



RADIO & *Television* RETAILING

Including Radio and Television Today

Let 'em have it!

5TH WAR LOAN DRIVE

June 12—July 8

RADIO SERVICE



There's No Profit in This Kind OF REPEAT BUSINESS

WHEN you've spent a lot of time running down the trouble in a set and finally finishing the job, there's no profit in having the work to do over again because of replacement part failure.

Manpower is scarce...your time is precious, and so is your reputation. So don't take chances—use Mallory parts and rest assured

that your customers will be satisfied.

Standardize on Mallory volume controls, capacitors, vibrators, switches and resistors for replacement installations. Their dependability and reputation for proved performance is your assurance that when it leaves your shop, the job is right the first time . . . and every time.

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



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



Hasten Victory . . . Buy War Bonds

POST-WAR PLANS



THE PLANS

Sure, despite our wartime production of $3\frac{1}{2}$ times our biggest peacetime year, we've made post-war plans. We've analyzed markets—we've made surveys—we've developed new ideas and new designs. We've mapped our advertising and distribution programs on a nationwide basis. And, above all, we're going to make Admiral a *profit* line. Being realists, we know that our success rests upon your success. Yes, we have done a lot of post-war planning but . . .

THE PLUS

. . . we have done more than plan. Admiral Corporation has completed a purchase agreement for the manufacturing and sales rights of a leading line of major household appliances—refrigerators, home freezer lockers and electric ranges. The post-war period will find Admiral ready to offer feature-plus radios and appliances to distributors and dealers who are alert to the possibilities of quality merchandise at profit-producing prices. Now's the time—get aboard with

Admiral Corporation

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

Peacetime Makers of Admiral Radio • America's Smart Set
3800 CORTLAND STREET • CHICAGO 47, ILLINOIS



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



LEAD

Before the War -

THE LEADER FOR 12 STRAIGHT YEARS

The Leader in
HOME RADIO

The Leader in
RADIO-PHONOGRAPHS

The Leader in
AUTO RADIO

The Leader in **PORTABLE
AIR CONDITIONING**

Spectacular Rise in
REFRIGERATION

The Most Aggressive Appliance
MERCHANDISING

The Widest and Most Solid
DISTRIBUTION

In thinking of the future, here's the first and most important fact for every appliance dealer to keep in mind today. *For 12 straight years before the war, Philco was the overwhelming leader in its field... in engineering, in merchandising, in advertising and promotion, in public acceptance... yes, in every essential ingredient of a big-time, consistent, dependable, profitable proposition for the retail merchant.*

PH

LEADERSHIP

After Victory —

THE GREATER PHILCO OF TOMORROW

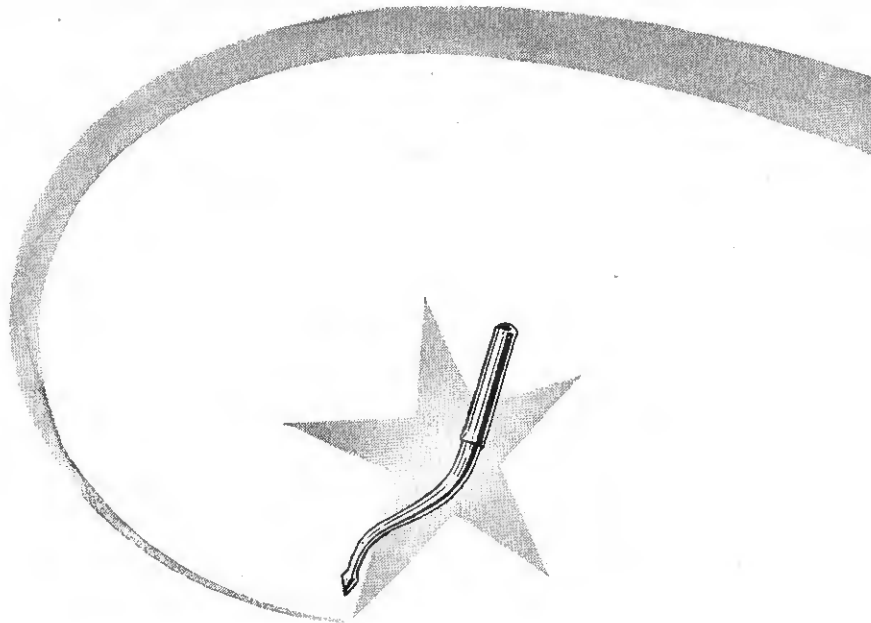


Yes, while working for war, Philco *LEADERSHIP* prepares for peace. A greater Philco is coming . . . born of war research and new merchandising goals. When you weigh your plans for the future, remember the *record* of Philco leadership. It will bring you your greatest opportunities for profit in the appliance field.

Your Philco Distributor is on the way to tell you the Full Story

Right now, your Philco distributor is making his plans for the Greater Philco of Tomorrow. He'll be seeing you soon with an impressive story, "*Your Future with Philco*". It's a story you won't want to miss!

PHILCO



HERE'S A QUICK-SELLING, LONG PROFIT ITEM! Available for immediate delivery, the really *NEW* Star Sapphire sells on sight because its exclusive styling features assure greater fidelity of sound, less scratching and surface noise and a minimum of the dangerous friction that wears a record out prematurely. The Star Sapphire is attractively packaged—stock some today. They sell at \$5.00 each.

Duotone
Star Sapphire
Needle

Duotone 799 Broadway, New York 3, N.Y.

RADIO & Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU of CIRCULATIONS

JUNE, 1944

Cover—5th War Loan Drive

Painted by James Sessions. Reproduced through courtesy of Willys-Overland Motors, Inc. (See page 112)

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ORESTES H. CALDWELL
 Editor

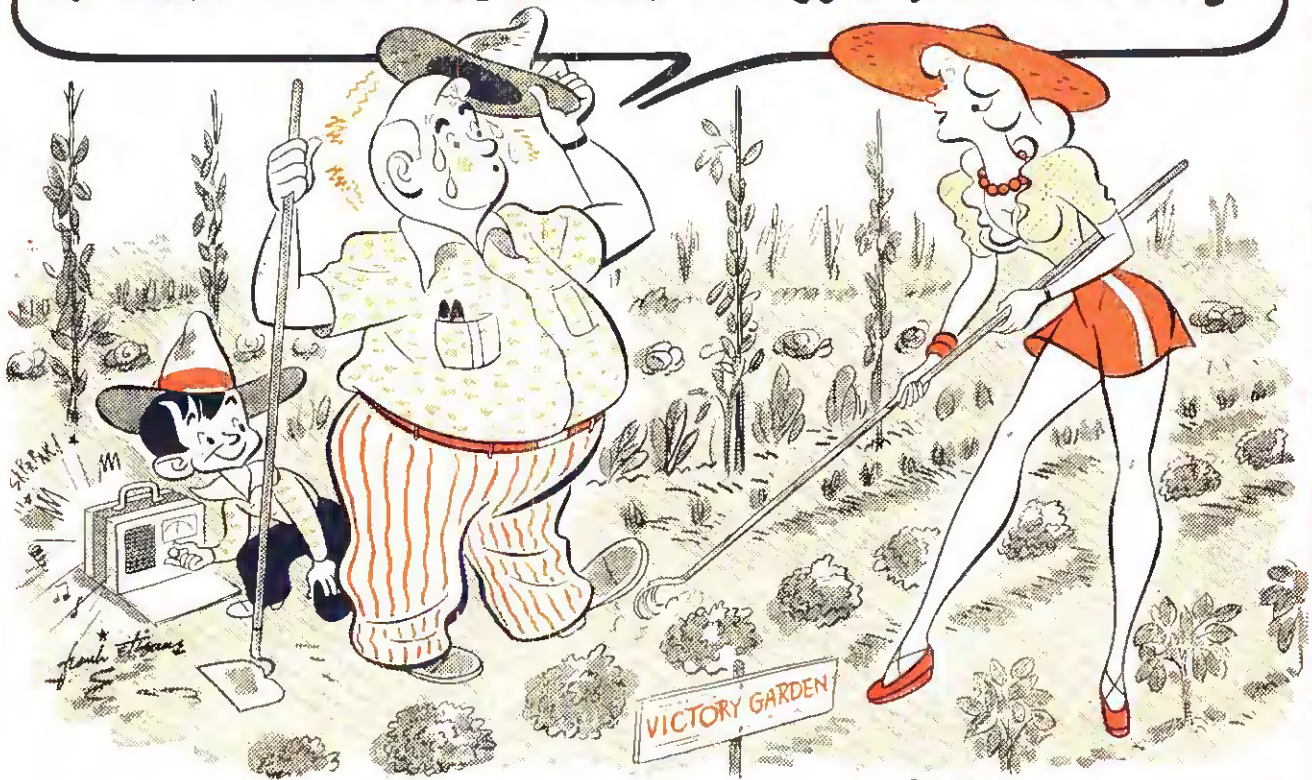
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IF ONLY WE COULD GROW HYTRON TUBES!



How we envy the canneries! When the Services grab the lion's share of a canner's output, he can turn to John Q. Public, and ask him to "grow his own". How we wish we had a similar out!

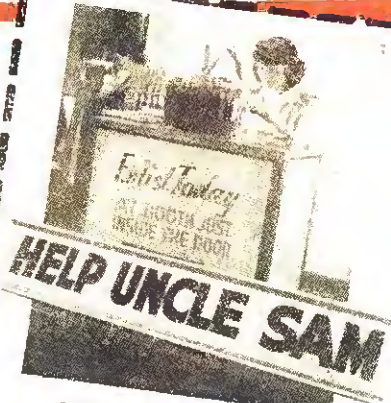
But Hytron tubes don't grow on bushes. They must be precision-built in the factory by trained experts. Despite unbelievably increased plant capacity, there still aren't enough Hytron tubes to satisfy all military and civilian demands.

Recently there has been some relief for the home front. WPB has permitted us to ship MR tubes to authorized Hytron distributors and dealers. As our boys continue to polish off the Nazis and Japs—as we know they will—we look forward to increasing your allocations of MR tubes.



OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

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



Hytron's recent living exhibit to stimulate female recruitment at Salem

HYTRON HYLIGHTS

Being a radio man and a business man, you can understand readily why—in the face of a vanishing supply of skilled male and female labor—we must continually perform the impossible in expanding production of Hytron tubes. Your own experience training new employees brings you similar daily problems. Despite every obstacle, Hytron is growing fast in all of its four plants. Continued military successes should automatically mean more tubes for you.

BUY ANOTHER WAR BOND

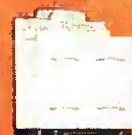
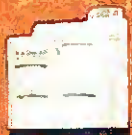
**As a Norge distributor,
I KNOW you will have a
great future with Norge,
because:**



BETTER PRODUCTS FOR A BETTER WORLD

SEE

NORGE
BEFORE YOU BUY



"...for outstanding
production of
war material."

1 NORGE OFFERS ALL MAJOR APPLIANCES UNDER ONE BRAND NAME

—Norge refrigerators, gas ranges, washers, electric ranges and home heaters comprise a well-diversified line with which to capture multiple sales from each customer.

2 NORGE IS THE CHAMPION OF INDEPENDENT DISTRIBUTION

—Norge was first to formally announce a postwar policy of independent distribution. Norge's past has been tied up with independent distribution. The factory will not compete with its dealers.

3 THE NORGE LINE IS PROFITABLE

—Fair pricing and minimum selling costs because of wide public acceptance assure good profits to Norge dealers. Combination sales to the same customer provide opportunities for "plus profits." Mixed shipments keep freight charges down.

4 EVERY NORGE PRODUCT HAS EXCLUSIVE FEATURES

—Each Norge product is strong on eye-appeal—and is backed by exclusive features—buyable differences—of convenience and efficiency. Norge mechanisms are noted for long, trouble-free service.

5 NORGE OFFERS PRODUCTS OF EXPERIENCE

—Many years of designing, changing, home testing and improving have resulted in true *products of experience*. Norge's appliance know-how is your protection.

6 NORGE PRODUCTS HAVE GOOD WARTIME RECORD

—Sturdy construction of working parts, plus the convenience of nationwide major service centers, has won the praise of dealer and owner during the "non-replacement" years.

7 NORGE HAS DEVELOPED MANY "FIRSTS"

—Many engineering developments originated by Norge have subsequently become standard in the industry—resulting in prestige which greatly helps the sale of all Norge products.

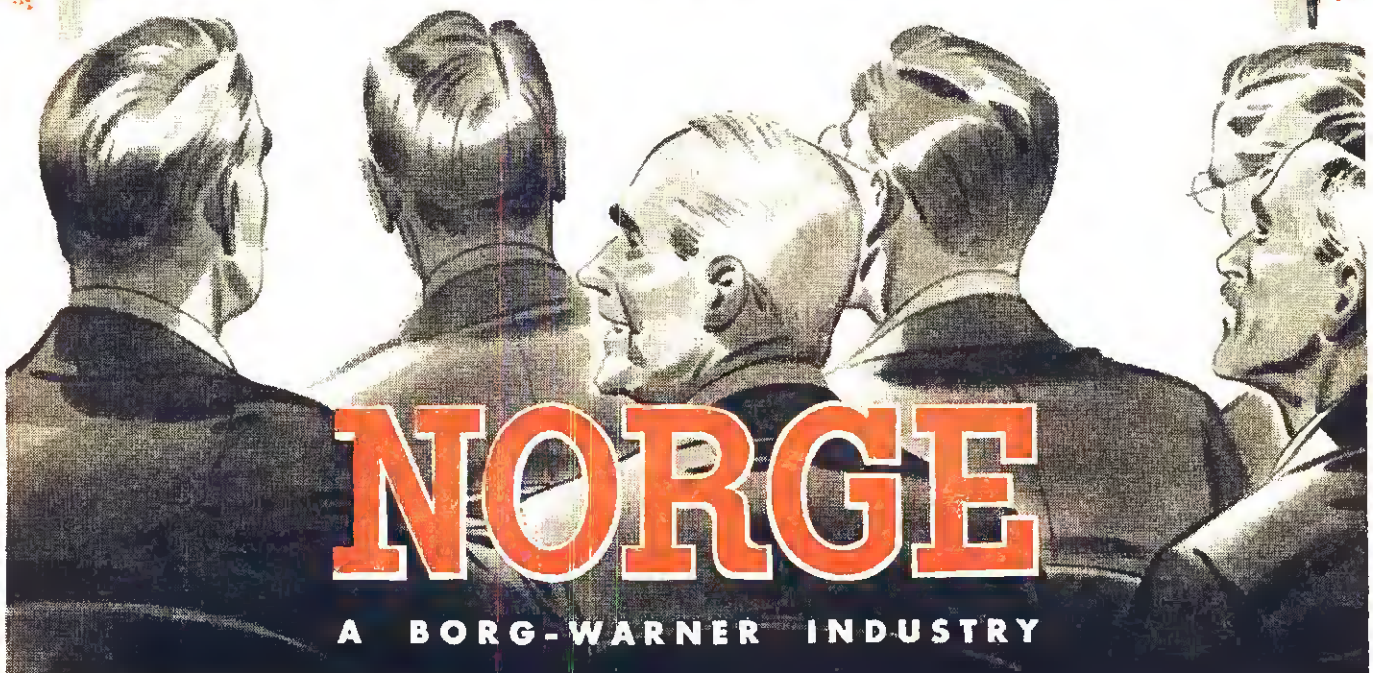
8 NORGE ADVERTISING IS PRE-SELLING PROSPECTS

—Aggressive and consistent national magazine advertising is a well-known Norge policy. Local advertising on a generous cooperative basis is offered to the dealer.

9 NORGE PERSONNEL IS EXPERIENCED

—A large percentage of Norge factory men and distributors have been on the job for ten years and more. This means that a well-seasoned personnel works with and gives friendly counsel to the Norge dealer.

NORGE DIVISION, BORG-WARNER CORPORATION, 670 EAST WOODBRIDGE ST., DETROIT 26, MICHIGAN





It's CQ

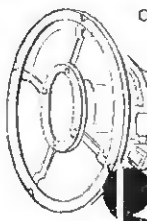
from the Battlefield Today!



You remember him, the kid next door who tinkered with short wave radio. Well, he's in uniform now, calling his CQ from foxholes in Italy and steaming Pacific jungles. Maybe, he's a radio operator on a bomber ... perhaps, he's an instructor. Whatever it is, you can be sure that his knowledge and experience are serving to help build a wartime communications system. Yes, from the hams came ready trained instructors, operators and engineers at a time when skilled technicians were vitally needed.

The radio amateur will be back one of these days, back to his much-loved tinkering. He'll want new equipment to add to his short wave rig. . . . He'll be looking for a JENSEN speaker because he wants highest fidelity in music, code and voice reproduction. There is no finer acoustic equipment than JENSEN reproducers.

*Manufacturers and Designers
of Fine Acoustic Equipment*



Jensen

RADIO MANUFACTURING COMPANY
6601 S. LARAMIE AVE., CHICAGO 38, U. S. A.

RADIO & Television RETAILING • June, 1944



You Can Count on...

HOWARD

AMERICA'S OLDEST RADIO MANUFACTURER

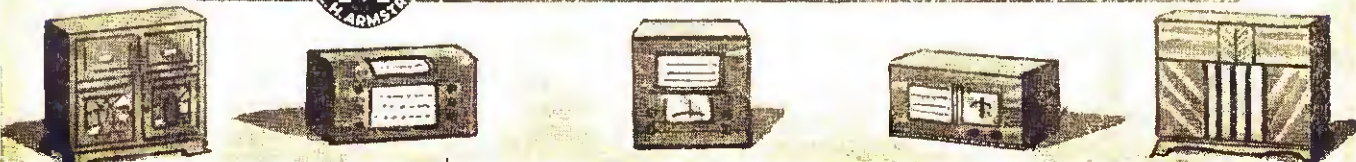
New Howard Models Will Reflect Skills Developed From War

Consistently, since the first days of radio, the name Howard has signified a tradition of progressive leadership and quality. Throughout these years, Howard has pioneered, developed and created the finest entertainment and communication instruments that modern engineering could produce.

With the coming of peace, the skilled craftsmanship and experience now devoted to Howard's 100 percent war program will be turned to the production of a striking new line of improved models — instruments incorporating every advancement for more enjoyable radio entertainment.

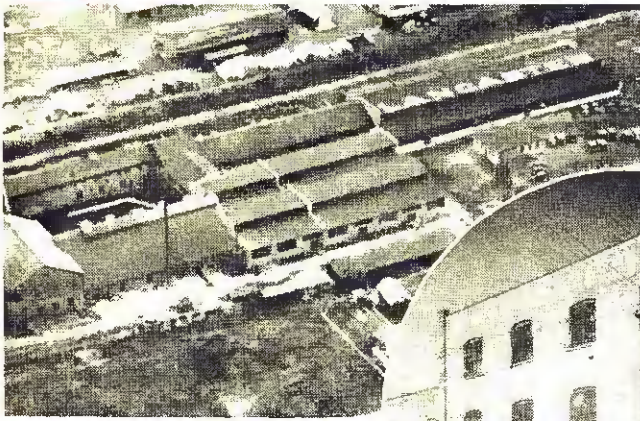


HOWARD RADIO COMPANY
1731-35 BELMONT AVE. • CHICAGO 13, ILL.

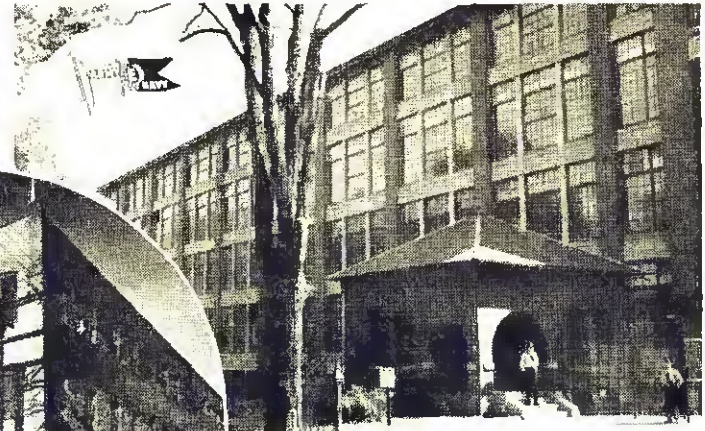


THIS IS **5** GREATER

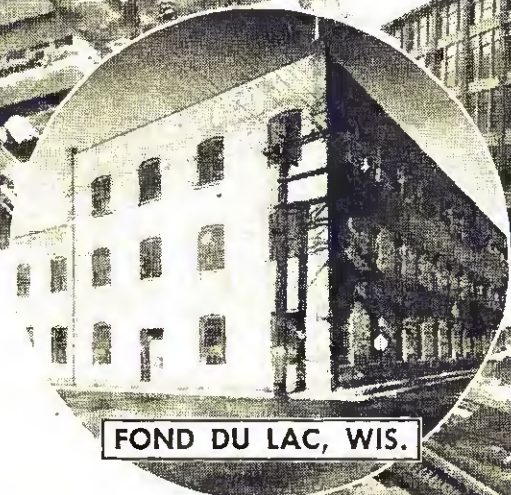
5 LARGE RAY-O-VAC PLANTS - PLUS



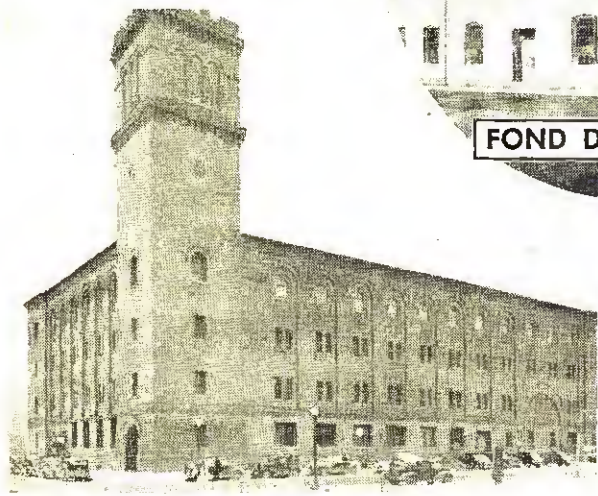
LANCASTER, OHIO



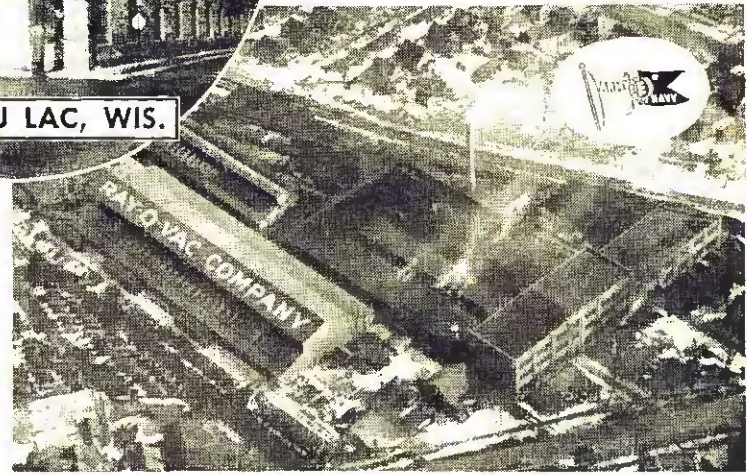
CLINTON, MASSACHUSETTS



FOND DU LAC, WIS.



SIOUX CITY, IOWA



MADISON, WISCONSIN

RAY-O-VAC helped develop small cell portable radio batteries before the war. Performance records during the war have proved that these batteries can stand the test of toughest military usage.

RAY-O-VAC delivers these, and other batteries (including LEAKPROOF flashlight batteries) in ever increasing millions. Ray-O-Vac's production efforts have merited Army-Navy "E" awards to two of its plants.

The Great Battery Name
RAY-O-VAC BATTERY COMPANY

RAY-O-VAC

2 GOVERNMENT OWNED PLANTS RAY-O-VAC OPERATED



R M R—MADISON, WIS.

Right: MILWAUKEE, WIS.

Batteries, so vital in modern warfare, and other important war products pour from these 7 Ray-O-Vac plants in tremendous quantities. On all the battle fronts around the world Ray-O-Vac batteries are used in flashlights and signal lights, in telephones, handy and walkie-talkies, in bazookas and in other important equipment. The "know how" we have gained in this unprecedented battery production will have a far reaching and powerful postwar effect for Ray-O-Vac dealers and distributors.

RAY-O-VAC
LEAKPROOF
BATTERIES



NOW GO 100%
TO OUR
ARMED FORCES

Of the Future..
MADISON 4, WISCONSIN



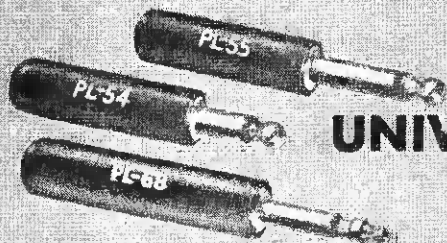


UNIVERSAL MICROPHONES IN MILITARY APPLICATION



Universal takes pride in producing these three types of Microphones at the request of the U. S. Army Signal Corps. These units represent but a small part of the skill and experience which has produced over 250 different types and models made available to our customers. From Submarine Detectors to High Altitude Acoustic units, Universal's Engineering experience has covered World War II.

These Microphones built without peace time glamour have every essential of military utility. When peace comes, Universal Microphones, with many innovations of design and accoutrements, will enter upon the post-war scene. Universal includes among its electronic communication components, in addition to microphones: Plugs, Jacks, Switches, and Cord Assemblies.

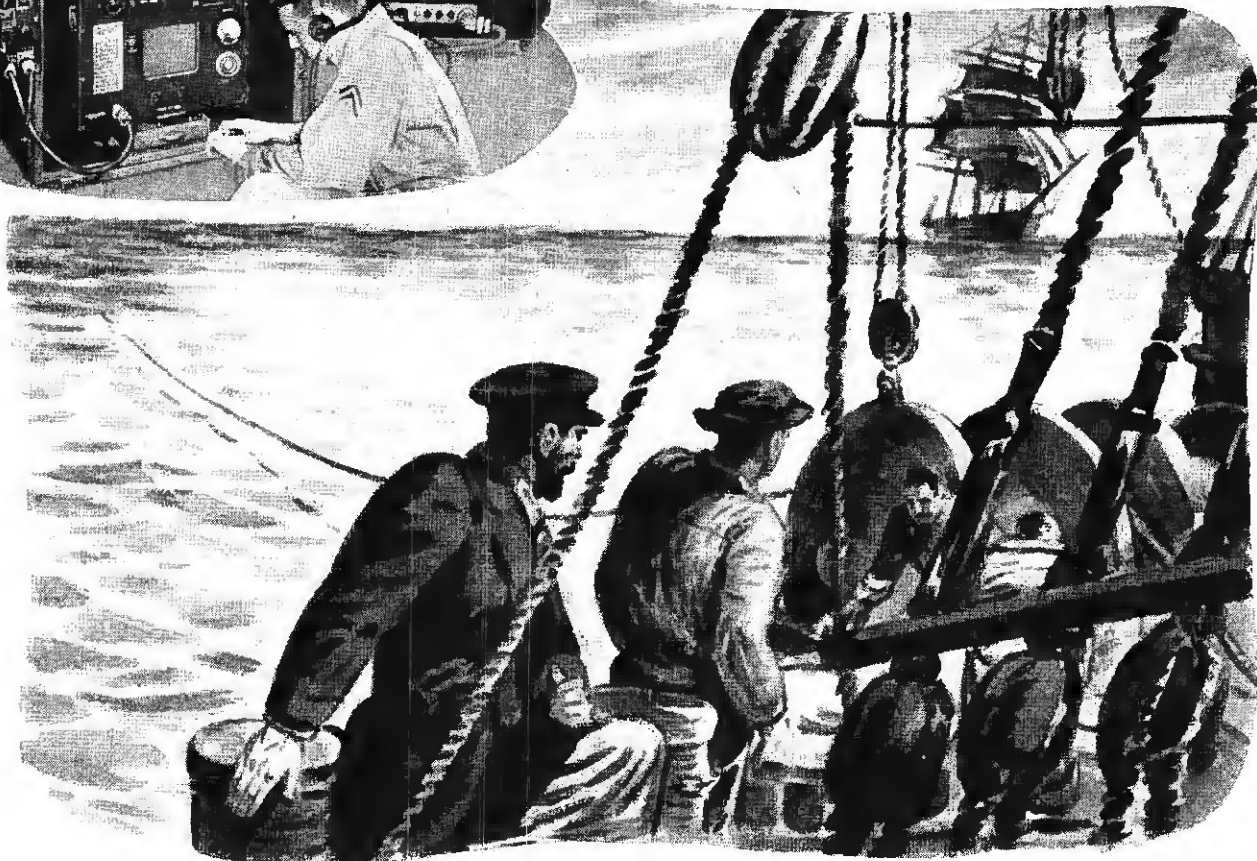


UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

When the Atlantic Cable Broke . . .

1859: The world was spellbound when the first telegraphic message was sent across the Atlantic by cable. But in three months that first cable was broken. Seven long years elapsed before a new Atlantic cable was laid. And in the meantime, news had to travel the old slow way . . . by ship.

1944: Today, the miracle of instant two-way radio permits split-second communications between remote continents and isolated islands. Our fighting forces on land, sea and air are in constant touch with each other. Radio and electronics are winning battles, saving thousands of lives, helping to speed Victory.



Sentinel

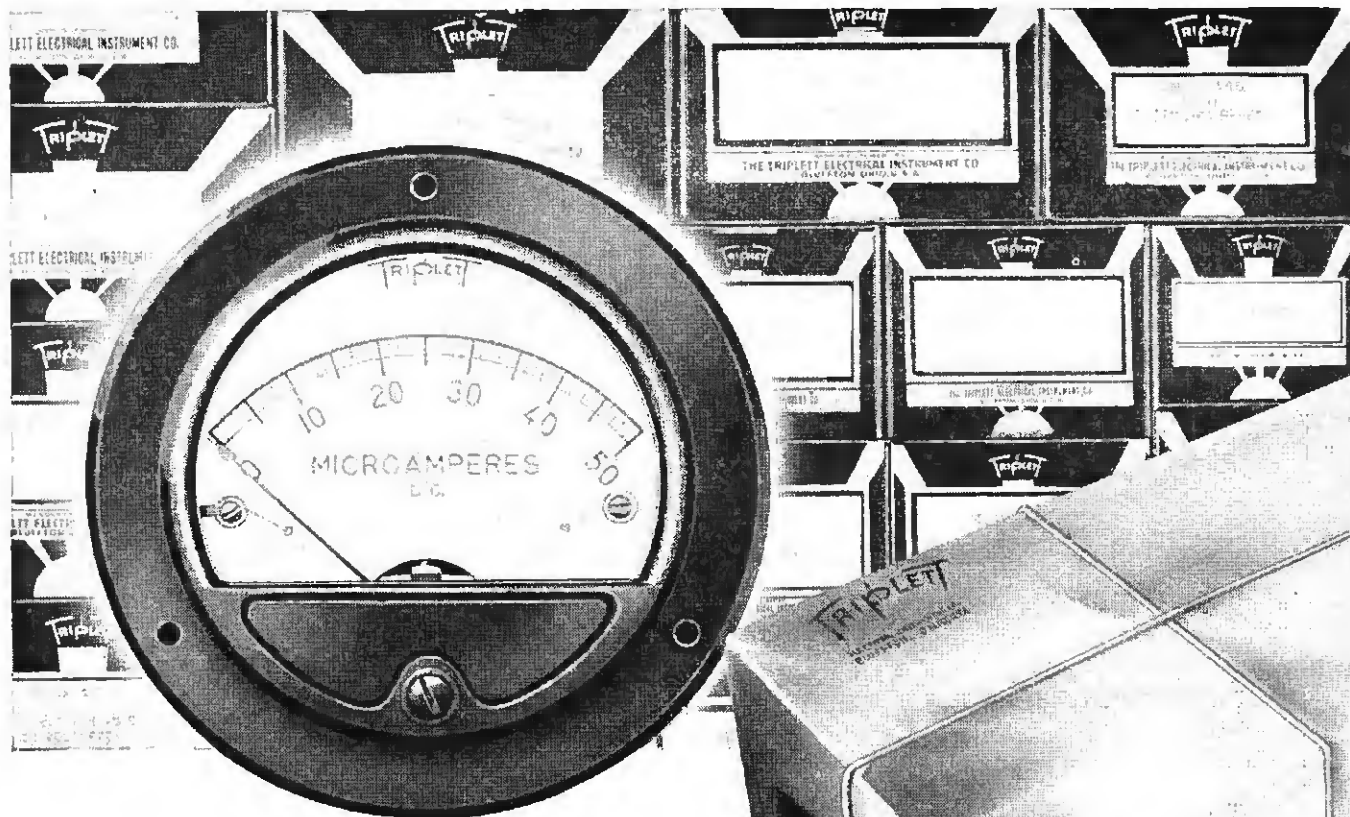
America owes to science an eternal debt of thanks for its ceaseless research in the realm of radio and electronics.

Since Pearl Harbor, SENTINEL has devoted all its resources, all its skill, to producing radio equipment for our armed forces.

When peace has been won, we promise all of our dealers SENTINEL Radios far finer in tone and performance—more salable and more profitable than the most optimistic pre-war expectations.

SENTINEL RADIO CORPORATION
2020 RIDGE AVENUE, EVANSTON, ILL.

Quality
Radio Since
1920



INSTRUMENT DELIVERIES!

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

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

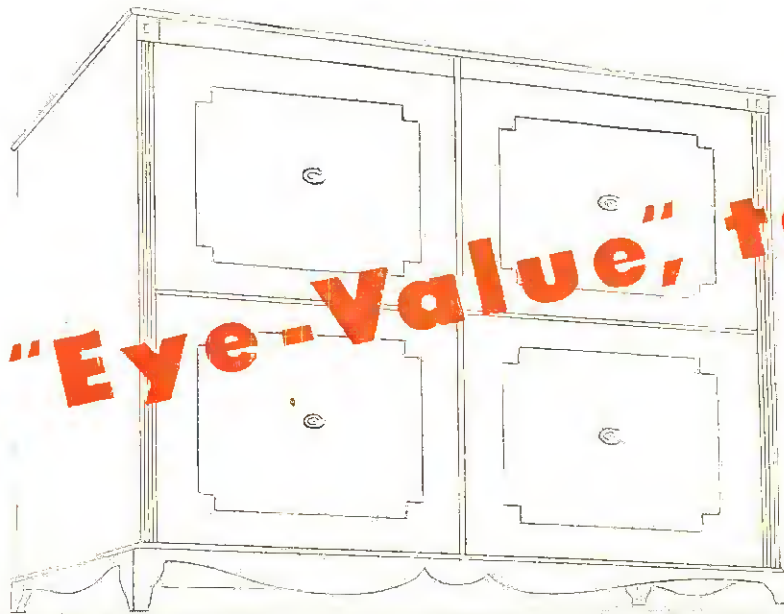
D'Arsonval Moving Coil D.C. Instruments Electrodynamometer A.C.-D.C.
 Double Iron Repulsion A.C. Instruments R.F. and Rectifier Types: Sizes 2" through 7"

Triplet
 ELECTRICAL INSTRUMENT CO.
 BLUFFTON OHIO ***

STANDARDS ARE SET BY


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

In "Eye-Value," too



Yes, even the cabinets of Temple radios will be Temple-built — another important factor vital to postwar production, postwar deliveries, and postwar retailing. What's more, Temple radios will be as distinguished in outer beauty as in mechanical excellence — *real* furniture, expertly designed, acoustically perfect, *finest made!* Another selling plus that invites you to "team up with Temple".

TEMPLE TONE RADIO COMPANY, MYSTIC, CONN.

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



Buy
U. S. War Bonds

Yes, in Cabinets, too . . .

Here **FM** will also mean **Finest Made!**

Licensed under
Armstrong & RCA Patents



...mies of enemy-held coast has been gained. . . .

Everest Topped by Flier's Find?

(At a U. S. Air Base) An American flier said today that while flying an uncharted route across part of China, he was surprised to find that his altitude of more than 30,000 feet left him still some 2,000 feet below the peak of a mysterious mountain which reared its cloud-shrouded heights alongside his course.

Mt. Everest, world's highest known peak is 29,141 feet high. Thus, it appeared that the new, unnamed mountain might prove to be a record-breaking height if later exploration corroborates the aviator's observations.

...st push distan
Ac
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front
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Brita
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Bis
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bel
va

a new HIGH...

The war's end will bring the day when scientific expeditions may verify a new high on the world's roof. When that time comes, the world will also know a new high in the quality of electronic products . . . through radio and other electronic devices built by

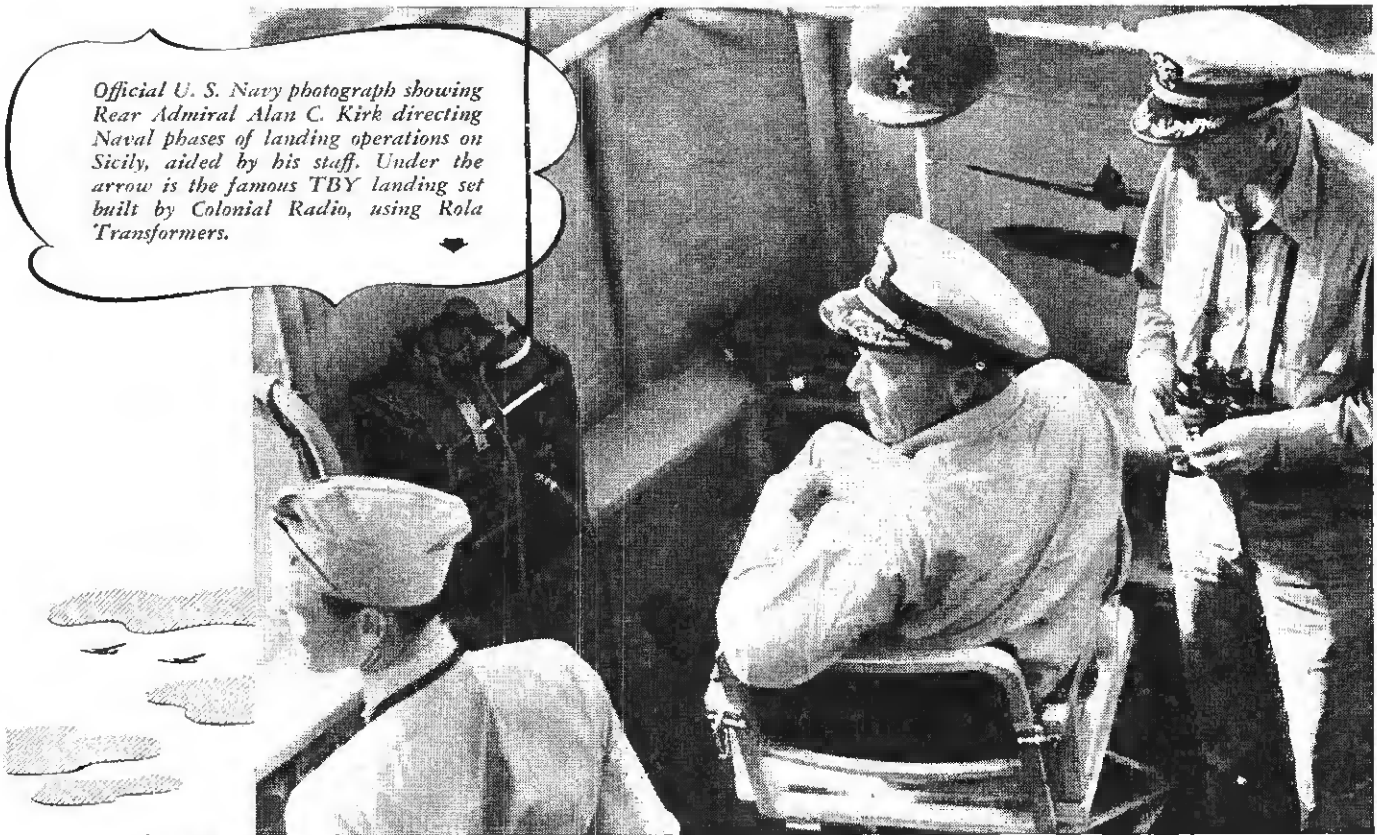
BUY WAR BONDS
5th
 WAR
 LOAN
 Buy More Than Before

DETROLA RADIO

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

G. RUSSELL FELDMANN **dr** PRESIDENT

Official U. S. Navy photograph showing Rear Admiral Alan C. Kirk directing Naval phases of landing operations on Sicily, aided by his staff. Under the arrow is the famous TBY landing set built by Colonial Radio, using Rola Transformers.



“Design for Invasion”

MONTHS ahead of landing operations the military plans are laid, and often . . . months ahead of that . . . new equipment to serve some new and vital purpose has to be designed and built.

We're now in the invasion phase of the war and with so much staked on the *availability*

and *dependability* of Communications, the makers of this equipment have been asked again to increase their output.

The Electronic Industry has done a good job. Now, it must do a *better* one and Rola will contribute to the full extent of its facilities, its knowledge and its ability.

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 & Television RETAILING • June, 1944

Ammunition . . .



VICTORY
PAPER TUBULARS
Aerovox Type 684V

AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
684V	VPC-2	600	.001	\$0.20
684V	VPC-3	600	.002	.20
684V	VPC-4	600	.005	.20
684V	VPC-5	600	.01	.20
684V	VPC-6	600	.02	.20
684V	VPC-7	600	.05	.25
684V	VPC-8	600	.1	.30
684V	VPC-9	600	.25	.45

VICTORY
ELECTROLYTICS
Aerovox Type PRSV

AEROVOX CAT. NO.	A.S.A. SPEC. NO.	D.C. W.V.	CAPACITY M.F.D.	LIST PRICE
PRSV	VEC-10	25	25	\$0.60
PRSV	VEC-2	50	10	.55
PRSV	VEC-3	150	20	.75
PRSV	VEC-4	150	20-20	1.30
PRSV	VEC-5	150	50	1.10
PRSV	VEC-6	250	20	1.00
PRSV	VEC-7	450	10	.85
PRSV	VEC-8	450	10-10	1.40
PRSV	VEC-9	450	40	1.75

for the HOME RADIO FRONT

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

AEROVOX VICTORY PAPER CAPACITORS are simply certain selected values in the long-established Aerovox Type 684 tubular line. Millions already in daily use. En enviable performance records. Conservatively rated non-inductive vacuum-impregnated paper sections in extra-wax-sealed cartridges. Yellow-black-red varnished label jackets. They are just as good as they look.

AEROVOX VICTORY ELECTROLYTICS are selected values of well-known Aerovox Type PRSV Dandees. Again, millions already in daily use. Conservatively rated dry electrolytic sections in sturdy tubular housings. Extra-wax-sealed. Built for tough going.

For the duration... for dependable servicing... you can count on Aerovox Victory Capacitors: truly ammunition for the home radio front.

SEE OUR JOBBER... Consult him regarding your wartime capacitor requirements. He carries a stock of essential replacements for your regular servicing and maintenance needs. And for your more special needs, if they have a war significance, he can get unusual items on high priorities.



INDIVIDUALLY TESTED

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A.

SALES OFFICES IN ALL PRINCIPAL CITIES

Export: 13 E. 40 St., New York 16, N. Y. • Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

PRE-WAR... FASTEST GROWING!

For two years before the war, Crosley had been expanding and progressing at the fastest rate in the company's history. Sales of Crosley Refrigerators with the patented

Shelvador* were twice the industry average. Radio sales were up 68% in 1941 and even higher in 1942 when production of civilian radio was stopped. * Reg. U. S. Pat. Office

POST-WAR... EVEN HIGHER GOALS!

The exacting standards of war production have been met by an engineering department increased 12-fold; by 10 times as many people on quality control; by complete moderni-

zation of every plant, and the purchase or construction of new plants. Result: greater-than-ever facilities, production skill, and a Crosley management ready for the post-war period.

Only Crosley has the extra available space and twice as much food to the front found exclusively in

The SHELVADOR



**TWICE AS MUCH
FOOD TO THE
FRONT**
...within easy reach!

Only Crosley has the unique invention which virtually eliminates surface scratch and needle noise.

The FLOATING JEWEL



The Floating Jewel stylus plays on the sides of the groove instead of the bottom. The up-sweep of Crosley Radio and Radio-Phonograph sales just before conversion was aided by this exclusive Crosley invention. New sets will be even finer when civilian production is resumed.



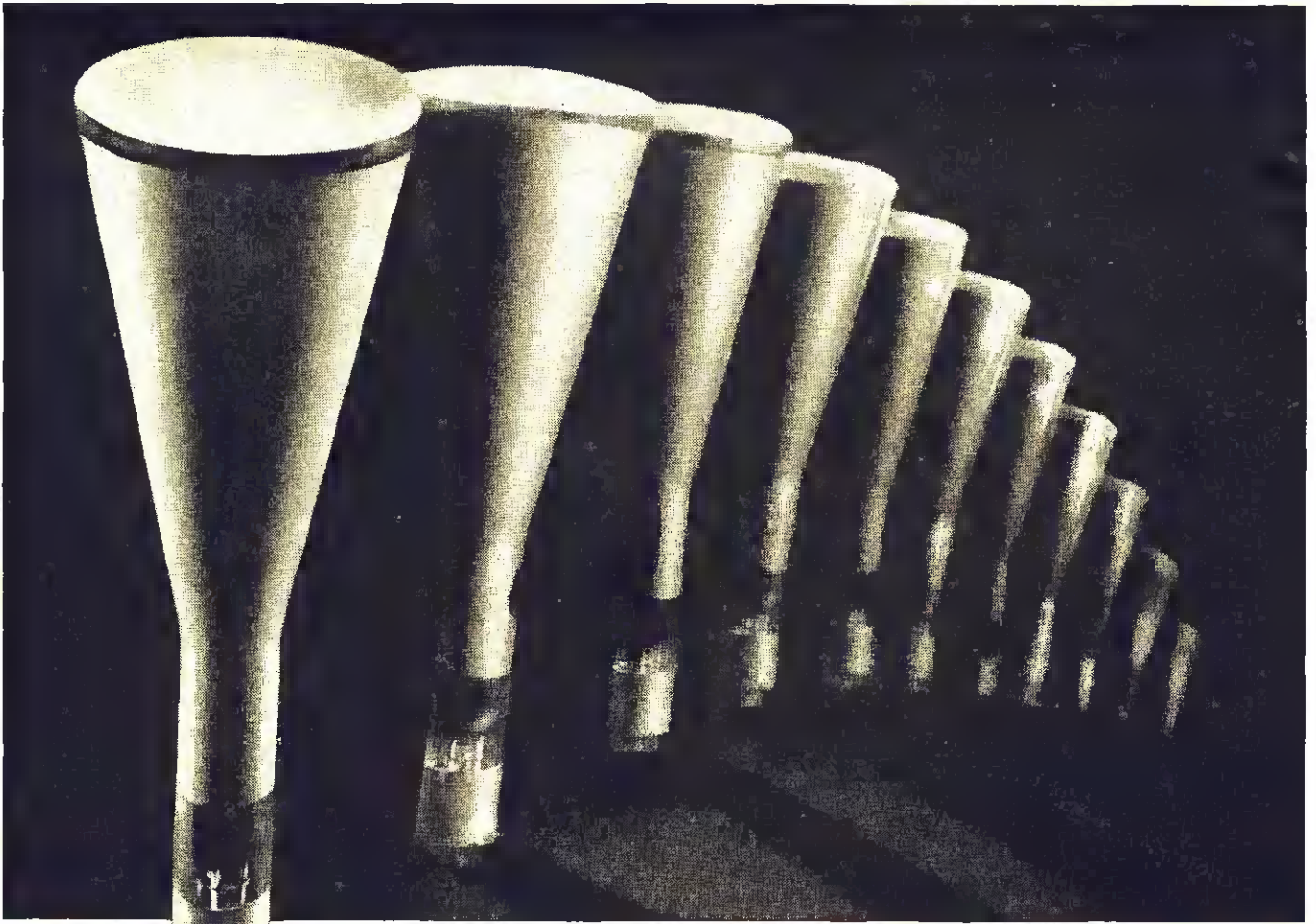
CROSLLEY



THE CROSLLEY CORPORATION • CINCINNATI, OHIO

Peacetime Manufacturers of Radios, Refrigerators, Household Appliances, and the Crosley Car. Home of WLW, "the Nation's Station"

See Crosley Exhibit, July 6th to 15th—spaces 44 to 48 inclusive—17th floor, American Furniture Mart.



GOOD NEWS FOR TELEVISION!

Since National Union established new production records on cathode-ray tubes—the dream of low-cost television for the average post-war home has taken a long step toward fulfillment.

Consider the fact that National Union has succeeded in raising its cathode-ray tube production to a volume many times greater than the combined pre-war C-R tube output of the entire industry! To achieve such a production miracle required, of course, completely new techniques, new mechanical aids to operators, new quality control measures. But above all, it required imagination and technical capacity to cut loose from the long prevalent conception that the manufacture of cathode-

ray tubes was strictly a laboratory project. N. U. engineers proved that these laboratory techniques *could* be adapted to high speed streamline mass production. And, it is significant that N. U. C-R tubes have acquired at the same time an international quality reputation, with special distinction for their superior fluorescent screens.

National Union success in producing better television tubes at economical cost—is especially good news for servicemen now looking to television as a major source of post-war income. Remember to *count on* National Union.

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



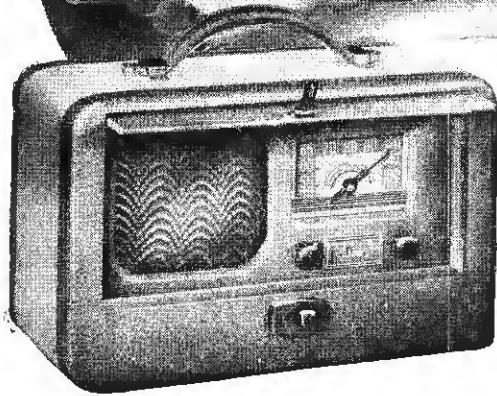
NATIONAL UNION

RADIO AND ELECTRONIC TUBES

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

JOAN ROBERTS
singing star of Broadway's
"OKLAHOMA".

"Oklahoma's"
JOAN ROBERTS
chooses
for her
postwar
radio • •
a GAROD
Portable



Famous Garod quality and tone will be supplemented by new developments of wartime experiences. In addition to the high quality line of television, FM and AM, radio and phonograph combinations, our engineers are now planning a line of "Packaged" sets, which will be sold from distributor-to-dealer-to-consumer with complete confidence that the radio within will function efficiently and satisfactorily. Thus, by reducing distribution costs and eliminating service headaches, your margin of profit will rise in proportion. *Inquiries regarding peacetime franchises are invited.*

"Still performing beautifully is the Garod portable I bought several years ago,"
Joan Roberts, lovely star of OKLAHOMA, told us the other day. *"Now I'm*
looking forward to the kind of portables you people will make after the war."

GAROD  **RADIO**

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

RADIO AND TELEVISION

and their post-war prospects as viewed by STROMBERG-CARLSON

WE have built radios since 1924 and commercial television receiving sets as early as 1938. Our confidence in the future of television is best evidenced by the fact that we have recently applied for a license to operate our own television broadcasting station. However, in estimating the post-war market for radio and television, we believe you—and we—will be benefited by taking a strictly business, common sense point of view.

The Television Prospect . . . as we see it

1. Television has a *great* future.
2. There is tremendous public interest in television. However, it will be several years after the war before enough television stations can be built to provide full national coverage.
3. As television broadcasting facilities develop—territory by territory—good business opportunities will be presented to you . . . and to us.

When television broadcasting develops in your territory, Stromberg-Carlson will have a full line of television receiving sets which will bring to this rich field the 50-year-old fact: "There is nothing finer than a Stromberg-Carlson!"

The Radio Forecast . . . in our judgment

1. There always has been—always will be—a profitable demand for a good radio and radio phonograph—a fine musical instrument.
2. For the immediate post-war years, the expanding market for FM receivers and phonograph combinations will provide your greatest profit opportunity.
3. We believe that such instruments must have superlative tone quality and an appearance in keeping with the best in furniture design.

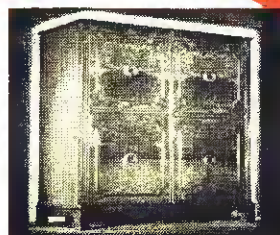
AND HERE'S OUR PLEDGE to get you back into profitable post-war business!

1. We will have—soon after Victory—a fine line of Stromberg-Carlson FM and AM radios, phonograph combinations and television receivers in a wide range of prices.
2. We will have a policy of distribution planned to give every Authorized Dealer a good profit opportunity on the Stromberg-Carlson line.
3. And the Stromberg-Carlson name will be even more widely and more favorably known than ever before.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS, TELEVISION,
TELEPHONES, AND
SOUND EQUIPMENT



O. H. CALDWELL, EDITOR
480 LEXINGTON AVE.

RADIO & Television RETAILING

Including Radio and Television Today

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

CIVILIAN RADIOS as 1945 opens! That is the possibility gleaned from Washington, if expected military plans work out successfully this summer and fall.

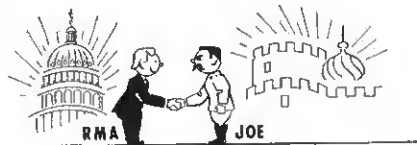
EVERYTHING DEPENDS on the progress of the Invasion. Already the radio industry has a safe and reassuring margin of surplus military-radio material all fabricated. This oversupply had to be made ready—"just to be sure!"

IF THE INVASION should slow down—or if an emergency should develop, created by some new enemy weapon,—additional military-radio production might be suddenly ordered, throwing possibly another two billions of radio contracts into the radio industry's hands.

RADIO MANUFACTURERS are the boys who hold the bag when some new electronic gadget is thought up by the bright lads of the Office for Scientific Development. For such new radio defense mechanisms must go not only onto all current plane and ship output, but enough has to be manufactured to equip all the 100,000 planes and thousands of ships already in use!

AIRPLANE PRODUCTION is now levelling off and may be tapered downward, but the radio industry still has a backlog of equipment to supply to earlier planes, as the radio-electronic complement of planes becomes more and more elaborate.

"EQUALIZATION" is the new big word in radio factories' relations with the WPB's eventual "reconversion" efforts. For the radio factories, under war pressure, have been handed unequal overloads,—and now all these plants, through sub-contracting, must be scheduled back to the approximate status at which they entered war work. So that when reconversion time comes, all will "start equally," on the basis of their pre-Pearl-Harbor status.



RMA MEMBERS heard some impressive reports on Russian radio production and future radio markets from Ray Ellis, director WPB Radio Division, who has just returned from six weeks of visits to Soviet radio plants. Future radio sets for Russia's 190,000,000 people, are already being designed around American standard tubes and components.

EXPECTED 20% CUT in airplane production will have faraway repercussions in the component field. For example, resulting cut-backs on electric motors may make

available plant capacity to produce small motors for home washers, refrigerators, and vacuum cleaners, sooner than had been expected.

TWO-THIRDS OF WOMEN interviewed already have television sets on their postwar buying lists, reports Mc-Calls from its recent survey of 11,000 homes. Then there were 14% who declared themselves definitely "not interested."

COMPLETE HOME LAUNDRIES will be promoted just as the complete electric kitchen was pushed before the war. Shrewd Jud Sayre of Bendix will probably supplement his automatic washer with a clothes dryer and an ironer, but will stay away from an electric water heater.

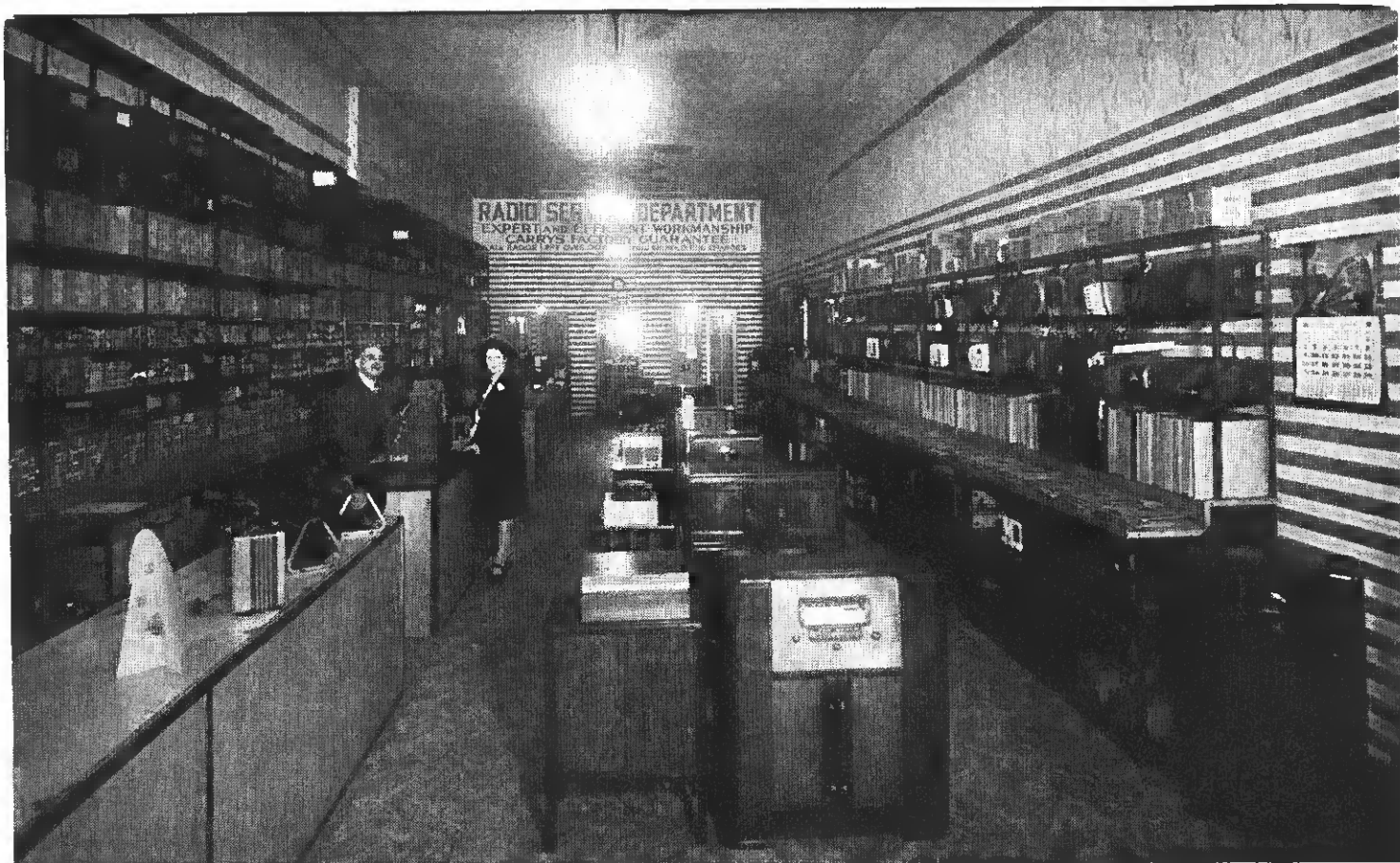


"——X——!! XXX——" to censor recent remarks by retail radiomen about the new OPA regulations on radio tubes. Squawks center on (1) the 90-day guarantee (retailers say they take the beating on this, since they cannot get adjustment themselves on tubes they've had in stock over 90 days—but must guarantee them to the customer) and (2) the ceiling prices on tubes. (Retailers claim some of these "standard" prices are lower than they were before the regulation went into effect last month . . . thus their profits are cut.)

SHIP-BUILDERS and airplane makers are reported planning to go into household-appliance and radio business after the war, but so far there's little in the way of action. Aviation Corporation is definitely in the picture, with the hiring of Dr. A. J. Snow (of Sears-Roebuck fame) and Col. Philip J. Reilly.

ANDREW JACKSON HIGGINS, the ship and plane builder, caused quite a stir at the NEMA meetings in Chicago by sending up from New Orleans one of his executives who appeared to be interested in the manufacture of a complete line of home appliances. Higgins' California company is already building radios for the Government.

COPPER AND STEEL are again suffering severe shortages. The recent swing to heavy artillery, in doubled and redoubled output, has taxed the steel plants. And the new huge brass shell-casings have demanded copper in unprecedented quantities.



LARGER STORE for BETTER BUSINESS

Peoria Dealer Does Big Job With Car Radios, Used Records, Super Service

• When Henry Ancel came from Chicago, where he had been in the radio business for 20 years, to Peoria, Ill., 5 years ago and started an exclusive radio sales and repair business, it was with a well defined idea in mind. This idea was to provide the people of Peoria with a radio service of such high quality that his store would become a favorite center of activity for its radio fans.

Business Expanded

That he has furnished the kind of service that he planned is evidenced by the fact that 2 months ago, in spite of the shortage of radios, he was compelled to move to new quarters to get more space.

Located first at S. Adams and Franklin Sts., the two main traffic arteries of the city, with 720 square feet of floor space, Ancel handled several leading brands of home and

car radios and offered a high class repair and reconditioning service for all makes. In addition, he carried a large stock of used phonograph records. He specialized in car radio sales and service and home radio service.

Mr. Ancel's sales of new radios increased each year until 1941, the peak year. At the same time, he reconditioned trade-ins. When it became apparent that new home radios would soon be a thing of the past, he purchased as many of these as possible, along with many used sets. He intensified the repair end of the business and the selling of used records. He built up the latter until he now carries on hand a stock of 5000 used discs. He was first in the city to feature used records.

Today he has one of the biggest service businesses in the city and has a large stock of parts and supplies.

When he had to have more space, he wanted to remain in approximately the same location so customers would not lose track of his store. He moved to 420 S. Adams St., in the middle of the same block where his former store had been. Here he has a total floor space of 2000 square feet on the main floor, and a basement of the same size where car radio work is done. About 70 per cent of the street floor is used for a display and sales room and the balance for home radio service.

Service Leads

A large stock of new car radios is still on hand and the sale and installations of these, together with the sale of used radios, furnishes about 30 per cent of the total business. The sale of used records comprises 20 per cent of the total business. Service business has increased more than 100 per cent and at present furnishes about 50 per cent of the total business.

Mr. Ancel has always depended upon newspaper advertising. He makes no great splurges in adver-

Henry Ancel waits on customer in his well arranged store.

tising but carries a small display ad consistently in each Sunday issue of the Peoria papers. The ads feature used records and radio service.

The papers cover a considerable outlying territory and a large percentage of customers come from outside the city. Mr. Ancel makes it a point to give as quick service as possible to all customers. He features a two-day service on radio repair and reconditioning but with customers from outside the city, he tries to speed up the service. In the majority of cases, outside customers get service the same day. A free parking lot at the rear of the building is maintained for those having car radios installed.

Fair Dealing

"I think it no more than fair," says Mr. Ancel, "to give preference to out-of-town customers. When people come in from 20 to 40 miles away, we do not believe they should have to make two trips, not only because of the inconvenience to them but also because we figure we are helping in the war effort by saving them all the gas and time possible.

"We also do a large used record business with customers from outside the city. It is surprising how many old phonographs are still in use in the country. Of course there are many modern combination sets in use in the country and small towns, as well as in the city. Both groups furnish us with a ready customer list for used records. We find cowboy and western discs to be most in demand, followed by popular records, and then by old-time tunes."

Mr. Ancel recognizes the value of proper display and makes the best

possible use of both floor and window space.

The window, arranged pine-board style, displays car and small home radios, records, available small merchandise.

The long display room is fitted with shelves its entire length on both sides. All merchandise is kept on display, none is hidden. The shelving has a wide ledge at the bottom. Mr. Ancel is a firm believer in open displays—those that are accessible to customers where they can see and handle the merchandise, and to a large extent wait on themselves.

Four demonstration rooms are installed in the rear of the store, each provided with a record player.

In addition to doing some service work himself, 2 full-time employees

work in the service department. These experienced workers make possible the quick service for which the Ancel store has a reputation.

Experts Only!

"We have enjoyed a good business," says Mr. Ancel, "because we apply the Golden Rule to every business transaction. We not only feature quick service but we guarantee every service job and every piece of merchandise that leaves our store.

"We employ only experts to do our work. We have the finest equipment, including an oscilloscope, an oscillator, several kinds of meters.

"Everything we put out must be right, and to the entire satisfaction of the customer. We figure it is better to have a list of permanent, satisfied customers than to cater to



Above, experts at work in Ancel's service department turn out guaranteed jobs. Below, Ancel's window clearly displays his wares.

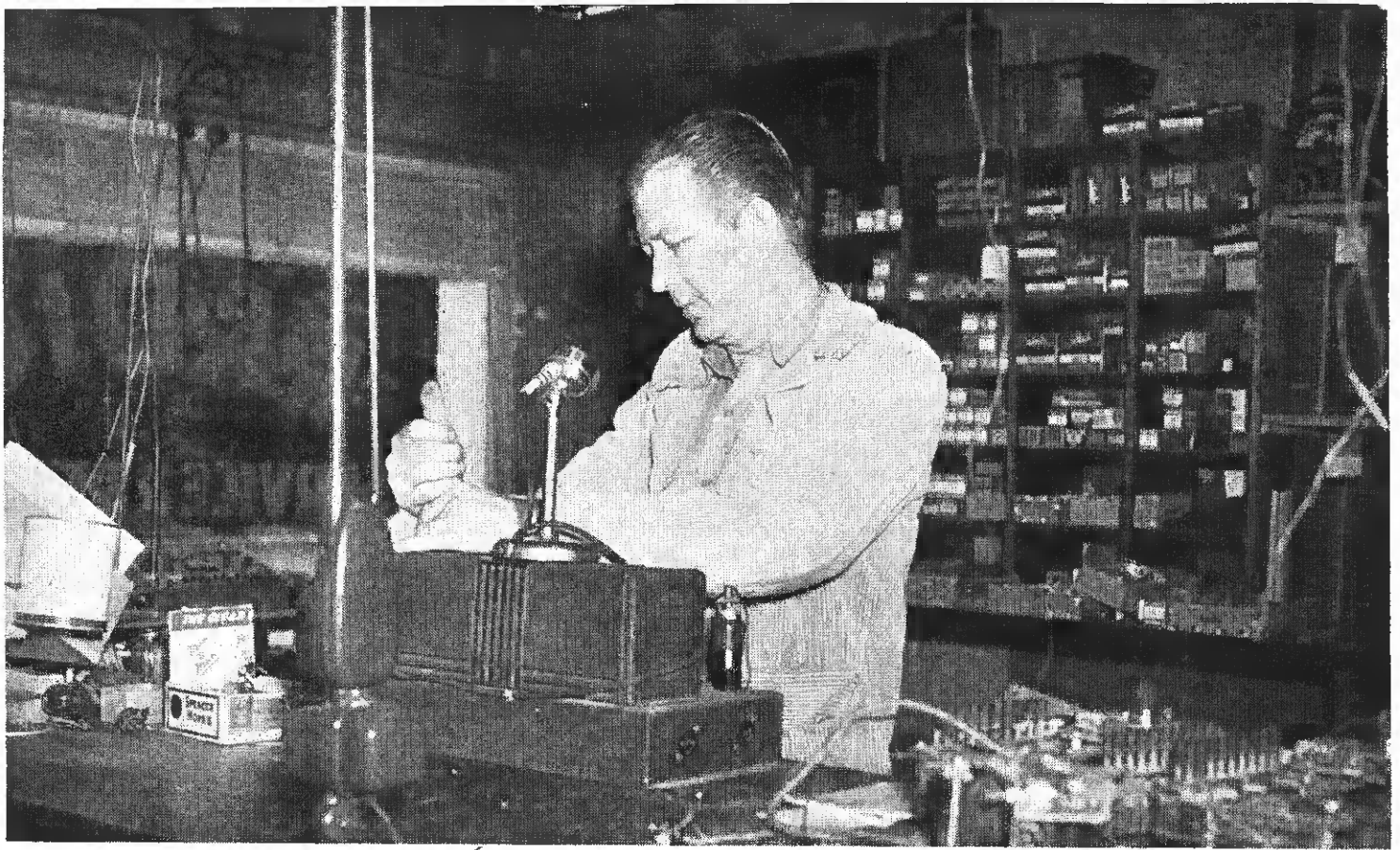


transient trade. We believe that we get many new customers from word-of-mouth advertising of our permanent clientele.

Service Is No Step-child

"While formerly new radio sales furnished a large percentage of our operation, we have always maintained our service department as an integral and paying part of the business, rather than as a liability or expense.

"We have always taken just as much pride in doing a good job of reconditioning radios as in selling new ones. Because of our attitude toward the service end of our business, we have built up the largest business of its kind in the city."



Their Business is "SOUND"

***The Texas Porter Brothers Specialize in
Radio, Public Address and Juke Boxes***

● "A physician is generally selected because of his reputation. When this doctor makes an examination, he makes a professional charge regardless of whether or not the patient is treated—and if he does operate, he has the proper surgical tools and facilities to do a professional job.

"Probably the human body is a little more important to the average person than his radio, but under today's conditions, many people apparently think more of their radios . . . and today and every day, we run our radio business on the same professional standards that doctors and other professional people employ."

The speaker is Jess Porter—and Jess speaks for himself and 5 brothers who own the Southern Radio Sales & Service, 3300 Louisiana St., Houston, Texas.

This family-owned organization is

probably one of the best equipped radio service shops in the entire Southwest. The company occupies a large building with a completely equipped repair department, a wood working section with all equipment, a paint shop and other facilities.

Well Equipped

The radio repair department is equipped with a signal generator, a multi-meter, mounted turret fashion so that it can be swung into any position for the worker. There are movable lighting fixtures to spot a light on any point.

The Porters are Ernest, Jess, Bob, Cliff, Gray, and Virgil. Ernest and Jess did their bit overseas in World War I; Cliff, Gray and Virgil are serving with Uncle Sam's armed forces in this war . . . their brothers are carrying on the business.

The Southern Radio Sales & Service Co., does not maintain a pick-up and delivery repair service. All the work the firm can handle is brought into the shop. In rare instances, to help out a friend and customer, a pick-up is made.

There are no free jobs or free inspections in this service shop. There is even a charge for testing tubes, for it takes money to purchase tube testers and this equipment is made to pay a profit.

Prices Made Clear

When a radio is brought in, the owner is told that the big part of the job is seldom the labor in making the repair, but the time spent in going over the set to determine the trouble. There is a flat charge of \$2.00 for the first hour or fraction thereof for checking or working on any set—each additional hour is

← Bob Porter working on sound equipment.

\$1.50. All parts are charged out to the job at cost, plus 40 per cent.

When a radio set is taken in, a time ticket is attached to the set and the time recorded on this tag. If a repairman checks the set for 30 minutes, finds he must wait for parts, the time is recorded. Then, when the job is picked up again, the time on the set starts again.

Professional Angle

One of these radio shop owners explains it this way: "Every person must make a profit to continue in business. If we gave free inspections, we would have to overcharge customers on other things. We prefer to be truthful, professional and accurate in our charges and in our work."

This firm remakes and rebuilds most jobs as new parts and new tubes are very critical. "We would rather get in an old dilapidated set than a relatively new one," says Jess Porter, "for we can get parts and tubes for many old sets . . . jobbers had tubes for 2½ and 6 volt sets; but when the freeze came, tube makers were frozen, too, and it is almost impossible to get the popular high filament voltage types.

"We repair many tubes, as we are able to weld the filaments in certain types. We do everything possible to repair a tube and to save tubes. We convert many 12 volt sets into 6 volt sets, and make many adaptations by rewiring and using condensers, resistors, etc."

Juke Box Repair

The Southern Radio Sales & Service repairs a lot of juke boxes and public address systems. In fact, the Porter brothers own and operate 70 automatic music machines of their own, and repair many instruments for other operators. They are well equipped for this work and have specialized in it.

With amplifiers coming from the factory with 12 tubes, these service men have rewired and rebuilt all of their own to 5 tubes, and have done the same for many other juke box owners, saving the critical parts for future use.

Rebuilding their own juke boxes and many for other operators, is big business for this radio shop. Every effort has been made to eliminate service calls and to simplify maintenance. For instance, \$1700 worth

of old model selection boxes, costing \$50 each originally, have been put back into service after some experimenting, in removing the selector drum which would soon be giving wrong numbers.

The newer model boxes have replaced the drum with a disc selector type apparatus . . . but the Porter brothers have cut a disc from the drums of the old models and with some ingenious adaptations now have 34 of these boxes back in service.

These service men have gone over their 70 machines, and many for other operators, to re-inforce the mechanical units in the large cabinets. They have installed angle-iron braces, swung the units from the bottom instead of the top, to prevent sway and have installed automatic, in-

stead of manual, cut-outs.

In many locations, the mechanical unit is taken from the cabinet and placed on a low table or enclosure in the kitchen, or elsewhere in the building, to eliminate damage by customers who shake or hammer on the cabinet.

These remote units are installed in a reverse position, as all repair and adjustments are made from the back.

The Porter brothers are all electricians and good mechanics. They are good salesmen, too, and plan for that part of their business when radios and appliances are again available.

They expect someday to operate a sales department for radios, records and television receivers.

Jess Porter, left, and his helper, L. A. Cox, doing a smart job on juke box units.





Highlights of Nation-Wide Dealer Ingenuity

CLEARFIELD, Pa.—McNulty-Reed Radio Service (Charles and Harvey, respectively) are Motorola agents without sets for the present, but car radios represent about a fourth of their repair business. The work is referred by the large number of garage owners for whom they used to install sets.

Batteries for farm cabinets are not coming in as well now as they did a year ago, when the manufacture was halted, and there is also trouble with pick-ups for record players. Tubes for larger sets seem to be available in sufficient quantities, but those for the small receivers are very tight.

After-war plans call for the sending of mailing pieces to a long list of customers with specific needs, and they expect a large response.



LAUREL, Miss.—Mrs. W. L. Patrick, wife of the owner of Patrick's Radio Service, keeps the business going while he is off to the wars in the U. S. Army Signal Corps. Managing a 100 per cent increase in radio repairs, Mrs. Patrick works 12 hours daily, and reports an average of 75 sets moving through the shop weekly.

MARTINSBURG, W. Va.—Robert Dick, owner of Dick's Radio & Electrical Repair Service, 104 S. Water St., is his community's "radio rehabilitator!" Specializing in repair, he operates a one-man shop and succeeds in turning out volume work. One of his time-savers: "Localize trouble by signal tracing to find stage where trouble is; then test that stage's components with V.O.M."

BALTIMORE, Md.—The "Music Centre" is a new addition to the community at 313 N. Charles St. Opened by Ernest R. Fink in the face of current retrenchments, this shop is smartly appointed and features records and record accessories. Fink is planning now for future radio sales.

CHICAGO, Ill.—The Radio Clinic, 4952 W. Diversey Ave., operates a wartime radio repair service for the post office. Proprietor Joe Olesky says that this specialty alone provides him with full-time work. Sets damaged in transit are turned over to this dealer by the post office for repair, as their former policy of returning them to the manufacturers is no longer workable.

General Appliance Shop, 3334 N. Central Ave., finds rugs, gift novelties, and lamps sell well as alternate lines. Commercial stokers also help to fill the gap in appliance sales.

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

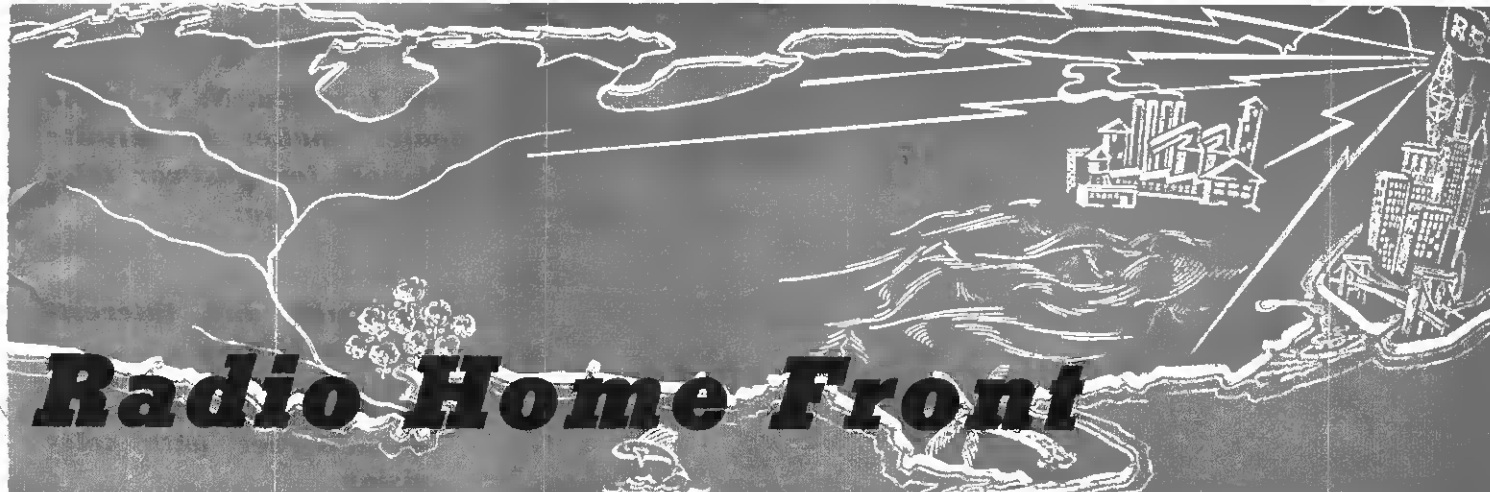
OGDENSBURG, N. Y.—Louis Webb's Radio Service is carried out on a time-allotment basis. 8 AM to 11 AM—home calls; 11 AM to 2 PM—auto radio work at his shop; 2 PM to 6 PM—service bench work on all other sets; 8 PM to 10:30 PM—makes the rounds on his juke box route and attends to commercial PA installations. Signs inform his customers of his day's routine, and Webb finds that customers will conform.

CHICAGO, Ill.—Jewelry, furniture and records are the articles now handled by the Baskind Radio Shop, 4009 W. North Ave. Albert Baskind, owner, enjoys a profitable trade from the neighborhood, having been at the same location for the past 15 years. Two servicemen are steadily employed in repairing radio sets.

There is a "Pay your light and gas bill department" which brings in many prospects for the merchandise in the shop. This store is one of the finest in Chicago.



ALBUQUERQUE, N. M.—Dealer Bernie May, president of May's Music Co., is interested in electronics! Piloting his own plane in tough weather across the Rockies to Denver, Col., he attended the General Electric Co.'s recent dealer meeting on electronics, postwar plans.



Radio Home Front

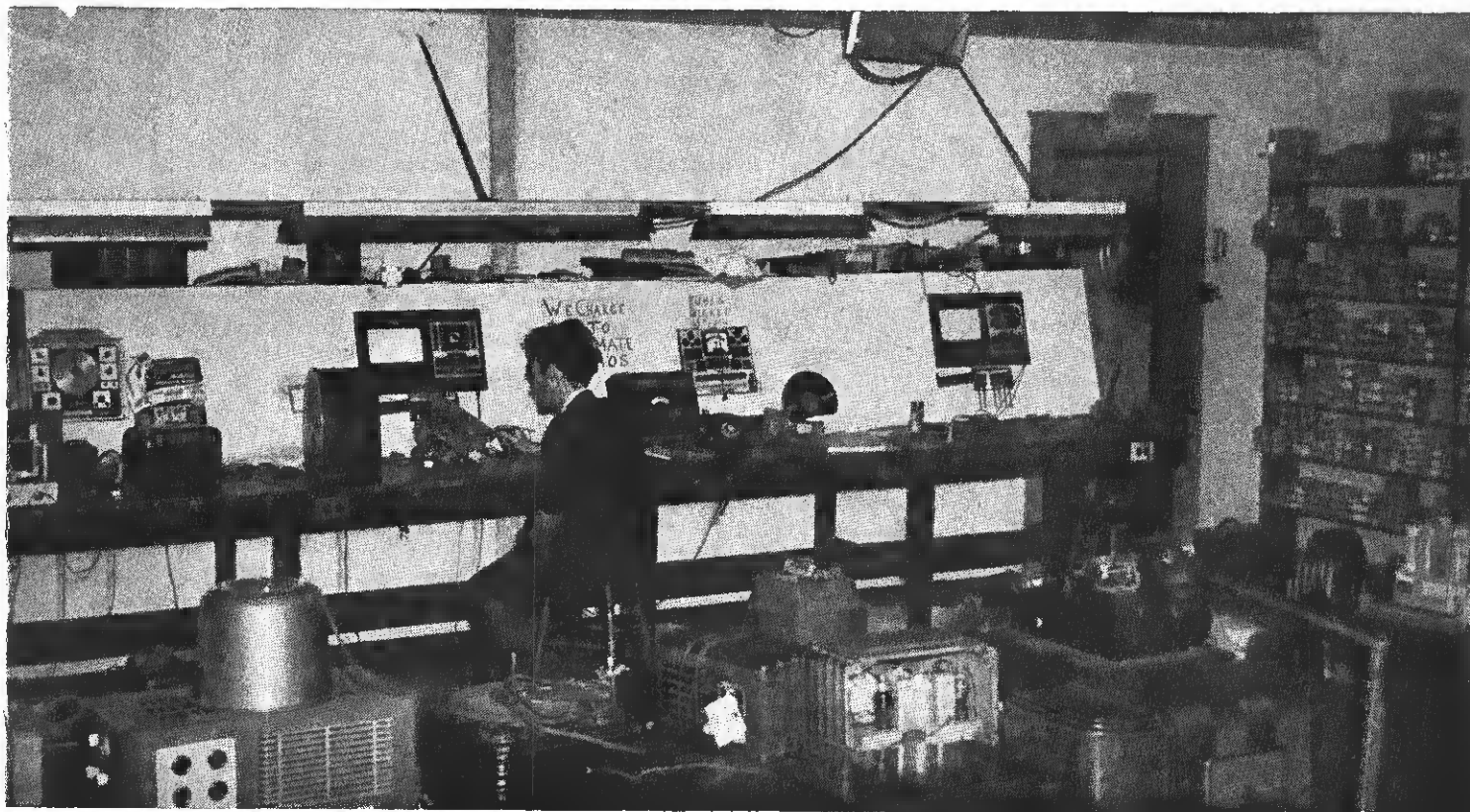
Service Shortcuts, Alternate Lines, Postwar Plans

RICHFIELD, Minn.—Lyndale Hardware advertises its radio repair department regularly in a local newspaper and handles about 90 repair jobs per month. Jim Norton, radio department manager, says that repairs range from \$1.50 to \$18.00 as a rule. Very few hardware stores are equipped to handle radio repairs, so Lyndale Hardware gets considerable business in this area. A lot of small appliance repairs such as toasters, electric irons, waffle irons, etc., are repaired here, as well as vacuum cleaners. After the war the firm expects to handle a full line of radios and other appliances.

JOLIET, Ill.—Surveys of the rural community hereabouts reveal that 85% of the farms have electricity and 95% have radios. Table radios are preferred, but there is little interest in short-wave reception or FM, the latter having come too late before the Pearl Harbor shutdown. "First buys" postwar will be washing machines, irons, refrigerators, and radios. There is interest in television, too, because farm families look forward to getting, by video, "movies" without long drives to town. Other future luxury-wants listed are electric mixers, ironers, toasters, and waffle irons.

JAMAICA, N. Y.—Carl Biderman, whose W-I-N-N Radio service station, 90-19 Sutphin Blvd., is the scene of a big repair business, keeps his two show windows working for him despite the fact that there is no merchandise to sell. He built a body-capacity magnetic relay, and put it behind a mirror in one of his windows. The passerby is invited, via a showcard, to place his hand on the mirror. This throws in the relay, and operates a turntable displaying used midget radios. Radio components and manufacturers' advertising pieces are also used for window display purposes.

NORFOLK, Va.—Specializing in radio, public address, sound on film, talking motion picture service, and television, Dennis Radio Service Co., 2716-18 Colly Ave., is doing lots of repair work, and the owner, J. N. Dennis, finds time to carry on electronic experimental work. He is preparing his business for the postwar television boom. Shown in the picture is E. H. Ewell, service manager.





Still at work on a television set. At left, one of his able assistants.

This Jamaica, N. Y., radio dealer makes a definite bid now for postwar television sales by:

- **Unusual and interesting display**
- **Familiarizing the man-in-the-street with television**
- **Experimenting now for the future**
- **Identifying himself in his community as its local television "wizard"**

TELEVISION TODAY for

● William Still, owner of Jamaica Radio & Television, Jamaica, N. Y., is a television enthusiast. He began working in television in 1938 and now features television exclusively.

Still's television store in Jamaica contains a well equipped service bench, a professional recording studio, and a television studio. The television studio is about 15 x 30 feet. A piano, microphone, and suitable props make this an ideal recording studio, too. A television camera using circuit features, developed by Still, is used to televise people who gather around his store three nights a week. Television receivers in the display window are connected to the camera so that the people in front of the store can watch their friends being televised.

Display Creates Prospects

A great deal of interest is aroused and people in the Jamaica area have quickly identified Jamaica Radio & Television as the place where television is known and understood. Customer goodwill and future prospects are created by these activities.

The television camera shown in an accompanying picture at right uses electronic view finding with a three-

inch picture tube mounted on the left side of the unit.

The video signal complete with synchronizing pulses operates standard receivers for monitoring and demonstration purposes.

In the recording room, a control console has been designed for television monitoring. Two turntables for recording and playback, a monitoring panel, amplifiers and an all-wave receiver make up the equipment in this control room.

Active in Pre-war Television Sales

In the 1939 and 1940 introduction of television to the public, Still sold and installed over 150 sets in the New York area. Of these 150 sets Still reports that over one-third gave satisfactory pictures immediately after installation and required no special work on the antennas. The remainder of the sets called for a more complete study of the problems of reception and in some cases a more elaborate antenna. In the latter group, the sets were primarily those installed in the multi-story building regions of New York City.

Before he was able to get television receivers, Still started to plug tele-

vision in his show windows, and in the attractive showroom he maintained. He talked television to all his customers, and sowed the seeds of desire in their minds. This man really knew all about television, but more importantly he made the people in his territory believe, because he was interested in selling something, that he, the dealer, was the television wizard, and no mistake about it.

When RADIO & Television RETAILING's reporter called on this dealer recently, he found that his entire store and show windows were just oozing television, and that the television "shows" this man gives three nights a week were packing people in.

Large signs in the show window of Jamaica Radio & Television call attention to the tri-weekly television demonstrations.

Test Proves Interest

In order to test what effect all this television propaganda was having upon the territory served by this dealer, the RTR reporter stopped 10 people on local streets, near and far from the dealer's store. Men, women and children were included, and every person when asked the question, "Isn't there a television expert somewhere

near here in business?" mentioned this dealer, and declared they knew that he was the leading television man.

Missionary Work Vital

The importance of becoming a missionary for your own business is obvious in television.

William Still has applied for an F.C.C. experimental television station license and is planning to set up complete studio and broadcasting facilities.

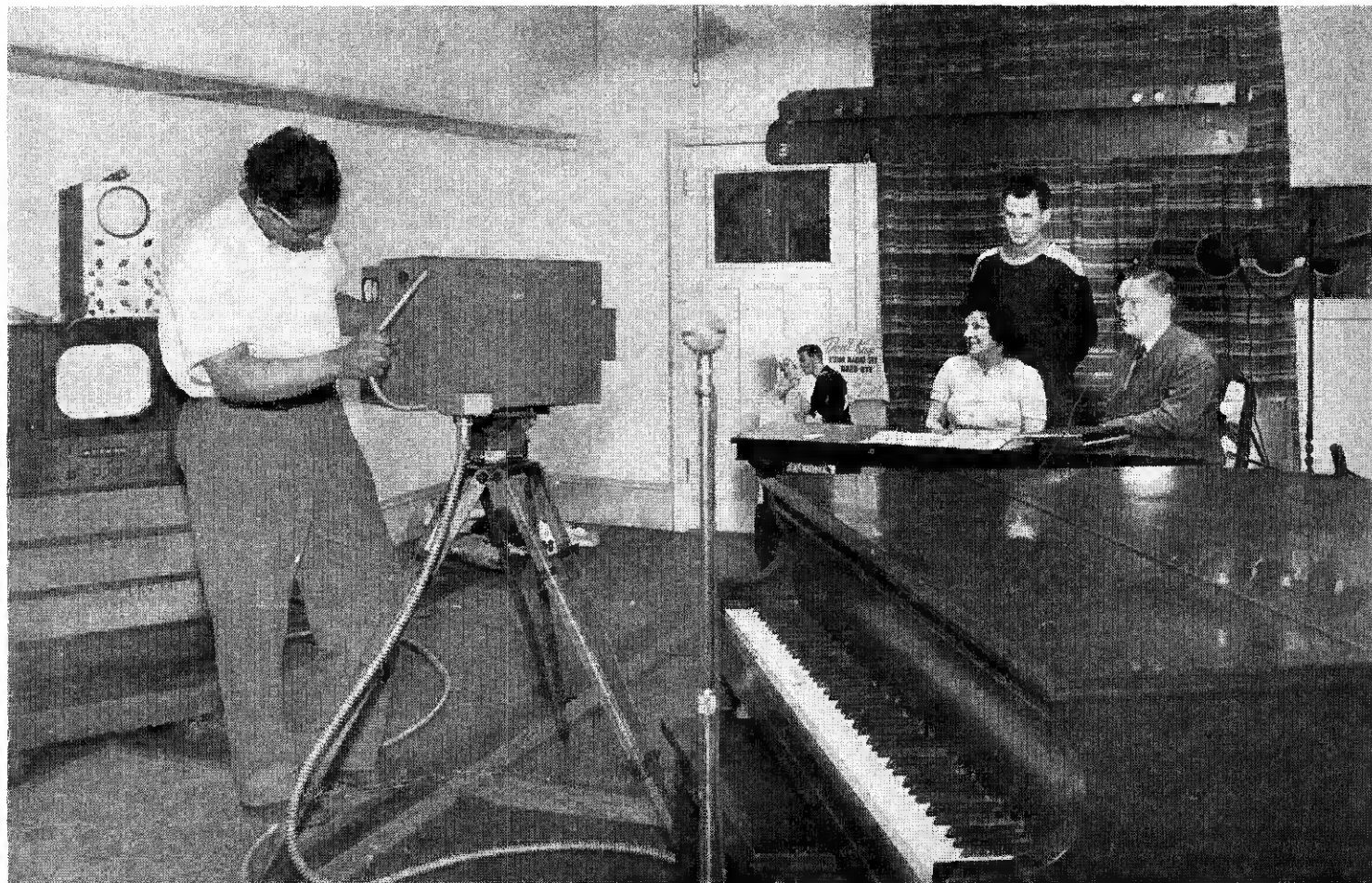
Still recently completed a war contract to build electronic devices in which he employed more than 75 persons. He now has four people part time helping him handle radio service work. He predicts a great future for television and bases this on past experience in this newest of radio fields.



Television "shows" are a good drawing card.

TOMORROW'S CUSTOMERS

Still demonstrates his televising "stunt" for Radio & Television Retailing's Technical Editor, W. E. Moulic, at right.



"Customer Attractors" Pay Profit

*Johnston's, Minneapolis, Stresses Good Service—
Caters to Small-Item Buyers*

• A policy of "best parts and best workmanship" brings in around \$3500 in repair work monthly to Johnston's, 3025-3029 Nicollet Ave., Minneapolis, Minn.

"We always had a good radio service department," says George (Bud) Holmes, who has managed the department for the past 17 years, "but today we are doing more in service than ever in the history of our firm. We have five men working full time and could use more, if we could get them."

Expert Repair

Only competent men, who have had experience in the repair field are hired. They receive salary plus a bonus which brings pay up to compare favorably with that of war

plants. The present crew have all been in the shop at least a year.

"We do all of our work on an estimate OK from the customer," explains Bud Holmes. "We make a charge of 75 cents to take care of any bench work that may be required for estimating service charges. After the radio is gone over, we call the customer and give a complete itemized statement of what we recommend."

"Customer OK" Required

Upon receiving his OK we go ahead with the work. When the job is finished, it goes out with a 90-day guarantee on parts and labor."

Customers accept the charge for bench service, which has been in effect for a number of years, because

they know it takes time to go over a radio carefully. If the repair work calls for tubes which the firm cannot supply, the checking charge is cancelled.

Zone System

By working out a zone system, the firm has been able to handle pick up and delivery. One truck is operated, and when a load is obtained, deliveries are made. The average delivery to each zone is about twice a week; thus work picked up the first of the week can be delivered at the end of the week, provided that there is no waiting for parts and that a go-ahead is received promptly from the customer.

Contacts Jobbers

To get parts, Mr. Holmes spends 3 days a week seeking them. Every day, he checks the wholesale houses. In buying tubes, Mr. Holmes concentrates on types for larger sets, believing it is most important to keep the main radio in a house going—that the smaller receivers can wait.

The repair shop is designed for utility, and is excellently equipped, with three work benches in one room and two in the room adjoining. It is partitioned from the rest of the store, not open to the public, an arrangement that makes for more concentration on the part of the workmen. Business transactions are handled in a small outer office.

Uses Classified Ads

Classified ads in newspapers and in the 'phone book promote radio service, but biggest source of business is from old customers. Established as a radio store in 1927, Johnston's has a large group of old cus-

Attractive floor layout of Johnston's store shows some remaining radio stock. After the war Johnston's will again carry a large line of home receivers.





The major portion of today's floor display at Johnston's reveals many varieties of small items that have a big turnover, and keep customers coming in. Note that careful arrangement avoids a cluttered appearance.

tomers, which is augmented today by many new customers, brought to the shop because it is still open for business.

A great deal of referred business, too, comes to the shop from downtown stores, many of which no longer give radio service. Other stores servicing only radios they have sold, send people looking for service to the Johnston shop.

Sales Getters

The main store contains many customer-attractors. There is, for instance, an album record-cabinet, flanked on one side by a row of floor-lamps. There is a small sporting goods section. Leather jackets and other items of outdoor wear draw the male trade. Various gadgets attract the small-item buyer. And note the bicycle in the picture. Bicycles aren't promoted, but a few Victory models are stocked to meet demand.

The Johnston company manufactures the widely advertised Aladdin hearing aid. In the retail store a department is allocated to it, where it is displayed and demonstrated.

Such a variety of offerings pulls people into the store, every one of whom is a prospect for radio repair or parts today. And every repair cus-

tomers of today satisfied with the high standards of workmanship employed is a first-class prospect for the new radio of tomorrow.

OPERATING POINTERS

This dealer's newly expanded and successful service department brings in \$3,500 monthly in repair business.

He stresses:

- "Best Parts" and "Best Workmanship"
- Customer's OK
- Zone Plan for Deliveries
- Distributor Contacts
- Classified Ads and Quick Turnover Lines to Bring in Customers

REFRIGERATOR

in WAR

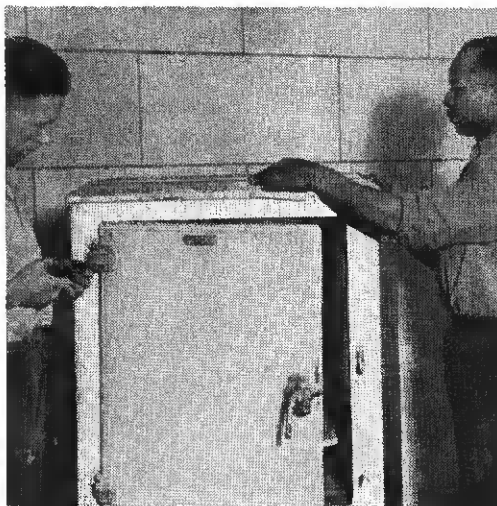
New Refrigerator From Stockpile



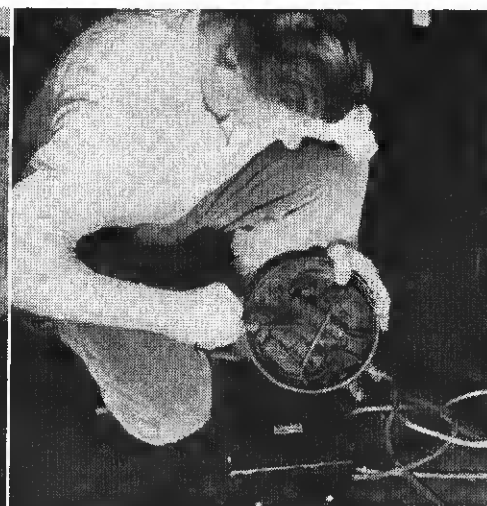
1 Owner Aaron Schneider selects a box from his stockpile in his basement storage at the Sunrise-Merrick Trading Corp.

• Aaron Schneider, owner of the Sunrise-Merrick Trading Corp., 150 Sunrise Highway, Rockville Centre, N. Y., is doing a big business in reconditioning mechanical refrigerators.

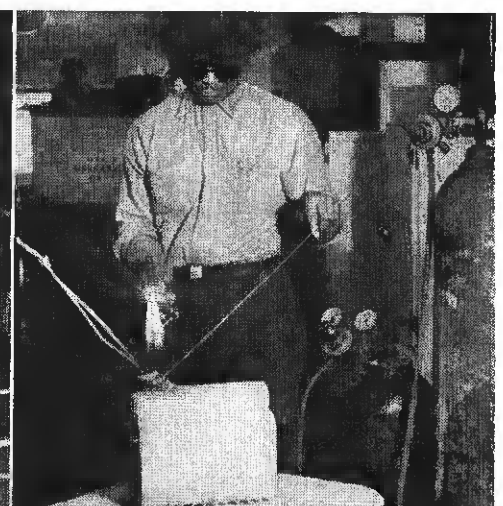
Originally one of the area's largest dealers in radios and electric appliances, Schneider has turned his beautiful showroom over to the repair and reconditioning of refrigerators



2 Removing hardware and sandpapering cabinet (Leonard).



3 Dismounting motor capacitor from sealed motor compressor (Westinghouse).

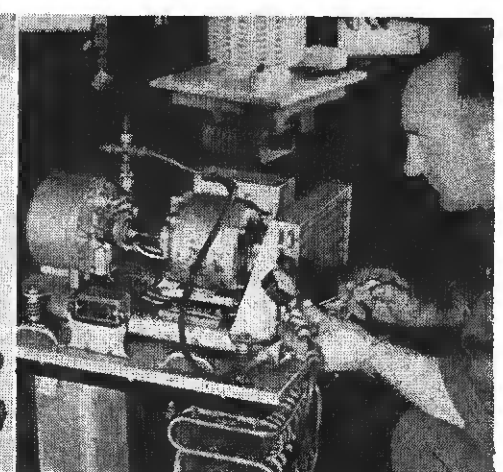
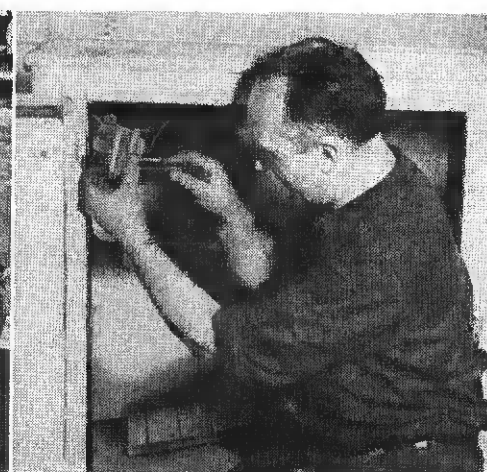


4 Welding new feed lines into evaporator (Westinghouse).

6 Cleaning the condenser unit (Kelvinator). This insures economical operation.

7 Installing leads on the control (Standard unit for all boxes).

8 Charging unit with refrigerant (Bohn). Other refrigerators can be substituted.



SALES TIME

ators for Old— to Final Assembly

and laundry equipment.

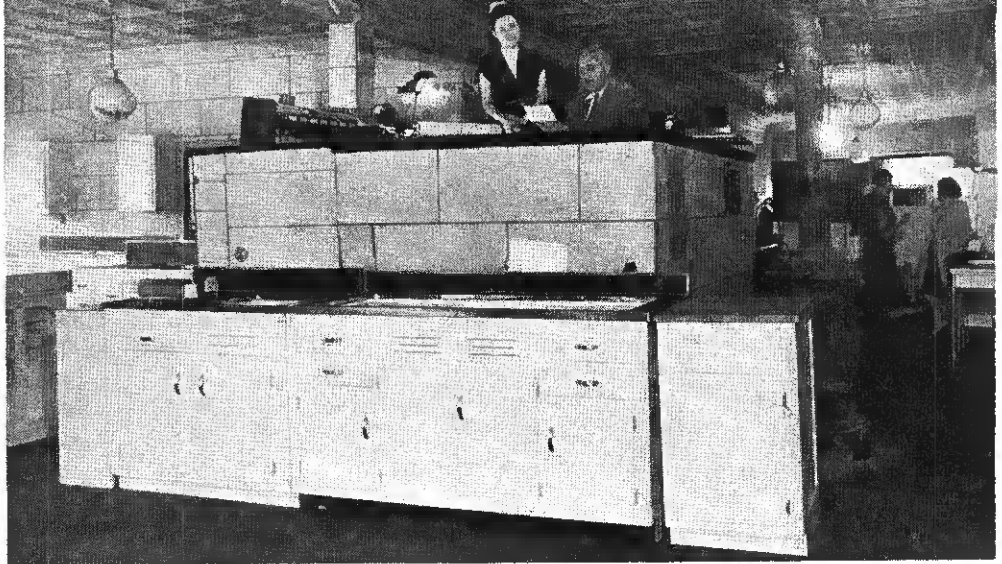
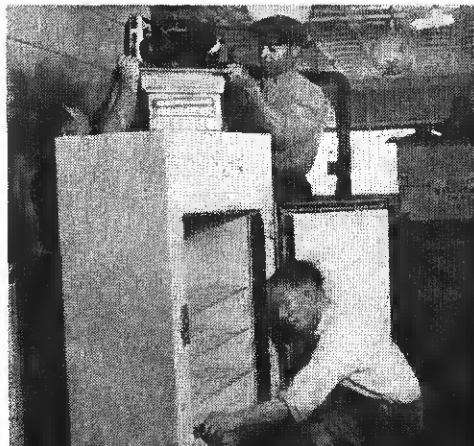
Two alternate lines of allied, available merchandise — kitchen cabinets and sinks—have been added, and they sell fast to new home-seekers in the community, an active war plant area.

Old customers are not forgotten, however, for they are given priority service on all equipment sold them in the "good days."



5 Removing head bolts on unit (Kelvinator). Compressor is thoroughly reconditioned.

9 Dropping unit into box in final assembly (Westinghouse).



From his platform office, Aaron Schneider can see all of his extensive showroom. In pre-war days it was filled with new radios and electric appliances for the home. With him is his daughter, Mrs. Zira Greenspan, his capable assistant.

In the vicinity 17 years, this dealer has many friends and customers. His excellent attention to the repair and maintenance of their radios and home appliances in the past, as well as now, makes doing business under current difficulties and restrictions an easier task. With limited pickup and delivery facilities, Schneider finds his patrons cooperative and willing to attend to this end of the job where smaller units are involved.

Limited Staff

Mrs. Greenspan, his daughter, and able assistant, manages the office, and is capable of running the business when Mr. Schneider is away. Service manager Harry Maguire and his two helpers, Patrick O'Rourke and Charles Hurdle, do a mammoth job in turning out the reconditioned appliances on a production line basis.

For the interest of our readers, RADIO & Television RETAILING's reporter had the accompanying pictures taken on the spot, showing the step-by-step repair jobs that go into the making of a reconditioned unit.

100% Salvage

Inasmuch as the best possible use has to be made of what is on hand, units of various makes are handled in this reassembly. Therefore, no particular make is chosen for illustration because of its name, but simply because work was being done on those units at the time.

Dealer Schneider's pre-war policy of allowing trade-in value on all old refrigerators or washers when new appliances were purchased, is largely responsible for his huge stockpile today. That, plus current advertising and search, keeps him supplied.

10 Aaron Schneider offers completely reconditioned refrigerator to a customer, along with his written guarantee.





● Somewhat like an automobile wrecking shop is Radio Maintenance Co., Jasper, Ala. In order to get sufficient parts to carry on its business of repairing 20 to 40 radios per day and keeping a staff of 5 busy, S. E. Stevens, proprietor, bends every effort toward buying old and discarded sets. He then junks them and salvages parts which can be used again.

Necessity forced Mr. Stevens into salvaging sets. He was dedicated to the job of keeping radios playing in his territory, yet he couldn't get enough parts, especially for some of the older models. Being a new concern (about 3 years old) he wasn't allotted as many parts by the distributors and manufacturers as he thought he ought to have.

Advertises for Old Sets

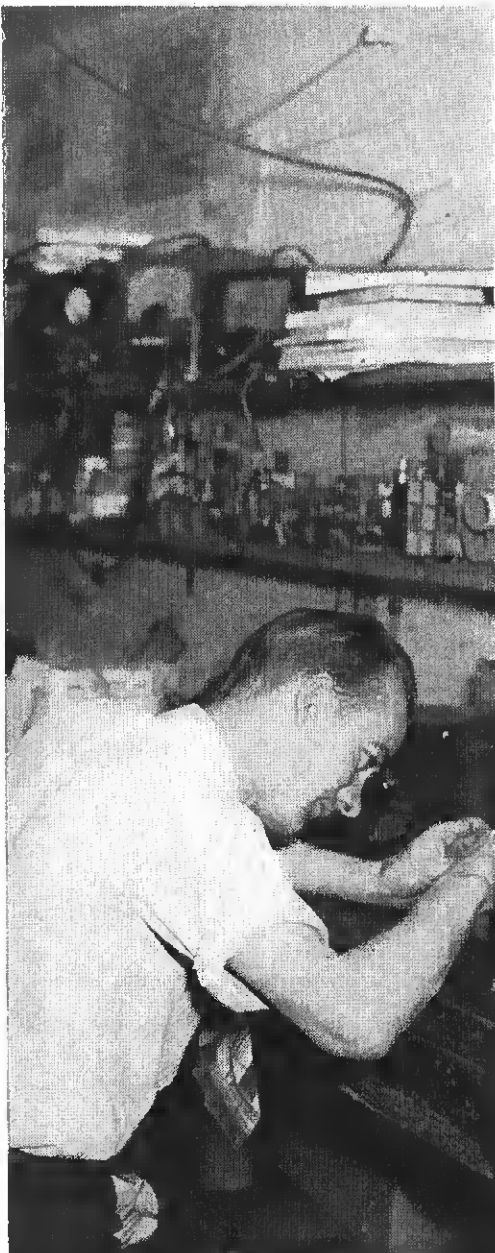
So Stevens began advertising in the newspapers for old radios, not to fix up, unless their condition really warranted it, but to junk and use the salvaged parts to fix others. Now he has thousands of parts, cleaned,



Buys Sets for Salvage

Filling Demand for Reconditioned Old Radio Models, Alabama Dealer Uses Ingenuity in Getting Repair Parts.

Proprietor S. E. Stevens, in background, on the lookout for additions to his "junk pile." Show cases contain salvaged parts to keep radios playing.



tested and assorted ready for use, also both new and used cabinets. He seldom has to hold up repair work for want of a part. If he doesn't have a new one, he looks for it in his "junk yard." It is used mechanical parts chiefly, rather than electrical, he uses. For instance, the dial drive of an old set may be just the thing he needs to fix another of the same model. In fact the parts from one wrecked set have been used to repair as many as a half dozen other radios, a different part of course being needed on each job.

Canvassed "On-the-fence" Dealers in his County

Like most other radio shops, Stevens also ran short of tubes and again his ingenuity served him well. He knew many hardware and drug stores were selling tubes across the counter. He made the circuit of all such stores in his county and offered to buy up their stocks. Even if he had to pay the retail price, the tubes meant extra repair jobs for him.

However, most of these dealers were willing to dispose of their tubes at 25 per cent discount when it was pointed out that if they did not sell them then they might be left with a few least wanted types on their hands. Stevens also made contact with several furniture stores, which no longer handled repairs, and arranged to take on their repair work and thus get their tubes.

Some of the old radios gathered up by Stevens have quite a story behind them. For example, one shown the writer had a bullet hole through it. He explained that the owner of the set was sitting near it when an enemy took a shot at him through

Because of dealer Stevens' ingenuity in obtaining parts and tubes, his service department, shown here, keeps busy turning out guaranteed jobs.

the window. The shot missed the man but hit the radio. In another case a boy with a "tree house" dropped his cabinet model some 30 feet to the ground. However, Mr. Stevens said most of the radios which he bought had been laid aside in attics and basements. His advertising and house-to-house search brought these sets out of hiding.

As Steven's shop serves the entire county, it has a considerable battery radio business. He also repairs car sets and juke boxes. It is not unusual to have more than 100 receivers in the shop awaiting repair or ready for delivery.

Each radio coming into the shop is assigned an order number. This number appears not only on the tag, which is attached to the radio, but is also stamped on the back of the radio itself. By reference to this number, the shop can at any time determine what work was done on the set and when.

Speaking about the victory parts being used today, Mr. Stevens said he had no complaints to register against this merchandise, and he was particularly pleased with the service given by a condenser manufactured by the American Condenser Co.

"Screen Room" for Postwar

After the war, Stevens proposes to sell and service all makes of appliances. He is also planning a sound-proof repair shop or "screen room," where radios and other appliances can be repaired without interference from outside noises. He now has equipment for testing automobile sets under actual operating conditions, and with different settings of the antenna. He endeavors to adjust these sets so they will play satisfactorily with not more than two inches of the antenna up, and is confident it will perform to the owner's delight with the antenna further extended.



Customers feel welcome at Wolbach's. Above, Paul Wolbach and Mrs. Carl F. Wolbach helpfully answer all purchasers' queries. Note needle display back of counter and placement of record reference lists for ready use.

Self-Service at Wolbach's

Enterprising Bethlehem, Pa., Dealers Go All Out for the Policy of "Off with the Old—On with the New!"

• Wolbach's "Music Center," located at 36 W. Broad St., Bethlehem, Pa., has the distinction of being the first store in "the Valley" to install complete self-service for the merchandising of discs.

The Wolbach's also own a chain of juke boxes throughout seven surrounding counties. This business originally resulted in their sale of *used* records collected from their juke box route.

The tremendous desire on the part of the buying public for records of any kind decided the Wolbach firm to enter the field of *new* record sales. October, 1942, saw the start of this separate enterprise in a small store, just across the street from their present location.

From Used to New Discs

This ambitious young firm set out upon its new and entirely separate business of disc selling at No. 36 with a definite desire to do the very best job possible. Journeying to New York, the Wolbach brothers studied

the new self-selection arrangements of various large record merchandising establishments, and returned to Bethlehem ready to do a real job.

The new store's interior is ample in floor space, walls and woodwork are light and colorful, and fluorescent lighting is adequate and well placed.

TOP-FLIGHT POINTERS IN SELF-SELECTION

1. **Bright Interior**
2. **Inviting Display**
3. **Comprehensive Grouping of Merchandise**
4. **Shining Windows**
5. **Clear Customer Direction**

Windows are kept brightly polished and the displays in them are fresh, bright with color, and up-to-the-moment with new merchandise in albums and single discs. Mr. and Mrs. Carl F. Wolbach, Paul Wolbach, and Mrs. Ena Burkit comprise the staff of four that runs the shop.

Attractive Setup

Interior's arrangement of merchandise is well planned for self-service and customer convenience, and all of the leading record manufacturers' lines are equally prominent. Personal expression of individual ideas of the owners is shown in the good-looking and practical record racks designed and built by the Wolbachs.

The used record sales are now relegated to a small section of the store, opposite the cash register, near the door, which makes for good last-minute purchases. In short, the display that immediately catches the eye upon entering leads the customer primarily to the main portion of the store devoted entirely to the display

of new records and albums. Record displays and racks are designed in complete units that can be moved, providing rearrangement when new displays are desired.

Exceptional care and keen merchandising thinking is displayed by this trio in their groupings of discs, and helpful customer information is prominently distributed throughout the shop. Here are their divisional headings:

Classical Music

Radio Favorites { Classical
Popular

Populars { Radio Favorites
Dinner Music
Piano Music
Boogie-Woogie
Show Tunes
Waltzes
Tangoes, Rhumbas, and
Sambas
Hawaiian Music
Race Records

Children's Records

To aid the customer in finding specific titles or artists he is interested in, Wolbach's has contrived a Record

Reference Book of its own. This book is in two sections and is kept on the counter in full view. It contains typewritten lists of records in stock, allocated by subject and by artist. These lists are retyped and brought up to date every three months. The subdivisions follow:

Polkas
Hill Billy
Waltzes
Race Records
Irish Medleys
Hawaiian Music
Tangoes, Rhumbas & Sambas
Classics
Children's Music
Accordion Music
Foreign Records
Marches
Organ Music

These groupings are relisted alphabetically under Populars and Classics, and again under Orchestra Leaders. These books can be seen in the picture at top of opposite page, at each side of counter display.

Sales Increase

The Wolbachs find that self-service merchandising of discs, in addition to increasing sales with a minimum of sales help, has many outstanding advantages. One good point, they claim, is that the method is an excellent one for getting rid of
(Continued on page 110)

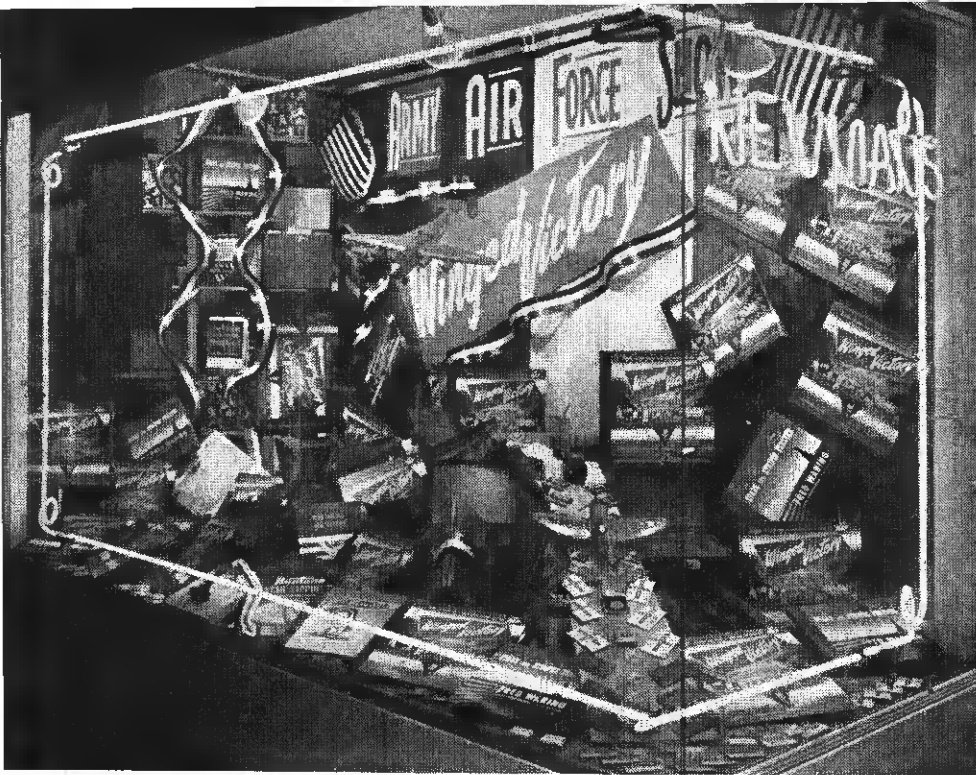


Mrs. Ena Burkit rearranging the used disc section. All record racks are kept in good order. Constant attention to this also keeps the sales person thoroughly familiar with the stock.

Plenty of room for customers to "browse," unhampered. Completely modern, the entire store interior is attractively lighted.



HOT



Newman's in Philadelphia does an outstanding window around Decca's "Winged Victory" (Album No. 363) coupled with the Fred Waring "Stars and Stripes Forever" album (Decca A-345).

• With "I Love You" creating a record run on the Hit Parade, dealers should have no trouble in selling Decca's newest recording of original Broadway casts, "Mexican Hayride," the show from which this song originated.

Decca's new album, No. 372 (released June 1), is a scintillating collection of top tunes from the Michael Todd production of "Mexican Hayride." "Music and lyrics by Cole Porter" is, as always, an "open Sesame" to the purses of purchasers of recorded music everywhere.

Winning exceptional success with dealers in the past, Decca's proffered newspaper mats promoting their albums continue to be available. There are five readied for "Mexican Hayride" and they vary in size from 6" x 9½" to 2" x 3".

Other dealer sales aids offered by Decca are full-color poster, counter cut-out, display card, album booklet about the show, and 2 inside liners.

Mary Martin fans will be glad to know that her newest for Decca (released June 1) is "Goodnight Wherever You Are" backed by "I'll Walk Alone" (No. 23340).

June 8 brought surprises for record merchandisers in the new disc by Morton Downey, newly signed with Decca, "Spring Will Be a Little Late This Year" with flipover "Christopher Robin is Saying His Prayers" (Decca No. 18607).

Also ready for distribution on

June 8 was the companion album to "Ellingtonia Vol. I" which was issued in April of last year (No. B-1000). The new Brunswick album, "Ellingtonia Vol. II" (No. B-1011) contains Ellington's "Creole Rhapsody," his first composition of serious music in the jazz idiom. Recorded several years ago, during the formative stage of this musician's career, this second collection of Ellingtonia should be of special interest to jazz collectors. Three newspaper mats, a Brunswick poster and booklet are available to retailers.

Ready for dealers on June 15 was Decca's recording of "Snow White and the Seven Dwarfs," featuring Lyn Murray and his Orchestra and Chorus, Album No. A 368-23M Personality Series.

New signers with Decca include concert singer Conrad Thibault, conductor Percy Faith (of Carnation-Hour radio fame), and Alfred Drake, of the cast of "Oklahoma."

• Columbia suggests their "Mark Twain" album, No. X-MX-227, written by Jerome Kern and played by Andre Kostelanetz, as a tie-in with the current motion picture of the same name.

June releases in Columbia's Master Works lists include Haydn's "Symphony No. 103 in E Flat Major" ("Drum Roll"), Set M-MM-547; and Debussy's "En Blanc et Noir," Set X-MX-241, Three Pieces for



June Havoc as she appears in the Broadway musical "Mexican Hayride," which is recorded by Decca under the same name (Album No. 372).

Two Pianos, played by Bartlett & Robertson.

Current popular album offered by Columbia is Set C-99, "Remember." Buddy Clark sings the old favorites of World War I on four records (Nos. 36701-36704), including "Smiles," "There's a Long, Long Trail" and "My Buddy."

Of special interest to dealers is Columbia's recent booklet for retailers "The Genius Behind the Counter," an entertainingly presented outline on selling records, written for sales people, and crammed full of good pointers for increasing record sales. If you haven't already received this helpful brochure, be sure to ask your Columbia distributor for one. Don't miss it!

• Victor's movie-tie-in is with MGM's film, "Meet the People,"

SPOTS ON JUNE DISCS

Dealer Promotions—Window Ingenuity—Sales Aids. Recorders Offer Variety in Summer Fare.

which features several Victor and Bluebird artists—Vaughn Monroe, Spike Jones, and the King Sisters. The latter's most recent disc is "Milkman, Keep Those Bottles Quiet" (Bluebird, No. 30-0824) backed by "San Fernando Valley."

For warm summer's entertainment Red Seal June releases include: John Charles Thomas in Concert Favorites (Drink to Me Only With Thine Eyes, In the Gloaming, etc.), Album M-966; and Morton Gould's "Latin American Symphonette," Album DM-964.

RCA Victor's 2-year study of self-service disc merchandising is now available to dealers through their distributors. This valuable survey has come up with the establishment of the

following results in self-selection merchandising of records:

Retail sales volume could be increased

Selling personnel could handle approximately three times the volume of stock at lower cost

Dollar sales of classical single discs was increased to "album" level

Sales production per square foot was maintained in enlarged departments

Wear, theft, and breakage were normal

About 90 per cent of the sales in their test store was on a cash basis

Customers preferred it

Record window by Mort F. Farr (who is also a radio-refrigerator-range dealer), 119 S. 69th St., Upper Darby, Pa. Mort does an extremely comely job on Piano Favorites with various Columbia and Victor albums.



Chapters on fixtures and equipment, arrangement, stock grouping and heading classifications, inventory control, and personnel are most helpful in dealing with the problems arising in the installation of an efficient self-service record department. The large number of drawings and photograph reproductions in this report make it exceptionally clear and easy to read. We believe this report is well worth every dealer's perusal.

The twelfth edition of Victor's "What We Hear in Music," revised and enlarged, is now available. An excellent reference book for retailer and customer alike, it is reported selling well.

For the dealer with a flair for getting up his own ads, Victor offers in addition to their monthly mat service, a number of mats and electros of individual illustrations which retailers may use in composing their own advertisements.

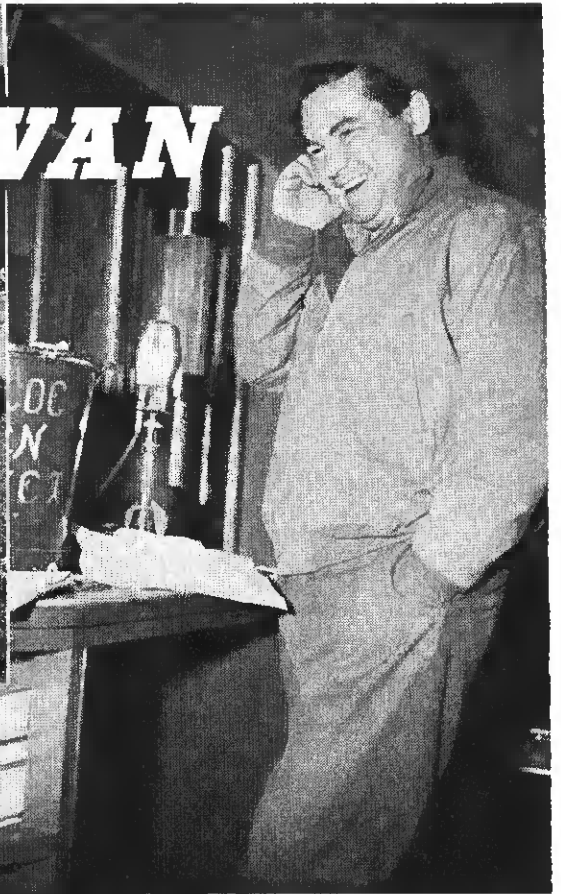
• Among Capitol's newest is No. 159, "Eager Beaver" with turnover "Artistry in Rhythm" played by Stan Kenton's Orchestra and featuring Stan at the piano. Judging by his tremendous popularity in autographing discs at record stores during his recent tour with his band, the hep cats
(Continued on page 111)

This Is Bob Wacker



Just in case our readers and their customers might be interested in getting a look at the young man who created a sensation last May 13th on the Hit Parade when Crooner Sinatra was absent from the program. It is rumored Wacker might sign with a recording company soon.

RADIO CARAVAN



• Radio in its peacetime role on a war front brings home close to America's fighting men and women. Request-program music and recorded radio shows remind our soldiers that the fighting home front's thoughts are with them. Fifth Army Mobile American Expeditionary Station keeps on the move, somewhere in Italy. This 10-unit radio station on wheels, made up of jeeps, trailers and 2½ ton trucks, serves the entire front line and nearby "rest camps" at 50-mile intervals (which is the range of the transmitter). The entire unit can be taken down, moved to the next point and reassembled in 2 hours by its crew, which broadcasts to at least one section of the line daily. Salvaged enemy equipment played a big part in the building of this mobile station.

A member of the crew (below) services Fifth Army radios and keeps receivers playing. Chief announcer, top right, gives with the GI gags on "Ye Olde Oaken Bucket", an all-request program. Lower right: two GI platter jockies send out plenty of morale-building recorded music, which includes many recorded shows by top-flight network stars, especially recorded for the fighting forces. Here, as well as everywhere, radio builds morale.



IN...



*in prewar homes of thousands
in hearts of millions enjoying
in stride with the war effort
in postwar, a sensational new*

RECORDIO



WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

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

Customers select and play their own at Cleveland's Record Mart. Note turntables with ear-phones on counter at lower left.



Record Mart

Streamlined Self-Service Brings Fast Disc Turnover

● Well-rounded record retailing pays fine profits at Cleveland's Record Mart. Efficient self-service, tasteful display, windows with a punch, local advertising and well-informed, interested salesgirls all contribute to a thriving, well-organized business.

Harry and Ben Cohen, co-owners, manage the Record Mart, which is advantageously located at 814 Prospect Ave. in downtown Cleveland. Established in 1938, the store has been on the up-and-up ever since, and here are a few reasons for its success.

Miss Elva Grassgreen, who has been with the Record Mart since its opening, and Miss Dorothy Morgens-tern, a record salesgirl of two years' standing, are excellent saleswomen. They know their stock, are interested in plus selling, and know that personalized service brings the best results in dealing with customers.

The store's self-service equipment, designed by the owners, allows for maximum display. One wall of the store shows 100 ten-inch albums while single record bins beneath them, suitable for either the ten-inch or twelve-inch size, hold a total of 4000 discs.

About 3500 records are taken care of by a center aisle display. Title strips are used on singles bins and the records are not mixed; that is, each box holds many copies of one recording. This system effectively prevents breaking by customers, and the Record Mart boasts the low breakage figure of less than one-half of one per cent through handling.

Racks at the front of the store house classical and popular albums, and in every case composer or title is announced via attractive labels.

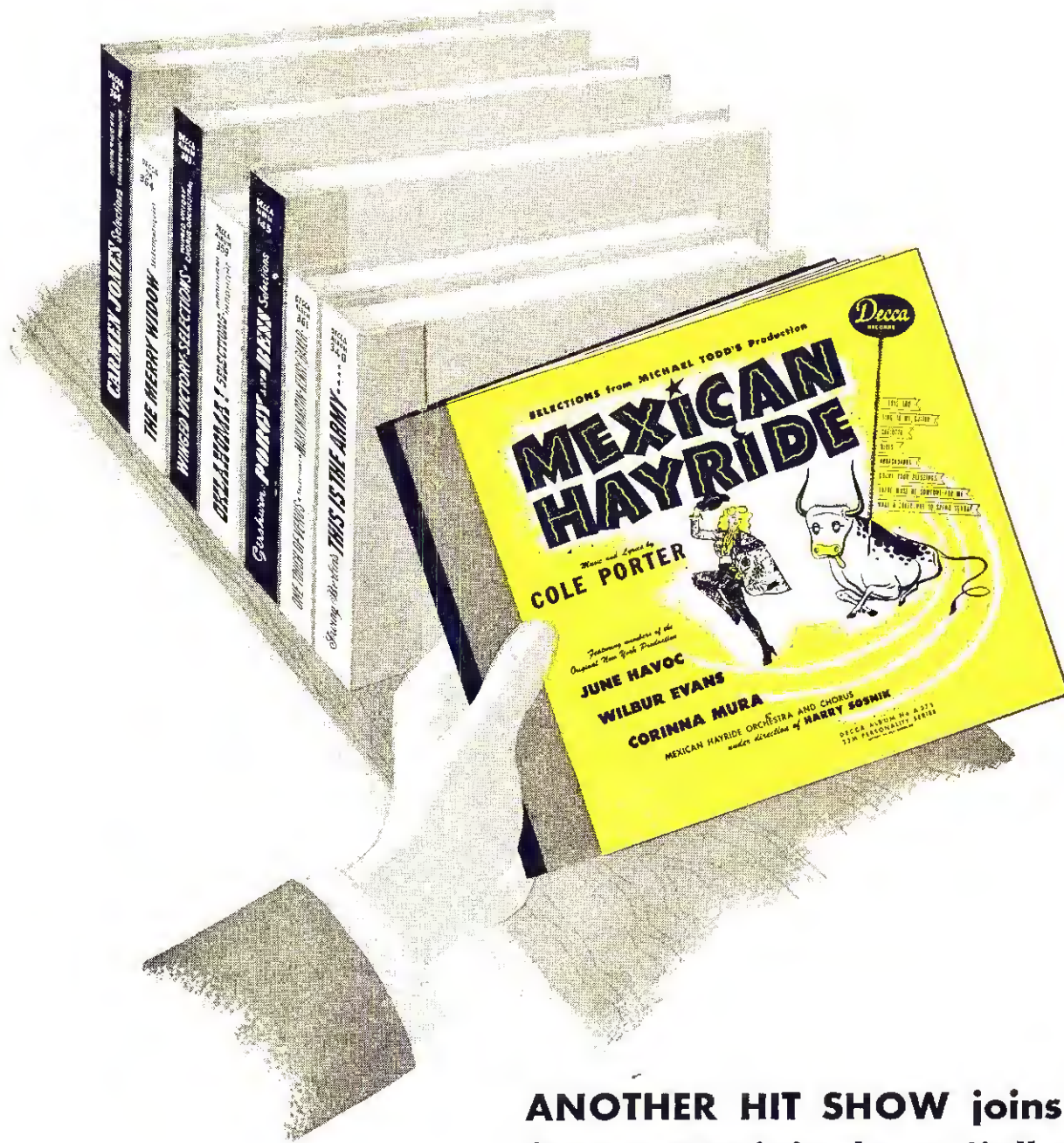
On the Record Mart counter are 12 turntables with earphones, which customers can operate themselves.

This method of listening pleases fans because it affords them individual auditions without interference. The store personnel approves because it saves valuable space, is extremely convenient for related selling at the counter, and eliminates the confusion and annoyance of waiting for booths.

Colorful Victor artist pictures decorate the walls of the Record Mart, and gay promotional material is placed strategically to attract customer attention.

Show windows are kept at a high level of interest for passing pedestrians, and local newspaper and program advertising is used to advantage.

It's a well-balanced, all-inclusive program of smart merchandising that the Record Mart has found most effective. And by adhering to sound business principles from the start it has moved steadily toward the top in Cleveland's record market.



ANOTHER HIT SHOW joins the famous "Original Cast" albums!

Decca does it again—a big Broadway success featuring members of the original New York cast! Here's the newest, bringing you eight hit tunes by COLE PORTER, including: I Love You... Sing To Me Guitar... Carlotta... Girls... Abracadabra... Count Your Blessings... There Must Be Someone For Me... What A Crazy Way to Spend Sunday.

The four 10-inch records are packaged in a colorful album, with a 16-page illustrated booklet containing lyrics, synopsis of action and biographies of leading artists. List price \$3.50 (not including federal, state or local taxes). Album No. A372... order now from your regular Decca Branch.

DECCA

DISTRIBUTING CORPORATION



**PROVING GROUND FOR EVEN BETTER
"RAYTHEONS" TOMORROW!**

Electronic tube developments are being refined in the crucible of war at an amazing rate. Raytheon engineers are originating new designs—manufacturing techniques are greatly stepped up, and many new applications for electronic tubes have been found—applications that will contribute much to the postwar era of electronics.

Raytheon's research and great wartime production record will doubly protect the tube requirements of

postwar radio and industrial electronic equipment manufacturers. As before the war, the postwar Raytheon tubes will reflect the best engineering for all applications, as well as all the "Plus-Extra" performance qualities that have been synonymous with the name of Raytheon throughout the years.

Raytheon Production Corporation

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



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

RAYTHEON

High Fidelity

RADIO AND ELECTRONIC TUBES



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

No. 5 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]

"Turn up the band music, Mother. I'm going to show Junior how we stormed Eniwetok!"... On that eventful Pacific dawn, there wasn't musical accompaniment to the whine of bullets and crash of explosives.

But there's going to be music, plenty of it, in the lives of returning vanquishers. Trav-Ler will be ready to meet this postwar demand for radios. What we've learned in war work will be reflected in miracles of sound and performance.

Remember this, when thinking about after-the-war-radios.

When it's Over, Over There, Go Places with...

TRAV-LER RADIO

TRAV-LER KARENOLA

RADIO AND TELEVISION CORPORATION
1028-34 W. Van Buren Street, Chicago 7, Illinois
MANUFACTURERS OF QUALITY RADIO AND COMMUNICATION EQUIPMENT



George Miyagana, owner of George's Radio Shop, Kalamazoo, Mich., keeps electrical appliances in running order now, with an eye on postwar selling.

Wartime Techniques

Repairs Home Appliances. Insures Future Sales

• Because his customers know of his genuine desire to keep radios and home appliances in good order, profitable jobs are coming into George's Radio Shop at Kalamazoo, Mich. "And this repair business is the life-blood of our enterprise," declared George Y. Miyagana, who founded this store and service shop four years ago. The owner is a Hawaiian, native of Honolulu, but has long resided in the U. S. A.

Due to the important emphasis placed on repair since radios and appliances were "frozen", this dealer feels sure he is on the right road to get the postwar sales on new home equipment.

Service Builds Good Will

The easy way would have been to "quit" when the emergency arose, but Mr. Miyagana decided to carry on, with determination to justify the confidence which his many customers have in him—that he would provide adequate service on the radios and major appliances they had bought from his firm.

"Service was the biggest factor in selling those units," Mr. Miyagana

declared, adding he always had maintained such a department. He is more convinced now than ever before, that service is the best asset a small business can have.

People like to buy where they know good service prevails.

A lot of pre-war merchandise was sold on that principle, says this merchant, and now the service department is supporting the business. But even more important—every indication points to the fact that this program is setting up a good will structure.

Here is the simple-to-operate, but effective plan Mr. Miyagana has worked out, which makes his repair shop so profitable, and puts special emphasis on future sales:

George's Radio Shop uses better than the original equipment on many radio repair jobs. For example, on certain units, which originally used 400 volt condensers, they install 600 volt condensers. This is where high voltages are involved. Asked why this is done, the management claims that experience shows this method makes sets perform better than when they were new.

"Obviously," Mr. Miyagana explained, "this pleases customers, and they tell their friends. Naturally, they come back to us for repeat repair orders, and we cannot help thinking that this same good will process will induce them to purchase new appliances from us when we can get them again."

Service for Morale!

Mr. Miyagana finds the laundry equipment situation serious. If the electric washer, iron, or ironer is broken down, household duties are doubled. Those who work in war plants, or in important civilian activities, are disturbed and handicapped in their efforts. Until their home appliances are repaired and in perfect working order, nothing will be right.

But that is not all. The radio is a necessity in this critical period. When the radio is dead, morale drops to a low ebb. It must be repaired properly, at the earliest possible time.

According to this dealer, courtesy never paid such high dividends as now. During this era of acute manpower shortage and inefficient help, there is a fast growing trend toward

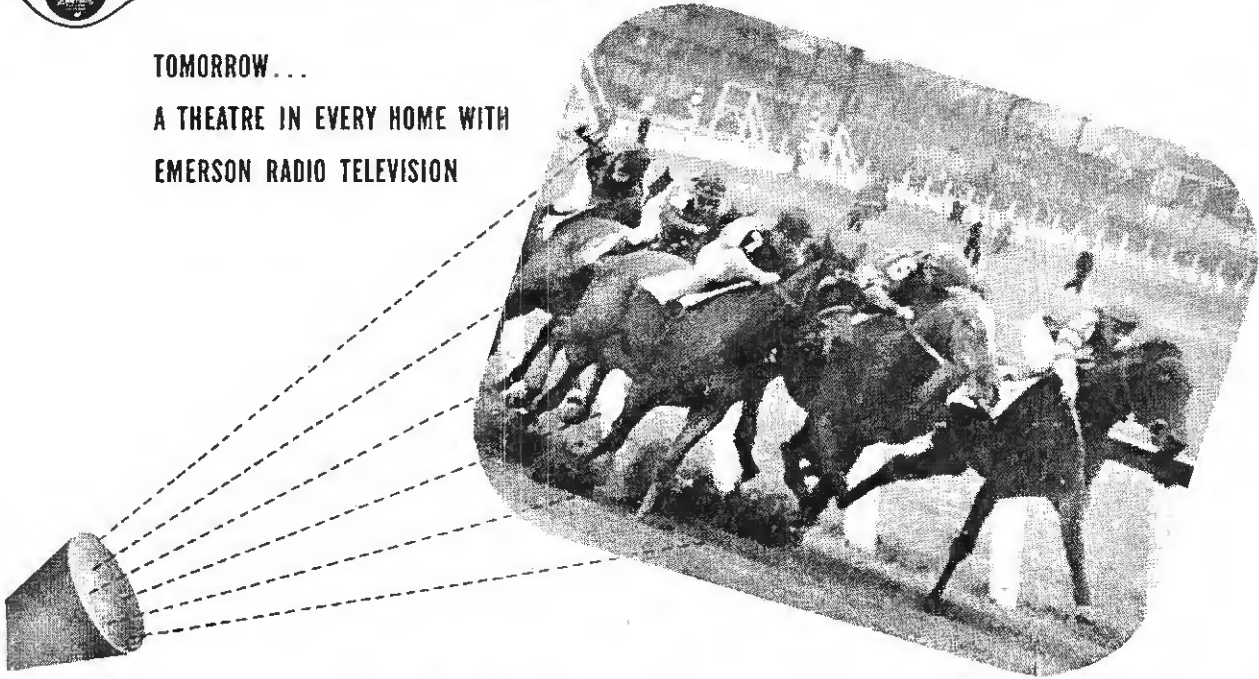
(Continued on page 72)



"great engineering ideas in small packages"

TOMORROW...

A THEATRE IN EVERY HOME WITH
EMERSON RADIO TELEVISION



"The Brain Cell..." one of the most important rooms in the world

It's in the Emerson Radio plant. And it's just a plain, ordinary room.

One of the younger engineers called it, somewhat irreverently, "The Brain Cell." The name stuck. "The Brain Cell" contains no elaborate furniture...not a drawing board, filing cabinet or equipment of any kind. This room is important, not for *what is in it*. But for *what comes out of it*.

Here, the executives, engineers, research men, and production men meet for a round table of purposeful discussion.

Here, too, come far-from-silent guests...important people. Perhaps a sun-browned Radar officer just back from Hollandia. Perhaps a Commando who has parachuted a secret radio to a guerilla mountain fastness. Perhaps a naval expert who has been taking readings with curious instruments in a submarine

deep in Japanese waters.

From this experience...from this inter-change of ideas...the way is cleared to new improvements for Emerson Radio and Radar for military use. Many miracles of electronics, produced by Emerson Radio and now performing unfailingly at battle stations around the world, can trace their origin directly to one of these scientific pow-wows.

This "council of war" at Emerson Radio has been a tremendous asset for our fighting forces.

It will be a tremendous asset for Peace. For out of these discussions will come marvelous new radio, radar and electronic devices for the future enjoyment of mankind.

Tune in to "Green Valley, U.S.A." every Sunday afternoon, 5:00 P.M. EWT, over the coast-to-coast Mutual Network.

Emerson Radio



EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

Again Available

TO MEET MOST PRODUCTION SCHEDULES!



At WESTON, production finally has outstripped the overwhelming war demand for panel and other instruments . . . making WESTONS again obtainable on a basis to meet most war production schedules.

To experienced instrument users, this means they again can obtain the instruments whose design and manufacture incorporate the broadest instrument experience in surmounting the requirements of exacting applications. The instruments whose consistent, uniform performance simplifies their problems of inspection, handling and other burdensome procedure . . . and whose dependable, long-term accuracy assures better operating performance from the devices into which they're built.

Why not discuss your instrument schedules with WESTON, today . . . and be sure of obtaining the added product efficiency which authentic WESTONS provide.

Weston Electrical Instrument Corporation
618 Frelinghuysen Avenue, Newark 5, New Jersey

- Panel & Switchboard Instruments (DC, AC, and Thermo)
- Precision DC and AC Portables
- Instrument Transformers
- Specialized Test equipment
- Laboratory Standards
- Sensitive Relays
- Light Measurement Instruments
- Aircraft Instruments
- Electric Tachometers
- Dial Thermometers

FOR OVER 55 YEARS LEADERS IN ELECTRICAL MEASURING INSTRUMENTS



In War and Peace

ZENITH IS THE CONSISTENT LEADER!

- ... past performance
- ... present production
- ... future planning

"Radionics Exclusively"
PAYS OFF!

Zenith's consistent policy of devoting all its research, experience, manufacturing facilities and manpower to the manufacture of radionic products exclusively has always meant a fast moving, profitable radio line to Zenith franchised dealers.

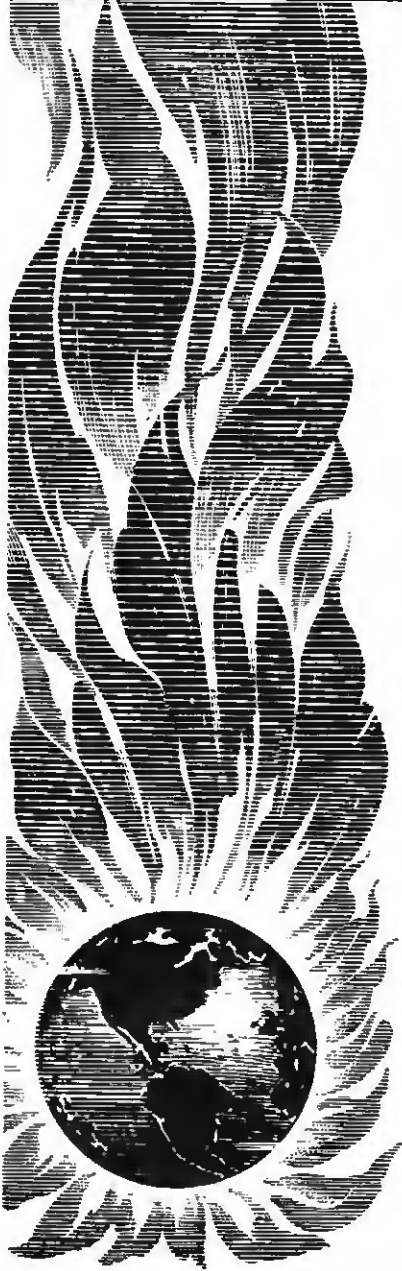
Today, Zenith is doing its part in the war effort as every patriotic manufacturer should—it's our simple duty—so we are not bragging about it. The point is, that through our present efforts we are main-

taining our hard-hitting staff and field organization intact, expanding our facilities and gaining an experience that will mean an even finer line of Zenith Radios than ever before—Zenith, continuing in war time its long established policy of Radionics exclusively will not have a long drawn-out re-tooling period. When the word is given, we shall be ready to go—on civilian radio—as we now operate on war material—radionics exclusively—full speed ahead!

Zenith Radio Corporation • CHICAGO 39, ILLINOIS



Better than Cash
WAR SAVINGS STAMPS AND BONDS



 *Sylvania Radio Tube "Firsts"*



Sylvania was first to introduce a line of 1.4-volt tubes, which made the camera-type portable radio the rage of 1938 and later contributed to our military radio service.

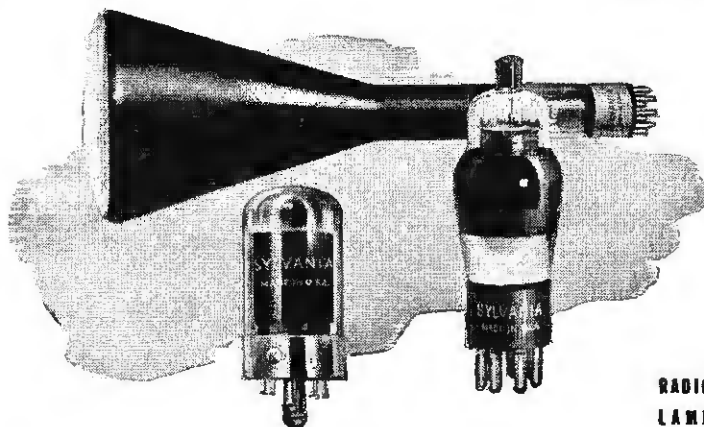
Prior to this Sylvania development, the standard filament voltage for battery receivers was 2.0. This meant that two dry cells had to be connected in series to provide 3 volts. This power was reduced to 2.0 volts by means of a resistor, which dissipated one-third of the expensive voltage.

Sylvania 1.4-volt tubes operated, without resistor, on a

single dry cell. Their low filament drain made it possible to build combination receivers that took their power from either a 110-volt power line or a single dry cell.

This development, which is typical of Sylvania's leadership in engineering of economical standardization, went to war in portable radio equipment for close-range military communication. On every front 1.4-volt tubes reduced by half, the battery weight that our boys have to carry.

Quality that Serves the War Shall Serve the Peace



RADIO DIVISION

EMPORIUM, PENNSYLVANIA

SYLVANIA
ELECTRIC PRODUCTS INC.

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

RADIO & Television RETAILING • June, 1944



ENRIC *Madriguera*

AND HIS ORCHESTRA IN A NEW ALBUM OF LATIN AMERICAN MUSIC

Here's Mr. Rumba himself—the gent who introduced that throbbing Latin American rhythm to the United States. He's no Latin from Manhattan . . . he's a genuine warm-blooded product of Barcelona, Spain—first famous as a child prodigy of the violin, next as conductor of the Cuban Philharmonic Symphony, then as the man who set all America swaying and swooning to the provocative beat of gourd and marimba.

MADRIGUERA'S new SONORA Album is sensational—the heart and soul of Latin American music—and a terrific scoop for SONORA Record dealers. Beautifully recorded, with all the brilliant, bell-like quality of tone that typifies SONORA Records, this Album hits a new high in sales appeal. It features the band supported by such outstanding vocalists as NITA ROSA, BOB LIDO and PATRICIA GILMORE.

This Album is a sparkling addition to Series E of "Melodies That Will Live Forever" now being released by SONORA. Be sure to get the full line of SONORA Albums from your SONORA Record jobber.

Eight Records of Music of Latin America by Enric Madriguera

Besame Mucho (Bolero) • Os Quindis De Yaya (Samba) • I'm Living From Kiss to Kiss (Beguine) • Llumbel (Guarracha) • Chiu-Chiu (Rumba) • Coma-Tru-Cu-Tu (Rumba) • Cae-Cae (Samba) • Cansado (I'm Tired) (Rumba).

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

Sonora Records

Clear as a Bell



• Wishful thinking that when peace comes, and money and merchandise flow like water, orders will be dumped in our laps, is as untrue as an Axis promise.

In any market where goods are produced in considerable quantity, and men make selling such goods their chief source of livelihood, there will be competition — and salesmen will be competing.

When peace production is resumed, thousands of salesmen will re-enter the field, and thousands of newcomers will get their first taste of selling.

So, to paraphrase "Archie", the Mr. Malaprop of the airways, "leave us face it." Face the salesman-compensation situation now — and not ignore it until it is too late to get properly organized.

In any retail establishment, the salesman stands between the customer and the cash register. His importance to the retailer makes him one of the main cogs in the dealer's operating machinery, and unless he can make a good living without having hazardous uncertainty staring him in the face night and day, he will be dissatisfied, unsuccessful and restless. Whether the employer of such a salesman is to blame or not, he too will suffer. He will lose money, lose customers, and lose sleep.

Some sales managers and employers are apt to think that the salesman's

first duty is toward the business he represents. Actually, this is not true, since it is opposed to one of the prime laws of nature — "self-preservation." The salesman is a human being, and his first thought is naturally about his income. His income, as it pertains to the support of himself and others who depend upon him.

In the light of considering the salesman a human being, the wise employer knows that the salesman must be allowed to make money. That's the first consideration. Having fully accepted this fact, the employer then asks himself how can the salesmen receive adequate income without allowing him to get in the "red."

There are three general methods of compensating salesmen.

1. Straight commission.
2. Drawing account, against commission.
3. Straight salary. (Sometimes combined with a commission plan.)

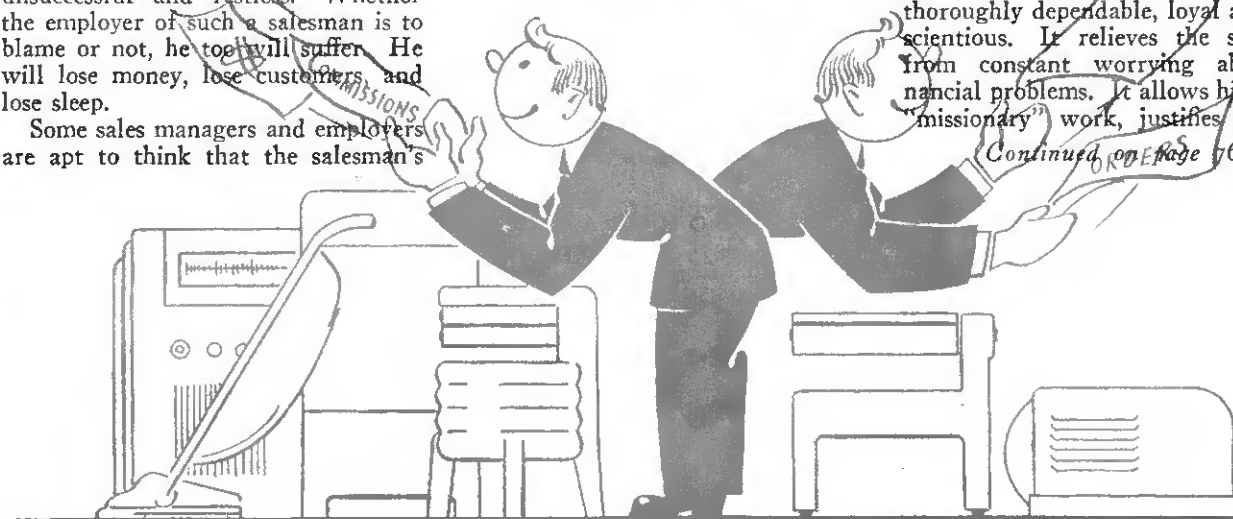
There are many combinations of the above three plans, but let us examine them as they are listed.

Most business organizations prefer to have their sales staff work on basis No. 1, "straight commission." On the face of it, this plan offers the greatest profit to the owner. But, this method of paying has some obvious drawbacks. (a) The rate of commission has to be high. (b) Salesmen cannot be asked to do "missionary" work, or perform even slight tasks extraneous to selling. (c) They will not undertake to sell "weak sisters" but will rightly demand fast-moving, generally accepted items.

A drawing account against commission is a fine plan so long as salesmen are selling. The conscientious chap on a drawing account, will worry his head off in a selling slump, and will often quit before he's had time to recoup. When the slump comes to the "chiseler" he will "milk" the drawing account to the last dime before being let out. In either case the conscientious salesman or the "chiseler" will lose money for his employer when no contracts are being signed.

Straight salary remuneration — No. 3 — is an ideal salesman remuneration plan if the salesman is thoroughly dependable, loyal and conscientious. It relieves the salesman from constant worrying about financial problems. It allows him to do "missionary" work, justifies his per-

Continued on page 76



The Shortage That Means Future Profits

There's a shortage today on practically all types of tubes. But you hear a great deal more about certain types, such as the 12SA7, the 50L6GT and the 35Z5GT, than others.

Why?

Well, one important reason is that before the war, RCA's Preferred Type Tube Program concentrated tube production for many new receivers on a few RCA "Preferred" types. As a result, much of today's renewal demand is concentrated on these tubes.

This proves that RCA's Preferred Type Tube program really works. And that the effect, *after* the war, of RCA's continuing Preferred Type Tube program will again be to concentrate renewal tube demand on relatively few types.

What will that mean to RCA Tube Distributors and Retailers?
More profitable business!

When your tube shelf-stock can be largely confined to fewer type numbers, your turnover is faster; your clerical handling is simpler; bookkeeping costs are lower; stock-ordering is easier, quicker. And your customer relations are better because tube performance is more uniform when production can be concentrated on larger manufacturing runs of fewer types.

Remember this, too, for post-war: *The Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern tube development is RCA!*

P. 5.—Listen to "THE MUSIC AMERICA LOVES BEST" on the RCA program every Saturday, 7:30 P. M., E. W. T., Blue Network

BUY MORE WAR BONDS



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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



Films taken on the spot to be flown to New York for NBC tele- casting via Eastern Network

IT'S convention time again! And when the two great political parties fire away from the Chicago Stadium, Eastern television owners will see the thrills from comfortable chairs at home.

Planes will rush special films taken on the convention floor to NBC television studios in New York. Thus, only a few hours after the event, the dramatic scenes will be streaming out via a 5-city "network" to set owners

in and near New York, Philadelphia, Albany and Schenectady. (Note: Many dealers hold "television parties" for such events!)

Although you may marvel at television's swift coverage of events today, it will be *instantaneous and direct* when networks are built after the war. Great dramatic productions, the opera, ballet, boxing bouts, baseball games, news events will be seen *while they are*

happening. And millions — not just thousands — will be watching.

When its war work is over and Victory is ours, RCA will be at work in every phase of this new industry, producing both transmitting and receiving equipment, including home receivers at popular prices. Watch what RCA will do for your postwar business in television, phonographs and RCA Super FM radios.

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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

ATTEND THE
CONVENTIONS
your Arm Chair!

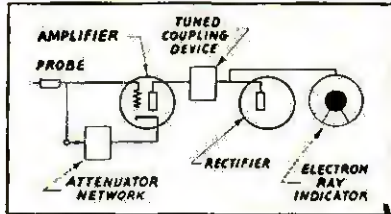


LISTEN TO RCA'S radio program,
"The Music America Loves Best" ... every
Saturday, 7:30 P.M., EWT, Blue Network.

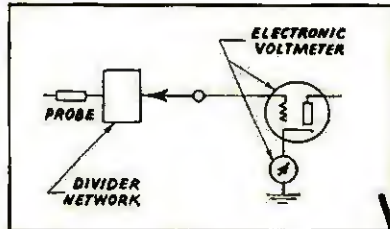
It's the Time it Saves!

THAT MAKES THE RCA CHANALYST SO IMPORTANT IN MANPOWER CONSERVATION

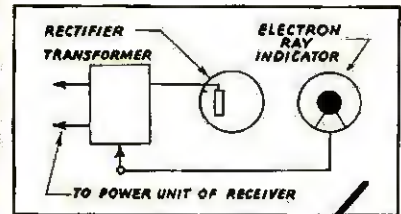
Are you using yours to best advantage?



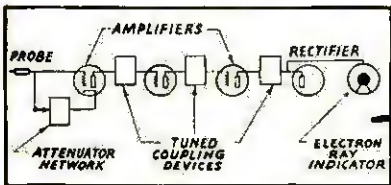
THE OSCILLATOR CHANNEL is invaluable in checking the performance of the oscillator in a receiver under test; it can be used to check oscillator output, frequency, or drift without disturbing operation of the receiver.



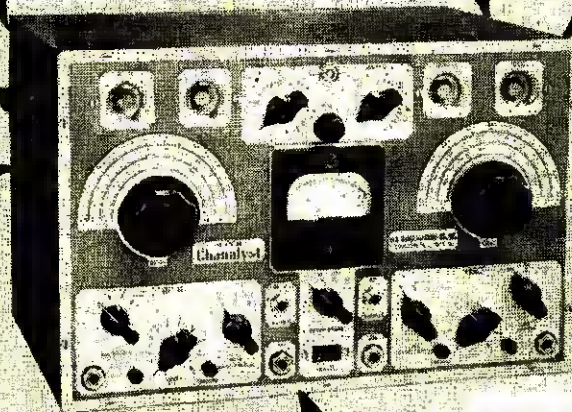
THE ELECTRONIC VOLTMETER can be used to measure AVC bias voltage directly at the control grid; to measure leakage in coupling condensers; to check overloading in audio circuits; to measure d-c operating potentials without interfering with receiver performance; as an output meter for alignment purposes.



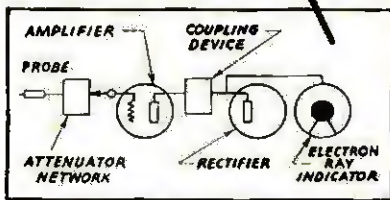
THE WATTAGE INDICATOR is useful in determining the amount of power consumed by the receiver. It reads directly in watts—indicates any trouble, such as transformer breakdown, which places an abnormal load on the line.



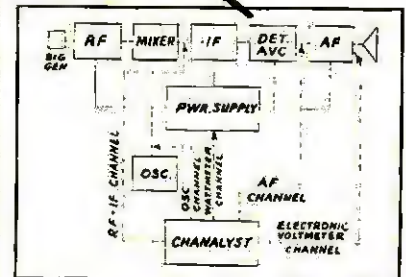
THE RF-IF CHANNEL can be used to identify quickly an oscillating r-f, mixer, or i-f stage; to check noise, distortion, and gain in r-f and i-f stages; to check r-f and i-f by-pass condensers without removal from chassis; to determine intermediate frequency, and in general check any part of the rf-if circuits of a receiver.



Please Note: Deliveries of the Chanalyst are subject to the regulations of WPB Limitation Order No. 265.



THE AUDIO CHANNEL can be used to check a-f voltage at any point in the receiver; to locate the origin of hum or distortion—by picking the signal off at any point and listening to it on headphones or looking at it on an oscilloscope; to check signal level, gain, or loss in tubes and coupling units.



INTERMITTENT RECEPTION can be analyzed by using all channels of the Chanalyst simultaneously. In solving the toughest service problems, use of the Chanalyst is the best, the most convenient and the quickest way.

BUY MORE WAR BONDS



RCA VICTOR DIVISION • CAMDEN, N. J.

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

More Than



Mr. and Mrs. Harry Christensen at their work bench. Mrs. Christensen specializes in small set repair.

A

"Better-Half"

Elgin, Ill., Dealer's Wife Puts in Full-Time Servicing Radios

• When Harry Christensen, owner of Christensen's Radio Service, Elgin, Ill., found that he could not hire any radio repair men to help him during wartime, and when radio sets in for repair began to pile up, he asked his wife if she would help him.

"Why, sure," she said. "Just show me what to do, and I'll try to help."

Learns Quickly

So Mr. Christensen began to make a radio service helper out of his wife. Today, after a year or more of training, she is a very valuable addition to his shop. She puts in full time, and between the two of them, the Christensens can count on turning out a lot of work every month. Even so, with their present setup, they are about 200 sets behind on repairs.

"I don't know when we can catch up," says Mr. Christensen. "We are working overtime, but the work still keeps coming in. The best we

can do is promise a customer his set will be repaired in turn and that it will take two or three weeks, or more."

Masters a Major Job

Mrs. Christensen is especially helpful to her husband on the small radio sets. She removes the chassis, and can also locate filter and by-pass trouble, her husband says, which is the major difficulty with a lot of these smaller sets; in addition there are many other routine jobs she can do, which gives Mr. Christensen more time at the bench.

"There must be a lot of half-trained radio men repairing sets now as a sideline," declares Mr. Christensen, "because numerous sets that come to us show evidence of botchy work. You can't become an expert service man in a couple of years. It takes a long time to pick up enough varied experience so that you can do a fine job. I've been in this business over 15 years and I am still learning."

One of the biggest time wasters in

this shop is tube testing. Many folks come in with a bag of tubes and want them tested immediately. Christensen has charged for tube testing a number of years. A sign on the wall says that charges of from 25 to 75 cents is charged for testing tubes.

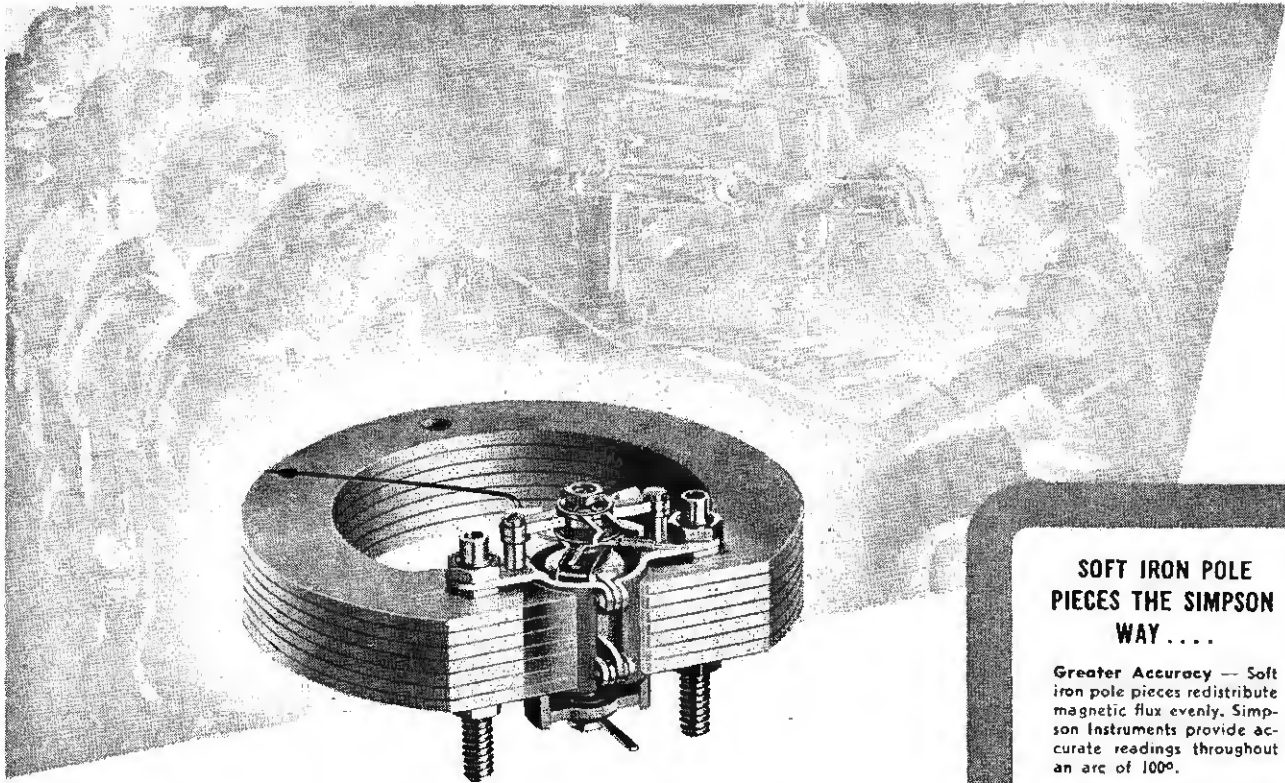
"That still doesn't stop them nowadays," says Christensen. "Folks as a rule have plenty of money, and want those tubes tested. They are willing to pay the price."

Well Stocked

Christensen has been able to turn out a large monthly volume of radio repair work, due to the fact that he had a large stock of tubes and parts. He also bought out stocks of retiring dealers from time to time and this helped him along.

Repaired radios, and those awaiting repairs or special parts, are stocked neatly in special wall shelf compartments at one end of the store. The long receiving counter,

(Continued on page 76)



These soft iron pole pieces tell the story—

EXPERIENCE is a much used, and too often abused, word. Yet in any field experience is the only source of practical knowledge—the only sound basis for further advance.

Measured in terms of time alone, the experience of the Simpson organization is impressive enough. For more than 30 years this name has been associated with the design and manufacture of electrical instruments and testing equipment. But the real value of this experience is to be found in the many fundamental contributions Simpson has made to instrument quality.

The use of soft iron pole pieces in the patented Simpson movement serves as an example. An admittedly finer type of design, these soft iron pole pieces have been employed by Simpson to provide maximum strength as well as accuracy, and to achieve a simpler assembly that permits faster, more economical manufacture.

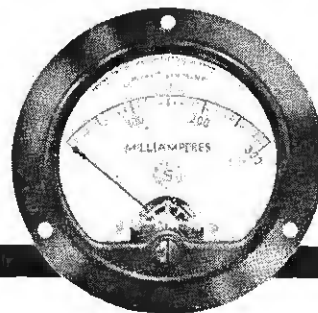
For today's vital needs, this experience enables Simpson to build "instruments that stay accurate" in greater volume than ever before. For your postwar requirements it will insure the correct interpretation of today's big advances.

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

Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory

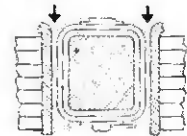


SOFT IRON POLE PIECES THE SIMPSON WAY . . .

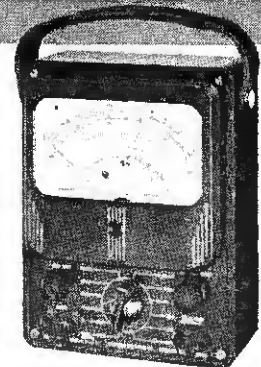
Greater Accuracy — Soft iron pole pieces redistribute magnetic flux evenly. Simpson Instruments provide accurate readings throughout an arc of 100°.

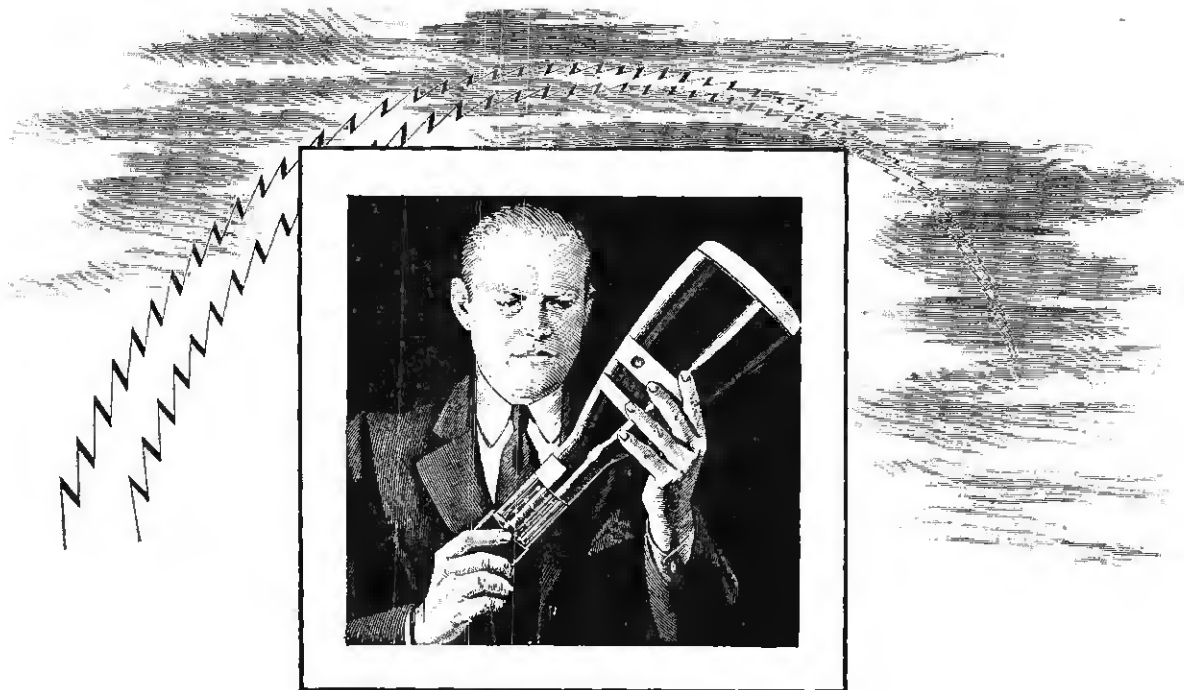
Greater Strength — Pole pieces are used to anchor full bridges across top and bottom of movement. Moving assembly is locked in permanent alignment.

Smooth Walled Air Gap
No cracks or irregularities to invite dust or other foreign particles, which might interfere with movement of armature. Reamed to accurate dimensions after assembly.



Speed and Economy—Pole pieces are stamped, not machined. This is one of many ways Simpson has speeded construction, and lowered costs, of this basically better movement.





The Man Who Taught Old Electrons New Tricks

Allen B. DuMont brought some of your best customers through your front door when he created the DuMont Cathode-ray Tube.

That tube made elusive electrons behave better, directed them in *disciplined* streams so that television images became clearer, truer.

The DuMont Cathode-ray Tube, just one of DuMont's many precision electronic achievements, earned him the title "the man who made commercial television practical."

The DuMont Cathode-ray Tube took years to perfect. But those years and all the

years of DuMont specialization in electronics and television made it possible for your best customers to have technical and artistic superiority in Television Receiver sets.

DuMont's hundreds of skilled specialists mean that you will have better Television Receivers to sell . . . sooner. Soon enough after victory for you to make plans *now*.

Inquire of DuMont. We'll keep you supplied with all the latest information so that, together, we can better direct customers (like electrons, in streams!) through your doors.

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



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

Sells Appli- ances NOW

Wisconsin Firm Sells Stoves to Farmers — Services Washers- Refrigerators

• Catering principally to the farm trade, Kossel Appliance & Implement Co., Oshkosh, Wis., finds itself with a lot of repair and service work during wartime. Farmers need to have their appliances and farm machinery in tip-top shape if they are to produce all the food Uncle Sam and his Allies need, and this means preferential service for the farmer in many repair shops.

Elmer Kossel, owner, and his three technicians, try to service the farmer as rapidly as possible these days, and have been fortunate thus far in getting enough repair parts to do the job. The firm repairs many stoves of various sorts for farmers, as well as washers and refrigerators.

Sells Lots of Heating Devices

In the first place, the firm today sells quite a number of space heaters on certificates. Local rationing boards are cooperative with farmers in this matter, where sufficient reason can be shown for such stoves. This also applies to new cooking and heating stoves using various kinds of fuel.

Kossel has stoves on hand which burn oil, coal or wood and some which burn bottled gas. He has a large showroom in which many stoves are displayed. Farmers have the cash to buy these days, and if they can get a rationing certificate, the chances are they will show up at Kossel Appliance & Implement Co.

Kossels, above, specializes in home equipment, implements and farm supplies. Right, all the purchaser needs to buy this range is a certificate from ration board.

Nowadays, a lot of used stoves come out of hiding. The Kossel firm is able to pick up a number of these, and recondition them for resale to the farm trade. Many heating stoves need only new firepots and grates, plus a few bolts. If these repairs are taken care of, such stoves are almost as good as new, and thus find a ready sale, especially if they are "slicked up" a little.

Prior to the war this firm was selling and servicing Gibson refrigerators, ABC washers, Sun Flame oil heaters, Westco water systems and the Allis Chalmers and New Idea lines of farm implements. Mr. Kossel expects to do a good business on such lines in the postwar era.

Supply Department Pays

A big asset during the war period has been this firm's farm supply department. Here a large variety of items are sold such as oils and greases, fan belts, auto supplies, dairy barn supplies and many other items. Farmers are continually in need of such articles, and always come in to buy when they are in town. This helps the Kossel firm maintain its contacts with its cus-

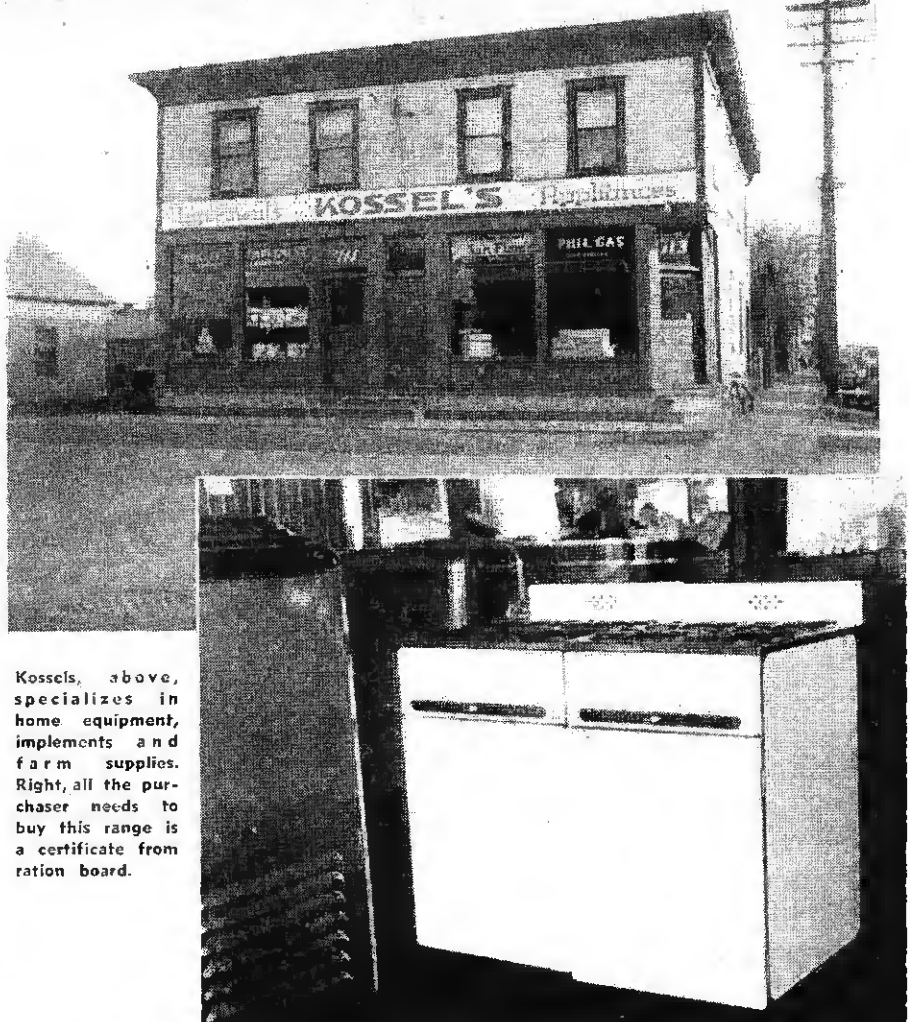
tomers, and is expected to be a very important asset after the war.

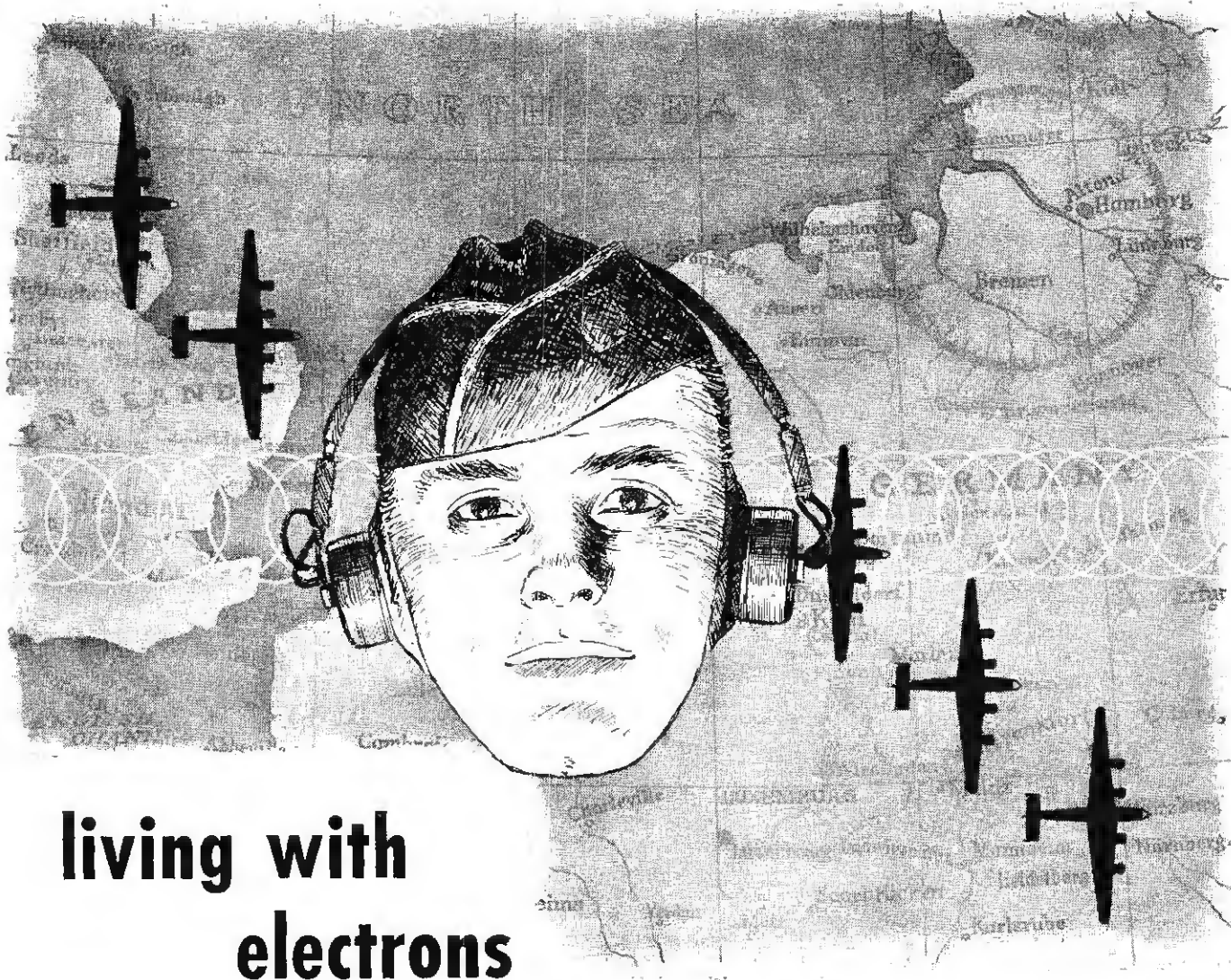
The service men whom Mr. Kossel employs can handle a wide variety of repairs. The bulk of their work is now on farm machinery, as is to be expected, but these men can also repair washing machines and handle most of the service on refrigerators, with the exception of the gas.

Profits in Bottled Gas

Another important source of profit during wartime, and an excellent way of continuing contacts with farmers, is the firm's bottled gas business. There are more than 800 accounts. Country people come in and pick up their own drums of such gas, but deliveries are made to the town people who usually do not have trucks. Gasoline restrictions make it impossible to deliver to the rural areas. The Kossel firm has always encouraged farmers to get their own gas.

This firm expects a fine postwar business. It intends to push the sale of appliances and farm supplies, and has a good list of prospects who can be worked on when the merchandise is available.





living with electrons

Only a short time ago—when the principles of radio were discovered—men began dimly to realize the versatility of electrons. But it was not until war came, with its deadly challenges, that men really began living with electrons, utilizing them in amazing applications in ships and planes and battle vehicles. Their versatile performances promise future applications that will make electronic devices a part of our daily lives.

Delco Radio has been working in close cooperation with Army and Navy engineers to help make electronics an increasingly effective "weapon" of war. The assignment has called for full utilization of Delco Radio's research laboratories, engineering background and production

facilities, by means of which principles have been explored and exploited, designs evolved to apply these principles, and complete equipment manufactured with speed and skill. To all radio and electronic applications, Delco Radio brings its long experience in volume production of precision radio instruments.

**DO MORE THAN BEFORE—
BUY MORE WAR BONDS**

Delco Radio
DIVISION OF
GENERAL MOTORS

Servicing Detectors

Operating details and component tubes in circuits

• The operation characteristics of diode AM detectors was covered in the February issue of *RADIO & Television RETAILING*. Also prominent in the receiver field, especially among the older models, are the triode and other multi-element detectors. These triodes may be operated in several classes: grid-leak, bias or plate, and infinite impedance detectors.

A triode circuit that is occasionally found in old TRF sets is the grid-leak arrangement. This circuit is especially sensitive but suffers several handicaps.

Variable Bias

In Fig. 1, the similarity of the grid-leak and the conventional diode detectors is shown. By considering the grid circuit alone, that is the portion of circuit which includes the input transformer, the grid resistor and capacitor, and the grid and filament elements of the tube, the similarity to the diode rectifier is apparent. In diagram A, the various voltages present in the circuit are indicated. The voltage e_c is the instantaneous value from grid to ground. It is made up of the signal voltage e_g and the bias component E_c . The voltage across the load resistance e_b is an instantaneous quantity made up of the DC drop across the load, and the amplified AC signal voltage.

The grid characteristics of Fig. 1B show how the modulated signal varies the grid current to produce a "bias" voltage that varies in accordance with the audio signal.

The curved line $i_c - e_c$, represents the conditions between grid current and grid voltage for every instantaneous value of the RF carrier. The straight line characteristic must represent the relation between the average grid voltage and current where the average is taken over the RF cycle only. At zero carrier voltage, the average and instantaneous conditions are one and the same, therefore, the intersection of the two curves represents the no-signal condition. The bias on the grid is zero for no carrier.

When a carrier voltage is applied to the grid circuit, the average grid current increases. This is the result of the partial rectification of the carrier which increases the average grid current. This increased grid current flows through the grid leak to produce the new bias E_c . This bias is the axis about which the carrier operates. As the carrier magnitude increases, the bias E_c increases. Therefore, the grid current and consequently the grid voltage vary in proportion to the modulating signal which changes the amplitude of the RF carrier.

Audio Amplification

Fig. 1C is the dynamic characteristic of the detector as a triode amplifier. The $I_b - E_b$ line is the relationship between the average plate current and voltage for a particular value of R_L . The grid voltage which is varying in proportion to the audio signal is represented by the curve $i_c \times R_g$. As the grid voltage changes

the plate current, the signal is reproduced across the load resistor. The normal amplification of the tube is thus utilized in the process of detection.

The drawbacks of grid-leak detection are similar in some respects to those of the diode circuits. Fundamentally, the grid-leak detector is a square-law device with the accompanying second harmonic distortion. This type of distortion also happens to diode detectors that are operated at signal input levels under about 10 volts peak.

Audio Distortion

In the case of diode detectors, the square-law distortion is overcome by increasing the input signal voltage.

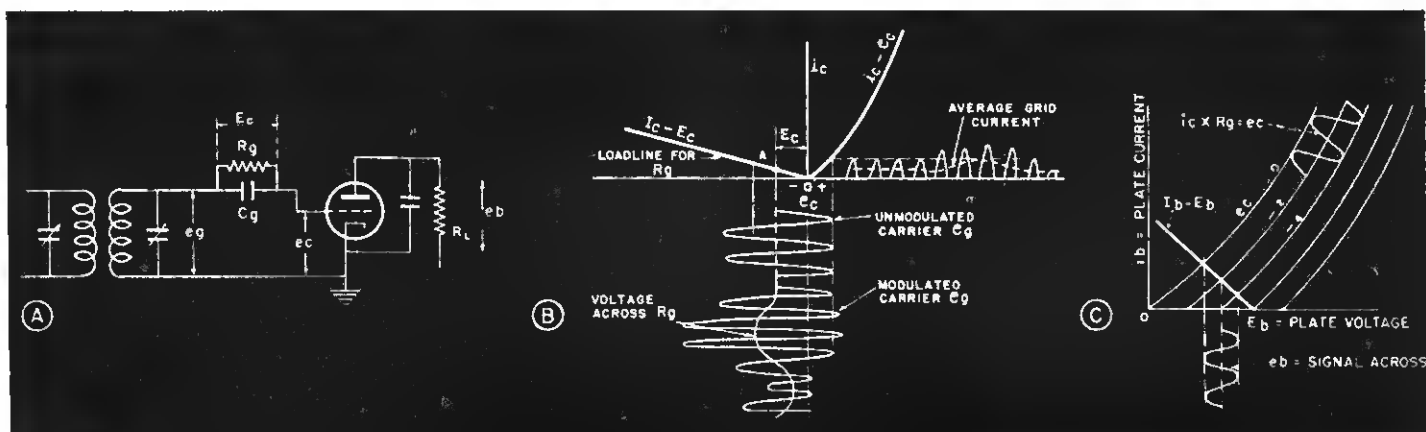
In a grid-leak detector, if the input signal voltage is increased beyond the square-law limit, overloading and distortion take place. Remember that the average grid bias is increased on large signal levels. This means that the bias for correct amplifier operation of the tube will be right for only one input signal level. As this bias is increased, the amplifier action no longer takes place on the straight portion of the curve with resulting distortion.

Bias Type Detector

The fixed bias type of detector is of more recent vintage than the grid-leak type. It is most commonly found in those early supers. See Fig. 2.

The bias detector may be operated either as "square-law" or "linear."

Fig. 1—Typical circuit and operating curves for grid-leak type detector. Compare with conventional diode.



in AM Sets—Part II

Characteristics of multi-amplitude demodulation

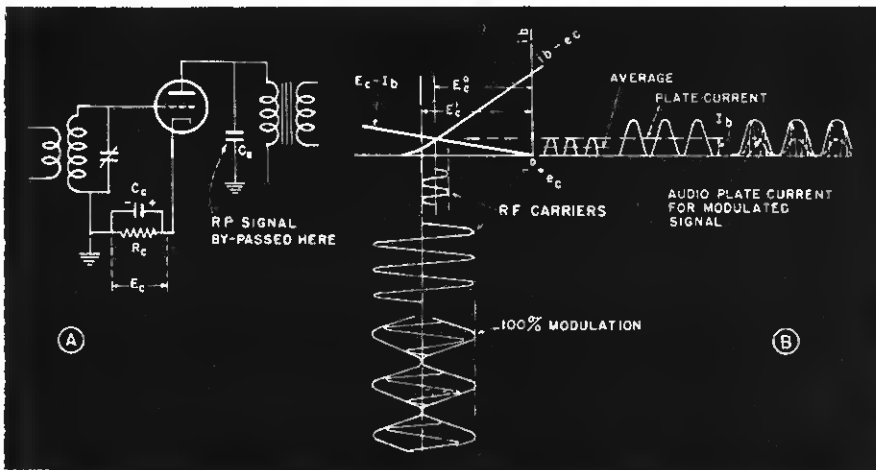


Fig. 2—Plate or bias type detector showing plate rectification. Tube biased to approximately cut-off by combination Resistor R_c and capacitor C_c .

The bias is supplied by a cathode resistor, or in some cases by a fixed bias supply. The bias voltage is of such a value as to reduce the plate current to practically cut-off. The cathode current or plate current in these circuits is usually adjusted to 0.2 ma. for no-signal input.

Fig. 2B shows what happens in the bias detector circuit. The cathode capacitor C_c is large enough (1 mfd. or more) to by-pass both RF and audio currents around the bias resistor. The plate by-pass capacitor is usually about 0.0001 mf. and shunts only the RF currents around the audio transformer.

The $E_c - I_b$ line shown on the graph is the cathode resistor relation. The intersection of this line and the grid-voltage-plate current curve gives the initial bias on the tube which is practically cut-off.

Plate Current Increases

Two amplitudes of RF carriers are shown on the graph, along with a 100 per cent modulated RF carrier. It will be noted that the average value of the plate current increases as the amplitude of the carrier increases. The detector rectifies the carrier approximately half-wave, which means that the average current is approximately one-third of the peak current. This increase of average plate current with signal amplitude is one of the means of indicating resonance with tuning meters, etc., or

for indicating output during alignment.

The bias detector is usually transformer coupled, but may also be resistance coupled. Transformer coupling permits higher plate voltages with better performance on large signal inputs.

The chief differences between the grid-leak and bias detectors are: (1) the grid-leak detector does the detection or demodulation in the grid, or input circuit, while the bias detector

broadening the tuning; the bias type detector does not draw current from the input and thus reduce the selectivity. (4) The grid-leak detector is more sensitive, but less able to handle overloads, than the bias type detector.

Infinite Impedance

A special type of bias detector used in PA tuners, and high fidelity AM sets is called the infinite impedance detector because it does not draw current from the input source. With small input signal levels, the ordinary bias type does not draw current either, however, on carrier peaks which may exceed the bias voltage, grid current may be drawn and considerable distortion result.

The infinite impedance detector employs the plate load resistor in the cathode circuit. The plate is by-passed to ground for both RF and audio currents. The cathode load and bias resistors total 120M ohms in the circuit shown in Fig. 3. The 100M ohm section and the 20M section of the cathode load are by-passed for RF currents only.

The principal of operation is that the cathode bias is developed across the 100M ohm resistor in proportion to the audio signal. The bias voltage

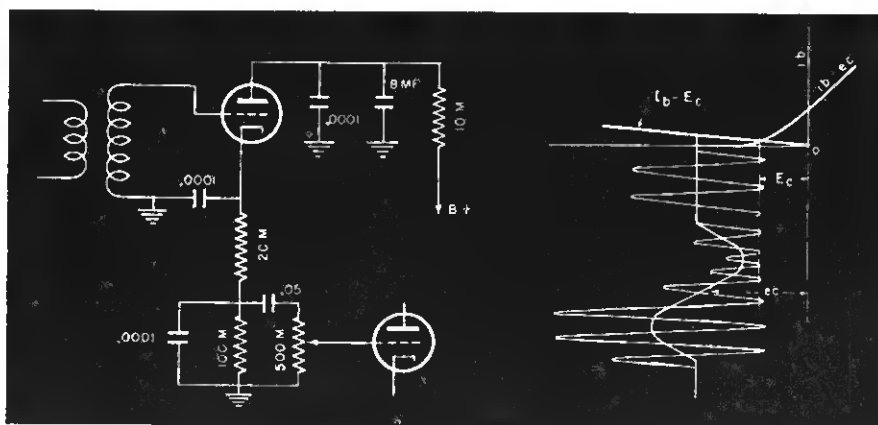


Fig. 3—Infinite impedance detector in which audio appears between cathode and ground.

does the detection in the plate circuit. (2) The average plate current in the grid-leak detector decreases as the signal increases, while the average plate current of the bias detector increases. (3) The grid circuit of the leak type detector draws current from the input source, thus loading and

which appears across this resistor thus has the same wave shape as the audio signal and can be taken off from this point in the circuit for further audio amplification. The operating curve of Fig. 3 shows how the bias is adjusted automatically to keep the posi-

(Continued on page 68)



Some dealers may be pretty mad at us . . .



**But a whole lot more will thank Majestic for
Controlled Distribution**



DEALERS who sell Majestic – and there'll be a lot of them – will operate on a sound, profitable basis unique in radio history. Any dealer who has the Majestic franchise can be sure he's in a set-up that's fair for all, not a free-for-all. Controlled Distribution will see to that – Controlled Distribution, the unique plan which only Majestic is in a position to establish.

It's the way *most* dealers have always wanted to operate. That's why we say that, while "some dealers may be pretty mad at us . . . a whole lot more will *thank* Majestic for Controlled Distribution." For this unusual plan means *profits*, just as . . .



Majestic Means Business . . . and lots of it!

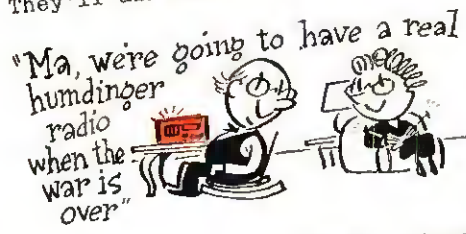
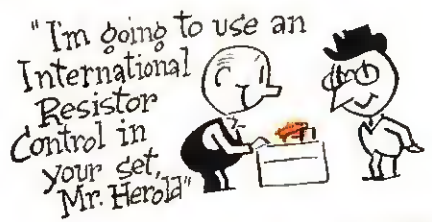
MAJESTIC RADIO & TELEVISION CORPORATION ★ CHICAGO 32, ILLINOIS



The War Is Selling Radio Like Nobody's Business - by Don Herold

This war is the biggest ad for radio that anything ever was for anything. 130,000,000 Americans are using their radios constantly to keep up with war news — are finding out what radio really can do — are having their appetites whetted for better radio equipment — can't get what they want now — are going to start to better themselves, radio-ly speaking, the minute the war is over. 10,000,000 guys in the armed forces are learning what radio can do in battle and in training. They'll all come back radio nuts.

treating 'em as pleasantly as your overworked nervous system will permit. Read trade publications and talk to Jobbers' representatives to keep wise on what's coming. Modernize your shop.



And remember that we radio-shop customers, for whom I speak, always get a glow out of knowing that you handle and use famous products in your shop. If you tell me, f'rinstance, that you use International Resistance Units, I know you know what's what.

Television sets may be almost as common as electric toasters not too long after the war. So, hang on, brother. If you can "take it" these days, you'll reap richly in them days to come. But there'll be lots of competition and you'll have to be plenty smart and ready. List your prospective customers right now, and keep your present customers by wrapping 'em in cotton and by

No. 5 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.

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

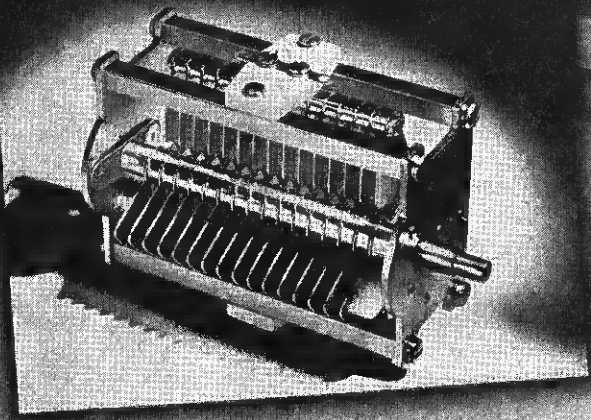


HAMMARLUND **RADIO**



Official U. S. Navy Photo

EYES AND EARS OF THE NAVY



As our Navy prowls the seas, searching out and destroying the enemy, Hammarlund Radio products help guide our great ships to certain victory. In commercial type marine equipment too, you'll find Hammarlund products are outstanding for their record of service.



THE HAMMARLUND MANUFACTURING CO., INC.

460 WEST 34th ST., NEW YORK, N. Y.

Established 1910

WHY HAVE

**Is Your Shop a
Fire Hazard?
Do You Observe
Adequate Fire
Prevention?**

*This article was written especially for
RADIO & Television RETAILING by H. P.
Quadland, Safety Research Institute.*

• The radio and electrical repair shop, both from a sales viewpoint—by emphasizing to customers the importance of safe wiring cord, and repairs—and from the viewpoint of its own self-protection, should know something about fire safety.

So that the next fire may not happen in your store, it is well to know the simple principles of fire and how to avoid it.

For a fire to start, three things are necessary. These are (1) something to burn, (2) heat and (3) oxygen. If any of the three is lacking, fire cannot occur.

For instance, if waste materials are not allowed to collect, if goods are not piled up haphazardly, and flam-

mable liquids are in approved safety containers—in other words, if ordinary “good housekeeping” practices are observed—you are less likely to experience a fire.

Second, there must be heat. A carelessly tossed cigarette, a short-circuit, defective heating equipment, sparks from a motor, oily rags that may ignite spontaneously, etc., can provide the source of heat.

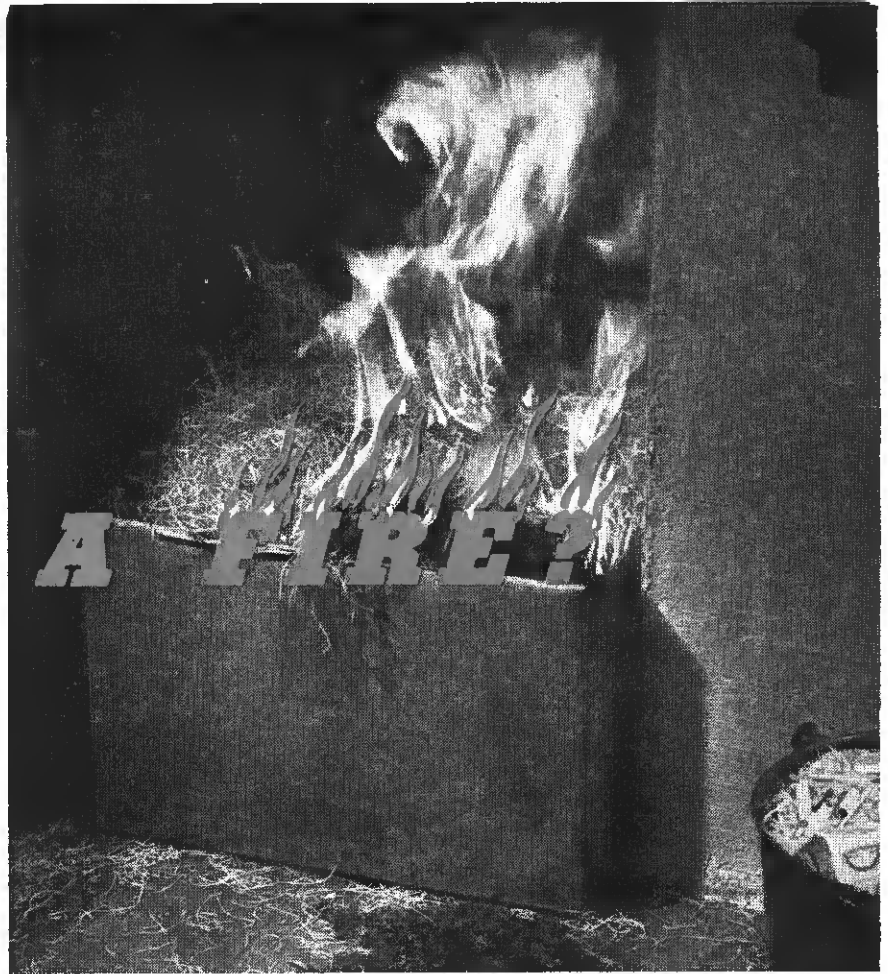
Third, there must be oxygen. If flammable liquids, oily rags and other highly flammable materials are kept in tightly closed metal containers, they cannot ignite.

Fires sometimes do occur, however, even in the best managed stores. Here “first aid” fire protection equip-

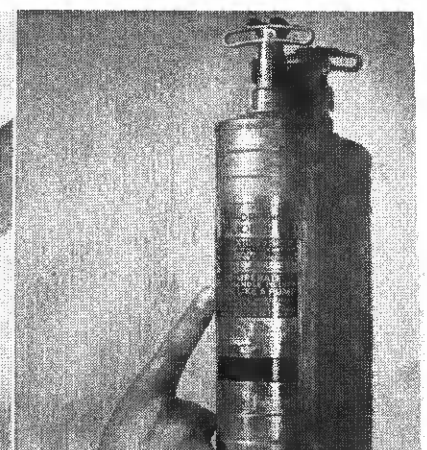
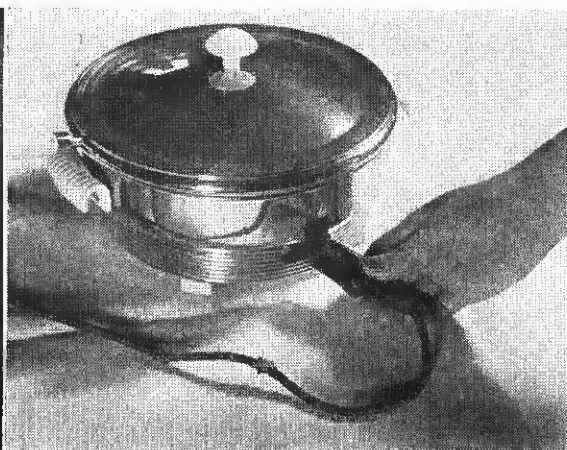
ment plays an important role in preventing the small fire from growing into a big one. But to provide the right equipment, it is necessary to know something about the different “classes” of fire and the types of extinguishers approved for them by the Underwriters’ Laboratories.

Fires in *ordinary combustible materials* such as wood, paper, textiles, rubbish, etc., are known as CLASS A fires. They are best extinguished with water, which has a cooling and quenching effect. Extinguishers containing water or chemicals and water are the soda acid, foam, pump tank, gas cartridge and loaded stream types.

(Continued on page 72)



Know the common causes of fire in radio and electrical shops and be familiar with the proper fire extinguishers.



FREE GIANT FULL-COLOR WINDOW DISPLAY (30" x 40"). THE BIGGEST NEWS IN RADIO...GENERAL ELECTRIC FM



You are looking at another one of General Electric's hard-hitting, colorful advertisements designed to pre-sell your customers on radio's greatest achievement — Frequency Modulation!

Nothing in years has so stimulated the radio industry, the trade, and the public as this invention of Major Armstrong's, developed to its finest by G.E. After the war, G-E FM radio will find ready acceptance by your customers!

Every month in the year, General Electric is telling millions of people about G-E FM and "natural color" re-

ception. *This is the biggest radio advertising campaign now running anywhere!*

Tie-in your store now with the top stars of radio! A blow-up of this sparkling advertisement, easel-mounted, ready to set up, featuring the popular Dinah Shore, will be sent you without charge. Display it in your window! It tells a powerful story that will mean post-war sales! *Electronics Department, General Electric, Bridgeport, Conn.*

General Electric is building more military radio equipment than any other home-radio manufacturer.

GENERAL ELECTRIC
Electronics Department
Advertising Division
BRIDGEPORT, CONN.

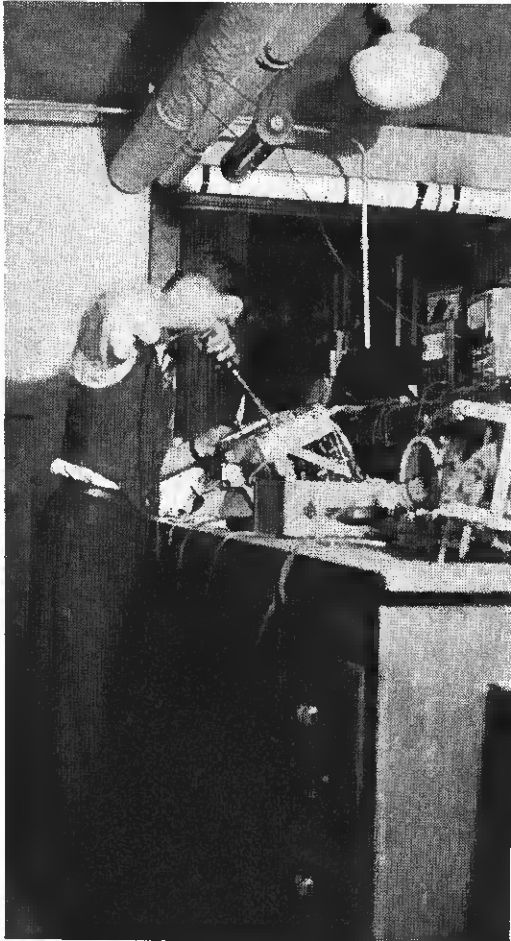
Please send me, without charge, the Dinah Shore window display.

Name _____

Address _____

Type of Store _____

GENERAL ELECTRIC



George Miyagana "on the job"

Wartime Techniques

(Continued from page 48)

"the customer is a nuisance" attitude. Competition will return again, and Miyagana is cashing in on this great opportunity to establish friendship and good will through courtesy.

Appliance Repair

While radio service comprises the bulk of his repair volume, and all orders taken are subject to completion in the order received, electric washers, refrigerators, irons, ranges and accessories are also handled efficiently.

In addition, the company advertises for used radios and appliances for rebuilding and resale.

Card System

Each customer is given a card containing a description of the radios and home appliances he owns, and each repair or service job rendered, date performed, price, parts installed.

The office keeps duplicates of these customer cards up to date by entering data on same as taken from the sales and service tickets. Each card is also provided with a date tip,

or clip, fastened on the upper side, for follow-up on any type of sales or service job.

As a means of keeping tab on minor regular-interval maintenance jobs, such as cleaning and lubricating, this card system is ideal, in that it brings up each prospect's card on the day of the month the work should be done.

Saves Time

These records save man-hours. By referring to the card, the workman can tell at a glance what had been done before.

These short cuts also save the customer money. "The more money we can save a customer by eliminating unnecessary work, the better it is for us," Mr. Miyagana declared, adding that it speeds up the repair jobs, and enables the company to serve more people.

Guarantee Check

Another thing—if the repair should break down, the mechanic can tell by the date on the card whether or not the customer is entitled to an adjustment. Just another good will builder, the management believes.

The benefits of this easy-to-operate and inexpensive system are obviously valuable to the repair department, but even more valuable in time to come as a follow-up program to promote sales of new units of radio sets or home appliances.

To sum up, the George's Radio Shop is in an all-out program of giving service—friendly service—combined with courtesy. Its purpose is to survive the emergency with a living profit, plus a service to the customers, with *good will* the main objective.

Fire Hazards

(Continued from page 70)

Vaporizing liquid and carbon dioxide extinguishers are useful in fighting small Class A fires, if the fire is not deep-seated and there are no strong air currents to dissipate the vapor or gas.

Flammable liquid fires are known as CLASS B fires. Here a "smothering" agent is essential, in order to cut off the oxygen supply. Water may serve only to spread such fires. Suitable extinguishers are foam, vaporizing liquid, carbon dioxide and loaded stream types.

CLASS C fires are, of course, extremely important from the viewpoint of the radio and electrical re-

pair shop. These are fires in *electrical equipment*, which require an extinguishant that will not damage the equipment nor convey an electrical charge along the hose stream to the operator. Vaporizing liquid and carbon dioxide are approved for fires of this class.

The Underwriters' Laboratories' label on every approved extinguisher indicates the class or classes of fire for which it is suitable. There are also standards established by the Underwriters for the number of extinguishers to be provided in a store or other interior. In general, extinguisher units should be located so that it will be unnecessary to travel more than 50 feet for an extinguisher, and at least one is required for each 2500 feet of floor area.

Check Extinguisher

"First aid" fire protection equipment is now allocated almost entirely to the war effort, being used in ships, tanks, planes, post exchanges, Army and Navy offices and supply depots and war industries. Maintenance of such equipment already in radio and electrical repair shops is therefore more important than ever. Good maintenance, whether it is an electric motor or a fire extinguisher, means that the equipment will always be ready for instant use; in the case of an extinguisher, the result may be disastrous if it cannot be used when necessary.

Extinguishers, for this reason should be checked frequently to see that they have not been tampered with or otherwise damaged. Once a year, some types must be discharged and refilled, using materials obtained from the manufacturer of that particular make of equipment. Types that do not require annual recharging should be thoroughly inspected to make sure they are in operating condition. Instructions for proper maintenance are given on a metal plate on the face of each approved extinguisher. A tag should be attached to the extinguisher with the servicing date on it.

Be sure you know also how to operate the equipment efficiently in case of fire. Otherwise, valuable time may be lost. Experienced fire fighters often say that the first five minutes after a blaze breaks out are more valuable in fighting it than the next five hours.

The radio-electrical repair shop that is kept safe from fire and helps to keep the homes of customers safe from electrical fires can be of real service to its community.

NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST No. 1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month...

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

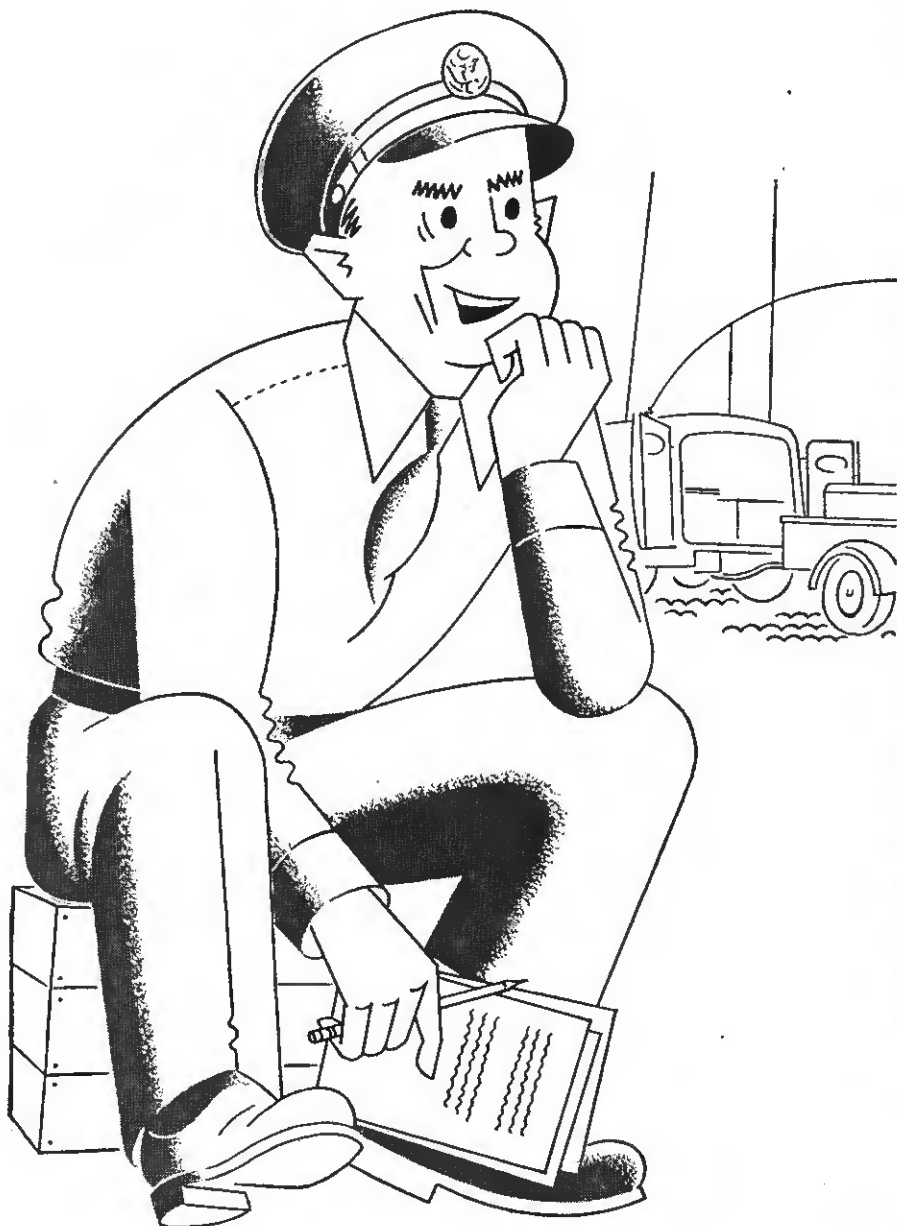
Hallicrafters will give \$100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.)... For every serious letter received Hallicrafters will send \$1.00 so even if you do not win a big prize your time will not be in vain. ... Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. ... Military regulations prohibit the publication of winners' names and photos at present ... monthly winners will be notified immediately upon judging.

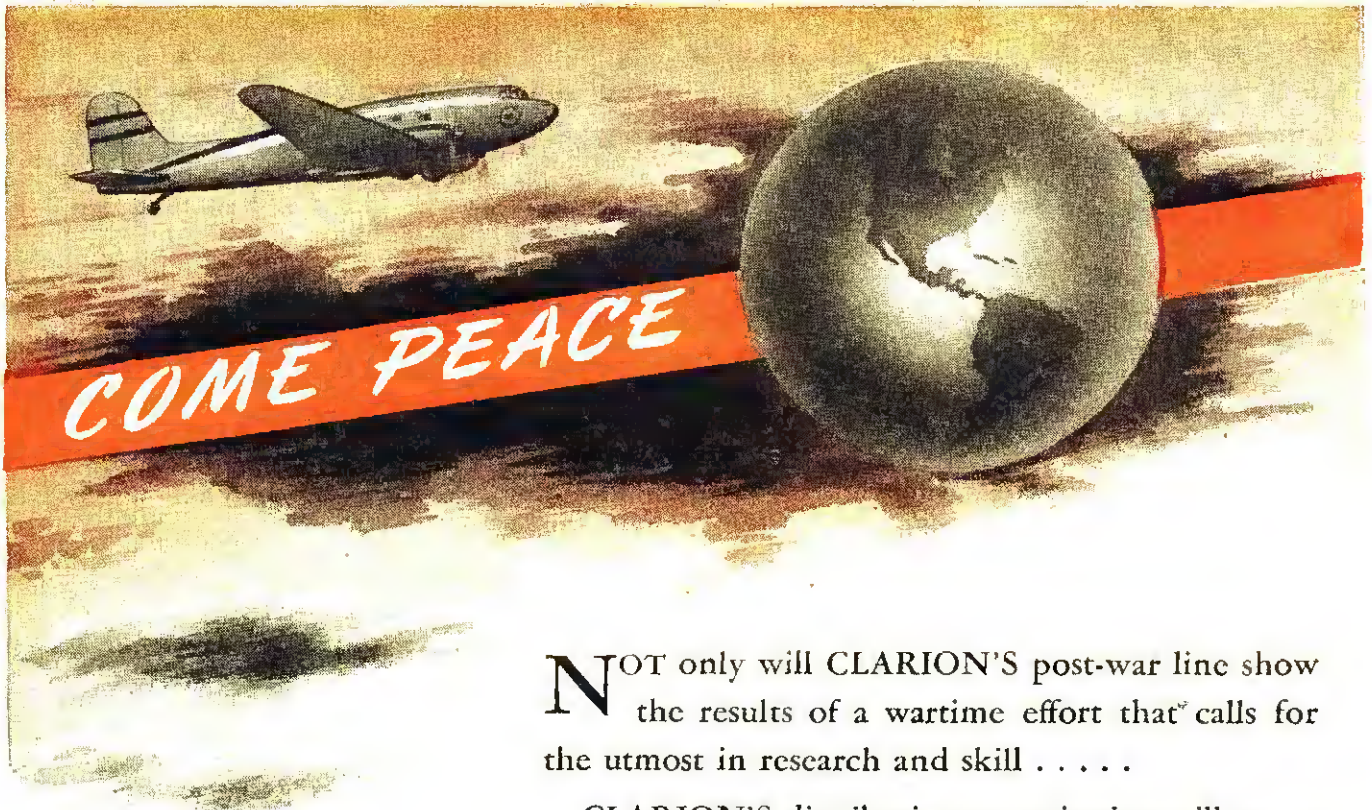


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THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
RADIO & Television RETAILING • June, 1944





NOT only will CLARION'S post-war line show the results of a wartime effort that calls for the utmost in research and skill

CLARION'S distributing organization will measure to the same high standards.

Dealers in all sections will be served by distributors of broad experience and sound financial standing.

The retail dealer who plans with CLARION for post-war sales is assured of a magnificent line, *plus* contact with a firm you will like to deal with, *plus* a manufacturing company that will provide both *good radios* and *enthusiastic cooperation*.



CLARION'S 6-POINT POST-WAR PROGRAM FOR DISTRIBUTORS AND DEALERS

1. To direct CLARION sales through independent Appliance Distributors, assuring complete national sales coverage.
2. To apply to civilian production the engineering and designing skill gained through our work for the armed forces —plus our years of experience in building fine radios.
3. To produce a complete and carefully planned line of table models, portables, farm sets, consoles and radio phonographs that will enable the distributor and dealer to
4. satisfy his customers' demands with a minimum inventory.
5. To produce only those models of radios which careful analysis on dealers' floors has shown that the public wants.
5. To franchise with a line that will have continuous public demand because of well-developed selling features and trouble-free performance.
6. To insure public acceptance of our product through liberal sales promotion and advertising help.

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SPRAGUE TRADING POST



A FREE Buy-Exchange-Sell Service for Radio Men

Important Notice!

We discourage offers to buy or sell anything beyond the O.P.A. ceiling prices, and will not knowingly accept such ads for the Sprague Trading Post.

FOR SALE OR TRADE—New Janette CA18 rotary converter, less radio filter. 32v D.C. Input; 110v A.C. 60 cy. output. \$28. Want 32v D.C. soldering iron 10 to 100 watts, also a condenser tester. Riverside Radio Service, Rt. 1, Box 73, Garfield, Wis.

TRADE OR SELL—Haudee de luxe grinder; Weston 7683 V-O-M; Jewell 0-3 1-12 V. A.C. voltmeter; Jewell 0-150V A.C. voltmeter; Jewell 1 ma. meter; G.E. Thomson 200v A.C. meter. Want Superior chandler or dynamometer; also Schophone EC-1 receiver, Harold Rose, 764 Cornelia, Chicago 13, Ill.

URGENTLY NEEDED—50,000 ohm wire-wound potentiometer; good d-c voltmeter 1-500v and an a-c voltmeter, 3"; also 1-6K7; 1-6A8; 1-25L6; 2-25Z5; 1-6U5 or 6G5; and 1-6Q7 tube. Eugene T. Jenko, 201 S. 36th W. Pl., Tulsa 6, Okla.

FOR SALE OR SWAP—3" RCA 155A oscillograph, \$80; or will swap for equal value in an all-wave sig. generator, 60 y. a-c operated. Scope used little, A-1 condition. Parker Radio, 609 Ridge Ave., S.S., Pittsburgh 12, Pa.

URGENTLY NEEDED—4 crystal and 4 magnetic pickups with arms. Fred Kagl, 325 Magnolia Ave., Orlando, Fla.

WANTED—Recording and playback unit, refer General Industries; also single or double-button carbon mikes. Irwin Olfin, 129 Fairmount Ave., Jersey City, N. J.

WANTED—Triplet 1175 B tester, also known as the N.R.I. set analyzer. Irving Garichter, 320 Beekman Ave., Bronx, New York, N. Y.

WANTED FOR CASH—Readrite 432-A tube tester, or an R.C.P. 309 ditto, new or used. Russell F. Calkins, 37 Park Ave., Keene, N. H.

FOR SALE—Precision K-200 R-F oscillator in new condition with coaxial cable. I. Takeucul, P. O. Box 531, Villa Nova, Pa.

WANTED—Late model oscillator, prefer Hickok, Philco, etc. John Pierce, 201 W. Washington, McAlester, Okla.

WANTED—Set analyzer, preferably RCA channalyst. Cash. James F. Gossage, 5655 Atlantic Ave., Long Beach 5, Calif.

WANTED—Brush H1-F1 pick-up PL-25; Presto 9-C turntable and recorder mechanism, and Simpson V-O-M. Engel Radio Service, 430 N. Bancroft, Indianapolis 1, Ind.

WANTED—Hickok Jumbo V-O-M or any other good make, 9" dial or larger. Harold Paves, 203 Wilder, Lakeland, Fla.

FOR SALE—HY75, HY615, 954, and 955 tubes. Also microphones, amplifiers, pick-ups, speakers, baffles, auto aerials, intercom, wire (12 pr.), Mallory 534 vibrator, and amplifier chassis. Write for list. Fox Radio Service, 435 So. 5th St., Richmond, Ind.

WILL PAY highest cash price for S-29, S-20R, S-19R, EC-3, EC-4 or other small size communication receiver. Urgently needed. Describe fully. Lieutenant Shih Yu-Tien, 158A, Hq. Hq. Sq., A.A.F.T.S., Scott Field, Illinois.

WANTED—Voltmeter. Will trade other merchandise. National Radio Corporation, 207 W. Wells St., Milwaukee, Wis.

WANTED—Signal generator, E. F. Dietz, 52 MHe Strip Rd., Woodlawn, Buffalo 19, N. Y.

WANTED—New or used Precision tube tester such as 910, 912; 915; 920; or 922; also Supreme analyzer 289. Russell J. Leath, care G & L Radio Repair, 224 W. High St., Bound Brook, N. J.

WILL SWAP—We have supply of 35L6, 35Z5, 12SQ7, 12SK7, 117Z6, 70L6, 614B, 12B8, and 32L7 tubes to swap for any amount of 1A7, 1H5, 12SA7, 47, and 7AS. Southern Radio Service, 514 Salisbury Ave., Spencer, N. C.

WANTED—Recording eqpt. such as motors, cutters, recording units, recording and playback units, portable recorders, etc. Cash, or will trade tubes. John Lochmeister, East Walnut St., Booneville, Ind.

SWAP OR SELL—Supreme signal generator 1189 in A-1 condition. Want P.A. components or hard-to-get tube types. E. S. Dawson, 1201 N. 5th St., St. Charles, Mo.

FOR SALE—Type BH rectifier tube, slightly used, \$2.50. Want pocket voltmeter. Lyle Anderson, Heaton, N. D.

WANTED—Radio parts and tubes, new or used. Send list. State prices. Martins Radio Service, Gastonia, N. C.

SWAP OR SELL—Super Sky Rider SX-9. Will sell for \$75 or trade for SX-23 Sky Rider, or pay dif. or buy SX-23 outright. Want 8 mm. projector, also Official Radio Serviceman's manuals 1 and 7. Bracken Radio Shop, Portales, New Mexico.

WANTED—Rimco dynalyzer in A-1 condition. E. J. Bach, 597 Dempster, Memphis 9, Tenn.

SELL OR TRADE—RCA 806's; RCP tube tester. Will trade for Colt revolver or auto, pistol. L. L. Martin R. Preville, 5264 Signal Instal. Co., Camp Crowder, Mo.

SWAP OR SELL—9" Jewell meter 2538, tube tester face, excellent condition. Will trade for good typewriter or \$20 cash. Irving P. Horowitz, Montefiore Hospital, South 3, Room 8, Bronx, New York 67, N. Y.

WANTED—RCP master analyzer or other good set tester, also 3" scope. Cash. Don Y. Yen, 318 Louis St., Rockford, Mich.

WANTED—Tube tester such as Readrite 442C; also a sig. generator and V-O-M. Warren Wallace, 607 Taylor Ave., Frankfort, Ky.

FOR SALE—RCA ACR-155 comm. receiver, 9 tubes. All mail answered. Bernard W. Giddos, R. D. 21, Latrobe, Pa.

WANTED—All 12 volt (or higher) tubes in any quantity, sealed cartons only. Leading Radio, 114 E. 3rd St., Mt. Vernon, N. Y.

WANTED—Late tube tester and set tester combined or just a tube tester. Walter H. Palmer, R. D. 2, Malvern, Pa.

WANTED—Transmitter kit, xtal mike. Paul K. Helm, Seminary Campus, Gettysburg, Pa.

WANTED FOR CASH—Good tube checker and set analyzer. J. A. Brown, 315 Sautafe St., Waynoka, Okla.

FOR SALE Precision 2200 sig. generator, practically new. J. Greiner, 95-08 77th St., Woodhaven, L. I., N. Y.

WANTED—Superior 1280 set tester or similar. Also want tube checker. David Friedman, 1759 W. 7th St., Brooklyn 23, N. Y.

SWAP OR SELL—Have Stancor amplifier with 2-6L6 output tubes new; and one complete P.A. system in portable case with 2-6V6 output and 12" Jensen PM speaker. Want P. A. tuner or F. M. tuner. Paul Stieglitz, 1455 Broadway, New York, N. Y.

WANTED FOR CASH—Abbott D.K.3. Describe fully. Cooke, 21 St. Paul's Court, Brooklyn 26, N. Y.

WANTED—AC-DC volt-ohmmeter. Norman Johnson, 13 Pleasant St., Proctor, Vt.

WANTED—Headphones, also 12SA7; 12SK7; 12SQ7; 50L6GT; 35Z5GT tubes. Tony Ferrara, South St., Marlboro, N. Y.

WANTED—Set of Rider's manuals, modern tube checker and multimeter. Bill Suddwith, 30 Hydroplane Drive, Aero Acres, Baltimore 20, Md.

WANTED—Late model tube tester, Hickok or Supreme. Wrights Radio Service, Box 141, Praise, Ky.

WANTED—Electric hand drill, pistol grip; V-O-M, Superior preferred; condenser analyzer; and Rider's manuals 2 and 3. F. L. Dearth, Augusta, Ohio.



How to Substitute Capacitors Accurately

Besides listing the "Victory type"

Sprague Atom Electrolytics and TC Tubulars for wartime service use, this folder contains helpful information on making these 18 Capacitor types do the work of the 473 capacitors normally included in our catalog. Send a post card today for your copy.

WANTED—Vac. tube voltmeter, prefer a RCA volt ohmyst but others considered. Will pay cash or part in hard-to-get tubes. BCL Radio Service, 9397 Goethe St., Detroit 14, Mich.

WANTED—V-O-M; sig. generator; tube tester; 78/33 1/2 12" turntables; Brush 1 oz. pickups; professional recorder; Jensen co-axial speaker & B. reflex baffle. S/Set. Edward Turner, A.A.F.R.S., 1, Ambassador Hotel, Atlantic City, N. J.

WANTED—Readrite 1739 volt-ohm-milliammeter. Ray S. Hanson, Fertile, Minn.

WANTED—Hickok 510X tube and set tester. Cash or trade. What do you need? F. U. Dillon, 1200 N. Olive Drive, Hollywood 46, Calif.

FOR SALE—Rider channalyst 11A, Serial No. 1049; Hickok signal generator 118; Triplet tube tester 1613; Rider's manuals 1 to 9 incl. A-1 condition. Arvil H. King, P. O. Box 361, Montpelier, Idaho.

YOUR OWN AD RUN FREE!

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

Different Trading Post ads appear monthly in Radio Retailing-Today, Radio Service-Dealer, Service, Radio News, and Radio Craft. Sprague reserves the right to reject ads which do not fit in with the spirit of this service.

When buying Capacitors—please ask for Sprague's by name. We'll appreciate it! HARRY KALKER, Sales Manager



SPRAGUE PRODUCTS CO., Dept. RRT-64, 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

Leave Us Face It

(Continued on page 54)

forming *additional* non-selling tasks, and is a big factor in keeping good men from seeking jobs elsewhere.

Where the individual salesman merits it through his selling ability and conscientiousness, a straight salary, *plus* commissions and bonuses works out ideally for him, and for the employer as well.

In planning compensation for sales forces, it will be seen that the following rules are usually applicable:

Lines of Least Resistance

If your lines of washers, radios, refrigerators, vacuum cleaners and other appliances are *not well known* to the buying public in your locality — if you're doing pioneering for some manufacturer—it is doubtful if you can *keep* salesmen with you on a straight commission basis.

If you've a line of "self-sellers", salesmen will be attracted on a straight commission basis because they will make *more* money under this plan. If you've mapped sure-fire campaigns for some future time — plans you *know* will click, and you have something *now* to keep salesmen busy, a drawing account may be the answer.

The fallacy of expecting a salesman to do a lot of extraneous work without compensation—and at the same

time giving him so much of this "free" work that he doesn't have time to make any money for himself, is seen in the case history of a salesman who worked for an automobile selling agency.

During "good times" this salesman was a top-fighter. When business commenced slowing up, the employer lost the franchise for the very popular car he sold, so he took on another make — not a fast-mover. The salesman up until this time had been working on a small salary and commission, along with a number of other salesmen. Since this salesman enjoyed a wide acquaintance amongst car buyers, who trusted and respected him, he decided to "stick" with his employer.

Work Without Pay

The next step in the breaking down of this salesman on the part of his employer was to eliminate the salesman's salary. The employer had lost all the other salesmen by this time, so he *increased* the rate of commission to his remaining man, and promised him full "floor time."

Since the staff of the automobile agency had been greatly depleted, additional burdens soon fell upon the shoulders of the erstwhile salesman, who now found himself on the receiving end of hundreds of non-selling customer contacts. Day and night he was forced to answer complaints about service, inquiries about service, disputes over bills and other problems

not concerned with his position as a salesman. He soon found that he had *no time* left for selling. He became harassed and sour, and believe it or not, he quit the automobile business and opened a *butcher shop*. Not only did the dealer lose a good salesman, but the car manufacturer lost one as well.

Adequate Earnings

The salesman is a human being. He has a right to consider his own problems as well as those of his employer. Adequate earnings keep salesmen "in the groove". — Inadequate earnings keep them in a rut.

Your prosperity in postwar will depend upon satisfied salesmen—and money is what they will want, so the problem of compensation for them is worthy of careful and intelligent consideration.

It is doubtful if any of us ever saw a lot of prosperous salesmen in a poverty-stricken store.

More Than A Better-Half

(Continued on page 59)

too, is lined with radios and there are many others standing on the floor.

Christensen does not repair or sell any other appliances. He feels that he has a full time job handling his present volume of radio work, and that he will make more money this way, and build more good will.

No matter how big the radio, a customer who wishes it repaired must bring it to the Christensen shop and call for it when finished. Mr. Christensen explains that he cannot take time off to deliver or call for sets of any kind. The customers are usually glad to do this during wartime, for they like the quality of Christensen's repair work.

Postwar Customers

"During wartime we certainly are increasing our list of customers," says Mr. Christensen. "This should stand us in good stead during postwar days. We ought to be able to pickup enough service business then to give us a good living, working a normal number of hours during the week. I figure I got a real break when my wife decided to help me. I don't know what shape we'd be in at the shop if she wasn't here every day to help with many jobs."

HOME RECORDING BUILDS MORALE



American Safety Razor Co.'s Gem Reporter, Dick Nelson, interviews fliers in the armed forces for their folks back home, via the Wilcox-Gay Recordio, made by Wilcox-Gay Corp., Charlotte, Mich.

THE FORERUNNER OF THE

MECK *Mirror Tone* LINE



Originality in design . . . new accomplishments in tonal quality . . . price appeal—these three factors, added to new methods of sales stimulation and merchandising, will center popular attention on Meck "Mirror-Tone" Phonographs. The name Meck stands for excellence in music and voice re-creating instruments — and for profitable selling in days to come.

 **MECK** PHONOGRAPHS
JOHN MECK INDUSTRIES • PLYMOUTH, INDIANA, U.S.A.

NEW YORK (18): 500 Fifth Avenue

• CHICAGO (11): 540 N. Michigan Ave.



Festival time in Mt. Carmel

From Director Goldman:

A Strange Request

Early May along the Wabash! The romantic river rolls bank-full past soft green slopes and miles of fragrant blossoms. And, in Mt. Carmel, the crowds are gathering for the little city's fifteenth annual music festival.

Edwin Franko Goldman, greatest bandmaster of his time, is the central figure. He had known this valley as a boy, and now returns to direct the massed bands from Mt. Carmel and nearby communities.

"Keep me as busy as you like," Dr. Goldman told the festival committee, "but, please, I'd like to have time to visit your high school music room . . . and the factory!"

To the people of Mt. Carmel, however, this strange request was no great

surprise. Almost overnight, their high school music room had become a national institution. For it is the wartime home of the only Meissner radio-phonograph in existence — the final laboratory model perfected just before war turned all of Meissner's skill and knowledge to the manufacture of electronic war materials.

"I've been told so much about this new instrument," said Dr. Goldman, "that I want to hear it again and again. I want to find out, too, if the record-changer can really perform all those sleight-of-hand miracles ascribed to it. I want to meet the people who created the Meissner—and to see the factory where its postwar counterparts will be made."

It was well into the spring night when the last notes of the festival drifted over the valley — and Edwin Franko Goldman found time to relax from his strenuous schedule. "This has been an im-

portant day in so many ways," he said, "but I shall long remember the pleasure I had from the Meissner. Everything about it reflects the master touch. The reproduction is something musicians dream about! . . . and such things as Frequency Modulation and Super Short-wave all add to the promise of a bright new postwar world of beauty and inspiration for music lovers everywhere!"



An invitation to
*Men of Vision,
of Experience,
of Reputation*

As suddenly as the turning of this page, your life is about to take on new purpose, new enthusiasms, new horizons...

This very paragraph, in fact, may be the news for which you've been waiting, hoping. For now, at long last, Meissner is ready to set its world-wide distribution pattern.

Everybody's heard of the new Meissner, of course! In the space adjoining (one of a steady flow of full-page national magazine advertising), you can see what the world's great musicians think of Meissner reproduction. In previous advertisements, you've read how they've praised its technical perfections—how they've enthused over its many inspiration-born features.

You all know of Meissner's reputation for quality, integrity, leadership!

This is your opportunity to become identified with the most dynamic development in all radio!

MEISSNER
MANUFACTURING COMPANY - MT. CARMEL, ILL.

Please Address Your Inquiries
to Chicago Office
PALMOLIVE BUILDING,
CHICAGO, ILLINOIS

Television Talk

Manufacturers Prepare Plans as Nationwide Video Interest Grows

Carlson to Direct Sales of Du Mont's Postwar Products

Leonard F. Cramer, vice-president of Allen B. Du Mont Laboratories, Inc., announces the appointment of Paul E. Carlson to direct the merchandising of Du Mont postwar electronic and television products. He will make his headquarters at Du Mont's New York sales offices at 515 Madison Avenue.

Because of its fundamental patent position, Du Mont will be a strong factor in postwar sales of television receivers. At present all facilities of the various Du Mont plants are completely engaged in the manufacturing of electronic and related equipment for the armed forces.

Mr. Carlson's association with Du Mont brings him back to a field in which he is well-known. For 10 years he was an RCA Victor distributing executive with the Charles H. Ditson Company, New York. He also served as RCA Victor distributor representative with the parent company in Camden, N. J., and later returned as general manager of Ditson Distributors with headquarters at Albany, N. Y.

Mr. Carlson has also been New England wholesale manager of General Motors Delco distribution and manager of Lawton Engineering Corp., Boston, distributors of General Electric heating and air conditioning products.

Television Expert Advanced by Stromberg-Carlson Co.

Dr. George R. Town has been named manager of research and engineering of the Stromberg-Carlson Company, Rochester, N. Y., it was announced by F. C. Young, vice-president in charge of research and engineering.

Dr. Town joined the staff of Stromberg-Carlson in 1936 as an engineer in the research laboratory. In 1940, he was made engineer in charge of the television laboratory and in 1941, he became Assistant Director of Research.

He has represented Stromberg-Carlson on various television standardization committees of the National Television System Committee and the Radio Technical Planning Board.

Du Mont Is Re-elected

Allen B. Du Mont, president of T.B.A., and head of the Du Mont Laboratories, Inc., of Passaic, N. J., was re-elected president of his firm by stockholders at the annual meeting. Leonard F. Cramer was re-elected vice-president; Bernard Goodwin, secretary; Arthur Israel, assistant secretary; Paul Raibourn, treasurer, and J. J. Doughney, assistant treasurer.

Westinghouse to Make Sets; Television, Phonos, AM-FM

The Westinghouse Electric and Manufacturing Company, which discontinued the manufacture of home receiving sets in 1928, plans to re-enter this field as soon as war conditions permit, according to Walter Evans, vice-president in charge of the Company's radio division, Baltimore, Md.

"We feel that for several reasons the postwar period offers an unusual opportunity to return to such production," he said. "With the obsolescence and wearing out of a large portion of the approximately fifty million sets in use at the start of the war, the requirements of the public will place demands on the industry far above the prewar volume. Westinghouse, to meet war demands, has enormously expanded its radio capacity. It is now turning out fifty-one times the radio equipment it produced in the prewar years.

"When peace comes again, instead of closing down these greatly expanded facilities, with resulting unemployment, we will turn them to the building of home radio receivers. Further, in the period since radios were last built, there have been great technical improvements growing out of the war work, to which the public is entitled in the postwar models.

"We will, therefore, manufacture standard receiving sets and frequency modulation, including phonograph combinations and, as soon as possible, home television equipment. These will be distributed to retailers through the Company's national distributing channels."

Phileo Official Sees Television Leading Field

Stating that the greatest application of all for electronics is television, Larry E. Gubb, chairman of the board of directors of Philco Corp., speaking at a meeting in Philadelphia, also commented on the pent-up demand for radio sets. He predicted a bright future for FM, due to the adoption of the new policy of the major broadcast chains in making their top-hit programs available to the FM audience.

Of television, he declared in part: "Television provides a new kind of service to the public. Even prior to the war, television was so far advanced that it was bringing pleasure and enjoyment to thousands of receiving set owners. Developments growing out of the vast electronic research of the war period will result in even further improvements.

"The rate at which television will grow in the next few years is somewhat a matter of conjecture," Mr. Gubb continued. "Some groups think it will progress rather

(Continued on page 80)



Where Listening calls for Courage

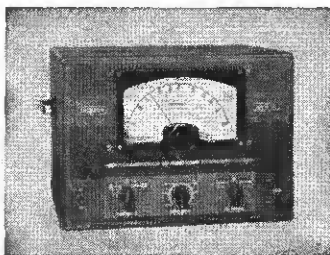
For Europe's enslaved millions, listening to radios today involves *danger*—and will so continue until after Victory, when free broadcasts can again be heard without fear.

Even in America, listening today involves *difficulty*—because, due to the priority of radio and electronic devices for military service, Americans are still using the same equipment that has served us since 1941.

And yet the amazing thing is how

well—and how many—of America's 59 million radio receivers are still functioning . . . kept in operation by servicemen who are performing miracles to keep 'em listening. Their testimonials to Jackson's INTEGRITY OF DESIGN—that "hidden plus" of all Jackson Testing Instruments—are based on excellence of performance under most severe handicaps.

Buy War Bonds and Stamps today



New Jackson Instruments, incorporating the advances of military experiences, will be available for the vast post-war radio market. Until then, maintaining Jackson products is a responsibility we shall fulfill as promptly as wartime conditions permit.

Model 652 Audio Oscillator


JACKSON
Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

slowly at first, others believe much more rapidly. The significant fact is that the revenues from television, whether they become large immediately after the war, or over a period, will add further to the proven earning power of the well-established radio companies.

"In any projection of television's future, I am reminded of the tremendous growth of radio in the years after it was first introduced. Radio had a vitality that offered the kind of new interest and excitement that gets public attention. Television gives an even better service—one with far more popular appeal. Unquestionably television will make a great place for itself and I see no reason why, when the standards are set, television should not demonstrate as great and as romantic a story of growth as radio."

Mr. Gubb sees a tremendous postwar market for radio sets, and he told his listeners that a pent-up demand for between 20,000,000 and 25,000,000 radio receiving sets will exist by the end of 1944, as compared with the industry's all-time high production of 13,000,000 units in 1941.

Israel Favors Granting Postwar Tele Licenses Now

Dorman Israel, vice-president in charge of engineering of the Emerson Radio and Phonograph Corp., declared at a press conference in New York, that the radio and television industry and the general public had everything to gain and nothing to lose by the Federal Communications Commission's granting of postwar commercial television broadcasting licenses under prevailing specifications, and if telecasters and manufacturers of receivers start operations as soon as men and materials become available for those purposes.

While conceding that the technicalities of video come almost exclusively within the province of engineers, Mr. Israel held that the general public has an enormous stake in television and that it has the right to be told in simple terms the facts which are in dispute in the present controversy over television frequency assignments.

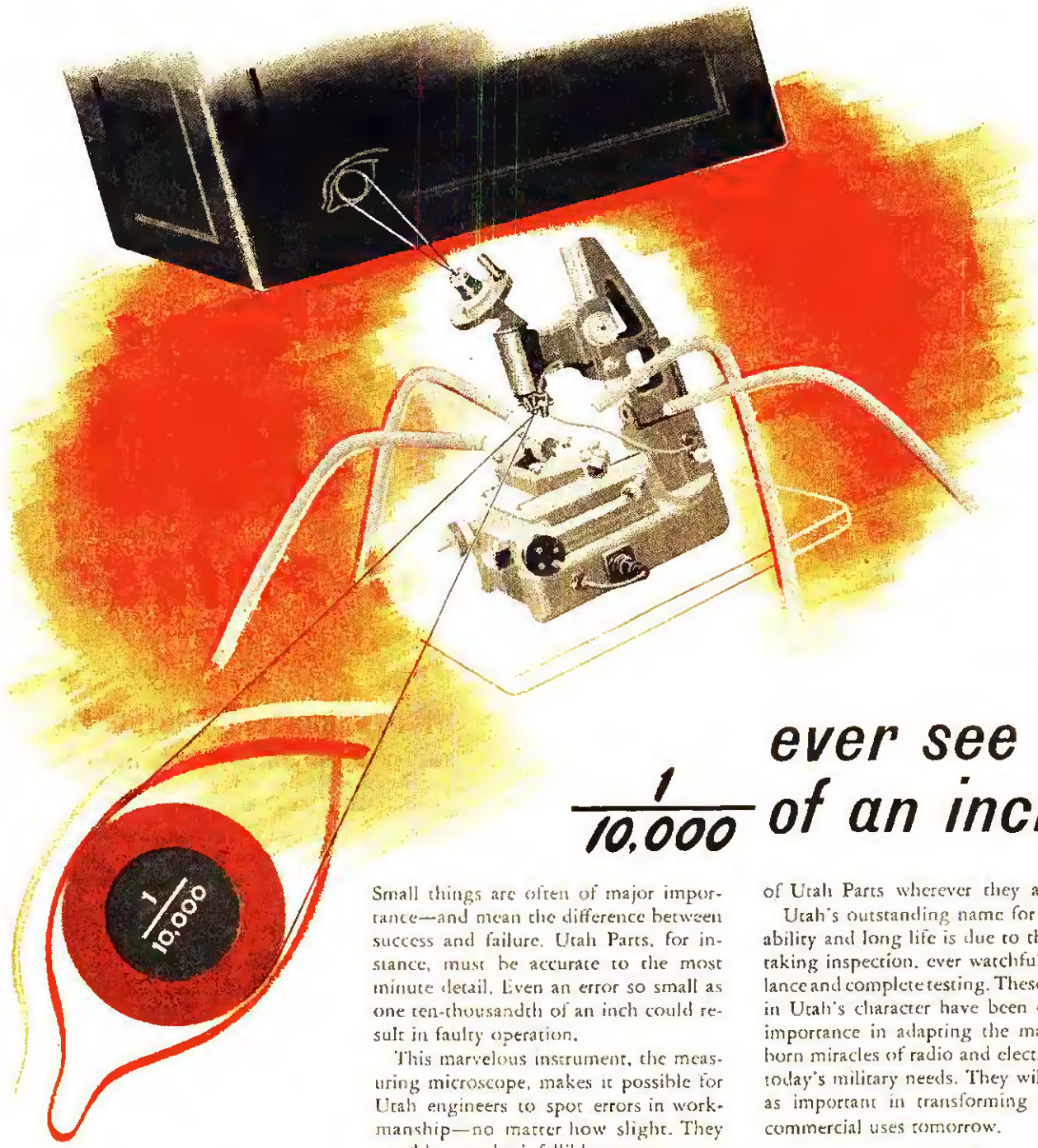
Predicts Teleset Prices; Sees Widespread Reception

Once standards have been set by the Federal Communications Commission, every major city in the United States will have a television station just as quickly as transmitter deliveries can be made at the end of the war, it was predicted by James H. Carmine, vice-president in charge of merchandising for Philco Corp., in an address on television before the Poor Richard Club at the Franklin Institute, Philadelphia.

It may be possible to produce and sell table model television receivers for as little as \$125 after the war, Mr. Carmine said. Larger "projection-type" sets, giving a picture 24 inches by 18 inches may cost up to \$400, he indicated.

"Television broadcasting facilities today

(Continued on page 83)



ever see
 $\frac{1}{10,000}$ *of an inch?*

Small things are often of major importance—and mean the difference between success and failure. Utah Parts, for instance, must be accurate to the most minute detail. Even an error so small as one ten-thousandth of an inch could result in faulty operation.

This marvelous instrument, the measuring microscope, makes it possible for Utah engineers to spot errors in workmanship—no matter how slight. They are able to make infallible measurements to the ten-thousandths of an inch—just one reason for the split-hair accuracy

of Utah Parts wherever they are used.

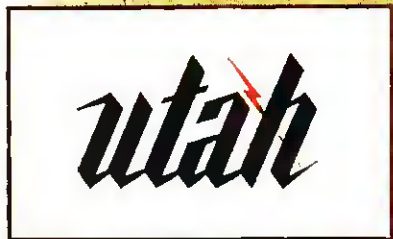
Utah's outstanding name for dependability and long life is due to the painstaking inspection, ever watchful surveillance and complete testing. These "traits" in Utah's character have been of prime importance in adapting the many war-born miracles of radio and electronics to today's military needs. They will be just as important in transforming them to commercial uses tomorrow.

★ ★ ★

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



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



Utah Radio Products Company, 810 Orleans Street, Chicago 10, Illinois



LAST CALL

WIN

\$3,000

in 5th WAR LOAN PRIZES

HURRY! HURRY!! HURRY!!!

All 5th War Loan Drive WINDOW DISPLAY CONTEST photographs must be in the mails not later than July 20. Address to: WAR BOND DISPLAY CONTEST, c/o The Display World, 1209 Sycamore Street, Cincinnati, Ohio.

This distinguished jury of five will judge this contest and all decisions will be final: Commander Edward J. Steichen, U.S. Navy, Washington; Walter K. Nield, V.P., Young & Rubicam, N.Y.C.; Lew Hahn, Gen. Mgr., NRDGA, N.Y.C.; Irma Ericsson, Adv. Mgr., Shulton, Inc., N.Y.C., and R. C. Kash, Editor of Display World, Cincinnati.

All contest photographs must be 8x10 and plainly marked *on the face* with the name of the store and city—as plans are now being made to prepare an exhibit of all contest photographs for public view in cities throughout the country. Later, this exhibit will become a part of the U.S. Treasury's archives in the history of the financing of World War II.

Remember! Get your entries in the mails by July 20. Win or lose, you've earned your Country's thanks. You've backed the attack—you've helped to sell more than before!

This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council. The Treasury Department acknowledges with appreciation the publication of this message by:

RADIO & Television RETAILING

WINDOW CONTEST PHOTOGRAPHS

Here's the Contest Plan: SPONSORS—The National Association of Display Industries and The Display World. DATE—June 12 to July 8, inclusive.

PRIZES: A grand total of \$3,000 in 5th War Loan Bonds. Identical prizes for Group I, stores in cities of more than 100,000 population; Group II, for towns under 100,000.

1st PRIZE \$500

2nd PRIZE \$300

3rd PRIZE \$200

4th PRIZE \$100

AND 8 additional \$50 prizes

RULES: 1—Each display window must be devoted exclusively to a 5th War Loan display. 2—All photographs must be marked plainly on the back with the name of the one person selected by the store to receive the award, if any; and the exact date and length of time the display was in the window.



are within reach of approximately 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate postwar period to the 9 now in operation, the coverage would expand to about 70,000,000—or more than half the population of the United States.

Nationwide Coverage

"The next step will be for television to fan out from the key cities into smaller communities via relay links and network hook-ups.

"Later, through relays or coaxial cables the stations will probably be joined into national chains, which will allow the television audience all over the country to see as well as hear their favorite stars and political leaders, and to witness the great news events of the world passing before their eyes."

Espey Will Make Tele Sets

Though the Espey Mfg. Co., New York, is lending its entire production facilities to war work, its designers, engineers and research workers are already planning postwar radio sets far superior to pre-war models—from receivers particularly planned for pre-fabricated homes to television and frequency modulation. Espey will apply its wartime experience to volume peace-time production.

Weisser Rejoins Emerson

Former west coast representative of the Emerson Radio and Phonograph Corp., Lieut. C. O. Weisser, has returned to civilian life and has again joined his former company. "Chuck," as he is popularly known throughout the trade, will be in the New York office in connection with special war work.

New Book Deals With Radio Audience Reactions

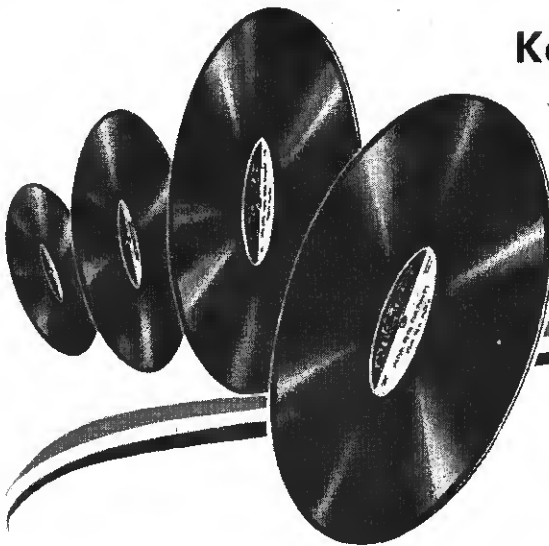
A book, "Radio Audience Measurement," by M. N. Chappell and C. E. Hooper, has just been published by Stephen Daye, Inc., 48 E. 43rd St., New York City, and sells at \$3.50 a copy.

The book explains how and why the public reacts to entertainment, news, commercials and propaganda, and is designed to be used as a gauge for the advertiser, a text book for the artist, and also as a guide-book for the writer, and a market key for the manufacturer. The book contains 246 pages, and is illustrated throughout with drawings.

Universal Picture Exhibit

Universal Microphone Co., Inglewood, Cal., has fashioned a set of salon pictures of its "History of Communications" advertising series at the request of the Chicago Army Signal Corps Depot for display in their permanent exhibit of electronics sources of supply, and the possible inclusion of the series in their projected traveling educational exhibit.

Keep 'em
Rollin'



23 symphonies. 12 operas. 5 special symphonic albums. All the world's greatest music. Bach, Beethoven, Wagner, Schubert, and many others.

THESE FAMOUS RECORDS ARE STILL

*The Golden Touch
of King Midas*

IN THOUSANDS OF RECORD STORES

They've Set an All-Time High in
Long-Run, Big Volume, Sales Records

Yes, here is the world's greatest music—symphonic, operatic and classic treasures—superbly recorded by America's leading orchestras and the most celebrated vocal artists, fine recordings selling at heretofore unheard of low prices.

Fine Music, a War-Time Essential

The whole purpose of this great campaign has been to bring the world's greatest music into the small as well as the more affluent home. Millions are today enjoying the great works of Bach, Beethoven, Strauss, Chopin, Mozart, Grieg, because Music Appreciation Records have vanquished the price barrier. In the most humble homes in your entire trade area the stage is set for the great operas of Verdi, Gounod, Puccini, Wagner, now that these master works can be enjoyed there at amazingly low prices.

Cinch This Dealership, Now

This golden opportunity for high-volume record sale is now open to a few additional retail record store outlets through the Continental Music Company, National Distributors of the famous Music Appreciation Records. Write today to learn more about this valuable, profitable record dealership. Mail the coupon below to your nearest Continental Music Company office. No obligation. Act today. 878

CONTINENTAL MUSIC COMPANY, INC.

Exclusive National Distributors

630 S. Wabash Avenue, Chicago, Ill.
251 Fourth Avenue, New York, N. Y.

569 Mission Street, San Francisco, Calif.
150 Marietta Street, N. W., Atlanta, Ga.



*Mail
Today!*

CONTINENTAL MUSIC CO., Inc., Dept. 653

Yes! I'd like to have the complete story of the profit opportunities offered by Music Appreciation Records.

Signed _____

Firm Name _____

Address _____

City _____ State _____

Do you now stock phonograph records? YES NO

A FRANK STATEMENT TO THE 300 LEADING MUSIC AND RADIO DEALERS

FROM

Philharmonic

TO YOU, one of the 300 quality dealers of our industry, we offer an exclusive franchise to sell the country's most outstanding higher priced radio-phonograph—the PHILHARMONIC.

An engineer's dream come true, the pre-war PHILHARMONIC was for 5 successive years acclaimed the finest instrument of its type by all leading consumers' organizations. Its goal—the *best possible* reproduction of broadcasts and phonograph records—has been unchallenged.

On our post-war models, as before the war, we will unconditionally guarantee to you:

1. THAT the electrical and performance specifications for the PHILHARMONIC will surpass all commercial standards, regardless of price. This unusual

claim will be substantiated by facts, not adjectives, both to you and your patrons.

2. THAT this superb electrical equipment will be housed in cabinets that will set new standards, both acoustic and artistic, for our industry. Designs will be by Morris Sanders, noted architect.

3. THAT your own efforts in merchandising these quality instruments will be supported by outstanding and continuous advertising in your own community, bearing your own name, coupled with unusually elaborate advertising material for your own use.

■ You will be visited shortly by a PHILHARMONIC representative to discuss our postwar plans and exclusive franchise distribution. Inquiries are solicited from those who would like preliminary information.

You are cordially invited to the
PHILHARMONIC Exhibit, Music Trades Show,
July 24-26, Palmer House, Chicago



PHILHARMONIC RADIO CORPORATION • 216 WILLIAM STREET • NEW YORK



The dependable delivery of any urgent message, anywhere, may be commonplace very soon now. The speed with which the electronic industry has created wonders for the war promises to match even the most startling dreams of a short time ago

Doctor, please stop to see the Smith's baby on your way home



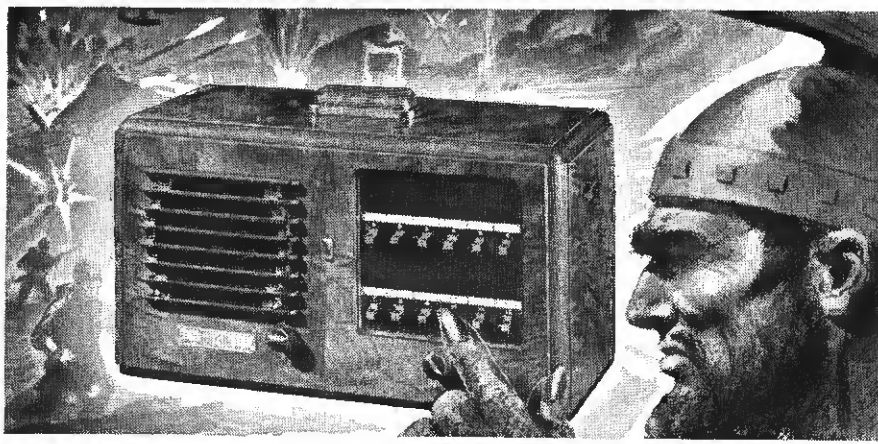
We took twenty-five peacetime years to become America's largest manufacturers of portable phonographs—the famous Phonola line. Now, after less than four years, we are old hands at building electronic equipment for our fighters. And our war-spurred progress inspires us to keep going . . . to increase our former service to normal civilian life. So, when Victory releases all the war-vital electronic discoveries, look for a still finer Phonola *plus* a worthy companion line of new Waters Conley devices—all aimed to better yesterday's dreams of tomorrow and today's hopes for peace.

Phonola

WATERS CONLEY COMPANY, ROCHESTER, MINN.
 17 East 42nd St., New York 224 South Michigan Ave., Chicago
 VANDerbilt 6-2079 HARRison 1880

Waters
 Conley

COMPANY



Mars Can't Afford to Waste Time . . . How About Your Customers?

At air depots, warehouses, training stations . . . everywhere that military might is assembled . . . important messages are **TELETALKed**. Time-wasting messengers and outmoded methods of communications are supplanted by Teletalk Amplified Intercommunication Systems.

You can make money these days by showing war busy executives in your community how Teletalk can smash the bottleneck of wasted time . . . keep the personal contact with their organization that spells the difference between efficiency and confusion.

It's just common sense these days to save the previous man-hours that old fashioned methods use up in endless hunting, waiting and hoping to contact key individuals in a business. You can show your customers how Teletalk's convenience can practically cost them nothing . . . will pay for itself in just a few months' time.

Teletalk Amplified Intercommunication is flexible . . . can be installed to meet the needs of a small office or a block long institution. It is quickly and easily installed without interrupting the routine of any business . . . operates from the electric light circuit.

Get in touch with Teletalk. Write us today. Let us show you how Teletalk can become a profitable addition to 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"

LETTERS TO THE EDITOR

Set Makers Asked About Postwar Dealer Plans

Editor, Radio & Television Retailing:

Last year we had some correspondence with you, about our postwar plans, which you were good enough to publish in your trade paper. Our plans have not changed—in fact, we are going to make them more elaborate.

Inasmuch as you are the leading publication in our field, and we believe you have the largest circulation, we have often wondered why you have not come out with an editorial on this order: MR. RADIO MANUFACTURER—Why don't you state your postwar policy NOW on these two subjects:

(1) How are you going to allocate your merchandise to your dealers who have remained in business; and (2) what are your discounts going to be to those dealers?

They Hold Good Will

The reason for our writing this letter is the astonishing fact that while your magazine carries more advertising today by radio manufacturers than ever before, and your editorials and news items are stating how dealers are remaining in business through servicing the radios that they have sold, nobody has ever come out asking the manufacturers to state their position as to what they intend to do for the dealers who are beating their brains out today, trying to maintain not only their own good will, but also the manufacturer's good will by keeping their products in working order.

Cites Auto Industry

Now we know that the auto manufacturers have already gone on record to the effect that every franchised dealer they had in business at the time of Pearl Harbor, who has remained in business, will be given protection on his franchise. By that I mean that the loyal Chevrolet, Ford or Plymouth dealer is not going to find every Tom, Dick and Harry that made money during the war years, and wants to make more, procuring a franchise to enter into competition against him.

No Repair Profit

We notice from most of your articles that Tom Jones and Dick Smith plus their wives and children, are operating their stores on service. Now frankly, if you are in close touch with the radio service business as it is today, do you think that any service dealer can make money HONESTLY in the repair line? We, ourselves, did over thirty thousand dollars worth of repair work last year and LOST MONEY.

The reason for that was that when a

radio came into our shop for repairs, and needed only a critical tube, the only charge we made to our customer was the list price of the critical tube, plus a dollar service charge. Many times, we have paid list price for tubes ourselves, just in order to get them for our service department.

Every magazine and every trade paper has been painting glowing pictures of the marvelous future in the appliance business. That might be true for the first couple of years after the war, but when our radio manufacturers really go to town on producing radio sets, they can make enough merchandise in one year to satisfy everyone's demands.

No Slow-Up Seen

Perhaps the manufacturers are of the opinion that their production is going to be curtailed, but I for one do not think so. When the war ends, and the boys are coming home, and want jobs, the only way they are going to get them is by the manufacturers being permitted to go into full production.

I have been looking through the various trade magazines, trying to find something definite as to how our radio manufacturers are going to allocate their merchandise. The amazing thing is, however, that aside from one minor announcement by Emerson, I have not seen any of our larger manufacturers come out on record with a statement as to what they intend doing after the war to take care of the dealers who have made every effort to keep the good will of not only their own customers, but the manufacturer's product, as well.

Repairer Shortage

Previous to Pearl Harbor, jewelry stores, drug stores, filling stations, and many other kindred businesses were selling radios. In the majority of cases, none of these outlets had servicemen, but they could always depend on sending their customers to a little service shop to get the set repaired, when necessary. When the war came on, the servicemen, who were doing very little work, went into factories, or the armed forces. They probably thought they could make more money with more security by forgetting about repairing any Tom, Dick or Harry's radio set.

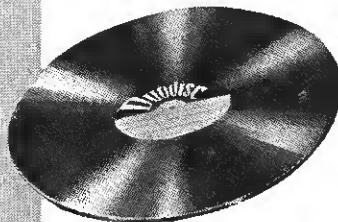
Turning Down Work

During the past year, when the situation on tubes became so critical, especially in the smaller towns where the honest repair man found that he either had to spend half of his time looking for critical tubes or become dishonest by buying Black Market tubes, and paying dearly for them; many of them threw in the sponge. And that left thousands and thousands of radio owners without a source of repairs for their sets.

We know this to be a fact, because we are turning down (not that we want to) at least fifty repair jobs a day that we

(Continued on page 89)

An open letter to dealers about Duodiscs!



Dealers—tap the home recording market in a profitable way by stocking and displaying this highly desirable, fast-moving item! The Duodisc is a home recording disc that assures greater fidelity, longer wear, less surface noise—a demonstration sells every time! Many dealers offer their recording facilities to the public and have built a satisfactory volume from recording on their premises. Write today for prices and literature.

RELATED PRODUCTS: *Duotone Cutting Needles* for better cutting quality; *Duotone Hardening Fluid* which preserves the recording; the *Duotone "Star" Sapphire*; *Shadowgraphed Transcription Needles* for quality playbacks.

Duotone

DUOTONE COMPANY, 799 BROADWAY, NEW YORK 3, N.Y.

Makers of the Five Dollar "Star" Sapphire Needle

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



Actual size 6 x 9
Over 160 Pages

CHARTS • TABLES
DIAGRAMS • FACTS

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

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

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

Director of Circulation

Free

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

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

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

RADIO & TELEVISION RETAILING

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

(Continued from page 87)

could have but cannot handle, inasmuch as we do not have the man power; and we certainly cannot afford to go out and pay list price for radio tubes, and then sell them for the same list.

It would be interesting to see what reaction you would get by publishing an editorial on the items we have outlined in this letter.

I. M. JACOBSON.

President,
Jay's,
Peoria, Ill.

Reader Has Praise for Jobbers and "Learners"

Editor, Radio & Television Retailing:

It would seem that the "WESTERN SERVICER" with the "peeve" and the "squawk" in your April issue is just a little off the beam.

In the first place, he is trying to put a fence around too much territory, when he states he is the only legitimate service shop in a city of 11,000 population, and serving an area of 100 miles or more. Surely he needs a little competition, and should expect some, even though it may only be a high school boy who does a little "piddling" on the side with radio, and does inferior work.

Jobbers Praised

Please give the young fellow a chance—he may be your foremost competitor in a few years—and more power to him. Thank goodness, that American free enterprise still exists.

Now, to get down to facts, about tubes, batteries and test equipment and what your legitimate radio-electronic jobbers and distributors are doing. In the first place they do not secure any real quantities of any of this mentioned merchandise to even begin to go around and serve the trade. What they do receive, they are doing the best job they can to fairly allocate this material where it will do the most good—and at a great added expense to themselves, compared with costs of distribution under normal conditions.

Test Equipment Scarce

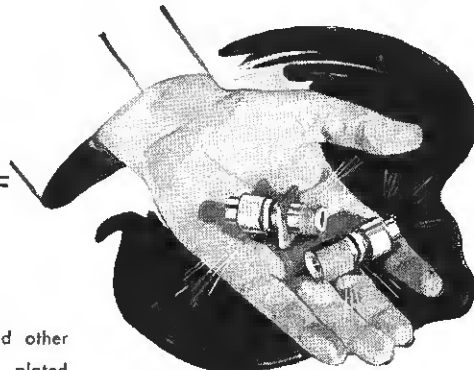
These distributors are not thinking of today's profits, but of their place in the distribution markets of tomorrow. This type of jobber and distributor has come right out into the front rank in all territories during the past two years, and each state in the Union has a few of them, and "by their deeds you will know them".

With continued expansion of the war program, in the electronic and communications divisions, tubes, batteries, meters, and test equipment have increased in production and demand, with little filtering back, into civilian channels, and even with extreme high priorities continually hard to secure at all times.

Test equipment, even on WPB-3243 allocations, takes many, many months to

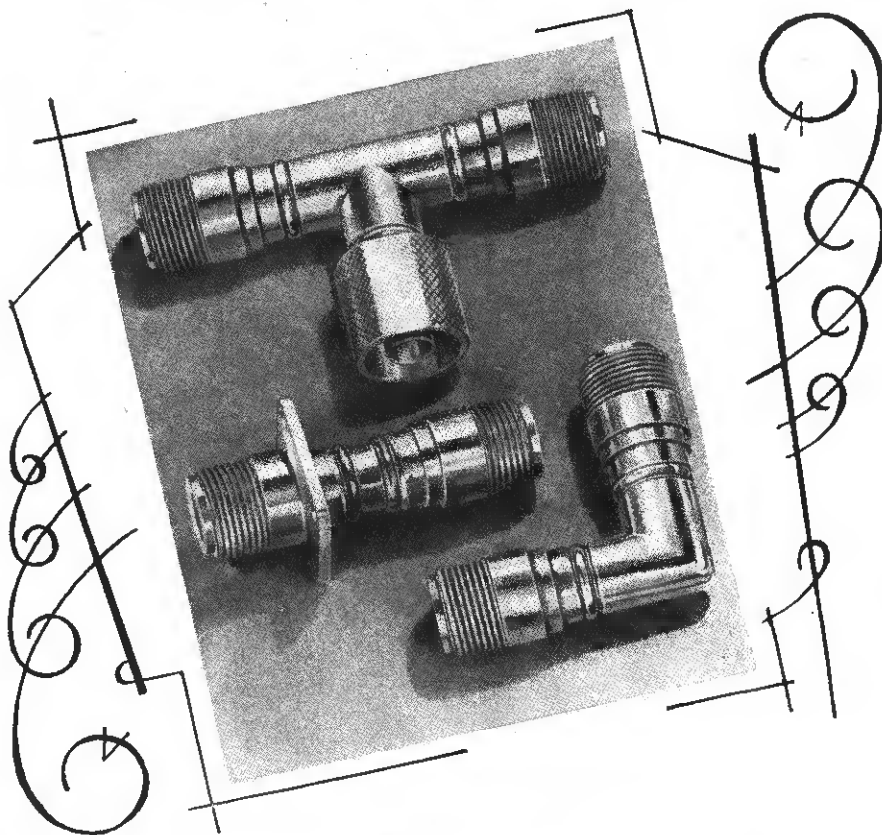
(Continued on page 90)

More than Beauty here!



YES, we'll agree, these and other carefully machined, silver plated

Astatic Co-axial Radio Cable Connectors are beautiful . . . so beautiful that you want to hold them . . . and "caress" them . . . in your hands. But they're more than beautiful! Astatic Co-axial Cable Connectors are products of engineering skill, machining precision, assembly care and expert finishing . . . all important to the efficient functioning of wartime radio communications equipment. Measuring up to the most exacting government and equipment-manufacturer standards, Astatic Connectors provide sturdy, lock-tight, insulated connections for strenuous wartime service. Yes, they're tough as well as beautiful . . . and they're dependable. We, their manufacturers, are proud of them. They'll do a swell job for you. Use them.

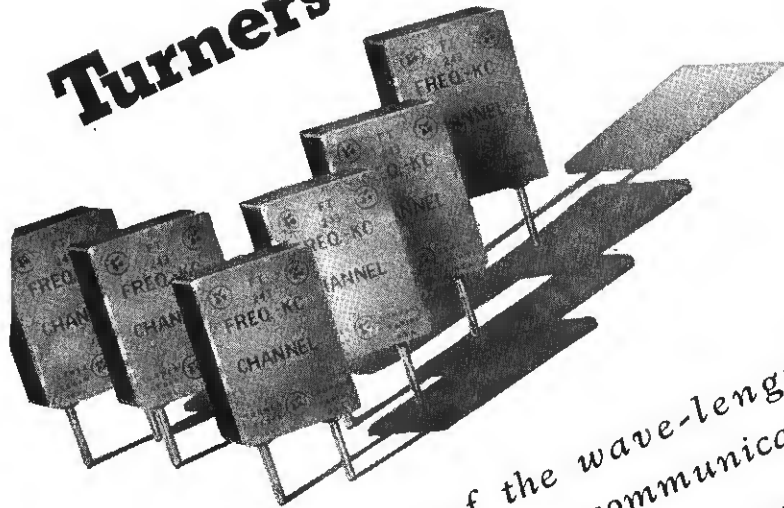


ASTATIC

IN CANADA:
CANADIAN ASTATIC, LTD.
TORONTO, ONTARIO

THE ASTATIC CORPORATION
YOUNGSTOWN, OHIO

Turner's



*mighty little monitors of the wave-lengths,
serving as the heart of war communications*

Tiny wafers of quartz Crystal, vibrating like super-speed tuning forks, accurately establish radio channels for war communications — holding transmitters or receivers "on frequency." Since February, 1942, Turners have been dedicated to the production of accurately dependable CRYSTALS — and proud to be so engaged.

PIONEERS IN THE COMMUNICATIONS FIELD
TURNER CO.



MICROPHONES
of rugged dependability

No. 211 Dynamic for highly sensitive transmissions

Utilizing a new type magnet structure and acoustic network, Turner 211 has extended the high frequency range and raised the extreme lows from 2 to 4 decibels to compensate for over-all deficiencies in loud speaker systems. Unique diaphragm structure results in extremely low harmonic and phase distortion without sacrificing high output level. Extra intelligibility for sound systems in military areas, a reliable unit for use in war plants, P.A. systems and broadcast studios. Write for complete specifications.

Free

We have a Turner Microphone Catalog for you. Fully illustrated. Write for yours today to

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

Crystal Microphones Licensed Under Patents of The British Development Company



(Continued from page 89)

come through for delivery, against orders more essential than to service home radios.

What test equipment that has been mostly in evidence in various places, is of a "no name" variety—and looks like the operations of a black market. The legitimate jobber, distributor, dealer, or radio service man does not consider this equipment worthy of its use, nor will they handle it. Trade names that are like 14 karat on gold, and sterling on silver, are going 100 per cent on war production today.

This evidence comes from observations taken personally over six states, week in and week out, for the days since Pearl Harbor, and up to now.

Always Competition

No investigation is necessary, and "WESTERN SERVICER" should not get upset about it. He should be sure he is trading with the right kind of a distributor, and then stick to his own knitting. We will always have a few "chiselers". If they don't chisel on gas, they sometimes stray over into radio or other fields.

They live only for today, and the little irritations their deeds may cause are not worthy of any worry for those who have set their goals for a better tomorrow, and a world at peace.

You will always have to face at least a little competition like this, or then again, you might have something to say, about the chains, the mail order houses or something else. Do your own job first, and do it so well, you do not have time to worry about the other fellow, and give to your customers just a little bit more than they expect.

With these golden rules, coupled with all the elements of good business, it won't be long before you will have a real hold on that 100-mile area, in that old western town, and still have room for that little high school lad, across the street in his own store too.

Lots of luck to you both.

JAMES A. STEVENSON

Atlanta, Ga.

Better Stencilling on Radio Tubes Needed

Editor, Radio & Television Retailing:

Have been a reader of your publication for quite a few years, and enjoy it very much, particularly the "Squawk" section. Practically every complaint could have originated from here.

Have been waiting for someone to air my particular peeve, but so far no mention has been made of it. I'm referring to the practice of stencilling tube numbers on the glass. Either they use very poor ink, or as yet have been unable to find anything that would print permanently on glass.

Nothing is more exasperating than to run into a flock of tubes to test and find the numbers entirely gone, or so faint that it's nearly impossible to read them.

Wonder what the rest of the boys think of this? Perhaps it could be brought to the attention of tube manufacturers, if enough complain.

Might as well start now, so when that happy day comes, when all we have to do is order tubes, this nuisance will be corrected. Appreciate if you mention this matter somehow in your magazine, and see if anyone else is having the same trouble.

GEORGE OLSON

*Olson's Radio Service,
Carrington, No. Dak.*

Radioman Overwhelmed by Calls for Equipment

Editor, Radio & Television Retailing:

My announcement appeared in the Sprague Trading Post in a recent issue of your magazine.

Then it started! Telegrams, long-distance calls, air mail, regular letters and postcards.

All in all, I received just short of two hundred replies. An occasional one shows up, now and then, even yet. Before I received my issue of the magazine, I had sold all the equipment for cash. I only wish I could have filled all these orders, as I realize what the fellows have to put up with, being without proper test equipment.

I want to thank Sprague most sincerely for the service rendered me in making this sale possible. In the past these products rendered our service customers a most dependable and trouble-free performance. When we again return to something like normal times, I expect to again join the service ranks. When I do, you may rest assured I will not forget the service I have received.

JOSEPH KONECUCY

*3420 Holland Ave.,
Saginaw, Mich.*

Gas Problem of a Part-Time Servicer

Editor, Radio & Television Retailing:

I wrote you some time ago as to whether I should ask for gas to do spare time radio service. Well, I asked for it, and was flatly told that I was not eligible.

I let the matter rest, and have been taking sets for repair that people leave at the shop. This is a town of 2500, and covers also considerable other territory. There is no other radio man here now, and many sets are dead as a result.

Could do business enough to keep two men going, but I work in a local war plant, where men of my experience are badly needed. After the war I want to get back into the radio game. Wrote to the ration board and told them that I had done radio work since 1928, I got caught in the 1929 crash and did not get out of debt until 1933.

Now I have a chance to get some of this loss back, but the board cannot see it. I told them this time I would get a petition of names for them from people who want their radios repaired. Following

(Continued on page 92)

"A NICE little SET-UP IN A CAVE"*

at present we have a nice little set-up in a cave. It's really nice & I'll tell you - it's just 4AM in the morning and I'm writing this by light of a lantern -

POWERFULLY INTERESTING are these letters from our boys at the front. So often we read how the vital communications wire that CORWICO makes is helping toward final Victory. For the duration—we are pledged 100% to this big job.

**Another excerpt from a letter to William Ogert of Cornish Wire Co., from his son overseas, telling how CORWICO wire is in daily use in his fighting outfit.*

cornish



WIRE COMPANY, INC.
15 Park Row, New York City,
New York

"Made by Engineers for Engineers"

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

(Continued from page 91)

this they gave me 30 gallons to use for about three months. Do not wish to be a nuisance but I do think that a lot of gas is being wasted.

Two nearby dealers may give me some of their gas. I respect the board here, and am willing to give up lots of things to win this war but feel that I should be given gasoline to do service work, thus helping to keep up the public morale.

NEW ENGLAND READER

Radioman Licensing

Editor, Radio & Television Retailing:

Regarding letters in your publication on proposed Federal licensing of radio servicemen: Several years ago, the NRI New York chapter, debated this question, and came to the conclusion that licensing might tend to limit progress, in that it could lead to too many rules and regulations, and might make some license holders feel they could do no wrong.

It was also felt that such licensing might close the service field for newcomers.

Brought up too, was the fact that many men can pass tests on paper, and still cannot efficiently repair a receiver; and many who cannot pass a written test, are good servicemen nevertheless.

Satisfactory servicing is based upon the knowledge and experience of the man—however acquired, and upon his integrity, and licensing will not necessarily provide these qualifications.

FRANK MIALE

153-05 118th Ave.,
Jamaica 4, N. Y.

Wants Radio Repair "Essential" for 4F Men

Editor, Radio & Television Retailing:

With Selective Service making arrangements to draft 4F men into essential work, I am wondering about the future of radio repairmen. The situation at present is very critical because of the lack of radio repairmen. Most repairmen are in the armed forces because most radio repairmen are young men.

The few remaining are working overtime and even then cannot do all the work.

Unless radio repairing is named an essential civilian activity for men in 4F, and these men are allowed to remain at their jobs, there will not be enough radio repairmen left to fill the needs of one good size city, let alone the rest of the country.

The radio servicemen have no organization to speak for them. All of us in the business should now realize how much such an organization is needed. It has occurred to me that you, the editor of our leading magazine, may be able to do something for us in this matter. The civilians need radio now more than ever before.

SOUTHERN SERVICER

JOBBER JOTTINGS

Wholesalers Name New Reps., New Lines, Take to the Airways

Stern Offers Alternate Lines

Out of the parts business for the past year, Stern & Co., Hartford, Conn., jobbers have set up a number of substitute lines, which dealers find bring sales.

Their biggest line is records and their accessories, followed by non-mechanical refrigerators in second place. The latter, these jobbers claim, gives the dealer one of his biggest dollar profits values. So, topping their list with Columbia records and Coolers, they also carry the following:

- Aluminum Cleaner
- Bottle Warmers
- Carter Water Pressure Drain Cleaner
- Commercial Stokers
- Flags
- Gold Seal Glass Coffee Brewers
- Hankscraft Food Warmers
- Hurricane Lamps
- Hydromatic Vaporizers
- Kem-Tone Paints
- Konver-to-Kol
- O'Cedar Products
- Paper Pacs
- Pres-Kloths



FRANCIS E. STERN
Head of Stern & Co.

- Red Head Bottle Caps
- Safex Self Extinguishing Ashtrays
- Sanitary Ice Cube Trays
- Setfast Canvas Paint
- Silex
- Sweetcork Vacuum Bottle Caps
- Tetco Fire Extinguishers
- Washburn Dehydrators

The catalogue they give dealers is in a looseleaf binder, composed of display material on all their lines, alphabetically indexed. They advocate placing this on the counter where customers can readily thumb through and see for themselves

the talking points and prices of the various items. Only list prices are given. In these days of help shortage, this handy catalogue, used in conjunction with proper display, constitutes a "silent salesman."

Another dealer help to promote the sale of new lines, is the series of return-order postals issued by Stern, which carry a detachable section for the dealer's file. Labeled "Stern's Selling Slants" this portion of the card fully describes the new line, gives dealer's price and discount details together with sales ideas for promoting the new item to his customers.

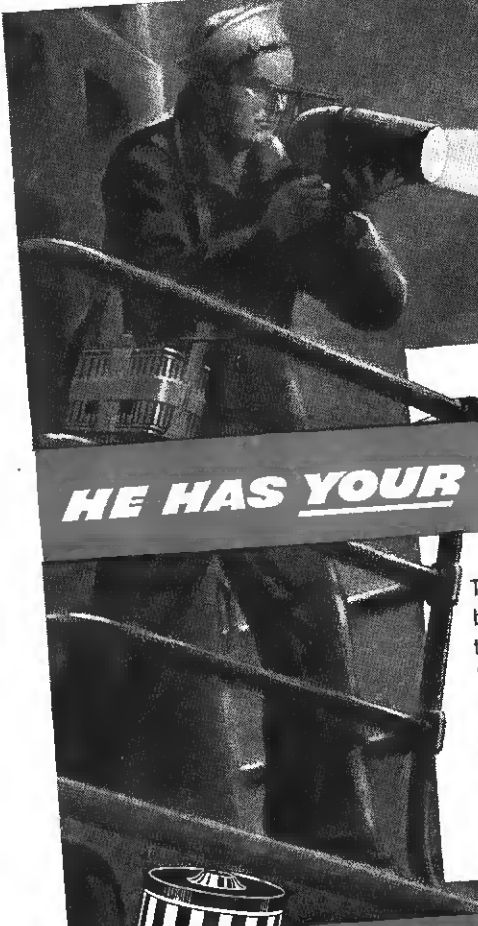
Concise, brief, and clearly printed, they fairly buzz with selling enthusiasm and should be a great help to harried retailers and servicers whose time is scarce but who can really make some extra money on quick turnover merchandise.

In addition to these lines, Stern & Co. gives its dealers service on cleaners and on the makes of radios and appliances which they carried in prewar days. Rates are at OPA approved labor charges, but the dealer gets his discount on material used.

(Continued on page 94)

HOMER G. SNOOPSHAW SAYS:

"When your customers read what batteries mean to our boys at sea, they'll 'see the light' on the shortage problem. Ads like these help keep folks BURGESS-minded for peace time."



HE HAS YOUR BATTERY

Today flasher signal lights and invasion-barge searchlights are more important than hand lanterns at home. Burgess Batteries go first to the men who need them most, so we'll all have to take better care of what batteries we may have. Keep them cool and dry... use them as little as possible and rest them as often as possible.



BURGESS BATTERIES

IN THE NATION'S SERVICE

On the Fighting Front — On the Home Front

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS



***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.

Still your best bet for replacements

Centralab
VOLUME CONTROLS



Centralab

Division of GLOBE-UNION INC., Milwaukee

WOMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

(Continued from page 93)

New Distributing Company Formed in Los Angeles

A new distributing organization, which will cover Los Angeles territory, is now in process of formation and is headed by Ray Reilly, who has been identified with radio and allied industries for 25 years, and who has been active on the Pacific Coast for the past 10 years.

When organized, the company will distribute radio products and electrical appliances. Manufacturers interested in securing west coast distributing representation are invited to communicate with Mr. Reilly at 1235 So. LaBrea Ave., Los Angeles 35, Cal. Associated with the new distributing organization will be a prominent west coast financier and industrialist.

Admiral Appoints McKay for Seattle and Spokane

William O. McKay Co., Seattle, Wash., world's largest distributors of Ford, Mercury and Lincoln Zephyr cars, have been appointed Admiral distributors, according to an announcement by J. H. Clippinger, vice-president in charge of sales of Admiral Corporation.

C. V. Tinker will manage the McKay Appliance Company, and will direct all



Salesmanager C. V. Tinker

sales and distribution of Admiral products in Seattle and Spokane. Tinker started with McKay in 1922 and was in their appliance division pre-war. At the present time, he is regional director of the Washington Purchasing Agency Association. Postwar, McKay Appliance will have showrooms and warehouses in Seattle and Spokane. Admiral products will be displayed in both places.

Crosley Appoints Fields

Appointment of the Arthur L. Fields Chevrolet Co., of Portland, Ore., as distributor for The Crosley Corp., in the Portland territory, is announced by J. H. Rasmussen, commercial manager of Crosley.

Kentucky Jobber Buys New Building in Louisville

Officials of the Cooper-Louisville Co., wholesalers, announce the purchase of a 4-story building located at 305-307 West Main St., in the heart of the Louisville, Ky., wholesale district, which the company will occupy July 1, 1944.

The building will give Cooper-Louisville more than 4 times the floor space occupied for the past 8 years.

The company, incorporated in 1922, has been engaged in the distribution of radios, refrigerators, washers, ironers, gas and electric ranges, bottled gas, water heaters, space heaters, kitchen sinks and cabinets, etc.

The firm covers 74 Kentucky counties and twenty counties in Southern Indiana.

The acquisition of much larger quarters is in line with the company's distributing plans in the postwar era.

Appoint Orgill Brothers



Memphis, Tenn., firm to distribute Admiral products. Seated, left to right, W. I. Moody, Orgill chairman of board and Harry Lever, of Admiral. Standing, left to right, K. W. Orgill, president; J. W. Morris, vice-president, and Jos. Orgill, secretary-treasurer.

Elects First Officers

The National Electrical Retailers' Assn., held an organization meeting in Chicago, and elected Chester B. Sikking of Springfield, Ill., as the Association's first President and J. A. Cobbey, Chicago, attorney for the Association, as acting secretary.

Appliance Division Elects

At its convention in Chicago, the National Electrical Wholesalers Assn., formed an electric appliance distributors division, which elected E. B. Ingraham, president Times Appliance Co., New York, chairman.

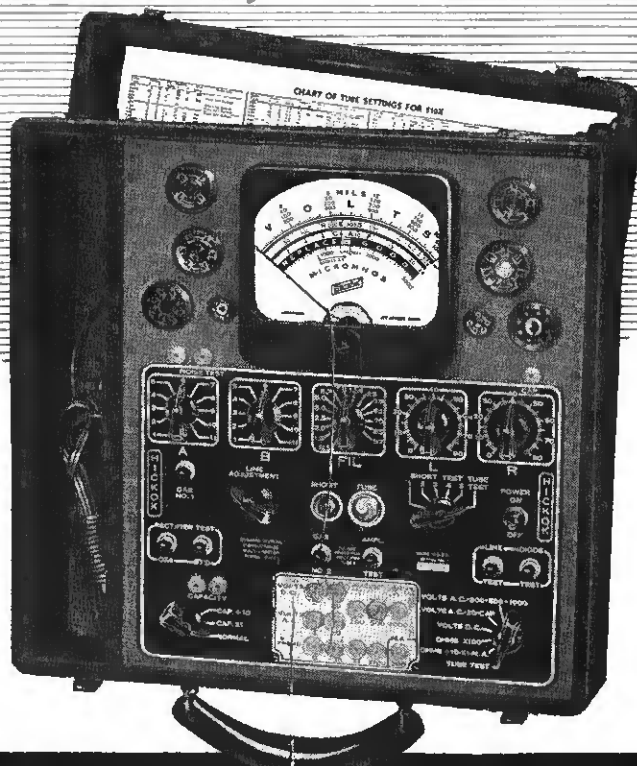
The NEWA elected John L. Busey, president General Electric Supply Corp., Bridgeport, Conn., president and Warren I. Bickford, district manager, Westinghouse Electric Supply Company, Pittsburgh, Pa., vice-president.

*The Standard of Quality
for a third of a Century*

HICKOK
INSTRUMENTS

Dynamic Mutual Conductance

Tube Testers



THE ULTIMATE AND EXCLUSIVE DESIGN

There is no substitute for fine precision in manufacturing tube testers. HICKOK Dynamic Mutual Conductance Tube Testers have set a new standard for commercial testing. They determine the presence or absence of cathode output with accuracy. HICKOK Tube Testers also measure the tube efficiency in MICROMHOS, and at the same time secure 100% modulation. The model shown above also measures Volts, Ohms, Milli-amperes, Capacity, Inductance, Leakage, and Decibels. Many other models will again be available in portable, counter and display types. Write us now to get your name on file for new catalog ready soon.

HICKOK ELECTRICAL INSTRUMENT CO.
10523 DUPONT AVENUE • CLEVELAND 8, OHIO

Sparton Photograph Best Black and White in Show

A Sparton advertising photograph, showing a boy's farewell to the dog he is sending to war, has been chosen by a people's jury as the best black and white advertising photograph of the past year, at the National Exhibition of Advertising Art in Rockefeller Center, New York.

The photograph appeared in a Sparton advertisement headed "Shep Will Show 'em," which ran in leading national magazines last August. The advertisement was prepared by Brooke, Smith, French & Dorrance, Inc., Detroit and New York agency, for The Sparks-Withington Co., manufacturers of Sparton radios and horns.

RCA Postwar Discussions on Sound Equipment

Wartime production and postwar products and markets in the electronic sound equipment field were topics of a conference held at RCA Victor division headquarters in Camden, N. J., by sales representatives, field engineers, and home office executives of RCA's sound and picture section.

Easing of some restrictions and improvement in delivery prospects for sound equipment during the second half of the current year were reported.

Field men were welcomed to the conference by Frank B. Folsom, vice-president in charge of the RCA Victor Division.

Chicago Jobber Goes On Air for the Amateurs

Taking to the air with a message to acquaint the public with the valuable work of the radio amateurs, Newark Electric Co., 323 West Madison St., Chicago, has contracted for radio time on station WJJD, 1160 kc.

Using a half-hour of music interspersed with spot announcements on Saturday mornings from 7:30 to 7:45 and from 8:00 to 8:15, Newark is telling of the patriotic accomplishments of over 30,000 licensed



Newark Electric's Poncher

radio amateur operators in the armed services and war plants as well as the War Emergency Radio Service network.

See Aid for "Hams"

"We feel that the amateurs will come back strong in their hobby after the war," said Samuel Poncher, president of Newark Electric Company, "not only because of the benevolent attitude of our government towards the amateurs, but also because of the greatly increased interest generated in the subject by the war. We will stand ready to serve the amateur and help him continue in his avocation which has repeatedly stood this country so well in so many times of emergency."

Kansas City and Des Moines Distributors Appointed

The Federal Distributing Co., Kansas City, Mo., has been appointed by Landers, Frary & Clark, to distribute Universal major and minor appliances in western Missouri and the state of Kansas.

G. W. Onthank Co., Des Moines, Iowa, with warehouses at Sioux Falls, So. Dak., Minneapolis, Minn., Omaha, Neb., and Davenport, Iowa, has also been appointed to distribute Universal products.

The two appointments were announced by B. C. Neece, vice-president and general sales manager of Landers, Frary & Clark.

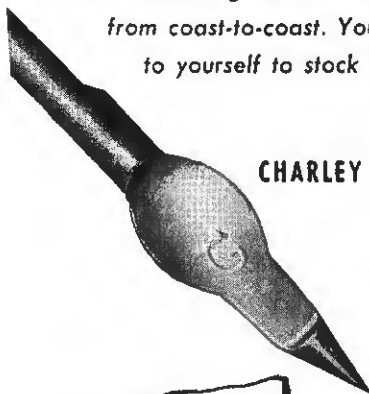
Hoffman Appoints Van Dusen

Paul F. Van Dusen has been appointed assistant purchasing agent for the Hoffman Radio Corp., Los Angeles.

For the extra measure of record-playing pleasure

GAROD PERMATONE PHONO NEEDLES

"The sweetest trumpet player in the world" — that's what his countless friends call Charley Spivak. His **extra measure** of blended harmony places him among the great trumpeters of all time. In Garod Permatone Phono Needles, the **extra measure** of blended design and construction result in flawless reproductions of Charley Spivak's recordings. No wonder, then, that these precision needles are establishing new sales records from coast-to-coast. You owe it to yourself to stock them.



CHARLEY SPIVAK



<p>"STANDARD" Plays over 1500 recordings 50c LIST</p>	<p>"SUPERIOR" Plays over 4000 recordings 1.00 LIST</p>	<p>"DE LUXE" Plays over 7000 recordings 1.50 LIST</p>
<p>"RECORDING STYLUS" 50c LIST</p>		

GAROD RADIO CORPORATION 70 Washington St., Brooklyn 1, N.Y.

DEPENDABLE MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS

DEPENDABLE **MUTER** PRODUCTS

Manufacturers of Component parts for the Radio, Electronic and Communications Industries

THE MUTER CO.
1235 South Michigan Avenue
Chicago, U. S. A.

MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS * DEPENDABLE

Sayre Joins Mallory



Earl R. Sayre has been appointed an application engineer for P. R. Mallory & Company's line of electrical, electronic and metallurgical products.

Charles E. Angle Gets Marine Corps Commission

Charles E. Angle, son of Wesley M. Angle, president of the Stromberg-Carlson Co., of Rochester, N. Y., has been commissioned a lieutenant in the U. S. Marine Corps Reserve. Third son of the Rochester communications executive to enter the services, Lt. Angle left May 26 for an intensive indoctrination course at Marine Barracks, Quantico, Va.

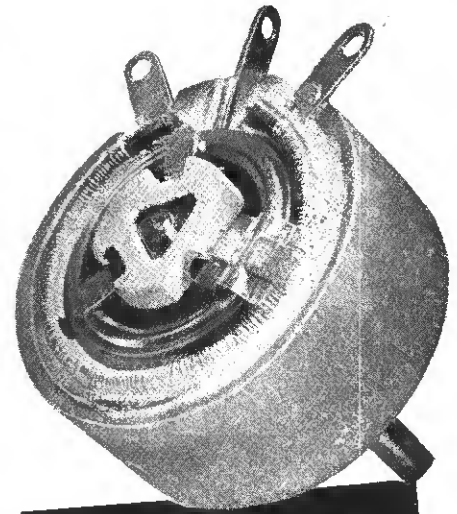
Lt. Angle attended Rochester public schools, Exeter Academy, and Harvard, class of '33. Upon completion of post-graduate work at the Harvard School of Business Administration in 1935, he entered the employ of Stromberg-Carlson.

Gerstenberger Named Weston Co. Sales Head

H. Leigh Gerstenberger, formerly general sales manager of the Weston Electrical Instrument Corp., Newark, N. J., has been made vice-president in charge of sales of that company, succeeding Caxton Brown who now is president. Mr. Gerstenberger has been associated with the Weston organization since 1917, shortly after his graduation from Stevens Institute of Technology. He served in both export and sales departments prior to his appointment as general sales manager in 1932. He is a member of the National Electrical Manufacturers' Assn., and the industry advisory committee of the War Production Board.

Western Electric Makes Changes in Radio Section

F. R. Lack, vice-president in charge of Western Electric's radio division, has announced the following organization changes: P. L. Palmerton, formerly radio merchandise manager, is advanced to the position of assistant manager of the radio division. D. C. Hickson, manager of the division's office in Washington, D. C., is transferred to headquarters in New York as staff assistant. J. W. Sprague, as division comptroller, and H. N. Willets, commercial contract service manager, will also report to Mr. Lack.



Tougher
POWER RHEOSTATS

★ Our armed forces have first call on these *tougher* power rheostats. After the war, however, these rugged Clarostat components will be available to you for your radio, electronic and industrial jobs. They're worth waiting for. Meanwhile, note these features:

- ★ Insulated metal core supports resistance winding. Element imbedded in cold-setting inorganic cement. Maximum heat conduction and radiation.
- ★ Normal current rating may be exceeded by 50% at any setting up to 1/3 total rotation without damage or excessive temperature rise.
- ★ Tripod-type rotor provides smooth operation and positive conduction at all settings.
- ★ Exceptionally rugged mechanically and electrically, for dependable, long, economical service.
- ★ Standard units: 25- and 50-watt. 1 to 5,000 ohms, and 0.5 to 10,000 ohms. Available only on high priorities for the present.

★ Consult your local Clarostat jobber regarding your wartime servicing requirements.



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

Offer Surplus Wire

We are informed that there is available from the Army Airforce close to 700,000 feet of wire of the following sizes: 41-34; 20-34; 63-40; 6-38 (resistance).

Further information of these and other sizes can be obtained from the Area Property Disposal Office of the Army Airforce, 1 Park Ave., New York.

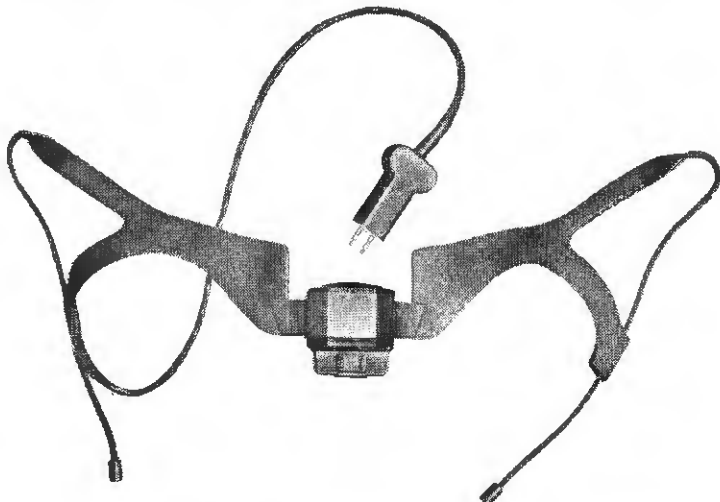
NEDA Annual Meeting

The date and place of the annual meeting of the National Electronic Distributors Assn., has finally been fixed. The "electronic equipment industry conference" will be held October 19, 20 and 21, at the Stevens Hotel, Chicago.

Parsons Vice-President Landers, Frary & Clark

A vice-president and two new directors of Landers, Frary & Clark, New Britain, Conn., were elected at the annual meeting of the stockholders and board of directors.

Harold M. Parsons, sales manager of the electric range and water heater division and a former vice-president of the company, was elected to the executive position he formerly held. The new directors are William H. Judd, president of the New Britain National Bank, and Henry T. Burr, secretary of the manufacturing concern, makers of "Universal" household appliances.



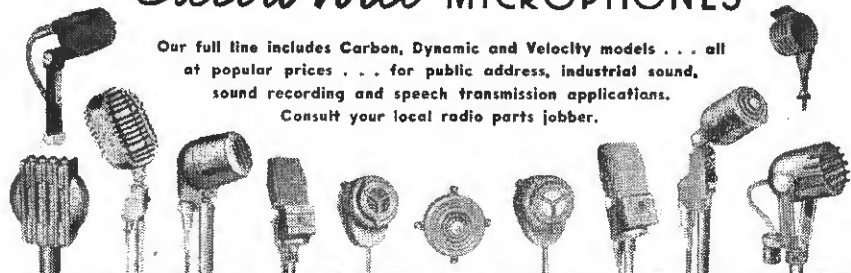
Electro-Voice DIFFERENTIAL MICROPHONE Model T-45 is its U.S. ARMY DESIGNATION

Developed by Electro-Voice engineers in collaboration with the Fort Monmouth Signal Laboratory, this Differential "Lip Mike" carries the voice clearly and distinctly above the roar of battle. Ambient sounds and reverberation are reduced to negligible levels.

- ◆ Frequency response substantially flat from 200-4000 cps.
- ◆ Low harmonic distortion
- ◆ Cancellation of ambient noise, but normal response to user's voice
- ◆ Self-supporting, to free both hands of the operator
- ◆ Uniform response in all positions
- ◆ Usable when gas mask, dust respirator or oxygen mask is required
- ◆ Unaffected by temperature cycles from -40° F. to +185° F.
- ◆ Ability to withstand complete immersion in water
- ◆ Physical strength to withstand 10,000 drops
- ◆ Weight, including harness, cord and plug, less than 2 ounces.

Electro-Voice MICROPHONES

Our full line includes Carbon, Dynamic and Velocity models . . . all at popular prices . . . for public address, industrial sound, sound recording and speech transmission applications. Consult your local radio parts jobber.



ELECTRO-VOICE MANUFACTURING CO., INC. • 1239 SOUTH BEND AVENUE • SOUTH BEND 24, INDIANA
Export Division: 13 East 40th Street, New York 16, N. Y. — U. S. A. Cables: ARLAB

OPA's New Tube Rules Aimed to Curb Black Market

Stating that the purpose of its new regulation, effective May 20, 1944, was to combat "widespread black market activities" due to the drastically reduced supply of radio receiver tubes, Office of Price Administration has issued specific dollars-and-cents wholesale and retail prices on tubes and services to the customer.

Under the new regulation, these rules prevail:

The retailer *cannot* charge the customer for testing tubes when they are brought to his shop by a customer.

When a customer brings a portable or table model radio or phonograph to the dealer's shop for tubes to be tested or replaced, the dealer may charge a maximum of 50 cents for testing *all the tubes*.

If the radio or phonograph mechanism has to be removed in order to test and replace the tube, the dealer may charge a maximum of \$1 for testing *all the tubes*.

The new regulation reaffirms the customary 90-day guarantee given by the industry against defects in material and workmanship.

The dealer must post a list of tube ceiling prices in his place of business.

Prices lower than ceiling may be charged.

Sub-standard and used tubes are *not* covered.

Following are retail ceiling prices for some of the most commonly bought tubes:

PORTABLES	
Types	Prices
1A5GT	\$1.10
1A7GT	1.30
1H5GT	1.10
1N5GT	1.30
TABLE MODELS (A.C.—D.C.)	
12SA7GT	\$1.30
12SQ7GT	1.10
25L6GT	1.10
35Z5GT	.85
50L6GT	1.10
CONSOLE AND AUTO RADIOS	
5Y3G	\$.70
6F6G	.90
6SA7GT	1.10
6SK7GT	1.10
6V6GT	1.10
42	.85
80	.70

Meck Hires Local Teachers

The services of competent teachers from the local high school have been secured by John Meck Industries, Plymouth, Ind., to further an employee training program in modern shop practices.

Ken-Rad Tube Booklet

Essential characteristics of metal, glass, miniature, cathode ray, and transmitting tubes made by Ken-Rad Tube & Lamp Co., Owensboro, Ky., has just been released.

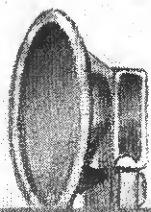
TODAY

*... everything for
our fighting men.*

TOMORROW

**QUAM
SPEAKERS**

*again,
better than ever!*



QUAM-NICHOLS CO.
Cottage Grove at 33rd Place, Chicago



Gillies Sees Rapid Post War Factory Reconversions

New manufacturing methods and techniques developed to meet the exacting war requirements of the Army and Navy will be put to peacetime use after the



Joseph H. Gillies, Philco radio expert, sees war "know-how" valuable to peacetime manufacture.

war, according to a report made to Philco dealers by Joseph H. Gillies, vice-president in charge of radio production.

Reconversion to civilian output will be rapid when victory is won, Mr. Gillies said in telling of Philco's war production job for Uncle Sam.

Philco dealers are now becoming interested in the possibilities for postwar products and postwar business. Philco people and Philco radio production facilities are turning out basically the same kind of equipment that they produced before the war. The only difference—they are producing better equipment much faster.

Quality-Quantity

"These same people," Mr. Gillies pointed out, "and these same facilities will be ready almost immediately when the time comes to start producing peacetime products, which will be vastly better because war has taught Philco new ways to achieve custom-made quality in even greater mass production quantities. Philco has grown in the 'know how' of quality and quantity manufacturing."

Angle Sees Postwar Value of War-Gained Knowledge

Four wartime developments within the communications industry will make for a richer, fuller postwar world, declared Wesley M. Angle, president of the Stromberg-Carlson Co., in a speech before the New York State Telephone Assn. meeting at Syracuse, N. Y.

The meeting heard Angle point out that "the war-borne necessities of more and better research, greater emphasis on specifications and materials inspections, an unequalled reservoir of skilled, trained workers located in strategic labor market areas, and a vast army of communications specialists among the ranks of the servicemen returning from the front lines, promises to utilize all of the ingenuity and experience of the communications industry."

Proven!

25,000 OHMS PER VOLT
PUSH BUTTON OPERATED
SPEED TESTER
SUPREME MODEL
592



- ★ Design proven by over 5 years production
- ★ Dual D.C. Sensitivity—25,000 ohms per volt and 1000 ohms per volt.
- ★ Matched resistors of 1% accuracy
- ★ Push button operated—no roaming test leads
- ★ Open face—wide scale 4 1/4" meter, 40 microamperes sensitivity.
- ★ 1 Microampere first scale division.

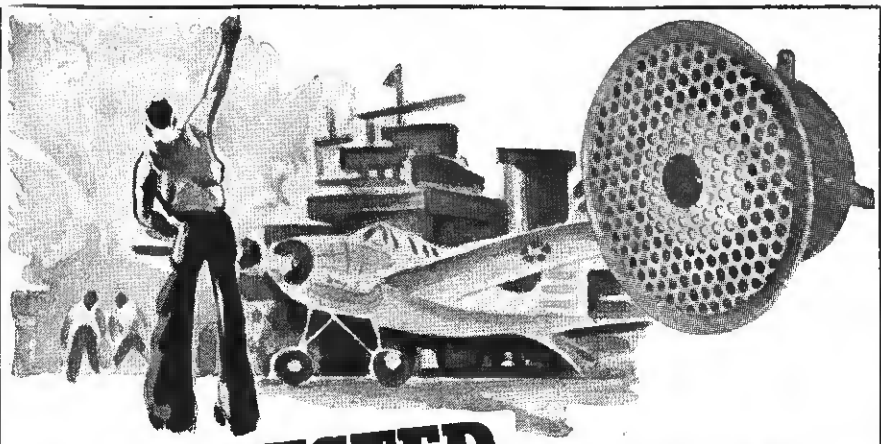
SPECIFICATIONS

- D.C. MICROAMPERES:
0-70-700 microamperes
- D.C. MILLIAMMETER:
0-7-35-140-350 milliamperes
- D.C. AMMETER
0-1.4-14 amperes
- D.C. VOLTS, 25,000 OHMS PER VOLT:
0-3.5-7-35-140-350-700-1400 volts
- D.C. VOLTS, 1000 OHMS PER VOLT:
0-3.5-7-35-140-350-700-1400 volts
- A.C. VOLTS, 1000 OHMS PER VOLT:
0-7-35-140-350-700-1400 volts
- OUTPUT VOLTMETER:
0-7-35-140-350-700-1400 volts
- DECIBEL MEYER:
0 db to plus 46 db
- OHMMETER:
0-500-5000-50,000-500,000 OHMS
0-5-50 MEGOHMS
- POWER SUPPLY
Battery Operated

With the above specifications the Supreme Model 592 Speed Tester meets today's requirements for general laboratory use, assembly line tests and inspection, radio and other electronic repair and maintenance.

SUPREME
TESTING INSTRUMENTS

SUPREME INSTRUMENTS CORP.
Greenwood, Miss., U. S. A.



WAR-TESTED

During the critical stress of battle, men and equipment prove themselves. Materiel that has performed dependably under highly abnormal War conditions has stamina to spare in normal peacetime operation. Performance under fire has given us invaluable information on how to make a fine pre-war loud speaker into a *better* post-war speaker. In the not-too-distant future these better Atlas Sound Loud Speakers will be available for general use.



Complete Catalogue on Request

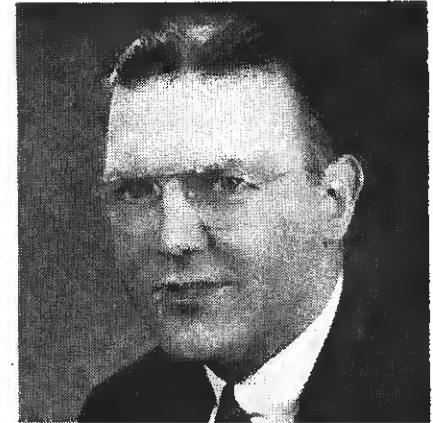
ATLAS SOUND

CORPORATION

1451 39th Street

Brooklyn, New York

Now With Templetone



M. A. Gardner, well-known in radio and electronic fields, has become chief purchasing agent for Templetone Radio Co., Mystic, Conn.

Stromberg Sales Increase

More than doubling its 1942 sales, Stromberg-Carlson Co., Rochester, N. Y., produced \$40,946,618 worth of communications equipment for the armed forces in 1943, it is announced by Lee McCanne, assistant general manager and secretary in the company's annual report on its fiftieth year of business, signed by him and President W. M. Angle. Production in any one of several months of 1943 exceeded the entire production of any full year between 1931 and 1940.

Schafer Gets Selling Post in Hotpoint Organization

Ward R. Schafer has been appointed regional sales manager of the Western region for Edison General Electric Appliance Co., Inc., makers of Hotpoint appliances, according to an announcement by G. H. Smith, general sales manager. Headquarters are in San Francisco for the region, which comprises the districts of Salt Lake City, Los Angeles, and Seattle.

Aerovox Insurance Plan

Over 3000 employees of Aerovox Corp., manufacturers of electrical capacitors and condensers, of which S. I. Cole is president, with plants in New Bedford and Taunton, Mass., are now protected by group insurance. The corporation pays the entire premium. The plan also provides for the automatic enrollment of new employees after three months' continuous employment.

Reader Likes Those Tube Substitution Articles

"Please continue printing the articles on tube substitutions," asks the De Lite Service Shop, Worthington, Pa. "It's hard to understand that of all the various magazines, none of them had anything in this line on the most important item (in a way) in radio. That's why we say—keep it up.

"There's no reason, when one subscribes for a magazine that he also has to buy a book on tube substituting, costing, perhaps, \$3."

SHORTAGES AND YOU AND YOUR NEEDS

- ★ The national production is practically geared to quarterly periods, each quarter of the year.
- ★ Civilian allowances of materials are limited. Our allotments are likewise limited. So we have a few for the short part of 3 months and then you and we do without until the next time.
- ★ Most radiomen make the big mistake of not looking ahead. Yet to be safe they should order in advance—order what they need at once and what they need each month for three months in items that will regularly be used.
- ★ NOW, you should order your TEST-EQUIPMENT 4 to 6 months ahead. We want your orders now. We will suggest what to order, so that you won't order what you can't get.

SPECIAL CHANCE AT THIS TIME

Package 1	Package 2
10.1 600 v. tubulars	1 each of three MOST needed
20.01 600 v. "	Power-Transformers
10.05 600 v. "	2 each of ALWAYS needed out-
10.02 600 v. "	put transformers
Reg. \$6.90 (ceiling)	Reg. \$12.69 (ceiling)
YOUR COST \$5.45	YOUR COST \$10.58

Send check or money order with your order. Mark for L-265 regulation and sign. We will not ship COD.

HARTFORD

CONNECTICUT ELECTRONICS
HATRY & YOUNG

Appliance Selling Reforms Suggested for Postwar

Some postwar planning designed to get appliance merchandising off to a fresh start, has been adopted by the Wisconsin Radio, Refrigeration and Appliance Assn., Milwaukee.

Suggested practices as they affect all of the participants involved in the appliance field—even the ultimate consumer—are as follows:

The Public

1. Should not be made to pay more for any appliance than the manufacturer's established retail price. Be the name Jones or Smith, the retail buyer should not be charged more or less than his neighbor, irrespective of the product name.
2. Is entitled to full protection in the carrying out of manufacturer's warranty terms by both distributor and dealer.

The Dealer

1. Adherence to fair competitive sales practices to insure fair and legitimate profits, thus permitting him to fulfill his additional responsibilities to the consumer after the sale.
2. To accept his responsibilities in contacting the customer immediately following installation of radio or appliance, and at that time to thoroughly instruct the customer as to its use, thereby eliminating later educational or other unnecessary calls. This would result in substantial savings to both the dealer and distributor. As his immediate reward—the development of new prospects, new business, and satisfied customers.
3. Should not ask for special protection from his distributor in the way of fair trade policies and practices if he himself is not fulfilling this obligation in this respect to the public and to his brother dealer.
4. In fairness to distributors and manufacturers the dealer should at all times display an approximately equal amount of that merchandise which he professes to represent.
5. To refrain from offering pots and pans, dishes, alarm clocks, spiffs or any other something-for-nothing premium, including excessive trade-in allowances. Practices of this kind are not conducive to a profitable postwar era during which it is predicted by some manufacturers and the press that profits and discounts to distributors and dealers may be lowered. Exceptions are, of course, specific factory authorized promotions.
6. Dealer principals, salesmen and service men should consistently attend factory and distributor sponsored educational meetings as an aid to their postwar success.
7. To insure fair treatment from distributors, dealers should have the courage to refuse to support any distributor who does not operate in a fair and equitable manner.

The Distributor

1. Will, so far as is practicable, give first consideration when appliances are again available to those dealers who survive the wartime merchandise drought, but subject to all Federal trade restrictions which may be in effect during the reconversion period.
2. Will use care in the selection of new postwar dealers. The prime and more important requirements follow: Financial status, location, experience, merchandise record, personal reputation.
3. Will emphatically recommend to his manufacturer the importance of shorter lines and fewer overlapping models.
4. Will definitely oppose and work toward the elimination of all retail selling at wholesale and special dis-

count prices to individuals,

5. Keep the dealer well informed on new developments and provide special training for his sales and service organization.
6. The dealers' best interests will be a first consideration. Everything humanly possible will be done to assist him in developing a stable, profitable, and better postwar business.
7. Will welcome further suggestions from dealers that will enhance the co-operative effort so necessary to the success of the program.

The Manufacturer

We cannot control the manufacturer's policies, but will urge that they subscribe to the above program.

"THE HELP SITUATION" by Larier



You too, can enjoy pay day—even if you are the boss.

Anyone enjoys getting his money's worth, and you can be sure to get it from your employees if you provide them with the equipment they need to work most efficiently. Like Rider Manuals.

A complete set of all thirteen volumes of these servicing aids on each of your benches will make diagnosis and repairs easier for your help, increase the speed of deliveries and improve the quality of your work.

Never have Rider Manuals been so widely used as today when speed in the tracing of circuits means not only additional profits, but the development and preservation of invaluable good will. Have all thirteen volumes of Rider Manual on each of your benches. Check the list to the right—order any missing volumes today.

Check, too, the list of Rider Books. They're chock-full of technical information that can further speed your repair work and enable you to make the most of your present opportunities to add to the volume and good will of your business.

HERE'S HELP THAT
WILL INCREASE
YOUR PAY

RIDER MANUALS (13 VOLUMES)

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

OTHER RIDER BOOKS YOU NEED

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

JOHN F. RIDER PUBLISHER, INC.

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

RIDER MANUALS
GIVE YOU THE HELP YOU NEED!





KEN-RAD

ELECTRON TUBES

FOR EVERY WAR PURPOSE NOW...
For you when possible!

TRANSMITTING
TUBES
CATHODE RAY
TUBES
SPECIAL
PURPOSE TUBES

KEN-RAD

EXECUTIVE OFFICES
OWENSBORO · KENTUCKY
EXPORTS 15 MOORE STREET NEW YORK

RECEIVING
TUBES
INCANDESCENT
LAMPS
FLUORESCENT
LAMPS

BE SURE... *Standardize on*
STANCOR *Transformers*

Call your nearest Stancor Jobber...
or write us for his address

STANDARD TRANSFORMER CORPORATION
1500 N. HALSTED STREET · CHICAGO



Hallcrafters Equipment



W. J. Halligan, president Hallcrafters Co., Chicago, and Irene Verek, an employee, operate an SCR-299 radio transmitter similar to the one used to broadcast first front-line program from Anzio beachhead.

They've Got the Money to Buy Postwar Appliances!

"The public holds 25 billion in war bonds, many earmarked for postwar appliance purchases, 32 billion in savings accounts, and other savings amounting to billions.

"Never before has there been the ready-made demand for electric appliances that postwar will bring.

"While there are no appliances on the market, and the supply of all consumer goods is only 60 per cent of normal, there are 53 million people now employed, which is 7 million more than normally. Since 1941 consumer debt has been reduced by one-half, and millions of dollars have been saved for tomorrow's needs.

"There are no 'unpaid balances' on appliances, and less than 20 per cent of normal other 'unpaid balances' for consumer goods."

G. A. Rebensburg, manager of commercial research, Edison General Electric (Hotpoint) Appliance Co.

Garod's Lou Silver Has New Merchandising Plans

Lou Silver, manager of Garod Radio Corp., Brooklyn, N. Y., has just completed new plans of merchandising, advertising and sales promotion for dealers and distributors, and will take these projects with him to Chicago, where he will attend the annual convention of the National Association of Music Merchants, at the Palmer House, July 24, 25 and 26.

To Visit Jobbers

The Garod plans not only pertain to the postwar period, but to the present time as well. Mr. Silver also plans to visit distributors for Garod Permatone phono needles and utility and record cabinets.

HONOR FIRMS

**New Production and Safety Highs
Bring Manufacturers Recognition**



Emerson Radio & Phonograph Corp., New York City, was awarded the Army-Navy "E" at an impressive ceremony held in the Grand Ball Room of the Waldorf-Astoria Hotel, June 2.



Bell Sound Systems, Inc., 1183 Essex Ave., Columbus, Ohio, through its president, F. W. Bell, has been notified by Under Secretary of War, Robert P. Patterson, that the company has been awarded a "star" for its "E" Award.

The award was made for the company's continuation as well as further excellence in the production of air-borne radio equipment for the Signal Corps and AAF and sound equipment for the Navy.



A special wartime award for "distinguished service to safety" has been presented to the Camden plant of RCA Victor division, RCA, by the National Safety Council.



Meissner Manufacturing Co., of Chicago and Mt. Carmel, Ill., has been granted a second renewal of the Army-Navy production award, adding a second star to the "E" flag at its plant in Mt. Carmel, according to a letter received from Admiral C. C. Bloch, chairman, Navy Board of production awards. Contents of the letter were made public by G. V. Rockey, executive vice-president of the firm.

4th Award for Motorola!



One of the few companies to receive the Army-Navy "E" Award for the 4th time, Motorola Division of Galvin Mfg. Co., Chicago, adds 3rd White Star. Frank J. O'Brien, left, vice-president, and Geo. Lambert, right, personnel director.

In recognition of general excellence in the observance of security and protection regulations of the United States Army, the Philco Corp. has been awarded the National Security Award, it was announced by John Ballantyne, president, who was notified of the new honor by Colonel Henry A. Reninger, A.G.D., Acting Regional Director for the United States Office of Civilian Defense.



With informal ceremonies that permitted uninterrupted production of its electronic devices, Sylvania Electric Products, Inc., raised a new production award flag with a third "star" over the radio division plant at Emporium, Pa.



Industrial music was given formal recognition as a new nationwide contribution to safety through an award presented by Liberty Mutual Insurance Company to RCA Victor, pioneer in this field.

The award, in the form of a "Smash the Seventh Column Certificate of Merit," was presented in a ceremony broadcast over the Blue Network on the "Music America Loves Best" program June 3. The Seventh Column refers to the carelessness that causes accidents, and the award is unique in its recognition of the place music now holds in the industrial accident prevention field.

Industrial music was thus acknowledged for the first time as an effective tool available to safety engineers in the elimination of industrial accidents due to carelessness brought on by work fatigue. By relieving fatigue, on-the-job music is credited with reducing a critical cause of accidents.



Harold Shevers, president of Espey Manufacturing Company, New York, announces that the Army and Navy has added the Production Star to the "E" Award recently given his firm.



Belmont Radio Corporation employees have won their 4th Army-Navy Production Award. Robert P. Patterson, Under Secretary of War, has authorized the addition of the third "White Star" to the Army-Navy "E" flag which flies above the Chicago plant.



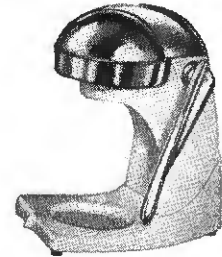
For the second time in 7 months, the Solar Mfg. Co., 285 Madison Ave., New York, has been awarded an additional "White Star" for continuance of its excellent production record. Since the first "E" flag was awarded Solar, the company has acquired another plant in Chicago. Solar was one of the first to employ blind workers in assembling precision parts.



NATIONALLY ADVERTISED

Although engaged 100% in important war work for Uncle Sam, JUICE KING has continued its national advertising throughout the war. In planning your lines for post war merchandising, remember JUICE KING—the line that is first in styling . . . first in quality . . . first in consumer preference.

NATIONAL DIE CASTING COMPANY
600 North Albany Ave., Chicago 12, Ill.

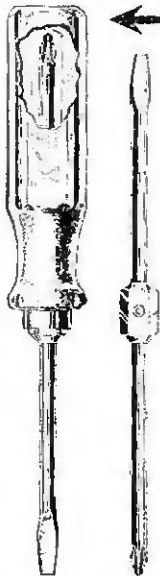


Juice King

HOME JUICE EXTRACTORS

Talk About "FORWARD DESIGNING"
...it's Here Today in XCELITE Tools

Take, for Example, this Unique . . .



XCELITE "Combination Detachable" SCREWDRIVER

Here's just one of the many Xcelite "idea tools" which bring customer appeal to your tool department. The Xcelite "Combination Detachable" Screwdriver is actually two screwdrivers in one—designed with a dual purpose shaft which fits into genuine shockproof, fire-resistant Xcelite handle. Shaft has genuine Phillips blade at one end, standard Xcelite blade at other. A fast-moving item! Also available in STUBBY size (3" overall length). Most Xcelite Tools now available on satisfactory priorities—delivery necessarily delayed by war conditions. Details and prices on request. Write Dept. M.

Park Metalware Co., Inc.
Orchard Park New York

QUALITY TOOLS Preferred by
THE EXPERT

Back the Attack . . . Keep
the war bonds you buy!

XCELITE

QUALITY TOOLS
PREFERRED BY THE EXPERTS

What's New at Radiart



Plans for post-war products are shaping up nicely.

The same characteristics that have made RADIART VIBRATORS and VIPOWERS outstanding in performance—the Superior Engineering—the Specialization—the Advanced Manufacturing Methods—the Seasoned Production—will predominate in these post-war items.

Keep ordering from Radiart, for Radiart will continue to lead as in the past and will be your leading source of supply in the future.

Meanwhile, winning the war is our major business and yours. Let us give it our 100% effort.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

ELECTRICITY

For Any Job — Anywhere

For a dependable source of electricity on projects remote from commercial power, Onan Electric Plants are proven leaders in the field. More than half of the armed Forces' total requirements for Power plants are built by Onan.

Gasoline driven. . . . Single-unit, compact design. . . . Sturdy construction. . . . Suitable for mobile, stationary or emergency service.

Over 65 models, ranging in sizes from 350 to 35,000 watts. 50 to 800 cycles, 110 to 660 volts, A.C.—6 to 4000 volts, D.C.—Also dual A.C.-D.C. output types.

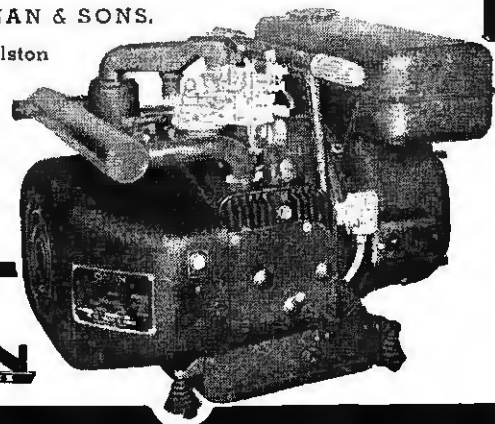
Descriptive literature sent promptly on request.

D. W. ONAN & SONS,

2020 Royalston
Avenue.

Minne-
apolis 5.

Minn.



ONAN
ELECTRIC PLANTS

DONALD NELSON ASKS YOU TO HELP

Conserve Paper

- Each 500-pound bomb takes 12 pounds of paper for rings, tops and bottoms.
- A fiber container for a 75-millimeter shell takes 1.8 pounds of paper board.
- Each weapon part must be wrapped in grease-proof paper and in waterproof paper. A single shipping case of decontaminating apparatus requires 273 square feet of waterproof lining paper.
- All kinds of paper are used by the Army, from vegetable parchment, .0015 inch thick, to heavy paper board and wallboard.
- All Army clothing and equipment are shipped in waterproof paper wrappers.

Therefore . . .

- 1—Don't ask for additional copies of this magazine. Paper is SCARCE.
- 2—Pass your copy along to other readers.
- 3—Don't use paper or bags for merchandise already wrapped.
- 4—Ask customers to take small items unwrapped.
- 5—Use one big bag instead of several small ones.

Let's All Use Less Paper

Space for this advertisement contributed by

RADIO & Television RETAILING

Ansley Launches Campaign To Promote Its Products

Ansley Radio Corp., Long Island City, N. Y., makers of radio-phonograph combinations, is embarking on a promotional program at once, although the company is engaged 100 per cent in war work. The program, directed to the trade and consumer, is designed to maintain and build name recognition for the company and the products that will be manufactured again when conditions permit.

Permo Offers Dealer Prizes in Show Window Contest

\$500 in cash prizes and the opportunity to have their window display photographed free is making the current Fidelitone window display contest highly popular with record and music shops. In response to repeated requests from dealers, Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill., has extended the closing date for entries until June 30.

\$500 in cash will be awarded for the most attractive window display using the new Fidelitone window display card. To give every dealer a chance to win, the following prizes are being awarded in each of 5 territories:

First Prize	\$50.00
Second Prize	25.00
Third Prize	15.00
Fourth Prize	10.00

Permo is paying, under the terms of the contest, for the photograph submitted of the window display whether it wins a prize or not.

Complete contest instructions accompany the display which can be had for the asking from Fidelitone distributors.

Friedman Speaks on Postwar Planning

Armin Friedman, business analyst and economist, was the principal speaker at the convention of the Northwestern Retail Furniture Dealers Assn., held in the St. Paul Hotel, St. Paul, Minn., May 17.

Representing the Motorola Manufacturing Corp., of Chicago, manufacturer of Walkie-talkies, handie talkies and the Cavalry Guidon portable communications systems for the nation's armed forces, Friedman discussed "My America and Postwar Planning."

Hotpoint Stressing the Postwar Electric Kitchen

Appliance retailers anticipating the many problems they face in postwar, changing business procedures from wartime activities to appliance selling, will be interested in the technique by which Hotpoint is preparing for transition of its wartime advertising theme.

Changing from the "Bondwagon" appeal, the new emphasis is being placed on details of postwar electric kitchen design, according to H. E. Warren, advertising

manager. This permits a continuance of the "Buy Bonds" appeal, but brings new emphasis to the "Plan now for that Electric Kitchen" appeal which must be used now to keep interest alive, he said, at Chicago.

Speaking before a sales division planning conference of Edison General Electric Appliance Co., the Hotpoint advertising man pointed out that War Bond advertising of industrial concerns which features the ear-marking appeal—"Save with War Bonds today—to buy that new convenience tomorrow," has gained the greatest popularity of any type of advertising, according to recent consumer surveys. However, Hotpoint advertising, which has carried this theme throughout the war, is now shifting the emphasis to

tie in more closely with the aims of its dealers, while retaining the basic theme, he said.

While Hotpoint is not making any new equipment, Warren noted that the pictures now being used represent equipment that is modern—shown in newly designed kitchens, while the cutaway drawing is shadowed into the layout to show the working part.

Brief copy mentions the kitchen as "the one you have been saving for with War Bonds." Each advertisement carries a coupon for a planning guide, "Your Next Kitchen by Hotpoint." A personalized kitchen layout can be ordered by using a blank floor plan included in the booklet. These plans are made to order by Hotpoint kitchen architects for a fee.

REPLACEMENT TUBE ADAPTORS

Adaptor No.	Use Tube Type	To Replace Tube Type
1.....	#5U4G.....	#80—#5Z3—#83
2.....	#7A8.....	#12A8
3.....	#7C6.....	#12SQ7
4.....	#14A7.....	#12SK7
5.....	#35Z3.....	#35Z5
6.....	#14A7.....	#12SA7
7.....	#7A8.....	#12SA7
8.....	#1LA6.....	#1A7
9.....	#1LC6.....	#1A7
10.....	#43.....	#25L6
11.....	#7B7.....	#12SA7
12.....	#14B8.....	#12SA7
13.....	#14Q7.....	#12SA7
14.....	#14B6.....	#12SQ7
15.....	#39/44.....	#6K7
16.....	#7Y4.....	#6X5

\$1.25 list price, less 40% discount or

75 cents net, EACH

Many other types of tube adaptors available and coming in every day.

1/3 Deposit with Order.
Balance of Order C.O.D.

Chicago Novelty Co., Inc.
1348 Newport Ave. Chicago 13, Illinois

Admiral Has New Store Plan to Aid Retailers

Taking the position that the responsibility of the manufacturer to his distributors and dealers extends beyond providing merchandise to sell, Ross D. Siragusa, president of the Admiral Corp., announces a new type of merchandising co-operation in the radio and household appliance field.

Negotiations are now under way with several nationally known designers, one of whom will be retained to develop a store modernization program which will be available to all radio and appliance dealers without charge. The primary objective of the enterprise is to stimulate business for retail merchants and at the

same time develop distinctive characteristics of store appearance.

Details of the Admiral store modernization program have not been completely worked out, but it is known that it will be based upon a booklet of suggested plans which can be adapted to any shape or size of store. The work can be done by local builders and contractors.

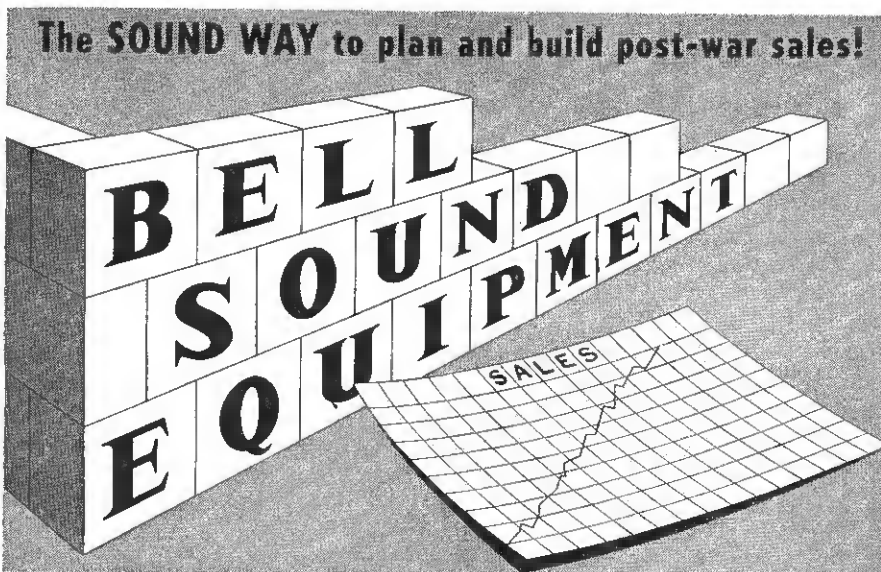
Such phases as: store floors, lighting, floor coverings, wall treatments, and merchandise arrangements will be included in the plans. Supplementary designs will be provided for such departments as: radio and television, record, service, and model kitchen and laundry.

"So far as we know, Admiral is the first manufacturer in the radio and home appliance field, to take steps in the direc-

tion of a clearly indicated postwar trend," Mr. Siragusa said. "Progressive merchants everywhere recognize the need of store modernization, which will provide a proper setting for the exciting new appliances and radios that will make their appearance following victory."

Highlight of the unique Admiral enterprise, will be a contest among dealers, designed to develop ideas which will be of value to all. A number of prizes, consisting of complete store remodeling jobs, will be awarded by Admiral.

Research is now being conducted by Admiral Corporation preparatory to starting the articles on store plans. Trade paper and mail announcements will be made as details of the program materialize.



PUT YOUR PLANS for post-war profits on a sound basis *now*, by getting full information on the complete line of BELL Sound Equipment. You'll find post-war business and industry geared to the time-saving, production-boosting efficiency of modern voice-paging and music-broadcasting equipment, and

BELL Voice-Paging Equipment and BELfone "Intercom" Systems


BELfone has the right answer to every "intercom" requirement—systems with any number of inter-connected stations...master stations with any number of separated substations... "secretive" systems in which any two stations can prevent others from "listening-in"... and new features of every approved type. From start to finish, BELL Voice-Paging Equipment is designed for industrial needs. Heavy-duty "tamper-proof," standardized units can readily be

up-to-the-minute "intercom" systems. BELL equipment gives you performance-proved advantages that clear the way to easier, more profitable sales. YOUR first step in getting the jump on competition is to become thoroughly acquainted with the present line of Bell Sound Systems. Write for complete details.

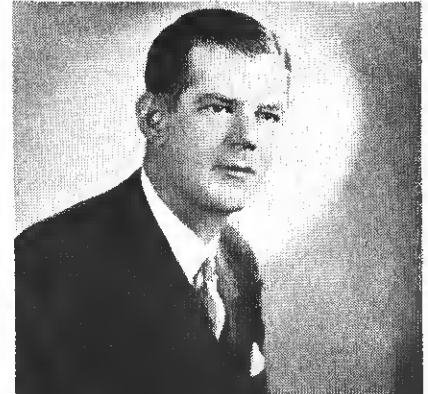
grouped to meet the specific needs of each installation, yet permit quick, easy rearrangement or expansion at any time.



BELL SOUND SYSTEMS, INC.
 1186 Essex Ave., Columbus 3, Ohio
 Export Office: 4900 Euclid Ave., Cleveland 3, Ohio



Meck Executive Engineer



William Montgomery, formerly general sales manager of John Meck Industries, Plymouth, Ind., has been appointed to position of contacting government agencies.

Capitol-Scranton Record Companies in Merger Deal

Capitol Records, Inc., announces the most important expansion in its two-year history according to B. G. (Buddy) DeSylva, chairman of Capitol's board of directors. The move insures vastly improved production of Capitol records as a result of a newly-signed agreement with the Scranton Record Co., Scranton, Pa.

For dealers and the public alike, the Capitol-Scranton merger will mean many thousands of additional discs being pressed and made available, an increase of several times the previous production, DeSylva said.

"Scranton's huge, modern plant will serve as Capitol's manufacturing division and produce our records and albums," said Glenn E. Wallich, vice-president of Capitol in Hollywood. "With Mr. DeSylva's executive guidance and Johnny Mercer's talents as regards selecting tunes and talent, the growth and stability and permanence of Capitol is assured."

G. E. Appoints Gettell

J. H. Gettell has been named district representative for the General Electric Company's electronics department and will be responsible for sales of Musaphonic radio-phonographs in the 5 districts of the department.

Frigidaire Has Unique Frozen Food Package Kit

"Something new" in the home freezer field is Frigidaire's unique "Frozen Food Packaging Kit," which provides proper materials for packaging everything in the home freezer, from juices and berries to chicken and roasts.

The kit is a carefully planned assortment of cellophane-lined boxes, cellophane bags, roll cellophane, stockinette, and other approved packaging materials.

"We emphasize the words 'approved packaging materials,'" says P. M. Bratten, general sales manager of Frigidaire division of General Motors. "Extensive surveys conducted as part of our continued food research program have shown us that many people are not getting as perfect results from their home freezers as they might be—simply because they are not packaging food properly before storing it.

Convenient Kit

"This kit has been developed to bring home freezer users the benefits of Frigidaire's years of frozen food research, and to provide them in one convenient kit moisture-vapor-proof packaging materials suitable for home freezer use."

Material enough for approximately 175 items is contained in the new kit. Included are 75 pint and 40 quart cellophane-lined boxes, a 100 ft. roll of 18 in. cellophane, 15 large cellophane bags, a 50 ft. roll of stockinette, and a ball of twine. All cellophane is moisture-vapor-proof type.

The kit will be distributed through Frigidaire dealers. "In this way," Mr. Bratten points out, "we are enabling our dealers to build additional customer good will and to help associate themselves with the home freezer business."

RECORD SALVAGE



Decca's Merry Macs collect precious record scrap at San Francisco's Emporium store, so that our fighting men may be supplied with morale-building discs.

ALLIANCE "Even-Speed" Phono-motors



ALLIANCE RESUMES PRODUCTION on One Standard Model

● We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. ● Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY ALLIANCE, OHIO

THE WAR AND YOU AND US

War and You and Mrs. Jones and the Jones boy who machine-gunned 20 Japs are a picture in one frame.

We know that. We believe and ACT that.

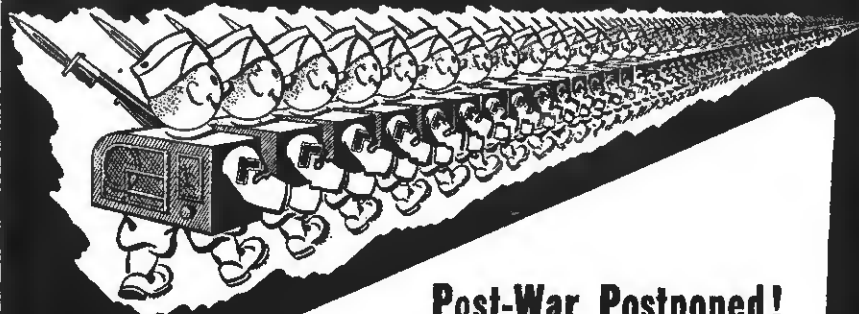
That's why CEILING PRICES are our prices. We cannot cause Mrs. Jones added trouble. She needs us to help her. She has certainly helped us. Her Son fights and that's why we with harder arteries are not fighting. We never deliberately violated a ceiling.

We certainly can't fight Mrs. Jones. We CERTAINLY won't.

We Are Short of Help - - - - -

- ★ In a frozen labor area, our Hartford outfit, which ships material all over Connecticut, has been short 4 to 10 workers since things started.
- ★ This means we run sometimes 14 to 30 days behind. We can't do all you want in the way you want it. We simply can't enter into extended correspondence.
- ★ We can handle straight-forward orders, use our head and make quick substitutions. We refuse to open charge accounts—not allowed enough office-help to do the bookkeeping. We make mistakes and just can't seem to avoid 'em. Some jobs have been refilled 10 times, new help and new troubles.
- ★ We still try our best to serve you.
- ★ In stock: AC voltmeters, condensers, transformers, AC ammeters, wattmeters, (appliance testers), resistors, speakers. Delivery prompt.

HARTFORD
CONNECTICUT ELECTRONICS
HATRY & YOUNG



Post-War Postponed! Tom Thumb Is Doing A REAL Job Now!

We're not bothering our Tom Thumb with any loose-thinking about postwar, fancy-free notions—not when the biggest job is still ahead of us. Thanks to our powerful support, Tom is fighting better than ever before—for all of us. By the time his swell job is done, though, we'll be ready to do the same volume-building business again that spelled such merchandising success for radio dealers before the war. Back Tom now with your war activities, but keep a sharp eye out for our plans for you.

Make your plans NOW to get on the TOM THUMB bandwagons.

Automatic

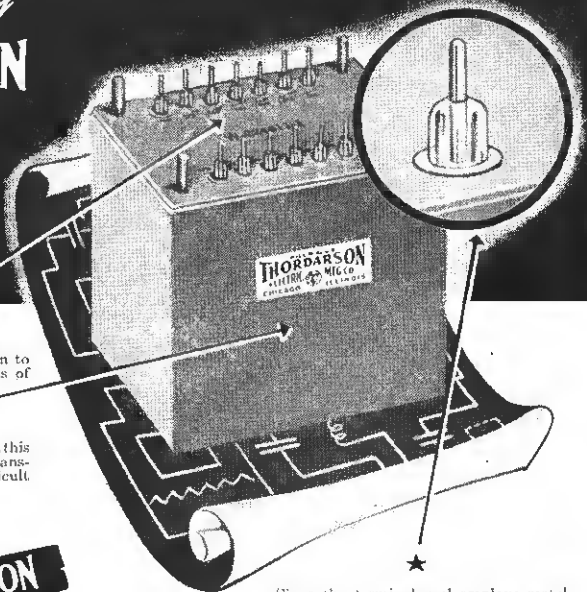
RADIO MANUFACTURING CO., INC.
122 Brookline Avenue, Boston, Mass.

ADVANCED ENGINEERING

demonstrated by

THORDARSON

COMPACT
HERMETICALLY-SEALED
TRANSFORMER
for
AIRBORNE SERVICE



★ A type of hermetic seal construction to meet the newest rigid requirements of the Armed Forces.

★ High efficiency in a small package...this compact high frequency power transformer (60 to 2600 c.p.s.) fills a difficult airborne application.

★ Since the terminal seal employs metal and glass, absolute protection is assured against all performance difficulties usually caused by climatic changes.



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

Transformer Specialists Since 1895

... ORIGINATORS OF TRU-FIDELITY AMPLIFIERS

Tenth Anniversary!



Irwin Mendels, left, chairman executive committee of Admiral Corp., Chicago, present gold watch to Ross D. Siragusa, president celebrating firm's 10th birthday. All ten year employees were presented with similar gifts.

Admiral Distributors Named for Various Territories

J. H. Clippinger, vice-president in charge of sales of Admiral Corp., Chicago, announces the following companies to distribute the complete line of Admiral radios, refrigerators, electric ranges and home freezers in their respective territories.

W. Royce Beamish Co., has been appointed distributor for the Minneapolis trading area. Mr. Beamish has been in the radio and appliance distribution business for 23 years.

Prior to the war, the Beamish firm was manufacturer's representative for the Admiral radio. At the present time the company has its main sales and warehouse displays in Minneapolis.

Shadbolt & Boyd, Milwaukee, one of the oldest distributors in the Midwest, will handle the complete line of Admiral products. This company was formed 76 years ago, and operates 6 separate departments. A. C. Scheigler, vice-president of the company, will head the appliance department of Shadbolt & Boyd, a position which he has held for the past 10 years. The company will cover practically the whole state of Wisconsin for Admiral.

Glover Leaves Webster

Ralph P. Glover has announced his resignation from Webster Products Co., Chicago, where he was in charge of engineering sales coordination, as well as acting manager of the voltage regulator division, to devote himself to consulting engineering with offices at 1024 Superior St., Oak Park, Ill.

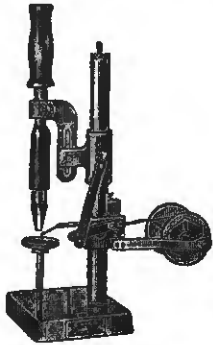
Mr. Glover has been with many well known firms, including Crosley, Silver-Marshall, E. F. Johnson, Shure Bros., and Jensen.

Estey With Browne

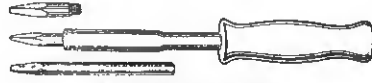
F. Clifford Estey, well-known executive of both the radio and metals fields, has been appointed assistant to Burton Browne, president of Burton Browne Advertising, 150 East Superior St., Chicago.

ESICO

REG. U. S. PAT. OFF.

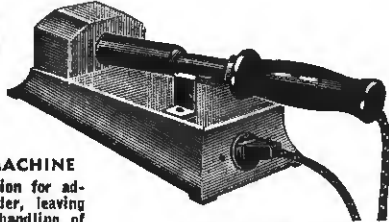


SPOT SOLDERING MACHINE
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.

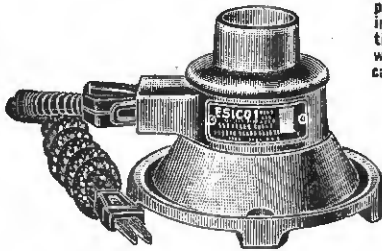


SOLDERING IRONS

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.
236 WEST ELM STREET, DEEP RIVER, CONN.

**MORE AND MORE PEOPLE
ARE ASKING FOR...**

Fidelitone

De Luxe



*Fidelitone Dealers Profit
by Unprecedented Demand*

Through word-of-mouth and national advertising the popularity of the Fidelitone De Luxe Floating Point needle continues to skyrocket. Fidelitone's long life . . . unequalled kindness to records . . . and filtered record scratch have won it new friends by the thousand . . . creating a popularity that shows up in the cash register.



PERMO, Incorporated
6415 Ravenswood Ave., Chicago 26, Illinois

VISION



MANUFACTURING CO.
PHILADELPHIA, U. S. A.

When days of Peace return, our increased facilities and manpower will not only continue in the production of better Radio and Automotive equipment, but will also turn to pioneering other developments to make the post-war period worth while fighting for—Patience—please.

ANTENNAE and Associated Products

RADIO CABINETS

Reading, top to bottom
Model 1435 \$1.00
9" long 7" high
5" deep
Model 1436 \$1.50
9" long 7" high
5" deep
Model 1434 \$1.00
10" long 8" high
5½" deep
Model 1429 \$2.95
11" long 8" high
5½" deep

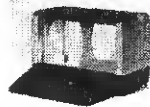
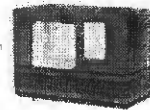
AVAILABLE now to certified purchasers is our large line of wooden cabinets. They are covered with airplane luggage materials, and may be enlarged by peeling back cloth and sawing to size of chassis on hand. Extra cloth is also stocked as part of our large supplies.

Distributors of national brand electronic equipment and a high-grade line of wholesale merchandise, we have been serving industrial users and servicemen since 1929.

Write for Price List

The LOUIS M. HERMAN Co.
885 Boylston Street, Boston 16, Mass.

Model 1432 \$1.95 14" long 9" high 8" deep	Model 1431 \$1.95 14" long 9" high 6½" deep	Model 1433 \$1.00 9½" long 11" high 6" deep
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DELIVERY? RATING?

HERE'S THE INFORMATION ON THESE SIGNAL PRODUCTS



112-K

TELEGRAPH AND WIRELESS INSTRUMENTS

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.

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



WHEN THE NAVY WANTS ACTION IT'S

"Electronics"

The vital Communications Control Equipment shown above on board a U. S. Navy "flat-top" is an example of Operadio's wartime electronic leadership. This technical excellence has direct meaning to you, since the same thoroughly dependable qualities will continue to distinguish Operadio-built products in the future.

OPERADIO

Electronic Specialists

OPERADIO MANUFACTURING CO., ST. CHARLES, ILL.

Wolbach's

(Continued from page 39)

odd discs and moving dead stock. The power of sight is so strong, they believe, that a customer will buy almost anything he can see, if in the proper mood and surroundings. Everything is done to make the store attractive and the atmosphere pleasant and inviting to customer browsing.

Listening Booth Problem

Originally firm believers that self-service would mean far too much wear and tear on their records, this firm started *without* listening booths. It was soon discovered, however, that while this might be true in the sale of populars, classical music purchasers insisted on hearing their selections in the solitude of a separate booth. It was also learned that classical collectors were far more careful with discs. A compromise was struck which proved successful. Populars are now played on the counter turntable, while booths are reserved for those listeners interested in the classics.

No exchanges are made in records. Discs are carefully examined by the sales person before the customer and the store's policy is made clear at the time.

Prominent Display

Needles are given special display and here again this dealer's ingenuity and desire to do a thorough display job has resulted in a fine-looking showpiece. From the picture at top of page 38 the location of this set-up can be judged. It is directly behind Mrs. Wolbach in this picture, at eye-level, and consists of a bleached oak panel-enclosed glass case, set into the wall, in which various samples of needle stock are displayed. The entire panel is lighted from behind. This last factor, plus its proximity to the cash register station for completion of sales, provides a good opportunity for final customer checkup for needle requirements, after their discs have been selected.

For these same reasons, the sheet-music rack display is also near the door, and the Wolbachs find they have increased their sales in this department, since the installation of self-selection.

Talk-A-Phone New Site

Talk-A-Phone Mfg. Co. is now located in its new home, 1512 So. Pulaski Road, Chicago, where added facilities will insure greater service. The company makes intercommunicator systems, amplifiers, electric phonographs, record changers and recorders.



**DON'T REWIRE SETS
USE JFD SOCKETTES**



Hard to get tubes are no problem for "J F D SOCKETTES". Available slow moving tubes are easily substituted by these completely wired radiotube adapters.



Leading tube manufacturers have already indicated their warm approval of these adapters. Use SOCKETTES for expertly designed tube substitutions.

Write for Descriptive Folder



J F D Manufacturing Co

4111 Ft Hamilton Parkway

Brooklyn 19 N Y

FOURTH REVISED EDITION

WARTIME RADIO SERVICE

Tube substitutions simplified. All data compiled from practical experience. Each substitution has been tested in a radio. No reference necessary. Data for making adapters.

Nearly 500 substitutions for all the impossible to get tubes

Diagram and text for building a filament welder with which you can repair many tubes. Diagram and text for electrifying 1.4v battery radios.

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Wartime radio service contains over 700 additional substitutions, practical—profitable—tested data for changing many models of Silvertone and other 2v battery radios to electric.

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Arizona

RMA Elects Cosgrove President

Raymond C. Cosgrove, vice-president and general manager of the manufacturing division of the Crosley Corporation, Cincinnati, Ohio, was elected president of the Radio Manufacturers Association by the organization's board of directors at the RMA's annual membership luncheon, June 7, in the Stevens Hotel, Chicago.

Mr. Cosgrove succeeds Paul V. Galvin, president of the Galvin Mfg. Corp. of Chicago, who has headed RMA for the last three years.

Stevenson Named for Utah

William J. Stevenson, general counsel for the Utah Radio Products Co., has been named secretary of the company, according to an announcement from Fred R. Werk, president.

Krautter Is Appointed

The appointment of L. Martin Krautter as vice-president and account executive of Lenri, Hurst & McDonald, Inc., Chicago, Ill., has been announced. Mr. Krautter returns to Chicago from Cincinnati where he has been vice-president of Stockton, West, Burkhart, Inc., for the past 2 years, and before that advertising and sales-promotion manager of The Crosley Corp.

Evans Leads Radio Division

Walter Evans, vice-president in charge of Westinghouse radio activities, announces the appointment of Harold B. Tonley as manager of the Westinghouse radio receiver division, which will manufacture and market home radio receivers as soon as they can be made again.

Tele. Chain in Tele.

N. Peter Rathvon, president of Radio-Leith-Orpheum Corp., has announced the formation of a subsidiary television company to be known as RKO Television Corp., with executive offices at 1270 Sixth Ave., New York.

June Discs

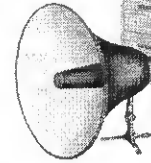
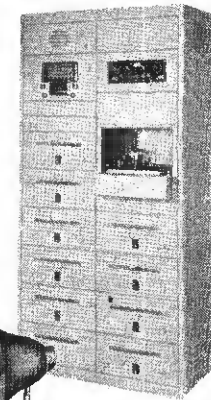
(Continued from page 41)

will be ready buyers of this new record.

Capitol has also entered the accessory field with a new record rack, and its latest entry is a blank recording disc. Dealers may order these recording blanks with the imprint of their own store stamped on each disc.

- New Sonora album of Latin American music, recorded by Enric Madriguera and his orchestra, is being distributed to dealers through their jobbers. Included is the famed "Besame Mucho."

- Reminder for all music dealers: The National Assn. of Music Merchants' wartime educational conference and music trade show will be held at their 43rd Annual Convention, scheduled for the Palmer House, Chicago, Ill., on July 24, 25 and 26.



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MEASUREMENTS AROUND THE WORLD



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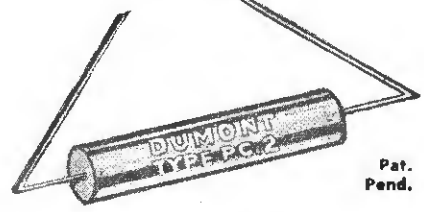
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OUR WAR BOND COVER

RADIO & Television RETAILING's cover on the front of this issue is reproduced from a portion of a painting by the Chicago artist, James Sessions, whose work was recently exhibited at the New York Metropolitan Museum of Art.

This particular painting appeared originally in a campaign advertising the Willys-Overland jeep, and was obtained for our use through the courtesy of Willys-Overland Motors, Inc., in support of our devoting this June front cover to the Fifth War Loan Drive.

Its subject, part of the African Invasion at Port Lyautey just above Casablanca, is kindred in spirit with today's tremendous European onslaught by the Allies; and we reiterate—**BUY BONDS, as well as pray!**

Norge Official Sees Big Postwar Export Trade

Indications that the United States will engage in foreign trade after the war on a scale never before imagined were given further substantiation by the announcement that Norge division of Borg-Warner Corp., Detroit, is receiving a flood of sales inquiries from various parts of the world regarding prospects for large scale shipments of household appliances immediately after the war.

Roy W. Gifford, vice-president of the division, said that many of the inquiries have come particularly from northern Africa and the Mediterranean area, the Middle East and Australia.

"Australia formerly was closed to us because of prohibitive tariffs but we now have reason to believe that this condition may be changed somewhat and that continent should be a big market for our products after the war," Mr. Gifford said.

Promoted by Sylvania



H. H. Ranier has been appointed assistant manager, distributor sales, radio division of Sylvania Electric Products, Inc., according to C. W. Shaw, general sales manager, tube division.

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

Handie-Talkie signals the **attack!**



HANDIE-TALKIE IS

ANOTHER MOTOROLA RADIO FIRST!

If there is glory at all in war, *all of it* goes without question to the men who do the fighting. We who on the production front turn out the weapons for Victory find ample satisfaction in the knowledge that our product *delivers* when needed.

The Handie-Talkie is a battery powered radio receiver and transmitter no larger than a cracker box. The operator talks, giving information, and listens, receiving instructions. Officers and men in the infantry call it the "fightingest" radio set in the army! The "Handie-Talkie" was pioneered and developed exclusively by Motorola Electronics Engineers. It is a Motorola habit to be first!

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... and more! He got what it takes to make that gun talk the only language the enemy understands... to make that gun spit death and destruction with uncanny, devastating effectiveness. For with this gun, Johnny got a thorough education in *radio*... the war-time radio that makes communications one of the forces most vital to the armed services. Fada is helping to provide the radio and electronic materiel that is hastening victory. And then Fada will resume its leadership in the design and manufacture of whatever radio, television and electronic marvels the Peace may bring.

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