MEMORANDUM

RADIO A NECESSITY!

As the nation faces the ordeals of War, radio has proven itself more vital than ever. Already the public has had 24-hour-a-day proof that there is no more essential consumer item than the radio set in home, office or car! In America's united activity for war, Radio is a Necessity!

Eager to help toward perfect coordination, your publishers are proud to be able to announce a wider field in which to do our part. Next month, January, 1942, our new enlarged and improved consolidated publication, RADIO RETAILING Combined with RADIO TODAY, will appear, and will be sent to all subscribers of both predecessor publications.

Meanwhile this December number, now in the reader's hands, is the last issue of Radio Retailing in the form it has appeared for 16 years. Subscribers to Radio Today are also receiving this issue, in place of Radio Today, which will not be published for December.

The initial January number of the new and expanded magazine will jump headlong into radio's wartime job - to demonstrate to the industry and the trade, as well as to the American public and its Government, the essential place of radio in a world afire.

Watch for the January issue - Radio a Necessity!

O. H. CALDWELL,  
M. CLEMENTS  
Publishers.

Caldwell Clements, Inc.,  
480 Lexington Avenue,  
New York, N. Y.
HERE'S a streamlined set-up of volume controls... with every practical short cut possible to keep your inventory investment down and simplify your service work. Only 16 controls are needed for 85% of all your replacement needs!

The A-C switch snaps on, doesn't need disassembly. The plug-in shafts are patented. Can't pull or twist loose.

See this new control at your Mallory distributor's today. No other line gives you such complete coverage!

Save your old Aluminum parts. It is patriotic to give them to National Defense.

P. R. MALLORY & CO., Inc., INDIANAPOLIS, INDIANA
Take a gander at this bang-up four-color page on the brand new RCA Victor FLY-Weight

It's in the December 13 issue of The Saturday Evening Post—is designed to merry your Christmas business! Take full advantage of it by pushing the FLY-Weight for all it's worth!

**RCA Victor FLY-Weight**
De Luxe Portable Radio—Plays in Planes, Trains, Autos or Anywhere

**RCA Victor MAGIC WAVE MAGNIFIER**
available as accessory

**RCA Victor FLY-Weight**

1. **NEW! MAGIC WAVE MAGNIFIER**
2. **NEW! 'ROLL-STOP' EXTRACTABLE ANTENNA**
3. **NEW! RCA VICTOR 'SYNTHETIC' TUBES**
4. **NEW! SUPER-SENSITIVE CIRCUITS**
5. **NEW! COVERED CABLES**

These 5 great new features make the RCA Victor FLY-WEIGHT POSSIBLE

In Defense of Your Business

So that the nation may continue to be informed—more than thirty-five million receivers in American homes and automobiles must be kept in first-class condition.

This is a responsibility of the trade—your responsibility and your contribution to the defense of the nation.

The replacement requirements which in the months to come will be more and more important to your business call for careful selection of parts in order to conserve resources and materials so important to defense and civilian needs. The requirements of Utah customers will be met as promptly and completely as possible.

Many Utah products are being used in National Defense—for Army, Navy, Air Corps and important civilian communications. Utah engineers are continually at work, meeting the demands of the National Defense Program and its necessary restrictions on some materials. All the experience, knowledge and skill of the Utah production staff are required to comply with the ever-increasing demand for Utah Speakers, Transformers, Vibrators and Utah-Carter Parts.

Not long ago the world was astounded by news that a plane had flown the Atlantic. But almost over night, so it seems, the sensation of yesterday is child's play today.

That one-way hazardous trip has grown to frequent weekly round trips to Europe, South America, Alaska, Australasia and the Antipodes! That frail little craft has now become a giant Clipper Ship of the air carrying not just one, but up to 85 persons including the crew.

This triumph of airplane engineering and highly perfected equipment extends, of course, to the communication system which must keep constant contact with planes thousands of miles away. And we are proud that Pan American Airways System is a big user of RAYTHEON tubes.

These are not special RAYTHEONS! They're exactly the same kind of RAYTHEONS that thousands of far-sighted dealers and servicemen are selling today for the home radio. They know that a sound and permanent replacement business must be built on quality tubes and parts... the kind, for example, that have qualified for use with million dollar Pan American Clippers... RAYTHEON TUBES!

Yet Raytheons Cost No More!

RAYTHEON TUBES! WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURER

Raytheon Production Corporation
New York • Chicago • Los Angeles • Atlanta • Newton, Mass.
SO FISHERMEN TAKE THEM, TOO

The Captains of tuna boats go where the fish are and that means rough weather much of the time. Radio is vital because one captain radios others when he finds a school. Radios must work perfectly through shivers and shakes and terrific impact.

It is under conditions like these that the Sylvania Lock-In Tube is designed to perform its most vital service. Once in place it stays in, regardless of position, vibration or impact.

The Lock-In Tube is locked in place and performs under unbelievable punishment, so that is why it is a better tube for small boats and big boats—battleships, destroyers, dive bombers, fighting planes, tanks, jeeps, home radios, automobile radios, in fact everywhere where service requirements are tough. It is the big answer to consumer satisfaction no matter whether the consumer is the Army, Navy or you.

Sylvania Radio Tube Division

HYGRADE SYLVANIA CORPORATION

EMPORIUM, PA.

500 FIFTH AVE., NEW YORK • SALEM, MASS. • ST. MARYS, PA. • IPSWICH, MASS. • TOWANDA, PA.

Also makers of Hygrade Lamp Bulbs, Hygrade Fluorescent Lamps and Miralume, Fluorescent Light Fixtures

PAGE 4

RADIO and Television RETAILING, DECEMBER, 1941
ATTENTION!

Hazeltine Corporation, one of America’s outstanding radio research institutions since 1923, needs additional advanced radio engineers and electronic research physicists for the research laboratories of its subsidiary and to assist its licensee companies.

This expansion is due to the extended services being offered by the Hazeltine Corporation to its licensees in connection with important developments now in progress for the National Defense, and also commercial and industrial applications in the field of television and ultra high frequency radio apparatus. This is a most unusual opportunity for high grade engineers, qualified by scientific and personal characteristics, to engage in new and interesting technical activities.

All applicants must be American citizens qualified to work on such developments.

Applications will be held confidential, but must be in writing, giving full particulars concerning experience, qualifications and personal data. Personal interviews will be by appointment only.

Address communications to

HAZELTINE SERVICE CORPORATION
1775 Broadway
New York, N. Y.
LABORATORIES
New York Little Neck, L. I. Chicago
NEXT MONTH, radio's two most successful trade magazines will appear as one—the first issue of RADIO RETAILING Combined with RADIO TODAY.

In token of expanding helpfulness to reader and advertiser, the new RADIO RETAILING—TODAY will be larger in size, new in format, vigorous in tempo and service.

In its first issue—January—the new magazine will strike a keynote of deep concern to every man in radio. It will, in fact, sound THE BATTLECRY OF RADIO FOR '42.

Extra copies of the issue will be sent to high officials of the administration, members of the Congress and the heads of various organizations whose activity affects public opinion of radio. To them, as well as to the radio industry, the first issue will show how radio is thrusting forward on a three-sided front. First, fighting national peril from every source. Second, resisting every threat to radio's vital service or its essential nature. Third, safeguarding the necessary income of a necessary industry.

Because radio's ability to do ALL THREE depends so greatly upon continued servicing and merchandising, it will be the policy of the new magazine to bear down harder than ever, editorially, on the changes and new techniques in both selling and servicing.

ORESTES H. CALDWELL
Editor
RADIO RETAILING
combined with
RADIO TODAY

Already it is clear that alertness and resourcefulness in 1942 will pay dividends to the merchandiser and the technician. Their planning and their methods must take into account the possibility of further shortages, or drastic defense requirements, which can only be offset by extreme personal enterprise and adaptability.

Obviously, the situation in the nation and in the radio trade furnishes a rare opportunity for RADIO RETAILING Combined with RADIO TODAY to render a much-needed service in a crucial period—a tangible service to the largest group of jobbers, dealers and service dealers ever brought together in a merchandising and servicing publication.

That, after all, was the main concept of the merger—to weld together radio's two most important groups of outlets and give them an editorial service far surpassing the possibilities of either publication alone.

So, the members of the radio trade now have one great medium where their strongest interests are served—one great marketplace where the manufacturer can reach all worthwhile outlets at one low cost.

Thus radio joins the select group of industries offering the subscriber and the advertiser a ONE PAPER BUY.

An Audience Distinguished for Its Buying Power.

It means more than ever now to be a subscriber to a Caldwell-Clements publication. Not every radio man can be one.

JANUARY ISSUE

featuring

"RADIO A NECESSITY"

Closing date . . . January 10
Future subscription sales will be concentrated among those members of the trade whose activity or buying power can be established. In addition to all other ratings, the publishers will continue their original practice of getting verified lists of large outlets from 400 cooperating jobbers and distributors.

These lists are not only helpful in building a buying power circulation; they enable the publisher to keep abreast of changing distribution and eliminate wasteful coverage.

With respect to all classes of radio and allied products, these jobbers know WHO buys WHAT. Also HOW MUCH and WHEN. They are usually the first to know of new outlets, line-shifting, etc.

In making these lists available to RADIO RETAILING—TODAY at frequent intervals, the jobbers are accomplishing two other purposes—first, helping to secure for themselves a better coverage of their respective merchandising and servicing accounts; second, helping to maintain a national trade audience, of high buying power, for the manufacturer.

This, in the opinion of Caldwell-Clements, is a present-day necessity in both economics and advertising. It will reach its highest level in January when the two great markets of RADIO RETAILING and RADIO TODAY are merged into one.

Again we say—Be on the lookout for RADIO'S GREATEST TRADE MAGAZINE!

CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVENUE
NEW YORK
Great oaks from little acorns grow —

In radio, great services from little electrons grow. Electrons — tiny bits of electricity — are corpuscles of science in the life-blood of radio progress.

Electronics took wireless out of the spark gap and put it into the vacuum tube oscillator; it lifted radio off the cat-whisker of the crystal detector and placed it in the electron tube, acting as both detector and amplifier. Electronics gave wireless a voice — the radiophone, now called broadcasting.

Today in the Electronic Age, a new structure — RCA Laboratories — is being built on 260 acres at Princeton, N. J., planned to be the foremost radio research center in the world. Here in surroundings that inspire clear thinking and research, scientists of RCA Laboratories will seek new truths. They will develop new inventions and services for radio, for industry and for people everywhere, because Electronics is an ever-broadening field.

The main section of RCA Laboratories — the House that Electrons are Building — will be ready for occupancy in the Spring of 1942. And with its opening, a new gateway to the future of radio swings wide for the benefit of America and all the civilized world.

RCA LABORATORIES
A Service of the Radio Corporation of America

Other RCA Services: RCA Manufacturing Company, Inc. • Radiomarine Corporation of America • R. C. A. Communications, Inc.
National Broadcasting Company, Inc. • RCA Institutes, Inc.
FIRST IN WAR—RADIO!

FROM the initial flash of the attack on Hawaii Sunday, Dec. 7, radio has made a brilliant performance in reporting the War.

Its quick and complete summaries of the situation instantly unified national opinion. So that in less than 24 hours Congress acted with unanimous accord. Only radio could have accomplished that.

Now radio continues its useful service to every citizen, 24 hours a day. It brings the news of the instant. It puts the voice of the President and national leaders into every home. It brings information and warnings. It builds confidence, courage and morale.

Radio has proved itself essential in every home these past few days. Defense Administrator LaGuardia recognized radio's vital role in his air-raid advice when he urged

"KEEP INDOORS. LIE DOWN. TURN OFF THE LIGHTS. TURN ON THE RADIO!"

Since December 7, millions of Americans have learned anew that Radio Is a Necessity. They recognize that the radio in the home, the office or the automobile, is of prime importance. They are coming to see the need of keeping our radios in operation above everything else, and to realize the imperative need of providing materials for radio-set replacements, renewals and repairs in the necessary millions.

RADIO IS A NECESSITY.

 Millions of Americans now know that this is so.
PHOTO Shorts

WAR HEADLINES
Display experts at Grinnell's, Detroit, built an exceptional window by spotlighting a radio among dozens of newspaper headlines screaming "War Spreads!" The set looked great, with "hate and ugliness a million miles away"—a theme taken from the Stromberg Carlson ad.

MUSICIAN PLUS
One of the popular orchestra leaders who brighten up the air waves is Ina Ray Hutton, heard on the "Spotlight Bands" show via 119 Mutual stations.

DEALER GIVES ALL
He deserves a hand—dealer Ebe Daimon of Marin Music Co., San Rafael, Calif., herewith donates 200 trade-ins to Army flyers at nearby field. The good sets supply entertainment, the others are ripe for the Signal Corps trainees.

LOOKING AHEAD
Television moves smartly forward, spite of everything. For instance, GE now introduces this Contemporary Model 90, with Armstrong FM, three entirely separate chassis. Remember, the FCC has approved the new telestandards, and nearly two dozen stations throughout U.S. are ready for commercial licenses.
TELEPHONE STUNT

Showing how radio men can tie up with phone company, for window space. "Phone your dealer for demonstration," says this display by Washington, D.C., jobber for Wilcox-Gay.

CHICAGO OPENING

He looks like he might be there to stay—dealer A. A. Kritz of Alon Radio Company's new store in Chicago. Among the exhibits of community good will there's even a cake with a hearty "Success" on it.

RUSH TO RECORDS

Here's what happens when you stage record promotions these days. Hundreds of buyers came to Music House, Inc., Buffalo, N. Y., when the store did some local plugging on RCA Victor's "two for one" record offer.

DESIGNED FOR VOLUME

While retailers depend more and more on record profits, many are wondering how to plan the sales floor accordingly. This new interior at Rab's, Buffalo, N. Y., has two record "Bars," three racks for albums, two booths, plus a long self-service rack at right for used records. The whole job done by A. Bitter Construction Corp.

BEDSIDE TEACHER

A two-way wired intercommunicator connects this student with his classroom. The devices are used by 15 school districts in Iowa, so that pupils confined to their beds will not miss out on regular classes. He hears everything that goes on at school, and "recites" when it's his turn.
NOW IS THE TIME for dealers to get their stocks in order, carefully and balanced in relation to sales. Each dealer should start with an accurate physical inventory immediately after Christmas, and follow up with a “January Clearance Sale” of all excess and slow-moving stock.

In making plans for 1942, it is mighty important to keep in mind that although retailers generally have just experienced their greatest flood of consumer buying, the high tide in radio buying has been passed for the present.

Time to Toughen Up

Some months ago there were general fears that there would be a shortage of radio; that demand would exceed supply. When it became harder to obtain some models fast, many dealers became panic-y. They bought all the radio they could pay for—and then some.

Some dealers are known to have rented extra space, just to store their surplus stock. Thus they added further to their fixed charges and operating expense.

But while they increased these costs and enjoyed a streak of free buying on the consumer’s part, many a dealer just softened up on selling effort. This is one factor in the market which is not beyond the retailer’s control. This is no time for a let-down in promotion and selling effort.

For there is no other way of maintaining radio sales. No miracles are going to happen. Plenty of retailers in other lines are aggressively competing for the consumer’s dollar.

Start the Year Right

January is an excellent month to sell stock carried over—and to start laying the sales foundation for every other month in the year. Don’t be fooled by the recent buying spree. Look sharply, and be guided by the buying trend of the last few weeks.

Let January be the beginning of QUALITY DEMONSTRATION—Charles Jackson of Woodruff’s, Knoxville, Tenn., picks a higher-priced job for this customer. This store features “protected purchase plan”, accepting down payments from customers and holding the set till later. It protects buyers from higher prices and new taxes.
PHOTO-ELECTRIC—The Philco 1008 combination has “beam of light” feature, 9-tubes, interior light.

SALEM CHEST—That’s the style of this Stromberg-Carlson 925-PS combination with automatic changer, FM, 12-in speaker.

A COMBINATION IN ’42”
radio-music reproduction. One combination produces net of 20 small sales

HIGH-BOY—A new and deluxe RCA Victrola, the V-120, with just-out automatic record changer. Jewel-point eliminates needles, plays twelve 10 in. or ten 12 in. records. Radio has Overseas dial and new Teletube feature.

RADIO and Television RETAILING, DECEMBER, 1941
SCORÉS of planes leave and arrive at LaGuardia Airport each day. All are announced over the PA system, two speakers of which are shown at left. These and other speakers along the observation deck advise passengers of the time of departure and arrival.

SOUND In Action

EXTRA MIKES in night clubs are being used by the customers to "kid" the performers and patrons. Amperite mikes in this N. Y. nitery.

INCREASED TRAFFIC to and from army camps is being efficiently handled by this new sound equipped patrol car of the Orlando, Fla. Police Department. University Labs. speakers mounted on top.

TAKE A WALK for one and a half hours each business day. The exercise will benefit your health and if you follow my advice, it will be beneficial to the health of your business, as well.

Of course you don't just walk; you canvass for service work. I mean thorough canvassing, not just giving it a lick and a promise. If you have all the service work you can take care of—read no further—but if you would care to hear some tried and proven ideas for keeping the business growing, instead of standing still or going backward, stay with me.

Planning the Campaign

Draw or procure a large map of the territory in a mile circle from your shop. Mark the location of your shop with a gold star (!) and using that as a center, draw a circle with a quarter-mile radius, a half, and three-quarter and mile radius. This is your territory and the closer the customer lives to you, the more profitable the business will be. Time and transportation factors will be less. Hang the map on the wall in your shop and start canvassing within the quarter mile cir-
your consistent building of future sales.

Dealers will be needing more of these sales in the higher-priced brackets. They should remember the brisk demand for automatic radio-phonograph combinations and for FM. Hundreds of people want these instruments, but very few have them. The market is there, but it must be cultivated.

And as the trend to the automatic combinations has gained headway, many dealers have added to their sales—and profits—with records. It is a remarkable fact that many retailers have overlooked records.

Check the Extras

It is important to think about recorded music now. Records will be even more important in 1942.

Many dealers have also expanded into other lines in the past few months. In the post-Christmas check-up, these lines should be analyzed carefully. If they do not hold real promise, drop them. But if they do look good, develop them. Don't forget them. Remember that it takes more than a little space—and a little stock—to develop any retail business.

Shift in Policy

One thing which may spell trouble in 1942 in the giving of trade-in allowances that are too high. There is no better time than now to stop this before it gets to be a racket again. Remember that dealers will have to have a longer gross margin—and more money in the bank—to stay in business next year.

Taxes are going to call for more cash than you think.

And credit is tighter than it was. While deferred payments are shorter and more rigid, the finance companies are more hard-boiled, too.

All of which resolves itself into these simple suggestions for January: (1) Clean up your stock and get it balanced in relation to today's prospects, (2) Get over the "coasting" habits of the last few months, and get a consistent sales promotion plan working full time, (3) Go after everyone with the full story of quality merchandise—particularly automatic combinations and FM, and (4) Stick to your price and keep your profits—you'll need them.

PLENTY OF INTEREST—A registering scene at Schmitt Music, Minneapolis, Minn., during a sale on good records. Crowds like this are certain to buy accessories, too, and probably those folks in the background are eyeing a radio display.

For Profit in 1942

1. Study the effects of "Defense" spending in your area and plan your 1942 stocks accordingly.
2. Plan some new and strong promotions on quality radios.
3. Check up on how your extra lines have panned out in 1941 and get this settled for next year.
4. Identify yourself with radio's new developments, such as FM and television.
5. Don't make price concessions.

A FIGHTING YEAR

are you making fresh plans to meet those tricky trends ahead?

By H. L. M. Capron, Merchandising Editor
"MAKE EVERY SALE"

ONLY in fine "combinations" does public get best quality of

THE PHONOGRAPH-RADIO combination, that instrument with the new record-playing conveniences and the ear-filling tone, is getting all the votes as "the merchandise most likely to succeed in 1942."

The new year may be cluttered with Japs, price changes, material shortages and assorted nightmares, but if there's any unit with a solid future, it's the combination.

Following the fewer-but-finer radio trends of recent months, more and more dealers are counting on these combos as the customer-getting, margin-lifting, traffic-creating champs for the coming period. For instance:

"Here at our store," declares A. S. Jaffe, of Lehman Radio Salon, New York City, "we are counting on 1942 as a combination year. We figure that our volume on these instruments will be around 150 per cent up; we have already tripled our record business. Recorded music is a tremendous magnet, and what few people ask for straight radios of the console type, take very readily to combinations."

At Famous-Barr Co., St. Louis, Mo., the emphasis on radio-phonographs has taken on a "streamlined" form. The instruments are shown in separate rooms, individualized by lines. Samuel E. Gross, radio buyer, says that combination fans usually ask for the instruments by brand, and that the idea of demonstrating the units by manufacturer classification has "caught on" immediately. It has been found that sales can be closed more quickly when the customer is protected from confusion, interruption and fatigue.

Says J. Middlebrook, Radio Shop of W. & J. Sloane, Inc., Fifth Avenue at 47th St., New York, "We find that purchasers nowadays will buy only combination phonograph units. Occasionally, people come in asking for a 'radio,' but these are usually casual shoppers, who merely ask the price, and go away without making any purchase. People today want to play records, as well as listen to the good things on the air. In making plans for 1942, I would counsel radio dealers—especially those with better class shops—to put every selling emphasis on phonograph combinations."

The only console-type radios

(Continued on page 23)
Gotta SELL SERVICE, Too!

CANVASSING proves profitable business-getter for this Californian.

By JIM KIRK
Home Radio Service Co., Oakland, Calif.

You will cause no resentment by calling at this hour if you make your visit short and snappy and do not attempt to "hang on" or use "high pressure."

Approach

I have used many different greetings and I change them from time to time but one of my old favorites is—"How is your radio working?" When the prospect says it isn't per-

EASY CHAIRS and rugs are in the Home Radio Service Co. store. At the well planned bench above, test equipment, replacement parts and service manuals are within easy reach. Two other benches in the shop mount tube testing and ham equipment. Exterior view of Home Radio Service Co. at right.

forming satisfactorily—try to make an appointment at their convenience to inspect the radio. Explain that you do not desire to bother them around dinner time. "It will be a good thing for you not to do any service work during that hour and a half because that time is ideal for finding people at home. Unless the prospective job is very valuable and the customer insists, do not devote canvassing time to service work. Always take a note book along when canvassing and mark the street name, the date and number of every house you visit. After the number write in pencil just what the customer says and their name if you happen to see it from an inscription on the mail box or a letter lying in view. Write NH after the number if the door is not opened. When the owner is not home, put your business card under the door. It

(Continued on page 43)

Dinner Hour Favored

The time you canvass will be a great factor in realizing this. After many experiments, I canvass each business day from 4:30 to 6. Most people will be there the first call—either preparing or eating the evening meal. Those you do not find at home on the first call are almost sure to be there on the second call.

A Serviceman's Methods

1. Calls on residents within half-mile radius of shop between 4:30 and 6 pm.
2. Asks, "How is your radio working?"
3. Calls back later, if necessary, to pick-up sets that need to be fixed.
4. Sends post cards to apartment-house dwellers who cannot be contacted personally.

RADIO and Television RETAILING, DECEMBER, 1941 PAGE 17
CAN RADIO MAN CHARGE for Diagnosis?

Soon to be dragged into court on a charge of petty larceny is a New York radio man who doesn't believe that his serviceman should sweat over a customer's set—for nothing.

His ginger up, this dealer is holding a radio because the owner refuses to pay a diagnosis or "service estimate" charge of $1. He's already been in court in this matter on two different occasions, and he's likely to keep it up, until he finds some legal support for the idea that radio servicing skill is worth something. The customer who brings the charge thinks that such technical ability is straight hokum; a lot of readers of Reader's Digest think so, too; even the neighboring servicemen are sometimes afraid to insist on their fees.

But here is a rousing legal battle which may help to prove otherwise, as a fed-up dealer goes to bat—all for a single buck! It doesn't matter who he is, or who the customer is—you can see that. The thing is, radio inspection charges have been hauled before the judge.

The customer in this case was a man who apparently figured on fixing the set himself. He had already consulted other servicemen, and had concluded that the volume control was faulty. He had bought a new $1.50 control and installed it himself, but the set was still noisy. He had finally come to this shop on recommendation from a local jobber. The dealer talked all this over with the man and was therefore particularly careful to mention that there would be an inspection charge of $1. He pointed to a sign on the wall, stating the shop's right to charge. He had been in business long enough to spot a bargain-hunter when he saw one.

Booked for Larceny

It took about an hour and a half to find what was wrong. When the customer returned to the store he was told that the charge for a good repair job would be $11. The customer replied that the set was not worth that much. He had his old blanket ready and stepped to the bench to pick up the set. Again, the $1 charge was mentioned. The customer refused to pay, and was forced to leave the set. He left the store in a rage.

On the very next day, the man was back to the store with a police-court summons. Two days later the dealer and his customer appeared in magistrate's court for a preliminary hearing, at which the radio man stood his ground and refused to return the set until the $1 charge was paid. The next step was for the customer to sign a complaint, formally charging the radio man with petty larceny. He got his lawyer into action and pleaded "not guilty."

Win or lose, the case begins to draw wide attention to the legality of a service charge for making an expert diagnosis, where no actual repair is made. Associations of servicemen are getting interested and precedents are being examined. Attorneys discussing the matter say that the serviceman's cause would be substantially helped if a printed form or claim check were given the customer before starting the inspection or diagnosis.

The main point is that the customer must be incontrovertibly advised beforehand that an inspection charge will be made for the diagnosis and estimate—even though no actual repair is done. A printed claim check or a receipt stub carrying this statement and given to the customer, or signed by him on leaving the set for diagnosis and estimate, will avoid future cases of this kind.
THE finest, most beautiful, most distinctive refrigerator ever designed, again the quality leader of the great Philco line. Look at the new Philco series... more beautiful than ever in styling and design... more powerful than ever in exclusive features and dramatic sales appeal... outstanding in value and quality. Find out about the Philco merchandising program for the refrigerator selling season of 1942... get in touch with your Philco Distributor now!

PHILCO ALL YEAR 'ROUND
HOME RADIOS • PHONORECORDS • TELEVISION • AUTO RADIOS • RADIO TUBES • PARTS • REFRIGERATORS • AIR CONDITIONERS • DRY BATTERIES

RADIO and Television RETAILING, DECEMBER, 1941

PAGE 19
FOR MIDGETS ONLY—St. Louis' Famous Barr Company says table type radio sales stepped up surprisingly the instant 35 small models were placed in a "Midget Radio Shop" all their own, eight by eight feet overall and on the eighth floor near the elevators. Buyer Samuel Gross supplied this picture, showing as much as the lens would catch in that confined space.

DISPLAY Ideas

ISLAND "KICKBOARD"—Radio and record department manager Fred Hays of Burdine's, Miami, points with pride to this elaborate island display fixture for small sets, calls particular attention to the recess down at the floorline. While the rest of the fixture is polished blond wood this recess is linoleum covered. When toes get it marred Hays replaces linoleum.

PAYING "PLAYHOUSE"—Two of these little soundproofed "houses" within the store of Texarkana's Melody Shop pay dividends, according to owner Jack Morgan. One is used for demonstrating combinations while the other is an audition room for records. Roofing, brick chimney, windows and even flowers in the flower boxes are real, seem to fascinate customers.

STREAMLINED SALESROOM—Here's just one attractive and efficient corner of the newly enlarged radio and record showrooms maintained by the New York's Haynes-Griffin with another novel layout idea almost anywhere you look.

INEXPENSIVE AWNING—Canvas over pipe protects cars driving in at right, provides auto-radio work space as well as adding to this Hillside, Long Island shop's appearance. Sign on the post uses neon, is visible half a mile away.

RADIO and Television RETAILING, DECEMBER, 1941
They keep right on rolling off the lines . . . the Radiohms, Resistors, Capacitors and Switches under the eagle-eye of Old Man Centralab.

The present emergency has neither stopped (nor slowed) the steady flow of deliveries nor has it impaired the priceless perfection that has made the name CENTRALAB a synonym for Quality.

Constant research in our laboratories by Centralab engineers, chemists and metallurgists assure you that the resources of Centralab are "forever yours".

Keep on using CENTRALAB parts for every replacement job . . . now as in the past.

CENTRALAB • Div. of Globe-Union, Inc., Milwaukee, Wis.
DEMONSTRATING discs in the prospect's own home in a novel way has increased record sales for the Meinecke Bros. hardware store of Lubbock, Texas.

A. S. Meinecke, manager, reasoned: "We sell only 10 percent of our radio-phonographs on the sales floor. The balance is sold by home contact. So why shouldn't we sell more records too by utilizing outside selling?"

But, naturally, a salesman can hardly afford to make a multitude of home calls and demonstrations to sell items that retail for as little as 35¢ and 50¢ each. So dealer Meinecke developed a method of "sampling" with transcriptions that are made in the store and mailed to selected prospects.

**Transcription Message and Music**

Transcriptions are made on blanks costing 8¢ each and each one carries a personal introduction such as this: "Good morning Mrs. Astorworth. This is A. S. Meinecke bringing you a few selected excerpts from the new records just received here in the showrooms of the Meinecke Bros. hardware store... the latest hits from leading orchestras. For instance, how do you like this one?"

The announcement is then followed by a brief bit of music from some new record. Meinecke fades it low, then cuts back in with conversation: "Or maybe you prefer this orchestra. Here is a little number that is very popular."

He chats informally with his invisible prospect throughout the recording, and, while he is talking, the records are changed. He drops the phonograph arm down for a brief bit of the new record, lifts it up to resume his selling talk, then gives a sample of another new record.

**Distributed By Mail**

This record merchant mails such individualized sales records only to customers who have bought radio-phonograph combinations or records in his store, hence every one reaches an actual prospect.

Including postage and mailing, the complete solicitation costs but 11¢ per prospect. But instead of getting the 5 or 8 percent return averaged from ordinary direct-mail solicitations, these unique discs bring in better than 50 percent for the selection of new records within a few days.

Prospects that receive a personal record even call in their friends to hear it and these friends, too, visit Meinecke's for new records.

**Business Instantly Responds**

Meinecke Bros. started in the record business two years ago with a stock of 12 discs, purchased mainly for demonstration purposes to sell radio-phonograph combinations.

Today, an average stock of 1000 records is carried. This stock is turned about once monthly at a 40 percent mark-up. With express costing an average of 5 percent and slow-movers or markdowns accounting for another 5 percent, Meinecke yet protects 30 percent gross on records. This in a department to which no one devotes full time, although one employee does keep the inventory and does the buying.
COMBINATION SALES IN '42

(Continued from page 14)

stocked by Carl Fischer, Inc., the well-known music house of New York City, are combinations. This firm recently opened a quality radio department on its second floor, and placed the accent squarely on radio-phonographs and FM. The popular New York radio man, Alfred C. Tuffery, was put in charge of the radio salon and he sees extra good prospects in 1942 for the superior tone and the handsome furniture cabinets on the new combination units.

Phonograph-radios got an energetic plugging when Editor O. H. Caldwell broadcast to a network audience Dec. 5th on "Why Your Gift Should Be a Radio." It was one of his weekly "Radio Magic" programs. To millions of NBC listeners the former Federal Radio Commissioner said frankly: "If you're considering a large console radio, give thought to the desirability of making it a phonograph-radio combination, so that you can play records as well... you can make your phonograph-radio gift almost as compact as you want it, and certainly as big and grand as you want it!"

CUSTOMERS' PREFERENCES—
There's room in this fingertip card system for record dealers to list what each customer likes, past purchases, etc. A business-builder from RCA Victor.

No Jan. Masterworks

Columbia Recording Corp., Bridgeport, Conn., has cancelled its Masterworks record list for January, in order to concentrate on production of current best sellers. Dealers are urged to check their stocks of these hits immediately so that they will not be caught short.

FM Demonstration Programs

Radio dealers in the Philadelphia area have been notified that special FM demonstration programs are broadcast twice each day by W53PH, which is W5IL's FM Station. One thousand window display cards announcing the FM service came from local distributors.

JUST OUT!

• A new 4-page folder describing the complete line of Presto recording discs and how they are used. Gives the latest prices of Presto glass, steel and paper base discs, cutting and playing needles. Handy for counter distribution and mailing to your disc customers. Send for your copies today—no charge.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

ALLIANCE MFG. CO.
ALLIANCE, OHIO
INTEREST IN FM rose even more sharply than usual during the closing weeks of the year. Sales of FM receivers picked up strongly this month, and the estimates are that there will be nearly 250,000 receivers in use by Jan. 1. Progress in the industry was also noted in a demonstration of a seven-station network covering the area from Maine to Maryland, and a good number of FM stations in other parts of the U.S. went on regular operating schedules.

Nationally speaking, the number of FM sets to go into homes each month is around 36,000, according to figures from FM Broadcasters, Inc. In the New York area, the units are sold at the rate of about 5,000 a month. This area leads in the number of sets in use—around 35,000—but the Chicago district leads in the broadcasting side of the picture. There are four commercially licensed FM stations already in operation in the Windy City, and as many more under construction.

The seven-station network demonstration took place Nov. 30 in New York City when WOR dedicated its new 10,000-watt transmitter for W71NY. The stations were linked by radio relay, and carried commercial shows for five national advertisers for the one-time shot.

Commercial Progress

Now on a regular two-station commercial broadcast schedule is the show "Treasury of Music" sponsored by Stromberg-Carlson. It was opened Nov. 28 when the program originating at W2QXR in New York City went via special telephone line to Alpine, N.J., where W2XMN, the station of FM inventor Major Edwin H. Armstrong beamed it to W65H, Hartford, Conn. (92 air miles away) for re-broadcast.

The total of full-time commercial stations now airing FM programs is 22, and at least a half dozen more are expected to join the group by the first of the year. On the first of this month, W67NY of CBS in New York and W69PH operated by WCAU in Philadelphia both started regular schedules. Four other stations are among the new ones: W45CM, Columbus; W67C Chicago; W75C, Chicago, and W35PH, Philadelphia.

Meanwhile, dealers and distributors in the FM areas were developing many new and novel methods of demonstrating the new service to prospects among the Christmas shoppers. An example of this was the Lyon & Healy stunt in Chicago; here the electric cash register is used during FM reception to show how
noise is eliminated. In Gary, Ind., Zenith dealer Ernie Wagner takes the chassis and attaches it to the wall with features effectively labelled. In Hartford, Conn., radio men at G. Fox & Co. drew large crowds with the demonstrations illustrated on this page.

**Angle on Prices**

In regard to the unit prices current in the new industry, it was stated by Thomas A. Kennally, vice president of Philco, that "Low prices will do more than anything else to stimulate public interest in FM." Mr. Kennally linked this conclusion with the report that "since June of this year, sales of Philco low-priced FM-AM receivers exceeded those of all other kinds of FM sets combined." He declared that "in the interests of the sound, healthy, growth of FM it is important that the listening audience be built up as rapidly as possible... Philco gives the customer who is primarily seeking his customary radio entertainment a chance to sample FM at small additional cost, a fact which should considerably increase the FM audience by bringing the advantages of this kind of radio to the attention of more and more people.

**Slick Mailer for Disc Dealers**

The eye-catching magazine called *Listen*, "the guide to good music," is now being widely used by record dealers to boost their prospects' interests in current discs from Victor, Columbia and Decca. Retailers are using the magazine for regular monthly mailings to their customers, or as giveaways. It's a 22-page monthly with cover in color, and space inside the front cover for the dealer's individual ad.

*Listen* runs exceptional reviews and features because its contributors are top-notch. They include David Hall, Joan Bel Geddes, William Strickland and others. Articles by such artists as Artur Schnabel, Joseph Szigeti, and Edwin McArthur are also presented. The book is published by Neil F. Harrison, at 1123 Broadway; Barry Ulanov is editor. The emphasis is on classical records and the feature stories on music and composers are expert. *Listen* makes an effort to review all records released during the month, both classical and popular.

This service to record men, which is available to only one dealer in each city, may include envelopes in which to mail the book, printed with retailers' name and mailing permit. Also impressive brochures are being offered in a series, dealing with complete recorded music of one composer at a time.

Another feature of the service which helps the dealer to increase his record sales is the convenient order blank bound into each magazine, with a self-addressed envelope.

**Headphones for Students**

It may be that headphones are on their way toward new popularity among college students. At least that's the case at Columbia University, New York City, where two record-players and six head-phones are in constant use in a musical study room in the main library.

Let this idea get around among the educators, and radio men in college towns may have some interesting and profitable work to do on the campus.

At Columbia, it is necessary for students in one of the required courses to study classical music and to listen to recorded works of leading composers. This meant formerly, that mobs of them must crowd into the listening booths in the musical library, to hear the records. But somebody got the idea that the listening could be done in a study room, if headphones were used. Then the student would be able to read his musical literature while listening, if he had that kind of a mind. He could read about the technique of Mozart while listening to an exhibition of it. Or, if he were behind in his math, he might struggle with a problem while he listened to the music.

The students liked the headphone idea, and after four months the instructors call them a solid success. When circumstances permit, more will be installed.

**Emerson Drive On**

Currently stressing radio as an ideal Christmas gift, is a holiday promotional campaign on Emerson radios, announced by Phil Gillig, sales promotion manager for the firm. The drive is built around co-op newspaper ads, and includes complete dealer help which comes from Emerson jobbers.

Mr. Gillig predicts "a greatly accelerated Christmas rush this year."

**Farnsworth Orders Up**

The newest report from E. A. Nicholas of Farnsworth Television & Radio Corp., Ft. Wayne, Ind., is that the firm had on hand unfilled orders over $7,000,000 at the end of October this year. For the 6-month period ending then, Farnsworth reported a net profit of $305,944, compared with a loss of $94,992 for the same period last year.
THE RADIO INDUSTRY has emerged from Washington, D.C., conferences with a full-fledged "war cabinet." The group represents all branches of the trade, and includes 29 executives officially picked for the OPM Radio Defense Industry Advisory Committee. They were named on the recommendation of Jesse L. Maury, of the Office of J. J. Kahn

RADIO ADVISORY group to help guide radio production through Emergency

Production Management's Division of Civilian Supply.

On the committee are nine members from set manufacturers, four each from the makers of tubes and transmitting apparatus, nine from the parts manufacturers and three representing special and miscellaneous equipment. In the selection of the men, their companies were considered in respect to size, geographical location and other factors.

It was pointed out that future meetings to be held by the committee, and any action that it may take, will depend upon the course of fast-changing world events. However, preliminary plans call for the formation by Mr. Maury of several subcommittees or panels "on allocations, conservation and simplification, receivers, tubes, parts, etc."

The members of the Radio Committee, as announced by Sidney J. Weinberg, chief of the Bureau of Industry Advisory Committees of the OPM, are as follows: Benjamin Abrams, Emerson; W. R. G. Baker, General Electric; M. T. Balcom, Hygrade Sylvania; W. J. Barkley, Collins Radio; A. Bloom, General Instrument; H. C. Bonfig, RCA; Roy Burlew, Ken-Rad; H. W. Clough, Belden; Allen B. DuMont; Paul V. Galvin, Motorola; Larry Gubb, Philco; K. D. Hamilton, Isolantite; W. P. Hiliard, Bendix; H. J. Hoffman, Westinghouse; J. J. Kahn, Standard Transformer; L. L. Kelsey, Stewart-Warner; R. H. Dr. W. R. C. Baker

Dr. R. H. Manson

Paul V. Galvin, RMA President

Henry C. Bonfig

OPM's Committee of 29
Manson, Stromberg-Carlson; J. M. Marks, Fada; Victor Mucher, Clarostat; L. F. Muter, The Muter Co.; Harold L. Olesen, Western; W. F. Satterthwaite, General Dry Batteries; Ernest Searing, International Resistance; S. N. Shure, Shure Brothers; Ray Sparrow, P. R. Mallory & Co.; R. C. Sprague, Sprague Specialties; Arthur E. Thiessen, General Radio; S. T. Thompson, Zenith; and A. S. Wells, Wells-Gardner.

Amateurs Mobilize Facilities For Civilian Defense

The radio amateurs of the United States are, through their national organization, The American Radio Relay League, West Hartford, Conn., cooperating with the Civilian Defense authorities to establish a versatile, dependable emergency radio communication system.

Since America's entry into the war, the FCC has ordered that "no person shall engage in amateur radio operation in the continental United States, territories, or possessions" until further notice. However, the order further states that in instances where amateur radio operation is deemed to be required in connection with the national defense, appropriate authorization will be issued to amateurs who file applications, duly authorized by a state or local defense official, with the FCC or Defense Communications Board.

Ham Services Outlined

Plans are being made to use the group of amateurs who have been associated with the ARRL Emergency Corps, well known for their work in the floods, and other national disasters. All licensed amateurs are requested to join the ARRL Emergency Corps for possible service in the Civilian Defense communication network when plans are completed.

The job of the local Civilian Defense communications will be to keep the various elements of the organization in constant touch with one another. The amateur 112-116 megacycle band (2½ meters) has been suggested for this communication between the fire, police, first aid, etc., units of the Defense setup.

The technical staff of the ARRL is designing a group of standard 2½-meter transmitters, receivers, and power supplies. These units are built of standard components which can be obtained from nearly any source of supply. Standard receiving type tubes are used, for example. Amateurs are to build these units with a standard system of connections and power supply requirements so that units built by different hams may be quickly interchanged in case of failure.

Push Brand Name, Even if Oversold

"If salesmanship and advertising stand 'at ease' for the duration, they will find it difficult to get back in step when the 'Cease firing' order is sounded," declared L. Martin Krantier, of Cincinnati, when he addressed the Muncie (Ind.) Rotary Club. Mr. Krantier is manager of advertising for the Crosley Corporation, Cincinnati.

"Do not be deceived into believing that merchandise, particularly goods of high unit value such as radio receivers and refrigerators, require no selling when demand threatens to exceed supply," Mr. Krantier warned.

"Even when production is curtailed, it is highly important that you maintain public consciousness of your particular brand. While there may be a heavy demand for goods in general, it may not necessarily be for your goods unless you continue to impress upon the public the quality and value of your product.

"You must continue to keep them asking for your brand or you will lose the public acceptance that you have worked so hard to build up in other years."

Parts Sales Promoted

Plans for a new sales campaign on parts are underway at Philco, according to news from the firm's accessory division at Philadelphia. It is said that "the drive will be directed at independent servicemen throughout the country to increase the sales of parts as well as tubes."

Philco's promotion campaign on tubes, the "Ask 'Em to Buy" drive which closed last month, established a "new high in tube sales" according to P. O. Achtenhagen, sales promotion manager for the Accessories Division. He congratulated Philco distributors and their sales organizations on the success of the promotion, which included a long list of prizes and an elaborate series of promotion pieces.

Dealers Shape New Plans

"New sales techniques to meet new conditions in the radio business" was a subject which created a record-breaking interest among hundreds of Stromberg Carlson dealers, who met recently for sales huddles in Rochester, N. Y., Detroit, and Chicago. C. J. Hunt, the radio division manager for SC, and Stanley H. Manson, sales promotion manager, described the meetings as highly successful.

More than 800 retailers in the three cities attended the gatherings, where discussions centered on the limited receiver production due in 1942 and the consequent need for higher units of sales.
HUDSON-MORGAN of Lynchburg, Virginia, recently remodeled, told architect Fauber and Poston to go whole hog, inside and out. The new storefront was glass-finished from sidewalk to roof, color scheme red with black trim. Name and windows were fluorescent-illuminated. Note particularly the effectiveness of second-story lighting fixture samples, hung in the center of square windows painted to appear circular.

Inside, a new stairway was installed, leading upward to the fixture department from the approximate center of the floor (stairway was originally narrow, so close to the maintenance it disrupted traffic). Other changes included more roomy aisles, purchase of modern display counters, installation of combined fluorescent and incandescent lighting, use of reflecting signs identifying various departments.

Office space (in the rear) remained unchanged, as did the third floor interior used for storage.

NEW LINES are shorter, but they’re long on quality appeal

With their new designs, production schedules and merchandising plans carefully keyed to the Emergency period, the refrigerator makers are beginning to reveal the timely models of their 1942 lines.

Notable in the new units is the more extensive use of plastics and glass, and materials which have some claim on being permanently available throughout the defense program. Naturally there are fewer models in each line, and there is a special emphasis on larger units which provide extra capacity for the long-range needs of the embattled American family. Yet the new designs are not wholly aimed at pure efficiency and convenience—the wider use of color trims is noticeable among the new jobs.

While priorities are a disturbing factor in the 1942 refrigerator picture, it is being pointed out that the modern refrigerator designed for the mass market has indeed earned a kind of a priority of its own. Certainly no other appliance contributes so much to the food preservation program of the U. S. citizen; the home refrigerator can be considered an “essential” in a thriftily organized national economy.

Food is more valuable these days—costs of living are higher—and therefore the housewife will want an adequate refrigerator for more reasons than one. This fact will be used in much of the 1942 merchandising.

Capacity jobs

The Crosley Corp. is ready with seven new models—one 6-ft. job, four 7-ft. units, and two 9-ft. jobs. All have the Shelvador feature, and other refinements include plate glass shelves, new stainless steel trim around the entire food compartment, Moist-Kold compartments with “Ventilair” moisture control, etc.

This firm will emphasize “Twice as Much Food to the Front Within Easy Reach,” along with a secondary theme, “Designed for Modern Marketing.”
RATORS RESTYLED for Emergency

NEW ONES—At the left is a 1942 Super Shelvador, representing Crosley Corp's new line. Directly below is the Hotpoint EBX7, a 7-footer introduced a little earlier. Both stress extra storage space, more than ever.

The new series being shown by Philco includes five models, all of them except the lowest priced job having 7 cu. ft. capacity. The company has gone heavy on new styling, interior and exterior; fluted doors and the use of color in the interior are featured. Top number in the line is RAH-7, featuring Philco's "Advanced Design" with Conservador, horizontal evaporator with frozen food storage, dry and moist cold, and the "Cold Shelf."

In other models, the freezing unit is side-mounted at the left, to permit efficient use of the upper shelf space.

Philco began its promotion of the new series by releasing a colorful display suggesting the refrigerators as "The Christmas Gift for Home and Family!"

Stewart Warner Corp. announced a 1942 line of seven models, three conventional units and four Dual Temps. The latter numbers have the built-in freezing locker, the oversize Purified Moist-Cold compartment, and the Sterilclamp features along with other advancements. Other jobs have porcelain freezing units, interior color trims, 12-point cold control, Plasteel ice trays, etc.

The Dual Temps are presented as "... nationally important because thrift is the most effective way in which the homemaker can combat today's rising costs of living."

More of the refrigerator merchandising plans, and more of the new lines, will be reported as they are announced.

Units in 1941

Newest report from NEMA gives the totals on sales of household refrigerators to dealers and distributors for the first 10 months of this year. With 10 companies reporting, the total was 3,124,437—an increase of 33% over the 2,347,157 figure for the same period last year. The report also reveals the total for October of this year, a near 123,672—an increase of 51% over the 82,019 figure for October last year.

Although Crosley has put the needs of national defense first, the company reports that "deliveries are being made according to schedule and the prospect for future deliveries is unusually good."

RADIO and Television RETAILING, DECEMBER, 1941
When Mfr. UNDERBIDS OWN JOBBER

EVILS of "direct purchase" more in evidence as industrial sales rise

Parts jobbers are finding that there is an increasing market for radio supplies and equipment in their home-town industrial plants. And as more and more factories go into Defense production, this demand for electronic and radio parts increases.

Public-address systems, paging systems, photo-electric apparatus, infra-red and ultra-violet alarms and safeguards, and special laboratory equipment represent a large part of this new demand for radio parts.

In addition there has turned up a sizable new market for volume controls, relays, switches, transformers, condensers and other parts specialties, to be used in regular electrical installations and special electrical apparatus around the plants. Often these special circuit devices cannot be obtained locally through the usual electrical or mill-supply channels.

For Electrical Uses, Too

But the radio apparatus, with its greater flexibility, complexity, and compactness, proves the answer to the plant engineer's prayer. And so one day the parts distributor gets an unexpected order for a dozen switches or ten transformers or fifteen relays, from a source never before on his books. And payment is either cash or as prompt as the bill is rendered. Little collection trouble in this new group of industrial customers. So the parts distributor is likely to feel that he has struck a new and unexpected bonanza—like finding oil in his own backyard!

But there is a disappointing side to this happy picture. And it is not long before the parts distributor learns that he is being by-passed by his new-found customers. For, "enter the villain" in the form of the manufacturer who sells the industrial customer direct. Thus after the local parts distributor has from his own stocks cracked open the new industrial market, there intervenes the "direct order" evil, as the plant engineer tries to better his price or his service, by ordering direct from the manufacturer whose name and address he found on the box of the last lot delivered by the jobber.

Bids Lower Than Jobber's Cost

A leading parts distributor to take a vigorous stand against this evil of manufacturers' direct bids, is the Standard Radio Parts Company, of 135 E. Second St., Dayton, Ohio. Declares Ray C. Stotts, general manager:

"For several years we have been enjoying business from industrial plants and government laboratories located in this area. Recently, however, we have lost several orders due to the fact that the manufacturer bids direct at prices lower than our cost.

"We feel that we represent the manufacturer and his merchandise in this area and are therefore entitled to the business that comes from the area that we serve. But obviously this will be impossible if radio parts manufacturers continue to quote prices below our cost to accounts that are rightfully ours.

Take Hours of Jobbers' Time

"This condition does not seem to exist in other lines of merchandise as it does in radio parts. We think it is high time that a definite policy be set up by parts manufacturers to cover this problem. Parts manufacturers ask us to solicit this business, and to spend good money and man power to obtain same. But only a few of the manufacturers permit us to retain this business after we get it.

"Our experience recently has been (Continued on page 52)
A Message to
RADIO TODAY
SUBSCRIBERS

As announced in the November issue:

RADIO TODAY's publishers have taken over RADIO RETAILING.

This copy of the December issue of RADIO RETAILING is sent to you on your paid RADIO TODAY subscription.

In January and thereafter you will receive the new consolidated magazine RADIO RETAILING combined with RADIO TODAY.

To those subscribers who have paid for both Radio Today and Radio Retailing an extension of the subscription period will be made to cover the full number of issues paid for.

Caldwell-Clements, Inc.
480 Lexington Avenue
New York, N.Y.

RIGHT TO YOUR STORE!

Fast and dependable—Railway Express is also convenient. We'll bring orders right to your store and call for anything you have to send—with no extra charge for this pick-up and delivery service within our regular vehicle limits in all cities and principal towns. Nation-wide between 23,000 points. Free insurance up to $50 valuation per shipment. All you have to do is phone.

Railway Express Agency, Inc.
Nation-Wide Rail-Air Service

You bet. We're in step with progress—with better listening, and therefore with quicker sales and more sales. Take us on, your wide-awake dealers.

Ken-Rad Tube & Lamp Corporation
Owensboro, Kentucky

DEPENDABLE
Radio Tubes

Ken-Rad

The HOWARD Sheraton
... the 1942 Money-Making
"FM" Phono-Combination!

Embody every refinement for complete radio and phonograph enjoyment—the finest in AM Broadcast, Short Wave and FM reception. With all of the features that have made Howard famous both in and out of the industry, plus numerous new added refinements, the Howard Sheraton is the outstanding FM value on the market today! The beautiful Sheraton Period Cabinet, with record storage compartment and divided top, is available in Stump Walnut or Diamond Matched Mahogany. Take the first step to greater and faster radio profits by investigating the desirable Howard Franchise now.

CHECK THESE FEATURES—

- Armstrong Circuit
- 14 Tubes, 4 Bands
- RF on all Bands
- 12" Jensen Speaker
- Automatic Changer with "Feather-weight" Pick-Up
- 10 Watt Output

INVESTIGATE TODAY!

Howard Radio Co.
2133-35 Belmont Av., Chicago, Ill. Cable Address: Howardco, USA
America's Oldest Radio Manufacturer

Columbus found a world
And had no chart,
Save one that faith
deciphered in the skies.

Faith: Although we may overlook it,
Essentially, Commerce Charts its Course on Faith.

On Our Charts—Are lines drawn to your Door,
Lines deep-etched by your Faith in us.

This Faith is a constant Challenge to us,
A Challenge to our Ideals of Quality—
To make everything as good as we can,
We pause with the Passing of the Year
To acknowledge your Help.
And the Inspiration it Provides.
To the Continuance of your Faith and Confidence
We dedicate our Efforts.

Hygrade Sylvania Corporation
New York Office, 305 Fifth Avenue
COWS Instead of CASH

NOT ALL RURAL radio-appliance prospects have ready cash, even though their credit is good. But invariably they have something of value which they no longer need and are willing to swap. And others up the road can frequently use these things.

Herbert L. Gutermuth, who recently moved into new quarters near O'Fallon, Missouri, on U. S. Highway 40, tries to get cash but will also take such things as cows, horses, hogs as part payment on radios or appliances. He later re-sells them, says he rarely loses any part of his profit in such transactions and frequently increases it.

Goes After Business

Trading in kind is not the only factor in the success of the Gutermuth business, established in the last three years.

The boss frequently loads merchandise into a trailer, takes it from farm home to farm home on demonstrations. He also displays at country fairs and other similar activities within reasonable driving range, identifies himself closely in this way with the life of the community.

Not a few of his 35 radio receiver sales in the last twelve months are directly traced to outside effort. And most consoles and larger table models were moved this way. As were a high percentage of the Gutermuth refrigerators.

Keeps Overhead Low

The display room has its lower side-walls done in knotty pine, with upper wall panels and ceiling finished with acoustically-treated, sound-deadening material.

Leading off from the fluorescent-lighted showroom is the streamlined kitchen pictured on this page, placed between selling and living quarters to serve both.
Producing Tubes for National Defense

The important part which the radio tube industry will be called upon to play in National Defense, in view of problems facing all tube manufacturers with growing shortages of vital materials, was the subject of a luncheon meeting Nov. 24 at the RCA Manufacturing Company's tube plant in Harrison, N. J.

L. W. Teegarden, manager of RCA's radio and tube divisions, told radio editors that RCA is already supplying a large volume of receiving, transmitting and special-purpose tubes to the U. S. armed forces, to Lease-Lend, and to defense equipment manufacturers, while striving to meet requirements for commercial uses.

RCA's tube activities are expanding in all departments to conform with enormous government requirements, said Mr. Teegarden. He quoted from the Company's published statement that "under the unlimited emergency declared by the President, we see only one course of action—National Defense comes first. By comparison, we hold nothing else important."

Industry Faces New Problems

Mr. Teegarden pointed out that the tube industry's problems will be more serious not only because of limitations imposed by materials shortages, but even more so by the industry's lack of adequate production facilities and trained personnel. To date, he added, all of the government's defense requirements for receiving tubes have been met promptly by RCA. These requirements have represented only 6 per cent of the Company's total production. At the current production rate, 12 to 15 per cent of total receiving tube production is devoted to defense requirements, and in Mr. Teegarden's opinion, this percentage will inevitably increase.

To aid in meeting shortages of power and special-purpose tubes, RCA has indicated its willingness to extend to other manufacturers of tubes technical assistance in making special tube types developed by RCA. These special types of tubes have been developed at a cost of many thousands of dollars, and such information is normally regarded as a commercial secret.

Ellison Honored

Paul S. Ellison, who was recently promoted to the post of director of advertising of Hygrade Sylvania Corp., has been elected a member of the board of directors of the Association of National Advertisers. Mr. Ellison has been active in ANA for 15 years; he is currently the acting chairman of its membership committee, and is a member of the display committee.

RADIO and Television RETAILING, DECEMBER, 1941
New Products...

CROSLEY Model 52TG, a 5-tube AC superhet table automatic radio-phonograph. Equipped with exclusive floating jewel tone system. Automatic record changer plays ten 12 in. or twelve 10 in. records with lid down. Super-field electro-dynamic speaker. Built-in Magna loop antenna. Large full-view dial. Sliced walnut cabinet with inlaid mahogany through center dial and grille. Crosley Corp., 1329 Arlington St., Cincinnati, Ohio.

PHILCO Walnut Table Model 345T, has 7 tubes, built-in aerial system, oval shape electro-dynamic speaker, 6 push buttons. 3-colored illuminated dial. Covers standard broadcasts, Amer. and foreign shortwave, police, aircraft, and amateur stations. Philco Corp., 700 E. Washington Blvd., Chicago, III.


GE FM Translator. Disguised as series of books the model 12 FM translator is shown here. Tunes from 42 to 50 megacycles, has 6 automatic tuning keys and manual tuning control. 9 tubes. Covered with maroon simulated leather. $69.95. General Elec. Co., 1285 Boston Ave., Bridgeport, Conn.

PILOT 8-Band Receiver, a new radio in hand-rubbed walnut cabinet, model T-341, AC-DC superhet, with 10 tubes, 8 in. speaker. Tuning range—6 bands—16, 19, 25, 31 and 49 meters spread bands; and 830-1720 kc.; 1.75-5.85 mc.; 7.220 mc. Phonograph and FM jack. Lists at $104.50. Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.


STROMBERG-CARLSON CRAFTSMAN Walnut cabinet houses the new model 585M. A feature of this model is its dual coaxial carpinchoe speaker and patent S-C acoustical labyrinth. Equipped for standard broadcasts, shortwave reception and F.M. Phono connection. Stromberg-Carlson Tel. Mfg. Co., 100 Carlson Road, Rochester, N. Y.


MECK "Mirrored-Tone" Phonograph. One of the new line of "Mirror Tone" home phonographs, is covered with brown tweed aero-cord. Built-in automatic record changer plays half-hour program of 10 or 12 in. records. Acoustical resonated case. Crystal pickup and high fidelity amplifier and specially matched speaker. John Meck Industries, 1113 W. Randolph St., Chicago, III.
SHURE PICKUP. New type high voltage, low pressure crystal pickup cartridges make available 14 V. at 1000 cps., with only 1 ounce ncc's pressure. "Hi-lo" cartridge is designed for permanent point needles. Model W42AN "Hi-lo" complete with permanent sapphire needle lists at $5. Shure Bros., 225 W. Huron St., Chicago, III.


NATIONAL RECORDING. "SLIK" a new preservative and surface conditioner for recording discs is said to minimize surface noise on acetate and nitro-cellulose blanks. Slik is available in 2 oz. bottles and is applied with soft cloth or brush. National Recording Supply Co., Hollywood, Calif.

FREED-EISEMANN TABLE MODEL with Armstrong FM, standard and short wave bands, it is known as model 51. AC only, it has 14 tubes, vertical slide rule dial, electric tuning eye. Housed in a walnut cabinet. Price is $110. Freed Radio Corp., 30 W. 19th St., New York, N. Y.
For the finest assemblies and servicing

**GREENOHMS**

10 and 20-watt fixed. Also ad-
justable up to 200-watt. All pop-
ular resistance values. Available in
other mountings and terminals.

* Those green-colored power resistors you
now see in quality receivers, amplifiers,
power packs, oscillographs, test instru-
ments and other fine assemblies, are
GREENOHMS. You'll also find them in
radio transmitters, aircraft and police
equipment and various electronic " rigs".
GREENOHMS are chosen by builders of
equipment that must stand up. Likewise
they must be the logical choice for service
jobs that must not let you down.

Ask Our Jobber . . .

Ask him to show you Greenohms. Examine these
resistors critically—note neat inorganic-cement cast-
ing, smooth winding, positive-contact tag, sturdy
mounting feet, rugged terminals. Then try a Green-
ohm. Compare it with others. That's all we ask.
Data on request.

**CLAROSTAT**

**RESISTORS**

CLAROSTAT MFG. CO., Inc.
285-7 N. 6th St., Brooklyn, N. Y.

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**GREENHAM FINISH** paint for use on
wood or metal objects simulates the
hammered finish used on many metal
products. A special kit consists of
a container of the first coat which is
available in several colors, and a clear
liquid which is applied with the plunger-
type sprayer furnished. General Cement

**TURNER DYNAMIC MICROPHONE**, No.
211, salt-shaker type, uses a
new type magnet structure and acoustic
network. The high frequency range has
been extended and extreme lows have
been raised 2 to 4 decibels. Equipment is
furnished with tilting head, 25 feet of cable, finished in
satin chrome. The Turner Co., Cedar Rapids,
Iowa.

**JIGGERS SMALL SOLDERING UNITS**
containing the correct amount
of 50-50 solder and flux hermetically sealed
in a waterproof heat-generating outer
shell. By pushing a wire splice into a
jigger and touching a lighted match to
the jigger, a strong perfectly soldered
connection is made. Free samples may
be obtained from the manufacturers by
writing Jiggers, Inc., 215 W. Illinois St.,
Chicago, Ill.

**KATOLIGHT POWER PLANTS** now
available in 7 1/2 and 10 kw
sizes at 1200 or 1800 rpm and in 15 kw
at 1800 rpm. Self-excited type can be
made self-cranking. Four cylinder 4 cy-
cle, watercooled engine. 12 gal. fuel tank.
Shielded for radio operation. Kato Engi-
neering Co., 530 N. Front St., Mankato,
Minn.

**SONORA 1942 TABLE SET**, a 6-tube, AC-
DC superhet model tuning 535-
1720 kc, covers standard BC and 1712 kc
police channel. Built-in Sonoroscope loop,
6 in. dynamic speaker, A.V.C. Curved
speaker grille. Walnut veneer cabinet. Sonora Radio & Television Corp., 325 N.
N. Hayne Ave., Chicago, Ill.

**RCA 15-WATT AMPLIFIER** housed in
neutral gray cabinet is known as
Model MI-12222. Capable of 21 w. max-
imum output. At 15 w. distortion is less
than 3%, per cent. Mike input at 560,000
ohms with gain of 125 db. Phone input at
500,000, 85 db gain. Each has separate
volume controls. Frequency response from
30 to 10,000 cycles. RCA Mfg. Co., Cam-
den, N. J.

**AGROSNAP OVERTRAVEL SWITCH** with
overtravel of at least 1/16 in.;
amount of actuation remains at 1/1000 in.
Features are same as in pin plunger
type. Uses new principle of the rolling
spring. 10 amp. at 115 v. AC. Acro Elec-
tric Co., 3172 Fulton Road, Cleveland, Ohio.

**IRC SEALED VOLTmeter MULTI-
PLIERS** designed for severely humid
conditions are hermetically sealed and en-
cased in glazed ceramic tube. Consist of
precision wire wound resistors suitably
mounted and inter-connected. Type MFA,
8 13/16 in. long, is available in ranges of
3.5, 4.0, 4.5, 5.0 megohms. Type MFB,
4 16 in. long, in ranges of 1.0, 1.5, 2.0,
2.5, and 3.0 megohms. IRC Resistance Co.,
401 N. Broad St., Philadelphia, Pa.

**AEROVOX** OIL-FILLED plug-in capaci-
tors, series-72, with four-pin
base that fits into a standard UX socket.
The aluminum-sprayed tin-plated can
comes in 2 3/4", and 3 in. diameter sizes
and from 2 3/4" to 4 1/2" in. high. Available in
single-section units up to 16 mfd. and up
to 4-4.4 mfd. in multiple-section units, in
both the 400 and 600 v. D.C.W. ratings.
Dealer Helps

ILLUSTRATED BOOKLET — Fred Eismann gives details and pictures of their 1942 radio-phonographs in a 12-page booklet now available.

GUIDE BOOK—Thordarson announces the publication of a guide-book written for amateur radio beginners. Contains plans, photos, diagrams, etc., for actual construction of a complete rig. Cloth bound, gold-stamped, 156 pages, 75c net. Postpaid through your distributor or direct from Thordarson Mfg. Co., 500 W. Huron St., Chicago, III.

1942 CATALOG—V¢rvo Mfg. Co., 132 Nassau St., New York City, have just released at no charge upon request a new catalog on "what to know and how to select the proper antenna."


"HI-LO" CARDS—Shure Bros., 225 W. Huron St., Chicago, have a colorful new display card and streamer for jobbers' counter and windows, to stir interest in its $6.50 Hi-Lo lightweight crystal pickup. Designed to like pickup replacement business.

RADIANT
in wishing you
a Happy Christmas
and a Prosperous
New Year,

hopes that
the year 1942 will bring to you
and to all of us
the blessing of
lasting peace
throughout the world.
Representatives Make Regional News

Reports from national headquarters of "The Representatives" indicate vigorous interest in the regular meetings and activities being conducted by the various regional chapters.

The Philadelphia group at its first meeting at the Essex Hotel selected the name of Mid-Lantic Chapter. It includes members from New Jersey, Pennsylvania, Maryland, and Washington, D.C.

The Wolverine Chapter hold its meeting on the third Monday of every month in the Olds Hotel, Lansing, Michigan. At the last meeting a new member was added: Robert Milsk, 429 Wayne St., Detroit. Bill Lee, secretary of this chapter reports that they have staged two dinners recently to which all the radio parts jobbers were invited as guests. Common problems were discussed following these dinners and many new activities outlined.

Bill Pray, W. B. Pray Sales Co., 755 Boylston St., Boston, Mass., was recently added as a new member in the New England chapter. Earl T. Harker, 326 Westmoreland Drive, Trenton, N. J., is a new member of the Mid-Lantic Chapter.

These members have recently changed their addresses: J. P. Kay, Kay Sales Co., 313 Central Bank Bldg., Tulsa, Okla., and Paul M. Cornell, 4422 Silsby Rd., University Heights, Cleveland, Ohio.

Danville, Ill., RSA to Repair Gift Radios

Last year the Danville, Ill., chapter RSA secured the donation of a number of discarded radio sets and its members then donated their own time and services to put these old radios into operating condition for grifts to local unfortunate individuals.

This year it has been decided to repeat last year's Christmas program of repairing donated radios "for presentation to others less fortunate than ourselves so they may have a happy radio Christmas." Advertising Chairman Lyal Cummings was instructed to go ahead with the publicity, and local RSA members were asked to donate a few evenings to this worthwhile project. G. R. McKinney acted as chairman.

Radio Put at Government's Call

Neville Miller, president of the National Association of Broadcasters, on Dec. 8 sent the following telegram to President Roosevelt: "The broadcasters of the United States place their services at your command. We stand ready to serve in every way possible."

Within an hour of the news of the Japanese attack on Hawaii, David Sarnoff, president of the Radio Corporation of America, and chairman of the board of the National Broadcasting Company, wired President Roosevelt at the White House putting his corporations and their subsidiaries, at the command of the Government.

Big-Scale Promotion Drive
By Zenith

A new and hard-hitting merchandising program has been announced by J. J. Nance, vice president and director of sales for Zenith Radio Corp., Chicago, designed to "reinject real old fashioned specialty selling into the radio business." Details of the drive are being given to dealers by their local distributors.

Under the head "Selling Zenith in Today's Market" the program includes a dealer training sales film, big ad drives in consumer magazines and trade publications, a plan book for dealers, cooperative newspaper ads and a mass of promotional helps.

Mr. Nance declared that "the present boom is not a 'silk shirt' one... people are spending their money wisely and buying the better things... real selling ability is necessary if the radio dealer is to get his share of these carefully spent dollars."

RCA Promotes All Combo Sales

A magazine ad which is unique in the radio business will appear Dec. 20 in the Sat. Eve. Post. The full page ad runs "with the compliments of RCA Victor" and it dramatically declares that "Our competitors make good phonograph-radios—if you can't get a Magic Brain RCA Victrola... we suggest you follow your dealer's advice of other good phonograph radios he has in stock."

The display is a big-scale effort to help dealers get more business during the Emergency, and to keep the volume in records at its current history-making level. D. J. Finn, RCA advertising manager says that "We want to help every RCA Victor dealer close every sale that will improve his profit picture... his loyal support in the past merits our all-out aid to him now... after all, if there is a shortage of our merchandise, who is better qualified to advise the public on what alternate merchandise to buy that the local RCA Victor dealer?"

Other RCA ads are appearing in 13 other magazines during the month of December, one of the heaviest campaigns in the history of the firm.

New Service Programs

Philo is now taking steps to select servicemen and service organizations to qualify for the two new service programs being set up by the company. These programs will be similar to RMS in radio, but will be concerned with the refrigeration and air conditioning fields.

The company says that only those qualified by training, equipment and experience will be picked as authorized Philco service stations. An information service from the home office will be featured, and Philco engineers will hold local meetings for members. Distributors will act as local headquarters.
Annual Grid Event for Radio

Football fans among the prominent radio men in Chicago have started a new and lively idea in annual events for the industry—a yearly trip by train in a special "radio car" to a Notre Dame grid battle in Indiana.

This year the group hired one car to the Notre Dame-Southern California game, an immediate sell-out. The trip was complete with entertainments, refreshments, and a turkey raffle; one bird was contributed by Stanner and was won by Col. A. E. Michelsen of Chicago Signal Corp., the oldest came from Stewart Athletic Club, Chicago, and was won by Henry Forster, president of Radio Speakers, Inc.

Other guests aboard the radio special, and the firms represented, were as follows:

Ray, Durst and Robert Samuechon, Halliesttents; Ray Houmlauer, Utah; Peter Faller, Montgomery Ward; James Bagian, J. P. Scribner; Harter Charles and Bob Alexander, Wels-Dard; George Noshenson, Belmont; W. F. King, Bl. Tel. & Ed. Penner, and Marty Decker, Ed. Flander, Wm. Maxwell Co.; Lt. Jackson, St. Mouns; Abe Giersberg and John Told, Zound; Ray Berg and Ed. Rokusart, Spanthub; Del. Don Teln and J. R. Bon, Valco; Lee Wurtemlock, Hygrade Sylvania; Ivan Pfefer and Romeo Gens, Grace, Nicholas, Jack Schon, Meter; George Timmings, Meterman; D. M. D. D., Vincent Barret, Richard Durley, Frank Kashi, C. Rosseti and Lowell Crawford, all from Radio Products; Joe Goudie, Goudie Sales; Roy Bass, Native Wide Radios; Fred Johnson, Felt Products; Ray Castello, Fred's Next; Horton, Croft, Lance, Connecticut; Gen. Hub, Radio Speakers; Rolfe Sherwood, General Dry Battery; Dan Shrigley and Wert Ellison, Molded Products; George Teves, Hank Borochski, Al Harmon, George Lane, Bob Garnett and John Etem; all of Pichieler Hamilton; Ed. Keeler, Mid-States; Bill Jackson, Container Corp.; Walter Karstens, Operado; Lenny Larson, Crescent Tool; Art Johnson, Mandell, Frank Wilke and Charles Caine, Caine Sales; Leo Smereck and Bill Terry, Stewart Warner; George Goodlardi, Jefferson Electric; Don Sertel, Insulation Mfg. Corp.; Mr. Wilson, Internal Revenue; and Al Gianatas, Stanner.

New Plant for Sylvania

A big new plant for the manufacture of special purpose radio tubes—a modern factory with some 50,000 sq. ft. of door space—will be built for the Hygrade Sylvania Corp. in Montoursville, Pa., near Williamsport, by the Industrial Properties Corp., subsidiary of the Williamsport Community Trade Association. The $300,000 project will be rushed to completion and will employ about 300 people.

Hygrade Sylvania, second largest manufacturer of radio receiving tubes and third largest maker of incandescent lamps, now has plants at Emporium, St. Marys and Towanda, in Pennsylvania, and at Salem, Ipswich and Danvers in Massachusetts.

Western Radio Show

The Fifteenth Western Radio & Appliance Show will be held Jan. 26 to 31 at the Western Merchandise Mart, San Francisco, as a part of the "Western Spring Market." Five other home furnishings shows will be held there during the period. The annual radio and appliance trade dinner is scheduled for Jan. 28.

A "LAB" to fit your pocket

A.C. D.C. VOLT-OHM-MILLIAMMETER

Packet Volt - Ohm - Milliammeter with Selector Swich, molded Case. Precision 13 inch Meter with 2 Genuine Sapphire Jewel Bearings. AC and DC Volts 0-15-300-6000-15000, DC MA: 0-1.5, 3-15-150; High and Low Ohm Select; Dealer Net Price. Including all taxes. $10.95. WRITE FOR CATALOG SECTION 110 COLLEGE DRIVE READRITE METER WORKS, Bluffton, Ohio

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CONVENIENT layout of test equipment around this bench of Schlosser Radio Service, Pontiac, Ill., speeds up service jobs. Variable voltage power supplies were built by Bob Schlosser for special tests.

BENCHES For Service

STREAMLINED for service is this bench at Witham & Booth, Bakersfield, Calif. Fluorescent lighting, sloping panel with flush-mounted test equipment, and separate sales counter make this attractive shop efficient.

COMPACT arrangement of equipment and storage space makes this bench work for H. L. Wilson, Wilson Radio Service, McRae, Georgia. Test terminals and small part storage are located in the narrow vertical panel. Note the special holder for the portable type tube tester used on calls and in the shop.
also be applied to the grid of the second 6SG7 or main converter tube. The oscillator voltage goes through the first converter with a gain of about one.

The combination of the original oscillator frequency with the difference between the signal and the oscillator frequencies in the main converter tube is the FM intermediate frequency of 4.3 mc. Thus 23.13-18.85 mc. is 4.3 mc. and 27.13-22.85 is also 4.3 mc.

Thus the oscillator voltage is applied to two tubes in cascade to obtain double frequency conversion. Greater gain and more stable oscillator operation is the result.

Another interesting feature of this set is the noise "squelch" circuit for silencing the static noises between FM stations. Since the limiters do not reduce noise unless the FM carrier is present with considerable strength, noise between stations is not suppressed by these circuits. The noise, which is mainly amplitude modulated, comes through the receiver to the plate circuit of the second limiter tube, a 6SH7 and here it develops a voltage across the 22,000 ohm plate resistor. This voltage is capacity coupled to one of the diode plates of the 6SQ7. The noise is rectified and the DC across the 1 meg resistor is used to bias the grid of the 6SQ7 beyond cut-off and thereby "kill" the AF-stages. When a station is tuned in, the FM signals do not develop any potential in the 6SQ7 diode circuit and therefore, do not affect the audio amplification. The squelch switch stops the squelch action when closed and permits the reception of weak FM stations which might be accompanied with enough noise to silence the set.

**Output Circuits for Cutting Heads**

The two common types of recording cutting heads, the crystal and the magnetic, require different methods of matching the impedance of the output tube or tubes to the head.

The magnetic cutters usually have an impedance of 4 or 5 ohms, while the crystal units are about 50,000 ohms. The magnetic cutter is usually supplied from the voice coil winding on the output transformer and the speaker is disconnected or muted. Circuits that are suggested by the General Industry Company for both the magnetic and crystal types are shown.

A table of values of components for different voice coil and output transformer impedances is given for the magnetic cutter circuit.

A constant impedance is presented to the output transformer regardless of whether the cutter or the speaker is connected. A shunt resistor is across the speaker during recording and serves to hold the volume level at a convenient audible monitoring value. A monitoring meter may be connected across the converter head. A rectifier type AC voltmeter can be used and should indicate about 1-volt on speech peaks and 1.5 volts on music peaks if the cutter is 4 ohms impedance. The impedance of the voltmeter must be known and the resistance across the cutting head adjusted so that the parallel combination of the resistance and the voltmeter is equal to the value given in the table.

*(Continued on page 42)*
The crystal recording cutter is a high-impedance device and offers a capacity load to the circuit to which it is coupled. Because of its high impedance it is connected directly across the plate circuit of the output stage. In the circuit shown, the recommended 50 ohm resistor can be varied up to 250,000 ohms if it is desired to emphasize the bass. If the highs are to be emphasized, a shunt capacitor of 0.001 to 0.01 can be connected across the resistor in series with the cutter.

The volume level meter is a 0-150 volt AC instrument. For normal recording, the peaks will be about 100. A resistor is usually shunted across the speaker when the crystal cutter is used, just as with the magnetic head. This resistor is usually about the same size or slightly smaller than the voice coil impedance.

It is important to remember that crystal cutters and pick-ups should not be subjected to temperatures higher than 120° F. The AC voltage across the cutter should be not over 50 volts, and DC should be suitably blocked with a capacitor. This series capacitor should be capable of standing the total DC plus the peak AC.

Where to Apply for Radio Defense Jobs

A number of inquiries have been received from radio service men, asking for a list of places to which they can apply to be of service in National Defense.

While this is largely an individual matter of the radio man's personal qualifications and interests, information received from U. S. Army headquarters in New York City, indicates that the radio man should contact or write to:

1. Mayor of town or city, or office of local Civilian Defense authority.
2. Signal Corps office at nearest Army post.
3. Write for information outlining your qualifications, to the Adjutant-General, U. S. Army, Washington, D. C.

The American Radio Relay League, Hartford, Conn., also maintains an elaborate record of radio opportunities for radio amateurs and other qualified radio men.

The United States Navy has asked RSA to aid in bringing to the attention of servicemen the opportunity afforded experienced radio servicemen in the U. S. Navy.

For the first time in history, radio servicemen may enter the naval service with petty officer rank. Herefore men with radio training could only join the Navy with initial ratings of apprentice seamen.

Under the present program, the Navy expects to enlist 5,000 men in the near future. Those accepted will be given ratings of radiomen, second class, and will be sent to a naval radio training school at Noroton, Conn., and upon completion of the course may be advanced to chief radiomen.

For applications or further information, call or write your nearest Navy recruiting station.

California RTA Elects New Officers

The Radio Technician's Association of Long Beach, California elected its officers for 1942 last month. The new officers are F. E. Smith, president, Duane Davis, vice president, Harold Barnett, treasurer, and Roy Putney, secretary.

A new office of publicity and public relations is being filled by the retiring president, Harry E. Ward, Jr. Nearly two dozen meetings were held by this association in the past year. Inspection trips of radio stations and manufacturing plants, technical talks and discussions by the members, and social affairs rounded out the programs.
SELL SERVICE, TOO

(Continued from page 17)

can do no harm, and may bring you future business. Do not place cards, handbills or other advertising material in the mailbox.

Discover if your city has an ordinance requiring a permit for distributing cards. Oakland has such an ordinance and I complied with it years ago before I set out to canvass. The usual law requires that a license be obtained to distribute cards or handbills.

You will be told some places, “My radio was just fixed. If you had called yesterday, I would have been glad to have given you the job,” or, “If you had only called a few days earlier. We did not know any radio repair man on this side of town because we recently moved here and so we had a man come from the other side of the city and of course it cost us more money for him to come from such a distance.”

Continuing the Canvass

Before you start cursing your luck; remember that luck works the other way, too. Someday you will rap on the door and the person who answers will say, “You came at just the right moment. The radio just went dead and I was wondering where I could get a good radio service man in this neighborhood.”

And you’ll get the job and make a friend and booster.

The dwellers in modern, swanky, apartment houses are good radio customers. You are not allowed to get in to contact them personally, so copy down the names from the list in the lobby, and send them all post cards. I use the card I regularly give out and type some individual message on each one about my shop, its equipment, etc.

When you make your second call on the same territory; draw a red line along side of the blue one on your map. Also mark your second visitation in red.

Proceed exactly the same within the half mile circle and so on. The chances are if you have done your work well, it won’t be necessary to canvass any more.

You’ll probably be too busy repairing radio sets.

35% MORE LISTINGS—MORE ACCURATE—EASIER TO USE

If you have not already obtained your copy of the new IRC Volume Control Replacement Manual (3rd Edition) ask your IRC jobber for a copy today. It’s the finest Manual IRC has ever published—lists over one-third more receiver models than ever before—gives everything you need to know about a control replacement at a glance, from the original part number to Rider’s Manual reference, price, switch data, etc. IRC Controls have proved the most dependable for all types of replacements—and the Manual makes it easy to select the right one for practically any job. Don’t miss it!

INTERNATIONAL RESISTANCE CO., 401 N. Broad St., Phila., Pa.

VOLUME CONTROL REPLACEMENT MANUAL

(Edition No. 3)
Servicemen's Organizations Developing in N. Y. and La.

Progress is being reported in the formation of two new service organizations designed to offer more business protection to the servicemen and the customer. The New York City association of servicemen, formed to offset a proposed local utility radio-appliance service plan, is in the policy forming stage. A mass meeting of the metropolitan servicemen is planned for December 16th at which time the various committees will report. Among the aims of this association is a financial guarantee by the association for the work of each of its members, the establishing of standard trade practices, promotion of the association to the public, etc. The new group is headed by John Rider and a board of directors of leading servicemen and jobbers.

Louisiana Servicemen Organize

"We are forming a state-wide organization of Louisiana radio servicemen, founded for the purpose of laying the ground work for a licensing system," writes M. C. Crew, 319 Market St., Shreveport, La.

The initial meeting will be held in the Venetian Room of the Bentley Hotel, Alexandria, La., at 9 p.m., January 11, 1942.

Motorola Automatic Tuner Circuits

The electric push-button tuning system used on many Motorola home models employs an electro-mechanical system. Electro-magnets energized from 24 volts AC through the push buttons, operate latching panels to stop the motor driven tuning condenser and notched discs. The circuits for the various tuners are shown in the accompanying diagram. The E15T and E16T assembly is used on models 103K1, 103F1, and 103F2. E22T and E23T is used on models 83K1, 83F1, 83F2. E19T is used on 103CK2.

The input to the tuner should be 24 volts with a button depressed; 18 volts across the motor; and 6 volts across the electromagnet.

The resistance of the magnets is 0.28 ohms; motor winding, 0.675 ohms, both cold. The same winding on E22T and E23T is 23 ohms cold. The voltage induced into this winding is rectified and applied as a bias to kill the set during tuning.

High Low Booster

In night clubs and dance spots frequented by jitterbugs some of the advantages of an amplifier having a flat frequency response over the entire audio range may not be too important. The shuffling of dancers' feet plus the sound of a phone or other noises in public places blends with the music from the speakers and may prevent the sound system from being heard clearly.

In the metropolitan New York area S. J. White of White Sound Service specializes in the installation of sound equipment in night spots and has done considerable experimenting to improve the operation of his installations. As a result of this work he found that by using the circuit shown the effective...

(Continued on page 46)
Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

Voluntary pay-roll allotment helps workers provide for the future
Voluntary pay-roll allotment helps build future buying power
Voluntary pay-roll allotment helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something now to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a systematic and continuous Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramid ing national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, willingly.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his own house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done of its own free will.

In emergencies, America doesn't do things "hit-or-miss." We would get there eventually if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to systematize the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings'plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a checkmark on a card each pay day.

Plenty of help available. Although this is your plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all you have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do something to help keep your people off relief when defense production sloughs off; something to enable all wage earners to participate in financing Defense; something to provide tomorrow's buying power for your products; something to get money right now for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and missed. Now is the time for you to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE - NO OBLIGATION

Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name ____________________________
Position __________________________
Company __________________________
Address __________________________
ness of the sound system increased in certain places.

It consists of a push pull transformer, a .05 mfd. condenser and a 100,000 ohm variable control added to the grid circuit of the output tubes. Varying the control to cut out the resistance leaves the condenser across one winding of the transformer. The tuned circuit thus formed acts as a trap circuit to the middle audio frequencies and allows mostly lows and highs to feed through the stage. The apparent increase of these frequencies pleases the devotees of the violent dance steps who depend on the “boomy” notes for their rhythm.

He further reports that the entertainers and announcers like the accented highs, feel that these give their voices “clarity” and better carrying power.

If the booster assembly in one unit and a jack installed in the amplifier it may be cut in and out when desired. Constants are not very critical and a push pull input transformer designed for class A tubes will usually fill the bill. The amplifier should have a reserve of gain however as all frequencies are attenuated to some extent.


The Radio Servicemen's Association of Luzerne County, Wilkes-Barre, Pa., elected J. Austin Renville of Luzerne as the new president of the Association on November 18. Mr. Renville succeeds Edward Buckman of Lee Park.

Others elected were: Pat Mansville, vice president, C. F. Bogdan, secretary, and John Kennedy, treasurer. Elected to the board of directors were David Thomas, Max Frederick and Joseph Sincavage.

Merchandising Tags for Servicemen

Printed tags to help the radio men merchandize their service, are now included in the cartons of all International Resistance Co. variable controls for replacement use. Entitled, Your Servicemen Knows Quality, the tags state that the controls are of the same design and construction as those used in exacting communication fields. The back of the tag invites the customer to recommend the serviceman to their friends and has a space for the serviceman’s name and address.

The cards are equipped with a string for looping over the knob on sets returned to the customer.

New Mallory Encyclopedia and Catalog

The well-known Mallory Radio Service Encyclopedia is now in its fourth edition. This part replacement and service guide lists the variable controls, condensers and vibrators by original part numbers and Mallory replacement number along with tube complement, IF peak, and the Rider Manual reference page for all models and manufacturers. There are over 400 pages in the 4th edition.

The physical and electrical characteristics of the Mallory radio products are included in a new 32-page catalog. Covers resistors, condensers, vibrators, switches, etc.

Ham Handbook for 1942 Published

The nineteenth edition of the Radio Amateurs' Handbook has just been published by the American Radio Relay League, West Hartford, Conn. Complete and authoritative information is included on radio theory, amateur station operation, and the construction of transmitters, receivers, frequency measuring and testing equipment. New chapters on u.h.f. emphasize the emergency civil defense angle. The price of the 550-page book is $1.

Tricks of the Trade Airline 62-135

Reception week . . . this a 32 volt set. May be caused by slight leak in 25 mfd condenser between screen of 6D6 and cathode of 12A5.

Atwater Kent 480

Weak or no reception . . . operates when control tube located in left front corner of chassis is removed. Take out 150 ohm control tube bias resistor connected to low side of tone beam adjustment. Connect a resistor of about 250,000 ohms to high side of this adjustment circuit and ground.

Atwater Kent 85

Dead, operates when 24A control tube is removed . . . replace the 30,000
If the a-fc and regular tuning are at quite different frequencies on this model try a new 6J7G oscillator control tube.

RCA 140
Weak around 1200 ke . . . stop avc action on the 6A7 control grid. This can be done by grounding the G-lead of the secondary coil winding at the avc isolating resistor.

SILVERTONE 1922A
No reception . . . blue lead coming out of condenser block and going to terminal strip is defective. It bypasses a ½ watt red resistor.

STEWART-WARNER 05-5L1
No reception . . . replace filter condensers. If filament voltage is less than one volt increase capacity of second filter.

ZENITH 6S503, 222, 223, 229, 239, 241. CHASSIS 5638.
I-F oscillation . . . i-f trap in antenna circuit is directly under 2nd i-f transformer. Solder a flat piece of metal in place to shield the trap from the hole under this transformer.

For Triplet Customers Only
Long before the state of emergency was proclaimed, the Triplet Company was getting ready to do its part in building our national security. We knew that we must meet important new responsibilities. At the same time, we felt keenly our continuing obligations to our customers—old friends with whom we have had happy business relations through many years.

We doubled—then tripled—our output to fill the needs of our old accounts. We added to our production facilities . . . hired many more men . . . are working extra shifts at time-and-a-half.

All this has not been enough. We have been called on to produce more and more for national defense. We are proud of the job we are doing to help meet the emergency, but it is difficult not to be able to serve our old friends equally as well. In the face of these conditions, the Triplet Company has adopted these policies for the duration.

FIRST: We will continue to serve you by our service to our mutual responsibility—the national emergency.

SECOND: We will continue to do everything we can to fill orders from our regular customers, even though some deliveries may be temporarily delayed. No business from new accounts has been nor will be accepted until after our old friends have been served, except where priorities make it impossible to do so.

THIRD: Our engineering and research departments will continue to work on the development of superior equipment and improved methods to serve you still better when we can resume normal operations.

The present emergency is incidental and as we work towards the future, we will do our best to continue to merit your confidence and loyalty.

President
The Triplet Electrical Instrument Company
Manufacturers of Precision Electrical Instruments
Regulating the Beam

The first group, which regulates the spot, include the focus control, the brightness or intensity control, the vertical centering control, and the horizontal centering control. The focus control regulates the spot on the first anode of the cathode ray tube and consequently the size of the spot. The brightness control usually regulates the cathode or grid bias of the ray tube. The horizontal and vertical centering controls adjust the ratio of the DC voltage between the horizontal and the two vertical deflecting plates. It is a type of bias which is applied to the deflecting plates to enable the spot to be moved about the screen. Its primary purpose is to adjust the spot to the exact center of the screen. Stray magnetic, and electrostatic fields about the tube due to transformers and other parts cause the beam to be shifted off center and thus require neutralizing with these centering controls.

The second group over which control the voltages applied for deflecting the beam for observation include the gain controls for the horizontal and vertical amplifiers, the step frequency control for the sweep oscillator, the "fine" frequency control for the oscillator, and the synchronizing "lock" control.

The vertical and horizontal gain controls are used as potentiometers in the grid circuit of the amplifiers and serve to regulate the amount of voltage applied to the amplifying tubes. The voltage gain of the tube remains constant and only the amount of the voltage applied to the tube is varied. These controls regulate the size of image obtained upon the screen.

The step frequency control for the sweep amplifier is a rotary switch which places different values of capacity in the discharge circuit of the gas filled oscillator tube. This control is much like the band switch on an "all-wave" set, while the "fine" frequency control is like the tuning dial. The fine frequency control is a variable resistance to change the sweep frequency rate over a small range in the "band" selected by the " coarse" control.

Synchronizing Control

The synchronizing "lock" control is for the purpose of holding the image stationary on the screen for observation. It is a variable control which regulates the amount of synchronizing signal applied to the grid of the gas-filled oscillator tube. This control prevents the drifting of the pattern across the screen. It only takes effect when the frequency of the sweep oscillator has been adjusted as closely as possible to that of the wave being observed. If the frequency controls are not adjusted properly, use of the synchronizing lock will only cause the pattern to hold for an instant and then jump, and repeat the process.

Control of the synchronizing source is usually through a switch which may select either internal or external or 60-cycle voltage. The most common position for the sync selector switch is the "internal" stop.
in the 'off' position when it is desirable to apply test voltages to both the horizontal and vertical plates.

To get a pattern of the voltage to be observed, first switch on the internal sweep oscillator and regulate the width of the horizontal line with the horizontal gain control. Focus the line for sharpest image while keeping the brightness as low as possible. The horizontal sweep line should not extend beyond the edge of the tube screen for preliminary set-up. Apply the voltage to be observed to the vertical input terminals and adjust the vertical gain to give a convenient height to the pattern. Adjust the sweep frequency to approximately that of the voltage to be observed with the range switch. If the frequency of the wave under test is not known, turn the range switch to the tap which gives the least complicated appearing pattern. Adjust the fine frequency control until one or two complete cycles appear on the screen. Turn the synchronizing control until the pattern remains steady, but not beyond this point as it may cause distortion of the pattern.

**RSA Chapter Hears Service Editor Talk on Resonance**

The Westchester chapter of the Radio Servicemen of America heard an illustrated technical talk on "Resonant Circuits—Basic Facts on Their Operation and Adjustment" presented by William E. Moulie, service editor of Radio Retailing and Radio Today, at their meeting of December 10th.

Covering the subject of electrical resonance in general, Mr. Moulie discussed the voltage, current, and impedance relations in series, parallel, and coupled resonant circuits. With the aid of a chart of the characteristic curves of the several types of circuits, he pointed out the variations in the different quantities with respect to frequency.

The fundamentals of the resonant circuits were linked to the substituting of parts which are not exact duplicates.

"With material shortages, servicemen will have to stock more "universal" parts and adapt them to all types of sets," said Mr. Moulie.

**Hazeltine and Zenith Accord**

An agreement has been reached by Hazeltine Corporation and Zenith Radio Corporation whereby all existing litigation between the two companies has been terminated.

Under the terms of the agreement, Zenith Radio Corporation receives a Hazeltine Corporation standard license in the broadcast-receiver field for a period of ten years, as well as a standard Hazeltine license in the commercial communication field.

Both companies are planning an efficient coordination of their respective facilities in the production of radio equipment for National Defense.

**Walkie Talkie Order**

One of the most useful radio devices to be developed by war-time engineers is the "Walkie Talkie," the tiny, lightweight, two-way shortwave sets used by the Army's infantry or scout units to keep in touch with headquarters. So far, the public knows very little about this compact job, which delivers such good results in mobile work.

Majestic Radio & Television Corp., Chicago, reports that the government has ordered $325,000 worth of these new devices from the firm. While busy with this defense work, Majestic continues, however, in steady production of its 1942 line of home receivers.

**Supreme Expansion**

Supreme Publications, publishers of radio books, manuals and diagrams, have moved to larger quarters at 338 S. Jefferson St., Chicago.

**Ask for Speed!**

When you have a rush order to get from the factory or distributor—ask that shipment be made by Railway Express. We swiftly, carefully transport anything from consoles to service parts and display material. Pick-up and delivery at no extra charge within our regular vehicle limits in all cities and principal towns. A phone call brings service.

And—

For super-speed—ask for Air Express—

3 miles a minute between over 570 key points

**Every instrument scientifically engineered and soundly built for dependable, accurate, profitable radio servicing. See your Jobber or write for new catalog.**
Now, AS NEVER BEFORE, YOU need YOUR BUSINESS PAPER!

Dear Reader:

With war now a grim reality, sure to add new curbs to those already placed upon radio, we of RADIO RETAILING-TODAY are concentrating all energies upon a program of maximum helpfulness to dealers and servicemen.

Although you have made great sacrifices and cooperated whole-heartedly in the national defense, we nevertheless wonder if you realize how urgent it is TO HAVE and TO USE every possible aid to volume and economy—every possible protection to the profit that is so essential to your job of keeping 56 million radios in operation.

Restrictions on instalment selling, higher taxes, shortages of merchandise and drastic demands yet to come, are bringing a crisis to manufacturer, jobber, retailer and technician alike—a crisis requiring the utmost in THINKING, PLANNING and all-round RESOURCEFULNESS.

While the general press and the broadcast station brings you the great drama of the War and the news of general interest, it is only the business paper of radio that brings you the counsel, the facts, the ideas, the alternative plans of selling and the servicing helps which are now so vital to yourself, your business and your family.

To make this service count for you and for the nation, we are combining the resources of two outstanding radio trade magazines—RADIO RETAILING and RADIO TODAY. In January, you will have the first big consolidated issue.

Tuned to your needs and your problems, the new RADIO RETAILING—TODAY will be geared for set-replacement and for the maintenance of the millions of radios needing attention now.

What you will find in the forthcoming issues of RADIO RETAILING—TODAY, will be there because we know and understand your problem. So, we advise you not to miss a single page of a single issue. Be sure to keep up your subscription. Enter your order (or your renewal) NOW, to make sure of getting the first consolidated issue in January.

RADIO RETAILING—TODAY sincerely wants to help you.

O.H. Caldwell
EDITOR
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Although Radio & Television Retailing takes every precaution to insure accuracy, we cannot assume responsibility for an occasional change or omission in the above index.

Priority Appointment for Crosley Exec.

R. C. Cosgrove, vice-president and general manager of Crosley Corp.'s manufacturing division, has accepted an appointment by president Paul Galvin, of the Radio Manufacturers' Association, as a member of the priorities committee of the RMA. Recently elected to the RMA board of directors, Mr. Cosgrove has been taking a leading part in representing several industries in priority matters with the various governmental departments.

“Rock” Smith Promoted

News from Hotpoint is that George H. (Rock) Smith has been named general sales manager for the firm. The promotion was announced by Hotpoint executive vice president R. W. Turnbull, who said that Mr. Smith will now have full charge of all Hotpoint sales and merchandising operations.

“Rock” Smith has had 16 years as a successful and popular executive in the appliance business. He has been with Hotpoint since 1938—first in laundry sales, then refrigeration, and for the past two years, general merchandising manager.

Gibson Makes Bombs

Gibson Electric Refrigerator Corp., Greenville, Mich., has just received a defense contract for 800,000 incendiary bomb casings. Gibson will be one of more than twenty manufacturers doing this work.

L. W. Hamper, Gibson vice-president, said that manufacture of the bombs will be in addition to the 1942 Gibson refrigerator and range program already under way. “Manufacturing and shipping of Gibson civilian products will continue exactly as planned before the defense order was received by Gibson,” he revealed.

Sylvania Honored

A coveted award, presented by the National Safety Council for an excellent safety record, has been won by Hygrade Sylvania Corp. A bronze plaque was given the company for a full year safety record in the machine shop of Sylvania’s tube factory at Emporium, Pa. It was awarded by the metals section of the Council. Although Sylvania has been honored repeatedly for its safety accomplishments, this is the first such honor won in a national contest.

Auriema Appointee

Ad. Auriema, Inc., manufacturers’ export managers of 89 Broad St., New York City, has named Charles R. Carvajal as its commercial engineer, to work on radio principally in Latin America. For the past 12 years he has worked with NBC and CBS here, specializing on Latin American radio engineering jobs.
Jobbers Hear Plans for 1942

Covering all ten of the Philco sales divisions, representatives from the home office sales, accessory and service departments were the star speakers at eight sectional meetings held Dec. 2nd to 9th for Philco distributors coast to coast.

Thomas A. Kennally, vice-president, James H. Carmine, general sales manager, and Larry F. Hardy, manager of the home radio set division, outlined the 1942 program for radio and refrigeration.

Harry Boyd Brown, manager of air conditioning, presented sales plans in that field. C. E. Carpenter, J. M. Skinner, Jr. and O. F. Achtenhagen, who represent the accessory division, mapped out spring merchandising plans for auto radio, tubes and parts sales.

Robert Herr, Henry Paiste and Robert Long of Philco's service department were there to explain the new features of Philco products.

Sylvania Promotes Two

Two promotions in the radio tube division of Hygrade Sylvania Corp., have been announced by C. W. Shaw, general manager of tube sales. R. P. Almy has been advanced to the post of assistant renewal tube sales manager, and A. R. Oliver to the position of field sales supervisor.

These two continue the work formerly handled by Paul S. Ellison, who has been advanced to director of advertising for the entire Sylvania company.

Mr. Almy has had long experience with the firm, and has had repeated promotions. His headquarters will now be at Sylvania headquarters at Emporium, Pa. Mr. Oliver has been for over 4 years the western division manager for the company. His offices will remain at 135 S. LaSalle St., Chicago.

Rotary Display Prices

Price changes have been announced by Goodman Rotary Displays, 19 W. 34th St., New York City, on the two AC display turntables made by the firm. The light-duty motion display, which takes merchandise up to 50 lbs. is now $9—this one works on 60 cycles, 110 volts, and has a 12 inch platform disc. The heavy-duty job, rated at 150 lbs. for large radios or appliances, is now tagged at $12.75. Larger platforms and superstructures of your own can be readily mounted on these.

RCA Managers Shifted

A shift of two district sales managers of the RCA Mfg. Co., and appointment of a new district manager has been re-vealed by Fred D. Wilson, RCA's manager of field activities.

John K. West, district sales manager at Cleveland since 1938, has been assigned to San Francisco, replacing E. J. Rising, who resigned. Harold M. Winters, assigned to Kansas City district, has been transferred to the vacancy at Cleveland. District manager at Kansas City is now Harold R. Masa, previously in charge of merchandising activities in Southern California.

W. W. MacDonald Joins "Electronics"

William W. MacDonald, for the past two and one-half years editor of Radio Retailing, and who has rendered valuable service to the publication in various capacities during the last 15 years, has joined the editorial staff of Electronics, McGraw-Hill publication devoted to radio engineering and allied topics. He will devote his time to investigating the growing application of radio and electronic principles to industrial problems.

WHEN MFG. UNDERBIDS OWN JOBBER

(Continued from page 30)
Announcing
CROSLEY
SUPER SHELVADOR
(PATENTED)
Refrigerators for
1942

Six New Improved Models include six-, seven-, or nine-foot Crosleys all with the patented Shelvador. The 1942 deluxe interior styling includes lustrous, easy-to-clean stainless steel trim around food compartment and crystal-clear glass shelves edged in sparkling chromium. Abundance of ice-cubes.

Four types of cold in deluxe models; large frozen foods storage space at low temperature; giant Meat Chest holds several days' supply; Drawer-type, sealed clear-vision Crisper for leafy vegetables; Moist-Kold compartment retaining full flavor and nutrition of fruits, vegetables and perishable leftovers.

Savings in current costs with the famous Crosley Electrosaver sealed unit.

TWICE AS MUCH
FOOD TO THE FRONT
WITHIN EASY REACH

The Hot Line of 1941 has been made EVEN HOTTER for 1942!

Remember what a sensation Crosley has been this past year—achieving the HIGHEST PERCENTAGE of GROWTH reported in the industry! New refinements have been added to give it unsurpassed eye-appeal. Crystal-clear glass shelves, stainless steel trim around the food compartment and—

The exclusive feature which makes Crosley different from all others—the only door with shelves—the Super Shelvador! Exclusive because it's patented!

Get in touch with your nearest distributor NOW!

DESIGNED FOR
MODERN MARKETING

With rising food prices, women today want to take full advantage of food sales. Only Crosley offers so much extra storage space for frozen foods, for beverages, for several days' supply of meats and for fruits, eggs, vegetables—each in the type of cold best suited to keep it fresh, nutritious and with full flavor retained.

THE CROSLEY CORP., CINCINNATI, OHIO
Home of WLW, "The Nation's Station"—70 on your dial

AMERICA'S RECOGNITION OF EXCLUSIVE DESIGNS GIVE

CROSLEY THE FASTEST GROWTH IN THE INDUSTRY!

SEE THE NEW CROSLEY LINE AT THE AMERICAN FURNITURE MART DURING THE HOUSEWARES SHOW IN CHICAGO IN SPACE 541-B AND 542-B

www.americanradiohistory.com
EVERY NEWSSTAND IN YOUR TOWN
is selling Radio Service!

...Here's the greatest national advertising support ever extended to Servicemen and Dealers

"Your Radio Serviceman deserves your patronage!" That's the theme of the biggest national advertising campaign ever devoted to boosting the business of servicemen and radio service dealers...the greatest support ever offered you by any manufacturer!

In the December 27 issue of Collier's, RCA—for the third time in three months—takes a full page in two colors to tell America about the vital work of the competent, honest radio repairman. These three ads are directed to the cream of America's radio-owning families...two million of them...the men and women upon whom your livelihood depends.

For RCA believes that the radio serviceman's work today is more important than ever before...that the serviceman himself has earned public confidence, and should have it!

WHERE ELSE CAN YOU OBTAIN THIS SUPPORT?

RCA Tubes and Test Equipment

In Canada: RCA Victor Company, Ltd., Montreal

www.americanradiohistory.com