

# RADIO & Television RETAILING

Including Radio and Television Today

NOVEMBER 1944



Insure Future Sales Thru Friendly Service Now

# A Good Way To Avoid Complications...

## STANDARDIZE on MALLORY Replacement Parts



**N**O MATTER how carefully you do your work, the failure of an unknown replacement part will bring the customer storming back to your shop. Mallory approved Precision replacement parts will help you to avoid this loss of time, money and good will.

With time and manpower at such a premium, don't take chances with part failures. Standardize on Mallory volume controls,

capacitors, vibrators, switches and resistors for all replacement installations... and play safe!

For years, thousands of service men have relied upon Mallory replacement parts to give trouble-free performance on every service job. Give your own work that extra margin of safety by specifying Mallory Parts from your distributor.

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

**P. R. MALLORY & CO., Inc.**  
**MALLORY**  
*Approved Precision Products*

The image shows several Mallory electronic components: a cylindrical capacitor, a vibrator unit, and several switches. In the foreground is a box labeled 'MALLORY Precision Products' with a list of items inside.



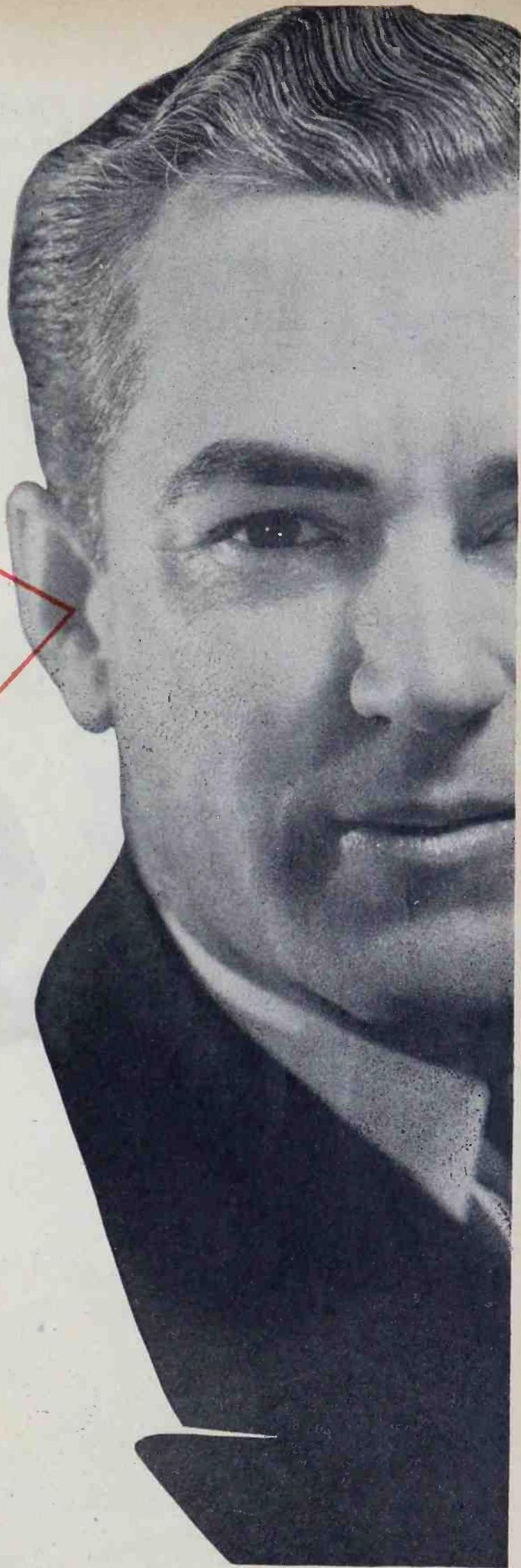
**MYE TECHNICAL MANUAL**  
—408 pages of complete data on capacitors, noise suppression, receiving tubes, loud speakers, vibrators, phono-radios, automatic tuning and other valuable information. Available from your Mallory distributor...Price, \$2.00.

**4TH EDITION RADIO SERVICE ENCYCLOPEDIA**  
Complete information on repairing any make or model of receiver. Circuit references, original part numbers and recommended replacements. Available from your Mallory distributor... Price, 95 cents.



Don't Forget—Government War Bonds

# Earmarked FOR LEADERSHIP!



LEADING radio and music dealers are already alive to an important new profit trend in our industry. Evident at the Chicago Music Trade Show, and country-wide, the signs are unmistakable—

*PHILHARMONIC is earmarked for Leadership*

The very first time you hear the performance of the PHILHARMONIC, you'll recognize this to be a fact. No other instrument of its kind has its ability to recapture, with concert-hall realism, the full range of the audible spectrum.

And these superb instruments *look* as well as they sound. Their exquisite, custom-built cabinets of handsome design lend distinction to the finest homes in your community.

It goes without saying that PHILHARMONIC is backing its dealers to the limit in preparing for substantial post-war profits:

Backing them with national advertising of distinctive and original appeal that is attracting the influential citizens of their communities.

Backing them with local promotion material of highest calibre.

Backing them with the wholehearted cooperation of PHILHARMONIC sales representatives.

*No wonder that leading radio and music dealers have already caught the ground swell of the greatest profit opportunity in our industry!*

PHILHARMONIC RADIO CORPORATION, 524 E. 72nd St., New York

# Philharmonic



•TRADE MARK

**RADIO-PHONOGRAPH**

# Post Pages Start the Urge...



**PEOPLE PURCHASE PRODUCTS THAT**



**...that Ends  
with Buying  
Action**

**RE PICTURED IN THE**

SATURDAY EVENING  
**POST**

# Products of "MERIT"

## MERIT COIL AND TRANSFORMER CORP.

ENGINEERS AND MANUFACTURERS OF TRANSFORMERS AND ELECTRICAL WINDING  
TELEPHONE LOUDBOARD 6811  
4427 N. CLARK STREET  
Chicago 40, Illinois

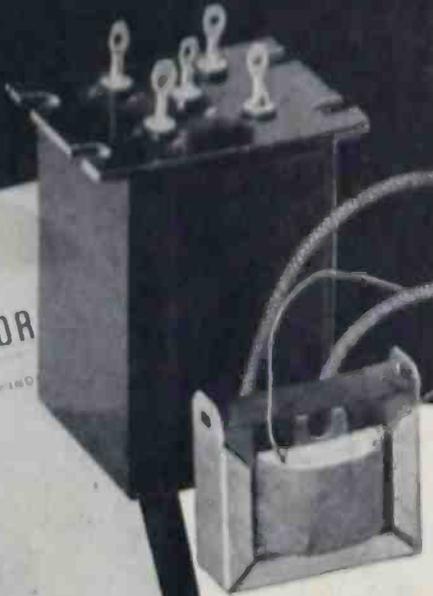
### Announcing!

Our new plant is now in full production, greatly increasing our capacity. We believe it to be the most modern and efficient unit now engaged in the production of transformers, coils and allied electronic equipment.

Please take note of our new address, where you will always receive a cordial welcome.

Sincerely yours,

*W. H. ...*  
President.



OUTPUT  
TRANSFORMER  
Hermetic-Sealed  
Glass Terminals



# MERIT COIL & TRANSFORMER CORP.

4427 North Clark St.

CHICAGO 40, ILL.

# RADIO Television RETAILING

Continuing Radio and Television Retailing

MEMBER AUDIT BUREAU OF CIRCULATIONS

NOVEMBER, 1944

COVER—Radio Appliance Dealer Kline, owner of Ray Kline, Inc., 31 Mamaroneck Avenue, White Plains, N. Y., redecorates now for postwar selling. Gives friendly advice and service to customers angles toward after-the-war sales today (See page 32).

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# Cut Yourself a Slice of Radio Factory

**and guarantee delivery on your  
first radio requirements**

Your biggest postwar problem is—deliveries. Here is a sales plan that answers that problem by guaranteeing deliveries.

An organized sales and distribution plan makes it possible for you to depend on *your share* of the *finest* radios available immediately after civilian set production starts.

Meck Radios will be sales leaders, year in and year out—from the start. You can now reserve a section of my production line and stop worrying.

Ask your Parts Jobber today or write

**JOHN MECK INDUSTRIES, PLYMOUTH, INDIANA**

*John Meck*



# MECK RADIO

TABLE MODELS • PORTABLES • CONSOLES • PHONOGRAPHS



*name is*

Westinghouse

Backed by an unexcelled record of radio firsts, the new Westinghouse radios are on the way!

Soon after V-E Day you will see a complete line of Westinghouse radios, radio-phonographs and television sets. These new sets—together with the sales policy, the advertising and the local promotion that go along with them—will set a new high in radio merchandising.

The new sets will embody not only the rich heritage of Westinghouse peace-time radio experience, but also the experience we have gained as one of the world's largest manufacturers of radio and electronic equipment for the war.

They will represent the very best in radio.

And that's as it should be. For remember, it was Westinghouse that first brought radio to the homes of America through station KDKA. From the days of the "tomato-can" mike and the crystal set until

now, Westinghouse has been a leader in radio, FM and television—and we plan to continue this leadership in the exciting days ahead.

#### HERE'S WHAT'S COMING FOR THE WESTINGHOUSE RADIO DEALER

1. Radio and television sets unexcelled in quality, performance and style.
2. A sales policy based on our belief that you will sell Westinghouse radio in volume if we protect your opportunities to do a volume job.
3. A year-round series of promotion keyed to your calendar of seasonal buying.
4. National advertising keyed to every promotion.
5. Ready acceptance in millions of homes where 30,000,000 Westinghouse appliances have made friends through service.

*New* Westinghouse

PLANTS IN 25 CITIES OFFICES EVERYWHERE

*Radio*



## You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to \$500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000

c.p.s.  $\pm$  1 db. (2) NBC orthacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.



**Buy Bonds. Keep on Buying.  
Keep 'Em Flying.**

**PRESTO RECORDING CORPORATION**

242 WEST 55th STREET, NEW YORK 19, N. Y., U. S. A.

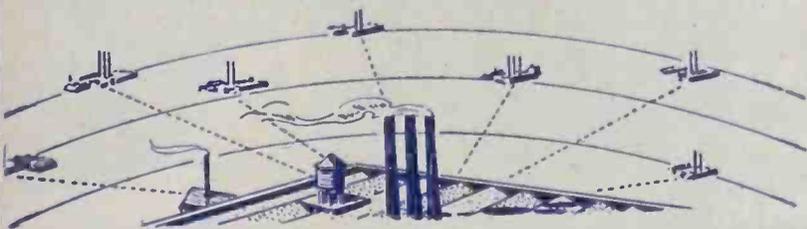
Walter P. Downs Ltd., in Canada

RADIO & Television RETAILING • November, 1944

# Crosley has 2,500 partners

## Who they are:

They are the companies who supplied many of the component parts for Crosley products in bustling times of peace . . .



. . . who furnish raw materials, fabricated parts, special test equipment, machinery and facilities to speed Crosley production of more than forty vital weapons in anxious and hectic days of war . . . who will help create, in similar ways, the better-than-ever postwar Crosley radios, refrigerators and other household appliances.

## Why Crosley needs them:

Certain suppliers roll better steels — others produce better paints and enamels—or make better switches—or other electrical and mechanical devices — others assemble certain component parts more efficiently and economically than anyone else we know. All are a part of our organization.



In peacetime, the better quality and the savings effected by this specialized mass production are

enjoyed by the millions of people who use Crosley products.

Surely this is a notable example of the interdependence of modern manufacturing . . . of interlocking teamwork that is helping Americans to out-produce the rest of the world in wartime.

## Crosley's Job:

In this manifold partnership the Crosley organization — 9,000 highly skilled men and women — uses these exceptional materials, parts, and assemblies to produce the finest radios, refrigerators and other household appliances that people



can buy. Crosley engineers and designers will continue to provide, in all Crosley products, the *user-plus* features that enlarge the markets for Crosley products — employing the highest skills of these many suppliers.

## Crosley thanks them all:

. . . each and every one of its 2,500 loyal, efficient supplier-partners, and looks forward with them to larger opportunities for postwar services to the public.

# CROSLEY

THE CROSLEY CORPORATION  
CINCINNATI, OHIO

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

# Back

The song question of World War I was "How ya gonna keep 'em down on the farm after they've seen Paree?" This time after seeing Paris, Berlin, Salerno, Guadalcanal and Tokio, they'll welcome the American way of life.

## TO THE FARM

FADA Radio, always an integral part of the American scene, is already planning to maintain and magnify its impress in the Postwar World. To span the new tasks of reconversion, FADA is expanding its research and engineering facilities in ceaseless quest of new and ingenious applications of war-gained knowledge . . . knowledge to enhance the FADA electronic instruments looming on the near horizon.



PLACE YOUR FAITH  
IN THE

# FADA

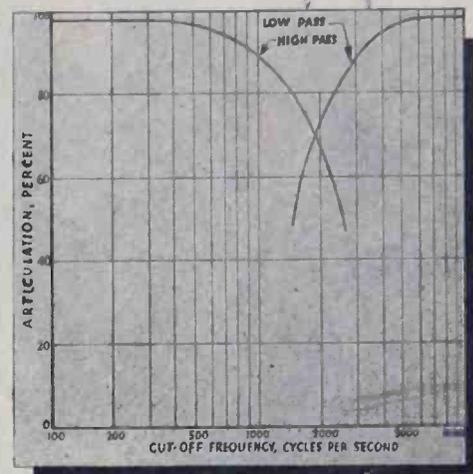
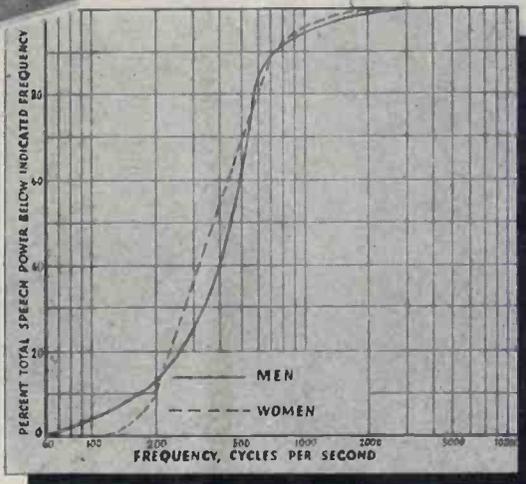
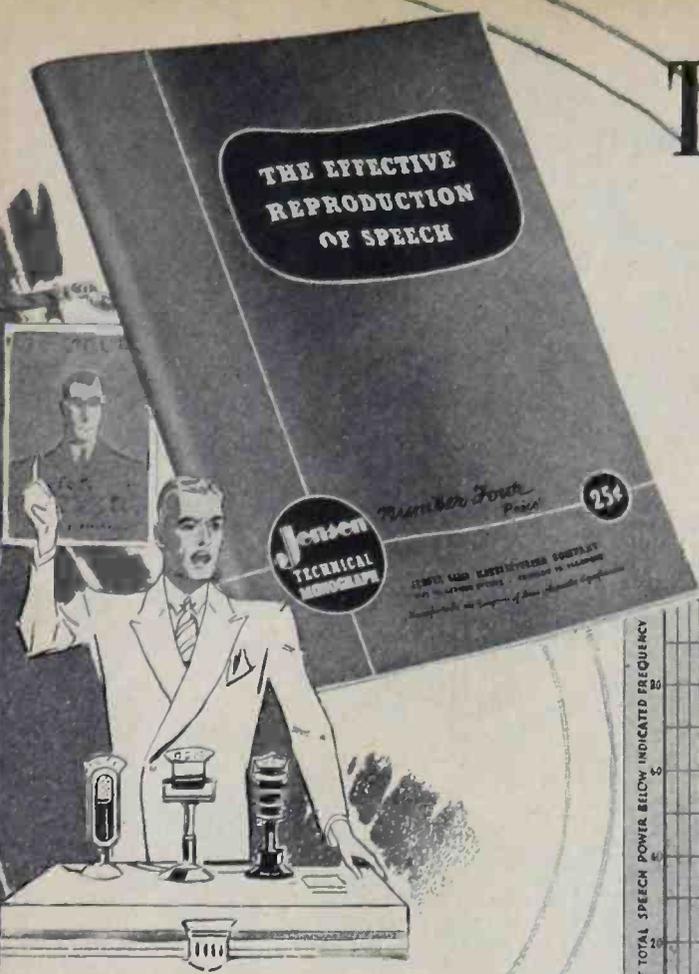
Radio

OF THE FUTURE

*Famous Since Broadcasting Began!*

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

# THE EFFECTIVE REPRODUCTION OF SPEECH...



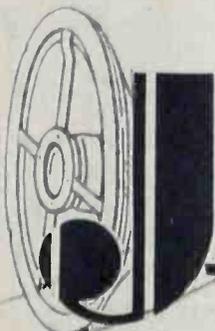
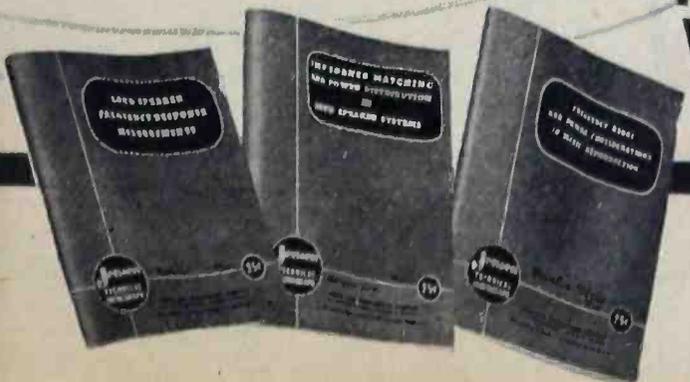
When casually considered, the reproduction of speech may appear to present less exacting requirements than the reproduction of music. Yet *faithful* speech reproduction requires a frequency band almost as wide as for music. Amplified speech for strictly communication purposes usually presents a different requirement. Here, such matters as articulation, loudness, masking, power requirements and the ability to deliver the message through noise, become the more important considerations.

"The Effective Reproduction of Speech"—Number 4 in the series of JENSEN Technical Monographs—presents much up-to-date data on this important subject in convenient form, together with useful conclusions and practical information for everyone interested in sound reproduction. Get your copy from your JENSEN jobber or dealer, or fill out the coupon and mail it with 25c for each copy ordered.

## The Series So Far Issued

- No. 1. Loud Speaker Frequency-Response Measurements.
- No. 2. Impedance Matching and Power Distribution.
- No. 3. Frequency Range in Music Reproduction.
- No. 4. The Effective Reproduction of Speech.

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



# Jensen

**RADIO MANUFACTURING COMPANY**

6625 South Laramie Avenue

Chicago 38, Illinois

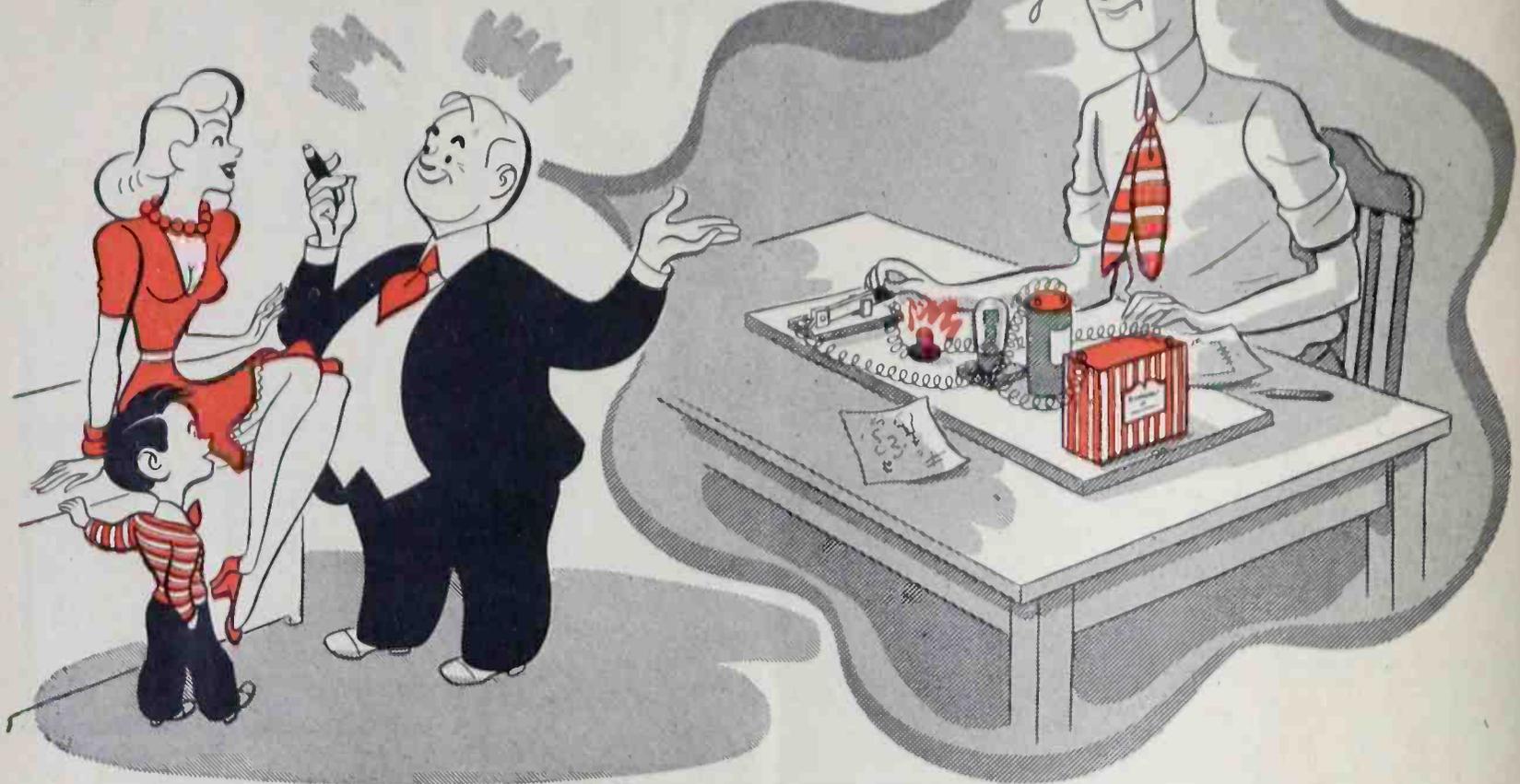
- Send me  The Effective Reproduction of Speech.  
 Frequency Range in Music Reproduction.  
 Impedance Matching and Power Distribution.  
 Loud Speaker Frequency-Response Measurements.  
 (Check one or more. Send 25c for each book ordered.)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**1921** "By dint of sweat and toil the first Hytron Radio Tube was born"



Imagine the thrill of seeing the tiny lamp glow with the emission current of the first Hytron tube! That first emission test kit was primitive. There were no commercially available meters. The measuring instrument was of necessity a lowly lamp bulb. What a sigh of relief and satisfaction must have followed the faint glimmer which proved the first tube actually worked!

When Bruce A. Coffin, founder of Hytron, tackled the manufacture of radio tubes, he really started something. He wound grids on a hand mandrel, and spot-welded each turn to the side rods. His plates were stamped by hand from nickel strip. Filaments were coated tediously one at a time.

Two gas torches formed a crossfire in which he shaped with hand tools the stem and envelope. The mount structure first sealed into the envelope, was then sealed to a glass manifold mounted on a mercury pump. There was no getter. The tube was heated red hot by a generator connected across the elements, and tipped off. A 5-KVA spark transmitter bombarded the elements.

In short, when Hytron (the only survivor) began, there were two other exclusive radio receiving tube manufacturers. Tube making was an art, with only a smattering of science. Hytron's growth over the years amazes one. A Hytron plant of today—the intricate automatic machinery—the observance of unbelievably tight manufacturing tolerances—the painstaking assembly of minute parts—are the results of years of experience built into every Hytron tube.



**HYTRON MASTER TEST STATION\***  
**HYTRON HYLIGHTS**

A striking contrast to the original emission tester, is the illustrated modern Hytron test kit. Automatic range control for the extremely accurate measuring instruments — electronic fuse protection — voltage-regulated power packs throughout — a wealth of controls within easy reach — ease of servicing with standardized components — cathode ray null bridge — ability to patch any meter or power supply into the desired circuit — these are typical features of the modern equipment used to test your Hytron tubes.

\*See the October RADIO NEWS for a detailed description.



OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

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

*Perfection in Design  
and Performance*



# H OWARD

Though our manufacturing facilities are still entirely devoted to vital communications equipment, designs for new Howard Entertainment Radios are flowing freely from the planning boards.

When civilian production lines move forward again, these designs will reflect the background of Howard's tradition to provide the maximum in performance and value.

*America's Oldest Radio Manufacturer*

**HOWARD RADIO COMPANY**

1731-35 BELMONT AVE. • CHICAGO 13, ILL.



# SYLVANIA NEWS

## RADIO RETAILER EDITION

NOVEMBER

Published in the Interests of Better Sight and Sound

1944

### Dealers Will Find Panel Lamps Provide Wide Sales Market

Retailers have an opportunity to promote lamp sales for other applications at the same time they are selling Sylvania Panel Lamps for regular uses.

Although the lamps are especially designed for radio installation, they are applicable to many other services. Sales which dealers can develop are for record players, pin-ball machines and everywhere a miniature lamp of this type is needed.



Stores will have a better opportunity to increase sales by prominently displaying an assortment of Sylvania Panel Lamps. Counter cards will stimulate the sales appeal of such a display. These signs can be lettered by any local commercial artist.



"Car 54 go to 8th and Main—Signal 17 and doesn't the transmitter sound swell since I put in those Sylvania tubes? That is all."

### Streamlined Service Departments Will Assist Retail Business

*Now Is The Time To Smarten-Up Replacement Section For Profit*

For increased profits, retailers will find it a good policy to start revamping service departments now. Modernized repair sections are vital for giving complete customer satisfaction. It is a distinct asset for a radio business to have the replacement section in keeping with the tone of the other side of the store.

#### WATCH TESTERS FOR MISTAKES

Widely varying results in tube tests will frequently be encountered with the three different types of testers most commonly used. Many cases are known to have occurred in which a new tube actually gave a poorer reading than the defective tube being replaced.

Tube replacement sales are an active good-will builder for the retail store. (As progressive retailers realize when they recommend Sylvania tubes as replacements.) Care taken in interpreting tester readings, and time spent in studying the features and learning the limitations of the particular type of testing equipment being used, will pay dividends in CUSTOMER SATISFACTION.

#### DID YOU KNOW...

That 7½-watt ruby lamps have been developed by Sylvania for use in Army portable photographic printing equipment? They may have a place in home printing equipment after the war.

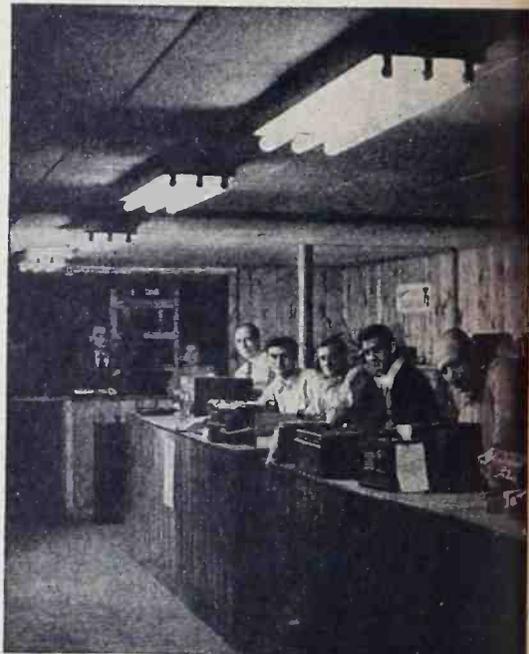
★ ★ ★

That textile yarns which look alike under ordinary light can be sorted out by exposing them to illumination from Sylvania Black-light Lamps? The illumination causes different yarns to glow differently.

★ ★ ★

That burned-out fluorescent lamps in your store can be automatically disconnected from the line by the new Sylvania COP Starter? It ends annoying flashing, and prevents damage to the fixture.

Servicing and retailing are a collective unit. One depends on the other. In bringing the shop up-to-date, assistance can be obtained from a Sylvania booklet "The Sylvania Model Service Shop." This shows floor plans, test shelf layout and contains advice in the form of construction notes.



Zemal Brothers' "Radio Center," New Haven, is one of the progressive organizations using the service department to maintain customer good-will.

While modernizing store interiors, retailers will do well to investigate the sales appeal of fluorescent lighting. In addition to attracting customers and providing a pleasing atmosphere for receiver display the lamps will give the service counter ample glare-free light to enable repairmen to turn out skilled work.

By remembering that service is an integral part of set-sales, dealers will be able to reap profits from both store departments.

# SYLVANIA ELECTRIC

# PRODUCTS INC.

Radio Division • Emporium, Pa.

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

# We've learned a lot in The Solomons



er when you  
n these for  
were opened  
ing for our  
our man to  
was with  
ed how to  
when we  
ier in the  
e answered

so I thought I'd better knock. A man's voice answered, "Okay fella  
makem quickem come along in." This is real high class talk with them.  
I thought I was going to pick up some nice cheap souvenirs but  
these natives are traders. They have even pegged the price of grass  
skirts at two bucks and they want real money - no glass beads.  
So you won't be getting yours until after next pay day.  
This is the old fellow himself on the end. He likes us I guess  
because he said to me, "Mericans much strong. Break up Japans  
allasam coconuts." His women do most of the work but they  
aren't slaves by any means. They bawl him out plenty and he  
is very meek about it, - just like an American husband. These two  
are dolls compared with most of them and anybody who has been  
hoping to see some of those dusky beauties here is going to be disappointed.

Our boys on the fighting fronts are getting an education that money couldn't buy. They are learning what the world is like and what its people do.

We at Automatic are learning, too, about the performance of the radio equipment we are making for planes, tanks, and ships for combat in the

four corners of the earth under conditions that test them to the limit. The results of this experience are priceless and will be reflected after the war in the values that Automatic will give Automatic customers.

You know that Automatic made good radio sets before the war and you can be sure that Automatic will make better sets when the war is over.



# Automatic

RADIO MANUFACTURING CO., Inc  
122 Brookline Avenue, Boston, Mass.



# "MEET YOUR NAVY"

Now Carries the RAYTHEON Name  
Into 3,500,000 Radio Homes Each Week!

★ ACTUAL BATTLE EXPERIENCES

★ 65 BLUEJACKET MUSICIANS

★ 200 BLUEJACKET VOICES

★ TALENTED BLUEJACKET SOLOISTS

RAYTHEON MANUFACTURING COMPANY • Newton and Waltham, Massachusetts

*Every Saturday Night*  
**BLUE NETWORK**  
*Coast-to-Coast*



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



**RAYTHEON**  
*High Fidelity*  
RADIO AND ELECTRONIC TUBES



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

COLONEL JOHN CASEY, Manager,  
Chicago Municipal Airport . . .

Colonel Casey said, "The growing complexities of airport traffic make it ever more important that private planes and regular operating passenger aircraft be equipped with up-to-date, reliable two-way radio, if high standards of safety are to be maintained. One important factor is . . ."



## "A FOOLPROOF POWER SUPPLY FOR AIRCRAFT RADIO OPERATION"

Colonel Casey, Electronic Laboratories has long been aware of the need for reliable power supplies especially adapted for aircraft use. One of E-L's exclusive developments along this line involves vibrators operating in parallel which assures a reserve power source for extra protection. These Vibrator Power Supplies—both light and heavy duty—are specially designed for complete reliability at very high altitudes.

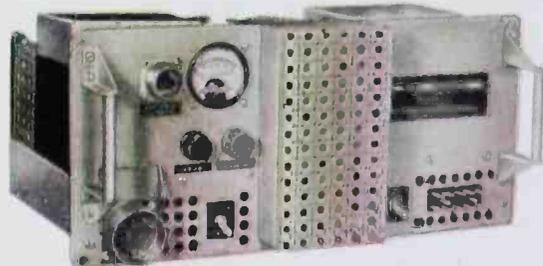
The life of E-L Vibrator Power Supplies is far beyond the customary overhaul requirement. With these units maintenance time is cut to a minimum—only a small fraction of the time previously required.

Other E-L developments for the aircraft field include units for flashing wing lights and for instrument panel illumination. This equipment has wide application for the light plane field as well as for large aircraft.

The economy and versatility of Vibrator Power Supplies are also available to the marine field—where units have been designed to provide fluorescent lighting, radio-telephone operation and electrical appliance use—as well as many other fields where it is necessary to convert current to specific voltage and type requirements . . . Let E-L engineers consult with you on your power supply problem.

### STANDARD POWER SUPPLY MODEL SC-1096

Model SC-1096 is a typical E-L Vibrator Power Supply which meets the requirements of aircraft radio use. This unit was designed for the Canadian Signal Corps to operate radio transmitters. Input voltage: 12 volts DC, or 110-117 volts AC at 50-60 cycles. Output voltage: 2000 volts at 125 ma., 400 volts at 25 ma., 250 volts at 10 ma., 250 volts at 5 ma., 10 volts at 5 amps., 12 volts at 1 amp. Output power: 480 watts. Dimensions: 17" x 12 $\frac{3}{8}$ " x 7 $\frac{3}{4}$ ".



# Electronic

**LABORATORIES INC.**  
INDIANAPOLIS

VIBRATOR POWER SUPPLIES FOR LIGHTING, COMMUNICATIONS, AND ELECTRIC MOTOR OPERATION • ELECTRIC, ELECTRONIC AND OTHER EQUIPMENT

# Thanks

## MR. TROUBLE-SHOOTER

Thanks, Mr. G. I. You're close to our thoughts. All of us in radio know the world-wide job you're doing in the Signal Corps.

We know who you are. You're the radio ham across the street, the boy home from college who burned the midnight oil in the attic and rigged his aerial from the highest mast. You're the telephone man. You're the obliging young fellow from the lighting company. You're the serviceman who fixed our radio set the day before the World's Series. You're the radio engineer who added brains to that set.

We don't know where you're *seeing* action but we know that you are *helping* it. Crawling out ahead of artillery. Scrambling from one fox-hole to another. Rolling up telephone wire almost to the muzzles of enemy guns. Operating and servicing communication systems so that the attack may roll forward. Hunting booby traps. Saving lives.

Come back, Mr. G. I., just as soon as your trouble-shooting is done. Radio will need you—your skill—your sureness. Radio will not forget your part in victory. Solar Manufacturing Corp., 285 Madison Ave., New York 17, N. Y.



5133

CAPACITORS AND RADIO NOISE-SUPPRESSION FILTERS

## "AND NOW... THE NEWS!"

Those of us who know what it means to wait with anxious hearts, will always be grateful for the boon of being able to tune in our radios and pierce the wall of silence between the fighting fronts and home. For this comfort and service to the nation's fighters and families, our broadcasting companies deserve special tribute and appreciation.

The pure "Clear As a Bell" quality of tone for which SONORA is specially noted, has been of extraordinary value in reproducing the war's historic broadcasts with life-like clarity and faithfulness.

This matchless advantage plus the characteristic beauty of SONORA cabinets combine to make SONORA a treasured friend with those everywhere who know and demand true radio value.

You may look forward to a convincing SONORA demonstration just as soon as Uncle Sam permits us to switch from goods of war to goods of peace.

SONORA RADIO & TELEVISION CORPORATION  
325 North Hoyne Avenue, Chicago



RADIOS • PHONOGRAPHS • RADIO-PHONOGRAPHS • RECORDS • RADIO-PHONO-RECORDERS

# Setting the Pace for Peace Time Demand

Here is another of the great advertisements that have written Radio Advertising history since Pearl Harbor. Impartial surveys have disclosed 2 vital facts: (1) That SONORA'S brilliant series of 4 color page ads has established the name with millions of people; (2) That SONORA'S wartime advertising has been judged as one of the best campaigns of its kind.

Month after month such outstanding ads have appeared

in top ranking magazines—including American Magazine, Esquire, Look, Liberty, Click, American Home, Redbook, Time, Life, American Weekly and Cosmopolitan.

The demand is there—there'll be 37 models for you to choose from—the advertising has set the stage for the biggest peace time volume in history. SONORA distributors and dealers will reap unprecedented sales with this all-star line-up.

**Sonora**  
Clear as a Bell

SONORA RADIO & TELEVISION CORP.  
325 N. Hoyne Avenue, Chicago 12, Illinois



## A complete re-modelling program for the radio and appliance store of tomorrow

Prepared under the supervision of George W. Walker, nationally famous industrial designer



It's ready for you now... FLEX-O-PLAN by Admiral... a 48 page book of remodelling ideas for the radio and appliance store of tomorrow. In it you will find basic, over-all store plans attractively illustrated in full color and complete with detailed blueprints that can readily be adapted to any size or shape of store. Other pages present designs for a model kitchen, model laundry, self-service record department, back-ground fixtures, etc.; each complete with essential construction data.

To the successful radio and appliance dealer, showmanship is an essential part of his business. Your store is a stage... your customers the audience. To help set the stage for successful post-war sales, Admiral presents FLEX-O-PLAN. If you previously reserved a copy, don't bother to write again... it will be delivered to you shortly. If you haven't written and would like a copy of FLEX-O-PLAN, simply address your request to Admiral Corporation, 3800 W. Cortland St., Chicago 47, Ill.

It's a postwar Promise ... from

# Admiral



A Radio-Phonograph with an Automatic Record Changer that's even "CHILD-PROOF"

It's a fact! The new Admiral automatic record changer will be fool-proof. Even the kiddies' impish curiosity won't impair its automatic efficiency. An entirely new, electronic tone arm will give better reproduction and longer life to your records. Changing time between records will be shortened. Because of its few moving parts, its simplicity of operation will be amazing.

Admiral's postwar radio line will be complete. There'll be table and console models, portables, "Bantams" and farm sets, all built by the world's largest manufacturers of radio-phonographs with automatic record changers. There'll be F M, home recording and television, too. Yes, there'll be everything for better listening in your postwar Admiral Radio—"America's Smart Set."



Admiral Refrigerator

Admiral Electric Range



Admiral Home Freezer

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

**Admiral Corporation** CHICAGO 47, ILLINOIS

World's Largest Manufacturer of Radio-Phonographs with Automatic Record Changers

Leaders in Radio—F M—Television

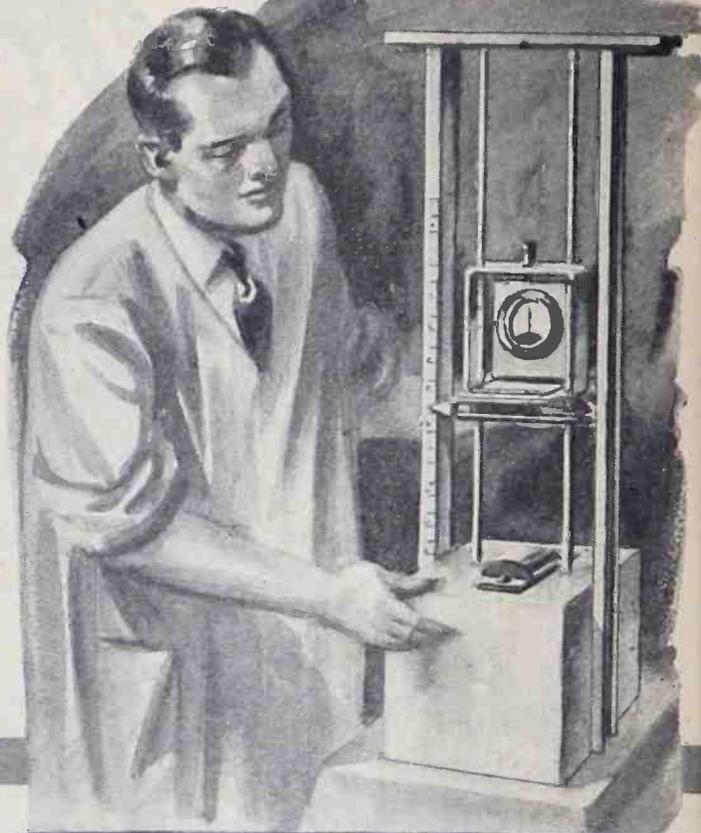


Communications Equipment—Radar

**WORKING  
for you  
NOW!**

Admiral's aggressive national advertising campaign is working for you now with a single purpose: to bring customers into your store tomorrow. Over 50 million advertising messages monthly in national magazines, farm journals, metropolitan newspapers, and over the nation-wide network of the Columbia Broadcasting System every Sunday are telling America of Admiral's postwar promises. Yes, the cue to alert dealers everywhere is "get aboard with Admiral" ... now! Just write for the name of the Admiral distributor in your territory.

# Shocking Treatment for an Instrument

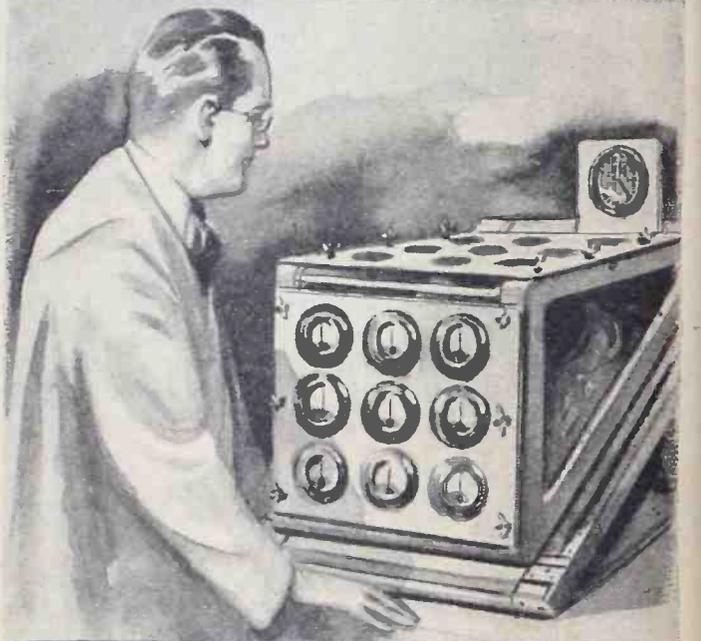


**Simpson Shock Test**—Instrument is mounted in sliding carriage, and dropped against bottom plate. Vertical scale permits shock of impact to be computed in multiples of g, the acceleration of gravity.

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.



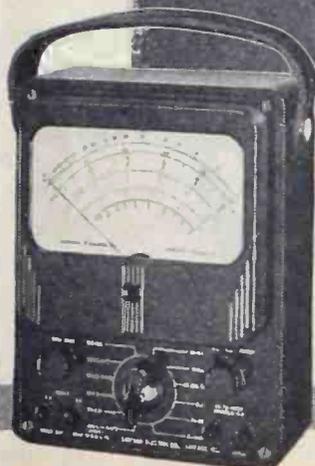
**Simpson Vibration Test**—Specially designed equipment provides rapid movement of instruments in three different planes. Variable speed regulator permits vibration of any desired intensity.

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

# Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory



## 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.



# A GAROD FM SET FOR ME

*says*

*Zorina*

*Vera Zorina, graceful star of stage, screen and the Ballet Theatre, reflects her own sparkling personality in her choice of a postwar radio. "I like things real . . . alive. That's why I've always preferred Garod quality. That's why I'm looking forward to a Garod FM radio when peace comes."*

From chassis to cabinet, Garod FM radios will have something exceptional to offer the postwar listening audience. There will be no compromise with tonal quality or range . . . no blurred pictures of sound. Instead, Garod engineering superiority will provide design refinements to make possible true, vivid reproductions along the full scale of music and speech. And Garod merchandising and promotional alertness will supply a carefully thought-out sales program that is bound to click from the very start. In short, we plan not only to build the finest in FM, but the most productive sets from the standpoint of rapid turnover, volume and profit. A few desirable postwar distributorships are still open . . . write today, on your letterhead, for details.

## GAROD



## RADIO

GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.

**RESERVED...**



**"for the main radio in your home"**

**... A STROMBERG-CARLSON**



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

1. 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.

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

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

● "For the *main radio* in your home"—that's the story Stromberg-Carlson's national advertising is currently telling through 50,000,000 impressions in leading magazines.

"For the *main radio* in your home"—because there's nothing finer than a Stromberg-Carlson, and your *main radio* should be a *good radio*—a *quality musical instrument* in every respect!

That's the keynote of the postwar Stromberg-Carlson sales story.

And it sets the theme of the Stromberg-Carlson radio in *your plans*, too. Marks

Stromberg-Carlson as:

- the *important* radio unit
- the radio unit carrying real *profit-opportunity*
- the radio unit with easy-selling *public acceptance*.

Plan your postwar sales program around this potent Stromberg-Carlson theme. You'll find the Stromberg-Carlson "main radio" will be a profit maker—at whatever price the customer can pay for his choice of an outstanding table model, console or radio-phonograph combination.

For the main radio in your home, there's nothing finer than a  
**STROMBERG-CARLSON** ROCHESTER 3,  
NEW YORK  
Radios, Television, Telephones, and Sound Equipment

O. H. CALDWELL, EDITOR  
480 LEXINGTON AVE.



M. CLEMENTS, PUBLISHER  
NEW YORK 17, N. Y.

## TELEVISION MEANS BUSINESS—AND JOBS!

At Washington, during the FCC allocation hearings, there has come out into the open, a deep-laid plan to hold television back for years, by moving it off its present radio channels—in fact to banish television to the Siberia of the ultra-high frequencies—there to start all over again, working out a new and questionable existence!

Those who would delay television's coming declare unctuously "for television's good" that "television needs more lines and wider bands"—ignoring the testimony of television engineers that (1) the present 525-line raster is not yet 70 per cent utilized or (2) that present video channels are the very best we know of for the purpose.

### Why They Seek Delay

And who are those who would delay television another five years by banishing it to the upper frequencies? Each critic, it may be found, has some present lucrative activity which the early coming of television would hamper.

Yet these enemies of television are listened to—instead of heeding the men who have poured engineering genius and venture capital into developing television. (What would have happened to the young automobile industry a generation ago, if the carriage and bicycle makers' objections had been heeded, and the Fords, Duryeas and Chryslers not even given a chance to demonstrate what they could do?)

### Waited Five Years Already. Five More?

Already the patient, untiring workers in television have been held up five years since television's 1939 "launching" (a start which government ukase and war later cancelled). If, postwar, television men are again required to begin all over again, on new ultra-high channels where there is yet little experience in producing sufficient power or setting up adequate circuits, and where they must develop new systems and new standards, another five years will elapse before television can even get started! And so on, interminably!

And this will mean a five-year (or longer) delay in employment of hundreds of thousands, as well as a five-year delay in an invaluable new public service and enrichment of American home life.

Television offers tremendous new-job opportunities, if allowed to develop. In support of this, let us look at radio's past record as a producer of employment.

### Let's Look at the Record

The radio broadcasting industry since 1920 has produced at least 18 billion dollars worth of employment—or 30 billion man-hours of jobs—all created out "of the blue"! Doing business at the rate of a billion dollars a year in the last prewar year, this means at least 600,000 people employed—both directly and indirectly.

And now television, right on its present channels, has a potential employment-creating value at least equal, if not double, that of present radio broadcasting.

This means that television can shortly be creating 30 to 60 billion man-hours of new employment—spread among half a million or more men and women, beginning immediately after the European hostilities cease, when four million workers will be in search of jobs. Six hundred thousand or more new jobs will be created as television gets under way.

### Television Is Ready, Now!

"Television is ready" is the united verdict of engineers and manufacturers—of both the "monopolies" and the independents—who have provided 90 per cent of the capital invested in the new industry, and who are eager to get it started immediately postwar. (Even FM will be stimulated as the new television sets become widely distributed, capable of receiving FM during non-television hours.)

Television is ready to provide acceptable pictures right off—and to continue the pioneering and improvement which every other new art has experienced as it got under way.

Television is ready to form the foundation for a postwar billion-dollar industry that will serve millions with visual information and entertainment.

Television is ready to provide employment for over half a million people in factories, stations, distribution houses, retail stores and service.

The present television channels are ample. The present television art is adequate for a flying start, with progress to be made as we go ahead.

Television is ready now!

Television means jobs.

Television means business.

### THE RADIO SPECTRUM IN TERMS OF JOBS

Already "Out of Thin Air" Radio Has Created 600,000 Peacetime Jobs. Television Will Create 600,000 More. Those Who Now Delay Television Are Holding Up Vital Postwar Employment.



# RADIO, Appliances, Music

**25% PRICE INCREASE** on home radio sets and combinations, compared with pre-war, is demanded by many radio manufacturers to cover higher production costs. OPA officials counter these demands with insistence on no price increase. Meetings now going on are hoped to result in compromise on at least 12½% price increase.

**TELEVISION SETS \$150 TO \$395** were promised by Thomas F. Joyce of RCA-Victor, in asking FCC for "continued green light" on commercial video. Already designed for present channels, minimum direct-viewing table-model tele sets would start at \$150. Large projection-screen sets, incorporating AM and FM, would be offered at \$395.



**NEW ARMY OF AMATEURS** is predicted postwar by many radio men, who see tremendous crop of ham enthusiasts developing from the hundreds of thousands of men trained for radio and radar. Estimates have it that hams will number double or triple former 80,000 figure.

**TWO BILLIONS IN RADIO SURPLUSES** may have to be distributed. Plan will be in each case to return goods to original manufacturer who will divide it into four classes: 1. Articles meeting Army-Navy specs. 2. Goods in condition for immediate sale to civilian market. 3. Articles which can be repaired or refurbished for civilian sale. 4. "Hopeless junk" which must be disposed of on poundage basis. All titles remain with Defense Supplies Corp. until goods are sold—the manufacturer acting only as agent, and receiving from DSC a commission for handling and selling.

**AFTER "V-E DAY"** STILL 50% to 60% of radio production will be needed for the Japanese War in the Pacific. So rapidly are improvements being made in military radio and radar, that apparatus is often obsolete before reaching the front. This means constant replacement of vast equipment, and explains why radio-electronic industries may be very last to be finally reconverted to civilian output.

**CONTRACT TERMINATIONS** are biggest problem facing industry in days ahead. Already 750 terminations have been carried out, but 12,000 more remain to be put into effect on VE-Day. Electronic manufacturing has now reached peak-point when plans for meeting conditions after termination must be made, or "general bankruptcy may be faced" in words of one manufacturer.

**ADVICE TO APPLIANCE MAKERS** comes from prominent retailer, who declares that factory representatives should canvass the retail stores and see what items *have not sold* during the present period of critical civilian shortages. "Unless the makers of these devices redesign their products, or introduce radically new improvements the customer can understand, we're certainly not going to buy a dime's worth more of the items which have been warming our shelves during a period when the public is supposed to buy *anything*," is the way this merchant expresses himself.

**MANUFACTURERS, JOBBERS, RETAILERS** look for record players of all types to go over the sales top when production gets under way. Reasons: 1. Great new interest in records, which radio has brought about. 2. Wearing out of present equipment. 3. Previous low-saturation point of record-playing equipment as viewed in connection with present demand.

**22,000,000 TUBES** will reach the public during the twelve months of 1944. Of these 18 million were scheduled by WPB; another 4 to 4½ million were military rejects. WPB predicts a slight increase in deliveries of civilian tubes for fourth quarter, as compared with third quarter, which saw somewhere between 4½ and 5 million tubes shipped.

**RADIO-APPLIANCE BACKLOG** statistics, compiled by OPA, show that if the 1941 production rate had continued, radio companies have foregone the production of 41,100,000 radio receivers in 1942-3-4. Stating that this does not necessarily reflect the present demand for radios and other listed products, OPA nevertheless states that "beyond question we have the greatest accumulation of demand for consumer goods in the Nation's history. Totals for some other products, arrived at on the same basis: Refrigerators 10,500,000; washing machines 6,042,000; vacuum cleaners 6,351,000.

**FIVE BOTTLENECKS ON HOME-RADIO** production after VE-Day are enumerated by John Creutz of WPB's Radio-Radar Division. He sees serious shortages in tubes, transformers, electrolytic condensers, vibrators, and speakers, as holding down home-receiver output, even after all official restrictions are lifted.

**LISTENER WOULD PAY FOR "FM MINUS ADS"** under new plan proposed to FCC by Muzak, the music-distributing corporation owned by Bill Benton (ex-Benton & Bowles, now executive head of University of Chicago). By paying \$1.50 to \$2.50 monthly, listeners would have choice of three FM programs (none carrying any advertising). "Pig-squeal" device would prevent unpaid listeners from getting these subscription FM programs. Plan gains importance from rumor that Chairman Fly will be legal counsel for Muzak following his retirement announced for November fifteenth, when he rejoins his old law firm, White & Case, at New York.

# and Television TODAY

**MORE NEW HOME RADIOS**—Add to the list of makers of home radios who will be ready postwar (appearing on page 118 of our October issue) the following:—Globe Electronics, Inc., 295 Madison Ave., New York, N. Y.; U.S. Television Mfg. Co., 106 7th Ave., New York, N. Y.; V-Lectrical Engineering Co., 828 N. Highland Ave., Los Angeles, Calif.; Megard Corp., 1601 S. Burlington Ave., Los Angeles, Calif.; Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York, N. Y. Note also that the correct address of Freed Radio Corp. is 200 Hudson St., New York, N. Y.

**PARTS-JOBBER'S PART IN VICTORY** was emphasized by Bob Sprague at Chicago Electronic Conference last month, pointing out how, during dark days of war, parts jobbers were able to deliver from stock many items urgently needed by manufacturers and research laboratories. "Because of the jobber's know-how, components were used to better advantage, and substitutions made more intelligently."

**JAPS BUSY** redesigning a lot of their radio-electronic equipment, reports from Pacific indicate. They obviously have learned some things from the Germans, as well as from our captured equipment.

**MOE-BRIDGES CORP.**, Sheboygan, Wis., for over 25 years lighting-fixture manufacturers, and presently engaged in war production work, will enter the electrical appliance field after the war.

**TELEVISION ON PLATTERS** is new promise coming from Packard Mfg. Co., Indianapolis (owned by famed Homer Caphart). Foreseeing that future television programs will be on air only few hours nightly, Packard engineers propose to supply public with television disc-recordings to be used for off-time fill-ins. These tele records would be played by set-owner on phonograph attachment, delivering television "shorts" and news releases for viewing on video-tube. (P.S.—Television engineers seriously question possibility of satisfactory pictures this way.)



**POCKET RADIOS** for business men are being designed by several makers. Sets will weigh a few ounces, be no larger than a note book, but may be priced pretty high at the start. "Fountain-pen" or "wrist-watch receivers" would be ultimate, but none is yet announced.

**TRANSMITTER-TUBE SURPLUS**—first expected to gum up market for ten years—now appears less dangerous. Several non-radio makers, it seems, turned out tubes with only 500-hr. life, which tubes were rapidly used up, pulling down overstocks. Tube surplus will be returned to makers to be distributed under Defense Supplies Corporation plan, but since tube newcomers may be out of tube business postwar, leaving their orphan stocks to be dumped, fear of resultant price-cutting overhangs whole market.



**"TELEVISION SETS ARE PRICELESS,"** or so it appears to anyone trying to buy a prewar set from a present owner. One maker offered refund of full retail price for any old set, whatever condition. Out of several thousand tenders, he got only one set, the owner explaining he gave it up only because set was to go to veterans' hospital. Another tele owner demanded \$1,500 for his set, specifying offer must be accepted in 24 hours. Apparently "them as has, likes their television, right now!"

**THERE'S NOTHING FINER** than U.S. military radio equipment in any army anywhere, declared General J. V. Matejka before the Electronic Industry Conference at Chicago in October. Electronic devices, remarked the General, have progressed the equivalent of 20 years' normal research, since Pearl Harbor. Jap equipment, he added, has shown steady improvement, revealing need for ceaseless research on our part.

**EXPORT CONFERENCE, NOV. 16,** at Hotel Roosevelt, will gather together principal exporters of American home radios, to make plans for postwar foreign business. Walter Coogan of Sylvania will preside, and guests will include WPB's Lew Chattan and S. H. Levensburger.

**ESTATE STOVE CO.** of Hamilton, Ohio, which for many years sold exclusively direct to utility companies, is now setting up a national distributorship, through jobbers, to sell to independent retailers.

**"ELECTRONIC WAR OF 1941-4X"**—that may be the way future history books will refer to present struggle in which electronic aids and weapons are daily becoming more and more important. "Electronics fights on the side of the best engineering talent," declares a famous U.S. general—reminding us that the need for constant electronic improvement is still the all-out imperative.

... this

**Nation's Dealers Angle for Sales  
in Face of Shortages; Seek to  
Maintain Good Will Through  
Friendly Service, Stressing  
Holiday Spirit**

● Another Christmas season is at hand, but it will be quite different from recent wartime Yuletides. For this will be a sort of "in-between" Christmas, with merchandise scarcer than ever before, but with limited or full production of civilian goods looming brightly ahead.

Radio-appliance dealers look on the coming holiday season from viewpoints varying with their present methods of operation. For example, the organization on all-out service basis today, and possibly loaded to the hilt with work, will often do no more than dress its show window as a goodwill gesture. On the other hand, the dealer having records or other merchandise for sale, will want to cash in on timely buying activities, and will therefore expend extra effort on Christmas sales promotion.

One retailer who has a good showroom and considerable window display space is taking on a temporary line of toys, dolls and novelties, which will be dropped.

Some radio shops are offering to repair and renew customer sets intended as gifts. In addition to renovating receivers, many dealers are offering the same services on major and minor appliances.

One leading retailer in a large city has launched an active campaign to secure his share of the Christmas business, offering a \$69 "package" of records and accessories designed as a gift for children from kindergarten age up to about fourteen years old. This package contains a record rack, a record cabinet, a well-known book on music, special albums of records and a select group of single discs.

In offering the \$69 package unit, the shop management feels that prospective customers who do not care for the selection will at all events be customers for other records. An offer to "mix" the stock assortment in the "package" unit will be put up to the customer.



# Christmas

Many dealers are planning to employ sound equipment to bring in extra revenue this season, renting systems for church services, school programs, etc. Others are going to set up loudspeakers in front of their business places and play Christmas music via radio and phonograph, where local ordinances do not prohibit.

One large dealer near New York will give away movie-theatre tickets during the holidays. Two tickets will be given with the purchase of a certain number of classical records or albums. This is smart promotion since it boosts the sale of records which are in fair supply and which represent greater profit to the merchant. It is easy to sell the "populars" in his locality, this dealer points out, but it takes promotion to merchandise classical numbers.

Since the popular records are in great demand and the supply limited, more and more dealers are pushing operas, symphonies and specialties in records. Some merchants are making up special gift packages, comprising a number of discs by the same artist, discs of the same type, and opera selection groupings.

With some sort of civilian production seeming near at this time, many retailers are bringing out stocks of appliances they have been "nursing" and rationing, and are planning to offer them all for sale this Christmas. They do this upon the premise that many models of such appliances will be superseded even under limited production.

Whether he wishes to increase his sales or merely hold his customer goodwill, the dealer should do something about this "in-between" Christmas on the way here. Customers will appreciate a gift card from the dealer who used to sell them dependable home conveniences, and who now may be rendering efficient maintenance on such appliances. The receipt of such card will remind the customer that the dealer values his friendship and is still doing business at the old stand.

Clean, bright and timely displays of such merchandise as the dealer has to sell this Christmas will not only promote sales but will stimulate goodwill, which is right in keeping with the spirit of Christmas — even a Christmas not "as usual."

\*Central photo is wartime Christmas window decorated by radio-appliance dealer Mark M. Marks, Radio Sales Corp., Millburn, N. J.

# Appliance Display

CTRIC •



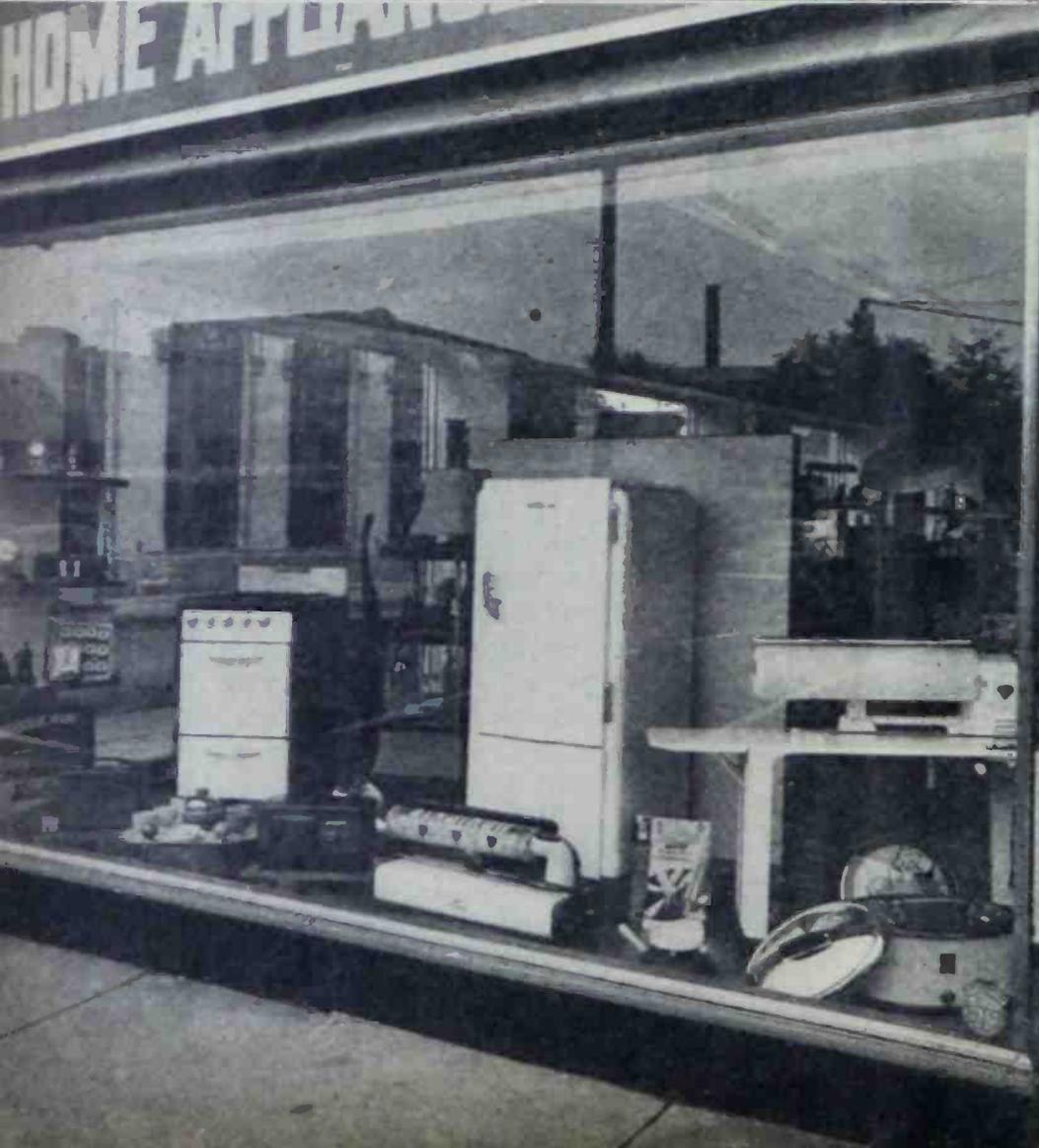
## **Dealer Modernizes Now. Plans Postwar Television Theatre, Modern Kitchen**

● Raymond Kline, owner of Ray Kline, Inc., seen on the cover of this issue, has taken definite steps to insure a strong postwar position for his long-established radio-appliance business.

The first step taken by Mr. Kline was to secure one of the best locations in White Plains, County seat of prosperous Westchester, New York, with a trading area embracing about 100,000 people. In the spring, Mr. Kline moved to his present store at 33 Mamaroneck Ave.

The second step taken by this progressive dealer was the launching of a store modernization program, now almost completed. The interior has been renovated to present an attractive appearance, and to afford the utmost in customer and clerk convenience.

The third step, and a most impor-



**RAY KLINE INC.**  
ELECTRIC APPLIANCES

Customers are interested now in their own postwar purchase plans. Today, Ray Kline, above, agreeably answers all questions, makes suggestions, and builds goodwill for future sales. ← Kline's current show window. Insert shows new front now being installed.

# For M-DAY\* SELLING

tant one, according to Kline, has to do with good-will, and is now being carried out. This plan consists of rendering the best possible service to present customers and the attraction of new customers to the store through advertising. Other plans include the setting up of a modern kitchen and a television theatre.

The showroom interior is illuminated by fluorescent cove lighting. The ceiling is white, the side walls pale blue, decorated with a blue, white and yellow band. The floor is covered with maroon linoleum. Island displays of merchandise are placed at intervals along the center of the floor, with used mechanical refrigerators flanking one wall. Since there

are no "backs" to the windows, merchandise displayed in the show windows may be seen and examined from inside the store as well. Items, such as radios, washing machines and small appliances are displayed upon blue wooden pedestals.

The wrapping counter, upon which the cash register is placed, is at the rear of the store, and just in front of the open entrance to the business office, which is behind a partition.

The repair shop and storehouse is in the basement.

Modernistic shelves and small metal and wooden stands display a number of electrical traffic-building appliances, as well as colorful gift items of glass and metal ware.

Kline's storefront commands attention from a number of directions. A modernistic upper front has been added to the exterior, as seen in the accompanying illustration. This is constructed of Masonite and has raised wooden letters. The show windows face Mamaroneck Ave, and also run for some distance along Martine Ave. All parts of the store interior are plainly visible from the street.

The narrow frames of the show windows are chromium plated. Windows are about a foot higher than the sidewalk. Items on display are illuminated through the use of spotlights suspended from the ceiling inside the store.

*(Continued on page 116)*



\* Merchandising Day, the day when the dealer will again have new merchandise available for civilian purchase.

◀ Architect's drawing of store exterior on Martine Ave. ▼ In beautiful interior just completed, Kline describes his postwar plans to one of Radio & Television Retailing's editors.



# Dealer Specializes in

from Picnics and Politics



Rita adjusts phonograph pick-up arm on his equipment at a local industrial plant outing.

● First in business, first to help in time of disaster, and first in the hearts of his fellow citizens . . . could apply to Anthony (Tony) Rita, one of Hartford's top-flight soundmen, dealer in records, and salesman of radio sets and service in prewar days.

Owner of Paramount Radio & Sound, 145 Main St., he carries the legend on his red, white and blue letterhead: "The Voice of Paramount," and the voice of Paramount figuratively extends for a radius of 50 miles around Hartford territory via rented and sold sound equipment installed and maintained by Rita.

## Lucky Hit With "Bingo"

In radio since 1922, both selling and servicing, Tony Rita started in the sound business in 1936, when he went after and obtained the installation of P.A. equipment at the bingo affairs in this Connecticut city.

After that, more jobs followed. Among the first was the setup of public address at the American Federation of Labor state headquarters. In this installation Rita used Magnavox mobile job consisting of two speakers and one Electrovoice mike. This portion of the equipment is still in operation. Now he has installed a 70 watt setup, with all rooms in the headquarters wired for amplifiers and adjusted to the same levels, through matching transformers.

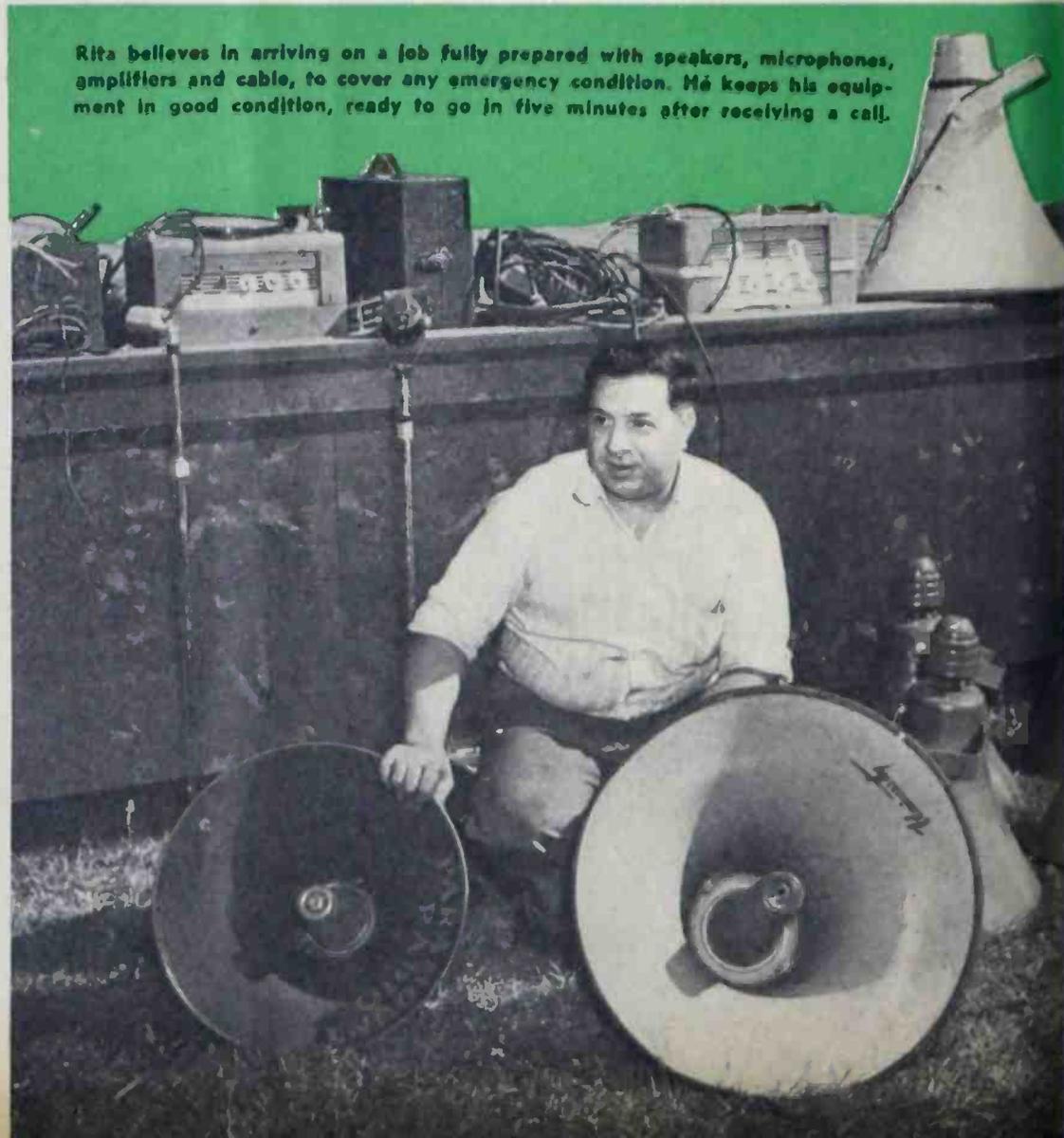
Mrs. Rita, a technician in her own right, operates the Labor Temple equipment at the regular Saturday night meetings. The Bogen-built amplifier has four mike input channels and volume expansion and compression. There is remote control and dual 35-watt audio channels that can be used in parallel to make it 70. Can be used four ways—from central room to each room individually, from central room to all rooms at once, and from individual rooms to central room. This permits "question-and-answer" and joint discussions. The speakers and mike cables are all in conduit.

Tony Rita also found other jobs in sound to be done in his community. The annual horse show at Sage Park in nearby Windsor was an all day job for the mobile unit. Tony's truck has two turntables 10 inches in diameter and uses University reflex speakers. These speakers can be adjusted to any position and to a 360 degree arc for full coverage.

Two Jensen concert speakers (high fidelity) are built into the sides of the truck, using four inches of insulation material between body and speakers. Using the amplifier as a normal bass, the speakers require no bass control.

## Variety in Jobs

E Awards afforded other sound rentals, and Tony went after them in his territory. Social outings for many of the large plants in this section also meant work for Rita, and add



Rita believes in arriving on a job fully prepared with speakers, microphones, amplifiers and cable, to cover any emergency condition. He keeps his equipment in good condition, ready to go in five minutes after receiving a call.

# SOUND



## Colored Systems for War Plants

to that Bond drives, and political campaigns for both state and national elections and we can understand how Rita finally got it across to his area that he was ready for sound work of any kind. Both Christmas and Easter outdoor services at various of Hartford's churches and institutions were also good opportunities for this dealer.

### Solves "Coverage"

During Christmas week at Hartford's Institute of Living, a large hospital with grounds covering 35 acres, Rita put in a sound installation for playing Christmas carols. Using an automatic record changer, he tapped in their Hammond organ, feeding his large amplifier. Three loud speakers were used, adjusted 250 feet in the air atop the highest building on the grounds. The carols could be heard for one mile.

Rita also set up sound for the annual soap box races. On this job



This outfit for the workers and their above, was 150 watts. A steel plate between two trees 50 feet apart on No. 14 wire ran from speaker trans rear of the stage.

families, sponsored by Pratt & Whitney, used Rita's sound equipment. Total output of 6 speakers, was drilled with holes around the outside edge to mount the speakers. Speaker cluster was suspended 1/2 inch steel cable. Four lines to the trees kept speakers from turning in the wind. Three lines of formers and matched two speakers on each 500 ohm line to each 50 watt amplifier set up in the



he covered 1600 feet with seven horns, one line and duplex, two amplifiers—one at top of hill and the other at the finish line.

Tie-ins with local moving picture houses afforded him plenty of publicity; using the truck to drive around the city, he played records of songs from featured movies. Local department store fashion shows were also a source of sound business.

On top of all this, Tony found the time to teach the science of radio for five years at his local Good Will Club, a charitable organization supported by the city's leading business men with the aim of keeping young people off the streets and teaching them a useful trade.

### Ready to Help

At the circus fire disaster in Hartford this past summer, Rita was there almost as quickly as the police them-

selves. Setting up his truck at a strategic corner of the circus lot, he helped direct traffic, assisted in quelling the panic of the crowds and relayed announcements of the rescuers' findings in their heartbreaking search among the casualties of this tragedy.

### Always Prepared

How does he get all this work done? Tony Rita keeps everything that he will need for sound jobs ready. No delay in getting started. He can be ready to go in five minutes! That's his answer.

One of the first to do the missionary work on Admiral radios in his territory, Rita remains interested in radio sales and service and has many plans for postwar selling. One of his first steps in this direction was to open an additional store in Hartford.

(Continued on page 116)



◀ Exterior of one of Welburn Guernsey's Tampa, Fla., stores commands attention of prospective customers. ▶ (Page 37) This large display of radios consists of trade-in jobs only, formerly featured in the "used radio" store. Below, interior of the Tampa headquarters store at opening.

largest exclusive radio chains in the United States, now operating in four Florida cities. The firm's peak volume, prior to the present world conflict, reached a million dollars a year, and its branch in Orlando, a city of 35,000, has been doing a volume of about \$100,000 a year.

Before going into the early history of Guernsey's Associated Radio Co., it is interesting to note how the organization is managing to prosper now. In seeking the answers, several obvious factors crop up, as follows:

- 1 Resourcefulness to find huge stocks of new merchandise under present conditions.
- 2 The owner's willingness to employ new ideas.
- 3 Insistence on rapid turnover.
- 4 Low overhead (has done a million-dollar-a-year business with only 40 people).

## Rapid Turnover

### Huge Stock of New Receivers, Plus Super Service, Rings Tills in Welburn Guernsey's Stores in Florida

● "We Have Brand-New Radios—Portables, Consoles, Combinations."

The young man whose firm, Associated Radio Co. in Florida, is today using such alluring advertising phrases as the above, despite only too-well-known shortages, is the same Welburn Guernsey whose close friends told him that he was "tetched in the head" when he started in the radio business in 1931—"especially in Florida," they added.

However, Mr. Guernsey not only weathered the Depression, and is weathering the present era of merchandise shortage, but he made real money during the hard-times period and he's making real money now selling radios. The sets are new "converted" jobs, obtained from various sources by Mr. Guernsey. All receivers have been approved for sale by the respective government controlling agencies.

From a modest beginning in 1931, Associated Radio became one of the

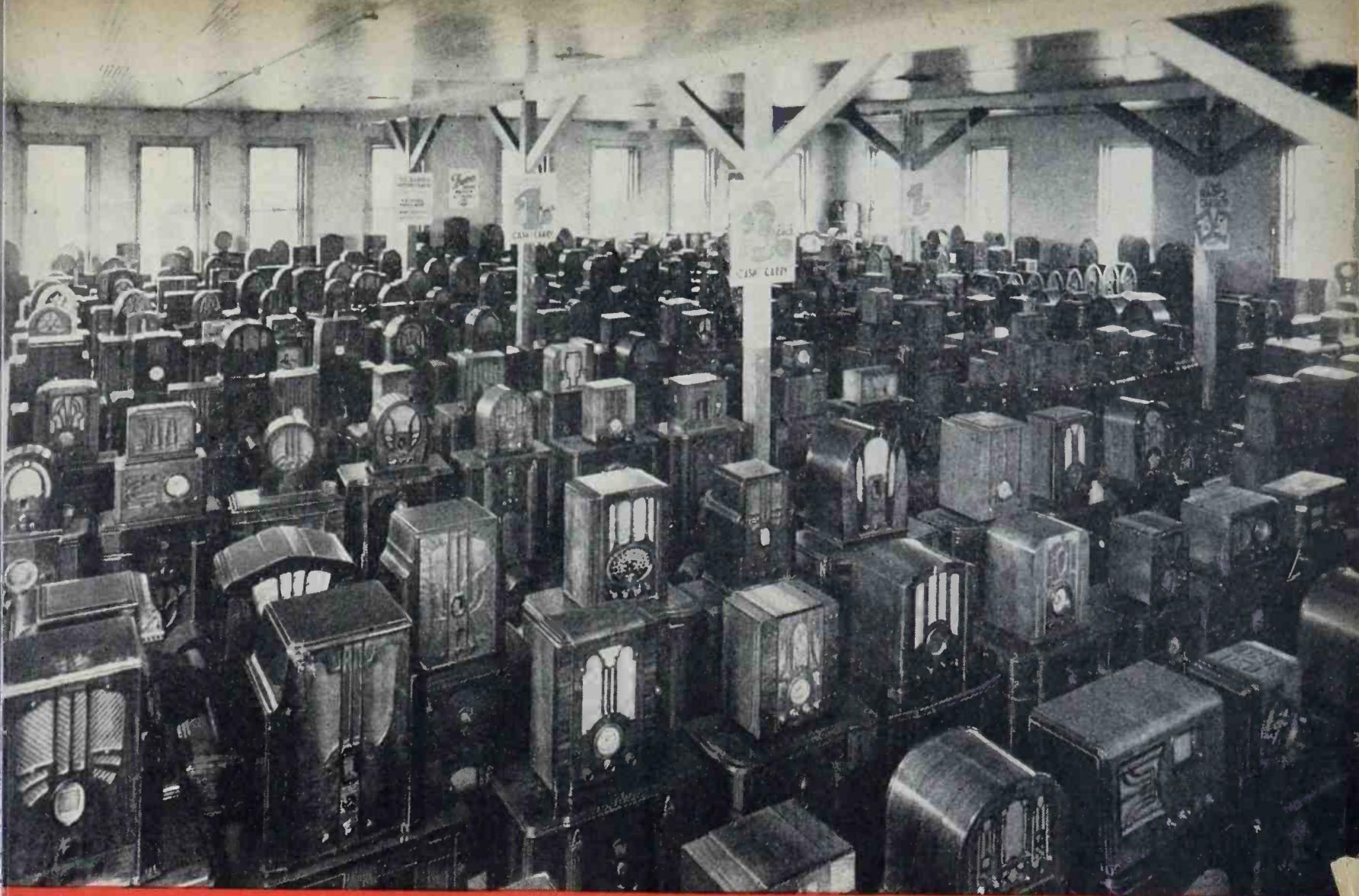
#### Welburn Guernsey's BOOMING BUSINESS is founded on:

1. Resourcefulness in finding radios to sell
2. Willingness to employ new ideas
3. Insistence on rapid turnover
4. Low overhead costs
5. Ten per cent for advertising
6. Speedy, dependable repair service

- 5 Consistently spends 10 per cent of sales in advertising.
- 6 Pays substantial salaries to all salespeople (employs no "outside salesmen").
- 7 Believes in and practices speedy, efficient repair service, and operates on a money-back guarantee.

Mr. Guernsey had been a commercial artist practicing his profession in Indianapolis, Ind. He had no idea of engaging in the radio business, but fate intervened when a friend of his borrowed a thousand dollars from him and gave as security a number of radio chassis of questionable value. When payment on the loan lapsed, Guernsey found himself in the radio business. He had to sell the radios to get his money back. But radios were a drug on the market in 1930. Those dealers who were still operating establishments after a panicky year were striving to keep one step

(Continued on page 84)



**and New Selling Ideas**



# STORE LAYOUT ADVERTISING REPAIR WORK

## **St. Paul Dealer Exhibits Finished Jobs in Attractively Arranged Showroom**

• In almost every available space in the Schorn Radio Service Shop, Snelling Ave., St. Paul, Minn., there are radios waiting their turn to be put back into working condition. Window space, counters and tables, all hold the large number of sets that are brought into this shop which has established a reputation for conscientious work, turned out as rapidly as is consistent with careful reconditioning.

### **Displays Repaired Sets**

When Schorn decided to utilize his showroom for the display of repaired radios, he solved the problem confronting so many merchandise-depleted shops—what to do with this once-valuable display space. At the same time this progressive dealer discovered a way to provide room for the many receivers on hand for repairs, without letting them pile up in a hit-or-miss fashion in his shop.

While it is true that many shops are utilizing showrooms to accommodate repair jobs, some such establishments make no effort to show receivers in an orderly or attractive fashion. No so with Schorn. The serviced sets are clean, polished and carefully placed.

The display of the great number of radios to be repaired is not without value in drawing business to the shop. People who pass the broad windows of the shop can see them easily, and if their own radios need attention, are reminded that here is a place to bring them. There is the suggestion, too, that if so many radios are assembled in one shop, that shop must be popular with radio owners—it must do good work—people must have confidence in it.

Most of the work is done by the owner of the shop, B. Schorn. By working full time, he is able to turn out an average of six radios a day—

radios which need considerable work to put them back in good condition. Those which have only minor repairs move much faster, but the shop does not encourage minor repair work. It prefers to take only that work which cannot be done by the novice, but requires expert knowledge.

### **Customers Hunt Tubes**

Customers are encouraged to find their own tubes. To get adequate parts means a great deal of time saved. Some shops spend regular hours weekly making the rounds to find tubes and parts. The Schorn shop feels that those whose radios need repairs can take part of the load from the shop and speed the actual work by locating these items themselves and bringing them in with their radios. Customers have been quick to appreciate the conditions and have shown their willingness to cooperate whenever possible. Consequently, much greater time is available for Mr. Schorn to spend on actual repair service.

Customers who bring in radios leave their telephone numbers, and when the work is ready they are called, as the shop maintains no pick-up or delivery service. No completion estimates are given, but Mr. Schorn plans to have all work finished within one week.

### **Neighborhood Service**

Most of the work done by the shop is from the immediate neighborhood, in which Schorn has been located for 7 years. This gives a personalized atmosphere between customers and the owner which helps a great deal under present work conditions.

The Schorn shop is efficiently laid out. There are large windows running across the front, in which, in ordinary times, radio merchandise is displayed. Today, the windows promote the service end by showing radios to be repaired.

Easy chairs and tables make the

Schorn utilizes all the available space in his shop and showroom for the storage and display of radios to be repaired.



front of the store attractive. Where formerly these were used for the convenience of customers when radios were being demonstrated, today they are arranged for the comfort of customers waiting for repair service. A customer counter divides the room from the work benches, which are at the rear.

The shop is decorated in a deep blue and yellow color scheme and is always kept in an orderly condition. Service and test equipment are excellent and complete. Outside of the displays of work in the shop, no other promotion of the repair work is made because all that can be handled is now coming in.

The shop has not found it necessary as yet to close certain days as

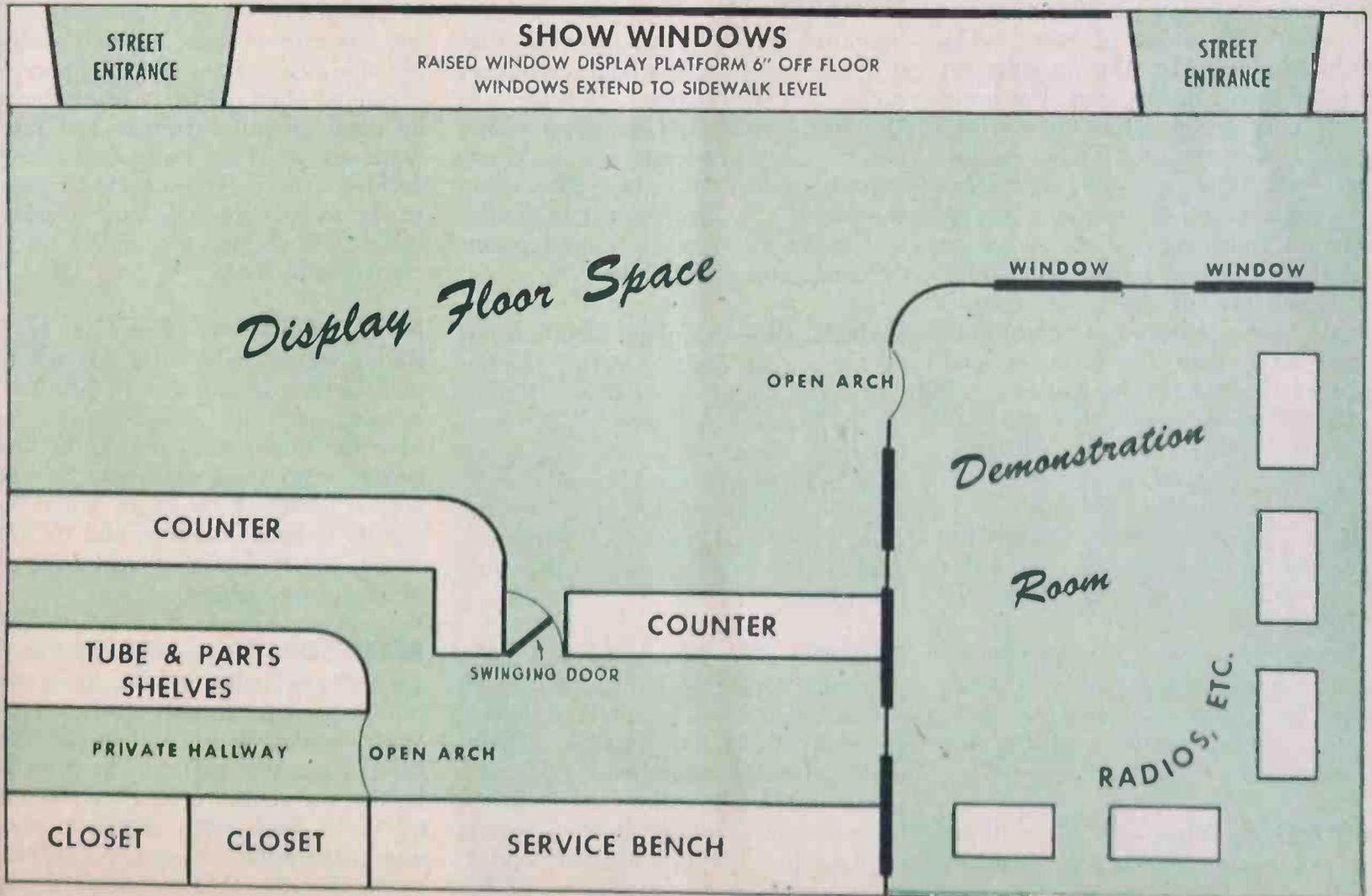


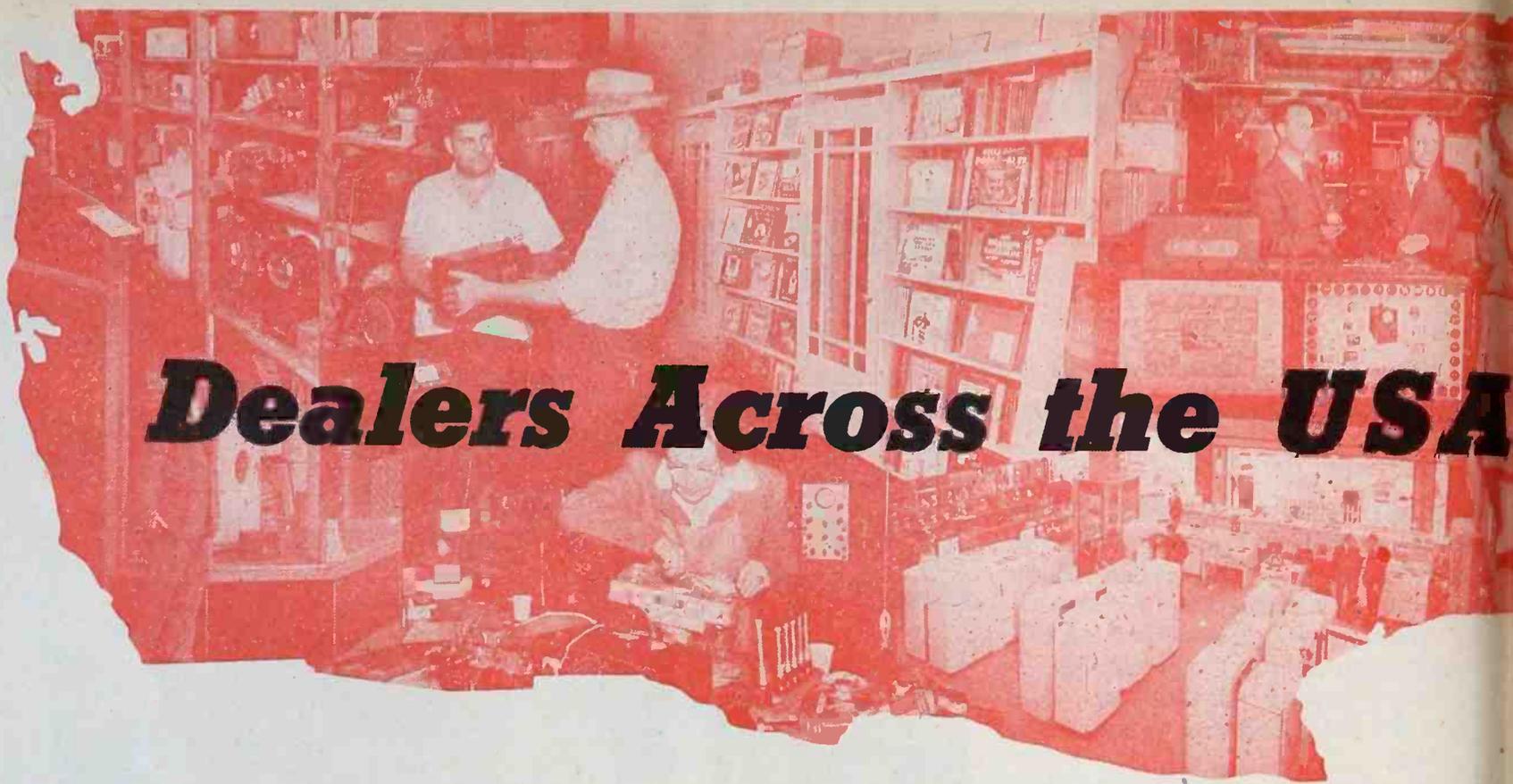
B. Schorn, left, owner of the shop, does most of his own repair work.

some other shops are doing in order to catch up with work, but according to Mr. Schorn, it may soon be necessary to do that, if the increase in demand for service continues. By

servicing customers through this period to the best of its ability, the Schorn shop will step into the postwar period with its established customers ready to make their new purchases there.

Efficient store layout is marked by large display windows, ample floor space, and compact arrangement of service department.





# Dealers Across the USA

**Prepare for Bright Future by Building Up Present Trade. Create**

**PUEBLO, Colo.**—The Martin Music Co. found that within one month after moving to a new location and installing a number of self-service record racks, its record business was doubled without any advertising or sales effort. In addition, the entire volume of the store's business increased, and holds every promise of continuing to do so. Anticipating the time when his stock of new radios would be gone, Mr. Martin enlarged his radio repair department. Formerly he had only one full time man working on radio repairs. Today he has three full time, and one part-time radio repairman, all working exclusively on repairing radios. The increased volume of repair work plus the abundance of sales of reconditioned used radios has materially helped strengthen the business, and make up for lost radio set sales.

Mr. Martin designed his self-service record system, and in addition to the popular releases, he has a section for Spanish records, and another for children's records. Blank records for home recordings are another big seller Martin finds, and these are stocked in all sizes.

A complete stock of Mexican goods, taken in specifically for the Christmas trade, has proved to be extremely popular, with the items selling the year round.

**WABASHA, Minn.**—A big milking machine repair business is done by the Beeman Hardware Co. in addition to many washing machine, vac-

uum cleaner, electrical appliance and other repairs. The store has a woman manager, Miss Eileen Riester, and two service men handle the repair work and some of the store sales. The store has another outlet at Red Wing, under the direction of L. Beeman, who owns both stores.

**YONKERS, N. Y.**—The Electric Servant Co., Main St., advertises that it buys, sells, repairs and exchanges radios and appliances. Chester A. Wagner, owner and founder, makes use of all the newspapers in Westchester county for his advertising campaign. A large stock of radios and appliances, both new and reconditioned, are on hand here.

**OLNEY, Ill.**—A unique card, put out by Drew, the Radio Doctor, reading "Wanted Dead or Alive — Radios Guilty of Causing Trouble," has been creating much favorable comment. The orange and black card attracts attention, the headline is startling, and the reward offered of prompt guaranteed radio service is the successful sale clincher.

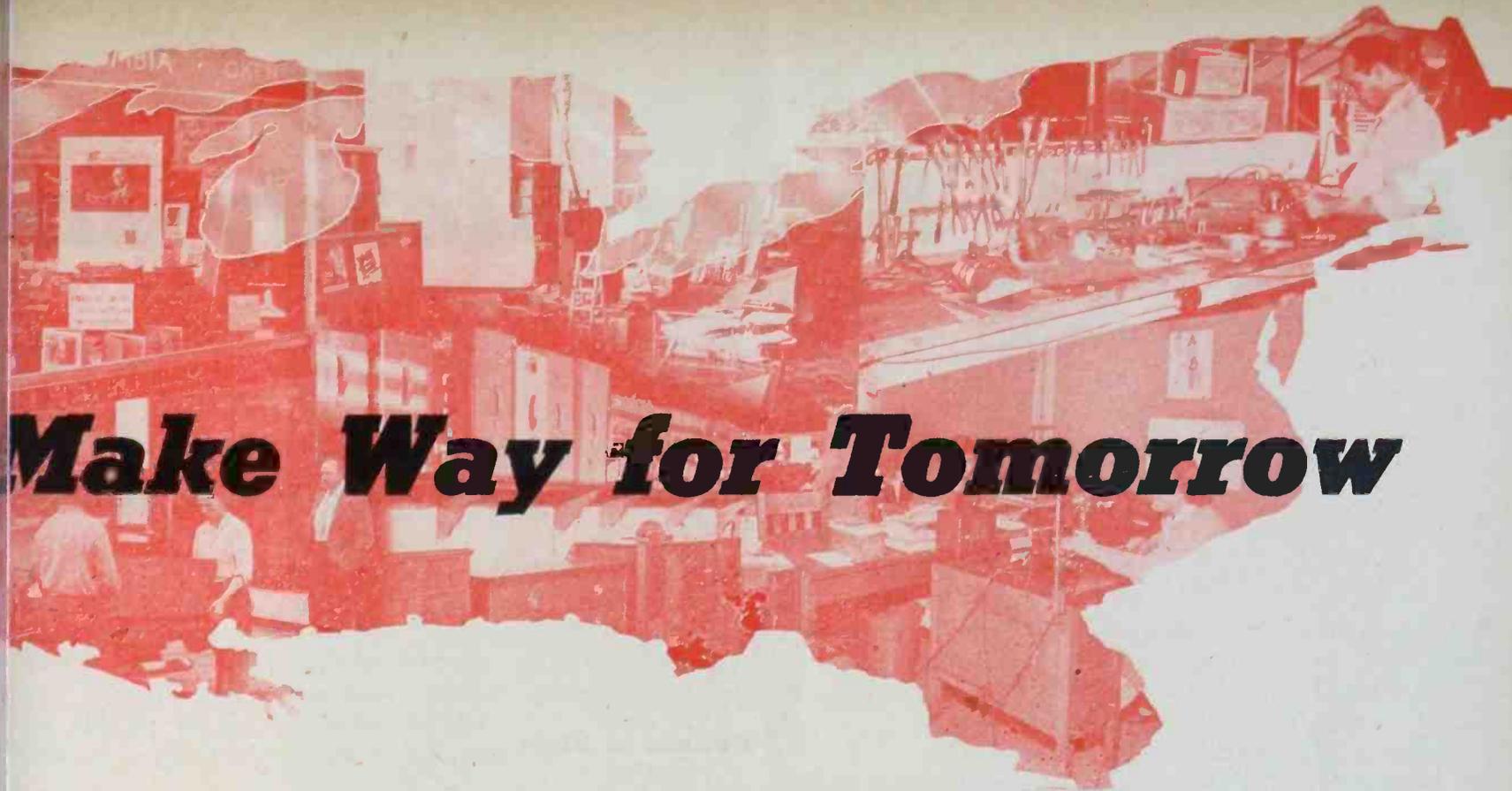
**KEYSER, W. Va.**—Matthew W. Minnick, owner of Minnick's modern Radio Shop, is one of the many dealers eagerly awaiting M-Day. Previously Minnick's handled Philco and General Electric radios, refrigerators, irons, toasters, and a variety of washing machines. The store now concentrates on its wartime sidelines of gas ranges, linoleum, pottery, and paint.

A unique sideline that has proved successful is the addition of a flower shop in the store.

**BIRMINGHAM, Ala.**—A flurry of activity in the appointment of new radio dealers is reported in this section of the South. This may be just the start of the "battle of the brands" as manufacturers and distributors vie for favorite outlets. Retail outlets are also busy making plans. Space for expanded showrooms is being rented by repair shops, furniture and hardware stores. Many radio dealers have decided to enlarge their pre-war stocks to include automatic washers, home freezers, and a complete line of electric appliances.

**NEW YORK, N. Y.**—The Home Radio Service, advertises through the mails telling people that if their radio is not operating satisfactorily, "we have the tubes, parts and 'know how' to put it in good condition." They keep a complete record of work previously done on the sets, and for that reason can facilitate efficient handling of all future repairs.

**BETHESDA, Md.**—A. S. Magee, of the Magee Radio Service, has a simple and complete self-service record system which he has had in operation for the last five years. The principle behind the system is to allow the customer to check every record in stock, and at the same time not to touch any of the records. Magee puts both popular and classical albums on the



# Make Way for Tomorrow

**Goodwill by Giving Expert Repair Service, and by Effective Advertising.**

shelves, and the customer selects the album desired. Single records are selected from large colored cards arranged numerically, with the name, description, and price on the card. The card color denotes the series.

**CHICAGO, Ill.**—"A firm built on honorable dealings and conscientious service," is the motto of the A. & H. Radio Service, 6254 W. Addison St. A. Lehmann, the proprietor, strives to keep this phrase, which is imprinted on all the shop's advertising, alive in the minds of all his customers, as well as his servicemen.

The shop's specialty of expert repair work brings in about \$1,000 worth of business a month. Besides Lehmann, who works at the bench himself, two full time servicemen and one part-time man are engaged in the shop.

Lehmann's postwar aim is to reopen the two radio shops he had to close because of tube and material shortages, and to continue pleasing his customers according to his motto.

**ROCHESTER, N. Y.**—The owner of Maseline Radio reports that in all advertising he notifies his potential customers that he has a—"Three day repair service—unless it's a hard-to-get tube—in that case you may have a long wait." In order to further increase customer good will Maseline tries his best to give 72-hour repair service, or a report on the set's progress within three days.

**ST. PAUL, Minn.**—Formerly a radio and combination specialty sales store, Larry's Service Shop, 882 Payne Ave., found that the decision to stock records as a substitute line has been a very profitable one. When the record corner was first installed, the store invited customers who had previously bought machines to come in and look the stock over. The response was good and resulted in a great deal of word of mouth advertising. The record business has flourished so rapidly that plans are now under way to continue to stress records in display and advertising so that Larry's will have an established reputation in records during the postwar.

**NEW YORK, N. Y.**—Sid Vorzimer is preparing for postwar sales at his new shop on Lexington Ave.

**TOLEDO, Ohio**—Tilford R. McIntire, head of McIntire's Appliance-Record-Service, has a business that is now at an all time high, despite the fact that he is confronted with the problem of more repair jobs and fewer men. He takes in from 60 to 100 repair jobs a week, and although tubes frequently delay delivery, he prides himself on getting the job out on time.

He specializes in rebuilding washers, and in order to keep the washer jobs moving along the assembly line he manufactures many of the needed parts in his basement machine shop. McIntire would like to go back into the appliance business as soon as conditions permit.



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Here is **RADIO NEWS!** ON OR ABOUT NOV. 15, 1944 **SID VORZIMER** General Manager of the Yorkville Radio Co. ON 86 ST. LEX AVE. JUNE 1943 Service to the Public Opening of the Next **YORKVILLE** ELECTRONIC & TELEVISION CORP. AUTHORIZED **RADIO** DEALERS RECORDS RADIO TUBES RADIO PARTS APPLIANCES Everything in Radio INCLUDING THE BEST **RADIO SERVICE** IN NEW YORK

Phone **PLAZA 3-2153** for **Best RADIO SERVICE** IN NEW YORK

Coming **SID VORZIMER** THE NEW **YORKVILLE** RADIO

# Records\$ Bring \$Steady Inc

## Strategic Use of Limited Space Brings Volume in Disc Sales to E. Orange Retailer

• Close cooperation between husband and wife in the operation of M. B. Ross, Inc., 621 Central Ave., East Orange, N. J., has resulted in a strong selling position in records; has kept their radio sales and service customers throughout this period of merchandise shortages.

W. C. Haigh, owner, established tops in radio sales in prewar days, and did much pioneering in television before the manufacture of this merchandise was curtailed.

In this location for the past 19 years, Haigh's extensive experience in successful independent retailing has stood him in good stead during these currently trying times.

His careful attention to operation expenses has proven the tremendous sales potential to be obtained from a

small store, if the location is good, display effectively arranged, and customer contacts built with fair dealing.

### Dollars in Discs

Second to disc sales, the service department for radio repair adds substantially to the shop's intake. With a former force of 8 to 10 servicers before the war, dealer Haigh now puts out approximately 70 repaired sets weekly with only 2 part-time workers.

The merchandising of records, both single discs and albums in almost equal proportion, has been so handled by Haigh that he has been able to maintain the same dollar volume in sales, including the service department's intake, as in prewar days.

Mrs. Haigh, a former concert

singer, contributes much to the classification of discs and albums for customer convenience in selection, and to the merchandising of records because of her exceedingly complete



← Mr. and Mrs. Haigh work closely on reorders and the selection of new stock. Mrs. Haigh's musical background and Mr. Haigh's keen knowledge of retailing make for profitable teamwork.

ome

Window arranged by Mrs. Haigh, displays variety of merchandise in quantity. Note that though window is not large, result invites sales.



Careful and regular check on inventory keeps self-service displays well filled for continued rapid turnover.

joy the adventure into new musical fields, and because they enjoy the friendly and cordial atmosphere of this record store.

Children's discs and albums are becoming more and more popular, with sales exceptionally good for the holiday season. Mr. and Mrs. Haigh both believe the sales potential for this merchandise will be exceedingly good for year-round sales.

**Tomorrow's Plans**

Postwar plans are already in blueprint form for this firm. Expansion is definitely planned and a larger television viewing room will be part of the Haighs' postwar equipment.

An airconditioned balcony will be added to provide office room. The television room and the service department will share the rear of the store. The island cash register counter will be removed to the front wall, near the door, and the entire display floor for records and radios thereby considerably enlarged. Here, again, is an instance of a retailer's careful use of every available space, combined with his ability to make his store attractive. A way to increase his sales per square foot!

Advertising is also an important factor with this dealer. He keeps his name before his old and prospective customers constantly via newspaper advertising and in the phone directory.

musical education. She can produce the record or album requested by a customer with only a snatch of recollected tune to go by.

Mrs. Haigh's avocation has been painting, and her artistic knowledge of design has been invaluable in window dressing and floor arrangement of merchandising to create the most successful in sales attraction.

Extensive Christmas promotions for record purchases are now being conducted by the Haighs by direct mail to their customer lists of past radio purchasers, and current recipients of

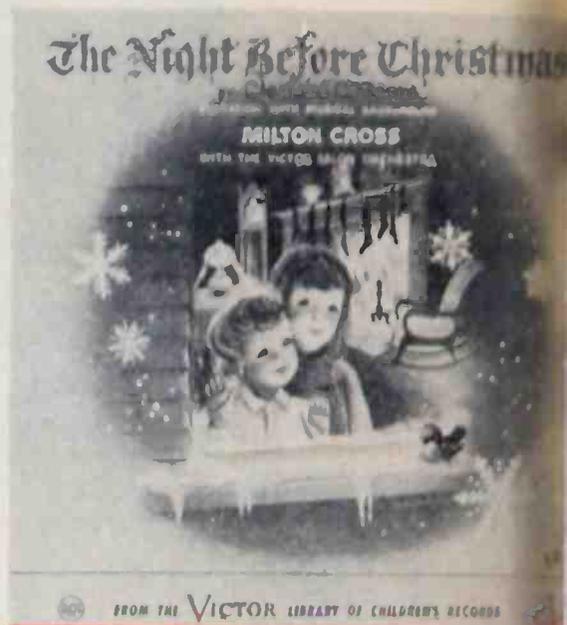
repaired receivers. Names are taken from carefully kept records of all past purchasers, and from the repair department's records.

**Increased Sales**

Both the Haighs are very enthusiastic boosters of the self-selection method of record merchandising. They find their customers make regular trips to No. 621 to buy recorded music because they enjoy browsing and making their own selections. Often these customers purchase more than they intended because they en-



# DISCS



◀ Lovely Gladys Swarthout, one of Victor's most popular vocal artists, is spotlighted as the subject of the November Red Seal display. Her portrait in color, easel-backed, is offered to dealers this month.

• When the fate of so many lives still hangs in the balance this Christmas, dignified restraint and sober thought form the tone of musical purchases, and current buying shows an increase in the sale of the classics.

Victor's Christmas Kit for dealers is a sales promotional and display outfit, bright and colorful for added attraction to any window. The kit consists of 8 gift suggestion standees, Christmas window and interior valances, Christmas title strips for Victor record merchandiser and displayer, and Victor record gift certificates.

### Children's Discs Popular

Victor also releases further successes in the children's record field. Nos. Y-7 and Y-9 are titled "The Sheep and Pig Who Set Up House-keeping" and "The Night Before Christmas". Victor is also releasing album Y-311, "The Christmas Adventures of Billy and Betty" for the 6 to 12 years age group.

Admats are available to Victor dealers to solve the Christmas advertising problem, and are equally effective whether inserted in the newspaper or sent out as direct mailing pieces.

Color poster 48" long by 18" high

is fashioned for promotion of Victor's new line of children's records, to be used in conjunction with 16-page counter book describing these records.

### Holiday Choral

A November choral recording which tops Red Seal releases is Musical Masterpiece Album M- or DM-974, 10 sides, "Belshazzar's Feast".

Movie-tie-in windows are suggested for "The White Cliffs of Dover" and "Since You Went Away".

### Memorial Album

One of Victor's most successful popular offerings is the Bunny Berigan Memorial Album, No. P-134, which includes "I Can't Get Started", "Frankie and Johnnie", and "Russian Lullaby".

You'll be glad to know Victor has put out a recording of "The Trolley Song", No. 30-0829 on Bluebird disc. The Four King Sisters and male chorus render this number.

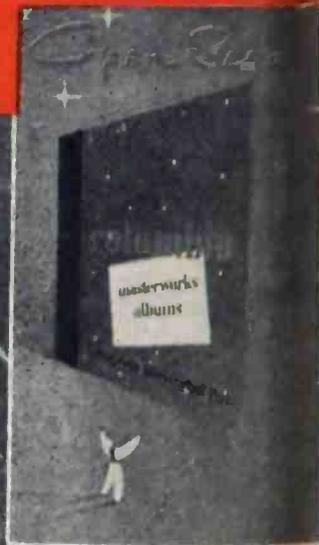
### Catalogue Redone

Columbia has already issued its new catalogue for Columbia material in 1945. A new booklet "Open Sesame" accompanies it and is an illustrated guide to the Columbia Masterworks Albums.

The catalogue has been completely revised and contains many new features, making it easier than ever to use. In addition, the vivid colors and striking designs make these two books easy to locate on store counters.

New Columbia disc No. 36753

▼ Columbia's new catalogue and separate listing of the Columbia Masterworks Albums.

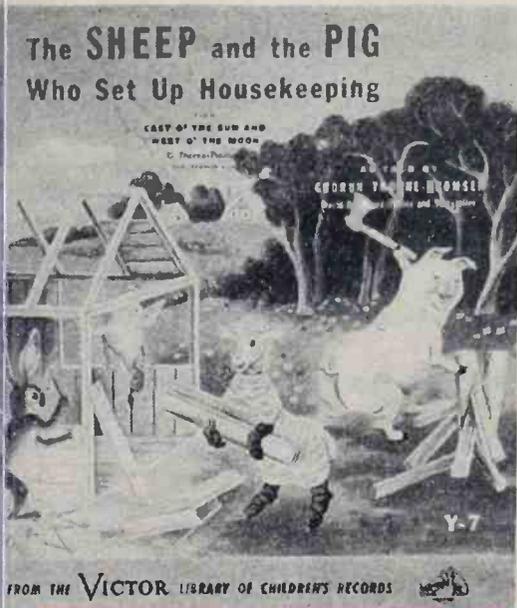


RECORD CATALOG

1945

# For Christmas SALES

Many Colorful Promotions by Record Manufacturers Give Dealers Every Opportunity to Do a Top Job in Record Sales This Season



Two new children's albums released for Christmas selling. The album covers and inserts are illustrated in color and are appealing to children. As beautiful as picture books, these add the added magic of sound.

A Capitol dealer takes advantage of the Johnny Mercer show on the radio over a national net on Mondays through Fridays in the early evening. Retailer Fred Walker of 327 N. Howard St. in Baltimore, Md., tied this in with his window display. The Chesterfield Hour has many followers who listen to this music nightly, and in turn buy Capitol records of their favorite current hit numbers.

"Don't Ever Change" and "Wish You Were Waiting for Me" is sung by Ginny Simms with vocal chorus.

### Crosby Favorites

The "Crosby Classics" album, Set A-555, is sung by Bing Crosby with orchestra and the Mills Brothers. Included in this Columbia set are many old favorites that people never get tired of hearing. Among them—"Please", "Some of These Days", "Home on the Range", and "How Deep is the Ocean". Recorded at the peak of the unending Crosby success, this set is a real collectors' item.

### Christmas Posters

Decca has plenty of Christmas spirit in its various red and green posters sent to dealers. These brightly colored streamers and counter pieces are very gala in appeal and make the purchaser think about giving records for Christmas.

Several exceptionally fine releases immediately suggest themselves as gifts. Decca's new recording of "Oklahoma", D.A. 378, is played by the Philharmonic Orchestra of Los Angeles under the direction of Alfred Wallenstein.

"The Lonesome Train", a musical

legend, also released recently, is a Decca novelty that is amusing and interesting. It has a narrator—Burl Ives, ballad singer, chorus, and is directed by the famous Norman Corwin.

### Holiday Selections

Some of Decca's new releases offer plenty of variety in the popular section and include song recordings by Eileen Farrel, The Andrews Sisters, The Merry Macs, and Helen Forrest.

Something new is Orson Welles' recording of dramatic readings scheduled for future release by Decca.

Dick Haymes and the Song Spinners have done an especially timely release of "The First Nowell" and "Cradle Song of the Virgin", directed by Victor Young.

One that promises to be a fast seller is Decca's album No. A-380, "Meet Me in St. Louis", which includes "The Trolley Song" and is sung by Judy Garland in her convincing style.

### Variety in Populars

Some of Capitol's newest include "Cuban Sugar Mill" and "Small Batch O' Nod", Freddie Slack and his orchestra on No. 172. Tex Ritter

and his Texans lend a little local color in "There's a New Moon Over My Shoulder" and "I'm Wastin' My Tears on You", No. 174. Jo Stafford and the Pied Pipers sing "I Didn't Know About You" and "Tumbling Tumbleweeds" on No. 171.

Decca's newest artist is Orson Welles, who will do dramatic readings for release in the near future. This form of recording is becoming more and more popular.



# Conferees

**RADIO & Television RETAILING'S Camera People During the Electronic Parts and  
19, 20, 21, at the**



1



2



3



4



5



6



7



8



9



10



11



12

- 1—Nate Hast, Merchandising Manager, Home Set Division, Lear, Inc., Piqua, Ohio, and William Dumont, Arthur Kudner Co., New York.
- 2—G. W. Davis, Hallicrafters Co.; G. J. Timmerman, Midwest-Timmerman Co., Davenport, Iowa, and R. W. Durst, vice-president Hallicrafters Co.
- 3—D. C. Patrick, District Manager; Paul S. Ellison, Director of Advertising, and George Isham, District Manager, Sylvania Electric Products Co., New York.
- 4—J. J. Kahn, President Standard Transformer Co., Chicago, and Samuel R. Joseph, Radio Maintenance Supply Co., Worcester, Mass.
- 5—J. R. Scanlan, Vice-President Electronic Products Mfg. Co., Dexter, Mich.
- 6—General Chairman Herbert W. Clough, Vice-President Belden Mfg. Co., Chicago.
- 7—O. A. Huber, Huber Sales Agency, San Francisco, and R. C. Reinhardt, President Atlas Sound Corp., Brooklyn, N. Y.
- 8—Stanley Manson, Director of Advertising, Stromberg-Carlson Co., Rochester, and Ben Gross, President Gross Sales Co., New York.
- 9—Henry A. Hutchins, General Sales Manager; J. H. Robinson, Director Distributor Sales; Henry Pope, Credit Manager, National Union Radio Corp., Newark, N. J.
- 10—Lee Robinson, Sales Manager, RADIO & Television RETAILING, and A. D. Davis, President, Allied Radio Corp., Chicago.

# at Chicago

Photographs a Number of Important  
Equipment Industry Conference, October  
Hotel Stevens.

- 11—Oden F. Jester, Vice-President, Meissner Mfg. Co., Chicago, and Myron S. Seybert, Seybert's Radio Co., Anderson, Ind.
- 12—Robert Williams, Sales Manager, Hickok Electrical Instrument Co., Cleveland, and W. E. Aikens, New London, Conn.
- 13—William Garstang, Vice-President, and Norman Kevers, President, Electronic Laboratories, Inc., Indianapolis.
- 14—Joseph Erwood and John Erwood, The Erwood Co., Chicago.
- 15—Alfred Crossley, President, Electro Products Laboratories, Chicago.
- 16—Tom L. Wheeler, Wheeler, Kight and Gainey, Columbus, Ohio, and Floyd W. Bell, President, Bell Sound Systems, Inc., Columbus, Ohio.
- 17—Paul Carlson, Merchandising Manager, Allen B. DuMont Labs., Inc., Passaic, N. J.
- 18—M. A. Gardner, Director of Purchases, and Oscar Dane, Senior Partner, Templetone Radio Co., Mystic, Conn
- 19—Ernest A. Syed, Andover, Conn., and A. H. Baker, Triplett Electrical Instrument Co., Bluffton, Ohio.
- 20—A. A. Foosner, Sales Manager Quam-Nichols Co., Chicago, and Harry Kalker, General Sales Manager, Sprague Products Co., North Adams, Mass.
- 21—W. W. Jablon, Sales Manager, and A. E. Stevens, Assistant Sales Manager, Hammarlund Mfg. Co., New York.
- 22—Harry Ehle, Vice-President, and Robert N. Baggs, Director Distributor Sales, International Resistance Co., Philadelphia.
- 23—Henry Kobick, Assistant to President, Webster Electric Co., Racine, Wis., Miss D. N. Spinks, Ridley's, Inc., Tulsa, Okla., and Miss Louise Ehrhoff, Webster Electric Co.
- 24—E. Tilton, Jerry Kleker and V. N. Zachariah, Thordarson Elec. Mfg. Co., Chicago.





# Overboard Deals Sink the Dealer

**Don't Let the Jungle Fever of Price-Cutting Get Into Your Blood in the Postwar Business Field**

• Those inky-black blots we all see upon the escutcheon of retail merchandising were put there by two insidious practices — “overboard” trade-ins and price-cutting.

With full-swing civilian production looming nearer and nearer, farsighted manufacturers, distributors and retailers, who see a glorious opportunity to start off with clean slates, are looking back at what caused such widespread overboard trade-in and price-cutting methods, and are wondering what, if anything, can be done to prevent a swift or gradual decline to such disastrous finagling in postwar.

A study of the deplorable retail business situation, as it existed some time before this war, reveals that over-production of merchandise in a money-shy market was responsible.

Manufacturers competed with one another in seeing which could turn out the most goods. Distributors, loaded with huge stocks, and goaded by the manufacturers, went to work on the retailers. . . .

And the retailers went to work on one another—with a vengeance!

Thus we see a simple case of cause and effect.

## Overproduction

It appears reasonable to assume that we know perfectly well that the cause of price-cutting and overboard trading-in is overproduction, and we know that the effect is profit-cutting ruination.

One only has to shop in the present market to realize that supply and demand is the controlling factor in the maintaining or the cutting of prices. Today, by and large, prices are rigidly upheld. In yesterday's market prices were cut and slashed in a wanton and desperate fashion.

No one benefits from overboard trade-ins and price-cutting. Not even the consumer! He buys merchandise at distressed prices and nearly always gets distressed service thereon. The manufacturer dislikes price-cutting. It

serves to injure his brand names and cheapens the quality of his products in the eyes of the purchaser. The distributor suffers from price-cutting, and from overboard trade-in practices, too. He frequently has to repossess stocks from dealers who have been unable to survive, and there are many other headaches for him in such frenzied conditions.

## Realistic Viewpoint

The retail merchant, operating in mad-house markets, such as we have had in the past, usually winds up behind the eight-ball with no profits—breaking about even if he's lucky, or dodging the sheriff and the wolf-at-the-door if he succeeds in putting over too many profitless deals.

Since we cannot remove the effect—price-cutting and overboard trade-ins—unless we first remove the cause—overproduction—what can be done about it all? Will legislation solve the problem? Will an increased export trade absorb over-produced goods? Will a continued prosperity provide sufficient buying power to prevent dog-fighting competition?

Manufacturers are sincerely interested in production control, with a view of insuring price stabilization in the postwar markets, and it may be that some plan or factor will eventually bring about the desired results.

In the meantime, however, the retail merchant must face actualities. He must realize that it is quite likely that he will have to take radios and other appliances in trade-in deals. He must realize that to go “overboard” on such deals will prove just as disastrous in the future as in the past.

## Unprofitable Deals

In attempting to figure out what to do about price-cutting and overboard trade-ins, the merchant realizes that the following factors—all or some of them—are the prime-movers in profit-slashing techniques:

*The retailer slashes prices or gives*

*too much allowance on a trade-in because:*

1. He needs money desperately.
2. His competitor has cut price on brand-name merchandise.
3. He fears models he has will be made obsolete by newer ones.

Knowing *why* profitless trading is indulged in, the smart-dealer will say to himself, “All right, I'll stay away from any unprofitable deal, even if my sales volume drops.”

Such a decision is the only way out,

If the dealer needs money desperately he will be better off if he borrows the money—paying legal interest rates for it—than he will be to sell merchandise at a loss.

If the dealer worries too much about the price-cutting competitor—and tries to go the latter one better—the net result will be loss of business and prestige.

## Careful Buying

What to do about out-dated models is a real headache. Probably the best plan in respect to this angle is to buy merchandise with the greatest of care and selection, with probable obsolescence rate meticulously studied, and with as much advance knowledge of how fast the line will move.

There is another insidious angle to price-cutting and going haywire on trade-ins, and this is the psychologically bad effect such practices have  
(Continued on page 84)



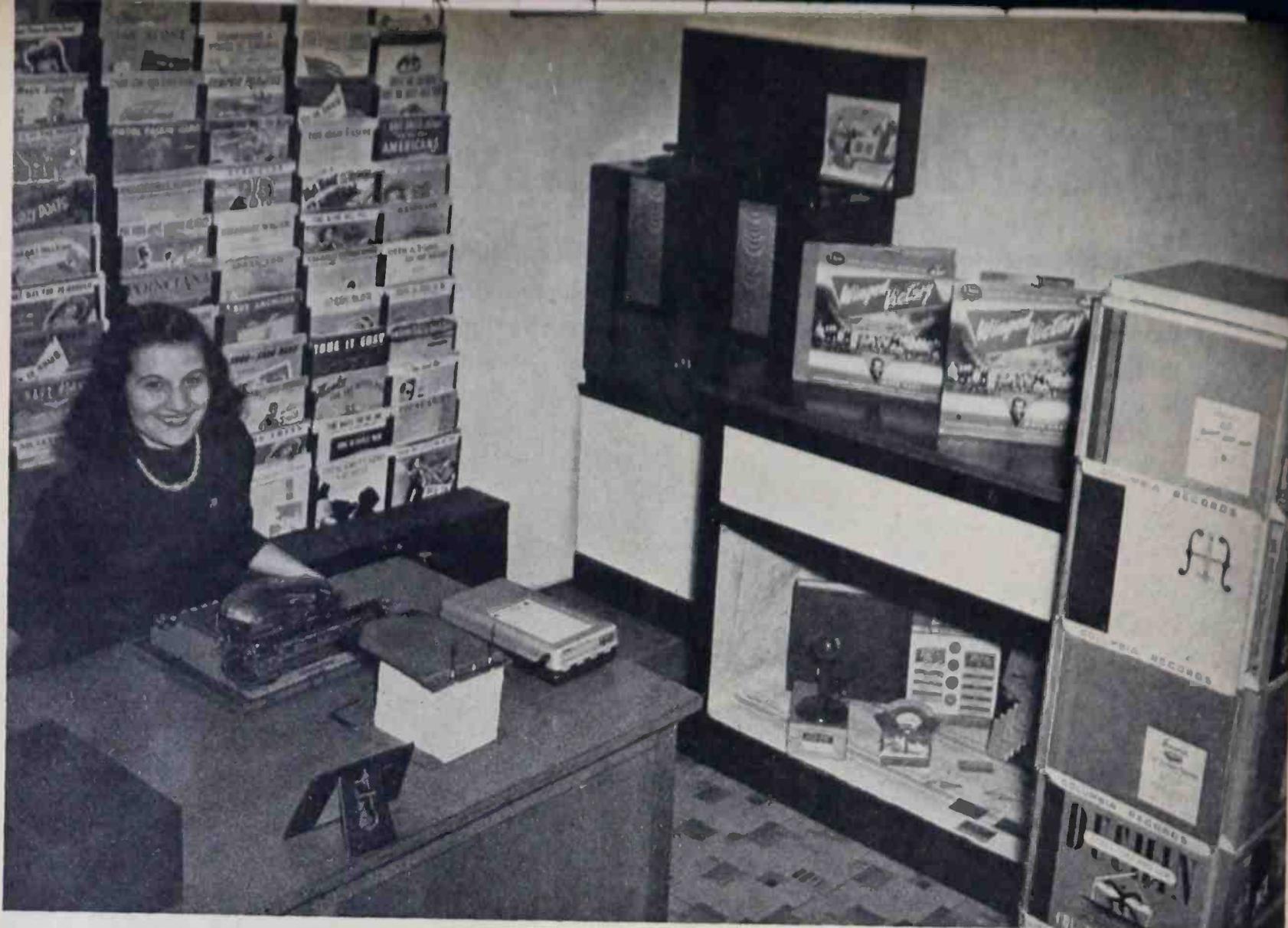
# TIME TO TALK TURKEY

Distributor and dealer franchises are being established Nationally and Internationally for the sensational new Recordio. Get your share by writing to the Wilcox-Gay Corporation for information and plans for increasing the pleasure of home recording to millions. Home recording discs now available.



**WILCOX-GAY CORPORATION**  
CHARLOTTE, MICHIGAN

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



Sarah Lucian, assistant at Drexal's, runs the shop during the day while its owner works at a near-by war plant.

# Substitutes Save Business

**Drexal McCabe, W. Va. Dealer, Features Records and Service to Augment Shortages in Stock. Profitable Combination Keeps Store from Closing**

● Six months prior to Pearl Harbor found Drexal McCabe short of stocks and help in his radio shop at Clarksburg. His first move was to cut down on overhead, with the result that he moved to smaller quarters, where he is now located, at 19 Arcade Bldg. in Clarksburg. This location was a good selection, inasmuch as the smallness of his new quarters is not obvious. The Arcade is filled with many other attractively arranged small stores.

## Adds New Lines

Shortage in stocks has been augmented with the addition of new lines. Today, at Drexal's, radio sales are replaced with the sale of sheet music and records, and the radio service department has become a feature.

McCabe, himself a top-notch technician, helps in the war effort by working at a nearby plant from 7 A.M. to 3 P.M. Four o'clock finds him on the job at his own shop. During the day Sarah Lucian, an assistant, runs the store.

The music and record bar occupy the front room of the shop, and attractive window displays featuring current best sellers in records are prominently exhibited. The record and sheet music stock is abundant, and of all types.

"The combination of sheet music and record sales plus radio service has successfully protected a business that would have been a close-out!" claims McCabe.

This dealer decided to streamline his shop in a wartime motif when war was declared. He replaced radio retailing with servicing, and by installing records he had a product that would sell, and act as a replacement.

"A steady wartime business that maintains the firm name for the duration and preserves the retailing game in peacetime is what I've been aiming at," McCabe says.

In the interests of customer goodwill, McCabe obliges non-record player owners by playing service men's and women's recorded messages received by the home folks, and Miss

Lucian reports that this service many times results in the sale of record albums to be sent as gifts to members of the armed forces.

## Postwar Expansion

Attractive display of sheet music titles is an eye catcher. Arranged in V shape, these titles read in the following sequence:

"Don't Worry Moms"  
 "You're My Pin-up Girl" and  
 "United We Stand" on the  
 "Road to Victory" When you ask me  
 "What Do You Do in the Infantry"? you know—I stand  
 "Always Ready" to keep that  
 "Star-Spangled Banner Waving Somewhere."

In business in this community ten years, this enterprising dealer plans advanced expansion in the sale of radios and appliances, and he will maintain his new lines of records and sheet music. Drexal's is truly gaited to Victory!

# Here's a Retailer who is clinching future sales ...

## P.D.Q.

**PREFERENCE  
DELIVERY  
QUOTA**



The post-war plan that's clicking NOW!  
Ask your Emerson Radio distributor



*Alert Retailer operates effective Emerson P. D. Q. plan to cement sales now—for future profits.*

# Emerson Radio

**P.D.Q. PREFERENCE DELIVERY QUOTA Plan**—for Franchised Emerson Radio dealers. A complete merchandising set-up that is pulling customers into dealers' stores for service and for goods now on hand—piling up for them "preference" orders for the new "miracle sets" as soon as they come off the line.

**P.D.Q.** is being featured in Emerson Radio's national advertising. The merchandising "package" includes powerful window and store displays—with impressive Preference Registration Book and tie-up Consumer Certificates for later follow-up—all at no cost to you.

**P.D.Q.** merits your immediate action. Call your Emerson Radio distributor now for complete details—or write direct to factory.

**EMERSON RADIO AND PHONOGRAPH CORP., New York 11, N.Y.**

**GREAT ENGINEERING IDEAS IN SMALL PACKAGES  
... COMPACT, EFFICIENT, FINE**

*For Outstanding Accomplishment*



**MAIL COUPON**, attached to your letterhead, for complete details of Emerson Radio's spectacular P.D.Q. Plan.

Emerson Radio & Phonograph Corporation  
111 Eighth Ave., New York 11, N.Y.

Gentlemen:

I have a retail store and am interested in your P.D.Q. plan. Please send details.

Name of Individual \_\_\_\_\_

Name of Store \_\_\_\_\_

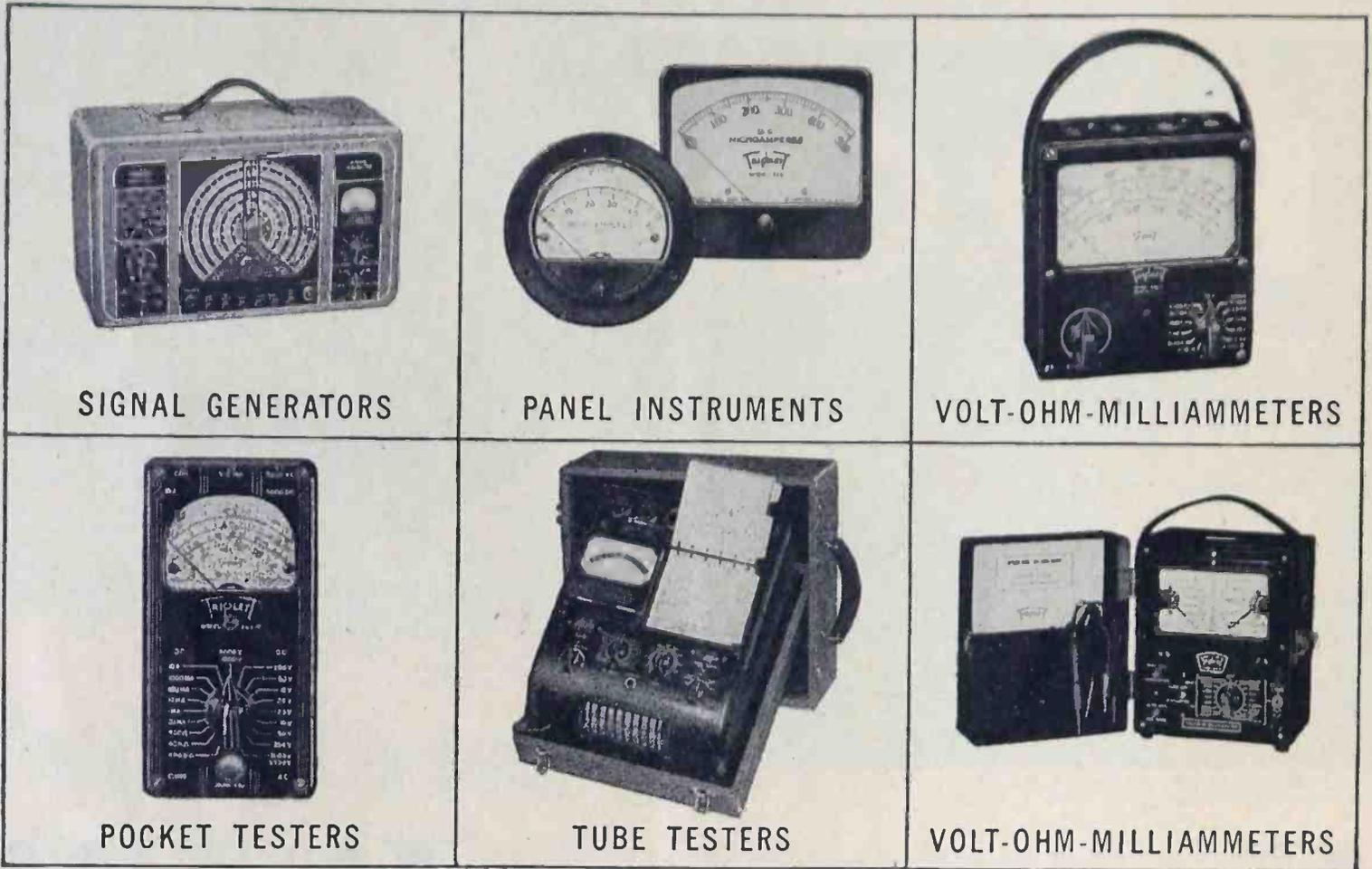
Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

RT 2

# What will you need...

## IN THE FIRST SIX POST-WAR MONTHS



### ✓ CHECK THE TYPES AND QUANTITY

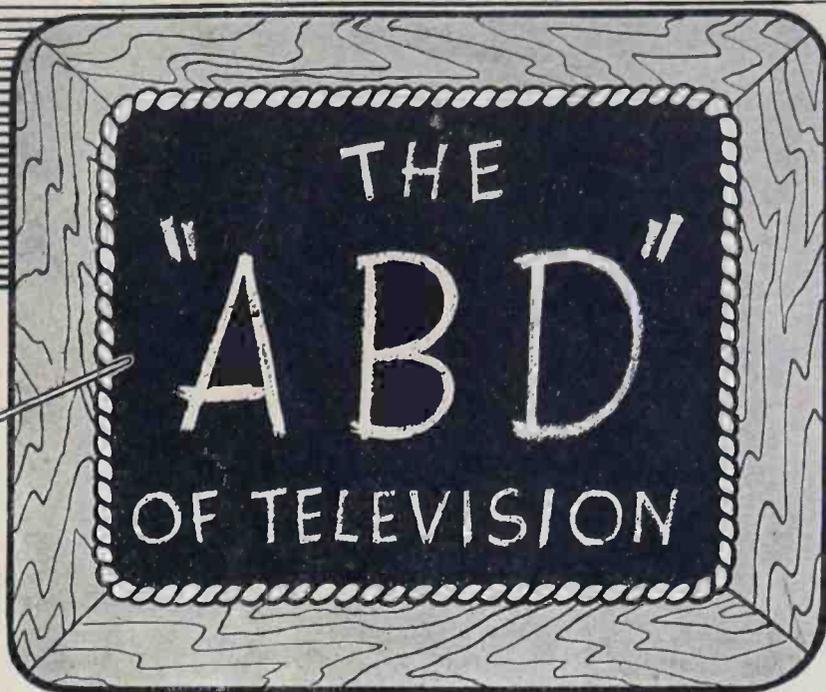
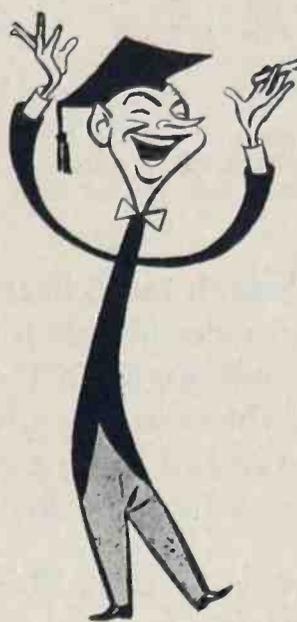
Now—right now—is the time to protect your post-war business by estimating your future equipment needs. Check those needs, list them and place a *tentative post-war order* with your jobber now. This foresight will enable him to stock the Triplet instruments you will need, and will assure you quicker resumption of civilian business than you could expect if you wait till the last minute. Give best priority you can obtain to facilitate deliveries as production is available.

Newly perfected developments now being produced on important war contracts, and many other outstanding instruments, will be incorporated in Triplet offerings for the first time beginning with our initial civilian production. Be sure you get the complete list of Triplet instruments and radio test equipment.

# Triplet

ELECTRICAL INSTRUMENT CO.  
BLUFFTON OHIO \*\*\*

STANDARDS ARE SET BY  
**TRIPLET**



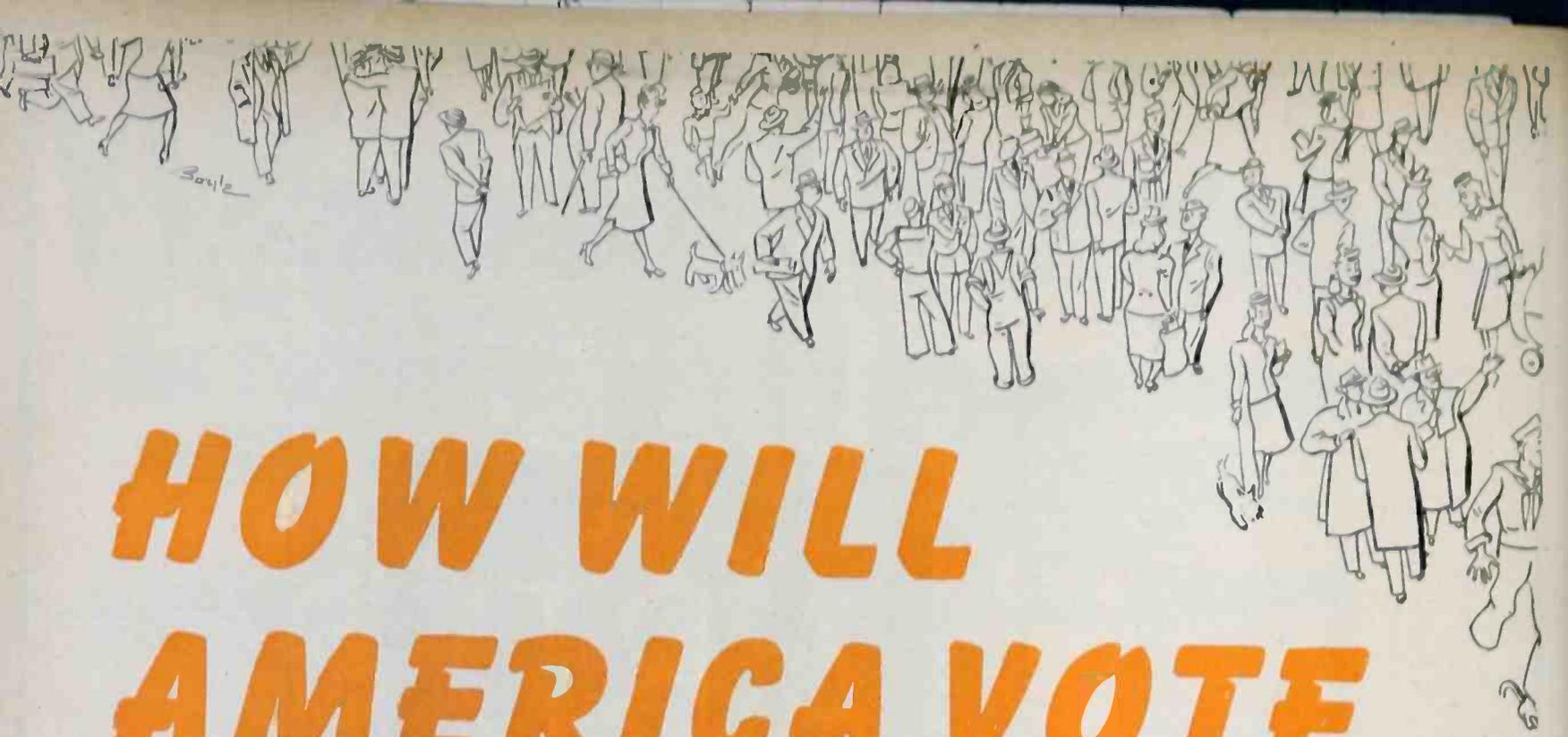
The fundamentals of Television...the "ABD" of tomorrow's dynamic new art...all go back to Allen B. DuMont. It was his development of the DuMont Cathode-ray Tube that produced the first *clear* picture on a Television screen...and made home Television receivers commercially practical. It was he who brought telecasting to the point where it is actually ready for tomorrow's peacetime use...through the design and construction of 3 of America's 9 stations, and continuous operation of the DuMont experimental station in New York. Appropriately, this station has the official call letters *WABD*.

Dealers who want to get down to fundamentals in appraising the profit possibilities of Television, would do well to consult the "ABD" of this great new business...and inquire directly of the Allen B. DuMont Laboratories. Their future customers are already being pre-sold by DuMont's national advertising...which has conscientiously taught the public the ABD's of home Television. These prospective customers will recognize the DuMont Dealer as "Television Headquarters." Take the first step toward this profit-making franchise...write the Allen B. DuMont Laboratories *today*.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.



ALLEN 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



# HOW WILL AMERICA VOTE

## on Post-War Radio Sales?

THERE'S ANOTHER kind of vote coming up after Victory. It will be cast not in the ballot boxes but in the cash registers of post-war America. *What radio will post-war America buy?* Today, competent observers are studying post-war buying trends to answer that question . . . to predict what America will buy.

The results of one nationwide poll by a leading weekly publication showed that 4 times as many people want to buy a Philco as the next leading make . . . as many as the next 12 makes combined! Another revealed that among Philco owners, as compared with owners of other makes, by far the largest percentage intend to buy another Philco after the war.

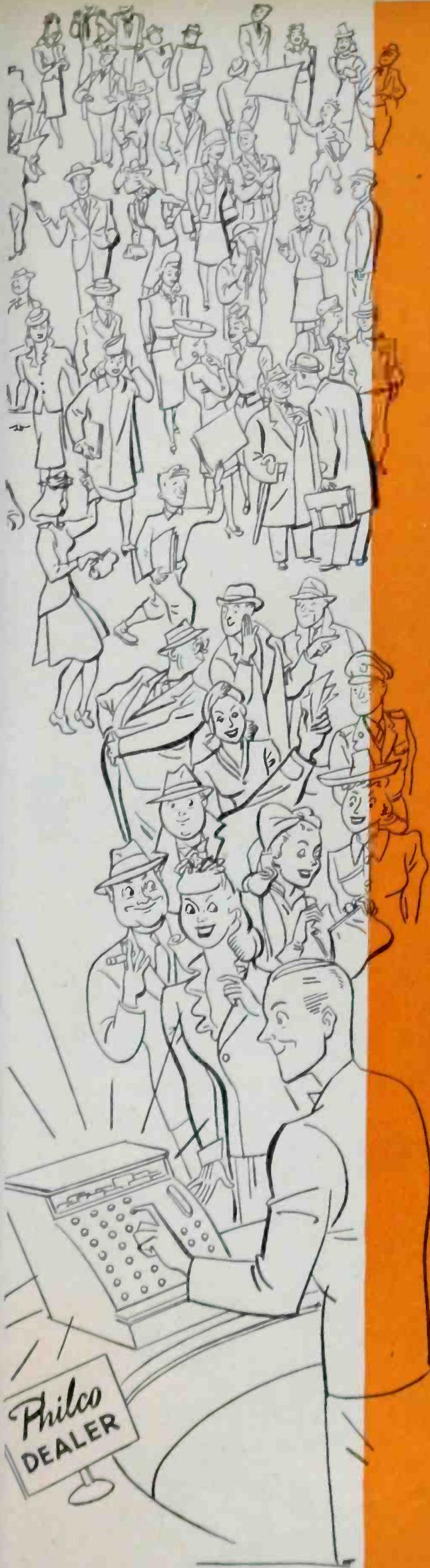
These are *facts* upon which radio dealers can make sound plans for the future. It's a matter of simple business logic that the easiest product to sell, the one that gives you the quickest turnover and the biggest profit, is the product the public wants to buy.

In 12 straight years of leadership, Philco research and engineering have proved their ability to produce what the public wants. These products will be merchandised by the strongest, most successful distributing organization in the appliance field. And every radio dealer knows by experience the power of Philco advertising and promotion.

These, too, are facts . . . *from the records*. They are the ingredients that built the history of Philco leadership. *You can depend upon history to repeat itself!*

**IT'S A LANDSLIDE FOR**

# PHILCO

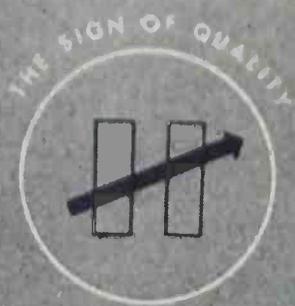


Many publications and fact-finding organizations are feeling the pulse of post-war demand. Here's what a leading weekly publication found about radio:

What Make Radio Do You Plan To Buy When Available?		
<input checked="" type="checkbox"/>	PHILCO	44.1
<input type="checkbox"/>	Radio A	11.8
<input type="checkbox"/>	Radio B	9.8
<input type="checkbox"/>	Radio C	8.2
<input type="checkbox"/>	Radio D	6.6
<input type="checkbox"/>	Radio E	3.2
<input type="checkbox"/>	Radio F	2.8
<input type="checkbox"/>	Radio G	1.5
<input type="checkbox"/>	Radio H	1.2
<input type="checkbox"/>	All Others	10.8
		100.0

**Philco Leads  
by 4 to 1**

Skilled hands seal-in the original precise characteristics of Hammarlund variable capacitors so that moisture and vibration can not change them — even after long periods of operation in all sorts of climates and under varied working conditions.

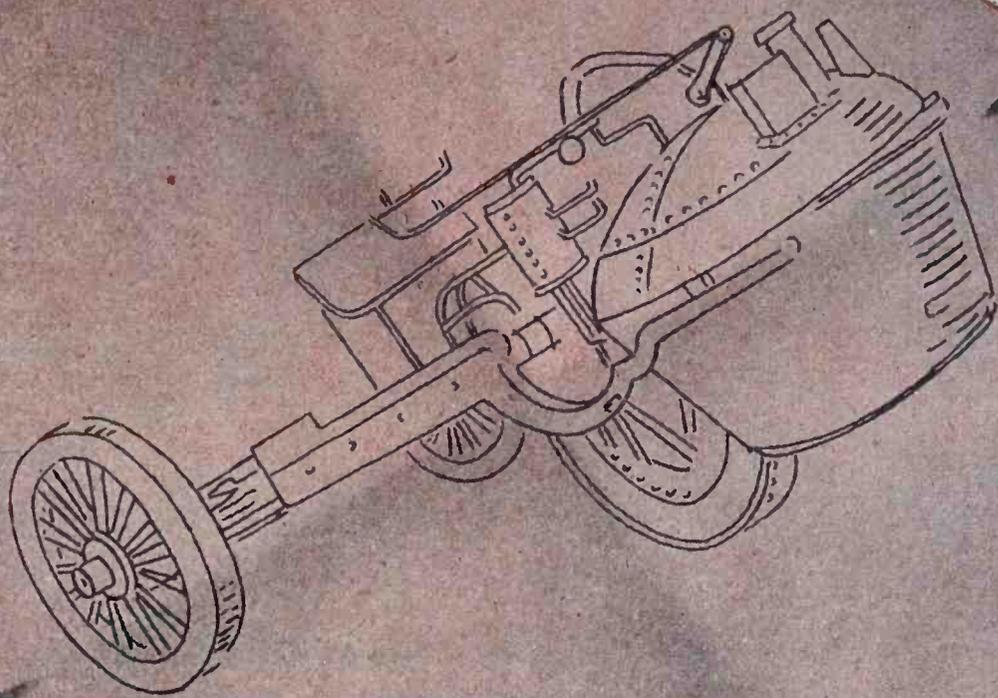


ESTABLISHED 1910

# HAMMARLUND

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





# Experience Counts

*That machine above was built by Nicholas Cugnot in 1769. It is the great, great, great grandfather of the modern automobile. Cugnot's machine was the original Stanley Steamer. It had a boiler in front and when it ran it might go as fast as 2½ m.p.h. That machine was a far cry from our modern car, but it was a fine idea. The reason it was not more successful was that Cugnot simply did not have enough experience.*

*In the manufacture of all products, Experience Counts.*

The WARD PRODUCTS CORPORATION has long been a leader in the design and manufacture of antennas for automobiles and home radios. Many important design

changes, pioneered by WARD, have become accepted standards in industry. WARD products are quality products, reflecting the workmanship of craftsmen using modern equipment. . . . For the finest antennas for all automobile and home applications, look to WARD!



BUY  
WAR BONDS



# WARD

*Antennas*

THE WARD PRODUCTS CORPORATION  
1523 E. 45TH STREET, CLEVELAND 3, OHIO



# Direct-to-Dealer **SALES**

## No Change Seen in Familiar Plan of Merchandising Expensive Sets from Factory to Retailer

• A few radio-set manufacturers—particularly those making high-priced receivers—sold their merchandise direct to the dealer before the war. It seems apparent that when this war is over, about the same number of makers will resume this practice.

Since the plan of selling de luxe sets, not in mass production, direct to the retailer has proven to be one of considerable merit, and one in which sound merchandising principles are involved, it is interesting to look into the features claimed for such merchandising techniques. Some of these features are as follows:

1. The manufacturer can "hand-pick" his sales outlets.
2. There is a close check on price maintenance.
3. There can be a close supervision over maintenance.
4. Exclusive dealer territories can be carefully controlled.
5. Larger dealer discounts often permitted.
6. Factory education of dealer's sales and service staffs facilitated.

### Three Channels Prove Profitable

Some manufacturers sell receivers through all the three principal methods of distribution in the field: (1) Their de luxe sets go direct to the dealer. Their "mass production" units go (2) to independent distributors in certain territories and (3) to their factory branches in other areas. The manufacturer specializing in

high-priced sets—making them exclusively—often uses the direct-to-dealer method.

Arthur C. Ansley, president Ansley Radio Corporation, Long Island City, N. Y., makers of "Dynaphone", who has been successful in merchandising de luxe sets direct to the retailer, outlines the following points on this method:

"The factory-direct-to-dealer method of distribution offers many advantages on certain types of radio receivers. This is exceptionally true

of the higher quality sets which are sold on an exclusive dealership basis to a restricted group of dealers.

"It allows a smaller spread in price between the factory cost and the retail price.

"It permits the manufacturer to maintain a closer relationship with his dealers and thereby to gauge more accurately the public reaction. It permits a closer control of distribution and makes it much easier for the manufacturer to prevent price cutting and offering of unauthorized discounts.

"Where the number of dealers is deliberately limited, and exclusive territories are given to these dealers, the direct contact between dealer and manufacturer seems to be the logical method of distribution," concludes Mr. Ansley.

### Dealer Selection

Another proponent of the direct-to-dealer method who makes some interesting points in favor of this plan of distribution for expensive receivers, is H. L. Weisburgh, president of Radio and Television, Inc., New York, manufacturers of Brunswick Radio-Panatrope. Says Mr. Weisburgh:

"To begin with, we choose the class of dealers or dealer in every city whom we believe to be best equipped to carry our line. These dealers have high standing in their respective communities and a reputation of a one-price policy. They each

(Continued on page 117)

This article is

### Fifth in a Series on Methods of Radio-Set Distribution

Preceding articles appeared as follows:

"Distribution Is a Problem," July 1944, Page 48

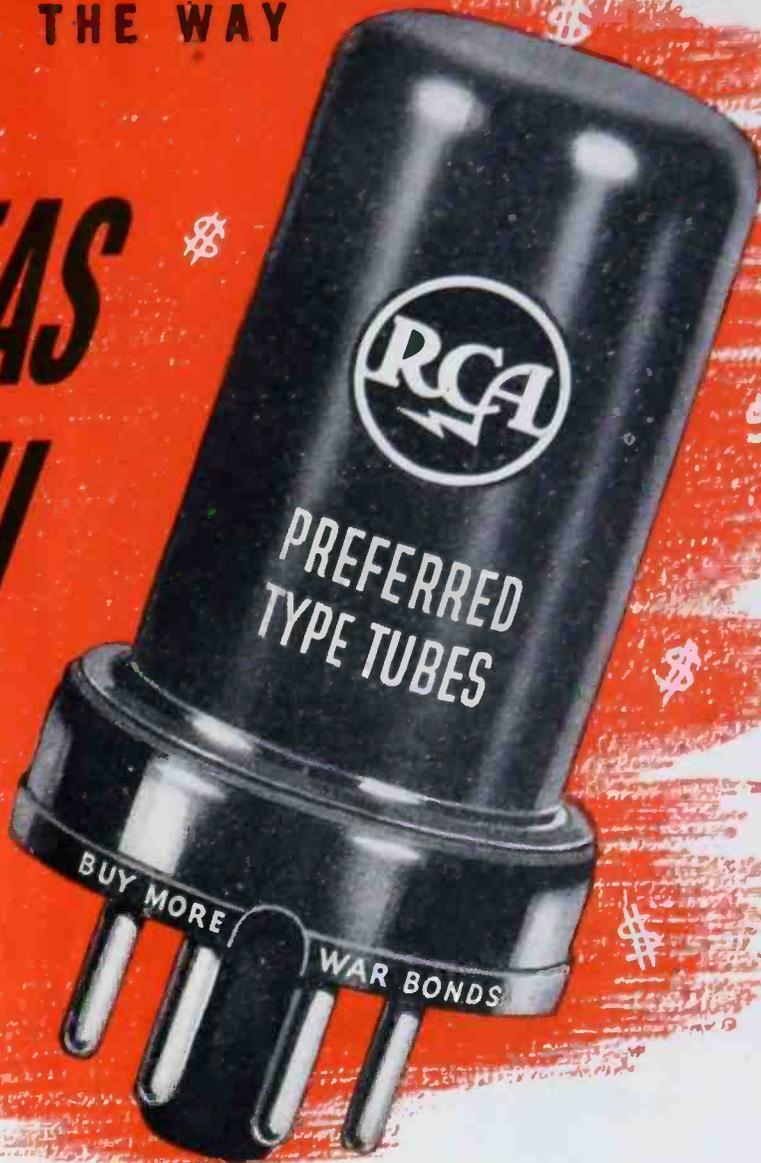
"The Independent Jobber's Place in the Sun," Aug. 1944, Page 26

"Factory Branch Facts," Sept. 1944, Page 50

"The Job Ahead for the Radio Jobber," Oct. 1944, Page 31

RCA LEADS THE WAY

# Plugging *IDEAS* that pay *YOU* in *PROFITS*



TAKE the RCA Preferred Type Tube Program, for example. A simple idea . . . concentrating demand on fewer tube types. A greater standardization of tube types in all makes of sets means simplified tube stocking for you. In addition, short manufacturing runs on tube types are inefficient. Longer runs mean greater uniformity and better tubes.

The idea was simple. Aggressive plugging by farsighted service-dealers, set designers, and by RCA sold it...and made it possible to prove that the Preferred Type idea really works.

And the payoff? Right in your cash register, as a result of more profitable service business.

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

Listen to "THE MUSIC AMERICA LOVES BEST,"  
Sundays, 4:30 P. M., E.W.T., NBC Network

Concentrating your tube sales on fewer types gives you:

1. *Faster turnover*
2. *Simplified ordering*
3. *Better deliveries*
4. *Lower tube costs*
5. *Reduced bookkeeping costs*
6. *Better tube performance*

Plugging the Preferred Type Program to help distributors, dealers and servicemen is another service for which you can look to RCA. It is a part of RCA's continuous merchandising program to provide sales support for you.

1919

1944



25 Years of Progress  
in Radio  
and Electronics

62-6731-23

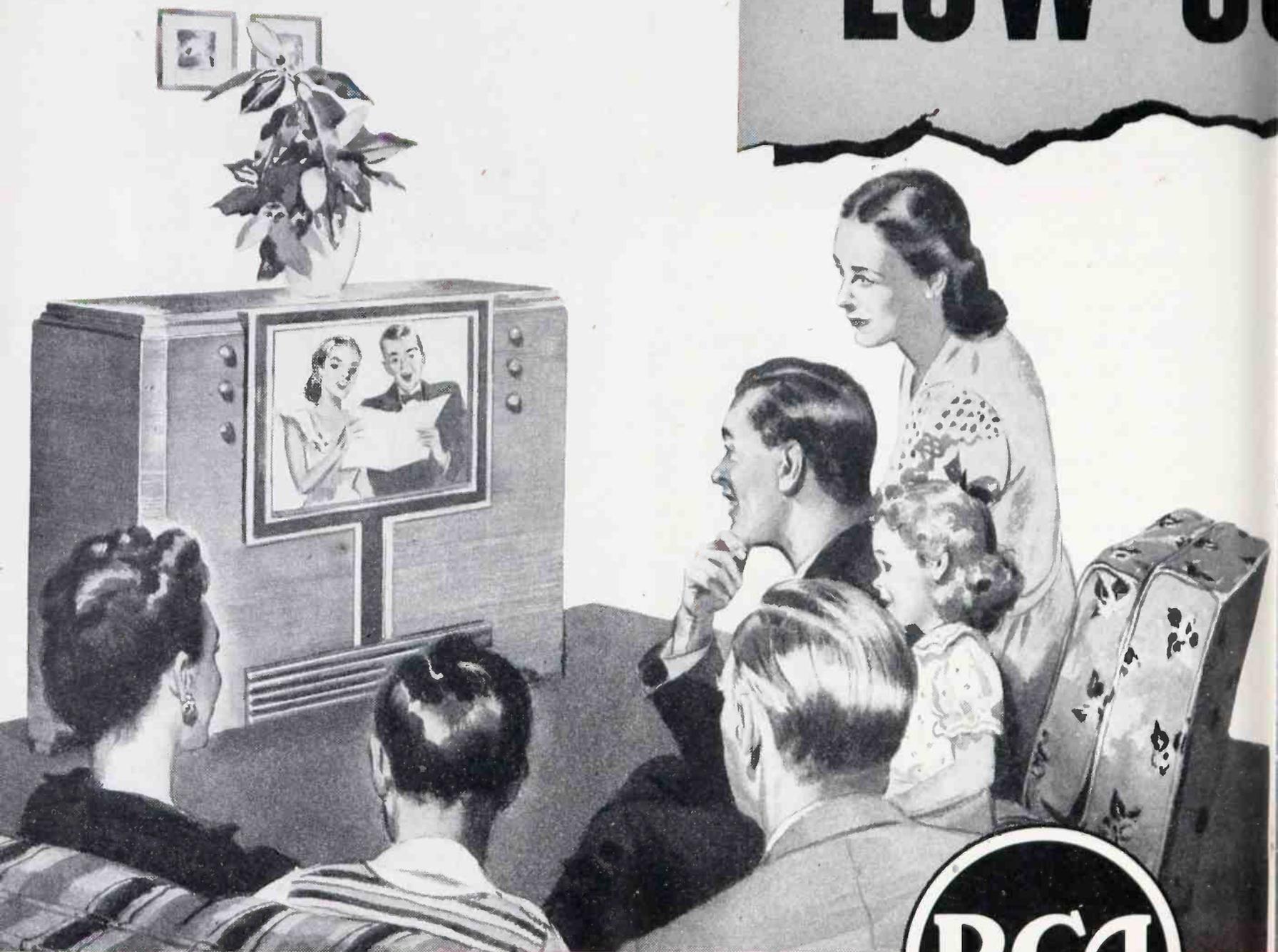
## RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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

**ANOTHER  
RCA FIRST !**

**RCA AN  
TELEVIS  
LOW CO**



LISTEN TO RCA'S radio program, "The Music America Loves Best," every Sunday, 4:30 p. m., EWT, NBC Network.

# ANNOUNCES **BIG** ON PICTURES AT ST

**Your Customers will want brighter, larger images on self-contained screens . . . RCA will have them in postwar receivers!**

ONCE again RCA comes forward with a major television advance. Once again RCA engineers demonstrate the leadership that has made them largely responsible for developing today's television system. This time it's a solution to the problem of low-cost, high-quality, large-picture television receivers for enjoyment in American homes after the war.

Such pictures are ready *now* in the laboratory because RCA scientists had the imagination to go outside the field of electronics, into the realms of optics and astronomy, combining special mirrors and lenses into

a whole new *system* of television projection.

With this new system, television pictures can now be projected onto large-size screens which are *part of the set itself* . . . screens large enough so that the picture can be readily seen from all parts of even the largest living rooms. . . .

Such major improvements in postwar RCA television will cause the public more than ever to recognize RCA as "the source of television." RCA dealers, along with having the finest line of radios and phonographs, will be in the *preferred* position for television sales.

**RCA...**

**FIRST WITH THE THINGS THAT COUNT**

PICTURED here is the new home of the great RCA Research Laboratories, cradle of the major radio, phonograph and television advances of the past 25 years. No other organization can claim so many important "firsts." *Remember, today's electronic television system is largely the result of RCA's development work!*



**RADIO CORPORATION OF AMERICA**

**RCA VICTOR DIVISION • CAMDEN, N. J.**

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



# RCA

## 25 Years that Created a New World of Radio

# 1919-1944

From 1919 to 1944 . . . RCA has pioneered in the science of radio and electronics . . . from world-wide wireless to national network and international short-wave broadcasting . . . from electron tubes to electron microscopes and radiothermics . . . from the hand-wound Victrola to the automatic radio-phonograph . . . from television to radar.

Twenty-five years of service to the nation and the public have made RCA a symbol of achieve-

ment and progress . . . RCA is a monogram of quality in radio-electronic instruments and dependability in communications throughout the world.

From the First World War to the Second, RCA developed and expanded its "know-how" in skilled engineering and production so vitally needed to meet the demands of war . . . these qualities will be reflected in the peacetime products of RCA.

## RADIO CORPORATION OF AMERICA

30 ROCKEFELLER PLAZA, NEW YORK CITY

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



1919 1944

25 YEARS OF PROGRESS  
IN  
RADIO AND ELECTRONICS



Currey's Radio Service specializes in car radio repairs. Corner drive-in and sheltered service floor facilitate this trade.

# Auto Radio Experts

**Currey, Nashville, Tenn., Serves 50-Mile Territory. Plans Postwar Remodeling**

- Maintenance of automotive radios is a big business with Currey's Radio Service, Nashville, Tenn.

The concern is well equipped for this specialty with a corner drive-in station, located in the heart of Nashville's automotive row. The place has a large service floor under cover where a half dozen cars may be worked on at a time. This gets them off the street where it is safer for the car, for the customer and for the mechanic. With such facilities the concern services hundreds of automotive radios each month and covers a territory of some 50 miles in radius.

## Home Sets Separate

The company also services home radios, but the two departments are kept entirely separate. The auto department is in the rear and if desired a car may be driven right up to the work bench. In fact, this is often done, where other than minor adjustments are involved.

The business, which has grown rapidly in recent years, is owned by H. Kelly Currey, who is now in the army. For the present, it is being operated by his father, J. M. Currey, who had been on the road for many years as a wholesale salesman of automotive parts. The elder Currey said his biggest job has been getting mechanics. He has gone out into rural areas and picked up some men, and he uses war workers and boys

part time. Twelve former employees of the concern are now in the army, several with responsible positions. Mr. Currey keeps in correspondence with them and hopes several of them will come back to the business after the war.

"We believe that the field for the portable radio has just begun to open up," said Mr. Currey. "Most autos, airplanes and other means of transportation in the future will require radios. Bicycle riders will want them, even farmers will want their tractors radio equipped. And maybe the walkie-talkie for the pedestrian is just around the corner. Suffice it to say we will broaden our field of maintenance of automotive sets to include the whole field of radio communication. We already handle sound equipment and intercommunicating sets and service them."

As Motorola dealers, this concern carries a complete stock of radio parts, especially for automotive sets.

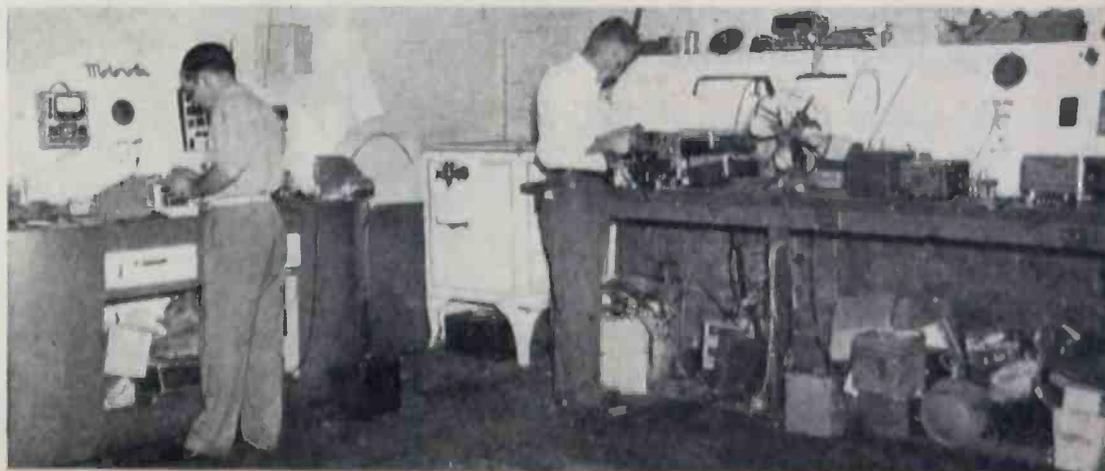
The elder Currey has specialized in this department because of his interest as an old automotive parts man.

Mr. Currey said the concern had plans to remodel its place of business. A double deck arrangement in the show room will provide more space for the storage of parts and for three sound-proof repair booths and for two demonstration rooms. These will be air-conditioned. The automotive department may expand its activity to cover the car's entire electric system.

## Tubes Biggest Bottleneck

About 90% of the causes of failure of automotive radios can be attributed now to tube trouble or bad aerials, according to Mr. Currey. For that reason mechanics are trained to look there first for the trouble. He also found that more condenser trouble was being reported because cars were being stored for longer periods. Currey added that the tube shortage was still quite pronounced.

View shows part of auto service radio department, where if necessary, a car can be driven to rear of work-bench. All work here is kept separate from home radio sets.





Appliance Sales Co.'s inviting window brings many people in to register for future purchases, and to buy other items on hand.

# Appliance Priority Club

## Penn. Dealer Ups Present and Future Sales

• In less than three weeks after introducing the "Electric Appliance Priority Club" to its customers, \$15,000 worth of postwar appliance business and \$500 in immediate sales were booked by the Appliance Sales Company, 217 So. Main Street, Greensburg, Pa.

### Builds Prospect List

The plan, originated and copyrighted by B. M. Ratner, of the firm, has as its main objective the securing of names of customers who wish to buy appliances when such merchandise is available. Desired appliances will be offered to customers in the order in which they sign up.

The plan is also used to build up a substantial postwar prospect list, to increase in-store traffic and sell merchandise the store now has on hand.

### Ideal Distribution Method

The copyrighted features of the plan consist of the name and the priority certificate. The certificate is a printed form on which are listed 16 different household appliances. In order to obtain a "priority rating," prospective customers are required to sign the certificate, and mark the appliance they wish to buy. No charge of any kind is made. No advance payments are accepted. The firm

keeps record of the signers and the order in which applications are made.

Commenting upon his plan, Mr. Ratner said:

"From the viewpoint of the dealer this method is ideal. It assures the customer a fair deal on acquisition of needed appliances and the dealer a logical method of distribution. Every dealer has certain friends who will expect first choice when new appliances become available. By use of the 'Electric Appliance Priority Club' registrations, the dealer is relieved of the embarrassment of 'You promised me,' etc.

"For the customer it entitles him to notification at the proper time for

purchases. At the same time it does not put any responsibility upon him. He may just state he does not desire to purchase at the time and the next person on the priority list takes his place.

### Successful Results

"The Appliance Sales Company is successfully using this plan and is well pleased with results. It has brought many people into the store, most of them pleased to have an opportunity to register for postwar appliances without the necessity of any purchase at the time."

Mr. Ratner is making plans to offer this service to other dealers.

Attractive interior arrangement of available merchandise carries sales impact.



**SINCE  
PEARL HARBOR**

... **STEWART-WARNER** Has Shipped

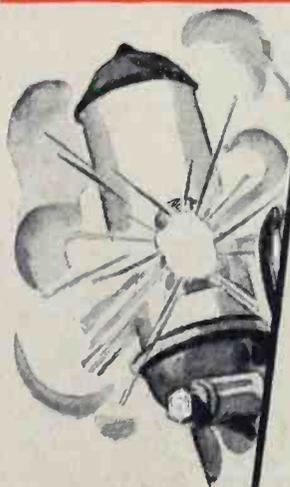
More Than 1200 Carloads of Radios,  
Communication and Direction-Finding Equipment  
to the Army and Navy!



This equipment was *shipped on time!* It totals more than 12,000,000 pounds of highly technical apparatus—or a train nearly 12 miles long! It includes transmitters, signalling and direction-finding equipment, two-way transmission units and electronically controlled instruments and devices—and much other equipment we can't talk about. And we're still producing it at full speed!

**AFTER  
"V" DAY**

... Look to **STEWART-WARNER** for the  
Class of the Radio Field!



The new Stewart-Warner line will be a "best seller" because each model will be designed that way. When part of our great production can be shifted to filling civilian needs, you can be sure that Stewart-Warner Radios will be the last word in performance, workmanship and dollar value—and *produced with your profits in mind!* So, hold everything until you see what Stewart-Warner has for you to sell. You'll be money ahead!



Radio Division of

**STEWART-WARNER CORPORATION**

Chicago 14, Illinois



# SPRAGUE TRADING POST



## A FREE Buy-Exchange-Sell Service for Radio Men



**The ONLY Resistors wound with CERAMIC INSULATED WIRE!**

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!

**FOR SALE**—Triplet 1230 signal generator osc. with battery, \$15; Triplet 1210A tube tester, \$15; Supreme 85PL tube tester with adapters for Octal, \$15; new tubes in original cartons 8U6, 6B5, 6IA, dealer's price; 12" speaker 1000 ohm field with output transformer \$5.50; 14" speaker with output transformer 1000 ohm field, \$6, all in original cartons, power transformer 8/12 tube 5 volt 3 amp., 2 1/2 V 10 1/2 amp. CT/ \$8; also used tubes check good, 1C6, 32, 34, 80, 19, 15, 37, 50, 10, 485, 1J6 priced 80% off list. Thomas Radio Service, Triumph, Minn.

**WANTED**—1 1/4 to 117 volt tube tester transformer. Cash. Richard Blair, Missoula, Mont.

**FOR SALE**—Long list of eqpt. used very little and in first class condition. Includes Thodaron chokes, plate, and modulation transformers; Triplet meters 1-0 to 300 DC. ma.; 1-0 to 150; 1-0 to 5; and 1-0 to 1; also many condensers, resistors, plug-in coils, relays, tuning condensers, R-F choke coils, etc. 20% off list. Write for list. Wm. E. Woody Co., c/o Frank J. Nilfong, Box 305, Fulton, Mo.

**WANTED**—Jewell 444 7-prong analyzer of Supreme V-O-M; Supreme meter 0-1 ma. or 250 to 500 microamperes; G-E voltmeters 0-150, 0-300; Pressure gauge 0-300 lbs. for refrigeration, also refrigeration manuals. J. D. Kennedy, Box 86, Stanhope, N.J.

**WANTED**—For Philmore 2- and 3-tube radio sets, broadcast coils, plug-in type 1 six prong, 1 five prong, variable condensers 1 gang or 2 gang 360 mmfd, also a few line cord resistance 160, 220, and 290 ohms; a 5" or 6" magnetic speaker; R-F-C chokes; 2.5 mh. a set of coils plug in 100-570 meters—2 coils. Chester Wagram, 104 Beck St., Buffalo 12, N.Y.

**FOR SALE**—Stancor A pack, new Master, \$50; G-E 1/4 h.p. motor in A-1 shape, \$10; Philco 1941 auto radio, new, \$45. Paul Capito, 637 W. 21st St., Erie, Pa.

**WANTED**—Set of Rider manuals, test equipment, tubes and parts. E. H. Elrod, 1732 N. W. 3rd St., Oklahoma City, Okla.

**FOR SALE OR TRADE**—Hammarlund Comet Pro relay rack model receiver in A-1 condition. \$50 cash or 3" commercial oscilloscope. Howard Dunn, Hoyco Rd., Stamford, Conn.

**URGENTLY NEEDED**—Late model tube tester. Benj. Sakowitz, 74 E. 52nd St., Brooklyn, N.Y.

**WANTED**—Radio plans or kits for battery or electric radios. Richard Maher, 151-B Helmick St., Norfolk 8, Va.

**FOR SALE OR EXCHANGE**—Powerful Lafayette amplifier, 80-watt output, in first class condition for outdoor work. 1 mike and 1 phono input, 3 PM speaker output, 1 dynamic speaker output, cutting head plug, class AB, 2-6L6's push pull, 2-5Z4 rectifiers. Cash or will swap for Precision 912 tube checker or any Precision combination tube checker and V-O-M or late model sig. generator. Must be A-1. M. J. Difini, 1698 Lexington Ave., New York 29, N.Y.

**WANTED AT ONCE**—Good micrometer for cash. Must be perfect and have range up to 1-1/2". Jim's Radio Shop, Mankato, Kans.

**FOR SALE**—Jackson 420 Universal oscillator, Jackson 523 3" oscillograph, Sola OC-1-60 capacitor analyzer, Triplet 1612 tube tester, Triplet 1603 tube tester, V-O-M, free point tester, radio text books and miscellaneous parts. Urgently need Hickok 133 V-O-M, Lefroy Green, 402 N. Gloster St., Tupelo, Miss.

**WANTED**—Tube tester and ac-dc voltohmmeter—must be A-1. Technical Department Block 16-N, Heart Mountain, Wyoming.

**FOR SALE**—Phonograph motor, constant speed, self starting, geared to 76 rpm, and two earphones. Want used radio parts for club training. Paul Inori, 27-10-B, Rivers, Arizona.

**WANTED**—Up-to-date tube tester (not over 3 years old) with complete operating instructions; also other types of test equipment. What have you? Thad Hobbs, 400 S. Washington Ave., Dunn, N. C.

**FOR SALE**—Power amplifier, 18-20 watt output, seven tubes including 2-6L6's in output; also the following tubes: 27, 45, 80, 5T4, 5V4, 6L6, 6N7, 6F8, 6H6, 6BA7, 6L7, 6J7, and 6K7; brush crystal pickup PL-25 (new stylus and cartridge); new solid walnut cabinet to house automatic record changer or single manual record player; Jensen JHP-52 dual speaker, mounted in walnut CA-15 cabinet. Earl H. Swen, Gilby, N. Dak.

**FOR SALE**—\$80 Majestic power trans., used but perfect. \$4; power pack choke for above set, perfect condition, \$2.50; Silver Marshall 1:1 output trans., brand new, \$1.50. Jack Goldstein, 151-09 34th Ave., Flushing, Long Island, N.Y.

**WANTED**—Late model tube tester with roll chart, good sig. generator, preferably with external modulation provision, set of Rider manuals, V-O-M, and what have you? Everett L. Sawyer, 521 Grinnel St., Key West, Fla.

### 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. We'll do everything we can to help you—and the fact that thousands of pieces of Radio-Electronic equipment are in operation today as a result of sales or "swaps" made through The Trading Post offer convincing proof of the far-reaching effectiveness of this service. Remember that "Equipment for Sale" ads bring best results.

Different Trading Post ads appear monthly in Radio Retailing-Today, Radio Service-Dealer, Service, Radio News, and Radio Craft. Sprague reserves the right to reject ads which do not fit in with this service. **WHEN BUYING CAPACITORS—PLEASE ASK FOR SPRAGUE'S BY NAME. WE'LL APPRECIATE IT!**

HARRY KALKER, Sales Manager

**SPRAGUE PRODUCTS CO., DEPT. RRT-114, 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

\*Trade Mark reg. U.S. Pat. Off.

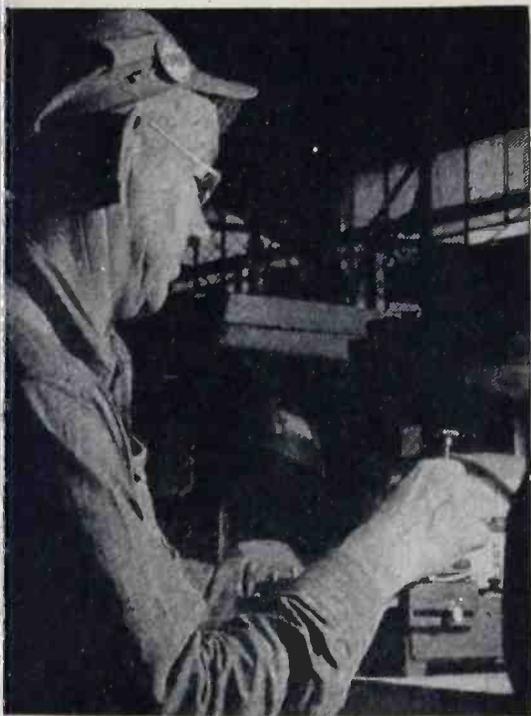


# MEN OF MEISSNER

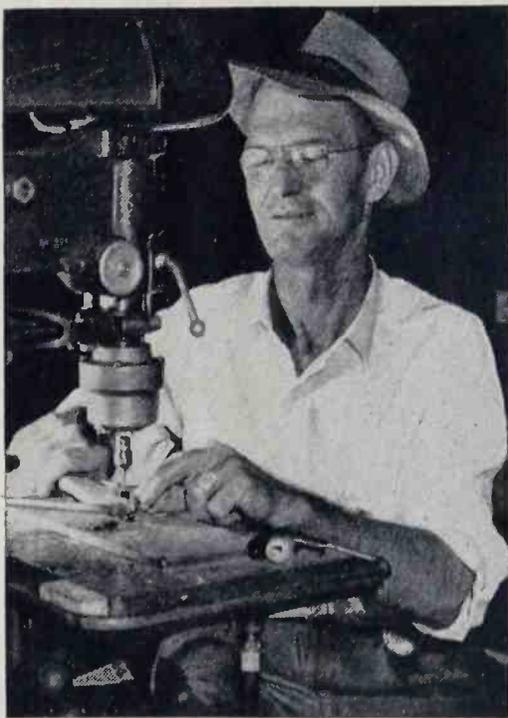
... ON THEIR FACES ARE THE SMILES OF PRIDE IN WORK WELL DONE

In the little city of Mt. Carmel, Illinois — famous for music and electronics — the men of the Meissner Manufacturing Company are now devoting their skill and experience to speeding the final

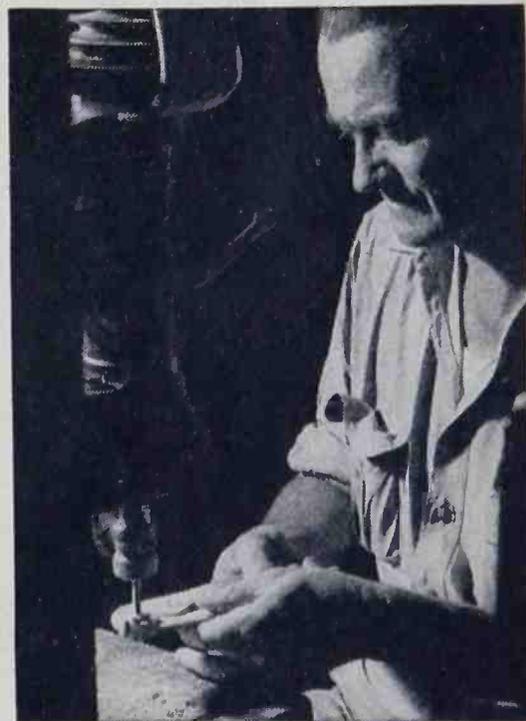
day of Victory. All were hand-picked for their jobs — many “grew-up” in the business, doing their share toward making the name Meissner stand for the ultimate in radio quality. They have had the pleasure of turning out perfect work — felt the thrill and satisfaction that comes with achievement. And in the bright, post-war world of tomorrow, it will be these same men of Meissner that add new fame to the name of Meissner radio and other electronic equipment.



**Skill PLUS “Know How”** — The secret of Meissner’s reputation for superb quality precision work is more than just great skill and intricate machines. It is a combination of these two, PLUS the “know how” that comes only from years of experience.



**Expert** — His is a heritage for producing far-famed quality. Mt. Carmel, Illinois, is said to have more electronic technicians per thousand population than any other city in America.



**Meissner’s Precision-el** — that’s the name earned by the Meissner personnel for their skill, and for the pride they have taken in doing their precision work right.

**MEISSNER** MANUFACTURING COMPANY • MT. CARMEL, ILL.

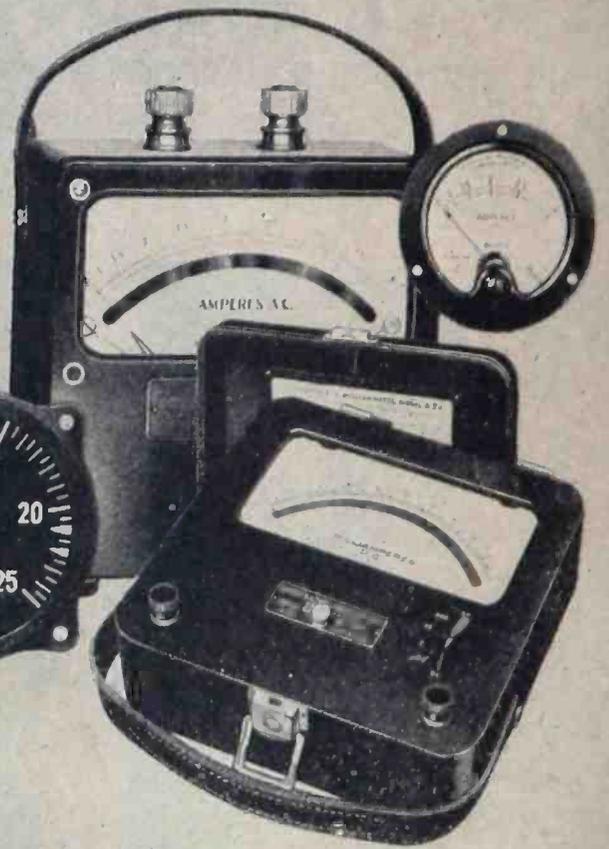
**ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE**

Export Division: 25 Warren Street, New York; Cable, Simonrice, New York



# a 4<sup>th</sup> CITATION

*for continuing  
leadership in war  
instrument production*



This succession of citations and stars awarded to WESTON is recognition of WESTON'S unremitting war effort . . . and their record in supplying instruments to the exacting standards essential for the most vital assignments of our armed forces.

That WESTON has been first in this highly specialized instrument field to receive each of these successive honors is the inevitable consequence of a leadership acknowledged throughout the years by governments and industry alike. Weston Electrical Instrument Corporation, 618 Frelinghuysen Avenue, Newark 5, New Jersey.

# Weston

**FOR OVER 56 YEARS LEADERS IN ELECTRICAL MEASURING INSTRUMENTS**

*peace*  
**DESIGN FOR ~~WAR~~ PRODUCTION**



During the war, all departments of International Detrola's great radio-electronics plant have been brought to peak efficiency for volume manufacture of vital military equipment. Hundreds of thousands of square feet of production space have been re-allocated. Interiors and fixtures have been modernized, streamlined. These improvements have enabled skilled workers to whip precious minutes from production time while maintaining highest quality. All this will contribute to the excellence of manufacture in quantity of radio receivers, automatic record changers, television receivers and other peacetime electronic products. *Keep Buying War Bonds.*

**DETROLA RADIO**  
DIVISION OF INTERNATIONAL DETROLA CORPORATION - HEADQUARTERS AT CHATFIELD, DETROIT 8, MICH.  
C. RUSSELL FELDMANN  PRESIDENT



Appliance Sales Co.'s inviting window brings many people in to register for future purchases, and to buy other items on hand.

# Appliance Priority Club

## Penn. Dealer Ups Present and Future Sales

● In less than three weeks after introducing the "Electric Appliance Priority Club" to its customers, \$15,000 worth of postwar appliance business and \$500 in immediate sales were booked by the Appliance Sales Company, 217 So. Main Street, Greensburg, Pa.

### Builds Prospect List

The plan, originated and copyrighted by B. M. Ratner, of the firm, has as its main objective the securing of names of customers who wish to buy appliances when such merchandise is available. Desired appliances will be offered to customers in the order in which they sign up.

The plan is also used to build up a substantial postwar prospect list, to increase in-store traffic and sell merchandise the store now has on hand.

### Ideal Distribution Method

The copyrighted features of the plan consist of the name and the priority certificate. The certificate is a printed form on which are listed 16 different household appliances. In order to obtain a "priority rating," prospective customers are required to sign the certificate, and mark the appliance they wish to buy. No charge of any kind is made. No advance payments are accepted. The firm

keeps record of the signers and the order in which applications are made. Commenting upon his plan, Mr. Ratner said:

"From the viewpoint of the dealer this method is ideal. It assures the customer a fair deal on acquisition of needed appliances and the dealer a logical method of distribution. Every dealer has certain friends who will expect first choice when new appliances become available. By use of the 'Electric Appliance Priority Club' registrations, the dealer is relieved of the embarrassment of 'You promised me,' etc.

"For the customer it entitles him to notification at the proper time for

purchases. At the same time it does not put any responsibility upon him. He may just state he does not desire to purchase at the time and the next person on the priority list takes his place.

### Successful Results

"The Appliance Sales Company is successfully using this plan and is well pleased with results. It has brought many people into the store, most of them pleased to have an opportunity to register for postwar appliances without the necessity of any purchase at the time."

Mr. Ratner is making plans to offer this service to other dealers.

Attractive interior arrangement of available merchandise carries sales impact.



**SINCE  
PEARL HARBOR**

... **STEWART-WARNER** Has Shipped

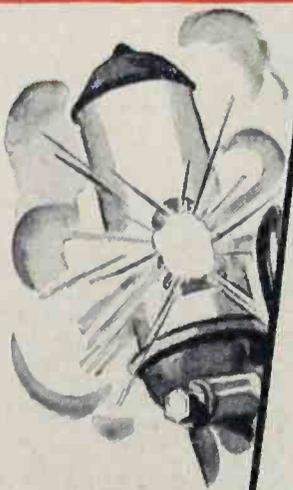
More Than 1200 Carloads of Radios,  
Communication and Direction-Finding Equipment  
to the Army and Navy!



This equipment was *shipped on time!* It totals more than 12,000,000 pounds of highly technical apparatus—or a train nearly 12 miles long! It includes transmitters, signalling and direction-finding equipment, two-way transmission units and electronically controlled instruments and devices—and much other equipment we can't talk about. And we're still producing it at full speed!

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# 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!

**FOR SALE**—Jewell Meters, \$135 milliammeter 0-100 DC; I-square pattern \$67 galvanometer; Thermocouple type 0-100 2.5 ohms resistance; Weston meters, \$301 voltmeter (8v); \$301 DC milliammeter 0-1 and 0-15-150; \$425 I-square thermo-galvanometer 0-100, 4.5 ohms resistance. All used, at 1/2 list price. F. H. Perau, Batavia, N. Y.

**WANTED**—S-29 Sky Traveller. Lt. S. T. Wong, 180A, B.O.Q. 605, P.A.A.B., Pueblo, Colorado.

**TUBES WANTED**—Any quantity 1, 12, 25, 35, and 50 volt tubes. Must be new in sealed cartons. Leo Stein, 7 Monroe St., Mt. Vernon, N. Y.

**WANTED**—Rider's manuals vols. 1, 2, 3, 4, 5, (not abridged) and Philco 070 signal generator for cash. Parker Radio Repair, 609 Ridge Ave., N. S., Pittsburgh 12, Pa.

**WANTED**—35Z5, 12SA7, and 12A8 tubes, also voltmeter. Cpl. A. H. Wilson, Sqd. G, Chatham Field, Ga.

**WANTED**—Phonograph sets consisting of phono motor and pick-up amounting to about \$15 or \$20. For sale: New BX Turner crystal mike \$6 and master drafting machine \$2. Tom Yamamoto, 8E-10-B, Amache, Colo.

**WANTED**—Rider's manuals nos. 6, 10, 11, and 13 in perfect condition also a good output meter. Cash. Gilbert Radio Shop, 1296 Sheridan Ave., Bronx, New York 56, N. Y.

**WANTED**—Stancor Master "A" power pack, 115v, 60 cycles. Will consider any other unit with similar ratings. Will pay cash or swap an RCP #702 signal generator. Frank J. Farkas, Jr., 3700 Van Buren St., Gary, Indiana.

**WANTED**—Hickok sig. generator #188X; Hickok test speaker #TS50, set and tube tester #510X, and traceometer #155. Guy G. Muff S1/C, U.S.N.T.S. Radio, Indianapolis, Ind.

**FOR SALE**—G.I. dual speed motor with Brush PL-20 pickup and 14-watt 2-channel amp. with 12" speaker, \$70. H. Glenwood Schlegel, Hummels Wharf, Pa.

**WANTED**—Tube tester, signal generator, and V-O-M multimeter. Doyle McCall, Ava, Mo.

**WANTED**—Radio training kits, any type. State price and condition. Sgt. Jos. Scannell, APO 935, c/o Postmaster, Seattle, Wash.

**FOR SALE**—2 1/2-meter xmitter with tubes, \$22.50; 300V, 100 ma. a-c power pack, \$13. All perfect and in operating condition. Jos. Tanoos, Bayou Goula, La.

**URGENTLY NEEDED**—UTC LS-845, LS-18, LS-66, LS-103, LS-5, LS-10, LS-31 and UTC 2F low-pass filter. Must be electrically perfect. Earl C. Abbott, Tucker, N.J.

**WANTED**—Input I-F transformer and oscillator coil assembly for model 15 Majestic. Kenneth Wilberding, Main St., Cuba City, Wis.

**FOR SALE**—SX-17 with 12" PM speaker in Jensen bass reflex cabinet; separate rugged power supply with 3-section filter, P.P. 2A3 output tubes, crystal filter, original matching speaker cabinet included. Lieut. H. R. Fearson, c/o F.P.O., San Francisco, Calif.

**WANTED**—Several Cardwell midget condensers (ZR-15-AS, etc.) Also want F-M sig. generator and a 50 microammeter. Cash—or will trade a few 12K7, 0Z4, 3Q5 tubes, etc. Harold's Radio Shop, 206 Main St., Huntington Beach, Calif.

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# \* KOOLOHM RESISTORS

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RADIO & Television RETAILING • November, 1944

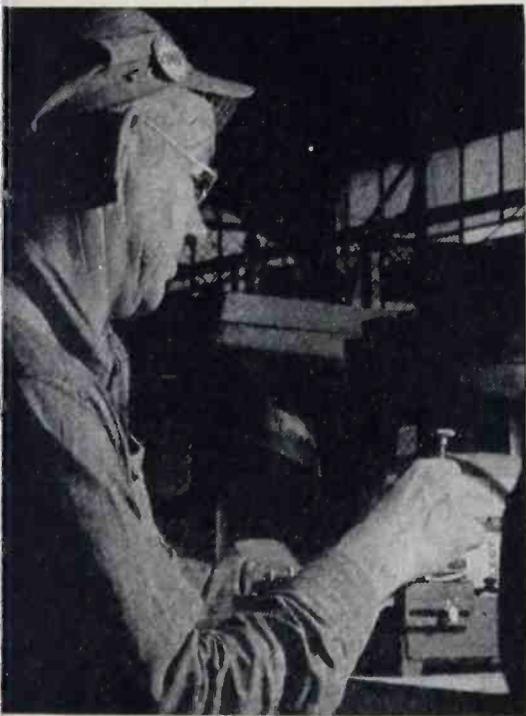


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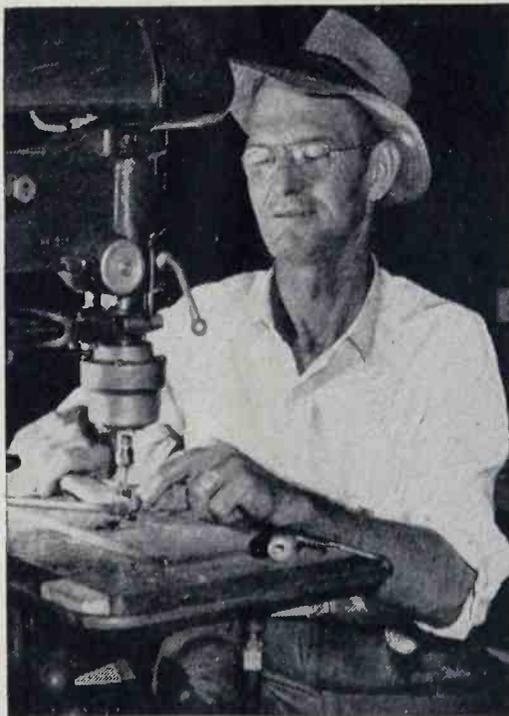
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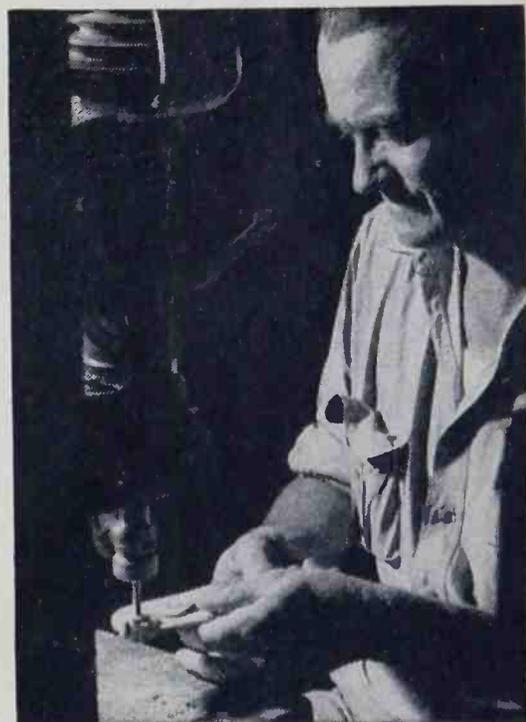
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**Expert** — His is a heritage for producing far-famed quality. Mt. Carmel, Illinois, is said to have more electronic technicians per thousand population than any other city in America.



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**MEISSNER** MANUFACTURING COMPANY • MT. CARMEL, ILL.

**ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE**

Export Division: 25 Warren Street, New York; Cable, Simontrice, New York



# a 4<sup>th</sup> CITATION

*for continuing leadership in war instrument production*



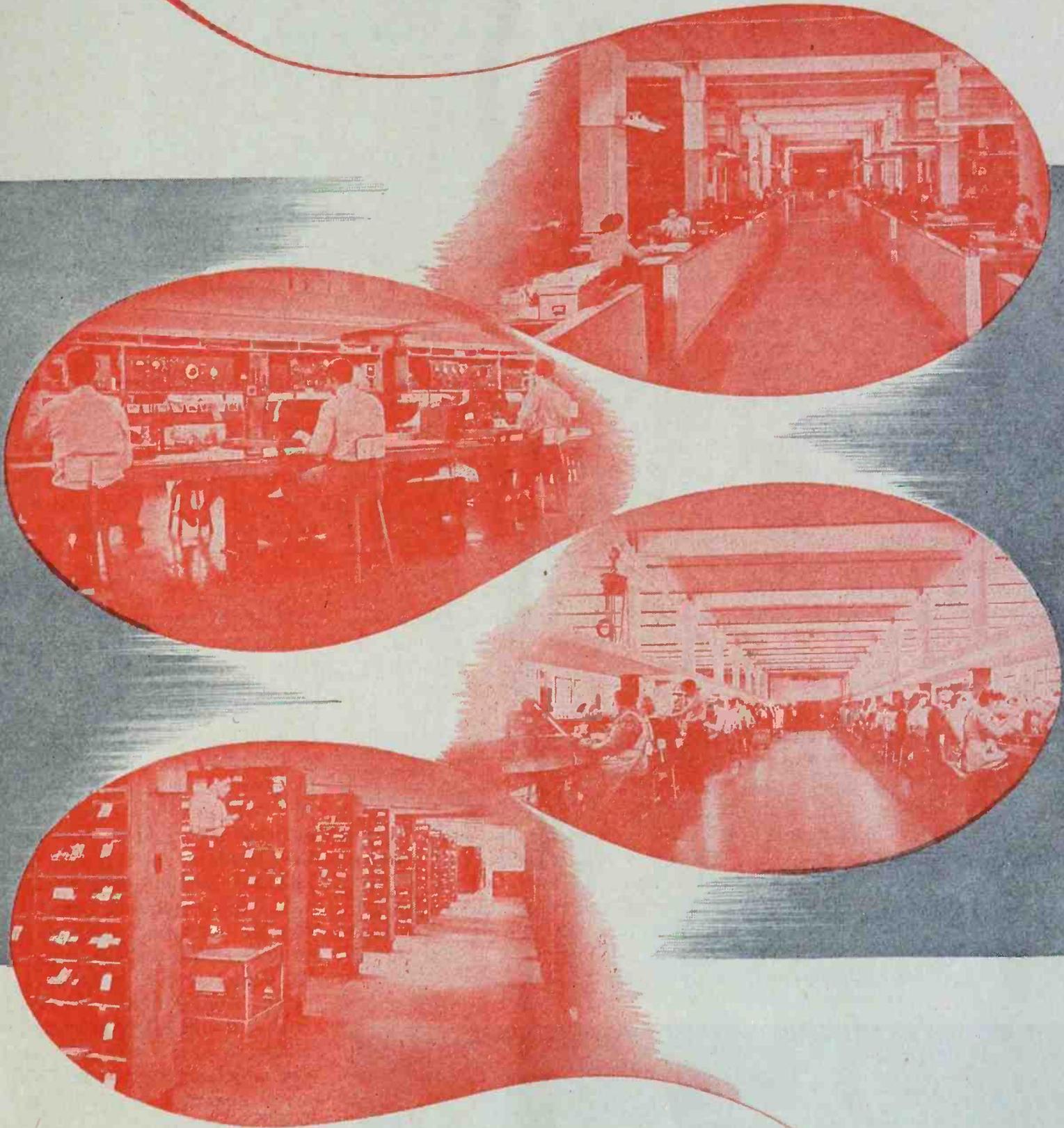
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# Weston

**FOR OVER 56 YEARS LEADERS IN ELECTRICAL MEASURING INSTRUMENTS**

# DESIGN FOR ~~WAR~~ <sup>peace</sup> PRODUCTION



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# Using Tube Characteristics

## How Static and Dynamic Curves Show Tube Operation in Amplifier Circuits

• The static characteristic curves of a tube as given in tube data books refer only to the electrical behavior of the tube itself and the effect of fixed voltages, without reference to any impedances which may be associated with that tube as loads. The varied range of loads than can be applied to tubes makes it necessary to combine their characteristics with the static tube characteristics to be able to predict the results.

For example, in Fig. 1 is shown the plate characteristics of a 6J5 triode connected to the simple circuit also in Fig. 1, which is a common type of voltage amplifier circuit.

The presence of any impedance in the plate circuit of a vacuum tube will cause the instantaneous plate voltage,  $e_b$ , of the tube to vary in some manner determined by the grid voltage,  $e_c$ , and the type of load impedance. The combination of the load impedance and the static characteristic of the tube produced the so-called dynamic characteristic. By dynamic, is meant the behavior of the entire circuit when an AC grid signal is present.

For a simple resistance load of 50,000 ohms as shown in Fig. 1, for every milliampere increase in plate current, the plate voltage will decrease 50 volts. With a higher load

resistance the plate voltage would decrease a greater amount per milliampere increase in plate current.

Many characteristics of performance can be predicted graphically from the static characteristics of an amplifier tube in combination with a load line. A load line is drawn on the static characteristic curves to represent the variation of plate current and voltage for the particular type of load being used. The straight line drawn from 400 volts on the voltage axis to 8 milliamperes on the current axis on Fig. 1 is called the load line. It is characteristic of all load lines for resistance loads. The resistance represented by this line may be an actual resistor as in Fig. 1, or it may be the reflected load on the secondary of a transformer connected in the plate circuit of a tube, similar to Fig. 5. Loads which are inductive or capacitive produce load lines which are ellipses and are more difficult to deal with.

### Load Line

The construction of a load line on the static plate characteristic permits the calculation of: (1) the useful signal voltage across the load resistor  $R_L$ ; (2) the gain of the circuit; (3) the distortion; (4) the power output. A number of other factors

may also be easily determined and they will become obvious as the method of constructing a load line is explained.

To construct a load line for a given resistance load when the supply voltage  $E_{bb}$  is given, proceed as follows: (1) divide  $E_{bb}$  by the value of the load resistance  $R_L$ , which will give a current value  $I_b'$ ; (2) draw a line on the static curves between  $I_b'$  and  $E_{bb}$ . This is the load line for the given conditions. The intersection of the load line with the static curve representing the grid bias to be used, is called the operating point as O in Fig. 1.

### Effect of Signal

If an AC signal voltage is applied to the grid circuit of the tube, the plate current will vary along the load line as constructed, between the limits set by the magnitude of the grid voltage,  $e_c$ . For example, in Fig. 1 a grid bias of  $-8$  volts is used giving an average plate current of 4 ma. (the average plate current is found by drawing a line horizontally from the operating point to the  $i_b$  axis). The average plate voltage,  $E_b$ , is 120 volts (this is found by drawing a line from the operating point perpendicular to the plate voltage axis). If an AC signal with a peak value of 8 volts is applied to the circuit of Fig. 1 the grid will reach an instantaneous voltage of zero once each cycle and  $-16$  volts once each cycle with the axis of operation being  $-8$ , which is the DC grid bias.

It will be seen that at the instant the grid is at zero volts the plate current will be 6.7 ma. and the plate

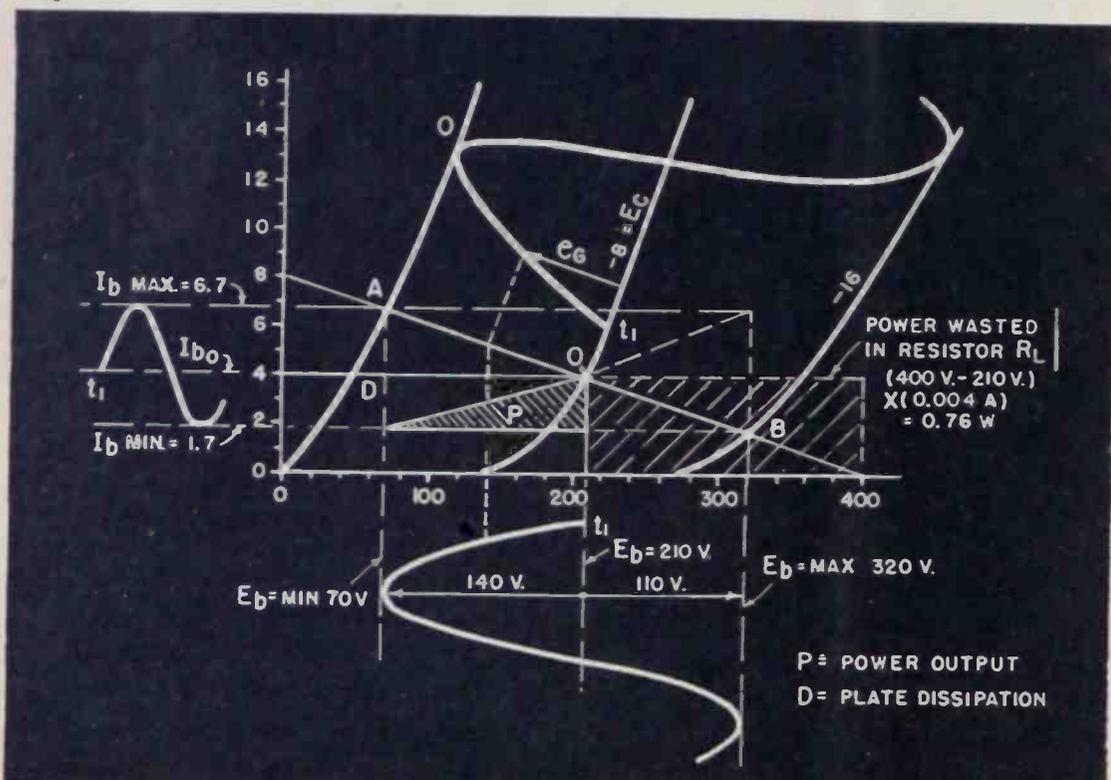
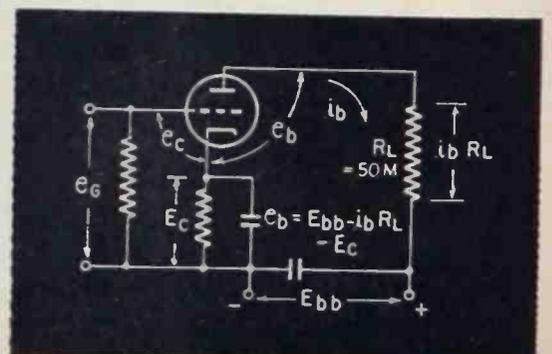


Fig. 1—Current, voltage and power relations for triode amplifier in circuit below. Area P represents useful output.





# Using Tubes

(Continued from page 71)

plate current values in this territory.

The same principles of constructing load lines for the triode series of tubes apply to pentodes and tetrodes. The plate characteristics of pentodes and tetrodes show that greater distortion will result by the use of these tubes. As an example, reference to the plate characteristic of the 6L6 beam power tube (which is similar to most pentodes), shows that the distance between the grid voltage lines changes from a fairly large value between the  $E_c = 0$  and  $E_c = -5$  to a small value between  $E_c = -25$  and  $E_c = -30$ . This gradual crowding of the family of curves at the higher grid bias values is typical of pentodes and tetrodes. It means that a 5 volt change in grid voltage will produce a smaller current change at the higher bias voltages than at the lower bias voltages. This characteristic must be kept in mind when constructing a load line for minimum distortion.

## Pentode Operation

As an example, consider the problem of constructing a load line for minimum distortion on the 6L6 plate characteristic of Fig. 3. The tube is to be operated Class A which means, of course, that the grid is never to be driven positive by the signal voltage. A point is selected on the  $E_c = 0$  curve near the "knee" as point A in Fig. 3. The peak grid signal voltage must be determined or known and the value of negative grid bias selected so that the grid will never become positive. The grid bias is usually selected as  $\frac{1}{2}$  of the last useful negative bias curve shown in the characteristics. In the case of the 6L6 of Fig. 3, this is in the neighborhood of  $-14$  volts.

The object now is to draw load lines from point A so that equal distances are intercepted on the load line between points A and the point of intersection with the operating bias line and between the latter point and the point where the load line intersects a bias line of twice the value of the grid bias. As shown in Fig. 3, for minimum distortion the distance between A and the operating point O, must be the same as between point O and point B. This load line is most easily established by using a marked scale with a center O, positioned on the plate characteristics until the lengths of the load line on either side of the operating bias line are equal.

After the correct line for minimum distortion has been drawn on the characteristic curves, its corresponding value of resistance may be determined by getting the slope of the line which will be the conductance. As in Fig. 3, the load line has been extended until it meets the plate current and plate voltage axes at 450

volts and at 180 ma.  $\frac{450}{180 \times 10^{-3}} = 2500$  ohms which is the correct value of load resistance to use with this tube under the given conditions. The operating bias in this case is  $-14$  volts, the average plate current is 70 ma. and the average plate voltage is 250 volts. These values are all de-

watts. The rated power output for this tube as a Class A amplifier as given by manufacturers' data is 6.5 watts.

Because of the relatively large harmonic output of pentodes it is customary to include the power in the harmonics as part of the output. The power output taking into account the harmonics can be calculated from the following formula:

$$P \text{ (watts)} = \frac{I_{b \max} - I_{b \min} + 1.41 (I_x - I_y)^2 R_p}{32}$$

All current values must be in amperes. Where the current value  $I_x$  and  $I_y$  are determined as shown in Fig. 3, all current values are in am-

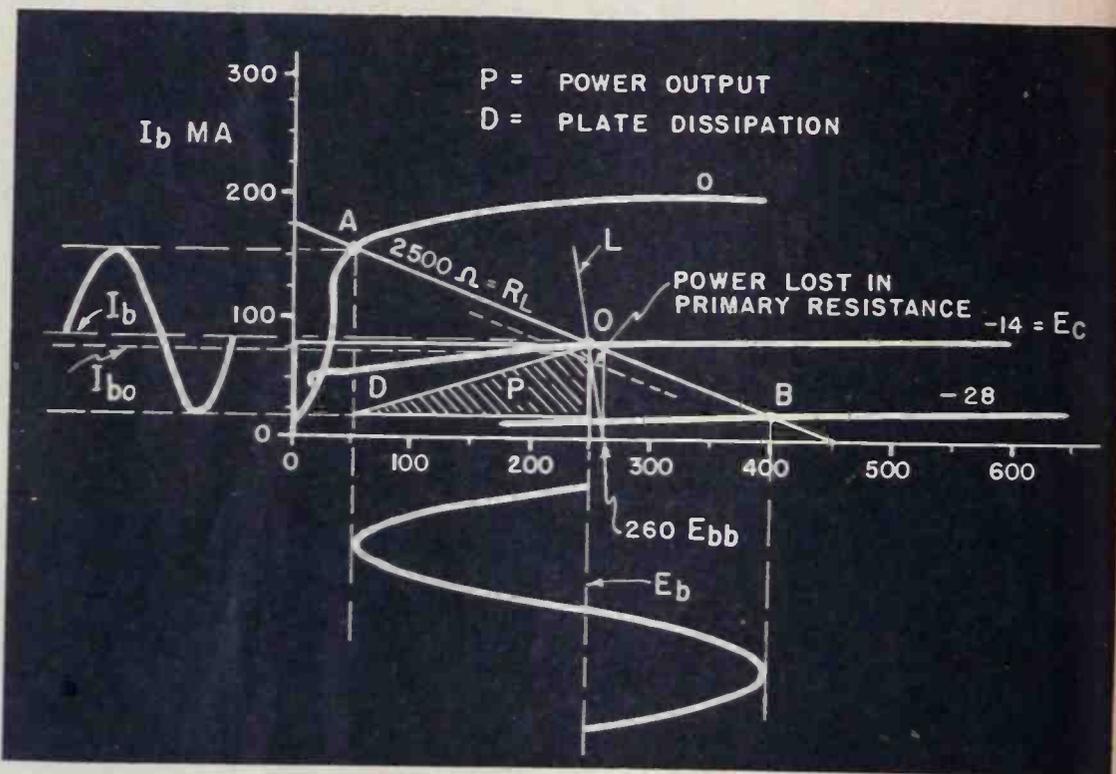


Fig. 4—Power diagram for pentode (6L6) showing load line.

terminated at the operating point O.

Because of the greater distortion in pentodes, the average plate current  $I_{bo}$  is not a fixed value over the range from no signal to full signal voltage. The distortion causes the plate current wave shape to differ from a pure sine wave and this causes a small rectification of the signal which will make  $I_b$  increase slightly from its no signal value. This increase in average plate current caused by rectification makes the load line shift slightly to the right as shown in Fig. 3, where the line AOB is the operating position and the dotted line is the position the load line occupies with no signal.

The power output from the tube in Fig. 3 can be calculated by the use of the above formula. In this case  $I_{b \max} = 165$  ma.,  $I_{b \min} = 15$  ma. and  $E_{b \max}$  is 400 and  $E_{b \min}$  is 40 volts which gives a power of 6.7

watts;  $R_L$ , the load resistance, is in ohms.

The percentage of distortion may be calculated from the characteristic curves and the load line from the following formulas. For triodes:

$$\% \text{ 2nd Harmonic} = \frac{I_{b \max} + I_{b \min} - 2I_{bo}}{I_{b \max} - I_{b \min}} \times 100$$

where  $I_{b \max}$  and  $I_{b \min}$  are the values as shown in Fig. 1.

For pentodes the per cent distortion is

$$\% \text{ 2nd Harmonic} = \frac{I_{b \max} + I_{b \min} - 2I_{bo}}{I_{b \max} - I_{b \min} + 1.41 (I_x - I_y)} \times 100$$

where the current values are determined as in Fig. 3.

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(Continued on page 76)

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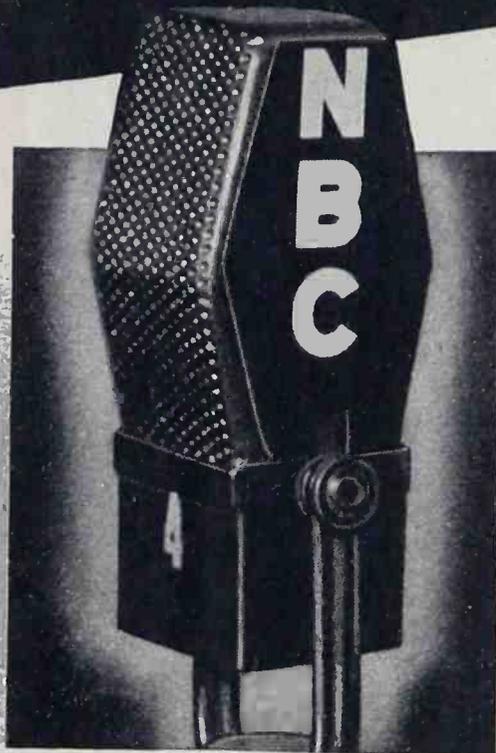
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# Using Tubes

(Continued from page 72)

connect the relatively low impedance load to the high plate resistance of the tubes the actual load resistance presented to the tubes is the value reflected into the primary of the output transformer. In Fig. 5 a typical power amplifier stage is shown with an output transformer in the plate circuit connected to the load resistance  $R_s$  of 10 ohms. The turn ratio of the transformer is 15:1 step-down. The 10 ohm load on the secondary will present an impedance of  $10 \times 15^2 = 2250$  ohms. This reflected resistance is shown in phantom across the primary of the transformer as  $R_L$ . Since this load resistance  $R_L$  is a reflected value only and does not actually exist as a resistor, there is no direct voltage drop across it due to the average plate current of the tube. The only resistance to DC in the circuit is the resistance of the wire in the primary of the output transformer and this is usually a very few ohms. This primary DC resistance can be plotted from  $E_{bb}$  to find the operating point O as in Fig. 4. The line L represents the DC primary resistance.

While this reflected  $R_L$  is only present when there is a signal voltage on the grid of the tube, it can be represented by a load line on the plate characteristic in the same manner as previously described.

In all cases, where the load resistance  $R_L$  is an actual resistor, the intersection of the load line with the plate voltage axis is the value  $E_{bb}$  or the required plate supply voltage. However, if the load resistance  $R_L$  is a reflected value as in the case with an output transformer, the intersection of the load line with the plate voltage axis is not necessarily the plate supply voltage,  $E_{bb}$ .

In nearly every case the required power supply voltage  $E_{bb}$  is only a few volts higher than the average plate voltage,  $E_b$ , at the operating point O. The extra few volts required are those lost across the DC resistance of the primary of the transformer. This is shown in Fig. 4. It is possible for the instantaneous plate voltage to rise above the power supply voltage in the transformer coupled amplifier because of the counter-emf across the primary due to the changing plate current. This counter-emf adds to the plate supply voltage  $E_{bb}$  to increase the instantaneous plate voltage  $e_b$  above the value  $E_{bb}$ . Where a real resistor  $R_L$

is used, it is impossible for the instantaneous plate voltage to be higher than  $E_{bb}$ .

While every amplifier stage may quite reasonably be called a "driver" for the next stage, in either a radio frequency or an audio frequency am-

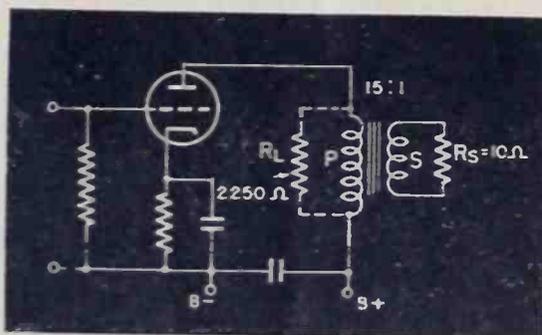


Fig. 5—Triode power amplifier and reflected load  $R_L$ .

plifier, the term is generally restricted to refer to the stage just ahead of the final power-amplifier stage. Since the output stage may be anything from a single tube in Class A to a push-pull pair of Class B triodes, it follows that the "driver" in its turn may be anything from a small receiving pentode in a Class A circuit to a push-pull pair of heavy duty tubes.

## Fading on 3-Way Portables Caused By Inoperative Mixer Tubes

Fading on 3-way portables is frequently caused by the inoperation of the oscillator section of the mixer tubes—tubes like the 1A7, 1LA6, and on the "camera" portable, the 1R5. These tubes fade more readily on DC than on AC power supplies. If a portable is brought in with a fading complaint, but fails to fade, it is often helpful to plug the set in on DC, if such current is available. If the set fades on DC, but plays on AC, the converter tube is usually to blame.

Sometimes the fading occurs all over the dial, at other times only over a portion of it.

Replacement of the mixer tube is the procedure of many servicemen, but in the case of the 1A7, replacement is often unnecessary. Many 1A7s fade because the filament voltages have decreased from the required 1.4 volts, to 1.3 or 1.2 volts. This decrease, small as it is, is nevertheless critical enough to render the oscillator section of the tube intermittently inoperative.

A weak rectifier tube, or a poor input filter condenser, may be responsible for this decrease in the filament voltages. More commonly, however, an increase in the resistance between

the cathode of the rectifier and the filaments of the one-volt tubes, which it feeds, is to blame.

In any case, placing a resistance of 20,000 ohms or less in parallel with the cathode to filament resistance will bring the filament voltages up. Starting with 20,000, resistances of lesser values can be tried in succession, until the correct voltage of 1.4 appears across the filaments. (See page 80.)

Not only will fading be eliminated, but the volume of the set will usually increase a good deal, because the emission will rise. This suggests the use of the same procedure for complaints of low volume on 3-way portables, when the filament voltages read below 1.4.

## Speaker Field Simultaneously Open and Shorted

The cathodes of the 25Z5 rectifier were blown out on this set. With the tube removed from its socket, a resistance test from cathode to chassis was made. (See page 80.) A full short reading was measured.

Condenser C1 was disconnected, but a short reading between D and chassis remained. Then the choke was disconnected, and a test made. The short persisted. The field coil ground lead was then unsoldered, and a continuity check of the field coil made. This revealed that the speaker was open. A test from cathode to ground, however, with the ground side of the field coil still disconnected, showed that the short was still there. The short disappeared when the field coil was disconnected at B.

The field coil leads were carefully examined. At the place where they entered the field coil, they were slightly charred. A slight tug at the leads brought exposed sections into sight. The insulation had been burnt away, and it was evident that the wires had been shorting against a metal section of the speaker, but not visibly so.

The occurrence of an open and short-circuited condition in the loudspeaker seemed to be a most peculiar coincidence, and one calling for further investigation. Certainly an opening in the field coil couldn't possibly cause a short to develop. Neither could a short from B to ground burn the field coil out, because most of the current would travel from ground, to B, to cathode—very little from A, to B, to cathode.

A closer examination of the speaker dispelled the mystery. A 450 ohm loudspeaker had been used, possibly  
(Continued on page 80)

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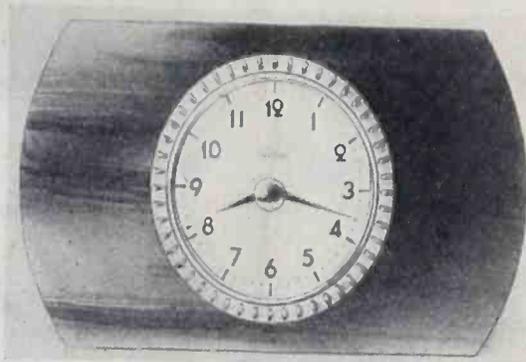


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**HOTPOINT'S** AUTOMATIC ELECTRIC DISH-WASHER for the postwar. Dishes are placed in the washer, doors closed, and one touch of the button sets rinsing, washing and drying motions in operation. Calgonite, the water conditioner which takes the place of soap, is injected automatically into the washing water during the operation of the machine. Waste matter ground up and washed down the drain. GE Appliance Co., Chicago, Ill.—RTR



**TELECHRON TIMER**, pre-selects any program on a given band, and turns the radio off and on. 48 keys around clock face indicate 15-minute interval settings, and can be made as long as 10 hours in advance. Self-starting, sealed-in motor. Warren Telechron Co., Ashland, Mass.—RTR



**AUTOMATIC CLOTHES WASHER** to be sold after the war. Damp dries (ready to iron) in 15 to 25 minutes. Holds 9 pounds of dry clothes. Will be available in both electric and gas models. Sturdy steel construction with white enamel finish. Dimensions 39 in. high, 31 in. wide, and 25 in. deep. Cramer-Krasselt Co., Milwaukee, Wis.



**50 WATT AMPLIFIER**, model M-50-C, complete with radio tuner covering full broadcast band, record changer and space for record storage. A smaller 25 watt model complete with record player is available for installation in smaller plants. John Meck Industries, Plymouth, Ind.—RTR



**MODEL "MF"** foot switch for actuating one to eight circuits. Foot rest is only one-half inch above the floor, and requires only 1/16 inch throw. The Model "MF" is ruggedly constructed to withstand severe use. It is splash and dust proof so that factory conditions can not affect its life or limit its applications. General Control Co., 1200 Soldiers Field Road, Boston 34, Mass.—RTR

## Service Notes

(Continued from page 76)

by an inexperienced repairman, to replace a 3,000 ohm one. The resistance marking was not legible, hence the difficulty in recognizing it. It was now obvious that the charring of the leads and the shorting of the field coil, as well as its opening, had a common origin and were not due to mere coincidence.

### Tube Testing and OPA

From the Philadelphia Radio Service Men's Association publication, the P.R.S.M.A. News, a statement on the tube testing situation poses some practical points. It is quoted below.

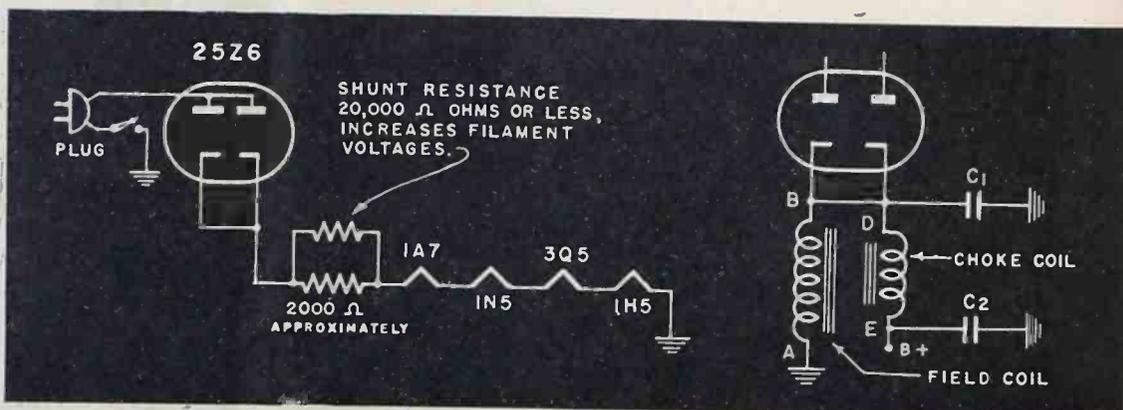
"The O.P.A. stated that the radio dealers and servicemen cannot charge for testing tubes, if the customer brings them in to you for test, because of this ruling a great many radio dealers and servicemen have discontinued testing tubes for anyone but their old customers. Many of the large chain stores and auto supply stores who used to test hundreds of

tubes daily have also cut it out. This practice of test tubes free is an evil brought on by the tube manufacturers to help sell more tubes, but it's going to be a Frankenstein for the dealer and the servicemen. First after the war you'll need a new tube tester as most of them now are obsolete and a good new tester will cost around \$65.00 and the new television radio sets will have between 15 and 20 tubes in them so that when asked to test a set of tubes you will have to spend about 20 to 30 minutes with

each customer, all for free. Now where do you come off at, in return you will be able to sell him one or two tubes he may need, if he can't buy them for less elsewhere. Will this type of practice pay the cost of your tester and time?"

### New Catalog

1944 Catalog of Standard DeLuxe and Chief intercommunicator systems just announced by Talk-A-Phone Mfg. Co., 1219 W. Van Buren St., Chicago 7, Ill. RRT.



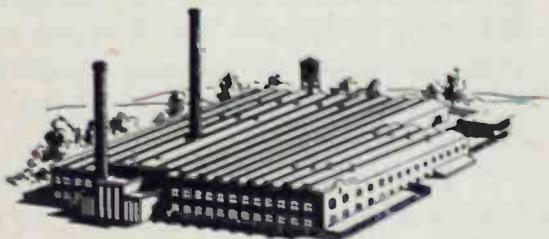
(Left) Added resistor increases filament voltage. See speaker field item, p. 76.

# IN CABINETS, TOO...

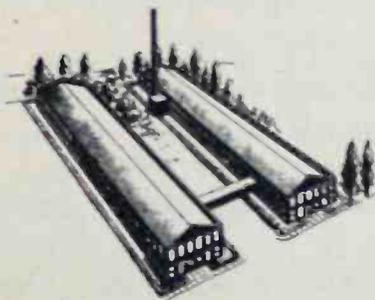


HERE **FM** WILL ALSO MEAN

**F**INEST **M**ADE!



The vast Temple plant at Mystic is now devoted entirely to our Woodworking division, and will concentrate all its facilities on the production of radio cabinets.



The new Temple plant at New London, embracing 100,000 square feet of space, contains our radio and electronic divisions — now engaged 100% in producing vital war equipment.

Every Temple Radio will be housed in Temple-built furniture produced by Temple craftsmen in Temple's own furniture plant. During the impending lack of fine cabinetry following war's end, Temple will not have to depend upon outside sources for radio cabinets. Which means not only SURETY OF DELIVERY, but also exclusive distinction of design, not only directly supervised excellence of construction, but also wealth of selection—all additional reasons why it will pay YOU to "team up with Temple".



**TEMPLETONE RADIO MFG. CORPORATION, NEW LONDON, CONN.**

**FM...TELEVISION...RADIO-PHONO' COMBINATIONS**

Licensed under Armstrong and RCA Patents

RADIO & Television RETAILING • November, 1944

# SYLVANIA NEWS

## RADIO RETAILER EDITION

NOVEMBER

Published in the Interest of Better Sight and Sound

1944

# HUNDREDS OF PRIZES FOR RADIO RETAILERS

## 6th War Bond Drive Keyed to Pacific War

The coming 6th War Bond Drive will be geared primarily to the task facing us in the Pacific, according to Ted Gamble, National Director of the War Finance Division, U. S. Treasury.

"The job of the 6th War Loan," he told the merchant leaders, display experts and press representatives assembled at a luncheon sponsored by the War Advertising Council, "is to sell the war all over again to the people."

Charles W. Alexander, originator of the display plan, stressed the fact that the display contest was designed to give the participants maximum honor, prestige, and prizes.

### CONTEST RULES

1. Only displays devoted exclusively to the Sixth War Bond Drive will be considered. And each display must feature a \$100 War Bond, or reproduction thereof.
2. Photographs of displays should be marked "RADIO DIVISION" on reverse side, followed by the name of the contestant, name and address of the store, dates when and place where the display was on view to the public. Send only photos of displays — not display material.
3. Photographs should be 8" x 10" glossy prints. They may be photographs of a single display, or of a group (in which case, they should be joined together).
4. All photographs become the property of the Contest Committee and will be presented to the U. S. Treasury for its use.
5. Displays will be judged according to sales appeal, originality, attention-value and artistry.
6. All entries are to be mailed to the Sixth War Bond Display Contest, care DISPLAY WORLD, Cincinnati 1, Ohio. The closing date is December 26, and entries must bear a postmark no later than midnight of that date.

## Sylvania Sponsors War Bond Display Contest \$1000—TOP PRIZE

Hundreds of Radio Service Shops and Radio Retailers from Coast to Coast will have the opportunity to win War Bond prizes totalling \$10,500 maturity value, through the Sylvania-sponsored 6th War Loan window display contest. Confined to radio outlets—and *radio outlets only*—the chance of winning will be unusually high for every entrant. What is more, every entrant automatically qualifies for a *state, regional and national* prize.

### JUDGES NAMED TO PICK WINNERS

Panels of judges are being chosen for each state, section, district, and for the nation. The panel will always include one representative of an advertising association, the advertising manager of a concern not competing, a public spirited citizen, a newspaper editor, and a commercial artist.

As the judges will have to make their decision according to what they see on the photographs submitted, Sylvania urges contestants to submit clear, sharp prints.



### Ideas Count

Your window may be large or small; your shop may be on the main thoroughfare or a side street but to the judges the decision will be based on the cleverness of the idea and the ingenuity with which it is carried out.

Remember one thing—the window display is to be designed to *sell War Bonds*—not to advertise your services or Sylvania Electric Products, Inc. The more bond selling force you build into your window display, the more chance you have of walking off with one of the really big money prizes.

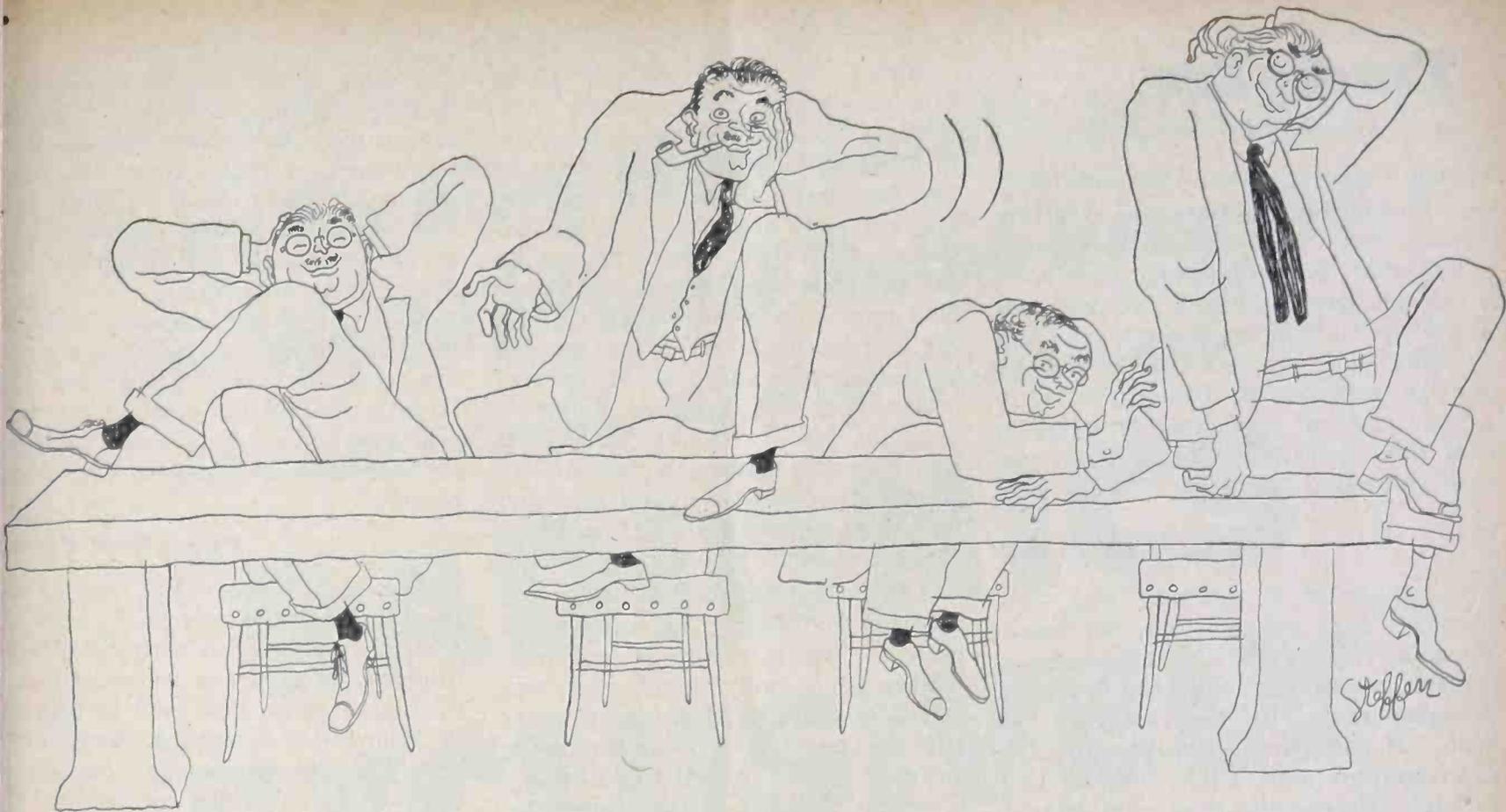
### Who gets the Thousand Dollars

Some radio man is going to get himself a \$1000 War Bond. Hundreds of others will get smaller ones. Details are not all complete but write *today* to Sylvania, Emporium, Pa., and get in line for some real dough.

Sylvania will announce complete details of the contest to all dealers and servicemen by means of special mailings.

SYLVANIA  ELECTRIC PRODUCTS INC.  
Radio Division • Emporium, Pa.

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES



## INFORMATION PLEASES...

### when radio dealers learn about Majestic!

Here's a company with one of the great names of radio—a name which, according to independent surveys, rings the bell of recognition with 88 out of every 100 of your potential customers . . . a name which is familiar through actual ownership, past or present, to 24.5% of the radio-buying public . . . a name which is being made even more familiar today through consistent advertising in the nation's major markets.

Here's a company whose exclusive post-war interest is *radio*, and the *radio dealer*. A company with young, vigorous, sales-minded management . . . with an alert, product-wise engineering staff—your assurance of right products, right timing, right promotion, right pricing.

Here, finally, is a company with a unique plan—*Controlled Distribution*—designed to protect its dealers, on the Majestic line, against price-cutting, parlor-dealing, wild trading and all the other tactics which all too often take the profits out of

radio retailing. *It's a plan which makes it possible for the legitimate dealer to make a legitimate profit on every sale.*

\* \* \*

*Is it any wonder that far-sighted radio dealers are pleased when they learn all the facts about Majestic!*

You'll be pleased, too, when you receive information about the Majestic organization and the Majestic way of operating—when you realize what a Majestic franchise will mean to you.

So that you may have this information, we invite you to send today for your free copy of the new Majestic brochure, *Blueprint for Peacetime Profit Planning*. When you read it, you'll see why—

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

MAJESTIC RADIO & TELEVISION CORPORATION • CHICAGO 32, ILLINOIS



SEND FOR THIS FREE BROCHURE TODAY!



**Majestic**  
MIGHTY MONARCH OF THE AIR  
RADIO TELEVISION ELECTRONICS

Majestic Radio &  
Television Corporation  
Chicago 32, Illinois

INFORMATION PLEASE!  
I'd like to know more about  
your organization and your  
plans. Please see that I receive  
a copy of the Free brochure,  
*Blueprint for Peacetime Profit  
Planning*.

Name of Firm .....

Address .....

City .....

County ..... State .....

## Trade-Ins

(Continued from page 48)

upon the merchant and his sales force.

During the hey-day of price-cutting the writer witnessed an incident proving that profit-chopping techniques can get into the blood. A man and woman came into a dealer's store and walked over to examine a famous-make refrigerator, having not only wide national acceptance, but known in this particular dealer's locality as a "self-seller."

### What NOT to Do!

The store in question was well known as a price-cutting, overboard trading-in headquarters, and the sales manager, after greeting the man and woman said: "I'll tell you what I'll do. If you give me an order for this refrigerator now, I'll . . ." just like that! He cut the price, and offered a big "sight-unseen" trade-in allowance for *anything* the prospective customer may or may not have had in the shape of an icebox.

All we can do is to hope for the best in merchandising, and make some good resolutions ourselves. Let us set up fair trade-in figures, and *stick* to them. Let legitimate price-reduction sales take the place of wildcat price cutting. Let us buy carefully, cleverly and intelligently that merchandise which will sell quickly and not be outmoded too rapidly.

If the prospective customers in your store show signs of walking out to go "shopping" because you have refused to chisel with them on the price, let them go. Don't let price-cutting sap your profits.

## Fast Turnover

(Continued from page 37)

ahead of the sheriff. Guernsey soon found this out for himself. But he's an ingenious guy—and an artist as well. So he developed a plan of his own to get rid of his frozen assets. He went into the furniture market and purchased a number of beautiful cabinets in which to house his chassis. He advertised them in the classified columns and sold them from his living room. The idea clicked. In fact, it clicked so well that he was overrun with customers demanding similar merchandise even after he had disposed of his stock. So he journeyed up to Chicago and bought more chassis. Business remained good and his bank account grew.

About a year later Welburn Guernsey decided to conquer new fields. Because he was a neophyte in business, he didn't know about or pay too much attention to the Depression. He organized a safari consisting of his wife, himself and young son and started a trek into the Southland with no particular goal in mind. He left his bank-roll in safe-keeping in Indianapolis and took along with him only a few hundred dollars—"just in case." Before leaving he sold his radio business because he had become tired of an inland city and was desirous of settling somewhere along the coast.

Tampa, Florida, was probably the farthest thing from his mind as a place to "light." But he landed in Tampa one rainy night and was forced to stay over, planning to move out the next day. The following morning he was invited to go fishing. Guernsey was an ardent fisherman, in the Gulf—and right then and there the die was cast! You see, he had never dreamed that fish were as big and plentiful as he caught that day. And that settled it. He talked matters over with his wife and it was decided to open a radio store in Tampa, but only to the extent of the cash on hand, amounting to \$310. That was the unique and humble beginning of what soon became Florida's largest and most successful radio store known as "Associated Radio Co." He prospered from the beginning.

### Branches Successful

But a young, aggressive and far-sighted chap like Welburn Guernsey had no idea of limiting his activities to just one store. He successfully opened branches in Orlando, Lakeland and Sarasota which has since enabled him to dominate the field on the West Coast of Florida. His stores are all modern and well appointed—his window displays reflect his own esthetic tastes.

Because of his innate desire to carry large, well displayed stocks of new radios in all of his stores he opened a fifth store in Tampa for the sale of used radios only. This was probably the only store of its kind in the country for the past several years, but it had to be closed recently for lack of used radios.

The war has not brought any depression to Guernsey, although many, many dealers throughout the country have folded up and despaired of keeping their business in operation. The Associated Radio Co. has gone mer-

rily along specializing in service and thereby making many new friends. Then, too, they have maintained a large stock of radios converted from automobile radio chassis. Their dollars and cents volume has continued to be substantial and profitable all during this war period.

When Welburn Guernsey is asked the secret of his success he has a terse, but emphatic answer, namely: "A large, well displayed stock of the best radios backed up by a brand of service that makes our customers life-long friends."

### Peacetime Plans

The second important chapter in the history of Associated Radio Co. is about to be written with the advent of peace. The largest and most beautiful store of its kind will be opened in Miami just as soon as restrictions are lifted. It will occupy a two-story building 63 x 120 feet located in the heart of downtown Miami. Other branches to be opened include St. Petersburg and Jacksonville with secondary locations to follow.

There seems to be little doubt about Welburn Guernsey's desire to build a monument to his ingenuity and business ability that will take Associated Radio into every worthwhile nook and cranny of the State of Florida. Though Associated Radio Co. has been exclusively in radio thus far, after the war a wide variety of household appliances will be stocked with radio and television sets.

Guernsey's love of the esthetic finds its way into his home life. A few years ago he purchased "Vista del Lago," which is one of the most attractive estates on the West Coast of Florida. In addition to a 23-room house, sunken gardens and tennis courts, it has a 65 ft. swimming pool. This estate is said to have cost a half million dollars when it was built by its original owner. The swimming pool has been kept active during the past few years with men of the Armed Forces from nearby fields to whom Guernsey has offered liberal use of it.

The Guernseys' swimming pool on their half-million dollar estate.



**Your Coming New Zenith will be  
the World's Finest Radio because**

*All Zenith's Engineering Power is Concentrated on*

**“RADIONICS  
EXCLUSIVELY”**

THE VAST new science of RADIONICS is a jealous wife. She demands undivided devotion from him who would share her secrets and master their application. Many of these secrets are still so sensational that they cannot even be made public!

has always been, always will be, a highly trained specialist in “RADIONICS EXCLUSIVELY.”

BEFORE the war, this policy made Zenith one of the largest radio manufacturers in the world with an unrivaled

No wonder Zenith—and only Zenith—is able to launch a RADIONIC REVOLUTION!

Yes, your coming new Zenith Radionic Radios, Global Portables and Radio-Phonographs will bring miraculous tone of such clarity, brilliance and beauty as they will

*Partial reproduction of  
Zenith advertisement now running in the  
leading magazines.*

**28 MILLION More Reasons Why Wide-Awake  
Radio Dealers Will Go Places With Zenith!**

• And each of those reasons is a convincing message to your radio customers and prospects!

Yes . . . this month over 28 million more full-page Zenith messages in leading national magazines continue the greatest advertising campaign in Zenith Radio history. They tell America why Zenith's policy of “RADIONICS EXCLUSIVELY” means the world's finest radio in coming new Zeniths. No other leading radio manufacturer can make that statement in just that way!

What's more—Zenith's concentration on “RADIONICS EXCLUSIVELY” leaves you free to sell the leaders in other appliance fields. The Zenith franchise does not tie you hand and foot to “also ran” appliance lines.

No wonder progressive radio dealers the country over are signing up with Zenith . . . looking forward to the day when they can cash in on the most valuable exclusively radio franchise in the world!

ZENITH RADIO CORPORATION, Chicago 39, Illinois  
*All Products Now for War Or Rehabilitation*

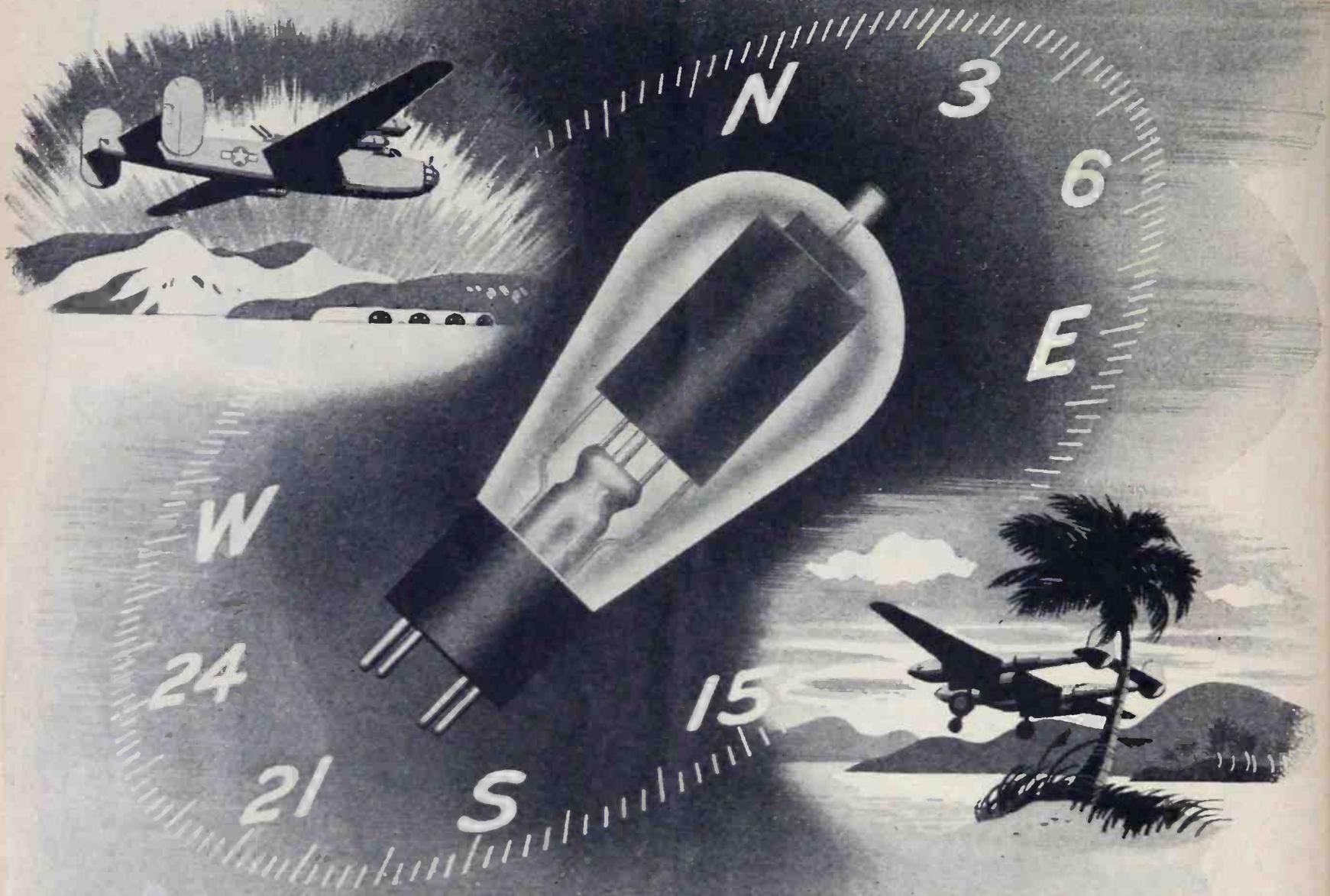
*Keep Your Eye on* **ZENITH** *for the Best in Radio!*

REG. U. S. PAT. OFF.  
**LONG DISTANCE RADIO**  
REG. U. S. PAT. OFF.

**RADIONIC PRODUCTS EXCLUSIVELY—  
WORLD'S LEADING MANUFACTURER**

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

# Delco Radio products have worldwide use



In every theater of war, Delco radio and electronic equipment is helping to coordinate the movement of Allied tanks, aircraft, ships, mobile artillery and field units. Besides these military applications, millions of Delco auto radios are in use both at home and abroad. Whatever the requirement and wherever they serve, Delco Radio products are respected as an effective combination of engineering vision, manufacturing precision. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

**Put Your Dollars in Action—BUY MORE WAR BONDS**

**Delco Radio**  
DIVISION OF  
**GENERAL MOTORS**

# THANKS TO *Phonola* ... THERE'S MUSIC IN THE AIR FORCE!

In the Air  
Force and Infantry,  
Tank Corps and  
Artillery, Phonolas bring  
to GI's the world over,  
the music of home.

While most of our manu-  
facture is now centered on  
war-needed electronic devices,  
these Phonolas in GI guise will be  
our springboard into peacetime pro-  
duction. They're olive drab and steel-  
sturdied, but they're still the latest,  
finest members of America's oldest and  
largest portable phonograph family—the  
famous Phonola line. And their operational  
innovations will be carried over into our  
post-war Phonolas—mechanically and  
electrically amplified phonographs of  
greater beauty, performance and  
value than we've made in all our  
twenty-eight years of leadership.

Watch for the new Phonolas!



# *Phonola*

WATERS CONLEY COMPANY • Rochester, Minnesota

New York office:  
17 E. 42nd Street,  
VANderbilt 6-2079

Chicago office:  
224 S. Michigan Ave.  
HARRISON 1880

WHERE YOU LIKE  
MUSIC YOU LIKE  
MUSIC!



# TELEVISION VIEWS

**Huge Potential Market for Video Foreseen. Postwar Tele Role Important.**

## DuMont Survey Reveals Potential Tele Market

Four out of ten persons plan to purchase television sets as soon as they are available after the war, according to the results of a survey conducted for the Allen B. DuMont Laboratories by Buchanan & Co., advertising agents for DuMont. Six out of every ten persons postponing the purchase of a television set say they will buy one within three years after the conclusion of the war.

### Purposes of Questions

Purpose of the survey was to determine a critical opinion on the relative merits of television picture clarity, the intent to purchase television receivers, the time element relative to purchasing and the probable effects of the proposed use of full color television picture on the purchasing intent.

Six out of every ten persons will accept the clearness of a 34 screen half-tone with 202 lines, while seven out of ten persons said they would not delay the purchase of a television receiver showing only black and white to wait for color pictures in the future.

All interviewing was done in the New York metropolitan area, among persons with means to purchase television receivers. Men and women were equally represented and an intensive cross section was used to get a proper distribution of age and occupational groupings.

## Vogel of Farnsworth Discusses Future of Tele

Ernest Vogel, vice-president of Farnsworth Radio and Television Corp., was chief speaker at an American Television Society meeting in New York. A Round Table Panel of experts on all phases of television discussed the question, "30,000,000 Television Receivers—When and Where?" D. W. May, radio-television distributor, was chairman of the meeting.

## Admiral Perfects Tele Model for Postwar

An eight-in-one combination television-radio-phonograph has been perfected by Admiral Corporation, Chicago, radio and radar equipment manufacturers, and will make its debut in the American home some time after the war.

A working model of the "dream" instrument has been in use in Admiral's laboratories for some time, according to Ross D. Siragusa, president of the company. This new instrument is Admiral's conception of what the postwar home entertainment set will be like.

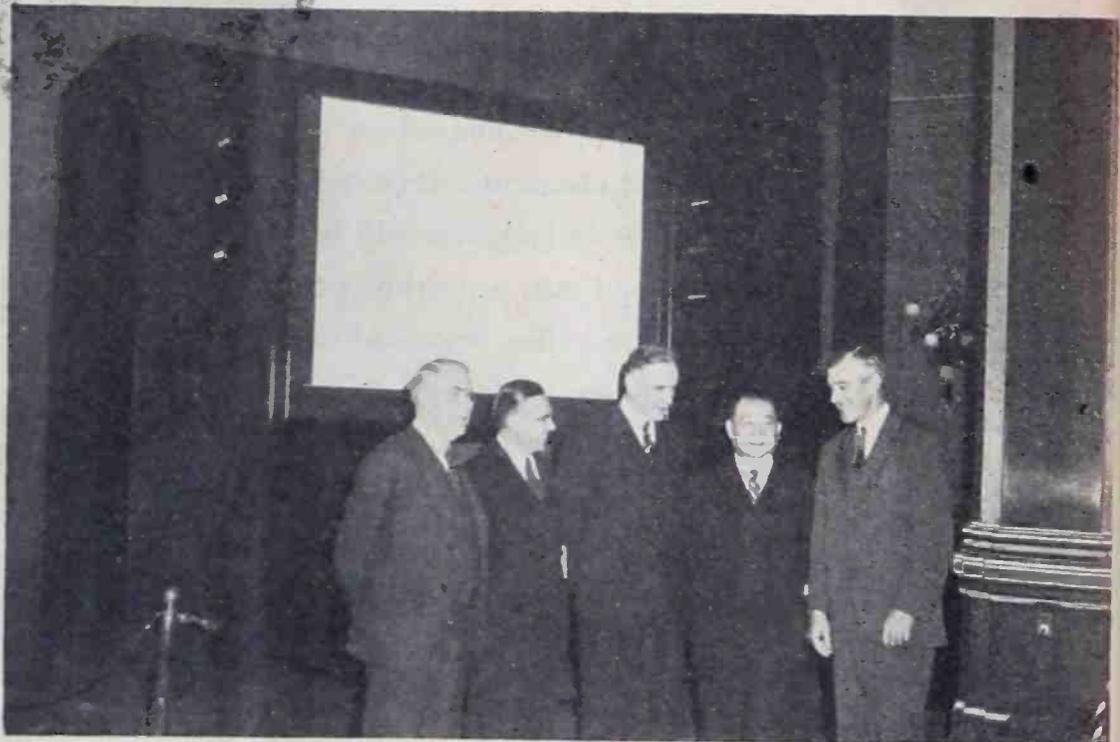
The set, first of its kind announced, will offer standard television reception with an image 5½ by 8 inches in size; standard wave length radio reception; frequency modulation reception; short-wave; phonograph with slide-away automatic record changer and a home recorder—all in one. Its modern cabinet will be about the same size as that of most "de luxe" combination radio-phonographs in countless American homes. Dimensions of the present model are 43 inches in height, 40 inches in width and 24 inches in depth.

Its initial market price will probably be \$625 to \$1,000 retail, contrasted to regular radio sets which will sell from \$19.95 to \$300.

## Philco, RCA Receive Grants For Television Stations

Permission to erect 7 experimental portable mobile television stations "to constitute a reversible relay system for television programs between Philadelphia, Pa., and Washington, D. C.," has been granted the Philco Radio and Television Corp. by the FCC.

The FCC also granted a construction permit to the Radio Corp. of America in Camden for an experimental television relay station to operate at 321,000 to 372,000 kilocycles and another permit for an experimental station to operate on Channel No. 5 in Camden with a maximum power of 30 kw visual and aural.



Using an enlarged demonstrator of a television set, RCA's Thomas Joyce gave a talk on television's power as a sales medium at the Boston distribution conference. Left to right: Daniel Bloomfield, conference director; Joyce; Mass. Congressman John W. McCormack; Dr. H. H. Kung, finance minister of the Chinese Republic; Mass. Governor, Leverett Saltonstall.

## CBS Announces Order for New Type Tele Receiver

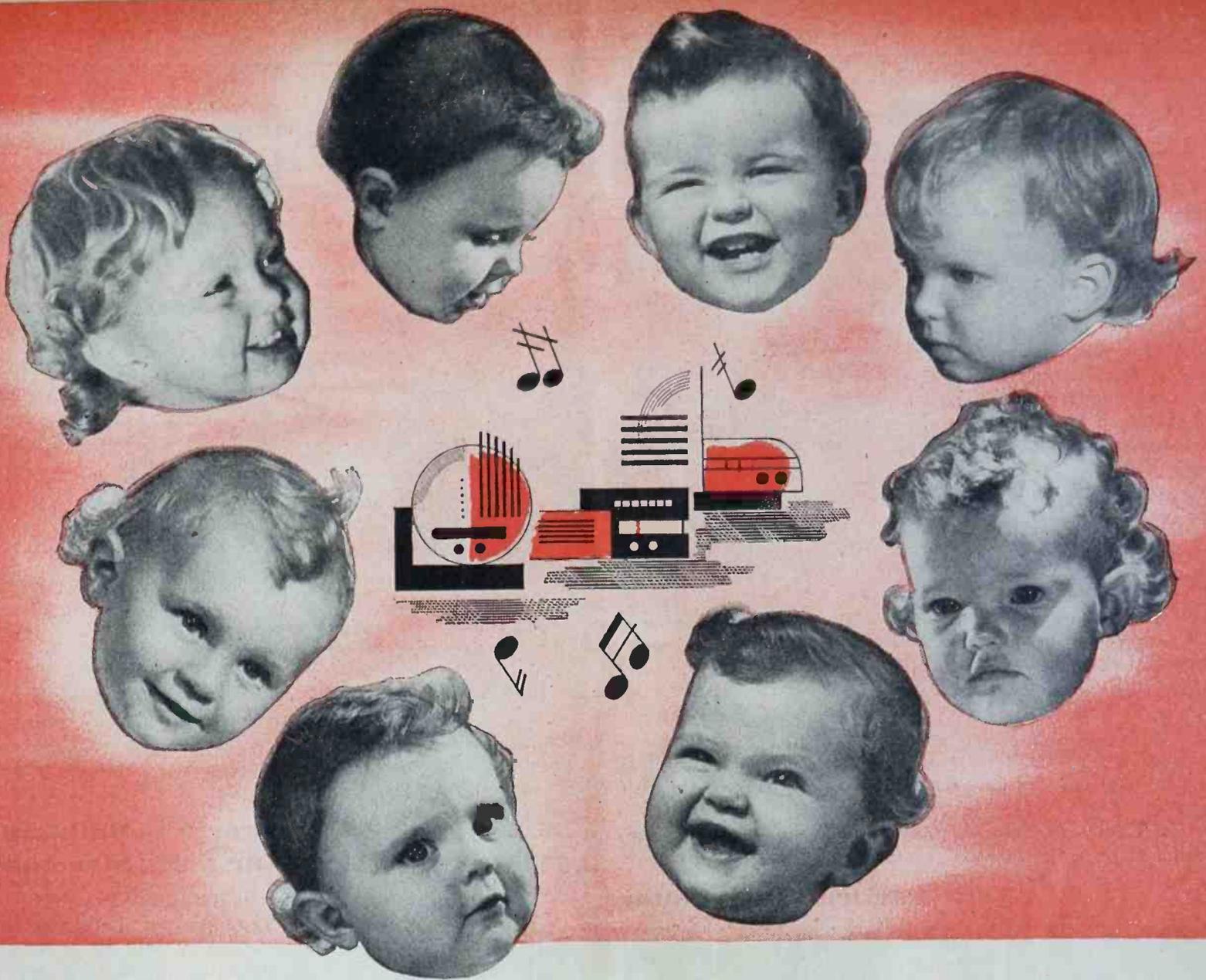
Joseph H. Ream, vice-president of the Columbia Broadcasting System, told the FCC allocations hearings in Washington that the Federal Telephone and Radio Corp. had accepted a CBS order for a wholly new-type of television transmitter to be delivered within 8 months. In accepting the order, the Federal company, a subsidiary of the International Tel. & Tel. Corp. of New York, stated that the equipment would be manufactured in its Newark, N. J., factories.

The new transmitter to obtain a fine-screen high frequency picture will be installed atop the Chrysler Building in New York, nearly 1,000 feet above the streets according to Mr. Ream.

## Joyce Stresses Tele Role in Postwar Employment

A nationwide television system, at the service of our country's political, business and labor leaders, can help the American people realize their hopes for employment, security and plenty after the war is over, according to Thomas F. Joyce of RCA. Mr. Joyce told the annual Boston conference on distribution that full productive employment must be based on a strong, nationwide consumer demand.

Most important, he declared, is television's potential power to stimulate the demand of all consumer goods, from farm and factory alike, and thereby create more jobs. It will also contribute directly to additional employment and increased purchasing power in the radio industry itself.



# SOME WILL BE OUTSTANDING !!!

Sure . . . all post-Victory radio sets will be new and different. They will be replete with enough new features, improvements and gadgets to astound most dealers . . . certainly all prospects. BUT (and it's a BIG "BUT") you can be sure that *some will be outstanding!*

You guessed it . . . Maguire Industries, Inc., Home Radio (Electronics Division) will have a prominent place in this outstanding group. Here's the reason: Maguire Industries' policy from the beginning has been based on the assumption that only the best research-engineering brains can conceive, design, and engineer products that will be outstanding in their field. Maguire Industries has been successful in obtaining the services of men acknowledged to be the best in the electronics field.

These scientists have produced a line of Maguire Home Radio Receivers devoid of all the common and uncommon "bugs" that

harass listeners. This is a radio line you will want to display and sell. It guarantees customer satisfaction and the real profits that go with speedy sales and trouble-free operation.

Maguire Industries has won exceptional merit in wartime production . . . in the electronics field; in the small arms field ("Tommy" guns and other small arms); in the food processing field; in the oil producing industry. Now, Maguire Industries has turned the talents of its large staff of scientists, engineers, and technicians to creating products for after-Victory use.

A tip that costs you nothing . . . investigate the Maguire Home Radio Receiver Line now! You'll be surprised with Maguire Industries' liberal dealer policy as well as the exceptional radio. For full information, write Maguire Industries, Inc., 342 West Putnum Avenue, Greenwich, Connecticut today!

**A NEW NOTE IN HOME RADIO**



**MAGUIRE INDUSTRIES, INC.**

**ELECTRONICS**  
*division*

GREENWICH • STAMFORD • BRIDGEPORT • NEW MILFORD • NEW YORK

RADIO & Television RETAILING • November, 1944

# Distributor Doings

## Emerson Names Two Southern Distributors

Two more distributor appointments to the growing organization for the postwar line of Emerson radio and television sets have been announced by Charles Robbins, vice-president in charge of sales for the Emerson Radio and Phonograph Corp., New York City.

Named as Emerson Radio distributors were Nelson Hardware Co. of Roanoke, Va., and the Utility Co., Inc., of Clarksburg, W. Va.

The Nelson Hardware firm was established in 1888 and has been very active in the Roanoke territory in wholesaling radios and appliances. R. Nelson, president, will head a specialty division for the sales of Emerson Radios. The Utility Co., Inc., is headed by Jerome Meyer, president, and will be under the guidance of Earl Victorson, vice-president and sales manager. A service department for Emerson Radios has already been set up to collaborate with dealers in the area.

## New Admiral Distributors



Richards and Conover Hardware Co. will wholesale Admiral products throughout Kansas City and Oklahoma City trading areas. Left to right, seated: John Gilbarte, southwest regional manager of Admiral; J. E. Woodmansee, president; R. R. Lancaster, director of sales, Kansas City. Standing: R. T. Faris, credit manager; R. E. Woodmansee, sales manager, Oklahoma City.

## Schneider Heads New Philco Sales Division

Appointment of Louis R. Schneider as general manager of the newly-created Newark, N. J., division of Philco Distributors, Inc., and of Albert K. Spears as general sales manager was announced by Harold R. Sheer, vice-president and general manager of Philco Distributors, Inc.

This new division, with headquarters at 1060 Broad St., Newark, will handle the wholesale distribution of Philco radio receivers, radio-phonographs, refrigerators, air-conditioners, auto radios, tubes and parts in northern New Jersey as soon as their production can be resumed. Irving A. Schwartz will be assistant to the general manager and Girard A. Paterno

will be credit manager for the division, Mr. Sheer stated.

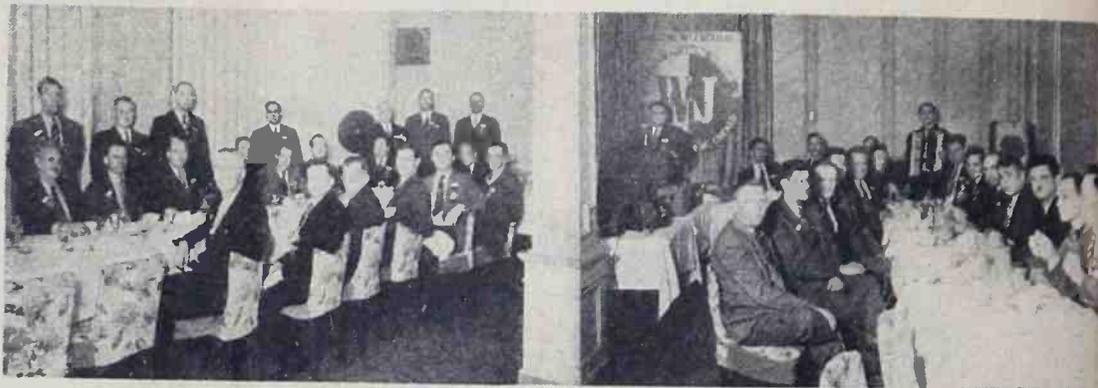
## Named by Alter Company

The Harry Alter Co. of Chicago announces the addition of Charlie Scheetz, formerly with Crosley, and of N. J. Brandt, former proprietor of the Progress Appliance Co., to its sales organization.

## Bergman Rejoins Apollo

Harold M. Bergman, sales manager since 1932 for the Apollo Distributing Co., of Newark, N. J., distributor for the Crosley Corp., has resumed his former duties with the Apollo firm following a leave of absence spent in the U. S. Army Signal Corps.

## Walker-Jimieson Dealer Council Meeting



Joliet, Ill., dealers at sales council and dinner given by Walker-Jimieson, Chicago. Russ Jimieson, manager of dealer sales, opened the meeting. Ralph Walker, the firm's president and founder, also spoke, telling the dealers of W-J's appreciation of their business.

will be credit manager for the division, Mr. Sheer stated.

Mr. Schneider, the new general manager of the division, has been connected with the radio industry since 1929. He joined Philco in 1933, when the company took over its own wholesale distribution in the New York metropolitan area and

Mr. Bergman has returned to Newark after attending a "C-Day" sales conference of distributors of the Crosley Corp. in Cincinnati and Mason, Ohio, and Richmond, Ind.

## Farnsworth Is Building Postwar Sales Structure

The basis for the Farnsworth Television & Radio Corporation's postwar distribution structure will be a strong distributor-dealer operation, E. H. McCarthy, general sales manager of the Farnsworth line, announced. He said that "our distributor appointments have been made only after an exhaustive survey of potential sales outlets."

McCarthy further declared that Farnsworth distributors were unanimous in concurring on a policy of selected dealerships—a procedure that entails rigid limitation on dealer appointments and the strict maintenance of list prices. Farnsworth distributor appointments have been made all over the nation.

(More Jobber News appears on other pages in this issue.)

## Krich Promoted



Barney G. Krich, secretary of Krich-Radisco, Inc., New Jersey distributors, is now a major in U. S. Army Transportation Corps.



History of Communications. Number Nine of a Series

## MILITARY COMMUNICATIONS BY TELEPHONE

During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves with the Universal components you have been waiting for. Until then — *Buy War Bonds.*

*Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.*

MODEL T-45  
LIP MICROPHONE



**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA · CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

## Hallcrafters Will Stick To Amateur Set Making

The initial outline of the general postwar policies of the Hallcrafters Company was presented to sales representatives and heads of export departments by William J. Halligan, president. Indications in the outline of company policies were that for the immediate postwar period, at least, the company has no plans for home radio receivers bearing the Hallcrafters name. Emphasis will be placed on the amateur radio market using the same type of distributors as previously, and continuing the exclusive manufacture of high frequency communications equipment.

## Operadio Has House Organ

The first issue of "The Loudspeaker," a new magazine for employees of the Operadio Mfg. Co., St. Charles, Ill., was introduced this month, A. F. Hunecke, personnel manager for the company, announced. Eddie Chessman is editor of the publication. The new magazine will be largely devoted to news coverage of personnel in all plant departments.

## Utah Wire-Records Speech

The Utah Radio Products Co., Chicago, made what is believed to be one of the first wire recordings ever made in the White House. Using a model of one of the newest of electronic devices, Utah engineers recorded on a strand of wire a twenty-five-minute conference on rural education between Franklin D. Roosevelt and members of the National Educational Association.

## Gets Post with Taylor

The appointment of William (Bill) Shaw, formerly engineer for G. E. Xray Company to be chief inspector of Taylor Tubes, Inc., 2312 Wabansia Ave., Chicago, is announced by Frank J. Hajek, president of the organization.

## Zenith War Loan Prizes for Best Dealer Windows

Hundreds of radio service shops and radio retailers will have the opportunity to win war bond prizes totalling \$10,500 maturity value, through the 6th War Loan window display contest sponsored by Sylvania Electric Products, Emporium, Pa.

Confined only to radio outlets, state, regional and national prizes will be awarded, with top prize of \$1,000.

The window display must be designed to sell War Bonds, and not to advertise any particular products. Each display must feature a \$100 War Bond, or reproduction thereof.

## Rasmussen Sees Short-Lived "Sellers' Market"

"Pent-up demand for radios, refrigerators and other major household appliances will not mean that life will be a bed of roses for appliance salesmen after the war—at least, not for very long after," declared J. H. Rasmussen, general sales manager, manufacturing division, The Crosley Corp., in an address to the Optimist Club of Newport, Ky.

He felt that the sellers' market was going to end quickly, but that there would be plenty of profitable business for those who work hard enough to earn it, and continue to practice salesmanship.

## Sentinel Gets "E" Award

For excellence in war production, Sentinel Radio Corp., Evanston, Ill., has been awarded the Army-Navy "E." Ceremonies took place October 3, at Scott Hall, Northwestern University, Evanston.

## National Union Controller

Ejnar O. Sandstrom has been appointed controller of National Union Corp., Newark, N. J., cathode ray and electronic tube manufacturers, according to S. W. Muldowny, president.

## Holds Electric Group



A. C. Streamer, left, vice-president Westinghouse Electric & Mfg. Co., newly-elected president National Electrical Manufacturers Assn., with predecessor, Leonard Kebler, board chairman, Ward Leonard Electric Co., Mt. Vernon, N. Y.

## Bendix Appoints Wilson

Bendix Radio, a division of Bendix Aviation Corp., announces that John C. Wilson has been appointed Pacific district manager with offices in the Western Merchandise Mart, San Francisco. Before his appointment, Wilson was senior administrative officer of the U. S. Army Signal Corps production field office in San Francisco.

## Postwar Admiral Cabinets

Postwar refrigerator cabinets for the Admiral Corp., Chicago, will be produced by the American Central Manufacturing Corp., Connersville, Ind., according to joint announcement by American Central's president, Saunders P. Jones, and Ross D. Siragusa, president of Admiral.

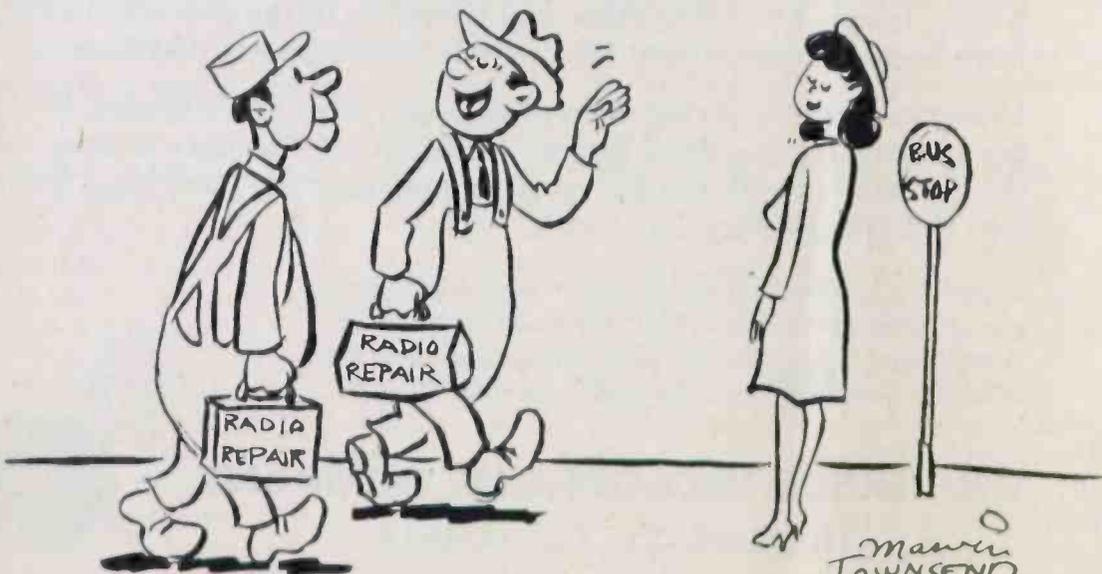
## Martin to Wilcox-Gay

Wilcox-Gay Corp. has appointed D. Martin to its engineering staff. Martin brings to his new post a background of 15 years experience in the design and research division of the engineering field.

## Garod Ads Feature Music Personalities

Personalities of the stage, screen and radio are now playing a starring role in the Garod Radio's advertising campaign. John Boles, star of "One Touch of Venus," Joan Roberts, featured in "Oklahoma," and Lucille Manners, soprano star, have appeared in the first three advertisements of this series.

Lou Silvers, sales manager at Garod, will continue to carry out this personality campaign in the future ads of his company. "Our advertising campaign which will feature many famous stars is enjoying recognition among the well-known artists. We plan to extend this series, so as to bring before the public those outstanding personalities who, in their limited leisure time chose the Garod Radio."



"This is what you call a short wave pickup."

**Coming!**

**THE ALL  
WEATHER  
RADIO**



**Coming!**  
**TOMORROW'S  
CABINET  
DESIGNS**

**Coming!**

**F-M  
AT ITS  
BEST**

**Coming!**

**FEATURES  
GALORE**

# **SPOTS** *before Your Eyes*

No, you are not suffering from astigmatism. The spots before your eyes on this page bring a clear view of things in store for CLARION RADIO dealers.

Features galore, soon to be announced to the public through national advertising, will be a sen-

sation. They will answer one of the most critical merchandising problems that will face the radio dealer.

Get the complete CLARION story. Write for the name of the distributor in your territory. There is still time if you act TODAY.

**WARWICK MANUFACTURING CORPORATION**  
**4640 WEST HARRISON STREET • • • CHICAGO 44, ILLINOIS**



\*Jascha Heifetz, painted for the Magnavox collection of great artists by Boris Chalkapin

## Recipe for a great violinist

"YOU always hear of the 'delicate, sensitive violinist'" says Heifetz. "Well, I assure you that it takes the nerves of a bullfighter, the digestion of a peasant, the vitality of a nightclub hostess, the tact of a diplomat and the concentration of a Tibetan monk to lead the strenuous life of a concert violinist."

And after all, who should know better than Jascha Heifetz? Born in Russia 43 years ago, he cannot remember when he did not know how to play the violin, for he learned at the age of three on a quarter-size instrument.

At seven, he made his debut—and has been self-supporting ever since! His concert career has

taken him four times around the world—and he estimates that he has played over 75,000 hours and has traveled over 1,500,000 miles in every type of vehicle from airplane to rickshaw.

Today he keeps an extensive concert schedule—and also gives numerous performances to service men in camps and overseas. He believes that in wartime music is important. "In these days," he says, "I feel that my audiences are really with me, that we are as one, enjoying a brief escape from realities."

When Jascha Heifetz plays, he uses his precious Guarnerius violin dated 1742—or his Stradivarius made in 1731. When he listens to re-

corded music, his instrument is the Magnavox.

To enjoy to the full one of Heifetz's masterly recordings hear it played by the radio-phonograph he prefers above all others. So beautifully does the Magnavox reproduce great music, that Kreisler, Horowitz, Beecham and Ormandy have joined Heifetz in choosing it for their own homes.

\*Send for Reproductions of Paintings: Set of ten full-color reproductions of paintings from the Magnavox collection—size 11 1/4" x 9", suitable for framing—50¢ at your Magnavox dealer. Or send 50¢ in War Stamps to Magnavox Company, Dept. RT-11, Fort Wayne 4, Indiana.

**M**agnavox • *The choice of great artists*  
RADIO PHONOGRAPH



### MAGNAVOX FM

To appreciate 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.

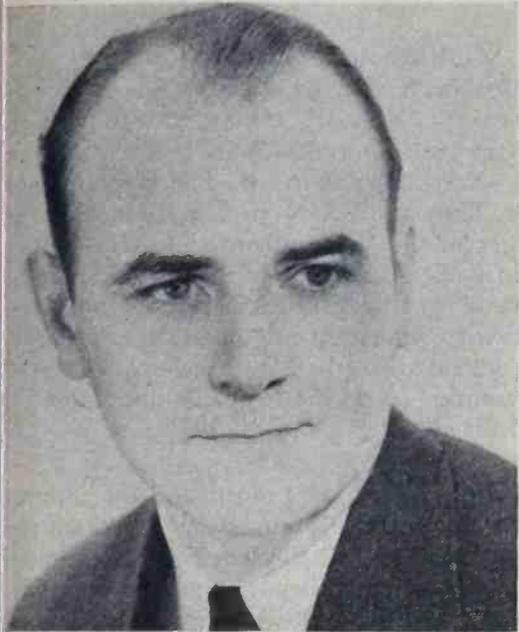


Buy that extra War Bond today.

Above is one of the Magnavox series of advertisements, featuring great artists. These appear, full color, in the following national magazines: Time, National Geographic, House Beautiful, House & Garden and Atlantic.

## Cannon Company to Sell For Stromberg-Carlson

Clifford J. Hunt, manager of radio sales for the Stromberg-Carlson Co., announced that the Cannon Electrical Supply Co., a division of the General Marine Supply Co., of Charleston, S. C., has been appointed area distributor of the company's radio line.



Norman L. Cannon

Mr. Hunt defined the area covered in the appointment of the South Carolina firm as embracing Savannah, Ga., as well as Charleston and eastern South Carolina areas.

Norman L. Cannon, president of the Southern firm, has a background of 20 years' experience in the electrical and home appliance field. The distributing firm's sales department is under the direct supervision of C. B. McCleary, a veteran of 24 years' experience in the appliance field in the territory.

Among other postwar merchandising innovations in the field of sales training and dealer servicing planned for adoption in the postwar period, the firm believes it is one of the first in the South to employ a radio and electrical appliance "showroom-on-wheels," an automobile trailer suitable for sales and demonstration purposes in outlying rural sections of the distributing area.

## Texas Jobber Franchising Dealers for Postwar

The Schoellkopf Appliance Co., Ltd., of Dallas, Texas, will distribute in the postwar such well known lines of appliances as Emerson radios, Estate ranges, Coolerator mechanical and ice refrigerators, Thor washers, Domestic and White sewing machines. They are now franchising dealers for these lines, and plan to put the new operations into effect about January 1, 1945.

## Deluhery Joins Jobbers

Clarence Tay, manager of Appliance Distributors, Inc., of Chicago, has announced the appointment of Patrick J. Deluhery to the executive staff of the organization.



*Still* your best bet for replacements

**Centralab**  
VOLUME CONTROLS

### \*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**

Division of GLOBE-UNION INC., Milwaukee

**WOMAR**

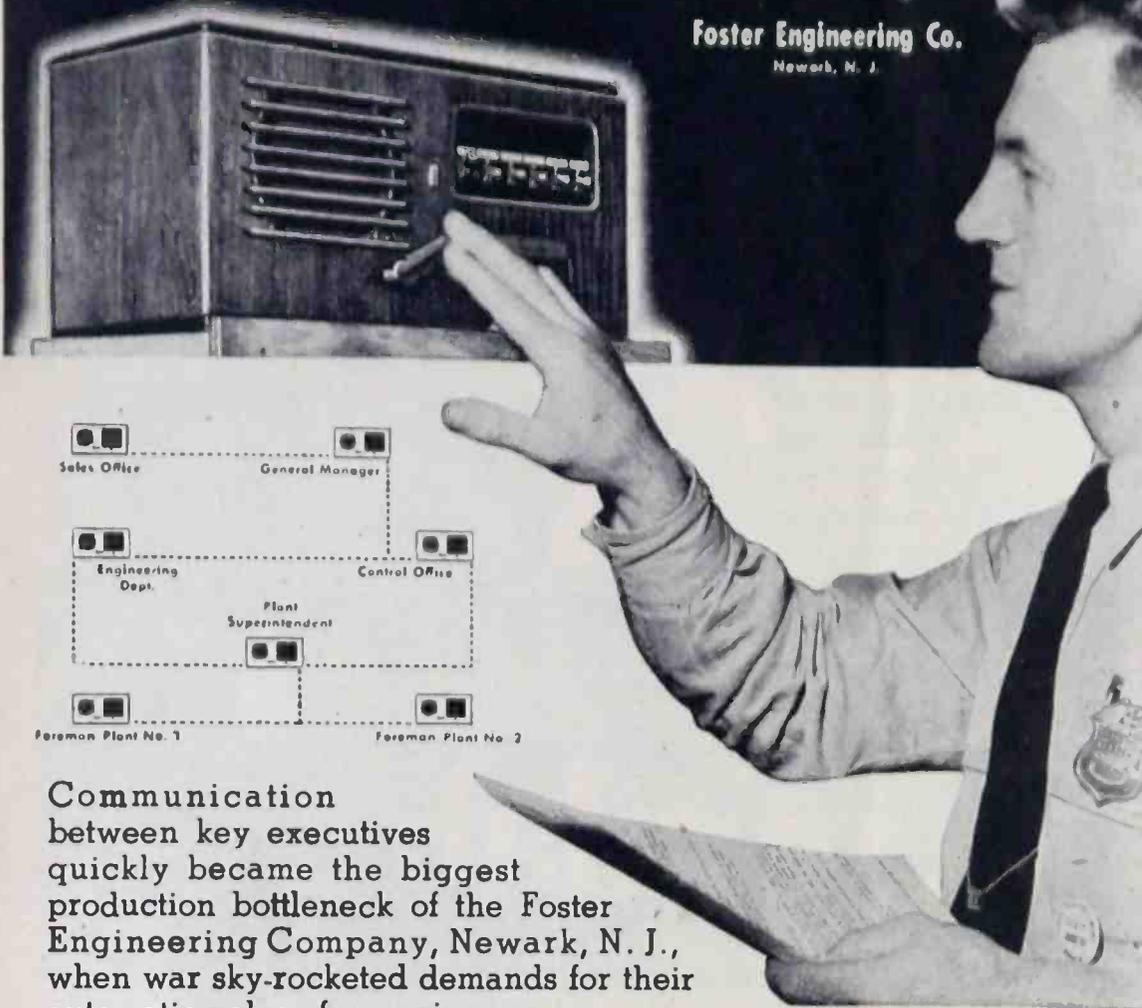
Manufacturers of

RADIO, ELECTRICAL AND  
ELECTRONIC COMPONENTS

**ELECTRONIC PRODUCTS MFG. CORP.**  
DEXTER, MICHIGAN

**"SPEED is the essence of all our contracts . . .  
Teletalk is an invaluable ally"**

Foster Engineering Co.  
Newark, N. J.



Communication between key executives quickly became the biggest production bottleneck of the Foster Engineering Company, Newark, N. J., when war sky-rocketed demands for their automatic valves for marine use.

"Speed is the essence of all our contracts. Teletalk Amplified Intercommunication with its never-failing performance has been an invaluable ally by supplementing the work of an overburdened switchboard . . . eliminating inter-plant phone calls . . . enabling our key men to get vital information at once," says Stephen Berrien, Foster personnel director.

In every community there are many busy offices and plants . . . both large and small . . . where time-saving Teletalk Amplified Intercommunication would conserve the time and energy of valuable men and women.

Teletalk can be a profitable source of new revenue for you. All that is necessary is to show these busy concerns how quickly and easily Teletalk speeds the gathering of information on orders, production, accounts, shipments . . . even allows a conference of executives with each at his own desk. Time saved in a few months will pay for Teletalk.

Teletalk is easy to install . . . operates from the light circuit. For complete information, get in touch with your nearest distributor or write to us.



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.

**WEBSTER ELECTRIC**

*"Where Quality is a Responsibility and Fair Dealing an Obligation"*

## Distributor Activities

Stromberg-Carlson Co., Rochester, N. Y., through radio sales manager Clifford J. Hunt, announces that the Adair Appliance Co., Memphis, Tenn., has been appointed exclusive area distributor of the company's postwar radio, FM and television lines.

Westinghouse Electric Supply Co., Pittsburgh, Pa., announces the appointment of John T. Urban to the position of general appliance manager, with offices in New York City. • The appointment of Thomas W. Cunnea as branch manager of the Westinghouse Electric Supply Co. office in Houston, Texas, has been announced by C. M. Mackey, southwestern district manager of the company. Mr. Cunnea succeeds Mr. Mackey, who was recently transferred to his new post in Dallas.

Noblitt-Sparks Industries, Inc., name the Lester Distributing Co. of Sacramento as exclusive distributors for their Arvin line of radios, heaters, metal furniture, and projected postwar line of appliances.

The Hoffman Radio Corp., Los Angeles, has appointed three coast distributors, according to H. Leslie Hoffman, president. The Stubbs Electric Co., Portland, will handle the state of Oregon. • The Love Electric Co., Seattle, for Washington. • The Western Radio and Electric Co., San Diego, for Imperial and San Diego counties.

The Leo J. Meyberg Co. announces the appointment of three new vice-presidents, according to A. H. Meyer, president. They are W. J. Lancaster, San Francisco; L. E. Starkweather, Los Angeles; W. A. Collier, San Francisco.

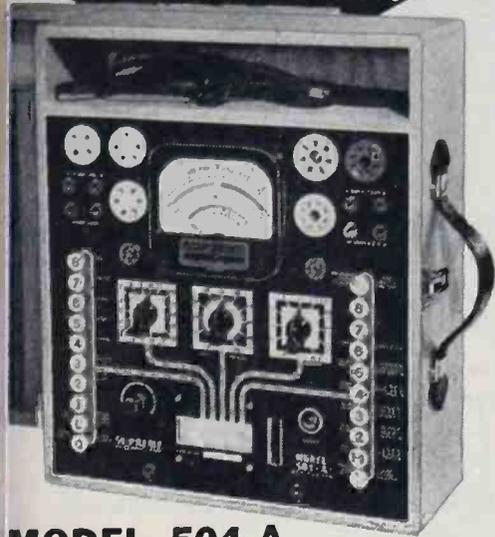
Emerson Radio and Phonograph Corp., New York City, announces the appointment of Haas Radio Distributing Co., Cleveland, Ohio, as distributor in that territory for Emerson radios and television sets for the postwar era.

The Gibson Refrigerator Co., of Greenville, Mich., announces the appointment of distributors at Salt Lake City, Utah; Sioux Falls, South Dakota; New Orleans, La.; Erie, Penna.; Charleston, S. C.; Oklahoma City, Okla.; Amarillo, Texas; Cambridge, Maryland. These distributors will have the full Gibson line of Freezer Shelf refrigerators, Kookall electric ranges and Gibson home freezers.

Admiral Corp., Chicago, appointed the South Texas Appliance Corp. as distributor of all Admiral products throughout the San Antonio trading area.

The Galvin Manufacturing Corp., Chicago, has named Thurow Radio Distributors for the State of Florida. With branches all over the state, every dealer in the Florida area is less than 150 miles from a Thurow office.

# THE Portable LAB THAT GIVES YOU EVERYTHING!



## MODEL 504-A TUBE AND SET TESTER

- ★ Design proven by over 5 years production of thousands of this model.
- ★ Operation as simple as ABC. Multi-section push-button switches do all work. Simply "follow the arrows" for tube checking. No roaming test leads for the multimeter.
- ★ Open face wide scale 4 1/4-inch rugged meter built especially for this tester—500 microampere sensitivity.
- ★ Each AC and DC range individually calibrated.
- ★ Professional appearance. Solid golden oak carrying case.
- ★ Guaranteed Rectifier.

### SPECIFICATIONS

- DC MICROAMPERES:  
0-500
- DC MILLIAMPERES:  
0-2.5-10-50-250
- DC AMPERES  
0-1-10
- DC VOLTS—1000 OHMS PER VOLT:  
0-5-25-100-250-500-1000-2500
- AC VOLTS  
0-5-10-50-250-1000
- OUTPUT VOLTS:  
0-5-10-50-250-1000
- OHMMETER:  
0-200-2000-20,000 OHMS  
0-2-20 MEGOHMS
- BATTERY TEST:  
Check Dry Portable "A" and "B" Batteries Under Load
- CONDENSER CHECK:  
Electrolytics checked on English Reading Scale at Rated voltages of 25-50-100-200-250-300-450 volts.
- TUBE TESTER:  
Emission type with noise test, floating filaments, easy chart operation. Checks all receiving type tubes.
- POWER SUPPLY:  
115 volts 60 cycle. Special voltage and frequency upon request.

# SUPREME

SUPREME INSTRUMENTS CORP.  
Greenwood, Miss., U. S. A.

## Schoning President of NEDA; Succeeds Barbey

William O. Schoning, president of Lukko Sales Corp., Chicago, was elected president of the National Electronic Distributors' Assn., succeeding George D. Barbey, of Reading, Pa., who asked to be relieved of the duties. A. D. Davis, president of Allied Radio Corp., was elected vice-president, and Aaron Lippman, of Aaron Lippman & Co., Newark, N. J., was named secretary-treasurer.

Nine members were elected to the board of directors. They are: Lou W. Hatry, Milton L. Deutschmann, A. C. Stallman, H. M. Carpenter, W. A. Wilson, Sam Poncher, Samuel Zions, Louis N. Miller and Elliott Wilkinson.

## Westinghouse Names Large Jobber Set-up

Westinghouse has already completed arrangements with 97 distributors to handle the new postwar Westinghouse Radio Receiver in the United States and in Hawaii. A Westinghouse Electric Supply Co. will be located in almost every major city in the U.S. Names of other Westinghouse distributors listed are: Times Appliance Co., Inc., New York, N. Y.; Buffalo Electric Co., Inc., Buffalo, N. Y.; Kempf Brothers, Utica, N. Y.; Penn Electrical Engineering Co., Scranton, Pa.; Service Appliance Co., Bristol, Va.; Superior-Sterling Co., Bluefield, W. Va.; Southern Furniture Sales Co., Knoxville, Tenn.; Danforth Co., Pittsburgh, Pa.; The Mook Electric Supply Co., Akron, Canton, and Youngstown, Ohio; Tafel Electric & Supply Co., Louisville, Ky.; McCaffery Co., South Bend, Ind.; Zork Hardware Co., El Paso, Texas; Electric Appliance Co., Joplin, Mo.; Continental Electric Co., Kansas City, Mo.; Jones Brothers Hdwr. Co., Little Rock, Ark.; Hawaiian Electric Co., Honolulu, Hawaii.

## Conover Rejoins Crosley

J. Lee Conover, who has been on a leave of absence, has resumed active management of the Crosley Distributing Corporation's New York branch.

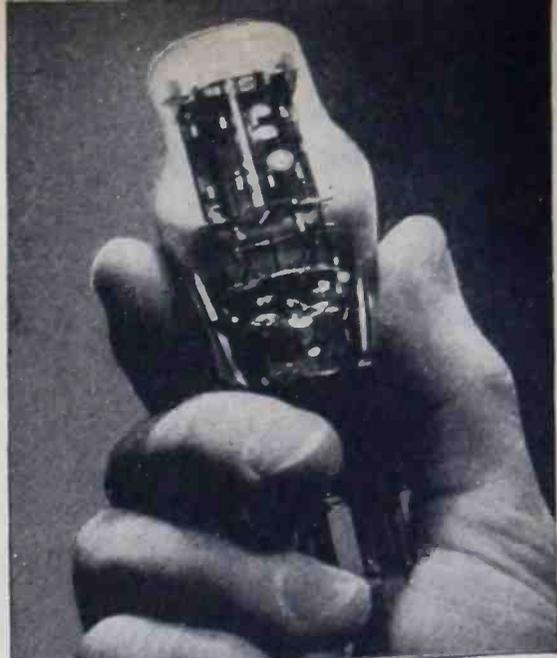
## Young with Sues-Brown

Edmund E. Young, well known west coast radio executive, has joined forces with M. G. "Pete" Sues and Clarence Brown in the newly-formed distributing firm for Zenith Radio Corp. in Los Angeles.

## Poncher Heads Chapter

At the Chicago chapter meeting of the NEDA, M. S. Berberet, S. W. Berk, J. G. Bowman, W. C. Braun Jr., A. D. Davis, Harry C. Fryxell, Max Laity, Sam Poncher, W. O. Schauning and Ralph E. Walker were present representing distributors of Chicago and vicinity.

Sam Poncher of Newark Electric Co. was elected chapter president and Ralph E. Walker of Walker-Jimieson, Inc., was elected secretary and treasurer.



**STOP!**  
don't  
throw it away!

Let **RTS** reprocess  
your dead

# RADIO TUBES

*NEW Scientific Process*

**REACTIVATES THORIUM  
CONNECTS OPEN FILAMENTS  
CLEARS SHORTS and  
MICROPHONICS**

(NOT the old "flash" trick)

MINIMUM ORDER 6 TUBES

SEND NO  
CASH **50¢** EA.  
C. O. D. ONLY 1 volt & 3-Q 5  
\$1.00

**30-Day Guarantee**

Every tube fully tested in  
checkers & sets before playing

Send itemized list with order

Make sure glass, base & prongs are intact... flashed, exploded or open cathodes REJECTED and NOT RETURNED

**RTS RADIO TUBE SERVICE CO. INC.**

6805 20th Avenue, Brooklyn 4, N.Y.

## Crosley Surveys Facts for Postwar Employment

A joint labor-management committee of the Crosley Corporation is conducting a comprehensive postwar employment survey. Some of the facts that are being sought include: Answers to pertinent wartime questions such as how many Crosley employees will want to remain at their jobs after the war, how many now in the armed forces plan to return, and how many have sustained injuries in the armed forces that might impair their efficiency, are being sought.

Questionnaires are being sent to the 9200 present employees of Crosley, and to the 1200 former Crosley workers now in the service.

## Victor Announces Two New Regional Managers

Appointment of two new regional managers to supervise sales and distribution of RCA products in the mid-west and the south has been announced by Frank M. Folsom, vice-president in charge of the RCA Victor division.

David J. Finn has been named manager of the Chicago region, and James W. Cocke has been appointed manager of the Dallas, Atlanta region, with headquarters in Dallas.

Prior to his appointment, Mr. Finn was sales manager for the RCA industrial and sound department. Mr. Cocke directed sales activities for RCA in Dallas and Atlanta for many years.

## Ansley Appoints Number Of Sales Representatives

The Ansley Radio Corp., Long Island City, N. Y., has appointed the following representatives to handle Ansley Dynaphones and radio-phonograph combinations: Reid H. Cox Co., Atlanta, Ga., for North and South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Louisiana, east of Mississippi, including New Orleans and Baton Rouge. W. A. Leiser & Co., Philadelphia, for Delaware, Maryland, Washington, D. C., Norfolk and Richmond, Va., Pennsylvania east of Williamsport and New Jersey, south of Trenton. Wm. G. Landes, San Francisco, for California, Oregon, Washington, Idaho, Utah, Nevada and Arizona.

## Deepfreeze Unit Sales of 150,000 Are Promised

Sales of more than 150,000 Deepfreeze units during the first postwar unlimited production year were promised by the Deepfreeze distributors of the nation at a sales convention held in Genoa City, Wis. The three day meeting was highlighted by a thorough discussion of the advertising, sales and merchandising plans for the postwar promotion of Deepfreeze units for domestic use.

Attention was focused on the tremendous selling opportunity ahead in the home freezer field, and streamlined postwar Deepfreeze models were unveiled.

## McClain Appointed by Admiral



Prewar wholesalers of Admiral radio, McClain Distributing Co., Charlotte, N.C., signs up for postwar. Left to right, E. H. Brown, McClain service manager; Enloe McClain, president, and Harry Lever, Admiral southeast regional manager.

## Sells for Philco Battery

Appointment of R. P. M. Carmody as sales representative in the Buffalo area of New York State for the Storage Battery Division of Philco Corp. was announced by M. W. Heinritz, vice-president in charge of the division. Mr. Carmody will make his headquarters in the Ellicott Square Building, Buffalo.

## Gross Leaves Terminal

The withdrawal of Adolph L. Gross as treasurer and stockholder of Terminal Radio Corp., New York distributors, has been announced.

His future personal plans undecided, Mr. Gross is continuing his association with the Government's Electronic Research Supply Agency, New York.

## Sample Survey Shows Big Demand for Radios

● If the postwar consumer survey of the spending plans of one California city is any criterion of the expectations of Americans, generally, then the nation's radio dealers can look forward to a heavy demand for radios and radio-phonograph combinations after the last gun is fired.

In Monrovia, California, with a population of 14,192, public-spirited citizens concerned with postwar prospects decided to find out for themselves what lies ahead for them with emphasis on what people in their own community are planning. Among the activities was a consumer survey, just concluded. One family in ten was interviewed. This survey reveals a total pent-up purchasing power for this one community, alone, of \$6,500,000 or approximately \$467 for every man, woman and child in the city.

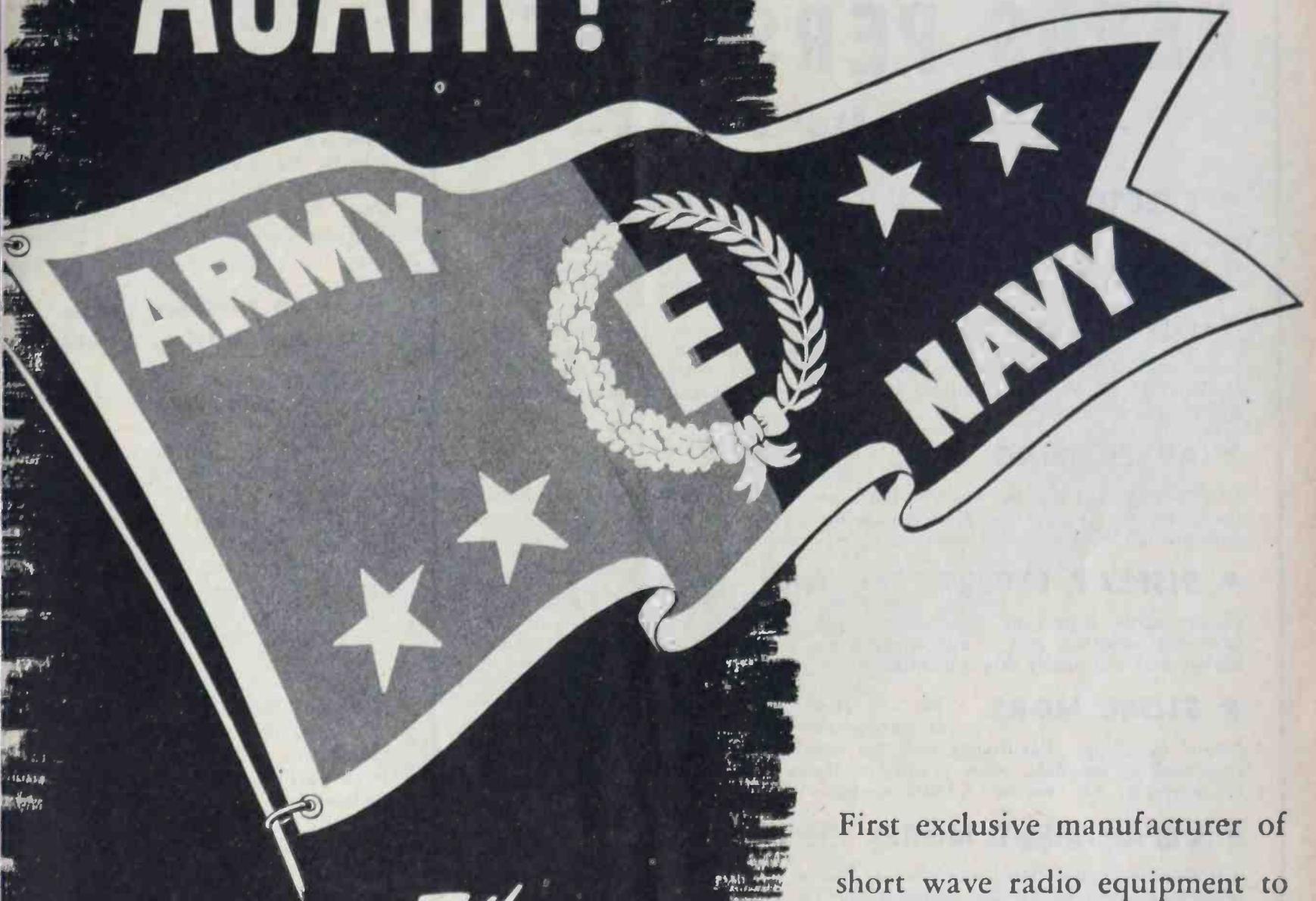
According to the survey there are a total of 682 families—about one in six—who plan to spend a total of \$86,333 for radio apparatus and phonographs, or an average of \$127 per family.

Such radio and phonograph purchasing plans ranged from the lowest group of families with a modest average of \$47.14 each for a total of \$5,484 for 116 families, to the highest price range which involved 167 families plans for purchasing \$34,899 worth of radios and phonographs for an average of \$210 each. The survey revealed that 29.3 per cent of the families in the upper brackets would account for 47 per cent—almost half—of the dollar volume or \$40,549.

Reproduced herewith is a breakdown of the Monrovia radio apparatus and phonograph category by price ranges.

RANGE OF PURCH. PRICE BY PRICE CLASS	AVERAGE PURCHASE PRICE	NO. FAMILIES PLANNING PURCHASES	TOTAL PURCH. BY PRICE CLASS	% FAMILIES IN GIVEN PRICE CLASS	% TOTAL PURCHASES IN PRICE CLASS	ACCUMULATED			
						NO. FAMILIES	TOTAL PURCH.	% FAMILIES	% TOTAL PURCH.
1-50	\$47.14	116	\$5,484	17.0	6.4	116	\$5,484	17.0	6.4
51-100	70.00	100	6,980	14.7	8.0	216	12,464	31.7	14.4
101-150	125.31	266	33,320	39.0	38.6	482	45,784	70.7	53.0
151-200	170.00	33	5,650	4.8	6.6	515	51,434	75.5	59.6
201-250	210.00	167	34,899	24.5	40.4	682	86,333	100.0	100.0
<b>TOTAL</b>	<b>\$127.00</b>	<b>682</b>	<b>\$86,333</b>	<b>100.0</b>	<b>100.0</b>	<b>682</b>	<b>\$86,333</b>	<b>100.0</b>	<b>100.0</b>

# AGAIN!



*For the 5<sup>th</sup> time*  
**hallicrafters**  
*employees win*  
*Army-Navy*  
*"E" Award!*

First exclusive manufacturer of short wave radio equipment to receive the coveted Army-Navy "E" Award for the fifth time... the result of the continued and untiring devotion to duty of the company's 1,500 employees.

## hallicrafters

THE HALLICRAFTERS COMPANY • MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.



Builders of the famous SCR-299

# • FLORIDA •

CHAIN OF RADIO, MUSIC AND APPLIANCE STORES

## NEEDS PERSONNEL

— We need 200 PEOPLE at once —

- **EXECUTIVE** One ace-high Assistant General Manager for our entire chain of stores. He must know all angles of chain store operation and be personally acquainted with the officials of most manufacturing plants. A highly successful background is required. Salary or earnings is not limited for any position offered here if we get the RIGHT man.
- **GEN. SALES MGR.** Must have a dynamic personality and a voice that will electrify a sales organization to accomplish the utmost. One who is full of sound, practical and proven, promotional ideas, in selling radios, records, pianos, cameras, musical instruments and general home appliances.
- **ADVERTISING MGR.** We prefer a man who is both an artist and copy writer. However, he cannot be 50% good at each, but must be 100% good at both. We do newspaper advertising exclusively; ads for all stores being prepared in one central office. All positions offered here are permanent, if YOU are the right man.
- **DISPLAY EXPERT** This position requires traveling from store to store, installing beautiful windows, writing display cards, suggesting store arrangement, color schemes, lighting, etc. This is a very important part of any business and our selection will be a man whose background will justify this appointment.
- **STORE MGRS.** We will select with the greatest care, the men to manage the several new stores we are immediately installing. Familiarity with the merchandise we sell is imperative, also personnel management, sales promotion, business analysis and a host of other requirements, that you, as a GOOD manager, will know about.
- **DEPARTMENT MGRS.** Many openings will soon be available for department management. These will include Radio, Records, Cameras, Pianos, Musical Instruments, Major Appliances as well as service managers for the repairing of the aforementioned merchandise.
- **TECHNICIANS** At least sixty or more, thoroughly trained repair men to service the merchandise we sell. We probably can give you your choice of any town in Florida, if you have a preference.
- **SALES HELP** If you have had several years experience in selling any of the merchandise we carry, we would be pleased to hear from you. Remember we want none but the best, so send us your qualifications for consideration.

*Our post-war expansion plans are huge. We have the finest lines of merchandise, the largest stores, plenty of money and by adding the proper personnel to what we already have, our organization will be perfected. We offer you a big future and a marvelous State in which to live. Your correspondence will be held strictly confidential.*

## ASSOCIATED RADIO CO.

912 FRANKLIN ST.

TAMPA, FLORIDA

### "Five Towns Radio Club" Formed on Long Island

Residents of five adjacent Long Island, N. Y., villages who are manufacturers, distributors and representatives in the radio business, have formed "The Five Towns Radio Club." Meetings are held each month at various members' homes.

Present members include Dan R. Bittan, D. R. Bittan Sales Co., president; Mike Berns, Roburn Agencies, Inc., secretary; M. B. Bernstein, Camburn Electric Products; Bill Carduner, H. L. Dalis and Sid Finkelstein, H. L. Dalis Co.; Sid Gould, Recordisc Corp.; Maurice L. Granat and Murray Granat, Philmore Mfg. Co.; Jules T. Levy, J. T. L. Sales Co.; Murray Mentzer, Precision Apparatus Co.; Charlie Newman; Milton Reiner, Radio City Products Co.; Al. Rothenstein, Oscar Roye, Roye Sales Co., and Sol Weingast, Precision Apparatus Co.

### Over 60 Jobbers Form National Selling Group

A new national sales organization, known as the Monitor Equipment Corp., has been organized by over sixty independent distributors covering the country. The company announced to the trade and to manufacturers of home appliances, radios, television, combinations, and equipment lines that it will sell a complete line of these items, with some thirty "package" products under the single registered brand name "Monitor."

The heads of the associated distributor organizations will serve as directors of the new company. The entire Monitor Equipment Corp. group will be headed by T. K. Quinn, president of the T. K. Quinn Co., Inc., New York. Mr. Quinn is on part-time leave at present from his dollar-a-year post in WPB. He was formerly a vice-president of General Electric, and for the past seven years was president of Maxon, Inc., national advertising agency. No disclosure of the associated member distributors or supplying manufacturers has yet been made.

### Aaron "Rep" President

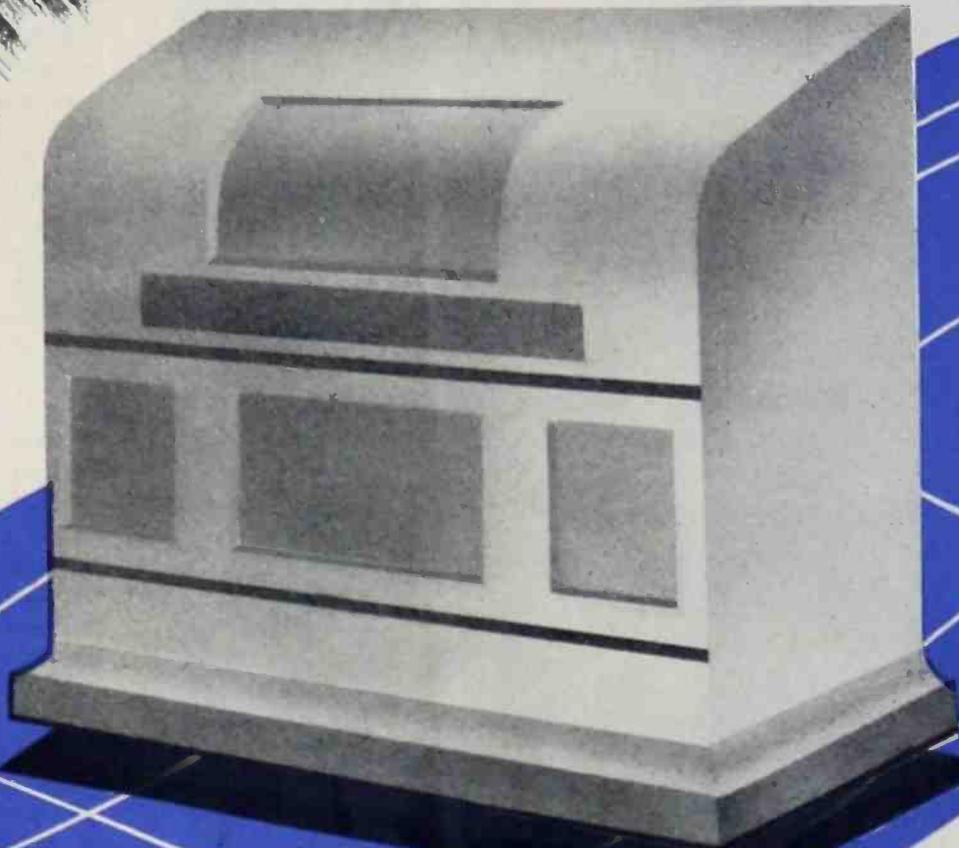
Irvin I. Aaron has been elected president of The Representatives of Radio Parts Manufacturers, Inc. Other officers are: Royal A. Stemm, vice-president, and David Sonkin, secretary-treasurer.

The new board of governors is composed of: Dan R. Bittan, Perry Saftler, Leslie M. Devoe and Earl Dietrich.

### Ogilby Heads N. Y. Philco Distributor Office

Appointment of Fred D. Ogilby Jr., as general manager of the New York branch of Philco Distributors, Inc., and of Joseph Cohan as general sales manager was announced by Harold R. Sheer, vice-president and general manager. This branch handles the wholesale distribution of all Philco products throughout the metropolitan area.

**TOMORROW'S** *Better Combinations*  
**IN THE BETTER LINES...**



... WILL HAVE **DEPENDABLE**

## **WEBSTER RECORD CHANGERS**

**BUY AN  
EXTRA  
WAR BOND  
and  
HOLD IT!**

It's your best way to  
fight inflation now and  
a nest-egg for the  
future.



● Yes, Webster is ready! We determined that postwar Webster Record Changers would set new, higher standards of dependability—would handle all records without damage—would have featherlight needle pressure to give records an indefinite life. *These things have been realized.* That's why you will find Webster Record Changers in the *better* radio-phono combinations of the future.

**WEBSTER**



**PRODUCTS**

3825 W. ARMITAGE AVE.

CHICAGO 47, ILLINOIS

## Video Experts At Hearings

### RCA Engineer Favors Present Tele Standards

C. B. Jolliffe, chief engineer of RCA Victor division of the Radio Corp. of America, appeared before the FCC at the television frequency allocations hearing on behalf of RCA. Discussions during the hearings centered about the possibility of moving television from its present position in the frequency spectrum to frequencies above approximately 450 mc. Jolliffe said that the quality of service which can be given presently on a 6 mc channel below 300 mc is very satisfactory and can be substantially improved as engineers gain more experience.

He felt that it would be a long-time process to build a completely new system of television, and that during the years the system was being built and perfected, excellent television service could be given to the American public. "When color and higher quality monochrome television on higher frequencies is developed it need not obsolete the service on lower frequencies," Jolliffe said. He added, "... it may be possible to build into a single cabinet a receiver or receivers which will accept all services."

He concluded that in his opinion it would be possible to provide a completely adequate and satisfactory television service now, with the present standards of the Radio Technical Planning Board.

### DuMont Recommends Allocations Acceptance

Allen B. DuMont, president of TBA, Inc., has urged the FCC to end the "indecisions and restraints" that he declares have pinned down immediate expansion of television into a national service, by accepting the recommendations for allocations to the spectrum urged by Panel No. 6 of the Radio Technical Planning Board. He told the Commission that his association was unanimously in favor of commercializing television on frequencies under 250 megacycles as soon as wartime restrictions are relaxed.

### Show Films Made for Television Programs

Practical demonstrations of films made for television, with detailed explanations of how they differ from other movies, was featured at a meeting of the American Television Society.

Don Widlund, chairman of the ATS motion picture committee, presented a television movie, Benjamin E. Dyer of Willard Pictures demonstrated films to show commercial products over television. Bud Gamble, president of the Television Producers Assn., showed movies of live talent programs. Raymond E. Nelson, vice-president of ATS and of Charles M. Storm agency, offered slides of a musical which he produced over television.



# TURNER

## MICROPHONES

Present **SOUND SCRIBER**  
TRADE MARK

another **TURNER** Application in Electronic Developments



*Confidentially Yours!*

**SOUND IN AN ENVELOPE**

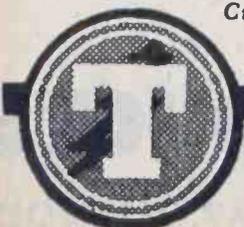
SoundScriber is creating new standards in business life.

Whether you are discussing important matters with associates or others, giving instructions to employees, interviewing or writing letters, your voice is registered Electronically while you talk — giving you an immediate SoundScript on a featherweight plastic disc.

TURNER Microphones are standard equipment with SoundScriber.

Today — TURNER microphones serve every branch of the armed forces in addition to business, education, the professions and science. Tomorrow will open even wider use for Turner applications in electronic communications.

*Crystals Licensed under Patents of the Brush Development Co.*



TURNER — Pioneers in the communications field

**The TURNER Company**  
CEDAR RAPIDS, IOWA

# Scanning the Tele Picture

## Long Asserts Video Now Ready for Home Audience

Asserting television has progressed to the professional stage, Frederick A. Long, supervisor of television and motion picture activities for the advertising agency, Batten, Barton, Durstine & Osborn, Inc., told the FCC that any delay in making television available to the broadcaster, the program sponsor and the public is unwarranted. He cited a recent experimental survey in which 76 per cent of the television home audience termed a program "excellent," and "good" by the other 24 per cent. None judged it fair, poor, or bad, he asserted.

## Hubbell with Crosley

Richard W. Hubbell, author of "4,000 Years of Television," is now with the Crosley Corp. as broadcasting production manager, James D. Shouse, vice-president in charge of broadcasting, announced. Crosley, which may erect a huge television tower in Kentucky, is revamping television apparatus for possible resumption of broadcasts about Jan. 1, Shouse said.

## RCA to Offer Popular Priced Tele Receivers

Asserting that television was ready for the public, Thomas F. Joyce, RCA executive, appeared before the FCC and revealed that RCA was prepared to offer greatly improved postwar television home receivers ranging in price from about \$150 for a table model to \$395 for a large projection model, incorporating standard and frequency modulation reception.

## Economy Is a Feature

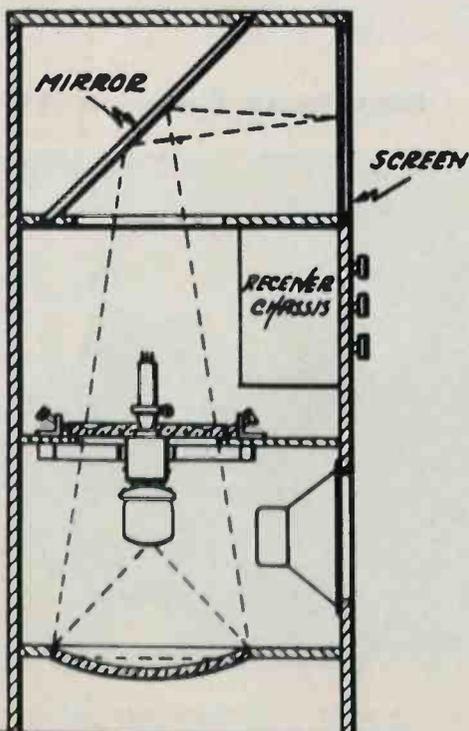


Diagram of RCA's new projection television method, using reflection optics with cheap, moulded plastic lens.

**HOMER G. SNOOPSHAW** says:

"Sometimes folks get 'burned up' because they can't get batteries when they want 'em! That's why Burgess runs ads like this in 31 national magazines and 1,629 weekly newspapers... to show your customers how much war batteries are needed by our fighting men!"



**HE HAS YOUR BATTERY**



Deadly flamethrowers are blazing the road to Victory! Each of these efficient weapons depends upon dry batteries to spark the flame for instant action. The batteries you are doing without on the homefront mean more fire-power for frontline fighting men. Use your available batteries sparingly. Keep them cool and dry, handle them carefully, and rest them as often as possible.

At least one extra for the SIXTH!

**BURGESS BATTERIES**

IN THE NATION'S SERVICE

Free Battery Hints—Write Burgess Battery Company, Freeport, Ill.



**SERVICE TO SERVICEMEN... THAT'S STANCOR'S RECORD**

Standardize ON

**STANCOR**

Call your nearest Stancor Jobber... or write us for his address

Transformers

STANDARD TRANSFORMER CORPORATION  
1500 N. HALSTED STREET • CHICAGO



CORPORATION

# STAMINA



The inherent stamina of Cinaudagraph Speakers is due to experience in design and manufacturing plus highest inspection standards. In all types of Cinaudagraph Speakers, from small watch-like Handie-Talkie units to large auditorium speakers, you'll find the same precision, the same painstaking workmanship and the same long-lived faithful reproduction.

Watch Cinaudagraph Speakers after Victory!

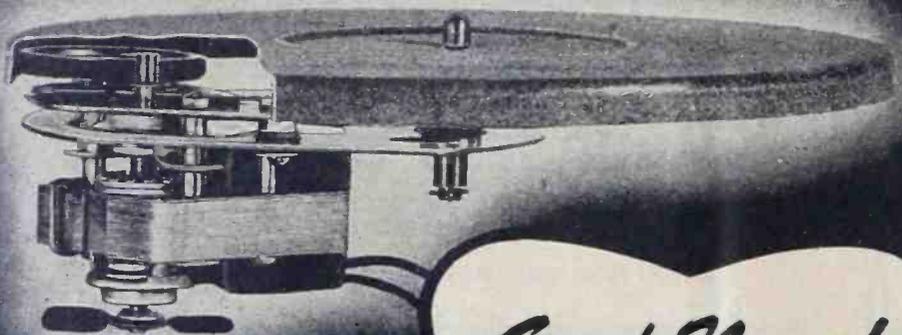


## Cinaudagraph Speakers, Inc.

3911 S. Michigan Ave., Chicago  
Export Div., 13 E. 40th St., New York 16, N. Y.

*"No Finer Speaker Made in all the World"*

## 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**

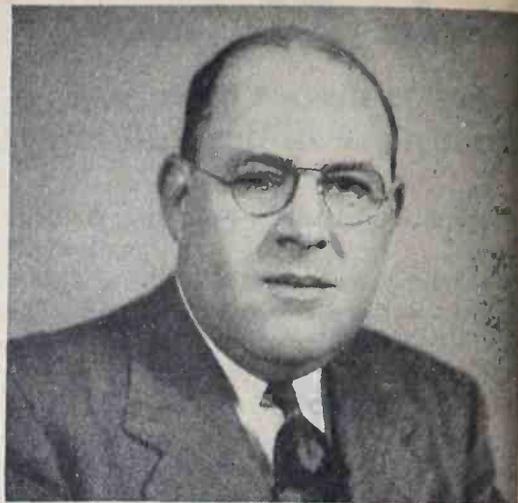
Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders 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

### Philco Advertising Head



John F. Gilligan, well-known sales executive, named advertising manager of Philco Corp.

### Stein and Abrams Head Manufacturers War Loan

H. M. Stein, president of Davega-City Radio Inc., will serve as Sixth War Loan chairman of the Radio Manufacturers Division of the War Finance Committee for New York it has been announced by William E. Cotter, director of the Commerce and Industry division.

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., will serve with Mr. Stein as co-chairman. The Sixth War Loan is scheduled to begin November 20.

### Gubb on Cornell Board

Larry E. Gubb, chairman of the board of directors of Philco Corporation, has been elected to the board of trustees of Cornell University, at Ithaca, N. Y. He will serve for five years.

### Army-Navy "E" Award

The Electronic Corporation of America, headed by S. J. Novick, president, was presented with the Army-Navy "E" production award at an impressive ceremony held in the Waldorf-Astoria Hotel in New York.

### Raytheon Goes on Air



Opening night of Raytheon series of coast-to-coast "Meet Your Navy" broadcasts, found head men on hand for event. Left to right: L. K. Marshall, Raytheon president, Rear Admiral Arthur S. Carpender, guest, and Burton Browne, who handles the broadcasts.

## Phileo Officials Discuss Postwar Sales



Phileo Products development committee drawing up specifications for its postwar radios, television sets, refrigerators, air-conditioners. Left to right: Larry F. Hardy, vice-president radio division; Lawrence I. Pearson, design consultant; Palmer M. Craig, chief engineer, radio division; James H. Carmine, merchandising vice-president; T. A. Kennally, sales vice-president; Robert F. Merr, service vice-president; W. Paul Jones, vice-president refrigerator division; Joseph H. Millies, vice-president radio production, and Raymond A. Boyce, general purchasing agent.

## Majestic Appoints Souther

J. Howard Souther was appointed a division manager for Majestic Radio, according to an announcement by E. A. Tracey, president of Majestic, Chicago. Mr. Souther who recently resigned from Zenith Radio Corp., was district manager for that company for seven years and previously for eight years with the Crosley Corp.

## Westinghouse Works on Kitchen, Laundry Plans

T. J. Newcomb, sales manager of the Westinghouse electric appliance division, has announced the appointment of W. Ross Arbuckle as manager of the division's home building department. Mr. Arbuckle will develop a merchandising program on planned kitchens and laundries for homes and apartments.

In making the announcement, Mr. Newcomb said: "The American consumer is sold on the planned kitchen idea," and he declared that the planned kitchen and laundry offer an outstanding marketing feature for electrical appliances in new, old and remodeled dwellings as well as apartment houses. Westinghouse, according to Mr. Newcomb, is doing extensive research on home equipment, and has developed the now-widely known three-center formula for kitchen planning. This plan calls for a refrigeration and preparation center, sink and dishwashing center and range and serving center.

## Fouch Subject of Article

James L. Fouch, president of Universal Microphone Co., and a pioneer in the field of acoustic apparatus was written about in an issue of "Adventures in Business." The article stresses that under Mr. Fouch's direction, the concern has grown into a large industry since its organization in 1928. Before Pearl Harbor, the company manufactured microphones and recording equipment for private industry. These small instruments are now vital in military defense.

## Western Electric Joins

The Board of Directors of the Television Broadcasters Assn. Inc., has approved an application for affiliate membership in TBA from the Western Electric Co., it was announced following a special meeting of the board.

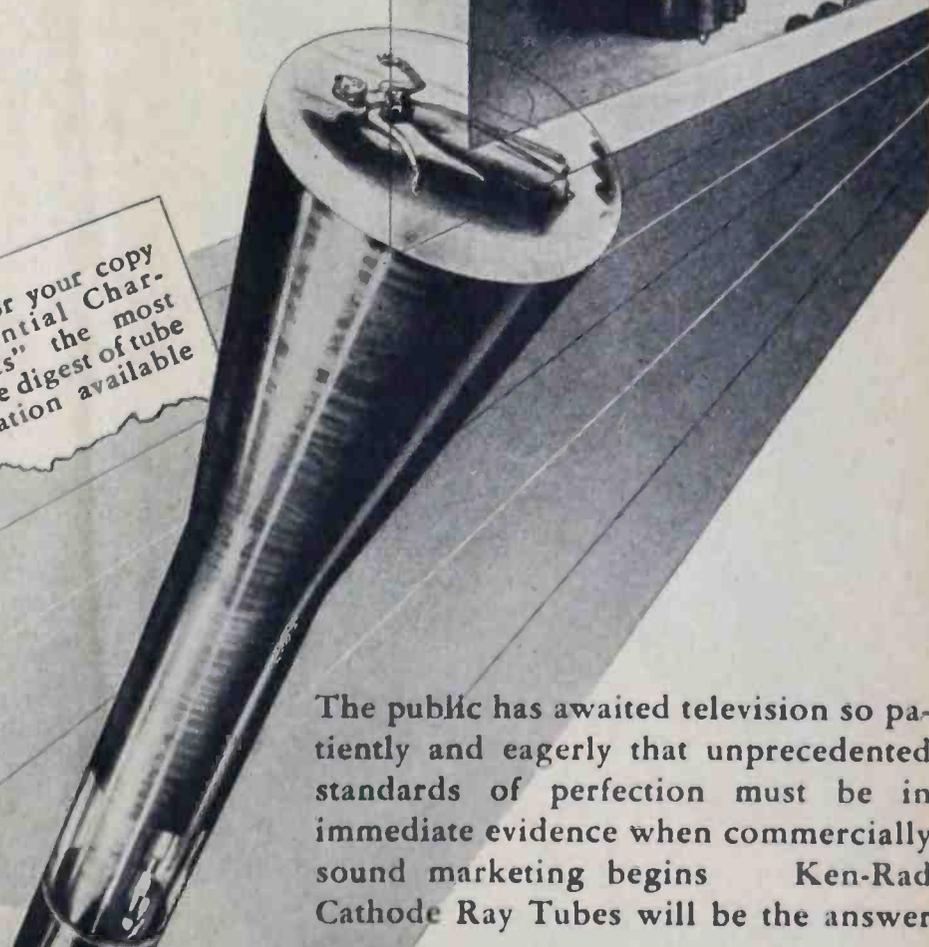
## Norge Line to Krich

Krich-Radisco, Inc., of Newark, N. J., radio and major appliance distributor, has acquired a franchise from Norge, manufacturers of a complete line of major household appliances and commercial refrigeration products for northern New Jersey. Krich-Radisco is building up a strong organization to serve dealers in this territory with the Norge line.

# KEN-RAD

*Cathode Ray*

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



The public has awaited television so patiently and eagerly that unprecedented standards of perfection must be in immediate evidence when commercially sound marketing begins. Ken-Rad Cathode Ray Tubes will be the answer

# KEN-RAD

EXECUTIVE OFFICES

OWENSBORO · KENTUCKY

EXPORTS 18 MOORE STREET NEW YORK

TRANSMITTING TUBES    RECEIVING TUBES  
CATHODE RAY TUBES    INCANDESCENT LAMPS  
SPECIAL PURPOSE TUBES    FLUORESCENT LAMPS

## Stromberg-Carlson Plans Wire Recorder in Sets

Plans to include a wire recording device in the Stromberg-Carlson Company's postwar radio home receiver were announced by officials of the company. Dr. Ray H. Manson, vice-president and general manager, disclosed that company representatives had signed a contract with the Armour Research Foundation, holders of the patents covering the device, for its use in connection with future company operations in the radio-telephone fields.

This type of wire recorder first sprang into prominence on D-Day while it was withstanding its severest test. Dr. Manson pointed out that, "The average recorder would have been adversely af-

ected by the vibration and shock of the gunfire and other battle disturbances that were a part of the fight for the foothold on the Normandy Beach."

The wire recorder does not require that it be mechanically connected to the phonograph attachments of present broadcast receivers.

## Sentinel Goes on Air

The new radio program sponsored by Sentinel Radio Corp. is a commentary on the news by John W. Vandercook, top-flight analyst. These broadcasts are being heard every Saturday afternoon at 5:30 E.W.T. over the complete coast-to-coast network of NBC's 142 stations.

## "Universal's" Postwar Aims



R. L. White, president Landers, Frary & Clark, says company will continue in postwar its usual high-quality production, design ingenuity and aggressive merchandising.

## Emerson Appointments

Benjamin Abrams, president of Emerson Radio and Phonograph Corp. has announced the appointment of Henry J. Dostal as contract manager of the company, and A. L. Plager as director of the company's newly created contract termination department. The newly created post of chief inspector is to be filled by A. R. Buckles.

Mr. Dostal will handle all government contracts for Emerson. Mr. Plager was formerly with the war department where he handled the administration and servicing of contracts and terminations. As a field engineer with the War Department, Mr. Buckles was responsible for design and development of radar equipment in contract plants.

## Radio Ownership Estimate

A detailed county-by-county estimate of radio ownership as of January 1, 1944, has been released by the Columbia Broadcasting System research department. Establishing total families and radio homes for each county of the nation, the study is based on many wartime changes in population, acceleration of marriage and birth rates and a decrease in the number of civilians, due to an increase of 10 million in the armed services.

## Sales Post with IRC

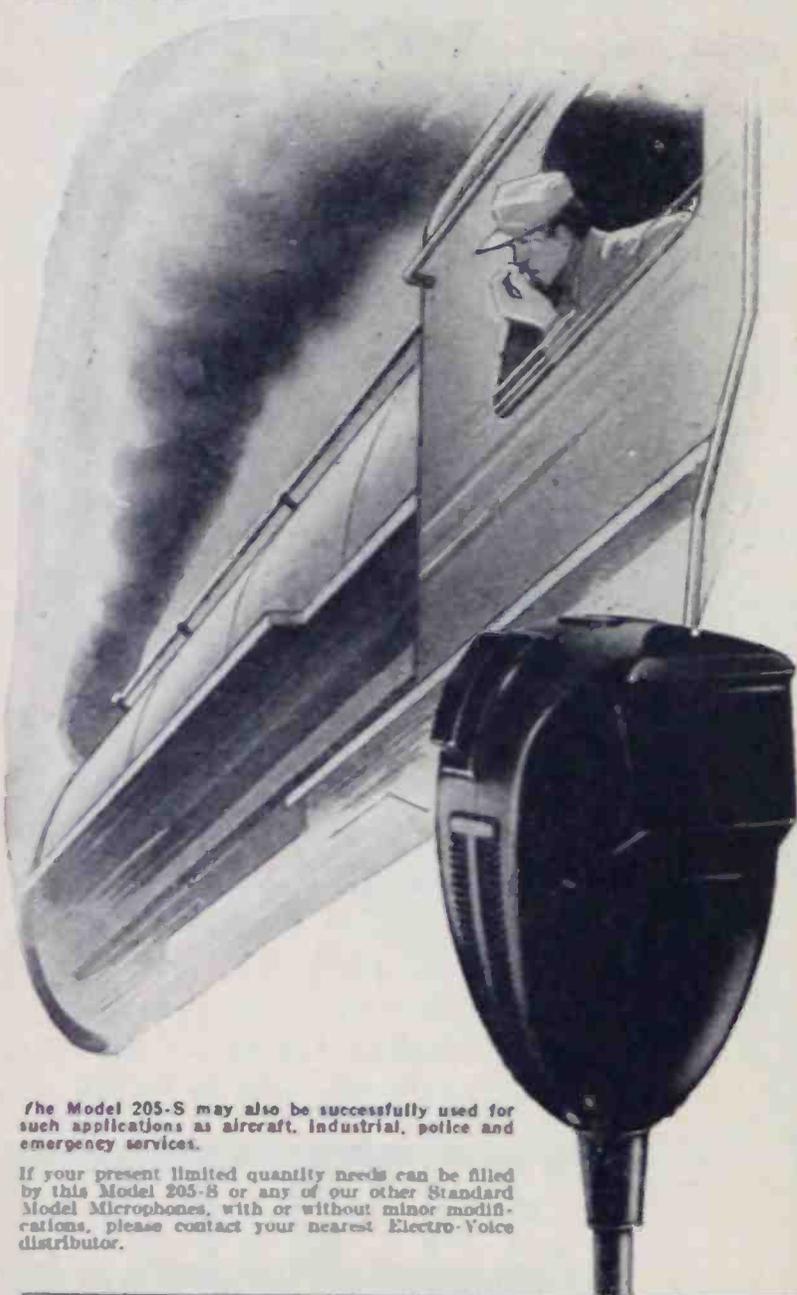


Robert N. (Bob) Baggs, new manager merchandising division, International Resistance Co., Phila., as announced by Harry A. Ehle, vice-president and general sales manager.

# FOR SAFETY'S SAKE!

## Electro-Voice Hand-Held Differential Microphone

Model 205-S



The appalling number of railroad accidents in recent months has stimulated the demand for installation of radio communications on railway lines. Eventually, all lines will be thus equipped. Splendidly suited "for safety's sake" is the Electro-Voice Differential Microphone Model 205-S. A noise-cancelling microphone, it enables the transmission of voice clearly and distinctly, unaffected by shrieking whistles or grinding wheels. Ruggedly constructed, it can "take" the punishment of a hard-riding locomotive.

**FREQUENCY RESPONSE:** substantially flat from 100-4000 C.P.S.

**LEVEL:** -20 DB (0 DB = 1 volt/dyne/cm<sup>2</sup>)

**ARTICULATION PERCENTAGE:** 97% under quiet, 88% under 115 DB ambient noise

**TEMPERATURE RANGE:** -40° to +185° F

**WEIGHT:** Less than eight ounces  
**INPUT REQUIREMENT:** standard single button input  
**BUTTON CURRENT:** 10-50 milliamperes

**MECHANICAL DETAILS:** molded, high impact phenolic housing. Minimum wall thickness, 3/8". Vinylite carbon retainer.

**SWITCH:** press-to-talk, with or without hold-down lock. Double pole double throw contacts provide an optional wide assortment of switch circuits. Standard circuit provides closing of button circuit and relay simultaneously.

**THERMAL NOISE:** Less than 1 millivolt with 50 milliamperes through button

**IMPACT RESISTANCE:** capable of withstanding more than 10,000 drops

**POSITIONAL RESPONSE:** plus or minus 5 DB of horizontal

**CABLE:** 5' three conductor, overall synthetic rubber jacketed

**BACKGROUND NOISE REDUCTION:** 20 DB and higher, depending on distance from noise source

The Model 205-S may also be successfully used for such applications as aircraft, industrial, police and emergency services.

If your present limited quantity needs can be filled by this Model 205-S or any of our other Standard Model Microphones, with or without minor modifications, please contact your nearest Electro-Voice distributor.

# Electro-Voice MICROPHONES

ELECTRO-VOICE CORPORATION • 1239 SOUTH BEND AVENUE • SOUTH BEND 24, INDIANA

Export Division: 53 East 40th Street, New York 17, N. Y. U. S. A. Cable: A. K. I. V.

# Book Reviews

## Second Edition Communication Circuits.

by L. A. Ware and H. R. Reed. Published by John Wiley & Sons, Inc., New York, N. Y.

The second edition of this well known book includes an extensive treatment of ultra-high frequency transmission lines both of the wave guide and conventional coaxial cable types. The development and application of Maxwell's equations to UHF transmission and propagation problems are emphasized and illustrated throughout the text.

The second edition retains the useful chapters on transmission line parameters,  $\Gamma$  and  $\pi$  networks, network theorems, transmission lines infinitely long, matched shorted and open are considered from a mathematical and practical standpoint.

Constant-K and M-derived filters along with composite types are treated in separate chapters. Transmission of UHF waves through wave guides is discussed in chapter 13 for rectangular guides and chapter 14 for cylindrical guides. A chapter on transmission line experiments outlines the procedure required to demonstrate important points described in the text.

An appendix contains 9 chapters including an introduction to Fourier series, loop equations, hyperbolic functions, Maxwell's equations, Bessel's functions, and a table of natural hyperbolic functions. The price of this volume is \$3.50.

## Basic Radio

By C. L. Boltz. Published by the Ronald Press Co., New York, N. Y.

This book on basic radio is an elementary text book covering basic knowledge required for radio. The author is English and the subject matter follows the syllabus for British Air Training Cadets. The book contains 266 pages, is well illustrated with drawings, and numerous sample problems are used to emphasize the application of the information presented. The subject matter includes fundamental electric and magnetic theory at the beginning and follows through generation and transmission of radio signals. Receivers, oscillators and antenna systems are described. The price of the book is \$2.25.

## Radio Direction Finders

By Donald S. Bond. Published by McGraw-Hill Book Co., Inc., New York, N. Y.

This new 280-page book covers the theoretical problems of direction finding in addition to circuits and other features of common types of equipment now in use. Aircraft, shipboard and fixed station apparatus and systems are covered in this volume. Particular attention has been paid to current trends such as the use of ultra-high frequencies, the employment of

(Continued on page 108)



# "IT WON'T BE LONG, NOW..."

It won't be long now . . . when you'll again be getting these Aerovox items: The outstanding selection of electrolytic capacitors—tubulars, midget metal-can, metal-can, cardboard-box, etc.

An exceptional choice of paper capacitors—uncased sections, tubulars, metal-can, bakelite-case, etc.

Mica capacitors from tiny "postage-stamp" and other molded-in-bakelite units to large bakelite-case and metal-case units, and again to stack-mounting units.

Complete line of heavy-duty transmitting capacitors.

Oil-filled capacitors from tiny metal-can tubulars and rectangular-can units, to large round-can and rectangular can units, in voltage ratings up to 7,500. Giant units up to 50,000.

Ultra-high-frequency micas and sulphur-filled units.

ETC. ETC. ETC.



● Soon, yes and probably sooner, you'll see those "New Item" Aerovox cartons back on your jobber's shelves. There'll be many new items, new developments, new refinements, in Aerovox capacitors because of wartime experience. And of course there'll be those good old standbys—those types you've been missing these past several years—metal-can electrolytics, bakelite-molded micas, metal-can papers, high-voltage transmitting capacitors, oil-filled units, and so on—types which Uncle Sam rounded up after Pearl Harbor for the urgent needs of our fighting men.

Yes, it won't be long now. The moment Uncle Sam releases the gigantic Aerovox production facilities, you can begin counting once more on just the types you need, in place of the wartime "Victory" items which will have served their patriotic duty. Meanwhile, thanks for your indulgence and cooperation. And remember: Expect great things of Aerovox!

### ● Consult Our Jobber . . .

Ask him about your immediate wartime servicing needs. Keep in touch with him regarding the early release of regular types. 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: 'ARLAD' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.



*Plug in*  
**METAL TUBE  
 RESISTORS**

★ To facilitate the servicing of those AC-DC sets equipped with plug-in metal-tube resistors, CLAROSTAT offers 10 Universal Types which replace 90% of the original numbers.

Note particularly: A Clarostat Universal Type operates within voltage ranges specified on tube, regardless of what pilot current is drawn or of any pilot light combination. It operates regardless of burnt-out pilot lights, operating well within the .3 ampere range required for tube filaments. Also, the tube operates efficiently regardless of line-voltage variation. And above all, remember that Clarostat introduced, pioneered, and has produced the bulk of such resistors in daily use.



★ Ask Our Jobber . . .

Ask for latest Clarostat "Interim-Line" catalog which includes listing of these Universal Metal-Tube Resistors, as well as standard types replaced. Or write direct.



CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.

visual and automatic direction finders. Some of the chapters include; General Considerations, Wave Propagation, Directive Antenna Systems, Oral Null Direction Finders, Visual Direction Finders, Radio Navigation.

A number of complete circuit diagrams of modern direction finding apparatus are included. The price of this volume is \$3.00.

**4,000 Years of Television**

By Richard W. Hubbell. Published by G. P. Putnam's Sons, New York, 1942, 256 pages.

Richard Hubbell's book, "4,000 Years of Television," the story of seeing at a distance, is being reprinted this year by Putnam's. The publishers realized the recurrent timeliness of the book, for interest in television is flaring up anew, now that war developments seem to be reaching a climax. Manufacturers, dealers, and consumers are all planning on postwar television.

"4,000 Years of Television" starts by going back to the roots of television; tells of its very early historical beginnings, and concludes with a study of its developments in the last decade, and an analysis of its present and future uses. The book is non-technical, but contains an adequate discussion of the theories behind the miracle of electronics, with a number of illustrative diagrams.

**Marty Frank with Fada**

J. M. Marks, president and general manager of Fada Radio & Electric Co., Inc., New York, has announced the appointment of Marty Frank as Fada's advertising and sales promotion manager, a post which he held for several years prior to "Pearl Harbor." Mr. Frank is now working in close cooperation with the Fada executive and sales divisions preparing comprehensive dealer and general sales helps for the Fada postwar line.

**Long Trip to NEDA Meet**

Attending the NEDA convention in Chicago were two visitors from Johannesburg, South Africa. One of these men was Stanley Hart, formerly in business in New York. Hart is now general manager of Gallo (PTY) Ltd., distributors of radio and allied products, with its head office in Johannesburg and branches in Captetown and Durban.

Hart's firm serves some 4,000 dealers and travels approximately 20 men through the territory.

**On National Union Staff**

Frank A. Turnquist, widely known for his contributions to the production techniques in the radio electronic tube industry, has joined the National Union Radio Corp. as production manager, it is announced by S. W. Muldowny, president. Prior to becoming production manager of National Union, Mr. Turnquist was manager of industrial engineering at the Harrison, N. J., tube plant of RCA.

*This Juice King  
 ad currently  
 appearing in . . .*

**LADIES' HOME JOURNAL  
 GOOD HOUSEKEEPING  
 BETTER HOMES & GARDENS**

**Juice  
 King**

*The Finest in Home Juice Extractors*



Here is one appliance you are sure to want after Victory . . . it's the JUICE KING home juice extractor.

With JUICE KING you can squeeze all the fruit juices for your family meals quickly and with little effort. Just slight pressure to the handle and the rich, pulp free juice flows into the glass. It's as simple as that. And, you'll be delighted with JUICE KING'S smart design and attractive colors. Remember the name . . . JUICE KING.



**DID YOU BUY A  
 BOND TODAY?**

**National Die Casting Company**  
 600 North Albany Avenue  
 Chicago 12, Illinois

*Juice King  
 is advertising  
 today . . . to build  
 sales for you  
 tomorrow*

**National Die Casting Company**  
 600 N. Albany Avenue - Chicago 12, Illinois

## Returns to Tung-Sol



Major Z. V. "Tommy" Thompson, relieved from active duty in Air Corps, rejoins Tung-Sol's Chicago office, and will renew acquaintances amongst the trade in Indiana.

## Galvin to Increase All Motorola Advertising

The Galvin Manufacturing Corp., peacetime manufacturers of Motorola radios for home and car, police and fire-radio-telephone systems, and now manufacturing radio equipment for the armed forces, including the famous "Handie-Talkie," is increasing the number of Motorola highway signs for dealers throughout the entire United States.

At the same time, an active program is under way to keep present Motorola signs in good condition. Motorola Radio is also continuing and increasing its national and local advertising, in general magazines, trade papers, newspapers, and the use of billboards, along with other sales promotion activities to keep alive the name and reputation of Motorola Radio and Motorola's contributions to the war effort.

## New Tubes by Taylor

Two fence controller tubes are announced by Rex L. Munger, salesmanager of Taylor Tubes, Inc., 2312 Wabansia Ave., Chicago, Ill. One, the Taylor 208 is a glow discharge tube, and the other, the Taylor 207 is a rectifier. Both tubes have glass envelopes and a standard 4-pin base.

## GE Station WRGB

### Telecasts Commercials

For the first time in television history a program made up of five commercials was telecast over WRGB, General Electric's station in Schenectady. The program was arranged to demonstrate how department stores can utilize television on either a coaxial cable internal system or for general advertising on a regular telecast station. Representatives from approximately 25 of the leading department stores from coast-to-coast were in Schenectady to witness the program.

# Rauland VISITRON Phototubes



79A

## LEAD IN THE PROJECTION FIELD

Long the choice of discriminating exhibitors and projectionists, Visitron Phototubes are noted for their uniformity, dependability and high sensitivity. There is a special type of Visitron for every application and every make of sound-on-film equipment.

79A . . . designed for use in standard theatre projection equipment.

51A . . . universally used in portable 16 m. m. sound-on-film projection equipment.

59A . . . a popular model used in many makes of projectors. The 59TA is a special application of this tube, having a high dark resistance.



51A

59TA

*To be sure . . . specify VISITRON!*

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS  
*Electroneering is our business*

BACK THE  
ATTACK



BUY MORE  
WAR BONDS

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

In Ancient Arabia, accuracy in measurement was apparently of no great importance. For instance, a "CABDA" was "somewhere in the neighborhood of 3/4 inches."

What a contrast to the modern fields of Radio and Electronics, where accuracy in calibrating is a fetish with engineers and a "must" with production and maintenance men! Little wonder that

## MONARCH

Measuring-Testing-Calibrating Equipment

is depended upon to provide unfailing accuracy wherever and whenever needed. Monarch Equipment is

*Universally Accepted for Dependable Performance*

We'll be ready to dove-tail OUR post-war plans with the plans YOU have had in the making.

# MONARCH MFG. CO.

2014 N. Major Ave. Chicago, Ill.



Constant-speed electric phonograph motor, Model LX—rim drive.

YOU CAN DEPEND UPON

# Smooth Power

The same *Smooth Power* motors that drive General Industries recorders, turntables and record-changers are now being used in a large number of wartime devices where dependability is the most important requirement.

Their quick pickup, unvarying speed and velvety smoothness in operation have made them long-time favorites for phonograph and radio use where accuracy of recording and fidelity of reproduction are essential.

So, if you want such devices for postwar use, we suggest you start your planning now. From our long and proven line of equipment, you can probably select a standard design to meet your needs. Or, our engineers will adapt one for your specific requirements.

You can save time by starting discussions now, followed by detailed planning when the end of our war work is in sight. We'll welcome your inquiries.



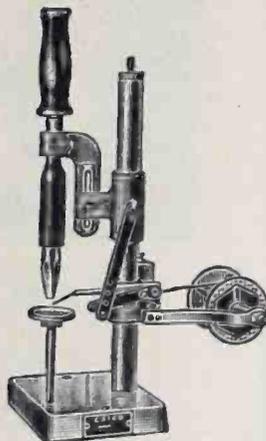
THE GENERAL INDUSTRIES CO.  
DEPT. M ELYRIA, OHIO



*Smooth Power*

# ESICO

REG. U. S. PAT. OFF.

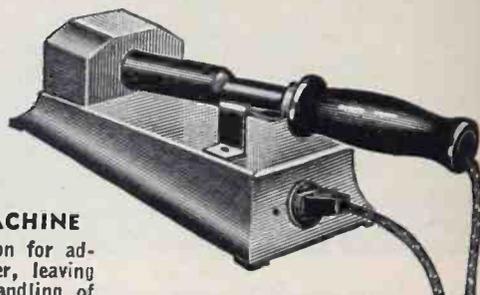


**SPOT SOLDERING MACHINE**  
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



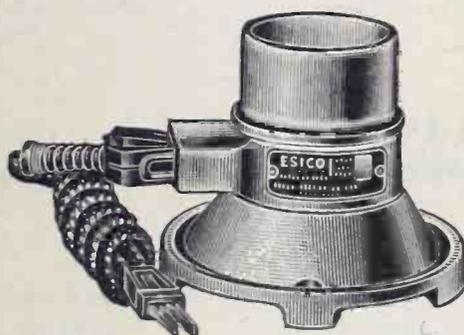
## SOLDERING IRONS

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.

# FACTS Regarding Radio Parts Production



All parts manufacturers have increased production to meet War Needs . . . in spite of acute labor shortages.

Parts manufacturer for civilian use has been secondary and in many cases, impossible. Such materials must be requisitioned nearly 12 months ahead . . . and then only part of the requisitions is allowed.

Through foresight and with WPB permission, RADIART is delivering a considerable volume of civilian replacement vibrators. Radiart Jobbers are fortunate . . . but this volume is not sufficient to meet demands of the entire Trade. So deliveries are slow, but you can be sure we're doing our best to improve this situation.

# Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

## Rasmussen of Crosley Now General Sales Manager

Appointment of James H. Rasmussen as general sales manager of the manufacturing division of The Crosley Corp. has been announced by R. C. Cosgrove, vice-president and general manager of the Crosley manufacturing division. He will have the responsibility for all sales activities of the manufacturing division.

Mr. Rasmussen has been with Crosley since 1941 and had been commercial manager of the manufacturing division before his promotion to his present post.

Before joining Crosley, Mr. Rasmussen had been assistant sales manager of the Zenith Radio Corp., of Chicago, for five years. Previously, he had served for four years as advertising manager and assistant sales manager of the Grunow Corp., later the Household Utilities Co., of Chicago.

## New Advances in Design Reported for FM Sets

A high degree of freedom from noise and from interference from undesired stations in the reception of FM radio programs is made possible by a new advance in the design of FM receivers.

The new development, designated as a "frequency-dividing locked-in oscillator FM receiving system," was described by its inventor, George L. Beers, of the Radio Corp. of America, at a technical session of the First National Electronics Conference in Chicago.

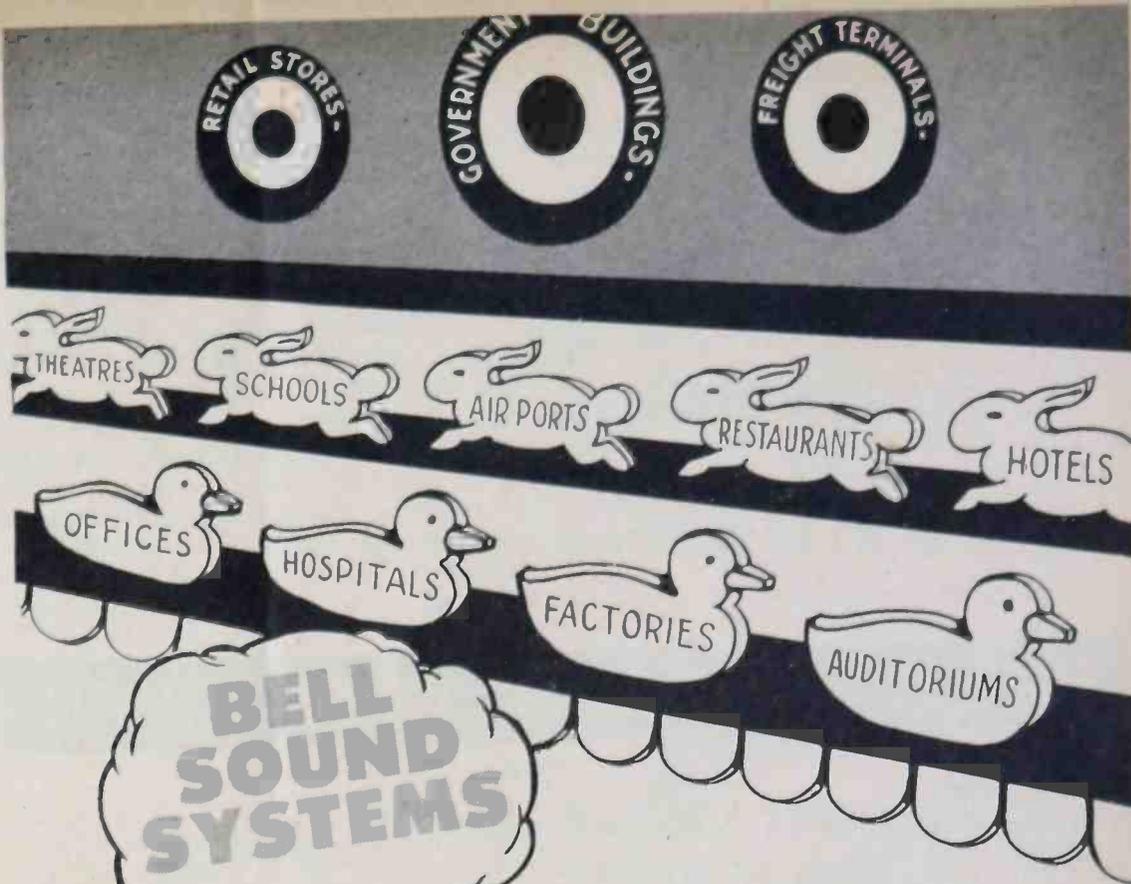
"Probably the most difficult requirement to be met is that of obtaining adequate adjacent channel selectivity," Mr. Beers said. He pointed out that the new FM receiving system described in his paper, in which a continuously operating local oscillator is frequency-modulated by the received signal, represents a new approach to the problem.

## Recoton Offers Prizes

Recoton Corp., 212 Fifth Ave., New York, has issued an attractive promotion folder, offering the general public a free package of needles for each acceptable list sent in of famous needles—such as "Cleopatra's needle," the hypodermic needle, etc. Dealers will be apprised of the further developments of this plan, and are urged to have a supply of the folders on hand.

## New Bendix Managers

Appointment of two new district managers to direct introduction of the forthcoming home radio marketing program in middle Atlantic and southeastern territories was announced by W. P. Hilliard, general manager of the Radio division of Bendix Aviation. Samuel Rochester, now buyer for Bendix Radio, will be district manager of the middle Atlantic territory, with headquarters in Baltimore. Royal Vilas, former official of the WPB, is district manager with headquarters in Atlanta.



## Get them ALL with one shot

Set your sights for bigger business and more profits in the post-war "sound" market! Spurred by wartime necessity for saving time and manpower, the demand for modern sound equipment has spread into almost every type of business and industrial activity. And the vital part "sound" has played in so many phases of modern warfare has resulted in important new developments and applications that will add still further to your peacetime business—and profits.

So, if you're shooting toward getting your full share of profits in the biggest "sound" market you've ever experienced, be sure you have BELL Sound Systems as ammunition. The complete line will enable you to "knock off" every prospect whose needs fall within the wide range of equipment listed at right. Write for complete details on BELL Sound Systems today.

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
- Electronic Controls
- Operating Sequence Recorders
- Other Electronic Devices



**BELL SOUND SYSTEMS, INC.**  
1186 Essex Ave. Columbus 3, Ohio  
Export Office: 4900 Euclid Ave., Cleveland 3, Ohio



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

## Postwar FM Popular, GE Survey Shows

Nine out of every ten General Electric stockholders and radio dealers who replied to a recent postwar radio survey conducted by the company would like to buy an FM radio receiver. This interest in FM radio reception was indicated in replies to a questionnaire returned by 16,635 stockholders and 1,538 radio dealers.

Almost half of those who replied were undecided as to when they would buy their new radios, while 26.9 per cent of those answering stated that they will buy a new set as soon as receivers become available.

## Postwar "Recordio" Readied for the Market

The Wilcox-Gay Laboratories announce that although swamped with war work, a new and more versatile "Recordio" is being made ready for the postwar market.

## Zenith Reports Profits

The Zenith Radio Corp. reports an estimated consolidated operating profit for the first quarter ended July 31, 1944, of its current fiscal year, amounting to \$2,533,263, after depreciation, excise taxes and reserves. Production and shipments during the quarter were the largest of any three-month period in the company's history.

## Magnavox Sales Official



Nels Sherrill, Jr., who has been named general sales manager, Illustravox division, the Magnavox Co., Fort Wayne, Ind.

## Folsom Receives Award

The Navy's highest civilian honor was bestowed on Frank M. Folsom, former chief of the Procurement Branch, Office of Procurement and Material, when Secretary James Forrestal presented the Distinguished Civilian Service Award to him for exceptional performance in that capacity. Mr. Folsom is now a director and vice-president of the Radio Corporation of America, in charge of the RCA Victor division.

## Israel Heads TBA Panel

Dorman D. Israel, vice-president in charge of engineering and production for the Emerson Radio and Phonograph Corp., has been named chairman of the panel meeting committee in connection with the first annual conference of the Television Broadcasters Association to be held December 11 and 12, 1944 at the Hotel Commodore, New York City.

## Carter Names Agents

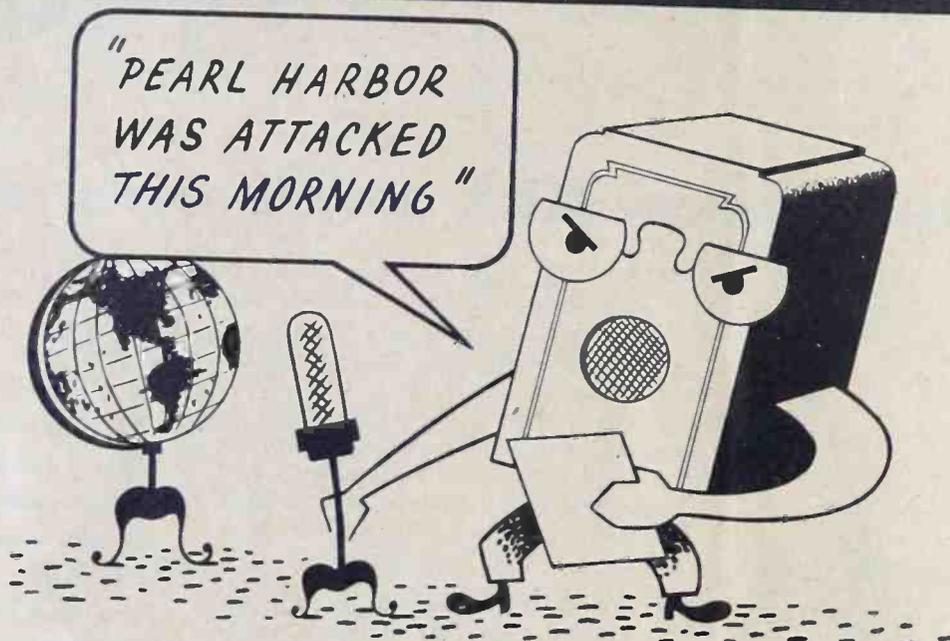
The Carter Motor Co., Chicago, makes known the appointment of Williams & Associates, Chicago, as exclusive export agents to handle the line in Mexico, Central & South America, and Africa.

## Operadio Sound in Factory



Dorothy Wesborg gives out with late news over Operadio Plant-Broadcaster at Steinway & Sons' Long Island, N. Y., piano factory.

## RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



"That was me two years ago, a 1942 model. The first program I carried was the news of Pearl Harbor. How our generation of radios has worked since then! Plenty of us couldn't stand the strain—are in service shops right now. Confidentially, I don't feel so good myself. I know that shops are overloaded with work

but with Rider Manual Volume XIV coming out before the end of this year, we 1942 radios will get the proper attention. We'll be repaired quickly too, because Rider Manuals make it easy for servicemen to find out what is wrong. WPB requirements will limit the supply, so smart servicemen will place their orders today."

**RIDER MANUALS (14 VOLUMES)**  
 Volumes XIV 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

**JOHN F. RIDER PUBLISHER, INC.**

Export Division: Rocke-International Electric Corp.

**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

404 Fourth Avenue, New York 16, N. Y.  
 13 E. 40th Street New York City Cable: ARLAB

**RIDER MANUALS** *are complete*  
**IN 14 VOLUMES**

# REFLEX SPEAKERS



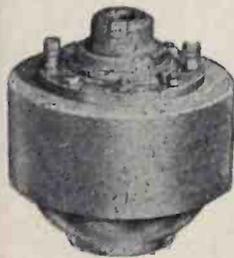
**DESIGNED  
for  
WAR  
USE**



★ **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  
225 VARICK STREET N. Y. C.

## Activities at Emerson Announced by Robbins

Charles Robbins, vice-president in charge of sales of the Emerson Radio and Phonograph Corp., New York City, lists several new additions to Emerson's distributing organization, and promotions in the technical staff.

The Foster Distributing Co., Louisville, Ky., has been named as the distributor in that area for the sale of Emerson radios and television sets for the post-war era. Another announcement made tells of the appointment of the Canton Hardware Co., of Canton, Ohio, for the northeastern Ohio territory.

Stephen Chew, who has been with RCA Victor for the last year, has rejoined Emerson where he will be in charge of cabinet design. John S. Mills, who for the last two years has been chief project manager of Emerson, has been named production planning manager.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF RADIO & TELEVISION RETAILING, published monthly at New York, N. Y., for Oct. 1, 1944, State of New York, N. Y., County of New York, N. Y.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Orestes H. Caldwell, who, having been duly sworn according to law, deposes and says that he is the Editor of RADIO & TELEVISION RETAILING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, M. Clements, Rumson, N. J., Editor, Orestes H. Caldwell, Catrock Road and Bible St., Cos Cob, Conn. Managing Editor, none. Business Manager, M. H. Newton, 583 W. 215th St., New York, N. Y.

2. That the owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Caldwell-Clements, Inc., 480 Lexington Avenue, New York, N. Y. M. Clements, O. H. Caldwell, Charles Schatvet, Trustees, 480 Lexington Ave., N. Y. C. M. Clements, Trustee, Rumson, N. J. O. H. Caldwell, Trustee, Catrock Rd. and Bible St., Cos Cob, Conn. Charles Schatvet, Trustee, Darien, Conn. McGraw-Hill Publ. Co.,\* 330 W. 42nd St., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Orestes H. Caldwell

Sworn to and subscribed before me this 26th day of September, 1944.

B. M. Phillips

Notary Public Westchester County.

Notary Public N. Y. County Clerk's No. 452.

Notary Public N. Y. County Register's No. 280P.6.

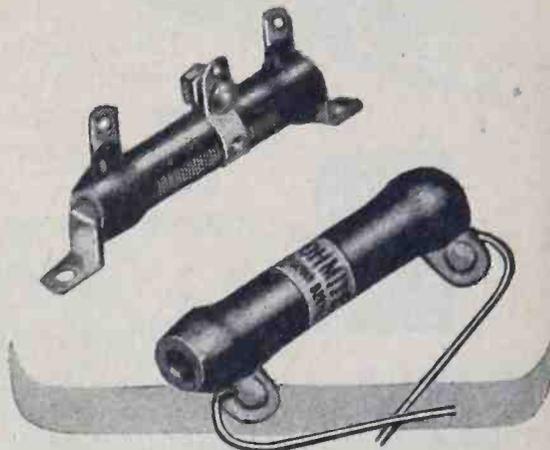
(My commission expires March 30, 1946.)

\*Represents minority stock interest which was purchase price for Radio & Television Retailing. Majority stock and control continue in hands of O. H. Caldwell and M. Clements.

# OHMITE RESISTORS

*for accurate  
trouble-free*

# SERVICE

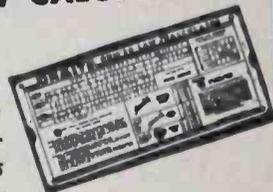


Time-proved, battle-proved, service-proved... Ohmite Brown Devils and Adjustable Divid-ohms are used today in critical war equipment. After Victory... these dependable units will again be the favorite of radio servicemen who want and use the best for resistor replacements.

For information about these and other Ohmite Resistors, write for Stock Unit Catalog 18.

### SEND FOR HANDY OHM'S LAW CALCULATOR

Figures ohms, watts, volts, amperes - quickly, accurately. Solves any Ohm's Law

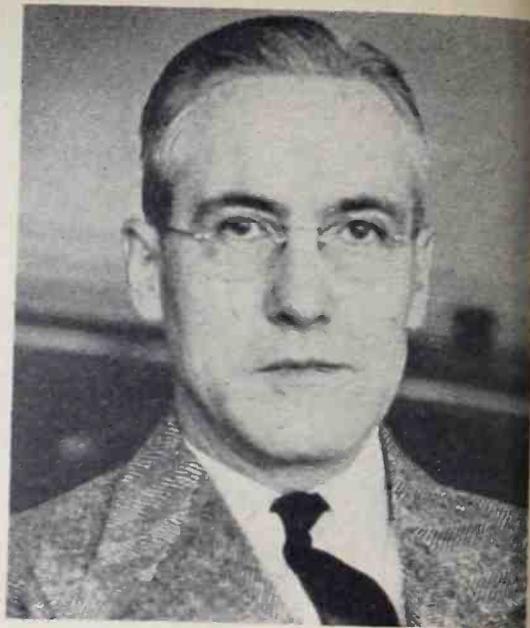


problem with one setting of the slide. Send only 10c in coin for handling and mailing. (Also available in quantities.)

### OHMITE MANUFACTURING CO.

4872 Flournoy Street • Chicago 44, U.S.A.

Be Right with OHMITE  
RHEOSTATS • RESISTORS • TAP SWITCHES



Will handle southern sales for Belmont Radio Corp., announces P. S. Billings, president.

**Key City Sales "Reps" Announced by Haines**

Haines Manufacturing Corp., 248 McKibbin St., Brooklyn, N. Y., has announced the names of its sales representatives to function in key cities, as follows: R. A. Adams, 18288 Appoline Ave., Detroit 21, Mich.; Hal F. Corry, 3522 Gillon Ave., Dallas, Texas; Jack Heimann, 1215 Harmon Pl., Minneapolis, Minn.; Royal Higgins, 600 So. Michigan Ave., Chicago 5, Ill.; Russ Hines, 234 Ninth St., San Francisco, Cal.; J. P. Kay, 216 E. 10th St., Kansas City 6, Mo.; Bert Knight, 908 Venice Blvd., Los Angeles 15, Cal.; John O. Olsen, 1456 Waterbury Rd., Lakewood, Cleveland, Ohio; Perry Saftler, 53 Park Pl., New York 7, N. Y.; Henry P. Segel, 221 Columbus Ave., Boston 16, Mass.

This organization, specializing in the production of wire wound resistors, has just published a complete catalog, copies of which may be obtained by writing to the manufacturer.

**"Reps" Elect Officers**

The New England chapter of the Representatives elected the following officers for the ensuing year: Raymond T. Perron, chairman; Tim Coakley, vice-chairman, and Harry Gerber, secretary-treasurer.

At the annual election held by "The Representatives" in New York, the following officers were elected: Matthew Camber, president; John Kopple, vice-president; William Gold was reelected secretary-treasurer.

**Exclusively Hallicrafters**

Part of the electronic equipment manufactured by the Hallicrafters Co., for battle front use also helps provide practical instruction for students at the Coyne Electrical School, Chicago.

Hallicrafters equipment is used exclusively in the radio school, to give a practical working knowledge of electricity and radio in the turning out of service technicians.



Versatile is the word for Atlas Sound's latest creation, the DR-12 Little Giant (Bell diameter 7 in. Overall length 7 1/2 in.) Its construction gives equally gratifying service when used for marine application, factory, police and other communications . . . a design that has proven itself more than equal to War's rigorous demands.



Write for detailed description

Complete Atlas Sound Catalog on request.

**ATLAS SOUND CORPORATION**

1451 39th Street

Brooklyn, N. Y.

**AMCON**

**AN AMERICAN SOLUTION TO YOUR CAPACITOR PROBLEMS**

ALL TYPES • BY-PASS AND ELECTROLYTIC  
DATA SHEETS ON REQUEST

**AMERICAN CONDENSER CO.**  
4410 No. Ravenswood Ave. • Chicago 40, Ill.

# ELECTRICITY

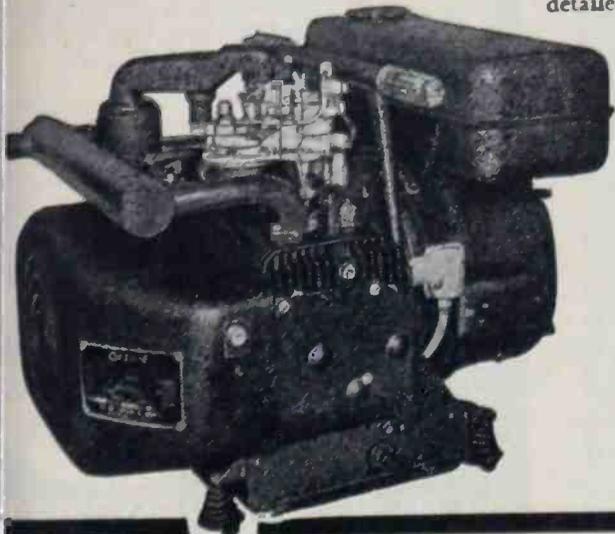
For Any Job — Anywhere

★ ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electric service for electronics applications, and for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power plants are of single unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service, intermittent or continuous.



Over 65 models available. Sizes range from 350 to 35,000 watts. A.C. types are 50 to 800 cycles, 115 to 660 volts, single or three-phase. D.C. types from 6 to 4000 volts. A.C.-D.C. combination types available. Write for engineering assistance and detailed literature.



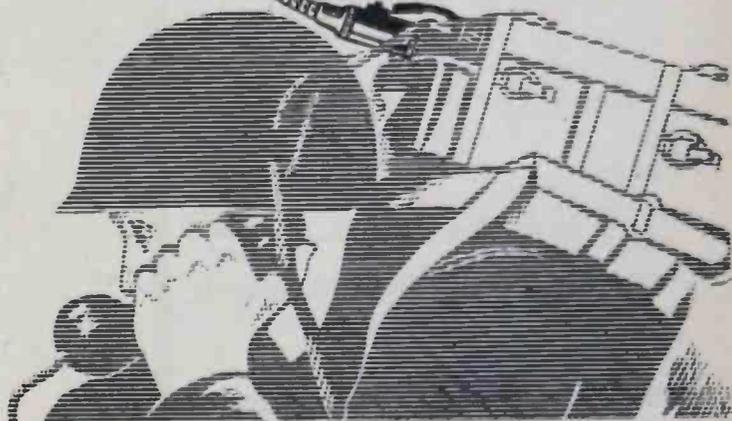
★  
Plant shown is from lightweight OTC series; 1500 and 2000 watts, 115-volt, 60-cycle, A.C. and 2000 watts, 115-volt D.C.; Engine is 2-cylinder, 4-cycle, air-cooled.

**D. W. ONAN & SONS** 2025 Royalston Ave., Minneapolis 5, Minn.

... on our mark

... and set to go on Civilian production of Radio and Automotive Products — soon. Set your sights on Snyder.

**SNYDER MFG. CO.**  
RADIO & AUTOMOTIVE PRODUCTS • PHILA. 40, PA.



**BIG**  
VACO DRIVERS  
for tough  
two-fisted Jobs

**TINY**  
VACOS for DELICATE  
PRECISION WORK

and  
171 TYPES and SIZES  
IN BETWEEN.. ALL OF  
BREAK-PROOF AND  
SHOCK-PROOF  
**AMBERYL**

**WRITE FOR  
CATALOG!**

**VACO PRODUCTS CO.**

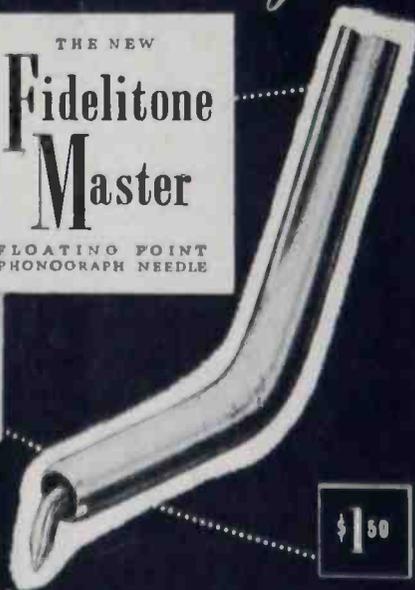
309 E. ONTARIO ST. • CHICAGO 11, ILL.

Canadian Warehouse: 560 KING STREET, WEST • TORONTO 2, ONTARIO

Announcing

THE NEW  
**Fidelitone  
Master**

FLOATING POINT  
PHONOGRAPH NEEDLE



\$1.50

Master of them all

Only the new FM Needle provides all these outstanding sales points:

★ Finer Reproduction ★ Longer needle life ★ Greater kindness to records ★ Floating point construction ★ Filtered record scratch ★ Horizontal and vertical shock-absorption ★ Patented self-locking insertion feature.

Attractively packaged in a useful record brush container

**PERMO, Incorporated, Chicago 26, Illinois**

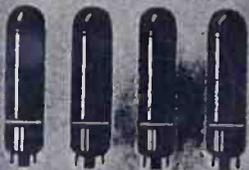
# SALES MANAGER

*Unusual opportunity for unusual type of man*

We are looking for a man who has had wide experience in the merchandising, distribution and promotion of quality radio receivers. He should be able to recognize good radio design and style, and have the "know-how" to push them vigorously. We prefer a man who has a thorough knowledge of the field, with a large dealer following. We are a well-known manufacturer of radio and electronic equipment, and we are prepared to offer an extremely interesting proposition to the right man. Please provide background and particulars in first letter.

**Box No. 14**

**RADIO & Television RETAILING**  
480 Lexington Avenue  
New York 17, 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 Co. 561 BROADWAY, NEW YORK, N. Y.

## DEALER IN SOUND

*(Continued from page 35)*

His son, now 17, is already a "super-salesman" and handles the merchandising of records for his father at the new store. Records were taken on during wartime and will remain to continue bringing substantial profits to Rita in the postwar period.

Right now, however, Tony Rita is going ahead in the sound field. On the basis of his varied and thorough experience in this work he is now planning tailored systems for war plants.



**KLINE'S  
M-DAY  
PLANS**

*(Continued from page 33)*

Since Mr. Kline desires to have his place of business known as "Tomorrow's Appliance Center," he displays in the windows a number of neatly lettered signs to convey this message to the passerby. Some of the signs read: "Radio Center of Tomorrow, Range Center of Tomorrow and Refrigerator Center of Tomorrow."

Kline recently rented an adjacent store at 198 Martine Ave., and is preparing to set up a complete, modern kitchen, and a television demonstration theatre. The modern kitchen will not only display all appliances for sale, but will offer complete kitchen cabinets.

Other postwar planning on the part of the Kline organization includes constructive thinking about financing problems, sales organizations, advertising and retention of certain alternate lines which have been carried during the war.

### Sales Training

Mr. Kline sees a flurry of "wrap-up sales" during the immediate postwar period, and he points out that this will give him the opportunity of training, under close supervision, a sales force—even a "green" one. It will afford the means of preparing salesmen for their later tasks.

Direct mail and newspaper advertising, upon a large scale, will be employed, with special items featured.

Already Kline's has decided what sort of merchandise the store will offer for sale when the war is over. A number of "substitute" articles which have sold well during present

*(Continued on page 117)*

# El-Menco

MOLDED  
MICA  
CAPACITORS

**IMMEDIATE DELIVERY**

ALL SIGNAL CORP. ORDERS BEARING INSPECTION AT SOURCE; INSPECTED ON PREMISES & SHIPPED IMMEDIATELY

All R.M.A. or A.S.A. color coded

A complete stock is ready for immediate shipment of quantities, ranging from 500 to 5,000 of each capacity in regular MICA CAPACITORS in 5%, 10% and 20% tolerance and silvered MICA CAPACITORS in 2%, 5% and 10% tolerances.

Write for price sheets and complete information!

Territory open for **JOBBER**S

SEND FOR OUR SPECIAL INITIAL ORDER OFFER



**ALBERT ROTHENSTEIN**  
National Distributor  
135 LIBERTY ST. New York 6, N.Y.

There's no letting up of the need for continuing to save every bit of paper we can! Uncle Sam asks that, and with paper more critical than ever, it's a good idea to

Remember—

# PAPER IS WAR POWER

This advertisement is contributed by RADIO and Television RETAILING and prepared from material furnished by the War Advertising Council in cooperation with the War Production Board and the Office of War Information.

(Continued from page 116)

ortages, and which seem generally  
lied to electrical home appliances,  
ill be continued in the line. Portable  
pewriters, which have been sold at  
line's for some years, will be fea-  
red postwar. A complete line of  
udios, television and large and small  
ectrical appliances will be sold.

### Display Attracts Women

The importance of proper display  
f appliances offered for sale is  
ressed by Mr. Kline. Since it is a  
nown fact that *most* of the pur-  
hasers of home appliances are women,  
Mr. Kline points out that these cus-  
omers who take pride in the appear-  
nce of their homes will have difficul-  
y picturing poorly shown, dirty  
erchandise as part of their house-  
old effects.

According to Mr. Kline radio-ap-  
pliance dealers will do well to study  
displays of apparel and accessories in  
mart women's shops. Such study  
will reveal the necessity for clean,  
right exposition of goods in the of-  
ering of items destined to play an  
ntimate part in some room of the  
home, he believes. Modern purchasers,  
both men and women, know that the  
lectrical, mechanical and electronic  
eatures employed by the first-line  
manufacturers are dependable and  
foolproof. Customers of today do not  
question the performance of an ap-  
pliance to any great extent, but they  
can be disagreeably affected by dusty,  
dingy merchandise, inadequately dis-  
played, according to Mr. Kline.

Kline's is all ready for tomorrow's  
business, and is ready to offer modern  
services and modern surroundings to  
Westchester County's shoppers. Re-  
alistic planning, good display, com-  
plete lines and efficient maintenance  
service on the part of this organiza-  
tion represents a combination of  
worthwhile features bound to result  
in increased business.

### Dealer-Direct

(Continued from page 58)

have an intelligent sales force and a  
well-trained service department.

"By selecting such accounts we im-  
mediately eliminate cut prices and  
unfair trade-in allowances.

"Our dealers can well afford to  
put more effort behind the sale of  
Brunswick Radio-Panatrope—more  
advertising and paying the sales force  
more—for they will not lose sales to  
other dealers in their community on  
account of price.

"By selling direct to dealers we  
hold the list price down and at the

(Continued on page 118)



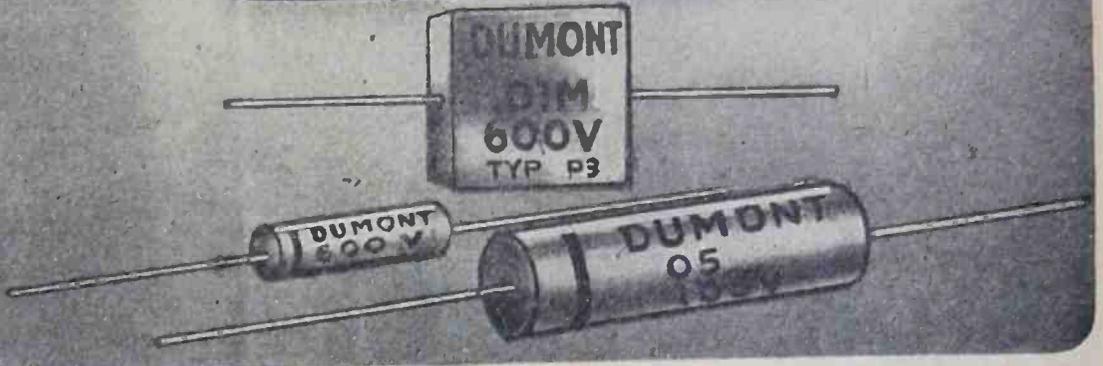
# DUMONT CAPACITORS

FOR DEPENDABLE RADIO REPAIRS

SOLD ONLY THROUGH  
EXCLUSIVE JOBBER  
TERRITORIES

DUMONT ELECTRIC CO.

34 HUBERT ST. NEW YORK, N. Y.



# WIRES

MADE BY

*Engineers* FOR  
*Engineers*

# VICTORY

concentrating upon  
for the duration . . . . .

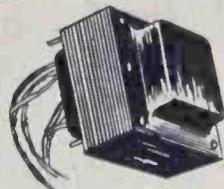
**cornish**

WIRE COMPANY, INC.

15 Park Row, New York City, New York



## SERVICE IN A FLASH!



### POWER TRANSFORMERS

450V-ct, 60 MA; 6.3V-ct, 2A;  
5V, 2A. For sets  
up to 6 tubes. (Cat. #PT-3) **\$2.65**

### MALLORY-UTAH VIBRATORS

*Universal 4-Prong Type*

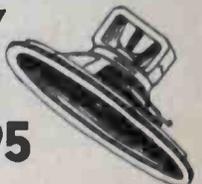
1 1/2"x3 1/2" **\$1.50**  
(Cat. #V-4) . . . . .

2"x3 1/2" **\$1.50**  
(Cat. #V-4a) . . . . .

### MAGNAVOX 8"

*P M Speakers*

8-oz. Magnet, 8 watt. **\$3.95**  
(Cat. #S-8B) . . . . .



### Free Catalogs!

Are you getting our monthly Bargain Catalog?  
Write us at once and you will receive them  
as published. No charge, of course!



*Radio Warehouse*

73-G MILL ST., AKRON 8, OHIO



the excellence of your post-war radio engineering

will be faithfully interpreted for your customers by a **QUAM** Speaker

QUAM-NICHOLS CO. 33rd PLACE AT COTTAGE GROVE, CHICAGO

(Continued from page 117)

same time give larger discounts. We can spend more money in cooperative advertising with each dealer for we have fewer accounts to work with.

"We have found that by confining our line to dealers we develop a close association with their entire radio department personnel. We have sufficient time to spend with each account in order to educate the sales forces how best to sell Brunswick radio combinations to the consumers. Taking our merchandising plans direct to the dealers has proven to be mutually profitable. The best proof is that the large majority of our accounts have doubled their business with Brunswick each year since we first introduced the line.

"It is a much slower procedure to develop business with dealers than with distributors, but in the long run we believe it to be sound merchandising to sell high quality and high price radio-phonograph combinations direct to the retail accounts.

"However, I wish to point out that all radio lines do not lend themselves to factory-to-dealer distribution. Radio manufacturers who are set up for mass production in the low and medium price brackets and who must have large commitments made at the beginning of their manufacturing program, can only look to distributors for these sizable orders."

#### Statement From Magnavox

G. H. Smith, sales manager radio-phonograph division, The Magnavox Co., Fort Wayne, Ind., discusses briefly the advantages of merchandising Magnavox instruments directly to retailers, as follows:

"For the past several years Magnavox radio-phonographs have been sold direct to retailers.

"This policy was adopted after careful consideration of the marketing problems of a high quality musical instrument. Basically the Magnavox policy has accomplished 3 things: 1—It retains absolute control over the Magnavox sales policy. 2—It gives definite assurance to the retailer that the line will not be over-distributed or mishandled by unethical competition. 3—It permits Magnavox to offer unusually high quality merchandise, both in tone and cabinet styling, at a lower consumer cost than that permitted by any other method of distribution.

"The type of dealers selling Magnavox and the steady growth of Magnavox volume during these years, based upon this progressive merchandising policy, is proof of its effectiveness."

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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.

# How Motorola Radio PLANS ITS NATIONAL ADVERTISING



## NATIONAL MAGAZINES

The Motorola schedule calls for regular large space advertisements in the largest weekly magazines: Life, Liberty, Saturday Evening Post, Colliers, Newsweek and Click. This powerful mass magazine circulation is fortified by the addition of the biggest and best monthlies: Fortune, National Geographic, American Magazine, Cosmopolitan, Esquire and Popular Mechanics.

## SUNDAY NEWSPAPER MAGAZINES

More than 10 million families do not read magazines of any kind . . . weekly or monthly . . . but they *do* read the Sunday Magazines distributed with their favorite newspaper. To reach this vital section of the American buying public, Motorola uses color pages in The American Weekly, world's largest circulation, and dominant color space in This Week, second only to The American Weekly in

family coverage. These two Sunday magazines reach more than 15 million families.

## NATIONAL ROAD SIGNS

More than 20 million automobiles are still traveling the highways of America and after the war this total will rise to more than 30 million. The Motorola all steel highway signs in their familiar yellow and black color combinations are known from coast to coast on every major highway in America. To this dominant outdoor campaign Motorola has added a schedule of painted bulletins on the main thoroughfare of our largest cities.

## DAILY NEWSPAPERS

To reach the American public with spot news and new merchandise Motorola has regularly used leading newspapers which serve the retail buying areas in the nationwide Motorola distributor network.

*Motorola National Advertising blankets the nation and soon after Victory in Europe will tell the American public about the NEW Motorola Radios for Home and Car.*  
**SOON TO BE READY FOR DELIVERY!**

**GALVIN MFG. CORPORATION • CHICAGO 51**

# Motorola Radio

AUTO RADIO • AUTOMATIC PHONOGRAPH • TELEVISION • F-M POLICE RADIO • RADAR • MILITARY RADIO



**LIKE THE "HANDIE TALKIE" THIS TINY PORTABLE WAS A NOTABLE MOTOROLA RADIO FIRST!**

• Thousands know the Motorola "Playboy" as the smallest, most powerful personal portable radio on the market. It is richly, beautifully designed, and comes in many colors. It is available in many sizes, from the new postwar "Playboy" will

THEY GO TOGETHER . . .



*Dependable* post-war record changers will be designed with traditional Seeburg reliability and simplicity of operation . . . most important factors to quality radio-phonograph combination instruments.

BUY WAR BONDS

Awarded the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants



J. P. SEEBURG CORPORATION

Seeburg  
FINE MUSICAL INSTRUMENTS

F-M & A-M HOME RADIO

Plays on plate where. The Motorola "P" be a "Honey"

November, 1944