

RADIO *Retailing* TODAY



In This Issue ★

- Postwar Merchandise
- Radio Men Take Stock
- Electronic Service
- Kitchen of Tomorrow
- Appliance Selling
- Disc Sales Potential

FEBRUARY 1946



Fix 'Em To STAY Fixed...

with **MALLORY** Replacement Parts

IN these times of manpower shortages, service shops are loaded to the ceiling with work. Every job you turn out must "stay put." There's no time to do a job over because of poor replacement parts.

Behind Mallory replacement parts are years of dependable performance. That's your guarantee that the time and effort spent installing

them won't be wasted on premature failures.

Standardize on Mallory volume controls, capacitors, vibrators, switches and resistors for all replacement service. You'll save a lot of precious man hours. And your customers will recognize and appreciate the kind of work you do.

*Fix 'em to STAY fixed...
with Mallory replacement parts.*

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



Buy More War Bonds



MYE TECHNICAL MANUAL

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

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

P. R. MALLORY & CO., Inc.

MALLORY

Approved Precision Products

We tell 'em so you can sell 'em

17,000,000 Messages EVERY MONTH
to Your Customers . . .



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

Yes, you can depend on it, your prospective purchasers of post-war radios have been kept ADMIRAL-CONSCIOUS by our regular CBS Sunday broadcasts, and our equally regular schedule of timely advertisements in Collier's magazine, as well as other incidental newspaper and magazine advertising.

And when we are at liberty to announce our post-war line, you'll agree that the way has been paved to satisfying sales and pleasing profits for you. So, Mr. Dealer, you'll agree it's smart to get in line with



Admiral RADIO AMERICA'S SMART SET

As seen in Collier's magazine Dec. 25, 1943. Write today for your wall-sized poster and a supply for customer distribution of Admiral's Home Check-up Chart. Address Admiral Corporation, Chicago 47.

World's Largest Manufacturer of Radio Phonograph
Combinations with Automatic Record Changers.

Who is Majestic and Why ?

That's a proper question...

**because the 3 "M's"... Men, Methods and
Merchandise... are going to play a mighty
big part in the post-war success of Majestic.**

MAKE MEN . . . at Majestic they have been hand-icked for the job. Starting right at the top, there is a unique setup at Majestic. For here is a chief executive who likes to sell on a dealer's floor, to find out what it is really all about.

Majestic sales executives are men who understand that corporate and sales policies can have only one proper end—adequate profits for both manufacturer and dealer. Here each man has been selected for his proven ability to understand and execute such a policy. Here, too, are engineers who not only know their blueprints but also understand how to build dealer profit into what the public wants to buy.

A sharp and more direct approach to post-war radio problems is sure to be the result of such an organization.

No barriers of old-time policy, no hold-over dead-wood that might prevent progress, no worn-out heir-looms of a by-gone day will hamper the vigorous determination of the new Majestic organization.

Majestic's key men are experienced radio men with a sole interest . . . RADIO.

They have been formed into an alert, aggressive, flexible organization that can think straight and "turn on a dime."

METHODS, TOO, give a clear cut indication of how Majestic will operate. The Controlled Distribution Plan was devised to help dealers make money in the radio business . . . and keep what they make . . . without the grief of unsound selling practices, without mortgaging the future for just one season's job.

The Controlled Distribution Plan makes it clear that before a dealer is selected, he must have the ability to sell in volume and to sell that volume at regular profit margins. Such costly headaches as "raiding", price-cutting, auction block tactics, "parlor dealers", have no

place in this scheme of things. And no dealer will be expected to pay ransom for the profits he hopes to make.

MERCHANDISE IS THE KEY to true success, and Majestic's Planned Production will take advantage of the fact that sales minded executives know what the consumer wants, based on their own sales floor experience. This experience will dictate what and how much and for what price Majestic will put into production. This will assure the public of getting what it wants at a price it wants to pay. And the dealer will be protected against having a floor full of slow moving or dead merchandise.

THIS IS MAJESTIC. This is who we are, and how we plan to operate, and what you will get out of it. There is nothing unusual about it—unless you consider the determination to think clearly, directly and to use good plain common sense to be unusual. It all sums up to this:

Majestic Means Business . . . and lots of it!

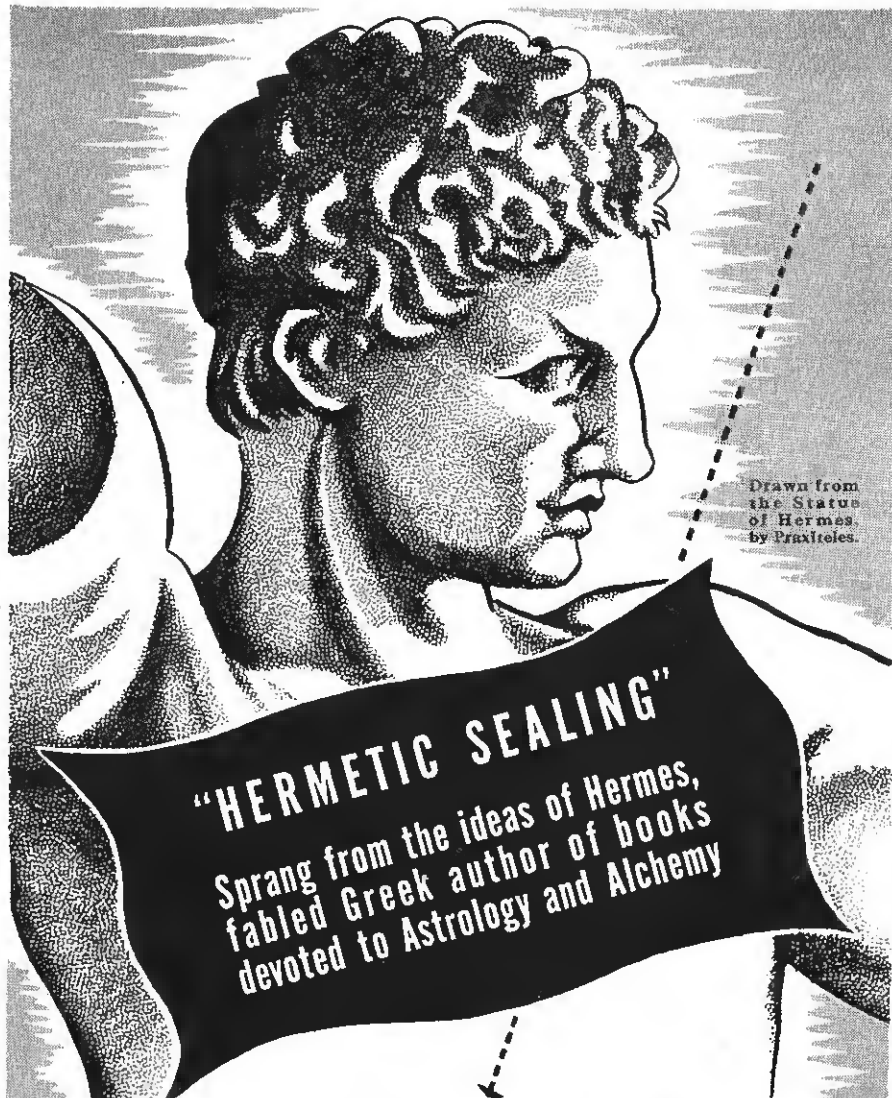
WINNERS
MAJESTIC RADIO CONTEST
(ended December 31, 1943)

1st. Award—\$500 War Bond*—R. G. SCELLI, Hartford, Con.
2nd Award \$250—War Bond*—IRVING I. WILSON, Philadelphia, Pa.
3rd to and including 12th Award—\$25 War Bond* each

EDW. J. McGRAIL, Hazelton, Pa. Now at Ft. Sam Houston, Texas	RAY PENTECOST, Chicago, Ill.
KENNETH BOOTH, Albion, Mich.	PAUL W. LINDSEY, Dallas, Tex.
T. WILLARD CRANE South Portland, Maine	ROBERT HAM, Los Angeles, Calif.
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JULES M. SMITH, New York, N. Y.	CARL W. CONCELMAN Takoma Park, Maryland

*Maturity Value



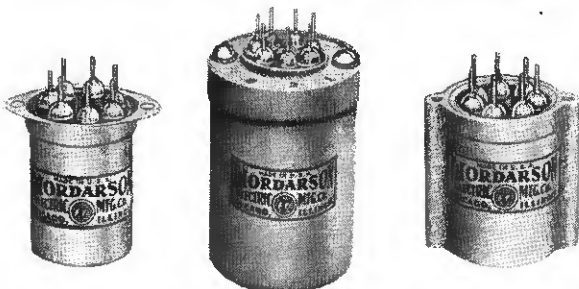


Drawn from
the Statue
of Hermes,
by Praxiteles.

"HERMETIC SEALING"

Sprang from the ideas of Hermes,
fabled Greek author of books
devoted to Astrology and Alchemy

THE LATEST IDEA in true Hermetic
Sealing is a Thordarson development
TRANSFORMER TERMINALS IN GLASS



The above types are suitable for use anywhere
in the world, regardless of climatic conditions.



THORDARSON

TRANSFORMER DIVISION
THORDARSON ELECTRIC MFG. CO.
500 WEST HURON STREET, CHICAGO, ILL.

Transformer Specialists Since 1895
... ORIGINATORS OF TRU-FIDELITY AMPLIFIERS

RADIO *Retailing* TODAY

FEBRUARY, 1944

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... AND TEN CASES OF TUBES!



Pardon us a moment of nostalgic reminiscence. It is our guess that you, too, like to lean back occasionally, and daydream of the "good old days." Remember when all you had to do was reach for the 'phone — call Hytron — and those tubes you needed *at once* were rushed to you on the double?

Those "good old days" will be with us again soon — just as soon as our number one customer, Uncle Sam, settles a little score with Hitler and Tojo. Only they will be still better days; first, because electronics is on its way to big things; and second, because Hytron has learned much about making tubes during this war.

Here's to the future and peace — when Hytron's wartime experience will become a peacetime moneymaker for you.

HYTRON HYLIGHTS
Easy To Understand

When the facts are known, it is easy to comprehend why there are not enough receiving tubes for civilian use.

Replacement Tube Sales

1941 actual	35,000,000
1943 actual	19,000,000
1944 potential	70,000,000

All agree the Armed Services come first; civilian demands must wait. Although Hytron and others are already running at capacity, military demands are still increasing. Despite repeated expansion, there just are not enough tubes to go around. There will come a day, though, when we shall meet that tremendous civilian demand too.



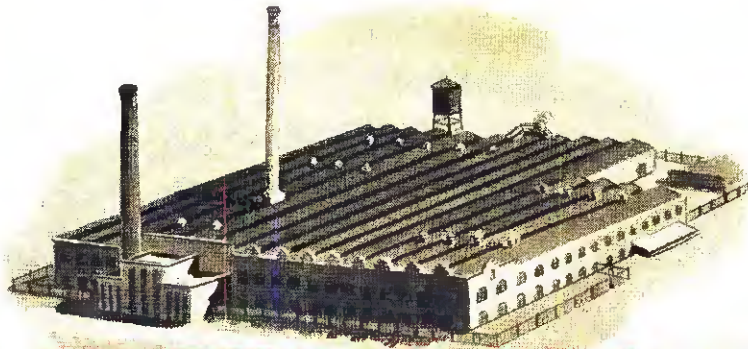
OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

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

BUY ANOTHER WAR BOND

OUT OF THIS WAR COME REVOLUTIONARY ADVANCEMENTS IN RADIO!....

Unceasingly the radio manufacturing industry produces vast supplies of wartime radio equipment to hasten the final victory. Out of this war-gained experience come untold advancements of tremendous importance to the great postwar market for radio, television and electronics. Out of this priceless, war-gained knowledge will emerge the finest radio receivers ever to bear the Temple name.



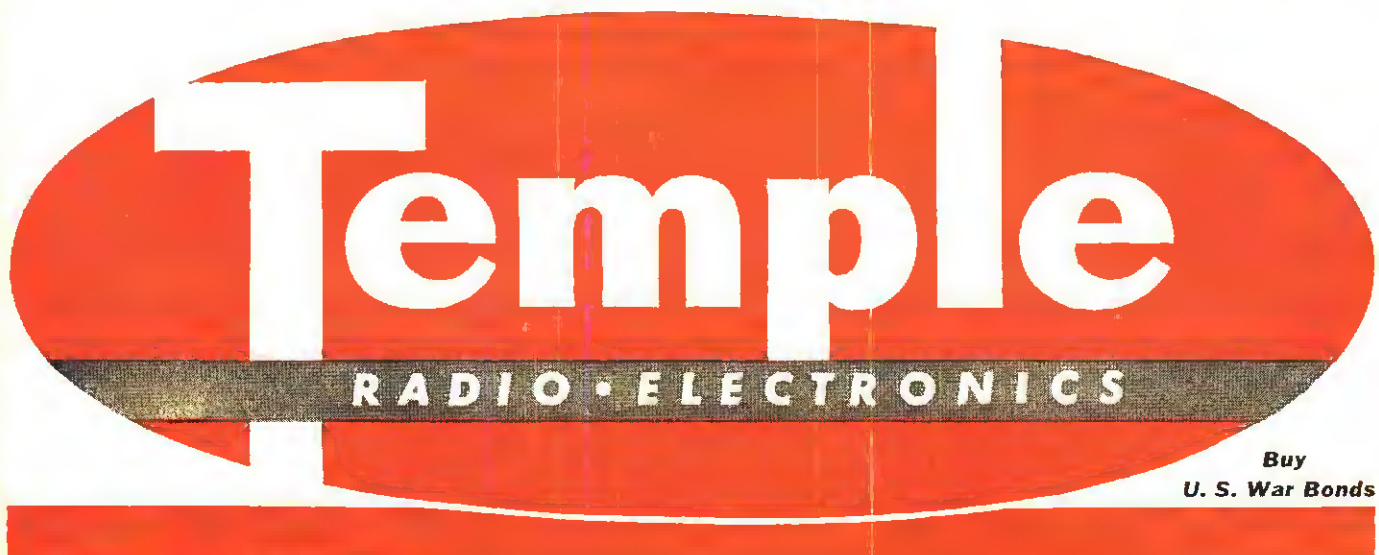
OUT OF THESE PLANTS will come Revolutionary Advancements in Radio Design and Value!



Today, these vast Templetone plants are devoted to war work—war work involving some of the most vitally needed radio and electronic equipment—material calling for the highest precision in craftsmanship. Today, Templetone is delivering this important equipment in volume—and on schedule. But after the war this time-proved skill and added war-gained experience will produce the finest of Radios—Temple Radios—to meet the most exacting demands of your customers, both as to quality and value. It will pay you to "team up with Temple."

TEMPLETONE RADIO COMPANY, MYSTIC, CONN.

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



Famous Signatures

George Washington

Abraham Lincoln

Thomas Jefferson

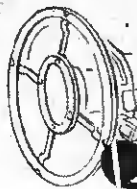
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Benjamin Franklin

Woodrow Wilson

Theodore Roosevelt

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Jensen

Manufacturers and Designers of Fine Acoustic Equipment

Emerson Radio

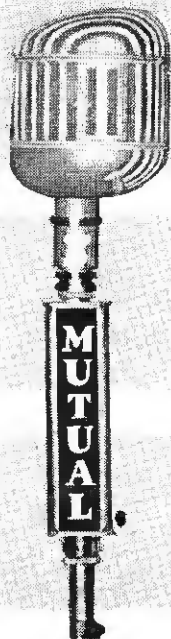
on behalf of its dealers and distributors

PROUDLY PRESENTS

A GREAT RADIO PROGRAM

COAST TO COAST NETWORK STARTING FEBRUARY 27TH

AND EVERY SUNDAY THEREAFTER*



"GREEN VALLEY, U.S.A."



HERE'S THE THRILLING, HEART-WARMING STORY OF AMERICA IN OUR times—a story of love and hate—of hope and conflict—of courage and sacrifice.

It is the story of *your* town, of the people *you* know—the people *you* work with and play with—of the boys *you* sent off to war and the people who are waiting for them to come home. It is the story of every town and every city in America. It is Green Valley, U.S.A.

This program which was broadcast for many, many months as a public service by one of the great radio networks received the enthusiastic endorsement of leaders in every field of public life.

Top stars of stage, screen and radio will make weekly appearances in Green Valley, U.S.A.—and the entire series will be woven together by the inspired narration of famed Santos Ortega.

Why does Emerson embark on a radio program of this magnitude at a time when we have no civilian sets for sale—when all of our facilities are devoted to the war effort? The answer is that we are building for the future—for your future and for ours. We are building for that perhaps not too far distant day when we shall once again be able to build the world's finest small radios and you will again be able to sell them. Green Valley, U.S.A. is part and parcel of Emerson's post-war planning.

In the meantime, this program will urge your customers to consult you for service on their present Emerson receivers and will stress the importance of the Emerson Radio dealer in every community.

Tune in and invite your friends to tune in to Green Valley, U.S.A. every Sunday afternoon over the coast-to-coast Mutual Network.

*MUTUAL, YANKEE, TEXAS STATE; DON LEE NETWORKS

Tune in: 5:00 p.m. Eastern War Time—4 p.m. Central War Time—3:00 p.m. Mountain War Time—2:00 p.m. Pacific War Time

Hitch YOUR Business to this New Star on the Radio Horizon

Local newspaper advertising, window and store displays, wide publicity and other dramatic promotion will identify YOU with this fine Emerson Radio feature. Ask your distributor for details.

EMERSON RADIO AND PHONOGRAPH CORP., 111 Eighth Ave., New York 11, N.Y.

RADIO Retailing TODAY • February, 1944



Remember when your house was always warm?

ALL kinds of fuel were to be had for just money. Maybe we took the cozy warmth of those days too much for granted.

What about your supply of merchandise? Maybe you took the prompt and complete service of your radio jobber for granted, too.

Now this supply is rationed. And your jobber must put first things first at times and cut down on your share.

For example, a radio jobber helped to equip a nearby army camp with a loud-speaker system for special battle maneuvers with "live" ammunition. This cut into his already restricted supply of radio tubes and other components.*

This case is typical of the way in which radio jobbers all over the country serve when called upon by the armed forces. Always the jobber does an emergency job — usually it is secret and, therefore, at the expense of his good will with you and other retailers.

But you can count on your radio jobber to play fair with you, to the best of his ability, with what he can get from the manufacturer.

Sylvania looks forward to the development of a greater post-war market, which can be accomplished only by the teamwork of manufacturer, jobber and retailer.

**An actual case from our files, details of which must now be withheld for reasons of military security.*

..... **SYLVANIA**

ELECTRIC PRODUCTS INC.

Emporium, Pa.



Goin' Places!—

THANKS TO RADIO

This is one sneak raid that backfired—that ended where the only "good" Japs are found—because radio gave a warning . . . radio guided our interceptors . . . radio played its usual major part in the engagement. That's radio today. Tomorrow, this wartime "know how" will be applied to the creation and production of new FADA Radios with undreamed-of standards of beauty, faithfulness, performance and durability.

PLACE YOUR FAITH IN THE

FADA *Radio*

OF THE FUTURE

Famous Since Broadcasting Began!

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

"Still Present or Accounted for!"

Working for today and planning for tomorrow, the Norge corps of independent distributors is still intact and looking forward to a great future with Norge!

★ ★ ★ ★ ON ACTIVE SERVICE ★ ★ ★ ★

To George Lehleitner, Walter Custis, P. F. Crenshaw, Jr., L. J. McAllister and B. H. Spinney, now in the service of our country, a salute from the Norge organization. To them and to the many other Norge men in the Services, good luck and an early homecoming.

It is from these men and their dealers that Norge often receives suggestions and opinions concerning postwar household appliances and postwar markets.

It is because of these men and their dealers that Norge began its postwar planning many months ago.

It is with these men and their dealers that Norge looks forward to an unusually bright future.

Success is assured. A postwar line of full-profit major appliances, all of them *products of experience* and all selling under one brand name, will be backed by vigorous national and local advertising.

Sales of the new line will be heightened by a wealth of practical, proved merchandising helps, gleaned through the activities of the Norge Jury of Marketing Opinion.

The well-known Norge policy of "fair treatment for all" will continue in effect, keeping Norge dealers in a position so favorable that they will remain the envy of the entire home appliance field.

NORGE DIVISION, BORG-WARNER CORPORATION, DETROIT 26, MICHIGAN

NORGE

A BORG-WARNER INDUSTRY

Only prewar producer of a complete line of Rollator refrigerators, electric ranges, washers, gas ranges, home heaters, commercial refrigeration.

WHEN IT'S OVER, SEE NORGE BEFORE YOU BUY!



J. J. Crouch
ALBUQUERQUE
NORGE, INC.
Albuquerque,
N. Mex.



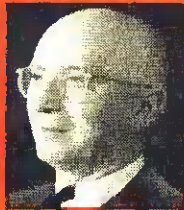
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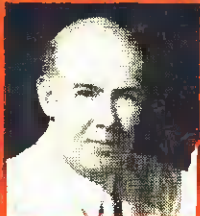
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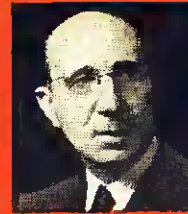
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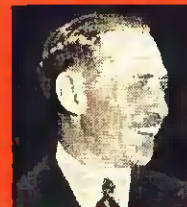
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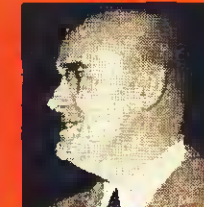
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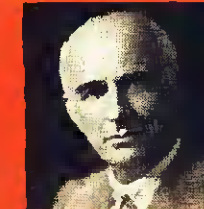
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WARREN-CONNOLLY
CO., INC.
New York, N. Y.



the **FUTURE** is being made **NOW!**

Long before America declared war, RAYTHEON electronic tubes were serving with distinction in our Army and Navy. Since Pearl Harbor, production has increased 1,000% or more—but the same "Plus-Extra" performance qualities are built into every tube made by RAYTHEON.

Taking over territory from the Axis does not end the need for communications equipment—and RAYTHEON will be on the job with the garrison forces as well as in the front lines, because wherever extra dependability is needed RAYTHEON usually gets the call.

Even before all our soldiers and sailors are home again, RAYTHEON—through the nationwide network of jobbers, dealers and servicemen—will be supplying civilian needs for quality electronic tubes for the many applications in the coming era of electronics.

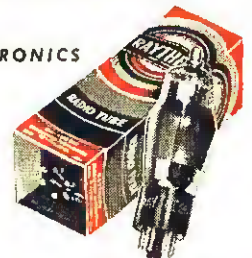
Raytheon Production Corporation • Newton, Massachusetts; Los Angeles, New York, Chicago, Atlanta

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



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

RAYTHEON
High Fidelity
RADIO & ELECTRONIC TUBES





the extra measure of **GAROD** INITIATIVE

Underlying the more obvious attributes of Garod radios—performance, tone, appearance — is the **extra measure of Garod initiative**. This initiative constitutes bold and original thinking and planning . . . both in the design of our sets and our program to help you profit and prosper.

Based on a tabulation of public demand, the **extra measure of Garod initiative** will be interpreted in our most desirable line in the postwar era. Portables, table models, phono-combinations in AM and FM, and television. They'll be priced right. They'll be sold right. Distributors and dealers will receive all-around protection. In brief, what we're thinking of today will do you a world of good some other day. Meanwhile, inquiries regarding postwar franchises are invited.

*Back the Future...
Buy War Bonds Today*

GAROD RADIO

FOR THE EXTRA MEASURE



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



The largest city in the world!

You may not recognize it, but this is a picture of New York City. It was taken at 101st and Madison, back in the Gay Nineties. Those were the good old days—when you visited your friends by bicycle. Folks dropped in without warning, because telephones were still gadgets for eccentrics or the very wealthy. And you were entertained with a stereopticon, because the movies hadn't yet been invented. This was the age in which Stromberg-Carlson came into being. Since that time, Stromberg-Carlson has accumulated a wide background of experience in all phases of the manufacture of radios, telephones and sound equipment. This is one of the major reasons why we have been able to say, for fifty years, that "There is nothing finer than a Stromberg-Carlson!"

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

A HALF-CENTURY OF FINE CRAFTSMANSHIP



OUR PLEDGE FOR TOMORROW TO STROMBERG-CARLSON DEALERS

ONE: Soon after this war is won you will have a fine line of Stromberg-Carlson radios to sell... a line that will win customers and retain their good-will... a line that will offer value and fine performance in a range of prices.

TWO: The Stromberg-Carlson name in radio will be even more widely and more favorably known than ever before.

THREE: The Stromberg-Carlson policy of distribution will permit every authorized dealer to have a real opportunity for profit on the Stromberg-Carlson line.

O. H. CALDWELL, EDITOR
480 LEXINGTON AVE.,

RADIO *Retailing* TODAY

Including Radio and Television Retailing

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

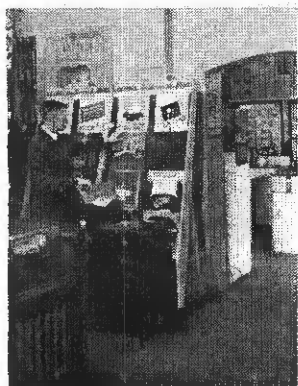
ABOUT THIS THIN PAPER WE ARE USING—

The paper on which this issue is printed, is used as a wartime necessity, to save paper tonnage, manpower, coal and transportation. Compared with our former glossy white printing paper, we don't like this present paper stock any better than you do.

But we hope you'll bear with it,—as we are doing,—until paper restrictions are lifted by Washington. Then we promise you one of the handsomest printing jobs in the whole trade publishing field—a return to the fine coated-stock quality format we used before the WPB cut our paper use 25 per cent.

Today, in line with patriotic requirements we have reduced our paper tonnage per issue far below that of our issues in 1941 and 1942,—although meanwhile the present service and usefulness of our publication, has been greatly increased.—THE PUBLISHERS.

COVER—Retailer Reuel of Bayside, N. Y., carries a variety of lines to augment Radio, Refrigerator and Appliance Sales (see p. 22).



Why We'll Get No Home Radios in '44

Resumption of the manufacture of some electrical appliances—irons, refrigerators—now seems a likely possibility during 1944. But radio receivers for civilian use will enjoy no such return during the present year. That much seems pretty certain, on the highest Washington authority.

For in this grim year of decision, military radio is in greater demand than ever. Exceeding earlier WPB estimates of a required increase of 33%, the revised figure now is an increase of 51% over 1943's production. It will tax every radio manufacturing facility Uncle Sam possesses, to meet these huge radio and electronic demands of Army, Navy, and Air Forces in 1944.

Costs of Selling Radios at Retail

The Radio Manufacturers Association has just authorized a study of the costs of selling radios by retailers. An extension of this survey will go into distributors' costs as well. Such information is vital to dealers as well as manufacturers. Everyone in the radio business needs a yardstick by which to measure individual efforts and results.

During the 19 years of this magazine's continuing existence we have conducted at intervals the only surveys of retailing costs to be made in the radio field. Whether figures compiled pre-war or now will be out of date in the post-war period, is a question no man can now answer. But here are the percentages from our own last cost survey made during normal peace-time conditions:

Salaries of owners or officers.....	10.5%
Employees' salaries and wages.....	8.1%
Rent	3.4%
Advertising	2.3%
Telephone, light, heat.....	2.4%
Free servicing, delivery, installation.....	1.9%
All other expenses	1.7%
Total expense.....	30.3%
Cost of merchandise.....	58.0%
Profit	11.7%

The Postwar Sales Outlets Are Here

Talks with owners of new and old-established radio service shops, who have not previously been selling electrical and electronic appliances, reveals that many are now definitely planning to jump into the sales field with both feet, when the postwar market gets under way.

Since the number of such prospective dealers, already established, is considerable, distributors see in them valuable prospective sales outlets. In addition to existing clientele and facilities now under control of these servicers, there is the established backlog of goodwill possessed by these radiomen.

Angle



● The concept, design and development of radio apparatus has advanced farther and faster in the last 3 years than in the previous 20 years. And the production of radio equipment has reached undreamed of volume as the result of greater laboratories, new and greater plant facilities, and a greatly expanded army of production workers.

All this, under the stimulus of war, and for our Army, Navy and Air Forces, has elevated the manufacturing side of radio to new heights, and reduced radio retailing to new lows.

Radio dealers have had to turn to other lines of merchandise to such an extent that very few remain selling radios and records exclusively. Now, with the end of the war in sight, coming probably in from 12 to 36 months, government agencies, manufacturers and retailers are giving serious thought to postwar planning. It is not too soon for radio dealers to plan. In fact, it is later than most think.

Past, Present, Future

Many dealers, recently interviewed, have not been very enthusiastic about radio retailing in the future. Perhaps you have some doubts too. And so it may be that a few thoughts from one who has been closely associated with radio since long before broadcasting began, as operator, retailer, wholesaler and manufacturer, may be helpful in your planning.

Looking now, and thinking, from the retail radio dealer's point of view, it can sincerely be said, "you haven't seen anything yet." True, radio was the glamour line in the late '20's, but what is to come will make those glamorous radio days look like the "Little Orphan Annie" era.

Stop and think — look back, and ahead, and what do you see? Just 20 years ago, in 1923, we manufactured 550,000 radio sets, and sold them at an average price of \$270 each.

In 1929, the second great year of "all electric" sets, we sold 4,428,000 sets, at an average price of \$136 each.

In 1936, pulling out of the Depression, we sold 8,248,000 sets at an average price of \$55.

And in 1941, we sold the stagger-

NOW for Postwar Market

What About Home Sets, Phonograph Combinations, Compacts, FM, Television, Recorders, Auto Radios?

ing total of 13,000,000 home receivers, at an average price of \$35.60.

All told, in the 20 years from 1923 to 1942 we sold the gigantic total of 101,036,380 home radio sets.

Now 31,000,000 families own 57,000,000 home receivers. Over 85% of the families in these glorious United States have one, or more radios in their homes.

Radio Rules the Sales

As more people wanted radios, manufacturers upped their production, reduced their prices and broadened their markets, until now there are more homes with radios than homes with telephones and bathtubs. Truly, radio is no luxury.

The story of radio retailing is one of the most glamorous and fast moving in the history of modern merchandising. Radio had its problems and its headaches. Many of the weak fell by the wayside—"lost their shirts." But those who were strong, alert and capable came through with flying colors—built fine businesses and profits.

Many dealers, geared to a slower tempo, could not keep pace with the competition, as the idea of radio spread, and the demand skyrocketed under the impetus of reduced prices.

Yes, radio was a fast moving line, and had no sympathy for those who could not or would not, keep pace.

You all know what radio retailing is today.

So let's look ahead a bit, and see what the future may hold for radio dealers. When the war is over—the American people will have greater pent-up buying power in the form of savings and war bonds, than ever before in the history of our country.

Ten Million Buyers

The pent-up buying urge will also be greater than we have ever known before. In other words, many more people will be anxious, willing, and able to buy than ever before. Having been denied the things they really want—radio, appliances, automobiles, homes—for so long, ten million people are all primed for a buying spree.

Truly, retailing will see new, all time volume levels.

And what have radio and appliances to offer, to compete for these billions of consumer's dollars? There is an immediate market for 20,000,000 home radios, of the compact type, at an average price of \$30, for replacements and additional sets in present radio homes.

There is an immediate market for 20,000,000 home radios, of the compact type, at an average price of \$30, for replacements and additional sets in present radio homes.

There is an immediate market for 5,000,000 new small consoles, or combinations, for the new families and new homes, at an average price of \$75 to \$100.

FM Sales Potentials

And before you have made much more than a dent in that market, the demand for FM will begin to make itself felt.

FM is not just a name, or a gadget. Frequency Modulation is new. Quite new before the war, perfected now, and ready to go to market. Using a very broad channel, at much higher frequencies than the broadcast band it brings a hitherto unknown realism to music and speech. Practically devoid of static, and man-made interference, FM is most certainly going to touch off a new radio buying wave, which will exceed by far anything we have had before. It will not come spontaneously, and with overwhelming speed. But come it will, at prices ranging from \$75 to \$175. First in metropolitan centers, and then across the land, gaining momentum as new transmitters are put in operation, each serving its own community.

The Television Picture

Television too, has made great and rapid strides lately. Within two years after the war ends, television will be a retailing factor of genuine importance, destined to grow to greater size than aural radio. Starting in metropolitan centers, at prices from \$250 to \$350, showing pictures on the screen of a 12" cathode ray-tube, ini-

tial demand will not be very great. But soon, combined with FM, television receivers will project their pictures to a screen from 18" x 24" to 36" x 48" in size. Prices will range from \$100 to \$250.

Transmissions will be relayed by radio-relays and co-axial land lines, and the public will buy as they never bought radio before. "Little Orphan Annie" of 1944 will be the "Glamour Girl" of 1950, and radio dealers will come into their own in a way they never dreamed possible—if they are alert, smart, honest business men and radio men.

The "Handy-Talkie" of Army fame is most certainly going to open a whole new field of radio, too. One day it will be possible, for anyone, anywhere, to talk with anyone else anywhere.

The Future in "Compacts"

Tens of millions of "pocket-talkies" will one day be the means of linking individuals, on foot, in their cars, at home, on the beach, in the mountains and fields; at golf, with any other person either directly, or through telephone and/or radio exchanges. And immediately the "handy-talkie" technique makes possible a smaller, finer, pocket receiver, there is a vast buying market ready.

Automobile traffic, one day soon, will be controlled by radio, and wholly new radio means of aerial traffic control are emerging from the war.

Facsimile will be ready soon after the war ends, to bring you a news and picture service, printed right in your own home on paper, in the "wee-sma" hours, giving you the latest news summary, each evening, as well as spot news flashes.

These are just a few of the new things in radio which will be ready for market when the war has been won, as it most certainly will be in the not too distant future.

Think about them! Visualize the market—conjure with the merchandising possibilities—reckon with the potential profits, and realize that radio has "just begun."

(Continued on page 72)

"Know How" Pays Profits

Thomason Shows How to Satisfy Customers . . . Tips on Selling Electronic Maintenance to Large Plants

• Marvin Thomason is a direct actionist. When the exclusive Plaza district of his home town, Kansas City, Missouri, was left in wartime without a radio service station, he lost no time in setting up a well-equipped shop on a busy corner of the Spanish-styled business district of the Plaza. The Thomason Radio & Electronic Service has been going "great guns" since it opened last July, and the records reveal that this enterprising radioman repaired thirteen hundred sets from July 1 to December 31, 1943.

Thomason resigned his post as supervisor of the radio repair department of the Kansas City Power and Light Co., to come to the rescue of the densely-populated Plaza section. His employers were so appreciative of his past services that they allowed him to purchase part of their huge stock of tubes and radio repair parts.

Valuable Experience

Today the Thomason shop, with over 5,000 tubes, is reputed to have the largest stock in Kansas City, and Mr. Thomason gives credit to his ample tube stock for helping the shop to gain a reputation for never falling

down on jobs. Thomason, who spent thirteen years with the local utility company, claims "It certainly wasn't thirteen years with the wrong firm, because my training in repair work with them is proving advantageous in operating my own service."

Mrs. Thomason, a frequent assistant in repair work and capable office manager, gives courteous and intelligent service to customers. When information on the status of a repair job is requested, every endeavor is made to give a satisfactory answer. Requests for estimates are considered in the light of future business, and are carefully and quickly handled.

Sells Electronic Service

Repair work on intercommunication systems, public address and portable sound sets, are sideline repair items with this serviceman. He is gradually making additions to a clientele that includes both large and small firms in the Kansas City area. The local branch of the Eastman Kodak Co. sends sound motion picture projectors to be repaired, Sheffield Steel Co. calls Thomason to handle intercommunication repair work, the General Electric Supply Co. asks his assistance on radio repair

jobs, and the Terminal Railway has him service train radio sets. How did Marvin Thomason secure the repair work of these companies? He asked for it!

"I called and talked with the officials," he said. "High pressure sales stuff was out with me. I merely told them I would like to have a crack at their electronic repair jobs, promised them prompt and efficient work, and gave them just what I promised. It worked!"

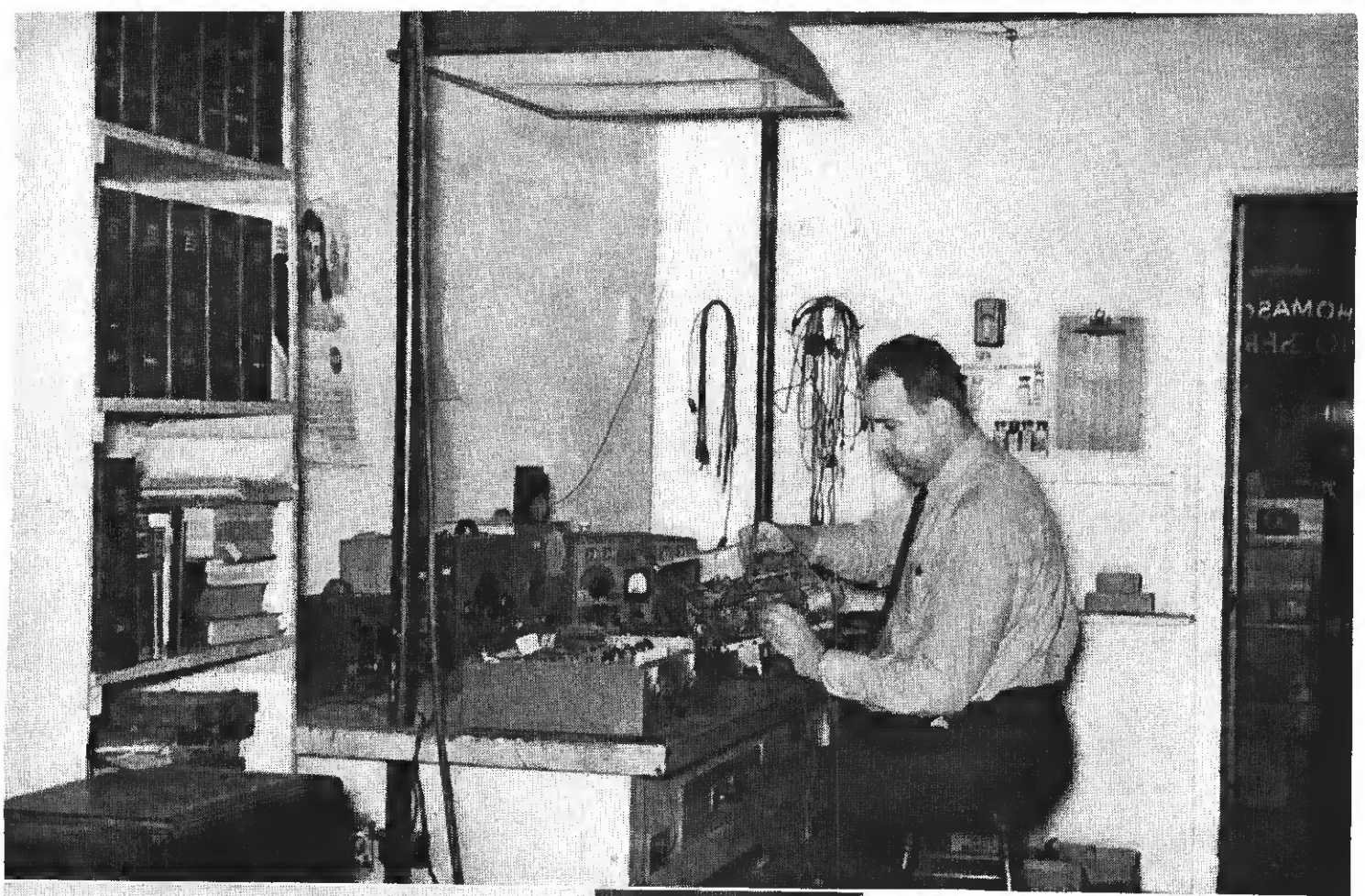
War Workers First

War workers have a priority with Marvin Thomason, and he bends over backward to give them ultra-fast service. Kansas City is the home of several large war plants, including the huge North American Aviation and Lake City Arms plants. Mr. Thomason believes that he has a definite obligation to these workers.

"Music and morale go hand in hand," he said. "Whenever a war worker brings in an ailing set, I expedite the repair job, personally, because radio programs cheer the airplane builders, the women welders, the man who makes the shells out at Lake City; and allows them to spend off-work hours more pleasantly. To

Below, entrance to Thomason shop located on busy corner. Right, Thomason Radio & Electronic Service has one of the largest tube stocks in Kansas City. C. M. Cecil, shown here, helped to turn out the 1300 sets repaired in six months.





Above, owner Marvin Thomason at work in his laboratory. Mrs. Thomason, left, gives able assistance in keeping the business running smoothly.



keep them happy with well-playing radios is one way in which I can help the war activity, and I am not going to allow a war worker to be left without the cheerful companionship of his radio for one hour if I can fix it in that length of time."

Speeds "Sound" Repairs

Thomason follows the same speedy practice with the sound systems at war plants who offer music during working hours as a morale builder

for employees. The Thomason service repairs many of these sound systems. When, for instance, the hook-up at a war plant goes "haywire" and there is a possibility that thousands of employees of the firm may have to go without their lunch hour swing music, Thomason answers the call with the celerity of a fireman, and attends to the repair job personally.

Has Postwar Plans

Postwar plans of this firm include retailing electrical appliances as well as radios and, if possible, Thomason would like to have the agency for a good hearing device; but serving his customers effectively now occupies most of this dealer's time.

Two regular assistants and Thomason attend to most of the duties of the shop. Two part-time employees, who have war jobs, come in occasionally and help out when the shop is swamped. Every set is guaranteed, and each radio is checked not only for the trouble described by the owner, but for anything else that might be deficient.

Three work benches excellently-equipped, with fluorescent overhead

(Continued on page 72)

REFRIGER



Owner Reuel re-arranges his records. Colorful albums add to interior display.

Quite a while back Mr. Reuel foresaw the present-day shortages and bought enough merchandise to carry him for an estimated period of approximately three years. He not only used all his available capital for this purpose, but deliberately turned everything he could into ready cash to augment his stock at that time. Local banks, also, were pressed into loans, and the complete lines were finally bought and stored.

Coordinated Lines Well Stocked

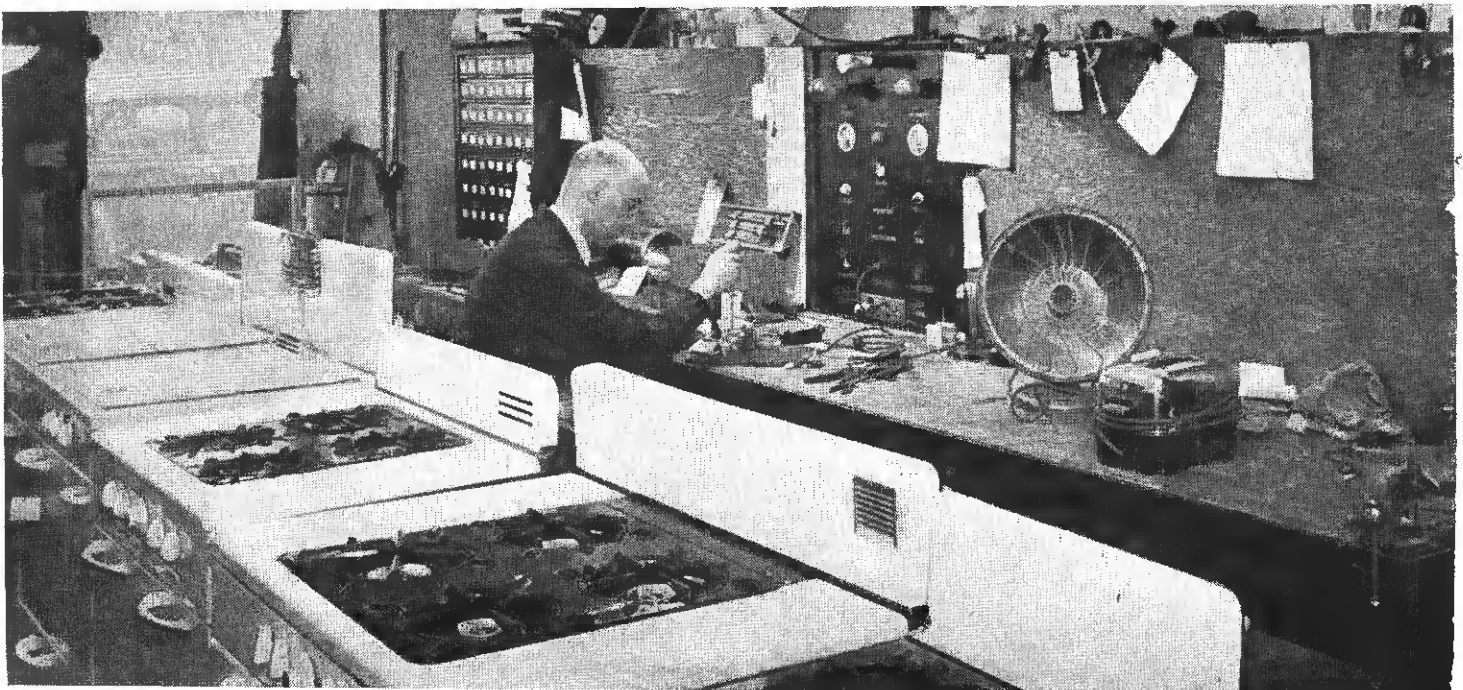
As a result, today the interior of this Bayside store is a joy to the shopper's eye! In two complete sections, one side of the shop displays radios, record players, record accessories, records and the radio repair department. The other side contains refrigerators, ice-boxes, electric vacuum cleaners, gas ranges, heating equipment, laundry appliances, lighting fixtures and a large variety of smaller appliances, together with the electrical appliance repair bench.

I. Katz, manager of the radio sales and service department, is a graduate of RCA Institute and brings 10

● The Bayside Appliance Co., 3934 Bell Ave., Bayside, N. Y., is keeping close pace with the needs of the day because its owner, Charles F. Reuel, has the ability to look ahead as well as to adapt himself to any current condition.

In business on Long Island for the past 20 years, and one-time operating manager for Frigidaire, this retailer carries a line of large and small appliances, radios, records and record accessories, and has extensive radio and appliance repair departments.

C. H. Woolley at his appliance repair bench. Reconditioning of small appliances is a feature.



ATOR SALES EXPERT

Carries Coordinated Lines — (See Front Cover)

Does Appliance and Radio Repair . . . Records SELL

years of experience in the field to his job. With two assistants, Jerome Connors and Charles Braun, radio repair moves forward at a steady and efficient rate, with an approximate average of at least 300 sets put into perfect running order monthly.

Radio Service

Forethought on the part of Manager Katz saw this department well stocked in advance of shortages. Ingenuity keeps this stock well replenished. Mr. Katz travels to find tubes, exchanges with other dealers, and maintains steady contact with reliable distributors. Complete and up-to-date equipment in instruments facilitates the work of this department.

Appliance Repair

One man, C. H. Woolley, is in entire charge of appliance repair. Working at his special appliance repair bench, Mr. Woolley keeps electrical equipment in working order for Bayside Appliance Co.'s customers. Formerly a repair and radio specialist with his own business in surrounding counties for the past 15

years, Mr. Woolley is well informed in his work.

The record department is colorful with albums and display racks. "Records pay my overhead," Mr. Reuel declares. Owner Reuel stresses that in carrying records a dealer should stock a *complete* line in order to get the most out of the department.

Prewar and Postwar Views

Mr. Reuel's prewar business ranged in volume in the following order: (1) refrigerators, (2) laundry equipment, (3) radios, and (4) gas ranges. Oil burners followed next in line, then heating equipment and small appliances. In those days 90% of his business was sales and 10% service. Today the percentage is 30 for sales and 70 service. First to run out in stock were refrigerators, second washers, and radios were the last, of which Mr. Reuel still has a few sets for sale.

Up until two years ago, Bayside Appliance Co. did 80% of its business outside of Bayside proper, with six men on the outside selling. Mr. Reuel figures the turnover in major appli-

ances to be approximately 10%. For example, estimating the life of the average major appliance to be approximately 10 years, with 10,000 units in an existing territory, he counts his potential market for that community at 1,000 units per year.

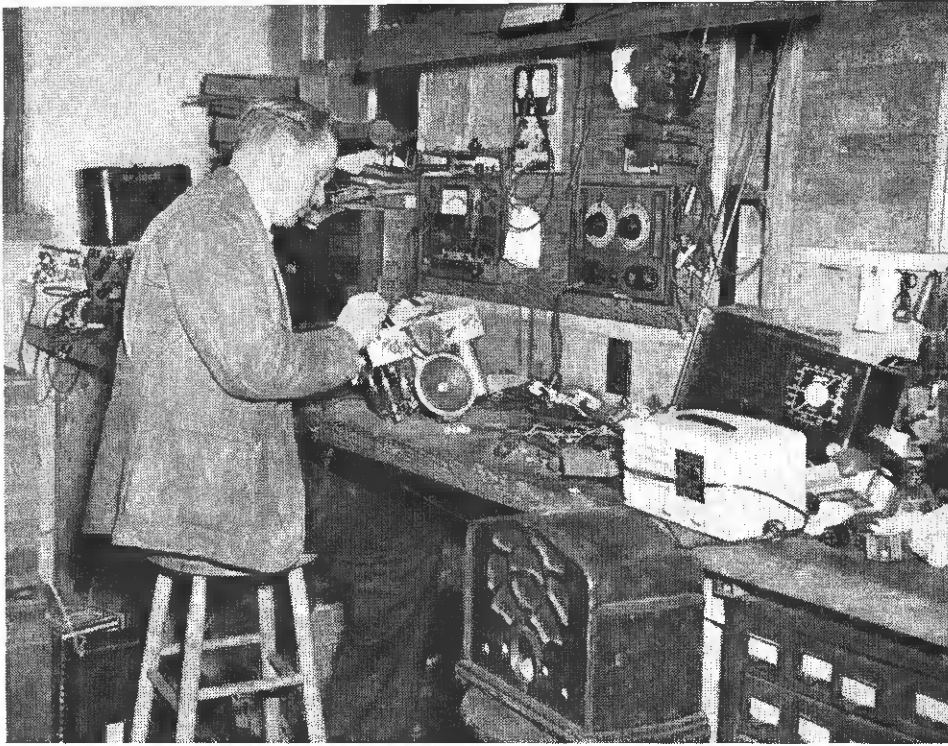
Refrigerators, however, Mr. Reuel claims, are a little harder to sell, inasmuch as they carry a five-year *manufacturer* compressor guarantee, and individuals are prone to seek advantage of the nearby New York discount houses, and buy their unit wholesale. Other major appliances and radios, however, should offer the dealer an open field on the ground of his proffered service.

Customer Contacts Important

Service given by the independent dealer to his customer on all appliances sold is the representative retailer's greatest drawing card in operating a successful business in his community. Be sure your customer contacts are handled with care; preserve those already existing and be constantly on the lookout for new ones, is Mr. Reuel's advice.

Manager I. Katz and his two assistants shown in the repair and radio sales section of the shop.





Oswald Harrison of Economy Auto Supply in his one-man shop.

Orville and Wilbur Wright made the first flight in a power-driven airplane, December 17, 1903.

Forbes is Veteran Dealer

In 1915, R. K. Forbes set up in business as the first tire vulcanizing shop. Later he went into the automobile business. Twenty years ago he moved to his present location at 111 Poin-dexter Street, and in 1934 commenced trading as Forbes Radio & Supply Company, where he did a big retail business in radio and major and minor appliances until manufacture ceased.

Customarily displaying 50 to 100 radios, the big Forbe's showroom to-day looks like Mother Hubbard's cupboard. There are a few new oil cook stoves, and a few oil space heaters—the only "alternate" lines carried—on the showroom floor. However, at the rate Forbes is getting in sets for cus-

SERVICERS ACTIVE

Dealers in North Carolina Community Serve Large Area Despite Help and Part Shortages. "Farm" Radios Numerous on Repair Benches. Advertise for Used Sets.

• Elizabeth City, North Carolina, normally had six radio shops. Today there are but three, and these are working short-handed in the face of sharp population increases in this thriving central point for ten north-eastern North Carolina counties. In 1920 the city and suburbs had about 8,925—the present population is about 17,000.

As far as RADIO RETAILING TO-DAY'S representative was able to ascertain, there is not a single new radio receiver on sale in the city. And, despite a continuous demand, there are only a few used, reconditioned sets now offered by dealers.

About fifty per cent of all the radio receivers in the territory served by the local dealers are battery-operated "farm" sets. While dealers find the battery situation fair, tubes for the battery sets, such as 1H5's, 1A7's and 1N5's are very scarce.

Prosperous Community

Pasquotank County, while not thickly populated, does not depend upon tobacco and cotton, like many other sections of the South, but is

one of the richest truck-growing sections on the eastern seaboard, and this diversified farming, with lumber mills, cotton and hosiery mills and other factories, as well as war plants and naval installations, makes the city an important financial center. Radio and appliance dealers here always prospered when merchandise was available.

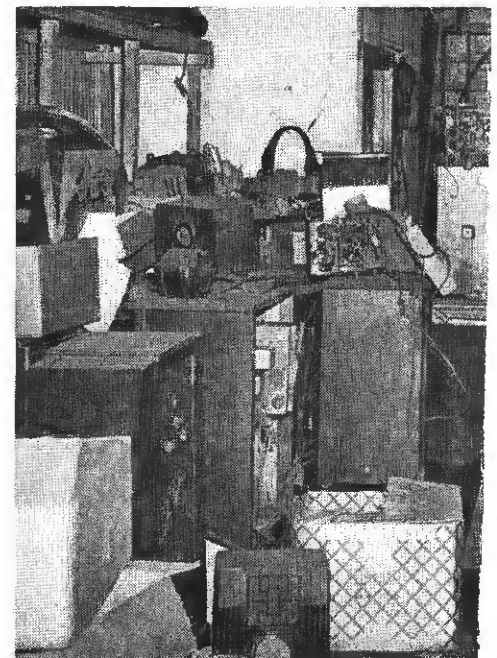
Before taking a look at the activities of the three organizations keeping the sets playing in this section, it is well to note that this typical American small city is highly stable, and that its population increase has been gradual, and not of the "mush-room" type. An extremely active Chamber of Commerce, two newspapers and a radio station stress the business, historical and cultural features of the community.

To the north, in the great Dismal Swamp, bear, deer and other game are found. Sixty-five miles southeast is Roanoke Island, site of the first English settlements in the New World in 1585-87 and the birthplace of Virginia Dare, first child born of English parents in America. Near here too, is Kill Devil Hill, where

tomor repair and sets he buys to re-condition, it probably won't be long before the showroom will appear to be well stocked.

Mr. Forbes estimates that there are

Forbes employees work on stock to be sets in.

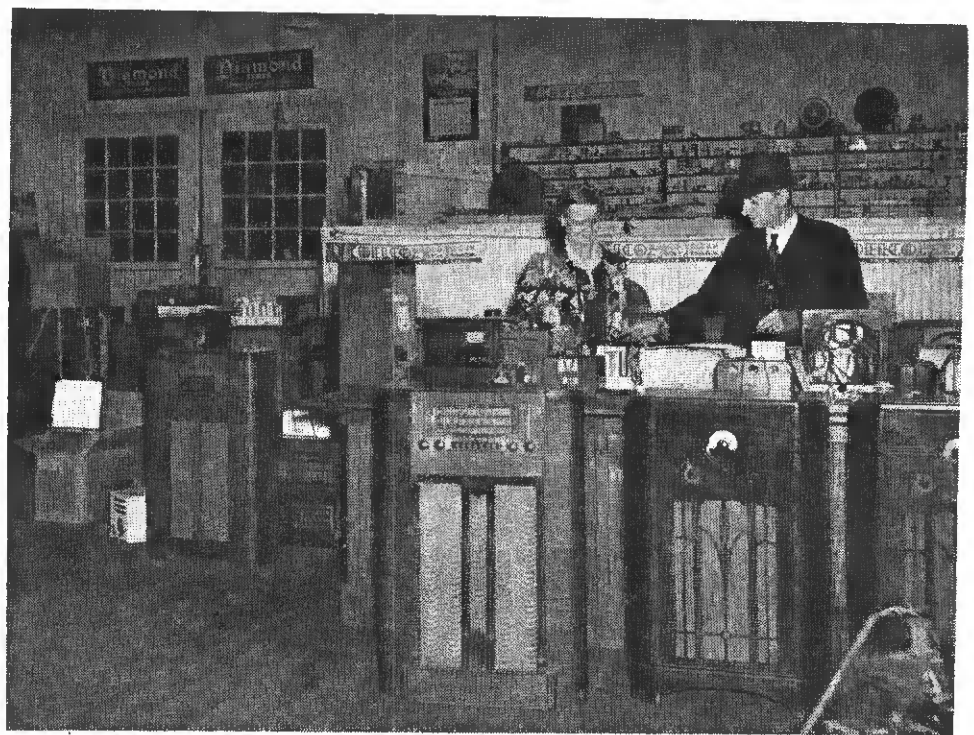


about 1,200 battery operated sets in the territory he serves. Customers bring in sets for repair, as the shop makes no deliveries or pick-ups, even in the city. Some customers are more than fifty miles distant.

Has Woman Helper

The Forbes' organization is greatly hampered by lack of help. According to Mr. Forbes, when this article is printed, he will have lost his last servicer to the armed forces, and at present he is teaching a woman to test sets and make minor repairs, and finds that she is working out very satisfactorily.

Mr. Forbes says he is able to get out the AC sets in fairly good time, but tube shortages are seriously affecting the repair of farm sets. Many farmers bring in electric fence batteries requesting that Forbes cut them down to $4\frac{1}{2}$ volts for radio use.



R. K. Forbes, Forbes Radio & Supply Co., demonstrates rebuilt radio to Mrs. Forbes.

IN TOWN OF 17,000

A careful check is kept on all batteries sold. The purchaser's name is taken and the date of purchase is marked in a record book.

The Forbes organization used to sell records, but this phase of the business has been discontinued. The firm still does a big business in needles.

repaired for resale. Want ads bring



There are a few reconditioned sets on sale here, and Forbes has a large assortment of sets he has bought awaiting the time needed to put them in shape to sell.

Buys Used Radios

He gets these old radios through many sources, but most of them come in as the results of consistent newspaper "want ads", worded, "Will pay cash for your radio, old or new—will play or won't play."

Mr. Forbes does not go in for much "circuit-changing," but does make and use adapters wherever possible. Repair prices have not been raised in this shop.

"I don't let the stuff accumulate," says Mr. Forbes, commenting on the service situation. "If we can't fix a set, we tell the customer so right away. If we can't promise to finish a job when the customer wants it, we tell him at once. This policy eliminates having sets accumulate and prevents arguments and disappointment."

Harrison Busy

Oswald Harrison, who owns the radio service department in the Economy Auto Supply store at 613 East Main Street, says he wishes that he could close his shop for about a month to catch up with his repair work.

Harrison is well-known as a skilled technician, and has been in the business since 1935. He is up against a space problem here. His shop is very small, and there is scarcely any room to take care of the radios awaiting his services.

Unable to get any help, Harrison carries on as a one-man shop, and like Mr. Forbes, does not believe in the general practice of circuit-changing, but he uses a lot of adapters. Some of the receivers in Harrison's place were brought in from points a hundred miles distant. Fifty per cent of the sets brought in are battery-operated jobs. Harrison was a radio retailer when sets were available.

Owney's One-Man Shop

L. A. Owney operates a one-man shop on Water Street, established six years ago. Mr. Owney reports that two-thirds of his work is on battery sets, and that he is away behind, being unable to get certain tube types. He makes and uses adapters, and does very little circuit changing.

These Elizabeth City dealers are doing a big job without adequate help and with material shortages a common condition, but all are optimistic about the future of the radio business, and are making plans now to sell and service in the big market tomorrow promises.

Radio . . . Appliance Men

Alert Attention to Available Merchandise and Competent Servicing

CHICAGO, Ill.—The Lee Engineering Co., owner Louis B. Lee, 203 North Cicero Ave., has added boats, glassware, and novelties to its stock. Several radios are still on hand for sale, but these are the last of a large stock. Washing machine, radio, and refrigeration repair is done by the owner. The shop is closed mornings when Mr. Lee makes his refrigeration service calls.

HOUSTON, Tex.—George H. Cunningham, owner of Cunningham Radio Service, 1708 Fannin St., has his feet back on the ground and is in active charge of his radio business, after having sold the Cunningham Aviation School in Houston. Mr. Cunningham has owned this radio business for some years, but left it in charge of a manager while he converted a hobby of flying into a profession. Since selling the airport and school, Mr. Cunningham resumed personal charge of the radio shop, and is finding that all classes of help, including porters, are hard to hire at any price. "These are times when we must handle customers with gloves," says this dealer, "for fre-

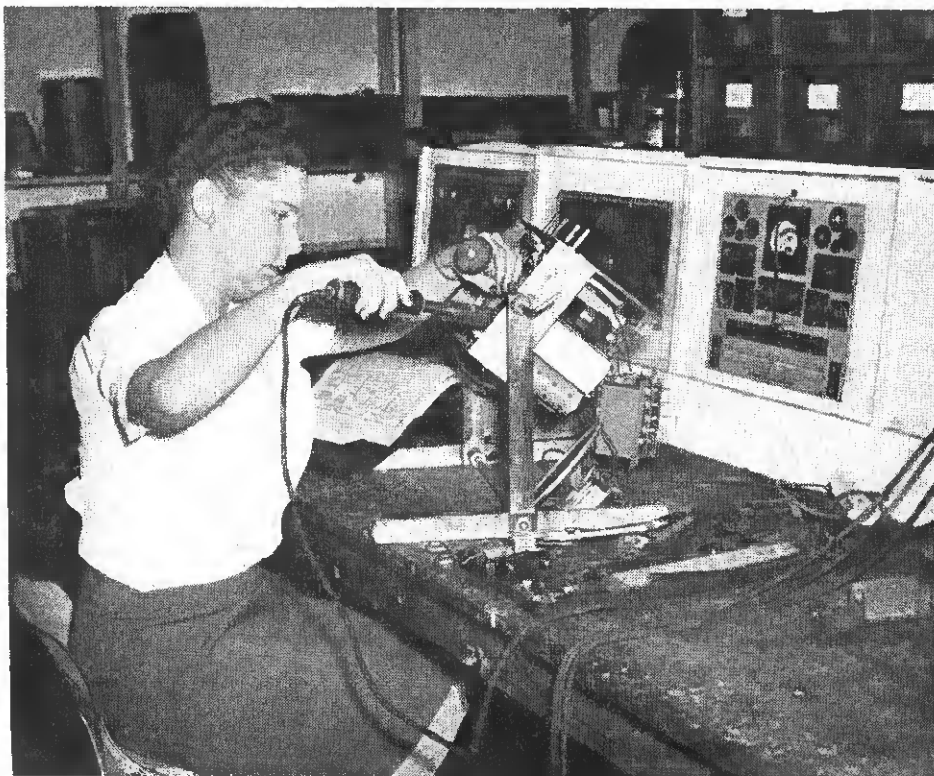
quently we have to spend quite a bit of time on making radio repairs. Some customers are willing to pay for the labor involved, as they want their radio to operate at any cost; but lots of people are a bit jumpy today, and the dealer has to be as diplomatic as possible with customers, employees and others."

OSWEGO, N. Y.—Dawson prepares a stub form to give customer when he leaves radio. Each set is numbered. A work ticket in duplicate is filled out when radio is completely serviced—showing labor, time, components or tubes replaced, and showing date it was serviced, and date it was brought into shop. Work ticket also gives model number of set. Serviceman keeps one copy in customer's file and gives duplicate to patron. Saves confusion and kick-backs all the way 'round.

BALTIMORE, Md.—During the peak days of radio, Ben Glass, one of Baltimore's leading radio servicers, trading as General Radio Service, at 3 S. Howard St., enjoyed a flourishing business in radio repair and sales.



WEST ALLIS, Wis.—Riemer Bros., 9633 W. Greenfield Ave., feed store and electrical appliance shop. Been selling radios and appliances for past 10 years. Last year that appliances were available they sold 175 radios, 135 refrigerators; over 100 washers. Now specializing in service.



When it became evident that radios were not going to be as plentiful as heretofore, and that the demands of selective service would make mechanics scarce, Mr. Glass expanded into the record field, and opened his General Record & Radio Shop, next door. As the radio stock dropped off, and both tubes and replacement parts for radio servicing began to dwindle, record sales steadily increased.

Record sales gained through well-planned front-door display. The entire record shop is arranged to create an atmosphere that invites browsing.

WATERTOWN, N. Y.—Radio Hospital uses the cartoons appearing from

← **WASHINGTON, D. C.**—While husband does experimental work in war activity, Mrs. Glenn Cox, manager Glenn Radio Co., carries on. She can turn out 10 to 12 jobs a day. Glenn Co. has 3 male employees. Store has busy record department.

on the Home Front

Keeps Shops Busy from Coast to Coast

time to time in "RADIO RETAILING TODAY," and mounts them on a wall panel, under the title, "The Human-Humorous Side of Servicing." People enjoy looking at these, the shop finds.

SAN FRANCISCO, Cal.—Stanley Michelsen has opened Stanley's Radio Service at 3033-16th St., near Mission. While an experienced radioman, Mr. Michelsen was not in business for himself previously, but worked for large concerns. He believes this is an auspicious time to get established. At present he specializes in radio servicing, but expects to become one of the major dealers when radios and electric household appliances become available again. At present the large show room is empty, but Mr. Michelsen wishes to be in a strategic position when the new merchandise arrives. The workroom is already filled with radios brought in for repair. Mr. Michelsen has two part-time assistants and also an errand boy with a knack for radios, who is being carefully trained in the hope that he will eventually become a valuable assistant.

CHICAGO, Ill.—Clarence Benson, owner of the Benson Radio & Record Shop, 5235 W. Chicago Ave., reports profits from radio repair work and the sale of records. Two stores are occupied. In one, records are handled, and in the store next to it, the space is used entirely for radio repair work. Radio service brings in about \$500 a month. The record store's interior is modern and attractive. The ceiling and walls are finished in cream colored celotex. An initial investment of \$300 was used two years ago for a stock of records. The present inventory is \$2,000. There are 5 record listening booths. A line of paints has been added.

BALTIMORE, Md.—Radio servicing and the merchandising of records are the two principal supplementary activities at Radio Center Co., 3122 Greenmount Ave., according to Sylvan Bass, proprietor. Both of these operations are proving very successful, despite the limitations on record



BIRMINGHAM, Ala.—Herschel M. Prince of Prince Bros. Radio Co. and one of the two signs in his show window warning the public of a black market in radio batteries.

supplies and also the limited amount of radio tubes available. Replacement parts are easier to get than tubes.

Radio Center has been an important radio establishment in the Waverly business section for many years. When it was inevitable that radios would be out for the duration, Mr. Bass gave more attention to record merchandising, and installed one of the best and most complete record departments, occupying more than half the store.

Servicing, which had been practiced on a more or less modest scale, was also given much more attention, and Mr. Bass has developed it into a major operation.

Recently a limited toy section, especially featuring wooden miniature jeeps, was added.

Other lines of merchandise include

sheet music, airplane models and kindred items.

SYRACUSE, N. Y.—Bernards reports many models of 10 or 15 years ago cropping up as trade-ins for high-priced consoles. Families who kept old radios now have money, and are anxious to get the modern ones.

OSHKOSH, Wis.—Kossel Appliance Co. is kept busy handling washing machine, electric refrigerator and farm machinery repairs. The firm has a considerable business in reconditioning stoves, especially coal stoves. It also sells other types of stoves—all on priority. A farm supplies department, including auto and dairy items, attracts many farmers during wartime. Oils and greases in bulk are also handled. Farmers buy such items in large quantities.



Quaker City Appliance

**Levin's in Philadelphia Plans to Resume Paramount Position
in Sales of Everything for the Home . . . Keeps Active Now**

● "Variety is the spice of life." And this famous maxim is still the order of the day at Levin's in Philadelphia. In spite of present conditions, and in spite of the fact that the firm has lost nine men to the armed forces and six to warplants, it still carries on in a big way.

Levin's, located at 3062-79 Kensington Ave., is easily found by inquiring Philadelphians, because four huge electric signs hang over the sidewalk and there are six show window fronts, and 3 entrances.

The Levin firm originally started in the hardware business; went into radio in 1927, and later into a number of other lines including automatic heat, furniture, refrigeration, electrical accessories, minor and major electrical appliances and phonograph records, to mention a few.

Levin's handled practically all of the famous-make radios, and sold G.E., Westinghouse, Norge, Crosley, Servel and Stewart-Warner refrigerators, and laundry equipment by Apex, G.E., Westinghouse, Modern Maid and Bendix. It was among Philadelphia's largest General Electric dealers.

Today this store is a busy place, and well-stocked, because the owner and founder, Harry Levin, was always a heavy buyer. There are so many different things a shopper can find here. RADIO RETAILING TODAY's representative saw ample proof of the wisdom of stocking many lines in a busy location like Levin's. For example, one woman came in the store and went through the following procedure:

1. She bought two phonograph records. She "reserved" two other records not in stock.
2. She had two tubes tested. (This service is free here.) The tubes checked all right, and the floor salesman, Edward Wallen, made arrangements to send a radio serviceman to her home.
3. She purchased a couple of cans of paint, and some electrical supplies.
4. She then went into the furniture department and made inquiries about some pieces of occasional furniture.

The six-year-old record department is prospering, despite shortages. There are three listening booths.

Needles, in wide variety, are exhibited in a glass showcase with overhead lighting, and the walls are covered with "blow-ups" of recording artists, and manufacturer publicity pieces.

An interesting and convenient feature here is the arrangement of the radio sales and service, and record departments. "Islanded" in front of the record department, are the remaining consoles and radio-phonograph combinations. Partitioned off from the record counters is the radio service department, and on the wall in front of this partition is a tube tester, where radio tubes are checked in full view of the customer.

The store layout itself is interesting and sales productive. It is arranged in well-defined sections. There are, in addition to the departments described above, hardware, furniture, gift and novelty, electrical appliance and kitchenware sections.

Large pieces, such as non-mechanical refrigerators and kitchen cabinets are shown in the center of the showroom floor. Formerly a large section of the store was devoted to the display of automatic oil heating equip-

← Levin's large store-front display uses signs to show wide variety of appliances

The furniture department includes many attractive lamps. To left is seen part of the record section →

ment, in which this firm figured prominently in sales.

A Satisfied Sales Force

Levin's is well-known throughout its territory for good service, and is endeavoring to render this today in the best possible fashion. In addition to the servicing of various equipment it sold, Levin's takes care of a large number of radios, using one man inside and one outside.

Floor salesmen as well as other employees here are "sticking" to Levin. Most of them are veterans in point of service, and they look forward to the days when they will again have the big line of appliances to sell, and a reputable and well-known firm



Dealer Offers Variety

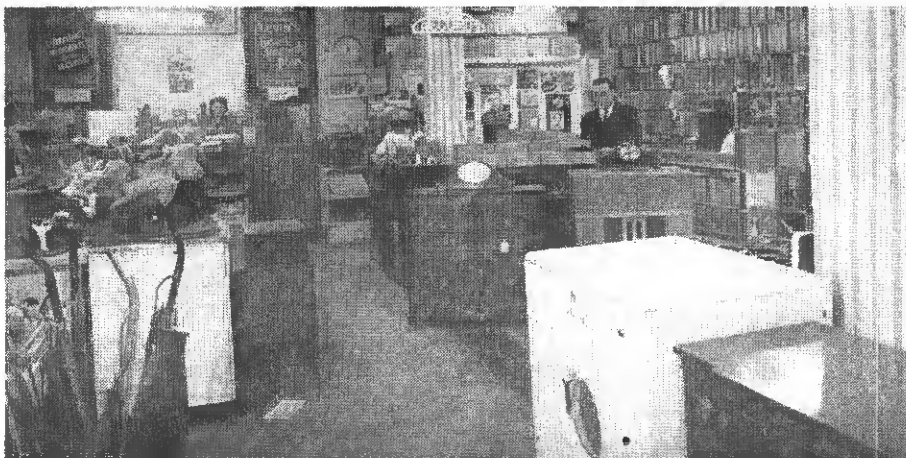
to back them up. One of the lessons to learn at Levin's is definitely indicative of the virtue of treating employees fairly and squarely and dealing honestly with customers. Employment of such a policy creates a spirit of loyalty toward the firm on the part of the sales force; first, because they know they are getting a fair break, and second, because the salesman's customer gets a fair deal, he will not kick back at the salesman.

Despite wartime conditions, great stress is laid on the importance of attractive window display. At the time of this visit one window was devoted to furniture, another to kitchenware and ice refrigerators, while still others displayed paints and giftwares. The radio-record window was full of



In the foreground giftware lines are displayed. Background shows entrance to "modern kitchen"

* Appliances are islanded in front of record and radio section.



life. Here a moving record display was employed, and the window was backgrounded with several large radio sets. In addition, manufacturer advertising cards and streamers were used to good advantage.

With variety playing a big part in this dealer's setup today, it also promises to be much "bigger and better" when manufacturing is resumed in peacetime, and Levin's keeps on living up to its slogan—"Everything Modern for the Home."

"OPENING UP" vs. "FOLL"

**Many New Radio Shops Starting Into Business
in Some Localities, Survey Sample Shows**

● Reports from widely separated areas of the country provide basis for an optimistic view of the wartime "openings" and "closings" of radio shops.

Gains in the number of radio businesses are seen in New York City, Birmingham, Ala., Dover, Del., sections of Maryland and Norfolk, Va. San Francisco, where the radio-shop mortality rate was heavy early in the war, is experiencing new life and sees many new shops opening. Large upstate New York cities appear to be holding their own, with smaller cities in the same region hard hit. Chicago, the Toledo, Ohio, area and northeastern North Carolina show losses.

The localities figuring in the reports from staff members and staff writers of RADIO RETAILING TODAY, were chosen at random.

That the overall picture is spotty and contradictory, may be due to a number of factors, including the following:

1. Variations in local conditions.
2. "Closed" businesses which were never primarily radio dealers.
3. Impossibility of checking all "new" radio services. Since many are

operating from their homes, and since many do not buy from their local jobber, reports from the latter cannot be construed as an accurate check.

The importance of prewar radio service facilities is seen as a governing factor. The appliance retailer, who has set up to render radio and appliance repair work, is in most cases, still doing business, whereas some retailers who had nothing to offer the public but sales items, have gone out of business.

Governing Elements

Then, too, there is the time element to consider. A lot of businesses folded shortly after we entered the war. Affected by manpower shortages due to the draft and the hegira to warplants, and to goods scarcities, there was undoubtedly a considerable mortality rate. Today, however, we find conditions fairly well settled. The dealers and servicers now in business are, for the most part "staying put." Business is very good, and it is safe to say that few, if any radiomen are closing up for financial reasons.

Viewing the "quick" and the

"dead" amongst radio shops in Birmingham, one looks upon an optimistic scene.

Birmingham, Alabama

About one dozen new radio shops have opened here during the past year, according to figures gathered from parts jobbers and others. At the same time a few concerns, such as furniture and department stores, probably a half dozen, have discontinued radio service.

The changeover from dealer establishments to essential service shops has been quite pronounced. A number of those opening radio shops formerly worked as servicemen for concerns which specialized in sales. In addition to those opening shops in established places of business, quite a few mechanics do service work at their homes as a sideline to regular war jobs. They are not counted among new shops.

The Business Is There!

The volume of work is so heavy that all a new shop has to do is to open its doors. Business begins to flow in. However, the tube shortage is quite a bother. Parts houses are not anxious to take on new customers. In fact at least one jobber has a rule against it.

New concerns opened during the past year here include the following:

O. K. Radio & Refrigeration Co., 19th St. and Morris Ave.; Arthur S. Cromwell, 2018 4th Ave. N.; Woodlawn Radio Service, 1st Ave. & 52nd St. N.; Owenton Radio Service, 755 3rd Ave. N.; Day Cycle Co., 2923 N 27th St.; Woodlawn Electric Shop, 1st Ave. N and 56th St.; Rex Radio Service, 117 N 21st St.; Hilson Radio Service, 1325 7th Ave. S.; Dick's Repair Shop, 5625 N 1st Ave.; Radio Hospital, 516 S 20th St.

Chicago Picture

Surveying Chicago, jobbers report that new civilian radio servicers continue to appear on their lists. On the other hand, they report that their old customers, still servicing civilian sets, approximate one-fifth less in number.

Newly opened shop on Front St., Hempstead, N. Y. Left to right: Co-owners M. S. Decellys and Myron H. Bickart find radio repair traffic heavy at Long Island's "42nd St. and Broadway".



ING UP"

Because many servicers buy from out of town distributors, and since many have bought out stocks of shops about to close, it is impossible to secure an accurate check from jobbers on the number of new shops opened. In addition, the shops listed as "closed" were not radio service establishments alone, but were, in many cases, sales showrooms.

There is a definite trend in Chicago toward shop and showroom improvement on the part of dealers. RADIO RETAILING TODAY has carried a number of factual articles on this. Dealers have moved to larger buildings, taken on new sales lines and have increased servicing facilities.

In the round-up, jobbers attribute four points which had direct bearing on the number of closed shops. These are: One, radio men entering the service. Two, inability to operate because of lack of appliance merchandise curtailed by the war. Three, radio men entering into the war industries. Four, the increasing difficulty in obtaining necessary radio materials to do service work.

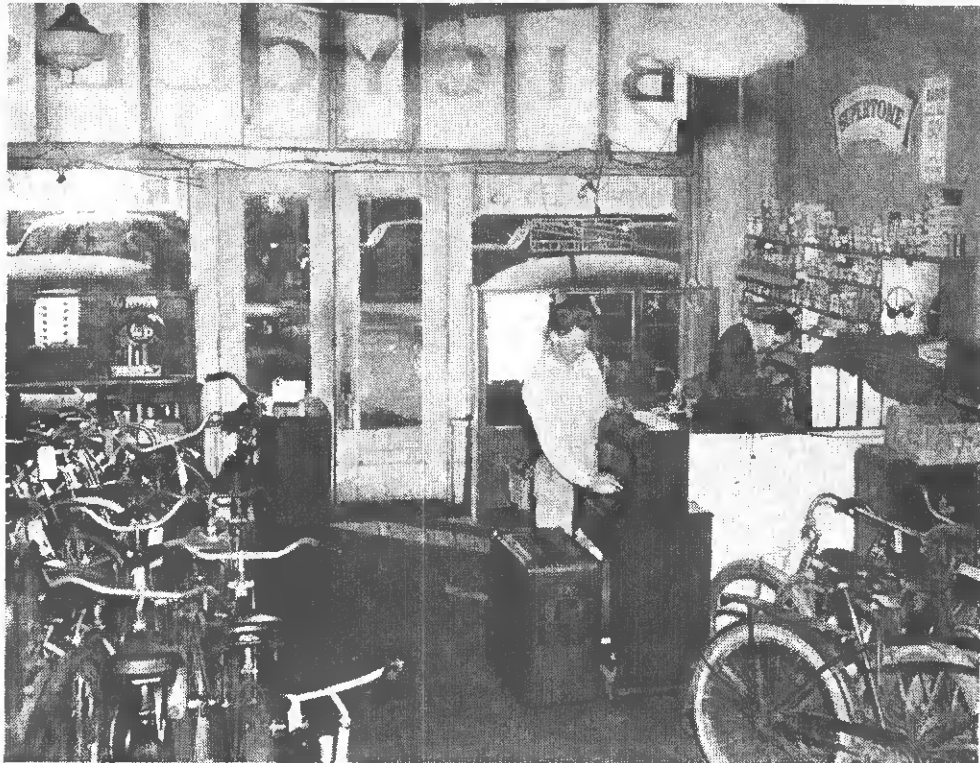
W. J. Rubin, of Allied Radio, Chicago, points out that 50 percent of its steady customers have stopped radio servicing in the past year. "This includes," Mr. Rubin said, "both shop owners and men who have done service work but did not operate a shop. The men who serviced radios without an established shop are practically all engaged in radio industry war work, because of the high wages and continued demand for skilled servicemen."

More in New York City

New York City now has more radio service shops than it ever had before if "sampling" certain areas, chosen at random, can be depended upon.

In one part of the "Kingsbridge" district, in the vicinity of 231st St. and Broadway, there were normally three shops. These three are still in business, and one new one—Harold's, 5561 Broadway, was opened Jan. 1, 1944, by Harold Lierow.

Sections of Harlem show increases also. So far as could be learned, no shop has gone out of business in the vicinity of Broadway and 139th St.,



50-year old Day Cycle Co., N. Birmingham, Ala., opens radio department, and expects to sell postwar sets.

and a new shop opened a few months ago.

Three shops near 125th St. and Broadway still operate, with one newcomer about a block east of Broadway.

In the area of Second Avenue, between 40th and 43rd St., two old shops remain in business, and two new ones have opened.

J. J. Craven, who has maintained a service shop at 805 Second Ave. for the past sixteen years, says he believes that there are more shops in New York now than ever before.

Delaware, N.C., Va., Md.

Radiomen in Dover, Del., report about the same number of shops—possibly more now than ever before—but point out that in the early period of the war, Dover lost a few shops.

Some northeastern North Carolina towns show a loss. One city of 17,000 has but three servicers, where normally six were in business.

Norfolk, Va., sees an increase in service shops, but a severe repair bottleneck still exists due to population increases. Established servicers here report that an unknown number of repairers are doing radio work in their homes. One Maryland city of about 15,000 has more shops now than ever before. Two of these opened within the past few months.

In addition to the number of new shops, many old-established ones are remodeling, rebuilding and re-equipping. RADIO RETAILING TODAY has

published many articles about dealers improving their places of business, branching out with additional stores, etc.

Many Are Expanding

Shryock in Philadelphia is an example of a veteran dealer's faith in the future. This organization has lately moved to one of the best locations in the city, and has set up a modern and attractive showroom. Sutter Radio in Brooklyn, N. Y., has opened a branch. A. E. Rhine Radio Engineering Service, Bronx, N. Y., is taking over the premises next door, and is now at work on a number of interior improvements.

In addition to news about dealer improvements, this magazine has carried a number of stories about radio parts distributors who also are improving their quarters and enlarging their facilities.

Up-State N.Y. Cities Lucky

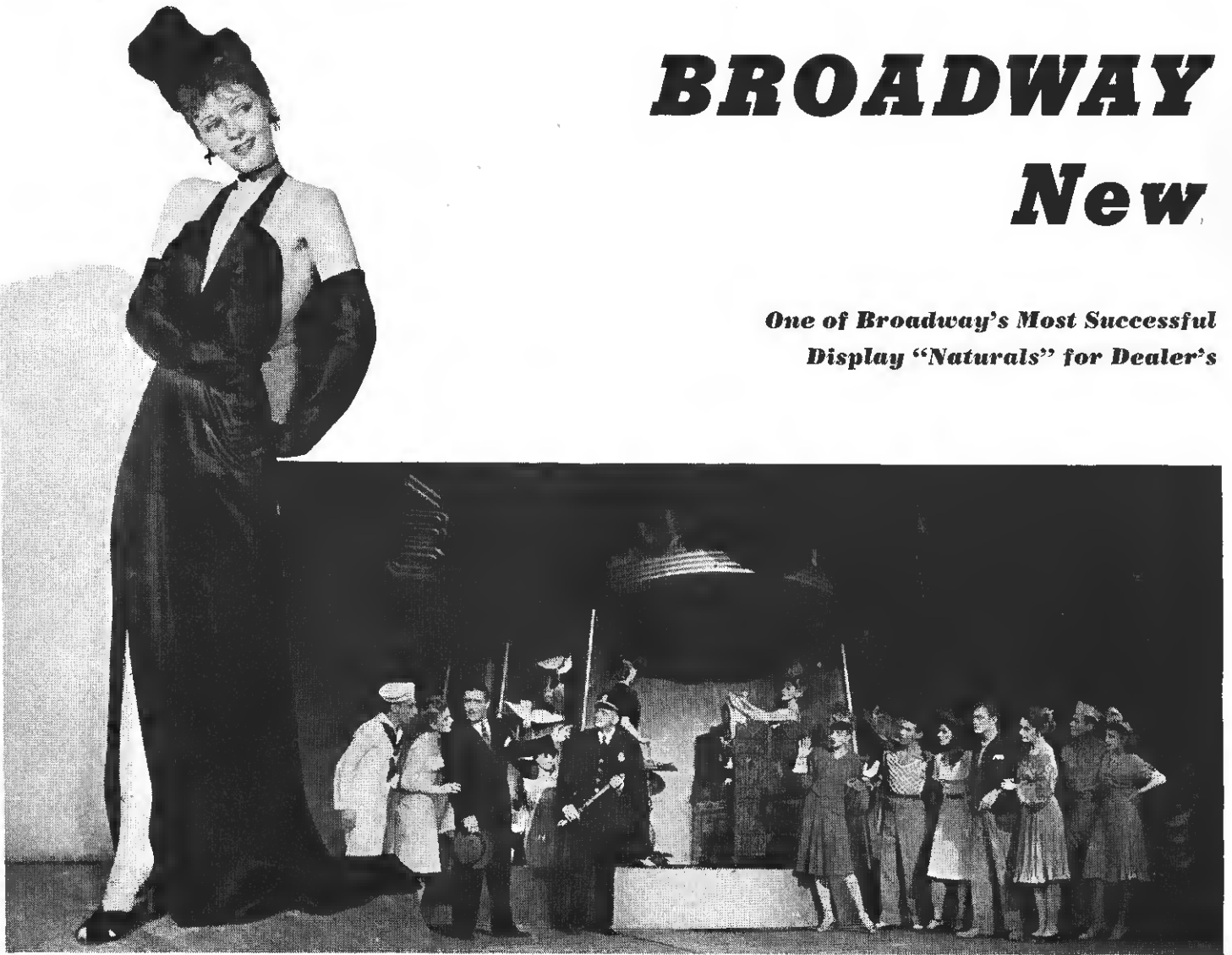
In a survey of Syracuse, Watertown, Rochester, Utica, Binghamton, Albany and Buffalo, all cities of 40,000 or over, and reaching up into the 300,000 bracket of population, the percentage of radio shops exiting from business during the past year has been less than 5 per cent. One reason for this low percentage has been that radio servicemen, about to be inducted, have found some 4F and 3A individuals to take over the shop. Many operatives are also in the "over-age limits."

(To be continued in later issues)

BROADWAY

New

**One of Broadway's Most Successful
Display "Naturals" for Dealer's**



Mary Martin and a scene from the "40 Minutes for Lunch" sequence of the Broadway show "One Touch of Venus"

● Enhancing radio-listening in the home, is the enjoyment of records—records that bring Broadway's biggest smash hits to the homes on Main Street throughout our great music-loving nation.

The musical comedy "One Touch of Venus" has been captured for you in Decca's new album No. 361, "One Touch of Venus," released on February 10th. It includes the top-flight tunes of the show: "I'm A Stranger Here Myself," "Forty Minutes for Lunch," "Westwind," "Foolish Heart," "Speak Low," and "Venus of Ozone Heights," among others.

Springtime Colors

The album cover has plenty of display value and features star Mary Martin in "Venus" pink against a green and black background. (New York stores are showing women's clothes and accessories in the "Venus"

pink, so popular is this show with New Yorkers and their visiting cousins!)

Adding pleasure to the album is the accompanying booklet which describes the musical and gives interesting data about the cast. The records are, of course, made by the original cast, which in addition to La Martin, includes the famous singing radio and motion picture star, Kenny Baker. Lyrics by Ogden Nash and music by Kurt Weill team into a show whose music is unforgettable.

Other February Decca releases include the Merry Macs' rendition of the amazing "Mairzy Doats" backed by "I've Got 10 Bucks and 24 Hours' Leave" (No. 18588). Composer Milton Drake, also famous for his "Champagne Waltz," says he got the inspiration for "Mairzy Doats" from the combination of an old-time nursery rhyme and his four-year old daughter's "recitations," which she

hurries through to such an extent that all the words are run together.

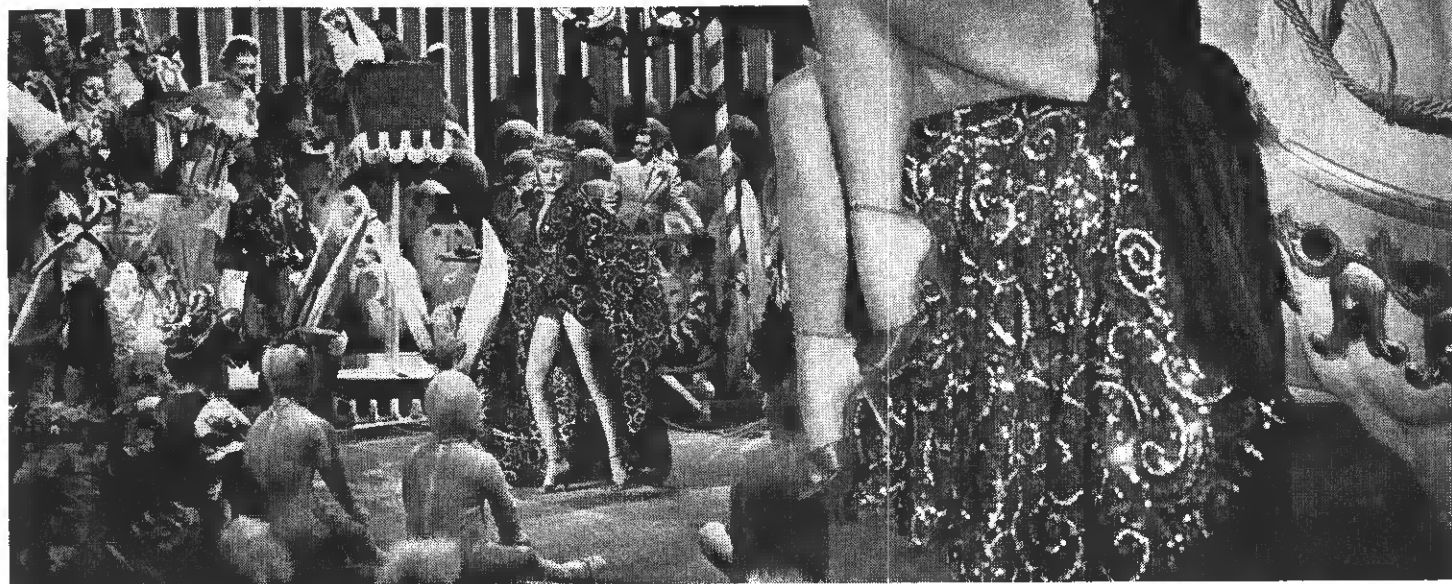
Decca also has a hit in No. 23297 "Suddenly It's Spring" and "Leave Us Face It" sung by Hildegard. "Archie" of the Duffy's Tavern radio show introduced the latter song on the radio and claims credit in the following manner: "words and melody wrote by 'Archie', aided and indebted by Abe Burrows and Frank Loesser".

Glamour Plus

The stage musical hit of last season, "Lady in the Dark," is being revived in a technicolor motion picture by Paramount, and should afford excellent tie-in with your Victor album No. P-60. This collection includes "My Ship," "Jenny," "This is New" and "Princess of Pure Delight," to name a few. The Ira Gershwin-Kurt Weill music reflects the fascinating glamour of the show. The picture is slated for release at New York's

HITS and Old

Years Reflects Hit Populars in Records
Record Tie-Ins . . . Facts about the Shows



Ginger Rogers as she appears in the "Jenny" number in Paramount's technicolor revival of "Lady in the Dark"

Andre Kostelanetz, frequent recorder for Columbia of musical comedy hit arrangements.



Paramount Theatre about the 16th of February, on the West Coast February 9th, and to key theatres throughout the country sometime in early April. See your local theatre manager for tie-in material. It's a window that ought to be a *pleasure* to do! Movie stills of the lovely Ginger Rogers in the "Jenny" number (see above) ought to make for a traffic-stopping window!

The Victor Red Seal release of "Leaves of Grass" also borrows from Broadway's popular people in the person of Ralph Bellamy, now starring in the stage play "Tomorrow the World." This album of Walt Whitman's writings, pure Americana, is collector material.

Dealer promotion offerings by Victor for this month include more of those elegant color-photo blow-up portraits of Victor artists (this time it's Spike Jones and Vaughn Monroe); colorful display piece about the

radio show "What's New," which includes many popular Victor stars; and counter pieces brimming with information and bright with color.

Andre Kostelanetz has made many recordings for Columbia of popular show hit music both old and new among them "Music of Victor Herbert" (set M-415), and "Musical Comedy Favorites" (sets M-430 and M-502). Other Columbia show albums include "Show Boat," "Roberta," "The Merry Widow," "New Moon," "Girl Crazy," and "Porgy & Bess" and many others, which feature the compositions of such first-class writers as Vincent Youmans, Irving Berlin and Rodgers & Hart.

Columbia's dealer promotions are available in colorful array, this month featuring popular artists Sinatra, Goodman and Calloway; and especially attractive hangers have been released on the Columbia Masterworks for new pressings.

RECORD FORECAST

• Decca will continue to press hot band discs of the hit songs of the day. Promotion pieces on this series, approximately 20" x 10", are available on request and are certainly worth sending for. With plenty of yellow, orange, and various shades of green and blue, the colors are definitely carnival and just the type of display piece that puts a customer into the entertainment-seeking mood!

Further promotion for "One Touch of Venus" album is a luscious blow-up poster of Mary Martin in black and white photo against a background of cerise and bright yellow, 20" x 27".

That Decca is continuing to line up recordings of original casts of show hits now on Broadway is indicated by the fact that their "Winged Victory" album has been recorded for them by the cast of that popular current Broadway show, to be released sometime in March. "Winged Victory," of course, is that present "standing room only" show put on by the Army Air Forces, which has been playing to a packed house in New York since it opened last November.

• Victor's movie tie-in for March is their album No. DM-921, "The Moldau," linked with the United

Artists' picture "Voice in the Wind," starring Francis Lederer and Sigrid Gurie. The picture is the story of Nazi-enslaved Czecho-Slovakia and the courageous operations of the underground for the eventual freedom of their country. Featured leader, played by Francis Lederer, is a musician. The background music of the picture is "The Moldau," composed by Bedrich Smetana, Czech patriot and musician who lived in the 19th century. This music is contained in Victor's album above mentioned, and was composed to describe the beauty and culture of his native land. Release date of picture will be sometime late in March.

• Columbia will release a new album on March 15, "Frankie Carle and his Girl Friends" (Set C-97) which contains four records. The "girl friends" are "Ida," "Liza," "Charmaine," "Diane," "Margie," "Rose Marie," "Louise," and "Josephine." Frankie Carle and his orchestra open at the Hotel Pennsylvania in New York on February 13 for a 10-week period, and they will broadcast from there over a nationwide network during that time.

• Sonora Radio & Television Corp. of Chicago plans to expand its dis-

February Library Builders

Beethoven's Symphony No. 3 in E Flat Major
Prokofieff's Peter and the Wolf
Rachmaninoff's Piano Concerto No. 2 in C Minor
Grofe's Grand Canyon Suite
Puccini's "Thy Hand Is Frozen" (La Boheme)
George M. Cohan's "Yankee Doodle Dandy" music

tribution of records to nationwide coverage under the Sonora trademark. President Joseph Gerl announces he has contracted for the facilities of the Mutual Broadcasting System in New York City, and all recordings will be made in the studios of WOR.

Present plans call for early issuance of a number of Sonora Albums. The following albums, already recorded by Sonora artists, include: Aloha Hawaii with Lani MacIntire (M-457), Gypsy Music by Noi Gorodinsky's Gypsy Ensemble (M-271) and Piano Melodies played by Pauline Alpert (of radio fame) (M-460). Sonora Records will be popularly priced. Distribution will be national, through jobbers.

• "The Capitol—News from Hollywood" continues to be available to dealers for customer distribution. It is a newsy magazine and contains interesting facts about Capitol artists, past, present, and future.

• A potential record market may be glimpsed by noting that projection of earlier surveys of phonograph playing units, indicate that there are now approximately six million of these combination radio-phonographs and record-playing units in American homes. This represents about 16% of total U. S. families as having record-playing facilities. The top economic bracket (incomes about \$5000) have a percentage about twice this average saturation. The lowest quarter of the population has about 12% players.

Thus out of 57 million radios now in use in 31 million homes, only six million are equipped with facilities for playing records.

CHICAGO PLUGS "OKLAHOMA!"



Carson, Pirlie, Scott & Co., in Chicago creates a traffic-stopping farm window to promote their sale of Decca's "Oklahoma!" Album (No. 359).



Signed Sealed

FOR PEACETIME DELIVERY. When that signature goes down on paper it means that something has been decided. It also means that something will be done about the matter. You will see the result when peacetime comes. That result will be a new, finer Recordio that you can sell to a tremendous waiting market.



WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

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



Mr. and Mrs. Pavloff help a music student make a selection.

Record Sales at Harmony

Cash Register Rings in Harmony Music Shop's Disc Department

• Mr. and Mrs. Joseph Pavloff do a swell business in music at 51 E. Palisade Ave., Englewood, N. J. In this field for twenty-eight years, and at their present location for the past five years, the Pavloffs know their

classical ditties as well as their jive.

The Harmony Music Shop carries "everything musical." Franchised radio dealers, they have no sets to sell now, but look to the future when civilian radios will again be available. In addition they have musical instruments, records, sheet music, needles, record cabinets and cases, albums and record racks, as well as music books.

As you can see from the pictures on this page, the Harmony Shop puts customers in a musical mood the minute they enter. Tastefully arranged and in excellent order, the shop's interior is the kind of place its customers like to gather in to buy.

Display racks for albums and sheet music were designed by Mr. Pavloff especially for the shop's most strategic
(Continued on page 108)



Mrs. Pavloff greets a customer, frequent visitor, and friend. Note in right foreground use of post for record display. Holder racks for albums are built around all four sides of upright. The use of dark-shaded plywood as wall panelling enhances bright display of colorful albums and sheet music.



presents **ANOTHER
BIG BROADWAY PRODUCTION
ON RECORDS**

One Touch of Venus

A CHERYL CRAWFORD PRODUCTION

featuring the stars

**MARY MARTIN
KENNY BAKER**

DECCA ALBUM No. A-361

I'M A STRANGER HERE MYSELF
FORTY MINUTES FOR LUNCH
WESTWIND
FOOLISH HEART
THE TROUBLE WITH WOMEN
SPEAK LOW
THAT'S HIM
WOODEN WEDDING
VENUS IN OZONE HEIGHTS
FINALETTO · SPEAK LOW

Complete ON FIVE-10" RECORDS

*Y*OU sell a "front row seat" at the best musical shows — top quality entertainment — when you sell albums of Decca "original cast" records. Hit songs, as presented on stage, with members of the original cast, chorus and orchestra.



DECCA

DISTRIBUTING CORPORATION





KITCHEN of TOMORROW

Huge Home-Building Backlog Promises Profits to Dealers in Sales, Installation and Maintenance

• The electric-electronic "Kitchen of Tomorrow" is just around the corner. Home-owners will want such an installation because it will provide them with "Four Freedoms"—Freedom from Drudgery, Freedom from Eyestrain, Freedom from Disorder and Freedom from Boredom.

Dealers will want to sell the complete kitchen because each sale will mean larger volume, more profits and a variety of future servicework.

Sending Literature NOW

Customers of the Southern California Edison Co., Ltd., are now receiving pamphlets titled "Plans for Tomorrow." The picture above is taken from the pamphlet. Pointing out that the kitchen of tomorrow depends upon adequate wiring, and that

"enough copper wire" is most important, dealers contemplating the sales of modern kitchens, who are not electrical contractors, will do well to make some sort of suitable hook-up with nearby electricians.

Layout Is Important

In order to save time and steps, the "Kitchen of Tomorrow" should be laid out intelligently, along an "S-P-C production line formula," efficiently locating the following "work centers"—Storage, Preparation and Cooking.

At extreme left in the picture on this page is shown a built-in radio, with the speaker located above it. Under the cupboards over the range, counter lighting is installed. Below the venetian blinds, is shown a modern garbage disposal unit, and an automatic dishwasher, built into the sink.

A light panel is recessed into the ceiling over the sink. Niche lighting—a novel idea you can adopt, shows spaces containing pottery figures, lighted at intervals.

To the left of the refrigerator, is an electric water heater. The refrigerator will be spacious and economical and will contain a frozen food storage locker in the bottom.

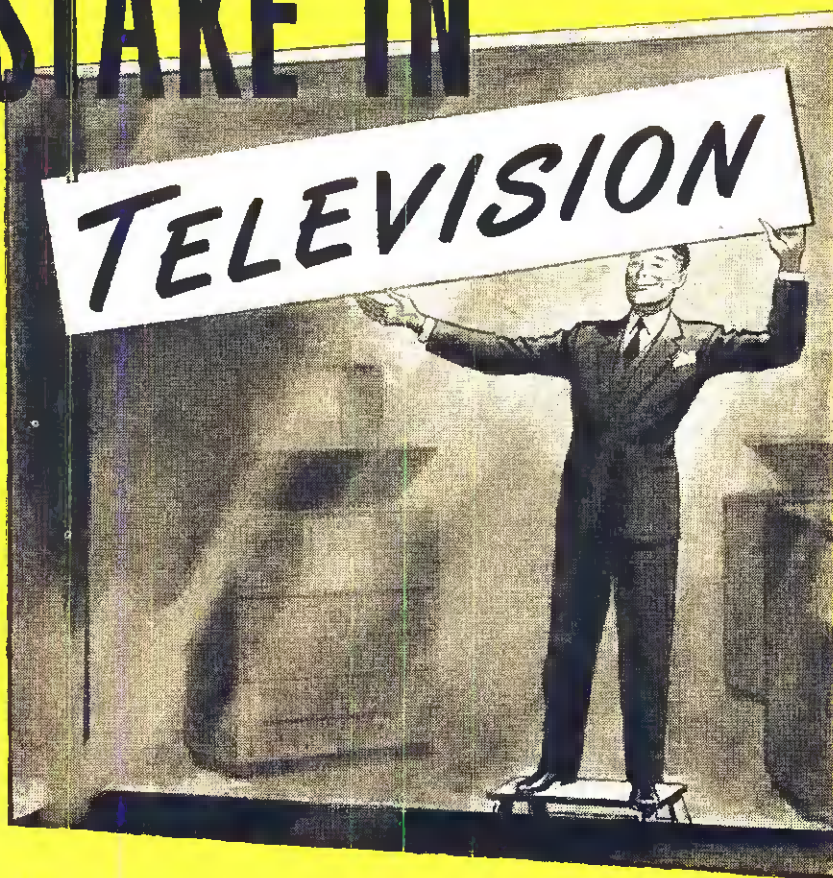
Postwar Boom

With a home-building and home-renovation boom assuredly in the offing, profit possibilities in the electric-electronic kitchen are certainly promising, to say the least, and now is the time to plan to get in the planned-kitchen selling, installation and service picture.

The demand is already here.

YOUR STAKE IN

TELEVISION



FARNSWORTH ADS BUILD IT TODAY!

THERE'LL be a place for you in America's next great industry . . . Television will challenge all your selling skill, be perhaps the greatest opportunity of your lifetime!

We at Farnsworth, where modern television has been pioneered, are building that opportunity now—even though television can't come during the war, probably won't develop nationally in the first year of peace.

All Farnsworth advertising is devoted to educating the public on television's

possibilities, creating interest, building demand for the sets you'll sell.

It will be a brand-new product—a new kind of product. So Farnsworth advertising *now* is overcoming hurdles you might face later. We're explaining what it will do—without overselling it. We're presenting a practical point of view on when it can be expected as a new science. We're building confidence in a trade-name that will help you sell.

All Farnsworth production naturally goes to war today. But we're working

in the field of electronics as we always have. And our people—in sales, in manufacturing, in all jobs—are still the same, with wider experience, greater facilities.

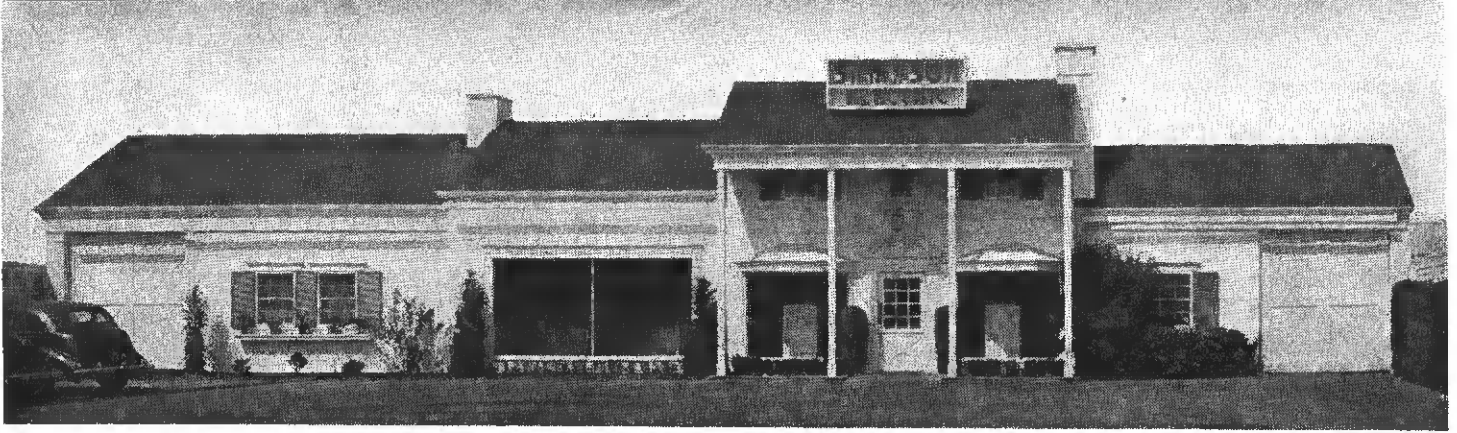
We at Farnsworth know that the dealer and the manufacturer must work together. We know you look forward to television's opportunity . . . so our job today is to *build* the opportunity!

See the Farnsworth Television advertisements in February 7 *Newsweek*, February 26 *Collier's*.

FARNSWORTH TELEVISION



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



Sampson's "Electrical White House" combines showrooms and offices (center) with two warehouses (one on each side).

Postwar "Package" Plan

Los Angeles Dealer Tried It Before—Saw Boost in Appliance Sales

• In order to help the war program, and at the same time keep its organization intact for the postwar period, the Sampson Electric Co., 1235 La Brea Ave., Los Angeles, Cal., is now directing its efforts to war contracts. But already the company is setting up plans for immediate entry into the civilian business field when the war is over, and expects to continue and improve upon its wiring and appliance "package unit deals," which it successfully launched in 1939, and maintained until 1941.

The Sampson Company's "unit package deals" were immediately popular—so popular that the 1940-41 plans were copyrighted by the firm. These plans offered the builder or householder a complete house-wiring job, plus a number of appliances at attractive prices and easy terms. In the circular advertising the plan was a reproduction of the firm's wiring proposal contract. The appliances were illustrated. The last plan, in effect before the war, stressed Westinghouse refrigerators and ranges. All plans included Angelus door chimes. The Angelus Co. is owned by Sampson.

By vigorous merchandising, over a thousand units were sold through the plan in 1940, and the "unit package plan", launched early in 1941, sold over two thousand units up to October of that year.

Sampson Co. has sold and installed special sound equipment and radios in many of the large homes of movie stars, and maintains a staff of sound men who work only on contracts for the various movie studios and movie theatres. The firm is equipped to do any kind of electronic work, and plans to become even more active in this field in the postwar period.

Sampson Weinschenk, Sampson Electric Co. president, started in the electrical contracting business in southern California over 20 years

ago and constantly expanded his activities with the objective of furnishing everything electrical to the builder of homes—from the rough wiring to the complete electric kitchen.

Ray Reilly, sales manager, is well-known in the music, radio and appliance industries. He started as a boy with Lyon & Healy of Chicago, while studying business management and law in night school. For several years he was top-ranking sales representative for the original Columbia Phonograph Co., and later became sales manager of the original Sonora Co. Later he joined the Westinghouse Co. in California. He came with Sampson Co. in 1941.

Edward F. Smith, a graduate engineer with 20 years experience in electrical and industrial engineering and in the communications field, is chief engineer and general construction manager of the Sampson Co.

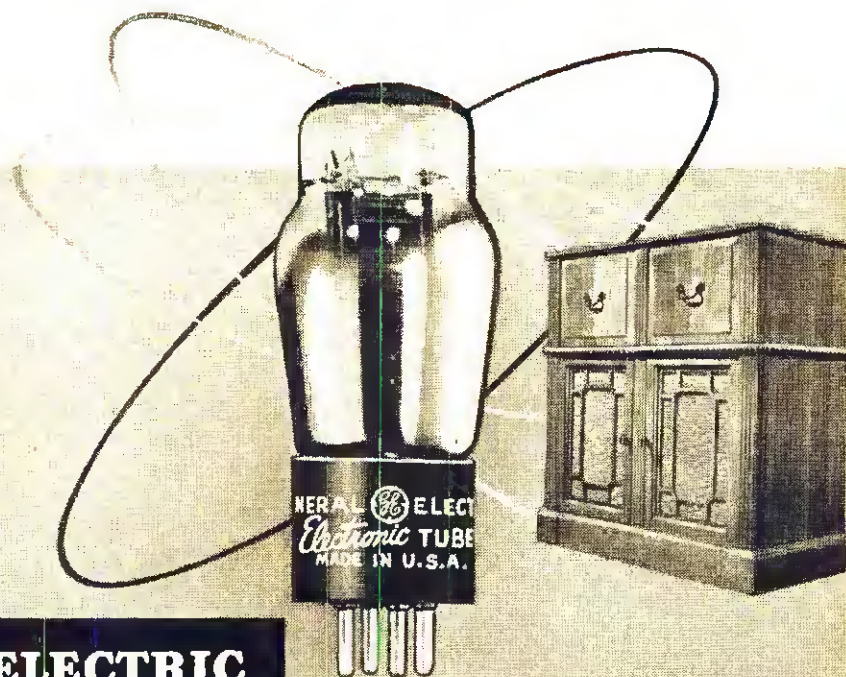
OPERATING HINTS

"Package" plans have increased sales. Some utility companies, co-operating with retailers, promoted them. Dealers have staged "package" sales themselves, and look for a big postwar business in this. A pitfall: the request by a customer to "choose" his own assortment. The utility company dealer overcame this by declaring the rule inflexible and not made by him. The "independent," however, was often tempted to grant the customer's request, only to find the substitute chosen was of higher relative price, and that the buyer expected a reduction as great as that advertised on the article he did not want. One way to avoid "customer-choosing" is to offer a variety of packages" and refuse to make switches.

Main display room. Electrically heated and air-conditioned, the building includes an electric modern kitchen.



FIRST IN RADIO, TELEVISION, AND ELECTRONICS



GENERAL  ELECTRIC

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

Tuning in on the Jobbers

Wholesaler Activities Show No Let-Down in Fast-Paced Operations. News—Ideas—Improvements

Electrical Wholesale Group Aids Industry

"Through their long experience in helping industry to prepare for war production and expediting the distribution of the materials for war, electrical wholesalers are in a position to render manufacturers most efficient and effective assistance in their task of conversion to peacetime production which is now beginning," said Charles G. Pyle, managing director, National Electrical Wholesalers Association.

Mr. Pyle went on to say—"Electrical wholesalers are ready for the effective execution of America's plans for postwar prosperity by enabling industry quickly to convert their wartime production to peacetime production as opportunities or civilian needs dictate—thus aiding in the maintenance and stabilization of present and postwar employment.

"A close study of the remarkable job of conversion to war production done by the electrical industry leads me to believe that, with that experience behind them, the reconversion of the electrical industry to peacetime production is going to be accomplished in a considerably shorter period of time than most people think possible."

South Texas NEDA Elect Rose Vice President

In order to give members in the San Antonio area a better opportunity to attend meetings during the war, it was decided by the South Texas Chapter, National Electronic Distributors Association, to elect a San Antonio vice president to preside at meetings, which will be held concurrently with those in Houston. Albert Rose, Strauss-Frank Co., was elected to the position. Mr. Rose is well known in trade circles, and further additions to the membership in the San Antonio district are expected under his leadership.

The following member firms attended a meeting of the South Texas Chapter in San Antonio: R. C. & L. F. Hall and Sterling Radio Products Co., Houston; The Hargis Co., Austin; Houston Radio Supply Co., Houston and Baton Rouge, La.,

Strauss-Frank Co., Houston and San Antonio; Wicks Radio Equipment Co., Corpus Christi; and R. L. Ross Co., San Antonio.

Ex-Distributor Robinson With Hazeltine

Announcement has been made by William A. MacDonald, president of Hazeltine Electronics Corp., New York, of the appointment of Fielding Robinson as vice president.

Mr. Robinson joined forces with Hazeltine in 1941 as coordinator



Hazeltine's new vice-president, Fielding Robinson

with various government agencies in Washington and other locations. Formerly he managed the Crosley Co. of New York. He is a native of Norfolk, Va., a graduate of Virginia Military Institute, and served as a captain in the Marines during the last war.

Herman Company Looking For New Postwar Lines

The Louis M. Herman Co., Boston, Mass., is a busy organization these days. About March 1, they expect to be located in their new four-story building at 883-885-889 Boylston St. At the present time the company is engaged in war work, serving factories in this area.

Despite all these activities, officials of the company are finding time to solicit new lines for the postwar period, and are looking forward to the continuation of service to the trade at their new location, where increased lines will be featured.

The Herman organization has been serving customers in New England with radio supplies and amplifier equipment for the last decade at 111 Dartmouth St., Boston.

Lafayette Sells Photo Supplies, Radio Kits

The Lafayette Radio Corp., 901 W. Jackson Blvd., Chicago, wholesale radio parts dealer, has a consistent trade in photographic supplies, and the camera department is now a permanent addition to the business. It is interesting to note that this firm is returning to the field of selling "Build-it-yourself" radio kits, seen as an indication that radio parts are more in abundance.

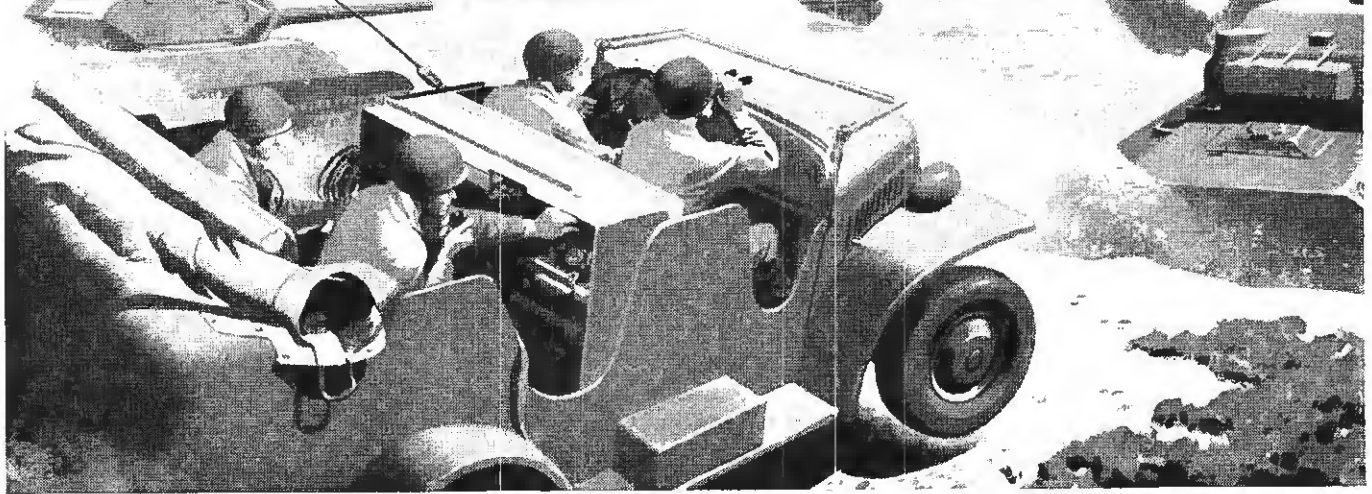
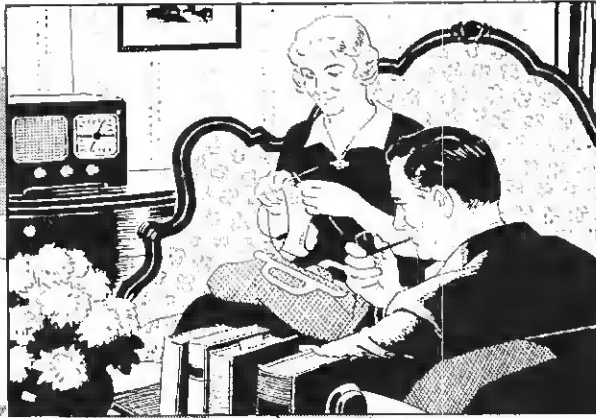
Dealers Cooperate in Offering Repair Service

Radio and appliance dealers who have repair services to offer in Watertown, Wisconsin, a city of 10,000, are putting across a weekly "When to Get it Fixed" advertising section in the Watertown Times. This section is very popular with residents who have formed the habit of watching the section regularly.

It Pays to Advertise

Radio and appliance dealers advertising in this section include Riverside Electric Co., Singer Shop, Keck Furniture Co., D. & F. Kusel Hardware Co., Deist Refrigeration Co., and several plumbing firms offering washing machine repair.

The whole section contains one and two-inch advertisements, with the overall space measuring 3 columns wide and 15 inches deep.



Fireside to Firing Line

It's a long way from fireside to firing line. Especially long for a radio set. For when you take this coddled precision instrument away from the peace and calm of a living room and stick it in a mobile unit at the front, you're really putting it "on the spot." Jolts, jars, concussions and extremes of temperature are the common lot of radio and electronic equipment in military service.

Fortunately, this transition was not as abrupt as it might have been, for Delco Radio technicians had tackled and solved similar problems in making automobile radios practicable. Vibration and shock . . . heat and humidity variations . . . electrical interference . . . shaking and bumping—all these obstacles were overcome one by one through the ceaseless experimentation and research of radio scientists.

With the conquest of the foes of *radio in transit* came far greater benefits than better entertainment. Years ahead of the second World War, the Delco Radio Division had solved many of the problems which intervehicular military radio would face. Years ahead of time, the "spirit of perfectionism" had prepared vehicular radio for its vital role at the battlefield.

Let's All Back The Attack!
BUY WAR BONDS

Delco Radio
DIVISION OF
GENERAL MOTORS

MAKES "SOUND" PAY

Northern N. Y. State Radioman Gives Pointers on Business Operation in Wartime

● Mattraw Radio, of Watertown, N. Y., has been in business for a long time. Several years ago, RADIO RETAILING TODAY ran an article on Ray Mattraw's ideas about radio servicing in peacetime. Now we see how the war has affected servicing in the Mattraw territory.

To get off to a flying start, Mattraw realized that his serviceshop could not handle the terrific amount of civilian business constantly cropping up, and at the same time take care of public address, juke-box servicing, and other electronic maintenance.

Closes Three Days

It could be done, he realized, if the public would cooperate. But Mattraw found that the best way of insuring that all angles of his business receive proper attention, was to shut up shop on certain days of the week. He chose Monday, Wednesday and Friday to stay open. In that way he could take in sets at the beginning of the week. Saturday he remained closed, because this was his best day for juke-box servicing. It also is the night most dances and other gatherings are held. Mattraw can devote Saturday morning and early afternoon to calls on juke-box operatives. In the late afternoon he checks public address installations for the evening's festivities.

Electronic Service

"Sound" is an important phase of Mattraw's business. He has among his clients, a number of small warplants that hire up to fifty employees. In these places he installs and services public address, intrusion alarms, etc. In addition, he takes care of projection apparatus in neighborhood theatres.

Mattraw takes Sundays off. Many serviceshops remain open Sunday to accommodate the wartime overflow. Mattraw believes this is not good business because the public may become accustomed to such service after the war ends. He works on Sundays, but his shop is closed to visitors.

In this way his ratio of repair work is accelerated.

Mattraw suggests using radio spots just before newscasts, and classified ads on the "Help Wanted" pages to advise customers of new radio-servicing hours. People read the classified ads avidly in wartime, and of course, they still stay close to the radio newscasts in this wartime era.

He also recommends using space in telephone directories to mention the restricted hours the shop operates under.

Contrary to wishful thinking, Mattraw does not feel that home servicing can be eliminated. In wartime, with gasoline rationing, families can't always lug faulty sets to the shop. Portables can be brought in, but large size radio receivers are another story.

Mattraw suggests having a standard rate for all sets brought in to the shop. So much for labor per hour, plus replacements. For sets serviced at home, he feels an additional \$1 service charge should be tacked on all service bills under \$5 and \$1.50 additional for calls over \$10. Doctors charge extra for house calls, and the public pickup-radiomen should do likewise, says this dealer.

Always Answers Phone

Telephone calls on the days the shop is closed are always answered. The call might be from a commercial client. If so, Mattraw goes into action. If it's a civilian, however, action has to be postponed until the next day the shop is open for business. Let the serviceman make but one exception, says Mattraw, and his noble experiment is bound to fail.

If the radioman acts impartially and insists his regulations cannot be changed, customers will abide by the rules. If a set fails on one of the days Mattraw is closed, the owner will generally wait, because other servicemen usually cannot promise immediate servicing.

This radio dealer believes that his customers will become used to the closing schedule—take it as a matter of course, and he does not feel that



Keeps the spooks out of jukeas. A Mattraw servicer works on an automatic music machine.

he will lose any customers through its use. He points out that the schedule, once set into operation, must be strictly maintained.

Mattraw believes that this half-open, half-shut weekly schedule of shop operation is the best way for servicemen to catch up on their work. In any event, it's working out all right in Watertown, N. Y., a typical community in the Northern New York State radio servicing area. In help-shortage days, dealers will be able to render service to a variety of electronic devices if they schedule time efficiently.

No. 1 in a series of advertisements depicting your post-war market for radios, combinations and record players.

Who'll be your Best Customer?

[AFTER THE WAR]



When Johnny comes marching home . . . among things he'll want are plenty of music . . . comedy . . . baseball . . . football . . . lots of the stuff he's missed so much these years. He'll want to hear it over a *good* radio. Perhaps he'll get one as a coming-home gift . . . maybe he'll go down and choose it himself from his mustering-out pay. What radio to buy? There'll be lots of them, fine ones, too. A Trav-Ler, for example. Like most alert radio manufacturers, Trav-Ler Karenola has post-war plans for radios of superb performance, superior tone quality and splendid value.

Millions of Johnnies will be among your best customers. Now's the time to think how to sell this market effectively. Trav-Ler's after-the-war advertising is planned to help you.



FUTURE-MINDED DISTRIBUTORS are invited to write regarding available territories.



TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

1028-34 W. VAN BUREN ST., CHICAGO 7, ILLINOIS





Dealer-Jobber Business

Wholesales Refrigerator, Burner Parts—Services Radios

• With one helper, J. Herbert Jaeger, proprietor of Radio Hospital, 113 Factory St., Trenton, N. J., serves the community in an unusual dual role. Radio Hospital does a prodigious amount of set servicing, but that's not all—it also is a wholesale distributor for refrigerator and oil burner parts. Home-service on these latter appliances has been discontinued.

Mr. Jaeger, who has been in business for 18 years, started as a refrigeration service man, and de-

veloped the business to such an extent that at one time Radio Hospital had 7 refrigeration service men and 5 radio repairers. His son, Harry H. Jaeger, who used to manage the radio department, enlisted in the armed services and is now on duty in the Pacific area.

Large Parts Stock

Radio Hospital now has a large and complete line of parts for refrigerators and oil burners. The ra-

dio department is well stocked also, and does a lot of contract work for other dealers and for department stores. Radio Hospital is authorized to do factory work on Emerson and Zenith.

Mr. Jaeger finds that parts and accessories for refrigerators are fairly easy to obtain, and comments that prices on these parts have not risen, and are remarkably stable all over the country. No deliveries are made on refrigerator and burner parts. He finds oil burner parts inadequate, and deliveries slow.

Cut Out Auto Radio Work

The radio department of Radio Hospital picks up and delivers work, but has cut out all auto radio service for the duration.

Mr. Jaeger holds membership in the National Refrigeration Supply Jobbers Assn., Refrigeration Service Engineers Society, The American Society of Refrigerating Engineers, and identifies himself with many local activities as well.



He's keep folks happy, warm and healthy. At top, J. Herbert Jaeger, owner of Trenton's Radio Hospital, in wholesale refrigerator and oil burner department. Left, Mr. Jaeger in his radio repair shop.

LANI MCINTYRE and his Aloha Islanders!

Now on Sonora
records

ALWAYS TOP SELLERS among Records, Hawaiian melodies are today more in demand than ever.

And among interpreters of these unforgettable melodies, Hawaiian-born Lani McIntyre holds undisputed sway as the King of them all. His name is magic with millions who have seen and heard him in person—over the air—and in the movies.

Now in SONORA'S Series E—"Melodies That Will Live Forever"—in inspired bell-like brilliancy, SONORA Records capture and recreate all the authentic and romantic harmony of these perpetual favorites.

This sensational Album of Hawaiian melodies is but one of a complete group of Albums recently recorded by SONORA. They include a range expertly selected for their day-in, day-out popularity with all types of Record buyers. These will soon be available through your SONORA Record jobber. Ask him for the complete list.

And remember, SONORA Records are nationally advertised in America's most important national magazines.

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



Sonora Records
Clear as a Bell

"TAKE IT OR LEAVE IT!"



When Sales Competition Returns Will YOUR Staff Be Ready?

• "Take it or Leave it," the title of a well-known radio program, describes the attitude of many a sales person today.

During the hey-day of high-pressure selling in this country, the worst insult you could hand out to a salesman was to call him an "order-taker." He resented this bitterly. He had to battle for every sale he got, and once in a while when something easy

came his way—when someone signed a contract without a struggle—the salesman never bragged about it. He might exaggerate a little—say the sale was a tough one—but he'd never admit it was a "set-up."

Used to be Prospects

In the days when the "Four Horsemen" of Merchandising—*Unemployment, Overproduction, Competition and Price-cutting*—rode rough-shod over the country, a prospective customer was always a "prospect," and was treated as such. Failing to conclude a sale with a customer in the showroom for the first time was just a usual thing, but the clever salesman did all he could do to ingratiate himself with the "prospect," because he wanted the customer to return tomorrow, next week or even next year.

Now, too many clerks have slipped, consciously or unconsciously, into the "order-taking" category. If there is *anything* to sell in the showroom it can be sold today with the least possible amount of exertion and salesmanship.

The struggle for business on the part of the salesman has been temporarily suspended. If this ease-in-selling-anything were a permanent thing, all well and good. Any man, woman or child could be hired for the task of reminding customers that

1. There's a war going on.
2. Shortages exist.
3. So—"Take it or Leave it."

But, and fortunately for us, the condition is temporary. We'll want

all of those customers to come back when manufacturing is resumed. We'll want them to come back to buy radios, refrigerators, appliances.

(Continued on page 50)

Ill-Will Builders

Don't Let Expressions Like These Be Heard in Your Place of Business

"There's a war going on. You're lucky to get *anything*."

"When will the job be finished? Your guess is as good as mine."

"Don't buy it if you don't want it. No trouble selling *anything* today."

"Give you an estimate! Look, we're doing you a favor to make the repair."

"I'm too busy to talk to you. You'll have to wait."

"Deliver it! Didn't you know there was a gas shortage?"

"Sure, I know it's a poor job, but we can't get good mechanics."

"If you've been trying to fix that yourself, we don't want to tackle it."

Good-Will Builders

Comments and Explanations that Build Friendship, Confidence and Respect

"We try to stock as much as we can get, despite shortages."

"It's very difficult to promise a repair date, but we'll speed the work along, and will call you when it's ready."

"I'm sure that you will find this a very good buy."

"We'll phone the estimate to you if possible. If not, rest assured the charge will be reasonable."

"Sorry to keep you waiting. Be with you in a minute."

"You'll be doing us a favor if you can arrange to make the delivery yourself."

"I'm surprised that the work isn't satisfactory. We employ only the best mechanics available."

"We know many advocate householders making repairs, but in an appliance of this kind, skilled technicians, such as we employ, are better equipped to do the work."



There's new activity at Detrola Radio. Under the direction of Mr. C. Russell Feldmann—a radio-electronic pioneer who led the way in the development of the automobile radio—the Detrola plant and personnel have been completely reorganized. Large sums of money have been spent—for the installation of the most modern research, development and production facilities. Many new workers, including some of the best minds in radio engineering, now proudly wear the Detrola badge. All this plant and personnel are now engaged in supplying the armed forces with an ever increasing flow of precision-built equipment. That's our job today. All of it will be available for the production of ultra-modern, ultra-quality peacetime radio and other devices. That's our aim for tomorrow.

Detrola

goes forward

under New Direction



DETROLA RADIO

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

C. RUSSELL FELDMANN • PRESIDENT

So a smart sales force should be more alert than ever. Such a force should *build* good-will—not tear it down. Tomorrow is coming, and with it competition. Your customers may not have memories such as are traditionally associated with elephants, but don't think for a minute that they are going to forget discourtesy, obnoxious independence or impatience on the part of the sales staff in your store.

It is very easy to slide into a rut. It's not easy to snap out of it. Because the salesman is in the driver's seat today is all the more reason why he should realize that it is *only* for today—and not for tomorrow. He should practice "selling" even now—and even under present conditions, so that when competition comes in, through the door he won't "hit the ceiling" trying to meet it half-way, instead of full in the face.

Face Sales Force Revision

Most of the largest retail stores in the country are faced with a whale of a job in the postwar period—the job of completely *revamping* their sales forces, and efforts to regain the good-will which make-shift help has lost for them.

Fortunately, the more compact organizations—particularly those where the owners and key people are in contact with the customers—can control the sales situation now by the magic of "make-believe." They can and should pretend that business is as usual, and do a "selling job" on every customer—employing courtesy and intelligence in dealing with the public in these abnormal times. Operating in this fashion will forestall a costly and complicated revamping of salespeople and sales methods when the time comes again to go to the mat with competition.

Long ago, in what we like to call the "horse-and-buggy" days, selling techniques were stilted, unsympa-



HORSE & BUGGY DAYS

thetic, and usually unproductive. Remember the story about the general storekeeper and his checker-playing cronies sitting behind the partition? A customer entered. Said the shopkeeper to his pals: "Keep quiet now, an' he'll git disgusted an' leave."

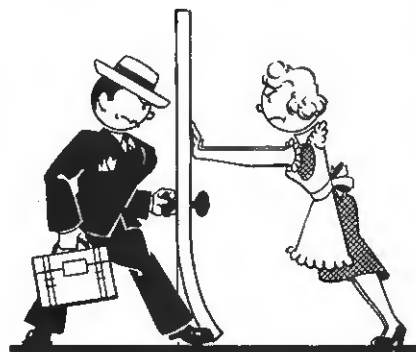
Then there was the golden selling era after the close of World War I—high-pressure selling in a market which was fifty per cent a "buyers' market" and fifty per cent a "sellers' market."

Next came the Depression era. Competition and manufacturing increased. Competition grew in intensity. Slowly, but surely, the selling field became a "buyers' market."

Now we are in the midst of a "sellers' market"—with *nothing* plentiful but money.

Competition Is Coming

In our next postwar period we are certainly not going to revert to "horse-and-buggy" selling methods, but we are certainly going to have to



DEPRESSION ERA

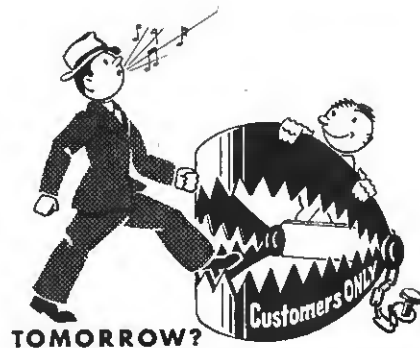
resume competitive selling—without, we hope, a Depression.

When selling is resumed as usual, we will be glad that we were salespeople and not order-takers.

Salesmanship is a gift. But it can be acquired. Primarily, salesmanship is a friend-making personality, plus knowledge of the products being sold. As a radio dealer, you have no doubt experienced salesmanship on the part of your favorite distributor, who greets you with a smile during these trying times—who offers valuable advice and service, when he knows and you know he cannot make a dollar out of you now.

The manufacturer's courteous and helpful answers to your letters is astute salesmanship on his part.

You sort out unconsciously in your mind the discourteous and independent fellows for your future black-list. You remember to award your business to the one who wel-



TOMORROW?

Don't resort to this!

comes it with salesmanship of a high order. Your *customers* have feelings, too. So "sell" good-will in lieu of unobtainable merchandise *now*, and you will be a Salesman!

Salespeople who think this seller's market will last forever, are heading for a big let-down. It's just as easy for a salesman to get in the mental rut of selling himself that this condition will never end, as it is for the emergency worker, who's pulling down big money now, to feel that the end of his big income is somewhere in the distant future.

The way out of the rut is to sell *now*—don't just take orders. In a New England city not long ago we saw a progressive dealer waiting on an elderly lady. He was showing her his *last* thousand watt automatic hand iron . . . a famous make. There is no sales resistance to this article, as we all know, but this lady, a customer of long standing, hesitated to purchase. The dealer must have been tempted to tell her that he could sell it to *anyone* else without the slightest effort, but he did no such thing. He stressed the merits of the iron. He did a sincere selling job on the lady, as he would have done in the *past*—and will do in the future, when he and all the other dealers, have *plenty* of irons on hand.

"Put That Pistol Down"

So keep your "hand in." Competition's coming. Maury Maverick, newly appointed chairman of the Smaller War Plants Corp., urges business to consider its peace role *now*, believing that American businessmen, being capitalists at heart, will continue to experience competition in trade.

Good advice then is, "put that pistol down" in dealing with customers. Pick up selling as an art. A New York retail store has this sign at its entrance: "Through These Portals Pass the Finest People in the World—Our Customers." Customers *like* to be *sold*—even when there's little or nothing to sell.

OUR "NIGHTS OUT"— TO PLAN FOR PEACE



H. L. Hoffman, President of the Company, is the man who combined the best qualities of Mission Bell Radio Mfg. Co., and Mitchell-Hughes into the Hoffman Radio Corporation. He has augmented this staff with top-flight engineering and production personnel and has built a company morale that has been responsible for the outstanding war production record. Les, as he is known by his people and the trade, has worked with western dealer organizations handling household and automotive products for over fifteen years. Fortunate and unusual indeed is a company headed by such an outstanding sales and merchandising executive. Les emphatically maintains that nothing will keep him from continual personal contact with dealers.

SURE, we're as "all out" in the War effort as a plant can be. And among our many war products is some of the finest precision radio equipment in the Nation. **BUT**—we have our regular "nights out" when our key men are helping to design the radio picture of tomorrow. We're:

1. Planning to absorb more than our share of service men.
2. Planning to supply our dealers, immediately following government release, with the finest new line of radios and radio-phonograph combinations possible to produce.
3. Designing an extensive advertising and merchandising plan to move these sets for our dealers (and fast).

Keep "tuned" to the aggressive merchandising plans of a new company with the "know how" of an outstanding staff of experienced radio personnel. Write us for details.

Hoffman

RADIO CORP.

MANUFACTURERS OF MISSION BELL RADIOS . . .
MITCHELL-HUGHES PHONO-COMBINATIONS . . .
ELECTRONIC AND COMMUNICATION EQUIPMENT

3430 SOUTH HILL STREET • LOS ANGELES 7, CALIFORNIA

CASH in RADIO CABINETS

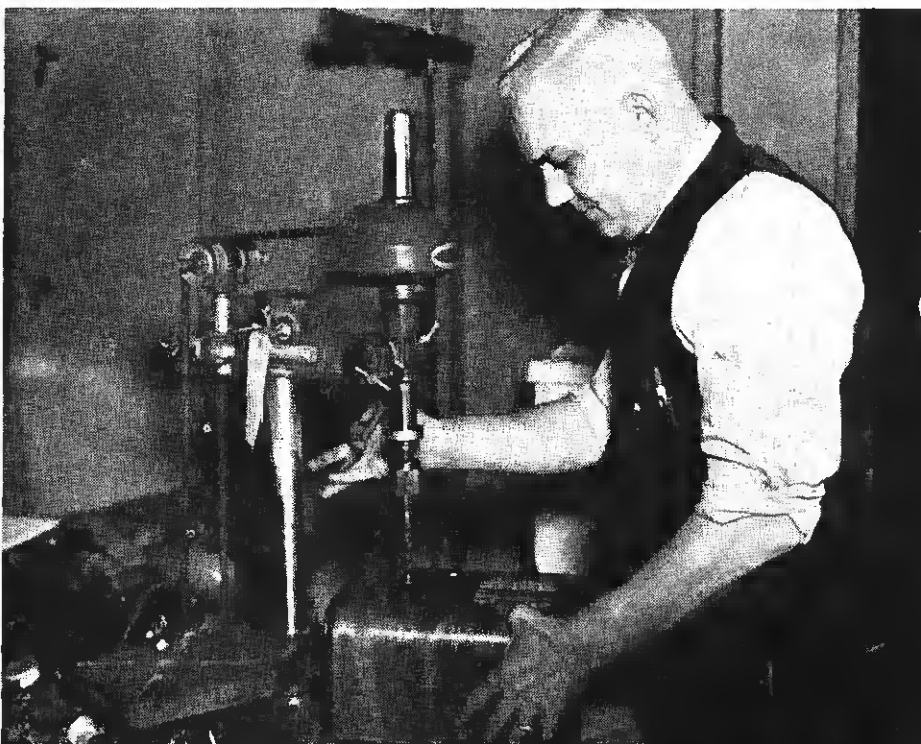
**Builder of Radio Housings, Servicer Cromwell
Makes His Hobby Pay . . . Radio Repairs Pour In**

• Rebuilding and refinishing radio cabinets is a specialty with Arthur S. Cromwell, who operates a radio shop under his own name at 2018 4th Ave. N., in Birmingham, Ala. This is in addition to his complete repair business.

A customer owning a plastic cabinet all cracked up, need not worry, because Cromwell will fix it. He does this by fitting the chassis into a used cabinet, or he will build one, if necessary, to fit. Often he takes two cabinets and builds one, or he will use an old one and rebuild and repaint it. He has quite a collection of cabinets from junked sets, and usually can rig up something to suit the customer's need. He is what the auto people call "a body man."

Equipment in the Cromwell shop for cabinet work includes a jig saw, a lathe, a joiner planer, a shaper for cutting molding and a drill press. He also has paint spray apparatus.

Mr. Cromwell does most of his



Above—Arthur S. Cromwell uses a drill press to place new control outlets in a cabinet.

Below—This window and a downtown location draw business for Cromwell.



cabinet work at night, devoting his daytime to radio repairs. He depends entirely on his downtown location, and his window display, to draw business, as he does not advertise. Neither does he pick-up or deliver sets. He opened his shop in May 1943, and two hours later the first set for repair came in. He has been busy ever since. However, he admits he is no "volume hound." One reason he likes to operate his own shop is he can take his own time and putter around a bit. This "puttering" around took him into the cabinet rebuilding business. He used to have a woodwork shop at his home as a hobby, so tinkering with cabinets is along that line.



You are going to be a bigger man

Keep this fact clearly in mind: *electronics* is the growing art of harnessing electron tubes—in many cases, familiar types of radio tubes—to new applications; and it means everything to your future.

Big as the radio and communications industry has been, it is only *one phase* of electronics. Hitherto your opportunities have been practically limited to that one phase—transmission of sound. At the start of the war, television—transmission of sight—was just opening up.

When the war is over, television will arrive—but *it won't be alone*. RCA electron tubes will be put to work on thousands of *new jobs*—new electronic devices.

As a Tube and Equipment Distributor and Serviceman *YOU* will service these devices—sell replacement tubes they will require.

YOU will draw income from this vastly widened field. You will be a *bigger man*—expanding, reaching out, grasping opportunity. RCA Engineers and RCA Tube and Equipment Distributors and Servicemen, working together, can help enormously to make electronics the biggest industry, and the greatest public service, this country has ever known!



RADIO CORPORATION OF AMERICA

Camden, New Jersey



**RCA
PRESENTS**

What's New

**HERE'S WHAT'S NEW IN
TELEVISION**

Little does the general public realize that Television is carrying on during the war—that regular programs, covering various types of news events, are broadcast several times a week in cities with television facilities. In order better to acquaint the public with this fact—and its great promise for the postwar future—the Radio Corporation of America inserts informative advertising in various cities throughout the country.

The advertisement on the opposite page,

in sizes ranging from 1000 lines to a full page, recently appeared in 24 newspapers in the four television cities—New York, Philadelphia, Chicago and Los Angeles, plus Washington, D. C., and the following RCA plant cities: Camden, N. J., Indianapolis, Ind., Bloomington, Ind., and Lancaster, Pa. This is only an indication of what is to come when television can be resumed in full scale, after the war. Look to RCA for leadership in Radio, Television and Electronics.



RADIO CORPORATION OF AMERICA CAMDEN,

NOW... 7 NIGHTS A WEEK OF THRILLING TELEVISION PROGRAMS IN NEW YORK



Eastern Television Network Brings Programs to Homes in Four States . . Philadelphia, Schenectady, Chicago and Los Angeles also Have Television Service

SINCE the first of the year big things have been happening in television. Fortunate owners of television sets in the New York area now enjoy motion picture films, short subjects, sporting events and exciting special telecasts—every night of the week. In addition, a television network reaches homes in four states.

For New York, New Jersey and Connecticut, the National Broadcasting Company has regular telecasts every Monday and Saturday night from 8 to 10. Philadelphia in Pennsylvania picks up the broadcasts of special events for Eastern Pennsylvania programs General Electric serves television owners in the Albany-Schenectady area.

At present, NBC television pick-up from Madison Square Garden includes boxing bouts, hockey games and other exciting sport events.

Thursday and Friday nights from 8 to 10 the Columbia Broadcasting System is presenting full length motion pictures, newsreels and other screen treats; and on Tuesday,

Wednesday and Sunday nights, from 8:30 to 10, DuMont Television Laboratories present popular "live" entertainment, animated cartoons, and a wide variety of films.

After the war, television will really come into its own. It may take a year, or two, or more—but networks originating in New York, Chicago, Los Angeles and other key cities will grow and expand when material and manpower are available. Some day, people in every major city in America will enjoy the limitless benefits of television. Some day, too, great events in far-off places may be televised right into your home—while they are happening.

When the signal to go ahead is given, television will not only bring with it the finest in visual entertainment, but as an industry it will offer jobs to thousands.

That is the promise of television. The promise of RCA is to produce the highest quality television transmitters and receivers at the lowest possible cost... and to foster the new work growth of television so that some day millions of homes in America will enjoy its unrivalled thrill.

RADIO CORPORATION OF AMERICA
Leads the Way . . . in Radio, Television, Electronics

Television Highlights of the Week



MON. NBC (over WNBC) offers a feature film and nine shorts with one sponsored by Lorraine Hansberry in WRGB, Schenectady.



TUES. DuMont (over W2XWB) presents "live" shows and films.



WED. DuMont (over W2XWB) telecasts cartoons and "live" entertainment from its studio.



THUR. CBS (over station W2XWB) features tip-on-tips, Education Western movies.



FRI. CBS (over W2XWB) broadcasts feature films and has that the whole family will enjoy.



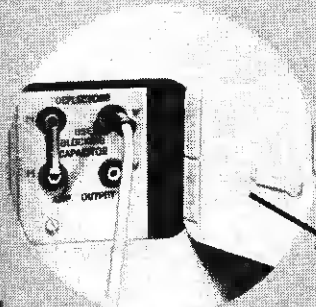
SAT. NBC (over WNBC) is picking up from Madison Square Garden boxing, hockey, hockey games and other sport events.



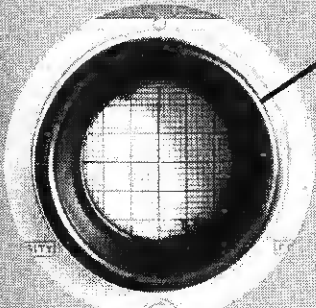
SUN. DuMont (over W2XWB) features screen hits and studio shows, plus special cartoons.

It's the Little Things That Count

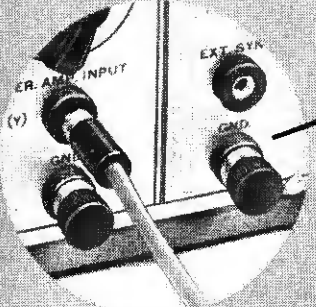
OR, WHAT MAKES THE 155-C DIFFERENT FROM OTHER 3" OSCILLOSCOPES?



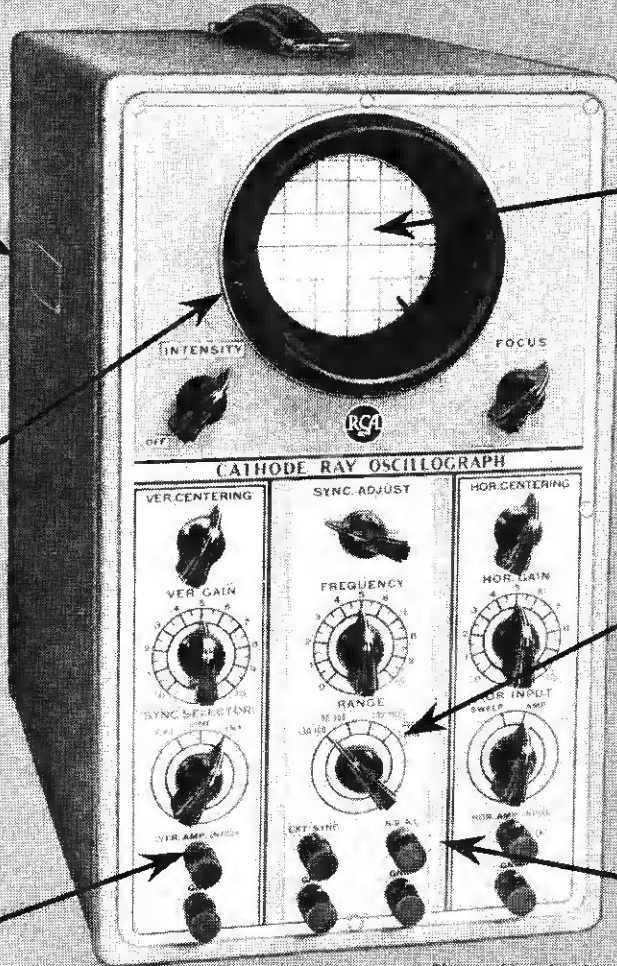
1 "built-in light shield"—The front of the tube is recessed; you can see transients even in bright light.



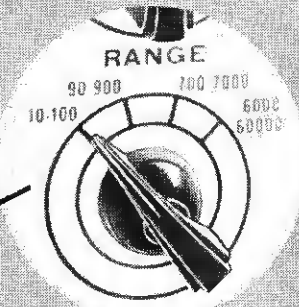
2 "binding jacks"—Can be used with removable binding posts or with locking pin plugs.



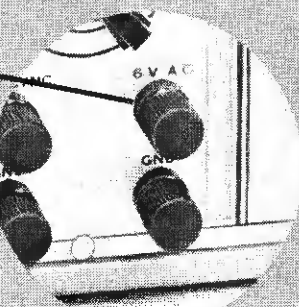
3 "removable graph screen"—To permit special observations—Place or replace it with a twist of the wrist.



4 "direct deflector connections"—For observations at radio frequencies when such are desirable.



5 "Improved timing axis oscillator"—range extended to 60 kilocycles—more linear sweep.



6 "6-volt AC terminals"—For obtaining a handy sine wave ordinate for calibrating purposes.

Please address inquiries to Test and Measuring Equipment Section, Radio Corporation of America, Camden, N. J.

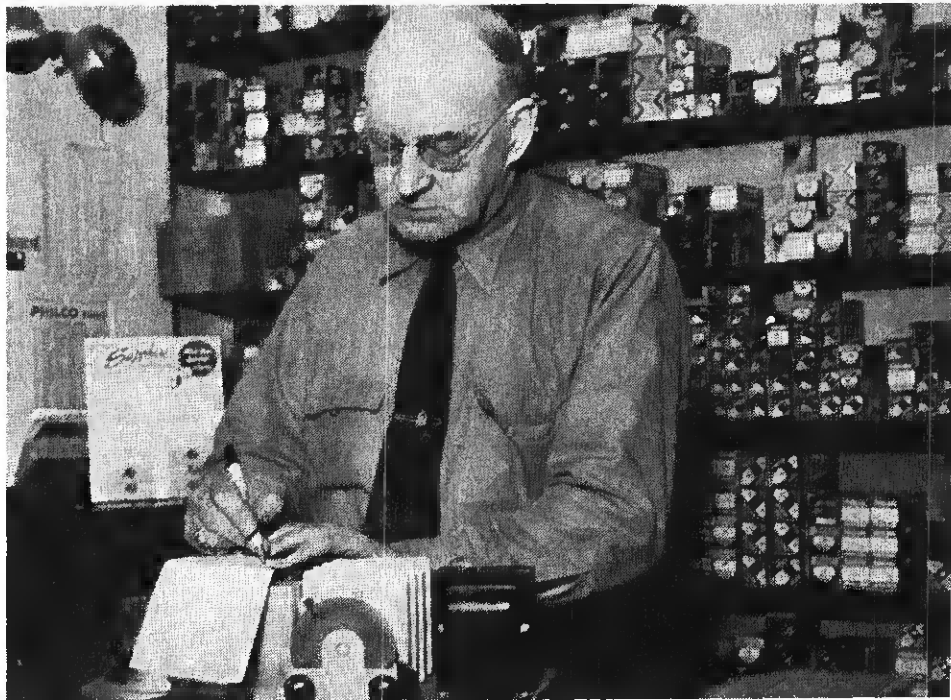


BUY MORE WAR BONDS

Test and Measuring Equipment
RADIO CORPORATION OF AMERICA

Systems Balance the Ledger

Save Steps, Too, for
Wisconsin Radio, Sound
and Record Dealer



"The only way we can make money is to cut out waste time," says G. J. Peitsman of Waukesha, Wis., who finds record-keeping pays profits.

• System helps G. J. Peitsman, owner of Peitsman Radio Laboratory, 132 Wisconsin Ave., Waukesha, Wis., weather the war period with the help of one part time man. Formerly Peitsman had two full time men, plus his own services.

One of the veteran radio servicemen in Wisconsin, Peitsman, who has owned his shop here for the past 17 years, was always wise enough to carry a large stock of parts and tubes. So when war came, Mr. Peitsman was well situated so far as tubes were concerned.

Simplified System

The tube stock pinch came just recently to this dealer, but small shipments of hard-to-get types are now coming through, and Peitsman hopes this will continue.

It is a pleasure to look over the Peitsman set-up on handling radio repairs. It is practically foolproof, with no time lost in checking instructions, prices, etc.

When a radio is brought in for repair, it is entered in a large front desk receiving book by Mrs. Peitsman. Then the job card is made out, authorizing the repairs wanted. Dates are entered for when the job came in, and when it was called for.

Mrs. Peitsman also makes out a master card for each radio customer.

These master cards are very complete and are kept in a file where they can be found on very short notice. One such master card contains the numbers 38 085. To the uninitiated this might seem like a code number, and it really is. The "3" means that this radio was brought in during 1943. The "8" means the eighth month of the year (August). The "085" means that this particular radio is the 85th set brought in for repairs during that month.

A sample card, for instance, contains the following listing, "Emerson BM206 . . . B.9-47. "The B.9-47 is the page in the service manuals showing the circuit arrangement for this particular set.

"I looked up that listing once," says Mr. Peitsman, "so I put it on this master card. It saves us time when that set comes in for repairs again."

Constant Check on Sets

Because that job card also has a section containing repairs made, one for the customer and one for the service shop, there is a special file for these stubs, too. Thus the Peitsman firm has a constant check on all radios that come into the shop.

"Where would we be without such a system?" says Mr. Peitsman. "We repair hundreds of radios here during a year's time, and the only way we

can make money is to cut out waste time. Our system may seem to take considerable time, but it doesn't. And it certainly saves us time in looking for records on radios that came in three to six months ago and on which the customer has some complaint. Every efficient business needs good records. We find our records work well for us. They help us to turn out much more work than we ordinarily would be able to handle."

In one special room Mr. Peitsman stocks his repaired radios awaiting delivery and also the radios which are held up for some part or tube.

The job card for each radio is attached to the appliance, with notations showing just how far the job has progressed, and what part or tube is missing. The date the job came in is also listed. Thus any employe can inspect the job card and tell an inquiring customer when his radio will be ready, or what is holding up the repair. This saves questioning employes at work at the bench and cuts down interruptions.

Cash for Every Job

By listing all jobs in the day book in the receiving office, Mr. Peitsman is able to take the work in the order received. This is a fair way, he says, and customers agree with him on this point.

(Continued on page 74)



The Halls Sell to "Hams"

And to Dealers as Well, But Keep Departments Separate. See Big Electronic Selling Future

• Take it from a couple of amateur operators who have made a business of their hobby, the entire field of electronics—including the "amateur" business—will experience a great expansion in the postwar period.

Formerly specialists in amateur supplies, R. C. Hall (W5EIB) and his wife, L. F. Hall (W5EUG), owners of R. C. & L. F. Hall, 1015 Caroline St., Houston, Texas, plan to extend their postwar activities into all phases of electronics.

Some ten years ago Dick and Lillian Hall, as they are known in the "Ham" fraternity, were just ordinary "amateur" operators, intensely interested in their hobby, spending most of their spare time at their keys.

W5EIB was heard in all corners of the country and in many foreign countries as well; W5EUG—one of the few women operators to prefer the key to a microphone—had many contacts during the day, sandwiched in household duties.

Home—A Supply House

Finding a lack of interest in the amateur in local supply houses, Dick Hall began stocking a few parts in his home, for his ham friends. At one time the entire stock was contained in one kitchen cabinet. Later it filled a breakfast room. As the stock grew and spilled over into room after room, the Halls moved from one house to another, bigger each time. Finally, it was a case of either the Halls move

out or the business move out—and move the latter did—to a downtown location, where it broke all records in the first month.

Up to this time, Lillian's interest in the business had been incidental; it was Dick who spent the evenings visiting with local hams in his home store. The downtown store had been rented, opening day was at hand but the man who had been picked to manage the store was not available at the last minute. Lillian took over temporarily and did such an excellent job she has been at the helm ever since.

Although the Halls had foreseen our probable entry into the war—one way or another—and had entered the replacement, industrial and marine fields, the amateur business had occupied most of their attention and constituted the greater part of their business. They had a big inventory of amateur parts—and the amateurs were off the air! For a few weeks it looked as though limited operation would be permitted; indeed, it was resumed for a while. Then, this too was prohibited and the next few months were bleak indeed.

Knew Where the Stock Was

The Army and Navy urgently needed transmitters and receivers, and parts of all kinds. Amateurs and jobbers all over the country responded to the call.

Having sold most of the equipment in their area, the Halls knew where

the equipment the government could use was located, and a large number of receivers and transmitters moved through their hands to the Army and Navy. Their own 500-watt station, with all the trimmings—went with the rest.

As their stock of amateur parts was exhausted, the Halls intensified their interest in the replacement field, and their list of dealers grew rapidly. Just as they used to publish bulletins for their amateur trade, they now send out weekly bulletins to their dealers, keeping them informed on the latest government regulations and on supplies available.

Dealers and "Hams" Don't Mix

The Halls built their amateur business on service, and they say the dealers like personal attention and service just as much as the amateurs. They plan to expand their replacement, industrial and marine business in the postwar period, and will have sets for their dealers to sell as well. But they plan to have two distinct departments, for—say the Halls—"You can't mix amateurs and service dealers. The dealer comes in and knows just what he wants. As a rule he is in a hurry—his time means money to him. The amateurs also know what they want. They want a place where they can come and look over the latest amateur 'gear'; they want a counterman to serve them, who talks their language!

(Continued on page 74)



What famous name in radio is identified with America's first crystal sets, first neutrodyne sets, first sets with self-contained speakers and first FM radio-phonographs produced exclusively?

Freed-Eisemann
Freed-Eisemann



Today this name is identified with the production of military communications equipment demanding highest engineering skill and precision.

Freed-Eisemann
Freed-Eisemann



Watch for this name after the war. It will appear on the finest FM radio-phonographs ever produced in this country.

Freed-Eisemann
Freed-Eisemann

● At every important stage of radio history and achievement, the Freed-Eisemann name has come to the fore. Synonymous with quality leadership in the world of radio, this famous name will continue to live up

to the great tradition established in the past—in the wartime production of highly complex electronic instruments, and in the post-war production of the world's finest Frequency Modulation radio-phonographs.

FREED RADIO CORPORATION • 200 HUDSON STREET • NEW YORK, N. Y.

AM Detector Operation

Characteristics of diode detectors as amplitude demodulators.

Effect of AVC network and other circuits across the diode load.

The operation of detection is used in every type of radio receiver. A great deal of the service work done on today's sets is in connection with detector systems. Many alignment problems are handled by observing current or voltage changes in the detector circuit. Much of the audio distortion originates here, and in the majority of sets, the volume control which is a source of many service jobs, is in the second detector circuit. Most receivers develop the AVC voltage in the second detector. From this partial list of the actions of second detectors, it is apparent that a thorough understanding of the types, functions, and tests is of real importance.

Fundamental Job in AM

The number one job of a detector is to separate the music or speech signal from the carrier signal. Thus, it is the reverse of modulation. To understand what is necessary to demodulate two signals, it is important to understand what the transmitter did in combining the RF carrier and the audio signal.

Several methods of amplitude modulation are employed by broadcasters, plate modulation being one of the more common types. The

RF carrier voltage developed by other stages of the transmitter is fed to the Class C stage which is to be modulated. The power output of this stage is proportional to the square of the instantaneous plate voltage on the tube. The audio signal which is to modulate the RF carrier is amplified and is introduced in series with the high voltage supply

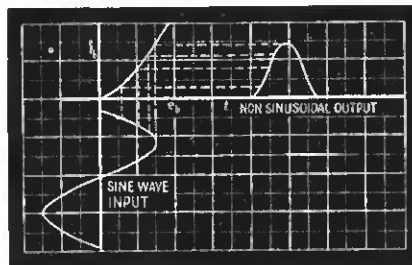
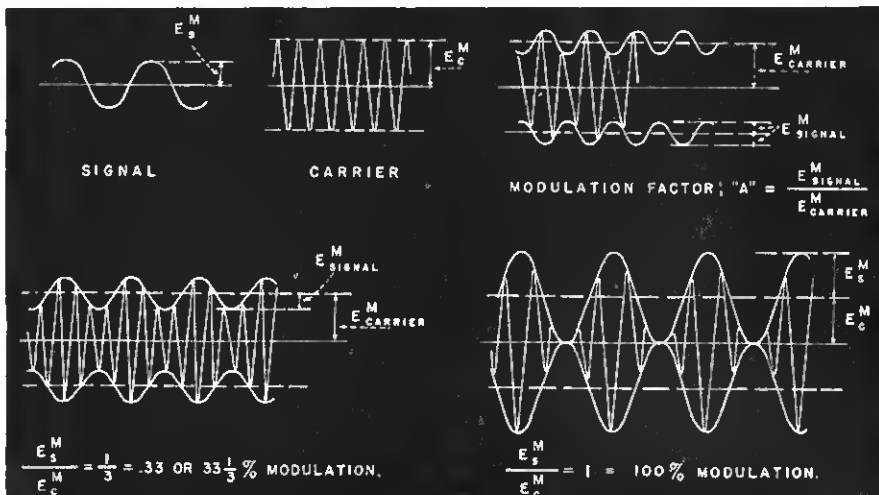


Fig. 2—Square law characteristics of diode for small signals causes distortion. Note flaring of curve near zero axis.

to the RF amplifier. The plate voltage of the RF amplifier will then be the algebraic combination of the direct voltage of the power supply and the audio signal voltage. The modulation is thus a process of varying the amplitude, and consequently the power, of the RF carrier in accordance with the audio signal.

Fig. 1—Components of amplitude modulated carrier with single frequency sine wave. Percentage modulation is ratio of peak of audio voltage to peak of RF carrier voltage. Upper and lower side bands are not represented by any parts of modulated wave.



AM Side Bands

A mathematical analysis of modulation will show, for a single sinusoidal modulating tone, that the RF output wave will have three components, one of which is the RF carrier voltage with its original amplitude, and two other components, with half the carrier amplitude times the modulation factor. One of these two components has a frequency of the carrier plus the frequency of the modulating signal, and the other component has a frequency of the carrier minus the modulating signal frequency. The modulation factor is defined as the ratio of the maximum deviation of the modulated wave envelope from the unmodulated wave, to the unmodulated wave. This statement is explained by referring to Fig. 1. The voltage measurements on the signal and carrier waves are peak values. For sine waves, the RMS value is 0.707 of the peak.

The power in a modulated wave is equal to the power of the carrier plus the power in the side bands. The side band power is proportional to the square of the modulation factor and has a maximum value, for 100 percent modulation, of one-half of the unmodulated carrier power. Thus, a station delivering 50 kw. at 100 percent modulation has a carrier strength of 33 1/3 kw., and the other 16 2/3 kw. is in the side bands. Since the side bands contain the only information, it may be seen that a high percentage of modulation is desirable.

Diode Detectors

The simplest and most common detector, or demodulator is the diode rectifier. It performs the job of recovering the information transmitted in the side bands by rectifying the complete signal and developing a current which is proportional to the original modulating signal. The carrier and its side-band components are by-passed across the load resistor by a capacitor small enough to prevent the high frequency audio signals developed across the resistor from being shunted out.

Two fundamental types of operation for diodes depend upon the amplitude of the signal applied to the circuit. Square-law detection takes place when the signal amplitude is small and the plate current of the diode is confined to the curved portion of the characteristic near the cut-off point. The "square law" refers to the portion of the tube's current-voltage curve through which the current increases as the square of the applied voltage. Thus if three voltage readings were 1, 2, and 3, the corresponding current values would be 1, 4, and 9.

Due to the curved section of the characteristic, distortion results. If the operation is perfectly "square-

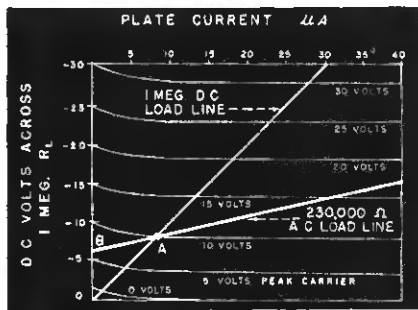


Fig. 4—Rectification characteristic of 6H6 diode with 1 meg. DC load line and 230M ohm audio load line. Peak carrier voltage is 10 volts.

law," the distortion will be the introduction of a second harmonic which can be as great as 25 percent of the fundamental audio signal. The effect of the square-law characteristic on a sine wave is shown in Fig. 2.

Linear Detection

Linear operation, which is the desired detection characteristic, is approximated for large input signal amplitudes. The output voltage across the load resistance is practically proportional to the input carrier voltage. This linear operation for ordinary diode detectors takes place on carriers with a 10-volt or higher peak value. Power detection, as this type of operation is called, is usually realized in broadcast sets.

So far we have discussed the diode rectifier under the conditions of a constant carrier voltage. When the carrier is modulated, the instantaneous carrier amplitude is varied at the frequency of the audio signal. It can be seen from Fig. 1 that the greater the percentage of modulation, the lower the instantaneous carrier amplitude falls during portions of the modulating cycle. Thus for 100 percent modulation, the carrier is actually re-

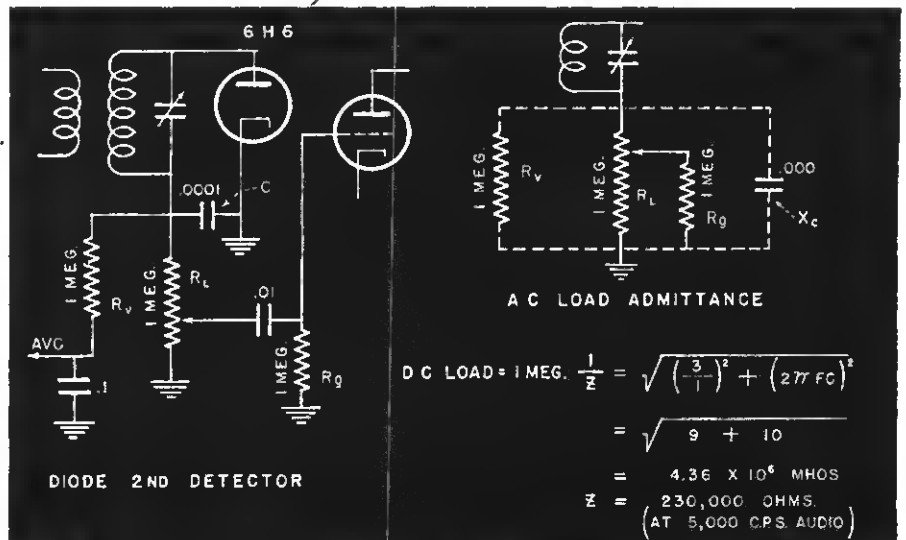


Fig. 3—Single diode half-wave detector with AVC connection and audio volume control. For higher audio frequencies, the AVC resistor and volume control are effectively in parallel with the diode load resistor reducing its value as shown in calculation.

duced to zero amplitude once each modulating cycle. It is obvious that the type of diode operation varies from linear on the maximum carrier peaks to "square law" on the very low carrier levels encountered in high percentage modulation. This shifting from one type of operation to the other introduces some distortion at high levels of modulation.

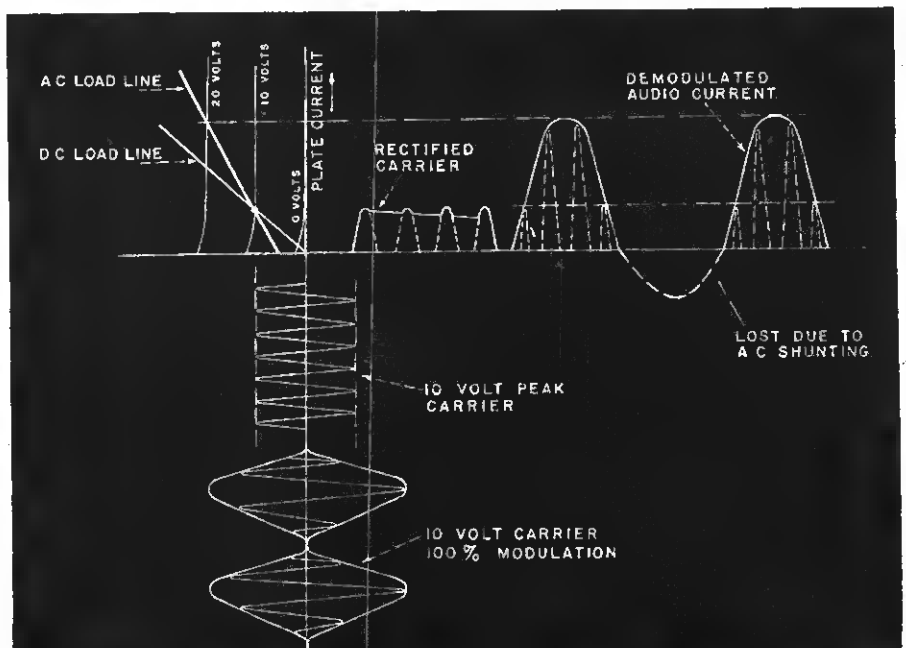
Another serious cause of distortion in diode detectors is the shunting effect of the (1) audio amplifier grid resistance, (2) the AVC network, (3) "magic eye" circuit, (4) and the

RF by-pass capacitors across the diode load resistor. These circuit elements do not affect the DC load to the diode circuit, but are in parallel with the load resistor when an audio signal is present.

25 Percent of DC Load

Fig. 3 shows the circuit for a typical diode second detector with the various load elements. With a constant carrier input (no modulation) the only load element in the output circuit is the resistance R_L . The capacitor C is not a part of the load (Continued on page 66)

Fig. 5—Lower value of AC load line causes clipping of negative peaks of modulation signal causing distortion. For the example shown, maximum degree of modulation that could be received without distortion is 25 percent.



Service Notes

Service Data for Early Admiral P6-X-P6

The early model Admiral P6-X-P6 AC-DC battery portable uses a tuned RF stage ahead of the detector. A later model employed a permeability tuned circuit between the RF and first detector stage. (See circuit in Radio Retailing Today, January, 1944).

Because of the series operation of the filaments on AC, the AVC voltage must be applied to a bleeder network that is in parallel with the filament string. Each grid receiving AVC voltage is tapped on the bleeder at a point corresponding to the voltage position of its filament with respect to the negative end. If all grids receiving AVC were connected to the diode load resistor, the grid of the IN5 RF tube for example, would be negative by about 3.75 volts with respect to its own filament—almost enough to cut-off the tube. The network of a 10-meg., a 5-meg., a 3-meg. resistor, and the 1 meg., volume form the bleeder.

Power Supply

The AC power rectifier system supplies 9 volts at 50 ma to run the filaments in series. The 2150 ohm series dropping resistor is $\pm 10\%$. Approx-

mately 100 volts is available for operation of the plates. A 22-ohm protective resistor in the filter circuit limits the surge current through the 117Z6 when the set is turned on.

For operation from batteries, the selector switch decks with points, 1, 2, 3, 4, 5 and 11, 12, 13 connect the tube filaments in parallel including the two sections of the 3Q5. Both sides of the power line cord are disconnected for battery operation. Switch points 6, 7, 14, 15, 16 and 17 are not used. Switches are shown in AC-DC position.

Alignment

To align the IF transformer, connect the signal generator to the grid of the 1A7GT through a 0.01 mfd capacitor. Set the radio dial at 1600 kc. Adjust the transformer trimmers, starting with the second IF transformer, for maximum output.

Connect a 1600 kc signal through 0.1 capacitor to control grid of 1A7 and with dial at 1600 kc adjust oscillator, trimmer located on tuning gang.

Connect a 1400 kc signal through a 0.1 capacitor to the grid of IN5 RF and with dial at 1400 kc, adjust trimmer on detector gang.

The antenna loop is aligned at 1400 kc with a signal from the generator fed into a three turn loop about one foot in diameter and two feet from the set loop. Adjust trimmer on

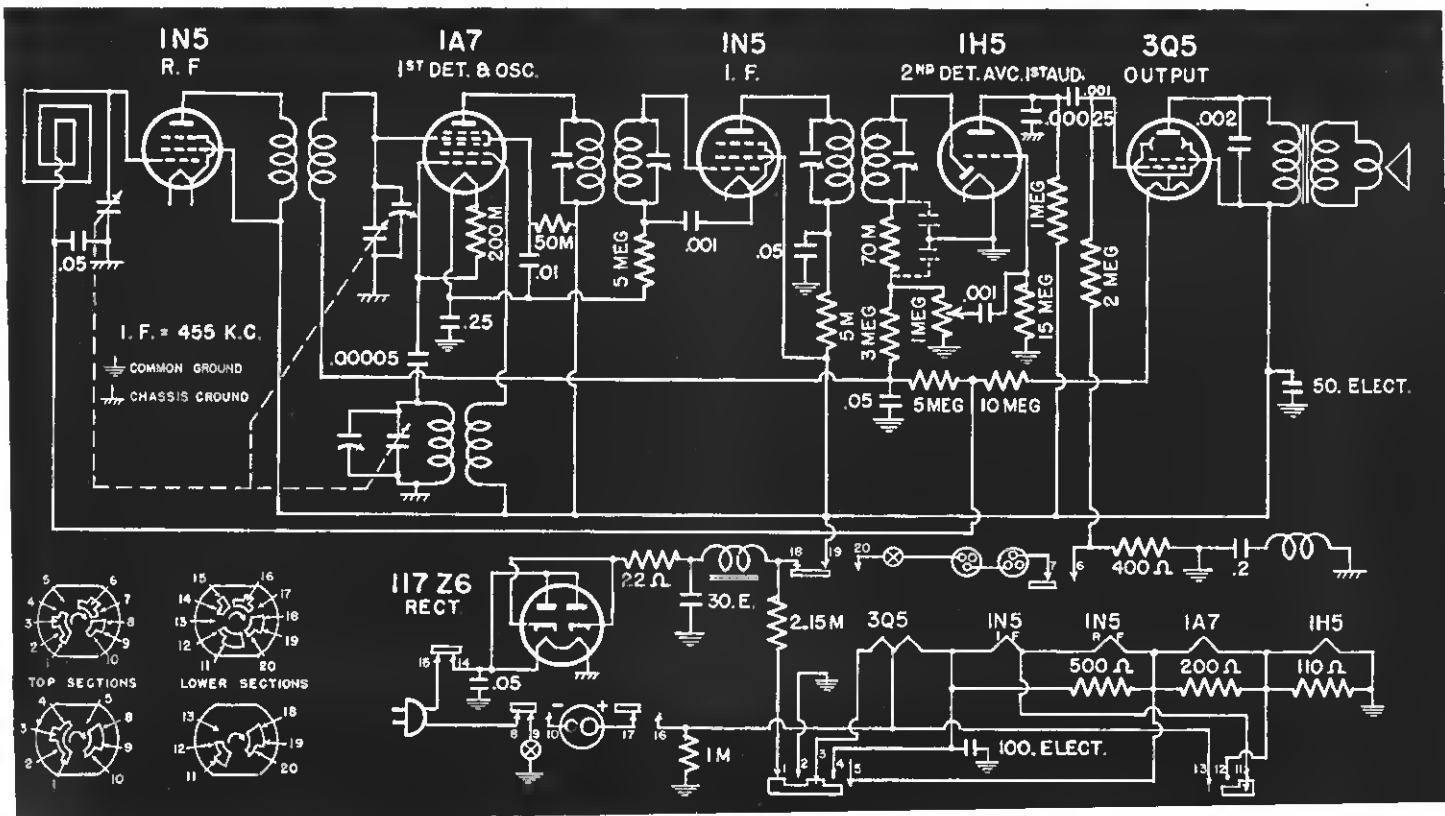
antenna gang for maximum output. Set loop must be in same position with respect to the chassis that it occupies in normal use. Keep metal other than chassis away from loop during alignment.

NEW BOOKLETS

New 36-page illustrated 140-F, describes various types and sizes of stock transformers manufactured by Standard Transformer Corp., 1500 North Halsted St., Chicago, together with complete and detailed specifications. Lists not only transformers for most electronic applications but many stock converters as well for the conversion of AC to DC. Valuable charts are provided to quickly identify the correct units to be used in various applications. Sent free upon request.

Complete parts catalog, No. 220, of Insuline Corp. of America, 3602—35th Ave., Long Island City, N. Y., lists radio hardware, test maintenance tools, dials, variable capacitors, metal cabinets and racks, etc.

In a 24-page booklet, now ready for distribution by Communication Products Company, 744 Broad St., Newark, N. J., the uses of Q-Max A-27 radio frequency lacquer are illustrated and described. The electrical and physical properties of Q-Max, as determined by laboratory tests, are recorded in a series of useful graphs and charts.



A Message to Garcia . . .

1898

After weeks of torturous travel at sea and through matted jungles the famous message was delivered to General Garcia.

1944

Today military messages of vital importance are delivered in a split second by means of modern radio and electronic devices.



Sentinel

THE effectiveness of modern radio communications is playing a prominent part in winning the war for the United Nations. And Sentinel Radio is proud to be playing an effective part in it. Four Sentinel plants are producing vital wartime equipment to help the quick conversion of battle strategy into victorious action.

After the war Sentinel, conditioned by wartime experiences, will produce radio and electronic equipment to convert sales strategy into actual sales for Sentinel dealers.

SENTINEL RADIO CORPORATION
2020 RIDGE AVENUE, EVANSTON, ILL.



Service Notes

Frequency Drift in Oscillators

• Compact receivers using high filament voltage tubes suffer from frequency drift of the local oscillator. The temperature changes are the principal reason for such shifts.

A number of the common problems of receiver oscillators are quoted herewith from the new book, *Radio Receiver Design*, by K. R. Sturley. This book, published by John Wiley & Sons, Inc., New York, is a fundamental treatment of receiver design problems from antennas through detectors. (A second book is to cover the audio and other sections of a receiver.) The author is English, and English terminology is used for tubes, etc. An adequate mathematical treatment of components and circuit performance makes this book a valuable reference on radio receivers. There are 435 pages in the volume and the price is \$4.50.

Parasitic Oscillations

"Two undesirable effects, known as squegger and parasitic oscillations, may be met in self-oscillating valve circuits. Squegger oscillation is a regular or irregular interruption of the normal oscillation, and is a result of excessive amplitude. The large positive pulses of grid voltage produce sufficient grid current to charge the capacitor across the self-biasing grid leak to a negative voltage much greater than anode current cut-off. The anode current ceases and oscillations cannot be maintained. The capacitor gradually discharges through the grid leak until the grid voltage is low enough to allow anode current to flow and oscillation to recommence. Grid current again biases the valve beyond cut-off and the cycle is repeated. The squegger effect is equivalent to a 100% modulation of the oscillator by an approximately square wave. The period of the interruption depends on the time constant of the capacitor and grid leak, and it may produce in the output of a receiver an audible note (if the interruption frequency is in the audible range), reduced desired output, excessive whistle interference and noise. It can normally be prevented by using a low value of self-biasing capacitance and grid leak, and feedback coupling only just sufficient to give the required oscillator amplitude at the frequency changer. Values

of 100 $\mu\mu\text{F}$ and 50,000 ohms are typical for the medium and long wave ranges, but for short wave operation the capacitance may be reduced to 50 $\mu\mu\text{F}$. A large H. T. decoupling resistance also helps to prevent squegger oscillations, for the oscillator anode voltage is increased by decrease of mean anode current and this moves the cut-off voltage to a higher negative value.

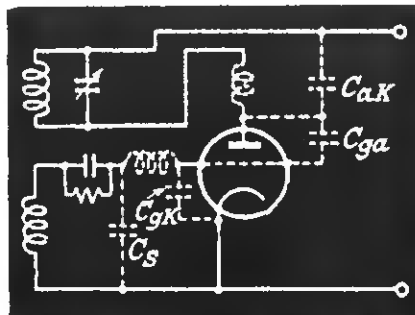


Fig. 1—Stray inductances and capacitances form resonant circuits at high frequencies.

"Parasitic oscillations are oscillations at a frequency other than that of the controlling LC circuit. Generally they are at very high frequencies and are due to the inductance of the leads from, and the stray capacitance across, the valve electrodes. These inductances and capacitances form tuned-anode and tuned-grid circuits. (Fig. 1) and the necessary feedback coupling is provided by the anode-grid capacitance. High-frequency parasitic oscillation is more likely with high μ and g_m valves, but it may also be produced by a negative resistance characteristic in the I_a E_g curve of the oscillator grid of the frequency changer. This negative resistance ef-

fect more often occurs at appreciable positive voltages on the oscillator grid, and it can be reduced by preventing excessive oscillator amplitude. A small resistance (about 20 ohms) connected close to grid or anode pin of the valve is helpful in damping the parasitic control circuits.

"The modified Colpitts oscillator for short wave operation (Fig. 2) uses the anode-cathode, grid cathode capacitances as the capacitance tap, and parasitic oscillation is possible when the tuning capacitance C is large, for the lead inductances can act as the control inductance, and C_{ak} and C_{gk} as the control capacitance. A remedy is to connect the tuning capacitor as close to the anode and grid pins as possible.

"The Hartley oscillator may be troublesome at high frequencies by attempting to act as a modified Colpitts. The introduction of a small R.F. choke or resistance between the

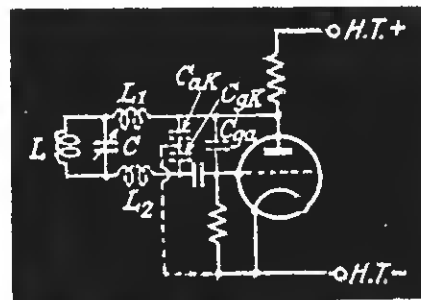
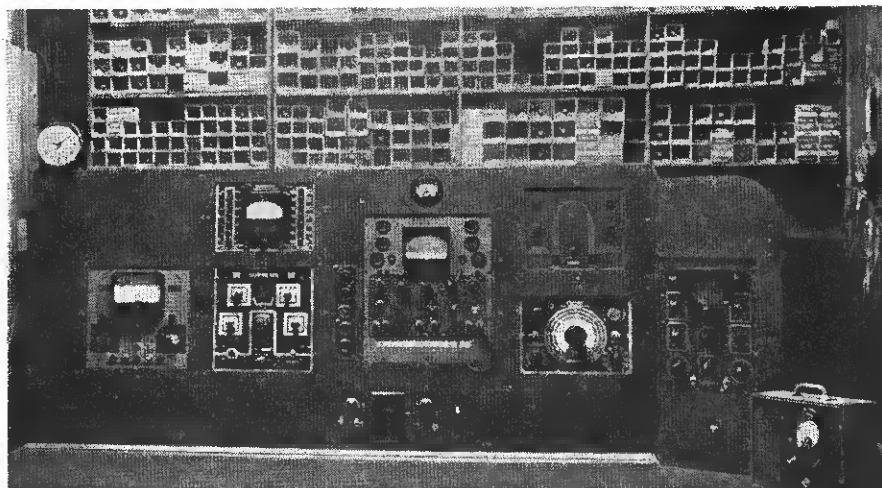


Fig. 2—Parasitic oscillation circuit for Colpitts oscillator.

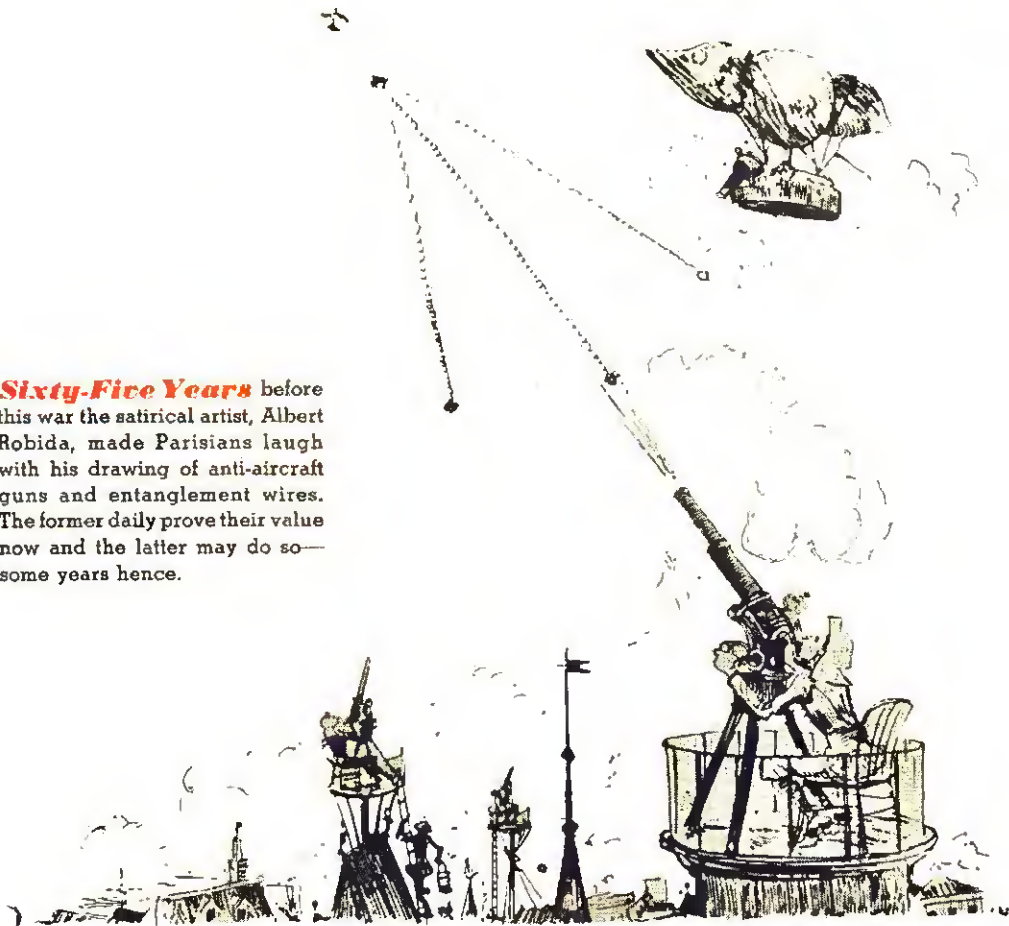
centre tap and the H. T. supply is a solution, for the oscillator functions as a Hartley for low frequencies and as a modified Colpitts for high frequencies."

SERVICE BENCH IN CANADA



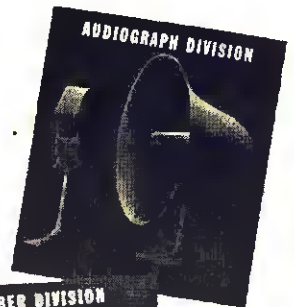
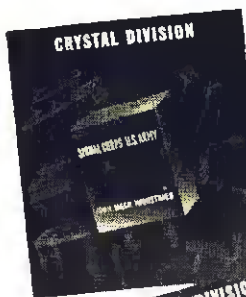
Radiotex, the service shop of A. L. Campbell, Innisfail, Alberta, shows good design in layout of bench. AC outlet in center is supplied from home-built tapped transformer delivering 105 to 135 volts in 3 volt steps.

Sixty-Five Years before this war the satirical artist, Albert Robida, made Parisians laugh with his drawing of anti-aircraft guns and entanglement wires. The former daily prove their value now and the latter may do so—some years hence.



Tomorrow's accomplishments result from many yesterdays of planning

Ideas are inspirational but practical application is the result of sustained thought, far-sighted planning, trial and error—until the end is achieved. John Meck engineers, in addition to their war work, have labored through the years to have ready for you at war's end radio equipment of an excellence hitherto unknown.



AN INTERESTING
New
POST-WAR PRODUCT
WILL SOON BE
ANNOUNCED IN THIS
SPACE

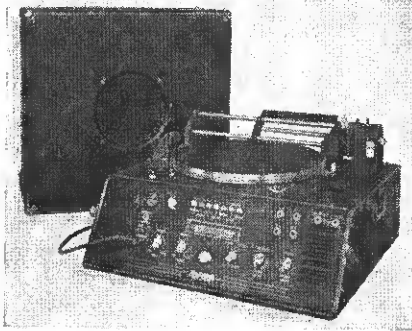
JOHN MECK INDUSTRIES

• CRYSTAL SERVICE DIVISION • MIRROR-TONE DIVISION • AUDIOGRAPH DIVISION • WEBER DIVISION

PLYMOUTH, INDIANA...TELEPHONE PLYMOUTH 33

NEW PRODUCTS

RADIOTONE RECORDER is actually a combination recorder, radio, phonograph, and public address system in compact portable form. May be used to re-

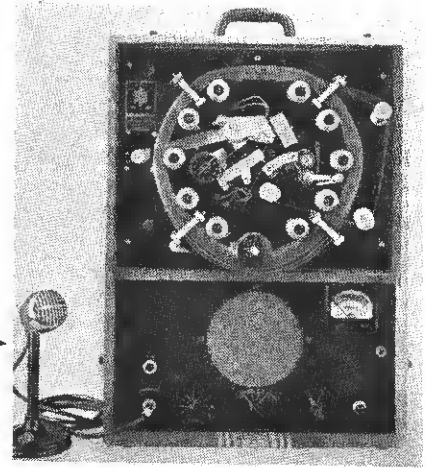


cord from microphone, or from built-in radio. All controls on front panel. Simple to operate, requires no studio facilities. Uses standard recording blanks. Completely described in new catalog P-30. Radiotone, division of Robinson Houchin Optical Co., 1011 Chestnut St., Philadelphia, Pa.—RRT.

SPEEDEX WIRE STRIPPER incorporating an improved automatic "stay open" provides time-saving advantage

when stripping the insulation from fine stranded wires. Mechanism of the new tool holds jaws of stripper open until wire is removed. Removes insulation from all types of solid or stranded wire without crushing over range of sizes from No. 8 to No. 30. Cutting blades can be purchased separately. List price of Speedex is \$8.00. General Cement Mfg. Co., Rockford, Ill.—RRT.

CELLOPHANE-TAPE SOUND RECORDER, capable of up to 8-hours of recording and automatic playback. First commercial model, compact and not much larger than table-model radio, is a precision instrument which records and plays back with high fidelity and low cost. The tape, little more than an inch wide, is an endless loop 320 feet long, permitting up to 8 hours recording. Available in 3 models: 8-hour portable recorder, 1-to-8-hour stationary unit for airports, radio broadcasting stations and governmental use; and small unit which records for up to 1 hour. Another model is being designed for use by the average family. Fonda Corp., 245 E. 23rd St., New York, N. Y.—RRT.



FLUXRITE SOLDER contains flux in longitudinal grooves on the surface. The product contains a recently developed special flux, comes in the same diameters as regular cored solder. Is available in two compositions designated as Red Stripe and Green Stripe. These designations refer to the color of the flux which has been specially dyed in each case for easy identification. National Lead Co., 111 Broadway, N. Y., N. Y.—RRT.

AM DETECTORS

(Continued from page 61)

even though it is in parallel with R_L because C is infinite to the DC present with constant carrier amplitude.

As soon as the carrier is modulated, an alternating signal, will be present across R_L . The other components shown at the right of Fig. 3 are effectively in parallel with R_L for audio currents because of the negligible impedance of the AVC by-pass and the audio coupling capacitors. The load on the diode is thus reduced from its DC value of $R_L = 1$ meg. to the parallel combination of R_v , R_g , R_L , and X_c . The calculation of a typical circuit is shown in the diagram and applies when the volume control is set at maximum. The shunting effect of R_s is most serious at the maximum volume level and is negligible if the control is about one-fifth or less than maximum. The shunting due to the capacitor C will increase with the audio frequency.

The AC load at 5000 cycles for the diode is 230,000 ohms, roughly one-fourth of the original DC load of 1 meg. The effect of this new load impedance might at first be thought

to be merely a reduction of useful output delivered by the circuit. The effect is much more serious because the result is high distortion on high levels of modulation. Examination of Fig. 4 will help to show what happens.

Limits De-modulation

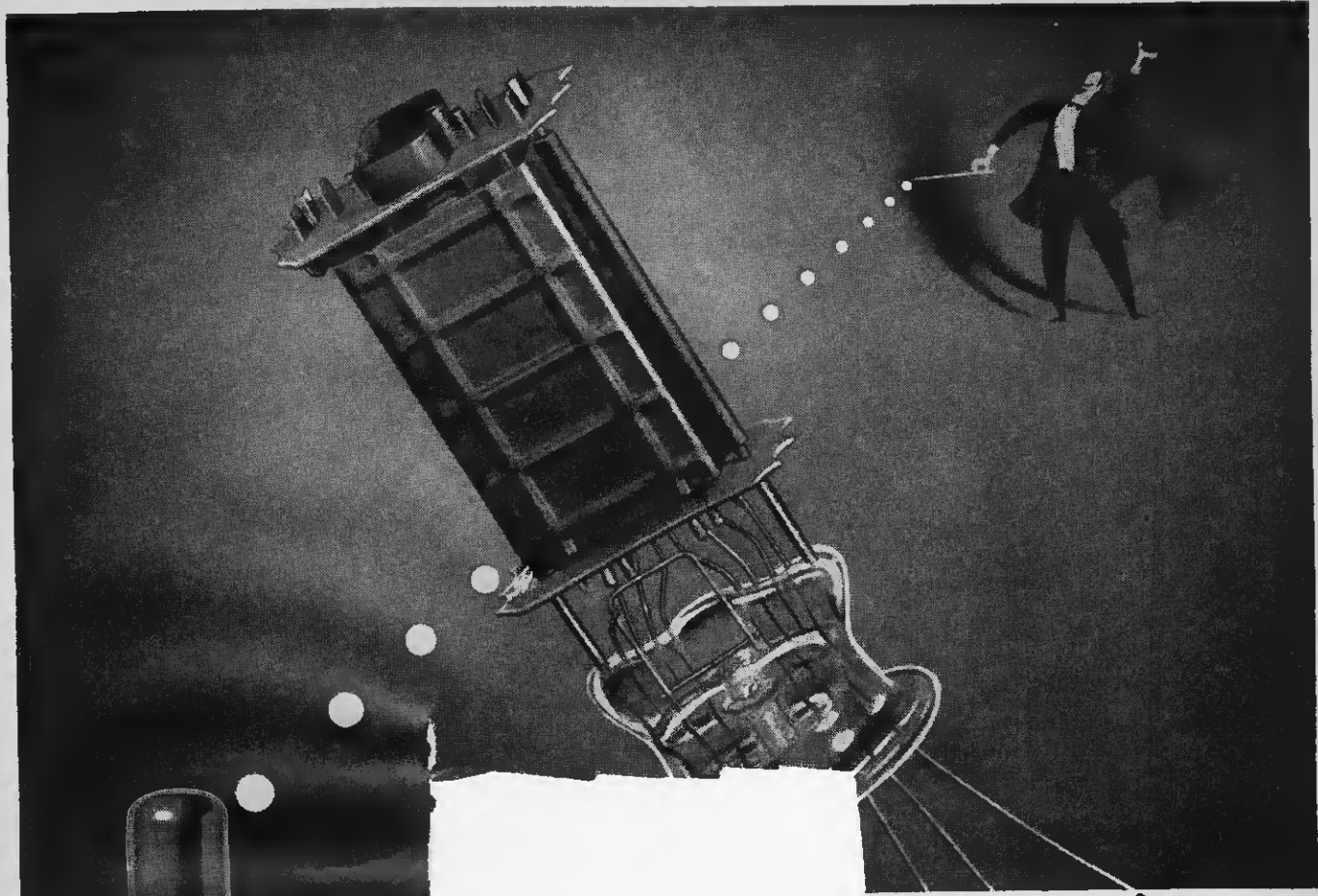
Fig. 4 is the dynamic characteristic of a single 6H6 section. Assuming a 10-volt peak carrier and the 1 meg. DC load, the DC developed by the circuit is about —8 volts. This is determined by the intersection of the load line and the 10-volt carrier line at A. If the carrier is now modulated at say 100 percent, point A would shift up along the 1 meg. load line to the 20-volt peak carrier line and down to the 0-volt line, if the load to the diode circuit remained at 1 meg. during modulation. However, the load does change, and a new load line must be constructed. In the case being discussed, the AC load at 5000 cps is 230,000 ohms. This load line is constructed so as to pass through A since the same 10-volt peak carrier is assumed. The new AC load line does not pass through zero as does the DC 1 meg. line, because tube conditions

must return to point A when modulation stops.

It is obvious from the slope of the AC load line that cut-off plate current occurs at approximately —7 volts. This means that modulation over 30 percent will produce distortion. In other words, the carrier amplitude can only be modulated from 7 volts to 13 volts, or 30 percent before the minimum carrier peaks would be cut-off. The percentage modulation which the diode can handle without distortion is approximately $R_{AC}/R_{DC} \times 100$. This is usually the most serious distortion in detection. In the particular case cited, the worst conditions were used. At frequencies less than 5000 cycles, and volume control setting less than maximum, much less distortion of high percentage modulation would result.

Some compensated diode circuits employ a positive bias on the detector plate to shift the point A up or down the DC load line in relation to the strength of the carrier. By proper adjustment, the AC shunting effect may be made almost negligible.

Fig. 5 shows graphically how the two load lines act on an un-modulated carrier and on a modulated carrier.



M

agic!

Long ago National Union
 to strike out for the
 new metals, alloys and
 extremely high tempera-
 tube making—brazing, for
 times the heat customarily
 use of metals common to n

For this reason and for o
 needs of tube manufacture,
 the nation's electronic tube
 new group of metals and co
 als. Here are special alloys
 grid wires, getters, electron guns and many

as these metals have provided
 not previously available, they
 pulled wonders out of the magic
 ics.

y, as in other sciences related to
 National Union is helping to push
 ers of electronic knowledge. This
 ping, also, to provide for service
 ad, profitable post-war franchise.
 to be ready with better tubes for
 t service need.

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

NATIONAL UNION

RADIO AND ELECTRONIC TUBES

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

Washington Wavelength

Tube Situation—Washer Manufacture

Radio Tube Situation Looks Promising Now

Of paramount interest to radiomen all over the country right now is the tube situation. Statements that the WPB would allow manufacture of some four and a half million "MR" tubes for civilian use—to be turned out the first quarter of 1944, was good news indeed—especially in view of the fact that "critical" types were included in the list.

A National Electronic Distributors Association bulletin, issued by President George D. Barbey, carries this message to distributors: "You may find your regular shipments held up for several weeks. . . . Scarce types under this program will probably not appear in any quantity in less than six to eight weeks. Don't be too optimistic about immediate results, but you can begin to talk encouragingly to your service-dealers. Things are looking up."

Being in close touch with the tube situation, Mr. Barbey's views and opinions in the NEDA bulletin will prove of great interest to radio retailers. Excerpts from this bulletin follow:

Faulty Distribution?

For about a year, WPB has been announcing figures indicating the number of radio tubes shipped from the manufacturers for replacement purposes. NEDA always took exception to these figures, because it did not seem possible that an average of 1,500,000 tubes per month were reaching distributors, and service-men, especially, before "L-265" and "MR" when a large number of civilian tubes were side-tracked by priority orders. It was finally agreed that the tubes were being shipped but that distribution was faulty.

Certain distributors who in pre-war days did very little tube business, suddenly blossomed out with comparative large stocks. Certain retail dealers and service organizations suddenly appeared in a jobbing position. Tubes bearing names were proportionately more abundant than the general market would warrant. A black-market developed at a number of locations. At this point, the NEDA committee went to work to analyze conditions, and make recommendations for a more equitable distribution of available supply.

Plan Called "Radical"

On August 10, 1943, your committee filed a 13-page report with the Office of

Civilian Requirements, Wholesale and Retail Division, and Radio and Radar Division of WPB. Copies were also mailed to all members of the Radio Manufacturers' Tube Committee. This report covered a review of conditions, recommendations, and a complete plan for distribution, with tentative forms for putting the plan into operation. The manufacturers called the plan "radical." At any rate, it caused a lot of discussion, and the current directive probably goes as far along with this program as it is possible to do at this time.

Your NEDA tube committee continued to remind the various divisions of WPB that the much talked of and much prom-

average of 1,500,000 per month, but it is obvious that this program permitted no choice of types. Certain important types therefore became very scarce.

The new production directive designates types and comparative quantities, very close to your committee's recommendations, which were based on the number of each type needed per million manufactured. The total number of tubes available, including over-runs, rejects, and the "directive production" is not predictable at this time, because of military requirements, facilities and manpower problems.

It will also take from 30 to 60 days to get some types into production and probably three to six months to get all of the scarce types into distribution channels. But, the over-all production picture is certainly much more encouraging.

Distribution Plan

The first requirement for equitable distribution is a definite interchange of tubes by the manufacturers. This has been covered by a directive based on 1941 sales, as reported to WPB. Details as to distribution from factory to jobber have not been announced, but it is assumed that the manufacturers who have been doing a good allotment job will be allowed to continue for a short time, while the manufacturers who have not developed an allotment basis of distribution will be directed to do so.

In the meantime, WPB has not actually frozen present stocks of tubes in the hands of the manufacturers, but has held up shipments until the manufacturers have reported present inventories to WPB. The manufacturers have also been directed to formulate an allotment plan of distribution based on 1941 sales of replacement tubes.

Immediate Making of Washers Is Impossible

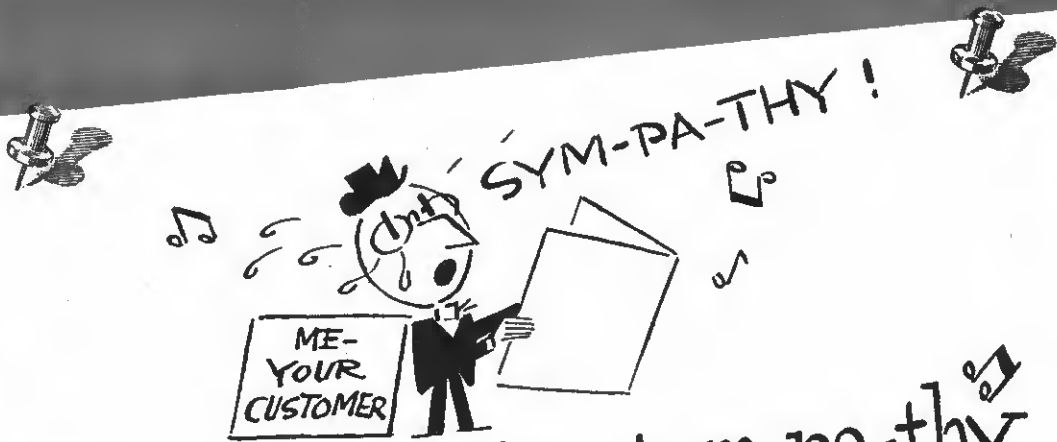
Though WPB will permit the manufacture of 500,000 electric hand irons, shortages of manpower, materials and production facilities make impossible the immediate resumption of manufacture of washing machines, War Production Board officials told industry representatives at a meeting of the domestic laundry industry advisory committee.

It was also pointed out that prospects for turning out a limited number of washers in the latter part of 1944 are still indefinite, and will depend to a great extent upon military developments and trends in war production.

used tube production would be of little value if a new plan of distribution were not developed co-incidental with the production. Well, it looks as though we have both of them here. Final details are not available, but seem to size up as follows:

Production Old—and New

The tubes heretofore available for replacement purposes came from contract over-runs, military rejects, and small runs made possible by material and facilities, sandwiched in between large government orders. It seems these tubes totalled an



all i want is sym-pa-thy

by don herold

I'm a typical, everyday, bother-some customer of your radio shop. We have 3 radios at our house, and sometimes one of them goes hay-wire—although they usually work wonderfully—considering the beating we give 'em.

I know there's a war on, and I know you radio fellers have a heck of a time getting parts and help. I know you're on a spot. So I don't expect you to fix my radio as fast or as good as you usta.

But—this war is on my nerves, too. I'm thinner-skinned than usual! I'm sensitive! I'm tender! So please be a little kind to me, mister. Please explain a little why you can't do this or that—and I'll stand for most anything!



I quit one radio man because he barked at me and kept putting off my repair job and didn't tell me why. I've gone over to another radio feller who isn't any faster than the first one, but who takes the trouble

to always rub my fur the right way. This is the shop that's going to get my repair business after the war, and I'm hoping to buy a new FM set and a television outfit and a lot of electronic gadgets some day—and this shop'll be tops with me for all that business . . . and maintenance on it.



"They use International Resistors. Must be a good repair shop"

Incidentally, I like to know you are using famous parts in my jobs—such as International Resistance Units—whenever you can get 'em.

No. 1 in a series of special messages prepared by America's famous business writer, humorist and cartoonist, Don Herold. . . In sponsoring these Don Herold "broadcasts," IRC pays tribute to the thousands of Radio Service Men who, whenever possible, specify and use IRC resistance units in their work.



INTERNATIONAL RESISTANCE CO.

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

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



LETTERS to the EDITOR

Wants Radio Servicemen Government Licensed

Editor, *Radio Retailing Today*:

I have a suggestion I would like to offer.

It concerns the Federal licensing of radio servicemen along the lines now used for radio operators, giving them a theoretical and practical test and so qualifying them for certain grades.

Suppose that you have an expensive radio which suddenly quits, and you don't know a reliable serviceman to call. You look in the phone book and see many who claim to be experts, so you call one and he arrives at your home to service your instrument. Naturally, you question him as to his ability to properly service your set, and no matter what kind of a saw-and-hatchet mechanic he may be, he will swear up and down that he is factory-trained and an expert on this particular job.

The result is often disastrous to a fine instrument but what can you do? More than likely he is "judgment-proof."

Theory and Practice Test

By instituting a system of Federal licensing, a man would have to be good on theory and practice, in order to get a Radio Man First Class License, and when you ask as to his competency, his license card would really give the answer. When a dealer advertises for a serviceman today, he buys a cat in a bag until he finds out by sad experience his exact capabilities.

I have discussed this idea with NBC and NAB officials, FCC men, national officials of RSA and others, and they say that the purpose is excellent but doubt if it is possible to enact it into law.

There are certain cities in the U.S.A. where local legislation has already been passed along these lines, but each one of them had a battle to get the plan enacted. The opposition has always come from the incompetents and gyms, but if this legislation were enacted as a national law it would be accepted at once and so eliminate the thousand minor battles.

Asks Legislation

My basis for claiming that the FCC has jurisdiction over this field is that FCC by law regulates transmitting equipment. Of course, improperly aligned receivers are miniature transmitters, quite capable of interfering with the reception of interstate and international reception, which definitely is a violation of the radio law.

All receivers are potential transmitters of this class, therefore all men charged

with their adjustment should be competent and licensed and held responsible for their work. At the present time the FCC has its hands full with war work and could not possibly tackle this problem. But as an immediate post-war project, licensing could be introduced as a House Bill and the machinery set in motion to secure its enactment.

RICHARD G. DEVANEY

Radio Electric Shop
Philadelphia, Pa.

Dealer on the Beam

Editor, *Radio Retailing Today*:

You may be interested in looking over



This enterprising radioman took advantage of his recent publicity in the December issue of *Radio Retailing Today* to run an ad in his local newspaper. Reproducing the front cover, on which he appears, he stressed long experience in the field and future policies for 1944.

our ad, taken from a copy of the Sunday Mansfield News-Journal.

BRICKER RADIO

Mansfield, Ohio

Standardized Parts Catalogues Urged

Editor, *Radio Retailing Today*:

Due to the fact that you have many contacts with the radio, and radio parts manufacturers, may I offer a suggestion that you pass on to all of them, to include in their post-war planning, and that is for them to standardize on the size of their parts catalogues? I would suggest an 8½ x 11 size, punched to fit a three-ring binder. This seems to be a good size

and several parts manufacturers have already put out such a catalog, punched for filing. There are many who put out this size, though unpunched.

It would also be nice if they would leave a blank column for the serviceman to enter his net cost per item.

You will notice the automobile parts and electrical parts manufacturers as a whole seem to have adopted such a standardized parts-price sheet for easy filing, and I think the radio parts manufacturers should do likewise.

W. C. MOORE

Paducah, Ky.

Poet in our Midst!

Editor, *Radio Retailing Today*:

CEILING VERSUS ATTIC

When your brains are tied up in a hunk;
When parts are scarce and the weather's static —

A fellow brings in a pile of junk
That he found in his attic.

Dust, pencils, hairpins, spiders, string,
Dead mice and greasy spatter;
Inside you find most anything —
Excepting what's the matter.

Where the dial belt was, is a heavy cord
And the balance has been "adjusted".
"I put in some different tubes", he roared,
"For the ones my small boy busted."

"There's not much wrong",—he squints
at it, too,
(Over your shoulder) "Some little thing's loose."

He talks, and he smokes 'till the air is blue,
And your head and eyes hurt like the deuce.

You test and you sweat and you test again;
Somebody's changed the wiring.
You tell the guy to come back at ten
But he says, "Oh, this isn't tiring."

Finally you finish the ancient wreck
And you tell him the bill is four dollars.
Your shoulders ache—there's a crick in your neck,
But, "That's too darned much!" he hollers.

"Egg prices are down and feed is high,"
He mourns, while your sense goes reeling,
And you're sorry the carpenter fixed this guy
An attic above the ceiling.

EVE SCHLOTZ

(Mrs. Ted Schlotz)

Ted Schlotz Radio, Co.

Marion, Kansas

Who Said The "Ham" Is Finished?

THERE have been rumors to the effect that the radio Amateurs were going to be denied their old frequency bands, and given new bands of such high frequency as to be useless for medium and long distance communication.

Some rumors say "Remember the last War? We are going to get the same treatment this time!"

Now, we don't believe the "Hams" should be denied their rightful place on the air in bands suitable for communication beyond the horizon — and further, we do not believe that our Government would want to see those privileges denied.

Are not the "Hams" fighting on many battlefronts, working in war factories and laboratories for a New World wherein the individual will be able to live and enjoy his hobbies, his church and other personal freedoms which go to make up a healthy, happy world?

It is well-known among Government officials whose task it was to build our great war-time communications system that from the rank and file of amateurs came executives, instructors and thousands of engineers and operators. Without this nucleus of experienced men, it would no doubt have taken a much longer time to reach the present high degree of perfection in the communications branch of our fighting forces.

In every emergency Amateurs have proved their ability and willingness to come to the aid of their Country — who would be so unjust as to want to deny them their small place in the radio spectrum? We do not believe these rumors that the "Ham" will be denied his privileges, we believe rather that those who speak so much of justice coming out of this war will see to it that the Amateur receives his just reward.

The entire radio industry knows well, and appreciates the many contributions "Hams" have made for the advancement of high frequency radio communications, and surely they too can be counted on to assist the "Ham" in regaining his privileges *when the right time comes.*

HAMMARLUND MANUFACTURING CO., Inc.

460 West 34th Street, New York 1, N. Y.

POSTWAR RADIO MARKET

(Continued from page 19)

Radio has always been a great business. It is going to be a vastly greater business and a finer, more profitable business for capable, alert business men to be in.

Billion Dollar Sales Year?

The sale of house radio hit the peak dollar sales value of \$600,000,000 in 1929.

Does the postwar radio market hold a billion dollar sales year?

What do you think?

An authority thinks that within 5 years after the peace has been won, the sale of house-radio television, facsimile, recorders, combinations, portables and auto radio, and tubes, will reach two and a half billion dollars, retail value, in a year.

Yes indeed—radio will be a great business for radio men to be in—well worth working for, and planning for—now.

"KNOW HOW" PAYS

(Continued from page 21)

lights, are a part of the setup. In the center of the floor of the service department, which is back of an attractive reception room, is a large rack which holds the unrepaired sets. This rack can be easily reached from all sides and has three tiers.

Newspaper advertisements in "The Kansas City Star" and large display ads in the city telephone directory consistently emphasize that Thoma-

son itemizes all bills. Many firms, because of wartime confusion, and the flood of repair work, are skipping this service, but not Thomason.

"We receive more flattering remarks about this service," he said, "than almost any other phase of the business. It eliminates quibbling with customers, because it is possible to show them exactly what they were charged and why. My customers really appreciate itemized bills!"

Completely repaired sets are placed in two small rooms adjacent to the main front room. Cabinet sets are in one room, and the mantel sets in another.

Shop Has a Library

Part of the equipment of the shop is an extensive library of service manuals, manufacturers' service sheets and numerous catalogs and books on radio merchandising and servicing. The books are filed according to title and are within easy reach. Directly overhead is a light, and there is a convenient chair for persons wishing to consult references.

Credits Staff

Soft-spoken Marvin Thomason is quite proud of the smooth manner in which his business is operating with not even a year's experience behind it. He attributes this to his staff, and to the cooperative attitude of his customers. But a generous portion of credit should go to Marvin Thomason himself—his supervision has had no small part to play in the fine work the organization is doing.

STARS AT EMERSON



President Benjamin Abrams of the Emerson Radio & Phonograph Corp., New York, presents Hollywood stars Jeanette MacDonald and Lloyd Nolan with a \$1,000,000 check for bonds in the Fourth War Loan Drive.

"RADAR WEEK" in Chicago, Feb. 7-12

Radar-Radio Week was proclaimed for Chicago by Mayor Kelly, selecting Feb. 7 to 12, with a big Radar Rally at Medinah Temple, Feb. 11, sponsored by the local Radar-Radio Industries group. The 52 radar plants in Chicago have banded together to get more women workers, and recruits were reported responding at the rate of 2000 women weekly. The widely-publicized campaign has been going on for ten weeks, and is reported to have the approval of the Army, Navy and War Manpower Commission.

Charles M. Hofman of Belmont Radio and Edward W. Shepherd of Philco, were co-chairmen of the emergency committee directing the drive, which has already netted more than 10,000 additional women employes in the 52 radar plants.

A feature of the Radar Festival, planned during Radar Week, was to be a Radar Queen, selected from among company Radar Queens chosen by each of the co-operating plants. Both Radar Week and the Radar Queen competition were widely described and advertised in the Chicago newspapers.



"I'm studying radio myself—and I figure the trouble is in the high frequently multiplied quadruplets . . ."

17,500,000 PHILCO OWNERS

What does that mean for the future?

We, too, have been reading the ads.

There's a good deal of talk about post-war plans and post-war business. Probably all right . . . if we don't forget there's a war to be won and the toughest part still lies ahead.

It's natural enough to think of the future. For this war loses much of its meaning if it isn't a fight to preserve our freedom to live and do business in what we call "the good, old American Way."

So what of the future of Philco All Year 'Round? We're still busy here . . . *all-out* . . . making military radio and electronic equipment, rocket projectiles for the Bazooka and other ordnance material, doing our part with all we've got so that there *will* be a future. But it would be a mistake not to say that we're thinking and planning. And that we see in the developments of our war research and produc-

tion the *Greater Philco All Year 'Round* of the future.

There's not much we can say till the war gives us time to shape those plans and thoughts. But when you think of the future, think of this:

Over 17,500,000 Philco radios have been bought by the homes of America.

If you just assume that Philco, after the war, will give you merchandise that will follow the Philco tradition of leadership, here's a *plus* of tremendous importance to every Philco dealer.

There's no quick, easy road to consumer acceptance. It can't be bought overnight by advertising and sales promotion.

It's built up, over the years, by sales and satisfied customers.

The seventeen and a half million Philco radios in the homes of America are a sales asset unapproached in the radio industry.

And . . . *it's yours only in a Philco!*



New Philco Display—Now Ready

RADIO HALL OF FAME

The new Philco program, hailed by press and public as a major contribution to broadcasting, is brought to listeners in the name of Philco dealers everywhere. It's *your* program . . . feature it in your windows. A handsome new display is ready. Ask your Philco distributor.

Every Sunday, Blue Network 6 to 7 P.M., E.W.T.

PHILCO CORPORATION



"I had the radio built in my pants, so I could listen and keep warm at the same time!"

SYSTEMS PAY

(Continued from page 57)

"All our business is on a cash basis," says Mr. Peitsman. "That's the best way to run a shop. The radio stays here until we get the money from the customer. Everyone knows that's our policy and they abide by it. During wartime, our cash policy certainly doesn't work a hardship on anyone. People have the money to pay for repairs. Lots of folks don't mind paying up to \$20 or more to get their radios in good operating condition. They will spend this amount of money on sets that cost just about that amount of money when new."

"Sound" Work Pays

Mr. Peitsman also does quite a business in sound in Waukesha County, one of the richest dairy counties in the world. Waukesha, a thriving city of 20,000, located only 20 miles west of Milwaukee, has a number of large educational institutions, all of which use sound quite frequently. Mr. Peitsman has handled this sound work for years for many organizations and is always called upon for service and installation.

In the front office of this enterprising radio firm is a large book which contains pictures of many of Mr. Peitsman's most important sound jobs. These make an impressive showing and help to sell more sound work, reports Mr. Peitsman.

This firm also has a small record department which is doing a very good business during wartime. This department is handled by Mrs. Peitsman. Because his wife, too, can handle the bookwork and record-keeping, Mr. Peitsman finds that he has considerable time that he can devote to repairing radios. He says the run of business usually amounts to about 200 radios monthly, which is quite a bit for one man to handle, with only part-time help.

"I've got a man who comes in and works several hours at night about four to five nights a week," says this veteran radio service man. "This helps me out considerably. We are very glad that we can take care of our regular customers in this way, and I'm hoping we can continue to get the parts and tubes to service patrons for the duration."

"AMATEURS" AND DEALERS

(Continued from page 58)

The Halls see a big future for their business. They expect many people will be in the market for new radios as soon as they are in production again.

When more Frequency Modulation and Television stations are established, this will immediately create a large and profitable market for receivers which will satisfactorily provide this new entertainment. There will be many electronic novelties available. They are telling their deal-

ers now that the larger profits in the next few years will be in merchandising, and they expect to be ready.

Their Postwar Plans

They expect their amateur department to show a large growth. Uncle Sam has trained thousands of young men and some women in radio; government classes in radio have trained thousands of civilians, and many of these people will want their own stations after the war. Even now they are buying all the books they can lay their hands on, and the Hall's book department is not the least of their activities.

Some of the books go as far afield as figure skating! They believe the amateur business will retain its distinctive characteristics, however. It will be necessary to carry large and complete stocks of many different lines. It will be necessary to have countermeasures, who not only can talk "Ham," but who can sell as well.

Buying amateur supplies—according to Dick, who handles that end of the business—is an art in itself. Much of the merchandise is of a temporary character. It will be popular today, and in six months no one wants it, and it's too bad if you have any left! He still looks with a rueful eye on the cathode modulation transformers stocked for a "craze" that died in its infancy, and it's better not to even mention the crystals in stock for forty meter phone!

See Restrictions Easing

There are signs that restrictions are about to ease. Factories are sending out calendars again. Factory representatives are resuming their visits. The receiving tube situation is still critical, but the Halls believe it will be better soon—"It can't get worse," Mrs. Hall says.

As with other business during the war emergency, it seems to the Halls at times as if there is needless delay on the part of some government agencies. One manufacturer had an article ready in August or September for the 1943 Christmas trade—but Christmas came and went without OPA approval on a price, and both jobbers and dealers lost sales that should have been made. Months have dragged by without final approval of prices on certain Victory lines.

But the Halls, with others in the industry, feel that problems are being ironed out and that now is the time to plan for the postwar future—which all hope is close at hand.



QUALITY CONTROL

QUALITY IS A MATTER OF LIFE OR DEATH

The performance of Crosley fighting materials on the battlefronts is proof of exacting Quality Control in Crosley war plants. Microscopic tolerances and precision adjustments are safe-guarded by nearly a thousand inspectors—one for every seven other employees—not including more than 200 Government inspectors.

Precision production is possible only when each integral part of a Crosley war product is minutely inspected—from its manufacture or receipt to the assembly line, and finally the shipping platform. In all, over 1,000 specially constructed pieces of inspection test equipment are being used at Crosley.

Standards of Crosley post-war products will be seasoned by the habit of regarding Quality as a matter of life or death.

This is the sixth of a series describing the various departments working together as a team in the Manufacturing Division of Crosley. The subject of this advertisement is Quality Control.

CROSLEY

THE CROSLEY CORPORATION - CINCINNATI, OHIO AND RICHMOND, IND.
 Peacetime Manufacturers of Radios, Refrigerators, Household Appliances, and the Crosley Car
 HOME OF WLW, "THE NATION'S STATION"



Garod Selling Plan Countrywide Success

How to set up distributors all over the country during wartime, so that the manufacturer will know the distributor and the distributor will know the manufacturer after the peacetime "go" signal has been given, was the problem facing Lou Silver, foresighted sales manager of Garod Radio Corp., Brooklyn, N. Y.

The jobber situation was studied from all angles. Mr. Silver realized that "commitments," made either by the factory or by the jobber didn't mean much at this time unless something tangible could be offered by the manufacturer now.

Since Garod is operating at top-speed on war production, the "something tangible" had to be made of non-critical material, and needed to have sales-appeal and profit possibilities for both dealer and distributor.

Nationwide Distribution

The plan hit on by Mr. Silver about a year ago has been gathering momentum ever since. As a matter of fact, distributors all over the country are handling the priority-free products chosen—phonograph needles and record cabinets. According to the Garod sales manager, the "repeat" business is astonishing, and the volume is considerable.

Much of the success of the promotion of this merchandise, according to Garod, lies in the fact that the two lines—needles and cabinets, are closely associated with the radio business.

Mr. Silver had travelled all over the country setting up jobbers, and has been so successful in this enterprise that he has secured business from every city he visited. He has also set up valuable distributorships in Canada.

Plan Aids Dealer

Since Garod is committed to merchandising through independent distributors, cabinets and needles will not be sold direct to dealers. This setup eliminates the necessity of a dealer making heavy investments for stock, and makes it possible for him to arrange his own terms and delivery schedules with his jobber.

The importance of "eye-appeal" in the packaging of Garod needles has not been overlooked. Much of the sales volume in needles is due to the attractive packaging and to consistent advertising. Garod will shortly bring out two sapphire needles to retail at \$5 each, and has added juke-box needles and recording styli to its regular line of semi-permanent models selling retail at 50 cents, \$1 and \$1.50.

"Green Valley, U.S.A." Sponsored by Emerson

On Sunday afternoon, Feb. 27, 5:00 to 5:30 o'clock EWT, the Emerson Radio and Phonograph Co., in behalf of its employees and dealers all over the United States, will launch a weekly program on a coast-to-coast hook-up of Mutual radio stations.

The feature, "Green Valley, U. S. A.," formerly a prized sustaining program of one of the leading networks, has been heard by millions of listeners in America

Majestic Prize Winners Announced by Tracey

E. A. Tracey, president of Majestic Radio & Television Corp., Chicago, has announced the decisions of the judges of the Majestic Radio \$1000 War Bond contest.

The first award, a \$500.00 War Bond (Maturity Value) went to R. G. Sceli, R. G. Sceli & Co., 227 Asylum St., Hartford, Conn., whose entry was judged best. Awards were "for the most helpful answers to these questions": (1) What types of radio will be in large demand in YOUR locality immediately following Victory? (2) In what new features or new merchandising policies are you most interested at present? (3) "What kind of advertising support do you believe will be most helpful to you?"

Mr. Sceli, whose photograph, taken exclusively for this publication, appears on this page, is a distributor.

Wilson Gets Second Prize

The second award, a \$250.00 (Maturity Value) War Bond was awarded to Irving I. Wilson, Tioga Electric & Radio Co., 3245—47 N. Front St., Philadelphia. Mr. Wilson has been associated with the twenty-five year old Tioga Co., for the past ten years in a selling capacity. His photograph, taken exclusively for *Radio Retailing Today*, appears on this page.

The Majestic Contest incorporated ten additional awards of a \$25.00 War Bond each for the entry selected 3rd best, to and including 12th best. These winners were: Pvt. Edward J. McGrail, Ft. Sam Houston, Tex.; Kenneth Booth, Booth Furniture Co., Albion, Mich.; T. Willard Crane, South Portland, Me.; Lewis J. Solomon, Straus & Schram, Chicago; Jules M. Smith, Davega City Radio, Inc., New York City; Ray Pentecost, Metropolitan Radio Service, Chicago; Paul W. Lindsey, Dallas, Tex.; Robert Ham, Broadway Department Store, Los Angeles; Ray Murrell, Sherman Clay & Company, Portland, Ore.; and Carl W. Concelman, Takoma Park, Md.

and by the armed forces abroad. Himan Brown, director of such radio hits as "Thin Man" and "Nero Wolfe," and producer of the Emerson offering, explains the purposes behind "Green Valley, U. S. A.—"It is the simple story of America and Americans.

Entertainment Stressed

"It has a unity of purpose in that all the stories will show what America means to the people who live in it. The primary purpose is to entertain, yet to make all of us get to know each other better. Green Valley is a big city, a small one, a village, a whistle stop. It is your town, my town. You can find Green Valley in all 48 states, providing you know what you're looking for."

In his announcement of the series,



Winner of first prize, R. G. Sceli, Hartford, Conn., above. Below, Irving I. Wilson, Philadelphia, second prize winner.



Benjamin Abrams, president of Emerson, stated that "Green Valley, U. S. A." was decided upon not only because of its high entertainment value, but chiefly because of the significant contribution it will make in the building of wartime morale and determination to work for victory, and in the shaping of the thinking and philosophy of our people for the social and economic transitions which must follow the war's end.

Merits Listening

"I have listened to it and I was profoundly moved by the simplicity and sincerity of its message. I have read and heard the comments of men high in public office and boys and girls here and abroad. I think it merits the listening of all people."



“Anybody Got a Stick of Gum?”

THAT last bump was *it*. The waist gunner picked himself up from the floor and clung to his gun as the huge ship was brought back into control. He took a quick look out, whistled softly and spoke through the Intercom to the rest of the crew.

“Somebody better hurry up with a stick of chewing gum before our left wing leaves us!”

★ ★ ★

The ability of our flying men . . . and our flying equipment . . . to “take it” is one of the major marvels of the war, and playing its full share in the success of

our aerial forces is the Communications System. No place here for equipment that’s merely *good*. It must be the *best*, for failure in Communication may be more serious than the failure of an engine or a landing gear.

It is to these superlative standards that Rola builds equipment for the Army-Navy Air Forces . . . highly specialized transformers and coils, supersensitive headphones, and other electronic parts having to do with Communications. And it is to these same standards that Rola will build its after-the-war products, whatever they may be. The ROLA COMPANY, Inc., 2530 Superior Avenue, Cleveland 14, Ohio.

ROLA

Let's do more



in forty-four!

MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT
RADIO Retailing TODAY • February, 1944

Thinking of after the War?

We want to make the acquaintance of dealers and distributors alert enough to do their post-war planning now; men and organizations who will recognize the sweeping post-war sales potentials of the high fidelity tape recorders bearing the Fonda name.

Here are a few Fonda features that will explain why our instruments will be in demand—high quality recordings at low cost; continuous recording for eight hours without supervision; automatic instantaneous playback; provides a permanent, indestructible record. The Fonda method of recording is based on our own exclusive patent which is the result of years of engineering and development effort.

Let's start getting acquainted today by dropping us a note requesting our free literature!

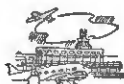
Fonda

FONDA CORPORATION
245 EAST 23RD STREET, NEW YORK 10, N. Y.

Designers and Manufacturers of Precision Recording Equipment



The Fonda Recorder
for the Home



The Fonda Recorder
for monitoring by
Commercial Airlines and
Radio Broadcast Stations



The Fonda Recorder
for Industry

Galvin Predicts No New Radios for 1944

Paul Galvin, president Galvin Mfg. Corp., Chicago, and president of the Radio Manufacturers Association, speaking before a group of retailers in Chicago, predicted that there would be no civilian radios built and delivered to the trade



Paul Galvin

during 1944. The radio executive also expressed his belief that retail prices of sets on resumption of civilian production will be from 25 per cent to 40 per cent higher than prewar sets, and believes that the same discount structure will prevail upon resumption of sales.

Mr. Galvin explained that the views and predictions were his "own personal slants", and went on to give some pertinent remarks about radio past, and present, and what he thinks it will be in the future. A portion of Mr. Galvin's address follows:

Radio on Two Fronts

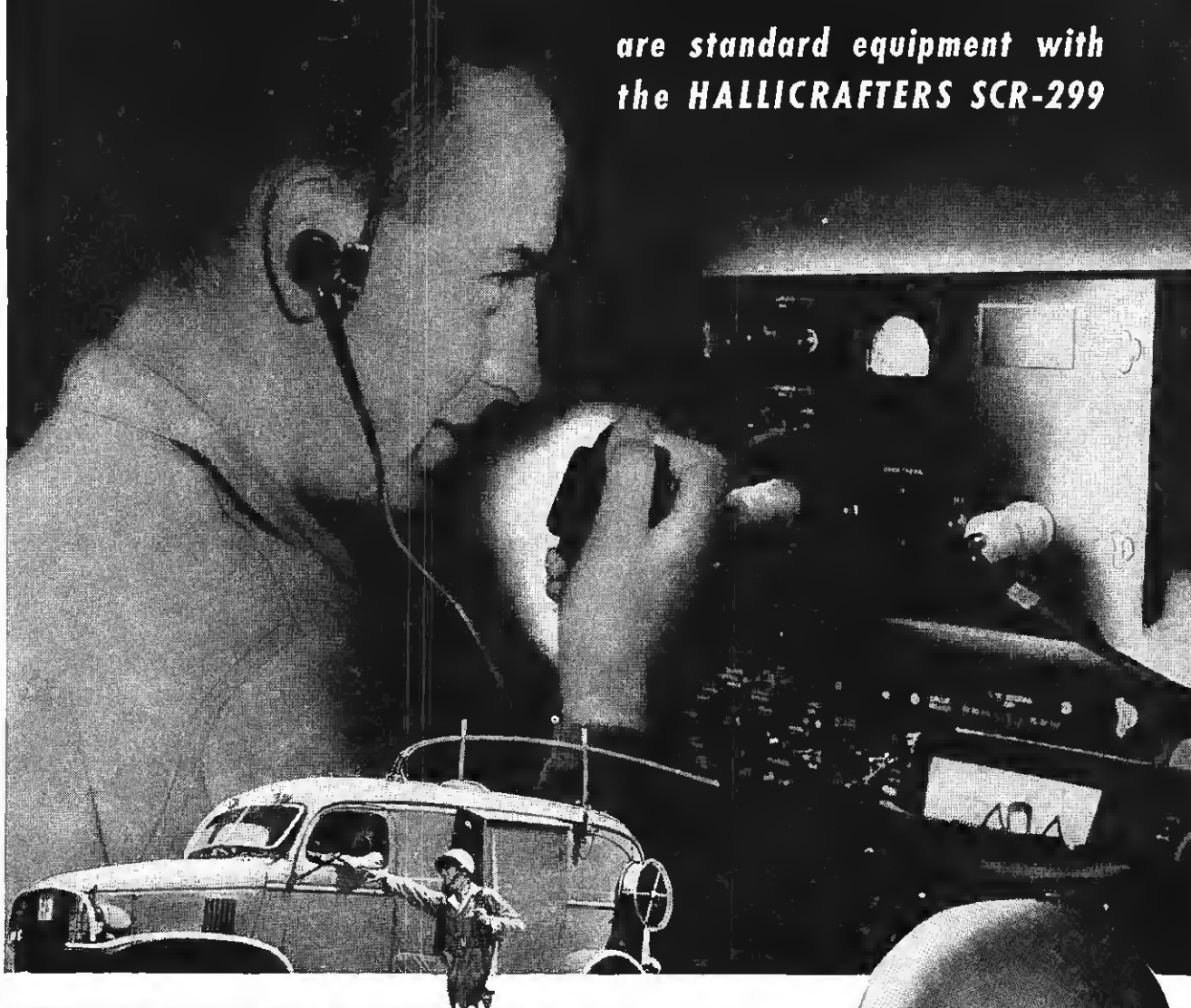
"Radio was an important element in our social and economic set-up before the war. Radio in the postwar period, with the added innovation of television, will be even more important. Any home without a radio is really out of touch with the world. The influence of radio in the post-war period will increase. Today, during war time, radio is a much more important factor, both on the home front and the war front than it has ever been. We have war news at our finger tips by the turn of a dial or the press of a button—happenings in Europe or the Pacific are known to us almost instantly after they happen. Consequently, we are kept currently up to date almost play-by-play. For diversion we also have the radio for relaxing entertainment during these fast moving days.

"On the war front, radio is today the most important means of communication, from the central staff headquarters down to the smallest unit in the Army, Navy

(Continued on page 80)

Electro-Voice MICROPHONES

are standard equipment with
the HALLICRAFTERS SCR-299



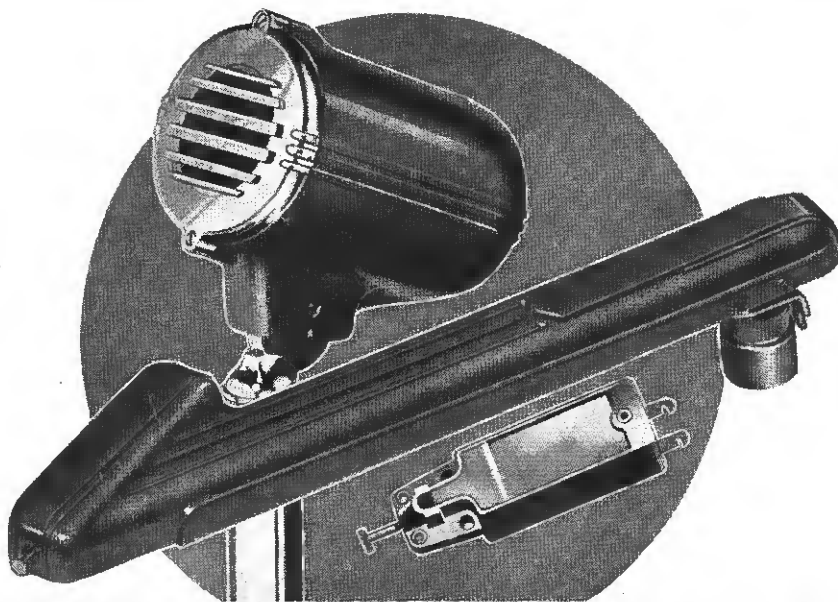
OTHER ORIGINAL ELECTRO-VOICE MICROPHONES SERVE IN EQUALLY VITAL COMMUNICATIONS FUNCTIONS OF OUR WAR PROGRAM.

THE DIFFERENTIAL MICROPHONE . . . the famous Model T-45 "Lip Mike" is one of the more recent exclusive Electro-Voice designs, developed in its present form with the close collaboration of the Fort Monmouth Signal Laboratories.

Builders of war equipment may secure additional information concerning these and all other Electro-Voice developments. However, if limited quantity needs may be filled by any of our Standard Model Microphones, with or without minor modifications, we suggest that you contact your local radio parts distributor. His knowledge of our products will be of invaluable aid in helping you solve your problems. He can also be an important factor in expediting smaller orders. NOTE: Any model Electro-Voice Microphone may be submitted to your local supplier for TEST and REPAIR at our factory.



ELECTRO-VOICE MANUFACTURING CO., INC.
1239 South Bend Ave. • South Bend 24, Indiana
EXPORT DIVISION: 13 EAST 40th ST., NEW YORK 16, N. Y.—U.S.A. CABLES: ARLAB



**SUPPLY YOUR JOBBER
NECESSARY INFORMATION
WITH ALL ORDERS**

• In placing an order with your Radio Parts Jobber for Astatic Microphones, Pickups and Pickup Cartridges, it is important that you supply him with necessary priority ratings, signed certificates, contract numbers, and such other information as may be helpful to him in having your order go into production. Above all else, do not neglect to give the ultimate use for which the part or parts desired are intended. These facts are demanded from your jobber and he must depend upon you for this information. Your cooperation eliminates waste motion and insures earlier deliveries.

ASTATIC

IN CANADA:
CANADIAN ASTATIC, LTD.
TORONTO, ONTARIO

THE ASTATIC CORPORATION
YOUNGSTOWN, OHIO

(Continued from page 78)

and Air Corps. Every airplane, every tank, every artillery and infantry group, every naval and merchant marine vessel, no matter how large or how small, is equipped with two-way radio communication apparatus. . . .

"With all that we read and hear about electronics and the fantastic predictions that pop up here and there, I can see where a merchant interested in radio as part of his post-war merchandising program could become quite confused. There are some things I think you should like to know and have cleared up. I shall attempt to sort out those things of greatest interest to you.

"What is going to come out of this so-called 'electronic war activity?' We hear about the revolutionary 'this and that'—so let's analyze the electronic picture very broadly. It quickly breaks down into two groupings; one, communications—the other 'special service apparatus.' The unusual developments, in the main, have been in the 'special service apparatus' classification.

"The new and startling elements that will be utilized and applied after the war will be primarily for industrial and commercial usage—with the exception of some findings which will apply to advanced and defined development in television.

"The developments in the communications classification will have a more direct application to radio as you are interested in it—that is, radio for the home. The improvements in war time radio communication will result in a greatly improved home radio for the future. This applies primarily to circuit and tube developments.

"Exterior design developments will be the result of the imagination of the designers, who are even now busily engaged in cooking up a wide variety of new radio cabinet designs. From our war-time scientific and design activities we shall draw a wealth of material from which we will build finer radios for many years to come.

No "Fantastic" Models

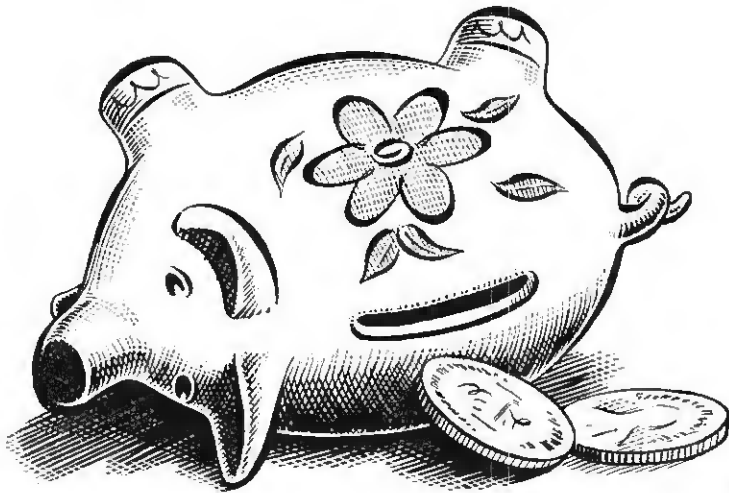
"Thus, as you look at the electronic effort of the war and try to piece out that part which applies to you as a dealer you can eliminate from your plans everything except radio broadcast receivers, both FM and AM, phonograph combination and television.

"Forget all of the rest of the art of electronics that pertains to industry application, aviation, and navigation. The merchandise that you will get is not going to be fantastic, and it is not going to be 1942 models. You are going to get new radio models, more improved over anything that you received before the war, and you will get these models as the first issue immediately upon resumption of civilian radio manufacture.

Quick Conversion Seen

"The radio industry is in a rather unique position as an industry relative to its ability to make a quick conversion to civilian production. . . . We in the radio

(Continued on page 82)

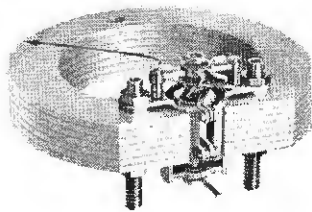


READY WHEN THAT RAINY DAY CAME

WHEN today's big emergency came along, one of America's greatest resources was the know-how and productive skill stored up by industry. Accumulated through the years, this practical experience made possible the building of the world's mightiest war machine.

Simpson Instruments offer an example. Into their making has gone all that 30 years of experience can contribute to the design and manufacture of electrical instruments and testing equipment. From this long specialization has come a noteworthy advance in instrument design — a basic movement of a type long recognized for its greater accuracy and stamina, and which now for the first time has been made a matter of rapid mass production.

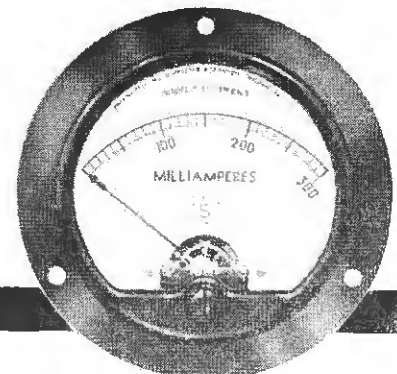
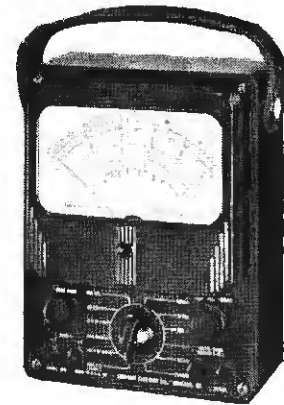
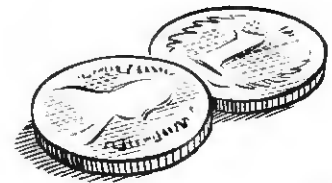
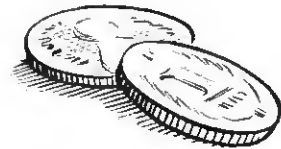
Fortunately, this patented Simpson movement was ready and waiting when today's emergency brought a tremendous demand for electrical instruments. It enables Simpson to build them fast, and build them well.



The Simpson Movement is a full bridge type with soft iron pole pieces. It refines this basically better movement to its finest expression, and eliminates the slow, costly construction which before now limited its application. Today this production speed is all-important. Tomorrow, the economies of mass production will mean far greater dollar value, in instruments that stay accurate.

SIMPSON ELECTRIC COMPANY

5200-5218 W. Kinzie St., Chicago 44, Illinois



INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory



"I won't believe those pictures really talk 'til I hear it myself!"

IN THOSE DAYS IT WASN'T CALLED

"Electronics"



... but the first "talkies" were just as unbelievable in their time as the electronic miracles that are revolutionizing war today... and may revolutionize business for you tomorrow! When you are looking for reliable post-war lines of electronic equipment, remember Operadio was first to offer an alternating current operated theatre amplifier for the "talkies" (the type universally used today)—also designed and built the first commercial portable radio. Years of experience developing electronic products back up the Operadio pledge of better electronic devices tomorrow... better war work today! Operadio Manufacturing Company.

OPERADIO PLANT BROADCASTING FOR MUSIC AND VOICE-PAGING
... FLEXIFONE INTERCOMMUNICATION

OPERADIO

Electronic Specialists

OPERADIO MANUFACTURING COMPANY, ST. CHARLES, ILL.

SYMBOL OF ELECTRONIC Φ EXCELLENCE SINCE 1922

(Continued from page 80)

industry are making a kindred item for the war effort—consequently, our conversion will be from war radio models to civilian radio models—using the same type of manufacturing facility and the same 'know-how'.

"Obviously, there will be no new radio models for civilian use manufactured until some time after the European phase of the war is finished. Contrary to the situation in many industries who are experiencing cancellations and cut-backs, the war radio picture for 1944 is a bigger program for the industry than in 1943, which was ten times greater than the largest civilian year in history. Our industry is too involved and too heavily engaged in the war responsibility to expect civilian production before Germany is defeated.

Sets After Nazi Defeat

"I predict that there will be no civilian radios built and delivered to the trade during the year 1944. I predict it will be over six months after Germany is defeated, before the industry gets squared around for any production of civilian sets.

"You will hear from some manufacturers that they will get back into civilian production in ninety to one hundred and twenty days. Unfortunately, that statement is inferentially interpreted as ninety to one hundred and twenty days after Germany is licked. In reality, it will be some time after the Limitation Order under which we are now operating, is altered by WPB—and get authorization to use materials for civilian radio sets.

"I don't think the operational services of the Army, Navy and Air Corps will leave the radio industry off the hook the day after Germany is defeated. They will appraise their further needs from our industry for the Pacific job. After this appraisal, we will get some relaxation of the Limitation Order from WPB, and there will be an allocation of 'X' amount of material in order to make 'X' quantity of radio sets by 'X' number of radio manufacturers. From this release, there will not be enough radios to fill the market needs from the start.

"As the Pacific phase of the war draws to a completion, and the military services are sufficiently supplied, greater relaxation will continue from time to time and increased quantities of sets will be made from period to period as time goes on, until finally the restriction will be removed entirely. But the full restriction will not be lifted until after Japan is defeated.

Sees Higher Prices

"From the first release, upon resumption of civilian radio manufacture, we will get broadcast receivers, both AM and FM type. There will be no Victory models. Each manufacturer will have his own designs. We may possibly get phonograph combinations on the first release. Phonograph combinations will depend upon how

(Continued on page 84)

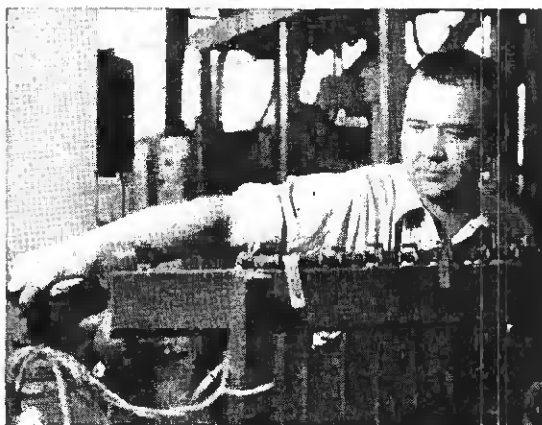
RADIO Retailing TODAY • February, 1944

OUR ROVING PHOTOGRAPHER VISITS MT. CARMEL ...WHERE ELECTRONICS IS KING!

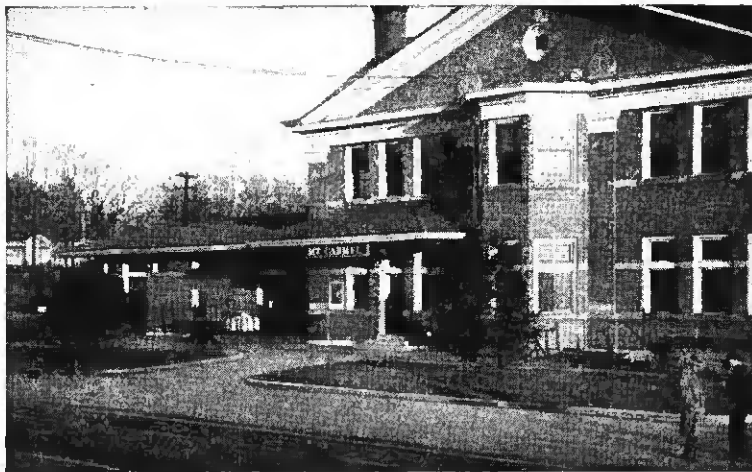
A thousand miles from New York — more than 200 from Chicago — is a little city of 7,000 that's very much in the news these days. For Mt. Carmel, Illinois, is the home of the Meissner Manufacturing Company. And Meissner's laboratories are humming with great electronics secrets, its shipping platforms busy with precious cargoes destined for the far corners of a fighting world. Meissner is *in* the news, because it's *making* news!



Pleasant Smile, Skilled Fingers: The whole industry's talking about Meissner's gilt-edged personnel. And here's one of the reasons why every Meissner product is a quality product.



Precision-El Is The Word: So trained and alert are the workers, so slight the turnover, that the envious in the industry are already calling Meissner personnel... "Precision-El" ... and the term fits like a glove!



This Is Mt. Carmel ... and what a station for a city of its size! But wise heads say it's a hint of big things to come as Meissner daily rises in stature as one of the world's most progressive companies in one of the world's most progressive fields ... *electronics!*



This Is The Meissner Plant — (at least a portion of it) — where hundreds upon hundreds of workers continue the kind of production records that long ago won for them the famed Army-Navy "E" with star.



Here's the Perfect Manual For Your School Contacts!

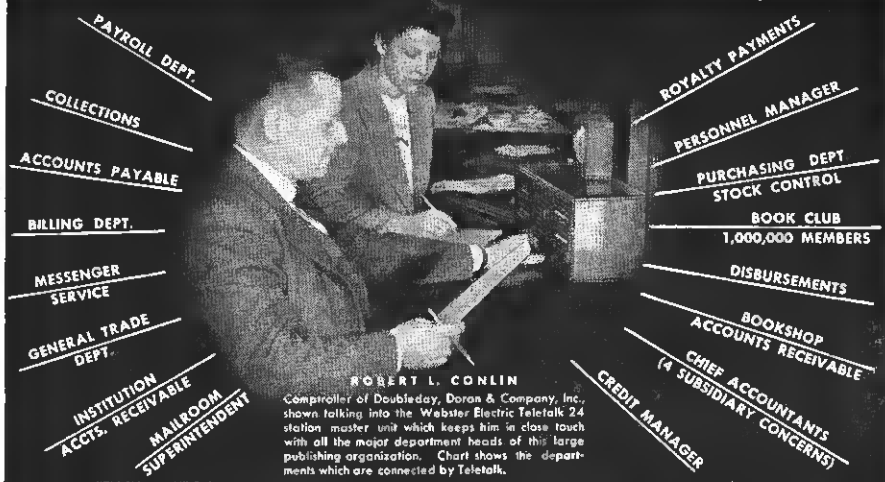
Yes — 168 pages of helpful, factual material — liberally illustrated with charts, radio formulae, schematic circuit diagrams, and pictorial wiring diagrams. Soundly based on Meissner's vast and unexcelled experience in this field. There's construction data on 22 kits for building radio receivers and adapter units, with operating instructions and servicing data on over a dozen complete assemblies, including F-M receivers, phonograph-recorders, and radio equipment. Ideal for beginner or advanced student.

Price, only 50c postpaid anywhere in the U.S.A. (75c in Canada.) Send for your copy today.

MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE



ROBERT L. CONLIN
Comptroller of Doubleday, Doran & Company, Inc., shown talking into the Webster Electric Teletalk 24 station master unit which keeps him in close touch with all the major department heads of this large publishing organization. Chart shows the departments which are connected by Teletalk.

SATISFIED TELETALK CUSTOMERS, LIKE DOUBLEDAY, DORAN, SPELL PROFITS FOR YOU

Doubleday, Doran and Co., Inc., of Garden City, N.Y., are one of America's largest publishing houses with executive offices spreading over a wide area.

With Teletalk Amplified Intercommunication they keep close personal contact with all departments of their huge business with the mere flip of a convenient key.

In every community there are hundreds of large and small offices and plants who will find the time and energy saving

features of Teletalk can expedite their business.

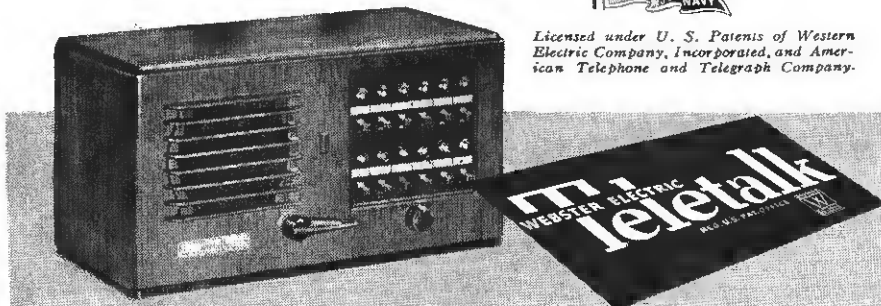
War orders almost always give priority and Teletalk practically sells itself in these war-busy days. Teletalk is easy to install, operates directly from the light circuit, and requires practically no service. Doubleday, Doran and Co. report none in two years of operation.

Get in touch with us at once. Let us show you how easy it is to add to your profits by making Teletalk an important factor of your business.

LET'S ALL BACK THE ATTACK—
BUY EXTRA WAR BONDS



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



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

WEBSTER ELECTRIC

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

(Continued from page 82)

soon we will resume production and upon the material situation at that time. Retail prices of radio sets on resumption of civilian production will be from 25 per cent to 40 per cent higher than pre-war sets.

"I believe that there will be no television sets built until after Japan is defeated. Technically, television is here today, but the system standards and frequency allocation problems, as well as the station transmitting problems, relay station problems, and programming problems for commercial television will hold it back.

"However, when commercial television does come it will move very fast. Technical advances during the war have brought forth improvements that make possible moderately priced television sets which will reach the mass market. . . . Projection of a good-sized picture on the wall will make it much more acceptable from a viewing standpoint.

"The post-war opportunities in manufacturing, merchandising, advertising, programming, and broadcasting of television open such a tremendously interesting field for American ingenuity and enterprise that we will have a new industry—television—superimposed onto a now already large industry—the radio industry.

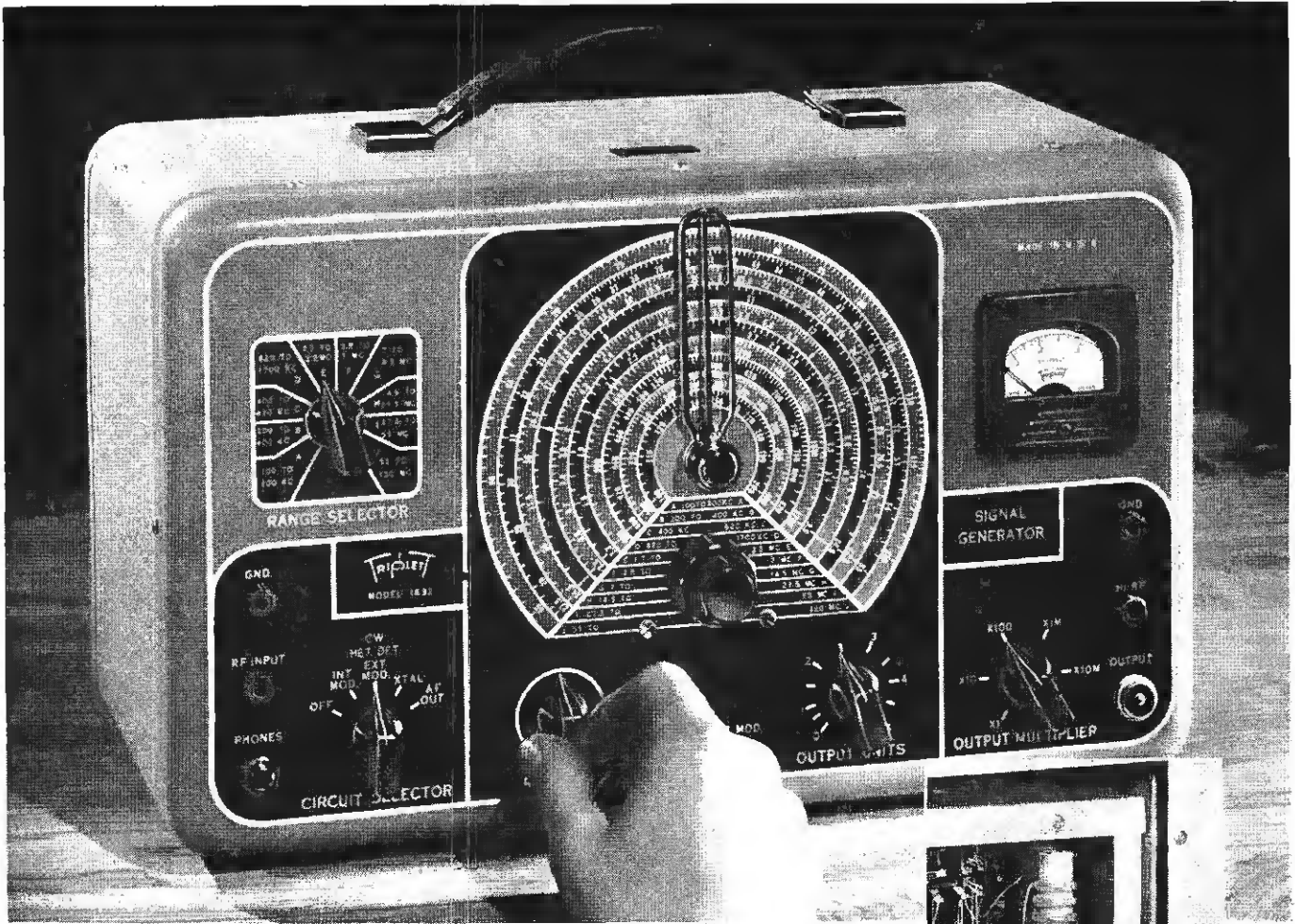
Sees Same "Discounts"

"After the war, the automatic radio-phonograph combination is going to be the source of tremendous business. I don't think the wax platter record is going to pass out—the record manufacturers are not sound asleep. The automatic radio-phonograph combination will be within reach of the mass American buying public, and it will be an instrument of very high quality.

"Radio discounts, in my estimation, were not out of line before the war considering the service and trade-in problems, and I believe about the same discount structure will prevail upon resumption of sales.

"This is a thumb-nail picture of post-war radio as I see it. The term 'post-war' is somewhat ambiguous because we are not actually going to wait until our entire war effort is completed before we resume the production of civilian sets. . . . We are going to resume production some time after the European phase has been concluded.

"I counsel you to keep a wide berth open for radio in your post-war merchandising program. With the sustained and ever-growing interest of radio in the home, with millions of radios wearing out every month and no replacements available, with new improvements in future models, with FM as an added feature in broadcasting, with a greatly expanded market in automatic radio phonograph combinations, with the tremendous popular appeal of television at a price for the mass market, you cannot afford to overlook these splendid opportunities in radio merchandising after the war."



MODEL NO. 1632

Signal Generator

CONTINUOUS COVERAGE—100 KC. TO 120 MC. • ALL FREQUENCIES FUNDAMENTALS

A complete wide-range Signal Generator in keeping with the broader requirements of today's testing. Model 1632 offers accuracy and stability, beyond anything heretofore demanded in the test field, plus the new high frequencies for frequency modulated and television receivers, required for post-war servicing. Top-quality engineering and construction throughout in keeping with the pledge of satisfaction represented by the familiar Triplet trademark.

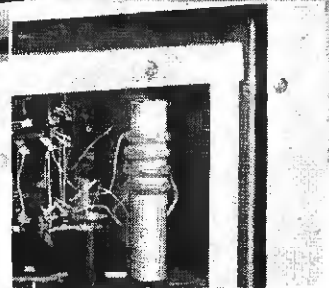
Of course today's production of this and other models go for war needs, but you will find the complete Triplet line the answer to your problems when you add to your post-war equipment.

Triplet

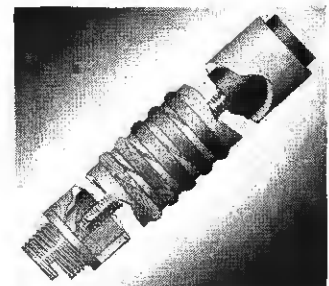
ELECTRICAL
BLUFFTON



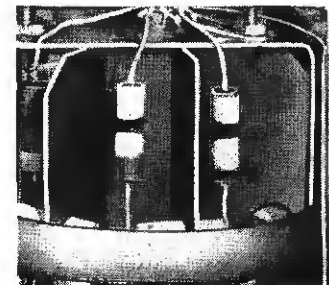
INSTRUMENT CO.
OHIO ★ ★ ★



• Triple shielding throughout. Steel outer case, steel inner case, plus copper plating.

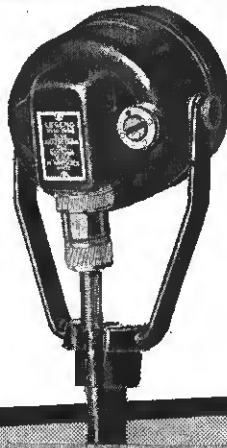


• All coils permeability tuned. Litz wire wound impregnated against humidity with "high-Q" cement.



• Note sections individually shielded with pure copper. Entire unit encased in aluminum shield.

**Fill 4 Impedance
Requirements with
ONE Turner U9-S**



**U-9-S is Ready for Any Job —
without Duplicating Equipment**

Whether you need to work at 50 ohms on long lines — or want 200 to 500 ohms for that particular job — or find you must use balanced line connections because of noise or circuit conditions — or if you want to work standard high impedance on regular shorter lines, ONE Microphone, the TURNER U9-S, can fill all your needs. A twist of the switch shown at back of Model U9-S can give you your choice of impedances. Adjustable to semi or non-directional operation. Level —52DB at high impedance. Response is free from peaks and holes from 40 to 9,000 cycles. For sure-fire performance under any and all acoustic and climatic conditions, for rugged dependability without distortion, always specify Turner Microphones.

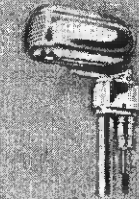
For complete information and prices on U9-S and other mikes pictured, Write TODAY.

FREE We've a copy of Turner's new Microphone Catalog for YOU. Write for yours NOW.

Crystals Licensed Under Patents of the Brush Development Co.

The TURNER Company

Pioneers in the Communications Field
CEDAR RAPIDS, IOWA, U.S.A.



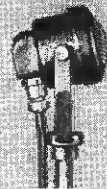
211 Dynamic



22X-D



9X-D



99-999



Dispatcher



MM

Refrigerator Man Hotpoint Sales Head

F. B. Williams, manager of refrigerator sales division of Edison General Electric Appliance Co., Inc., makers of Hotpoint electrical appliances, has been appointed



Refrigerator Sales Head

F. B. Williams appointed southern regional sales manager for Edison General Electric Appliance Co.

regional sales manager of the southern region, according to G. H. Smith, general sales manager.

The southern region comprises Tex., La., Ark., Miss., Ala., Ga., Fla., Tenn., the Carolinas and Va. Headquarters are in Atlanta.

Mr. Williams has been with Hotpoint fifteen years. Before his last post as manager of Hotpoint refrigerator division in Chicago, he was district sales manager for the southeastern territory.

Conklin Advanced

Harold D. Conklin has been appointed manager of Hotpoint range and water heater sales division.

Mr. Conklin returns to Chicago after nine years in Los Angeles as Hotpoint district sales manager of the Pacific southwest, which includes five states and the Hawaiian Islands.

He has been with the company during his entire business career of fifteen years, having previously held two assistant manager posts in Chicago.

While on the Coast, Mr. Conklin was president of the Electrical Development League of Los Angeles and was a member of the Los Angeles Sales Managers' Club.

Honor Philco Division

For continued excellence in war production, the Simplex Division of Philco Corp., Sandusky, Ohio., has been awarded a second white star to add to its Army-Navy "E" flag.



OUR VALENTINE THOUGHTS OF YOU

We will be thinking of you, friendly-like, on Saint Valentine's Day. Even though we sometimes now have to treat you as if you were 4-F in our affections, you, our folks and dealers, will always actually be A-1 in our hearts.

This affair we are temporarily carrying on with Uncle Sam is simply to help him win the war, but, believe us, YOU are our real Valentine.

We would never have amounted to a darn without you, and we hope to be your heavy date again when peace returns and the electronic tubes go on, all over the world.

TUNG-SOL



It won't take Tung-Sol long to get back to normal production and normal business relations, when the war is over. Our wartime production is so similar to our peacetime production, that it will be mostly a matter of changing shipping labels to YOU instead of UNCLE SAM. And we think we'll have some happy surprises for you. So please believe we are faithful to you, and keep a place for us under your apple tree. TUNG-SOL LAMP WORKS, INC., NEWARK, N. J.

INTEGRITY OF DESIGN

... a phrase that tells
the story of a business

The phrase, *Integrity of Design*, has come to typify that "lengthened shadow" behind the business of creating Jackson Instruments. Like Topsy, it "just grew" into our thinking and into our work. Today it constitutes our inspiration—and our constant challenge, permeating every phase of anything we do.

The very *naturalness* of this phrase, as applied to Jackson Instruments, has kept forcing itself forward—until *Integrity of Design* has become the hallmark of Jackson Instruments. It represents that unscen plus that comes from "hidden" care. It means that Jackson products are conceived, designed, developed and built—not for low price—but for high performance.

And that is why on all fronts Jackson Instruments are measuring up to the demanding tests of war. It is why, too, in the peacetime "tomorrow" to come they will emerge better than ever—from having had to meet the tests of today's raging world conflict.

Let's keep shooting all we can into War Bonds. There's nothing more vital that we on the home front can do.

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

Sees Industry Sharing Television Setup Costs

Radio relays necessary for the network of television stations after the war may also have important uses in the aviation and communications industry, thus justifying the installation expense, Dr. E. F. W. Alexanderson, radio consulting engineer of General Electric, told members of the New York State Publishers Association at a special television demonstration by General Electric.

"There may be some doubt whether the television industry alone can support extensive television relay chains," Dr. Alexanderson said. "We must then keep in mind that such radio highways may be used for many other purposes.

Radio Mail Service

"They may be used for a radio mail service so that a letter dropped in any post office will be flashed in facsimile and ready to deliver to any part of the country within a few minutes.

"The radio chains will constitute trunk lines of telephone and telegraph communication with greater capacity than all the wire lines in existence.

"The physical plant of the radio chains may serve as highways for the traffic in the air whereby all the information needed for safe public and private flying is given to the aviators.

"The all-around usefulness of radio relays is therefore apparent because they will serve the television industry, communication industry at the same time."

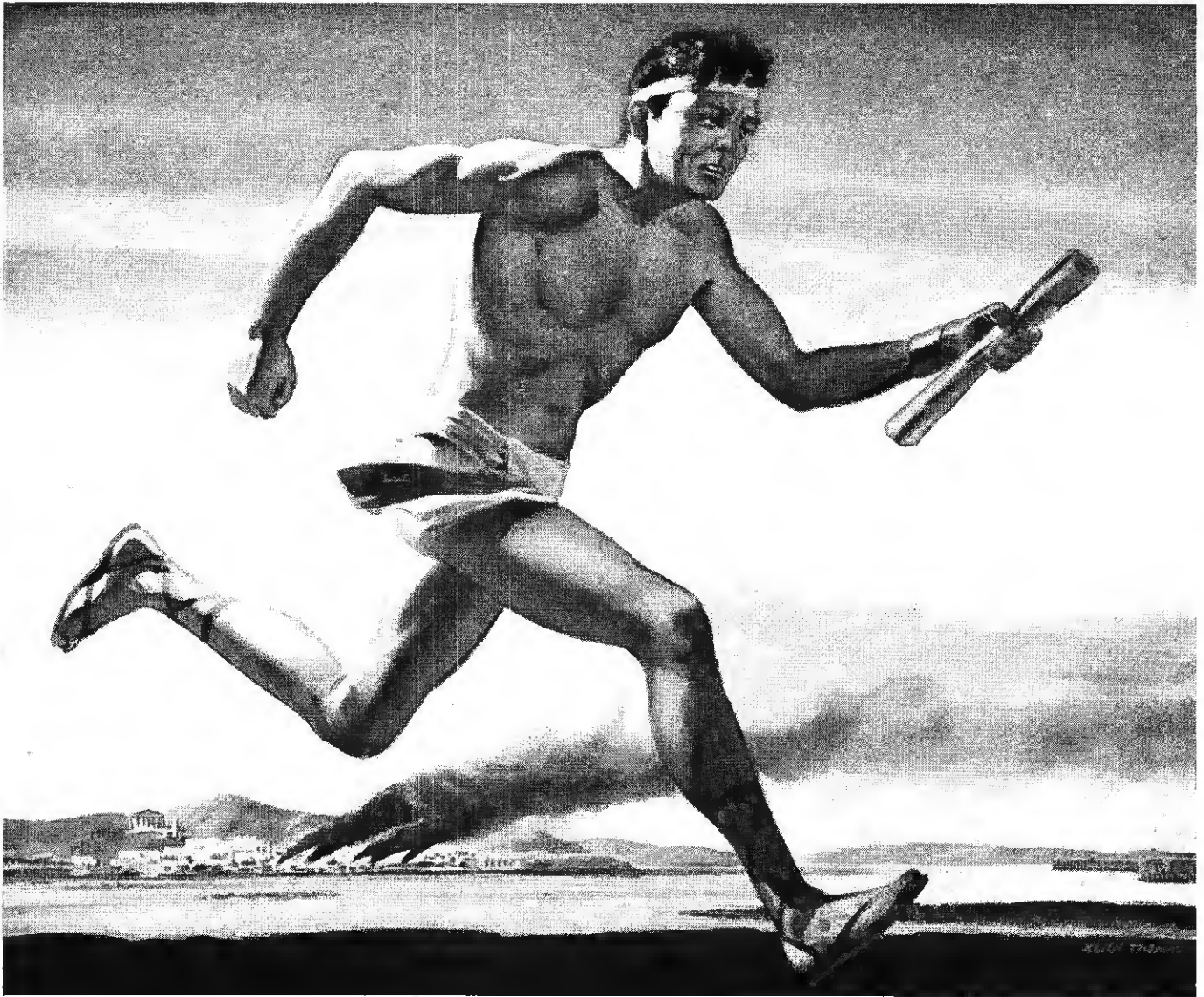
New Window Display Set



National Union Radio Corp., Newark, N. J., has just released new poster shown above. Available on request.

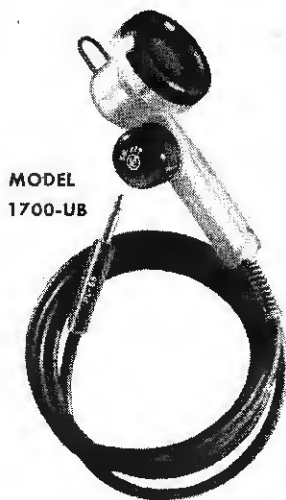
Steinweiss Leaves Columbia

Paul Southard, vice president of Columbia Recording Corp., has announced that Alex Steinweiss has left the organization to take an important position with the U. S. Navy. Until further notice, Mr. Southard will assume personal direction of Columbia's advertising department.



History of Communications Number One of a Series

A FORERUNNER OF MODERN COMMUNICATIONS



MODEL
1700-UB

One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.



UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA

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

RADIO Retailing TODAY • February, 1944

DEPENDABLE MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS

DEPENDABLE **MUTER** PRODUCTS

**Manufacturers
of Component parts for
the Radio, Electronic
and Communications
Industries**

THE MUTER CO.
1255 South Michigan Avenue
Chicago, U. S. A.

MUTER PRODUCTS * DEPENDABLE
MUTER PRODUCTS * DEPENDABLE

RCA Set to Feature Postwar FM Receivers

The Radio Corporation of America plans to make and sell frequency modulation home receiving sets of high quality design as soon as civilian production is resumed, it was announced by Dr. C. B. Jolliffe, chief engineer of the company's RCA Victor division.

In the first public announcement of the company's postwar plans on FM equipment delivered at a meeting of FM Broadcasters, Inc., at the Hotel Commodore, Dr. Jolliffe also declared that RCA plans to manufacture a complete line of FM transmitters, incorporating novel circuits developed through research before the war, but which RCA had not yet had an opportunity to incorporate into apparatus manufactured then.

"In the postwar period," he stated, "all RCA standard broadcast audio equipment will meet the present standards of fidelity for FM and consequently all standard equipment will be satisfactory for use with FM transmitters."

RCA, he said, will offer a complete and coordinated line of studio, transmitter and accessory equipment, and expects to cooperate with stations and with their consulting engineers in equipment and installation problems.

In summarizing RCA's policy with regard to FM broadcast transmitters and FM receivers for the home, Dr. Jolliffe said: "Our policy is simple and clear. We intend to design, manufacture and sell the types of apparatus for which a need exists and which the public wants. We intend to use our background of experience in the broadcast transmitter and receiver field plus our engineering facilities to provide the type of equipment the broadcasters need to satisfy the requirements of their listeners and the licensing authorities."

Norge Head Protests Against Directive

Only properly administered price regulation of essential civilian goods can prevent runaway inflation, widespread unemployment and serious delays in the production of needed goods during the transitional period ahead, Howard E. Blood, president of Norge Division of Borg-Warner Corp., told the postwar planning session of the National Retail Furniture Assn., in Detroit.

Mr. Blood said that industrial leaders were "shocked" when they read the November 16th directive of Economic Stabilization Director Fred M. Vinson.

"Policies announced through this directive would force the manufacturer, large or small, either to stay out of the business he was in before the war, avoid reconversion of his plant, modernization of his facilities, to drop any bold plans he may have made as an enterprising American employer, or as an alternative to resume the manufacture of his former lines at a loss," Mr. Blood continued. "The maximum of two per cent gross profit on production cost computed before tax is the equivalent of no profit at the best and risk of an actual net loss. This is the maximum provided under the Vinson policy."

1944 Mallory Catalogue

Mallory's 1944 Catalogue of Approved Precision Products has just been issued. It includes the complete line of Mallory radio, electrical and electronic parts with sizes, dimension and rated capacities, together with list prices.

The catalogue is available through Mallory distributors or by writing to P. R. Mallory & Co., Inc., 3029 East Washington St., Indianapolis 6, Ind.

CROSLLEY NEGOTIATES LARGE "V" LOAN



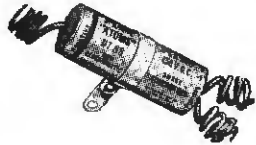
Right, Lewis M. Crosley, executive vice president-secretary, Crosley Corp., signs agreement covering 30 million dollar loan to provide working capital for war production. Geo. E. Smith, Crosley vice president-treasurer, center. Left, S. B. Cramer, Cincinnati banker.

SPRAGUE TRADING POST



A FREE Buy-Exchange-Sell Service for Radio Men

"MIGHTIEST MIDGETS OF ALL"



SPRAGUE Atoms

Sprague Atoms meet practically every dry electrolytic capacitor replacement need. Play safe! Use them universally on every job. Ask for them by name!

WANTED—Hallcrafters S-20R Sky Champion, new or used; also tube tester. Vall Gwaltney, R. 2, Box 131, Smithfield, Va.

TUBES WANTED—In any quantity; 35L6GT; 35Z5; 12SA7; 12SK7; 12SQ7; 6SK7; 6SQ7; 50L6. Cash with order—have import permit. Cia. Commercial, Uruguay 70, Mexico City, Mexico.

WANTED—Supreme or Rider's chanalyst. Cash. M. S. Findling, Radio Center, 1405 Washington Ave., Miami Beach, Fla.

FOR SALE—5 brand new 1942 Motorola car radios; 44 Motorola aeriads; 21 Motorola control heads; 23 used car sets in new condition. Need tubes, AC-DC radios or what have you? Radio & Sound Service, 1225 Charles St., La Crosse, Wis.

HAVE radio tubes, parts, used radios. Want test eqpt., especially oscillograph, amplifiers, intercom. systems. All letters answered. C. T. Trinka, 417 Main St., Hamilton, Ohio.

TEST EQPT. WANTED—Hickok #188x or Precision E-200 PM. Also Precision #864 and any model tube tester. Cash. Anthony Perrella, 5 Irving St., Baldwin, L. I., N. Y.

FOR SALE OR TRADE—All Weston, #429, amperes AC; milliammeter #267; thermo-galvanometer, current squared, radio-frequency, Res. 5, 2 ohms, 1-115 ma. #507; thermocouple #425; milliampere DC #301. Also Triplett AC #331. H. Scialabbo, 295 Malcolm Ave., Garfield, N. J.

FOR SALE OR TRADE—Supreme tube checker, multimeter, model 385, looks and works like new (not modernized); Hickok tube checker model KM0175-60; 6-volt auto supply pack (United Motors). Want AC meter, watt meter, 35-V. and 12-V. tubes or what have you? E. W. Foltz, 3409 Washington Ave., Newport News, Va.

WANTED—Voltammeter AC-DC Triplett or equal; power transformer 450-450 or 500-500 V. at 200 ma. 6.3 volt winding and 5 volt winding; recording unit; filter choke 200 ma. 8 to 15 henry DC resistance, 80 ohms or less. Bert Shade, Box 336, 29 Palms, California.

FOR SALE—Multimeter; signal generator (10 meg.) battery or elec. power; tube tester. All in good condition with instructions. James Simmons, 1739 Elmwood Ave., Norfolk, Va.

FOR SALE—Rider's chanalyst complete, like new, \$100; Rider's manuals 1-12 incl., like new, \$90. Cash only. Edgar Dragon, Hotel Osmund, Melrose 76, Mass.

WANTED—Modern cheap phono motor with turntable, must be 78.26 r.p.m. Not over \$5. Badly needed. Anthony Dinardo, Jr., 1708 1/2 Sassafras St., Erie, Penna.

WANTED—15 or 20-watt P.A. system with crystal or dynamic mike and floor stand; also compl. set Rider's manuals in perfect condition. Southern Radio Service, Thomasville, Ga.

WANTED URGENTLY—884 or 885 gaseous triode tube for sweep circuit of CRO. Cash. Vincent Oster, 623 N. Rowley St., Mitchell, S. D.

FOR SALE—10-watt portable amplifier in case. Has 12" PM speaker with cap. to 15 watts; self-contained phono hookup, crystal pickup, manual starting AC motor, double button mike, speaker, and mike cord. Carl O. Williams, R. R. 1, Argos, Ind.

FOR SALE—Have long list of used equipment for quick sale. Includes mikes, charger bulbs, condensers, motors, transformers, port. record player, meters, voltammeter, power units, phono motors, power packs, iron elements, tubes, etc. Write for list. W. R. Gerber, 52-37 79th St., Elmhurst, L. I., N. Y.

WANTED—Tube checker. Describe fully. O. F. Regling, 82-34 164th Pl., Jamaica, N. Y.

URGENTLY NEEDED—Signal generator and Rider's manuals, #1 through 13. Orval Jenkins, Arc Radio & Elec. Service, 226 North 27th, Lincoln, Nebr.

SWAP OR SELL—used meter tested; 10, 50, 81 and Sparton 401 tubes; also 1 and 2 button carbon mikes. Want instruction book and tube chart for Confidence special tube tester made by Apparatus Design Co. Fred Wittich, 7262 Juniper Valley Rd., Middle Village, N. Y.

FOR SALE—Have pair motiograph 35's with S.O.F. heads and carbon lamps. Yes, they need repairs. Make offer. W. A. Postlethwait, 1720 W. Central, Albuquerque, N. Mex.

WANTED—Good signal generator or multimeter with sig. generator comb. Cash. T. H. Clark, 1821 N. Caroline St., Baltimore 13, Md.

FOR SALE—Hard-to-get parts and tubes. Write me your needs. All replies answered. Buy, sell, or swap. Want small AC-DC radios. Lon's Radio Service, 7304 Superior Ave., Cleveland 3, Ohio.

WANTED FOR CASH—Good used receiving tubes; Solar CB-1-60 capacity analyzer; QCD quick check, or C-D model BN bridge. Wm. Fiene, RFD #1, Momence, Ill.

WANTED—Hallcrafters S19R or S20R, also 902 Cathode Ray oscil. tube. Sgt. Neal Molby, 304 Court St., Hattiesburg, Miss.

TUBES FOR SALE—One each of 6B5; 6N6G; 6E5; 5Y4G; 6ADGGT; 7B7L; 82; 83V; 1F5G; 2A5; (2) 2A3; 41; 2A7; 2A6; 2E5; 25C6G; 25B8GT; 25A7GT; 25D8GT; (2) 12Z3; 12K7GT; 12J7GT; 125F5GT; 1Q5GT; 3A8GT; 165R8; 165R; 140R4; 320R4; 250R4; 185R8; 250R; K49C; 185R; 185R4; (2) 65A7GT; (2) 65K7GT; 25L6GT; 45; 65Q7GT; 6J7GT; 6C5GT; 6C5G; 6B8G; 6AF5G; 6P5GT; 6E6; 6B6G; 30; 79; 6AB5; 76; (2) 59; 6A3; 46; 6B4G; 2B6; 6N7G; 6L6G; 657G; 6AE6G; 6F8G; 6J8G; 6K5G; 6D8G; 6L5G; 646G; 1S4; 1S5; 1T4; 1R5. Prefer to sell all in one lot. What do you offer? All new, unused. Clifford Ballard, R.F.D. 1, Brewster, N. Y.

WANTED—Late model V-O-M, also a tube tester, or comb. of the two. Cash. John Gawlak, 2432 National, Detroit 16, Mich.

FOR SALE—Ranger signal generator, all-wave model #540 \$25; Hickok tube tester #AC49, \$40; Triplett tube tester #321 with A, AC and D adapters, \$35. Fix-It Shop, 1555 S. Kentucky Ave., Evansville 13, Ind.

WILL TRADE for any type communication receiver; one 200, one 300, and one 500 ma. Triplett meters. RCA code machine with tapes; Shure mike 7 sh.; Bud oscillator and xmitter parts. Vernon Robertson, 2018 College St., Columbus, Miss.

WANTED—Back issues of Radio Service-Dealer magazine, State condition, dates, price. Philip Ross, 280 Wadsworth Ave., New York 33, N. Y.

FOR SALE—IRC 3 meg. vol. or tone controls, no switch, 20¢ ea. or trade

the entire lot (about 757). Some 3" shaft, some 3/4". Some soldered but never used. J. E. Howitt, 916 W. Genesee, Lansing 15, Mich.

FOR SALE OR TRADE—Code oscillator and key, also sending machine. Will trade for elec. signal generator, std. broadcast coverage, or portable typewriter. What have you? Ellison Radio Service, Centertown, Ky.

FOR SALE—New Hallcrafters SX-25 with matching 10" speaker and extra set of tubes. D. C. Jarden, 7149 Ardleigh St., Philadelphia 19, Pa.

WANTED URGENTLY—Small amplifier 110-120 with or without mike. Must have no more than 4 speakers. Malcolm Prager, 827 So. 19th St., Newark 8, N. J.

WANTED—Radio City #446 multi-tester; #860 Readrite "Big Boy" or similar instrument. Ralph Lore, 712 Sycamore St., Rocky Mount, N. C.

WANTED—20 or 30 watt amplifier, designed and built for musical instruments, used or new. Either Webster, Racine, Gibson, National, with single or double speakers. Give full details. W. P. Houghton, 3029A Rutger St., St. Louis, Mo.

FOR SALE—2-tube regenerative ear-phone radio with single 'phone. Compl. except for antenna. K. Imai, 32-04E, Denson, Ark.

WANTED FOR CASH—Signal generator, must be in working condition. Sgt. S. T. English, HQ & HQ Company, Warrenton, Va.

FOR SALE—0-150 V. DC and 0-40 amp. 5" G-E electric motors; 14" horn type Magnavox speaker; 6V. field coil. H. W. Schultz, 1102 Sixth St., Beloit, Wis.

FOR SALE—Casco electric power tool compl. with 35 accessories, \$14.50; 1/20 h.p. Bodine motor, 110V. geared 1120 to 1, used on Mills music box, \$6. Donald Peffer, Box 96, Fennimore, Wis.

WILL SWAP complete small home radio repair shop for an Ecophone EC-2 or Sky Buddy or similar used receiver. Write for my list. Carroll Brown, 1321 Michigan Ave., Cincinnati 8, Ohio.

YOUR AD RUN FREE

Send us your Sprague Trading Post advertisement today. We'll be glad to run it free as part of our special wartime advertising service to the radio profession. **WRITE CAREFULLY OR PRINT.** Hold it to 50 words or less. "Equipment for Sale" and "Wanted" advertisements of an emergency nature will receive first attention. Different Trading Post ads appear regularly in **RADIO RETAILING TODAY, RADIO SERVICE-DEALER, SERVICE, RADIO NEWS and RADIO-CRAFT.** Please do not specify any particular magazine for your ad. We'll run it in the first available issue that is going to press. Sprague, of course, reserves the right to reject ads which, in our opinion, do not fit in with the spirit of this service.

Dept. RRT-42, SPRAGUE PRODUCTS CO., North Adams, Mass.

SPRAGUE CONDENSERS KOOLOHM RESISTORS

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

Mart Elects A. C. Ball

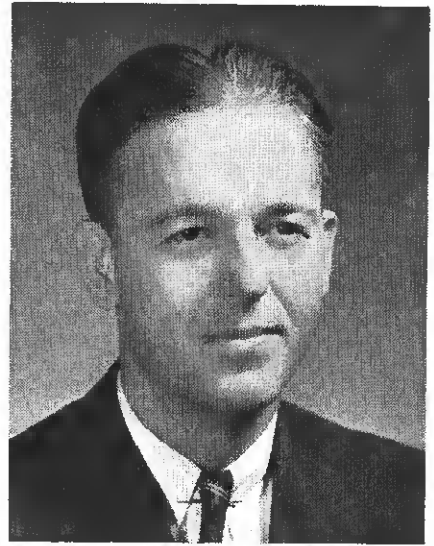
At a meeting of the board of directors of the Western Merchandise Mart, San Francisco, A. Cameron Ball, former business manager, was elected vice president of the Mart to succeed Frank K. Runyan who was elected president at the same meeting.

Mr. Ball has been associated with the home furnishing industry since 1927. He became business manager of the Mart in 1935, and in this position acquired an ever-widening circle of friends who will be pleased with his selection for this new and greater responsibility with the organization during wartime.

New RCA Booklet

Under the title "Manpower, Music and Morale", Radio Corp. of America, Camden, N. J., has interestingly set forth a mass of information on the use of plant broadcasting equipment. In 16 well-illustrated pages, many features of the application of such equipment are explained and their relationship to such problems as absenteeism, worker fatigue and morale building pointed out. Included is a diagrammatic arrangement of a typical system, together with data covering equipment required and information on suitable record libraries especially prepared for such purposes.

Heads Sales Department



F. F. Duggan, sales manager of refrigerator sales division of Edison General Electric Appliance Co., Inc., has been appointed manager of this division of Hotpoint, according to announcement made by G. H. Smith, general sales manager.

"THE HELP SITUATION" by Larior



Tired of competing with war industries for the services of experienced radio men? Tired of training help and then losing them to war plants that can afford to outbid you?

Here is help you can afford; help that is trained, help that can be depended upon to stick with you and work as long and as hard as you.

RIDER MANUALS reduce to a minimum, the time required to trace troubles in faulty receivers. RIDER BOOKS tell how to speed servicing work by means of modern, short-cut techniques. In making it possible for fewer men to produce more work they are contributing to the solution of the "help" problem for servicemen all over the world.

When you need help, competent, dependable help, remember Rider Manuals and Rider Books. They can provide the extra help you need; The Extra Hand you must have if you are to meet your patriotic duty to "keep 'em playing."

HERE'S HELP YOU CAN AFFORD

RIDER MANUALS (13 VOLUMES)

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

OTHER RIDER BOOKS YOU NEED

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

JOHN F. RIDER PUBLISHER, INC.

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

RIDER MANUALS

GIVE YOU THE HELP YOU NEED!



Belmont Sees Future Sets Greatly Improved

Production of radio and other electronic equipment for the armed forces last year by the Belmont Radio Corp., Chicago, was equivalent to the manufacture of 1,800,000 civilian radios, Parnell S. Billings, president, has announced.

"Even before Pearl Harbor," Mr. Billings said, "our facilities had been converted almost entirely to military production. In the past two years we have built up our capacity to the point where we have produced war equipment—in terms of man hours and materials used—that would more than treble the number of radio receivers our firm manufactured in any peacetime year.

"Along with this greatly increased production capacity, which is undoubtedly paralleled by other radio manufacturers, the entire electronic industry has reached new standards that will mean unbelievably finer reception in peacetime radios."

Belmont was among the first of the nation's larger radio manufacturers to receive the Army-Navy "E" and the recognition, which was awarded in September, 1942, has twice been renewed through the addition of stars to the flag.

C. G. Schoonmaker Dies

C. Granville Schoonmaker, 34, died December 27, at Grayville, Ill., from injuries sustained in an automobile accident on Christmas Eve. He was the brother of J. Y. Schoonmaker of Dallas, Tex., who is manufacturers' representative in the southwest territory.

He was well known in the radio trade, having at one time been associated with his brother in calling on the jobbing trade.

RONALD
McLEOD



SURE, that Saturday night pay envelope's bulging. But let me tell you something, brother, before you spend a dime . . . *That money's mine too!*

I can take it. The mess out here. And missing my wife and kid.

What I *can't* take is you making it tougher for me. Or my widow, if that's how it goes. And brother, it *will* make it tough—if you splurge one dime tonight. You're making money. More money than there's stuff to buy. Money that can sock the cost of living to kingdom come—if you blow it! So hang on, till the job's done. On to every last dime—till the squeal means a hole in the seat of your pants!

You're working . . . and I'm *fighting* . . . for the same thing. But you could lose it for both of us—without thinking. A guy like you could start bidding me right out of the picture tonight. And my wife and kid. There not being as much as everybody'd like to buy—and you having the green stuff. But remember this, brother—everything you buy helps to send prices kiting. Up. UP. AND

UP. Till that fat pay envelope can't buy you a square meal.

Stop spending. For yourself. *Your* kids. And mine. That, brother, is sense. Not sacrifice.

Know what I'd do with that dough . . . if I'd the luck to have it?

I'd buy War Bonds—and, God, would I hang on to them! (Bonds buy guns—and give you four bucks for your three!) . . . I'd pay back that insurance loan from when Mollie had the baby . . . I'd pony up for taxes cheerfully (knowing they're the cheapest way to pay for this war) . . . I'd sock some in the savings bank, while I could . . . I'd lift a load off my mind with more life insurance.

And I wouldn't buy a shoelace till I'd looked myself square in the eye and knew I couldn't do without.

(You get to knowin'—out here—what you can do without.)

I wouldn't try to profit from this war—and I wouldn't ask more for anything I had to sell—seeing we're all in this together.

I've got your future in my rifle hand, brother. But you've got both of ours, in the inside of that stuffed-up envelope. You and all the other guys that are lookin' at the Main Street shops tonight.

Squeeze that money, brother. It's got blood on it!

Use it up . . . wear it out,
make it do...or do without

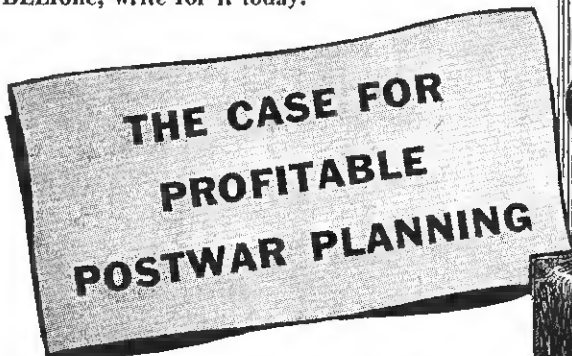
**HELP
US
KEEP**

PRICES DOWN

A United States war message prepared by the War Advertising Council; approved by the Office of War Information; and contributed by the Magazine Publishers of America

**GIVE THEM ANY "INTERCOM"
COMBINATION THEY WANT . . .
with BELfone!**

BELfone covers every "intercom" need—master systems in which all stations are inter-connected . . . systems in which outlying stations are connected only with the master stations . . . "secretive" systems in which any two stations can prevent all others from listening in . . . and every other feature and arrangement for efficient inter-office and inter-plant communication. The demand for this time-saving accuracy and convenience is greater now than ever before—and it's here to stay! Many war-busy plants have priorities covering immediate purchase of BELfone service, and every aggressive firm with post-war plans is a likely prospect. If you do not have full information on BELfone, write for it today.



You'll have post-war profits "in the bag" if you get set now to feature the complete line of BELL SOUND EQUIPMENT. In addition to the popular BELfone Intercommunication Systems, BELL also builds a wide line of permanent and portable amplifiers, all types of public address systems, recording and displaying equipment and various types of electronic devices. Because of our full-time production of electronic equipment for war needs, some of your prospects may have to wait. But we will fill your needs and theirs at the earliest possible date! In the meantime, write for full information on the current line of BELL Sound Equipment!



BELL SOUND SYSTEMS, INC.
1185 Essex Ave., Columbus 3, Ohio

Export Office: 4900 Euclid Ave., Cleveland 3 Ohio



SALES REPRESENTATIVE

Familiar with Radio and Electronics

We want a high grade man who knows the electronic field, particularly design and component parts. Position offers unusually good opportunity to connect with progressive, well established industry. Applicant must be energetic, ambitious person of ability and vision and submit evidence that past record is above reproach. Will pay salary or commission or combination of both. Give full details of education, experience, previous earnings, personal history, etc. Box 713. Radio Retailing Today, 480 Lexington Avenue, New York 17, N. Y.

**Honor Philco's Work
On New Sales Products**

Official United States Government recognition has been given to the help Philco Corp. has provided for its distributors and dealers through the discovery of new products of non-critical materials for them to sell during the war emergency, with the publication of the full story of these activities by the Bureau of Foreign and Domestic Commerce in a special report entitled "Wartime Dealer-Aid Programs."

Responsible for establishing the Philco program and directing its operations are Thomas A. Kennally, vice president in charge of sales, and James H. Carmine, vice president in charge of merchandising.

Since 1941 a new products committee consisting of Walter Eichelberger, manager of the Atlantic division; John M. Otter, sales manager for the middle west, and Harold Sheer, general manager in charge of Philco branches, have concentrated on finding wartime merchandise for Philco distributors and dealers to sell, while Philco's entire production is going to the Army and Navy for war use.

**Western Electric Issues
"Battle Talk" Booklet**

"Battle Talk," a booklet in picture magazine form, highlighting both the record attained by Western Electric communications equipment on the war fronts of the world and the story of that Company's production since the year before Pearl Harbor, is now being distributed to more than 82,000 employees.

Telling its story by means of action photographs, drawings, diagrams and text, "Battle Talk" records combat incidents of land, sea and sky in which the equipment made by the Company figured prominently. Interior views of warplanes in action reveal the battle functions of airborne radio "command sets", headsets and microphones. A drawing of a modern battleship with part of its side armor stripped away, demonstrates the manner in which sound powered telephones and battle announcing systems transmit vital orders aboard our warships.

Goes Behind Scenes

Though a large portion of "Battle Talk" is devoted to the story of equipment in action, the booklet also goes behind the scenes in the war plants, which have grown in war work from \$500,000 in 1939 to an estimated \$575,000,000 in 1943, making Western the nation's largest producer of electronic and communications equipment for war. Particular tribute is paid to the 43,000 women in the Company's plants.

Statement by President

A foreword by C. G. Stoll, president of the Company, introduces "Battle Talk" to fellow employees as "a book designed to help us all understand the way our daily jobs fit into the overall war front."

When

Clarion

Goes All-Out for Peace-Time Sales

DISTRIBUTORS:

CLARION is Ready to Discuss Sales Plans With You!

A sales policy that will give every distributor and dealer a real opportunity for profit.

Advertising and sales promotion plans that will build leadership, with products that will hold such leadership.

... you'll see as fine and complete a line of radios as skilled designers and engineers can produce; a line that will offer true values, distinctive styles in a range of prices, and great performance.

Prepare now to tap the rich market that awaits the day when sets are again available. Plan with CLARION for your part of the tremendous demand that is bound to follow the war.

The Warwick Manufacturing Corporation, with manufacturing achievements and a financial stability that give it a high place in the radio world, is completing its distributor and dealer organization.

Our highly skilled engineering staff has been performing splendidly for the Government and the Armed Forces. The same ability will be applied to the production of equipment for a public that is hungry for radios.

You'll want to see the CLARION line. You'll be proud to handle it. It will pay you to begin preparations now for a CLARION franchise. Our Sales Department will provide you with plans that will prove profitable, and our advertising and sales promotion will build a leadership from which you can profit handsomely.

Use the coupon below in requesting further information and our GET ACQUAINTED BROCHURE.

F. M. . . . Television . . . Electronics

WARWICK MANUFACTURING CORPORATION
CHICAGO 44, ILL.



Warwick Manufacturing Corporation
4644 West Harrison St., Chicago 44, Ill.

Please send information and your Get Acquainted Brochure.

Name of Firm.....

Street Address.....

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

TODAY IS NONE TOO SOON TO BE THINKING ABOUT YOUR POST-WAR PLANS

Now is the Time to Order—

RADIO TUBES!

Today radio tubes are scarce. Tomorrow they may be more scarce. Order now and make certain you have enough tubes on hand for your present and future needs. We have over 100 different tube numbers available and coming in every day. Order now and we will continue to keep you well supplied with tubes. Radio tubes for Ray Guns, Phonographs, and all types of coin-operated machines.

All Numbers are subject to Prior Sale!

NET PRICES

OZ4	\$1.65	6V6GTG	\$1.15
1Q5GT	1.85	6Z4/84	1.10
2A3	2.00	7A8	1.35
3Q8GT	1.65	7B7	1.35
5Y3/GT75	7F7	1.65
6A7	1.00	83	1.35
6A8	1.35	84/6Z4	1.10
6C5	1.15	12SK7GT	1.10
6D6	1.00	12SQ7	1.00
6F6	1.15	12SQ7GT	1.10
6H6/GT	1.15	24A90
6J595	25L6GT	1.15
6J5GT95	2675
7695	2770
7795	35/51	1.00
7890	3790
6K7G	1.15	4290
6N7/GT	1.65	43	1.10
6Q7/GT90	50L6GT	1.10
6SK7	1.05	5685
6SQ7	1.05	5795
6SQ7GT	1.15	117Z6/GT	1.65

We Have Many Other Tube Numbers! Every order subject to prior sale. WPB LIMITATION ORDER No. L265 makes "Supplier's Certificate" mandatory with each order.

**ALL SHIPMENTS EXPRESS C.O.D.
DO NOT SEND CHECK OR MONEY ORDER.
ONLY MAIL ORDER BUSINESS ACCEPTED!**

CHICAGO NOVELTY COMPANY, INC.

1348 Newport Avenue

Chicago 13, Illinois

STANCOR TRANSFORMERS

USED BY MOST SERVICEMEN . . . MOST!



STANDARD TRANSFORMER

• CORPORATION •

1500 NORTH HALSTED STREET . . . CHICAGO

Norfolk Jobber Explains Material Shortage Reason

Geo. B. Thomson, owner of Radio Parts Distributing Co., Norfolk, Va., has asked that the following explanation be made regarding the article about his firm appearing in the January issue of *Radio Retailing Today*:

"... the statement that we are receiving as much material now as prior to the war had been misconstrued and we are beginning to receive requests from various sources for scarce materials, referring us to our quotation. While this no doubt shows that *Radio Retailing Today* has a large circulation, it is quite embarrassing to us as we are unable to supply these civilian requests.

"The statement as made to your representative was to the effect that we were receiving as much material as before the war but that the majority of this material was received on Government orders and very little for civilian use. . . ."

Appliance Jobber to Retain "War" Lines

An aggressive and continuous advertising campaign, part of the plan for postwar appliance business, is being featured through a full-color 24-sheet poster now appearing for Gambill Electric Industries of Nashville, serving houseware and toy dealers in most of the southeastern states.

Before the War

Before the war, this concern was known for its Economaster Heaters, Top Line Fans and other electric appliances. Today, its volume is chiefly housewares, juvenile furniture, toys and such appliances as may now be produced.

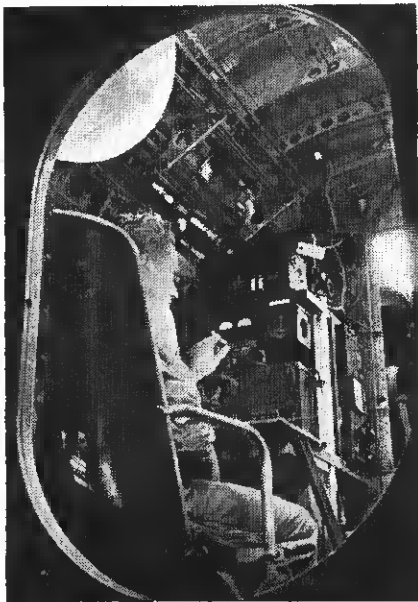
With such business, Gambill Electric has maintained its sturdy dealer organization, and the entire staff is now being "set up" for the electric appliance business of tomorrow.

Officials of this organization state they will not only handle the lines of wooden products they now distribute, but they expect to feature many electric appliance "Top Liners", produced in the Tennessee Valley, for the millions of homes throughout the South.

E. V. Wetmore Appointed District Manager

E. V. Wetmore, formerly assistant district manager, Westinghouse Electric Supply Co., Boston, has been named New England district manager. V. C. Bruce Wetmore has relinquished active management of the New England (Wetmore-Savage) district, and will devote himself to the overall Company interest in its customer relationships.

Final Check-Over



Radio operator aboard a B-26 bomber turns on his Philco communications equipment before taking off from Australia on important mission over enemy lines.

Loewy to Design Postwar Emerson Radios

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., has announced that Raymond Loewy, outstanding industrial designer, has been given the assignment to design Emerson radios of the future, serving Emerson exclusively in the radio field.

Mr. Loewy has been known as the man who designs everything from "lipsticks to locomotives." However, the war program has so far increased the range of his activities that camouflage and the design of military equipment must be added to the record. Today Loewy is devoting nearly 60 per cent of his time and effort to various projects involving engineering problems for the War Department and other government agencies.

Stress Practical Designs

According to Mr. Abrams, Raymond Loewy and his staff have done considerable research in the field of radio-electronics and are working out practical designs which will be in keeping with the more recent evolution and developments of the industry. "While the Loewy organization is kept well informed of the many new materials and techniques which may be employed in postwar radio-electronics design and production," Mr. Abrams said, "they are in every way realistic with respect to the needs for rapid reconversion and retooling in the radio business, when the go-ahead is given for civilian operations."

RADIO Retailing TODAY • February, 1944

SPLIT-SECOND CONTACT*

* just another way of saying **AMPLICALL**

RAULAND jobbers are doing a big job these busy days, supplying army and navy requirements in their territories and building a bright future for themselves by serving an ever-increasing number of industrial plants. Quality **AMPLICALL** Intercommunication, Industrial Paging and Sound equipment and a well-rounded program of RAULAND national advertising are both backing up their efforts now and assuring them a splendid after-war business.

THE RAULAND CORPORATION . . . CHICAGO, ILLINOIS

• *Electroneering is our business* •



Rauland



RADIO . . . SOUND . . . COMMUNICATIONS

remember ALLIANCE Phono-motors?

Good News! ALLIANCE Resumes Production on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently AA-5 or higher) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

No "Dream" Features for Postwar Refrigerators

The first refrigerators to reach the consumer when production is resumed will not be radical or revolutionary in design, it is predicted by W. Paul Jones, vice president in charge of refrigeration for Philco Corp., in a message to the Company's dealers.

"This prediction is based on the premise that manufacturers, distributors, and dealers will be anxious to get back into civilian business quickly," Mr. Jones said. "Immediate production and transportation of materials will offer plenty of problems in the early months after the war, even without the complication of radical design

changes and tooling up for new models. At the same time costly experience in other industries has proved that the buying public reacts slowly and cautiously to radical design changes and a period of transition between the pre-war and real postwar models should be desirable from many angles."

Describes "Dream" Features

Many designers and pseudo-designers indulging in the famous indoor sport of postwar speculation on the shape of products to come, picture the postwar refrigerator as a fantastic piece of equipment, Mr. Jones pointed out. Some of these refrigerators have revolving shelves, or trans-

parent cabinets, or with a chute on the side for ice cubes. Some picture doors that open automatically, with an electric eye, doors that raise, doors that drop and many other dream features.

"Obviously a middle track is necessary to produce a practical piece of household equipment," Mr. Jones believes. "One thing is sure—there must be ample space for frozen food in the postwar refrigerator. The trend toward frozen foods is definitely here. Philco recognized it as early as 1939 and its 1940 models astonished the industry with a real frozen food compartment.

"Of course the postwar refrigerator should have a humid area for the preservation of moist foods, cooked foods and left-overs. The ideal postwar refrigerator would be one that limits regimentation to an absolute minimum. In other words, a refrigerator that doesn't force the housewife to put certain foods in certain places and into certain kinds of containers. A point should be found where regimentation stops and a real convenience begins. This is not going to be a simple problem because Mrs. Housewife is going to want more frozen food space and more humid space. She certainly can't do with less general space, yet she doesn't want a larger, bulkier box overall. If anything, she would like the outside dimensions of her refrigerator smaller.

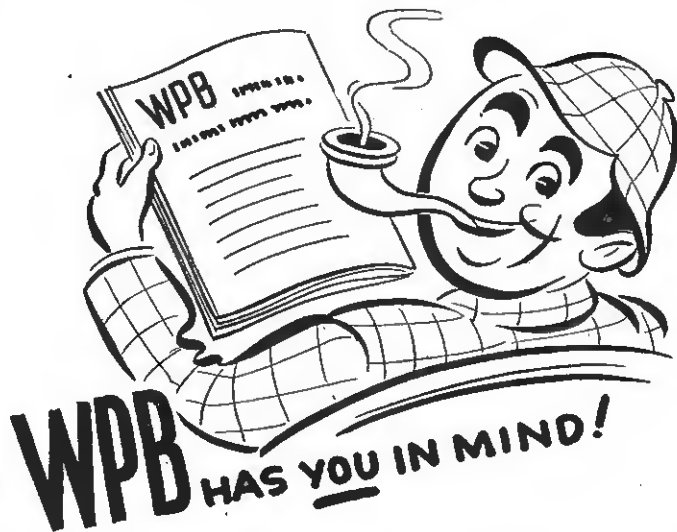
Cites Philco's Aims

"Philco expects to accomplish all these things and more. In addition, Philco being newest among the major refrigerator manufacturers has fewest inhibitions and can afford to be more research-minded and, within reasonable bounds, more venturesome. Philco has more flexible plant investments, which means less obsolescence cost as a limit to the trying of new things. In other words, Philco has more freedom of action than other manufacturers in preparing to meet the problems and opportunities of the postwar period. There is every reason why Philco should continue the unprecedented record of growth that between 1939, when it entered the business, and 1942, when all production ended, saw it climb to become one of the half dozen largest manufacturers in the industry."

Recoton Has New Phono Needle Package

Amongst the war casualties in the music trades field was Recoton's exceedingly popular tin of 200 needles. The general public liked this unit particularly because it made it easy to keep needles always handy. Dealers liked it, too, because the unit sale of \$1.50 was substantial.

The Recoton Corp., Long Island City, N. Y., announces that this unit of 200 needles to sell at \$1.50 is being reintroduced. Of course, tins can no longer be obtained, but Recoton has designed an attractive, colorful, non-critical-material container for the purpose. Ten such containers come in a display carton that may be used on the counter or in the window.



"YEP, THEY'VE GIVEN US a definite quantity of No. 2 Uni-Cels to distribute to our customers on non-rated orders," says Homer G. Snoopshaw, Burgess Battery Specialist.

"You could probably use many times your fair share of this quota . . . because it doesn't mean an increase in flashlight battery production . . . and we won't be able to ship large quantities of cells to any one customer at a time.

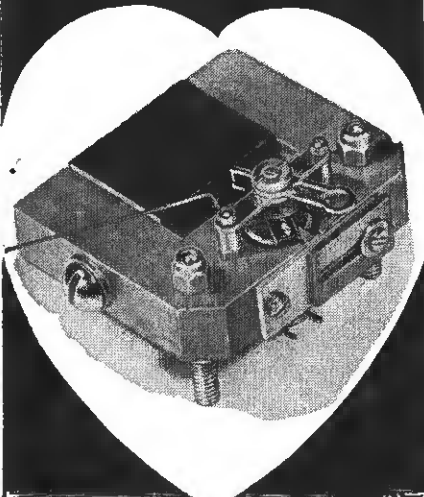
"It will help to relieve the shortage, however. And we'll do everything we possibly can, as promptly as we can, to see that you get your fair share of these priority-free cells!"

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS



SUPREME METERS

DURABLE *Hairline* ACCURACY



No testing device can be better than its meter. The meter is the heart

RUGGED — DEPENDABLE

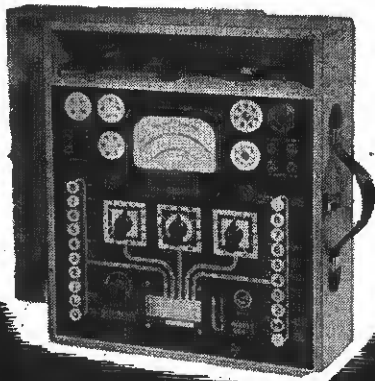
BUILT for durable, hair-line accuracy that meets U. S. Army requirements, new Supreme Meters more than live up to the Supreme pledge, "Supreme By Comparison."

THAT'S WHY Supreme Meters and Supreme Testing Instruments incorporating Supreme Meters will be, more than ever, your logical choice when victory is won.*

SUPREME INSTRUMENTS CORP.
GREENWOOD, MISS., U. S. A.

* All Supreme production, Test Instruments and meters, is now going to our fighting forces around the world.

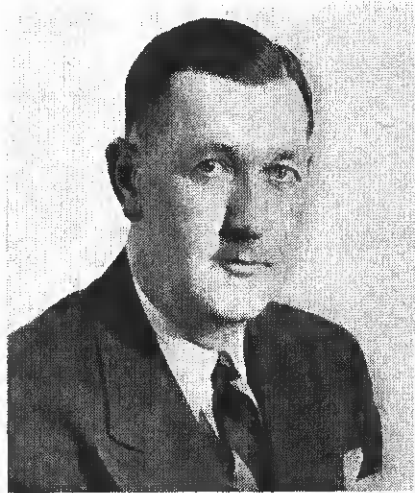
● SUPREME 504-A Tube & Set Tester



SUPREME TESTING INSTRUMENTS

Oliver Pledges Aid to Radio Retailers

A. R. Oliver, field sales manager of renewal tube sales for Sylvania Electric Products, Inc., will open the Pilgrim Distributing Co., 600 West Jackson Blvd., Chicago, as exclusive distributor of Syl-



Radio Merchandiser

A. R. Oliver opens Chicago distributing business. To help dealers in selling problems.

vania tubes in Chicago. He pledges all-out aid to the radio retailer, including merchandising assistance.

Veteran of 15 years in the radio tube field, "Al" Oliver has been with Sylvania for more than seven years, and earlier was with RCA. Through sales contacts and market survey work, he has become acquainted with almost every major radio parts distributor in America.

Despite present shortages in radio tubes for civilian use, Mr. Oliver plans to build a sales organization that will immediately communicate with Sylvania service dealers, and furnish the best service possible.

Views on Wholesaling

Always a believer in retail sales being made solely by radio service dealers, Mr. Oliver said his new organization will confine itself strictly to wholesale operations, and no direct contact will be made with the consuming public.

"The radio service dealer is best equipped to carry on this part of radio tube selling to the best advantage of both distributor and consumer," he said. "As a wholesale distributor, we will assist the retailer in merchandising his wares, a function which I believe has been somewhat neglected."

That Mr. Oliver believes the postwar period will have a high potential, and consequent substantial growth, is illustrated by one of his postwar plans. He announced that his son, A. R. Oliver, Jr. —now overseas with Army Air Forces—will join him in the new enterprise "as soon as he returns."



● Eight selected capacitance values make up the Aerovox Victory Line of paper tubulars. Used individually or in combination, these values take care of upwards of 90% of usual paper capacitor replacements. Otherwise, these units are just the tried and proven Aerovox Type '84 paper tubulars. Non-inductive paper section. Extra-wax-sealed. Colorful label jacket. Bare pigtail terminals that won't work loose.

VICTORY LINE PAPER TUBULARS

D.C.W.V.	CAPACITY
600	.001 mfd.
600	.002 mfd.
600	.005 mfd.
600	.01 mfd.
600	.02 mfd.
600	.05 mfd.
600	.1 mfd.
600	.25 mfd.

● Ask Our Jobber . . .

Ask for these Aerovox Victory paper tubulars. It will pay you always to have an assortment on hand. Ask for the latest Aerovox catalog—or write us direct.



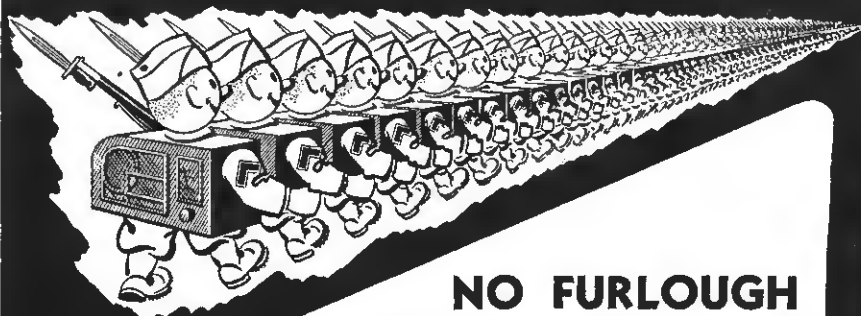
INDIVIDUALLY TESTED

AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.
In Canada, AEROVOX CANADA LTD., HAMILTON, ONT.
Export: 13 E. 40 St., New York 16, N. Y. Cable: 'ARLAB'

WOKMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN



**NO FURLOUGH
for TOM THUMB**

But Tom's Not Kicking

The jovial little spirit that stands for Automatic is in the fight to win, and win quickly—by hard work and buying bonds. If Tom gets a thrill out of knowing he's doing a good job and taking no time out, he'll get another one when Main Street is lined with customers and dealers to welcome home a good soldier and master merchandiser.

Make your plans **NOW** to get on the **TOM THUMB** bandwagon.

Automatic
RADIO MANUFACTURING CO., INC.
122 Brookline Avenue, Boston, Mass.

Dinkel Appointed

J. H. Rasmussen, commercial manager of The Crosley Corp., has announced the appointment of N. B. Dinkel of Alameda, Cal., to represent Crosley in the Pacific Coast area.

Mr. Dinkel first became associated with the major household appliance industry in 1927. Previous to that time he had been secretary and treasurer of a company in the securities business in New York City for some years. Most of his experience in the major appliance field has been in San Francisco and other Pacific Coast cities.

FM Programs For All

In order to stimulate the progress of Frequency Modulation broadcasting, the National Broadcasting Co. will make all its network programs available to FM stations operated by its standard band affiliates, it was announced by Niles Trammell, NBC president.

"The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used. The availability of these NBC Network programs throughout the United States on both standard and FM transmitters, will assure present and future owners of FM receiving sets that they can continue to hear their favorite programs on an improved radio service," says a statement from the company.

Crosley Branch to Alter

The Crosley Corp. has discontinued its Chicago branch at 1512 So. Michigan Ave., and has transferred the distribution of its products in Chicago and adjacent territory to Harry Alter & Bros., 1728 So. Michigan Ave.

Heads Home Laboratory



Miss Margurette Reinhart has been appointed director of Universal's new Laboratory of Modern Living for Launders, Frary & Clark.

Meissner Has New Radio-Phono Combination Set

A radio set and record player that will include many applications of new discoveries in electronics is in prospect for music lovers and record enthusiasts immediately after the war.

This is the promise held out by G. V. Rockey, vice president of the Meissner Manufacturing Co., Mt. Carmel, Ill., whose firm had completed extensive research and was on the verge of bringing out its new radio-phonograph when war halted further work on it. The company is now 100 percent engaged in war work.

The name "Meissner" is new to this particular field, though it is internationally known in professional radio and electronics circles in connection with its coils, headphones, circuits and other radio parts which were widely used before the war by amateur set builders, professional assemblers, service and repair men, and the host of "ham" operators from coast to coast.

New Development

Entry of the Meissner firm into the radio-phonograph market represents a new development. Only one set had been completed when the United States entered the war. This set was recently demonstrated in New York before a professional audience including headline artists in the musical world, symphony directors, newspaper music critics, radio engineers and recording officials. These men of music heard the set perform on records covering everything from "boogie woogie" to Tchaikowsky's Fifth, and their favorable criticism and response to it was expressed in terms of the manner in which it accurately reproduced both vocal and instrumental music with absolute fidelity. Many of the world's greatest musicians pronounced it the finest reproducing instrument they had ever heard—"a musician's instrument."

Tone control and the reproduction of music exactly as it is played or sung is the manufacturer's own special secret, of course, but according to Mr. Rockey, the set has a number of other exclusive features which set it apart. Chief of these is the record-changing device itself.

New Record Changer

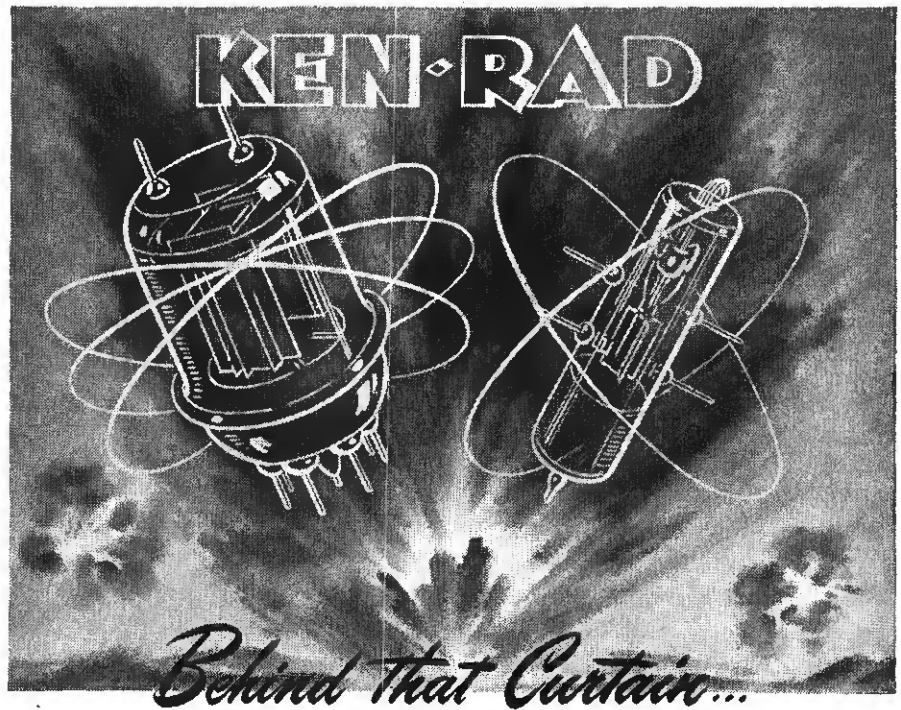
The phonograph will play continuously for two hours or more without the necessity of touching records or

set. The record-changer may be set to play all records on one side, then turn them over and play the reverse side of each. Or, it may be set to play both sides of each one before going on to the next. It is possible, also, to reject any record in the series whether the machine is set to play in a straight run or on a work and turn basis. When the entire magazine of records has been played off, the records are returned in the same order and rotation. The device handles the records without jarring

or damage. Sets will be priced from \$1,000 up.

Pioneer in Field

The radio in this set will incorporate short and long wave reception, frequency-modulation, and other up-to-the-minute radio improvements. A pioneer in the field of frequency-modulation, the Meissner Manufacturing Company holds the second FM license issued in this country, according to Mr. Rockey.



Behind the veil of military secrecy are the wonderstories of Ken-Rad electronic tubes. Nearly five thousand of us are now making and sending these tubes which are helping to shatter tyranny. And through Ken-Rad dependable tubes will be worked the constructive miracles of the great science of tomorrow.



TRANSMITTING
TUBES
CATHODE RAY
TUBES
SPECIAL
PURPOSE TUBES

KEN-RAD
EXECUTIVE OFFICES
OWENSBORO · KENTUCKY
EXPORTS 116 BROAD STREET NEW YORK

METAL AND VHF
TUBES
INCANDESCENT
LAMPS
FLUORESCENT
LAMPS

Admiral to Take Over Stewart-Warner Lines

An agreement has been entered into under which Admiral Corp., Chicago, plans to acquire the refrigerator and electric range manufacturing divisions of the Stewart-Warner Corp., according to an announcement made by Ross D. Siragusa, president of Admiral.

Provisions of the agreement stipulate that Admiral Corporation plans to acquire the tools, dies, jigs and fixtures, trade names, patents, patent rights and pending patent applications, as well as engineering developments in progress in the refrigeration and electric range manufacturing divisions of the Stewart-Warner Corporation.

The facilities and assets enumerated were those utilized by Stewart-Warner prior to the war in the manufacture of seven refrigerator models, including those merchandised under the name "Dual-Temp," a line of electric ranges merchandised under the name "Scotch-Maid," and a freezer locker known as "Eskimo Pantry" and "Sub-Temp."

Set for Civilian Production

Mr. Siragusa stated that while there has been some speculation over the possibility of certain restrictions covering the manufacture of domestic appliances being

relaxed, he said there is no present indication when this may occur. When it does come, he said, his company will be prepared to manufacture essential civilian equipment which will be merchandised under the Admiral trade name.

Mr. Siragusa said the announced agreement will result in his company's obtaining engineering skill in refrigerator and electric range manufacture equivalent to that maintained by Admiral Corporation in its radio production, and will insure a continuance of successful operation by this company in the electrical appliance field.

Acquisition of this property would increase Admiral's annual sales to approximately \$19,000,000, based on the last full twelve months of peacetime production, Mr. Siragusa said.

To Increase Advertising

As a result of the announcement, Mr. Siragusa also said that Admiral expects to increase its advertising appropriation to approximately \$1,000,000 a year in the promotion of Admiral products.

According to Mr. Siragusa, all plants of Admiral Corporation now are devoted exclusively to the production of communications equipment for the armed forces. In that connection, Mr. Siragusa pointed out the company's production in 1943 for war purposes was approximately 100 per cent over its peak peacetime production,

and he expects Admiral plants' facilities to increase their present war output by approximately 150 per cent during 1944 over that of last year.

Railroads Look to Radio As Safety Feature

William J. Halligan, president of the Hallicrafters Co., manufacturers of short-wave and ship-to-shore radio telephone equipment, expressed pleasure that the nation's railroads had asked for immediate examination of public safety possibilities in the proposed use of radio telephones on moving trains.

"The entire radio industry—and we are no exception—is occupied in producing communications equipment for the armed services," said Halligan. "But safety of rail transportation so vital in the movement of troops and materiel is of extreme importance—more so in time of war than in time of peace. That is why the Hallicrafters Company would welcome an invitation to assist in this communications problem."

Some railroads have already used radio telephone communications between office, roundhouse and locomotives moving short distances in and out of yards and terminals. As yet, no adequate tests have been made on its use between terminals and between trains operating on regular runs.

ELECTRICITY

For Any Job Anywhere

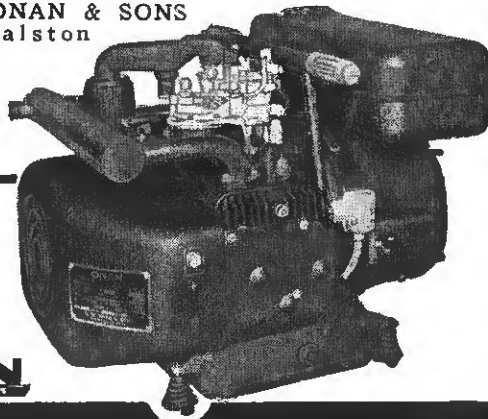
★ ONAN GASOLINE DRIVEN ELECTRIC GENERATING PLANTS provide electricity where power lines are not available, and for emergency service.

They're doing a war winning job on all the fighting fronts generating electricity for vital communications work and other war tasks.

Sizes from 350 to 35,000 watts. 50 to 800 cycles, 110 to 660 volts, A.C.—6 to 4000 volts, D.C. Also dual A.C. and D.C. output models.

Your inquiry regarding present or post-war needs will receive prompt attention.

D. W. ONAN & SONS
2016 Royalston
Avenue,
Minneapolis,
Minn.

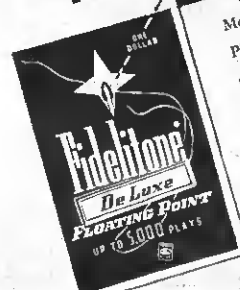


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ONAN
ELECTRIC PLANTS

THE MOST POPULAR
long-life phonograph
needle in America

\$1.00



More Fidelity De Luxe Floating Point Phonograph Needles are sold than all other long-life needles combined. Such general acceptance by a critical public means greater profits for you... more satisfied customers.

PERMO, Incorporated
6415 RAVENSWOOD AVENUE
CHICAGO 26, ILLINOIS

Urges Jobbers to Prepare For Postwar Business

Charles Robbins, vice president of the Emerson Radio and Phonograph Corp., New York City, who recently returned to the company from Washington where he served the Signal Corps as a consultant, gave his views on postwar distribution at a meeting of executives.

Stating that the distributor will play an even more vital role in the distribution of radio sets when civilian production is resumed, Mr. Robbins pointed out that in the immediate postwar era, the distributor will assume an important and great responsibility.

In view of the great likelihood of limited production or governmental restrictions in the first year or two of civilian radio production after the war is won, distributors will jointly share with manufacturers the responsibility to distribute, equitably, limited quantities of radio sets where they will do the most good to consumers and dealers.

Advice to Distributors

"This will constitute their first responsibility," said Robbins. "Distributors will have to use great caution and plenty of good common sense in channeling the first radio production where the greatest amount of good can be done. And when this part of the job has been adequately accomplished, and the first flurry of postwar business is over, the distributor will face his second responsibility.

"With industry having greatly expanded its production facilities," continued Robbins, "it will become incumbent upon the distributor to do his share in seeing that this large production volume is quickly absorbed. In this connection, they become an important cog in the distribution wheel in which they will have to exercise a greater degree of aggressiveness and ability than heretofore to help maintain a continuous flow of goods so that the maximum number of people can be employed and purchasing power kept at the high level requisite for continued prosperity.

"So you see that the distributor's importance becomes increasingly greater and becomes a vital factor in not only the distributive but in the economic picture. The matter of keeping people at work in order to maintain a high degree of purchasing power is one in which distributors will be able to play a prominent part.

Importance of Jobbers

"We are cognizant of the importance of distributors in the postwar era and it is our intention to sell through exclusive distributors in restricted territories as has been our policy in the past. Naturally we shall extend every possible cooperation to these distributors so that they and we, in our combined efforts, may accomplish the optimum in results in the problems which will confront industry in general."

(Continued on page 104)



**"Look Ahead
with ERWOOD"**

**ENGINEERING
CONSULTANTS**

★

Manufacturers of
ERWOOD

Sound Equipment
and
Electronic Products

DO YOU SEE CLEARLY

YOUR COURSE IN THE POSTWAR PERIOD?

If your product is not engineered to the postwar standards that will be needed, you will benefit by using our extensive experience in meeting the technical problems of radio, sound and electronic projects.

Our own postwar plans have been definitely crystallized. While our entire productive capacity is devoted to war work, our consultation service will be available. Simply address:

THE ERWOOD COMPANY

225 WEST ERIE STREET

CHICAGO, ILLINOIS



Still your
best bet for
replacements

Centralab
VOLUME CONTROLS

*Old Man Centralab

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



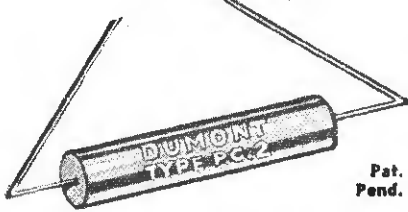
Centralab

Division of GLOBE-UNION INC., Milwaukee

DUMONT

OIL-FILLED
Ceramic
SEALED
CAPACITORS

For
Dependable
Service
Work



Pat.
Pend.

- For long life in repairs for those expensive high-class service jobs on amplifiers, public address, police and school systems and all good electronics equipment.

All capacitors from .0001 to .25 from 600 volts to 2000 volts.

It is
your duty
to buy
war bonds

Literature and prices
on request

DUMONT ELECTRIC CO.
MEM'S OF
CAPACITORS FOR EVERY REQUIREMENT
34 HUBERT STREET
NEW YORK, N. Y.

Asked what distributors can do now when no radio merchandise is available, Mr. Robbins commented that they should begin giving considerable thought, as are many manufacturers, to their own postwar planning. "For example, they should survey past, new and potential dealer accounts.

Urges Postwar Planning

"They should appraise new types of outlets. They should make plans for the inauguration of intensive dealer training programs. They should intelligently analyze their territory and make preparatory plans for adequate and intensive coverage. In short, they should begin giving thought now to the proper kind of stream-lined, hard-hitting distributing and selling organization that will be essential for those distributors who expect to survive the days of ultra-keen competition," concluded Robbins.

Get Set Now for Postwar Sales, Rasmussen Urges

It is none too early to start to get prepared for the tremendous postwar market in radios and major household appliances that will get under way as soon as civilian production is again permitted, probably before the complete cessation of hostilities, declared J. H. Rasmussen, commercial manager, The Crosley Corp., Cincinnati, when he addressed the annual meeting of the Minnesota Hardware Dealers' Assn., in session at Minneapolis.

Rasmussen urged hardware dealers of Minnesota and nearby states, who may have lost their identity as radio and major household appliance dealers in the past year or two, to start identifying their stores as radio and appliance stores now—in preparation for the time when products are available.

"Certainly, it is not too early to start an up-to-date prospect list," Rasmussen asserted.

A Million Room Coolers?

In addition to electric refrigerators, washers, radios, and other household products that were being made before the war, there will be a greatly-increased business in new major appliances that were just getting started when war came, Rasmussen told the dealers.

"Frozen food cabinets probably will be in great demand when production is permitted," he said. "The room cooler was just beginning to come into its own in 1941. Forecasts for postwar manufacture of room coolers vary from 100,000 to 250,000 a year but, with the right unit at the right price, sales might mount to a million a year."

Other untapped markets, which may be expected to develop after the war, include electric kitchen cabinets, garbage disposal units, electric dishwashers, etc., he pointed out.

"Some types of metals are now being made available for civilian production and the man-power log-jam is beginning to ease because of some reduction in cer-

University



REFLEX SPEAKERS
now the accepted
STANDARD
for all
WAR USE

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EVERY
UNIVERSITY REFLEX
the result of years of
pioneering research and
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EVERY
HIGH EFFICIENCY
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in University's extensive
line of power speech re-
producers has a vital
part to play in the WAR
program.

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REMEMBER
University is now pro-
ducing many special
speakers for the Army,
Navy & Signal Corps.
Submit your special
problem direct to the
engineering dept.

UNIVERSITY LABS., 225 VARICK ST., NYC

Support the 4th War Loan

Buy that
EXTRA BOND

tain types of war production, like small arms, ammunition and tanks," Rasmussen said. "As a result, many authorities are predicting a sizeable increase in certain civilian production which will get to market before mid-1944.

"At Crosley, despite our record volume in 1943, we still have unfilled orders for more than a year's production in war material, of which a substantial portion is signal equipment.

"Greater efficiency has made it possible for us to produce greater quantities of war material in December, 1943, than we were producing in mid-1943 and with fewer employees.

"We are now laying our plans for further expansion of our business to prepare for the tremendous markets which we believe will exist after the war. All of our plants have been completely modernized, and the most modern equipment and machines have been installed. Additions have been built and new properties have been added, including our own tool and die plant.

Need New Refrigerators

"Millions of American families need new refrigerators right now. They need the first models to be produced which will be from the tools and dies last used. However, where critical materials were used in the last production, there may be material substitutions.

"Sales stimulation will be provided by the sharply-improved second models, which probably will have a normal year's model changes. Still later, the really new models, which probably will not appear until the final phases of the war have been terminated for some months, will provide a real sales impetus.

"In the meantime, everyone who buys will have obtained a sound value, a beautiful and efficient refrigerator. Approximately the same program will be followed in radio. Undoubtedly, the first models to be produced will have new designs in wood cabinets."

Rasmussen pointed out that the radio and major appliance business has almost limitless opportunities but that it requires a greater degree of specialization than some others.

"To be successful, it should not be a side-line business, on a haphazard basis," he asserted.

"Good service is a 'must' for a successful operation. Attractive store and window display, promotion and advertising go hand-in-hand with radio and appliance merchandising.

"Inventory investment, the amount of floor space required, and other factors involved should be in relation to the operation and the potential of the trading territory.

Are Planning Now

"Many retailers are today making complete plans for their postwar radio and appliance departments. Enlarged department floor space plans are already being laid out. Merchandising programs have been developed. Arrangements have been made for department heads who are to start work several months in advance of

the time production will begin. Tentative arrangements have been made with salesmen—and so on.

"These companies will be ready to do two jobs well: (1) to employ war workers when their war jobs are done and to employ soldiers when they return; and (2) to establish a radio and appliance business on such a firm foundation that they will secure a much larger percentage of the business in their communities than they have obtained in the past."

George C. Connor



Appointed manager of the California division of Sylvania's equipment tube sales.

Southwestern "Reps" Elect New Officers

The Southwestern Chapter of "The Representatives" held election of officers in Dallas, Texas, with Hal F. Corry becoming the new president. A. L. Berthold was elected vice president and Ernest L. Wilks, secretary-treasurer. All are of Dallas. The new address of the Chapter is now that of the secretary, Mr. Wilks, 7935 Eustis Street, Dallas 18, Texas.

Delegates to the National organization are: Robert M. Campion, Hal F. Corry and Edward F. Aymond. G. G. Willison of Houston, Texas, the retiring president, was highly commended for his aggressive and outstanding leadership during the past year.

At this meeting, new duties were assigned to the vice president. This officer will now be in charge of membership, attendance, programs, entertainment and publicity. Committees have been appointed, being headed by Mose Branum, J. Y. Schoonmaker and Edward F. Aymond, who are already hard at work to make 1944 an outstanding year for the Southwestern Chapter.

IRE Holds Meeting

The Institute of Radio Engineers convened at the Hotel Commodore, New York, Jan. 28 and 29 for its annual winter technical meeting.

DELIVERY? RATING?

HERE'S THE INFORMATION ON THESE SIGNAL PRODUCTS



TELEGRAPH AND WIRELESS INSTRUMENTS

112-K

In addition to our government contracts for Wireless and Telegraph Instruments we have a factory stock of most all of these items for immediate shipment on orders with AA-5 or higher rating.

If you are not getting our weekly factory stock list send for your copy

SIGNAL Portable Electric Drills

OB-8 light duty $\frac{1}{4}$ ", OB-4 standard duty $\frac{1}{4}$ ", and OB-5 standard duty $\frac{1}{2}$ " . . . are obtainable on A-9 or higher rated orders.



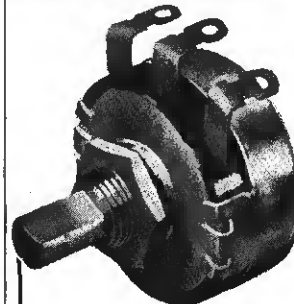
OB-4

SIGNAL ELECTRIC MFG. CO.

MENOMINEE, MICHIGAN

Offices in all principal cities

SIGNAL



50 ohms to 5 megohms.

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Choice of taps and tapers to meet replacement needs.

★

Stabilized!

★ The new Clarostat composition element is fully stabilized. The resistance is accurate to begin with. It stays that way in constant usage. Relatively unaffected by humidity, temperature and other climatic conditions. Really dependable. That's why controls with this new resistance element are now found in fine instruments, critical electronic assemblies, and quality radio receivers.

★ Ask your jobber for Clarostat controls!



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

RECOTON BRINGS YOU
BIG NEWS

BACK AGAIN!

POPULAR
RECOTON NEEDLES
IN
CONTAINERS OF 200

A new, colorful wartime package, handy for your customer, profitable and easy to sell. List price \$1.50; discount same as pre-war tins of 200.

Deliveries of Automatic and Concerto in the 200 package to start soon.

Order NOW!—from your Recoton distributor.

Ask for display material. Write for additional information.

RECOTON CORPORATION

21-10 49th Ave.
Long Island City, N. Y.



AMERICA'S FAVORITE NEEDLE

Serving
the Armed Forces
... AND THE
HOME FRONT, TOO!

● Despite material and manpower difficulties, and our participation in the war effort, we are producing and delivering the Government-approved Victory Line of Condensers. Write for list of Victory items and prices. Shipments are made on L265 ratings, or better.

For VICTORY Buy
United States War
Bonds and Stamps

POLYMET
CONDENSER CO.
699 E. 135th ST., NEW YORK 54, N. Y.

May Says Postwar Merchant Must Toe the Mark

In order to stay in the highly competitive postwar selling field, retail radio and appliance dealers will have to be real merchants, will have to maintain established prices, invest in adequate stocks, and will have to have facilities to render efficient service on all of the *new* electrical and electronic devices they sell, declared D. W. May, well-known distributor, who has resigned as eastern regional manager of the Electronics Department of the General Electric Co. and has taken over the Metropolitan distributorship for Farnsworth Television and Radio.

Mr. May's talk was given at a luncheon at the Waldorf-Astoria, where his guests heard him make an important announcement—an announcement to the effect that he has formed his own organization for the postwar distribution of nationally known lines of radio, television and household appliances, to be known as D. W. May, Inc., with offices at 1 E. 42nd St., New York.

Tomorrow's retailers, and distributors according to Mr. May, will be faced with smaller discounts, and the independent will be faced with stronger competition than ever from the "chains." Mr. May believes that some sort of price control will be in effect, and that this, coupled with shorter discounts, will be factors in preventing price-cutting.

Television Will Sell

Mr. May spoke enthusiastically on the future of television, describing it as a "new art" and a "new way of living." He also predicted that during the first postwar year that television is manufactured dealers will sell *every set* the makers are able to turn out. "Television can't miss," declared Mr. May.

Some other forecasts by Mr. May on television were that set prices would average \$200, or a little below; that all sets will employ "projected" picture systems—thus saving money in making costs, since a very small cathode ray tube can be used to create the image and project it on the screen by an optical enlarging system, similar to projection of home movies.

Asked how soon after the war ends, television sets could be expected, the speaker said that six months after the government approves such manufacturing, television merchandise will commence pouring into the market. He believes FM will be a feature of all radios, and will be priced from \$50 up for FM equipped sets.

Has Ambitious Plans

The first connection announced for Mr. May's firm is the exclusive franchise for the distribution of Farnsworth Television and Radio for the entire metropolitan market, including New York and New Jersey. Later, the firm will announce a complete line of refrigerators, laundry equipment and other household appliances.

The launching of an electronic and appliance business at this time is quite unusual in business annals, and shows Mr.



D. W. May re-enters field in which he was once world's largest distributor.

May's faith in the future of selling in the fields with which he is thoroughly familiar. Mr. May has a wide acquaintance amongst retailers, and not long ago, three hundred dealers tendered a dinner in his honor.

Mr. May had been associated with the General Electric Co. for eight years. In 1935 he had charge of the introduction of the new G-E line of radios by the newly-formed radio department. His branch was subsequently given the distribution of the G-E automatic blanket and the vacuum cleaner.

In the electronic department, he worked under Dr. W. R. G. Baker, vice president of the General Electric Co.

Largest Radio Distributor

Having been interested in radio from its inception, Mr. May pioneered two radio stations. One of them, Station WDWL is now Station WCAP, Asbury Park, New Jersey. In the early days of radio he distributed many nationally famous lines, among them Crosley and Majestic. Following these, he was given the then little-known Philco line, with which he made merchandising history. He became the largest radio distributing firm in the world, with branches in New York, Newark and Boston.

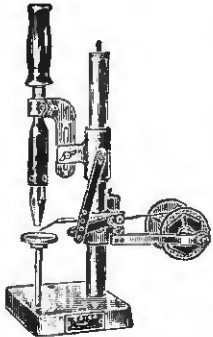
Mr. May also distributed Norge Refrigeration as well as air conditioners, burners and oil furnaces for General Electric in New Jersey. His distributing organization handled a complete line of appliances, including washers, vacuum cleaners, and small table appliances. For a time he was also a manufacturer, heading the May Radio and Refrigeration Corp. in Newark, New Jersey.

Johnson Now Lieutenant

Henry C. L. Johnson, former advertising manager of Sylvania's radio division, has been promoted to the rank of full lieutenant in the U. S. Navy.

ESICO

REG. U. S. PAT. OFF.



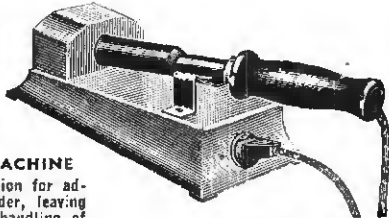
SPOT SOLDERING MACHINE

designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



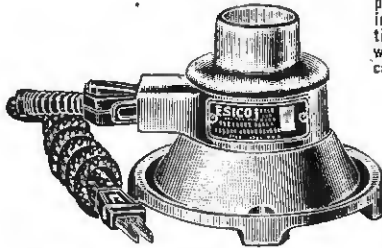
SOLDERING IRONS

are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



SOLDERING IRON TEMPERATURE CONTROLS

prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



SOLDER POTS

ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

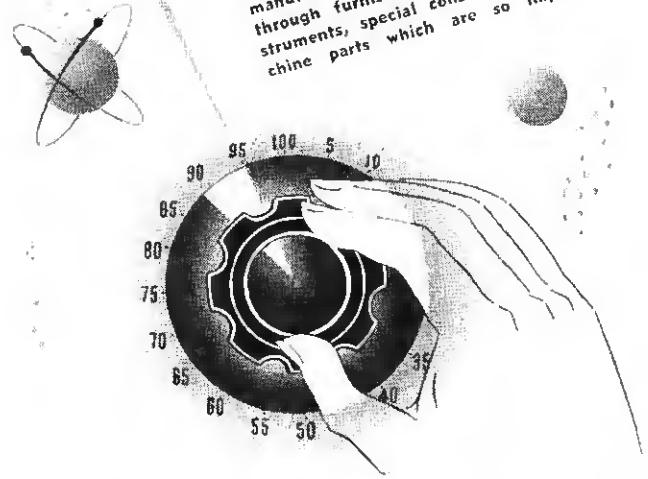
Write for Catalog

ELECTRIC SOLDERING IRON CO., INC.
232 WEST ELM STREET, DEEP RIVER, CONN.

MONARCH

Testing-Measuring Instruments

for the laboratory and for the production line, are speeding production now, as never before, due to their exceptional accuracy and dependability. Our specialty is helping radio and electronic manufacturers to produce better units, through furnishing them with the instruments, special coils and small machine parts which are so important.



MONARCH MFG. CO.
2014 N. Major Ave. Chicago, Ill.

why Radiart Vibrators EXCEL

1. SUPERIOR ENGINEERING

Radiart has a large and competent staff of twenty-one electrical and radio engineers. Their combined efforts toward better vibrator construction have been very successful and have given RADIART VIBRATORS an enviable, nation-wide reputation.

The large quantities of RADIART VIBRATORS and VIPOWERS now being delivered to our Armed Services are ample evidence of that high quality.

Radiart Engineers are constantly on watch to maintain that reputation and whenever possible to raise still higher the Radiart Standard of Quality.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

FOR SUCCESSFUL
TOOL MERCHANDISING
XCELITE
IS THE QUALITY LEADER



XCELITE'S the line of... New Ideas

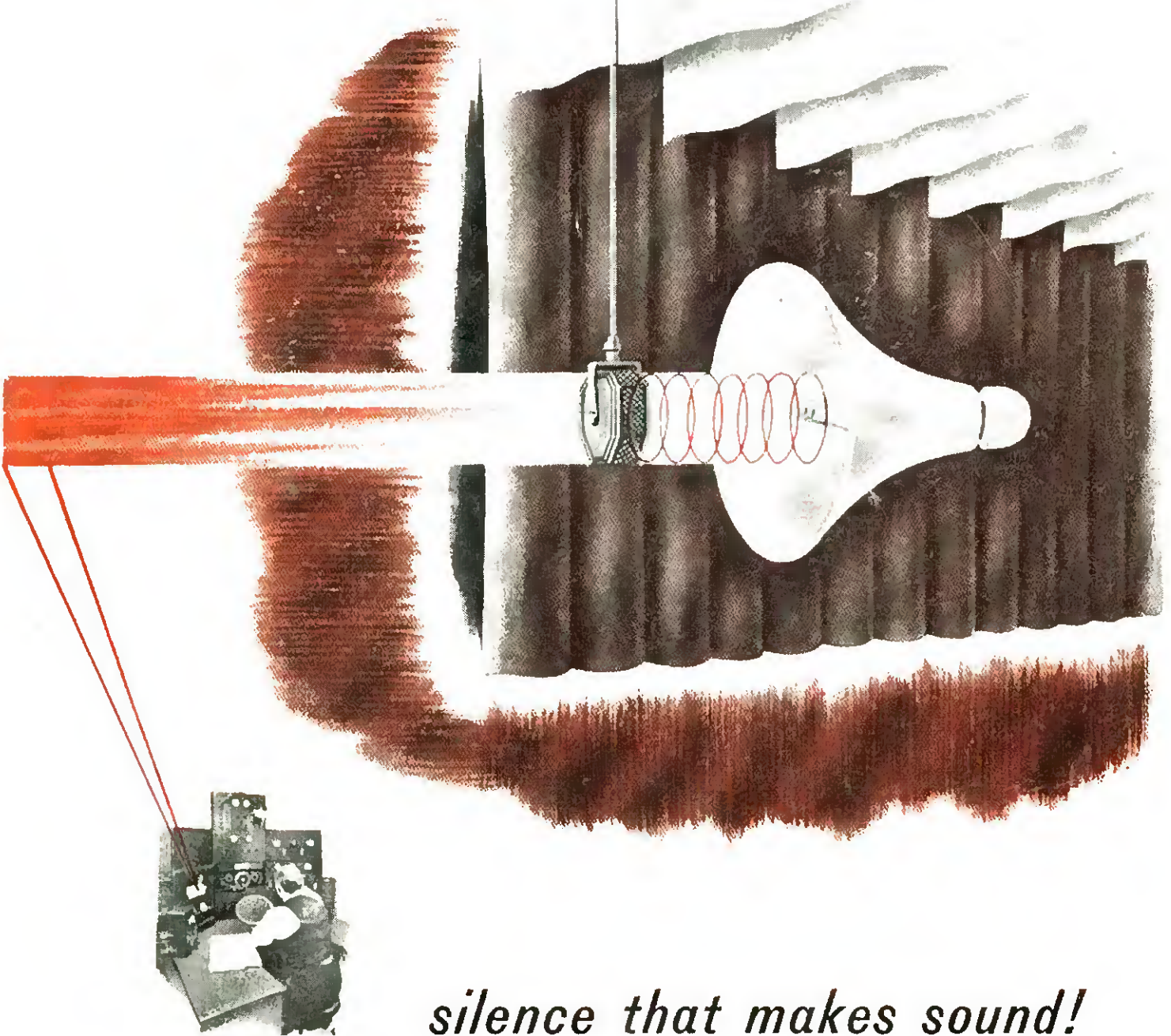
And that's going to mean plenty in the post-war market. Xcelite quality, Xcelite advanced ideas of design will add new appeal to your entire line of tools. The Xcelite line includes such "firsts" as the shock-proof, fire resistant, transparent handles for screwdrivers and nut drivers... nut drivers with different colored handles to indicate different sizes... square blade screwdrivers... small, pocket-size screwdriver with clip... multi-head wrenches. Xcelite Tools now available on satisfactory priority ratings. Details and prices on request. Write Dept. M.



PARK METALWARE CO., INC.
Orchard Park New York

Back the Attack with
MORE War Bonds!

QUALITY TOOLS
Preferred
BY THE EXPERTS



silence that makes sound!

in this "dead" room only the sounds which come out of the speakers are recorded. Sounds which would otherwise bounce back from the walls, ceilings or other objects are trapped and lost forever. The absence of reverberation permits scientifically accurate testing in the sound absorbing room

of Utah's *complete* testing laboratory.

In making practical the many war-created radio and electronic improvements—in adapting them to today's needs and for the commercial requirements ahead, Utah engineers have designed new parts and products, developed new manufacturing devices and

methods and have instituted new, more comprehensive testing techniques.

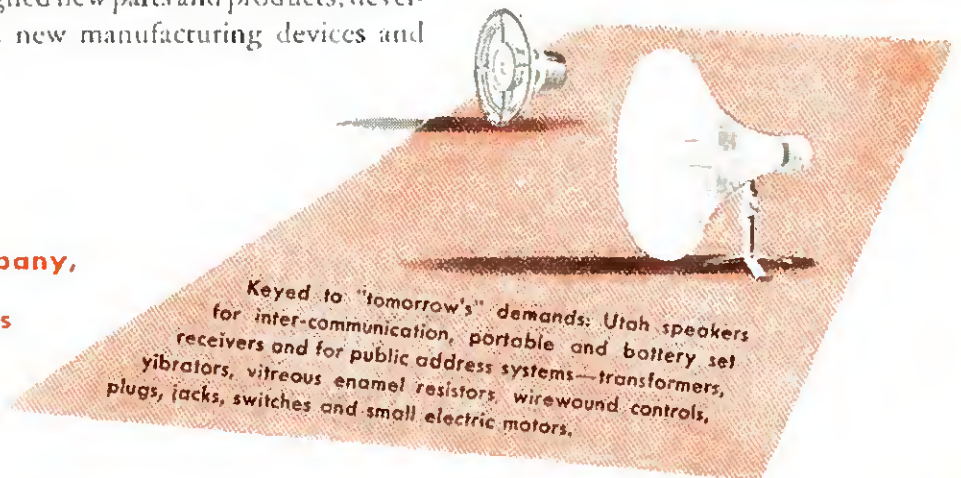
★ ★ ★

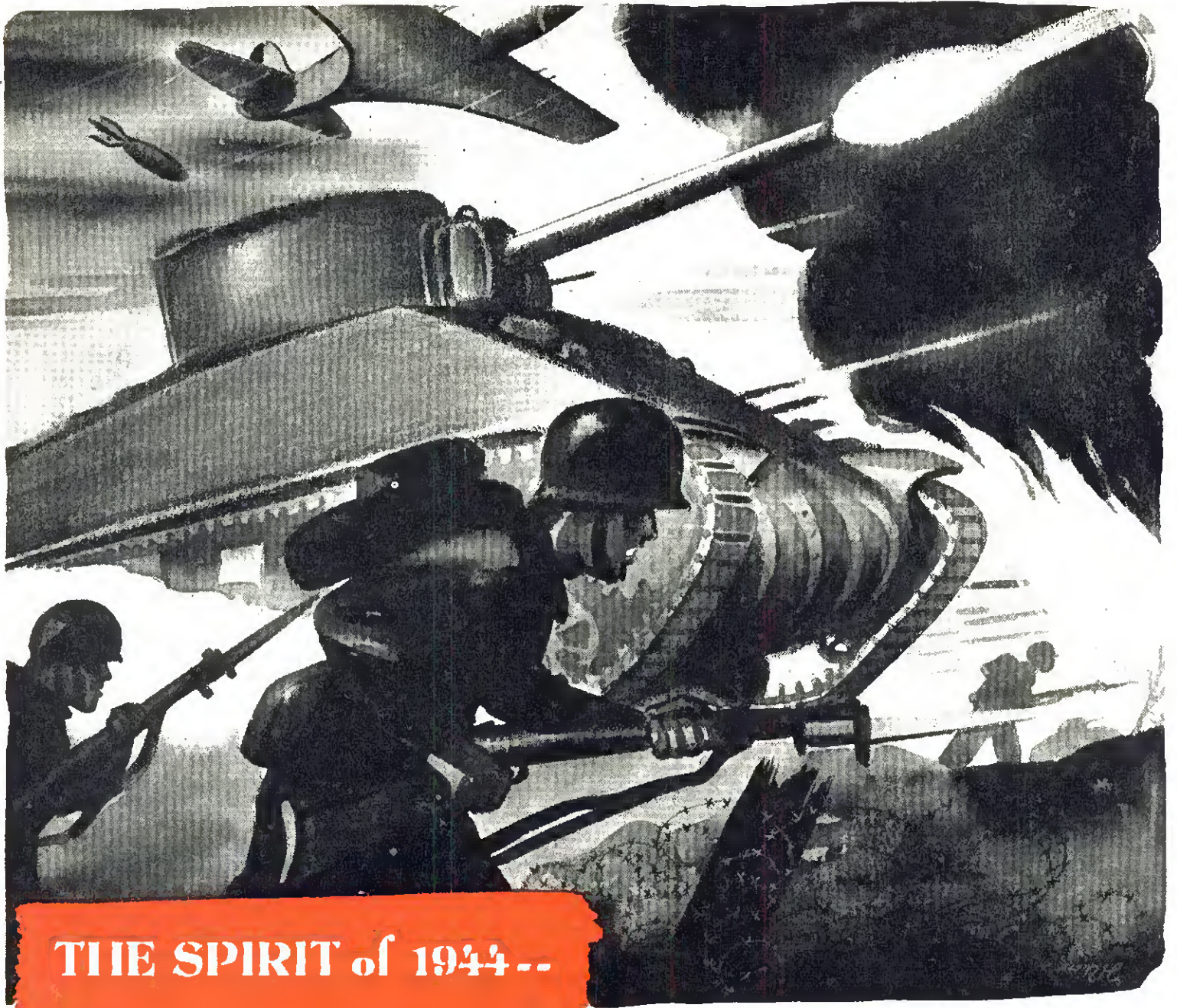
Every Product Made for the Trade, by Utah, Is Thoroughly Tested and Approved

Utah

Radio Products Company,

810 Orleans Street, Chicago 10, Illinois





THE SPIRIT of 1944 --

ATTACK!

To beat a powerful enemy... we must have a powerful attack. Every American on every front must do his utmost. The most powerful attack on the "Home Front" is your consistent purchase of More War Bonds!

Let's back that Attack with **BONDS!**



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
MATERIALS IN EACH OF ITS FOUR PLANTS

Seeburg
FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS