %
General Selling Expense Per Cent to Sales	1	1.2	1.7	1.9	1.5	2
Delivery Expense	2	2.4	1.5	2	3	1.5
Total Selling and Servicing to Sales	13	20.6	11.2	13.9	18.5	19.5
Administrative: Executive and Office and 6% on Average Inventory	17	13	13	12	14	15
Occupancy: Rent, Taxes, Interest, Insurance, and Depreciation	8	9	6	8	5	6
Advertising	3	.5	3.2	3	2	1.5
Total Operating Expense	41 %	43.1%	33.4%	36.9%	39.5%	42 %

YOU WATCH OUT!

much it costs the average dealer in our field to do business. A study of this chart reveals the importance of knowing just where you stand at all times.

In addition, the study of turnover is most necessary, and the dealer handling diversified lines should be able to determine why some items turn over rapidly and others slowly. He should be able to determine the degree of obsolescence in slow-moving lines, and should know whether the rate of turnover is normal or sub-normal to particular items.

Some household appliances and supplies move slowly and still are considered "good sellers" because they are staple, and do not obsolesce in a short time. Hence, in stocking such items, the dealer does not have to make drastic mark-downs in order to move them, and can maintain his just profit on them. The smart dealer should be able to differentiate between these lines and other merchandise which must be speedily moved out of his store.

On the other hand, merchandise subject to continuous model-changing by the manufacturer, and competitive price-juggling, should never be allowed to warm the dealer's shelves for long periods of time. The dealer must be able to differentiate between healthy and unhealthy turnover rates in diversified lines.

Use Logic

The merchant having lines which should, by comparison with competitive dealer sales, turn over rapidly, and which do not, can generally see one of the following factors to blame:

1. His mark-up is too high, or he paid too large a price.
2. His trade-in offers are too low.
3. His business location is not advantageous.
4. He does not use sufficient advertising or display.
5. His sales methods are ineffectual.

The retailer having lines which should *not* move rapidly in comparison with the sales of his competitors, but which are subject to rapid obsolescence, should expect them to move, and may often find one of the following reasons a controlling agent:

1. He exercised poor judgment in selecting the line.
2. He refuses to mark-down his merchandise.
3. The line is not acceptable to the rank-and-file customer.

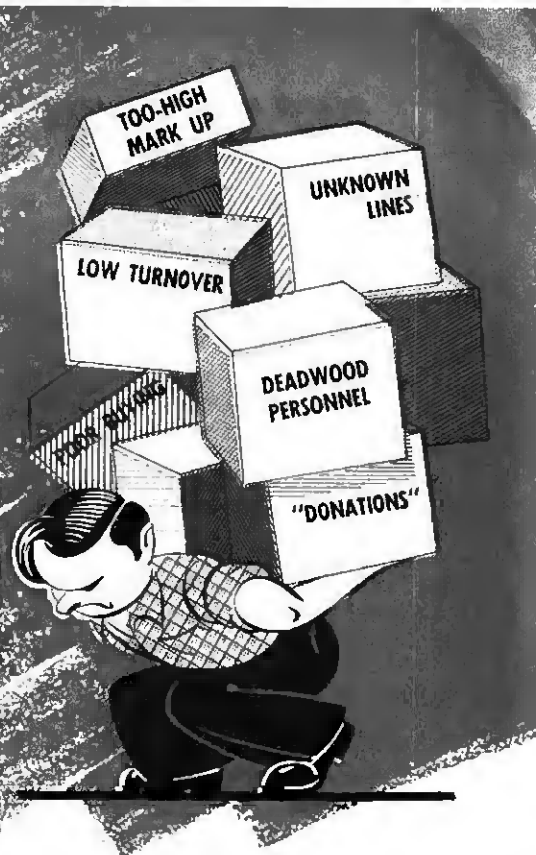
Just as the ability to buy advantageously is a necessary successful dealer qualification, so is the judgment and backbone necessary to chop down useless expense, and the chief obstacle to doing this is often due to the fact that the dealer is in a rut, and refuses to snap out of it.

"Personnel" Dividends

Often a dealer will *know* where a certain overhead factor is too high, but will have some reason to soft-pedal it, hoping that it will work itself out, being unwilling to take the bull by the horns and make a decision which would result in additional profits.

"Deadwood" personnel in dealer organizations is probably responsible for more figures in red ink than any other one factor. Frequently the dealer doesn't want to hurt the feelings of a person or persons—often veteran employees—whom he knows to be inefficient and unprofitable to him. Sometimes he employs unsuitable help because they are relatives, or because someone with a "pull" has made a demand upon him which he feels he is unable to deny. The dealer indulges in some wishful thinking that the parasitic help will "improve" or "change."

Faced with a situation like the above, the dealer should remember that the unproductive employee on his payroll, if such employee possessed sufficient intelligence and integrity,



would have done one of two things: Tried strenuously to improve himself or quit the job. But if he "hangs on," and continues to balance the ledger unfavorably, the dealer should go to the mat with such employee; attempt to make the individual go to work on himself or fire him then and there.

"Cheap help" is another often deceptive practice indulged in. As a rule, and particularly during these times, "cheap help" is often the most expensive. There is no use throwing away even a *little* money in paying people who are unable to earn their salt. Truly "cheap help," from a business standpoint, is help unprofitably employed, *regardless* of the amount of salary paid to it.

Needless Expense

In scanning your delivery expense does it appear feasible that you can cut it down somewhere? Perhaps by careful planning you can rearrange schedules to gain more efficiency. Perhaps you can limit delivery to certain days only, thus saving wages, wear and tear on equipment and precious fuel.

In cutting needless expense from delivery and pick-up services, you must eliminate waste motion and insist upon careful operation of the vehicles you maintain.

Maybe the rent you pay for the location you occupy is "eating" your
(Continued on page 105)

WARTIME ALIBIS ARE

"Public 'Fed-Up' with Hackneyed Excuses," Says Sutton of Fort Worth, Texas, Who Believes Customer Is Right

• "We try to maintain a peacetime smile under wartime conditions, and we never forget the fact that customers today are getting fed up on excuses and alibis," says Bill Sutton.

This radio shop owner elaborates. "Just a little extra time spent in explaining things to a prospect and in being perfectly frank with customers enables us to sell most repair jobs at a profit to us and to the complete satisfaction of the customer—and in the same way, we are able to weed out the few customers that would be indignant and displeased with our service charges."

Volume in Car Radio

Bill Sutton operates the Bill Sutton's Radio Hospital, 1202 Commerce St., Ft. Worth, Texas, a shop where he is averaging 1000 repair jobs monthly in home and automobile radios. He does more volume in auto radios than in home sets, for he gets a good out-of-town business on auto units. He does no sound equipment work, but does handle juke box repairs for one customer. He is a strong believer in specializing in one field. After Victory, Sutton expects to continue with radio work exclusively.

"We have to make most parts or change and adapt them to fit the unit," says Sutton, "and we repair or adapt most tubes.

"We find that most customers are concerned mainly with keeping the radio in service—we never turn

down any set and we claim to be able to fix any radio if the customer is willing to pay the price. We don't give free estimates, but by checking

but we also show this customer that we don't break up the original sockets and tear up a set. We adapt tubes to a socket without rewiring and re-drilling so that the owner may again use the size tube originally intended for this set as soon as the tubes are available again."

One thing that Sutton does which makes friends of the military men is to try to keep a few new parts and new tubes available for the men of the armed forces who are generally in a hurry for their radio. Sutton will install a new tube from his limited stock for the man in uniform at regular price.

SUTTON IS SUCCESSFUL

He turns out 100 jobs per month

He specializes in auto radio

He praises woman repairer

Repairwoman Uses Ingenuity

One repairwoman and 3 repairmen assist Bill Sutton in his shop. One of these men, along with the boss, has the reputation of being one of the best radio men in the Lone Star State. The female member of the crew, Barbara Byrd, fills a definite place in the shop. Although she is confined to limited services on radios, this shop owner finds that women are excellent detail workers and they are good at touching up the appearance of a radio.

"Appearance is very important," says this radioman. "When we finish a set, we run over it with polish—use plastic wood to fill in any breaks in the cabinet, and we see that the knobs are uniform in size or if there are different sizes, we see that they form the right relative position to

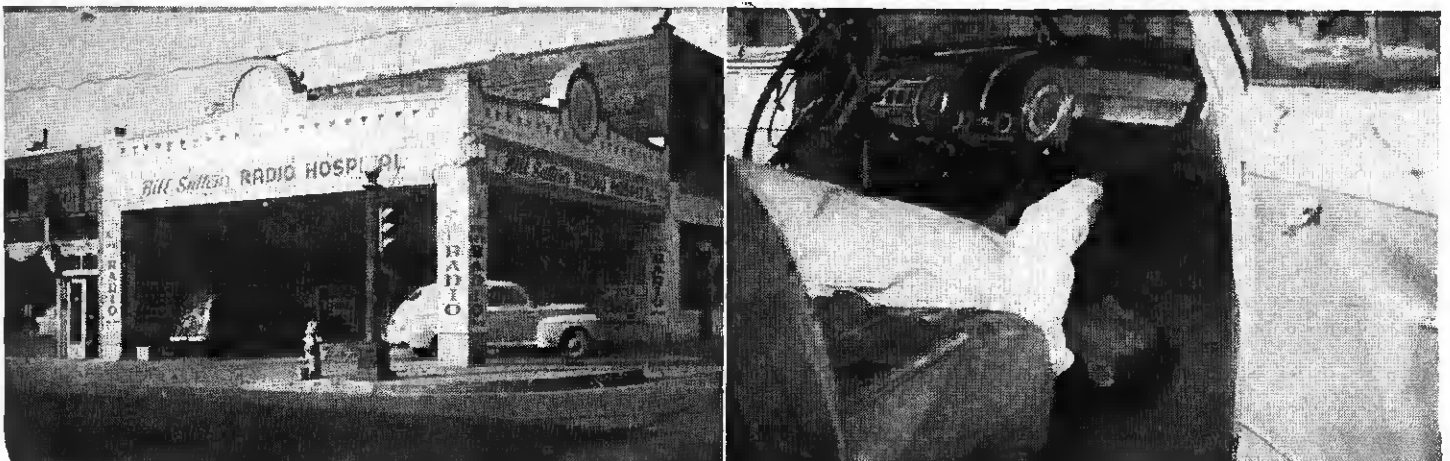
a radio, we can tell a prospect just about what the job will run, but we never give a flat figure. And in most instances, we explain that after fixing one thing, we may find other trouble.

"We certainly don't believe in robbing a customer; but we certainly don't feel like sending out a repair job that is only half right. If the customer wants us to do the job right, we are usually able to turn it out within a few days. We may have to substitute and build parts, but we will make the radio work.

"We tell the customer that we may have to use \$2.00 worth of substitute parts in building and adapting a tube in addition to the time. . . .

Radio Hospital has drive-in facilities which in these days of non-delivery makes it convenient for customers to pick up large sets

Bill Sutton—at his favorite job—makes an automobile radio adjustment and installation after repairing the unit.



OUT!

make the owner realize that he has a radio that is almost new in appearance.

"The average layman judges a radio, an automobile or any such article largely by appearance . . . and although the average radio repairman is concerned only with the mechanical part of the unit, my female worker and myself see that every set goes out looking just a little brighter and nicer than when it came in."

Location a Real Factor

Bill Sutton's Radio Hospital occupies a building with drive-in facilities at the corner. Bill likes automobile radio work, and finds that this work comes to the serviceman who makes it easy to park for a quick inspection or to leave the car if necessary. Bill began installing automobile radios back when the idea was just a plaything and special adaptations had to be made to fit the car. He has continued this policy of finding a way or making it, finding a part or making it.

This dealer has all the volume that he can handle at a profit, and if he can't make a profit on most jobs, he prefers not to handle them. But at that, Bill Sutton keeps up his advertising. He has a newspaper advertisement weekly; and he uses radio spot announcements. This advertising not only brings in much local business, but it brings some good profitable business from distant small towns. "I recall when radio service was a



Bill Sutton, foreground, owner of the Bill Sutton Radio Hospital, Fort Worth, writes up a time ticket on a repair job. In the shop are his three repairmen and one repairwoman, Barbara Byrd, who gave them a new angle on polishing sets.

highly competitive business," says Bill, "and I know this day is approaching again. We are trying to build solidly by giving service today that is as near to peacetime standards as possible.

"We take a little more time, a little more patience, but we get paid for our time and we believe that we won't have such a hard time getting customers into our shop after Victory. The very least any radioman can do is to show some interest in the prospect's personal problem. We only

get 6 sets of batteries per month—we could sell 30 such sets.

"But we never dismiss the farmer or battery set owner with a curt 'No.' We take the trouble to explain our shortage and we tell the visitor a half dozen other places where he might try to locate batteries.

"We may not have just what the prospect wants, but we make this prospect know that we appreciate the call and that we are interested in helping him to keep his radio in service."

Radios are inspected while you wait, and if necessary, autos can be left overnight. Unique service ideas bring in more trade.



Radio Hospital's owner Bill Sutton says a job of radio repair is worth everything you can put into it!



GLAMOUR

Popularity of Stars Offers for Record Promotions

Radio-Music merchants Schmolfer-Mueller in Omaha, Nebraska Quiet," a real occasion to "go to town" on window display with



Decca's Bing Crosby has one of the largest followings of any performer. His new disc with the Andrews Sisters "Is You Is Or Is You Ain't Ma' Baby" is excellent sales tie-in with Volume II of Crosbyana, recently issued.



Andy Russell, Capitol's singing star, is seen here in the midst of many fans, who all but broke up shop at Haynes-Griffin, one of New York's most popular music and radio stores. Shop's president, George P. Lohman, second from left, and record department manager Alma D. Kraushaar, at Andy's left, report record sales scoop.

• The full entertainment value of records continues to be acknowledged by progressive dealers who use to the greatest extent the tie-in value of record artists and their attendant glamour. The aura of popularity that surrounds these personalities can double a dealer's record turnover, if he is alert to harness the selling force of this *popularity* whenever he can. Now, with the market going full blast throughout the summer, and better conditions fast approaching, disc manufacturers predict a lively Fall selling season.

Current releases for Decca are: "What a Difference A Day Made," No. 23354, featuring Corinna Mura

Sells Discs

Maximum Opportunity and Displays

found Victor's disc No. 30-0824, "Milkman Keep Those Bottles
pitchfork, milkpail and lantern, AND resultant increased sales.



Ethel Smith, new recorder for Decca of Latin American music on the organ, is a new star fast gaining popularity. Her latest appearance in pictures is in MGM's colorful "Bathing Beauty."

of "Mexican Hayride" fame. "Come Out, Come Out, Wherever You Are," No. 18620, stars Charlie Barnet and his orchestra. These were released September 14th. Discs readied for September 21st are "Too-Ra-Loo-Ra-Loo-Ral" (That's an Irish Lullaby), No. 18621, recorded by Bing Crosby with John Scott Trotter and Orchestra. The Merry Macs on No. 18622 star with "Let's Sing a Song About Susie."

Decca promotions offered include the following artists and their recent discs: Bing Crosby, Volume II, 10" x 20", buff, black, raw sienna; Conrad Thibault, "I Spoke to Jefferson" (Continued on page 100)



When a popular artist like Frankie Carlo, above right, visits his own home town, the occasion calls for plenty of fanfare. Columbia's pianist with the golden touch increased the Outlet Co.'s disc sales to top notch figures when he autographed records for this store's customers recently in Providence, R. I.



Window display of Beer's Music Store stresses sale of records and musical instruments.

Airs Local Talent Shows

Progressive Pennsylvania Dealer Ties Broadcasts in with Sales of Recordings

• Through the use of records and radio to promote the sale of radios, records and musical instruments, the name of Beer's Music Store at 118 North Third St., Clearfield, Pa., is well known throughout the western end of the state. Over the past 14 years this house has built up a reputation for having in stock at all times anything the customers may need, from a piano or radio to a fiddle string.

Ansel C. Beer, member of the National Association of Music Merchants, has built up a series of amateur shows in collaboration with the Roxy Theater of Clearfield, and broadcasting station WCED in Du Bois, using newspaper and radio announcements to prompt applications. Having his own recording apparatus made it easy to make records of initial auditions in the store on inexpensive paper discs, and these have proved of great value in shaping the programs.

Talent Programs

Half-hour broadcasts of seven or eight numbers present varied bills of one or more vocalists, harmonica play-

ers, tap dancers, violinists, accordion and trumpet artists.

For these showings of talent the theater stage has been available at 3 p.m. on Saturdays in consideration of the benefit of studio time for which Mr. Beer paid. Audience response both in the house and on the air has invariably been good, and each contestant, even if eliminated, has had a personal letter of thanks and congratulation from Mr. Beer.

Thus a record of the amateur's appearance on the stage and airwaves remains for future reference, whether he ever again entertains publicly or not.

Popularity Spreads

Selection of finalists has been on the basis of post card voting by the public, and more than six thousand votes have been known to come in for a given show. The last finals ran an hour, presenting 12 acts and earning the winners awards of \$50, \$25 and \$5 put up by the music house.

Mr. Beer is certain of the direct benefit of this activity to his business, because on personal trips over the territory, radiating a hundred miles out of Clearfield, he has found the

ice broken for him with new prospects who recognize his card, and remember the broadcasts.

Until the requirements of Selective Service broke it up, the male quartette known as "The Hillsdale Hill Billies" was sponsored on the air by this music firm. They were all local boys and their act made a specialty of request numbers.

Another use of the air which has been profitable to Beer's Music Store is the lending of records in lots of 50 to the broadcasting studio in Du Bois to be used for sustaining programs in return for consistent plugging of the concern. Direct results have been checked in the store through customers' calls for the selections on loan at the studio.

Broadcasting Profitable

Record business is now running about \$5,000 a year because of radio advertising, and a good stock of standard discs and albums built up from year to year. New releases go out just about as fast as they come in, and this is helped along by circulating a disc manufacturer's record reviews, bearing the store's imprint,

(Continued on page 106)

*Here's One
for You to
Put Over!*

When the new Recordios are offered to the post-war market, they will continue to maintain their present leadership and standard of high quality. The Recordio franchise will be a valuable asset to your business.



WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN

Manufacturers of the Recordio, Famous Home Recording-Radio-Phonograph Combination

Records Built "Record" Sales



Embassy's front entrance stresses record display.

Chicago Dealer Spirals Disc Inventory from \$50 to \$4000

● Since the day the Embassy Radio Shop, 3946 W. Fullerton Ave., Chicago, installed a record department, its customers have been steadily increasing in number. Today the department does a big business.

Peter Van Diggelen is the genial proprietor of this progressive radio-music shop. Three years ago he invested \$50 in a stock of records. An inventory recently completed showed \$4,000 in discs.

A factor in the rapid growth of this shop is Peter Van Diggelen himself. He does business with the customer from the point of view of the customer, and this method of operation has shown excellent results.

Helps Select Discs

Van Diggelen makes it a special point to be helpful. "I have found that many people come into the store with no idea as to the kind of record they want.

"Only recently a woman walked in who wanted 3 records for her son in the service. She didn't know just what to get. Here was a case calling for helpfulness on the part of the record clerk. I suggested several numbers and, after listening to them, she purchased 3."

The record clerk, Van Diggelen points out, governs to a considerable

extent the success of a record department.

The installation of the record line was the result of a search for additional merchandise to boost the shop's profit.

Van Diggelen is kept quite busy with radio repair work. When the inflow of sets to be fixed becomes too much for him to handle, he farms out the work.

The shop has been at the present location for the past 15 years, and is next door to a theatre. Van Diggelen tries to keep in stock the musical hits featured in various motion pictures. In the past he has been successful in obtaining these recordings. These go so fast, however, that he cannot get enough stock to supply the demand.

Pleasant Interior

The interior arrangement and construction of the shop is attractive. The general over-all material used in the construction of the interior is knotty pine, an expensive wood which is now unavailable in certain localities. The 2 listening booths are made of this material, as well as the counter and the rack holding the albums.

Material for the construction of booths, counter and rack cost the

proprietor \$350. Van Diggelen furnished the labor. "Should I enlarge in the postwar period I'll use knotty pine again. I've had a lot of comment on it," he says.

Sells Sheet Music

For the convenience of record purchasers, the shop carries a full line of sheet music. These are in racks provided by the sheet music publishers, and occupy a prominent area at the front of the shop.

The good features about sheet music, said Van Diggelen, are the cooperation and return privileges given by the distributors. They keep tab on which numbers are being absorbed by the public and this watchfulness is both to the advantage of the publisher and dealer.

Numbers which are not hitting the public are returned and replaced by titles which are popular.

The proprietor of this shop has done well since the installation of records both popular and classical. His taxable income for 1943 amounted to \$18,000. Looking to the future he will in all probability enlarge his present quarters by taking the store next to his. When that day comes he will expand the record department in addition to reconversion to radio and appliance sales.

"Surpasses anything I have heard..."

"Beyond any shadow of a doubt, my PHILHARMONIC surpasses anything I have heard, in regard to tone quality, reliability, design and all around simplicity of operation. If a better radio-phonograph has been made, I have yet to see it."

— DAVID HALL, author of *The Record Book*,
monumental record-collector's reference book



EAR-MARKED by Top Record Authority for Unequaled Performance

THE unsolicited endorsement of the PHILHARMONIC Radio-Phonograph by prominent music and record critics . . . the instant effect of its purity of tone and range on your patrons . . . these will assure profitable sales.

Top quality representation in your community is now being planned. Distribution will be limited to quality music and radio dealers. To them, will go an exceptional product of proven and outstanding quality, and a practical postwar program to make the PHILHARMONIC exclusive franchise a truly enviable one.

National advertising in leading publications

is creating an enormous back-log of desire for the PHILHARMONIC. Appearing continuously in outstanding media, it will be coupled with elaborate promotional material for your own distribution. Our highly trained representatives, too, will be available for the instruction of those who serve your patrons.

A PHILHARMONIC representative will visit you shortly to discuss our postwar plans, and exclusive franchise distribution.

PHILHARMONIC RADIO CORPORATION
524 East Seventy-Second Street, New York

Philharmonie



TRADE MARK
RADIO AND PHONOGRAPH

HOW PHILCO RESEARCH SPEEDS THE SPREAD OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture... so that future television sets will have the greatest possible sales appeal. Thus in two ways... by helping to broaden the market for television, and by designing a more saleable product for that market... Philco leads toward the goal of television as tomorrow's "billion dollar industry"... bringing television closer to your community *and* your business.

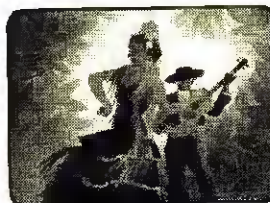
And this is one more item that makes the Philco All Year 'Round program... radio, phonographs, television, refrigeration and portable air-conditioning... the most valuable all year 'round franchise in the appliance field.

*Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P.M., E.W.T., Blue Network.*

BACK THE ATTACK — BUY WAR BONDS

*Famous for Quality
the World Over*

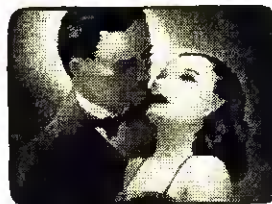
WITH PROGRAMS LIKE THESE,
PHILCO TELEVISION STATION WPTZ
HAS PIONEERED IN TELEVISION BROADCASTING



Since 1932, Philco has owned and operated its own television station, a rich laboratory of research and experience for television progress.



The Philco station has televised football, boxing, wrestling and other sports as well as news events direct from the scene of action.

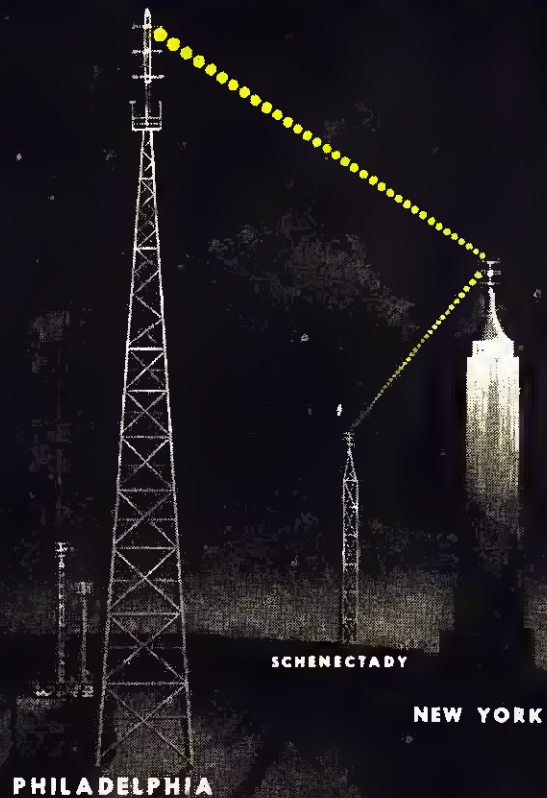


Movies, variety acts, dramatic sketches, illustrated news talks and civic programs have been televised from the Philco studios.

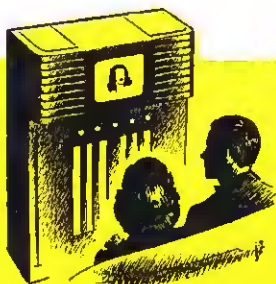
The First Network!

ANOTHER MILESTONE
IN THE PROGRESS OF

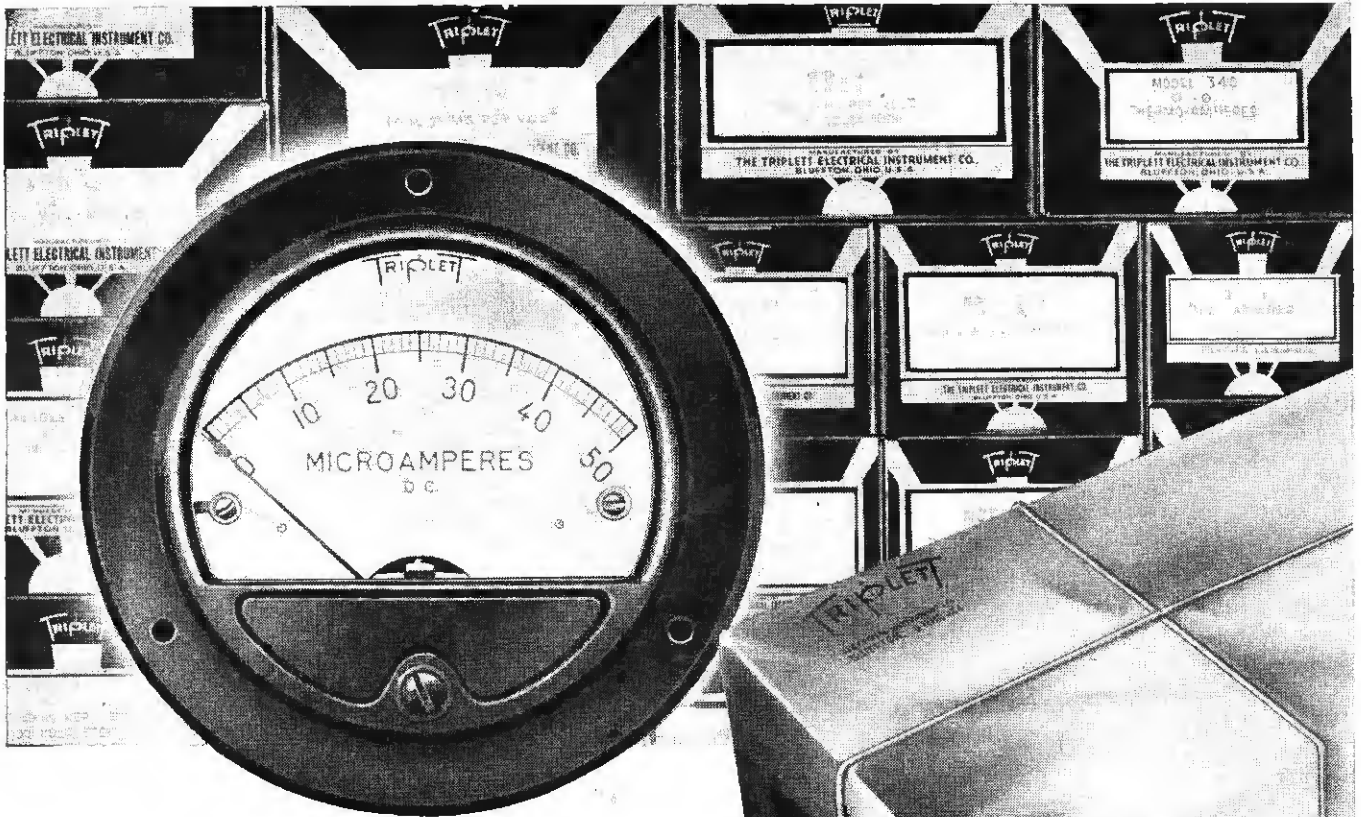
TELEVISION



CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first television network is in actual operation today, linking Philadelphia, New York and Schenectady. Now Philadelphians enjoy clear reception of programs from New York through WPTZ, their local Philco television station. Thus a technique is being developed that will make television nationwide and will enable millions of Americans to witness events that take place thousands of miles away! And Philco is in the forefront of developments that will bring television to your community.



PHILCO



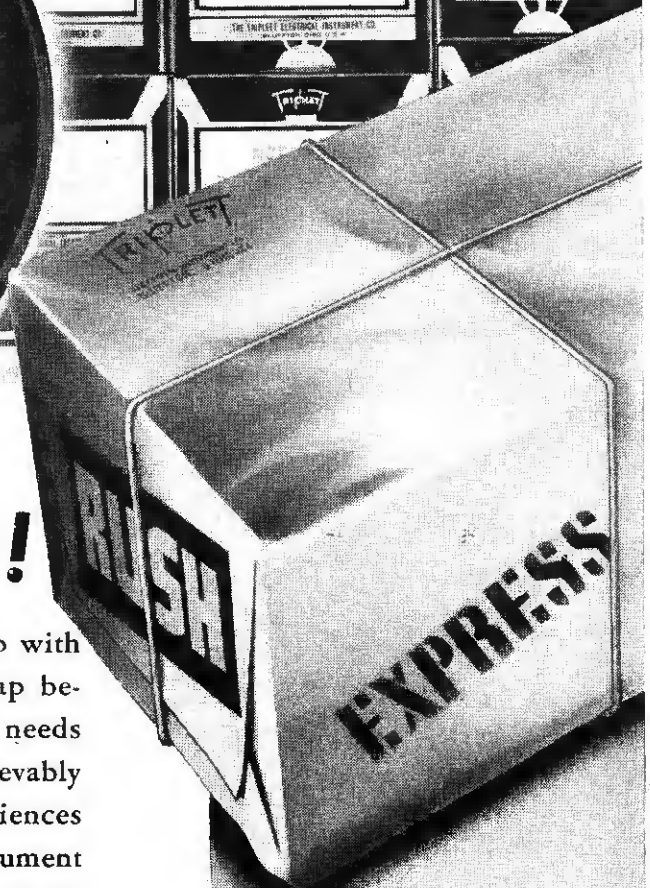
INSTRUMENT DELIVERIES!

American Instrument production is catching up with the needs of our armed forces—closing the gap between too little and enough. Caring for those needs has expanded Triplet production lines unbelievably far beyond previous capacities. And the experiences of war, added to more than forty years of instrument manufacturing, have bettered the products coming off those lines.

Now—instruments—better than ever before—are ready for general use. Better place your orders, at once, with Triplet—headquarters for a complete line of instruments made to one fine standard of engineering.

D'Arsonval Moving Coil D.C. Instruments Electro-dynamometer A.C.-D.C.
 Double Iron Repulsion A.C. Instruments R.F. and Rectifier Types; Sizes 2" through 7"

Triplet
 ELECTRICAL STANDARDS ARE SET BY INSTRUMENT CO.
 BLUFFTON **TRIPLET** OHIO ***



- ★ *Greater Production Capacity*
- ★ *Better Instrument Quality*
- ★ *Complete Line of Instruments*
- ★ *One Source of Supply*
- ★ *Prompt Deliveries*
- ★ **SEND YOUR ORDERS TO TRIPLET NOW**



Temple TELEVISION

will be a BUY-line
—NOT A SIDE LINE

If you, as a radio retailer, are interested in the profit aspects of Television, as well as the scientific, read the enlightening paragraphs below.

TEMPLE TELEVISION will reflect not only the skill and forward thinking of Temple engineers, but also practical, down-to-earth planning—of both merchandise and merchandising—that has you, the dealer, and your customers in mind.

TEMPLE TELEVISION will be engineered by top-flight electronic engineers who will combine Television and radio into a *complete line* of instruments that the radio dealer can sell with confidence and profit—instruments not merely designed for studio or exhibition purposes, but produced to deliver full value and performance to his customers.

TEMPLE TELEVISION will be built of highest quality materials by quality-minded craftsmen keenly alive to insure complete and lasting customer-satisfaction, as well as to minimize dealer service problems.

TEMPLE TELEVISION will enjoy the advantage of being housed in Temple-designed, Temple-built cabinets—furniture that is bench-made, not “bunch” made—providing not only *extra outer beauty and extra variety, but extra VALUE*, as well.

YES, IN TELEVISION, TOO, IT WILL PAY YOU TO “TEAM UP WITH TEMPLE”

FM TELEVISION
RADIO-PHONO' COMBINATIONS



WHERE **FM** WILL ALSO
MEAN **FINEST MADE**

TEMPLE TONE RADIO COMPANY, Mystic, Conn.



NO SWEATER GIRLS, Please

Electronic tubes are as sensitive to lint, dust and minute particles of foreign matter, as a hay fever sufferer is to pollen. Unless the most stringent precautions are taken to keep tube parts free from impurities, trouble is sure to follow. Trouble—such as noisy receivers . . . discoloration or spots on the screen in cathode-ray tubes . . . power failure in transmitting tubes.

A model of cleanliness, is the National Union cathode spray room, pictured above. Not only clean—it's *hospital clean*. No fuzzy sweaters or lint-shedding dresses are worn here. There is no dust, no dirt, because it's air-conditioned.

Humidity and temperature are precisely controlled. The whole room is washed from ceiling to floor once a week. Then, to make sure, the individual manufactured parts are sterilized—some in boiling water—others in special solvents—still others by hydrogen firing.

Even should other factors be equal, the cleaner tube is the better tube . . . better for the public to buy . . . better for servicemen with a good name to uphold, to sell. Remember this—and *count on* National Union.

NATIONAL UNION RADIO CORPORATION, NEWARK, N. J.
Factories: Newark and Maplewood, N. J.; Lansdale and Robesonia, Pa.



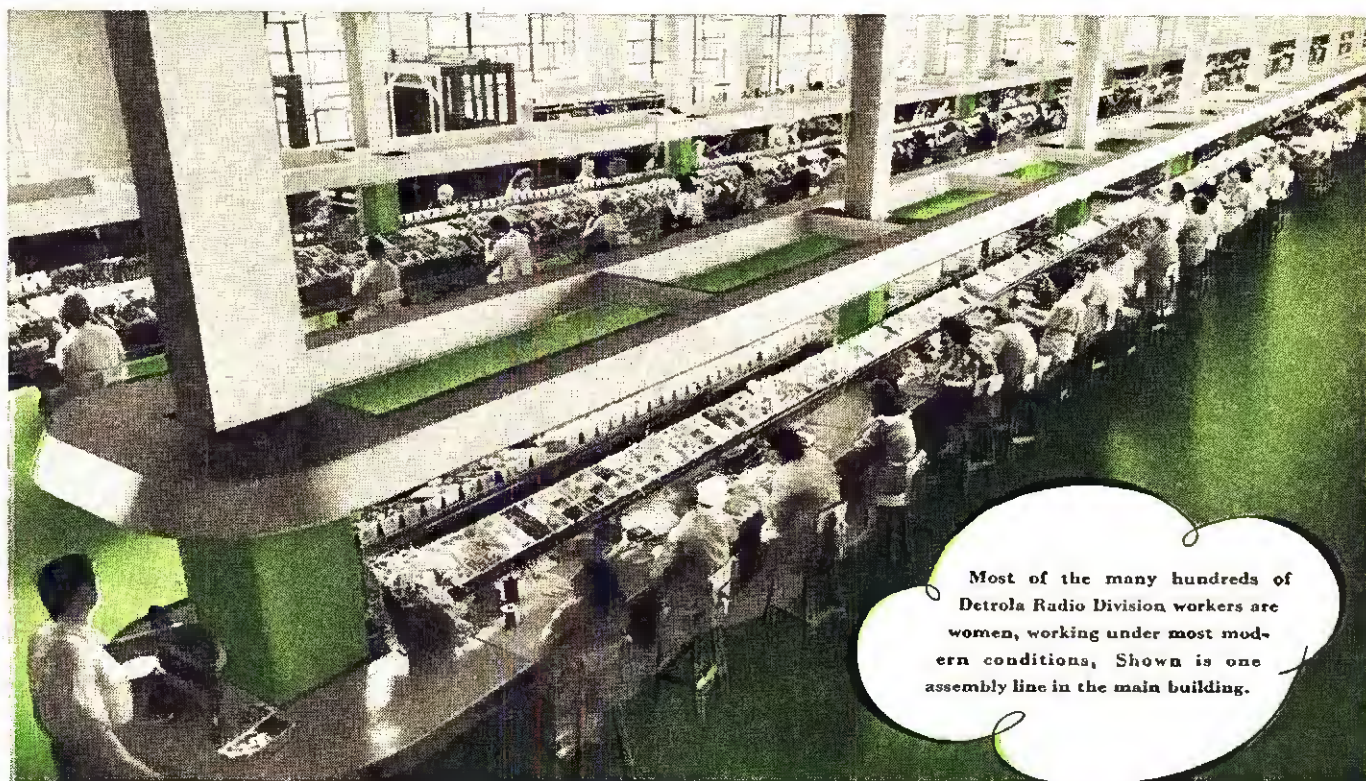
NATIONAL UNION

RADIO AND ELECTRONIC TUBES

Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers • Volume Controls • Photo Electric Cells • Panel Lamps • Flashlight Bulbs

Quality in Quantity

Building a quality product calls for skilled engineering, superior materials and extra-fine craftsmanship. Building a quality product *in quantity* calls for all these things, plus a plant laid out and organized for maximum production efficiency. The streamlined and efficient assembly lines which have poured forth unrevealable numbers of the SCR 299 and 399 Mobile Radio Stations, Mine Detectors, Aircraft Radio Receivers and transmitters and other equipment are International Detrola's promise of great quantities of the best in radio, television and electronics for a world at peace.



Most of the many hundreds of Detrola Radio Division workers are women, working under most modern conditions. Shown is one assembly line in the main building.

Buy War Bonds—and Keep Them

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

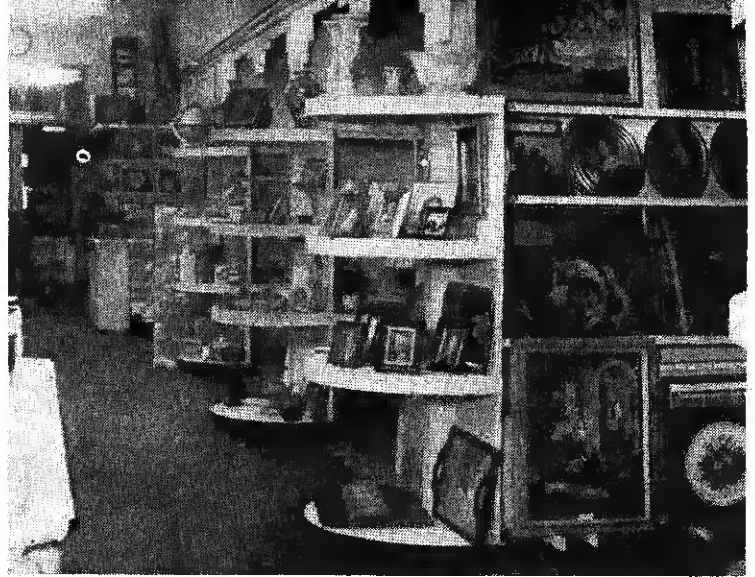
C. RUSSELL FELDMANN



PRESIDENT

Substitutes Gain Trade

War Shortages Cause Dealer to Turn Sidelines Into Business Mainstay



Section of store formerly used for record playing booths, is now transformed into alcoves and display shelves for pictures, pottery, and other items.

• Wartime appliance restrictions forced the Wm. Hardt Co., Winona, Minn., to adopt some radical measures to stay in business at a profit during wartime. However, conversion was done so well that last year the firm had a very profitable year, and the volume still shows signs of climbing in 1944.

Wm. Hardt, owner, who has been in business in Winona as a music-appliance merchant over 25 years, is a versatile man. Pre-war his firm sold radios, washing machines, vacuum cleaners, refrigerators and small electrical appliances. Considerable space was used to display all these appliances, and when war broke out and appliance stocks became depleted, replacements were needed.

Here is how Mr. Hardt remedied the situation:

1. A paint department was installed. Placed near the front of the store, paints began to sell well from the very first, due to the quality line handled, good window and interior display, plus newspaper advertising and enthusiastic store selling. Today

the paint line attains a fine volume for this store and undoubtedly will be retained in the postwar era, according to Mr. Hardt.

2. Picture framing facilities were increased. The store has always had a picture framing department, and when war broke this business was expanded. A service shop at the rear of the store was enlarged. Mr. Hardt bought numerous paintings, and these were framed in the shop and then placed on display in the store. They began to sell very readily.

Alcoves Invite Sales

Mr. Hardt and staff then made fixtures for one section of the store which created open alcoves out of old-type record playing booths. With the aid of the shop's machinery, this was not difficult. The transformation was made and some very attractive four-shelf rounded ledge displays were also attached to the outside of the wall partitions, between the booths. The open booth area was filled with merchandise: pictures,

mirrors, figurines, cameos, glassware, gift pottery and other items.

This kind of a display and stock arrangement made a decided hit with women customers.

The new alcove arrangements make it possible for several parties of women to view the entire stock with considerable privacy. This setup naturally makes for increased sales.

One alcove contains quite a large display of religious decoration pieces, crosses and similar items. The store has found that these sell quite well many months of the year. People who purchase such items, too, are often in the market for framed pictures, mirrors, etc., to display in their homes. Thus the two lines are allied.

Modernized Displays

3. Modernized the record department. This store also cashes in on the current record buying trend. The record department was remodeled and brought up to date. Modern display arrangements for records were installed, and this department's sales began to climb. It is now a very fine profit maker and builds store traffic.

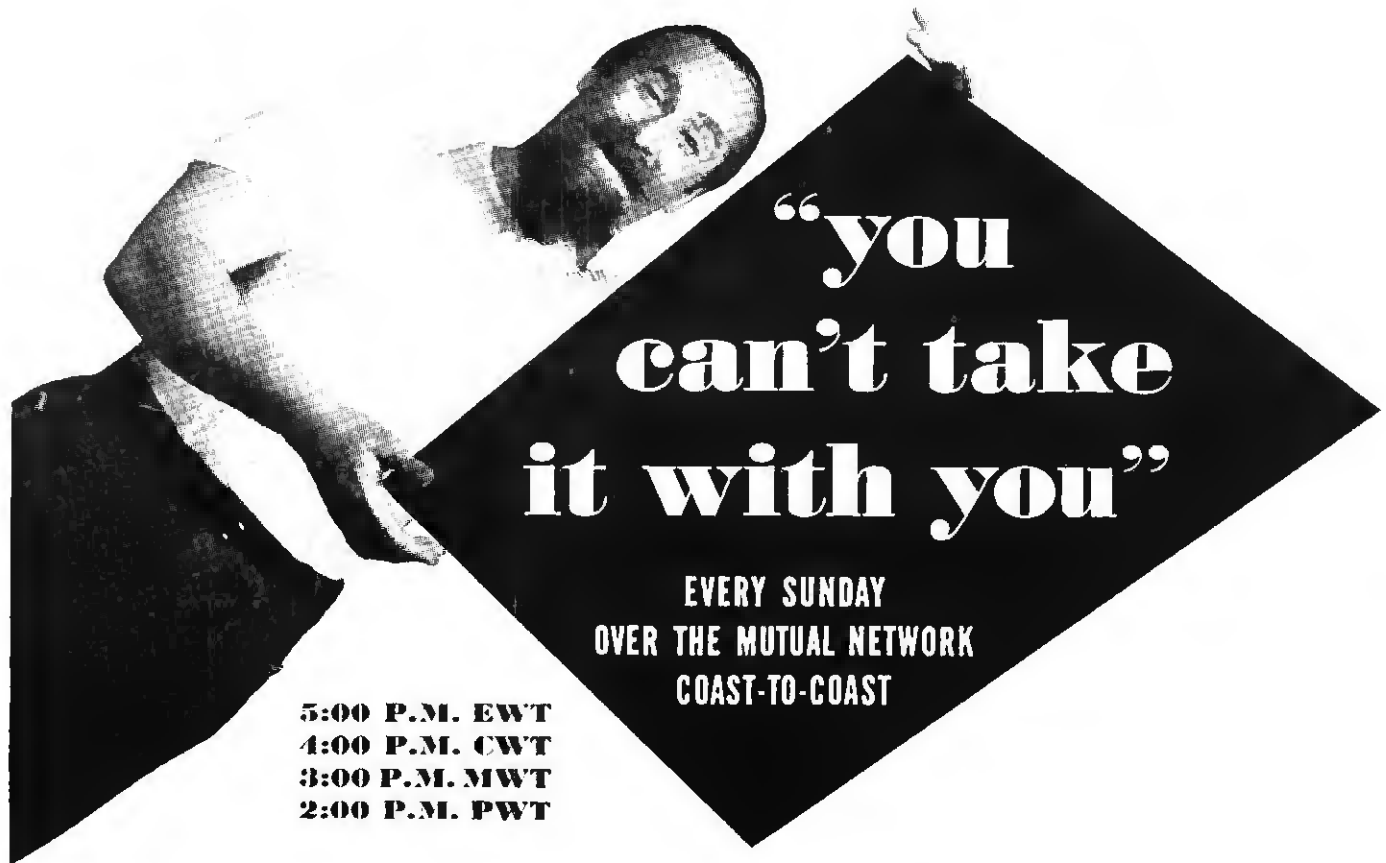
The store's former washer and refrigerator showroom has been given over for the present to a display of mirrors and small pieces of finished furniture. These two lines have done very well and also are good traffic builders.

"I am very pleased at the way our new lines have worked out," says Mr. Hardt. "We are making many new contacts with people who will be in the market for large and small appliances after the war and that is an important feature. We believe we can retain our new lines in the postwar years and also cash in on the appliance business."



When pre-war household appliances became scarce, this dealer remedied a trying situation by creating a profitable substitute line of furnishings for the home. Hardt finds his customers return for other household items he makes available.

Emerson Radio
presents
a great radio show



A sensational new program based on the smash hit Broadway comedy by George S. Kaufman and Moss Hart

Millions of people have roared with laughter over the antics of the Sycamore family and their zany household. Yes, “*you can't take it with you*” is an American institution and millions of people will listen avidly to see what happens next on this show...where anything can happen.

Millions of people, your neighbors, will hear on this program the story of tomorrow's new Emerson Radios...and will respond to the suggestion to get ready to be among the first to own one through the history-making Emerson Preference Delivery Quota Plan...the Emerson P.D.Q. Plan that is building business for Emerson dealers...*now*.

“*You can't take it with you*” is another factor that makes the Emerson Radio Dealer Franchise worth more than ever before.

Ask your Emerson Distributor for Details of the P.D.Q. Plan

FOR TOMORROW...A THEATRE IN EVERY HOME WITH EMERSON RADIO TELEVISION

**Emerson
 Radio** 

EMERSON RADIO & PHONOGRAPH CORP., NEW YORK 11, N. Y.

EMERSON'S PLATFORM: good product . . .

dealer acceptance . . . consumer acceptance

“For Outstanding Accomplishment”



GREAT ENGINEERING IDEAS IN SMALL PACKAGES

COMPACT, EFFICIENT, FINE

FACTORY BRANCH FACTS

System Provides Centralized Control in Thickly Populated Areas

• There are a number of good reasons to support arguments in favor of the existence of the three present methods employed to get radio merchandise into the hands of the retailers. And, since no practical substitute plans have evolved from years of study by business men and professional economists, it appears certain that the three time-proven channels listed below will continue to be employed during the postwar period.

Experts predict that there will be no marked shift from one plan to another when the production of civilian goods is resumed, but that the present ratio of distributorship set-ups will be more or less maintained.

Merchandise Sources

The radio retailer gets his merchandise from one or all of the following sources: 1. The independent distributor. 2. The factory branch. 3. Direct from the factory.

Broadly speaking, the manufacturer, who often employs all of the three methods of distribution, predicates his choice of outlet upon a number of factors, foremost among which are population, location and unit price of the radio receiver.

Since the bulk of the business is done through the independent distributor, the manufacturer lays great emphasis upon the independent's importance to him. While many independent jobbers operate in our larger cities, a great number are established in places where the business potential is too low to support a factory branch, and in these more or less isolated localities the manufacturer is able, through the independent, to get the desired coverage.

Independent's Value

In addition to the value of securing representation for his products, the manufacturer realizes that the independent is important to him as a link between the factory and the dealer, and that this distributor can handle small orders, contact the retailer and carry on unusual financial arrange-



**This Is One of a Series
on Distribution**

The July 1944 issue of this magazine carried a general article on various methods of distributing merchandise in the radio field. The August 1944 number featured the "Independent Jobber's Place in the Sun". And coming issues will contain descriptions of direct-to-dealer techniques, proposed reform of radio wholesaling, and distribution improvements suggested by leaders in the field.

ments with the dealer more economically than a factory branch can.

Thus we see that the independent is often appointed by the manufacturer upon a location basis, primarily, and that population is not always a factor.

Where the manufacturer is confronted with the problem of getting adequate coverage in some of our largest cities and their immediate trading areas, in certain cases he sets up factory branches, considering this method more economically sound and efficient than the appointment of a number of distributors.

The factory branch gives the manufacturer centralized control over operating policies and permits the branch staff to work closely with the factory sales group in selling and advertising campaigns.

In thickly-populated areas, where the merchandise demand is great, the factory branch can carry large assort-

ments of models and parts for the convenience of its dealer customers, and can keep the dealer posted on current manufacturing trends, new-model schedules, and repair techniques of its products.

Factory Branch Benefits

The factory branch has proven valuable in large cities.

It offers complete lines, complete parts, and factory liaison facilities.

It has financial stability, insuring its continuance in the field. It frequently offers a manufacturer financing plan to its dealers. The factory branch has adequate promotional facilities and maintains efficient and speedy service.

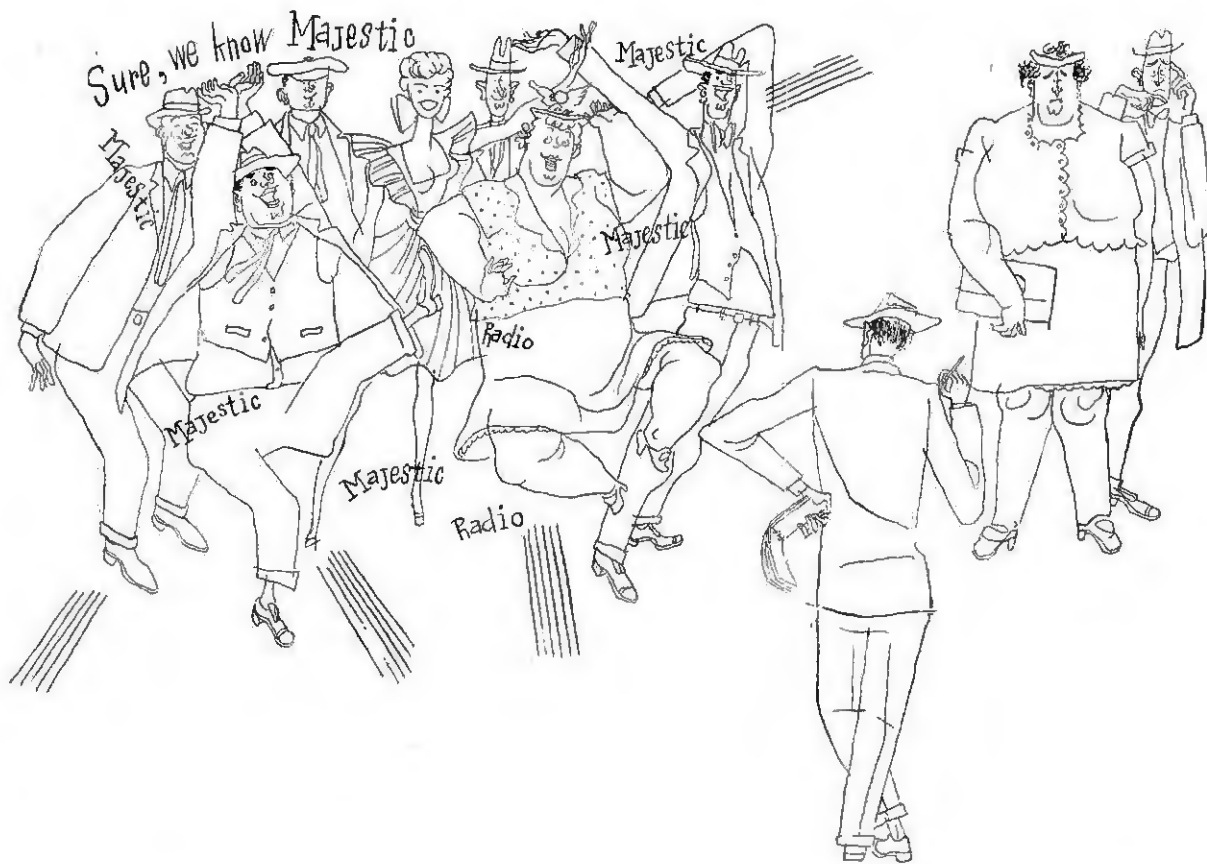
In addition to the factory branch, some manufacturers have set up wholly-owned subsidiary distributing groups, which function in a fashion very similar to that of the factory branch, except that they frequently sell, along with products of their own brand, the makes of other manufacturers.

Each Performs Function

To offset certain obvious limitations such as divided executive authority and operation more or less by rote, final analysis of the factory branch shows that in its particular niche in the distribution pattern it performs certain functions with the utmost efficiency, and can be considered a collaborator rather than a competitor with the other accepted forms of wholesale distribution.

In the radio field, it must be pointed out, only three or four manufacturers now employ the factory-branch plan of operation, and this only in the large metropolitan centers.

By far the largest part of radio merchandise is distributed through independent jobbers. Hence, in studying the various methods available, one must still consider the extent of development of the several plans, both pre-war and as the picture will probably present itself when M-day rolls around.



What's in the name... *Majestic* ?

Why does this name—*Majestic*—ring the bell of recognition with 88.2% of your future customers?

Surveys by the Ross Federal Research Corporation proved it: *People know Majestic as one of the great names of radio!* In 17 cities, men and women selected at random were shown cards bearing the single word, *Majestic*. Asked what product they associated with this name, 45 out of every 100 replied—"Radio." On further questioning, 43 more out of the 100 said "Yes" when asked if they had ever heard of *Majestic Radio*. Thus, out of every 100 persons interviewed, 88 (the exact percentage was 88.2%) were familiar with *Majestic*!

Why this striking recognition of the *Majestic* name? It's one of the dividends on an investment of between 60 and 75 million dollars in the advertising of a single product—*Majestic Radio*!

Will you collect dividends on this tremendous investment in a name? If you're a Majestic dealer, you will!

Why do 24.5% of radio prospects have an especially friendly feeling for the name *Majestic*?

In the same surveys, 24.5% of all those interviewed—*practically one out of four*—said they either owned or had once owned a *Majestic Radio*. Here is a vast backlog of goodwill for *Majestic*, plus a great immediate market of those who will want one of the new post-war radios as soon as possible, and, having found a *Majestic Radio* a good investment once, will naturally be inclined to buy another *Majestic*.

Will you profit from these "natural" sales to a big, loyal, ready-made market? If you're a Majestic dealer, you will!

What is being done now to make the *Majestic* name even more familiar and more popular?

In key newspapers from Coast to Coast, *Majestic* advertising is making the *Majestic* name even more familiar by displaying it to millions of

**MAJESTIC RADIO & TELEVISION CORPORATION • CHICAGO 32, ILL.
RADIO & Television RETAILING • September, 1944**

readers, and by describing the finer radios and radio-phonographs *Majestic* will offer after the war. This advertising is making the *Majestic* name even more popular by keeping readers posted on leading radio programs—telling them twice a month how their favorites rank in nationwide favor.

Will you benefit from this consistent, effective advertising? If you're a Majestic dealer, you will!

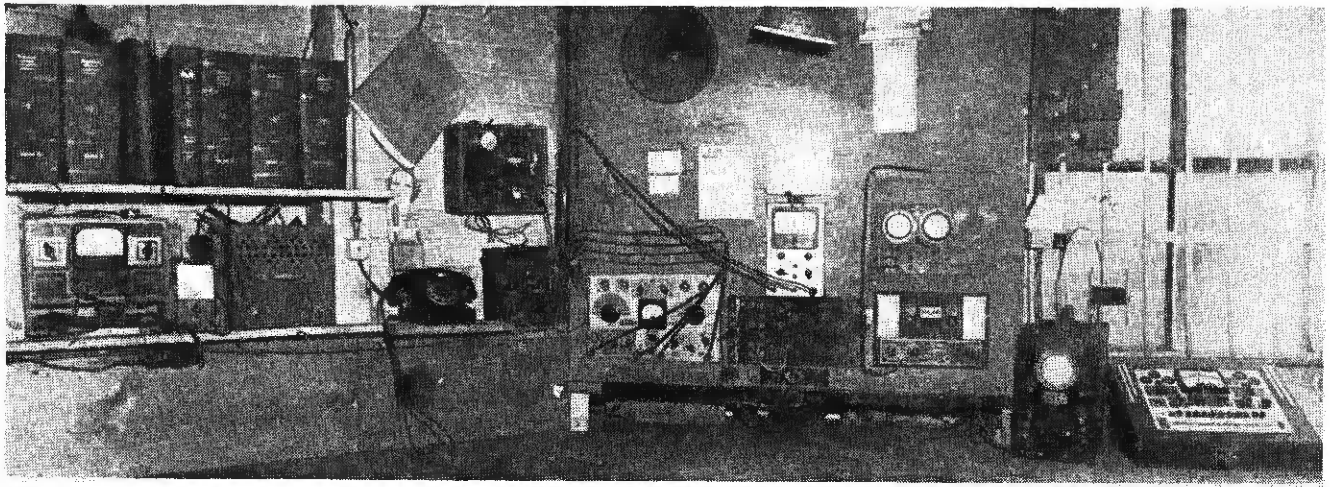
What's in the name . . . *Majestic*?

SALES for the *Majestic* dealer are in this magic name of radio! Just as **FULL PROFITS** for the *Majestic* dealer are in *Majestic's* unique Controlled Distribution plan.

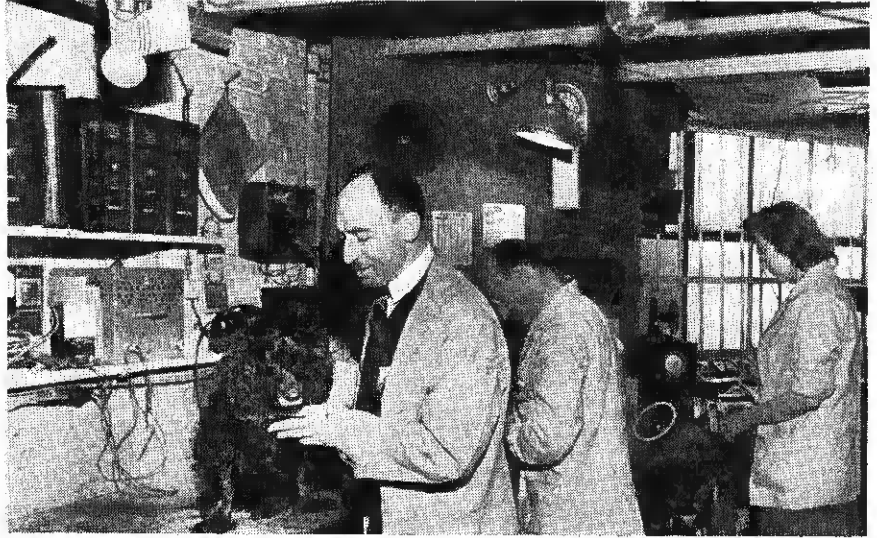
Write us. Let us tell you all the reasons why . . .

***Majestic* Means Business...and lots of it!**





Above, Ottenberg's work bench equipped with various testing devices. Right, Jerry Ottenberg with the shop's mascot. Mike Pascucci and Miss Alessavich are seen repairing radio equipment.



**Connecticut Technician
Repairs Industrial,
Home and Aircraft Radio
Equipment**

RADIO-

ELECTRONIC SERVICERS

• In business for himself as a radio technician since 1929, Jerry Ottenberg is still doing a fine job, despite today's difficulties in operation. He has also sold receivers of all makes for cars and homes, but now his stock is entirely depleted.

Currently specializing in repair, the J. L. Ottenberg Radio Service is located in one of the Hartford, Conn., large garages in the business section, at 175 Chapel St.

The repair shop is small, but Jerry and his three co-workers have a definite system of routing work through that permits the best possible use of space, and of each individual's time and talents.

His system is to allot a slip to every set, which lists name, address, date, make, and owner's description

of trouble. Work is handled in order of date received, but the bench is kept clear by allotting a portion of it to "fast" jobs—weeding them out to avoid clutter of small parts.

Employs 3 Technicians

Ottenberg's chief assistant, Mike Pascucci, with him for some time, specializes in auto radio work, and RADIO & Television RETAILING's reporter found J. S. Dzennis changing the output stage on a record player. The third technician is a young woman, Miss Ann Alessavich, whom we found working on a set's circuit changeover. Ann, a high school graduate and just out of her teens, already has three years' experience in radio repair to her credit, obtained while

doing actual repair for one of the large local distributors.

Jerry Ottenberg also specializes in electronic service, including maintenance on industrial sound systems and construction of test equipment for some of the war plants in the area. He is doing an ever increasing amount of the latter, much of it of a confidential nature. Manufacturers in the section seek him out for these jobs.

Services Plane Radios

About a year and a half ago, Jerry Ottenberg started doing service on plane radios at the Aviation Service Hangar at nearby Brainard Field. Today he has a service branch there where he does much work on Civil Air Patrol planes.

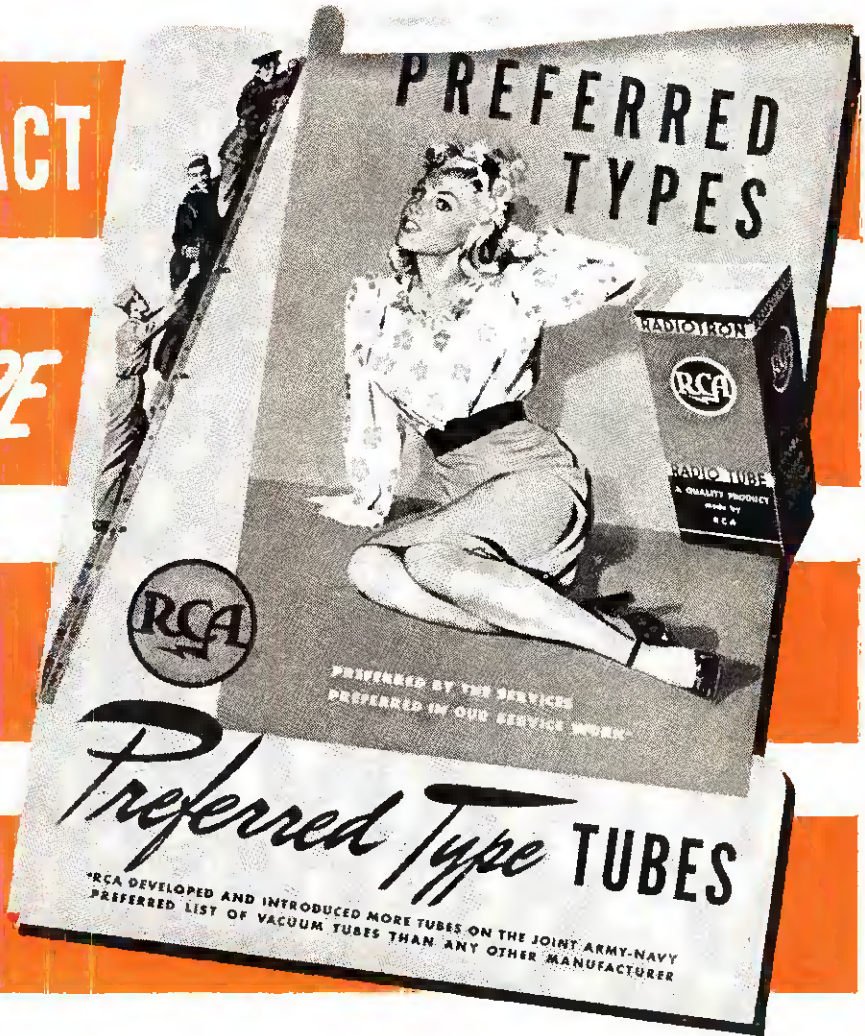
★ ★ RCA LEADS THE WAY ★ ★

HOW TO ATTRACT

PREFERRED TYPE

TUBE SALES

YOUR WAY



THAT's easy...just put up this sign *now*. Naturally, there won't be any Preferred Type Tubes to sell till after the war, but it's not too soon to let people know where they can come to get them when they *are* available.

This is the latest step in RCA's continuous program of merchandising to support RCA distributors, dealers and servicemen during the war. Pre-war, many up-to-the-minute RCA sales aids helped you sell and expand your markets... displays, indoor and outdoor signs, RCA clocks, and many others. After V-day, look for an even greater RCA merchandising service to direct sales your way.

Meanwhile, hard-hitting RCA advertisements in top magazines are doing the same job...building toward an even greater radio and electronics business for you after the war.

And this display, now available to you, helps set the stage for a profitable postwar boom in your sale of RCA Preferred Type tubes.

Remember, *the Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA!*

New, full-color 40-inch by 28-inch display easel (shown here in black and white) to help you maintain your identification with RCA, and to sell the Preferred Type Idea...which means greater profits for you in the future.



BUY MORE
WAR BONDS

62-0731-9

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

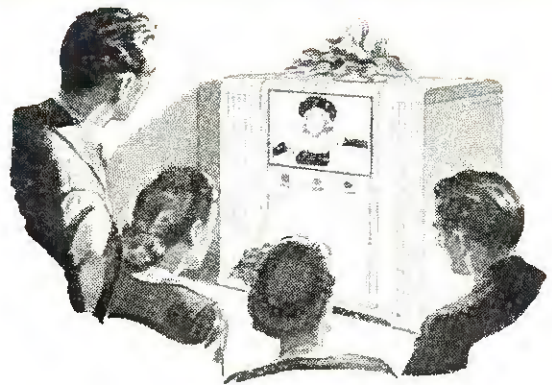
LEADS THE WAY... In Radio... Television... Tubes...
Phonographs... Records... Electronics

RCA PENICILLIN DEHYDRATOR
Speeds the Saving of Lives
in War or Peace



It dehydrates Penicillin in 30 minutes instead of 24 hours!

ANSWERING the pleas of sickrooms all over the world, an entire step in the production of life-saving Penicillin has been speeded up by the specially-developed RCA dehydrator. This newest contribution of RCA electronics ranks with the RCA Electron Microscope as a mighty weapon for molding a greater, stronger, healthier, more efficient nation.



RCA's role in postwar television will include the manufacture of transmitters, receivers for homes and theatres, tubes, studio and associated equipment. Most important to you is the fact that RCA will produce home television receivers in quantity and at prices within the reach of millions.

LISTEN TO RCA's radio program, "The Music America Loves Best" . . . every Sunday, 4:30 P.M. EWT. NBC Network

YOU WON'T SEE THIS IN A RADIO CATALOGUE

**. . . yet it helps make finer radios, phonographs,
and television receivers for you to sell**

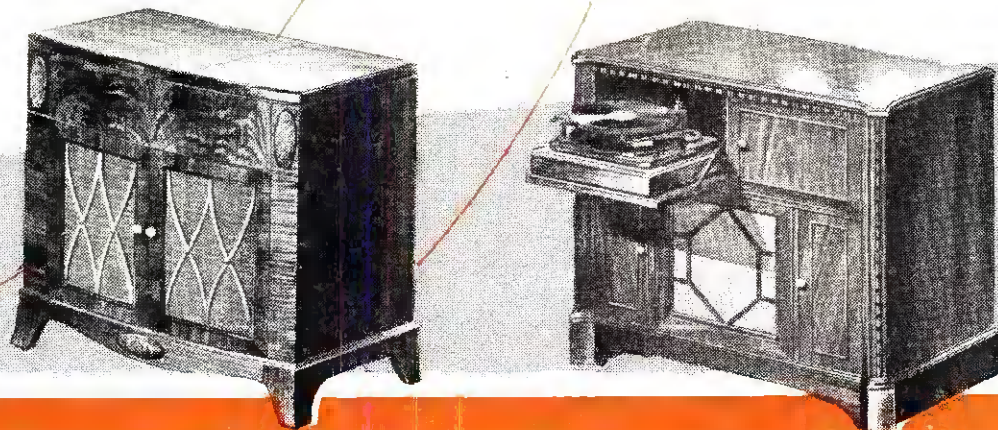
NOT until American scientists found ways to produce Penicillin in large quantities, was this new wonder drug in a position to save thousands of lives. With mass production achieved, the crying need then was for speed—and more speed.

Familiar with the ways electronics had helped solve similar problems, RCA scientists, with the collaboration of E. R. Squibb Laboratories, developed an electronic system which completes in 30 minutes the

evaporation process requiring 24 hours by conventional methods.

Obviously, this is not consumer merchandise. But by telling the public about these achievements, and of its war work supplying radios, radar, submarine detectors and other electronic equipment for tanks . . . planes . . . ships . . . submarines . . . RCA is constantly building greater value and greater demand for the RCA radios, phonographs and television receivers you will have to sell.

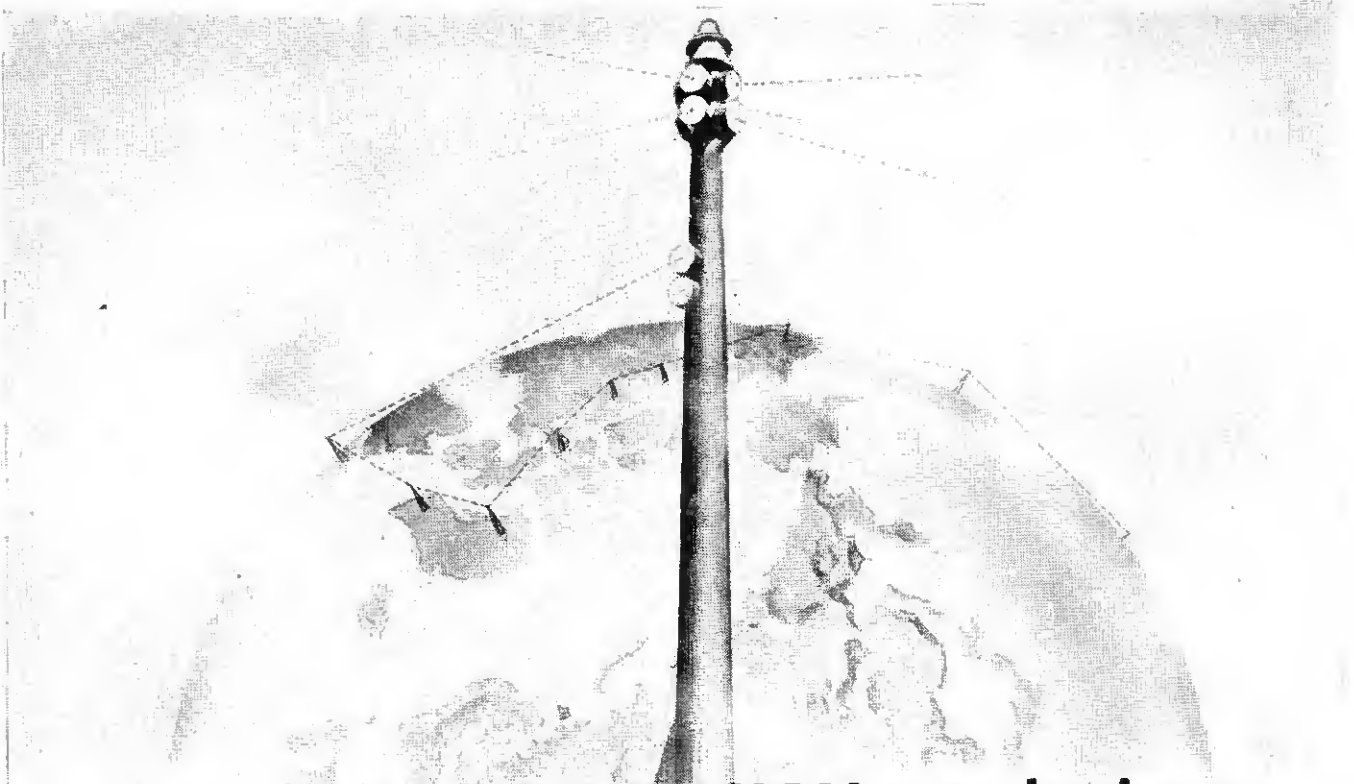
THE pre-war RCA radio-phonographs below give only a hint of finer ones to come. Postwar models will be notable for their beautiful cabinets and technical excellence, including the marvelous tone and static-free reception of RCA Super FM. The instruments themselves, and the powerful merchandising support put behind them, will be additional reasons for the increased value of your RCA line.



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . . Television . . . Tubes . . . Phonographs . . . Records . . . Electronics



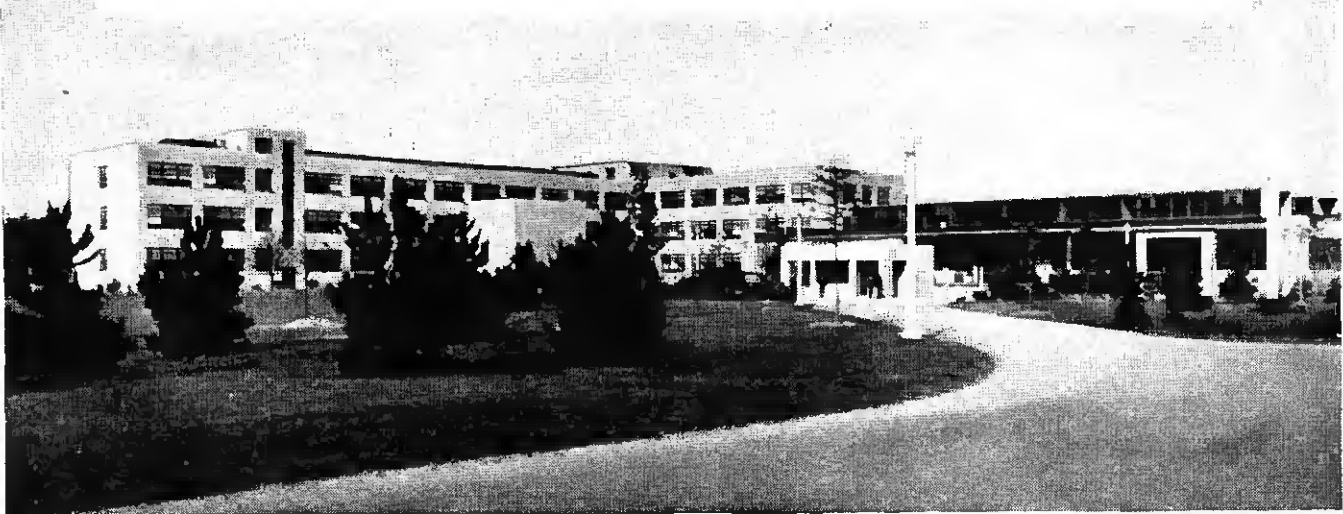
Research gives TELEVISION new horizons

● TELEVISION RAYS—like human sight—do not “bend” far beyond the curvature of the earth. They travel in a straight line to the horizon—and from the horizon off into space. In preparing television as a service to the public, research has sought ways to extend television’s program service by radio relaying from city to city.

A solution to this problem has been perfected by RCA engineers: the radio relay station—capable of picking up and automatically “bouncing” tele-

vision images from station to station. With such relays supplementing a coaxial cable, entertainment, sports and news events could be witnessed simultaneously by Americans from coast to coast.

Today, RCA’s research facilities are devoted to providing the Allied fighting forces with the most efficient radio and electronic equipment available. Tomorrow, these same skills and energies will continue to serve America in developing and creating new and finer peacetime products.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics



Listen to RCA’s “The Music America Loves Best”—Sunday, 4:30 P.M., E.W.T., over the NSC Network ★ BUY WAR BONDS EVERY PAY DAY ★



C. L. Clark, manager of the service department of Farned Radio Service, is shown here in his workshop, which he tries to keep clear of excess repair jobs.

Beating the Bottleneck

Alabama Radioman Refuses to Use His Shop for a Warehouse. Releases Repairs He Cannot Immediately Handle. Finds This Is Good Planning

• Many radio shops are so cluttered up these days with sets awaiting repairs that a customer can hardly get in the door. This is a bad condition, according to C. L. Clark, service manager of Farned Radio Service, Russellville, Ala., and here is how he averts it.

Those radios he can't fix immediately for want of parts or tubes, he urges the owner to hold and to check with the shop occasionally to learn when the essential part is at hand; or he may be able to get the set repaired somewhere else in the meantime.

3 or 4 Days for Repairs

Of the "can fix" radios, Clark takes in those he can repair in 3 or 4 days—and no more. He tells other customers to bring their radios back later, making an appointment with them. Once or twice it has been necessary for him to put an ad in the paper to the effect that he could accept no more radios for a stated time.

Mr. Clark thinks it bad policy to let receivers stack up in the shop for

several reasons. For one thing, customers lose patience when forced to wait for service, even though they know it is due to the shortage of help and the increased volume of work. He doesn't want to accept this burden of ill will when he is not responsible, and he reasons there is no need to have a radio around if he can't fix it immediately.

His shop is small and he just hasn't room to run a warehouse. Furthermore, he doesn't want the responsibility in case of fire or theft. He expects the time to come when he will be able to handle all comers and so does T. E. Farned, the firm's proprietor.

Overcomes Scarcities

Radios from 4 or 5 counties come to Clark for service, including many battery sets. He estimates that 20 per cent of battery sets are not playing now for lack of 1A7 tubes. Batteries are also scarce. He is re-using a 35Z5 tube when one filament section is burned out by putting in a

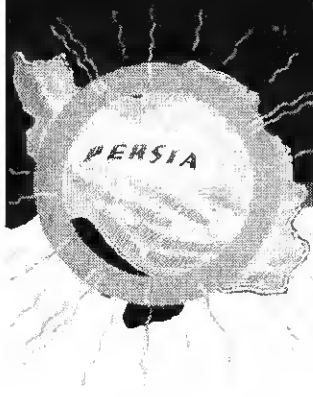
No. 44 dial bulb, and shunting with a 25 ohm resistor. He has recently received a number of Signal Corps batteries which he uses for testing purposes.

Warns Against Tinkering

Mr. Clark has resorted to every known method to keep farmers' sets playing. But the effort has taxed him almost beyond his strength, and even long hours at the bench fail to keep all the sets moving. That is the reason he put into effect the rules to keep from stacking 'em up in the shop.

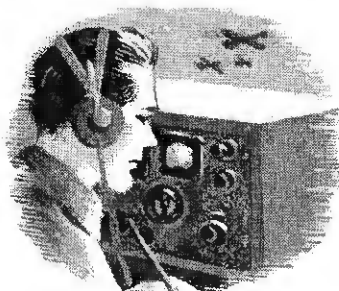
A word against home radio "tinkers" is spoken by Mr. Clark. They have caused him considerable trouble, he said, in wiring sets incorrectly, switching tubes, etc. Also, he added, that many cases of burned out tubes can be attributed to these "tinkers." Therefore, he would like to see a campaign by manufacturers and dealers to discourage owners from attempting "home repair."

How the HT-4 took it at 134° in the shade . . .



The following is quoted from a letter marked "Somewhere in Libya" signed by Captain Charles A. Koppe, 571b AACSG Group, USAAF: "The writer just spent a year in Persia. Most of the time along the Persian Gulf where it really gets HOT! We operated one of your HT-4-B Transmitters near a place called Abadan. The transmitter performed very satisfactorily under the most unfavorable conditions. I doubt that your engineers ever dreamed that one of your rigs would be called upon to perform in a place where for 5 days and nights the temperature never dropped below 117 degrees and in fact it got up to 134 degrees during the daytime, that is "in the shade" temperature, the humidity was high and the air salty. Actually the transmitter got much hotter than that as it was installed in a brick building and no air conditioning, not even an exhaust fan. The HT-4-B was used on voice and gave very little trouble. One day the piece of bakelite under the phone cw switch caught on fire but this was easily repaired. During the so called winter season, the temperature actually got as low as 36 degrees one day, we had a little trouble with mice crawling under the rig, which was set up on two 4x4 wooden sleepers. It seems the mice liked the heat and they would crawl up under the transmitter and get lodged in between the rectifier sockets and the frame when the operator switched on the transmitter the mice would fry, usually a fuse would blow but no other damage was done. We never did figure why the mice liked the Hallcrafters best. There were several other transmitters in the room but they always seemed to pick the HT-4-B; guess they were pretty smart mice!"

Just one of hundreds of real life experiences of Hallicrafters equipment. Out of this valuable experience will come your peace time short wave radio.



***BUY A WAR BOND TODAY!**

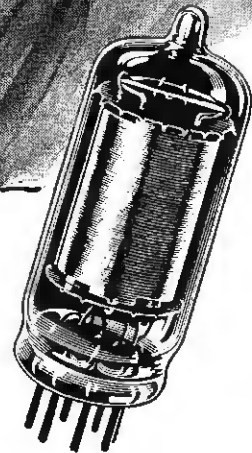


hallicrafters RADIO





YOU CAN'T BUY A NEW TUBE IN A FOX HOLE



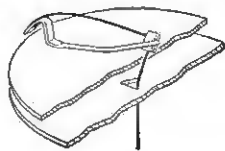
When a signal corpsman goes into action, the tubes his unit must depend upon for communications are the tubes that were issued to him back at the base. They have been jerked on trains, handled in and out of ships and tumbled in trucks before they even get to him. Then he gives them a long rough ride in the set on his back. Tubes have to be good to stand up under this kind of treatment.

Little did TUNG-SOL Engineers realize that the many design and construction features they incorporated in TUNG-SOL Tubes long before there was any thought of war, would assume a new importance in our nation's

battles. Then TUNG-SOL Tubes were built to withstand the synthetic abuse we called "Vibration-Testing". Now they are called upon and do withstand the real thing.

Yes, TUNG-SOL Tubes have been "WAR-Tested" far beyond any requirements of civilian use. Thus TUNG-SOL Wholesalers and Service Dealers are assured of better than ever tubes including many new types as soon as WPB control of production and distribution is rescinded.

THE SPRING DAMPER BAR developed by TUNG-SOL



The TUNG-SOL Damper Bar construction is positioned to hold the filament tension spring to one side, thus taking the whip out of the filament above the mica disc. This whip would allow the filament to vibrate, the cause of low frequency pitch known as "howl".

TUNG-SOL

vibration-tested

ELECTRONIC TUBES



TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY

ALSO MANUFACTURERS OF MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS AND CURRENT INTERMITTORS

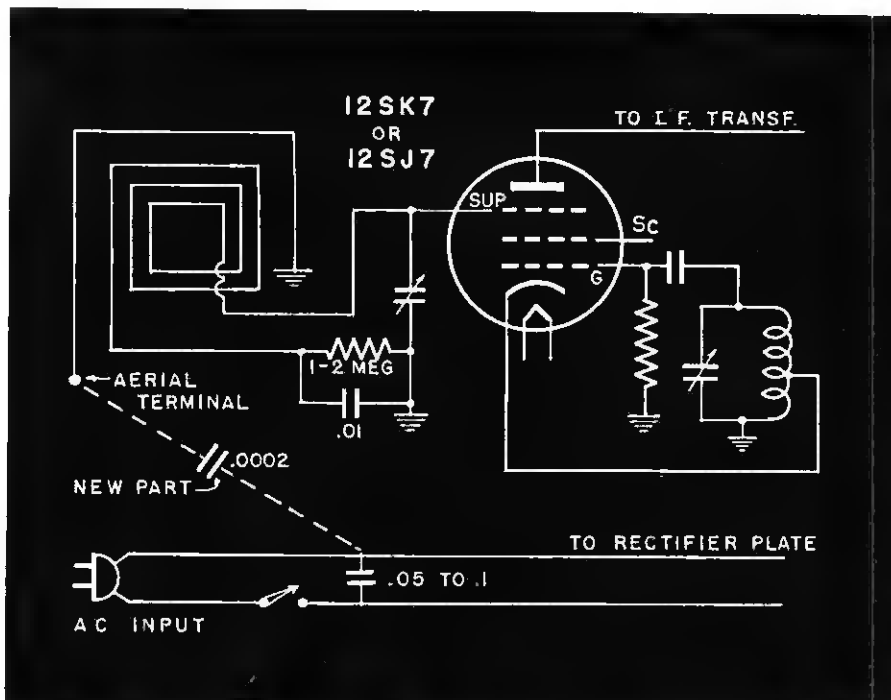


Fig. 3.—Use of small capacitor to power line improves output on loop sets where '5K7 or '5J7 has replaced regular converter.

same arrangement can be used for the 1Q5, except that the filament halves of the 3Q5 are paralleled as shown in the diagram.

About flashing filaments of 50L6 and other types, would suggest to servicemen using such brute-force methods that on actual test, the resistance of some of these tubes has decreased by half, which means the equivalent of line voltages of 130 to 140 impressed on the series string as far as current drain is concerned, thus shortening the life of the other tubes.

These tube substitution service instructions are from M. G. Goldberg, operator of Beacon Radio Service, St. Paul, Minn.

Manufacturers' Substitution Charts Dependable

• The widespread adoption of tube substitution has kept many sets operating during the past months. Thoughtless interchanging produces bad results and care should be exercised. The following paragraphs quoted from latest issue of *Sylvania News* emphasize the points to be considered.

"The replacements that have been recommended as a wartime expedient in the form of charts or otherwise by the various tube manufacturers are the results of probably the best engineering advice that could possibly be procured on this subject. It is assumed that these recommendations

will only be tried by those individuals who are familiar with radio servicing theory. Blindly following substitution rules is sure to get you into trouble sometimes; there are so many circuits, and besides someone else may have already made some wartime substitutions. You can't service sets these days unless you know what it's all about. We hesitate to say that any given substitute will never work—perhaps it will work fine in some unknown set made by John Doe of Podunk, but some will stand so little chance of working

satisfactorily that the information is definitely misleading.

"In some recommendations power output tubes have been similarly abused but in this case substitutions are made without change of bias voltage. It is mentioned that the tone may be different but is called 'reasonably good.' No mention is made that the plate current may be nearly double normal, and in these days of scarce batteries as well as tubes, this point surely would not escape an up-to-date service man. We believe that all of you would rather take a few minutes more and change the position of the grid return so as to get a set operating correctly and, incidentally, sounding better. We consider some of the other power output tube substitutions that have been recommended rather questionable too; 6G6G in place of 6F6G; and 6K6G in place of 6L6G.

"Just a few more itemized criticisms to give an idea of the things to watch out for in lists of this nature.

"6J5 and 6P5 may substitute for 6L5 in parallel heater circuits only.

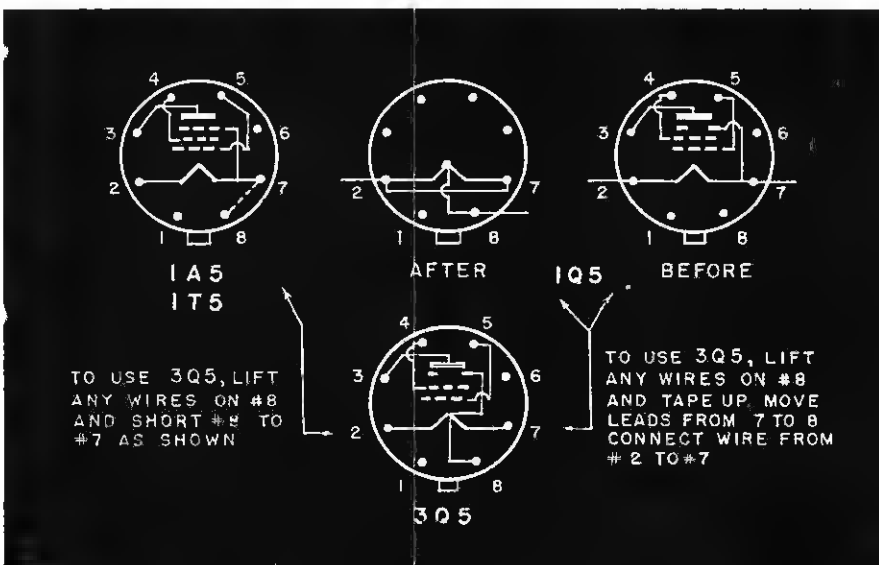
"6SS7 may substitute for 6K7 in parallel heater circuits, and by use of a 42-ohm resistor across the heaters it may be used in series circuits.

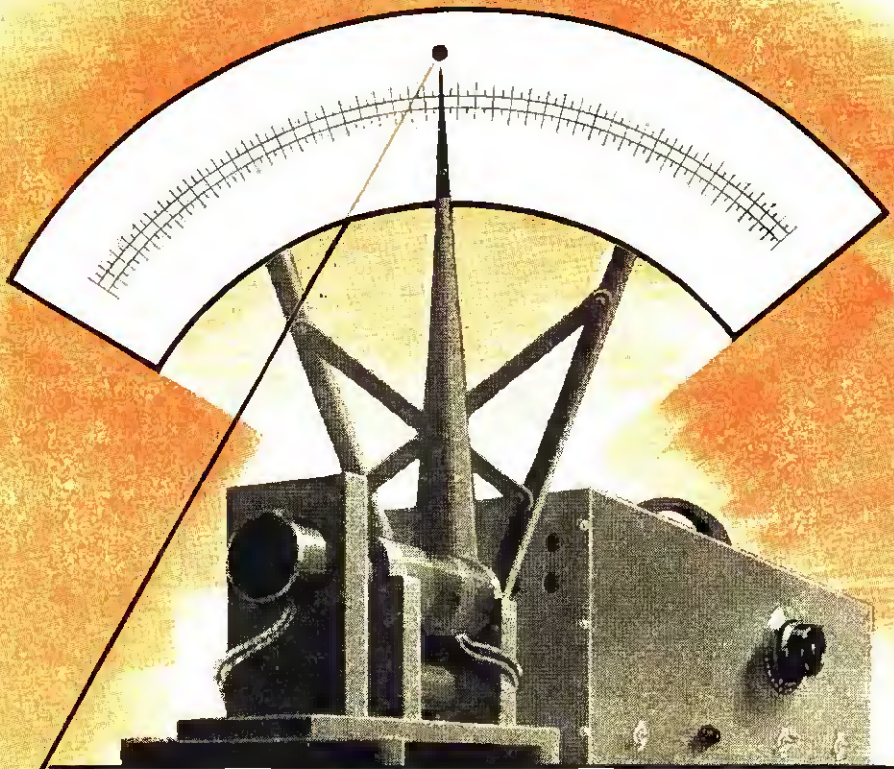
"5U4G may substitute for 5Y3 if the heater winding of the transformer will stand an additional ampere.

"5W4 may substitute for 5U4 only if the load is reduced to somewhere near the rated load for 5W4 (100 ma.) whereas 5U4 is rated for 225 ma. Very poor life otherwise.

(Continued on page 66)

Fig. 4—Recommended changes for using 3Q5 in place of 1A5 and 1T5. Same tube can be used for 1Q5 with above notes.





measuring mighty muscles of midget motors

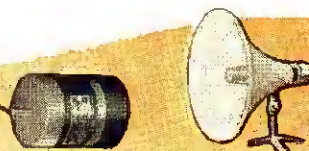


● The might of this midget motor is no secret to this special dynamometer used in the Utah laboratory. It accurately measures the horsepower; actually pre-determines the successful performance of this Utah motor in its many vital functions in actual use.

Utah's complete testing service is

playing an important part in the war effort today, and is scheduled for an equally important role tomorrow . . . in adapting war-born electronic and radio developments to commercial and consumer needs. ★ ★ ★

Every Product Made for the Trade, by Utah, Is Thoroughly Tested and Approved



Keyed to "tomorrow's" demands: Utah transformers, speakers, vibrators, vitreous enamel resistors, wirewound controls, plugs, jacks, switches and small electric motors.

utah

Utah Radio Products Company, 810 Orleans Street, Chicago 10, Ill.



SPLASH!

Getting off to a fast start in the post-war scramble . . . may largely depend on trustworthy delivery schedules from your source of supply.

As the industry well knows—when war-time limitations came, every Hamilton customer received fair and equitable protection. Since then, every single one of Hamilton's war-assignments has been carried out *on time, or ahead of time.*

This fixed policy—*extended to post-war*—will enable a *restricted number* of Hamilton outlets to plan soundly, act swiftly—make a BIG SPLASH in their communities.

OLYMPIC
REG. U. S. PAT. OFF.

Radio . . . by
FM AM TELEVISION

HAMILTON Radio Corporation • New York

Extreme SENSITIVITY in its simplest, most compact form!



Before costly and intricate amplification is included in tomorrow's circuits, check the SENSITROL and other WESTON Sensitive relays. More than likely, you'll find amplification unnecessary . . . that a tiny Sensitrol relay will give you the positive control you seek. For SENSITROL Relays, which in pre-war days controlled at values low as 2 microamperes, now provide positive control at input values of a *far lower order*. This extreme sensitivity, plus the other virtues of the Sensitrol such as its cost and weight saving, and its trouble-free operation, may be just the thing to round-out or make entirely practical the device or circuit you have in mind.

Why not obtain all the facts on "what's ahead" in sensitive relays and indicating instruments by contacting WESTON today. Check with them, too, for all war instrument requirements.

Laboratory Standards . . . Precision DC and AC Portables . . . Instrument Transformers . . . Sensitive Relays . . . DC, AC, and Thermo Switchboard and Panel Instruments.

WESTON

Specialized Test Equipment . . . Light Measurement and Control Devices . . . Exposure Meters . . . Aircraft Instruments . . . Electric Tachometers . . . Dial Thermometers.

WESTON *Sensitrol RELAYS

in pre-war days provided positive control at energy levels low as 2 microamperes . . . today are many, many times more sensitive!

**Sensitrol — A registered trade-mark designating the contact-making instruments and relays, the contacts of which are magnetic, as manufactured exclusively by the Weston Electrical Instrument Corporation.*

Weston Electrical Instrument Corporation, 581 Frelinghuysen Ave., Newark 5, N. J.

*The Clarion Curtain
begins to rise*



**Clarion
RADIO**

SOMETHING definite about Clarion radios for post-war can now be revealed.

Here are seven of many important reasons why you as a Dealer will soon say:

"Yes, Clarion is the radio for me."

- 1 Startling new developments in FM receivers with exclusive Clarion features.
- 2 Engineered to assure trouble-free performance and long life.
- 3 A radio built to defeat destruction caused by DAMP-NESS... FUNGUS and all adverse weather conditions.
- 4 A new high degree of selectivity.
- 5 Super-sensitivity to capture the weakest signals.
- 6 Precision engineering. New close tolerances.
- 7 Smartly designed cabinets of enduring beauty.

These are a few of the features that will give the Clarion line the turnover and profit you are looking for.

Write for the name of the Clarion distributor in your territory. Don't miss the complete Clarion profit story.



Clarion Radio

WARWICK MANUFACTURING CORPORATION
4640 West Harrison Street, Chicago 44, Illinois

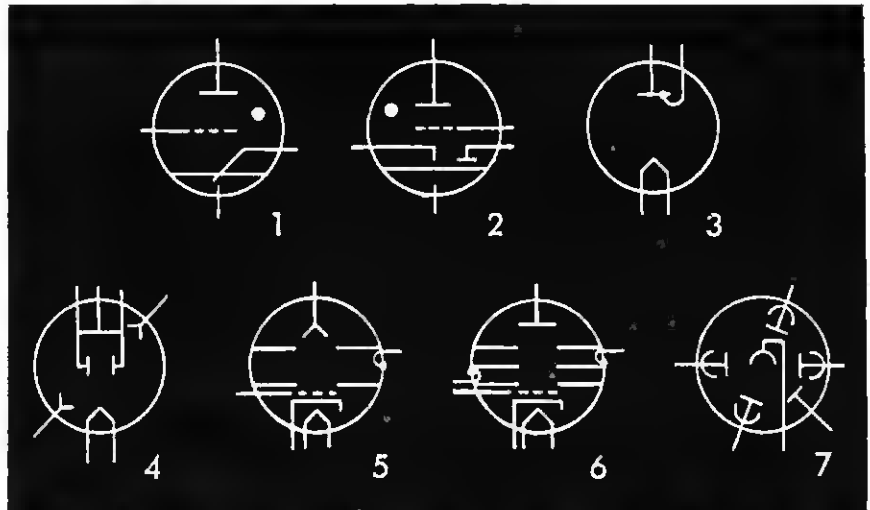
Conversions

(Continued from page 61)

"1LC6 may substitute for 1LD5—sometimes, but it may be necessary to add a screen resistor in order to get good sensitivity.

"The use of an r-f pentode for a converter of the 6SA7 type by using the control grid for the oscillator grid and the suppressor as the control grid is so likely to give poor sensitivity that we cannot recommend it for general use.

"The substitution of the high-mu diode triodes 6T7G, etc. for the low-mu diode triodes, 6V7G, etc. and vice versa, will also give poor performance in many cases."



New industrial and ultra-high frequency tube symbols described below. Symbols 1 and 2 are for mercury tubes, 3 and 4 are magnetrons, and 5 and 6 are Klystrons.

New Tube Symbols

The development of new tube types and the modification of certain older forms has created the need for new symbols.

In the accompanying illustration, symbol 1 is a mercury pool tube with ignitor and control grid. Symbol 2 represents a mercury pool tube with an exciter, control grid, holding anode and main anode.

A resonant type magnetron used as an ultra-high frequency oscillator is shown at 3. This tube usually consists of an axial filament and concentric plate. The high frequency tank circuit is often built within the glass tube. An external magnetic field is used to control the motion

of electrons. A more elaborate type of magnetron of the split-plate type is shown in 4. A transmission-line type of internal tank circuit is shown along with end plates for electron control.

Symbols 5 and 6 represent two types of velocity modulated tubes commonly called Klystrons. A single cavity tube with cathode, grid, cavity grids, and reflecting electrode is shown in 5. The grounded half loop is a pickup coil for taking high frequency energy from the cavity. A double cavity tube with input and output loops is shown at 6.

An electron multiplier type photo-tube is shown in 7.

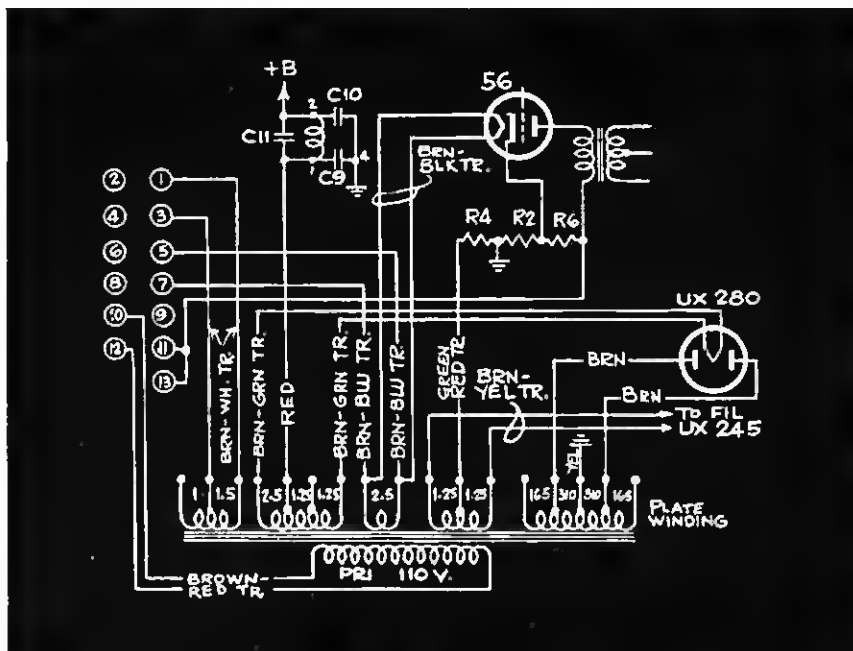
Replacing PT on R32, R52, RE45, RE75

Transformer No. 70100 is supplied as an alternate to No. 10415 power transformer by RCA for models R32, R52, RE45, RE75. Installation of new transformer requires certain circuit changes, replacement of 1st audio tube (226) and tube socket with a '56 tube and suitable socket, and minor mechanical changes.

Change 226 Tube to '56 Type and Rewire

Unsolder leads (do not clip) from defective power transformer and remove from chassis. Secure new transformer to chassis and mount in upright position with terminal board facing the choke. Remove terminal cover from replacement transformer and put aside until all connections have been soldered. Solder all connections to their respective terminals as shown in schematic diagram below. Note that filament leads from 1st audio tube are connected in parallel to filament leads from 227 at the transformer terminals. Unsolder all leads from 1st audio socket (226) including the three leads from hum control. Hum control circuit is not used with the alternate 1st audio tube (56). Drill out the two end rivets from 226 socket section and using a sharp chisel cut off the 226 section close to adjacent rivet. Install a five prong socket for 56 tube and solder leads in place. The cathode of 56 tube is connected to the lead formerly connected to center tap of hum control. Before end cover can be replaced, slit both holes with a hacksaw to permit cover to clear cables.

Circuit for using transformer 70100 (RCA) on RCA models R32, R52, RE45, and RE75. See notes at right for details.



THIS IS *Phonola's* **GUISE FOR THE GI's**



Phonola

PORTABLE PHONOGRAPH

But an olive drab coat and steel reinforced container can't conceal the fact that this is only a militarized member of the famous Phonola line.

Since 1916 we have built quality phonographs. This newest Phonola carries on that tradition and will act as our springboard into peacetime production. The minute materials can be had we will start making our postwar line of mechanical and electrically amplified phonographs—Phonolas of greater-than-ever beauty, performance and value. Watch for them!

WATERS CONLEY COMPANY
Rochester, Minnesota
New York Office: 17 E. 42nd Street
Chicago Office: 224 South Michigan Avenue



THE INVADING AMERICAN FORCE IS IMPERILED BY A HUGE NAZI TANK FORCE. DESPERATE, THE ARMY CALLS BY WALKIE-TALKIE TO THE NAVY CRUISERS OFF SHORE. "GIVE US THE RANGE," SAYS NAVY!

**ARMY 165 - TO NAVY - 126 - TANKS 1000 YARDS
OPEN FIRE -- NAVY**



THE BIG GUNS ROAR THE WALKIE-TALKIE KEEPING THE NAVY POSTED; SOON THE ENEMY TANKS ARE SMASHED. THE BEACH HEAD IS SECURE!

TINY BATTERIES HELP SAVE BEACH HEAD ☆ ☆ ☆

Batteries furnish the power for the Signal Corps' portable radio communication—the link between the fighting forces. Millions of Ray-O-Vac Batteries are delivering this vital power on all battlefronts right now.

After the war, you'll want to feature Ray-O-Vac Batteries—they'll furnish extra hours of service to your customers.

RAY-O-VAC COMPANY • MADISON 4, WISCONSIN

"THE MESSAGE MUST GO THROUGH"



FLASHLIGHT • LANTERN • TELEPHONE • HEARING AID • RADIO • IGNITION • MULTIPLE



Marion Claire, starring in "Chicago Theatre of the Air" over WGN-Mutual, Saturdays, 8-9 P.M., C.W.T.

TRAVEL WITH TRAV-LER

Listen! Her glorious voice . . . so clear, so close . . . so *natural!* Thanks to the superbly realistic performance of postwar Trav-Ler Radios . . . listeners feel they've *traveled* from armchair to actual broadcast . . . enjoying music in all its *original* tonal purity.

Through war work and constant research, Trav-Ler has achieved a new measure of clarity and fidelity in both AM and FM radios, as well as in electronic record players.

Future-minded distributors are invited to write regarding postwar plans for these Trav-Ler products.



Karenola
RECORD PLAYERS

Service Notes

Servicing Zenith Chassis 5810

The Zenith 5810 chassis shown in accompanying diagram is used in models 8S432, 8S433, 8S434, 8S449, 8S450, 8S458 to 8S462.

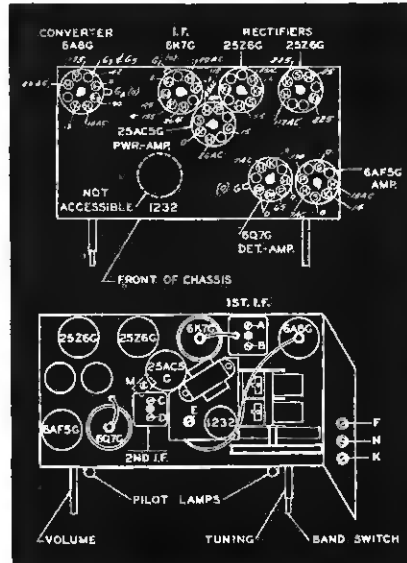
An RF stage using a high gain 1232 tube is R-C coupled to the 6A8G converter. The three band tuning range also provides for push button selection on bc scale. The push button system connects trimmer capacitors across the loop antenna grid coil and at the same time puts different permeability tuned coils across the oscillator grid tank. The DPDT switch, B, is the antenna selector and is shown in the "loop position."

Inverse Feedback

The second detector-first audio stage uses inverse feedback to control tone through the Radiorgan push button selector switch. The output audio system uses dynamic coupled tubes, a 6AF5G and a 25AC5G. The grid bias for the 25AC5 is normally positive and plate current for the 6AF5 is also the grid current for the 25AC5.

A voltage doubler power supply is used with C₁₉ as the series capacitor. A separate filament transformer is used for the 1232 since its filament current drain is higher than for the other tubes.

The intermediate frequency is 455KC. Location of the IF alignment trimmers A, B, C, and D are shown on the chassis layout diagram. The oscillator trimmers are F, N, and K. The IF trap trimmer at the 6A8 grid is E. Trimmer G is the loop, and M is the short wave 1232 grid circuit trimmer.



Socket voltage and trimmer positions for Zenith 5810.

Scraping Noises on Permeability Tuning System

The complaint on this set was noisy reception, especially during tuning. Examination of the tuning system showed that it operated on the principle of variable inductance.

instead of the more customary variable condenser gang. Two metal cores moved through two coils, one core pushing in, while the other was withdrawing. During this movement, hum and scraping noises were heard.

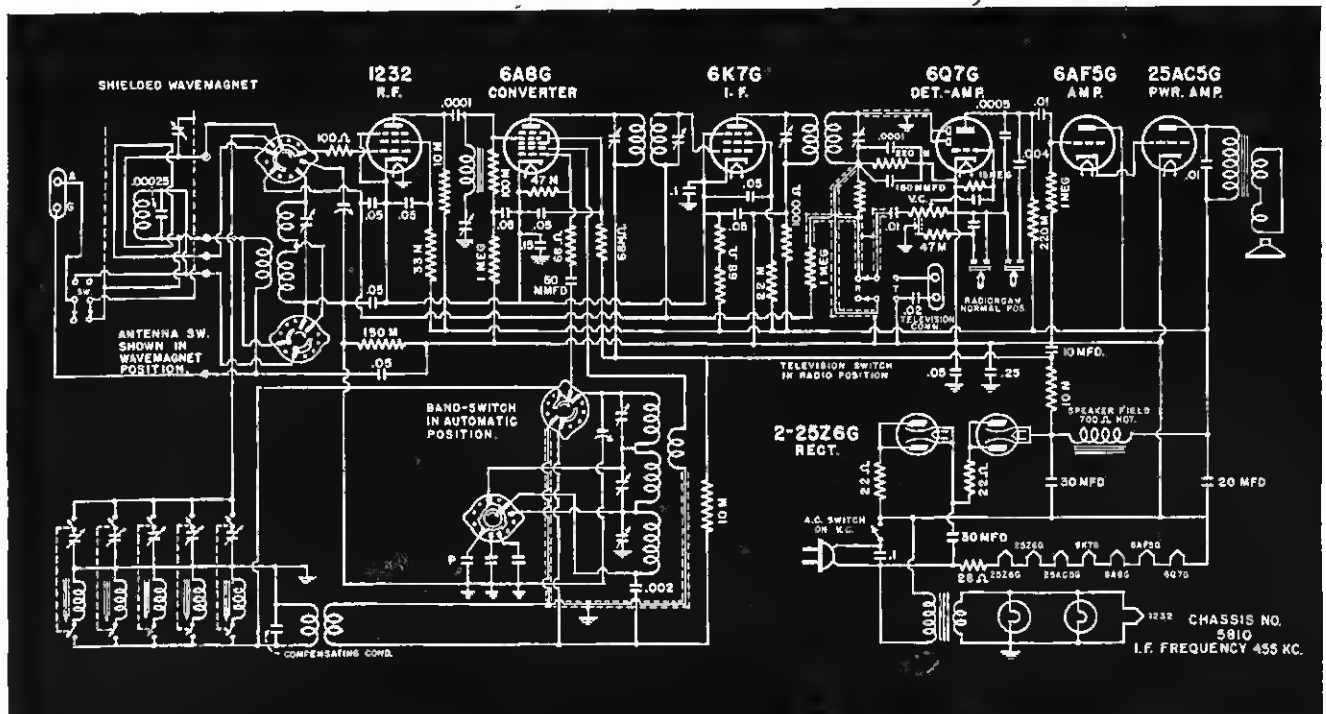
An imperfectly connected ground lead was located, and soldered down firmly. As an extra precaution, the metal slide on which the station indication unit moved was greased. No more hum or scraping noises appeared.

80 Tube Gives Blue Light

A vacuum rectifier such as the 80, 5V4G, 25Z5, etc., should normally never have a blue glow in it. If this is seen while the tube is in the set, the power supply should be turned off immediately, as a burnt-out filter condenser is probably the cause.

When the rectifier tube shows a blue light while it is being tested in the tube-checker, it should be discarded. The blue glow seen in between the filament and plate is due to gas released during an overload.

The presence of a blue glow on the glass wall in some other tubes—the 43, for instance, is not always cause for replacement. When the glow is not down in between the elements, but on the glass walls only, it is a fluorescent condition resulting from electron bombardment of the glass. It is common in many power amplifier tubes.



YOUR POST-WAR CUSTOMERS WILL WANT **FM** RADIOS

Your favorite programs sound even better on an FM "NATURAL COLOR" radio!

And when FM sets the standard, you will hear special programs planned for FM—classical music and popular programs that only FM radio receivers can hear. Major Edwin H. Armstrong, the inventor of broadcast FM, is perfecting the new kind of broadcasting. General Electric has built more FM broadcasting equipment than any manufacturer and operates its own FM radio station.

So don't wait—the future offers so much excitement in the field of FM radio!

FREE! "FM RECEIVING GUIDE" on Request by Mail!
 Request in all English spoken in this country by writing to:

GENERAL ELECTRIC
 RADIO • TELEVISION • ELECTRONICS

Every General Electric radio is an electronic instrument. The use of modern electronic tubes and components, together with the highest quality materials and the most advanced engineering, has made possible the development of a radio that is not only beautiful in appearance but also superior in performance.

FM (Frequency Modulation) is the biggest news in recent radio history. And General Electric, pioneer in this entirely new kind of radio, is telling your customers about it in the biggest advertising campaign now being sponsored by any radio manufacturer.

G-E advertisements—full-color, full-page—like the one shown above

—are reaching 38,000,000 readers in 18 national magazines every month!

General Electric built the first commercial FM radio receivers used by Major Edwin H. Armstrong, the inventor of FM. Today, G.E. has built more FM broadcasting equipment than any other manufacturer . . . owns and operates its own FM radio station

. . . offers by far the most experience in the field of FM radio.

After victory, your customers will want FM . . . and General Electric will give you the quality-plus post-war radio—with FM at its best. G.E. tells them NOW so you can SELL them later. *Electronics Department, General Electric, Bridgeport, Conn.*

GENERAL ELECTRIC IS BUILDING MORE MILITARY RADIO EQUIPMENT THAN ANY OTHER HOME-RADIO MANUFACTURER

GENERAL ELECTRIC

I'm sorry, Mrs. Ooglewoop, but on account of shortage of help and materials, it will take me about four weeks to repair your radio

Well, I guess that is not too much of a wartime sock for me to stand

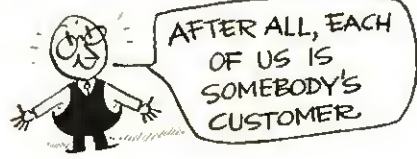


Your customers can "take" it

by don herold

Americans are not sissies. When they know the truth, they can take it—especially when it relates to the war.
 It's only when somebody tries to fool them, that they rear up on their hind legs and yowl.
 So, you can afford to be frank and honest with your customers about probable slowness of delivery, inferiority in details of repairs and your other possible wartime shortcomings.

cards on the table, and remember, customers will count again. buy and buy. Keep them friendly for those selling days to come.



Even your distributor may have to turn you down occasionally on International Resistance Units. But he's pretty sure to do it pleasantly, with the result that you'll understand his position based on the continued need for I R C resistors in vital war equipment.

You don't have to be ashamed of them or to fib about them. Everybody knows there's a war and that Hitler started it—not you.
 The only mistake you can make is to give promises you can't keep, or do an inferior job that you don't explain to the customer.
 Your customers will even like you better for putting all your

No. 7 in a series of special messages prepared by America's famous business writer, humorist and cartoonist, Don Herold. . . In sponsoring these Don Herold "broadcasts," IRC pays tribute to the thousands of Radio Service Men who, whenever possible, specify and use IRC resistance units in their work.



INTERNATIONAL RESISTANCE CO.

401 N. Broad St. • Philadelphia 8, Pa.

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.





Yesterday and **TODAY**

The Army-Navy Production Award for outstanding achievement in producing vitally important materials essential to the war effort will be an added incentive to the management and employees of

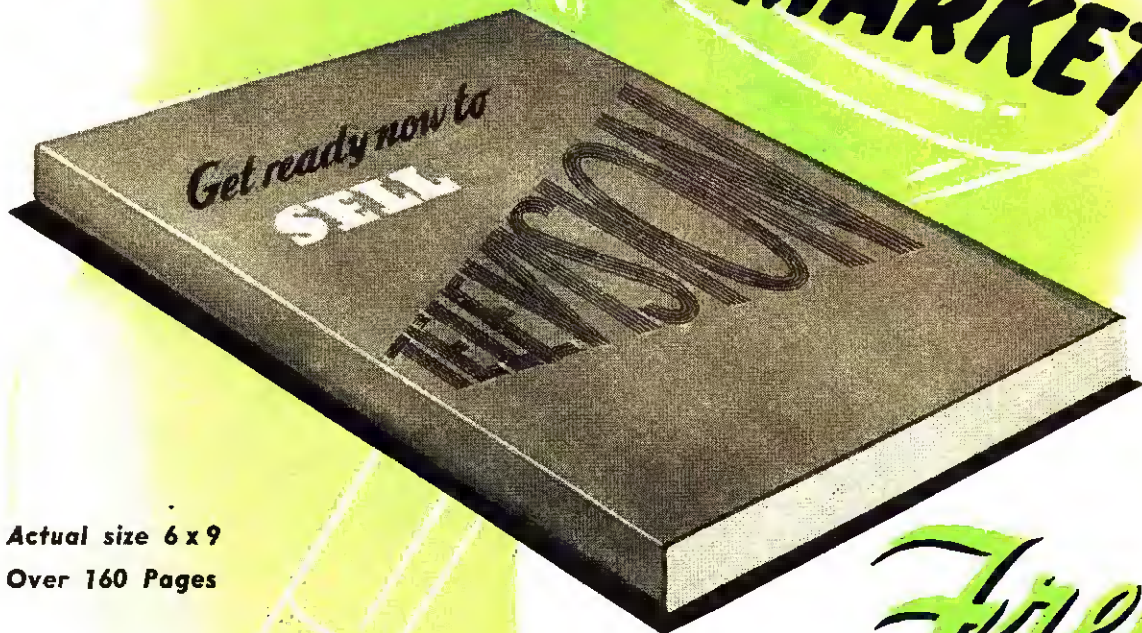
WARD PRODUCTS CORPORATION to keep producing more and better equipment for the men who are doing the fighting. While yesterday WARD Antennas were accessories for pleasure, today they are implements of War.



WARD *Antennas*

THE WARD PRODUCTS CORPORATION, 1523 EAST 45TH STREET, CLEVELAND, OHIO

Here's Your Guide to a **TREMENDOUS MARKET**



Actual size 6 x 9
Over 160 Pages

CHARTS • TABLES
DIAGRAMS • FACTS

"Get Ready Now to SELL TELEVISION" is written for dealers from the dealer's viewpoint. It is based on known consumer demand, established merchandising practices, current facts unearthed by store-to-store surveys by the special editorial staff assisted by technical experts.

It gives you the facts you must have to cash in on the coming demand for television. It enables you to be among the first—and to get the cream of the business.

The edition of "Get Ready Now to SELL TELEVISION" will be strictly limited. It is available only to three-year subscribers (new or renewal) to *Radio & Television Retailing*. This offer may be withdrawn without notice. The policy of "first come, first served" prevails. To be sure of your copy—Rush your acceptance to

Director of Circulation
CALDWELL-CLEMENTS, INC., PUBLISHERS

Free

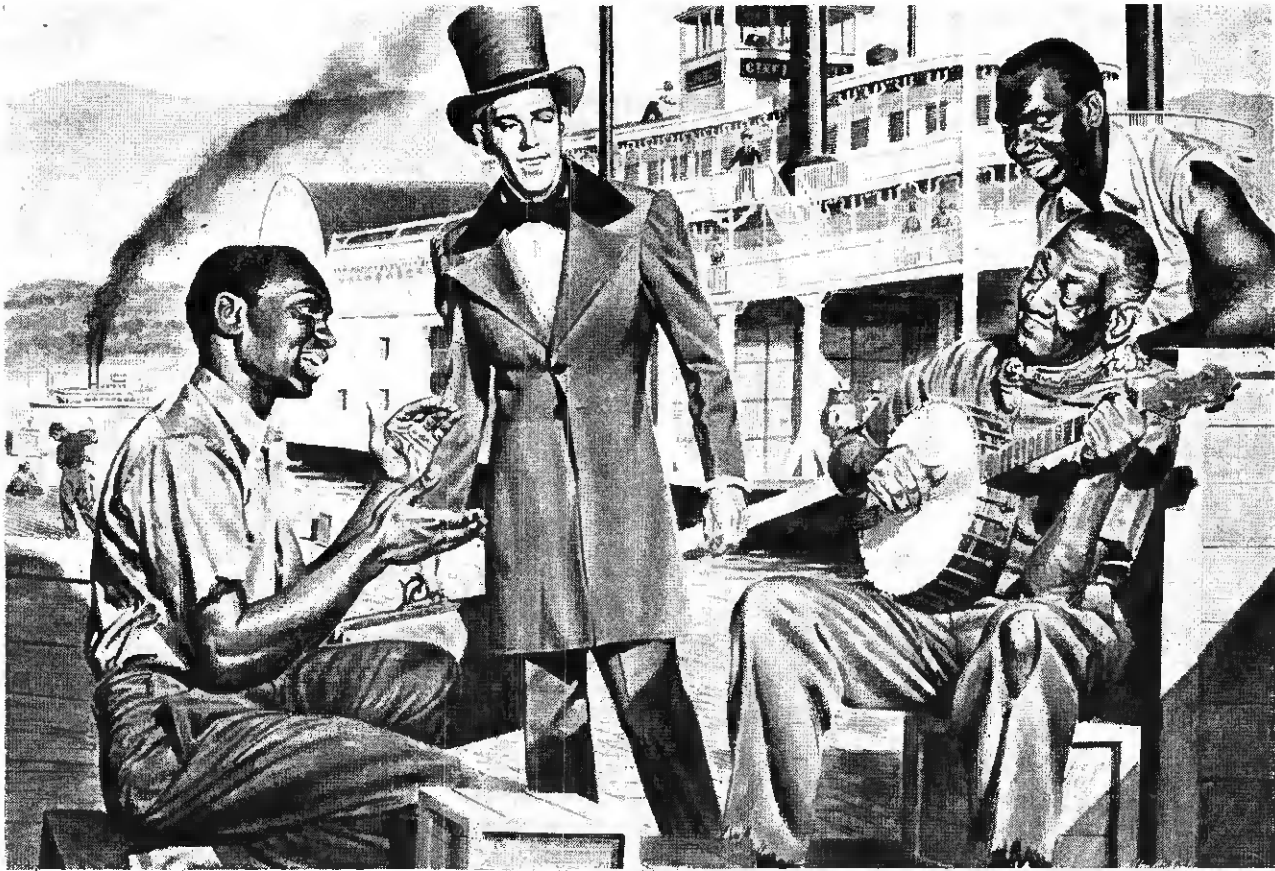
Pages of answers to your questions. What will television mean to you? How big is the market? What can I tell my customers about types of sets? Who will sell equipment? What stations are now operating; on what frequencies? What stations are planned? How can I start people thinking of me now as Television Headquarters in my community?

Here is the one and only Handbook that brings you up-to-date answers to all your questions. Based upon actual field surveys by experienced merchandisers, "Get Ready Now to SELL TELEVISION" will help you get your share of this gigantic market.

"Get Ready Now to SELL TELEVISION" is offered, free of charge, with new and renewal subscriptions to *Radio & Television Retailing* for three years at \$2.00. "SELL TELEVISION" is not for sale. It is not available with 1-year subscriptions at \$1.00.

RADIO & TELEVISION RETAILING

480 Lexington Avenue, New York 17, N. Y.



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Walter Richards

How America's best loved folk-songs were inspired

His family frowned at his "devotion to musick." So, in 1846, young Stephen Foster was packed off to Cincinnati to work in his elder brother's steamboat agency until he outgrew his "strange talent."

But there was melody in the air of that Cincinnati waterfront of a hundred years ago—*music of the south* on the lips of the Negro roustabouts who manned the gorgeous Mississippi River steamboats from Memphis and New Orleans.

Dutifully, the twenty-year-old boy kept the

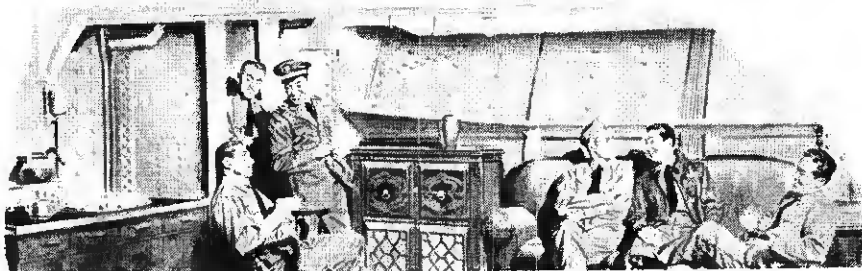
books of "Irwin & Foster, Agents." But in his spare time he would jot down verses in Negro dialect—and tunes to go with them inspired by the colorful new environment in which he found himself.

Soon, this young Northerner was composing folk-songs that seem to have been born and bred in the old romantic South—*Swanee River* and *Old Black Joe*, *Camptown Races* and *My Old Kentucky Home*. In the words of Alexander Woolcott, they "are now, and for generations yet to come will be, an enduring part of American life."

Today, when wartime tension seems hard to bear, why not summon back the peaceful past by listening to one of the mellow songs of Stephen Foster as rendered by a Magnavox radio-phonograph? So faithfully, so beautifully does this instrument reproduce the world's great music that it has been chosen above all others by such famous masters as Kreisler and Rachmaninoff—by Ormandy, Beecham and Horowitz. The Magnavox Company, Fort Wayne 4, Indiana.

Buy War Bonds For Fighting Power Today—Buying Power Tomorrow

Magnavox. *The choice of great artists*
RADIO PHONOGRAPH



Above is one of the Magnavox series of advertisements, dramatizing incidents in the lives of immortal composers. These appear, full color, in the following national magazines: Time, National Geographic, House Beautiful, House & Garden and Atlantic.

To discover the marked superiority of the Magnavox listen to a Frequency Modulation program over this instrument. Magnavox was an FM pioneer and the reproduction qualities required to take full advantage of FM broadcasting are inherent in the Magnavox radio-phonograph.



For outstanding service in your production

Appliance "Selective Service"

A Complete Postwar Line Means a "Complete" Service Department

• The postwar retailer who carries a complete line of electrical household appliances, in addition to radio and new electronic devices, will increase not only his goodwill, but his profits.

The customer will appreciate the opportunity to buy all the electrical things he needs, under one roof. It simplifies the customer's buying problems, since it makes one firm responsible for maintaining all or most of the appliances in the home.

Having sold all or most of the appliances in a particular home, the dealer who services his accounts properly, has an "in" of utmost value to him. When he gets in something new, the dealer is often able to sell such an appliance to the established customer with the least possible degree of sales resistance.

Many retailers have sold oil burners, refrigerators, attic ventilation systems and expensive radio receivers to their established customers through nothing more strenuous than a telephone call.

Any dealer contemplating stocking a complete line must realize, however, that rosy as the picture may appear to him now, there's a "hitch" to it.

In the service department, this "hitch" is apt to affect your business more seriously than may be realized. A retailer stocking a complete line—and this means hundreds of large and small appliances—must realize that his entire facilities should be adequate, so that the service he will have to render will not be the acme of perfection toward one appliance and slipshod toward another.

Versatile Repairers

Where a complete line is stocked, no firm, however large, can successfully employ a specialized servicer for each appliance. Therefore, with the exception of the minimum number of "specialists" on radio, refrigeration, laundry equipment, and other similar devices, the suitable mechanic to hire must be willing to perform a variety of services upon a variety of appliances.

"What's one man's meat is another man's poison" applies to servicers too.

It is only natural for a mechanic to prefer working on certain equipment, and to dislike working on others.

But it just isn't in the wood to hire separate men to work on electric clocks, waffle irons, kitchen mixing

by combining the services of the oil burner, refrigerator and laundry equipment men.

The importance to the dealer of the service man who goes into the home should not be overlooked. This man can make or break the retailer's goodwill, hence he should be chosen with the utmost care.

Personality Important

The best mechanic, thoroughly experienced in all branches of his work, who hasn't a pleasing personality, who complains to the customer about his "boss," and who is "temperamental" about the kind or quality of equipment he is called upon to repair, is a potential "black-eye" to his employer.

The ideal servicer to the home is the fellow who makes friends with the customers, doesn't fly off the handle when confronted with a tough job and, of course, who is also an efficient mechanic.

Time and time again in the appliance business we have seen customers demanding a certain repair man, and preferring to wait until he is available, rather than accept the services of a mechanic far more skilled than the man they asked for, simply because they "liked" the fellow who didn't have the temperament of a prima donna or the manners of a Frankenstein.

The smart appliance retailer knows that every article he sells must be backed up by efficient service.

"Big Sale" Potential

Many a dealer has lost the chance of selling a one-time customer a high-priced radio, a refrigerator, an electric range, or some other expensive article, because he failed to service a small item, such as an electric alarm clock soon enough to suit the customer, and had no substitute clock to lend the customer pending completion of the repair.

The complete electrical appliance line has everything in its favor for the dealer who is equipped to render service, and is willing to go over all his prospective employees with a fine-toothed comb.

DON'T HIRE TEMPERAMENTAL SERVICERS



Choose between "Make" or "Break" mechanics in your hiring.

machines, coffee-makers, hair-dryers and hand irons. One fairly large retail appliance dealer, who prior to the war carried a great variety of electronic, electrical and mechanical devices for the home, broke down his service setup as follows:

One night man and one day man on oil-burner service.

One man continuously on home radio.

One man continuously servicing and installing police radio sets.

One man serviced refrigerators exclusively.

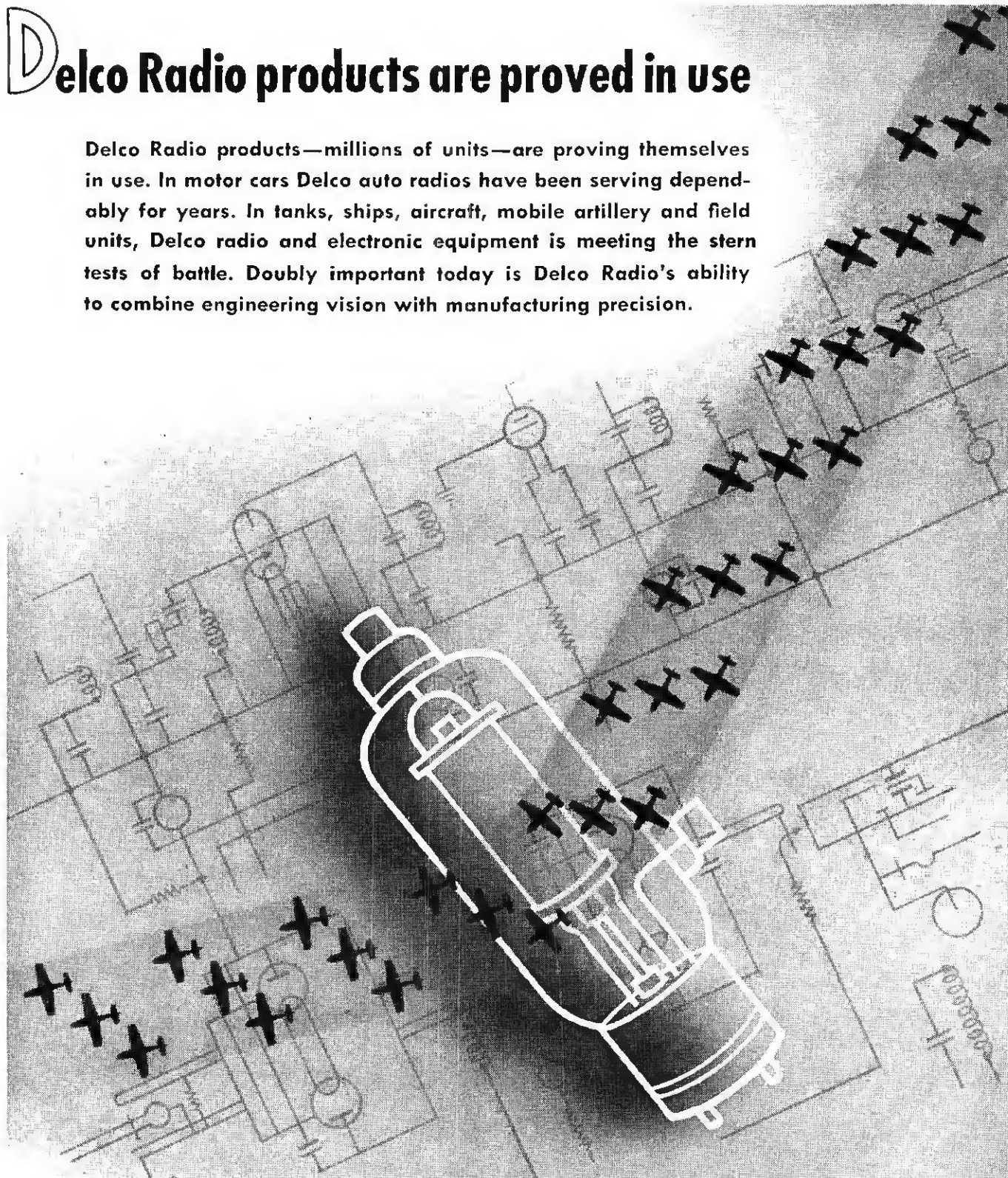
One man serviced laundry equipment exclusively.

Three men serviced vacuum cleaners, table appliances, electric clocks, sunlamps, electric fans, floor lamps and the many other small appliances the firm sold.

This schedule was more or less a permanent one, but this dealer took care of such seasonal rush jobs as oil-burner and refrigerator installation,

Delco Radio products are proved in use

Delco Radio products—millions of units—are proving themselves in use. In motor cars Delco auto radios have been serving dependably for years. In tanks, ships, aircraft, mobile artillery and field units, Delco radio and electronic equipment is meeting the stern tests of battle. Doubly important today is Delco Radio's ability to combine engineering vision with manufacturing precision.



Put Your Dollars In Action
BUY MORE WAR BONDS

Delco Radio
DIVISION OF
GENERAL MOTORS

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



The ONLY Resistors wound with * CERAMIC INSULATED WIRE!

- * FLEXIBLE
- * MOISTURE-PROOF
- * HEAT-PROOF TO 1000°C.
- * LARGER WIRE SIZES IN LESS SPACE

As a radio serviceman, no one has to tell you that a wire wound resistor is no better than its insulation—or that that is why Sprague Koolohm Resistors are "tops" by any test you care to name. Koolohm ceramic insulation is applied directly to the wire and the assembly is then DOUBLY protected by an outer ceramic tube. Koolohms operate so cool you can use them at full wattage ratings. They are highly resistant to both moisture and heat. They give you higher ratings in smaller sizes. KOOLOHMS will not let you down!

URGENTLY NEEDED—G.I. 2-speed home recorder, National NC-200 receiver, FM receiver, and V.I. recording meter. A. C. Diedericksen, 14 Vine St., New Britain, Conn.

FOR SALE—Tubes: 10-1114; 10-31; 9-40; 5-115; 9-22; 9-32; 5-1A0; 5-1C7; 4-34; 4-33; 2-1C6; 2-1116; 2-6E6; 2-6C7; 2-6E7; 2-89 and 2-C49, in sealed cartons. 50% off O.P.A. list. Braun's, 900 Portland Ave., Rochester, N. Y.

URGENTLY NEEDED—Triplet, Hickok, or other good V-O-M, C. M. Nix, 62 Bryan St., Pryor, Okla.

WANTED—Hallcrafters "Sky Buddy," "Skyrider Marine" or "Sky Champion." C. F. Maguire, Radio Station WZAW, Lawrence, Mass.

WANTED—FOR TUBES OR CASH—25,000 ohmmeter and test equipment. H. L. Briggans, General Delivery, East Lambert, N. C.

FOR SALE—Weston volt. unit and thermo-couple meters, 3", \$8, 2", \$6; motor generator set, 25 to 300v D.C.; condensers, 2mf, 2,000 w.v. D.C., \$1.50; 1 mf, 2,000 w.v. D.C., 75¢; T2410 tubes, \$5 new; ST's, \$1.50; mirror galvanometer, \$25; Pilot super wash S.W. set, \$12; 2500w at 800 MA power supply, \$75; 5 w. phono amplifiers (as is), \$5 "A" eliminators, \$2.50; "B" eliminators, \$2; Green River motor and phono, \$25. Al. R. Hayes, 1418—81st St., Brooklyn 25, N. Y.

WANTED—Good used tube tester, late model V-O-M, also other test equipment and tubes. Paul W. White, Kingsport, Tenn.

FOR SALE OR TRADE—Hard-to-get tube types. Urgently need converters—6A7, 6A8, 7AS, 12AS, and all type rectifiers. Mesa Radio Shoppe, 2608 Crenshaw Blvd., Los Angeles 16, Calif.

FOR SALE—2 Readrite D.C. milliamperes 0-5; also 4-80, 4-3Q5, 4-30, 2-1N5, 1-12, 1-70, 1-137, 1-1Q5, 1-2A7, 1-2B7 and 1-5Y4 tubes. H. Gludiel, 37 Gold Court, Huntington, L. I., N. Y.

WANTED—A.C. sig. generator in A-1 working condition, with instructions; A-B pack batteries, 1½ V.A.—90 V.B.; also 1A5, 1A7, 11B5, 1N5 tubes. Ellison Radio Service, Centertown, Ky.

CLOSING OUT—All radio tubes and miscellaneous radio parts and supplies, at reduced prices. Send 3¢ stamp for list. Robert L. Odell, 502 Twelfth St., Tell City, Ind.

FOR SALE—C'D model B.F. 50 condenser analyzer, new General Electric JFM 20 tube tube F.M. converter, and Superior Meg-ohm meter testing up to 100 megs. Need 50Z7 and 2508 tube. Jack's Radio Service, 34 W. Hoffman Ave., Litchfield, L. I., N. Y.

WILL TRADE—Westinghouse type I recording AC voltmeter, 115/250v., 1" per hour, for Supreme 501-A tube and set tester or equivalent. H. Elliott, P.O. Box 625, Jefferson City, Tenn.

URGENTLY NEEDED—Radio test equipment, P.A. amplifier, complete two-station communication, tubes, resistors, condensers, chokes, etc. Paul Kwanosky, 184 Zerby Ave., Edwardsville, Pa.

FOR SALE—Three new Taylor TW-75 transmitting tubes: Glen W. Ritchie, Box 72, Bloomfield, N. J.

WANTED—Communications receiver in good condition. R. Neyland, 2647½ Pasadena Ave., Los Angeles 31, Calif.

WANTED—For hospital use: portable record player; auto. record changer; turntable and pickup assembly; or other phono eqpt., 5Y3, 12SA7, 12SO7, 85Z5 tubes; Hallcrafters S19R, S20R; V-O-M; tube checker; test instrs. C. Seymour, Los Angeles Sanatorium, Duarte, Calif.

FOR SALE—Echophone EC-1 in A-1 condition, 0 to 75 DC meter multiplier for 600x. Also 7B7, 30/41, 12SL7 tubes. New earphones, \$3.50. Jack Palmerton, 712 North Cory St., Findlay, Ohio.

URGENTLY NEEDED—Share or other make crystal mixer with floor stand. Pete Ernest, Squire, West Virginia.

WANTED—Gerritsen's Service Manuals, vols. 1, 3 and 5, bound or unbound. Walter C. Motz, 219 Elm St., Edgewood 18, Pittsburgh, Pa.

FOR SALE—New Astatic FP18 high fidelity pickup, \$11; Amperite high fidelity input transformer match low imp. 10 grid, \$6; new tubes—5Z3, 2A3, 2A7, 56 and 58, D. F. Crinkley, 1701 Michigan Ave., Winter Park, Fla.

WANTED—Triplet portable laboratory 21123-A or N.R.I. Triplet portable laboratory 21775-B. J. B. Hall, 2816 Thatcher Ave., Pueblo, Colo.

FOR SALE—Tubes. Write for list. Bill's Radio Repair Shops, 2038 Washington St., Rusbury, Mass.

FOR SALE OR TRADE—Supreme tube tester 289, with adapters, \$20; also a few radios, transformers, speakers, tubes, etc. Jack Grant, Olney, Okla.

URGENTLY NEEDED—Detector coil with shield for RCA-Victor 29X; also antenna coil for Crosley 2154. Severson's Radio Service, Manteca, Calif.

FOR SALE—1200 handy neon pocket test lamps for any radio or electrical application, 110 to 350v. AC or DC \$1.00 ea. Supreme Radio & Electric Co., 219 Rocking St., Brooklyn 11, N. Y.

WILL SWAP—Hickok 177X sig. generator, T-53 tube tester, factory modernized; 1800-S Zero current voltmeter with socket selector analyzer, Solar PR-1-60 condenser tester; Superior channel analyzer, and Rider manuals vols. 7 to 12 inc. Want Scott F.M.-A.M. Phantom Combination. Frank Gattle, 3116 Mayfield Ave., San Bernardino, Calif.

WANTED—Up-to-date tube tester, sig. generator, test equipment and shop stock. What have you? Oliver Pretter, Box 263, Royal Oak, Mich.

WANTED—Echophone EC-1 commercial receiver, 1st Sgt. O. L. Mills, Sec. II, 2522d AAF Base Unit, Majors Field, Greenville, Texas.

FOR SALE OR EXCHANGE—RCA 27530 magnetic pickup arm and head, brand new. What have you? F. Wiegand, 2919 Glenview St., Philadelphia 24, Pa.

WANTED—Ohmmeter or combination voltmeter. John H. Shaffer, R.D. #1, York, Pa.

FOR SALE OR TRADE—Fishing and hunting equipment to trade for good tube tester, multimeter, capacity meter, or other test equipment. Roy Gondson, RM 1/C, 585 Sixth St., Bremerton, Wash.

WANTED—Used Master Teleplex, American Morse transmitter. Roy Ellis, Greenfield, Ohio.

FOR SALE—Clarion amplifier 25 w., operates on 110v. A.C. or 6v. automobile battery, with built-in record player; Shure microphone #9866; 12" P.M. speakers in projectors; attachment plug and wire for car battery; 25' wire and plug on each speaker; microphone cable and floor stand. Economy Radio Service, 1009 S. Mint St., Charlotte, N. C.

FOR SALE—Back numbers Radio News, Radio Craft and other radio magazines; also Popular Science and Popular Mechanics, 10¢ ea. Aubrey Edgerton, 116 West 6th Ave., Houston 7, Texas.

URGENTLY NEEDED—Tube tester, sig. generator, voltmeter, audiometer, Meissner analyst, and Rider manuals. Elmo Gearing, 1801 Lynch St., St. Louis, Mo.

FOR SALE—Midwest 20-tube chassis and speaker, motorized tuning, in working condition, less tubes, \$15, f.o.b. G. Greenberg, Radio and Television Service, 821 Porter St., Philadelphia 48, Pa.

FOR SALE OR TRADE—Philen sig. generator 2077, in good condition. Want Rider manuals 7-12 inc., or what have you? Sol's Radio Shop, 233 E. 169th St., Bronx, N. Y.

WANTED—By boy overseas, Hallcrafters Sky Traveler, F. G. Parmenter, SL/C, CRMU 508, c/o Fleet Post Office, New York City.

YOUR OWN AD RUN FREE!

This is Sprague's special wartime advertising service to help radio men get needed parts and equipment, or dispose of radio materials they do not need. Send your ad today. Write PLAINLY or PRINT—hold it to 40 words or less. Due to the large number received, ads may be delayed a month or two, but will be published as rapidly as possible. We'll do everything we can to help you. Remember that "Equipment for Sale" ads bring best results.

Sprague reserves the right to reject ads which do not fit in with the spirit of this service.

WHEN BUYING CAPACITORS—PLEASE ASK FOR SPRAGUE'S BY NAME. WE'LL APPRECIATE IT! HARRY KALKER, Sales Manager



Dept. RTR-94, SPRAGUE PRODUCTS CO., North Adams, Mass.
(Jobbing distributing organization of products manufactured by SPRAGUE ELECTRIC COMPANY)

SPRAGUE CONDENSERS * KOOLOHM RESISTORS

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

Why Zenith's Policy of "RADIONICS EXCLUSIVELY"

*Means the Finest of Radio for You
in Your Coming New Zenith!*

Guarantees You the Most Advanced
Engineering, the Finest in Tone, the
Utmost Dollar-for-Dollar Value

That's the big reason why millions of owners of pre-war Zeniths are still enjoying radio enjoyment with their Zenith radios.

Starting at Once! THE BIGGEST CONSUMER ADVERTISING CAMPAIGN IN ZENITH'S HISTORY!

More Than 98 Million Large-Space Zenith Messages in Magazines and Newspapers

● Think of it! During September, newspapers from coast to coast will carry more than 70,000,000 dominating Zenith Radio messages.

Add to this—more than 28,000,000 full-page Zenith Radio messages in national magazines monthly . . . commencing with September issues.

Behind this campaign lies a single basic theme: *Zenith leads in radio, because Zenith concentrates on "RADIONICS EXCLUSIVELY."* No other leading radio manufacturer has such a convincing reason for offering America the *best* in radio!

Think what this campaign means to *you* as a Zenith

radio dealer. It means that you are backed by a selling argument unrivaled in the industry—one that helps "pre-sell" your customers upon the coming new Zenith Radios. Every ad emphasizes that Zenith's policy of *specializing* in "RADIONICS EXCLUSIVELY"—instead of "spreading itself thin" over unrelated appliances such as refrigerators and washing machines—promises most advanced engineering, finest tone, and utmost dollar-for-dollar value.

So . . . keep those two vital words in mind—"RADIONICS EXCLUSIVELY." They pave the way to the day when you can capitalize as never before upon the most valuable radio franchise in the world.

ZENITH RADIO CORPORATION, Chicago 39, Illinois
All Production Now for War or Rehabilitation

Keep Your Eye on **ZENITH** for the Best in Radio!

LONG DISTANCE RADIO

RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

RADIO · FM · TELEVISION · RADAR · SHORT WAVE · RADIO · PHONOGRAPHS · HEARING AIDS

Dealers Unite to Strengthen Trade

Co-operation Basis of Their Success

• Co-operation pays. Many businesses are pooling activities to enable them to function during wartime and to make a profit.

A case in point is the Ziemer Electric Co. and the Wendeland Radio, Mankato, Minn. Both these firms are housed in one large store, and both operate independently. During wartime this arrangement has worked out so well that undoubtedly it will be continued in postwar years.

Arrangement Profitable

Eric Ziemer, owner of Ziemer Electric Co., who uses the majority of the space in the large store, says that the arrangement has worked exceptionally well the past few years. George Wendeland handles all the radio work that comes from Ziemer Electric Co. customers on a wholesale basis, and also handles his own work which comes to him direct. Thus, between the two sources of income, Wendeland has plenty of work to handle regularly.

"With Wendeland taking care of the radio work, I am free to handle washing machine, vacuum cleaner, electric refrigerator and other appliance repairs," says Mr. Ziemer. "We are really two independent business men operating out of the same store. My work requires pickup and delivery of many of the heavier appliances. It also entails many routine service calls to homes in town and in the country. Naturally, this means I must be away from the store a good deal. Under the circumstances, Mr. Wendeland can handle any incoming calls for me as well as for himself. We plan outside service calls so that one of us remains in the store. This results in a saving of at least one extra person, and this factor is highly important during wartime."

Mr. Ziemer states that he sells quite a few electric brooders each Spring to poultrymen in this area.

Electric brooders come in all sizes, accommodating from 100 to 1000 chicks. The large sizes sell from \$20 to \$35, and usually come in knocked-down form from the factory, and must be assembled by the dealer. During Winter and early Spring, the Ziemer store always has several brooders fully assembled and on display, and this helps to stimulate demand. The brooders are also given appropriate window display and newspaper advertising, and farmers are quick to come in and buy. Despite low egg prices early in 1944, farmers bought many brooders and began to raise quite a few chicks on a long range production plan, reports Mr. Ziemer.

Mr. Ziemer who has handled many washer repairs during the war period, says that these repair bills at his place range from \$2 to \$35 on the larger overhaul jobs, with folks anxious to have these machines put into first class operating condition. The same is true of vacuum cleaners; Mankato customers are anxious to have them working properly.

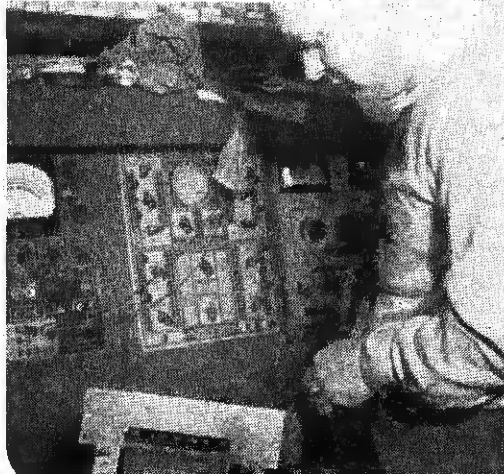
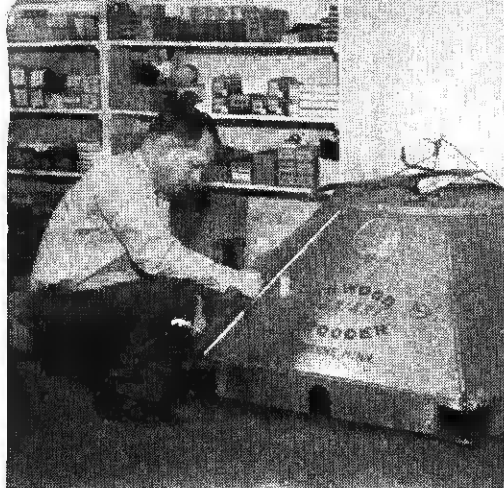
Many appliance service shops in smaller towns and cities do not handle refrigerator repairs, largely because they have no qualified service man. In Mankato, Mr. Ziemer gets a lot of such work, because he can handle any sort of refrigerator repair.

Postwar Plans

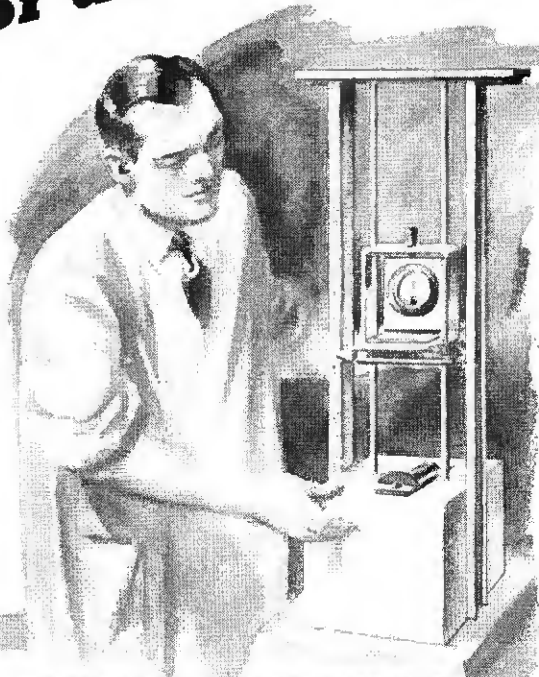
So far as appliance stock is concerned, Ziemer has a few radios, stoves and ranges left. He has stocked up heavily on light bulbs, linoleum and polishes and the like, so as to make his large store appear full of merchandise. These articles sell well, too, he reports.

Mr. Ziemer expects to do a large appliance business in the postwar era. He plans intensive inside and outside selling with a large and specially trained sales and service force. He believes that his service operations throughout the war period, and the resulting contacts made and good will built, should be a deciding factor in getting volume appliance business after the war.

Eric Ziemer devotes his time to sale of (top) chicken brooders, and repair and sale of household appliances. His associate, George Wendeland, handles his own radio repairs, and all other radio service trade.



Shocking Treatment for an Instrument

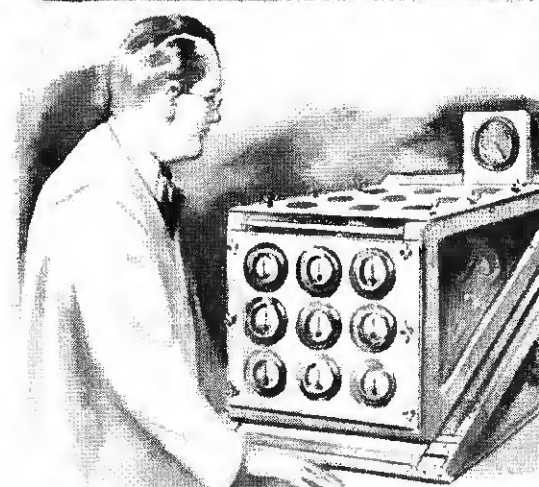


Simpson Shock Test—Instrument is mounted in sliding carriage and dropped against bottom plate. Vertical scale permits shock of impact to be computed in multiples of *g*, the acceleration of gravity.

WHILE electrical instruments are delicate by their very nature, the conditions under which they must serve are seldom ideal—these days especially. Before entrusting them with vital responsibilities, it frequently becomes necessary to learn just how much abuse they can withstand. With Simpson Instruments performance can be proved beforehand right in the Simpson laboratories. Complete facilities are provided to simulate practically any operating conditions, and to make an instrument live many, many years in a day.

Important innovations in design and construction have resulted. Exhaustive breakdown tests show that the Simpson Instruments of today are far more rugged than would have been thought possible just a few years ago.

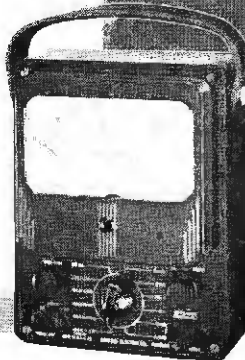
To users of electrical instruments and testing equipment, this fact points out the value of Simpson's long experience. While constant research and testing can isolate specific problems of design or construction, it's the practical know-how Simpson has stored up through more than 35 years that supplies the answers.



Simpson Vibration Test—Specially designed equipment provides rapid movement of instruments in three different planes. Variable speed regulator permits vibration of any desired intensity.

SIMPSON ELECTRIC COMPANY
5200-5218 Kinzie St., Chicago 44, Ill

Simpson



**Model 260
High Sensitivity Tester**
Ranges to 5000 volts, both AC and DC, at 20,000 ohms per volt DC, and 1000 ohms per volt AC. Current readings from 1 microampere to 500 milliamperes. Resistance readings from 1/2 ohm to 10 megohms. Five decibel ranges, -10 to +52 DB.

Buy War Bonds and Stamps for Victory

TELEVISION TALK

Found—A Publication NOT Plugging Television

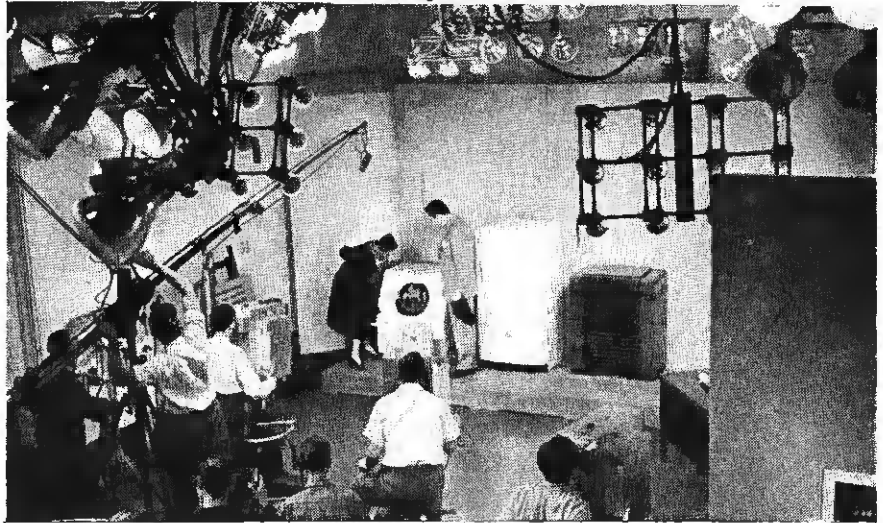
Newshawks, magazine feature editors and writers not in the electronic fields positively drool at the mention of television, which is getting free plugs in newspapers, women's magazines, farm publications and what-have-you. Everybody and his brother fastens like a leech onto the fellow who has a few authoritative facts under his hat.

While television is naturally getting lots of publicity via publications in its own field, it certainly is being provided with slews of demand-producing copy all over the land.

About the only publication we could think of which, to our knowledge, hadn't run a boost for tele was "Hobo News." We called them on the telephone, and spoke to Mr. Clifford Mack, who described himself as "society editor." "No," he declared, "we haven't run a line on television, but we'll be glad to do so if someone can show us how it'll benefit hoboes."

We suggested hoboes might want tele-sets in "jungles," but Mr. Mack said that the problem of electric current supply would be too hard to lick.

Appliance Demonstration Televised



The Westinghouse Laundromat, an automatic-cycle washing machine designed for postwar demand, and Westinghouse refrigerator, were among the home products televised over NBC.

Application by Mallory

P. R. Mallory, Inc., of Indianapolis, has filed an application for an experimental television transmitter to operate on Channel 2. The FCC also received a request

from the Philadelphia Inquirer to amend its application, seeking Channel 4 in Philadelphia instead of Channel 6.

Allen Du Mont Honored

The honorary degree of Doctor of Engineering was conferred on Allen B. Du Mont, president of the Television Broadcasters Association, Inc., and head of the Du Mont Laboratories, Inc., of Passaic, N. J., at the 120th commencement exercises held at Rensselaer Polytechnic Institute, Troy, N. Y. Mr. Du Mont told the large assemblage that technological advances accomplished during wartime are equal to 25 years of usual peacetime progress.

Farnsworth Tele Booklet

An attractive booklet titled "The Story of Electronic Television" is now being distributed by the Farnsworth Television and Radio Corp. of Fort Wayne, Ind. Written in simple language, the book is colorfully illustrated, and is designed to give scientist and layman alike an insight into this interesting subject. Television yesterday, today, and tomorrow, the meaning of television, and its place in industry, commerce, and education are a few of the topics covered.

Joyce Sees Tele Soon

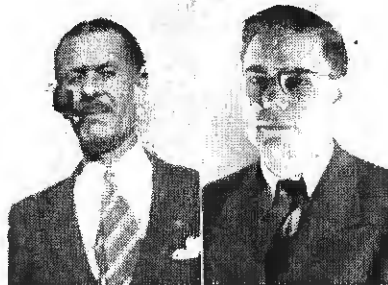
With 63 applications for video broadcasting stations on file, approximately 50 million people throughout the country may have sight-and-sound broadcasting 6 months to 2 years sooner than even the most optimistic previous estimates, according to Thomas F. Joyce, RCA executive, who spoke at the war conference of the National Assn. of Broadcasters in Chicago.

(Continued on page 85)

TELEVISION RETAILERS' HANDBOOK

Get Ready Now to Sell Television

By John L. Stoutenburgh, left, William E. Moulie, right; William C. Alley and Jean Mayer. Published by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. 180 pages, 110 illustrations.



● Designed to help the retailer merchandise postwar television, this handbook—pioneer in its field—outlines sales campaigns, tells the dealer how to become known as the television specialist in his community; how to demonstrate television successfully and has chapters on trade-in techniques, window-dressing and financing purchases, both for the dealer and the customer.

There are also articles on the farm market, the vast resources back of television and descriptions of telecasting methods.

In addition to dealing fully with the postwar sales possibilities of television, the handbook contains valuable information about receivers, transmitters, relaying and installation. Prepared particularly for the radio dealer, it contains chapters on the probable styling and technical features of postwar receivers, the effect of television standards on receivers in use, problems of installation and maintenance of television sets, the technical function of the components in the electronic television system, a chapter of questions and answers on the subject of television and a vocabulary of technical television terms.

The results of a survey among radio manufacturers is included and indicates the proposed plans for manufacturing television sets as regards to approximate price and as to whether projection type sets will be built.

A list of television broadcast stations, both planned and in operation, is also included. The names and addresses of television organizations and associated groups are given in the appendix.

The foreword was written by James Lawrence Fly, chairman Federal Communications Commission.



YOUR CUE ON TELEVISION

Take your cue from DuMont—and you'll be among the first after victory to ring up Television profits.

DuMont will continue to lead the Television parade as it has in the past by making Television increasingly practical *commercially*. ☆ DuMont gave Television its first clear pictures by developing the DuMont Cathode-ray Tube (actually the heart of the Television set). ☆ DuMont pioneering has hastened nationwide enjoyment of Television by designing and constructing 3 of the 9 Television stations in service today . . . by operating station WABD, New York, for more than 3 years to explore the magnificent program possibilities of this great new art. ☆ DuMont's peacetime Television-Radio Receivers—enhanced by exclusive patents and wartime research—are certain to establish new highs in engineering performance and cabinet

artistry. DuMont sets will be sold only by leading dealers in each community. There are a few choice franchises still available. If *you* are equipped to display and promote the finest quality merchandise in the Television field, DuMont will be very happy to talk over its peacetime plans with you. ☆ It was DuMont, back in 1939, who ran the first ad offering Television sets for sale. DuMont national advertising is still cultivating this market for you—in ads that take the mystery out of Television, in ads that whet desire for fine quality sets. Reprints of these ads are available—without obligation—for your customer education . . . to help you make your store the "Headquarters for Television Information" in your community.

DOMONT



Precision Electronics and Television

MALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



Listen with Rodzinski

Learn Why Another Great Musician Joins The Unparalleled Acclaim for Meissner

One by one, they had told him. First, it was Howard Barlow; then Bruno Walter, Fritz Reiner, Andre Kostelanetz. Each of these famous concertmasters had a strangely similar story to tell. A story of a wonderful new instrument that could reproduce recorded music *as it had never been done before.*

And now Artur Rodzinski was about to hear it himself. New York's great philharmonic director watched without comment as the record-changer automatically chose a record from the stack, gently placed it on its table, moved aside for the audition to start. Only a slight change of expression implied that this, too, was worth noting.

"They told me about the record-changer," he explained, "but I couldn't believe it until I had seen it. An amazing invention, truly!"

By now, the music was in full swing — a familiar recorded classic that now seemed to take on new stature with each passing passage. Dazzlingly clear, full-measured, challenging — the triumphant performance could not help but leave its mark upon all in the tiny group who listened with Rodzinski.

"Play that again, please," he said, and on, the Meissner played. All at the push of a button, records were played, reversed, replaced or repeated. At the end, Rodzinski said:

"Never have I heard its equal. The Meissner is music inspired!"

Artur Rodzinski had just heard the only Meissner radio-phonograph in existence — the final laboratory model perfected just before war turned all of Meissner's skill and knowledge to the manufacture of vital electronic war equipment. The instrument is now on loan "for the duration" to the music room of Mt. Carmel high school.

Your own luxurious postwar counterpart of the Meissner, in days to come, will likewise include *Frequency Modulation* and other fidelity features well beyond such qualities in home radio-phonographs now in use. It will treat you to new *Super Shortwave* . . . a connoisseur's choice of *Distinguished Cabinets* . . . *New Ideas* in a host of other advancements now being engineered into Meissner electronic equipment for our armed forces around the world.



WHO

WILL BE THE
MEISSNER
 RADIO-PHONOGRAPH
DEALER
 OF TOMORROW?

In fine homes throughout America, people have long been reading about the new Meissner radio-phonograph. More, they have written by untold hundreds to learn how, when, and where it will be sold.

Rightly so, too, for the world's great musicians have placed Meissner reproduction in a world unto itself. Praises from such artists as Bruno Walter, Artur Rodzinski, Fritz Reiner, Rise Stevens, Andre Kostelanetz, and many more of like fame, have fed the bright flame of desire among countless music lovers.

This rich and ready market is now waiting for men of vision, of experience, of reputation—men who will dominate the Meissner distribution picture of postwar tomorrow. To find your own place in this picture, we suggest that you write at once to our Chicago Office. Plans will then be made for executive contact at the earliest possible date.

MEISSNER
 MANUFACTURING COMPANY—MT. CARMEL, ILL.

Please Address Your Inquiries
 to Chicago Office:

**PALMOLIVE BUILDING,
 CHICAGO, ILLINOIS**

(Continued from page 82)

Sees Television as a Merchandising Force

The ability of television to demonstrate a product will revolutionize merchandising methods, according to Jack A. Miller, advertising and sales promotion manager of the Standard Oil Co. of New Jersey, who spoke at the Television Seminar of the Radio Executives Club.

"Like a lot of people in this war," Mr. Miller said, "television and the science of electronics have grown up fast. When peace is declared, television will be a force—a merchandising force—that must be recognized."

Postwar Brunswick Set Will Have Television

Many new electronic features will be incorporated in the postwar Brunswick radio-phonograph sets, including advanced television and FM, according to an announcement by Herbert L. Weisburgh, president of Radio and Television, Inc., 244 Madison Ave., New York, manufacturers of Brunswick Radio-Panatrope.

The new set will have phonograph circuit so arranged that recordings will be reproduced of frequency modulation quality. The receiver will have short wave circuits with spread bands so that foreign stations can be tuned in clearly.

Other features will include Panatrope record changer which will play records on both sides; simplified home recorders and custom designed cabinets reproduced from museum pieces. Especially designed and constructed plywood speaker chamber for the purpose of eliminating cabinet resonance will be employed.

Distribution will be on an exclusive franchise basis directly to dealers. Advertising will include national publications and local newspapers.

Carmin Stresses Value of Television Research

Approximately \$25,000,000 has been invested in television research and development by the radio industry to get television ready for the public, according to James H. Carmin, vice-president in charge of merchandising for Philco Corp.

Speaking before the Radio Executives Club television seminar he said:

"Probably never before has the product of a great new industry been so completely planned and so highly developed before it was offered to the public as has television. Through long years of research and development, the television art has been so perfected that the product itself and the service it renders will be ready for the public in a highly-developed state as soon as the war is over.

"As soon as television receivers can be made and sold," he continued, "the public will eagerly buy them in tremendous quantities."

Mr. Carmin pointed out that a recent consumer survey revealed that 86 per cent of the people would like to have a television receiver in their homes.

Distributors Can Get Electronic Parts

Relaxation of certain restrictions in List "B" of Priorities Regulation 13 which is anticipated to speed immediately the distribution of idle and excess component parts of radio and electronic equipment into military and civilian use channels has been implemented through permission to the radio-electronic wholesale distributors to use AA-5 or better ratings in obtaining from prime war contractors this material. The change was instituted by the WPB Radio and Radar Division as the result of recommendations from the industry following a Radio Industry Advisory Committee meeting.

As a result of the revision of the PR-13 it is felt by WPB officials that wholesale radio distributors will be in a position to offer substantial aid to the war effort. Prior to the relaxed order wholesale radio distributors were not permitted to purchase electronic parts of equipment without specific sales authorization from WPB.

Important Revisions

The revision, WPB officials explained, is not intended to allow stockpiling by wholesale distributors, but is primarily intended to expedite the movement of idle and excess parts. The distributors also will be allowed to fill rated orders for electronic parts.

The program which is to be handled through the Component Recovery Section of the WPB Radio and Radar Division, headed by Wesley L. Smith, will result in stimulating and implementing fulfillment of prime contractor short range requirements with greatly improved speed and precision.

Another important revision in PR-13 which will place electronic components and parts of no military value back into the civilian use stream permits wholesale radio distributors to purchase from prime contractors "rejected" components without priorities and without any governmental reports and paperwork. This will make these components and parts immediately available for civilian uses and any previous requirement of WPB approval on "rejected" parts has been eliminated. This revision of PR-13 reads as follows:

Clarifies "Rejected"

"Rejected components are not restricted except new and used test equipment. The term 'rejected' applies to components that have no military value and must be so certified as such, in writing, by Army and Navy inspectors, and records maintained in accordance with paragraph (G) of this Order (Priorities Regulation No. 13)."

WPB Division Director Ray C. Ellis stressed to the prime contractors that it is of the utmost importance that contractors continue to report their idle and excess component inventories on WPB Form No. 3644 so that critical stocks may be thus properly screened for the benefit of other prime contractors and the Services prior to submission for approval for special sales authorization under WPB Form No. 1167.

New England Distributors

R. D. Siragusa, president of Admiral Corp., has announced the appointment of Tracy & Co., Providence, R. I., as distributor for all Admiral products.

Handle Crosley Products

Appointment of the Richardson-Wayland Electrical Corp., of Roanoke, Va., as distributor for the Crosley Corp. in Central Virginia has been announced.

New Members Elected

"The Representatives," of the Chicago-Land Chapter have elected John W. Clarke, Fred R. Ellinger, W. H. Ellinger, Leroy Eschner, Theodore E. Felleisen, Jr., and Royal J. Higgins as new members of the chapter.

Taylor Named in Buffalo

The Stromberg-Carlson Co. has announced the appointment of the H. D.

Taylor Co., of Buffalo, N. Y., as area distributors of the Stromberg-Carlson postwar radio line.

Will Represent Shure

Walter and Harold Berggren are the newly appointed representatives of Shure Bros., Chicago, to contact and serve manufacturers in the Chicago area, St. Charles, Ill., and northern Indiana territories. The Shure Co. has many new product developments resulting from extensive wartime research in Army-Navy production.

Many Dealers Attend Walker-Jimieson Meet

The first dealer council meeting of Walker-Jimieson, Inc., held in Hammond, Indiana, was attended by virtually every radio service dealer in the district. The meeting was opened by Russ Jimieson, manager of dealer sales, and Ralph Walker, president, gave the welcoming address. A round table discussion was held at the conclusion of the meeting, during which dealers took part in talks on the postwar future of the service business, and new lines of merchandise.

Sunbeam Distributor

Chicago Flexible Shaft Co. has announced the appointment of McDonald Bros., Memphis, Tenn., as distributor for the complete line of Sunbeam appliances. McDonald Bros. intend selling Sunbeam along with Philco, I. & H, Grand, ABC, and other lines as soon as production is resumed.

McGee Leaves the WPB

Charlie H. McGee, Sr., of the Radio and Radar Division of the War Production Board in Washington, has resigned as Chief of the Orders and Appeals Section of the Domestic and Foreign Branch of the Radio and Radar Division of WPB, to return to private industry as a manufacturers' representative in Washington.

Crosley Corporation Southern Distributor

Appointment of the Woodward, Wight & Co., Ltd., I. C. Deckbar, president, as distributor of The Crosley Corp. in southern Louisiana, southern Mississippi, southwestern Alabama and northwestern Florida, has been announced. This is in line with Crosley's policy of strengthening its distribution system.

Ray Lubar Joins Simon

James H. Simon, president, Simon Distributing Corp., Baltimore and Washington distributors for Hotpoint and Motorola, announced the appointment of Raymond (Ray) Lubar to an important sales position in the Simon organization. Ray Lubar is one of the most widely known radio and appliance executives in Baltimore and is commencing immediately on postwar plans for the Simon Company.

"THE HELP SITUATION" by Lubar

Men Trained in Radio and Electronics Now Available Through V. S. C.

Veterans Service Centers Now Placing Technicians Trained by Army and Navy

New York—Sept. 1, 1944.—Employers seeking the services of trained Army and Navy technicians who have been working on radio, electronic and communications equipment are advised to communicate with:

1. The local draft board; and its Re-employment Committeeman.
2. The local United States Employment Service office. Veterans apply here when they know the work they want.
3. The Veterans Service Center. To this Center go servicemen in doubt about the kind of work they want.

There are thousands of men who knew nothing of radio before the war, who, during their term of service were thoroughly trained in the theory and practice of electronic equipment.

During the past three years Rider Manuals and Rider Books have been providing "The Extra Hand" needed to replace radio servicemen who had joined the armed forces. Now, however, men are being released; more will be available with each victory.

Thousands of them are trained radio and electronic equipment maintenance men who can help you turn out the huge volume of work you have in your shop.

But they will need authoritative servicing information if they are to operate at peak efficiency.

Check your Rider Manuals. Do you have all thirteen volumes—a set for each bench? Check, too, the list of Rider Books at the right. These are chock full of helpful hints on civilian set maintenance; should be made available to all your new men.

PLACE YOUR ORDER TODAY

Thousands of dollars were spent by the Government in training each of these servicemen. Their knowledge and skill are now available to employers who communicate with the proper Government office.

HERE'S HELP That Cost Thousands To Prepare FOR YOU

RIDER MANUALS (13 VOLUMES)

Volumes XIII to VII.....\$11.00 each volume
 Volumes VI to III..... 8.25 each volume
 Abridged Manuals I to V [1 volume]...\$12.50
 Automatic Record Changers and Recorders... 6.00

OTHER RIDER BOOKS YOU NEED

The Cathode Ray Tube at Work
 Accepted authority on subject \$3.00
 Frequency Modulation
 Gives principles of FM radio... 1.50
 Servicing by Signal Tracing
 Basic Method of radio servicing... 3.00
 The Meter at Work
 An elementary text on meters 1.50
 The Oscillator at Work
 How to use, test and repair 2.00
 Vacuum Tube Voltmeters
 Both theory and practice 2.00
 Automatic Frequency Control Systems
 — also automatic tuning systems 1.25
 A-C Calculation Charts
 Two to five times as fast as slide rule 7.50
 Hour-A-Day-with-Rider Series —
 On "Alternating Currents in Radio Receivers"—
 On "Resonance & Alignment"—
 On "Automatic Volume Control"—
 On "D-C Voltage Distribution" 90c each

JOHN F. RIDER PUBLISHER, INC.

404 Fourth Avenue, New York 16, N. Y.
 Export Division: Rocke-International Electric Corp.
 13 E. 40th Street, New York City Cable: ARLAB

RIDER MANUALS

GIVE YOU THE HELP YOU NEED!



Jensen Radio Prepares Acoustics Booklet Series

To meet the need for dependable and useful information on the selection, installation and use of loud speakers and reproducers, Jensen Radio Mfg. Co. has prepared a series of technical monographs to help the amateur and the professional in the field of acoustics.

The first of the series, "Loud Speaker Frequency Response Measurements," is ready now. It explains how laboratory technicians can use measured frequency response as essential data in their development and design work, and describes some of the equipment and methods that may be used. Number two of the series is entitled "Impedance Matching and Power Distribution in Loud Speaker Systems."

Copies of all issues will be sent free on request to men of the armed services and to libraries and technical schools. Others who want the treatises may obtain them from radio jobbers and dealers, or by sending 25 cents for each copy to Jensen Radio Mfg. Co., 6601 So. Laramie Ave., Chicago 38, Ill.

Appointed by Admiral

Ross D. Siragusa, president of Admiral Corp., Chicago, announces the appointment of the following distributors to handle Admiral products:

Peaslee-Gaulbert Corp., Atlanta, Ga., and Jacksonville, Fla., Monroe Hardware Co., Monroe, La., Kaemper-Barrett, San Francisco, Cal.

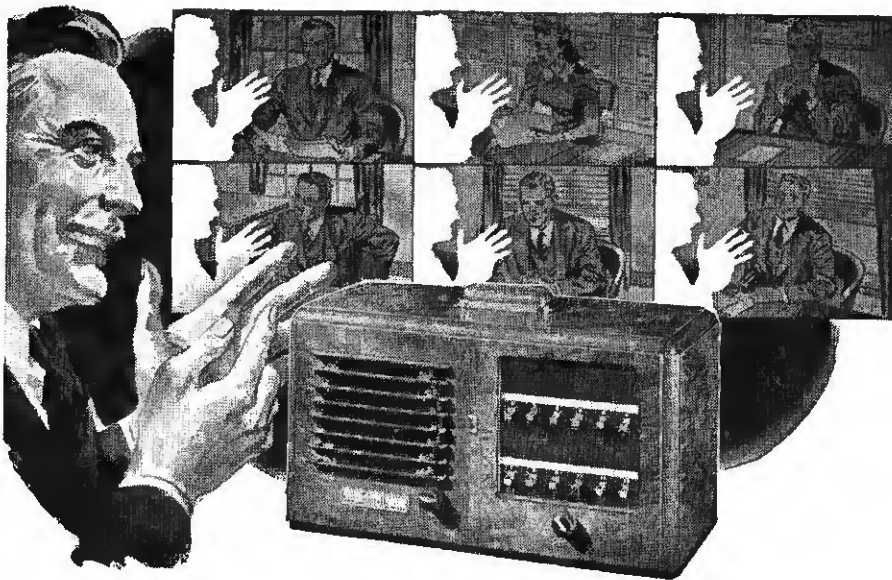
New Emerson Wholesalers

Charles Robbins, vice-president in charge of sales of the Emerson Radio and Phonograph Corp., New York City, has appointed the Dixie Radio Supply Co., Columbia, South Carolina, to be the Emerson Radio distributor in Columbia and contiguous territory. Also appointed as Emerson Radio distributor is the James Supply Co., Chattanooga, Tenn.

Represents Bell Sound



Mel Foster, 601 Cedar Lake Rd., Minneapolis, has been appointed factory "rep" for Bell Sound Systems, Inc., Columbus, Ohio. He will cover Minn., No. and So. Dakota, Iowa and northern Wisconsin.



How to Decide Things Now!

It takes time to call a conference, time for each man to clean up his desk, time for them to gather in another office. Teletalk Amplified Intercommunication Systems allow busy executives to hold a conference of a number of key men without any of them leaving their desks.

With Teletalk the flip of a convenient key puts each man within sound of the others' voices. Ideas are exchanged rapidly, decisions are arrived at NOW . . . no confusion, no waiting, no running to and fro.

This is but one of the hundred and one ways that Teletalk brings a new tempo to every business establishment . . . large or small . . . in these war-busy days when time counts so much, when manpower cannot be wasted.

Make Teletalk a source of new revenue to you by demonstrating to your customers how Teletalk easily pays for itself in a few months by saving time, conserving energy, and eliminating confusion. It is easy to install, operates from the light circuit. It will operate for years on a minimum of maintenance.

If you are not now handling Teletalk in your community, get in touch with us at once. Learn the profit-building possibilities it holds for you. Write us today.



Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company



BUY EXTRA WAR BONDS

WEBSTER ELECTRIC CO., Racine, Wis., U.S.A.
Est. 1909. • Export Dept.: 13 East 40th St., New York (16), N.Y. • Cable Address: "ARLAB" N.Y.C.



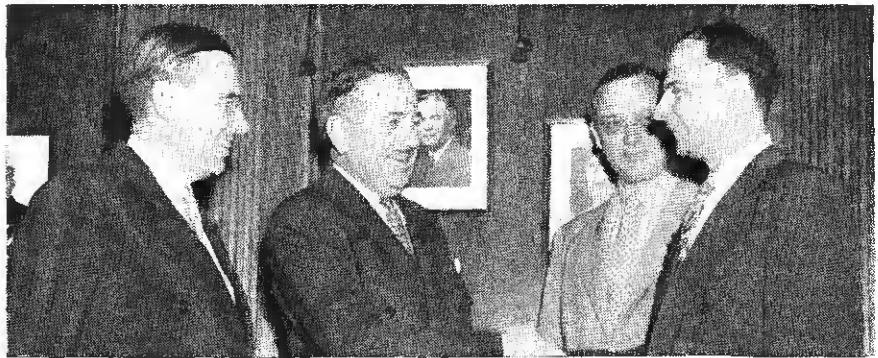
Golenpaul Warns Jobbers

Don't pyramid orders! That is the warning issued to radio parts jobbers by Charles Golenpaul who heads the jobber sales for Aerovox Corp. of New Bedford, Mass. "Most manufacturers average about the same on jobber deliveries, and it is possible that pyramided orders may come home in a sudden flood now that the war is reaching a final phase," he adds.

Segel Opens New Branch

To improve coverage of the New England market, Henry P. Segel, head of Henry P. Segel Co., of Boston, Mass., has announced the opening of a branch office in Hartford, Conn.

Bickford of Buffalo Signs With RCA Victor



Frank M. Folsom, vice-president in charge of the RCA Victor division, congratulates Paul Wolk, who with his brother Louis, heads newly organized Bickford of Buffalo company which will handle RCA Victor products in the Buffalo, N. Y. area. With them is Thomas F. Joyce, general manager of RCA Victor's radio, phonograph and television department, left, and M. F. Blakeslee, eastern regional manager.

KEN-RAD

"Little Giant"



Designed originally for space saving and fine reception in portable radio sets Ken-Rad miniature tubes easily adapted themselves to walkie-talkie and other military uses. Expansion and future progress with this rugged Little Giant is limitless.

Write for your copy of "Essential Characteristics" the most complete digest of tube information available

KEN-RAD

EXECUTIVE OFFICES

OWENSBORO · KENTUCKY

EXPORTS 15 MOORE STREET NEW YORK

TRANSMITTING TUBES
CATHODE RAY TUBES
SPECIAL PURPOSE TUBES

RECEIVING TUBES
INCANDESCENT LAMPS
FLUORESCENT LAMPS

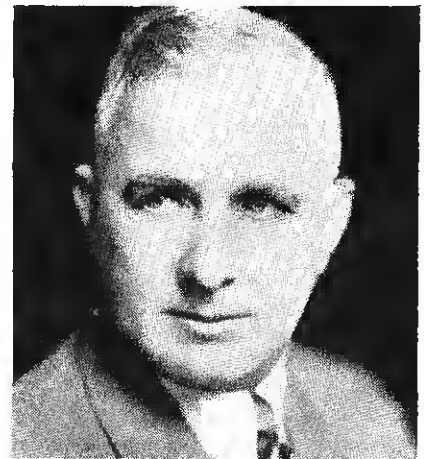
Visits Operadio Jobbers

Fred D. Wilson, sales manager for the commercial sound division, Operadio Manufacturing Co., St. Charles, Ill., is completing an extensive trip throughout the West Coast and is currently visiting Operadio representatives and distributors in California. Mr. Wilson is assisting Operadio's West Coast representatives in providing war plants with plant-broadcaster systems and Flexifone inter-communication units.

Zenith Advertising Stresses "Radionics Exclusively"

"Radionics exclusively," is the theme of Zenith Radio Corp. new fall advertising campaign, and a summation of the company's entire postwar production and sales plans. Beginning in newspapers August 27 and continuing through the fall, Zenith copy tells how the radio listeners of America will profit by this vast new science of radionics developed during the war. Having concentrated its experience and skill on radionics only, Zenith thus promises to bring all users the results of work by its highly trained specialists.

His Firm Is Chosen



David W. Burke, president Radio Distributing Co., Detroit, whose firm will wholesale postwar Stromberg-Carlson radios.

Named Sales Manager



Eddie W. Forester will head sales of Arnold Wholesale Corp., Cleveland, Ohio, nationally-known appliance distributors.

To Distribute Emerson

Announcement has been made by Charles Robbins, vice-president of Emerson Radio and Phonograph Corp., New York, of the appointment of Neidhoefer & Co., Milwaukee, Wis., and Auto Equipment Co., of Denver, Col., as distributors of Emerson Radio products in those territories. Both distributors maintain complete service departments for the assistance of dealers.

New Arvin Wholesalers

The formation of three new companies to distribute lines of Arvin radios, small electrical appliances, metal laundry tubs and other products manufactured by Noblitt-Sparks Industries, Inc., have been announced by Sam Salmanson, president of Salmanson & Co., N. Y. One of the new Arvin-Salmanson companies will serve all of New England, another the New York metropolitan area, and the third the Baltimore and Washington areas.

"Alley Mechanics" Get the Tubes, Dealer Says

Editor, Radio & Television Retailing:

Why can't we get any radio tubes (good numbers) from our local distributors? We have been in the radio business, sales and service, since 1933, and have never before seen conditions as they now exist. The "alley mechanic" can get tubes which we cannot get, although most of these "alley mechanics" don't even have merchants' licenses to do business.

How can these fellows get scarce tubes from the distributors when we can't? Since Jan., 1944, we have received only 56 tubes from our local distributors. Do these distributors want the radio dealer to quit servicing? Or what is wrong?

BENTON D. BOENKER

Boenker Home Supply Co.,
2729 N. Union Blvd.,
St. Louis, Mo.

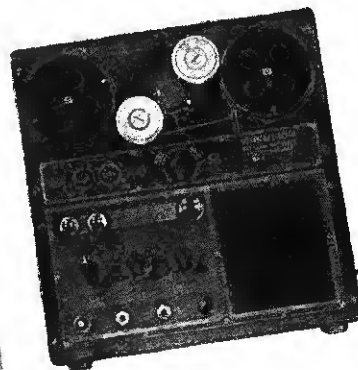


**DESIGNED
ENGINEERED** *for Application*
TURNER *Performance*
MICROPHONES

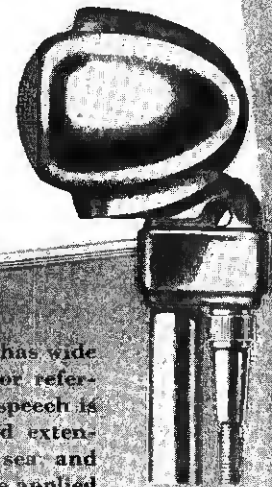
PIONEERS
in the
Communications
field

One of a series showing Turner Applications
in Electronic Developments

The G. E. *Magnetic Wire* RECORDER



**TURNER
EQUIPPED**



Model 50A G. E. Magnetic Wire Recorder has wide application wherever recording of sound for reference is important, or wherever analysis of speech is desirable. Today, these recorders are used extensively in military applications on land, on sea and in the air. In the peace to come they may be applied in radio and entertainment, in business and industry, and in education and numerous specialized activities. Turner is proud to be associated with their performance.



Free
TURNER Catalog.
Write for your
illustrated copy.

It's Time to Turn to Turner for suggestions and applications in your Electronic Developments. Orders are being filled today for those whose needs meet priority requirements. But it isn't too early to start discussing your post-war plans.

Crystals licensed under patents of the Brush Development Company

THE TURNER CO.
CEDAR RAPIDS, IOWA, U S A



Still your best bet for replacements

***Old Man Centralab**
 "Old Man" is right ... for he is a real "old timer". There is no substitute for experience, and the "Old Man" now, as in the past twenty-two years, is still your best bet.

Centralab

CRL

VOLUME CONTROLS



Centralab

CRL

Division of GLOBE-UNION INC., Milwaukee



As host of the occasion, James H. Carmine, left, vice-president in charge of merchandising for Philco Corp., welcomes John S. Garceau, chairman of the Radio Manufacturers Assn. advertising committee, to a meeting of committee members held near Philadelphia.

Important Industry Meet Next Month in Chicago

The forthcoming Electronic Parts & Equipment Industry Conference will take place at the Stevens Hotel, Chicago, on Thursday, Friday, and Saturday, October 19-20-21. Sponsors of the event include the Radio Manufacturers Assn., parts division; the Sales Managers Club (Eastern Division), the Association of Electronic Parts & Equipment Manufacturers (formerly the Sales Managers Club, Western Division); and the National Electronic Distributors Assn.

Reservations at the hotel are limited, and blanks should be obtained early by writing to the Electronic Parts & Equipment Industry Conference, P.O. Box 5070-A, Chicago 80, Ill.

Bendix Aviation to Make Home Sets for First Time

The Bendix radio division of Bendix Aviation Corp., a large producer of communications equipment for aircraft and military uses, will for the first time manufacture and market a line of home radio sets as soon as the military situation permits, it was announced by Ernest R. Breech, president.

Home radios will be manufactured in the company's plants in Baltimore, and production of these radios will mark Bendix Aviation Corp.'s first entry into the consumer manufacturing field.

Popular Price Line

W. P. Hilliard, general manager of the radio division, explained, "Bendix Home Radios will be offered to the public at popular prices through carefully selected distributors and retailers, with the support of national and local advertising and sales promotion programs designed to acquaint the public with improvements in home radio reception, recorded music, and cabinet design developed by Bendix Engineers."

Meanwhile the company is establishing the necessary distribution and sales channels in order to assure smooth transition to peacetime production, merchandising and employment.

They Are Tough!

American Capacitors are giving peak performance in front line battle areas ... they have to be tough! They are precision engineered to meet the most exacting demands. American Electrolytic and Paper Capacitors, incorporating new plastic designs, cover all standard capacitance values and working voltages.



AMERICAN CONDENSER CO.

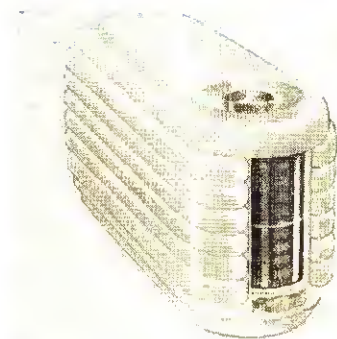
4470 HAVENSWOOD AVENUE CHICAGO 40, ILLINOIS
 THERE IS AN AMERICAN CAPACITOR FOR EVERY SIZE AND PURPOSE

Ready for Immediate Production

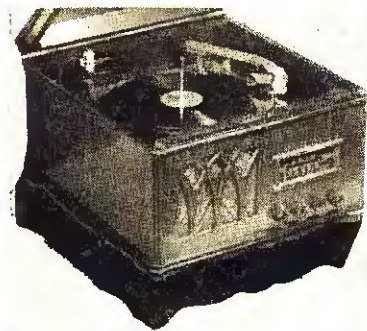
These **MECK** Radios and Phonographs

- 1 To get there "Fustest with the Mostest" is the secret of MECK'S post-war plan.
- 2 Concentrating our whole production capacity in the production of fast selling table-model radios, combinations and record players, guarantees sufficient merchandise and the rapid turnover required for profitable retail operation.
- 3 The big volume market in radio has always been and always will be in the table-model line. Post-war this market will be even greater because of the tendency of the public to wait awhile before buying a large, expensive set.
- 4 The greatest single selling feature in table-model sets is — *eye appeal*. MECK cabinet designs, created by America's foremost designers, are the result of a national survey on the selling points of table-model radios.
- 5 Distribution through independent distributors exclusively — no direct factory deals to favored retail accounts.

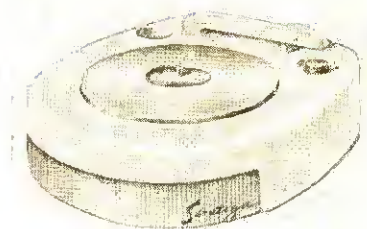
TABLE-MODELS



COMBINATIONS



RECORD PLAYERS



THE LINE DEALERS DESIGNED

By checking service records of hundreds of dealers we have learned where to put the "EXTRA QUALITY". MECK engineering plus the resources of the great engineering laboratories of RCA—Western Electric and Hazeltine, thru existing license agreements is your guarantee of trouble-free performance.

EXPECT MORE FROM MECK RADIOS!

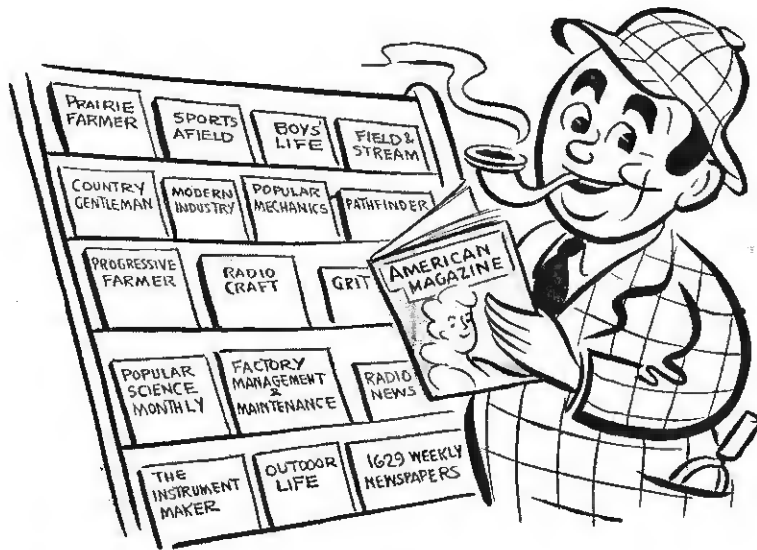
WRITE—WIRE—PHONE FOR FULL DETAILS

Distributed Nationally thru Radio Equipment Jobbers



MECK RADIOS • PHONOGRAPHS
INDUSTRIAL SOUND

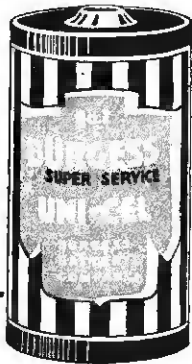
JOHN MECK INDUSTRIES, PLYMOUTH, INDIANA, U. S. A.



HOMER G. SNOOPSHAW says:

"Sure keeps me busy checking these Burgess ads in 30 important magazines! They do a swell job of telling folks what Burgess war batteries mean to their fighting sons overseas, and why there must be fewer batteries for civilian uses here at home. Sometimes folks forget that dry batteries are war batteries."

BURGESS BATTERIES



BURGESS ADS ARE APPEARING IN:

American Magazine, Pathfinder, Grit, Air Trails Pictorial, Boys' Life, Country Gentleman, Progressive Farmer, Field and Stream, Sports Afield, Outdoor Life, Prairie Farmer, The Indiana Farmer's Guide, Kansas Farmer, Missouri Ruralist, Wisconsin Agriculturist & Farmer, Wallace's Farmer & Iowa Homestead, Popular Mechanics, Popular Science Monthly, Communications, Electrical Equipment, Electronics, Modern Industry, Factory Management and Maintenance, The Instrument Maker, Instruments, Hearing News, Radio Amateur's Handbook, QST, Radio Craft, Radio News, and 1,629 weekly newspapers. Burgess Battery Company, Freeport, Illinois.

Tracey Sees Speedy Industry Reconversion

At the annual stockholder's meeting of Majestic Radio & Television Corp., Chicago, E. A. Tracey, president, informed stockholders that in his opinion, in view of the war's progress, resumption of civilian radio production could conceivably start by November, but that the first quarter of 1945 seemed a real probability.

He pointed out that it appeared likely the radio industry could reconvert in sixty days, and that Majestic intends to manufacture a radio line ranging from the popular price small sets to the more elaborate console phonograph combinations and television sets.

Ken-Rad Conducts Survey

The Ken-Rad Tube and Lamp Corp., Owensboro, Ky., producers of radio tubes, is interviewing radio set manufacturers in an effort to familiarize itself more with the latter's future needs. The interviews are being conducted in personal visits by L. R. O'Brien, the company's director of sales.

Calls on Jobbers, Dealers In Southern Territory

Frank J. McCloskey has been appointed southern regional sales representative of the Stromberg-Carlson company to serve



Frank J. McCloskey

as another strong link joining the company and its distributors and dealers. In his new position, Mr. McCloskey will contact distributors and key dealers of the Stromberg-Carlson radio, FM and television lines in the southern area.

Weston Personnel Changes

With postwar planning in view, announcement of changes in the engineering department of the Weston Electrical Instrument Corp., Newark, N. J., have been made by Caxton Brown, president. John H. Miller has been promoted to chief electrical engineer; Frank X. Lamb has been made assistant chief electrical engineer, and Karl M. Lederer is now assistant director of research.

STANCOR Transformers
THE STANDBY OF SERVICEMEN
 Call your nearest Stancor Jobber—or write us for his address
STANDARD TRANSFORMER CORPORATION
 1500 NORTH HALSTED STREET • CHICAGO

Crosley's George E. Smith Honored



George E. Smith, extreme right, vice-president and treasurer, The Crosley Corp., Cincinnati, shown receiving from Col. Merrill G. Beck, Signal Officer of the 5th Service Command, a Certificate of Appreciation for Major General H. C. Ingles, Chief Signal Officer, for "outstanding services to the U. S. Signal Corps." Behind Mr. Smith is Powell Crosley, Jr., president, the Crosley Corp., and behind Colonel Beck is R. C. Cosgrove, vice-president and general manager, Crosley manufacturing division.

Reward Sentinel Workers

A new Navy bomber will be named "The Eria Sentinel," as a reward to Sentinel Radio employees, Evanston, Ill., for oversubscribing their war bond quota. Sentinel employees have purchased a total of \$115,000 in War Bonds, which is an average of \$153 per person.

Name Gerlinger Company

E. A. Tracey, president of Majestic Radio & Television Corp., Chicago, has granted the Majestic Radio distributor franchise for the Toledo, Ohio, area to the Gerlinger Equipment Co.

Ansley Radio Bond Awards Go to 3 for Prize Name

Ansley Radio Corp., Long Island City, N. Y., makers of the Ansley Dynaphone, has announced three first-prize winners in the contest for a name for their newly created house organ. The winning name, "Dynaforum," was chosen from names submitted by Ansley dealers and friends throughout the country. Three different people sent in the same winning name, so the first prize of a \$50 war bond will be sent to C. E. Busch, St. Louis, Mo.; F. P. McMorrow, Cleveland, Ohio, and Edgar W. Neyholm, Minneapolis, Minn.

Roe Resigns; Truesdell Crosley Sales Manager

Appointment of L. C. Truesdell as sales manager of the manufacturing division of the Crosley Corp. has been announced by J. H. Rasmussen, Crosley commercial manager. Mr. Truesdell assumes responsibility for the Crosley distribution set-up following the resignation of B. T. Roe, manager of distribution. Mr. Roe will join the J. N. Ceazen Co., Los Angeles, Crosley distributor, as vice-president and general manager.

Mr. Roe has contributed much toward the expansion and strengthening of the Crosley distributor organization. While Mr. Truesdell will continue with his former responsibilities as assistant commercial manager, he will now have, in addition, direct charge of all field operations.

Stromberg Appointment

The Stromberg-Carlson Co. has announced the appointment of the Motor Supply Co. of Phoenix, Ariz., as the southwest distributors for the company.

Centralab House Organ Issued to Jobbers

The first issue of Centralab's monthly house magazine, planned exclusively for jobbers, has made its appearance. Called "Centralab Jobber Outlook," it contains a helpful numerical index of all items that Centralab has manufactured for stock at the present time. Other articles give helpful hints to the radio parts jobber. Copies of the bulletin may be obtained by writing to Centralab, Milwaukee 1, Wis.

Photo Courtesy: Pan American Airways

FOR MOBILE RADIO TRANSMITTERS AND SOUND EQUIPMENT

- Resistant to high humidity, wide temperature ranges, mechanical shock and vibration.
- Frequency curve scientifically designed for highest articulation through interference and background noise
- The new Electro-Voice Model 600-D is available in high or low impedance output
- Lightweight, can be held for long periods without fatigue
- Shock-proof, high impact molded phenolic case
- Press-to-talk switch (switch-lock optional) for relay operation, with choice of switching circuits

To the growing list of Electro-Voice developments, we now add the Model 600-D which may be adapted to a number of essential civilian applications. Built to rigid wartime specifications, it reflects the painstaking care of the Electro-Voice design laboratory. Electro-Voice Microphones serve you better . . . for longer periods of time.

If your present limited quantity needs can be filled by any of our Standard Model Microphones, with or without minor modifications, please contact your nearest radio parts distributor.

PAPER PACKS A WAR PUNCH . . .
. SAVE EVERY SCRAP

ELECTRO-VOICE MANUFACTURING CO., INC. • 1239 SOUTH BEND AVENUE • SOUTH BEND 24, INDIANA
 Export Division: 13 East 40th Street, New York 16, N. Y. — U. S. A. Cables: ARLAB

Rejoins Emerson Company

William Vassar, formerly with Emerson Radio and Phonograph Corporation, has returned to the company as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

New Permo Display Card

Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill., is now furnishing dealers with a new and improved counter display card for Fidelitone DeLuxe Floating Point phonograph needles. These new packages of one dozen Fidelitone needles are each carefully mounted inside an envelope and locked to the card on an ingenious slotted panel.

Schaefer Gets Post in Westinghouse Radio

Appointment of Harold W. Schaefer as assistant manager of the newly formed radio receiver division of the Westinghouse Electric and Manufacturing Co., has been announced by Walter Evans, vice-president. Mr. Schaefer will be in charge of the division's engineering and production activities.

Engineering and development work is already under way. Mr. Evans explained that "because of wartime manufacturing restrictions, a large portion of the approximately fifty million sets in use at the start of the war are either wearing out or becoming obsolete, and postwar demand will offer a market far above the industry's prewar volume."

Zenith Enlarges Its Auto Radio Division

As a further move in its program of aggressive postwar expansion, Zenith Radio Corporation is enlarging its automotive set division, according to an announcement by J. J. Nance, vice-president and director of sales.

The division will be headed by Walter H. Dyer, who recently resigned from a similar position with RCA.

Emerson Sponsoring Weekly Radio Program

Broadway's great comedy hit, "You Can't Take It With You," went out over a nationwide Mutual hookup, under the sponsorship of the Emerson Radio and Phonograph Corp., commencing August 27. The weekly program is being used as a vehicle to publicize the postwar plan for Emerson Radio dealers known as the "PDQ" plan. The public, by means of the commercial messages in the program, are being advised to call on their neighborhood Emerson dealer to register now, and secure a "PDQ" certificate for a new set, once civilian production is resumed.

Hallcrafters' School

The educational policy of the Hallcrafters Co., Chicago, which encourages employees to make radio a career, and advises courses that will further the workers' particular interests, has become extremely popular. A model classroom in the plant is used for the trainee school, and after employees have successfully completed advanced courses they are frequently promoted to positions of greater responsibility.

Electro-Voice Mfg. Co. Plans for Postwar Now

A tour of the various governmental agencies and leading radio parts distributors in key cities in the East, just concluded by Albert R. Kahn, president of the Electro-Voice Mfg. Co., Inc., South Bend, Ind., R. E. Siekman, vice-president, and R. W. Augustine, production manager, has resulted in the formulation of a plan for postwar merchandising. Suggestions were received from dealers, distributors, jobbers and governmental agencies.

New GE Representative

W. L. Fattig has been appointed southeastern district representative of the General Electric Co.'s Electronics department and under district manager C. J. Hendon, it has been announced by A. A. Brandt, general sales manager of the department.

Aero Needle Campaign

The Aero Needle Co., Chicago, has seven magazines and fifteen newspapers listed for its fall advertising campaign. Burton Browne, president, announced that trade publication and direct mail advertising has also been increased.



AFTER THE WAR - - - the name to look for in **RADIO ANTENNAS**

Today, BRACH produces only for Victory. But after the war, Brach will be ready with trained craftsmen and still more "know-how" to turn out superior antennas and other radio and electrical products for which dealers and public have been patiently waiting.

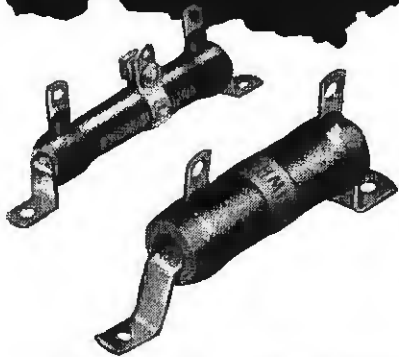
L. S. BRACH MFG. CORP.

World's Oldest and Largest Manufacturers of Radio Antennas and Accessories
55-65 DICKERSON STREET • NEWARK N. J.



In Resistors...

**OHMITE
EXPERIENCE
MAKES A
DIFFERENCE**



You get the benefit of Ohmite experience in meeting many different requirements . . . in pioneering new developments . . . in producing a wide range of types and sizes to best meet each need. Add to this, the long service-record of Ohmite Resistors . . . their proved ability to function under the most severe operating conditions. Such experience is invaluable in helping you solve your resistance-control problems.

Send for Ohm's Law Calculator



Figures ohms, watts, volts, amperes—easily. Solves any Ohm's Law problem with one setting of the slide. Send only 10¢ in coin.

OHMITE MANUFACTURING CO.
4873 Flournoy Street • Chicago 44, Illinois

Be Right with OHMITE
RHEOSTATS • RESISTORS • TAP SWITCHES

New District Manager



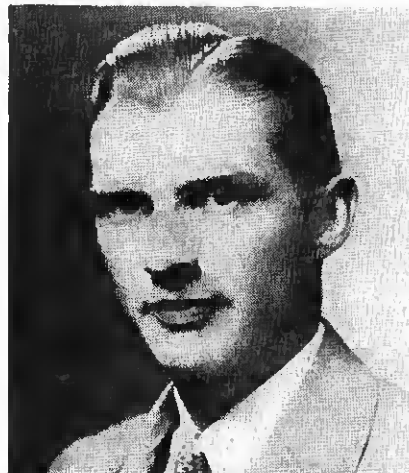
Roy C. Hutmacher, named district manager the Meissner Mfg. Co., Mt. Carmel and Chicago. The company is creating a national sales organization.

**Noblitt-Sparks Industries
Preparing Postwar Lines**

Among the many manufacturers working with zeal toward postwar reconversion plans is Noblitt-Sparks Industries, prominent in peace time for its Arvin products such as radios, bathroom electric heaters, metal chrome dinette sets, outdoor metal furniture, and hot water car heaters. For more than two years the company's facilities have been devoted 100 per cent to the production of war materials, and company officials are proud of the four Army-Navy "E" Awards made to four of its plants.

For the postwar, Noblitt-Sparks has added several new products to its other lines. Electric irons, other fast-selling table appliances, and movable twin-rinse tubs are a few such items. All the old-time Arvin products have been redesigned, and a complete new line of Arvin radios will be offered, according to an official announcement.

Pritchard Is Promoted



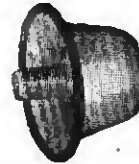
Philip M. Pritchard, named manager of equipment tube sales by Sylvania Electric Products Inc. for east central division.

University

**REFLEX
SPEAKERS**



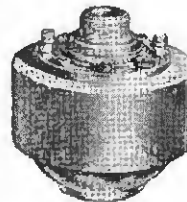
**DESIGNED
for
WAR
USE**



★ **HIGH
EFFICIENCY** ★



★ **RUGGED
CONSTRUCTION** ★



★ **HIGH
POWER** ★

★ **UNIFORM
RESPONSE** ★

★ **HIGH
INTELLIGIBILITY** ★

★ **WEATHER
PROOF** ★



★ **REFLEX
SPEAKERS
ARE THE
ACCEPTED
STANDARD
FOR ALL
WAR
USE** ★



Every high efficiency speaker in University's extensive line of speech power reproducers has a vital part in the WAR program.



Submit your special loudspeaker problem direct to our engineering department.



UNIVERSITY
325 VARICK STREET N. Y. C.

HATRY & YOUNG

HARTFORD 3, CONNECTICUT

RECORDING SUPPLIES : COMMUNICATORS

We have a good supply of **steel-base recording records**, all fresh, new and first quality. Pre-war prices.

Glass-base and aluminum base transcription recording records of the highest quality are delivered fresh at once.

We can tell you how to get **recorders and such equipment** for war-plants and special customers, none for the public as yet.

Inter-office communicators are a good sales item for every dealer. Labor-saving, time-saving, they are widely approved by priority boards, priorities are easy to get, the equipment is readily available from Hatry and Young.

If we can help you do the thing you think you can't, by all means get in touch with us. We have it and can save you time and make you money.

Radio repair parts of all kinds in stock for you.

Electronics Specialists



Consultants • Expeditors

Prominent Men at May's Postwar Meeting

1500 metropolitan New York and northern New Jersey radio and appliance dealers attended the first postwar meeting as guests of the D. W. May Corp., 1 E. 42nd St., New York City, in the grand ballroom of the Hotel Commodore, Aug. 16.

In addition to witnessing a display of electronic and electrical appliances, the dealers heard a number of prominent men in the field discuss postwar merchandising. The speakers included Dr. Alfred N. Goldsmith, vice-chairman of the Radio Technical Planning Board; Ernest H. Vogel, vice-president Farnsworth Television & Radio Corp., John H. Ganzer, vice-president Coolerator Co., Paul J. Daniels, general sales manager Barlow & Seelig Mfg. Co., makers of Speed Queen laundry equipment.

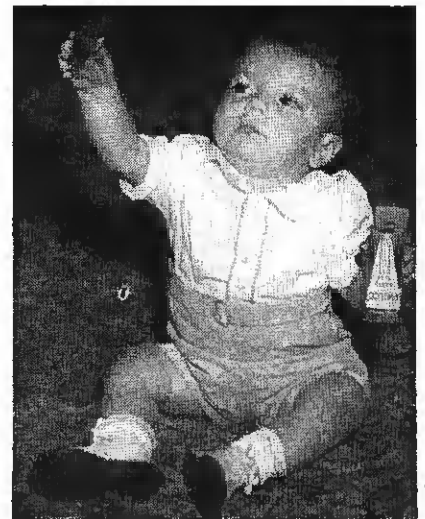
Also, Larry R. O'Brien, sales director of Ken-Rad, Warren L. Haasemeier, vice-president Wilcox-Gay Corp., Albert E. Kramer, vice-president Health-Mor Sanitation Systems, Inc., Gerald Hulett, vice-president Electromaster, Inc., H. E. Nickerson, vice-president Glenwood Range Co., and Anthony Hubeny, president Hubeny Bros., makers of Capitol kitchen cabinets and sinks.

D. W. May presided throughout the meeting. The guests enjoyed refreshments and a floor show.

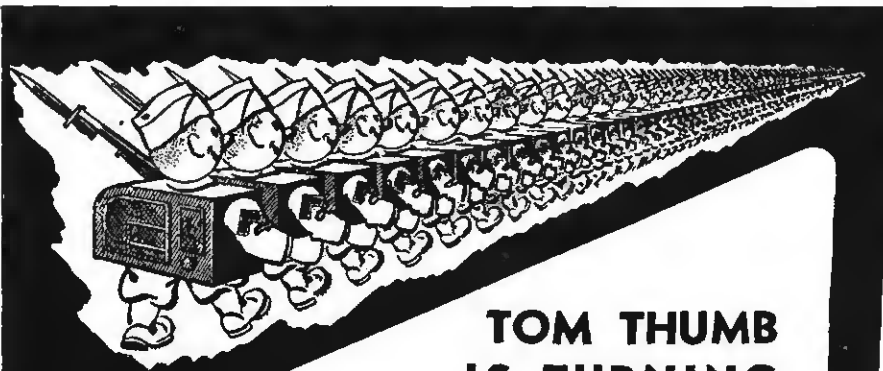
Majestic's Popularity and Sales Showing Impressive

Majestic sales for the first two months of the new fiscal year (June and July, 1944), will total more than 30 per cent of the corporation sales for the full year ending May 31, 1944. E. A. Tracey, Majestic's president, reported that a survey made for the company revealed that the Majestic Radio name was familiar to 88 per cent of the homes interviewed. Majestic's first postwar line of radios will incorporate FM and engineering plans include television in the company's line.

Starting in Young!



Mike Stolfi, Jr., tries to solve the radio service manpower shortage by offering to help his daddy, Mike Stolfi, one of Stamford, Connecticut's leading radiomen.



TOM THUMB IS TURNING FABLE INTO FACT!

Every hour of every day, hundreds of Tom Thumb workers are bringing to life the spirit of the little man who was known in fable for his marvelous powers. But it's no midget's job here in the Tom Thumb factory. It's "all out," do-your-damnedest — TO WIN. The same marvelous powers that made Tom Thumb radio so famous will go to work FOR YOU just as soon as dealer shipments are again possible. In the meantime—chins up!

Make your plans NOW to get on the TOM THUMB bandwagon.

Automatic

RADIO MANUFACTURING CO., INC.
122 Brookline Avenue, Boston, Mass.

Installs Two-Way System

A new two-way radiotelephone communication system operating on Frequency Modulation has been delivered and installed in the Panama Canal Zone within the record time of three weeks, announced Paul F. Galvin, president of the Galvin Manufacturing Corp., which installed the equipment.

Hazleton Firm Is Chosen

Appointment of Lehigh Valley Distributors of Hazleton, Pa., as distributor for the Crosley Corp. in the northeastern part of Pennsylvania, has been announced. Lehigh Valley Distributors is directed by O. J. Mannen, who has had many years experience in electrical merchandising.

Merit Award to Sonora

The Art Director's Club of Chicago has announced the presentation of the Merit Award for the outstanding advertising photography of 1943 to Sonora Radio & Television Corp. for its advertisement headed "Their Song." The ad has been run in American Magazine, Life, Esquire, Time, American Home, Redbook, Cosmopolitan, American Weekly, Click, and Look magazines.

Recordio Is Popular

The American Safety Razor Corp., Brooklyn, N. Y., has added another unit to its Gem Blade reporter group. The operator, using Wilcox-Gay Recordio, records several hundred messages weekly from civilians to men in the service, as well as from the service men visiting New York. Located at the "Fighting Coast Guard Exhibit," Radio City, out-of-towners are welcome to use this free voice recording service.

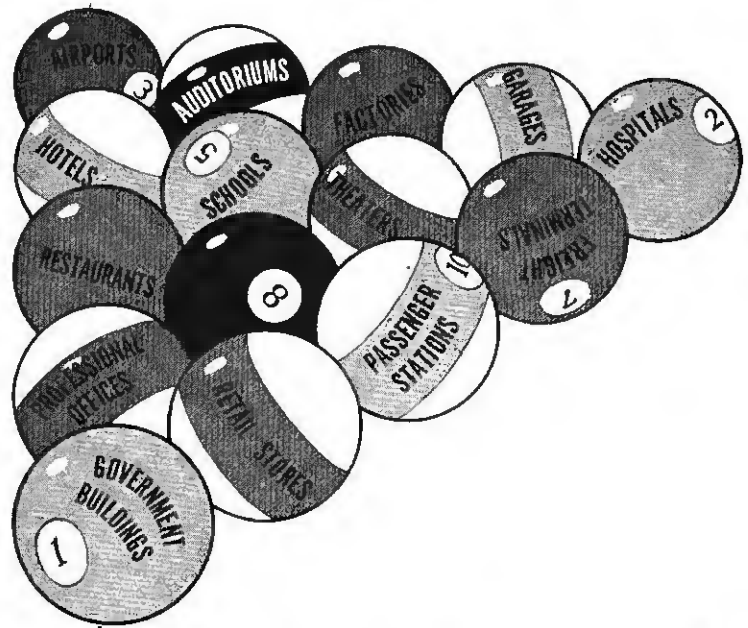
Speed Elected President

William C. Speed, one of the founders, vice-president and a director of Audio Devices, Inc., and the Audio Manufacturing Corp., has been elected president of both companies following the resignation of Hazard E. Reeves, former president. The companies manufacture and distribute Audiobooks, one of the leading professional recording blanks.

Solar Capacitor Issues Helpful Hints Booklet

The Solar Capacitor Sales Corp., 285 Madison Ave., N. Y. 17, N. Y., has just issued a booklet containing helpful hints on the uses of Solar "preferred-type" capacitors, and containing a handy electrolytic replacement chart.

Explained are problems of placing capacitors in slightly different chassis locations when it is impossible to obtain originals, and of the limited number of electrical ratings available which will also make it necessary sometimes to connect units in series or parallel when replacing defective capacitors.



GIVE YOURSELF A BETTER BREAK

You see more proof of it every day — post-war demands for *sound equipment* of all kinds offer the biggest opportunity you've ever had! New developments and applications in *sound* have sprung up in every phase of wartime activity — on the battle front, on the production front, and on the home front. Sound will have dozens of new *important* roles in every business and industry — in every type of building — in addition to all services it rendered before. So be sure you get lined up now for the best possible "break" in selling *sound* to these markets. Get full details on the complete line of BELL Sound Equipment today — and you'll be ready to pocket your full share of tomorrow's profitable sound business!

See us at the Industry Conference, at the Hotel Stevens, Chicago, October 19, 20, 21.

Bell Sound Equipment Includes
Electronic Sound Devices
Intercommunicating Systems
Industrial Voice-Paging and Broadcasting Equipment
Permanent and Portable Amplifying Systems
Recording and Disc-Playing Units
Operating Sequence Recorders
Electronic Controls



BELL

SOUND SYSTEMS, INC.

1186 ESSEX AVENUE
EXPORT OFFICE: 4900 EUCLID AVENUE

COLUMBUS 3, OHIO
CLEVELAND 3, OHIO



SALES MANAGER

For compact, aggressive, well financed New York radio and television home receiver manufacturer now doing a substantial war volume. Only very high calibre, experienced man considered with imagination, contacts, ability to do big volume, and at least 5 years' experience in sale of home radios. Very substantial salary and bonus to right man. Give complete written resume of past experience with dates and earnings. Write U. S. Television Mfg. Corp., 106 Seventh Ave., N. Y. C.

IT'S A LANDSLIDE

UP TO 5000 PLAYS

WE WANT
Fidelitone
DE LUXE FLOATING POINT NEEDLES

KIND TO RECORDS

Sell With the Trend



More music lovers than ever are buying Fidelitone DeLuxe Floating Point phonograph Needles. Fidelitone is out-selling all other long-life needles. Identify your store as a place where Fidelitones are sold by using Fidelitone displays, literature, counter cards. Suggest a Fidelitone DeLuxe when a customer asks for needles... and watch your sales soar. PERMO, Incorporated
6415 Ravenswood Ave., Chicago 26, Illinois.

Radiart's SALES POLICY



RADIART should be the top name to remember for vibrators when peace comes, for RADIART is the top name in the delivery of replacement vibrators now.

Service men should keep in touch with their RADIART supplier.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

IN EVERY
VACO
AMBERYL
SCREW
DRIVER

STRENGTH
GRIP-EASY HANDLE
FREEDOM from SHOCK
plus
INDIVIDUALITY
furnished by 173 types

WRITE FOR CATALOG

VACO PRODUCTS CO.

329 E. ONTARIO ST., CHICAGO 11, ILL.

Canadian Branch Whse. • 560 King St. W., Toronto 2, Ont.

Electronic Products

Testing and Recording Instruments
BATTERY ELIMINATORS

Military requirements and limitations necessarily restrict our deliveries but our best efforts are being used to apportion production fairly among all distributors.

Appreciating your understanding cooperation, we look forward to again serving adequately the requirements of industry when victory is achieved and normal conditions once more prevail.

Electro
ELECTRICAL AND RADIO EQUIPMENT

PRODUCTS
LABORATORIES

549 West Randolph St. Chicago 6, Ill.

Postwar Selling Plans



Stewart-Warner first new postwar distributor, Butler Bros., for St. Louis and Dallas, Tex. areas. Left to right: J. R. Brandenburg, Stewart-Warner radio division; C. E. Gunther, Butler Bros., and Floyd D. Masters, manager Stewart-Warner radio division.

Galvin Offers Displays for Handie-Talkie Sets

A new window and store display, depicting the Motorola "Handie-Talkie" and its uses, has just been prepared by the Galvin Manufacturing Corp. A doughboy, carrying a real Handie-Talkie, without the inside chassis, is mounted on the full color display, sturdily built of plywood, and about five feet high. Four battle scenes on illuminated glass plates are shown on the right side of the display.

Appliances Planned for "One-Package" Kitchens

Plans for future appliance merchandising of "one-package" kitchens are now being made. Harry E. Warren, advertising manager of the Edison General Electric Appliance Co., predicts that, "most of the individual appliances will be very similar to those designed for sale in 1942, with the big difference being in the manner in which these appliances are fitted into rooms."

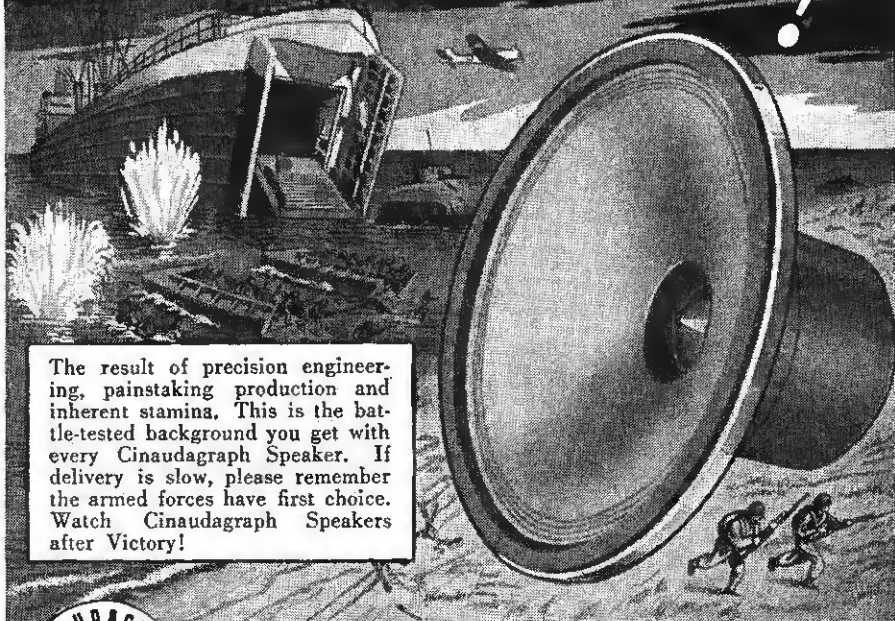
He also feels that all-electric groups of appliances sold for kitchen remodeling will jump to immediate postwar leadership over all other types of household equipment.

The Hotpoint planning guide, "Your Next Kitchen," has brought more than 80,000 dimes since April.

Aerovox Wins "E" Award

The Army-Navy "E" Award was presented to the New Bedford and Taunton, Mass., plants of Aerovox Corp., for its outstanding production of capacitors. Lt. Col. Kenneth D. Johnson, Signal Corps, brought greetings from the Under Secretary of War to the 5,000 workers, officials, and guests who attended the ceremonies.

LEADERSHIP!



The result of precision engineering, painstaking production and inherent stamina. This is the battle-tested background you get with every Cinaudagraph Speaker. If delivery is slow, please remember the armed forces have first choice. Watch Cinaudagraph Speakers after Victory!



Cinaudagraph Speakers, Inc.

3911 S. Michigan Ave., Chicago
Export Div., 13 E. 40th St., New York 16, N. Y.

"No Finer Speaker Made in all the World"



WIRES

MADE BY

*Engineers FOR
Engineers*

VICTORY

concentrating upon

for the duration

cornish

WIRE COMPANY, INC.

15 Park Row, New York City, New York



RADIO TUBE ADAPTORS

We manufacture Radio Tube Adaptors and sell at wholesale prices only. Any type adaptor made to order. All types in stock now. Here are some of the adaptors we have:

For	Use
80,5Z3,83	5U4G
12A8	7A8
12SQ7	7C6
12SK7	14A7
35Z5	35Z3
12SA7	14A7
12SA7	7A8
1A7	1LA6
1A7	1LC6
35Z5	12J5
1A5	1LA4
1A7	1C6

Lots of twelve \$1.54 each
Smaller lots \$1.60 each

Plus 10% Federal Tax

All orders must be accompanied with Signed Limitation Order L-265.

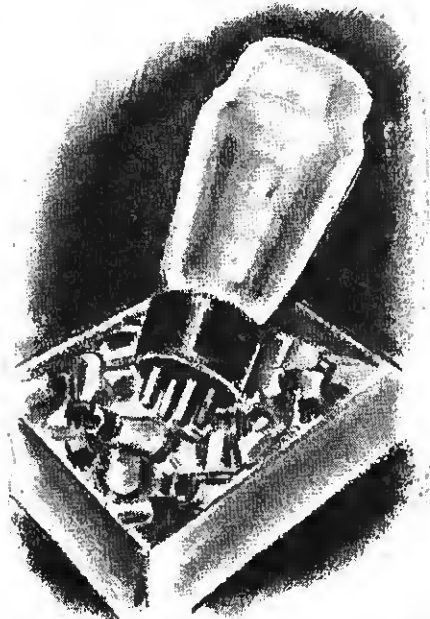
Mail order business only.

Manor

Electric & Appliance Co.

3236 SOUTHPORT AVENUE
CHICAGO 13, ILLINOIS

"DEAD" TUBES BROUGHT TO LIFE!



Don't throw away your old tubes! This new, improved technique by the R T S Laboratories does the following:

1. REACTIVATES THORIUM
2. CONNECTS OPEN FILAMENTS
3. CLEARS SHORTS & MICROPHONICS

The R T S Process restores practically any type of tube including

50L6 12SA7 12SK7
12SQ7 35L6 35Z5, etc.

Pick out all your "Dead" tubes (Make sure glass, base and prongs are intact—"Flashed", "Exploded" or "Open Cathodes" not acceptable).

Send all your "Dead" tubes to our laboratory with your packing list . . . In a few days we will return them fully reprocessed with our **GUARANTEE for 30 DAYS** Efficient Performance.

Every tube fully checked not only in tube checkers but also in set for playing.

50¢ Each . . . \$1.00 on 1 Volt tubes including 3Q5

Packing slip must accompany each order.

R T S Reprocessing service now in use by many firms of national prominence.

Approved by O.P.A.

RTS RADIO TUBE SERVICE CO. INC.
6805 20th Avenue, Brooklyn 4, N. Y.

100

Electronic Manufacturers Elect New Officers

The Electronic Products and Equipment Manufacturers Association elected the following new officers during the meeting at the Electric Club of Chicago: Chairman, F. G. Shalkhauser of Radio Manufacturing Engineers, Inc., of Peoria, Illinois; vice-chairman, J. A. Berman of Shure Brothers, Chicago; treasurer, H. A. Staniland, Quam-Nichols Co., Chicago, and J. Arthur Kealy, executive secretary pro-tem. Correspondence should be addressed to Office of the Secretary, Kenneth C. Prince, 77 West Washington St., Chicago.

Electric Industry Plans To Expand Its Markets

The ninth annual conference of the International Assn. of Electrical Leagues will be held at the Book-Cadillac Hotel, Detroit, Mich., on September 20, 21 and 22. The theme of the conference will be to find ways and means of putting plans into action to expand the electrical industry's markets, which will result in providing more jobs in the industry after V-Day.

Glamour Sells Discs

(Continued from page 37)

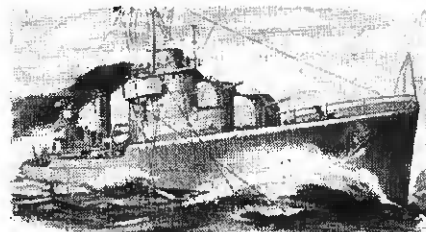
on Guadalcanal," 10" x 20", vermilion, black and white; Bing Crosby and the Andrews Sisters, "Is You Is Or Is You Ain't Ma' Baby," vermilion, black and white; "Since You Went Away" poster featuring Jerry Wald in brown, green and white; "Lili Marlene," purple, black and white, featuring Hildegard.

Columbia presents the following populars for September: "Out of Nowhere," Teddy Wilson and Lena Horne, No. 36737; "It's Funny to Everyone But Me," Frank Sinatra and Harry James, No. 36738; "Write Me Sweetheart," Roy Acuff, Okeh 6723; "Bad Acting Woman," Big Bill, Okeh 6724; "The Very Thought of You," Ray Noble, No. 36546; "The Moment I Laid Eyes on You," Cab Calloway, No. 36751; and "Prisionero Del Mar," Xavier Cugat and Orchestra, No. 36752.

Jazz Re-issues

A big repressing is slated for September and the first part of October by Columbia of their hottest in famous jazz albums. The first group of these is promised for delivery about the third week of September and include Sets C-27 through 31, 38, 40, 41, 43, 44, 46, 51, 57, 61, 66, 73. Among the artists are Eddie South, King Louis, Bessie Smith, Duke Ellington, Earl Hines, Dorsey Brothers,

(Continued on page 102)



TEAMWORK AT SEA DEPENDS ON

"Electronics"

The "skipper" keeps in constant touch with other destroyer officers through Operadio electronic intercommunication. In busy war plants the same system . . . Operadio-built FLEXIFONE . . . gives alert executives instant contact with key men. For peacetime, Operadio is planning even better electronic products, designed for bigger sales and built for outstanding service!

OPERADIO

Electronic Specialists

OPERADIO MANUFACTURING CO., ST. CHARLES, ILL.



122 different types of completely wired Adapters permit the use of available tubes in place of those now scarce or entirely out of the market.—No need to rewire sets —Convert your present stock of slow moving tubes into types that are unobtainable or hard-to-get.

J F D Manufacturing Co
4111 Ft Hamilton Parkway
Brooklyn 19 N Y

ELECTRICITY

For Any Job — Anywhere

For a dependable source of electricity on projects remote from commercial power, Onan Electric Plants are proven leaders in the field. More than half of the armed Forces' total requirements for Power plants are built by Onan.

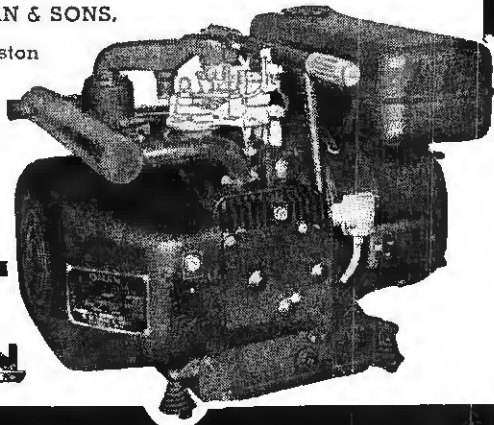
Gasoline driven. . . Single-unit, compact design. . . Sturdy construction. . . Suitable for mobile, stationary or emergency service.

Over 65 models, ranging in sizes from 350 to 35,000 watts, 50 to 800 cycles, 110 to 660 volts, A.C.—6 to 4000 volts, D.C.—Also dual A.C.-D.C. output types.

Descriptive literature sent promptly on request.

D. W. ONAN & SONS.

2023 Royalston
Avenue,
Minneapolis 5,
Minn.



ONAN
ELECTRIC PLANTS

The Service Man's Best Friend

WARTIME RADIO SERVICE

\$3.00

SUPPLEMENT NUMBER ONE

\$1.00

About 1,200 tube substitutions and much other important information.

We have IN STOCK, adapters to make more than 100 of these substitutions. Quick, convenient, low priced. Ask for list airmail.

CITY RADIO COMPANY

504-6 E. WASHINGTON ST.,
PHOENIX, ARIZONA

BARGAIN BULLETIN

Radio and Electrical Parts

SAVE Time—Money—Worry!

10,000 Items—Ready for shipment.

EXTRA SPECIAL—Sensational Vibrator Supply for Farm Radios. Complete and ready to install. Priced right.

FACTORY OUTLET for Job Lots and distress items. First come—first served.

BIG BARGAIN LIST—just off the press.

Write for your copy TODAY.

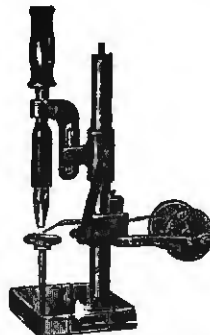
McGEE RADIO & ELECTRIC CO.

R-944, 1225 McGee St.

Kansas City, Missouri

ESICO

U.S. PAT. OFF.



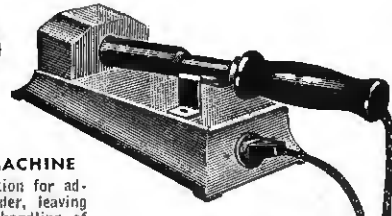
SPOT SOLDERING MACHINE

designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



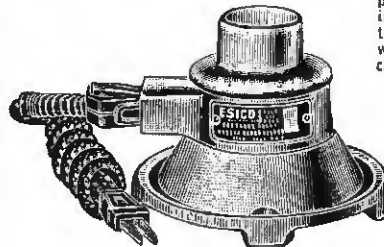
SOLDERING IRONS

are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



SOLDERING IRON TEMPERATURE CONTROLS

prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



SOLDER POTS

ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

Write for Catalog

ELECTRIC SOLDERING IRON CO., INC.

2344 WEST ELM STREET, DEEP RIVER, CONN.

ONE SMALL TOOL

DOES ALL THESE JOBS

..EASIER..BETTER..FASTER



Marking numbers on parts in process.

• With Vibro-tool you mark identification on even the hardest steel . . . engrave on glass . . . cut or slice into cardboard, rubber, cloth, thin woods and plastics . . . hammer, file, chisel instantaneously, electrically! Anyone can operate it!

BURGESS
vibro-tool

Trade Mark Reg. U.S. Pat. Off.

120 reciprocal strokes per second; 60 cycle, 110 V. A. C.; weighs slightly over 1 lb. Thousands in use in all types of plants, for workers, foreman, inspectors, to cut costs and speed up work. Order today, or send for detailed literature.

\$750

Complete With 20 Engraving Needles



Cutting patterns from cardboard.

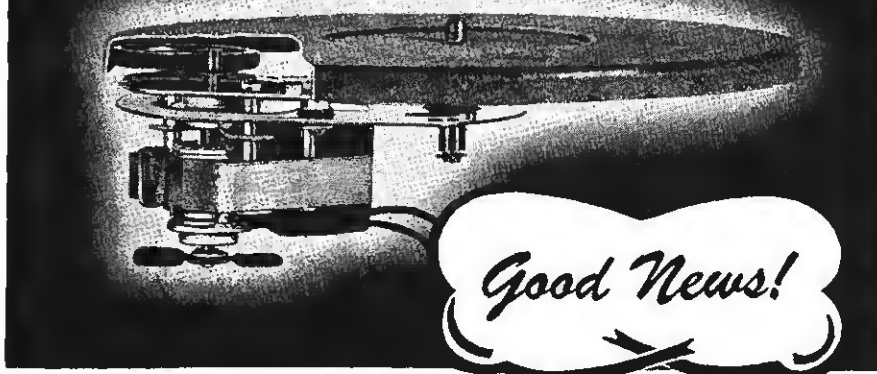
(HANDICRAFT DIVISION)

BURGESS BATTERY COMPANY

194 N. Wabash Avenue

Chicago 1, Ill.

ALLIANCE "Even-Speed" Phono-motors



Good News!

ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

WOMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

(Continued from page 100)

Louis Armstrong and Teddy Wilson, a good representation of boogie woogie for your jazz collector customers.

"Doubling on the Ivories" is the name of a new Victor Musical Smart Set, No. P-149, starring Whittemore and Lowe in a collection of sophisticated rhythm. Attention Indiana, Georgia and Tennessee dealers: Whittemore and Lowe will make guest artist appearances—September 30th at Loews Victory Theatre, Evansville, Ind.; November 7th, Brenau Auditorium, Gainesville, Ga.; January 13th, Grove Theatre, Oak Ridge, Tenn.

Shades of World War I, but of current flavor is Victor's Fats Waller disc "Oh! Frenchy," No. 20-1595, and is a good tie-in with Smart Set P-151, "Fats Waller Favorites."

Duo of recordings of "Hawaiian Sunset" offers Sammy Kaye's version, No. 20-1590, and Vaughn Monroe's interpretation, No. 20-1591, and is accompanied by bright Victor 2-color streamer.

Advice on Store Plans

Victor's miniature self-selection fixtures are a big help in planning rearrangement of your store. Because they were extremely popular at the recent NAMM Chicago convention, record dealers may now submit their floor plans to Victor Records department at Camden, N. J., direct, or to their distributors, for suggestions on store remodeling.

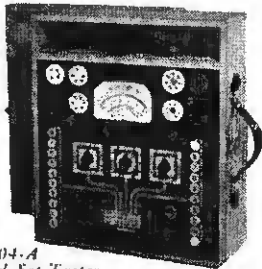
Capitol's newest are "What A Difference A Day Made," No. 167, featuring popular Andy Russell; "The Trolley Song," No. 168, by the Pied Pipers; The King Cole Trio sings "Gee Baby, Ain't I Good To You" on No. 169; and Eddie Miller's Band plays "Stomp, Mr. Henry Lee" on No. 170. New Capitol album is A-4 "Hawaii," starring Harry Owens and his Royal Hawaiians.

Artist Activities

Stan Kenton is scheduled for personal appearances in eastern theatres. His latest, "Her Tears Flowed Like Wine," No. 166. The King Cole Trio is also appearing in the east, and Andy Russell is well known for his performance on the Old Gold program airing over NBC Sunday evenings at 10:30.

Musicraft releases album No. 64, "Boogie Woogie in Blue," highlighting Harry Gibson of New York's famous "52nd Street" of noted night-spots.

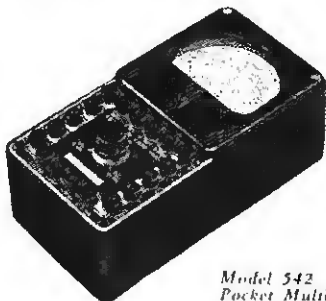
Sonora reports excellent reception of its Enric Madriguera album.



Model 504-A
Tube and Set Tester

The lead honker of the V Flight is pretty sure to be one of the oldest and wisest birds in the flock. Where he leads the others follow.

In the test instrument field, too, the leader must have years of experience and know-how . . . to pioneer new departures in engineering . . . and design . . . and to PROVE them.



Model 542
Pocket Multimeter

That's one of the reasons why Supreme-built instruments have done and are doing such an outstanding job in the V Fight. The experience and research of over 15 years are built into every Supreme instrument.



Model 592
Speed Tester

When considering postwar service equipment, it will pay you in accuracy, dependability, durability and long-run economy, to go along with a leader whose products are pledged "Supreme By Comparison."



Across the USA

(Continued from page 27)

with tubes, the result of much advance preparation. He has been operating under a no pick-up or delivery system, with a few minor exceptions, for the past two years. The work comes in from former radio dealers, now in other appliance lines, from old customers, and some advertising. Standard time for turning out work is from two to three days.

"I've managed so far to fix everything that has come in," Mr. Porter says. "Of course, the worst bottleneck is tubes."

Radio Centre

(Continued from page 29)

tube replacements and minor repair jobs. All repairmen are paid on an hourly basis and most of them are employed for a full 8-hour day. The shop closes at 6:00 P.M. A charge of 75c is made for estimates, a minimum checking fee if set is not left.

Tubes are obtained from several sources. Zemel uses several jobbers: Dale Radio in New Haven; both Hatry & Young and Post & Lester in Hartford; H. L. Dalis in New York. The men make their own tube adaptors when caught up on their work. Repairing on a large scale can develop many similar techniques that might otherwise be unprofitable.

Refrigerator repair is also done at this store. Three of the 16 men on the repair force are refrigerator specialists. Radio Centre is headquarters for the only local Kelvinator service in New Haven.

In addition to all this, Louis Zemel does a large business in the sale and maintenance of milk coolers. Through his own ingenuity and efforts he went after and obtained this business, which is the largest of its kind in the state. The Commercial Milk Producers Association is a cooperative organization among the Connecticut farmers who sell milk. There are approximately 1,500 members and they use wet milk coolers, costing \$235 and up, which they buy from Zemel through the association.

Air conditioning is also a part of Radio Centre's business, but this is of necessity limited at this time due to lack of available equipment.

Postwar plans for the Zemel brothers are to occupy the neighboring store and to expand all departments.

"Meanwhile, records have proved to be a real money-maker. Stock supply is improving," says Mr. Zemel, "and self-service keeps the help problem out of the picture."

DUMONT



CAPACITORS

Dumont Electrolytic tubulars for the duration have the following special features . . . and are guaranteed to give the same high quality performance for which all Dumont Electrolytic Tubulars have a reputation.

JOBBERS!

Our products are distributed by Exclusive Territory arrangement only. Write for attractive proposition.

SELF HEALING
LONG LIFE
ECONOMICAL
VARNISHED
TUBES
DOUBLE SEALED
SMALL SIZE
FULLY GUARANTEED

BUY
MORE
BONDS

Pats. Pend.

DUMONT

ELECTRIC CO.

DEPT. OF
CAPACITORS FOR EVERY REQUIREMENT
34 HUBERT STREET NEW YORK, N. Y.



MAKING PLANS FOR AFTER THE WAR?

It's a pretty safe bet your post war plans will include small appliances.

Pre-war days proved the profit opportunities of this merchandise—good traffic builders . . . fast turn over . . . easy to handle.

Naturally you will want the "top" line in home juice extractors—Juice King.

For the present and until Victory, the large Juice King plant is working 100% for Uncle Sam on precision instruments for the Army Air Force.

In the meantime, Juice King is carrying on with its national advertising in these leading women's magazines: Ladies Home Journal, Good Housekeeping, Better Homes and Gardens.

This Juice King advertising today is building sales for you tomorrow—Keep your eye on Juice King.

NATIONAL DIE CASTING COMPANY
600 North Albany Avenue
Chicago 12, Illinois



Juice King
home juice extractor

Planning for Tomorrow

(Continued from page 30)

deep. Under the mezzanine floor, on the right, Warner plans to locate his repair shop, with a side door through which to bring in the large work. On the left, the record and sheet music department will run half way back underneath, and under the staircase there will be two small listening booths, the use of which the owner will discourage as much as possible, except to certain customers.

Seek Franchises Early

In the other rear half of the left side, beyond a partition, there will be a stock room and receiving department. The electric appliance display centered in the main floor is designed to be seen from the open entrance and will be used to feature leaders. Fluorescent lighting will be used.

Warner is bending every effort nowadays toward getting suitable ties in with merchandise sources, and says "I believe it would be a wise move on the part of any established retailer now to begin to get his franchises in order for future delivery on radio and appliances."

Don's Dependable Service today carries sheet music, records, instruments and music accessories, as well as greeting cards, small gifts and novelties.


Disc Specialization

Though Don Warner has to jump up frequently from his bench to wait on record customers, he manages to obtain a fair sales volume in discs.

Warner specializes in hot jazz and rare, discontinued numbers, and has built up quite a trade in these. He accumulated a large stock prior to gas rationing by taking trips of two weeks' duration each year.


A "Future Partner"

David Warner, the proprietor's 12-year-old son, looms right now as a sure-bet for a future partner. He devotes much of his spare time to helping in the shop, and is able to remove any type chassis, and makes nearby deliveries and pick-ups. This enterprising youngster has a first-hand knowledge of the store's record and sheet-music line and keeps up on all that is new. Warner, Senior, describes young Dave's duties as "janitor, clerk and technical assistant," and, above all, as a "future partner" in that big business Don Warner expects to have when the Victory has been won.



CLAROSTAT


ROLLING ON TO




Victory

★ Clarostat continues to be engaged 100% in the most important job of all—winning the war—on land, sea and in the air.

But after victory has been won, Clarostat promises the trade—servicemen, jobbers and others—that Clarostat products for initial and replacement uses alike, will once more be generally available for peacetime pursuits. Meanwhile, let's keep 'em rolling!





Controls and Resistors

CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.



4 STANDARD TYPES

of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.

Amperites are real REGULATORS—have patented Automatic Starting Resistor which prevents initial surge and saves pilot light.

Ask Your Jobber.

AMPERITE

THE *Simplest* WAY TO REPLACE

BALLASTS

WRITE FOR REPLACEMENT CHART

AMPERITE 6, 541 BROADWAY, NEW YORK, N. Y.

OVERHEAD

(Continued from page 33)

profits up. Maybe a move to cheaper quarters or to a better site is the answer. Maybe you can secure a rent reduction. In studying the rent situation, it is well to determine if the neighborhood has changed favorably or unfavorably as it affects your business.

If you own the property you occupy, you are faced with the same problems as outlined above.

Donation Problem

Advertising is another problem worthy of the dealer's utmost consideration. Advertising can cost you too much money in relation to your gross business as any other factor. On the other hand, you may not be spending enough in display and advertising to get all there is out of the potential business sources in your territory.

One way to clamp down on unnecessary advertising expense is to determine what advertising actually is—the ability to differentiate between a "donation" and an "advertisement."

In most localities dealers are run ragged with purveyors of alleged advertising. The independent retailer is often the "goat" in feeling obligated to buy space on various civic, social and religious "programs," often sold through professional space salesmen, since he feels that, in many instances, he would offend the members of the organization promoting them.

Questionable advertising "projects" which actually are "donations"—and how to handle them is a proposition that has long feazed the local merchant, and the advice to stay away from them all, while it may sound like very sound advice, isn't a rule you can stand on flat-footed. You must estimate the weight of the club such schemes hold over your head. You must determine whether a certain number of people will boycott you if you fail to contribute to the "cause" via an "advertisement."

This advice is—don't go overboard on "donations." Analyze carefully all advertising propositions offered you.

Know Your Facts

However, the whole sum and substance of successfully keeping down overhead and maintaining the necessary turnover of stock rests on the dealer's possession of all facts, understandably prepared, so that having been provided with the means of being able to put his finger on unnecessary overhead he can take steps to intelligently eliminate it.

Attention: RADIO SERVICEMEN

Here is the new, Jensen Phonograph Needle Saleskit designed especially for the Radio Serviceman. It's colorful, compact and convenient—just the thing for slipping into the pocket and taking on service calls... a definite aid in demonstrating fine phonograph needles... the first real saleshelp ever offered exclusively to servicemen.



Now available at your jobber. WRITE TODAY for complete details and our better than usual discount to servicemen.

Contains 3 Jensen Concert Needles retailing at \$1 each and 3 Jensen Genuine Sapphire Needles at \$2.50 each. Install the needle that augments your work, assures full clear tone of the instruments you repair.

JENSEN INDUSTRIES, INC., 737 N. MICHIGAN AVE., CHICAGO 11, ILL.

AMPLICALL



MULTIPLIES MANPOWER

Getting things done faster with AMPLICALL Paging and Two-Way Communications Systems is enabling thousands of industrial plants to save many man-hours daily... actually multiplying their manpower! And the stand-out quality and flexible design of AMPLICALL equipment is enabling RAULAND jobbers to build up a profitable business right now. RAULAND national advertising, aimed at the nation's top-flight industrial executives, is also backing up jobber sales efforts, bringing them many new contacts.

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

Electroneering is our business

BACK THE ATTACK

Rauland

BUY MORE WAR BONDS

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

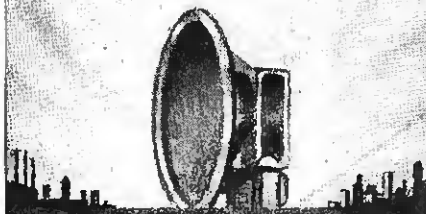
TODAY

... everything for
our fighting men.

TOMORROW

QUAM
SPEAKERS

again,
better than ever!



QUAM-NICHOLS CO.
Cottage Grove at 33rd Place, Chicago

QUAM
SPEAKERS

Admiral Corp. Announces Key Executive Changes

Ross D. Siragusa, president of Admiral Corp., Chicago, announced the following changes in executive positions which were approved by the board of directors.

J. B. Huarisa was elected executive vice-president in charge of production and engineering for all divisions of the company. Huarisa was formerly vice-presi-



J. B. Huarisa

dent and radio plant manager, Irwin Mendels, formerly president of Radio Products Corp., Chicago, which was absorbed by Admiral, was elected chairman of the executive committee.

Richard A. Graver was made vice-president in charge of the radio division. Graver was formerly midwest regional manager of Admiral.

Airs Local Talent

(Continued from page 38)

and by carrying platter promotion on all envelopes used for sheet music and musical accessories.

Sales of radio sets and phonographs are now limited, of course, to what used ones can be picked up over the territory.

Both members of the firm, Mr. and Mrs. Beer are convinced, after many years of experience with merchandising, that radio advertising benefits the retailer.

Specifically, they have found that if costs are low enough, or if expenses can be split by a form of cooperative activity to a reasonable figure, the amateur program assures the best public response.

The essence of it, they say, is that it automatically creates a market among the performers themselves, and also achieves a personal perceptible tie-in with the listeners. That personal touch they consider the ultimate aim of all publicity.

INDEX To Advertisers

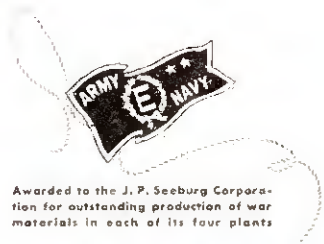
	Page
Admiral Corp.	1
Aerovox Corp.	4
Alliance Mfg. Co.	102
American Condenser Co.	90
Amperite Co.	104
Automatic Radio Mfg. Co., Inc.	96
Bell Sound Systems, Inc.	97
Belmont Radio Corp.	19
Brach Mfg. Corp., L. S.	94
Burgess Battery Co.	92, 101
Caldwell-Clements, Inc.	74
Centralab	90
Cinaudagraph Speakers, Inc.	99
City Radio Co.	101
Clarostat Mfg. Co., Inc.	104
Cornish Wire Co., Inc.	99
Crosley Corp.	6, 7
Delco Radio Div. General Motors	77
Detrola Radio Div. Internat'l Detrola Co.	47
Dumont Electric Co.	103
DuMont Laboratories, Inc., Allen B.	83
Electric Soldering Iron Co., Inc.	101
Electronic Laboratories, Inc.	17
Electronic Products Mfg. Corp.	102
Electro Products Labs	98
Electro-Voice Mfg. Co., Inc.	93
Emerson Radio & Phonograph Corp.	49
Fada Radio & Electric Co., Inc.	11
Farnsworth Television & Radio Corp.	13
Galvin Mfg. Corp.	Cover 4
General Electric Co.	71
Hallcrafters Co.	58
Hamilton Radio Corp.	63
Hammarlund Mfg. Co., Inc.	2
Hatry & Young	96
Howard Radio Co.	9
Hytron Corp.	3
International Resistance Co.	72
Jensen Industries, Inc.	105
Jensen Radio Mfg. Co.	10
JFD Mfg. Co.	100
Ken-Rad Tube & Lamp Corp.	88
Magnavox Co.	75
Majestic Radio & Television Corp.	51
Mallory & Co., Inc., P. R.	Cover 2
Manor Electric & Appliance Co.	99
Meck Industries, John	91
McGee Radio & Electric Co.	101
Meissner Mfg. Co.	84, 85
National Die Casting Co.	104
National Union Radio Corp.	46
Ohmite Mfg. Co.	95
Onan & Sons, D. W.	101
Operadio Mfg. Co.	100
Permo, Inc.	98
Philco Corp.	42, 43
Phitharmonic Radio Corp.	41
Presto Recording Corp.	8
Quam-Nichols Co.	106
Radiart Corp.	98
Radio Corp. of America:	
RCA Laboratories	56
RCA Victor Division	53, 54, 55
Radio Tube Service	100
Rauland Corp.	105
Ray-O-Vac Battery Co.	68
Raytheon Mfg. Co.	15
Rider, Publisher, John F.	86
Seeburg, Corp., J. P.	Cover 3
Sentinel Radio Corp.	14
Simpson Electric Co.	81
Solar Mfg. Corp.	18
Sprague Products Co.	78
Standard Transformer Corp.	92
Stromberg-Carlson Co.	20
Supreme Instruments Corp.	103
Sylvania Electric Products, Inc.	12
Templetone Radio Co.	45
Trav-Ler Karenoia Radio & Television Corp.	69
Triplet Electrical Instrument Co.	44
Tung-Sol Lamp Works Inc.	59
Turner Co.	89
Universal Microphone Co.	5
University Laboratories	98
U. S. Television Mfg. Corp.	97
Utah Radio Products Co.	62
Vaco Products Co.	98
Ward Products Corp.	73
Warwick Mfg. Corp.	65
Waters-Conley	67
Webster Electric Co.	87
Webster Products	16
Weston Electrical Instrument Corp.	64
Wilcox-Gay Corp.	39
Zenith Radio Corp.	79

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



THE AMERICAN PUBLIC IS CONFIDENTLY LOOKING
 AHEAD TO IMPROVED "RECORD CHANGER PERFORMANCE"
 THIS CONFIDENCE WILL BE JUSTIFIED BY
 THE NEW
SEEBURG RECORD CHANGERS

YOU SAVE LIVES
 WHEN YOU SUPPORT
 ALL WAR LOAN DRIVES!



Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

Seeburg
FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION · CHICAGO

what's that?

"Are Distributors Necessary?"

There are a few businessmen, a lot of typewriter executives and plenty of arm-chair strategists who say that the distributor is a dying duck because his is an uneconomic function. But the fact remains that the cost of distribution has always diminished in direct proportion to the reduced costs of manufacturing which result from skilled product development and volume sales. And remember this...the distributor is an important factor in both of these vital phases of a successful merchandising operation!

Here Is What Your Motorola Distributor Will Do For You

- 1 He will introduce the Post War Motorola F-M Radios and Automatic Phonograph Radios by exhibiting the complete line in his showrooms.
- 2 He will carry a complete stock in all price brackets so you can order and get delivery from day to day. He will carry parts for replacement and servicing.
- 3 He will help train *your* Servicemen... teach them about F-M, Television (when it is available), and how to service automatic phonographs.
- 4 He will help educate *your* Salespeople... give them facts about the radios they sell. He will reduce the loss of sales which result from poor demonstration.
- 5 He will provide you with sales-stimulating ideas and advertising promotions. He will strengthen your entire radio sales department.
- 6 He is your responsible, ready-able-and-willing trouble shooter... a man with an organization you can reach with a five-cent telephone call.

the Motorola Distributor Organization is Ready

GALVIN MFG. CORPORATION • CHICAGO 51

Motorola Radio

F-M RADIO • PHONOGRAPHS • RADAR • TELEVISION • FM POLICE RADIO • MILITARY RADIO COMMUNICATIONS



In cooperation with the U. S. Army Signal Corps, Motorola Engineers have developed and are producing in quantity the very versatile and now famous Walkie-Talkie. This is a complete 2-way F-M, Portable Radiotelephone system, battery-powered and carried pack-fashion on the fighter's back.

