



29,000,000
RADIO HOMES NEED
25,000,000 EXTRA RADIOS

6,000,000 AUTOS
NEED CAR-RADIOS

50,000,000 RADIOS
NOW IN USE—MANY NEED
TUBE REPLACEMENTS,
SERVICING, ETC.

40,000 RADIO MEN NEED
BETTER EQUIPMENT, PARTS, ETC.

10,000,000
HOMES NEED
COMBINATIONS AND
BETTER QUALITY SETS

3,000,000 HOMES
WITH PHONOGRAFS NEED
6,000,000 MORE RECORDS

RADIO *and Television* TODAY

"There's Gold in Them Thar Hills, Pardner!"

OCTOBER

MORE Motorola BEST BUYS! IN AUTOMATIC PHONO-RADIOS



TABLE MODEL 58FRC

Nothing else like it in its price class. For small apartments it's perfect, and for performance you'll travel far and listen long for its equal. By every test for supreme radio performance it's the 1941 WINNER! Changes eight 10" or seven 12" records—crystal pick-up—5 tubes—large speaker for fine tone—tone control—"Aero-Vane" Loop. **\$49.95***

CONSOLE MODEL 62FI

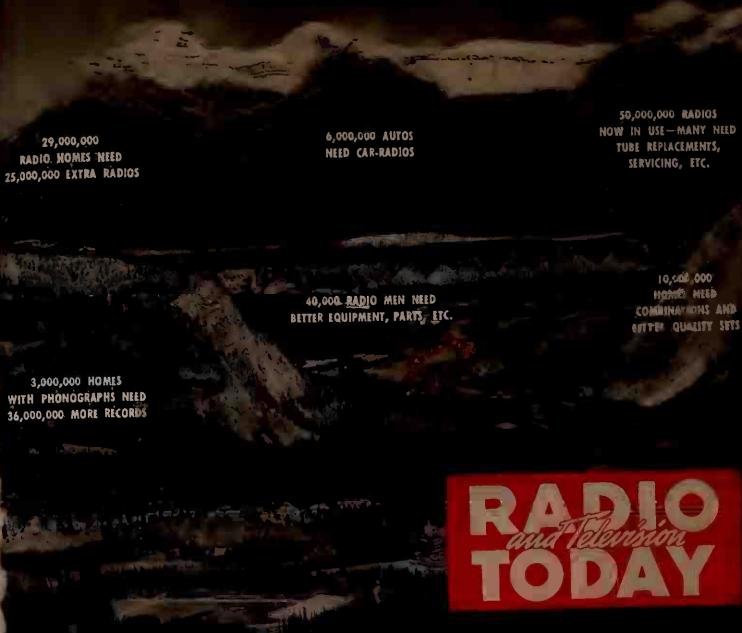
COMPARE THESE 8 BIG FEATURES

Values in Motorola are *bigger* because the music plays *better*. Automatic Record Changer changes eight 10" or seven 12" Records • Crystal Pick-Up • Automatic Record "Reject" • 6 Push-Button Tuning • 2 Bands—3-Gang Condensers • Continuously Variable Tone Control • 6 Tubes including Rectifier—10" Speaker • Aero-Vane Loop Aerial. **\$79.95***

FULL COLOR PAGES IN NATIONAL MAGAZINES

This is a Motorola Year! Motorola will be the best advertised radio this season! Saturday Evening Post . . . LIFE . . . Movie and Radio Guide . . . and dozens of big space National Newspaper Campaigns running all over America! For easier sales . . . better profits . . . get the Motorola story NOW! Write or Wire!

GALVIN MFG. CORPORATION
4545 AUGUSTA BLVD. . . . CHICAGO



RADIO
and Television
TODAY

"*There's Gold in Them Thar Hills, Pardner!*"

OCTOBER

Get the Greatest Coverage Ever Offered Standardize on

P.R. MALLORY & CO., Inc.
MALLORY

Replacement CONDENSERS

The Mallory line of Replacement Condensers gives you a host of tangible economies and consequently an opportunity for better profits. The complete line has been specifically developed around an exhaustive study of *all* types used in original equipment. You can be sure of exact replacements for every need . . . on any radio you may be called upon to service.

Mallory Tubular Condensers not only give you complete replacement coverage, but provide the only adequate answer to the servicing of inexpensive compacts. With over 50 ratings . . . common anode . . . common cathode and separate sections where sizes permit, Mallory Tubular Condensers will prove exceptionally profitable . . . and completely satisfactory.

*FP (Fabricated Plate) Condensers, made by Mallory, have set new records for efficiency and performance. Accurately checked field returns from 1,000,000 FP Condensers . . . used in original equipment by representative radio manufacturers, disclose that only 512 were returned as defective. That's only 5/100ths of 1%! No wonder radio service engineers hail FP Condensers as the greatest engineering advance ever made.

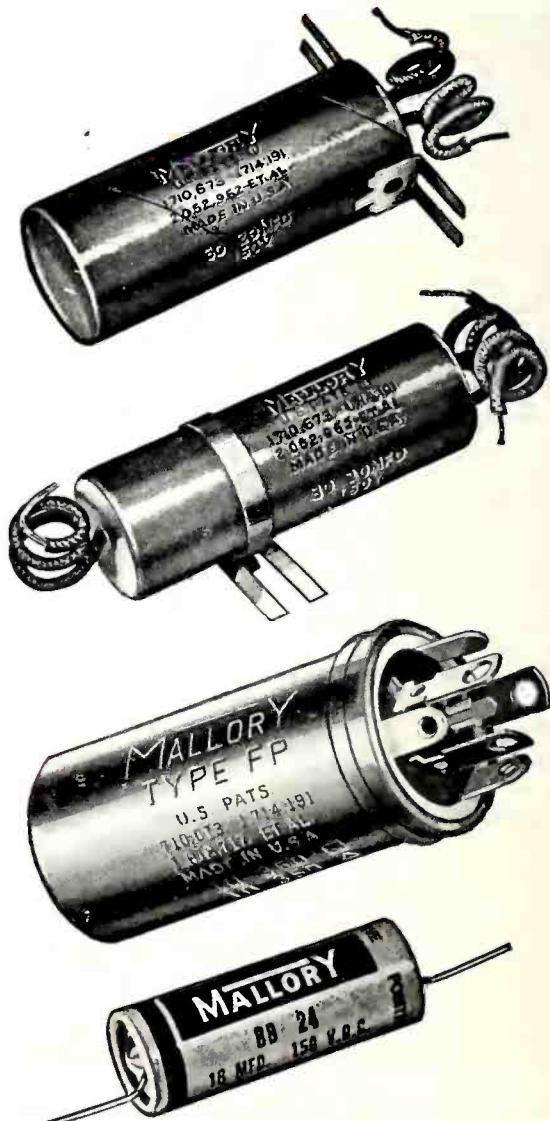
Mallory Type BB Condensers likewise afford Fabricated Plate Construction, with its many advantages. These smaller sizes are encased in a heavy drawn aluminum can, and well insulated with an attractive cardboard cover. Strong internal construction safeguards against troublesome open circuits.

See your Mallory distributor today. You'll find him well stocked with the full Mallory line . . . and with all the information about it.

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address — PELMALLO

Use
MALLORY
P.R. MALLORY & CO., Inc.
APPROVED
PRECISION PRODUCTS

Include



*TRADE MARK REG. U. S. PAT. OFF.

VIBRATORS • VIBRAPACKS • CONDENSERS • VOLUME
CONTROLS • ROTARY SWITCHES • SINGLE AND
MULTIPLE PUSH BUTTON SWITCHES • RESISTORS
RADIO HARDWARE

OCT 19 1940

©CIB 471703

Stromberg-Carlson Telephone Manufacturing Company

MANUFACTURERS OF

TELEPHONE APPARATUS
CABLES AND SUPPLIES
RADIO APPARATUS

GENERAL OFFICE AND
FACTORY
100 CARLSON ROAD
TELEPHONE CULVER 260
ROCHESTER, NEW YORK.

BRANCH SALES OFFICES
564-70 WEST ADAMS STREET
TELEPHONE STATE 4236
CHICAGO, ILLINOIS
2017 GRAND AVENUE
TELEPHONE HARRISON 6618
KANSAS CITY, MISSOURI

ROCHESTER, NEW YORK



Last Season's **BIG VALUE** **BIG SELLER** had:

BROADCAST BAND
SHORT WAVE
LABYRINTH
CARPINCHOE SPEAKER
HIGH FIDELITY
FINE CABINET

11 TUBES (including Tuning
Indicator, Power Rectifiers,
Inverter Tubes, etc.)

AND IT \$175 F. O. B.
SOLD FOR Factory

—at only \$17.50 down
it was easy to sell

The model 535-M Stromberg-Carlson radio shown at the right is a typical example of why the Stromberg-Carlson line for 1941 has been given such a tremendous reception. To date, sales of this model are already far ahead of the comparable 1940 model, shown at left, which it replaced . . . in spite of the fact that it sells for more money. Such is the tremendous pulling power of FM!

If you want bigger sales and bigger profits, start now to sell the radio that's built for the future as well as the present—Stromberg-Carlson with built-in FM band!

All Stromberg-Carlson FM Receivers
are licensed under Armstrong Wide-
Swing Frequency Modulation patents.

THE 535-M WITH FM ADDED
...WITH MORE EYE-APPEAL
...WITH MORE TUBES...
IS EASIER TO SELL AT A
HIGHER PRICE!



And Now at Radio's Peak Season That Means Extra Profit in Volume!
"There Is Nothing Finer than a Stromberg-Carlson"

This Season's **BIGGER VALUE** **BIGGER SELLER** has:

BROADCAST BAND
SHORT WAVE
LABYRINTH
CARPINCHOE SPEAKER
HIGH FIDELITY
STILL FINER CABINET,
WITH DOORS

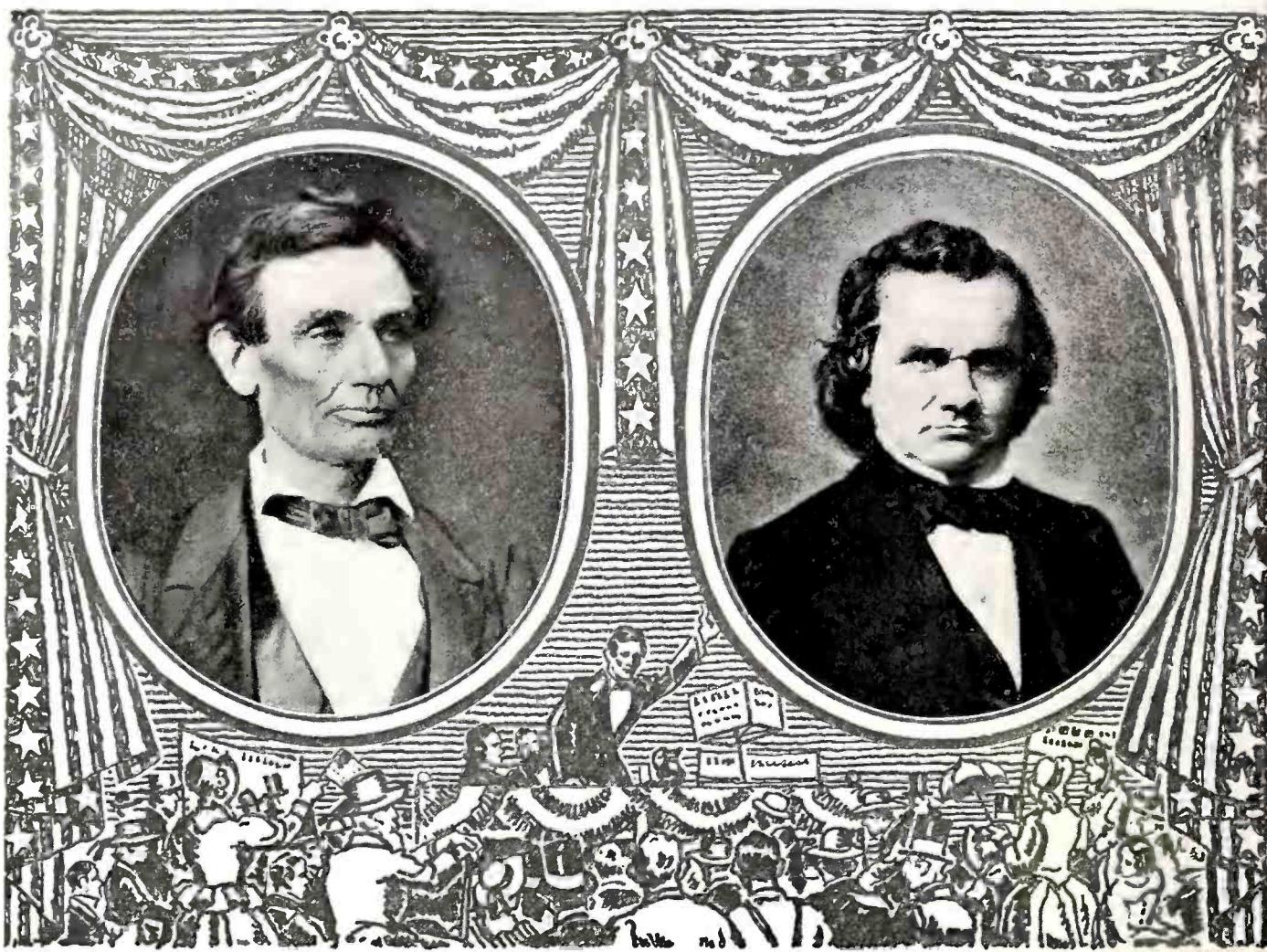
15 TUBES (including Tuning
Indicator, Power Rectifiers,
Inverter Tubes, etc.)

PLUS FM

the biggest, most important feature in years, that actually makes 'em want to trade-in their old sets . . . a costly feature that's equivalent to a second set within a set . . .

AND IT SELLS \$19950
FOR ONLY

F. O. B.
Factory
—at \$19.95 down it is
even easier to sell!



Through Radio, All America Could Have Judged the Lincoln-Douglas Debates

IN 1858, Abraham Lincoln, then an Illinois lawyer, debated states' rights and the vital slavery question with Stephen A. Douglas. These debates have been called the most important in American history—yet only a few thousand people in Illinois were able to hear them. Other Americans were kept in ignorance until, weeks and months afterwards, the speeches were sketchily reported in the journals of the day.

Today, with the miracle of radio, statesmen are able to speak directly to millions of Americans, keeping them constantly informed on the vital issues affecting our nation. And as a result, we are the best informed people on earth.

Two great networks of the National Broadcasting Company, an RCA Service, operate a total of 35 hours a day, broadcasting important news matter as well as entertainment and educational programs.

Instant communication to and from leading nations of the world is provided through R. C. A. Communications, Inc. And in RCA Laboratories, fountain-head of radio progress, engineers are continually at work pioneering new developments in radio and sound. These developments are made available to RCA licensees, so that America and the world may enjoy better radio receivers, records, transmitting apparatus and other radio and sound equipment.

★ ★ ★ ★



★ ★ ★ ★

**Radio
Corporation of
America**

Radio City, New York

RCA Manufacturing Company, Inc.

Radiomarine Corporation of America

National Broadcasting Company

R.C.A. Communications, Inc.

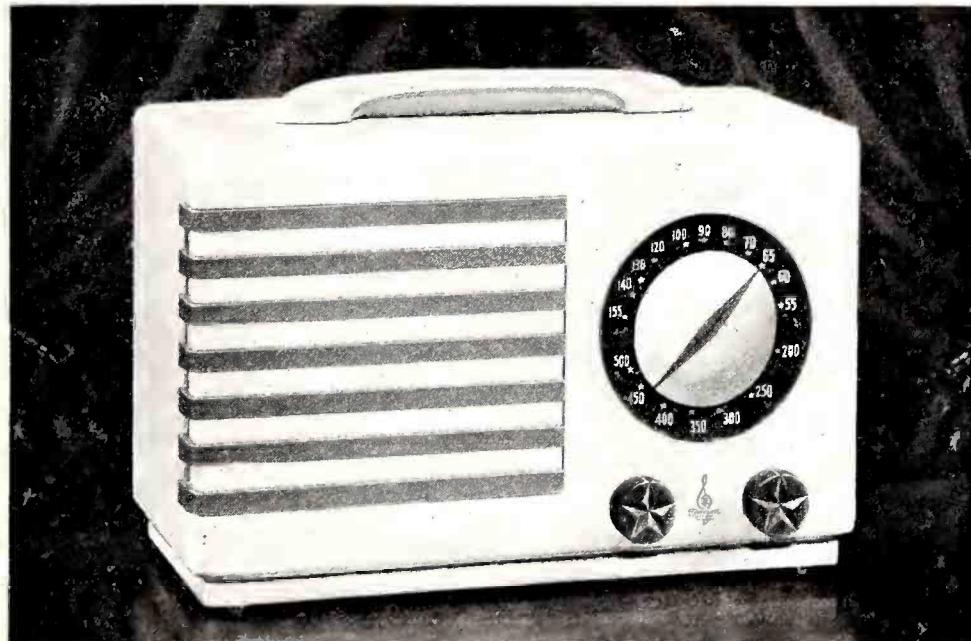
RCA Laboratories

RCA Institutes, Inc.

The Patriot

RED, WHITE and BLUE "All American" Scoop

by Emerson



Model 400-2—Basic WHITE with Red and Blue
Model 400-3—Basic RED with White and Blue . . . Model 400-1—Basic BLUE with Red and White

\$15

Slightly Higher in West and South

Never Before Such
a Dramatic
Radio Idea!

TIMELY! Electrifying!
Crowd-Stopping! Red,
White and Blue in 3
gorgeous color combina-
tions! Display it in your
window and store—use
the powerful sales helps.
Cash in on the nation-
wide publicity that
will be given to "The
PATRIOT" by Emerson!



Use the "Uncle Sam Hat" Display and Other Helps

More Emerson PROFIT NEWS! Ask your Emerson Distributor for Broad-
side which tells "The PATRIOT" story and describes other sensational new Emerson models.

EMERSON RADIO & PHONOGRAPH CORP., NEW YORK, N. Y.
WORLD'S LARGEST MAKER OF HOME RADIO

Never Before Such
a Great Radio
Value . . . !

It's BIG — 11½ inches
wide. It has a Built-In
"Super-Loop" Antenna
—2 Watts BEAM POW-
ER Output—New Type
Illuminated Dial—Large
Dynamic Speaker—
Monsanto Cabinet with
Carrying Handle. Noth-
ing ever like it at this
SALES-MAKING price!

NOW THAT YOU'VE SEEN THEM ALL, YOU'LL AGREE

Farnsworth IS SUPREME IN COMBINATIONS

YOU'VE "shopped" the market . . . compared lines . . . and now the verdict is in!

FARNSWORTH IS FIRST IN THE COMBINATION FIELD

FIRST in tone . . . you can *hear* the difference and *demonstrate* it to your customers.

FIRST in cabinet styling . . . with a wide variety of models to satisfy *every one* of your customers.

FIRST in values . . . every model more than *competitively* priced.

FIRST in performance on records and radio . . . "Overseas Tested" for better foreign reception.



THE HEART OF THE FARNSWORTH LINE

It's SENSATIONAL . . . the great new Capehart-Farnsworth record changer, made by the acknowledged masters of the industry! Dealers say it's one of the greatest sales-builders in history. Quiet service-free mechanism. Plays fourteen 10-inch or ten 12-inch records automatically. Customers *see it, play it, then BUY it!*



HERE'S A FARNSWORTH THAT TOPS EVERYTHING!

An outstanding example of up-to-the-minute Farnsworth styling is the popular "classic" Chairside automatic radio-phonograph. Always good for a dramatic demonstration. Customers sit in a chair, tune in and relax comfortably to either records or radio. A splendid performer and a beautiful piece of furniture (in blond or walnut) at a list price that brings in the customers. Don't miss this big profit-maker—see it—let your customers see it—you will sell it, for there's nothing quite like it on the market.

**DON'T DELAY
ANOTHER
DAY!**

Farnsworth also offers breath-taking values in consoles, table models, portables and home recording. You're actually losing money every day you delay . . . with the big holiday season still ahead. Get the money-making facts from your Farnsworth distributor *today!* Or wire, phone or write . . . Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



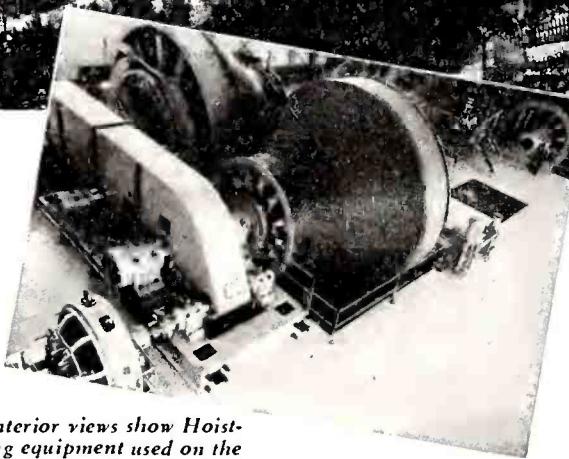
**FARNSWORTH • MAKERS OF RADIOS AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART,
THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS.**

FAMOUS HOMESTAKE GOLD MINE

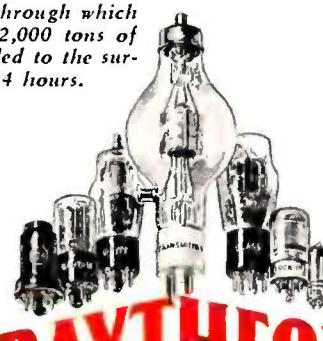
CHOSES

RAYTHEONS

FOR ITS
COMMUNICATIONS SYSTEM



Interior views show Hoisting equipment used on the Ross Shaft through which more than 2,000 tons of ore are hauled to the surface every 24 hours.



RAYTHEON
MAKES THEM ALL

NEWTON, MASS. NEW YORK CHICAGO
SAN FRANCISCO ATLANTA

FEW realize the vast scope of the operations of the Homestake Mining Company located at Lead, South Dakota. This company is one of the largest gold producers on the North American continent. For many years Homestake has successfully and scientifically mined, milled and treated lower grade ores. The operations at Homestake, where over 2,000 men are employed, embrace wide flung lumber camps, hydro-electric plants, pumping stations, sawmills and many other diversified activities necessary and vital in the production of a large tonnage of gold ore.

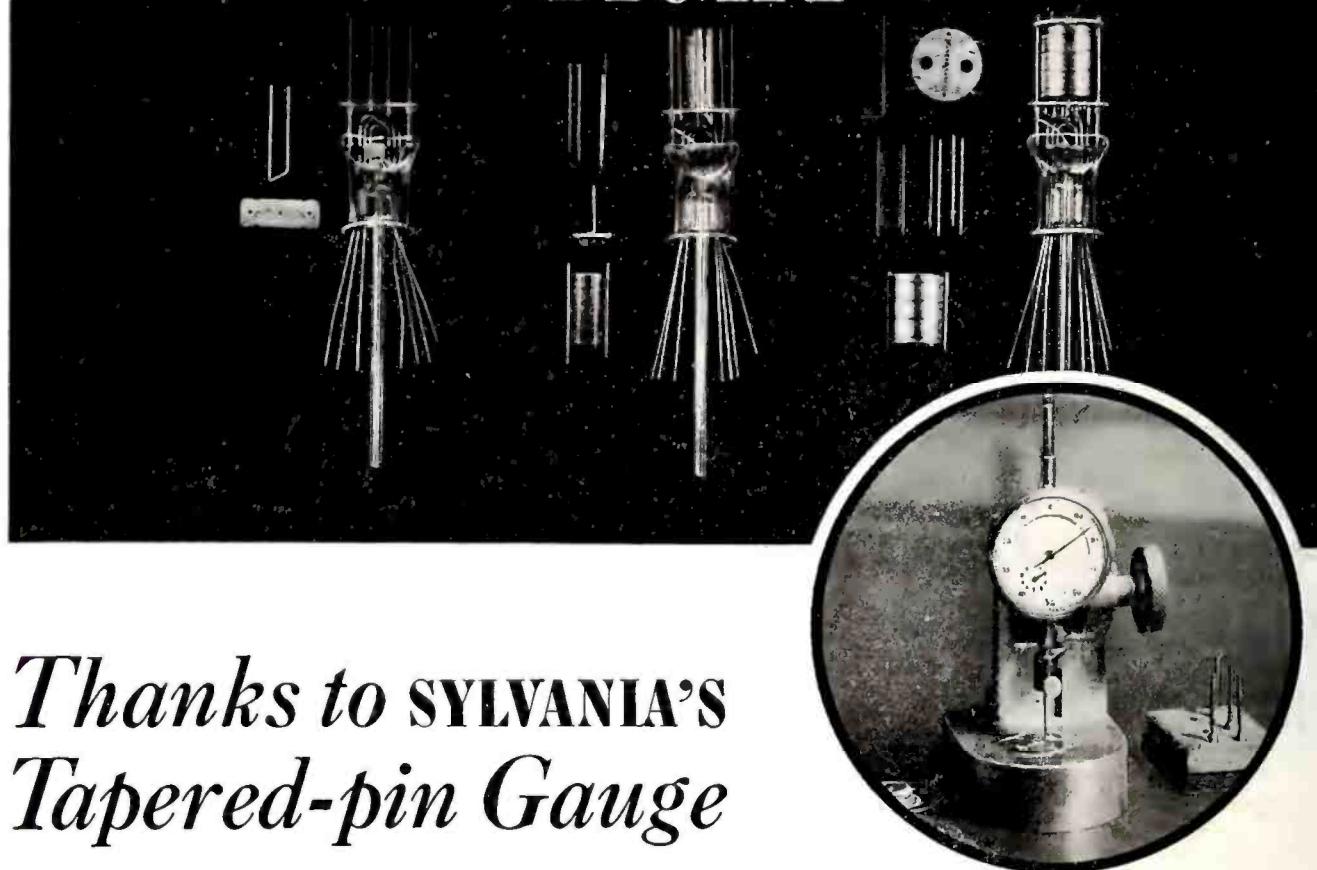
Included in its complete modern equipment is a communications system that is a marvel in its field. Conversations to and from cages while moving up and down the shaft! Automatic signals which show the exact location of the cages at all times! So intricate, so sensitive, is the mechanism that no chances can be taken on tubes. Safety depends upon proper equipment. The tubes must be absolutely reliable, and must function at topnotch efficiency at all times. So it was inevitable that RAYTHEONS were chosen.

This is just another example of the preference for RAYTHEONS wherever there is a tough tube job to do. And the reason is that RAYTHEONS are the development of the world's foremost tube engineers . . . specialists who devote their time exclusively to designing better tubes and to pioneering in new developments for future needs.

That's why RAYTHEONS deliver, wherever installed, with a service unsurpassed and that's why thousands of successful servicemen everywhere handle them. There's one for every purpose, for RAYTHEON makes them all. And they cost no more!

"WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURERS"

THESE WIRES ARE ALWAYS TIGHT . . .



Thanks to SYLVANIA'S Tapered-pin Gauge

IN Sylvania Radio Tubes, mica wafers with tiny holes pierced through them hold support wires firmly in position. They cannot "wobble"; they cannot "jiggle"—if the tubes are to pass Sylvania's rigid requirements.

To make sure that each hole in the mica will exactly fit each wire in the tube, Sylvania engineers, in cooperation with quality watchmakers, devised an amazingly accurate tapered pin

gauge. With this instrument, Sylvania measures the size of the holes. A variation of one ten thousandth of an inch (.0001) shows up on the dial of the gauge.

The development and use of the tapered pin gauge is but one of hundreds of Sylvania's daily operations which make Sylvania Tubes outstanding in quality. . . . Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA
SET-TESTED RADIO TUBES

ALSO MAKERS OF HYGRADE LAMP BULBS AND MIRALUME FLUORESCENT LIGHT FIXTURES

Here's a "MORE FOR THE MONEY" *Sales Story that Really Clicks*



8 Models

EACH ONE SPECIALLY
MADE FOR HOME
RECORDING



Model RA-4, one of 6
Console Models (3
available with auto-
matic record-changer).
Prices from \$99.50 (for
model shown) to
\$169.50.



Model RA-3 Table Console
Recorder Radio - Phonograph.
Lists at \$169.50.

RADIO plus PHONOGRAPH
plus RECORD-MAKER —

*That's Today's Supreme
Entertainment Value . . .*

Tell It Most Convincingly with
Rock-Ola
Recorders

• No sales story will move more merchandise in profitable volume than a "more for the money" appeal, properly supported by fact. On that basis Rock-Ola Recorders stack up as sure-fire sales winners . . . letting you offer "more for the money" in entertainment, fun and thrills, in the form of an instrument that combines radio, phonograph, and home record-maker . . . letting you give "more for the money" in features, in performance, in beauty of appearance and in value. Get the whole Rock-Ola story—prices, discounts, merchandising co-operation, point-of-sale display material, from the distributor in your locality. Or, send the coupon direct to us for full facts.

... and Rock-Ola Recording Discs
To supply dealers with quality discs in the popular price range, Rock-Ola is manufacturing its own line of noninflammable, long-life, noise-free discs. Available to dealers in a self-display merchandiser which stocks and displays discs and needles. Your distributor has full details on the Rock-Ola Merchandiser Deal.

Rock-Ola Manufacturing Corporation
800 No. Kedzie Ave., Dept. RT-10, Chicago, Ill.

Please send me full details on:

Rock-Ola Recorders; Rock-Ola Discs

Name

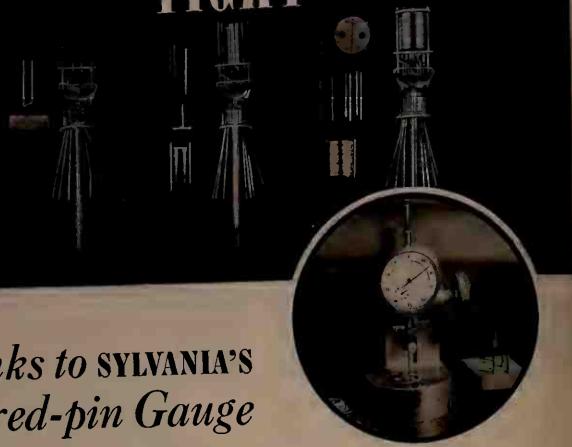
City and State

Distributor's Name

ROCK-OLA MANUFACTURING CORPORATION

800 N. Kedzie Avenue, Chicago, Illinois

THESE WIRES ARE ALWAYS TIGHT...



Thanks to SYLVANIA'S Tapered-pin Gauge

IN Sylvania Radio Tubes, mica wafers with tiny holes pierced through them hold support wires firmly in position. They cannot "wobble"; they cannot "jiggle"—if the tubes are to pass Sylvania's rigid requirements.

To make sure that each hole in the mica will exactly fit each wire in the tube, Sylvania engineers, in cooperation with quality watchmakers, devised an amazingly accurate tapered pin

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The development and use of the tapered pin gauge is but one of hundreds of Sylvania's daily operations which make Sylvania Tubes outstanding in quality. . . . Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

SET-TESTED RADIO TUBES



ALSO MAKERS OF HYGRADE LAMP BULBS AND MIRALUME FLUORESCENT LIGHT FIXTURES

RADIO TODAY

Here's a
"MORE FOR THE MONEY" . . .
Sales Story that Really Clicks!

RADIO plus PHONOGRAPH
plus RECORD-MAKER —

That's Today's Supreme
Entertainment Value . . .

Tell It Most Convincingly with

ROCK-OLA
Recorders

No sales story will move more merchandise in profitable volume than a "more for the money" appeal, properly supported by facts. On that basis Rock-Ola Records stack up as sure-fire sales winners . . . letting you offer "more for the money" in entertainment, fun and thrills, in the form of an instrument that combines radio, phonograph, and home record-maker . . . letting you give "more for the money" in features, in performance, in beauty of appearance and in value.

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8 Models

EACH ONE SPECIALLY
MADE FOR HOME
RECORDING

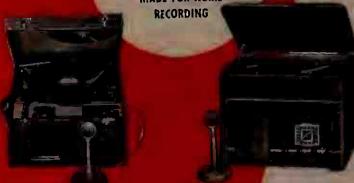


Table Console
Radio - Phonograph.
\$50.

ROCK-OLA MANUFACTURING CORPORATION

800 N. Kedzie Avenue, Chicago, Illinois

Rock-Ola Manufacturing Corporation
800 N. Kedzie Ave., Dept. RT-10, Chicago, Ill.
Please send me full details on:
□ Rock-Ola Recorders: □ Rock-Ola Discs

Name _____

City and State _____

Distributor's Name _____

ONLY *RCA Victrola* GIVES YOU THESE POWERFUL SALES FEATURES

Double Your Pleasure! GET THE THRILL OF RADIO PLUS THE JOY OF RECORDS

Choose the instrument great artists choose]
THE GENUINE *RCA Victrola*]



This is your year for double pleasure!
Eleven brilliant new RCA Victrola consoles are priced lower than ever before

NOW there's not a single reason to deny yourself and your family the matchless entertainment of both radio and records

The RCA Victrola is the only phonograph-radio that gives you all these features:

- 1-Beautiful Cabinets in Authentic Period Styles —to fit in perfectly with your decoration.
- 2-Gentle Action Automatic Record Changer—for uninterrupted record concerts... 3 AMAZING New Tone Guard—traps out unwanted mechanical noise—makes purr, finer tones.
- 4-New Super-sensitive Speakers and Audio Systems—full, rich tone at any volume. Reproduce long-wanted background record music at whisper level.
- 5-New Home Recording—you can make your own records on many models... 6-Built-In Magic

Loop Antenna plus separate short-wave aerial
7-American and Foreign Radio Reception with remarkable clarity and excellent volume

8-Electronic Electric Tuning—push a button—there's your station. 9-RCA Victor Preferred Type Tubes—for finer radio performance.

These features mean extra convenience, extra pleasure for you. One demonstration of the RCA Victrola will convince you that here is the instrument that gives you the most for your money.

A SERVICE OF THE RCA CORPORATION OF AMERICA
Automatic RCA Victrola models are priced from \$150.00 to \$275.00.
You can buy RCA Victrola on C.I.T. Easy Payment Plan. Trademarks "Victrola," "RCA Victor," "Magic Eye," "Preferred Type Tubes" and "American and Foreign Radio Reception" are registered trademarks of the RCA Manufacturing Company, Inc.

Made for Each Other...
VICTROLA RECORDS AND RCA VICTROLA
Richard Crooks, exclusive Victor artist, says "My own recordings sound best on an RCA Victrola. In fact, no other does all music." Mr. and Mrs. Crooks are here enjoying RCA Victrola Model V-205 in their home. Model V-205 is especially designed for use with television or for direct modulation, stereophony. Price includes \$150.00 in Victor Records plus carrier. \$150.00*
*Available on Home Recording on Model V-205. Price includes package of 100 records.

Remember these 3 Important Facts when you buy a Phonograph-Radio

1. The RCA Victor engineers who developed famous Victor higher fidelity recording work closely with those responsible for the reproducing mechanism. Victor Records and the RCA Victrola are made for each other—all records sound better on this instrument.

2. For 42 years RCA Victrola has been the leader. None can compare with it for beauty and fidelity of tone, excellence of cabinetry, trouble-free service and reasonable price.

3. You may well be guided by the world's greatest artists. Their choice of the RCA Victrola is prompted by the same confidence that inspires them to put their fine performances exclusively on Victor Records.

Here are 2 of the RCA Victrola Models in the Year's HOTTEST Line!



Model V-300, at left, features Automatic Record Changer for 10" or 12" records, exclusive RCA Victor Tone Guard, 10 RCA Victor Preferred Type Tubes plus Magic Eye, American and improved foreign reception on 4 bands. Price, including \$5.00 in Victor Records of your customer's selection . . . \$225*

Model V-301, at right, features 18th Century Chippendale style cabinet, Automatic Record Changer for 10" or 12" records, RCA Victor Tone Guard, 10 RCA Victor Preferred Type Tubes, plus Magic Eye, American and improved foreign reception on 4 bands. Price, including \$5.00 in Victor Records of your customer's selection . . . \$275*



ACCEPTANCE BY MUSICAL "GREATS"

THE MOST FAMOUS NAME IN THE BUSINESS

MASTERFUL CABINETRY

COORDINATED MANUFACTURE

BONUS OFFER ON ALL MODELS

WIDE RANGE OF MODELS — VALUE PRICES

EXCLUSIVE FEATURES

PROOF OF SUPERIORITY

This is one of a series of sales-stimulating, full-color advertisements appearing in The Saturday Evening Post and Collier's.



For Finer Radio Performance

Trademarks "RCA Victor," "Victrola," and "Magic Eye" Reg. U. S. Pat. Off. by RCA Manufacturing Company, Inc.
*Prices f.o.b. Camden, N. J., subject to change without notice.



TWENTY YEARS OF RADIO PROGRESS!

Radio broadcasting will have its twentieth birthday in November.

As next month rolls around, radio completes twenty years of miraculous progress—twenty years that have changed the habits of the nation and put 50 million radio sets into American homes and autos.

To mark this Twentieth Milestone of Radio, a group of radio leaders has suggested that the latter part of November be devoted to a Radio Industry celebration, to be shared in by all broadcasters, radio manufacturers, distributors, dealers and servicemen. From November 11 to 30, radio stations, radio stores and all radio centers will be invited to take part in this great industry promotion, coming after election and just before Christmas. The National Association of Broadcasters, the Radio Manufacturers Association, and other industry bodies are taking active leadership in the plan.

OUR NOVEMBER ISSUE

Radio Today enthusiastically welcomes this celebration, which ties in with its own long-laid plans for its November issue to be devoted to the theme of "Twenty Years of Radio Progress."

In the November "Twentieth Anniversary" Issue, the editors will trace the stepping stones of progress in the art, and the commercial strides which made radio a first-rank industry in two short decades. The early advances of radio will be mirrored in pictures and text, and the achievements of "the good old days" contrasted with the sparkling realities of the present. And most important of all, **Radio Today** will present a look ahead into radio's possibilities for the future—and what these mean to every individual or company in radio today.

ALL RADIO CELEBRATES, NOV. 11 TO 30

Meanwhile the editors and publishers will cooperate with all other groups in the industry in helping to stage this great radio celebration, November 11 to 30. Over nationwide networks and worldwide radio beams, **Radio Today's** editor has been drafted to interpret to the public at large what this twenty-year anniversary means, so that the radio industry's true position and usefulness may be better understood and appreciated by the great public which spends its money for radio products.

EDITOR, Orestes H. Caldwell;
PUBLISHER, M. Clements;
Managing Editor, Darrell Bartee; Merchandising Editor, H. L. M. Capron; STAFF, E. T. Bennett, N. McAllister, G. H. Mayorga, William E. Moulic, M. H. Newton, R. A. Neubauer, B. V. Spinetta, R. Y. Fitzpatrick, 201 N. Wells St., Chicago, Ill.; CALDWELL-CLEMENTS, INC., 480 Lexington Ave., NEW YORK, N. Y. Telephone Plaza 3-1340. Copyright 1940. Member Audit Bureau Circulations. Vol. 6, No. 10. October, 1940.

TODAY'S TRENDS

Business Boom Is Here

Prospects for business in general, and radio in particular, in the immediate future are shining bright.

Buying power is mounting fast, as more people are being employed by industry, and as wages and salaries continue to advance faster than living costs rise.

This buying power is going back into retail trade too. Retail operations continue to show substantial sales gains over a year ago. Large merchandise outlets report sales at new all-time highs.

August excise-tax payments indicate radio sales 63 per cent greater than last year. This is a phenomenal increase which cannot be maintained against the war-sponsored radio sales lull of a year ago.

But the keen interest in our elections, and rising buying power, resulting from the National Defense sponsored boom, will go a long way toward making the last quarter of 1940 an outstanding one for radio.

Already the best results are coming to those who have planned, and are working the hardest on their plans. It will continue that way in the near future.

Radio Industry Gets Behind "20-Year" Celebration

Sponsored by the Radio Manufacturers Association, the National Association of Broadcasters, and other industry organizations, the period of Nov. 11 to 30 has been set for an industry-wide celebration of the Twentieth Anniversary of Radio.

In helping to celebrate this locally, all radio dealers, service men and distributors are invited to take part in featuring radio's twenty years of service to the public. Co-operating with the retail trade, broadcasting stations all over the nation will put on special programs, hold open-house in their studios, and give significance in every way to Radio's Twentieth Birthday.

In a letter to the broadcasting stations of the country, President Miller of the NAB said:

Important Anniversary

"In the midst of stress and strain at home and abroad, including a presidential campaign, the World's Series and the start of the football season, let us not forget that, this year, radio is twenty years old."

ON THE FRONT COVER—"Them That Hills" featured by "Radio Today" this month are actually in the Banff area of the Canadian Rockies, pictured by the Canadian Pacific Railway.



James S. Knowlson of Stewart-Warner is president of RMA, which met this month and got busy on three industry promotions—"Listen Before You Vote," "Radio's 20th Birthday," and a new "Radio Christmas."

"It is an important and significant anniversary. It means something to everyone of our 132,000,000 fellow citizens. It means something to the church, to the school, to the civic and

RADIO TODAY'S PLATFORM

1. Radio and appliances should be sold at a profit.
2. Production should be geared to current sales demand, with fewer conflicting models.
3. Business belongs to the man who goes after it fairly.
4. Vicious price cutting and misleading advertising have no place in radio-appliance selling.
5. Manufacturers and distributors who perform a useful function and sincerely co-operate with radio-appliance dealers, are entitled to, and should receive, full dealer loyalty and support.
6. Industrial-discount selling, employee-group buying, and non-retail distribution, must stop.
7. Instead of fighting over existing business, the radio-appliance trade in general should develop new sales demands through cooperative "creative" selling.
8. Radio-appliance merchandising should be elevated to a higher plane, and deserves modern stores and methods.
9. Servicing is a responsibility which must accompany sales.
10. The ultimate interests of dealer, distributor and manufacturer are identical.

cultural life of our communities and of our nation. It means something to business and to labor, to farmer and to city-dweller, to young and old. It means something to broadcasters whose pioneering efforts, courage and ability have demonstrated that a free system of privately managed, competitive radio—the American System of Broadcasting—is the finest and greatest in the world. We have reason to be proud."

Broadcasts to Public

The networks and individual stations will put on special celebration programs during the Twentieth Anniversary period, there will be playlets and plug announcements from time to time, radio commentators will refer to Radio's Birthday. "Radio Magic" programs will be devoted to glorifying radio receiving sets for the period, and promoting retail sales. The initial program, Nov. 11, Armistice Day, will be broadcast from a plane flying over Radio City, illuminated by anti-aircraft-searchlights.

Newspapers will report Twentieth Anniversary features, with illustrated articles. Civic organizations will help celebrate radio's birthday.

How Dealers Can Profit

Radio dealers are urged to put up special store-front signs announcing "Radio's Twentieth Birthday," prepare special window displays, decorate stores, make special offers, and promote these through newspaper advertising and direct-mail, featuring the twenty-year event. Some dealers will want to exhibit radio antiques, and award special prizes for "the oldest radio." Dealer organization should get together at once to outline plans for the celebration, and arrange to co-operate with local or nearby broadcasters.

National plans for Radio's Twenty-year Celebration are heading up through an NAB-RMA joint committee, whose director is Arthur Stringer, 1626 K St., NW, Washington, D. C.

Radio Inventories Need Watching

According to findings of the Bureau of Census, based on 14,177 retail stores in 34 states, inventories in 1939 rose 4.7%, while sales were up 9.4%, as compared with 1938.

Radio and music stores led all other groups in inventory increase, with 7.5%, while dollar sales rose 7.1%.

Hardware stores handled a 5% greater sales volume on .1% less stock.

This contrast in merchandising skill may serve to emphasize one of the greatest weaknesses of radio selling. With merchandise which has a high rate of obsolescence, the tendency is to "buy too heavy" on the slightest provocation, whereas stock should be

held at the lowest figure consistent with adequate assortments.

Hardware dealers, on the other hand, with merchandise which is staple and which has a very low obsolescence factor, skillfully kept their stocks low, did not buy disproportionately to sales in anticipation of rising prices. They improved their turnover.

Hardware merchandising is not as spectacular as radio merchandising, but its business practices will bear copying.

Hams Learn to Cut Their Cards

Radio amateurs now have a new wrinkle in exchanging QSL acknowledgments, which will mean some plus business for those who sell recording blanks. The hams have started using records, instead of the familiar cards.

A recorded version of the entire conversation between two hams is regarded by many as a great deal more satisfactory than follow-up by card. Reports on signal strength are more interesting and more accurate, if it is "canned" and forwarded to the sender. Also, a ham can play, for his friends, a complete set of his conversations with other radio operators in distant parts of the country.

As this idea catches on, the number of blanks used by hams will be important because for each conversation, most of the amateurs will want to make two records—one as a QSL card and one for his own use. It is pointed out that in case of emergencies, such as floods or storms, where the amateur plays an important part in communicating warnings and appeals for help, the recorded versions of the broadcasts will become very valuable.

Majestic Manager



Harry Byrne of Majestic, just named sales manager for new line of home sets, sees "significant" future for the sale of radios. See page 48.

"RADIO MAGIC"

Preceding and During NAB-RMA Nov. 11-30 Celebration of

"TWENTY YEARS OF RADIO PROGRESS"

WJZ and NBC Blue Network, Mondays, 7:15 p.m. EST, 6:15 CST.

By O. H. CALDWELL,
Editor RADIO TODAY.

Nov. 4—"Radio's Millions." Somebody Buys a Receiving Set Every Two Seconds—a Radio Tube Every Quarter Second. Fifty Million Sets in Use. Homes with Radio. Cars with Sets. Billions Invested in Receivers. Radio Stations. Statistics of the New Art. Spending Half-a-Million a Day—and All Free to You!

Nov. 11—I—"Twenty Years of Radio Magic." Milestones of Discovery and Invention that Led Up to the Beginnings of Broadcasting. Pioneers Who Blazed the Way. Forward Steps Along Radio's Pathway, 1920-1940. Locations in New York City Which Made Radio History, as viewed from a plane, from which the broadcast will be conducted.

Nov. 18—II—"From Crystal Set to Superhet." The Story of Home Receivers. Building Always toward Better Reception and Greater Convenience for the Listener. Improvements in Tubes and Speakers. Modern Fidelity and Lifelike Reproduction. How to Get the Most Out of Your Radio Receiver.

Nov. 25—III—"Radio's Effects on Home Life." What It Does for Us from Dawn 'til Bedtime. Time, Weather, News, Music, Drama, Education of the Masses. Creating New Alertness and Awareness throughout the Nation. Family IQ's and Listening Hours.

The above programs will be simultaneously broadcast by short-wave, and also by frequency modulation at 44 megacycles, from the Empire State tower. On each Sunday following, at 12:30 p.m. these Radio Magic programs will also be repeated to South America and Europe over WNBI (17.78 megacycles).

Local broadcast stations which cannot handle these network programs at the regular hours, are now making transcriptions to be broadcast locally later. Thus Washington, D. C., has recently had a regular "Radio Magic" period on Sunday mornings.

"Clear the Air" of Annoying Interference

With listeners returning from vacations and putting their homes and radio installations in condition for the coming winter, this is a time for eliminating all sources of local interference that may be spoiling reception.

Many listeners do not know that they can get good reception, wherever they are, and will be surprised to learn that by the exercise of some ingenuity, even the worst interference situation can be cured. There is almost no interference condition anywhere which cannot be largely or completely remedied, by using the right methods.

"Personal" Radio Idea Grows

As we go to press, reports come in that production of batteries and tubes for the miniature "personal" type of radio has been re-vamped by the manufacturers, so that additional makers of the tiny sets will be able to announce and deliver a string of new models.

More of the leading tube manufacturers will soon announce lines of miniature tubes, to fill the demand for the smaller receivers. New interest in these sets follows the terrific success of some of the earlier ones.

GE Radio Sales Head



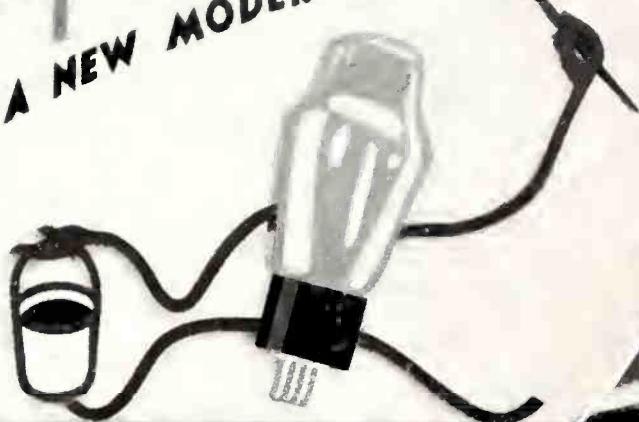
Arthur A. Brandt, General Electric's well known sales executive, has been boosted to the post of sales manager for GE radio and television lines.

PLAN

Crowds of shoppers will be making gift selections and radio men must be prepared.

"San Christmas"

WITH A NEW MODERN RADIO



Above, a plus idea for window display, by Brown, Lynch Scott Co., Monmouth, Ill.

Below, Hyman's of Greensboro, N. C., uses star photos from Station WBIG.

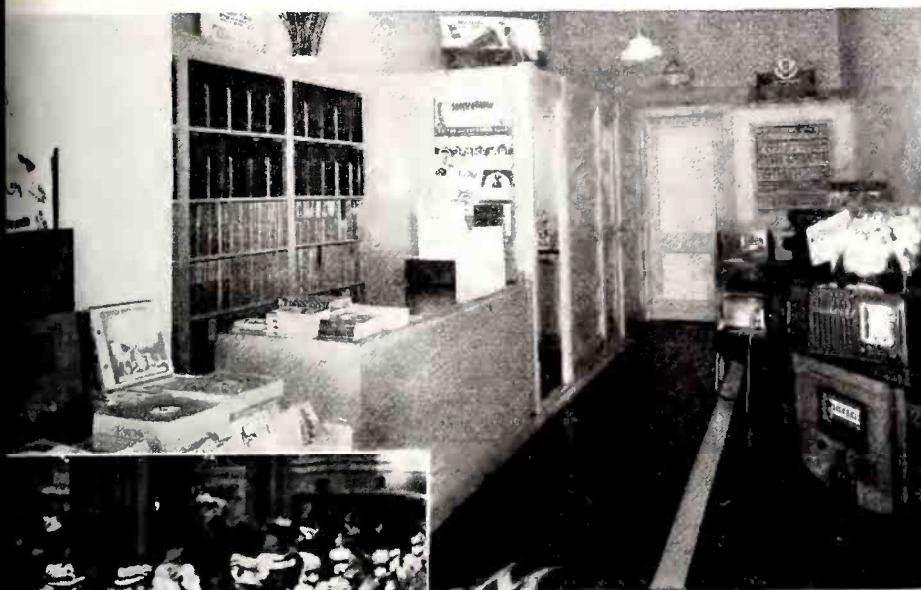


Below is a sample of mass display (more in color) at holiday time by Lipman Wolfe, Portland.



FOR YOUR TOP SEASON

The coming weeks offer the biggest opportunity in the history of radio selling!



Above, a store so neat that will shout "come in" to Xmas buyers. Village Music Shop, NYC.



During the next 60 days, nearly 40 per cent of the year's volume of radio merchandise will be moved. And this year's holiday sales may be expected to outreach by far, all records of preceding years!

The Rearmament program is building reemployment all over the nation; government estimates are that jobs for 6,000,000 will be created. Thousands of people already have jobs, and more have money to spend. Radio is the first item on millions of shopping lists.

From "now 'til Christmas" is the supreme season of the year for the man who sells radio.

It is a truism that you must run your business, or your business will run you.

To make the most of your Fall sales opportunities you should—

1. Plan your assortment of models in relation to sales appeal, the ones *you think* the public will want to buy.
2. Plan your stock in relation to sales demand, keep quantities of each model in step with actual sales.
3. Plan your store arrangement to expose the most merchandise to the most people.
4. Plan your displays for attractiveness, ease of demonstration, and lack of conflict.
5. Plan your sales promotional efforts *now*.
6. Thoroughly train all salespeople in the selling features and factors in the new lines.
7. Plan your advertising, to coordinate your sales promotions, newspapers, direct mail, telephone, and tie in your windows with national advertising and seasonal themes.
8. Make your Service Dept. sell, and your Sales Dept. serve the public to the best of their ability.
9. Keep your store, your displays, your personnel neat, clean and attractive.
10. Watch your stock closely—keep good sellers in stock, and weed out the slow movers.

Look to the left and be reminded that evening demonstrations in fine homes will net you many a Christmas sale. In this case it's a Presto recorder.

PLANS FOR YOUR TOP SEASON



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Ewing Galloway

SATURDAY NIGHT!

***Your salesmen must get proper pay, and here is
a business-building method for handing it out.***

Radio and appliances deserve a job of creative, specialty selling. You can't send a boy to do a man's job, and you can't hire a *man* for boy's wages. Training salesmen is important in selling. But *keeping* them after they are trained may be vital. Perhaps the most important single factor in keeping good salesmen happy, and working, is an income which does more than keep the wolf away from the door.

There are four basic ways of compensating salesmen for their selling efforts.

1. Straight salary.
2. Straight commission, with or without a drawing account.
3. Salary and commission.
4. Salary, commission and profit sharing.

Each method of compensation has its advantages, and some disadvantages, to the dealer and to the salesman.

Most dealers want to pay as little as they have to for their salesmen.

Most salesmen want to earn as much as they can.

That's natural—but it isn't necessarily right.

STRAIGHT SALARY

It is almost impossible to arrive at any one figure as a straight salary which will long be entirely correct compensation for any man's selling effort.

A straight salary either pays a man more than he actually earns, and so raises the dealer's selling costs, or

less than he earns, and so makes the salesman dissatisfied.

In any event, it can never provide the stimulus to keep a man keyed up to his best efforts, or compensate for an extra good job.

No really *good* salesman wants a salary—and no smart dealer wants other than good salesmen.

And so the straight salary does not find real favor among either dealers or salesmen.

A straight commission, most dealers think, is the most desirable method of paying salesmen. It fixes the dealer's selling cost in per cent of sales, and it compensates the salesmen in direct ratio to sales produced.

But much more than that is really involved.

Because business has its peaks and

valleys, the salesman's income is not uniform, and he loses his sense of security.

A streak of bad luck, the working of the law of averages, accident, sickness and other economic factors over which he has no control may greatly reduce, or even stop, the salesman's income.

"No tickee—no shirtee," says the heathen Chinee, but salesmen can't be happy, and keep their enthusiasm up when they are hungry.

Then, too, it takes time and effort to find the suspects, work them into prospects, make them customers, and cultivate them into boosters.

STRAIGHT COMMISSION

About 90 per cent of the work of creating a sale can be done before an actual sale is made. A straight commission pays only on the basis of the completed sale, and invites salesmen to look for the quick sales, to avoid the too long build-up.

When men are paid on a straight commission basis they are strongly inclined to look upon their time as their own, to be more difficult to direct, supervise and discipline.

And so a straight commission falls short, in many respects, of providing the ideal means of fairly compensating selling effort, and maintaining a high degree of salesmen's loyalty.

A drawing account against future commissions may level out weekly income, but it also invites substandard men to seek the security of the drawing account, and move from dealer to dealer when they are in the red.

It fails, too, to answer the basic objections of the straight commission plan on other counts.

SALARY AND COMMISSION

A salary, calculated to be about 60 per cent of what an average salesman should earn, plus a commission of 4/10 of a straight commission rate, answers most of the objections to either a straight salary or a straight commission from the viewpoints of both dealer and salesman.

Such a plan provides compensation for the cultivation of prospects and old customers, whether sales are the immediate or future result.

Enough of the total compensation is directly proportional to sales to provide incentive, and enough is in the form of salary to provide the necessities of food and shelter when business is poor, or accidents happen.

It gives the dealer full control of the salesmen's time, and compensates the man for the effort he makes, for the orders he carries out, and for the extra sales which his extra effort produces.

A combination salary and commission is practical, economically sound, and fair to both dealer and salesman.

In the radio-appliance business, where trade-ins are becoming an important factor, and where some forms

of distribution have made price a major factor in selling, account must be taken of these conditions in the compensation base.

Some dealers have worked out elaborate sliding scales of commission rates to place maximum incentive on selling up.

A very practical plan, which gives the salesman full trade-in leeway—yet places maximum incentive on selling up—and trade low, is the gross profit commission plan.

Under this method, from 25 to 35 per cent of gross profit is allowed for selling expense, whether salary or commission.

Gross profit is the difference between the net selling price and the dealer's cost of the merchandise.

The commission is calculated on the actual gross profit, after trade-ins, markdowns, allowances, or discounts of any nature have been deducted.

The trade-in is carried in stock at the cost of reconditioning.

When this is sold, the full commission of 25 to 35 per cent is paid on the gross profit—the net selling price, less the cost of reconditioning.

The incentive to keep the trade-ins on the move is high.

The salesman is compensated fairly, and well for his contribution to the dealer's profits.

Too many sales are made at a loss, because the salesman lacks that last reserve of courage, the last bit of resourcefulness, to close the sale on a profitable basis, and meets the discount house, or other price competition, or trades long—rather than lose the sale.

The gross profit commission plan has been used in the radio, appliance, automobile and furniture lines.

Good salesmen go for it, fair salesmen accept it. Dealers like it.



CAP SAYS:—

H. L. M. CAPRON
Merchandising
Editor

Today's Dollar Buys More Now Than It Will Later!

Regardless of the ultimate outcome of the war now raging in Europe, economic repercussions are certain to exercise a profound effect on the U.S.A.

Preparedness is vital to our future security.

Preparedness of manufacturers, and of retailers large and small, is no less important to their security than is military preparedness vital to our national security.

It is inevitable that taxes will be much higher, impose further burdens on production and distribution.

Raw material costs will advance.

Production costs will rise.

"Cost of doing business" will increase.

And consumer prices will go up, unless we are prepared to simplify production, streamline distribution, and create greater sales demands.

* * *

Independent dealers should sell, and sell hard, the fact that today's dollar buys more radio than ever before, and prices are not going down.

Unit cost of distribution can be cut down by more aggressive selling, by methods keyed to the tempo of the times.

Selling must displace mere order-taking. Those who cannot, or will not sell, have no place in modern distribution.

Plans based upon facts, must supersede wishful thinking and hopes in the conduct of our business.

Industry-wide, dynamic, consistent action, to design more simply, to increase consumption, to streamline distribution, and to maintain production in the face of vanishing export markets, is necessary.

Determination must replace fancy.

Courage must displace fear.

Action must force lethargy into the discard.

As never before, the interests of manufacturer, distributor, retailer, and consumer, are identical.

Selfish interests, or special interests, must be purged from our midst; the reaction will be spontaneous, inexorable, to those of us who do not measure up.

HIT

Beginning a rev

Below are some winners for season—Miss America 1940 (Fr. Burke), a RecorDisc blank, Woody Herman, popular leader who uses a recorder in entertaining at Hotel New Y.



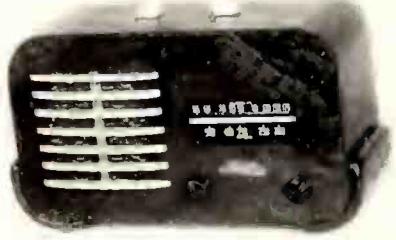
a new entry in the "Personal" parade. Model JB-410 by GE weighs 4½ lbs., sells at \$19.95



One of the finer gifts—below a Philco with tilt-front convenience, photo-electric disc-player.



A present for somebody—Emerson 343 in bakelite. See also "Patriot" p. 26.



Safety floor-button control for radio, by Zenith, means new



Smooth-styled Majestic job—good bet for a gift trim.

FOR THE HOLIDAYS

new and sparkling products to sell this Xmas

Below shines the new Lumitone lamp-radio, by Mitchell Mfg. Co.—a 5-tuber is inside the cream-color stem. For \$22.95.



Below, the Christmas-looking concert grand of Stewart-Warner's, for the Hepplewhite customers.



New package from Talk-A-Phone,
low-cost, neatly-cased record player.



At the right, a seller from
RCA's new Victrola series, table
combination for a pleasant \$30.



HITS FOR THE HOLIDAYS

Beginning a review

of new and sparkling products to sell this Xmas

Below, the Christmas-looking concert grand of Stewart-Warner's, for the Hepplewhite customers.

Below are some winners for the season—Miss America 1940 (Frances Burke), a Record-Disc bank, and Wally Hepplewhite, popular band leader who uses a recorder in entertaining at Hotel New Yorker.

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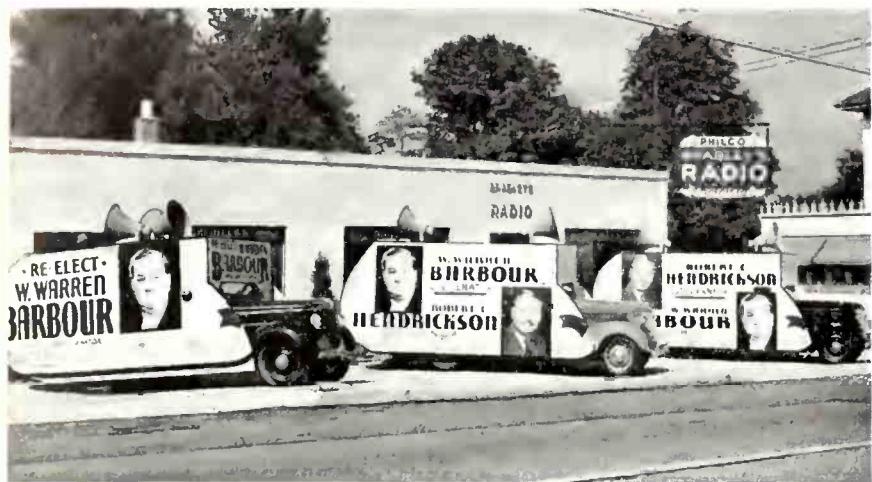
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**Prospects for P. A. bring
bigger profit season**

SELLIN



Ear and eye appeal with campaign trucks in N. J.



Sound goes to the races at Bronx, N. Y., track with Huffine Sound Service, New York.

County fair shows and acts are favorite sound users. Ballyhoo cars for hell-driver act.



Politics—

The political race is now in the home stretch, but there are still a good many opportunities for the local sound man to rent equipment for speeches, mobile campaign trucks, etc. The pace of public appeals will speed up toward the approach of election day with the result that your PA equipment is going to be in more constant use. Keep close check on its condition during these last few weeks. Be sure that the tubes are not too near the fading-out point—it's best to put in new ones just as a precaution. See that the speakers are clean, and all connections tight. Connecting cables are another source of trouble and must be closely inspected to be sure they are not a possible cause of breakdown. By inspecting and servicing your equipment regularly, the all-important continuity will be maintained which is vital if you hope to sell your services another time.

If you have been renting PA equipment to the local political clubs or organizations, it can be sold to them with some constructive selling. If the job has proved successful or effective in getting the public attention, publicity, etc. it is a definite asset to the organization. Sell the idea that the equipment is made to order for their needs.

Dealers are doing a good job with the political market as can be seen in the fleet of cars equipped and operated by Bradley's Radio Service, Red Bank, N. J. Using three regular passenger cars, the huge light weight signs were built for easy mounting. One car has 360 degrees coverage with three reflexed trumpets. The other two units have front and rear speakers of the same type; University Labs, model LH with PM drivers.

County Fairs—

Fall fairs are in their peak just now and PA installations are doing a big share of the work. There are still opportunities for sound men to line-up with special acts and events at county and state celebrations.

By watching the program of events scheduled in advance, sound men can contact owners of the acts, and rent their equipment and operators who are familiar with the regulations and procedure at fairs.

Portable and mobile equipment are the systems needed for the type of outdoor activity found at the local festivals. Cattle judging, races, contests, band concerts, parades, etc. are all part of the sound applications. The sound man with a recorder can do a nice profit job too. Hog-calling contests should be a cinch for recording sales.

Trick auto driving stunts are popular with fair crowds as can be proved by Lucky Teter, who operates a traveling stunt-driver organization covering U. S., Canada and Mexico. The two cars shown are the advance "ballyhoo" units which advertise the appearance of the act and also describe the events during the show. The University speakers are model LH. Mounted across the throat of each trumpet are 20-watt fluorescent lamps which do a real job of attracting attention.

Midget auto races and similar carnival shows are features of local fairs. Plenty of sound is needed for these spots. A typical set-up is shown as installed by Huffine Sound Service, New York. The Atlas marine-type WX-8HL speakers are shown mounted on poles around the track. Fourteen of them are employed.

Concerts—

Band concerts are tapering off, but there are still good chances for the sound man to pick up some jobs. Special acts are your best bet. Keep close tabs on the tap-dancing, solo acts, etc., that are to be given. Rent a small amplifier system with contact mikes to the participants. A demonstration of what it will do toward building up their act will do the trick.

FALL SOUND JOBS

One of the most successful out-door concert organizations is that operating the Grant Park Bandshell in Grant Park, Chicago. Record crowds throng here every season to hear the many artists. A photo shows the bandshell and speaker mountings. A Jensen type B full-range sound system drives the two high and low frequency speaker groups.

Churches—

Sound men are beginning to get active in church installations. With their largest seasons just ahead, church officials will welcome some constructive ideas that will increase the appeal of their services. A high quality sound system with hearing-aid equipment will produce pleasing results for any church. The chime, carillon, amplified choir, and amplified sermon possibilities with new equipment now available give ample "sell-itself" demonstration opportunities.

Chimes and carillons add much to the atmosphere of a church. They may now be installed at a fraction of their original cost of bells. Tubular units with individual pickups are available as are very good recordings. Either method of producing the chimes results in a very satisfactory and relatively inexpensive installation.

Make a survey of the churches in your community and draw up suggestions of the ways in which sound equipment can help them. Explain how various pieces of equipment give certain results. Give a cost estimate for several combinations of equipment.

Church jobs are usually more difficult than other types of installations because of the high ceilings, columns, wooden pews, etc. One example of how a sound dealer licked these problems is shown in photo of San Francisco's St. Peter and Paul's Cathedral. This installation, made jointly by Skewis Sound Sales and Leo J. Mayberg Co., RCA dealer and distributor, uses a large number of 8-inch PM speakers mounted on the columns. The multitude of speakers blankets the entire church. In this way, attention is not drawn to one or two speakers as being the source of sound.

Business Offices—

With national defense orders putting many plants on three-shift days, improved and more elaborate means of communication are needed. Business plants and offices are excellent prospects for the sound men now and during the next few months.

The best sales argument for jobs of this type is a logical, well thought out plan for installing a new intercommunicator-sound system, or expanding the present set-up. New equipment adapts itself readily to expansion of existing systems. Recorders are a new item that can be sold for connection to the sound system as a means of keeping track of orders, important messages, etc.

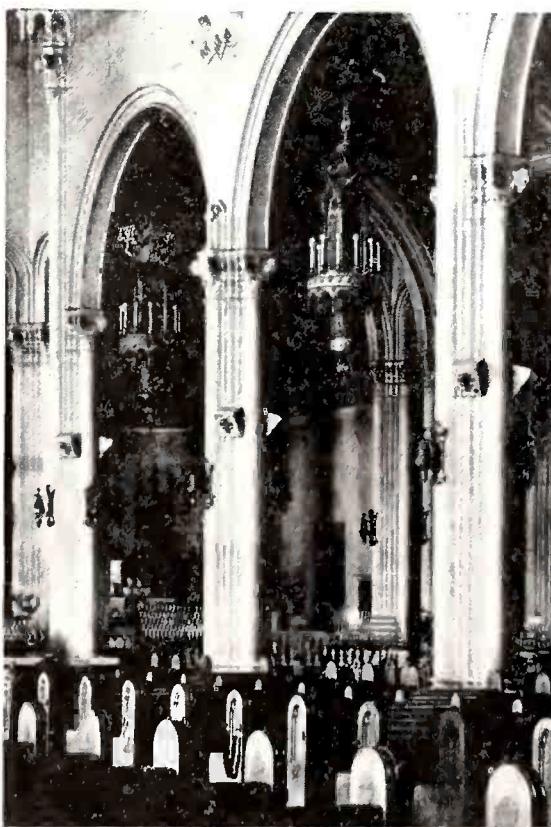
A large intercommunicator-sound system installed in the Banker's Life Co. at Des Moines, Iowa, by Sidles Co., RCA distributor, uses a 100-watt amplifier, and 42 speakers located in all parts of the building. Paging is done by the telephone operator through the mike and department selector at the switchboard. Any part or all of the building sections may be contacted at one time. The paging system is also a part of the auditorium PA system which features a recorder for cutting records of speeches, meetings and other occasions.

New Jobs—

The next few months will see sound men bringing their equipment inside for school, theatre, church, gymnasium jobs. These are the ones to plan on now, so get out your prospect list, and do some figuring on what can be accomplished for each job by using sound equipment.



Sound delivers concerts to crowds at Grant Park, Chicago.



San Francisco church has uniform sound distribution.



Intercommunicators and big sound systems are needed in offices, factories

Prospects for P. A. bring
bigger profit season

SELLING FALL SOUND JOBS

Politics—

The political race is now in the home stretch, but there are still a good many opportunities for bus hosts to sound to rent equipment for speeches, mobile campaign trucks, etc. The pace of public appeals will speed up toward the approach of election day with the result that your PA equipment is going to be in more constant use. Keep close check on its condition during these last few weeks. Be sure that the tubes are not too near the fading-point—It's best to put in new ones just as a precaution. See that the speakers are clean and all connections tight. Connecting cables are another source of trouble and must be closely inspected to be sure they are not a possible cause of breakdown. By inspecting and servicing your equipment regularly, the all-important continuity will be maintained which is vital if you hope to sell your services another time.

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Fair fairs are in their peak just now and PA installations are doing a big share of the work. There are still opportunities for sound men to line-up with special acts and events at county and state celebrations.

By watching the program of events scheduled in advance, sound men can contact owners of the acts, and rent their equipment and operators who are familiar with the regulations and procedure at fairs.

Portable and mobile equipment are the systems needed for the type of outdoor activity found at the local fairs, carnivals, parades, rodeos, contests, band concerts, parades, etc. are all part of the sound applications. The sound man with a recorder can do a unique profit too. Hog-calling contests should be a class act for record sales.

Midget auto driving stunts are popular with fair crowds as can be proved by Lucky Peter, who operates a traveling stunt-driver organization covering U. S., Canada and Mexico. The two cars shown are an advance "bulbhorn" unit which advertises the appearance of a car at the various events during the show. The University speakers are model LII. Mounted across the throat of each trumpet are 20-watt fluorescent lamps which do a real job of attracting attention.

Midget auto races and similar carnival shows are features of local fairs. Plenty of sound is needed for these spots. A typical set-up is shown as installed by Huffine Sound Service, New York. The small mid-type WXA speakers are shown mounted on poles around the track. Fourteen of them are employed.

Concerts—

Band concerts are tapering off, but there are still good chances for the sound man to pick up some jobs. Special acts are your best bet. Keep those tabs on your calendar so that acts that are to be given. Rent a small amplifying system with contact mikes to the participants. A demonstration of what it will do toward building up their act will do the trick.

RADIO TODAY



Ear and eye appeal with campaign trucks in N. J.



Sound goes to the races at Bronx, N. Y., track with Huffine Sound Service, New York.

County fair shows and acts are favorite sound users. Rallyfroo cars for hell-driver act.



Band concerts are tapering off, but there are still good chances for the sound man to pick up some jobs. Special acts are your best bet. Keep those tabs on your calendar so that acts that are to be given. Rent a small amplifying system with contact mikes to the participants. A demonstration of what it will do toward building up their act will do the trick.

One of the most successful outdoor concert organizations is that operating the Grant Park Bandshell in Grant Park, Chicago. Record crowds throng here every summer to hear great artists. A photo shows the bandshell and speaker mountings. A Jensen type B full-range sound system drives the two high and low frequency speaker groups.

Churches—

Sound men are beginning to get active in church installations. With their largest seasons ahead, church officials will welcome some constructive ideas that will increase the appeal of their services. A high quality sound system with hearingaid equipment will add greatly to the effectiveness of the service. The chime, carillon, amplified choir, and amplified sermon possibilities with new equipment now available give ample "sell-itself" demonstration opportunities.

Chimes and carillons add much to the atmosphere of a church. They may now be installed at a fraction of their original cost of bells. Tubular units with individual pickups are available as very good recordings. This method of producing the chimes results in a very satisfactory and relatively inexpensive installation.

Make a survey of the churches in your community and draw up suggestions of the ways in which sound equipment can be used. You will find how various types of equipment give certain results. Give a cost estimate for several combinations of equipment.

Church jobs are usually more difficult than other types of installations because of the high ceilings, columns, organ pipes, etc. One example is how a sound dealer solved this problem is shown in photo of San Francisco's St. Peter and Paul's Cathedral. This installation, made jointly by Skevels Sound Sales and Leo J. Mayberg Co., RCA dealer and distributor, uses a total of 120 speakers, 100 of which are mounted on the columns. The multitude of speakers blankets the entire church. In this way, attention is not drawn to one or two speakers as being the source of sound.

Business Offices—

With national defense orders putting many plants on three-shift days, improved and more elaborate means of communication are needed. Business plants and offices are excellent prospects for the sound men now and during the next few years.

The best sales argument for jobs of this type is a logical, well thought out plan for installing a new intercommunicator-sound system, or expanding the present system. New equipment adapts itself easily to a majority of existing systems. Recorders are a new item that can be sold for connection to the sound system as a means of keeping track of orders, important messages, etc.

A large intercommunicator-sound system installed in the Allis-Chalmers Co. office at Des Moines, Iowa, by Sides Co., RCA distributor, uses a 100-watt amplifier, and 42 speakers located in all parts of the building. Paging is done by the telephone operator through the mike and microphone selector at the switchboard. Any part or all of the building sections may be contacted at one time. The paging system is also a part of the auditorium PA system which features a recorder for cutting records of speeches, meetings and other occasions.

New Jobs—

The next few months will see sound men bringing their equipment inside for some indoor church, symphony hall, etc. This is the time to plan on now so get out your prospect list and do some figuring on what can be accomplished for each job by using sound equipment.



Sound delivers concerts to crowds at Grant Park, Chicago.



San Francisco church has uniform sound distribution.



Intercommunicators and big sound systems are needed in offices, factories*

2 SMASH HITS

JUST LOOK AT THESE FEATURES!

Here's a value in radio phonographs that will stop 'em cold! Beautiful cabinetry . . . superlative performance . . . glorious tone . . . "Slide-A-Way" automatic record changer . . . all at a sensational price.

Model 62-B7 Chassis Specifications: 7 tubes, AC superhet; two complete bands, standard and foreign short wave from 5.5 MC to 18.1 MC.; directional Aeroscope; automatic tuning; R.F. stage for extreme sensitivity; large, heavy-duty P.M. dynamic speaker; bass compensation; "Sofglo" dial. Automatic record-changer plays 12" or 10" records. Smartly styled, matched walnut cabinet.



\$99.95

Model 62-B7

Presto! Open the doors
... out slides the record
turn-table, automatically.
Plays opened or closed.



Equipped with RCA Preferred Type Tubes



You'll smash all sales records with this new table model combination with automatic record changer. It's an Admiral sensation!

Model 64-K5 Chassis Specifications: 5 tubes, AC superhet.; standard broadcast; Aeroscope magic antenna; heavy duty P.M. dynamic speaker; bass compensation; A.R.C. plays 12" or 10" records.

**Model 64-K5
Radio-Phonograph
with Automatic
Record Changer**

\$49.95

**Model 61-K7
Radio Phonograph
with Recorder**

\$69.95



Model 43-B4

Boost Battery Set Sales!

Here's a value that will do it . . . got 'em all topped on every count: economy of operation, tone excellence, and beauty.

Model 43-B4 Chassis Specifications: 4 tube 1.4 volt "AB" battery superhet; standard band, from 535 KC to 1730 KC.; 6" P.M. dynamic speaker; automatic volume control; iron core antennae coil.

Note: All prices slightly higher in West and South and subject to change without notice.

New Table Model Recorder

It's a honey . . . this new Admiral table model combination with recorder. Records programs from the air or from the mike. Can also be used as a P. A. system.

Model 61-K7 Chassis Specifications: 6 tube, AC superhet.; tunes standard broadcast band; Aerascopic antenna; 6" PM dynamic speaker; bass compensation; microphone.

CONTINENTAL RADIO & TELEVISION CORP.

3800 W. Cortland St., Chicago, Ill.

•

Export Office: 116 Broad St., New York

2 SMASH HITS by Admiral

JUST LOOK AT THESE FEATURES!

Here's a value in radio phonographs that will stop 'em cold! Beautiful cabinetry . . . superlative performance . . . glorious tone . . . "Slide-A-Way" automatic record changer . . . all at a sensational price.

Model 62-B7 Chassis Specifications: 7 tubes, AC superhet; two complete bands, standard and foreign short wave from 5.5 MC to 18.1 MC.; directional Aeroscope; automatic tuning; R.F. stage for extreme sensitivity; large, heavy-duty P.M. dynamic speaker; bass compensation; "Sofglo" dial. Automatic record-changer plays 12" or 10" records. Smartly styled, matched walnut cabinet.

**Model 62-B7
Radio Phonograph
with Slide-A-Way
Automatic
Record Changer**

\$99.95

Model 62-B7

Presto! Open the doors
... out slides the record
turn-table, automatically.
Plays opened or closed.



Equipped with RCA Preferred Type Tubes

You'll smash all sales records with this new table model combination with automatic record changer. It's an Admiral sensation!

Model 64-K5 Chassis Specifications: 5 tubes, AC superhet; standard broadcast; Aeroscope magic antenna; heavy duty P.M. dynamic speaker; bass compensation; A.R.C. plays 12" or 10" records.

**Model 64-K5
Radio-Phonograph
with Automatic
Record Changer**

\$49.95

**Model 61-K7
Radio Phonograph
with Recorder
\$69.95**

Model 61-K7



Boost Battery Set Sales!

Here's a value that will do it . . . get 'em all topped on every count: economy of operation, tone excellence, and beauty.

Model 43-B4 Chassis Specifications: 4 tubes 1.4 volt "A6" battery superhet; standard band, from 535 KC to 1730 KC; 6" P.M. dynamic speaker; automatic volume control; iron core antenna coil.

Note: All prices slightly higher in West and South and subject to change without notice.

CONTINENTAL RADIO & TELEVISION CORP.
3800 W. Cortland St., Chicago, Ill.

New Table Model Recorder

It's a honey . . . this new Admiral table model combination with recorder. Records programs from the air or from the mike. Can also be used as a P.A. system.

Model 61-K7 Chassis Specifications: 6 tube, AC superhet, 6 tunes standard broadcast bands; Aeroscope antenna; 6" P.M. dynamic speaker; bass compensation; microphone.

Export Office: 116 Broadway, New York

SELLING DISCS

No radio dealer ever has too much store traffic.

Ideas by the score are conjured up and tried by alert dealers to focus attention on their store, expose more people to their selling displays—to build store traffic.

Dealers everywhere are reporting that the most consistent builder of traffic in radio stores are records, recorder blanks, needles and accessories.

No one who favors recorded music, whether jitterbug addict or lover of more serious music, ever has enough records.

People buy, and buy, and keep on buying records every time they come to your store, presenting new selling opportunities for other radio merchandise and service.

GOOD WILL, LOYALTY

Frequent contacts between customer and store builds also a good will, a friendliness, a loyalty, which is not common to the radio business.

Many dealers are reporting that records are much more important than just the sales dollars which they provide directly.

With popular interest in recorded music and home recorders increasing fast, records, record blanks and accessories are due to receive much more serious dealer attention than they have in a long time.

Records this year will receive more consumer advertising, more alert merchandising on the part of the producers.

More dealers are recognizing the importance of this rising consumer demand, and are giving more attention to these products.

Recently, reduced prices on the classical records while sharply reducing the unit profit, is certain to bring countless new record buyers into the market, probably with a substantial increase in dollar sales and gross dollar margin too.

All of which adds up to the simple fact that more records will be sold this year than have been sold in the last 10 years, or more.

New Records to Hypo Sales

A string of new record releases from Columbia and Victor are destined to create some more sales excitement.

"The Heart of the Symphony," a Victor album (G-15) which includes four 12 inch records of the best-loved classical melodies, is reported by Victor to be enjoying exceptional success. Eight symphonic excerpts are

played on these discs by the Victor Symphonic Orchestra with Charles O'Connell directing. The album is tagged \$3.50.

Victor has also announced ten new sets of childrens records, which "range from fairy stories to tap dancing lessons."

Four new albums and 15 single records have just been released by Columbia in a feature re-issue of "Hot Jazz Classics" which are the originals made by the "immortals" in this branch of modern music. Columbia explains that "we call the roll of every all-time jazz 'great' in this series." Such artists as Bix Beiderbecke, Bessie Smith, Louis Armstrong and Fletcher Henderson are included.

Notable also among the new Columbia releases is Leopold Stokowski and the All-American Youth Orchestra playing Ravel's Bolero on two 10 inch records, Set X174. And Nelson Eddy singing "Stout-Hearted Men" and "Wanting You" from "New Moon," 4241M.

Radio Men Help Pick Singer, Sell More Blanks

One of the biggest-scale promotions to be announced in the recording blank business to date is a new contest of coast-to-coast scope, sponsored by RecorDisc Corp., 395 Broadway, New York City, makers of popular-priced blanks for all home recorders. The event will give dramatic publicity to the whole subject of home recording, and will offer new profit opportunities to aggressive retailers who can take part.

Entries in the contest will be girl

Wax Worth Watching

KATE SMITH with orchestra singing Trade Winds—Columbia 35638.

RAY KINNEY and his Hawaiian Musical Ambassadors playing South of Pago Pago from the United Artists film, with VR by Mr. Kinney—Victor 26737.

LARRY CLINTON and his orchestra playing Bolero in Blue with VR by Terry Allen—Bluebird B10336.

CONNIE BOSWELL singing Blueberry Hill—Decca 3366.

HENRY RUSSELL and his Romancers singing Sierra Sue—Okeh 5649.

THE JESTERS singing Ain't It a Shame About Mama from the Paramount film, "Rhythm on the River"—Decca 3355.

GLENN MILLER and his orchestra playing The Call of the Canyon with VR by Ray Eberle—Bluebird B10345.

BEA WAIN with orchestra singing I'm the Lonesome Gal in Town—Victor 26730.

INK SPOTS singing I'll Never Smile Again—Decca 3346.

SAMMY KAYE and his orchestra playing Dancing on a Dime, from the film, with vocal by Tommy Ryan—Varsity 8408.



An attractive mystery comes to the attention of the radio trade—who's the girl who'll put her songs on a RecorDisc and become a star? Idea is conveyed here by Marion Francis, singer with Frankie Masters orchestra.

singers, who will record sample songs on RecorDisc blanks, and submit them to judges. The winner, who will be selected from these and other auditions, will be awarded a contract with Lou Breese and his orchestra. This popular band leader is cooperating in the competition, in an effort to find a star vocalist for his organization.

Materials to be used by dealers to stir up interest in the contest in their areas are being supplied by RecorDisc, and it is believed that the retailer of blanks will have a big part in encouraging ambitious singers of his community to try for the prize. The contest is expected to multiply the dealer's profits from the sale of blanks, as well as to boost the sale of home recorders. RecorDisc products are sold through radio dealers and distributors exclusively.

DETAILS FOR DEALERS

Complete rules for the competition will be available to radio men, so that their stores may become the center of recording interest during the event. Later announcements will be of special interest to dealers in college towns.

Mr. Breese and his orchestra are now on tour of the U. S., following a long engagement at the famous Chez Paree in Chicago, from which he was regularly heard by NBC network audiences. Mr. Breese now uses male vocalists, and makes records under the Varsity label, the latest hit being "I'm Nobody's Baby," Varsity 8332.

Meanwhile another lively recording event is in progress at the Hotel New Yorker in New York City, which serves to popularize the idea of "personal" records, and to dramatize the

(Continued on page 50)

NINE GREAT SYMPHONY CONDUCTORS



Point 1 in Columbia's 1940-41 Plan to Boost Your Record Sales!



Trade Marks "Columbia,"
"Masterworks," "Add-A-Part"
Reg. U. S. Pat. Off.

Music for millions—the greatest artists on the finest records at the lowest possible prices. Nearly two years ago, The Columbia Broadcasting System set out to make that dream come true. Today, it is a reality.

Nine of the most famous names in music—the outstanding group of first-string conductors and orchestras now recording for any manufacturer—are presented by the Columbia Recording Corporation on great new symphonic releases of best loved musical classics. No wonder America's music

lovers are crowding the stores to buy. No wonder dealers report the biggest sales of Columbia Masterworks in history!

Columbia Records have been developed by sound engineers of The Columbia Broadcasting System to play with measurably higher fidelity...less surface noise...longer wear...and now they sell at new low prices!

Take advantage of Columbia Records' doubling and tripling sales to boost your record profits to new season highs! Columbia Records carry full dealer discount.

Columbia Recording Corporation

Subsidiary of The Columbia Broadcasting System, Inc., Bridgeport, New York, Hollywood

CAROLINA DEALER IS SUCCESSFUL SHOWMAN

R. B. Aldrich of the South Carolina Radio Shop in Charleston, S. C., finds that amateur shows make sales, so he writes his own plays and puts on his own show, featuring radios, refrigerators, and other appliances.

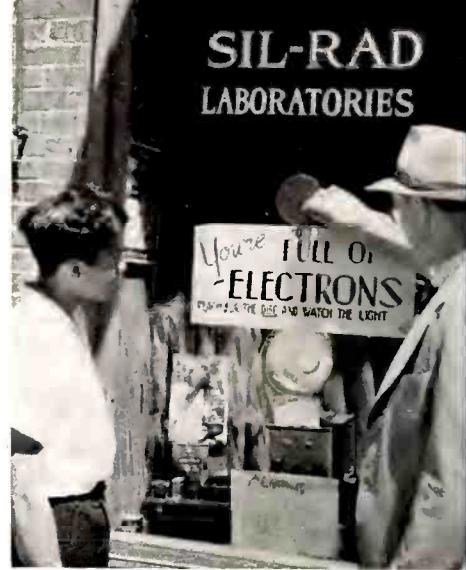
He builds a stage across the back of the store and then sends out a printed invitation to a selected list. At the show Aldrich runs a factory-produced talking movie, three skits, and a demonstration. One of the plays included an old time salesmen who brags about how he used to sell them, knock them down and put them in. Then when a customer comes in he bungles the demonstration, which gets a lot of laughs out of the crowd. The salesman who had the factory training puts on the demonstration and one of the other salesmen acts as the customer.

The first show drew sixty people and produced a direct sale the same evening. Five more were closed the same week, and the results strung out

for a month and his sales kept climbing. He considered it so successful that he hired the K of P hall and had more than two hundred at the next show.

At the first show he gave a table radio, a pair of waffle irons, and a modern toaster as premiums to get the crowd out. At the second show he gave out ten letters, each letter good for a certain amount when applied to the purchase of a new radio, range or refrigerator in a limited time. Every letter was used. A drawing was held for the main prize and consolation prizes and for the ten letters.

Aldrich has also tried giving away all kinds of premiums for sales leads, but finds that people prefer cash to a percolator or waffle iron. Coupon books are also not very desirable he finds. Customers are likely to stick them away somewhere and forget about them. But an offer of \$3 cash for a good lead, he finds, will get people to respond with at least one.



Traffic-Stopping Gadget

Folks on the street reach for a disc, and a light inside the window is turned on. They keep on doing it at this New York City radio shop; it's a photoelectric window stunt by proprietor Arthur Silverberg.

large quarters. The latest RCA service and test equipment is used throughout.

"When people are seriously ill they generally go to a hospital," Mr. Augsten says, "Therefore, why not send sick radios to a hospital? Some of the patients in the Radio Hospital are treated for laryngitis (can't speak clearly), others show symptoms of a ruptured appendix (ruptured condenser), while still others have high blood pressure (high current drain) and other ailments.

"At the present time Radio Hospital employs five doctors, and two nurses. When a call comes in to get a radio patient in the field, a uniformed interne driving a white radio ambulance leaves the Hospital and removes the radio from the home on a stretcher."

Radio Shows Stirs Interest in Washington

A highly successful radio show, the 1941 Radio Exposition of the Institute of Washington, has just been staged at the Institute headquarters in Washington, D. C., with dealers, distributors, the power company, and broadcasters all cooperating.

The Exposition ran from Sept. 3 to Oct. 12, and for a 3-week period, 6-inch voice records were made and offered to visitors free of charge. To help the guests to make the recordings, 16 radio announcers from four local stations took turns at the show, to "greet their public" and to offer an added attraction. About 125 recordings were made each day for the three weeks. New 1941 radios were displayed all over the exhibit floor and retailers had a chance to contact the visitors.

"MEN IN WHITE" GET CONNECTICUT CALLS

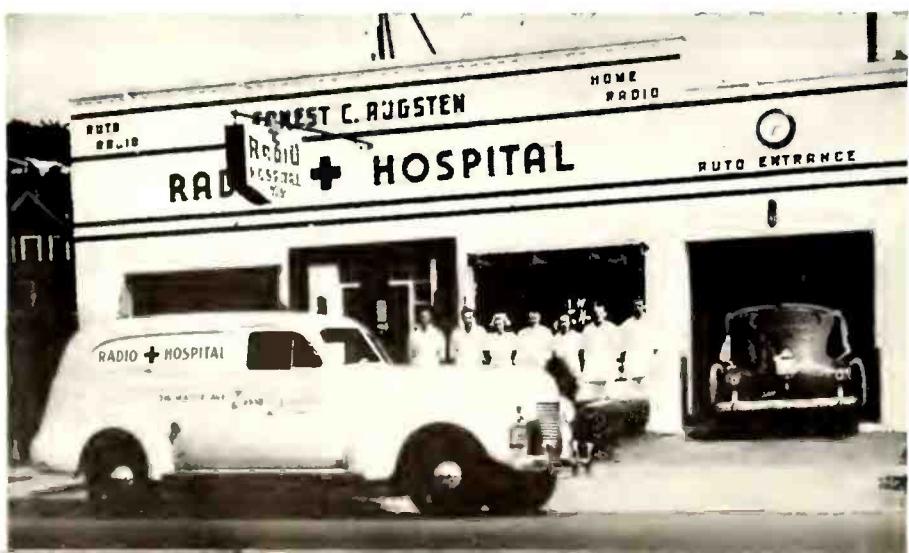
A novel and profitable idea for giving his radio sales and service shop a "plus" appeal has been successfully put over by Ernest C. Augsten with a unique "Radio Hospital" at Hartford, Conn.

The Hospital is a trim whitewashed brick building with an immaculate appearance and a business-like atmosphere. It includes nurses' quarters, operating rooms, wards, etc. Located on a through New York-Boston highway, it is visited each year by thousands of tourists from all over the country, who find the personnel dressed as doctors, internes and

nurses, and "patients" brought in via ambulances.

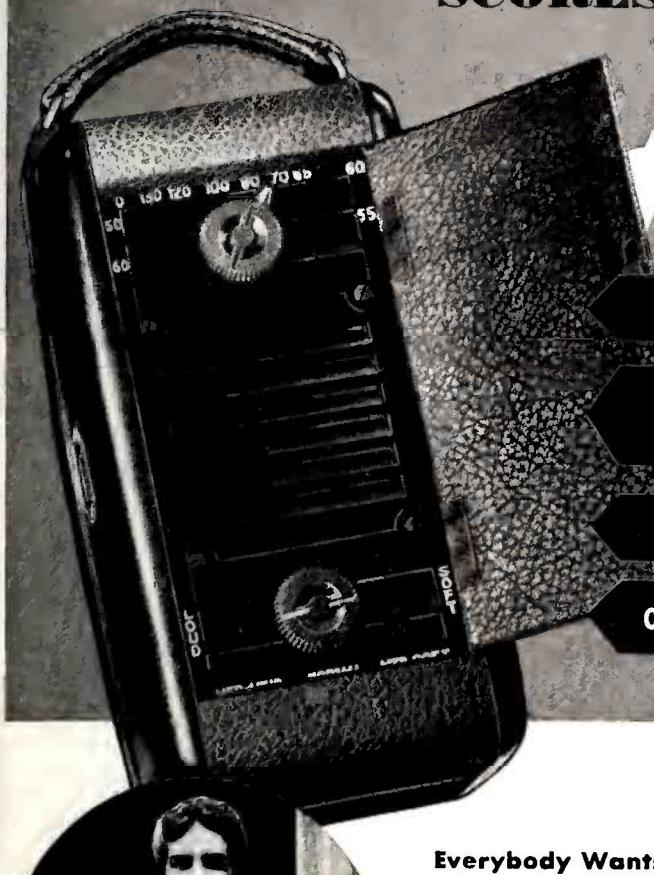
Mr. Augsten started the hospital idea in 1935. Headquarters were a small back room. Business was so good that he soon hired an assistant (he became Chief of Staff, the title he still holds on the Hospital letterhead). It got better, so he called in Mrs. Augsten to handle the book work. During the first year they repaired 4,653 radios (an average of 90 per week) and installed 2,861 new auto radios (55 per week). Sales of sets, tubes and parts increased until it was necessary to seek the present

These white-robed surgeons have treated hundreds of invalid radios.



GENERAL ELECTRIC SCORES

AGAIN!



Longer Battery Life

Styled for Beauty
Styled to Lead

Remarkable Tone

Outstanding Performance

New Camera-type
Carryabout Radio
In Big Demand!

Better hurry—if you want some! The supply is limited, and they're moving out—fast.

This new G-E Camera-type Carryabout offers something really new to promote and profit from. It is good looking and amazingly rich in tone! It features long battery life!

Investigate! Get in touch with the G-E Radio Distributor today.

Everybody Wants One!
MODEL JB-410—New Camera-size radio. Light in weight—only 8 inches in length. Remarkable tone and output. Long-life batteries. Case finished in simulated leather with dark maroon plastic trim.

Three Fast-moving Table Models



A Little Beauty!
MODEL J-54—Superheterodyne in cabinet of Mottled Brown Plastic. Built-in Beam-a-Scope—Dynapower Speaker—New Illuminated Dial



A Lot for the Money!
MODEL J-53—Built-in Beam-a-Scope (No Aerial—No Ground) Dynapower Speaker—New Visualux Dial. Cabinet in Two-toned Matched Butt Walnut and Rosewood Veneers



New! And Different!
MODEL J-62—A Cabinet of Rich Mahogany Veneers that follows the lines of an 18th Century Jewel Case. Equipped with Dual Beam-a-Scopes for Finer Foreign and Domestic Reception

RADIO AND TELEVISION DEPT., BRIDGEPORT, CONN.

GENERAL ELECTRIC

READY TO SELL

New models to boost holiday selling



Sentinel's "Lightweight Champion," 227-P, self-operating portable may be carried as easily as a camera. Has 4 tubes, built-in loop aerial and P.M. dynamic speaker.



Admiral combination

★ Six-tube, AC superhet radio-phono record maker. 6 in. P. M. dynamic speaker A. V. C., aeroscope, microphone. Plays 10 and 12 in. records. Walnut cabinet. Model 61-K-7, \$69.95. Continental Radio & Telev. Corp., 3800 Cortland St., Chicago, Ill.—RADIO TODAY.



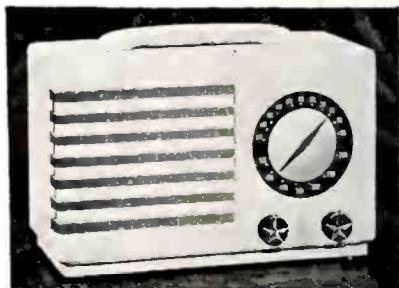
Westinghouse combination

★ An automatic radio, phono-recorder is WR-486. 2 band superhet radio, 12 in. electro-dynamic speaker, rotatable loop antenna. Plays six 12 in. records, seven 10 in., automatically. Crystal cutting head. Microphone provided. Walnut cabinet. \$150. Westinghouse Elec. Supply Co., 150 Varick St., New York, N. Y.—RADIO TODAY.



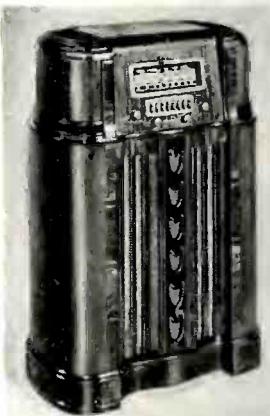
Motorola farm set

★ A 2-band, 1½ v. battery-operated super model 52BW has 5 tubes. Includes police and foreign short wave bands. Convertible for AC power line operation. 6 in. P.M. dynamic speaker. Battery saver switch and circuit. Walnut veneer cabinet. Galvin Mfg. Co. 4545 Augusta Blvd., Chicago, Ill.—RADIO TODAY.



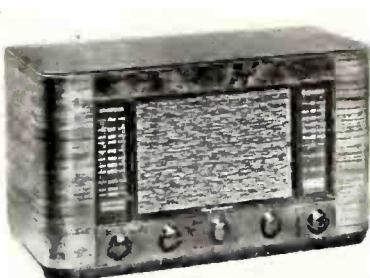
Emerson Patriot

★ Timely new model comes in three different red, white, and blue color selections. Plastic set features 2 watts output, loop antenna, and novel illuminated dial. One of 11 new models. List, \$15. Emerson Radio & Phono. Co., 111 8th Ave., New York, N. Y.—RADIO TODAY.



Stewart-Warner 9B7

★ S-W AC superhet console with 9 tubes, covers Standard and American and European short wave bands. 9 push-buttons, 10 in. electro dynamic speaker, built-in antenna. Phono-television-FM connector. \$79.95. Stewart-Warner Corp. 1826 Diversey Pkwy., Chicago, Ill.—RADIO TODAY.



Freed-Eisemann FM-40

★ FM-AM table model in new Freed-Eisemann line is a 13-tube AC-DC set. Has 2 tuning systems—one for AM and one for FM. 8 in. electrodynamic speaker. Record player connection. Walnut cabinet. \$75. Freed Radio Corp., 39 W. 19th St., New York, N. Y.—RADIO TODAY.



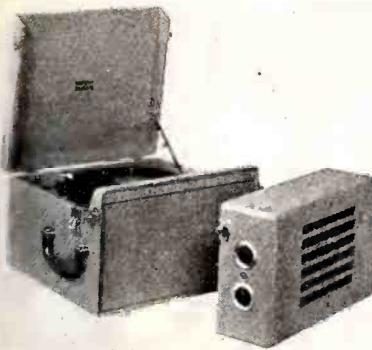
Music Master recorder

★ Portable home recorder with mike, model H, has crystal cutting head and pickup. \$84.50. Music Master Mfg. Co., 508 S. Dearborn St., Chicago, Ill.—RADIO TODAY.

Knight superhet

★ Five-tube, AC-DC midget radio, B10508, comes in ivory or walnut-brown molded plastic cabinet. 535 to 1720 kc, 1½ w. power, "Magna-Beam" built-in-aerial. Allied Radio Corp. 833 W. Jackson Blvd., Chicago, Ill.—RADIO TODAY.

F-M needs You— and You need this Complete Line



Port-o-matic record player

★ Remote control automatic record player comes in fabricoid or cowhide case. The small amplifier-speaker section is removable; acts as start-stop, or reject control of changer. Also volume control on amplifier unit. AC and AC-DC. Port-o-matic Corp., 50 E. 77th St., New York, N. Y.—RADIO TODAY.



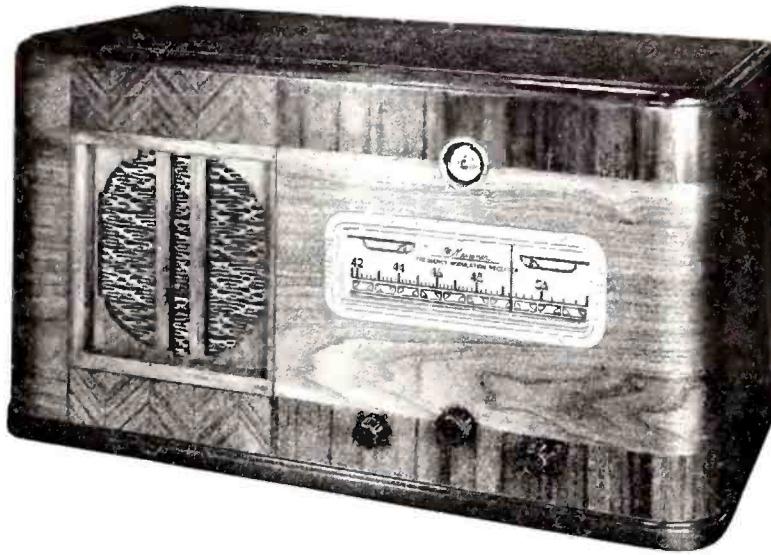
Belmont radio-phonograph

★ Model 801, 8-tube superhet, has American broadcast and 4 short-wave bands. 6-station automatic tuner, 12 in. electric-dynamic speaker, built-in antenna. Plays 14-10 in. and 10-12 in. records. Walnut cabinet with split top section. Large record compartment. Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill.—RADIO TODAY.



Sonora wireless player

★ "Magic Wireless" player that plays 10 and 12 in. records through radio set amplifier circuit. Has built-in 2 tube oscillator, 78 RPM, self-starting rim drive motor, crystal pickup, volume control, push button switch. Walnut brown plastic molded case. 110 v., 60 cycles, AC. Sonora Radio & Telev. Corp., 2626 W. Washington St., Chicago, Ill.—RADIO TODAY.



The immediate future of Frequency Modulation lies in the energetic efforts of the Radio Jobbers, Dealers, and Servicemen—the technical men who know what it's all about. Here, then, is YOUR opportunity to get in on the ground floor of this promising new phase of the radio industry!

In order to do this successfully, however, YOU must be prepared—with full information on the subject—with a complete line of sets and parts to meet every demand.

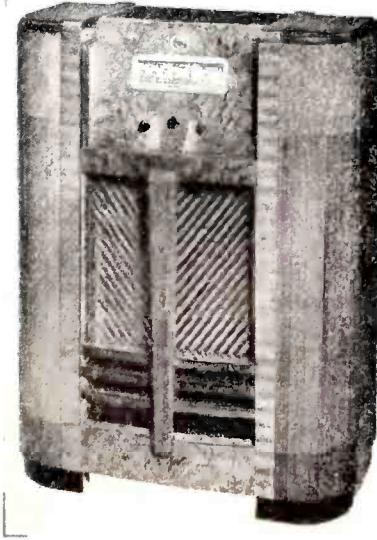
Meissner places this material "right in your lap." The beautiful, walnut-finish Table Model F-M set shown is 22½" wide, 12½" high and 11" deep. Has full-quality, 8" P-M dynamic speaker; five-position tone control provides choice of output response. May also be connected as a converter to feed the audio system of a larger receiver if desired.

CONSOLE MODEL

For highest-quality, noiseless, static-free reproduction of F-M Broadcasts, this big Console Receiver is the finest obtainable. Its powerful, 12-tube chassis, with built-in super-sensitivity, together with a special high-fidelity P-M dynamic speaker in the large bass-reflex tone chamber, assure the discriminating listener of maximum satisfaction. The walnut-finished cabinet is 41" high, 30¼" wide and 15½" deep. Rich, two-toned veneers provide a beauty seldom seen except in the highest-priced receivers.

CHASSIS AND PARTS

The same 12-tube chassis used in both of the receivers described above, is available separately for use in "Custom-Built" installations. Requires 110 watts at 117 volts, 60 cycles; 6 watts undistorted output; 170-kc selectivity; 10-mv sensitivity. Special 4.3-mc I-F and Discriminator Transformers, as well as complete RF-Mixer-Osc. Tuning Assembly, covering 42 to 50 mc, are also available for those who build their own.



FREE SALES HELPS

New counter literature describing the Meissner F-M Receivers is now ready. Order a quantity now and be prepared for early fall sales. New 1941 General Catalogs will be ready soon. Write at once for your supply.

NEW 1941 CATALOG FREE

Every Dealer-Serviceman needs this up-to-date listing of the entire line of Meissner receivers, kits, replacement coils and hundreds of other daily requirements. Send a postal card TODAY for your free copy.

ADDRESS DEPT. T-10

MT. CARMEL
ILLINOIS



Tell the
PHILCO



PHILCO ALL YEAR 'ROUND

HOME RADIO • PHONOGRAPHS • TELEVISION • AUTO RADIO • R

"World" about your big 10 JUBILEE

And cash-in on the greatest
profit-promotion you've ever had!

You've got "hot" merchandise!

We don't have to tell you the 1941 Philco line is running away with the show! You know every single Philco Radio and Radio-Phonograph is a tremendous value, packed with sensational exclusive features the public wants and demands. And your record-breaking sales prove it!

You've got "hot" Jubilee Offers!

And what offers! The radio industry has never seen anything like this great Philco Jubilee Promotion! For Philco enables you to PLUS the biggest radio and radio-phonograph values with sensational gifts that close the sale quick!

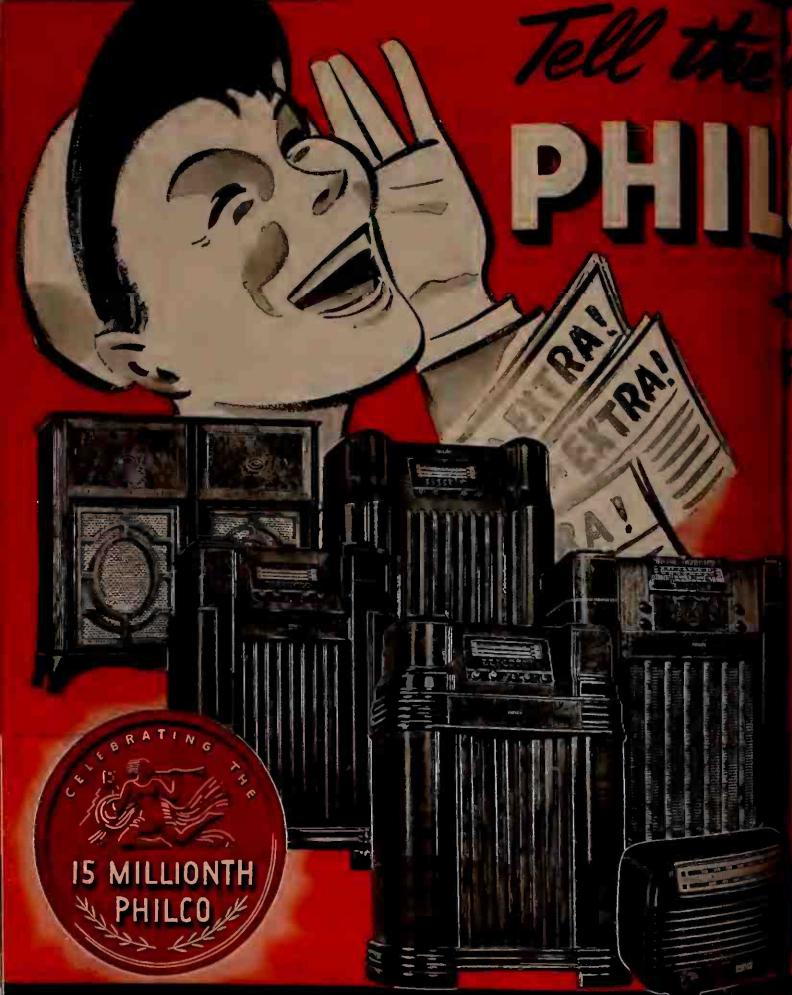
Now make sure you get all the "hot" advertising material and USE IT!

You've got the merchandise and the offers for a tremendous and profitable business. Don't fail to get it—be sure you tell the "world" you are celebrating with Philco. Your distributor has dozens of advertising helps that should be working for you right now—Ad Mats, Circulars, Special Displays, Broadcast Announcements, Direct Mail—all on the Philco Jubilee Specials. Be sure to get yours and cash-in on your biggest profit opportunity of the 1941 radio season.

SEE YOUR PHILCO DISTRIBUTOR NOW!

PROFITS ALL YEAR 'ROUND

S • PARTS • REFRIGERATORS • AIR CONDITIONERS • DRY BATTERIES



Tell the World "about your big
PHILCO JUBILEE

and cash-in on the greatest
profit-promotion you've ever had!

You've got "hot" merchandise!

We don't have to tell you the 1941 Philco line is running away with the show! You know every single Philco Radio and Radio-Phonograph is a tremendous value, packed with sensational exclusive features the public wants and demands. And your record-breaking sales prove it!

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SEE YOUR PHILCO DISTRIBUTOR NOW!

PHILCO ALL YEAR 'ROUND FOR PROFITS ALL YEAR 'ROUND

HOME RADIO • PHONOGRAHES • TELEVISION • AUTO RADIO • RADIO UBES • PARTS • REFRIGERATORS • AIR CONDITIONERS • DRY BATTERIES



The familiar figure of the grocery delivery boy adds extra appeal to this refrigerator window, Spears, Pittsburgh, Pa. His box of groceries reminds people that they should have a roomy refrigerator, for kitchen efficiency.

REFRIGERATOR PICK-UP

Not so long ago, many dealers looked upon refrigerators in the winter months like "selling ice-boxes to Eskimos."

But it is being done, more and more each year, and this year should see a new high for last quarter refrigerator sales.

How come?

First, because current sales are about 50 per cent greater than last year.

Second, because many more people are getting married, starting their own homes, needing new "boxes" than has been the case for 20 years.

Third, because current refrigerator values are the greatest ever.

Fourth, because new models will probably be introduced much earlier this year.

Fifth, because all along the line, consumers are buying more, and better things, for the home and family, than they have done for a decade.

Dealers who maintain their aggressive selling efforts on refrigerators through October and November are apt to surprise themselves with the sales results.

DRAFT A FACTOR

Already many alert dealers are cashing in on the great increase in "draft marriages."

They follow up all engagement and wedding announcements, check mar-

riage license applications, and go to work on the parents, as well as the principals.

Much more is involved, of course, than just asking these people to buy.

The appeal is more effective when keyed to the importance, and the sentiment of the marriage contract itself.

An engraved plate placed on the box free, has clinched many a sale of this kind.

The safety, the health preservation, the modern convenience, and the lasting endurance of the refrigerator should be emphasized, and the entire selling effort kept on a very high plane.

PICK YOUR BETS

Then too, though refrigerators can be, and are being sold through the Fall, and Winter, the peak selling season has passed.

In the light of seasonal sales, current stocks should be inspected with a critical eye.

All but best sellers should be moved on promptly, for they will never be any easier to sell than now.

New models will be available earlier than a year ago, and will affect current sales proportionately earlier.

Already several manufacturers have adjusted their price lines, and there is reason to believe that new lines will be further consolidated.

In any case dealers will do well to maintain their selling effort, keep stocks low and moving fast, ready and able to start the new models off right.

In the last six months many a "box" has been sold purely on the basis of price.

Dealers will make a serious mistake if they permit themselves to fall into this "price" selling habit.

There is no better time than now, when the pressure is off, to renew constructive, creative, selling methods, and lift your sales into the more profitable brackets. Practiced now, and for the next few months the results will be very largely "plus" sales—velvet, in other words.

"RENT SPACE IN YOUR KITCHEN!"

There are many things which can be done to promote "off season" sales.

One very interesting method has produced quite outstanding results.

It's the "Kitchen-Warehouse" plan.

You build your story around the off-season and limited warehouse space, and actually propose to rent storage space in the prospects kitchen for \$1 per month. Of course, you have to obtain security for the safe return and good condition of the box—and a sales contract is the best means of providing that.

You sell the idea—and actually pay the customer \$1 each month, until April or May. It amounts to a few dollars price reduction—but it's powerful selling medicine when price is a factor.

And few doors will fail to open when the approach is "I would like to rent a small space in your kitchen, and pay you for it."

Details of how, and when, the purchase contract becomes effective and payments to you begin may be varied to suit your own ideas and conditions.

BUILD SALES CREW

More honest-to-goodness refrigerator salesmen are available now than will be next May.

So again, if your own organization does not have too many top-flight men, now is an excellent time to pick up good men who are available, keep them selling, (and more than paying their way) to go into next year with a better crew, for better sales and better profits in 1941.

One of the greatest problem in creative selling which the small dealer faces, is the maintenance of a top-flight selling staff in the face of widely fluctuating sales demands.

The best answer to that is to keep your selling effort up all year, and year round sales will follow.

Smart dealers are doing it successfully—even in Canada and Newfoundland, believe it or not.

To those who think this is because our northern neighbors are better salesmen than we are, the facts indicate that better salesmen do not live than the real American Specialty Salesmen.

SOUND NEWS

Tartak Heads Cinaudagraph Firm

A substantial interest in the United Telefone Corp., makers of Cinaudagraph speakers, has been acquired by Paul H. Tartak, president of Oxford-Tartak Radio Corp., Chicago. Mr. Tartak will be the new president of Telefone, and will direct the general policies of the company, although his two companies will continue to operate independently. Announcements say that "United Telefone will continue to manufacture the complete line of Cinaudagraph high quality speakers." Executive offices are at 2 Selleck St., Stamford, Conn.

Manager of the Connecticut plant will be R. O. Hall, who has been named vice-president of the organization.

Glover in Jensen's Sales Drive

A newcomer to the staff of Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, is Ralph P. Glover, who recently resigned as chief engineer of Shure Bros. The Jensen vice-president and sales manager, Thomas A. White, who made the announcement, says that Mr. Glover will now be active in an expanded sales promotion campaign, "uniquely designed to place in service to the trade the full facilities of the Jensen laboratory and engineering department." Mr. Glover has had wide experience in acoustical engineering as well as in sales promotion work.

Bauer Heads Shure Engineering

Shure Bros., the Chicago manufacturers of microphones and acoustic devices, have named Ben Baumzweiger Bauer as chief engineer. Mr. Bauer has been development engineer for Shure for a number of years and has been responsible for the development of the Uniphase principle used in the "Uniplex" and "Unidyne" Cardioid microphones and for many other engineering developments.

Erickson for Atlas

Atlas Sound Corp., Brooklyn, N. Y., manufacturers of speakers, baffles, and microphone stands, have announced the appointment of Mr. Herb Erickson at 14 Biltmore Ave., Asheville, N. C., as Southeastern sales representative. He will cover radio parts jobbers in North Carolina, South Carolina, and Tennessee.

Solar Names Merchant

Announcement has been made by Solar Mfg. Corp., Bayonne, N. J., makers of capacitors, that R. C. Merchant, 4829 Woodward Ave., Detroit, has been named as Solar district manager for the state of Michigan.



STAR PERFORMANCE
OF ASTATIC
**CRYSTAL
PRODUCTS**
guarantee
Customer Satisfaction

★ The accuracy and precision with which Astatic Crystal Microphones, Pickups and Recording Heads are made, is a substantial foundation upon which to build sales and service. There is no element of gamble in stocking merchandise of this proven dependability. Years of customer familiarity and satisfaction with Astatic Crystal Products assures confidence and ready acceptance.

★ These facts are well to keep in mind when stocking radio-phonograph combinations and new recorders. Customers understand the principle of crystal operation and appreciate its simplicity and dependability. Other type pickups, recording heads and microphones, less familiarly known, increase sales resistance by necessitating more detailed and lengthy sales arguments and discussion.

★ And here's another important thing to remember in connection with the purchase of recording sets. The finest possible performance is assured with recorders that have been completely equipped with Astatic Crystal Products because in such cases microphone, pickup and recording head are MATCHED in engineering and manufacture to work in harmony for the most satisfactory results.



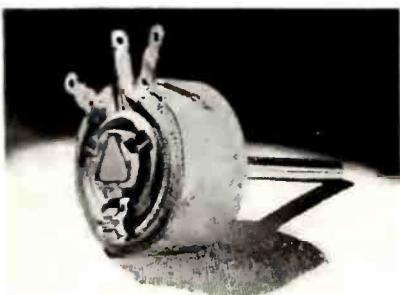
Home Recording Made Possible by Astatic Pioneering of Crystal Cutter

Up until the time Astatic engineered and introduced Crystal Recording Heads, home recording was practically unknown and the manufacture of home recorders was impractical from a marketing standpoint. The use of Crystal Recording Heads, however, resulted in simplification of assembly and operation,

high quality performance and economical construction. Today, as a result of Astatic pioneering, home recording is a reality, opening new avenues of enjoyment to the public and increased sales volume for both manufacturers and dealers in the radio field.



NEW SOUND PRODUCTS



Clarostat power rheostat

★ 25-watt size power rheostat. Resistance element embedded in inorganic cement. Tripod-type rotor. May be mounted in any position by means of adjustable locking pin and disc. Clarostat Mfg. Co., Inc., 285-7 N. 6th St., Brooklyn, N. Y.—RADIO TODAY.

Wright-DeCoster horn

★ Doenut type exponential horn gives wide-angle coverage on high frequencies. Overall diameter is 22 inches, depth 13½. All steel construction. Complete with 15 or 20 watt driving unit. List prices, \$36.40 to \$51.10. Wright-DeCoster, Inc., 2233 University Ave., St. Paul, Minn.—RADIO TODAY.

Motorola recording disc

★ Available in 3 sizes, 6½, 8 and 10 in., Motorola metal base recording discs are covered with a fine grain composition coating designed to eliminate needle scratch. Packed in cartons of 5, they list at 20c, 30c and 40c each respectively. Galvin Mfg., 4545 Augusta Blvd., Chicago.—RADIO TODAY.

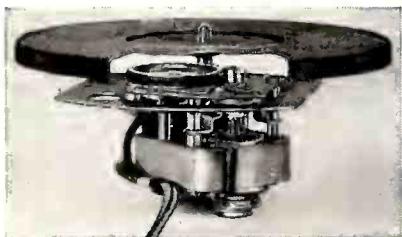


Clarion 70-watt amplifier

★ High power amplifier rated at 71 watts (99 watts peak) has high quality inverse feedback circuit. Six input channels for four mikes, and two phono. Mike gain 125 db. A-93K with volume indicator meter, list \$157.55. With built-in phono A-95K, \$176.03. Transformer Corp. of America, 69 Wooster St., New York, N. Y.—RADIO TODAY.

RCA portable PA

★ Type PG-180 portable amplifier system delivers 15 watts through two 10-inch PM speakers. Mike is velocity type on table stand. Two input circuits with individual volume control. Single case measures 21 x 16¾ x 11. RCA Mfg. Co., Camden, N. J.—RADIO TODAY.



Alliance motors

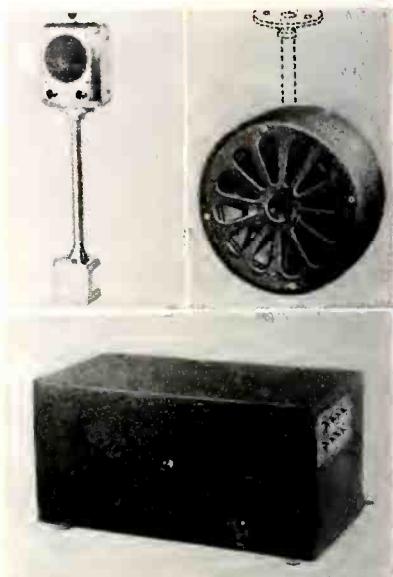
★ Two new recording motors, Model 90 and K-800. Model 90 is recording motor and turntable assembly with 9 in. turntable, rim drive. K-800 phono-motor designed for 25 cycle operation. 8 or 9 in. turntable, rim drive, 110 or 220 v. Alliance Mfg. Co., Alliance, Ohio—RADIO TODAY.

Philco record discs

★ Metal base recording discs are now available in two sizes, 6½ and 10 inches. Fine grain composition minimizes needle scratches. Records have long life. List at 20 and 45 cents respectively. Philco and Tele. Corp. Philadelphia, Pa.—RADIO TODAY.

Knight PA system

★ Portable amplifier and record player with deal speed turntable has 20-watt output. For schools, advertising agencies, etc. Two input channels, tone control. 16-inch turntable. 10-inch PM speaker and uni-directional mike. 110 60 cycle AC. Allied Radio Corp., 833 W. Jackson Blvd., Chicago.—RADIO TODAY.



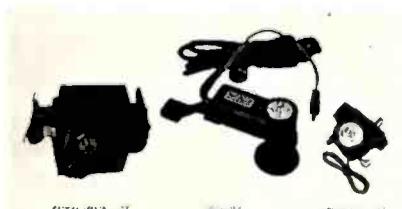
Webster Teletalk

★ Compact new system for intercommunication in lunch counters, restaurants, etc. Counter mounting mike, completely housed amplifier for 2½ or 5-watt output, and steam-proof cased speakers with universal mounting. Green signal light for order-repeat. Return speech feature at slight additional cost. Webster Electric Co., Racine, Wis.—RADIO TODAY.



B & H recorder

★ Filmosound recorder and record player is complete in its case without amplifier. May be plugged directly into Filmosound projector or properly connected to any standard radio having 2 or more stages of audio amplifications. Adjustable cutting head. Portable case in fabric leather. Bell & Howell Co., 1801 Larchmont Ave., Chicago, Ill.—RADIO TODAY.

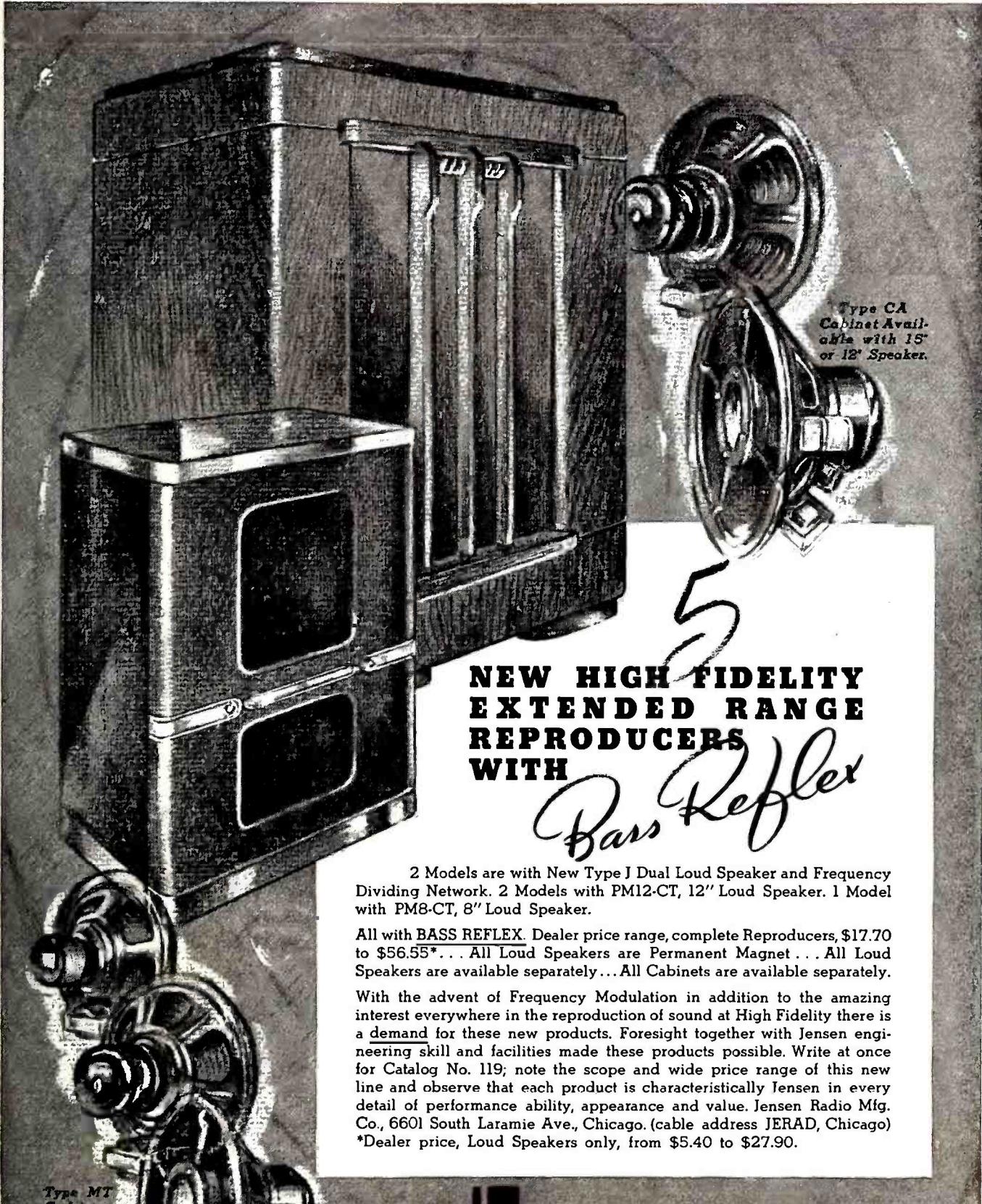


Presto sound film units

★ Three units for attachment to camera, recorder, and projector give perfectly synchronized sound with home movies. Equipment is available for three makes of projectors, and three cameras. Presto Recording Corp., 242 W. 55th St., New York, N. Y.—RADIO TODAY.

Wilcox-Gay stylus

★ Hi-Clearance recording stylus for making slow-speed and standard recordings on dual-speed Recordio. Does not "chip" disc at 33½ RPM. Flat side is inserted against locking screw. Wilcox-Gay Corp., Charlotte, Mich.—RADIO TODAY.



Type CA
Cabinet Available with 15"
or 12" Speaker.

NEW HIGH FIDELITY EXTENDED RANGE REPRODUCERS WITH *Bass Reflex*

2 Models are with New Type J Dual Loud Speaker and Frequency Dividing Network. 2 Models with PM12-CT, 12" Loud Speaker. 1 Model with PM8-CT, 8" Loud Speaker.

All with BASS REFLEX. Dealer price range, complete Reproducers, \$17.70 to \$56.55*... All Loud Speakers are Permanent Magnet... All Loud Speakers are available separately... All Cabinets are available separately.

With the advent of Frequency Modulation in addition to the amazing interest everywhere in the reproduction of sound at High Fidelity there is a demand for these new products. Foresight together with Jensen engineering skill and facilities made these products possible. Write at once for Catalog No. 119; note the scope and wide price range of this new line and observe that each product is characteristically Jensen in every detail of performance ability, appearance and value. Jensen Radio Mfg. Co., 6601 South Laramie Ave., Chicago. (cable address JERAD, Chicago)

*Dealer price, Loud Speakers only, from \$5.40 to \$27.90.

Type MT
Cabinet
Available
with 15",
12", or 8"
Speaker.

jensen
High Fidelity
REPRODUCERS

SELLING ALL CARS



Three out of four of the drivers are still without the conveniences of auto receivers!

From the looks of the market, there are plenty of reasons why radio men should renew an attack on the millions of drivers who are without receivers in their cars. The fact is, three out of four of the car owners do not have a set.

The Fall season is a tip-top time to wade into this mass of prospects, because the driving habits of the nation have settled down for the Winter, and because at the moment there's a terrific interest in automotive development. The new cars are being rolled out and everybody is feature-conscious. Also, no driver wants to miss news broadcasts these days.

SEASON'S JOB

In these paragraphs are a batch of sales tips which have been assembled from retailers who have been doing a job on car receivers and which are related to general principles of radio selling. There are a couple of dozen of them, listed in no particular order; they may provide a check-up on specific methods for actually getting more of this business.

1. Decide on a brand new "market study" of car ownership in your community, starting with lists of your old customers, and including names that you can get from directories and

friends in the car business. Use the survey as a basis for both the extent and nature of your promotions.

2. Get a supply of "giveaway" items to use in car radio sales work. An inexpensive auto accessory of some kind will do the trick.

3. Make personal phone calls every time you have a new model, or a new feature in your auto radio stock. Tell 'em you thought they'd want to know about it.

WORK WITH OTHERS

4. Cooperate with the car dealers in your town, to get a new line on what cars are changing hands, and whether they have new sets in them.

5. At all times, have a brand new auto radio unit in your store all set up to demonstrate. Many manufacturers have tricky displays just for this.

6. In cases where you can do it pleasantly and casually, follow your store traffic to the place where their cars are parked. Make suggestions for more satisfactory car radio reception.

7. Arrange with car dealers and automotive outlets to display your new models at their places. Many of them are not competitors.

8. Be sure to have a first-rate auto radio unit installed in your own car.

Sometimes it is best to demonstrate a job under actual driving conditions.

9. Be prepared to answer any and all questions about whether it is perfectly safe to "listen while you drive." This may be particularly important in selling families.

10. Prepare a complete list of morning and evening news broadcasts. Use these in selling business men who do most of their driving during those periods.

11. Send out a series of direct mail ads, to your prospect lists, with a simple but striking explanation of auto radio "use value."

12. Make a special point of contacting all the owners of expensive cars, to offer them extra service on custom-built jobs, such as those with extra speakers, extra controls, etc.

NOISE THE SETS AROUND

13. See to it that your servicemen, when they go to the homes of customers, have a supply of attractive circulars describing your stock of sets.

14. Use all the testimonials you can get, from your satisfied users of 1940-41 models.

15. Provide convenient parking facilities for the folks who want installation service, and advertise the fact that you are offering that courtesy.

16. Leave the set in your service car turned on, while it is parked, if it is permissible, at the store or at the home of the customer.

17. Surprise the town with a series of window displays which have the "serial" appeal—that is, get the folks curious about what you're going to do next.

BRING YOUR DISPLAYS UP TO FALL 1940 STYLE

18. Be sure that your display of auto radio accessories, such as new aerials, dash mountings, etc., are eye-catching and up-to-the-minute.

19. Get together with the local broadcast station and work up some promotion on the programs which are specially appropriate for car listeners. There are a dozen merchandising stunts that can be worked out in this way, with real benefits for both the dealer and the station.

20. Make a special service check-up offer to all your customers who are using old-model car receivers, and seize the chance to demonstrate your brand new sets.

21. Stage a check-up at intervals, and make sure that your prospects are aware of your time-payment facilities.



New Easy-Playing Changers Sell Sets

MORE and more sales of automatic combinations and record changer installation jobs begin with demonstrations of the new, simplified, easy-to-operate GI-C120 Record Changer. Customers like its one-lever adjustment for changing from one size record to another and for manual playing. They like its streamlined, extra-smart-appearance, too.

Built for convenience, and high fidelity playing under all service conditions. Made by the world's largest phonograph motor manufacturer. Delivered ready to install. Order today, for testing.

The GENERAL INDUSTRIES CO.
Dept. 438, ELYRIA, OHIO

Send for
NEW
Catalog

Lest you forget!

NOVEMBER 1940						
S	M	T	W	T	F	S
—	—	—	—	—	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
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MONTH OF
RADIO'S
TWENTIETH
ANNIVERSARY
CELEBRATION

DEADLINE FOR ADVERTISING
IN THE NOVEMBER
ANNIVERSARY NUMBER

RADIO
the Nation's
TODAY

**Special...N.U.
\$7.50 Special**

TAKES BOTH

PACKED IN ONE CONTAINER

1 2

TWO DRAWER STEEL CABINET

Here's a honey of a steel utility cabinet with the drawers partitioned to make it easy for storing small parts. You'll find this cabinet a mighty useful addition to your shop equipment and best of all . . . you get it FREE on this limited offer. Don't delay, take advantage of this deal and get your FREE steel cabinet. Cabinet size is—length 11½", width, 9½", depth, 5".

NO DEPOSIT ON CABINET

You can buy the condenser assortment for \$7.50 plus 30 N.U. point contract. Points can be added to present N.U. contract. You get the steel cabinet FREE now. There is no deposit. (The condenser assortment comes to you packed with the cabinet.)

**Popular
CONDENSER
ASSORTMENT
LIST**

\$14 35 *

This fine assortment of popular type N.U. condensers will move fast, give you a good profit and insure the good will of your customers. If you're already using N.U. condensers, you'll be sure to snap up this offer in a hurry. If you don't know yet how really good N.U. condensers are, here's a great opportunity to try them! The assortment you get on this limited offer consists of:

3—JB8450	1—AT2015
1—JB8845	1—AT8250
1—SC8450	1—AT4450
1—AT8150	3—AT8450
1—AT1615	1—AT1645
3—T601	
4—T602	
3—T605	
5—T610	
2—T625	

GOOD FOR **60** DAYS ONLY

Copyright, 1940, National Union Radio Corp'n.

NATIONAL UNION
57 STATE ST., NEWARK, N.J.
Radio Corp.

PARTS JOBBER STOCK-UP

An Alabama distributor has a stock control plan which makes for better service to his customers

One advantage of the perpetual-inventory record operated by the Auto Service Supply Company in Birmingham, Ala., is that each card gives a complete record of radio parts sales by months for the last three years and the total for each year. With this record these distributors know exactly what they have on order all the time and exactly what they are selling per month, so that one balances the other.

For instance, if May is a peak month they don't wait until next May to find out what had happened. They watch the peak and the down grade too, and don't wait to hit before the middle of May when everybody is hollering for parts.

Without such a system a jobber doesn't know what he has on order. He forgets he ordered something and so will order it again in ten days when he finds himself out of stock. Then when he gets it all in he has too many of one thing and it is "raising hell" with him so far as turnover is concerned.

CUTS OUT GUESS-WORK

"This is our bible," says H. S. (Mike) Banton. "There is no guess work about it. Take for instance a certain transformer number. We had four of them in stock 18 months and one of the counter men put it on the 'want book' when he sold the last two. It just so happened that somebody else had sold two, and so he got all excited and put it down on the want book."

"When we got to figuring orders we found we had those four for 18 months and we didn't want them at all. Most other jobbers would have gone ahead and ordered a dozen and they would have had a three years' supply on their hands. We look over every item on those cards if it is nothing but a lockwasher.

"This inventory record system also gives us other valuable information. For instance, on January 10 we ordered four of an item. On January 21 we received them. Thus this record also gives us some idea of how long it takes to get shipment from the factory. On the other hand, suppose we look up a back order. On consulting the card we find that nothing is filled in yet so we know nothing has come in. We know at all times exactly how much our inventory is and how much we have on order.

"We can tell how long we have carried certain items in stock without call. If an item has long shelf-life we will sacrifice it and get our money into something else. It takes about half a man's time all the time to keep this system up to date, but it is well worth it.

"We operate this system from a billing machine, with sheets all numbered in consecutive order, which have to be accounted for. From that the sale of each item is posted to the perpetual inventory card."

The company started in the automotive supply business twenty years ago and got into the radio business about 1925. The radio parts business soon outdid the automotive supply business and the only thing they sell today concerning the automobile is a radio. But they have always continued to use the name, "Auto Service Company."

School Opportunity for Parts Jobbers

Some of the parts distributors in the New York area have recently done a flourishing business in selling radio construction "kits" for use by students in the city's vocational schools. As many as 1,000 of the units will be placed in this single market during the current season, and how the alert

Jobber Family



George Barbey, right, prominent parts distributor of Reading, Pa., shown with his son, Carl.

parts jobbers got the busines serves as a lively object lesson to distributors throughout the U. S.

What the jobbers actually did was (1) they realized that training in radio had become more important because of its bearing on national defense, (2) they worked with the manufacturer of their school product and took advantage of his preliminary good-will efforts among educational authorities, (3) they took the time and the trouble to give the procurement officials an aggresive outline of the quality of their product, and (4) they bid for the orders promptly and carefully.

The kits bought by the New York school officials are the Meissner units —the 3-tube, 7-tube and the 8-tube jobs especially appropriate for school use. The Meissner firm itself did not bid on the jobs, and is proud of the fact that the busines went directly to its local jobbers. The company's representatives in New York had paved the way for the sales, by getting acquainted in educational circles and being helpful in all cases where the school authorities needed radio advice. But it remained for the jobbers who were on their toes, to note the trend of radio training, and to do something about it.

It is predicted that the use of radio kits in vocational schools will enjoy more and more popularity during the next months, and that the sales events in New York are only a sample of a nation-wide development.

NRPDA Men Air Today's Problems

A variety of current topics of immediate interest to parts jobbers, such as cooperative advertising, cash discount terms, prizes and program advertising, volume control, price situation, the amateurs place in national defense, problems of bid prices, uniform accounting, credit interchange, and NRPDA cooperation with NAB and RMA in the "Listen Before You Vote" campaign were among the subjects taken up at the Sept. 17th meeting of New England jobbers of the National Radio Parts Distributors Association at the Hotel Manger in Boston.

Other action at the meeting provides for a membership committee of five jobbers to pass on all new applications for membership. It was planned that luncheon of Boston jobbers will be held for special discussions of credit prob-

lems. The next general meeting of New England jobbers will be held at Springfield, Mass., it was decided.

Guests at the Hotel Manger gathering of jobbers included W. H. Childs, L. A. Crosby and A. J. Smith—Electrical Supply Corp., Cambridge; Samuel R. Joseph and Alan Joseph—Radio Maintenance Supply Company, Worcester; Mike Scott—Lafayette Radio Corporation, Boston; Milton Deutschmann—Radio Shack, Boston; A. W. Mayer, —A. W. Mayer Company, Boston; G. O. Lloyd—Sager Electrical Supply, Boston; and Henri Jappe—The Eastern Company, Cambridge.

Stewart-Warner Dealers, Jobbers Get Together

The voice of L. L. Kelsey, manager of the Stewart-Warner Corp., Chicago, was heard simultaneously in 78 cities, where as many distributor-dealer meetings were held Oct. 5 to introduce three new models to the SW 1941 radio line. In a dramatic stunt which was also used last year (when it created plenty of comment among U. S. sales execs) Mr. Kelsey described model 9B7, a 9-tube console; model 8F7, an 8-tube console, and model 5Y1, a new AC-DC battery portable. Shipments of the new jobs were timed to arrive just before the SW exec was heard via the records.

Some 400 SW distributors, key dealers and factory reps are now attending the company's annual refrigerator convention Oct. 16 to 19 at Indianapolis and at French Lick Springs. The program for the event is planned by Joseph C. Elliff, assistant general sales manager for the firm, and the new lines are presented by Charles R. D'Olive, appliance division manager.

Features of the big meeting include a special service convention, an enlarged "Quality Lane" presentation, and factory tours. Radio and appliance advertising manager C. C. De Wees says "we are presenting what we believe to be the most interesting, informative and constructive program we have ever offered."

Bonn Has a Big, New Home

Lew Bonn Co., the parts jobbers of Minneapolis, Minn., are now occupying a new store location at 1211 LaSalle St., where the firm has greatly expanded its facilities. A fresh-looking and fast-moving stock will be kept on the main floor, extra display space and offices will be on the third floor, and in the basement the company will try out a new merchandising idea—a "bargain" basement for obsolete and slow-moving parts. L. J. Bonn, head of the company, was host at an "open house" event Oct. 1 to 5th.

Lide Promoted by Westinghouse

For the newly created position of assistant manager of the merchandise advertising and sales promotion department of Westinghouse, Jesse H. Lide has been picked by Roger H. Bolin, department manager. For the past six years Mr. Lide has been a division manager for the company in the middle Atlantic district.

Stromberg Selects Ohio Jobbers

Stromberg-Carlson has just appointed two new distributors in Ohio. J. J. Skinner & Co., newly organized jobbing firm at 6523 Euclid Ave., Cleveland, will cover Cleveland and the outlying areas. J. J. Skinner was formerly associated with the Cleveland Distributing Co.

For northwest Ohio, the new appointee is H. Poll Electric Co., 512 Erie St., Toledo.

IRC Exec on Tour

Now in the midst of another of his trade trips, is Dan Fairbanks, sales manager of the resale merchandise division of International Resistance Co.,

Philadelphia, Pa. He is visiting jobbers, and speaking at service meetings in various cities, and is featuring the new IRC Master Radiotrician's Control Kit—a metal cabinet containing 18 Type D controls, "which handle 60 to 75 per cent of all volume control replacement jobs." He will visit Charlotte, N. C., Atlanta, Ga., New Orleans, Dallas, Houston, San Antonio, Tex., Oklahoma City, Kansas City, St. Louis, Chicago, Detroit and Dayton.

Crosley Appoints

New Crosley jobbers include Wright Service Co., Little Rock, Ark., for the whole state of Arkansas, and Buhl & Sons Co., for the Detroit area.

In the New Jersey territory, Crosley has named a new district sales manager, Lloyd Dopkins.



You, too, will give the new Utah Public Address Reproducers your vote when you see and hear them. They have won the immediate acceptance and approval of the industry. . . . Through these new

reproducers, Utah engineering and precision manufacturing have again scored an outstanding triumph. They include the latest and most worthwhile refinements in sound equipment construction. They provide an easy means of profitably meeting the most exacting requirements.

The New UTAH Baflex Reproducer

In the new Utah Baflex Reproducer, Utah engineering has incorporated all the latest developments and improvements of reproducers for public address systems, schools, colleges, taverns, dance halls, auditoriums, clubs, etc. They are available in four models. . . . These new Utah Public Address Reproducers are marked by a total absence of "back radiation." There is no distortion in the greatly improved bass response. Two models are especially designed for tele-

vision and Frequency Modulation receivers which require a wide audio frequency range. The frequency response has a range up to approximately 9500 cycles per second.

The cabinets are of sturdy, extra-heavy construction, scientifically designed to eliminate cabinet vibration and resonance. The cabinet design is strikingly modern, with an attractive, durable satin bronze finish.

The New Bi-Directional Speakers

The Utah Bi-Directional Speaker embodying the latest speaker design and construction features, has been especially developed and engineered for factory call and paging systems. . . . Their sturdy construction and im-

proved design combined with their popular price make them ideal for factories, hotels, clubs, etc. The baffles are molded, non-metallic. There is no excessive low-frequency response to distort intelligibility. A swivel joint bracket assures correct mounting.



New UTAH Wall Reproducer

The new Utah Wall Reproducer is the effective solution for sound systems that require a reproducer for music as well as voice. Its low price makes it an economical one as well. The finish blends with any decorative scheme. . . . The

tone quality has been immeasurably improved by the molded, non-metallic housing. Ideal coverage of a given area is assured because of the scientifically engineered angle of this new Utah Wall Reproducer.

And 107 Other UTAH Speakers

In the balanced line of Utah Speakers there is a speaker to meet every requirement. Utah engineers will be glad to help you solve your speaker problems.

Write for Catalog

Be sure to have complete information about Utah Speakers, write today—UTAH RADIO PRODUCTS COMPANY, 814 Orleans Street, Chicago, Illinois. Canadian Office, 560 King Street, West, Toronto. In the Argentine: Ucoa Radio Products Company, S.R.L., Buenos Aires. Cable Address: Utaradio, Chicago.



SPEAKERS

VIBRATORS • TRANSFORMERS • UTAH-CARTER PARTS

**Doing more jobs in less time
by working "on location."**

SERVICING

1 Listen carefully for several minutes to check owner's complaints. Recognizing the trouble will save testing time.

2 Put down a cover to protect rugs and floor. Test tubes while the owner watches. Weston 778 Serviset used here.

3 5 After the set is operating, re-align for improved sensitivity and quality. Unknown intermediate frequencies are found with oscillator and output meter. Low harmonic output essential for finding fundamental. Weston 776.

6 Clean-up the chassis and spectra a neat job and for the quiete tion that results. Leave flo

N THE HOME

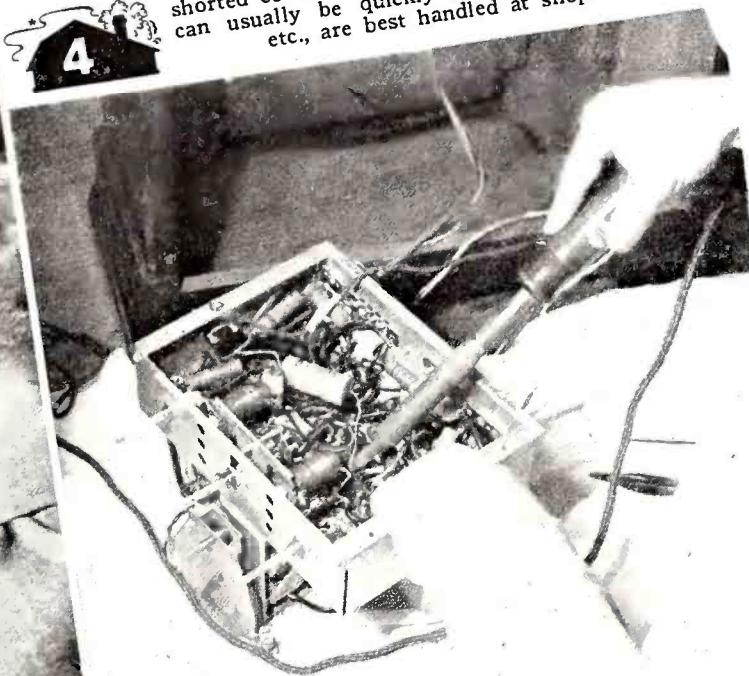
set is dead, use socket analyzer to determine nature of trouble. Weston 666-1B socket selector.

By WILLIAM MOULIC

Service Editor



If the socket analysis shows the trouble to be shorted condenser, or wrong value resistor, set can usually be quickly repaired. Bad coils, etc., are best handled at shop.



Push buttons on other sets in the home may be handled by assistant. With re-allocation of stations coming soon, trained helpers will be needed. Ten-station Precision alignment unit shown.



When set is back in tip-top condition, leave business card in back of set with date of repair. Show owner where it is placed. If tubes or parts have been replaced, let owner keep them. Weak tubes that have been replaced should be decommissioned by bending a couple of pins. Always restore set, ornaments, etc., to original positions.

**Doing more jobs in less time
by working "on location."**

SERVICING IN THE HOME



By WILLIAM MOULIC Service Editor

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Listen carefully for several minutes to check owner's complaints. Recognizing the trouble will save testing time.

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Put down a cover to protect rugs and floor. Test tubes while the owner watches. Weston 778 Serviset used here.

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After the set is operating, re-align for improved sensitivity and quality. Unknown intermediate frequencies are found with oscillator and output meter. Low harmonic output essential for finding fundamental. Weston 776.

6

Clean-up the chassis and speaker for a neat job and for the quiet operation that results. Leave floor clean.

7

Push buttons on other sets in the home may be handled by assistant. With re-allocation of stations coming soon, trained helpers will be needed. Ten-station Precision alignment unit shown.

8

When set is back in tip-top condition, leave business card or back of set with date of repair. Show owner where it is placed. If tubes or parts have been replaced, let owner keep them. Weak tubes that have been replaced should be de-commissioned by bending a couple of pins. Always restore set ornaments, etc., to original positions.

8 MILLION SERVICE JOBS!

New sales and repair opportunities growing out
of the broadcast-station frequency reallocation

On March 29, 1941, 777 U. S. standard broadcast stations will change their positions on the dials of 50,000,000 radios. This mass frequency migration is going to bring with it an opportunity for sales and service such as servicemen and dealers have seldom seen. In every city, town, and village there will be many of the 8,500,000 push-button radios, now in constant use, that will have to be re-aligned. But this alone is not the *real* profit opportunity.

The twisting of four, five or six adjusting screws is but a small part of the sum total of the business to be garnered from each of the prospects. The big money lies in the sale of new tubes, new repair parts, new sets, new antennas, n'everything! Here, in the re-positioning of more than 90 per cent of all the broadcast stations, lies the possibility of getting into practically every home with a real sales message and with new products to sell.

THE BIG PUSH

Here are some figures on what is going to happen. Of the 862 stations in this country, 20 will jump up 10 kc.; 26 will advance 20 kc.; 614 will climb up 30 kc.; 25 go up 40 kc., 64 fall down 10 kc.; 28 skip around to irregular spots in the band, and 85 will not change frequency. Along with all the changes, the U. S. gets several new frequencies which were formerly used by Canadian, Cuban, and Mexican outlets. These include 690, 840, 910, 960, 1030, 1510, 1520, 1560 and 1590 kilocycles. Since local stations are usually separated more than 50 kc., it will be a rare case where the stations within the receiving range will just step-up one button.

SET TO SELL

It is going to be impossible to get around to re-adjusting everybody's set in a short enough time to prevent confusion and inconvenience from not having the right combination of buttons and stations—at the right time. Here's what you can do. Go around to your customers, (and new prospects too), explain the situation and how you want to insure the continuity of their listening pleasure by leaving a new radio all set-up for the new station frequencies. This act will serve three excellent purposes. First, it will impress the customer with your sincere interest in their radio enjoyment. Second, it will give the best possible reason for getting a modern radio into the



"Which button do I push to get a serviceman?"

home where it can sell itself. Third, it will give you more time in which to do more repair and alignment jobs without inconvenience to the customers.

The sales possibilities with a procedure of this kind are enormous. When you deliver a set for use during the transition period, select a model that will appeal to the customer. If they have a console, take in a combination or a recorder. If they have a record player try one of the automatic changer models. A recorder with a few blanks will practically sell itself. Point out the new low prices in classical records

—how inexpensive it is to enjoy the best in music with a new combination radio-phono.

Service too, is going to be a big bonanza. When you pick up the old set, analyze its condition and give the facts to the owner. Explain that you can return it to its original, if not superior performance—that it will cost a little more to do a really complete job, precise alignment, careful tube tests for balance in push-pull audio circuits, new filters to reduce hum, smoother acting controls, speaker recentering, etc. Do a job from antenna to set to ground with a guarantee of "good as new performance." The story to tell is that, "broadcasting is changing, the push buttons on your old set are not adjusted for the new line-up; take this opportunity to re-habilitate your receiver and antenna for peak performance."

One important thing to remember about the service work to be connected with this re-allocation is that *now* is the time to register with the public that you are making plans to take care of them when the change comes, that you are an established organization, mechanically and mentally equipped to do the correct job. Undoubtedly there will be a great many screw-driver mechanics spring into existence just before the change. To protect both the public and yourself, now is the time to tell everybody that you are in business and not "gone today and here tomorrow."

HOW BROADCAST STATIONS WILL BE SHIFTED

Comparison of Old and New Channels Under Reallocation Planned by
Federal Communications Commission for March, 1941

Present	New	Present	New	Present	New	Present	New
550	550	*	840	1110	1140	1360	1390
560	560	850	870	1120	1150	1370	1400
570	570	860	880	1130	1160	1380	1410
580	580	870	890	1140	{ 1070	1390	1420
590	590	880	910		1170	1400	1430
600	600	890	920	1150	1180	1410	1440
610	610	900	930	1160	{ 1170	1420	1450
620	620	*	910		1190	1430	1460
630	630	920	950	1170	1200	1440	1470
640	640	930	960		{ 940	1450	1480
650	650	910	970	1180	1000	1460	1500
660	660	950	980		1030	1470	1510
670	670	*	960		1130	1480	1520
680	680	970	1000	1190	1210	1490	1530
*	690	980	1020	1200	1230	1500	1490
700	700	990	1030	1210	1240	*	1510
710	710	1000	1040	1220	1250	*	1520
720	720		690	1230	1260	1530	1590
730†		1010	740	1240	1270	1540†	
740	750		990	1250	1280	1550	1600
750	760		1050	1260	1290	*	1560
760	770	1020	1060	1270	1300	1570†	
770	{ 780	*	1030	1280	1310	1580†	
	1110	1040	1080	1290	1320	*	1590
780	790	1050	1070	1300	1330	*	1600
790	810	1060	1090	1310	1340		
800	820	1070	1100	1320	1350		
810	830	1080	1110	1330	1360		
820	840	1090	1120	1340	1370		
830	850	1100	1130	1350	1380		

*Formerly not assigned in U.S.
†Not assigned in U.S.

THESE 18



TYPE D ALL-PURPOSE CONTROLS Handle 60% to 75% of ALL REPLACEMENTS



**TAP-IN
SHAFTS Stay Put!**

Type D All-Purpose Controls are exact reproductions of the larger IRC Type CS Controls, with exactly the same design, exactly the same features and with the added convenience of Tap-in Shafts.

Just pick the control you need, select the proper shaft, tap it into position in the cone-shaped control receptacle following simple instructions enclosed with each control, and the job is done. The shaft won't pull or vibrate loose—and you're sure the quality of the control is the highest money can buy.

HERE IS WHAT YOU GET!

The IRC Master Radiotrician's Cabinet is factory-packed with the following 18 Type D All-Purpose Controls, switches and special shafts of the most popular types shown by records to be capable of handling the big majority of all control replacements.

IRC Control Type No.	Resistance	Purpose	IRC Control Type No.	Resistance	Purpose
2-D13-133	500,000	A	1-D13-133 X	500,000	F
1-011-116	10,000	B	1-DC13-133 X	500,000	G
1-011-123	50,000	C	1-D13-137	1.0	A
1-D11-128	100,000	C	1-D13-137 X	1.0	F
1-011-133	500,000	C	1-D13-139	2.0	A
1-013-123	50,000	D	1-D13-139 X	2.0	F
1-013-128	100,000	A	1-D14-116	10,000	H
1-D13-130	250,000	A	1-D16-119	20,000	B
1-D13-130 X	250,000	E			
A—Tone or Audio Circuit Control		E—Tapped for A. V. C.			
B—Antenna Grid Bias Control		F—Tapped for Tone Compensation			
C—Potentiometer Voltage Divider		G—Friction Clutch Auto Radio Type			
D—Tone Control		H—Antenna Grid Bias of 2 Tubes			

Switches: 5—No. 41 S.P.S.T.; 1—No. 42 D.P.S.T.
Shafts: 1—Type B Auto Radio; 2—Type C with slotted, knurled terminals; 2—Type D with slotted, unknurled terminals.

Dealer Net on above controls, 6 switches, 5 shafts **\$14.97**
THE CABINET IS INCLUDED FREE!

USE THIS HANDY ORDER FORM

*...The All-Metal Cabinet is
Included — AT NO EXTRA COST!*

Now, for the *first* time, you can purchase a stock of only 18 Controls, 6 switches and 5 special, extra shafts . . . and be prepared for quick, efficient service on more than two-thirds of the radios you are called upon to repair!

You save time, because it is no longer necessary to order a control every time you need one! You simplify installations because IRC Type D All-Purpose Controls with their Tap-in Shafts are easier to install and can be used universally to replace midget size or larger, old-style controls! You save money—and you assure your customer of a first-class job!

Best of all, you pay only the standard price for the controls, switches and shafts. The handy new IRC Master Radiotrician's Control Cabinet, as illustrated, is included with your purchase at not one cent of extra cost.

The Cabinet itself is of all-metal construction. Attractively decorated, it is an asset to the appearance of your shop. It is 14½" x 7½" x 4", weighs approx. 6 lbs. complete. IRC Control numbers are marked underneath each compartment so you can tell at a glance just what values should be reordered to keep your stock complete. Three drawers supply ample space for shafts, switches or other spare parts. Front metal cover snaps securely shut for carrying, or may be removed when Kit is used in your shop. The regular net price of the 18 Controls, 6 switches and 5 special, extra shafts is \$14.97—and the Cabinet is included for not one cent extra!

**INTERNATIONAL RESISTANCE CO.
401 N. BROAD ST., PHILADELPHIA, PA.**

Attached is \$14.97, check, money order (or send C.O.D.) one IRC Master Radiotrician's Control Cabinet complete with the 18 Type D All-Purpose Controls, 6 switches and 5 Tap-in Extra Shafts as described. It is understood that, if this does not meet my full approval, I can return it in good condition for full credit within 5 days.

NAME _____

STREET _____

CITY _____ STATE _____

Name of your regular jobber _____ City _____

(Jobber's name must be given to secure net dealer cost shown) State _____

SERVICE NOTES

Radio, Recorder, and P.A. Set

Multiple services are accomplished by the Emerson model DZ-371, which will function as a conventional radio, phonograph, recorder of radio programs, recorder with a microphone, a public address amplifier, and a combination of recorder of radio programs with accompaniment through the mike.

A complete schematic shows the details of the recorder, phonograph, and radio. The receiver is a standard super-covering the broadcast band, 540 to 1600 kc. The set has a built-in loop antenna and provisions for an external aerial. A wave trap is mounted on the loop antenna board to cut out interference at the IF frequency of 455 kc. Rear view of the loop frame in lower left corner of schematic shows the two trimmers for alignment, at 1500 kc, of the loop and antenna coil.

SWITCH POSITIONS

The switching of the various functions of the set takes place on the two-deck rotary switch. Position shown in diagram is "phono." The radio is silenced in the phono, mike recording, and PA, positions by opening the cathode lead of the 6SA7GT mixer. In the microphone recording positions, the voice coil ground return lead is open. In the radio recording position, the voice coil is connected to ground through a 45 ohm resistor, partially

muting the speaker. When mike and radio output are recorded together, the speaker is further muted by adding a 50 ohm unit in series with the 45 ohm resistor.

A 6E5 volume level indicator for use during recording, is operated by the audio voltage rectified in the 6B8GT diode section. This voltage is taken from the plate circuit of the direct-coupled 6AC5GT output tube through a voltage divider network. The grid of the 6E5 is grounded for all operations except recording.

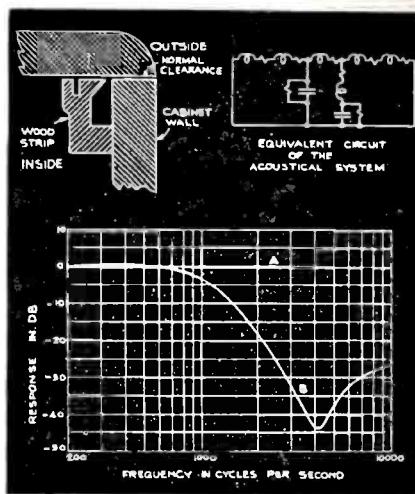
The set should never be turned on with the 6AC5G tube out of the socket or with the speaker plug disconnected, as the filter condensers may be damaged by the rapid rise of voltage. When replacing the chassis in the cabinet, keep any part of the dial from touching the cabinet as microphones may occur.

The IF transformers should be aligned to 455 kc. Set the tuning condenser at the minimum capacity position and feed the signal through a .02 mfd. capacitor to the grid of the 6SA7GT, or the stator of the antenna (rear) section of the gang.

To align the loop, set the dial at 1500 kc and feed the signal into a few turns of wire in a 12-inch diameter loop held about 12 inches from the set loop. Adjust the oscillator trimmer on the front condenser section and the loop trimmer mounted on the loop board.

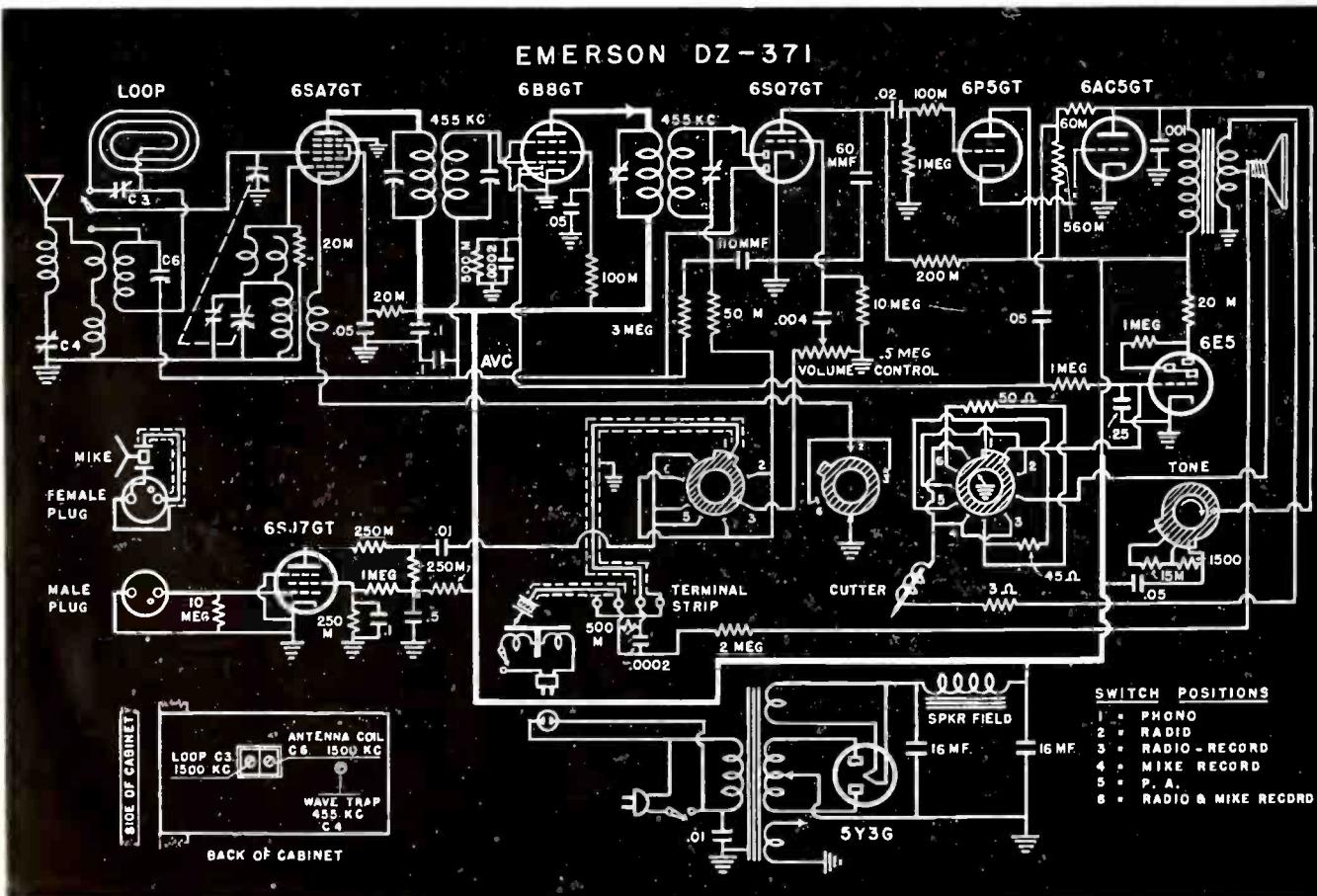
If an external antenna is being used, connect the signal generator through a .0002 mfd. condenser to the antenna lead and adjust the oscillator trimmer and the antenna trimmer also mounted on the loop board.

Cabinet Design Cuts Off Record Noise



The radiation of sound due to mechanical playing of records by vibration of the pickup is eliminated by the "tone guard" used on several of the 1941 RCA phono-radio models.

The tone guard is an acoustical baffle consisting of the top, walls, and a specially designed, grooved molding around the inside of the player compartment. The cabinet top does not fit flush on the walls of the compartment, leaving a small clearance all around. The grooved molding around the inside of the cabinet acts with the clearance slit under the lid as a low-pass filter. An electrical equivalent



circuit and the frequency characteristic of the system is shown. The narrow slits between the molding and top, and the walls and top are the inertia or inductance elements, while the capacity section of the filter, or stiffness element, is due to the cavities or grooves in the molding. The resistance portion of the circuit is due to the mass of air being moved through the acoustical filter.

As the chart shows, this filter begins to attenuate the frequencies at 1000 cycles and at 4000 cps., the level is off 44 DB. The lid must be closed of course to get this characteristic. There is no effect on the electrical reproduction of the record, where the full frequency range is reproduced unattenuated.

Soldering To Crystal Cartridges

Crystals used in phonograph pickups and recorder heads are permanently damaged if they are subject to temperatures above 130° F. even for a very short interval of time. It is essential to use extreme care when soldering leads to crystal cartridges, so that they are not over-heated and ruined. The following precautions will insure a satisfactory job.

Use a hot iron. If the iron is not hot enough, it will be necessary to hold it against the soldering lug for a relatively long time before the solder will flow. This long contact will permit heat to flow to the crystal, raising its temperature beyond the safe limit.

Be sure the connecting wires are thoroughly clean. If the connecting wires are old or dirty, the solder won't take immediately.

Be sure your soldering iron tip is clean. A heavily corroded soldering iron won't melt and flow solder properly.

Work quickly. Take the iron away just as soon as you see the solder flow.

Never solder a lead to the case of the crystal cartridge to serve as a ground. This will invariably raise the cartridge temperature above the safe limit.

These suggestions come from the service department of Stewart-Warner Corp.

Police Receiver



Belt radio used by motorcycle police in Atlantic City, N. J. Three acorn tubes; 33.1 mc.; weight is 29 ounces with B battery.

NOTICE! WE MAKE THE ONLY MEDIUM PRICED DYNAMIC MUTUAL CONDUCTANCE TUBE TESTERS

Dynamic Mutual Conductance is expressed in Micromhos. The Patented **Hickok** Circuit measures this essential characteristic in actual micromhos and brings this direct reading feature within the reach of all servicemen.



TUBE TESTER MODEL 510 X

The various **Hickok** Tube Testers and other Radio Testing Equipment are described in the new Catalog No. 120. Mail the coupon for a copy.

ADDRESS ALL INQUIRIES TO
THE HICKOK ELECTRICAL INSTRUMENT CO.
10514 DUPONT AVE. • CLEVELAND, OHIO, U.S.A.



TUBE TESTER MODEL 530 C

Dynamic Mutual Conductance in Micromhos is the accepted method of tube testing among all manufacturers and tube engineers. **Hickok** has pioneered and perfected Dynamic Mutual Conductance Tube Testers for over fifteen years. Accurate, modestly priced testers are the result.

THE HICKOK ELECTRICAL
INSTRUMENT CO.,
10514 Dupont Ave.,
Cleveland, Ohio

RT

Gentlemen:

Please send your new Catalog No. 120.

Name

Address

City..... State.....

SERVICE NOTES

How Maryland Serviceman Handles Intermittents

In reply to the questions asked by Farrington Radio Co. of Arlington, Mass., in the September issue of RADIO TODAY (page 60), A. S. Magee, manager of Magee Radio Service, Bethesda, Md., gives the following method of handling the estimates and charges for repairing intermittent receivers.

Editor, Radio Today

"When such a radio (intermittent) comes into our shop, we tell the customer we will give the set the usual routine check-up of tubes, etc., and will locate and repair or replace the defective parts. However, due to the difficult nature of the trouble it is necessary that they set the limit they will spend or just let us go ahead and fix the set if it doesn't run over \$3, \$5, or some other reasonable amount. If the job runs over the fixed amount, we phone a price which will cover everything to complete the job. This generally gets the job and we usually come out O.K."

A. S. Magee, Mgr.

How are you handling the estimate and charge angle? Send along the methods you have found to work and we'll publish them for the benefit of servicemen who are having trouble with this problem.

Typical Troubles

Emerson J 106, U6-D

Hum and oscillation; open filter condenser. Weak reception; open speaker field. Slight distortion; 15 M cathode resistor of 75 may have changed to 30M or plate resistor is 2 meg instead of 500M.

General Electric HB-402

Distortion. Volume control has increased in value to approximately 5 megs instead of 1 meg.

RCA U-9

Set howls at high volume levels. Microphonic 12SA7. Distortion; short in 50L6GT output tube.

RCA U-44

Set dead. Power line ammeter will indicate 2 amps in place of $\frac{3}{4}$ amp. Check for short from 6F6 plates to chassis through .005 capacitors. Replace with 600-volt units.

Westinghouse WR-168B

Steady hum, dead IF and mixer, AF ok. Short from 12SK7 plate through second IF transformer to 12S Q7 diode plate. New transformer needed.

Westinghouse WR-679

Oscillation. Loose or no shield on 1A7GT mixer. Weak reception, broken connection on loop. Check tubes for internal shorts on a tester to save batteries. Howling; microphonic 1H5GT.

These service hints were supplied by Willard Moody, serviceman for Edison Electric Shop, 30 Irving pl., New York.



The IDEAL REPLACEMENT UNITS AT SENSATIONAL PRICES

The Models 80 and K "Even-Speed" Motors are self-starting, light weight motors, ideally fitted for the rising replacement market. They are interchangeable in mounting; quickly and easily installed, and fit practically all standard phonograph and combination models.

SPECIFICATIONS

"Even-Speed" Model 80 (illustrated above) is available for operation on 110 or 220 volt, 50 or 60 cycle source at 16 watts input in 8", 9" or 10" turntable sizes; Model K for 110 or 220 volt, 25 watt operation in 8" or

9" turntable sizes. Both are exceptionally quiet in operation—no gears—smooth, positive friction rim drive. Excellent regulation characteristics for uniformity of table speed. Amply proportioned bearings—large oil reservoirs. Forced ventilation for cool operation. Slip type fan precludes possibility of injury. Mounting plate maintains correct turntable height regardless of mounting board thickness.

WRITE FOR PRICES

Mail a postcard today for prices and complete details on the "Even-Speed" Models 80 and K. Address Dept. RT.

ALLIANCE MFG. CO., ALLIANCE, OHIO

AMPERITE

2 GREAT MIKES!

AMPERITE VELOCITY
with exclusive
ACOUSTIC COMPENSATOR

Actually a combination Velocity-Dynamic, having best features of both types.

P.S. DYNAMIC

ELIPSOID PICKUP PATTERN

Features new superior **UNI-DIRECTIONAL** elipsoid pickup pattern. **ELIMINATES FEEDBACK TROUBLE. HAS FLAT RESPONSE.**

Model RBHk, hi-imp: (RBMr, 200 ohms); LIST \$42.00

Model RBSHk, hi-imp: (RBSk, 200 ohms); LIST \$32.00

Model PGH, hi-imp: (PGL, 200 ohms);

40-10,000 CPS..... Chrome LIST \$32.00

Model PGAH, hi-imp: (PGAL, 200 ohms);

70-8000 CPS..... Chrome LIST \$25.00

AMPERITE KONTAK MIKE

Puts musical instruments across. Beautiful results with any amplifier, record player, and most radio sets.

MODEL SKH (hi-imp)..... LIST \$12.00

MODEL KKH, with hand volume control, LIST \$18.00

Plug extra LIST \$1.50

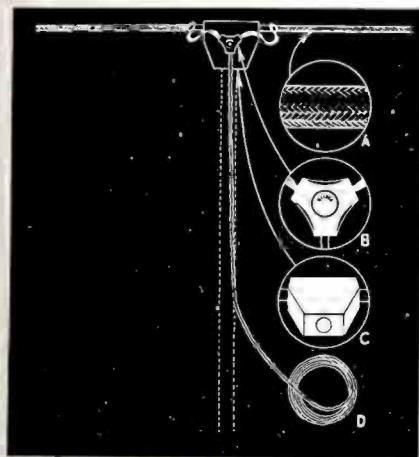
WRITE FOR FREE SALES AIDS
561 BROADWAY
NEW YORK



AMPERITE

Simplified FM-Tele Antenna Construction

A light weight, low cost di-pole antenna construction is shown in the new Belden Mfg. Co. (4647 W. Van Buren St., Chicago) Radio Data Sheet. The conventional quarter-wave metal rods are replaced by flexible copper braid which is slipped over light wooden arms. The ends of the braid are brought into a molded junction block where they are attached to the twisted pair lead-in. When the frequencies of stations are shifted, it is a simple matter to cut new lengths from a roll of braid. The diagram below shows the construction.



Vacuum Tube Meters in Mallory Supplement

The tenth of the series of supplements to the Mallory Radio Service Encyclopedia covers the subject of vacuum tube voltmeters. Slide back, rectifier, degenerative DC amplifier and other types are discussed with their circuit diagrams, etc. The application of vacuum tube voltmeters to receiver testing is covered in the last part of the supplement with specific schematics and types of circuits.

BOOK REVIEW

Motorola Auto Radio Service Manual

Published by Supreme Publications,
3727-20 W. 13th St., Chicago, Ill.
Price \$1

The 1941 edition of this Service Manual gives complete information for all Motorola auto radios. Along with the circuit diagrams, alignment data, sensitivity and stage gain measurements are given. Two pages are devoted to the RF and audio transformer color code and internal connections. Considerable space is devoted to the problems of interference hunting and methods of correcting noise pickup. The details and servicing instructions for the automatic tuning systems are clear and complete. Two pages of service hints speed up trouble locating. This manual will be valuable to the auto radio serviceman, and it is well recommended.

BRIGHT STAR

PORTABLE RADIO BATTERIES

**A Dependable
source of
power supply
for all types of
PORTABLE
RECEIVERS**



- ▲ The highly efficient "bag type" construction—long associated with BRIGHT STAR quality batteries—eliminates possibility of internal short circuits.
- ▲ Special inner casing safeguards battery life from harmful effects of moisture or dampness when receivers are used outdoors.
- ▲ Constant laboratory control over raw materials, manufacturing processes and finished product assures high quality, uniformity and top performance.

F R E E ! . . .

**Build your battery
sales with BRIGHT
STAR—for profits
and satisfaction.**

*A comprehensive Replacement Guide,
showing recommended BRIGHT
STAR Batteries for over 700 models
of portable receivers, is available.
Send for your free copy today.*



BRIGHT STAR BATTERY CO.

Executive Offices and Factory: Clifton, N. J.

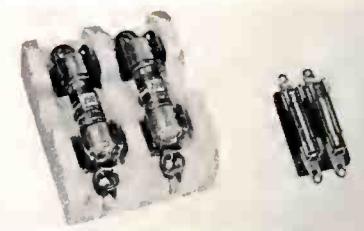
Chicago :: San Francisco :: Houston



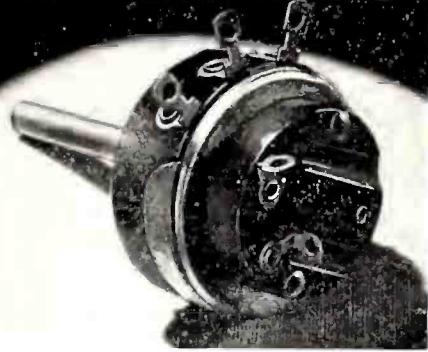
NEW SERVICE PRODUCTS

Stancor auto-pack

★ Model 132 power pack delivering 12.5 amps at 3 to 6 volts. Operates largest auto radio for few cents a day. Useful to servicemen in testing. Tap switch connected in primary gives variations to output voltage. Fused. Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.—RADIO TODAY.



Wire-wound CONTROLS



★ Make it CLAROSTAT for that wire-wound control you need. Here's why:

★ (1) Widest choice of standard types—1 to 100,000 ohms; all tapers; original Ad-A-Switch feature. (2) Backed by a winding experience second to none. (3) Special alloy contact and perfected lubricant. (4) Enjoy same performance insisted upon by commercial and Government users.

★ Ask jobber about these wire-wound controls. Ask for latest data. ★ Or write Clarostat Mfg. Co., Inc., 281 N. 6th St., Brooklyn, N. Y.



Hickok tube tester

★ Model 530M tube merchandiser has large 9-inch meter with English scale. Calibration in micromhos also gives true worth of tube's mutual conductance. Tests for shorts, gas and noise. Hickok Electrical Instrument Co., 10305 Dupont Ave., Cleveland, Ohio—RADIO TODAY.



Walsco refinishing kit

★ Cabinet refinishing kit containing stain, spirit lacquer, polish, French varnish, enamels and other items for repairing radio cabinets. Brushes built-in caps. All materials are alcohol-soluble and can be washed off. Walter L. Schott Co., Los Angeles, Calif.—RADIO TODAY.

Belden 8219 cable

★ High frequency transmission cable for use with television and FM, consists of 18 ga. stranded tinned copper, celanese braid, rubber covered. 40 mc., 92 ohms, 6 DB loss per 100 ft. Belden Mfg. Co., 4689 W. Van Buren St., Chicago, Ill.—RADIO TODAY.

Radex universal IF's

★ Three double tuned IF transformers duplicate electrically the majority of units in all sets. Grid lead may be brought out top or bottom. The three units cover 150 to 200 kc, 240 to 300, 430 to 500 kc. List, \$1.25 each. Radex Corp., 1733 Milwaukee Ave., Chicago, Ill.—RADIO TODAY.



G-C service kit

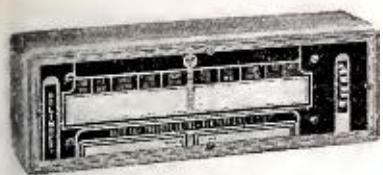
★ Contact and attenuator cleaning kit, No. 777, consists of special contact cleaner and corrosion resistant lubricant. \$1. General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—RADIO TODAY.

Election Campaign Hits New High—Dealers Clean Up!

Sentinel with QUALITY RADIO
Since 1920

COMPLETE LINE . . . BATTERY AND ELECTRIC SETS
Full Merchandising Co-operation

SENTINEL RADIO CORPORATION
Dept. RT-10 2020 Ridge Ave., Evanston, Ill.



Radio City roll chart

★ Rolindex chart for tester modernization is mounted in 11 x 3 3/4 x 3 inch box with plastic window and engraved hair line from end to end. Roll charts may be easily replaced as new types appear. Charts available for number of older RCP testers. Radio City Products Co., 88 Park Place, N. Y.—RADIO TODAY.



Ohmite Deterohm

★ Decade resistance boxes in 2 ranges, 1 to 9,999 ohms and 10 to 99,990 ohms, for laboratory and service men. Range covered by four switches. Ohmite Mfg. Co., 4835 Flournoy St., Chicago, Ill.—RADIO TODAY.

Consolidated transformers

★ Series of midget double tuned IF transformers is one of several new products added to line. Miniature etched foil capacitors in tubular and boxed form, and two vertical rod home antennas listing at \$4.50 and \$1.50 are featured. Consolidated Wire and Assoc. Corp., 516 S. Peoria St., Chicago.—RADIO TODAY.



Precision tube tester

★ Series 914 counter type tube has 7-inch meter with swivel mounting for convenient viewing. Tests all type receiving tubes. Full-vision roller chart, push button set-up. Precision Apparatus Co., 647 Kent Ave., Brooklyn, N. Y.—RADIO TODAY.

Look to **Webster Electric** *First*

Regardless of whether the new products you will manufacture this year are designed to sell at a mass or class market price, Webster Electric is ready to serve you as never before.

Webster Electric Reproducers cover the entire range. The line includes both crystal and magnetic types for home or exacting professional use. It includes both permanent and semi-permanent sapphire as well as standard steel needle models.

The crystal cartridges designed for standard mounting include a wide range of voltage and frequency characteristics as well as a model designed especially for severe humidity conditions.

In addition to a line of complete reproducers and cartridges, Webster Electric also has available flat and upright type recorders in which is employed the famous Webster Electric "Knife Edge" bearing.

The entire line of phonograph recording and reproducing equipment will be the superlative results of years of experience in designing and building toward fine tonal quality. Look to Webster Electric first in this year's designs.

Licensed under patents of the Brush Development Company

Licensed by Electrical Research Products, Inc., under U. S. Patents of American Telephone and Telegraph Company and Western Electric Company, Incorporated

WEBSTER ELECTRIC COMPANY, Racine, Wisconsin, U. S. A. Established 1909.
Export Dept.: 100 Varick St., New York City. Cable Address: "ARLAB", New York City

Webster Electric

"Where Quality is a Responsibility and Fair Dealing an Obligation"

MANUFACTURERS OF TELE-TALK INTERCOMMUNICATION AND PAGING SYSTEMS • POWER AMPLIFIERS AND SOUND DISTRIBUTION EQUIPMENT • RADIO PHONOGRAPH PICKUPS • IGNITION TRANSFORMERS AND FUEL UNITS FOR OIL BURNERS

HAVE YOU EVER SEEN ALL THE CLIPS THAT MUELLER OFFERS?

**Special Clips
for
Every Use**



Solid Copper Clips



Insulated Clips



Send for Free Samples and Catalog 930
MUELLER ELECTRIC CO., 1573 East 31st St., CLEVELAND, O.

for GOOD POWER PACKS



- For those heavy-duty power packs which must stand up month in and month out, year after year, just remember these Type 10 Aerovox oil-filled filter condensers. • No larger than usual electrolytics. Inverted screw mounting with grounded can. Or can may be insulated with washer. • An ideal filter condenser at an attractive cost.

AEROVox Type-10

600 v. D. C. Working—Type 610		
Cap.	Size-Ins.	List Price
Mfd.	Dia. x High	\$2.75
2.0	1 1/2 x 3 1/2	3.25
3.0	1 1/2 x 4 1/2	3.75
4.0	1 1/2 x 5 1/4	
1000 v. D. C. Working—Type 1010		
1.0	1 1/2 x 2 7/8	2.50
2.0	1 1/2 x 4 1/2	3.25
1500 v. D. C. Working—Type 1510		
.5	1 1/2 x 2 7/8	3.00
1.0	1 1/2 x 4 1/2	3.25

Get Our CATALOG

- You'll find these oil-filled jobs listed in our latest catalog. Also other oil-filled condensers for operating voltages up to 7500. Ask local jobber for catalog—or write us direct.

AEROVox
CORPORATION
NEW BEDFORD, MASS.
IN CANADA: AEROVox CANADA, Limited, Hamilton, Ont.

Majestic Outlines Bright Future

The completely reorganized Majestic Radio & Television Corp., 50th and Rockwell Streets, Chicago, is now the scene of vigorous activity on home radio sets. Harry Byrne, who has been connected with Majestic in various sales and merchandising capacities for the past four years, has been appointed sales manager in charge of sales and advertising of home sets, and production of a new line is under way. The company is controlled and operated by Du Mont Television Laboratories, subsidiary of Paramount Pictures, Inc.

Mr. Byrne states that "we face the future with confidence. The entrance of Du Mont Television and Paramount Pictures into the radio industry places Majestic in a significant position for future developments."

U. S. Moves to Train Radio Men

An immediate chance for radio men to get free training which will improve their professional standing in the industry, and at the same time give them a better command of the communications' requirements of the U. S. Army and Navy, is provided by the vocational schools now being set up by the Boards of Education in various cities. The radio courses are among those offered as a result of Government funds set aside in the National Defense program for improving the abilities of men in vital industries.

One of the manufacturers representatives of New York City, S. M. Harper, ORC., Signal Corps Reserve, 23 W. 60th St., has been appointed as trade advisor in the vocational program in New York. In a statement to RADIO TODAY, Mr. Harper outlined the procedure there, and the report may be taken as an indication as to what may happen on a national scale.

LOCAL BOARD ACTS

It was explained that the radio training was being planned by the advisory board of the Board of Education with the help of industry, labor, and Army and Navy officials, so that the courses are practical, timely, and scientific. All branches of communications are taken up, according to needs of those who enroll. All students are taught to send and receive code, up to their abilities. Many employees of radio companies are enrolling, (one radio company has 30 employees enrolled) to step up their capabilities, and many radio servicemen are taking the course to improve their ability to fix sets for the public. Yet all of the work is seasoned with what the Government may require in the communication field, should an emergency arise.

The training is strictly the "project" style, and the students work with actual equipment. They are divided into classes of ten, according to their interests and are encouraged to take fundamentals first. Classes meet five nights a week, for 3-hour sessions, but the schedules are flexible. Each course



Dealer Net Price
\$27.84

Push-button switching by a new, simpler way makes the Model 1200-F an entirely automatic Volt-Ohm-Milliammeter with maximum speed and minimum switching. Only one button need be pressed for any range and test setting. Ranges: DC, 0-10-50-250-500-1000 at 25,000 ohms per volt . . . AC, 0-10-50-250-500-1000 at 1000 ohms per volt . . . DC Milliamperes, 0-1-10-50-250 . . . DC Microamperes, 0-50 . . . Resistance, 0-1000. Low ohms, shunt type circuit; 0-300,000 ohms: 0-3 and 0-30 megohms, series type circuit. Self-contained batteries for all ranges. RED • DOT Lifetime Guaranteed Instrument, rectifier type. Attractive metal case with rich brown suede enamel finish. Panel with new three-tone finish. Dealer Net Price . . . \$27.84

Model 1200-A—Selector switch operated . . . 2000 Ohms per Volt DC . . . Volt-Ohm-Milliammeter . . . Dealer Net Price
\$21.84

Model 1200-E—Selector switch operated . . . 25,000 Ohms per Volt DC . . . Volt-Ohm-Milliammeter . . . Dealer Net Price . . . \$25.84

MODEL 1620
This is a counter type, lever switch operated tube tester. Four "quick change" non-obsolete features, including RED • DOT Lifetime Guaranteed Instrument. Speed Roll Chart, New socket panel and Switching Section can all be replaced should unanticipated changes make it necessary.
Dealer Net Price . . . \$37.84



Write for Catalog—Section 1910 Harmon Drive

THE TRIPPLETT ELECTRICAL INSTRUMENT CO.
Bluffton, Ohio

amounts to 100 hours of study, so that a course lasts about 8 weeks.

Students are required to have two years experience in their trade, as the Government naturally prefers to spend its money on established tradespeople. It is estimated that in N. Y. alone, 1,000 men of the radio trades will take the radio courses.

Officers Named for Crosley Distributing Corp.

The board of directors of The Crosley Distributing Corp., subsidiary of The Crosley Corporation, has elected the following officers: Lewis M. Crosley, president; Raymond C. Cosgrave, vice president and general manager; Robert I. Petrie, vice president and general sales manager; George E. Smith, vice president, secretary and treasurer; and John J. Hope, Jr., assistant treasurer. The Distributing Corp. distributes Crosley products in Cincinnati, Chicago, New York, Dayton and Columbus.

Guy Flraig is manager at Cincinnati; C. S. Tay, of the Chicago branch; Fielding Robinson, New York branch, and C. V. Dilard, of the Dayton and Columbus branches.

RCP in Sales Expansion Program

A 40 per cent expansion of an already extensive advertising and promotion program for the coming season is announced by Radio City Products Co., 30 Rockefeller Plaza, New York City, makers of RCP radio and electrical test and service equipment. A feature of the program will be big-scale advertising to both dealers and consumers, and "an expedited system for referring resulting inquiries to distributors in each area after servicing catalog requests direct from the home office."

RCP has expanded factory floor space 35 per cent, and reports that sales for the year ending last June are almost double those for the previous 12-month period.

Stromberg Appoints Trio of Reps

Stromberg-Carlson has named three new sales representatives for the Pacific Coast, the Middle Western, and the Southeastern territories, according to news from Fred N. Anibal, radio sales manager for the firm.

William L. Mollands will call on the trade in the states of Alabama, Georgia, Florida and South Carolina.

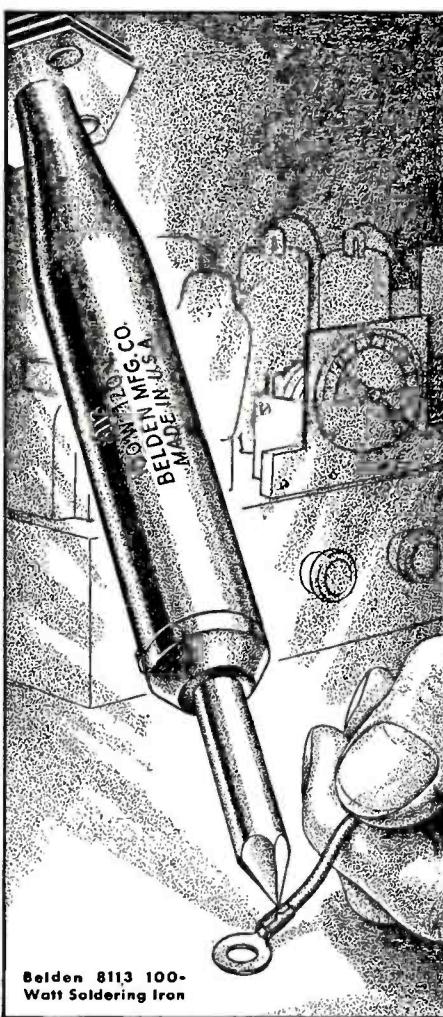
Burt Doris will cover distributors in the West from Phoenix to Salt Lake City to Spokane and Seattle, and from Seattle to San Diego.

Clarence F. Burt will now contact jobbers and dealers in Indiana, Kentucky, and northern Illinois.

Housman Heads Charity

David Housman, president-treasurer of Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston, has been picked as chairman of the radio group for the Greater Boston Annual Maintenance Appeal of the Salvation Army.

DON'T GO "HAYWIRE"



Make a Good Connection

Your wire and cable replacements should live up to your service requirements—and give original equipment performance. Belden wires are the result of long years of close cooperation with the industry—constant research in modern Belden laboratories. They will protect your wiring jobs—and you'll find wide customer acceptance through Belden's big national consumer advertising. Be sure of good connections . . . Specify Belden when you order from your jobber.

Belden Manufacturing Co.
4613 W. Van Buren St., Chicago

Go Belden

FOR EVERY RADIO REQUIREMENT . . . Antenna Systems—Aerial Wire—Power Line Filters—Hook-up Wires—Coaxial Cables—Transmission Line Cables—Microphone Cables—Communications Systems Cables—Magnet Wires—Resistance Cords—Terminals—Auto-Radio Wires

BLITZKRIEG!

Clarion's 5-point sales attack is smashing sales records in Sound. Be sure you are on the winning side. Join forces with Clarion now.

Wire or write for Clarion's exclusive distributorship deal for increased P.A. sales and profits.

Clarion PUBLIC ADDRESS Equipment
TRANSFORMER CORP. OF AMERICA • 69 WOOSTER ST., NEW YORK

Recordaid in Gift Stunt for Xmas

A sales-stirring promotion for the Christmas season, special for record merchandisers, has been announced by Alex. A. Gettlin, 1616 Walnut St., Philadelphia, Pa., who publishes the "Recordaid" catalog of consolidated listings of records.

Mr. Gettlin will issue booklets of gift certificates, which look like check books and are individually printed for each dealer, so that retailers may sell them to those who want to give records for Christmas. Any number of records, as well as any label, may

JIM QUAM Says



Perhaps it isn't yet apparent, but we are heading into a period of unprecedented prosperity. Hundreds of millions will be spent for preparedness each month—most of it for labor. People are going to have money to spend—and if the radio industry doesn't participate in this boom, then it's our own fault. The foresighted dealer will anticipate this new demand—and see that his stock is adequate to meet it. The manufacturer must get in materials now—before most of the available supply goes to munitions. If the industry is on its toes, it will see several years of real prosperity—or we can let the business and profits go elsewhere. It's up to us!

QUAM-NICHOLS CO.
33rd Place & Cottage Grove
CHICAGO
1674 Broadway
NEW YORK

QUAM SPEAKERS

be specified on the certificate, so that the stunt is flexible and convenient. The books will be ready shortly, and will be offered at cost to those dealers who subscribe to the Recordaid service.

New rates for the Recordaid service are also announced. The catalog is issued bi-weekly, at \$20 a year, but if subscribers want extra copies sent to other stores in the same chain, extras are available at \$15 a year per store. Extra catalogs for use in the same store are only \$7.50 a year, and if a single chain needs 25 or more, they are \$10 each per year.

Radio Men to Help Pick Singer

(Continued from page 22)

thrill of instantaneous recording. Abe Lyman and his Californians are appearing nightly, and one of the entertainment stunts is to pass around a microphone and to record voices of the guests. Mr. Lyman will be followed at the New Yorker by Woody Herman and other top outfits, who will develop the same entertainment features of recorders and blanks.

Hollywood Records Start Selling

New records of performances by film stars are now available for radio men to sell. They are being merchandised through jobbers and are made by the Specialty Record Co., 366 Madison Ave., New York City.

The first release includes records by John Barrymore, Luise Rainer, Franchot Tone, Joe E. Brown, and Ilka Chase. Each one presents an artist in a peak specialty, such as Luise Rainer doing the telephone scene as Anna Held in "The Great Ziegfeld." Performances include background music, and announcing by Del Sharbutt, for a complete "show" effect. Each disc has an autographed picture of the artist.

Thousands of the 10 inch records are already in the hands of dealers and they report lively interest on the

part of the public. In New York, they are being distributed by the Warren-Norge Co., jobber for Farnsworth radios, and they are retailing at 39 cents.

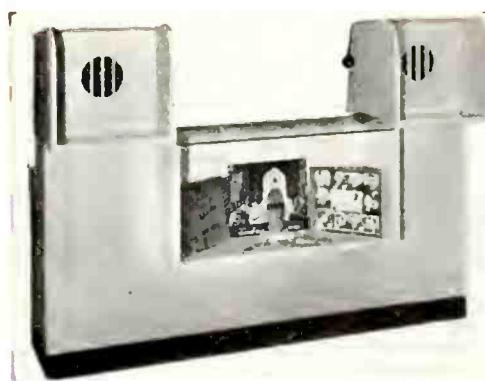
Murray Is General Mgr. for Columbia Records



The internationally-experienced Mr. Murray, now with Columbia Record Corp.

Appointment of James W. Murray as executive vice-president and general manager of Columbia Recording Corp., Bridgeport, Conn., has been announced by CRC president Edward Wallerstein. Mr. Murray's experience in the business started in 1928 and includes activity in the U. S., Europe and the Far East.

The new Columbia exec worked with the old Columbia Phonograph Co., and then with the Nipponophone Co., Ltd., Japanese record maker. The latter firm was merged with the RCA Victor Co. of Japan in 1936, and Mr. Murray became managing director of the combined companies. He resigned that post in 1939 and opened New York offices to represent various foreign interests. Now, Mr. Murray closes these offices to give his entire time to Columbia.



RECORD BAR*

The modern record dept. demonstrates records to four customers at one time. Has display, accessory and stock space. Price upon request.
*Reg. and copyrighted U.S. Patent office 1940.



For Profitable FALL SALES **BITTER RECORD EQUIPMENT**

Send for Free Folder

Established 1920

A. BITTER CONSTRUCTION CORP.

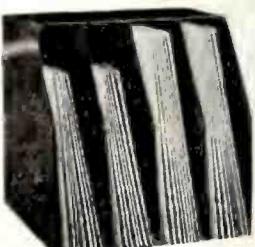
27-01 Bridge Plaza North

Long Island City, N. Y.

← RECORD RACK NO. 100 may be used separately or as a unit of a large record dept. Capacity 500 10" records, 500 12" records, and 75 albums.

Price \$44.00 F.O.B. Factory

MERCHANDISER NO. 27 →
Suitable for display and storage purposes. Capacity 120 10" or 12" records.
Price \$2.25 Boxed F.O.B. Factory





Reviewing the design points of the new phonograph motor produced by Alliance Mfg. Co., Alliance, Ohio, are, left to right, the company's sales manager, R. F. Doyle; chief engineer Porter Turner; and research engineer E. V. Schneider. It's Model K, a 25 cycle friction-drive job, companion to the highly successful Model 80.

Philco's Experts Help Release Folk Music

Thousands of old records of American folk songs, which are filed as wax cylinders in the Archive of American Folk Song in the Library of Congress, will now be made available to musical research students, due to some special work by Philco engineers. These experts devised a pick-up using the same principles present in the new Philco photo-electric radio phonograph, whereby the valuable music is transferred from the fragile old cylinders to flat disc records that can be played over and over again without damage.

The Philco sapphire stylus used in the new device has a "floating" action and a very slight downward pressure, as in the "sound from a beam of light" developments recently marketed by the company.

Home of Permo Point Expanded

A big expansion has been announced by Permo Products Corp., Chicago, "the world's largest manufacturer of phonograph needles and recording styli." The firm has started construction on an addition to the plant at

6415 Ravenswood Ave. and the completed building will increase production by 50 per cent and will double the present floor space of Permo.

Arthur J. Olsen, president, declares that the extra space was needed because of "the growing demand for phonograph needles, recording styli, and the alloys used in airplane instruments, fountain pens, etc." Mr. Olsen, a disabled Marine Officer, started the Permo Corp. in Chicago 14 years ago, and has piloted the firm through a history of consistent growth.

JFD Analyzes Dial Belt Qualities

In announcements to the radio trade, the J. F. D. Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn, N. Y., is again emphasizing the importance of "Woven Fabric" dial belts for use in the tuning mechanisms of current radio models. JFD says that a belt which works with complete freedom from overlap, bumps, stretch and slip, provides a dependable accuracy which is particularly important in the electric tuning jobs. The firm points out that its process for making the woven fabric JFD even-tracking product is exclusive, and that it is widely used by manufacturers as original equipment.

SW Radio Sales in Strong Upturn

An increase of 35.2 per cent for the first nine months of this year, compared with the same period in 1939, has been noted in the radio shipments of Stewart-Warner radios from distributors to dealers, according to reports from Frank A Hiter, SW vice-president and general manager. And it was found that radio stocks on hand with jobbers and dealers had declined 25 per cent.

Factors contributing to the lift in general radio sales were said to be (1) Increase on national employment in private industry, (2) Better radio values, and (3) A boom in home-building.

AMERICAN RADIO TUBE CO.

**RADIO TUBES
DIAL LIGHTS**

▼
**ARTCO
CONDENSERS**
**LIBERTY
CONDENSERS**

**QUALITY MERCHANDISE
AT LOWEST PRICES**
SEND FOR CATALOGUE

▼
SOLE DISTRIBUTORS

**ART RADIO CORP.
115 LIBERTY ST., NEW YORK CITY**

PORT-O-MATIC

You can detach the small front section of the phonograph containing the speaker and amplifier and place it in the next room or outdoors where you can listen conveniently to your favorite records played in automatic sequence.

You can start or stop the phonograph and adjust volume and tone without getting up—complete control at your fingertips. Available with Garrard record changer. Your customers will prefer this new Remote-O-Matic. It is way out in front in design, features, portability and flexibility.

Send for Catalog "R"

Describing complete line of Portable Radios, Phonographs and Combinations.

The PORT-O-MATIC CORP.
50 EAST 77TH STREET NEW YORK



Announces A NEW PORTABLE AUTOMATIC PHONOGRAPH

**The most startling development
ever made in portable phono-
graphs.**

REMOTE-O-MATIC
(Patent Pending)

Recordios Subject of Big Sales Kit

A go-getting sales kit for 1941 has been released by Wilcox-Gay Corp., Charlotte, Mich., in which the merchandising tools for the Recordio—"America's Most Versatile Radio" are included. Basic themes are "operating simplicity, superb quality and top performance," with the new dual recording feature accented, too.

The kit shows national ads in *Life* and *Fortune*, and how they work for dealers. Second section of the kit offers complete newspaper mats, and outlines radio and billboard advertising. Third "arm" of the program in-

SALES HELPS

cludes complete mailing pieces, sales letters, stuffers, penny cards and blotters available. Fourth part of the outfit contains compelling ideas for demonstration and display.

Announcement folder of 1941 Recordios shows a total of nine models, including two portables, one table model, and six consoles.



**Customer Satisfaction!
Dealer Profits!**



Plays more than 1,000 records or 4,000 home recordings without changing—and without scratching a record!

Over 7,000,000 Permo Point needles used each year in automatic phonographs!

Sold by the better distributors and the better radio and music dealers everywhere.

PERMO PRODUCTS CORP.
6415 Ravenswood, Chicago
Manufacturing Metallurgists



Now being welcomed by hundreds of dealers is a new Westinghouse floor display, a sturdy and compact unit in colors picked to feature 11 of the company's 21st birthday series table models.

The display is 80 in. high, 52 in. wide and 18 in. deep, and there's room on the bottom shelf to show two radio-phono combinations with the lids up. It's a sparkling unit built to last a long time and it comes from Westinghouse Electric Supply Co., 150 Varick St., New York City.

Brand New Displayers for RCA Radios

RCA Victor has released two new merchandisers. One is a 3-color display piece for table models, with lively appeal and compact design. This unit

features a "bulletin board" frame at the top, for showing magazine ads on the sets.

The second display is also a demonstrator for the RCA "personal radio." The set itself is used at the front, and when customers raise the lid, the radio starts to play. This unit comes in black, white and brilliant red.

Comic Display Issued by Burgess

One of the first and liveliest Christmas displays offered to dealers this year comes from Burgess Battery Co., Freeport, Ill. It's a merry illustration of St. Nick's experience with skis, and it's long on human interest.

The display is linked with a Burgess



**The INSIDE STORY
of the**

**NO BUMPS
NO OVERLAP
NO STRETCH
NO SLIP**

! No other belt
has these
features

In electric tuning, with its critical "return positions," accuracy is MAINTAINED because of these features.

The only belts which track evenly over their entire surface.

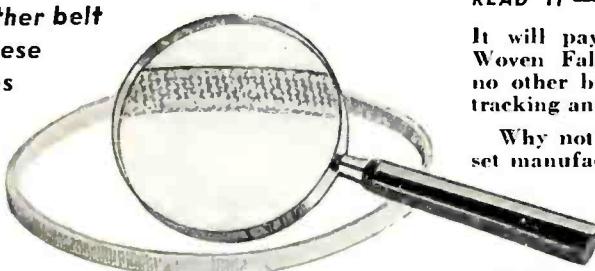
Same as belts used in manufacturers' original equipment.

JFD WOVEN FABRIC DIAL BELT

READ IT—FOR YOUR OWN PROTECTION

It will pay you to always insist on JFD Woven Fabric Dial Belts. Why? Because no other belt approaches JFD in accuracy, tracking and all-around dependability.

Why not profit from the lessons that the set manufacturers have learned? They have tried other kinds but they always come back to WOVEN FABRIC.



Trade Mark Registered

JFD MANUFACTURING CO.

4111 Ft. Hamilton Parkway Brooklyn, N. Y.

gift offer of a new stream-styled flashlight and a pen-light, in matched colors and packaged as a gift. This is offer 5XD and Burgess will send the details.

"Football Facts" a Timely Traffic-Builder

A special edition of "Heffelfinger Football Facts" for 1940 has been published for the General Electric Co., and is being used by GE dealers as a brand new giveaway item.

This convenient, 48-page encyclopedia of football includes the new playing schedules, past records of teams, seating plans for all stadiums, etc. It was compiled by "Pudge" Heffelfinger, all-American guard, Yale, '91, who introduced the booklet 6 years ago and has found its yearly editions to be increasingly popular.

Raytheon Summarizes Sales Helps

All the sales helps available to Raytheon tube dealers and servicemen are shown in a new booklet titled "Dependable Dealer and Service Helps." It includes "a multitude of dealer helps—colorful window displays, window and door decals, counter and shelf displays, shop tags, tube stickers, etc. . . and valuable technical information."

The booklet is free to dealers, from Raytheon jobbers, or from any Raytheon branch offices.

Handy Magnifier for Your Needles

A novel magnifying glass, fitted with a convenient rubber holder, is now available from Permo Products Corp., 6415 Ravenswood Ave., Chicago, Ill., as a useful item for inspecting record grooves, recording needles, playback needle points, etc.

The magnifier will be sent to all jobbers, manufacturers and engineers who request it on their letterhead and enclose 10 cents to cover handling and mailing costs.

Ballam Goes to Southern Sellers



Mr. Ballam and rig.

Harold Ballam, who has been associated with the Shuler Supply Co., New Orleans, La., for the past 10 years, has joined J. E. Muniot in the Southern Sellers Organization, manufacturers representatives of 918 Union St., New Orleans, La. Mr. Ballam is an active amateur with wide experience in radio receiving, transmission, sound equipment and related fields.

Southern Sellers have new plans to work with factory and jobber in developing industrial markets that may have been neglected. Demonstrations of actual applications are on the program. Service meetings are planned in key cities in the area. The organization is interested in handling several additional lines, to round out the expansion program.

Clark at Andrea

The Andrea Radio sales manager, E. S. Germain, has announced the selection of Harry Clark as direct dealer sales manager in the New York area. Mr. Clark will emphasize the new additions to the Andrea line—a recorder-phonograph, a portable electric phonograph, and a 3-band, 6-tube, 3-way portable job.

Crosley Sales Jump

Sales of Crosley radios have increased 164.3 per cent during last August, over those of the same month a year ago, according to word from Robert I. Petrie, vice-president and general sales manager for The Crosley Corp.

If you recognize the finer things in instruments—

THE word "quality", is used more in advertisements than any other . . . and yet we all know that the place to look for it is not in advertisements, but in PRODUCTS!

You who have used testing instruments for a number of years recognize quality—or the absence of it—the moment you get your eyes and hands on testing instruments. Indeed Simpson Testers owe their meteoric rise to the fact that so many service men DO recognize the FINER THINGS in instruments.

If you know testing equipment you owe it to yourself to inspect Simpson instruments like those briefly described here. That is all we ask. The rest we leave to the instruments!

A handsome new catalog covers the advanced Simpson line. Ask for your copy.

SIMPSON ELECTRIC CO.
5216 Kinzie St., Chicago, Ill.



MODEL 400 — Never before have so many features been combined in a tester. "Unit design" guards against obsolescence; visual guide ties in speed-roll chart with switches; three-way switching broadens scope. Your name engraved free on panel. Dealers \$36.00 net price.



MODEL 240 — A remarkable value in a pocket size (5 1/4 x 2 1/8 x 1 3/4") 3,000 volt, self-contained tester. Four A.C. and five D.C. voltage ranges at 1,000 ohms per volt; 0.15-150-750-milliamps; 0.3000-300,000 ohms. Dealers \$14.75 net price.



MODEL 300 — A handsome, precision tube tester at a remarkable price. Filament voltages of .5 to 120 V. Tests octal, single ended tubes, bantams, midgets, miniatures, ballast tubes, gaseous rectifiers, Christmas tree bulbs, etc. Has neon short check; "good" and "bad" markings; percentage scale; tube charts in cover. Dealers \$26.50 net price.



MODEL 260 — The outstanding value in a high sensitivity set tester for television and general servicing. Ranges to 5000 volts—both A.C. and D.C. at 20,000 ohms per volt D.C. and 1000 ohms per volt A.C. Resistance readings from 10 megohms down to 1/2 ohm and five Decibel ranges from -10 to +52 D.B. Dealers \$27.50 net price.



MODEL 320 — Giant tester with 9-inch illuminated meter. Has 50 ranges . . . nine A.C. and nine D.C. voltage ranges; six milliamperes ranges; five resistance ranges; four capacity ranges; seven decibel ranges. Entirely A.C. operated. All voltage ranges have resistance of 1,000 ohms per volt. Test leads included. Rack mountings available. Dealers \$37.50 net price.

SIMPSON INSTRUMENTS THAT *Stay ACCURATE*

**WE HAVE FOUND
RCP
TEST EQUIPMENT
indispensable
IN OUR TRAINING**

"We have been using various test equipment manufactured by your company over a period of many months," writes Radio-Television Institute of New York, "and have found it of great value. The durability, flexibility and all-around utility of your (RCP) equipment makes it indispensable in our training program."

You will find that where dependability counts most, among test equipment users who make it a point to check the entire field carefully before purchasing, there RCP Test Equipment is usually in service, rendering consistently satisfactory performance. Naturally, there is more profit for you in the test equipment experts select.

**RCP
COMBINATION
TUBE AND
SET TESTER**

MODEL 803

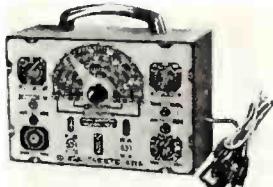
Portable "service shop" tests all latest tubes, miniature, ban-tam, Jr., all filament voltages. Hot interelement short and leakage tests for individual elements. Individual section tests multi-purpose tubes. Line voltage regulation 103 to 135 volts meter indication. Tube noise test. Exclusive AC measurement method eliminates large errors. Mechanical roller-type tube chart index. DC VOLTMETER 0-10-50-500-1000 (at 1000 ohms per volt) RANGE AC VOLTMETER 0-10-50-500-1000 DC MILLIAMMETER 0-1-10-100-1000 DC AMMETER 0-10 OHMMETER 0-500-5000-1,000,000-10,000,000 DM METER, -8 15-15 to 29-29 to 49-32 to 55 decibels FOUR RANGE OUTPUT METER same as AC volts Complete, ready to use with test leads. Dealer Net Price \$32.95



**SIGNAL
GENERATOR**

MODEL 702

Capable of even finer performance than RCP's famous former signal generator. Has all latest improvements in circuit and mechanical design. Extremely wide all wave coverage continuously variable from 95 Kilocycles to 100 Megacycles. Output modulated at will. 30% modulation at 400 cycles, sine wave from self-contained independent 400 cycle circuit. Attenuation in approximate microvolt calibration by means of five step ladder attenuator. Dealer Net Price \$22.95



RIGHT NOW WRITE for Catalog No. 124. Discover the profit-possibilities in RCP's complete line of Dependable Test Equipment for every need and every purse.

**RADIO CITY PRODUCTS CO., INC.
88 PARK PLACE • NEW YORK, N. Y.**

**RCP
dependable
TEST
instruments**

NEW BOOKLETS

The 1940 catalog of P. R. Mallory Co., Indianapolis, Ind., covers their complete line of controls, switches, jacks, resistors, capacitors, vibrators, rectifiers, etc. Approved Precision Products is the title.

Two folders released by Solar Mfg. Corp., Bayonne, N. J., one giving details on new Model CE capacitor Exam-eter, while other, Bulletin AC, catalogues replacement AC motor starting capacitors by manufacturer and part number, and describes new Cap-Check, AC capacitor checker.

Universal Microphone Co., Inglewood, Calif., issued a new microphone catalogue announcing increased sensitivity in all models.

The new, complete, Sprague condenser catalog will be sent free, upon request to Sprague Prods. Co., North Adams, Mass.

Available on request is New England Radiocrafters' (1156 Commonwealth Ave., Brookline, Mass.) No. 41 catalog sheet of instructions for designing tuning units with table and L/C formula and description of universal cabinet kit and vernier dials.

New edition of Thordarson Transmitter Guide presents wide selection of transmitters with building and operating instructions, illustrations, circuits and technical articles. 15c postpaid from Thordarson Elec. Mfg. Co., 500 W. Huron St., Chicago, Ill.

Two new booklets on marine radiotelephones giving illustrations and descriptions are available from Hallcrafters, Inc., 2611 S. Indiana Ave., Chicago, Ill.

Birnbach Radio Co., Inc., of 145 Hudson St., N. Y. C., has just released Catalog No. 41 which includes many new items and additions to their regular line of wires, cables, hardware, antennas, ceramics, etc.

Copy of Shure catalog, No. 153, is available from Shure Bros., 225 W. Huron St., Chicago, Ill., covering complete Shure line of microphones as well as new items for 1941.

"FM for Finer Music" is a 16 page booklet by Stromberg-Carlson Tele. Mfg. Co., Rochester, N. Y. Advantages and fundamentals of FM are given. Offered in coupons in the firm's national magazine advertising.

"The ABC of FM" is a booklet now available to radio dealers for consumer distribution, from Freed Radio Corp., 39 W. 19 St., New York City.

"A Dictionary of Radio Terms," 36-page illustrated book containing definitions of approximately 800 radio terms, abbreviations, symbols, historic data, etc. Is available by sending 10c to Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.

Ferris Instr. Co., Boonton, N. J., announce their latest general catalog and price list and also a descriptive bulletin, on their Model 32-A radio noise and field strength meter.

Instruments for Measurement of Electronic Devices is title of new catalog describing microvolters, VTVM's, audio oscillators, etc., produced by Televiso Products, Inc., 1135 N. Cicero Ave., Chicago.

WHERE TO LOOK FOR NEW SALES AND BIGGER PROFITS!



CARILLONS • MUSICAL TOWERS

New Big Profit Outlet—Live wire sound men can cash in on the big demand for tower and belfry chimes. Sunco Carillons are sold and installed by qualified dealers exclusively. Sales Leads! We advertise regularly in 10 leading church publications that cover an audience far in excess of one quarter million readers. These exclusive features mean more profits—easier, quicker sales: Micro-tuning to 1/5000 of 1% permits playing of any harmony, same as on a piano. Speakers handle deepest tones at full power. Covers area 2 miles in diameter. Many special carillon records available. READ THIS: If you have an established sound business with commercial listing, and are looking for a new profit outlet—Write us at once!

SUNDT ENGINEERING COMPANY
4763 Ravenswood Ave., Chicago, Illinois

Sell & Use LITTELFUSES

WRITE
FOR CATALOG



Get this new catalog free. Shows complete line of Littelfuses for radio, transmitters, rectifiers, meters, instruments. FUSE MOUNTINGS—all kinds. When you want fuses—LITTELFUSE! See your jobber or write:

LITTELFUSE INC.
4763 RAVENSWOOD AVE. CHICAGO, ILL.

**DISTRIBUTORS SALES
PROMOTION HELP**

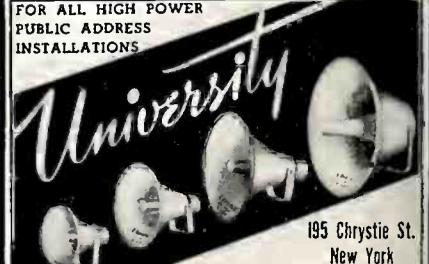


University's One Year Guarantee assures you that we must be constantly on our toes checking and double checking manufacturing processes at every stage of the game.

For Election Sound Sales and all other sound sales, stress the University policy of Guaranteed products only.

P.S.—Make sure that the University U-6-40 catalogues are on hand at all times.

FOR ALL HIGH POWER
PUBLIC ADDRESS
INSTALLATIONS



195 Chrystie St.
New York

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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.

Emerson Starts Biggest Drive of Its History

Reaching its peak this month, is a coast-to-coast advertising and sales promotion campaign staged by the Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City, which is "the greatest drive in the history of the company." Emerson is spending record sums for local newspaper ads in all areas, which will be backed by color ads in leading magazines such as *Saturday Evening Post*, *Life*, *Esquire*, etc.

New types of "silent salesmen," metal signs, banners, streamers, store displays, direct mail, etc., are part of the drive with "25th Anniversary Value Sale" the theme. A vigorous follow-up campaign will start early in November and run to Jan. 1, 1941.

Charles Robbins, general sales manager for Emerson, predicts an all-time high for radio sales this fall, because of political activity, events abroad, bigger broadcasts, and generally improved business conditions.

Robinson Succeeds Clough as Sales Mgrs' Chairman

The Western Group of the Sales Managers Club of the Radio Parts Industry have named their new officers for 1941, and have picked John Robinson of Crowe Name Plate & Mfg. Co. as chairman. Mr. Robinson succeeds Herbert W. Clough of Belden Mfg. Co. in that post.

Win Hartford of Thordarson Electric Mfg. Co. is the new vice-chairman,

and Helen Staniland of Quam Nichols Co. continues as secretary and treasurer.

Radiart Production in New Tempo

Better service to Radiart jobbers and their dealers is now being accented by Radiart Corp., Barberville Ave. and W. 62nd St., Cleveland, Ohio, as a result of greatly expanded production facilities at the new factory home.

The large, modern plant is owned by Radiart, and much more orderly production lines are now in operation, in the manufacture of vibrators and auto aerials.

RCA Outlines Fall Program

Big plans for the RCA sales promotion program this Fall and Winter on receiving tubes, power tubes, parts, test equipment and Radiolas, were heard last week by RCA tube and equipment specialists from all parts of the U. S. at a meeting in Camden. Ten of the company's execs addressed the meeting.

Hall to Coast

T. F. Hall, formerly of the merchandising services staff of the General Electric radio and television department, Bridgeport, Conn., has been appointed field specialist in radio and television receivers and tubes for General Electric with headquarters in Los Angeles.

"HAVING A SWELL TIME," WRITES ABNER BUGLE, "WISH YOU WERE HERE."

Abner Bugle is the man who used to write the advertisements for Sprague Condensers.

Nobody could juggle adjectives more gracefully than Abner and, when it came to slapping on the superlatives, even Abner admitted he was just about tops in his profession. But Abner ran into a snag one day, and here is how it happened:

"Look, boss," he wailed to the president of the advertising agency for which he worked. "I'm in a helluva fix. There's nothing more to say about Sprague Atom midget dry electrolytic condensers."

"What!" roared the president, gnashing his teeth so hard he bit the stem off his Meerschaum. "Don't be a fool, Bugle! Why, Atoms build up quicker. They stand higher surges. Their low leakage avoids overheating. They're smaller, and they've got more guts than —"

"I know all that," mourned Abner. "But every cheap condenser makes just about the same claims—whether they can live up to 'em or not. They may not be as good as Atoms in a radio set, but they look just as good in an ad. I don't know what to do."

"Jeepers Creepers, man!" the president's bellow shook the oil painting of the 50th million Sprague TC Tubular hanging on the wall. "And you say you're an advertising expert! Of course Atoms are better. They're unconditionally guaranteed. There isn't a firecracker in a carload—not in a trainload—two trainloads—three trainloads —"

"I know that, boss," wailed Abner. "But you can't PROVE those things in print. No



matter if he fills 'em with mush and wraps 'em in tissue paper, another manufacturer might CLAIM that his condensers are as good as Atoms."

The president did not reply. Grasping pad and pencil, he suddenly began to write. For two hours, Abner stood by, pale and wan and there was no other sound save the feverish scraping of the boss' gold pencil.

"Eureka!" shouted the president finally. "I've got it. Here's what we'll say in our next ad. Listen to this:

"We're glad most condensers are bought on the basis of hard-boiled engineering tests rather than mere advertising claims. When quality is allowed to speak for itself, there can be no mistaking what it says. That's why Spragues are today specified by leading users throughout the world."

"Splendid copy, boss—and it's all true," said Abner, breathing a deep sigh of relief.

"Splendid nothing!" snorted the president. "It's perfect. What's more, you're fired, Bugle. In the future, I'll write the Sprague ads myself."

SPRAGUE PRODUCTS COMPANY

North Adams, Mass.

P.S.—When last heard from, Abner Bugle had become a beachcomber in Tahiti. "Having a swell time—wish you were here," was what he wrote on the postcard, and added: "It's a great life. Beats advertising to a frazzle."



BRACH Antennae

Automobile
Home — All types
F-M Systems
Television
Police • Marine
Multiple Systems
Complete Kits
Accessories

Made by World's Oldest and Largest
Manufacturers of Radio Aerial Systems

L. S. BRACH MFG.
CORP.
55 DICKERSON STREET
NEWARK, N. J.

PINCOR

A
SIZE
FOR
ANY
JOB

DYNAMOTORS

Pincor Dynamotors are as much "at home" on tough jobs as on ordinary ones. No wonder they are specified by governmental and commercial users universally for air craft, marine and broadcast service, police units, sound systems, auto radios, etc. Available in a wide variety of types and frames for any requirement. Highest efficiency and regulation. Capacities: 5 to 850 watts. Input, 6 to 110 volts; output, up to 1750 volts. Specify "Pincor"—and be sure of thousands of hours of dependable, quiet service. Mail coupon for complete information.

Pioneer Gen-E-Motor Corporation
CHICAGO, ILL.

Export Address: 25 Warren St., N.Y., N.Y.
Cable: Simontrice, New York

PIONEER GEN-E-MOTOR CORPORATION
Dept. R-2J, 466 W. Superior St.
Chicago, Ill.

Please send information on Pincor Dynamotors, Motor Generators and special power supply units.

Name

Address

City..... State.....



Philadelphia parts jobber takes his staff to town—Norman M. Sewell, right, Century Radio Co., is shown here on a visit to Hygrade Sylvania offices in New York City. Snapped by Sylvania sales promotion exec Henry C. L. Johnson are, left to right, J. A. Herrmann, Jr., I. H. Shaner, S. G. Flood, G. C. Scarborough, and G. S. Dickey.

Ansley Announces FM for All Dynaphones

"A choice of FM for everyone" is now announced by Arthur C. Ansley, head of the Ansley Radio Corp., 4377 Bronx Blvd., New York, N. Y., makers of the Dynaphone line of radios and combinations. Ansley sees big Fall interest in FM, and has designed a new FM unit which can be incorporated into any model of his line. Thus he offers Dynaphone FM in a wide variety of cabinet styles—period, modern, console chairside—in 12 different wood finishes.

Addition of the FM "staticless" unit to the Ansley models will boost the prices only \$60. Thus, the firm can offer a standard and short wave console combination with FM added, 8 tubes, for \$169. The FM unit is a separate, 6-tube tuning job, with separate dial. It is pointed out that the "outstanding high frequency reproduction which characterizes Ansley instruments" makes them specially appropriate for FM reception.

Ansley has agreed to install the FM unit in the Dynaphones now in use, if the owner will return the set to the factory. The cost will be \$60, plus \$10 labor fee.

Freed Shows Salesmen FM Qualities

A special effort to help educate the radio retail salesmen in the New York area on the performance details of FM has been started by Freed Radio Corp., 39 W. 19th St., New York City, makers of the Freed-Eisemann FM radio receiver.

Sales and service staffs of some of the leading retailers in the area are being taken on educational tours to the Alpine, N. J., FM transmitter of Major Edwin H. Armstrong. These trips are conducted by Joseph D. R. Freed, well known engineer and radio exec who heads the Freed company.

The firm has also started the publication of a weekly digest of "FM News," including the fast growing program broadcast schedules.

Portables Promoted as Year-Round Seller

"The portable now takes its place with other types of radios as an all year-round seller," is the key theme of a special dealer campaign announced by Philco. Larry Hardy, Philco's manager of compact sales declares that "sales to many customers not in the market for any other type of radio are now possible because of the special uses and convenience of our portable."

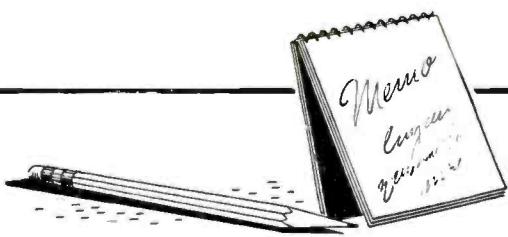
The portable is now recognized as a very flexible and versatile radio and with its AC-DC-Battery character, it will also be in demand in Fall and Winter. Philco will point this out to the public, and will remind prospects that portables, with their new plug-in aerials, will get economical reception in train, airplanes, etc.

Stupakoff in Expansion

Announcement has been received from Stupakoff Laboratories, Inc., that the company has expanded its activities and changed its name to Stupakoff Ceramic & Mig. Co. About Jan. 1, 1941, the firm will occupy new and greatly enlarged quarters at Latrobe, Pa., near Pittsburgh.

Record Expert Available

RADIO TODAY has received news of an expert in recorded music who now wants a post as salesman for a record distributor or dealer. He has had wide experience as a musician, a record merchandiser, and a music teacher, mostly in Vienna and in France, and has lately made a study of American records. Box 813, RADIO TODAY, 480 Lexington Ave., New York City.



Jot down a note on profits

Two major reasons why radio-phonograph combinations offer you *bigger profit opportunities* are . . . *first*, public demand for combinations is greater than ever, and *second*, combinations sell at higher prices, thereby returning you a larger profit per unit!

Then, too, combinations help make your sales task easier . . . with a radio-phonograph model you're offering the prospect **extra entertainment value!** You're giving the prospect a sound

tangible reason for spending more money.

You make this effective sales approach doubly effective when you back it up with the truly brilliant radio performance provided by the Westinghouse 21st Birthday Combinations shown below. Here are outstanding radio-phonograph values! Outstanding in styling, cabinet beauty, and performance. Why not make this your biggest money-making season? Write or phone your nearest Westinghouse Distributor today!



RADIO-PHONOGRAP AND HOME RECORDER MODEL WR-486

Superb 9-tube radio. Automatic Phonograph. Makes recordings, either of radio programs or by microphone. Push-button tuning. 12" Dynamic Speaker. Beautiful hand-rubbed walnut cabinet.



MODEL WR-480

Plays 10" or 12" records. "Easy-lift" lid. Push-button Tuning. Self-starting motor. Crystal pick-up.



MODEL WR-478

Plays 10" or 12" records. Self-starting motor.

← MODEL WR-484
Automatic Record Changer. Push-button Tuning.

MODEL WR-484

Built-in Antenna. 6 tuning buttons. Automatic Record Changer.



Westinghouse Precision RADIO

BEST BUYS!

Motorola



Motorola

SUPREME PERFORMANCE
is in the HEART OF THE SET

It's the Heart of the Radio . . . the works . . . that delivers supreme radio performance. And Motorola has plenty of "Heart," TONE . . . SENSITIVITY . . . and SELECTIVITY that only 3-gang Tuning can deliver. Make these 3 Tests Yourself . . . Discover Motorola's Heart!

1 Listen to Motorola's Concert Quality Tone. You'll find it pure, radiant, rich, sweet and full.

2 Check Motorola Sensitivity. You'll get many more stations—much greater distance.

3 Prove Motorola Razor-Sharp Selectivity. Get the stations you want sharply and clearly—one at a time.

Nationally Advertised

FULL-COLOR PAGES IN
SATURDAY EVENING POST AND LIFE
NOW RUNNING

WRITE OR WIRE YOUR DISTRIBUTOR

GALVIN MFG. CORPORATION • CHICAGO

1941 AUTOMATIC
PHONOGRAPH-RADIO
and HOME RECORDER

**MODEL 93FI
MIRACLE INSTRUMENT
10 BIG FEATURES**

- Makes Records of your Voice or Musical Talent.
- Makes Records of Favorite Radio Programs.
- Makes Records of your Voice blended with the accompanying Music from your Radio.
- Re-records—makes Duplicate Records from your Records or professional Records.
- Plays professional Records and any Records you like.
- Can be used as a Public Address System.
- Automatically Changes twelve 10" or ten 12" Records.
- 3 Bands—American, Police, Amateur, Aircraft and Foreign Stations.
- 9 Tubes, including Rectifier—Push-Pull—3-Gang Tuning.
- Has Electric "Feather-Touch" 6 Push Button Tuning.

**MODEL RWI—PORTABLE RECORDER
with EXCLUSIVE RECORD DUPLICATING
and WIRELESS PLAYBACK**

Makes Home Recordings and also duplicates records back home talent and professional records the "Wireless" through any Standard Broadcast Radio.

- Crystal Pick-Up and Cutting Head . . . Cuts and Plays up to 12" Records.
- High Quality Crystal Microphone.
- Powerful Constant Speed Rim Drive Turn-Table.
- Uses 5 Radio Tubes—Size 15" wide, 6" high, 10" deep.
- Duplicating Pedestal Included—For Duplicating Any Professional or Home Records.
- Fabric Covered Portable Carrying Case Extra.

