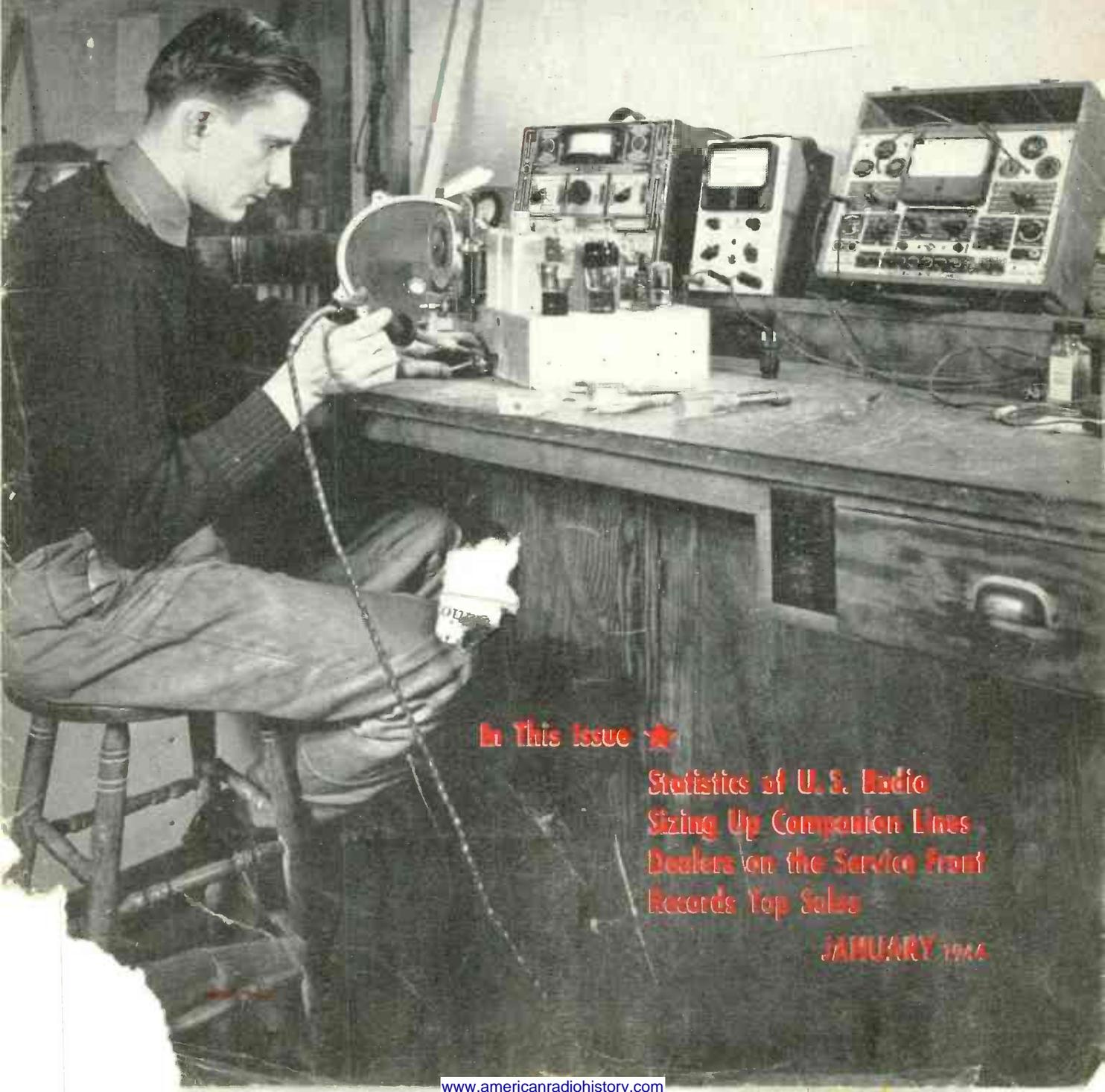


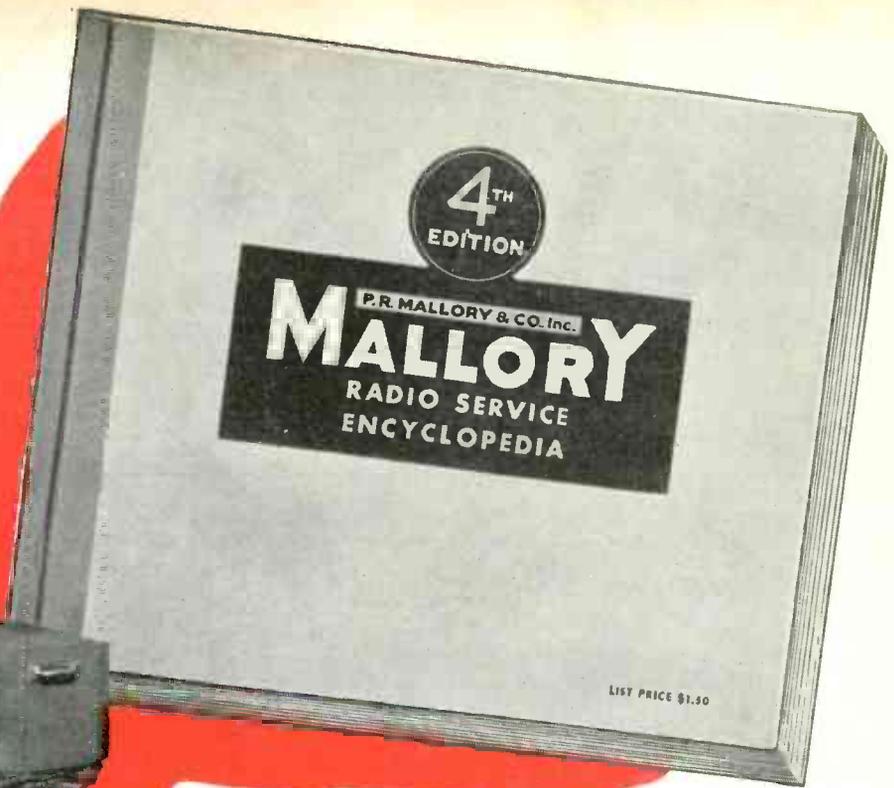
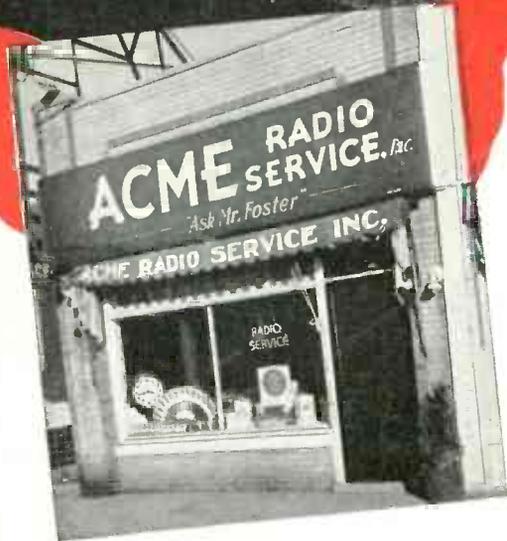
RADIO *Retailing* TODAY



In This Issue ★

Statistics of U. S. Radio
Sizing Up Companion Lines
Dealers on the Service Front
Records Top Sales

JANUARY 1944



Mr. Foster Says—

"I've replaced worn out copies with new 4th edition Mallory MYE Encyclopedias for myself and my men. We've found that it saves valuable time and speeds up service work."

P. R. Foster.

ACME RADIO SERVICE LAB., INC.
INDIANAPOLIS, INDIANA

SERVICE men everywhere agree that the 4th edition MYE Encyclopedia is their most useful reference.

They know that it is the one book that tells the replacement part for any make or model receiver, and how each should be installed.

If your copy is dog-eared, dirty and worn from constant use, be sure to get a fresh copy from your Mallory distributor. *Net Price . . . 95c*

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



Stick To The Job—Buy War Bonds

P. R. MALLORY & CO. Inc.

MALLORY

Approved Precision Products

"When they are ready, send them by air,
express or truck--the fastest way is
the way."

... this should
of our unnece

"Just what we need, and you
can't get them to us too soon!"

eliminate a
ride calls."

"We are so rushed with
necessary calls, this is
a real life-saver for us."

"This will help
good many joy

"You're on the
beam, it's just
what we need!"

Admiral's Home Check-up Chart Finds Dealer Favor!

Scores of dealers have already asked us for
the poster-size chart and a supply of the
pocket edition charts for distribution to their
patrons.

This HOME CHECK-UP CHART can help
you greatly to eliminate those unnecessary
"joy-ride" service calls. Contained therein are
20 simple checks to be made at home before
calling the service man.

If you haven't written for your poster-size
chart and a supply of the pocket edition for
free distribution, do it today. There is no obli-
gation. It's just another friendly service from

Admiral

RADIO

America's Smart Set

Tune In—CBS, Sundays,
2:30 P.M., EWT, for Ad-
miral "World News To-
day"

Even the news of th
kind of help is a r
lief. You can't sa
them soon enough!"

"Send us all you
can as soon
as you can."

"Sounds like
grand idea
ample supply,
possible."

rememb
as so

end 50%
ary call

our
st proble

"You really
have somet

ing!"

"Solves
greate

"Do we need them? Brother
ship them BUT

"a wonder
help!"

Admiral Corporation

3800 CORTLAND ST., CHICAGO 47

"WORLD'S LARGEST MANUFACTURERS OF RADIO-PHONOGRAPH COMBINATIONS WITH AUTOMATIC RECORD CHANGERS"

THIS PLAN BROUGHT A FROM AMERICA'S LEADING

CONTROLLED DISTRIBUTION

- ✓ A policy of scientific distribution through independent radio distributors, involving a specific plan to influence selection and appointment of dealers.
- ✓ An effective profit-protection policy will result in fuller merchandising activity and cooperation on Majestic regardless of the other lines a dealer may handle.
- ✓ The selection and appointment of Majestic dealers in any locality will be determined by careful size-ups of the potential market for Majestic radios to assure each dealer an adequate sphere of operation and to avoid destructive inter-dealer competition.
- ✓ Dealerships will be granted solely on the basis of regular, sound retail practices, thus effectively eliminating cut-price competition from "parlor dealers."
- ✓ The dealer's ability to sell not only in volume, but also his ability to sell that volume at regular mark-up, will determine his desirability as a Majestic outlet.
- ✓ Most important of all, the design and pricing of the Majestic line will be controlled strictly by sales-minded executives who know *what* and *how much* the public wants. Because of this, the establishment of distributor quotas will avoid "overloading" and thus eliminate cut-price "dumping."



Majestic

MIGHTY MONARCH OF THE

In Wartime As In Peacetime

FLOOD OF LETTERS

RADIO DISTRIBUTORS AND DEALERS

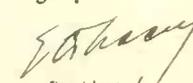


In the trade press last summer, we announced the Majestic Controlled Distribution Plan—a post-war program aimed at the correction of certain widespread pre-war evils in the distribution of radio receivers. In subsequent advertisements, we have attempted to amplify the principles of operation of this program and its anticipated benefits to distributors and dealers.

The response to these advertisements overwhelmingly demonstrates that the radio industry recognizes the value and validity of the Controlled Distribution formula. From throughout the nation, lead-

ing radio distributors and dealers have written us and visited us, confirming their great interest in the plan, heartily approving its principles, and inquiring further about its application to their local areas.

The Majestic Controlled Distribution Plan, formulated out of many years of merchandising observation and experience, offers interested distributors and dealers not only greater and more stable profits, but the assurance that one year's selling activity and profits are building still greater sales possibilities and larger profits for the next year.


E. A. Tracey, President

MAJESTIC RADIO & TELEVISION CORPORATION
2600 WEST 50TH STREET

CHICAGO 32, ILLINOIS



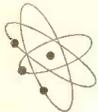
Builders of the WALKIE-TALKIE. "Radio of the Firing Line"



"See! . . . I told you! Music right out of the air!"

IN THOSE DAYS IT WASN'T CALLED

"Electronics"



. . . but the first portable radio was just as amazing in its time as the electronic wonders that are helping win the war today . . . and

will help *you* win business battles tomorrow! When you are looking for reliable post-war lines of electronic equipment, remember Operadio built the first commercial portable radio, was head-over-heels in engineering and practical manufacturing *years before* most people even heard the word "electronics"!

At Operadio it's war work today . . . better electronic devices tomorrow!

OPERADIO

Electronic Specialists

OPERADIO MANUFACTURING COMPANY, ST. CHARLES, ILL.

SYMBOL OF ELECTRONIC Φ EXCELLENCE SINCE 1922

RADIO
Retailing
TODAY

JANUARY, 1944

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Photo Credits:

p. 22—*Newark Evening News*
p. 23—*Bitter Construction Co.'s installation in a Davega store, New York*

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"Nothing Like Being Rugged, Eh Kid?"



Our mechanized Army must have brains, but brawn still counts. The big fellow wrestling interminably with 155 millimeter shells serves his greedy howitzer with the broad back developed by endless months of bone-tiring drill.

If it cannot take the jolts, vibrations, concussions, and extreme atmospheric variations of mechanized global war, the best electronic fighting equipment in the world is useless. Hearts of this combat equipment — electronic tubes — have two strikes against them from the start. Inherently delicate and fragile by nature, still

they must be as rugged as the men who depend upon them.

Bump, vibration, immersion, life, and other punishing tests prove the mettle of Hytron tubes before they leave the factory. More important still, results of these tests form the basis for continual improvements in construction and processing. Throughout manufacture — in stem, mount, sealing-in, exhaust, aging, basing, and test departments — engineers, foremen, and skilled operators are ceaselessly striving to achieve in Hytron tubes not only the tops in electronic performance, but also the peak of dependable stamina which combat demands.



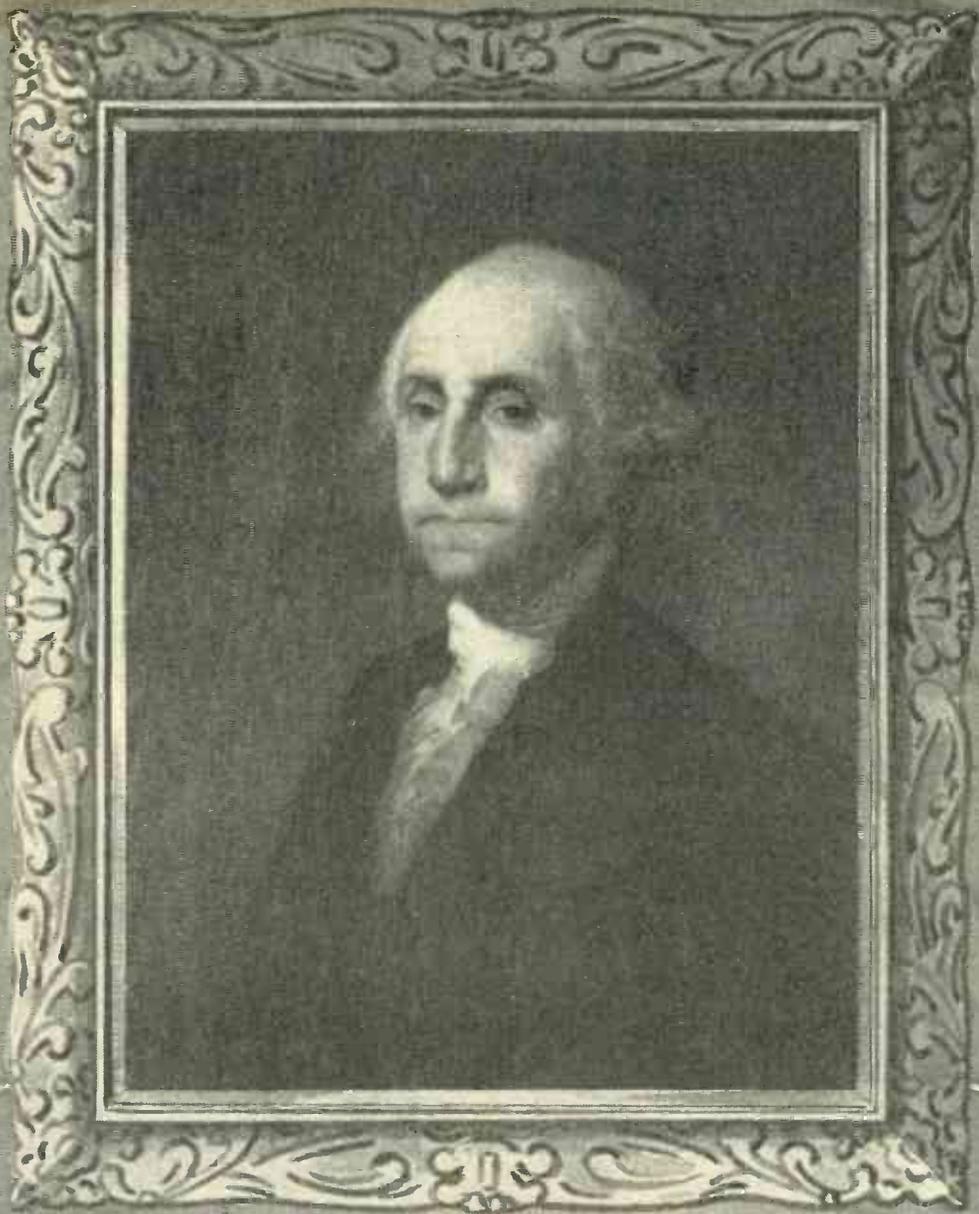
OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON
CORPORATION
ELECTRONIC AND
RADIO TUBES

SALEM AND NEWBURYPORT, MASS.



**BUY
ANOTHER
WAR BOND**



This Year Americans Are Celebrating
George Washington's Birthday by Buying One
of His Portraits . . . on a War Bond.

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

Manufacturers and Designers of Fine Acoustic Equipment

the extra measure of **GAROD** PRESTIGE

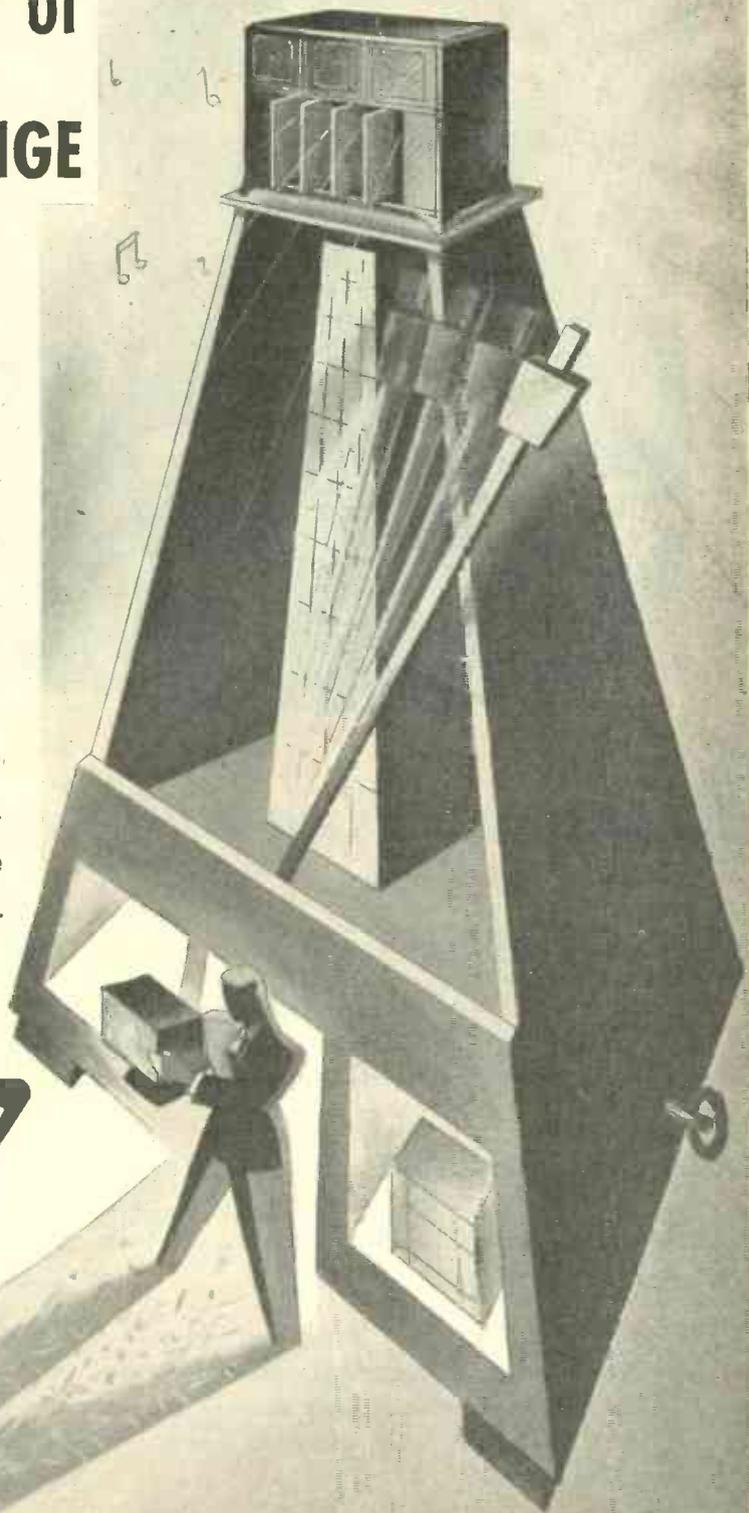
Measured by any standard of time, Garod radios have earned an enviable degree of prestige in true tonal reproduction. Identified with "quality merchandise" since 1922, Garod radios have sold at a steady, consistent pace. Service-free operation has further enhanced the Garod reputation. And the prestige accrued from satisfactory performance has reacted favorably on dealer cash registers.

In the postwar world, when a more comprehensive and more desirable line will be shown, the extra measure of Garod Prestige will again reflect itself. Meanwhile, Garod's function today is to produce highly intricate instruments for the military services. Inquiries regarding peacetime franchises are invited.

Back the Future... Buy War Bonds Today

GAROD RADIO

FOR THE EXTRA MEASURE



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



Remember when butter was 40 cents a pound?

AND you could buy all you wanted?

Then we took good, low-priced butter, in unlimited quantities, too much for granted. Maybe it was that way with the unlimited stock with which your radio jobber supplied you.

Now your radio jobber is limited — down to the bone. He supplies you with what he can get from the manufacturer. But even then he must fill military and war-plant orders ahead of yours.

For example, it was hard for a West Coast jobber to explain why he didn't have certain items in stock. The reason was a military secret at the time. He had filled large emergency orders from Pearl Harbor.*

That is typical of the radio jobber in wartime. Most of his services to the war effort must be secret, because he is called on in an emergency. When he can't talk, he may

be jeopardizing the good will of you and other radio retailers.

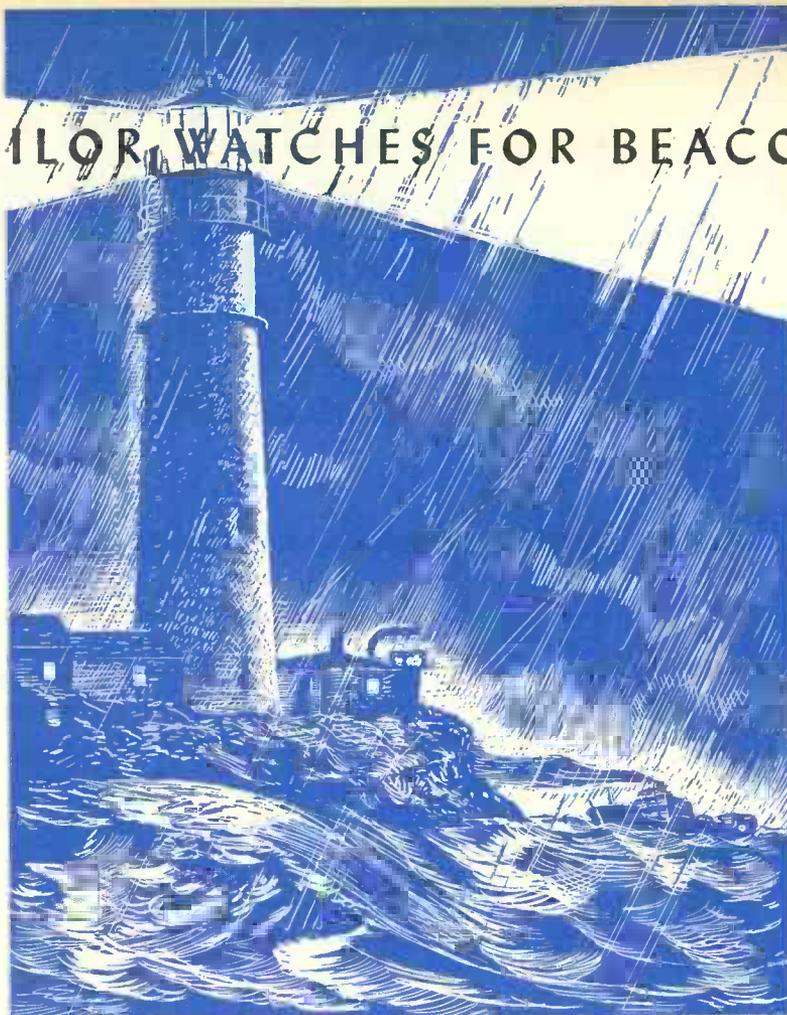
But, to the best of his ability, your radio jobber is playing fair with you.

Sylvania considers it a duty to emphasize the wartime service of the radio jobber. We will need him, you will need him—more than ever—when the war is over, to develop a great postwar market for radio, television and electronics.

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

.... **SYLVANIA**
ELECTRIC PRODUCTS INC.
 Emporium, Pa.

LIKE A SAILOR, WATCHES FOR BEACON LIGHTS



Look for

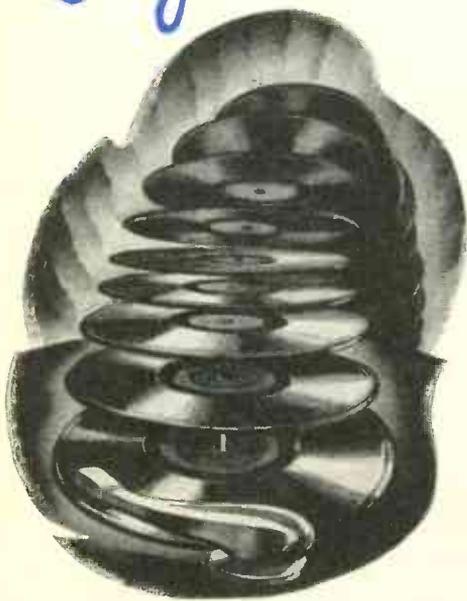
WEBSTER RECORD CHANGERS

in the postwar radio-phono combinations you sell

In the welter of confusing claims that will face you as you choose your postwar lines, you will want reliable guide-posts to help you in making your decisions. Webster Record Changers will be a "landmark" you can count on.

Certainly, Webster Record Changers will have improvements . . . important developments we have all desired . . . but, they will still be the same dependable, long-service changers you have learned to expect from Webster. As the largest manufacturer of record changers in pre-war years, Webster accumulated tremendous experience of what you want and need. In the hands of our expert personnel—working with precision equipment—this experience is translated into record changers that are of simplest possible design for greatest reliability of action. They have *earned* the reputation for trouble-free, long-lived service that will save you time, trouble and money . . . by minimizing service calls. That's reason enough for you to look for Webster Record Changers in the postwar radio-phono combinations you choose to sell.

Let's Speed V-Day by buying more WAR BONDS



WEBSTER PRODUCTS

3825 W. ARMITAGE AVE.

CHICAGO 47, ILLINOIS



★ A New Year is here. A New Year which will bring us even closer to Victory. Thanks to the steadfast determination of every man, woman and child who calls himself "American."

A time for looking forward. A time for reviewing the past. A time for questioning, if there ever was a time!

A time for crystallizing all our thoughts. A time for looking back upon the many ques-

tions Zenith has proposed to you by means of these pages—month by month—of the past year.

What can be more helpful to you at the beginning of a new year than to take another look at the most important questions?

Have you answered them all in your mind? Is your thinking set for post war radio merchandising?

WHEN ANSWERING THESE QUESTIONS, BEAR IN MIND A FEW PERTINENT AND POTENT FACTS

1. Fastest Moving Line

Reports, nationwide, say that Zenith moved *first* off the retail floor and first into the home, when the selling heat was off—and products moved only on their merits and the reputations of their makers.

2. Advanced—Strategic Line Design

Wide choice of advanced design always, better and service-free performance, finer tone, strategic pricing with full value for the customer's dollar, features you can see, feel, hear, touch, these are the stuff of which Zenith leadership in radio was built and will continue to be built.

3. Service-Free Performance

The war materiel to which Zenith is now devoting one hundred percent of its time, requires unbelievably close tolerances. Good workmanship, trouble-free performance—these are prime Zenith essentials in war as in peacetime.

4. 12-Month Protective Policy

Zenith has never believed in policies that cause unexpected obsolescence, and year end dumps. Zenith believes in maintaining value and profits twelve months of the year. *Leadership is the reward!*

5. Portable Radio Supremacy

Zenith has consistently LED THE RADIO INDUSTRY in percentage of its famous Wavemagnet portable sales to the industry's portable radio sales. That statement is based on authentic industry figures—a part of the indisputable record!

Questions You Should Ask Yourself

QUESTION 1

Which brand of radio moved off my floor at the most rapid rate after civilian production ceased in the spring of 1942—after sales, advertising and promotion pressure were called off?

Answer _____

QUESTION 2

What line in the past was my finest over-all price... feature... design... service-free quality performance radio and radio-phonograph line?

Answer _____

QUESTION 3

Which of my brands of phonograph combinations and radios during the past few years of modern radio production, gave me the least

amount of service trouble?

Answer _____

QUESTION 4

a. During the past decade, which brands of radio forced me to take the biggest end-season mark downs, sales-pressured me into organized "dumps," obsoleted my valuable inventory without mercy?

b. Which brand, on the other hand, was my most stable year 'round policy-protected line?

Answer a. _____

b. _____

QUESTION 5

What radio manufacturer has the greatest reputation for extreme value, amazing performance and reliability in the portable radio field?

Answer _____

Better than Cash

WAR SAVINGS STAMPS AND BONDS



ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

Still Present or Accounted For!

These Norge executives are working for today . . . planning for tomorrow



I like to refer to these Norge executives as my veterans, for in truth that is just what they are—veterans in the business of producing and marketing household appliances, and veterans in the business of expediting and producing materials for war.

To these men must go much of the credit for the swift and efficient manner in which we now turn out more than forty intricate products

needed by our armed forces. And theirs will be the task of helping us swing back to the production of Norge household appliances after the war. Meanwhile they are working for today and *planning for tomorrow*. And Norge dealers will like the *products of experience* these men will have for them soon after we get the "go-ahead" signal.

Howard E. Cleveland
PRESIDENT AND GENERAL MANAGER



R. W. GIFFORD
Vice-Pres. and Asst. Gen. Mgr.



M. G. O'HARRA
Vice-Pres. in Charge of Sales



H. H. WHITTINGHAM
Vice-Pres. in Charge of Engineering



JOHN PARK
Secretary and Treasurer



P. H. PUFFER
Director of Postwar Planning



E. J. KANKER
Assistant Sales Manager



J. M. TENNEY
Refrigerator Sales Manager



E. R. BRIDGE
Laundry Equipment Sales Mgr.



A. H. KITSON
Electric Range Sales Manager



W. M. DAVIS
Home Heater Sales Manager



C. H. MacMAHON
Advertising Manager

You'll have a great future with

NORGE

A BORG-WARNER INDUSTRY

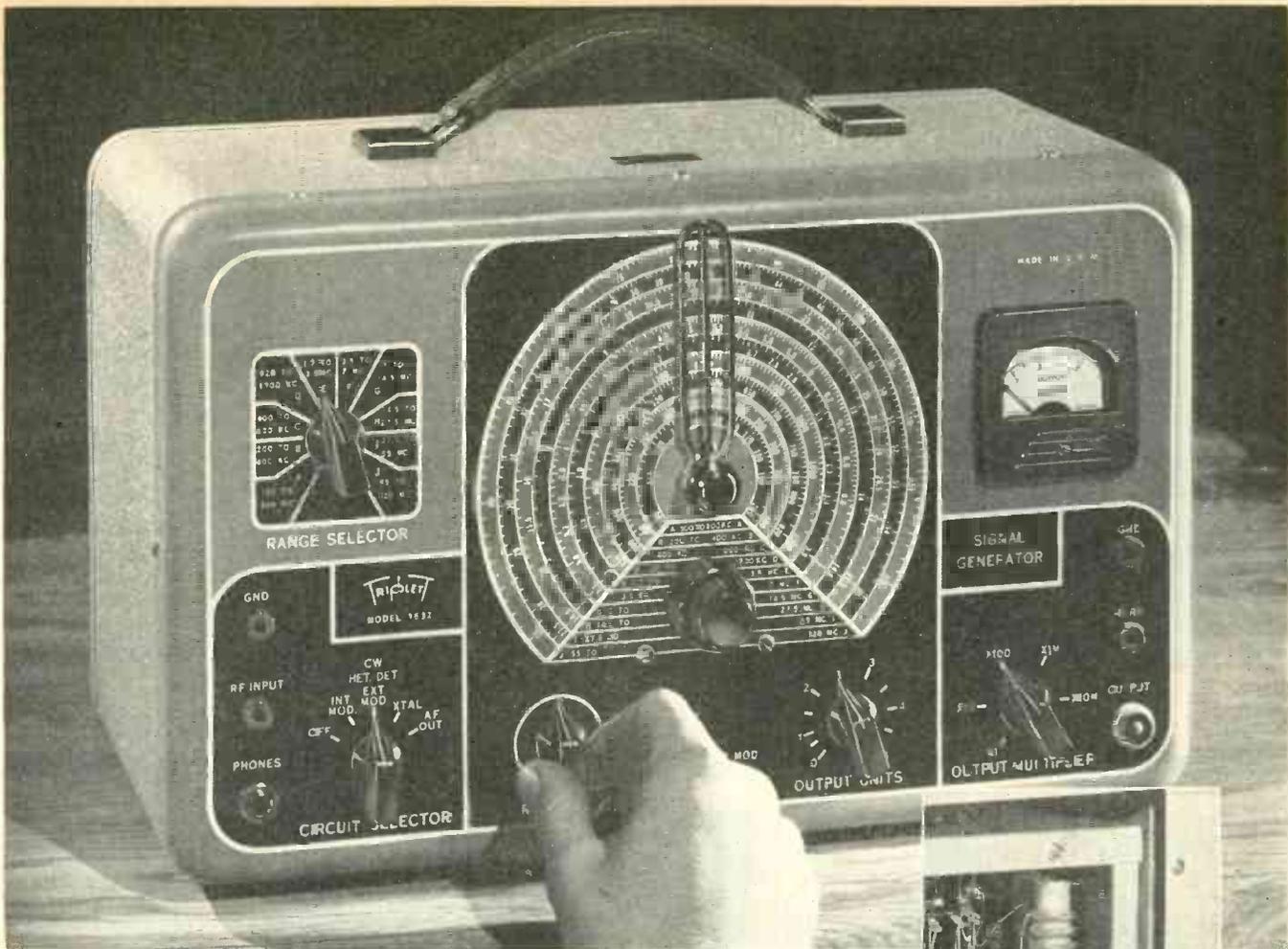


ARCH BLACK
Export Sales Manager

NORGE DIVISION, BORG-WARNER CORPORATION, 670 E. WOODBRIDGE ST., DETROIT 26, MICH.

Only prewar producer of a complete line of—ROLLATOR REFRIGERATORS ★

ELECTRIC RANGES ★ WASHERS ★ GAS RANGES ★ HOME HEATERS ★ COMMERCIAL REFRIGERATION



MODEL NO. 1632

Signal Generator

CONTINUOUS COVERAGE—100 KC. TO 120 MC. • ALL FREQUENCIES FUNDAMENTALS

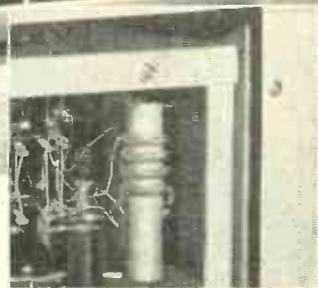
A complete wide-range Signal Generator in keeping with the broader requirements of today's testing. Model 1632 offers accuracy and stability, beyond anything heretofore demanded in the test field, plus the new high frequencies for frequency modulated and television receivers, required for post-war servicing. Top-quality engineering and construction throughout in keeping with the pledge of satisfaction represented by the familiar Triplet trademark.

Of course today's production of this and other models go for war needs, but you will find the complete Triplet line the answer to your problems when you add to your post-war equipment.

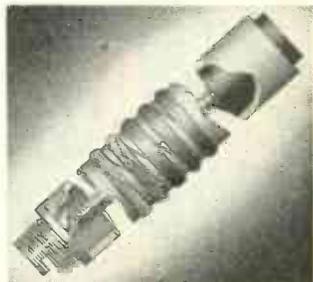
Triplet

ELECTRICAL INSTRUMENT CO.
BLUFFTON OHIO ***

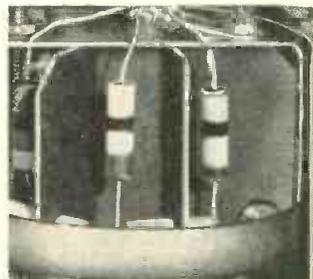
STANDARDS ARE SET BY
TRIPLET



- Triple shielding throughout. Steel outer case, steel inner case, plus copper plating.



- All coils permeability tuned. Litz wire wound impregnated against humidity with "high-Q" cement.



- Note sections individually shielded with pure copper. Entire unit encased in aluminum shield.



2 **FLASHES** **TO A** **WAITING WORLD** **1805 . . . 1944**



A crude lantern flashed the news of Nelson's victory at Trafalgar to watchers on the English coast. Thus, the second night after the battle the news began its slow spread around the world.

TODAY, while the smoke and flames of a bombed city rise high in the sky, news of a raid goes around the world by radio before the planes return to their home bases.

Sentinel

RADIO

Quality Since 1920

SENTINEL has played a prominent part in developing the miracle of radio—is playing a *vital part* today, in creating and producing wartime equipment which is helping to carry out the strategy and guide the action of our armed forces.

The Sentinel radios of tomorrow will emerge conditioned by this wartime experience . . . radio and electronic Products that promise volume sales for Sentinel dealers.

SENTINEL RADIO CORPORATION
2020 RIDGE AVENUE, EVANSTON, ILL.

"Shall I call a Taxi, Sir?"



★ The flight has been discovered. Enemy fighters are swarming above and the flack from below is getting thick. Coolly the tail gunner, a whimsical sort of chap, speaks through his "mike" to the pilot. "I think someone is shooting at us, sir. Let's call a cab and go back to the hotel."

Conversation like this (an authentic incident) reveals the calm, deadly courage of our aerial fighters, and it reveals, too, the supreme importance of the Communications System. Above all else, this equipment must be *dependable*. It must function perfectly in the extremes of temperature and weather. It must withstand the shocks and strains of combat... for upon its performance depend the safety of ship and crew.

Months ago, Rola, for twenty-five years a leader in the manufacture of radio loud-speaking equipment, turned to the making of highly specialized transformers, coils, headsets and other electronic parts for the Army-Navy Air Forces, and again and again Rola has proven its ability to produce to the most exacting specifications . . . and on schedule.

If your war production job involves the things we can make, our facilities and our experience are at your disposal. 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

This was the familiar chant of radio technicians when they tested transmitting, receiving and amplifying equipment. It has been replaced by the vicious bark of the guns on an M-5 tank as radio guides it into action. For tomorrow's radios are being conceived and tested in today's battles. And from this vital, concentrated experience is emerging a new conception that FADA will interpret in terms of tonal faithfulness, beauty and lasting durability in its peacetime radios.

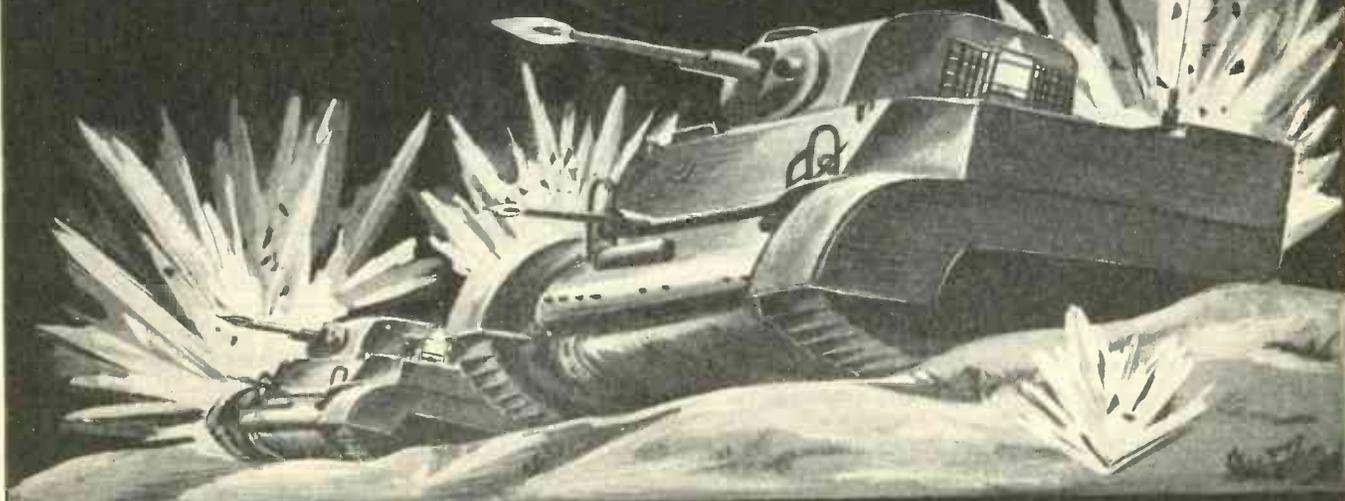
Testing-1-2-3-4-

PLACE YOUR FAITH IN THE

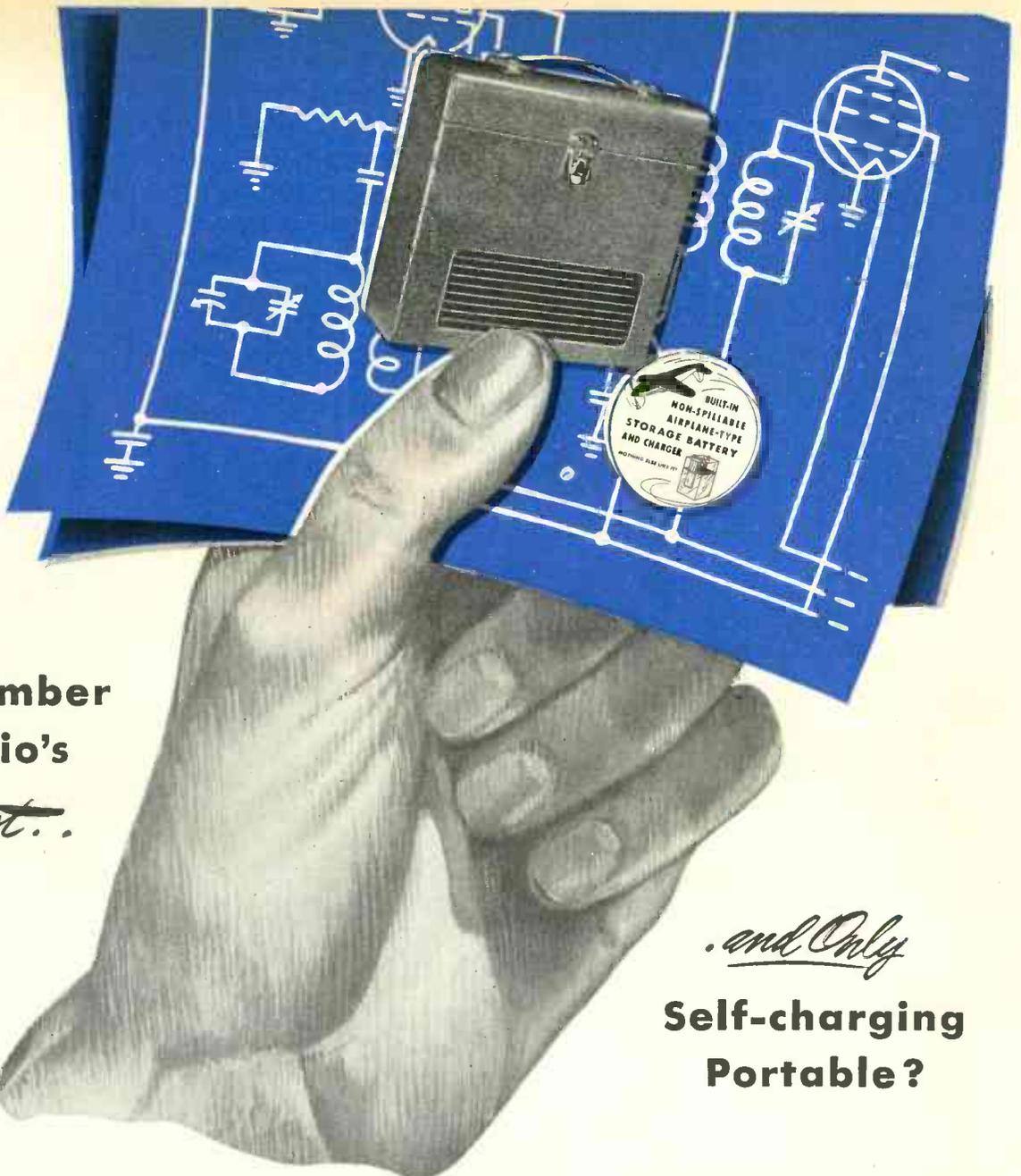
FADA Radio

OF THE FUTURE

Famous Since Broadcasting Began!



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



**Remember
Radio's
*first...***

...and Only
**Self-charging
Portable?**

Another General Electric "first" that helped sell tens of thousands of radios . . . and, after the war, General Electric's new and improved portable will be an even greater sales feature for you!

It's EASY to remember the first self-charging portable . . . because this G-E radio is the ONLY portable still operating on its original battery, in these war days when dry batteries are not readily available for civilian use.

Yes, while other portables are "laid up" for the duration, this all-purpose, all-year radio — for outdoors and indoors — continues to bring enjoyment to thousands of owners at a low operating cost.

But wait — until after the war — and General Electric will bring you an even *better* self-charging portable — with many new and exciting features.

Therefore — when you plan for the post-war, bear

in mind the many new developments and manufacturing techniques that General Electric is employing in building military radio equipment.

The G-E Self-charging Portable is just another example of the many General Electric developments in post-war home radios that will bring G-E customers to your store . . . that will build new radio profit opportunities for YOU! *General Electric, Bridgeport, Conn.*

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E "All Girl Orchestra" at 10 P.M. E.W.T. over NBC.

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

GENERAL  ELECTRIC

FIRST IN RADIO, TELEVISION, ELECTRONICS

RADIO Retailing TODAY • January, 1944



PAINTED FOR ELECTRONIC LABORATORIES, INC., BY BENTON CLARK

Can a Vibrator Power Supply Rescue a Boat-Load of Men?

No . . . it can't! But it can help—and the rescue might be prevented and the boat lost forever, if just one vibrator power supply failed to do its job.

● The compact radio transmitter that is standard equipment in many lifeboats depends on a vibrator power supply . . . The patrol plane that picks up the SOS . . . spots the drifting boat, and summons surface ships with its own powerful transmitter, has a complex electrical system that includes many vibrator power supplies. And

in the rescue ship itself are still other vibrator power supplies performing vital functions.

The dependability of *E·L* Vibrator Power Supplies under all climatic conditions — their amazing adaptability in meeting specific current requirements — have brought them into wide use for radio, lighting, communications and motor operation — on land, sea and air.

Electronic's engineers have specialized for years in the technique of vibrator power supplies. They have conducted the most extensive research ever known on power supply circuits. They have extended the practical application of vibrator-type power supplies far beyond previous conceptions.

In the electronic era of peace to come, the efficiency and economy of *E·L* Vibrator Power Supplies will find new applications wherever electric current must be changed, in voltage, frequency or type.



Electronic

LABORATORIES, INC.

INDIANAPOLIS

E·L ELECTRICAL PRODUCTS — Vibrator Power Supplies for Communications . . . Lighting . . . Electric Motor Operation . . . Electric, Electronic and other Equipment . . . on Land, Sea or in the Air.



For Operating Radio Transmitters in Lifeboats — *E·L* Model S-1229-B Power Supply. Input Voltage, 12 Volts DC; Output Voltage, 500 Volts DC; Output Current, 175 MA; Dimensions, 7½" x 5½" x 6¼".



Meet the **NEW** "MIDGET MINICAP"

TINY ELECTROLYTICS BY *Solar*

**10
CAPACITY AND
VOLTAGE
RATINGS**

These replacement Capacitors are dry electrolytics of *very small diameters*. They fit!

They are built to American War Standards. Their dependability is guaranteed by Solar's "Quality Above All". And they make for peace ... your peace of mind!

25 VOLTS WORKING

25 Mfd.

PART NO. MV-2525 List Price \$.60
Diameter 9/16" Length 2 1/4"

100 Mfd.

PART NO. MV-25100 List Price \$.85
Diameter 3/4" Length 2 1/4"

50 VOLTS WORKING

10 Mfd.

PART NO. MV-5010 List Price \$.55
Diameter 9/16" Length 2 1/4"

150 VOLTS WORKING

20 Mfd.

PART NO. MV-220 List Price \$.75
Diameter 11/16" Length 2 1/4"

20 + 20 Mfd. Negative Common

PART NO. MV-2020 List Price \$1.30
Diameter 13/16" Length 2 1/4"

50 Mfd.

PART NO. MV-250 List Price \$1.10
Diameter 15/16" Length 2 1/4"

250 VOLTS WORKING

20 Mfd.

PART NO. MV-2520 List Price \$1.00
Diameter 13/16" Length 2 1/4"

450 VOLTS WORKING

10 Mfd.

PART NO. MV-410 List Price \$.85
Diameter 13/16" Length 2 1/4"

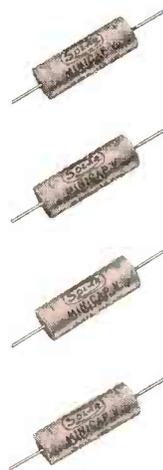
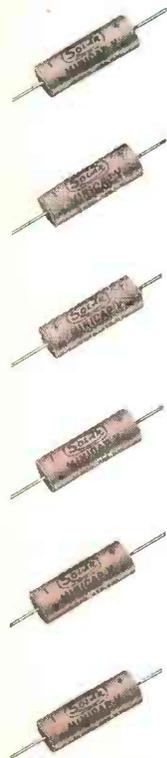
10 - 10 Mfd. Negative Common

PART NO. MV-41010 List Price \$1.40
Diameter 1" Length 2 3/4"

40 Mfd.

PART NO. MV-440 List Price \$1.75
Diameter 1-5/16" Length 3 1/4"

NOTE: Government regulations prohibit the former practice of supplying metal mounting straps with these capacitors. However, the small size and light weight of Minicap "Vees" make them truly "self-mounting."

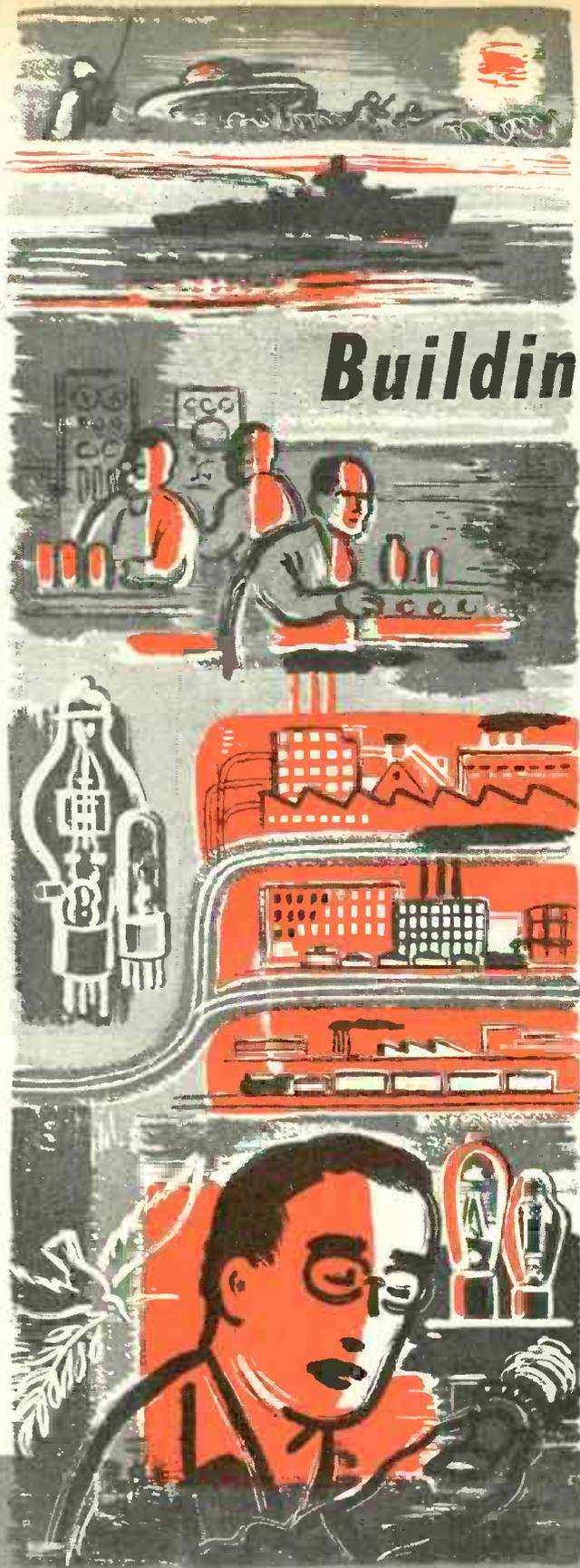


Solar **SOLAR**

CAPACITORS

SOLAR CAPACITOR SALES Corp., 285 MADISON AVE., NEW YORK 17, N. Y.

SOLE NATIONAL DISTRIBUTORS OF SOLAR CAPACITORS TO THE JOBBING TRADE



Building TOMORROW ... Today!

Electronic engineering laboratories are busy keeping pace with the tremendous number of new wartime tube developments. RAYTHEON engineers are doing this and more — giving RAYTHEON tubes that “Plus-Extra” that set manufacturers and dealer servicemen have always known throughout the years; that “Plus-Extra” put into every design and each step of the manufacturing processes. It is just that extra performance quality, built into RAYTHEONS, that assures their leadership in the new post-war era of electronics.

When we can again return to the peacetime American system of free enterprise, the RAYTHEON jobber, dealer and serviceman will have the additional advantage of RAYTHEON’s wartime engineering development and production of electronic tubes for the great number of new applications.

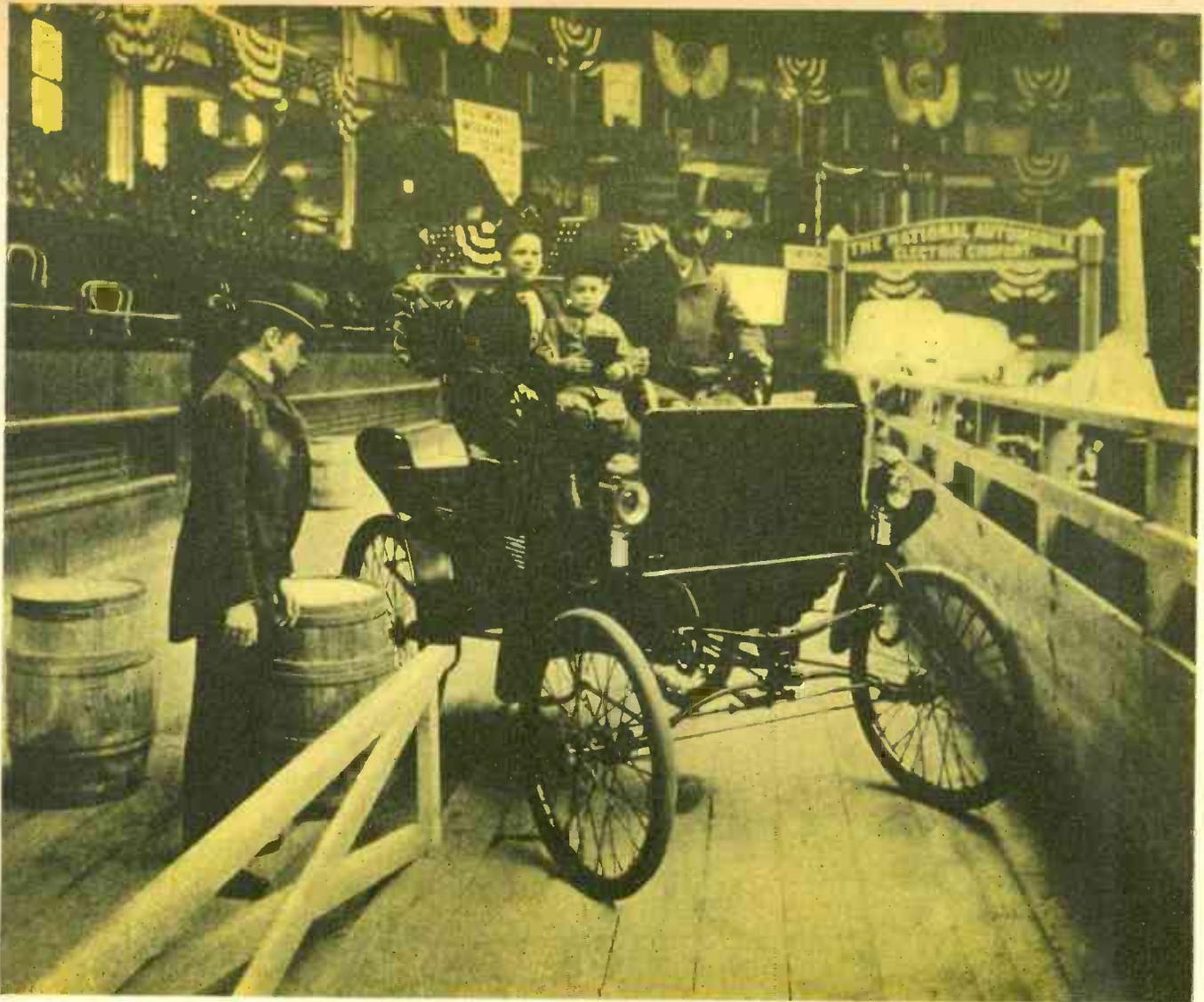
Raytheon Production Corporation
 Newton, Massachusetts; Los Angeles,
 New York, Chicago, Atlanta



RAYTHEON
High Fidelity
 RADIO AND ELECTRONIC TUBES

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

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



What was missing at the first automobile show?

● The Twentieth Century opened with a blaze of glory at the first automobile show in New York. The world's finest electric and steam cars were on display, and there were even a few gasoline carriages.

But there wasn't a single steering wheel on the lot!

Here was the outstanding invention of its time, yet it lacked the most important single thing on any automobile today. All those cars were imitations of carriages—with handles for steering, and whip sockets for no reason at all!

The evolution of design just doesn't happen overnight. That's why we believe you'll be interested to know this is the fiftieth anniversary of Stromberg-Carlson—makers of radio, telephones and sound equipment.

Today, Stromberg-Carlson brings its fifty years of experience to bear on the design and manufacture of communications equipment for war. Tomorrow, this experience will again be applied to making good the statement, "There's nothing finer than a Stromberg-Carlson!"



STROMBERG-CARLSON

ROCHESTER 3
NEW YORK

A HALF-CENTURY OF FINE CRAFTSMANSHIP

OUR PLEDGE FOR TOMORROW TO STROMBERG-CARLSON DEALERS

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

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

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

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

RADIO *Retailing* TODAY

Including Radio and Television Retailing

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

TUBE AND BATTERY BOTTLENECKS — Although Chief Frank McIntosh of the Domestic Radio Division of WPB now promises an increase in the output of tubes for home receivers, the past bottleneck in radio-set maintenance has certainly been the scarcity of certain types of radio tubes. On the basis of the OCR survey, one out of ten families tried to buy radio tubes during the past three months. About 40 per cent of this number were successful in getting what they needed, but 60 per cent were not able to find the kind of tube required.

Batteries proved to be the principal bottleneck in farm-set maintenance. About 15 per cent of the farm families contacted by OCR in this consumer survey, declared that during the past three months, they had tried to buy radio batteries without success. However, another 8 per cent who needed batteries, had been able to get them.

SERVICE EXPERT — Harold Mersman of the Dixie-Fixit Radio Hospital, Lima, Ohio, helps to keep civilian sets in operation on the home front. Owner Richard Feil has other assistants, and combined, they keep an entire city "on the radio beam"! (See p. 46.)



Statistics of the Home-Radio Front

On the pages following, your editors present their current survey of radio statistics, which have been an annual feature of our January issues since 1925.

Meanwhile, sampling 5,739 families—to throw light on America's 31 million radio homes—the U.S. Office of Civilian Requirements has come up with some interesting supplementary figures on present conditions of home reception.

On the whole, 89% of all American families were found to have radio sets in their homes. This 89% is made up of three groups: 6% (2,100,000 families) with three or more radios; 24% (8,300,000) with two receivers; and the principal group, 59%, or 20,600,000 U.S. families, who possess only one receiver.

"Out-of-Order" Sets Little Increased

Surprisingly, the proportion of radio sets now out of order was found very little larger than the customary outage in normal peace times. In fact the "out-of-order" total seems to have risen only 2% to 4% as a result of wartime conditions.

About 82% of all U.S. homes now have at least one radio in working order, this total being made up as follows: 63% have one set working; 15% have two sets in working condition; 4% have three or more sets in working order. From the foregoing it is indicated that 7% of all U.S. homes have sets which are not working (amounting to about 8.5% of the country's radio families). These figures do not include any report on the 8 million automobile radios or 3 million portable sets, now in the public's hands.

Reporting on the present condition of the "set most relied upon," 54% of the families replied, stating this set's condition to be "very good," while 27% said its condition was "workable" and 8% replied that the set was "out of order." This compares with normal peace-time out-of-order estimates of from 4% to 6%.

One Family in Every 20 Now Trying to Buy a Radio

Drawing upon the large carry-over of home radios still in dealer and jobber stocks after the shut-down of manufacturing in April, 1942, about 1 per cent of all U.S. families bought a new radio during 1943, the survey sample indicates. This means a total of 360,000 new sets for the country as a whole, if the sampling ratio is dependable. An equal number of used radios was indicated as purchased during the year by another 1%.

Between 2% and 3% of those surveyed had made an unsuccessful attempt to buy a set, or else concluded that, while they needed a radio, it was no use even to look for one. Thus, a total of 5% of U.S. families indicated an interest in buying radios during 1943, revealing a continuing customer demand or market for nearly two million sets per year, even in wartime.

RADIO FACES THIRD

Statistics of Civilian Production and Use, Compiled

• Twenty months have elapsed since the WPB ordered that all manufacture of civilian radio sets cease and factories be converted to war production. This stoppage of home radio manufacture is reflected in many changes in our annual statistical survey (here presented for the 19th year).

Shortages of sets, tubes, batteries and repairs are revealed in the diminished rates of growth of various cumulative classifications.

The Industry Picture as 1944 Opens

	Total Investment	Annual Gross Revenue	Number of Employees	Annual Payroll
Radio manufacturers (1200)	\$350,000,000	\$3,500,000,000	400,000	\$900,000,000
Radio distributors, dealers, etc.	280,000,000	200,000,000	100,000	150,000,000
Broadcasting stations (947)	90,000,000	215,000,000	*20,000	55,000,000
Commercial communication stations	60,000,000	_____	15,000	7,000,000
Listeners' sets (57,000,000)	3,600,000,000	_____	_____	†320,000,000

*Regular staff—not including part-time employees, artists, etc., who number at least 25,000 more, and earn in talent fees \$45,000,000.

†Annual operating expense for listeners' sets, for tube replacements, electricity, servicing, etc.

Civilian Sets in Use

	Jan. 1, '43	Jan. 1, '44
U. S. homes with radios**	30,800,000	31,000,000
"Secondary" sets in homes	16,660,000	16,000,000
Battery portables	3,130,000	2,000,000
Auto radios	8,750,000	8,000,000
Total sets in use, U.S. ...	59,340,000	57,000,000

**Means "homes with radios in working order." The 1944 figure shown is thus comparable with new broadcasters' figure of "32,500,000 radio homes," which they take to mean "homes possessing a radio set in any condition, working or not working."

What Radio Cost the U. S. Public in 1943

Sales of time by broadcasters, 1943	\$215,000,000
Talent costs	45,000,000
Electricity, batteries, etc. to operate 57,000,000 receivers	200,000,000
17,000,000 replacement tubes	19,000,000
Radio parts, supplies, etc.	60,000,000
Radio-set repairs, servicing	50,000,000
Phonograph records—120,000,000	52,000,000
Total	\$641,000,000

Note: WPB ordered (April, 1942) all civilian radio-set production stopped and factories converted to war production.

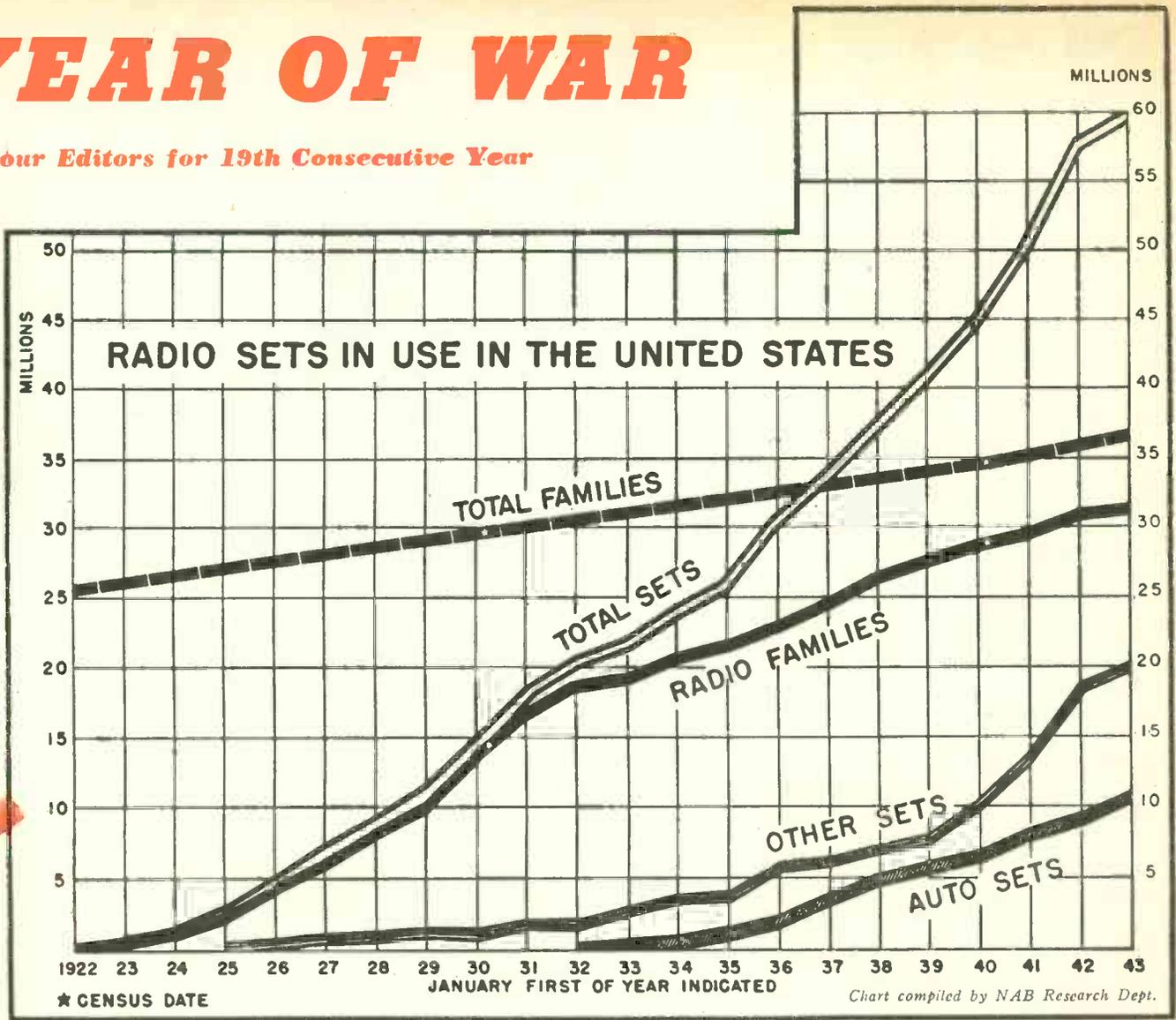


Electronically controlled anti-aircraft gun is automatically aimed and adjusted.

Newark Evening News

YEAR OF WAR

by Your Editors for 19th Consecutive Year



PRODUCTION OF CIVILIAN RADIO EQUIPMENT — 1922 TO 1943

	Total Civilian Sets Manufactured		Total Civilian Tubes Manufactured		Automobile Sets Manufactured		Total Reception Equipment	Auto Sets in Use	Homes with Radio Sets **	Total Radio Sets in Use in U.S.	At Close of
	Number	Value	Number	Value	Number	Value	Value	Number	Number	Number	of
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000			\$ 60,000,000		60,000	140,000	1922
1923	550,000	15,000,000	4,500,000	12,000,000			136,000,000		500,000	1,000,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000			358,000,000		2,000,000	3,000,000	1924
1925	2,000,000	165,000,000	20,000,000	48,000,000			430,000,000		3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000			506,000,000		5,000,000	5,000,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000			425,600,000		6,500,000	6,500,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000			690,550,000		7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000			842,548,000		9,000,000	10,500,000	1929
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$ 3,000,000	496,432,000		12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	28,000,000	1934
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	1937
1938*	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,200,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,500,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	8,750,000	30,800,000	59,340,000	1942
1943			17,000,000	19,000,000			60,000,000	8,000,000	31,000,000	57,000,000	1943

*Figures for sets include value of tubes in receivers. In normal years replacement tubes have run 25% to 40% of total tube sales. All figures are at rental values. Statistics copyrighted by Caldwell-Clements, Inc. **See explanatory footnote on page opposite.

TOPS IN SERVICE

- 1st — Radio
- 2nd — Appliances
- 3rd — P. A.
- 4th — Farm Equipment
- 5th { — Auto Radio
— Refrigerators

Other Alternate Lines

Agency for Laundry & Cleaners
 Airpique Models
 Art Objects
 Ash Trays
 Baby Furniture
 Bathroom Scales and Accessories
 Bicycle Repair
 Bird Cages
 Books—General
 Bottled Gas
 Children's Wear
 Coal Stoves
 Cookbooks
 Cutlery
 Dehydrators
 Dining Room Furniture
 Dry-Aire Chemical
 Electric Fence
 Farm Hardware, Grease & Oil for Farm Use
 Film
 Flat Irons
 Fruit Jars for Canning
 Furnace Repair
 Games
 Garden Supplies & Seeds
 Gas Ranges
 General Repair of Kerosene & Gas Ranges
 Gifts for Armed Forces
 Globes—World
 Goggles & Sun Glasses
 Greeting Cards
 Hammers
 Hearing Aids
 Kerosene Stoves
 Keys
 Light Fixtures
 Luggage
 Manufactures Goods for Armed Forces
 Mirrors
 Modernizes Old Radio Cabinets
 Music Books
 Music Boxes
 Needles



Wartime Mer

**Service Leads List. Record Sales
 rience for Better Business When**

● Another war year is under way and another year of wartime merchandising is before us.

Planning is always an important phase of merchandising, but probably never more so than this year.

Wartime economic and production controls are now fully operative and their effects are beginning to be felt. Small radios have long since vanished from the market, along with refrigerators and most appliances. Most of these production restrictions have turned raw material, productive facilities and manpower into direct war material production. Some, such as the misguided transfer of materials for baby's diapers into Arab turbans, have certainly been misguided, to say the least. But war production is now at or very near its peak.

In many cases war production is being cut back. There is an oversupply of aluminum, an excess production of certain small-arms ammunition, which requires brass and copper.

and manpower will become available for civilian production. The manufacture of 2,000,000 electric irons and 50,000 bathtubs for civilian use has just been approved. As our boys close in on Berlin and Tokyo, more and more domestic merchandise will be produced and sold.

Don't get the idea that we're going to see any *fast* return to free civilian production. We are not. Or that *radio* will be again available at an early date for civilian distribution, for such is not the case.

BUT—it appears that we have passed the peak of wartime production demands. The period of plant conversion, the period of material shortage, the period of training millions of war workers in new jobs is past. *So, too, is the period of retailers living from existing stocks.* And that is why *planning* is more important *this* year than ever before.

Merchandise Is the Question

It is not a question of what models, or what styles, or what price lines you want to sell. It is a question of what merchandise there will be to sell, and how to sell it.

For many months now, we have

1944 Prediction

During the present year of 1944 we may expect that in many more cases, our war production requirements will be met, and plant facilities, material



Bitter Construction Co.'s installation in a Davega store, New York.

Merchandise Survey

Rate Next. Use YOUR Experience. Civilian Supplies Are Released

been bringing to you brief outlines of what dealers are doing in every part of the country. You have also read more detailed reports of the operations of successful dealers in several cities and small towns. No one can establish a plan which will be equally successful in a large city and a small town, in an industrial center and a farming community, in the North, South, East and West. But we can tell you what other clear-thinking, alert dealers are doing. Your own ingenuity, combined with that of others, should produce a plan tailored to your needs.

Analyze Plan Now

The important thing is to think clearly, study the facts, "plan your work, then work your plan."

Radio dealers long ago had to turn to other lines to keep their business going. That's no news to you. But what lines may be. From reports to "Radio Today Across the U. S. A." the following facts have been gleaned: The lines most frequently found taking up the slack of radio sales are:—

- 1—Records and accessories.
- 2—Lamps and bulbs.
- 3—Iceboxes.

- 4—Occasional furniture.
- 5—Glassware and china.
- 6—Gift lines.
- 7—Linoleum and paint.
- 8—Recordings.
- 9—P.A. sales and rentals.
- 10—Sheet music.

Although these are the 10 most frequent lines, others, such as airplane models, baby furniture, bird cages, bottled gas, dehydrators, fruit jars, games, goggles, greeting cards, hearing aids, luggage, mirrors, music boxes, plumbing supplies, sporting goods, sinks, toys, woodenware and work clothes have also been successfully merchandised by alert radio dealers.

Service, a Current Mainstay

Most dealers, quite naturally, turned to their service department to keep their business going. Among the most common extra activities of the service departments were:

- 1—Radio salvage for repair parts.
- 2—Rebuilding used sets for sales department.
- 3—Appliance repair.
- 4—P. A. rental.
- 5—Industrial P.A. and Call System repair.

(Continued on page 64)

TOPS IN SALES

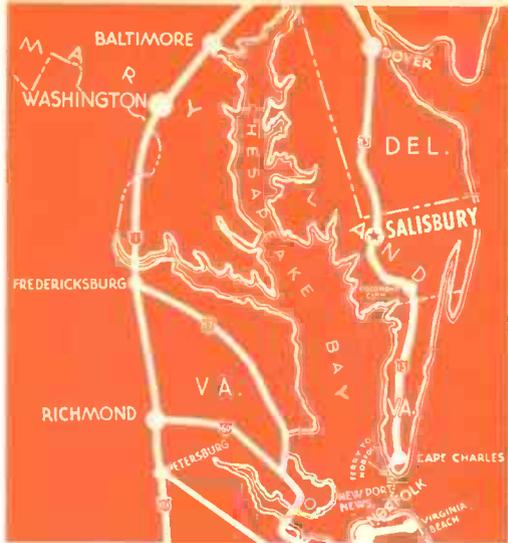
- 1st — Records
- 2nd { — Lamps
— Iceboxes
- 3rd — Furniture
- 4th { — Glassware
— China
— Gift Lines
— Linoleum
— Paint
— Recordings
— P. A.
- 5th — Sheet Music

★

(Alternate Lines Continued)

- Needle Sharpeners
- Picture Frames
- Pictures
- Piano Rental
- Plastic Goods
- Plastic Garden Hose
- Plumbing Supplies
- Postage Meter Repair
- Pottery
- Ration Book Holders
- Rebuilds Worn Parts
- Record Holders
- Record Players
- Recording Discs & Needles
- Rents Phonographs
- Rents Scarce Items—Radios & Refrigerators
- Repairs Everything
- Repairs Ironers, Fans
- Replaces Bakelite Cabinets with Wood
- Scooters
- Sharpens Lawn Mowers
- Sinks
- Soap
- Sporting Goods
- Thermometers
- Thermos Bottles
- Tire Repair
- Toys
- Toy Wagons
- Used Cameras
- Used Musical Instruments
- Washer Service
- Wooden Farm Accessories
- Work & Sports Clothing

SALIS



—there being at least eight shops—radiomen are swamped with work.

A canvass of the city failed to disclose any new radio receivers for sale, and but a very few used ones. In addition to the radio organizations described in this story, a number of other retail stores also sold radios, and they too are without any stock. Feldman Brothers, old established furniture store, and former Victor record dealers, had a large number of sets when manufacture stopped, and they sold all of these quickly, and made no effort to withhold any of the merchandise.

Versatile Services

Despite shortages of radios and appliances, the people of Salisbury and vicinity continue to enjoy electronic and electrical devices, due to the ingenuity of the servicers here. Shops here give preference, for example, to the radio owner having only one set, and to render efficient emergency service on refrigerators, farm equipment and other vitally important appliances.

Salisbury servicers are versatile, taking care of juke boxes, public address, commercial motion picture equipment, electric farm fence sys-

tems, commercial photographic equipment and major and minor electrical appliances.

About fifty per cent of the radios here are battery operated "farm" sets. Radiomen are faced with shortages of 1H5, 1A7 and 1N5 tubes.

Feel Manpower Shortage

Because Miller & Erwin, 310 East Main Street are operating their electrical contracting and appliance business with seven men instead of the customary number of about forty, they find it necessary to "farm out" some of their radio repair jobs. Though they still have a fairly large stock of parts and tubes, the manpower situation is the real bugaboo here.

Miller & Erwin have one of the finest and largest showrooms in this section. The building runs through

● In Elizabeth City, North Carolina, RADIO RETAILING TODAY's representative found that there were fewer radio shops in operation now than at any time for the past two years.

In Salisbury, Maryland, having approximately the same population as Elizabeth City, the situation is different. A careful check revealed that during the past two years three new shops have opened up, and no radio store has gone out of business during this period.

Despite the seemingly adequate number of service organizations here



to Market Street in the rear. The layout is set up for the utmost efficiency. At the end of the showroom is a modern office, backed by a partition. Then comes the radio laboratories, outfitted with the most modern test and repair equipment. A large appliance and material storehouse is



BURY SERVICE SCENE

Facts About Salisbury, Md.

Population of city and suburbs (estimated) 17,000

3 warplants now. Fruit and vegetable canneries, building materials, veneer works, farm packages, shirts, hosiery, ice, meat and poultry processing, ship-building, laundries, bakeries.

Efficient labor available. No plant has ever been closed by labor disputes.

In volume and value of cargo, Salisbury is Maryland's second port, ranking next to Baltimore.

City, county seat of Wicomico, founded in 1732. Salisbury situated almost at the geographical center of the Delaware-Maryland-Virginia peninsula, the axis of transportation, trade and economic channels for its population of over 500,000.

Has five hotels, hospital, sanitorium, colleges, two newspapers, radio station, modern stores, churches, parks and schools.

between the radio laboratories and the motor and appliance repair department. The repair shop is set up to do complete motor rebuilding, and there is equipment here to repair all major and minor appliances.

All Appliances Sold

The partners, K. J. Miller and F. L. Erwin, founded the business in 1932

Extreme lower left shows K. J. Miller and F. L. Erwin (seated), owners of Miller & Erwin, well-known appliance dealers. Below, Harold C. Schor, owner of Schor's Radio Shop, is capably assisted by Mrs. Schor, in one of Salisbury's busiest service centers.



Everybody in Salisbury knows Wm. F. Jackson, shown above at his bench. This pioneer radio man has hundreds of sets on hand awaiting repair, and now operates his business without help. In three days, 50 completed radios went out to customers, giving him a little more shop space.

on Camden Street, moving to their present location in 1937. Mr. Miller runs the technical end of the business; Mr. Erwin, the business and sales department.

The Miller & Erwin firm sold lots of radios in the past, and also did a big business in refrigerators, handling among others, Westinghouse, General

Electric and Philco. Many gas and electric ranges were sold, as well as a complete line of large and small electrical appliances.

Today there are very few appliances on display. Coolerators sell fairly well, as do floor lamps, and the firm does a big business in radio batteries.

Harold C. Schor, owner of Schor's Radio Shop, East Market St., has an efficient helper—his wife. Mrs. Schor runs the business department and is able to check sets and do minor repair work.

Despite the fact Schor is hard put to get out his radio repair work, he

(Continued on page 68)

RADIO DEALERS REMAIN

*Handle Allied Lines and Services to
Enterprise and Ingenuity Help Ra*

SAN FRANCISCO, Cal.—A. C. "Tony" Kusich, owner of Marina Radio Shop, 2335 Chestnut Street, is determined to stay strictly with the radio business. Mr. Kusich said that he had been in that field for twenty-three years, and it is the one thing he knows thoroughly. He has an excellent reputation, and if he is out of certain replacement parts his customers wait patiently until he gets around to fixing their radios.

BALTIMORE, Md.—More than two decades ago, two young men, imbued with enthusiasm, a progressive and enterprising spirit, but above all convinced that radio was here to stay, set up in the radio business, opening an establishment that was destined to become one of Baltimore's first and eventually one of its leading exclusive radio shops.

These two young men were the Johnson boys, William E., and Elmer Y., and they opened their shop under the name of Johnson Brothers.

The Johnson Brothers opened originally on North Charles Street, where they treated the Baltimore public to something that was the best in radio establishments.

In the following years, Johnson Brothers made two successive moves, one on Howard Street, in the heart of the retail shopping district, and the second within the same vicinity, at their present location, 218 West Saratoga St.

In Spite of Setbacks

A fire a few months ago, which destroyed a large part of their store, did not discourage them. Rather it has resulted in the reconstruction of an even more beautiful establishment. In appointments and arrangement it has about it that intimate atmosphere that lovers of recorded music like to step into and browse.

Miss Anne Tull is in charge of record activities of the shop, though supervision of the entire operation is



CHICAGO, Ill.—Lyon & Healy make good use of colorful manufacturer display pieces in setting up an attractive window. In this instance, Decca's posters and booklets help to sell more "Oklahoma!" albums (No. 359).

under the direction of the Johnson boys.

The establishment centers its record activities on classical numbers, carrying virtually all the best known albums.

In addition to records, Johnson Brothers gives attention to record cabinets of the better grade. The same is true of needles, with customers who own fine instruments buying the best in this field, up to \$5 for one needle.

Supplementing these activities, Johnson Brothers also is engaged in war work, intimately associated with the radio field. It maintains a fully and completely equipped assembly equipment set-up for this work.

All these activities are making it possible for Johnson Brothers to continue their identification with the radio, record and allied fields, just as it has been doing for more than twenty years.

MINNEAPOLIS, Minn.—Johnston's, one of the best known shops, 3025-3029 Nicollet Ave., has a very fine repair department. It operates trucks

which make regular deliveries and pick-ups throughout the city. Workers are trained at this place by the head repairman. The city is divided into zones for deliveries and covered once a week. Work that is in the shop at the first of the week is returned by the end of the week.

BRANDON, Wis.—Edgar Brown, owner of Brown Hardware, repairs appliances such as toasters, electric irons and some washing machines, but is not equipped to handle radio repairs, he states. However, he has been fortunate enough to make an arrangement with the local telephone repair man to handle radio repairs in the latter's spare time. This arrangement works out very well and gives Brown a little cut on the service fees as well. It keeps radio repair customers from going to other towns, and he figures it will give him enough contacts to help sell more radios and appliances in the postwar era. Brown has a tester in his store and tests tubes for folks who bring in their

AT THEIR STANDS . . .

Keep Their Places in the Radio Field Lio Men Maintain Their Identities

radios. While he hasn't got the tube stock to sell them new tubes, he can tell them whether the tubes are functioning. This analysis helps a lot in satisfying the customer.

WATERTOWN, N. Y.—Radio Hospital has a brand-new wrinkle. They offer thirty-five cents off to those who pick up and bring in their own sets. It's a cash and carry discount. This shop figures it's worth that much to them as it is cutting down their delivery headaches.

DOVER, Del.—Ernest C. Martindale, who has been in business on North Street for the past 35 years, is doing two jobs at once. First, he's trying to keep up with the big flow of radio repair work, and second, being unable to secure any help, he is remodelling and improving his building—doing all the work himself. This pioneer dealer introduced some of the first home radio receivers into this section, and later, handling a well-

known make, was second in sales volume to Wilmington, Del.

MIAMI, Fla.—Chalmers Music Co., 42 W. Flagler St., Miami, Fla., is being remodeled and repainted. This large store is doing a swell record business, and has recently engaged the services of Vincent L. Mott, nationally known drummer and authority on drums and drumming.

CHICAGO, Ill.—The Douglas Radio Shop, H. Rosen, owner, 3405 W. Roosevelt Road, is doing a nice business in records since the installation of this department a year ago. Though records have taken the place of radios for the duration, Mr. Rosen is convinced that when radios return in abundance his shop will maintain the record department along with that of radios. His present inventory is \$700. Radio service work keeps him very busy, one reason being that the shop is located in a congested area.

One of the largest record shops on

the West Side of Chicago is that at 3405 W. Roosevelt Road, owned by L. Balley, carrying an estimated \$8,000 worth of discs, as well as a large selection of sheet music. The shop has been in operation at the same location for the last 14 years and business has never been as good in all that time as it has been for the past 2 or 3 years, according to Mr. Balley. Prior to building up a large volume in records, the shop sold radios and other electrical appliances.

WASHINGTON, D. C.—Foresight in the purchase of radios, including small table units, large console-types and radio-phonograph combinations, has made it possible for National Electric Company to continue its identification with the radio picture, according to Winfield Weitzel, manager, who stated that this merchandise has been supplemented by radio servicing.

Located at 808 Eleventh Street
(Continued on page 76)

HARTFORD, Conn.—Progress in P.A. from 1936 (left) to 1944 (right)! Malloy's Radio Service, 121A New Britain Ave., does a good business in sound equipment rental. Owner Malloy (extreme right) has handled many P.A. installations. Ball parks, fights, football, political meetings, bond rallies and equipment for police cars all spell more business for Mr. Malloy.

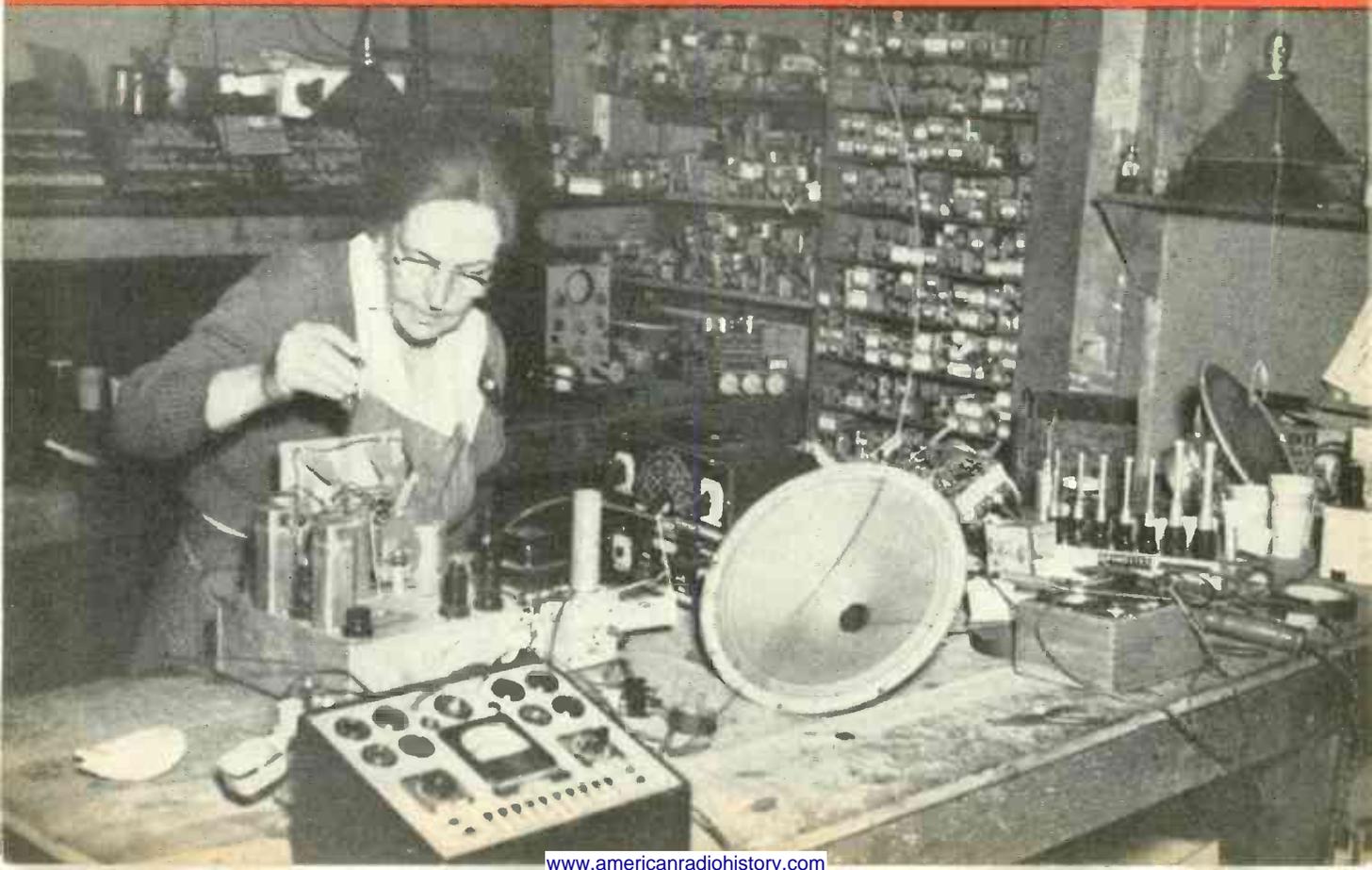




"Careful replacement technique involves good mechanical mounting of the parts and good soldering of joints to keep call-backs at a minimum," says Mary Wales. (Note ERT's Oscillograph Chart in background, Ed.)

One-Woman

Mary Wales makes a final adjustment of the LF's before putting the set in the cabinet.



Mary Wales Keeps Sets Playing at Virginia Beach

• Radio service is no part-time hobby with Mary Wales of Virginia Beach, Va. She is the proud proprietor of Radio Service Co., a leading repair shop in the vicinity.

Mary has been in the radio repair business for three years. During a two-year interval of serving as a trained nurse, she attended a radio repair class at Virginia Polytechnic Institute, and then entered into the actual repairing of sets in her shop.

Radio Service Co. handles a large volume of radio maintenance work. There is more work than can be handled by Miss Wales, alone, but she has six assistants who are kept busy on a part time basis. This helps to ease the manpower shortage.

The business area extends about twenty miles and is spread out to include various army and navy camps, etc. Rural customers come in from

all directions. The normal year-round population of Virginia Beach proper is estimated to be about 2600, but the war has brought that up to about 4000.

The pickup and delivery problem is as difficult for the Radio Service Co. as for many other shops. Customers are asked to bring in their sets. The variety of conveyances which bring in sets runs the gamut from two-wheeled mule-drawn farm carts to chauffeured private cars. Mary Wales plans to put her truck into service but will still make only limited pickups and deliveries.

The shop is well equipped with a 3-inch oscillograph that gets a lot of use, an RF signal generator, tube checker, multimeter, etc. Parts and equipment are kept in sight on shelves near the service bench.

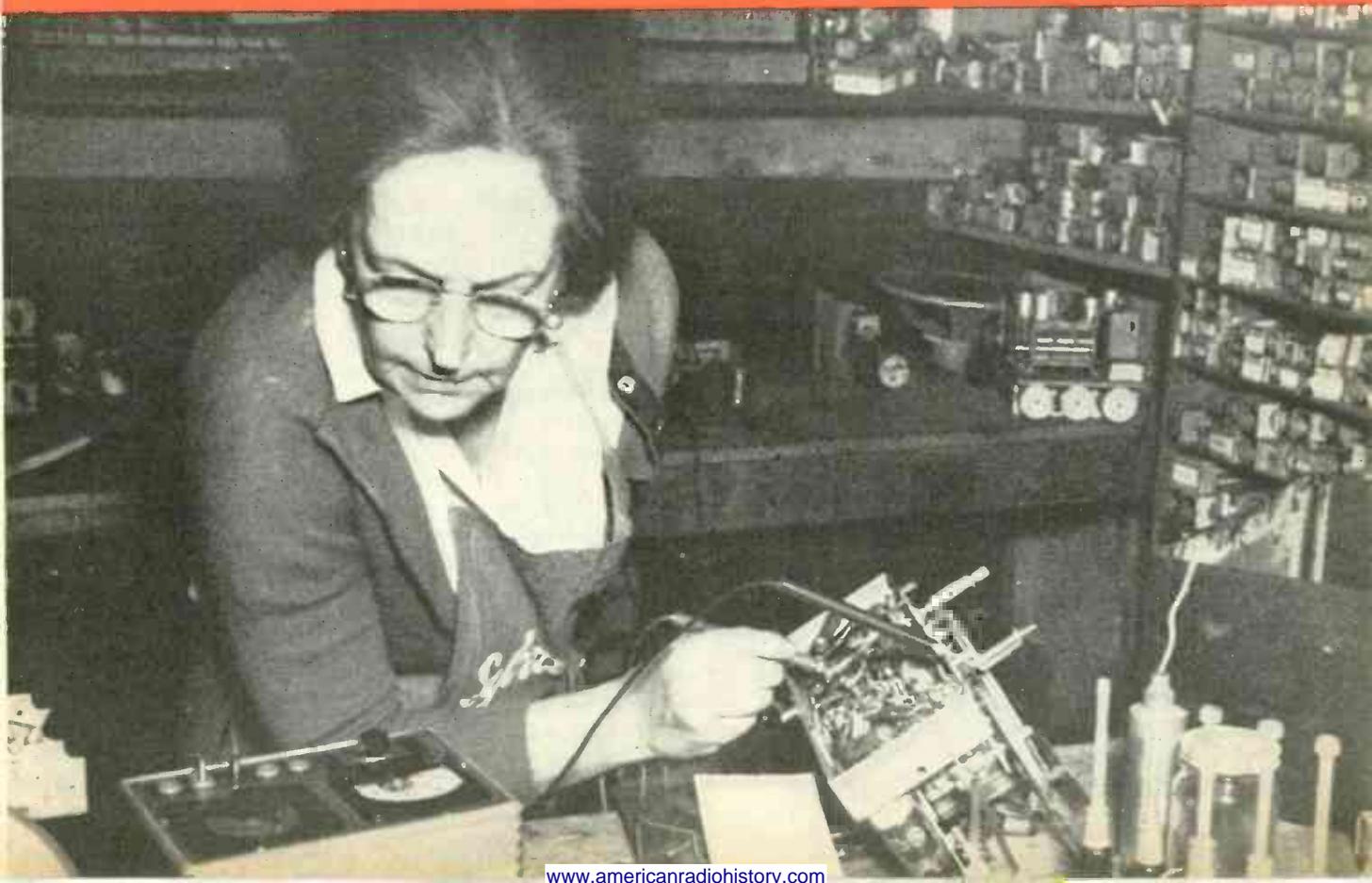
Notice in the accompanying photos,

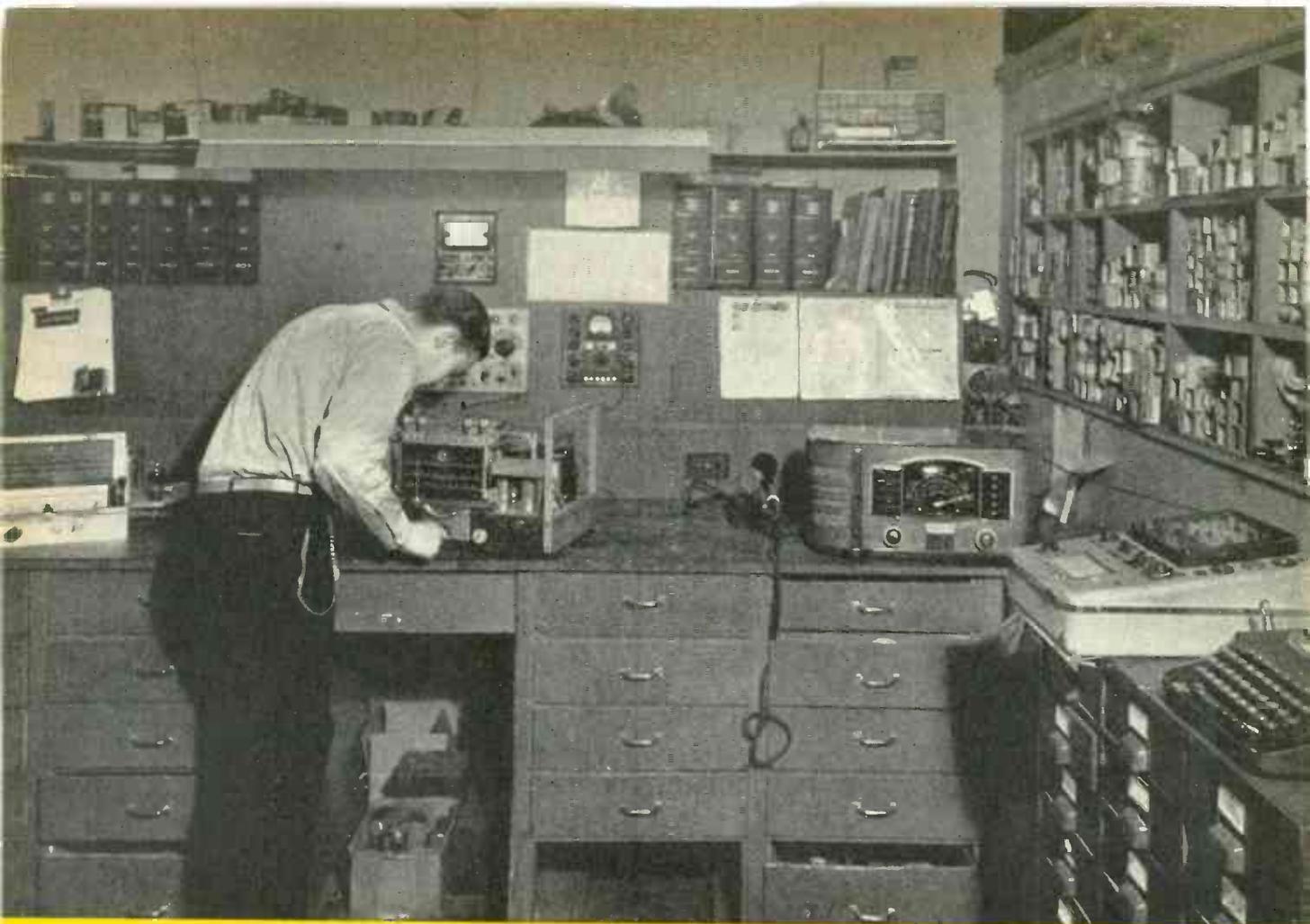
that one service bench is a big table in the middle of the floor. It is possible to work around the table on three sides—a convenience when large chassis and a number of pieces of test equipment are being used together. A group of AC outlet plates is installed in apron of the table.

"We are only servicing radios, and rebuilding old sets for sale. I am giving all of my time and attention to keeping the civilian radios working. Practically everyone has some one in the service and is vitally interested in getting the news. Getting out the work and getting in the parts and tubes just about fills my time. I keep the shop open for business from 9 a. m. till 6 p. m. and three or four nights a week the boys who help me are here, and so you can see that my time is pretty well taken up," reports Mary Wales.

Service Shop

The owner and chief servicer of Radio Service Co., makes a preliminary voltage check with a multimeter.





"Making one thing do if you can't get another," is the motto in Larry's Radio Service shop, St. Paul, Minn.

DIVERSIFIED LINES

Service . . . Car Radio . . . Records . . . Paint

Had Reginald A. Laramy, owner of Larry's Radio Service, 882 Payne Ave., Saint Paul, Minn., insisted on keeping all his eggs in one basket he might have been badly smeared when he stumbled over the rock of shortages.

But Larry had a second basket—repair service. This service had already been so developed there was little difficulty in concentrating attention on it when the time came. Now the greatly increased amount of repair work offsets the loss of radio sales.

Another basket contained car radios. Larry had a very large line of them in the shop—and he hung onto them when radio shops all around were selling theirs, when the gasoline curb went into effect. Peculiarly, the demand for car radios has been so great that now he is buying used

ones and reconditioning them. Reason is, perhaps, that the large number of warplant workers who drive to outlying plants, using their cars as carriers for other war workers, want the car radios to listen to as they go to and from work.

Car Radio Repair

Repair of such radios has been heavy. The shop still picks up and delivers its repair work but it has limited its radius to one mile. Trips are planned to cover a number of calls. Cash and carry, however, with its lowered price, has proved an effective inducement to customers to leave and pick up their sets.

An attempt is made to continue deliveries to old customers of the shop and to ask new customers to bring and pick up their sets, but this is not a hard and fast rule. When radio-

owners from a distance call up for repair work they are advised to contact the nearest radio man in their vicinity, whose name and address is given. Larry believes that this courtesy shown customers will not result in eventual loss of work through patrons establishing trade with other shops, but rather will tend more firmly to establish friendship with the shop when it is again possible to take work from all over the city.

Ingenuity has in large measure overcome the difficulty created by shortage of parts. "Making one thing do if you can't get another," says Larry, "has helped me put many a radio back into good working order."

To supplement its trained men, the shop takes very young men who have been interested in radio as a hobby and gives them a good training in repair. Although these young men

have been very satisfactory, there is one drawback—as soon as they become thoroughly efficient they are off to high-salaried positions in some industry which can afford to pay higher salaries than the Larry Shop. Already four young men have “graduated” from this shop into very good positions. However, this doesn’t worry the genial owner of the shop, who feels great satisfaction in training young men for better positions. So long as radio hobbyists hold out, he isn’t worrying. Women are employed for work about the shop. They do simple tube testing and help out in various other types of work.

Records to the Foreground

Formerly a third “basket” for Larry had been combination radio and record machines. This had familiarized him with a group interested in records. So, war shortages interfering with “business as usual,” he turned part of his shop into a record section. Record racks for display and cataloguing were installed. Friends were informed of the new section, and many customers who had bought their machines from the shop found it more convenient to buy their records near at home. By word of mouth and newspaper advertising an excellent record business was built up with surprisingly little effort.

Comfortable chairs and a good machine for trying the records make a restful nook that adds to the appear-



The record section at Larry's is a restful nook—and a busy one as well.

ance of the shop which is kept spotlessly clean, well lighted and modern.

The office of the shop is partitioned from the remainder of the large room, and the workshops are at the rear, in another room so that no disorder or soil is carried into the main shop.

Still another basket is a line of nationally advertised paints. The paints are in cases toward the front of the shop, with books dealing with home decorating, particularly that which can be done by the home owner, on
(Continued on page 64)

Though customers are urged to bring sets in, Larry's tries to continue delivery service, using this lettered truck.



Barbey's "Blackout" Book Makes Dealers Look— and Look!

A "blackout" folder—and a "darby" Bore season's greetings from George Barbey.

Recipients found their eyes were glued To pages full of pulchritude; They blushed, and then each growing bolder,

Turned more pages in the folder And found George Barbey had replaced St. Nick

With "pin-up" gals—that's quite a trick!

Blackout advice contained thereon Was all-revealing—gosh, what fun! Where Barbey's models live and pose 'Raid wardens must be on their toes To cry with many a lusty shout, "Boy, oh Boy! Lights out! Lights out!"

Note 1. Please, we haven't any of the folders for distribution.

Note 2. We don't know whether Mr. Barbey has any left. George D. Barbey, head of the Reading, Pa., firm bearing his name, is also president of the National Electronics Distributors Assn.

Norfolk Jobber Geared To Two-Way Setup

Radio Parts Distributing Co., 523 Boush Street, Norfolk, Va., is busy with a two-way job—(1) occupation in vital war work and (2) striving to serve its dealers in a very large territory. (See picture opposite.)

The owner and founder, George B. Thomson, points out that allotments of tubes and parts to his firm, and to other distributors in the territory, are based more or less on prewar demands and prewar population figures, and says that they are getting as much merchandise now as they got in peacetime, but this proves inadequate because of the greatly increased demand.

Few Accounts Lost

Mr. Thomson finds it impossible to have salesmen call on the trade, due to the fact that some of his accounts are as far as 300 miles distant, but he urges dealers to order at least once a

week, and there's always a standing invitation to radio men to visit the firm's headquarters.

This distributor finds that it lost very few retail accounts, and believes that the dealer-servicer set-up is now in a settled condition, with mortality rate practically nil at this time.

No "Assortment" Business

Mr. Thomson states that his firm is making every endeavor to give fair and equal distribution to its accounts. Like other ethical supply houses, Radio Parts Distributing Co., does not do an "assortment" business—frowning upon the practice of selling a few "shortage" items with slow-movers and "dead" merchandise thrown in as a "must."

"The manufacturers have done a pretty good job," is Mr. Thomson's opinion. He was formerly a radio technician, and founded this supply house 13 years ago.

New Firm Takes Over Mook Cleveland Branch

A new corporation to be known as Cleveland Radioelectric, Inc., will succeed the Cleveland branch of The Mook Electric Supply Co. as of February 1, 1944. The new company will take over the entire assets of the Cleveland branch of the Mook Company and will occupy the same building located at 2905 Chester Avenue.

Conrad Is President

The Mook Electric Supply Company, one of the old timers in the electrical wholesale business, having started in 1906, have been Westinghouse agent jobbers for the past 18 years and will continue to operate their branches in Youngstown and Akron, as well as their headquarters in Canton.

Charles C. Conrad, who will head the new company as president and

general manager, has had wide experience in merchandising major appliances and radio.

The new company will take over the RCA Victor and Easy Washer franchises now held by The Mook



Charles C. Conrad

New Cleveland Radioelectric head has ambitious plans outlined for the post-war selling activities of his firm.

Company, and Mr. Conrad said these would be supplemented by a line of refrigerators, freezer cabinets, ranges, water heaters, vacuum cleaners and possibly traffic appliances.

Large Trading Area

Mr. Conrad said he is now considering additional lines, and expects to have them all set by April 1st of 1944. Cleveland Radioelectric, Inc., will cover the normal trading area of Cleveland, comprising some 25 counties in northeastern Ohio.

PARTS DISTRIBUTORS

To Keep Supplies in Circulation—Aid War Effort

Georgia Distributors Settled in New Building

The Yancey Co., Inc., completely settled in the firm's large new home at 340 W. Peachtree St., Atlanta, Ga., is greatly expanding its war service and at the same time is building a vast reservoir of resources and facilities for use of the company's customers now and after the war.

Peacetime distributors of RCA Victor radios, Victor and Bluebird records, Easy washing machines and Coolerator refrigerators, the Yancey Co. is also continuing to supply its 750 dealers throughout the southeast with general replacement parts and accessories. B. E. Yancey is presi-

dent, and Mitchell Edwards is general manager.

Greetings from Rosen Company

Raymond Rosen & Co., well-known Philadelphia distributors, sent all its customers a handsomely printed folder entitled "Your Distributor Goes to War". Photographic illustrations showed various phases of the firm's war work, and on the back cover there was a Christmas and New Year's message.

Peacetime products distributed by this firm included those of RCA Victor, Kelvinator, Bendix, Leonard and Ironrite.

Advice from Ben Gross

Ben Gross, Stromberg-Carlson distributor, 570 Lexington Ave., New York, advocates doing a complete repair job, and suggests that each set be examined thoroughly, not only for obviously defective parts, but for parts likely to become inoperative. He urges the servicer to tell the customer about parts which, while still functioning, may cause future trouble.

This policy, says Mr. Gross, will help prevent "come-backs," customer arguments, and will aid the war effort through eliminating unnecessary use of transportation facilities.

Left to right, W. K. Neville, Jr., Mrs. Eva Hayden, C. K. Robinson and Miss Louise Kessler, efficient staff of Radio Parts Distributing Co., Norfolk, Va. Owner Geo. B. Thomson does two-way job—serves the radio retailer and the war effort.





Victor's Hal McIntyre and his band as they appear in Columbia's new picture "Hey Rookie!"

● "For Whom the Bell Tolls," new Decca Album No. A-360, is one of the sensations of the month and something new in musical enjoyment.

One of the biggest moving picture successes of the past year, and still going strong, is the picture of the same name made from Ernest Hemingway's stirring book. Starring the well-known performers, Gary Cooper and Ingrid Bergman, the picture has been featured at New York's Rivoli since last July.

The album is composed of selections from the musical score, composed and recorded by Victor Young, pioneer in symphonic jazz, and includes the following titles: "The Massacre," "Pablo's Gypsy Cave," "The Earth Moved," "Pilar's Warning," "Maria's Tale of Horror," and "Roberto's Farewell." Accompanying color booklet gives complete notes on the story and the artists in the picture, as well as information about Decca artist-composer Victor Young and lists other compositions and recordings by him for Decca.

"For Whom the Bell Tolls" album lends itself to dramatic display. The theme of the music is rich in drama and pathos and speaks of the courage and spirit of the Spanish peasant. Window displays should be easy to

RECORD-MOVIE

January Record Picture Offers Plenty of Color and Start the New Year Right With Eye-Catching

handle with plenty of color and splash, movie stills and semi-classic handling. Release date: January 13th.

Other Decca releases for January include No. 18575, Deanna Durbin singing "Say A Prayer for the Boys Over There"; No. 18578, Woody Herman's rendition of "Do Nothin' Till You Hear from Me." Flip-over for this last is "By the River of the Roses," a new song that is going over exceptionally well. Top band numbers include Johnny Long on disc No. 4427, "No Love, No Nothin'," and Lawrence Welk on No. 4428, "Cleanin' My Rifle."

Victor's Hal McIntyre and his band will appear in the new Columbia picture "Hey Rookie!" This is a

musical comedy screen vehicle, based on the original stage play of that name, put on by the Army on the west coast last year. Opening at Fort MacArthur, it played 36 weeks in Los Angeles. The movie's national release date is slated for March 9th and includes other musical talent, such as Hi, Lo, Jack and the Dame and The Vagabonds.

Due to the Petrillo ban to which Victor is still subject, no recordings will be made by Hal McIntyre from the picture, but he has a long list of recordings for Victor that may well afford popular display in your windows when the picture comes to your city.

Victor also suggests movie-tie-ins



Columbia's Frank Sinatra with two lovelies in the RKO screening "Higher and Higher."

TIE-INS

**Display Opportunities for Dealers
Windows That Will Pep Up Sales**

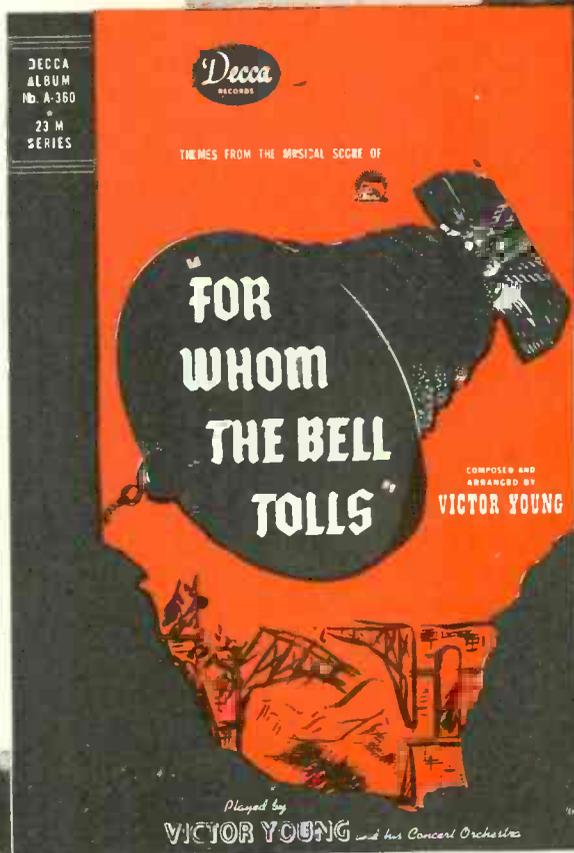
with the current revival of "The Desert Song" on the screen (Victor Album DC-24), and "Thousands Cheer," in which Jose Iturbi makes his motion picture debut.

Something a little different will be offered by Victor for February release in Album No. M-955, Ralph Bellamy reading excerpts from Walt Whitman's "Leaves of Grass." This album will be advertised by Victor in the January 29th issue of Collier's magazine.

Special screenings have been arranged by Columbia for dealers to preview the RKO picture "Higher and Higher," starring Frank Sinatra. This by way of ushering in a new disc this month by the swoon-crooner, No. 36687, "I Couldn't Sleep a Wink Last Night," backed by "A Lovely Way to Spend an Evening." Flash posters tying in the picture and the record are now in the hands of the distributors and will be released on January 15th.

Another release this month by Columbia features Cab Calloway on Okeh record No. 6717, "I'll Be Around" and "Virginia, Georgia and Caroline."

Reproduction of album booklet which accompanies Decca's outstanding new release "For Whom the Bell Tolls."



Above, composer-artist Victor Young, who wrote the score for the moving picture based on Hemingway's deathless book. Composer Young has many other pieces of hit music to his credit, among them "Sweet Sue," "Je Vous Adore," and "I Don't Stand a Chance With You." Below, one of the stills from the picture "For Whom the Bell Tolls."

Capitol highlights the after-the-holidays let-down with Ella Mae Morse and Dick Walters' orchestra doing "Shoo-Shoo Baby" (No. 143) and solid-sender Benny Carter with his orchestra in "Hurry, Hurry" and "Poinciana" (No. 144).

A little different in flavor is Continental's January release, No. C-1139, Sula's Musette Orchestra recording of "Victory Polka" and "Twinkle Toe Polka." Sula Levitch, European king of swing, adds a little dash of Russian color to American jazz.



Turntable Twins



● Want to make an outstanding success of your record department?

All you have to do is to engage the services of twins like the Heston Sisters of the Lion Store's disc section in Toledo, Ohio.

Jane and Janet Heston represent a "triple threat" to sales resistance! Combining *selling ability, music knowledge and glamour*, they dish out the discs "like nobody's business"—or, more aptly, like *somebody's* business. Where to get salesgirls like the Hestons—that's your problem—and, undoubtedly, not an easy one to solve.

"Records and more records—the de-

Jan selling the album "This Is The Army" Decca 340. We displayed a window of the album. Customers were from the movie and everyone showing up in the store. We also suggested the album as a Christmas gift which went over.

mand is insatiable," reports Jane Heston, who says that the big problem is to keep a supply of the current film, radio and music show hits on hand.

Since the Twins have been here, the department has been enlarged several

times, and recently more listening booths were added. The record department is one of the largest in northern Ohio and southern Michigan, and this, as well as the appli-

We have a large display of records, records and books which catches the customer's eye and displayed in such a way that they cannot be overlooked.

ance division, is managed by William Wright, who gives full credit to Jane and Janet Heston. "They sure know their stuff," he declares.

According to Janet, customers are asked to bring in old records when new selections are made, and many customers make "reservations" for classics and populars unavailable immediately.

The store did a big pre-Christmas business, with many records sent as gifts to members of the armed forces.

Victor, Columbia, Brunswick, Okeh, Capitol, Hit, Continental and Decca

discs are featured.

In addition to the extraordinary services performed by the Twins, other factors figuring in the successful sale of discs here include attractive interiors, colorful and well arranged displays, large selections, and advertising.

And—off the records—for a glimpse at other departments in the Lion Store, it is worth noting that it had quite a large stock of radio consoles and "combinations", and is currently advertising ice-refrigerators, featuring a 50-lb. capacity job for \$37.95, stressing time payments.

For a final glimpse at the Heston Twins, the accompanying photographic reproduction will take care of that.

Undoubtedly it will be agreed that attractive surroundings and attractive salespeople are sound selling psychology. This story is one striking example of that.



ONE STEP AHEAD

Because the Recordio was engineered "from the ground up" it was one step ahead when it was introduced to the market not long before Pearl Harbor. The new post-war Recordio will also be one step ahead — and for the same reason.



WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN

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

RECORDING A SHOW HIT

Intricate glimpses of the "Oklahoma!" Broadway cast in the recording studios of Decca Records, Inc., as they make the album of the same name. With sales selling four months in advance, the show has already grossed over one million dollars and is expected to go much higher. Its male lead, Alfred Drake, won the Critics' Award of 1943 for the best male musical comedy performance, and the millionth copy of the sheet music is on file in the Museum of the City of New York. The show's success, as well as the album's, is accredited to an appeal that is typically American in spirit! (Left, conductor Jay Blackton and composer Richard Rodgers work on the score before the wax is cut).



Lee Dixon is strictly informal as he and the male chorus sing and caper through "Kansas City."



With Lee Dixon it's "all er nothin'"—all for him and nothin' for Celeste Holm



Alfred Drake and Howard Da Silva sing "Pere Jud is Daid" in front of the Decca recording mike.



FOR WAR—many of the fine radios in bombers and fighters — and at ground communication posts — come from the Arvin production lines of Noblitt-Sparks.

ARVIN Radios

ARVIN is the name on
Peacetime Products of
NOBLITT-SPARKS
INDUSTRIES, INC., COLUMBUS, IND.

Home and Car Radios

•

Hot Water Car Heaters

•

Metal Furniture
and other metal houseware

•

Bathroom Electric Heaters
and other
electrical houseware



FOR DEALERS—Arvin meant fast-selling radios before the war. In the last peacetime year, more than 500,000 radios were built and sold by Noblitt-Sparks.

With the building of thousands of fighting radios for our armed forces, Noblitt-Sparks has gained priceless experience that will be reflected in better Arvin radios for you, when they can be produced again. You can be sure that the Arvins to come will be attractive, well-built sets—the kind that sell fast at low prices. You can expect them soon after civilian production is possible. Arvin plans for the future will keep in step with your market trends and desires. And you can rely on Arvin for sound policies and helpful sales support.

ARVIN A GOOD NAME TO KEEP IN
MIND FOR POST-WAR PROFITS

RECORD FORECAST

What the Recording Companies Are Planning for You Next Month

● Decca's current promotion of top flight bands is backed by colorful four-color posters, issued weekly and available to dealers upon request, free of charge. The first of this series was ready on January 10th and features Lawrence Welk and his vocalist, Jayne Walton, along with Johnny Long and his thrush, Patti Dugan. Bright and festive with display value, these pieces describe current recordings by these artists.

"One Touch of Venus," now hitting the high spot of popularity on New York's Broadway, will be featured by Decca in album form shortly. Recordings of the original cast, which includes Kenny Baker and Mary Martin (of "My Heart Belongs

to Daddy" fame) have already been made of the hit tunes of the show.

● Tots too young to enjoy Walt Disney's "Snow White" five years ago total ten million strong, according to movie statisticians. Consequently a revival is due sometime in February and is planned to break first in about 50 theaters in the Cincinnati area. Better get out your Victor albums J-8 and count 'em! ("Snow White and the Seven Dwarfs," recorded from the original movie sound track.)

● Columbia plans a gala promotion of albums for gifts on St. Valentine's Day. Gay posters with large red hearts will introduce a new album of music by the English composer

January Suggestions for Library Builders

Beethoven's Symphony No. 5 in C Minor

Chopin Waltzes, Vol. I

Russian Modern Music

Gershwin's Rhapsody in Blue

One Fine Day (Puccini's Madame Butterfly)

Hildegard Souvenir Album

Eric Coates, "The Cinderella Album," along with a grouping of Frank Sinatra records bearing "Love" titles.

DEALER FEATURES ALBUMS IN LOCAL AD



Joseph Maresco, owner of the Maresco Academy, 233 Fairfield Ave., Bridgeport, Conn., increased album sales in his already popular shop by ads in the local newspaper. Using the above picture he tied-in with a new theatre's opening and with its featured artist, Cab Calloway.

Put Your Money in the SOCK!



DRAWN FOR PHILCO
BY WALT DITZEN

Copyright 1944—Philco Corporation

RIGHT NOW, when the enemy's knees are starting to buckle, it's time for those of us on the home front to *pour it on* with everything we've got! The Fourth War Loan is our chance to start pouring.

In cooperation with the U. S. Treasury Dept., Walt Ditzen makes this contribution depicting the spirit of the Fourth War Loan to the Philco series of war cartoons.

double or treble your extra bond purchase—mister, you aren't pouring it on... you're pulling your punch.

You're undoubtedly buying war bonds every payday and you probably bought an extra one during the last war loan drive. You may even have the money laid away for another this time. Frankly, that isn't enough.

And the surprising part about buying a war bond is that you don't *give* anything. It isn't a donation. It isn't charity. It's your personal investment in victory!

Unless you could walk into an army hospital and explain to the boys back from Salerno just *why* you can't

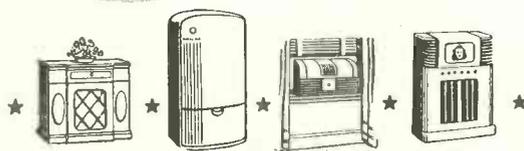
the biggest bargain in history—a chance to lend your government money with the assurance that you'll get \$4 back for every \$3 you put in. It's your personal investment in victory!

From January 18 to February 15, let's really pour it on, with at least two *extra* war bonds instead of one!

PHILCO CORPORATION

LET'S ALL BACK THE ATTACK!

Buy *extra* war bonds during the Fourth War Loan... as your investment in Victory!



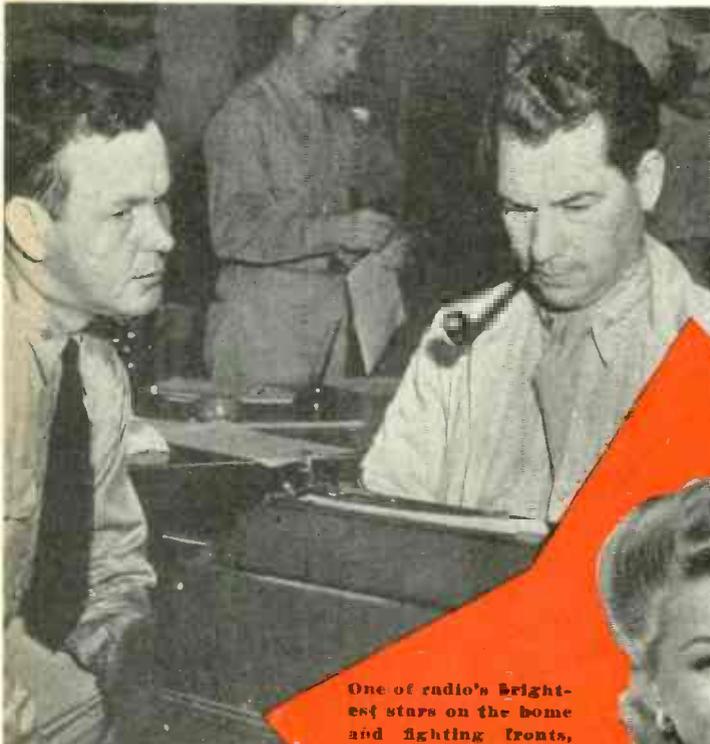
Philco war research today will produce a greater Philco tomorrow. And, more than ever, the most valuable dealer franchise in the appliance field.

Tune In Next Sunday! "RADIO HALL OF FAME"

— a Radio Review of the Top Hits from all fields of entertainment! Sundays, Blue Network.

RADIO BUILDS MORALE!

With News—Good Neighbor Relations—War Equipment—and MUSIC!



Newscaster Webley Edwards, right, one of General Electric's "World Today" reporters, interviews a U.S. Navy Commander in the Pacific area.



British Radio Mission to the U.S., headed by Sir Robert Watson-Watt (left) is shown Philco equipment for the U. S. Armed Forces by vice-president in charge of radio production, Joseph H. Gillies.



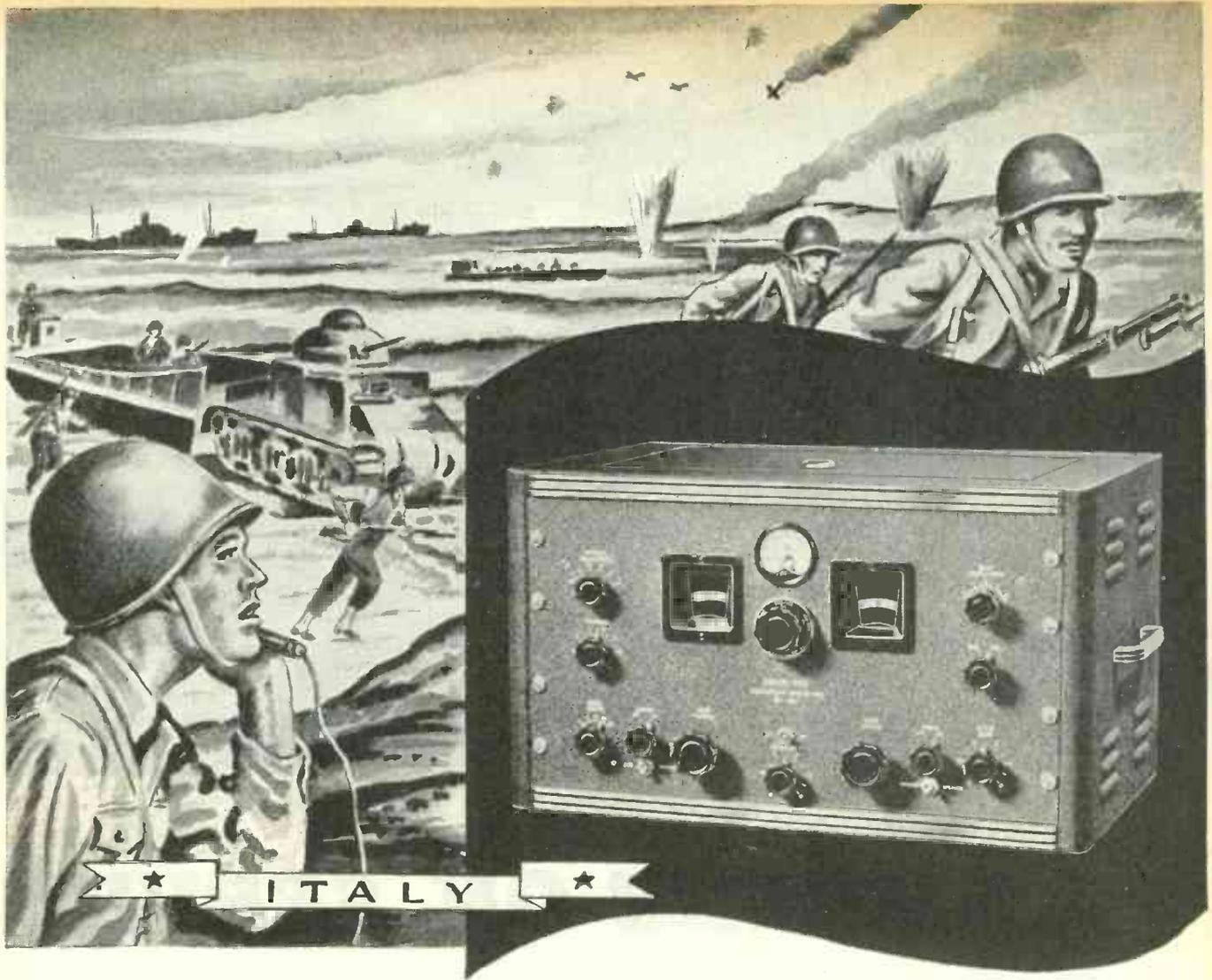
One of radio's brightest stars on the home and fighting fronts, music - for - morale builder Frances Langford.

"Pistol Packin' Mama's" creator, Al Dexter, gives top bond buyer autographed recording.



Radio receiver and transmitter in jeep.





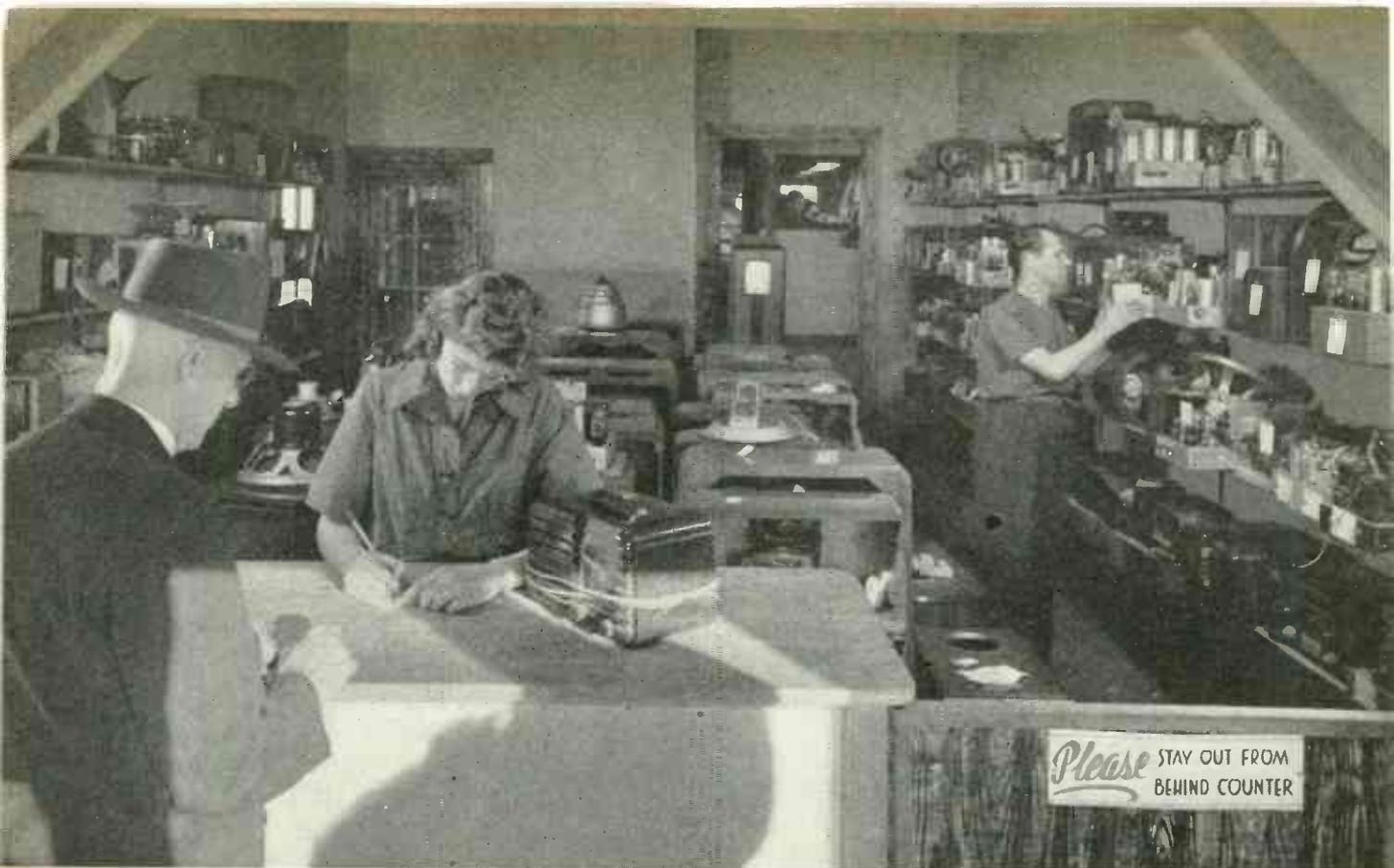
The Fight Begins!

EVERYWHERE Allied forces are on the march — backed by the finest technical equipment available. HAMMARLUND radio receivers are right in there pitching for nothing less than unconditional surrender of the rest of the Axis.

THE HAMMARLUND MFG. CO., INC.
460 West 34th Street, New York, N. Y.



HAMMARLUND



Receiving department of the Dixie-Fixit Radio Hospital. Mrs. Feil center. Proprietor Feil at right.

CORNER ON SERVICE

Doing a Heavy Business in Service, Dealer Feil Finds Good Management, System, Orderliness Are Work Short-Cuts. Saves Time for Expert Attention to Repair Job

● Profitable radio servicing depends a great deal on good management. Proper layout and organization permit more work to be done better in less time.

This principle is applied with success by Richard Feil, proprietor of Dixie-Fixit Radio Hospital, Lima, Ohio.

The Radio Hospital is strictly service. Feil has been in business for about six years and now handles the radio maintenance for sixteen retail radio dealers, including department stores and auto dealers.

Systematic procedure is the answer to handling a volume of work. Every set brought into Radio Hospital goes through the same routine. A claim check stub is given for every radio.

In the front room where sets are brought in, the shelves at the right (see photo) contain radios to be re-

paired. After the chassis are removed from cabinet models as they come in, they are put on the shelf in order. The cabinets in the first two rows to the right are marked and remain there until the radio is finished. After the set is repaired the chassis is installed and cabinet moved to third row.

All small radios are shelved on the left side of the room when finished. Only radios that have more trouble than tubes are put on the shelves. All tube jobs are first checked by Mrs. Feil when they come in and replaced at once if tubes are on hand.

The shelves hold approximately 300 radios when the shelves are full. The Radio Hospital closes the front door to service work until sufficient room is available to accept more. Work is promised at no less than one week and no more than two weeks.

Through this method of shelving each set as it comes in, the shop is able to repair each one in turn. The servicemen take the sets as they come and nothing is taken before its turn. Mrs. Feil, who is keenly interested in radio work, helps out by taking in the radios, checking the tubes, removing any small chassis from the cabinet.

The section of the Radio Hospital devoted to radio maintenance is divided into three repair centers. Two smaller rooms (see photo) contain service benches and duplicate sets of test equipment. In the booth at the right is serviceman Harold Mersman, and in booth at left is Roy Hurley. Dick Feil and wife are busy in the large outer room.

Beyond the service booth is an attached garage with capacity for three cars. Adjoining parking space plus

the garage gives the Radio Hospital servicers plenty of room to work on the auto radio jobs.

Concerning the technical problems of the business, Dick Feil reports: "We have two ways of handling intermittents. First we raise the line voltage to top operating peak of the radio. If this fails to break down the faulty parts, we replace those obvious ones, which we have learned to expect by experience and then allow the set to play on a special bench set up for this purpose.

"We substitute tubes every day and always replace or change a consistent source of trouble. We guarantee all parts, with the exception of tubes, for one year.

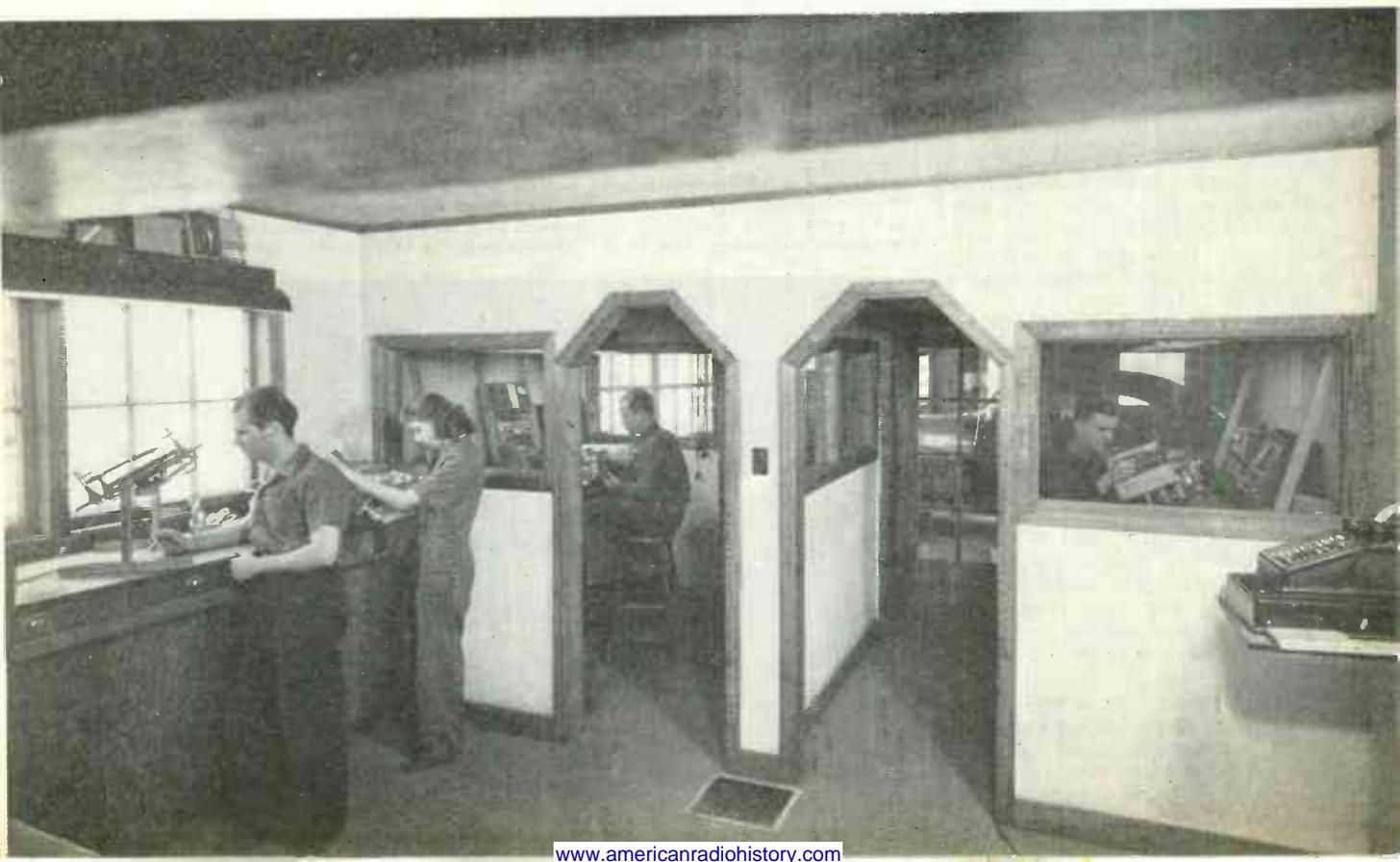
"We make outside service calls but suggest that if sets are brought into shop by customers they are generally finished before we are able to make the call. This method induces the customer to bring in his own set for faster service."



Roy Hurley, an assistant, at his workbench, checks speaker cone rattle.

IN LIMA, Ohio

Service laboratory with (left to right) Dick Feil, Mrs. Feil, Roy Hurley and Harold Mersman (see front cover).



ELECTRONIC

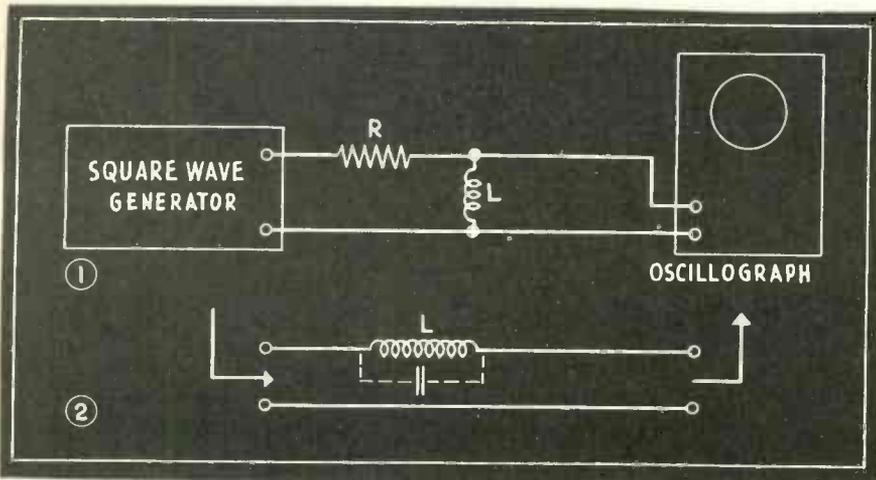
MAINTENANCE

TODAY

★ RADIO, TELEVISION AND INDUSTRIAL SERVICE ★

Square Wave Testing

Faster Servicing of Audio Amplifiers. L and C Measuring Methods



Typical set-up of equipment for measuring inductance shown at (1). To measure capacitance, replace R with C and L with R. To find stray capacitance of L, connect as in (2).

• The square wave of current and voltage is extremely useful for making rapid and complete tests of audio equipment. It is also a convenient basis for the rapid measurement of L and C.

The square wave is a self-contained fundamental frequency sine wave and the odd numbered harmonics up to approximately the twenty-first in practical square wave generators. Theoretically, the number of odd harmonics is infinite in a wave which rises to its maximum value in zero time.

Since the square wave contains a large number of frequencies, the response of any piece of electrical equipment to this wave of voltage is an indication of the response to each of the frequencies contained in the original wave.

Thus, a square wave will instantaneously check the performance of a circuit to twenty or more harmonics of the fundamental frequency. The

fundamental frequency of the square wave is the same as that of the lowest sinusoidal component.

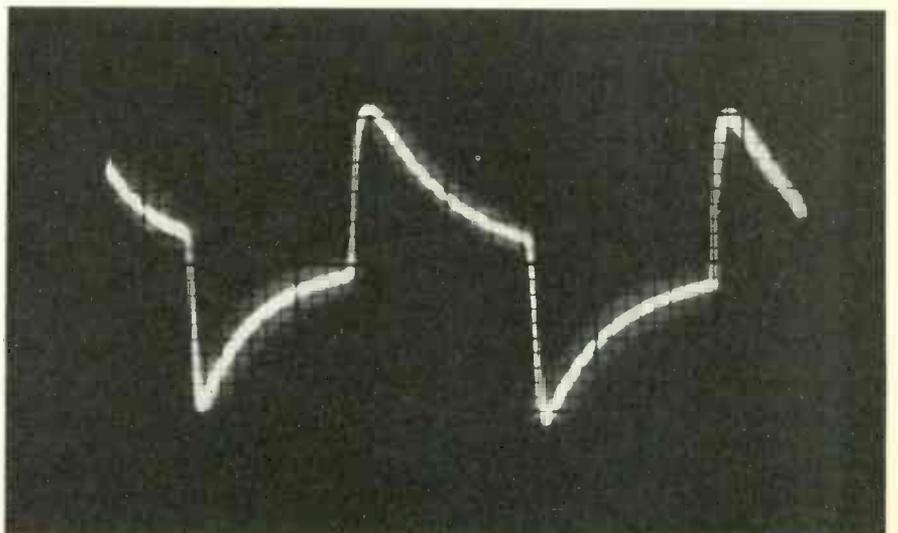
The quickest method of determining results from a test with square waves, is to observe the resultant wave shape on a cathode ray oscillograph. In this way, the effect of the circuit on the square wave and, therefore, the components of such a wave, is immediately shown.

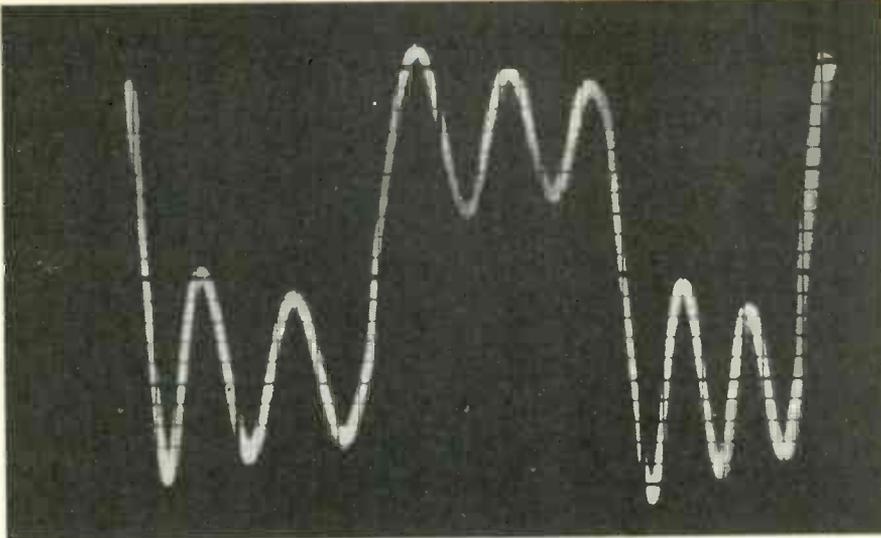
Changes in Wave

If a square wave of voltage is impressed on a circuit and the output voltage wave, as observed on an oscillograph, is different in shape from the original (other than amplitude) one or more of the following things are happening.

(1) The amplitude relationships of the low frequency components to

Oscillogram of voltage across L with 25,000-cycle square wave input. The steep rise of voltage indicates the high frequency harmonics of 25 KC are being passed with very little attenuation. Since L will have a decreasing reactance with decreasing frequency, the 25 KC fundamental is attenuated and appears as below.





Characteristic oscillogram of a circuit trying to oscillate when a square wave is applied. Coil shown in (2) of diagram resonated with its stray capacity at 125 KC. The damped oscillation of 2.5 cycles is seen on the top of square wave. Square wave fundamental is 25 KC.

the high frequency components of the original square wave have been changed.

- (2) The phase relationships of the low frequency components to the high frequency components of the original square wave have been changed.

In general, both of these effects take place to a more or less degree.

Loss of Lows

If the high frequency components of a square wave are transmitted through the circuit, but the low frequency components are reduced in amplitude and shifted in phase, the pattern as seen on the oscillograph will have the same general steep rise of voltage as the original wave. However, since the low frequencies are attenuated, the horizontal portion of square wave cannot be maintained and the amplitude of the reproduced wave falls off rapidly during the first half cycle. This is illustrated in the first of the two oscillograph patterns shown.

A loss of the high frequency components of the square wave produces a slowly rising wave which approaches a sine wave in shape. In general, loss of low frequency components is due to series capacity reactance, and or shunt inductive reactance, while the loss of high frequency components is due to series inductive reactance and or shunt capacity reactance.

As an example of the use of square waves in making measurements, the inductance and stray capacitance of a coil may be found as shown in the circuit diagram. With the circuit connected as (1), the high frequencies will be passed and the lows atten-

uated and shifted. After the initial rise of voltage (as shown in the upper oscillogram, the decay of voltage is exponential. The exponent of this common equation is $-tR/L$ or $-t/RC$ in case of capacity).

At some fundamental frequency of the exciting square wave, $R=2\pi fL$ (or $R=1/2\pi fC$) and the voltage at the end of the first half cycle will be $E - \pi$ or 4.32 per cent of the initial voltage.

To measure inductance, vary the frequency of the square wave until the amplitude of the end of the half cycle is 4 per cent of the beginning of the half cycle. At this frequency, $L=R/2\pi f$ where R is the resistance value in ohms, and f is the frequency of the square wave.

As an example, with a square wave frequency of 25,000 cycles, and a resistance value of 8,000 ohms, the pattern shown in the first oscillogram resulted which shows the decay of voltage to approximately 4 per cent. The value of L is $8000 \div 25,000 \times 6.28$ or 51 millihenrys.

Stray Capacitance

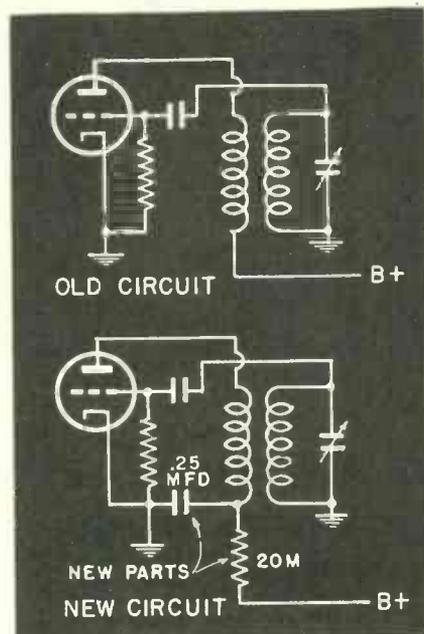
To find the stray capacity of a coil connect as shown in (2) on circuit diagram. The application of a square wave will produce a damped oscillation which appears on the horizontal part of the square wave as shown on the above oscillogram. In the pattern shown, the coil makes 2.5 cycles during the time for a half-cycle of the square wave. Since the frequency of the square wave in this case was 25,000 cycles, the time for a half-cycle is $1/50,000$ second. Therefore, in $1/50,000$ second this coil oscillated 2-1/2 cycles or at a frequency of 125,000 cycles. The stray capacity which resonated the coil can then be found from $C=1 \div (2\pi f)^2 L$.

In the case of this coil, $C=32.1$ mmfd.

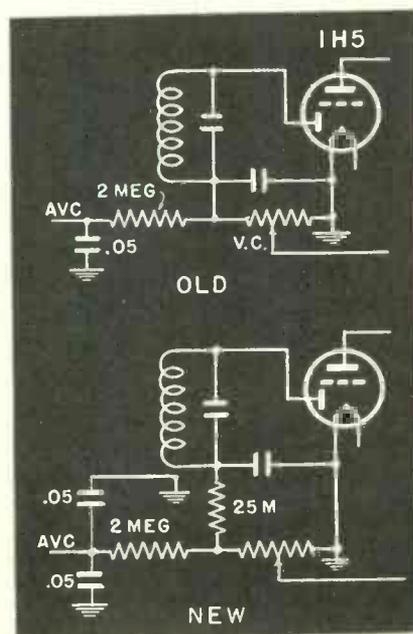
Oscillator and AVC Circuit Changes

Some triode oscillators in the early supers are subject to drift at the high frequency end of the dial. The 20 M decoupling resistor shown below will help to prevent this trouble.

The AVC and diode load circuit in some '41 portables show improved performance when a 25 M resistor is connected as shown in lower diagram. Increased AVC capacitance will also improve operation of some sets.



Circuit changes for early triode oscillator above, and AVC changes for battery type sets below.



Service Benches



Repairmen Expand Service

• J. M. Casper and Joseph Sollima have a brand new shop at 246 Jamaica Ave., Bellerose, N.Y. Radio men of long standing, they are enlarging their servicing facilities in the Long Island, N. Y., area. With one shop already established in Long Island City for repair work on radios, these men have begun similar opera-

tions at their new stand, and plan still a third store on the Island, to open shortly.

Undaunted by current equipment shortages and impressed with the knowledge of the daily increasing demand for radio repair, the N. Y. & Queens Radio Service & Television Labs. is equipped to handle the cur-

rent job. Their bench set-up at the new place is efficiently designed with adequate space in both length and width, and is built of scratch-resistant masonite.

In their new location less than two weeks, the shop is a whirlwind of activity and the phone rings constantly. Partner Casper uses post cards to circularize prospects—and gets results.

Many of the regular residents have found their local repairman either swamped with work, or absorbed into war work or the armed forces. All the prospective customer needs, claims Mr. Casper, is an aptly worded card-in-hand to call his attention to the nearest radio service station. Follow this with speedy, reliable service—and the prospect becomes a customer.

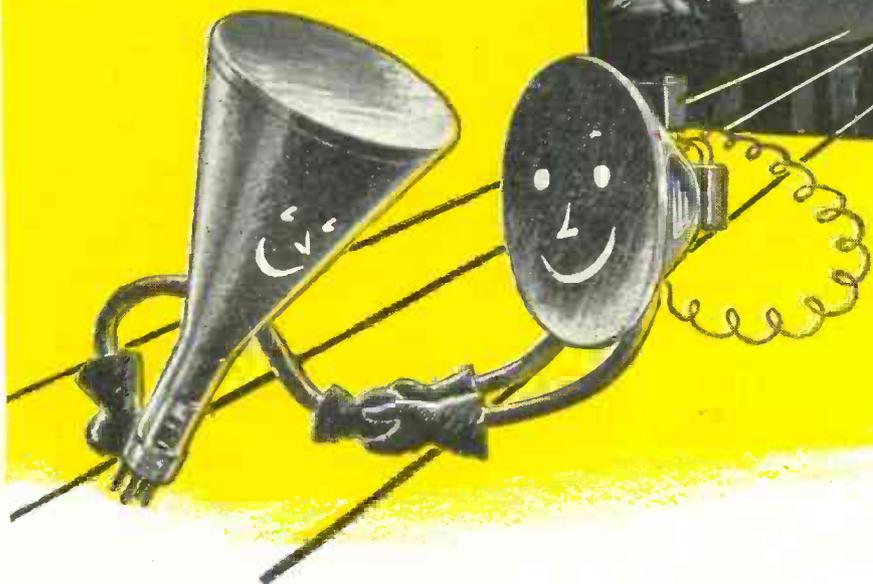
Co-owner Sollima, also in the radio field for many years, is an expert technician, and has followed developments in television closely since its inception. These partners plan to specialize in the sale of television sets and refrigerators, when these items are again released for civilian purchase. Partners Sollima and Casper will then swing with Victory from service to sales!

MAINTENANCE SPECIALIST



Dealer Schmohl of Schmohl Bros., Mobile, Ala., rules out "estimates" on repairs. Operating on a production line basis, he cannot spare the time.

This meeting of Sight and Sound made plans for your future!



THE foundations for your post-war business were laid more than 15* years ago when Farnsworth research men electronically synchronized sight with sound and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of the modern electronic television that must wait until after Victory to blossom as the next great industry. And by combining radio—which *you* know—with television, they made it more certain

that this great new market will be yours to supply.

Though war has necessarily halted television's public growth, electronic techniques continue to advance. Farnsworth research and manufacturing are now devoted entirely to production of military communications equipment, but this war work will bear peacetime fruit, too . . . in better television sets for you to sell.

Looking forward to that day, all Farnsworth advertising is concentrated

on building your post-war market, explaining the wonders of television, making people want the sets you'll offer after the war.

Television is ready — the market is huge . . . what enterprising radio retailer will let that opportunity go by?

**Another in a series of advertisements depicting mile-stones in the history of television.*

LOOK FOR the Farnsworth Television advertisements in December 27 *Time*, January 10 *Newsweek*, January 22 *Collier's*.

FARNSWORTH TELEVISION



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

Service Notes

Service Instructions Admiral P6 X P6

The late model Admiral P6-XP6 AC-DC battery portable uses an iron core RF coil between the RF stage and the detector. The plunger is ganged with the antenna and oscillator tuning capacitor. The coupling between the RF and detector stage is capacitive.

Because of the series operation of the filaments on AC, the AVC voltage must be applied to a bleeder network that is in parallel with the filament string. Each grid receiving AVC voltage is tapped on the bleeder at a point corresponding to the voltage position of its filament with respect to the negative end. If all grids receiving AVC were connected to the diode load resistor, the grid of the 1N5 IF tube for example, would be negative by about 5.25 volts with respect to its own filament—enough to cut-off the tube. The network of three 5-meg., one 3-meg., and the 1 meg., volume control form the bleeder.

The AC power rectified system supplies 9 volts at 50 ma to run the fila-

ments in series. The 2150 ohm series dropping resistor is ± 10 per cent. Approximately 100 volts is available for operation of the plates. A 22-ohm protective resistor in the filter circuit limits the surge current through the 117Z6 when the set is turned on.

For operation from batteries, the selector switch decks with points 1, 2, 3, 4, 5 and 11, 12, 13 connect the tube filaments in parallel including the two sections of the 3Q5. Both sides of the power line cord are disconnected for battery operation. In late model P6, switch points 6, 7, 16, and 17 are not used. Switch shown in power-line position.

Alignment

To align the IF transformers, connect a 455 KC signal to the grid of the 1A7GT through a 0.1 mfd capacitor. Set the radio dial at 1600 KC. Adjust the transformer trimmers, starting with the second IF transformer, for maximum output.

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

Connect a 1400 KC signal through a 0.1 to the grid of 1N5 RF and with dial at 1400 KC, adjust iron tuning slug in RF coil.

The antenna loop is aligned at 1400 KC with a signal from the generator fed into three-turn loop about one foot in diameter and two feet from the set loop. Adjust trimmer on antenna gang for maximum output. Set loop must be in same position with respect to the chassis that it occupies in normal use. Keep metal other than chassis away from loop during alignment.

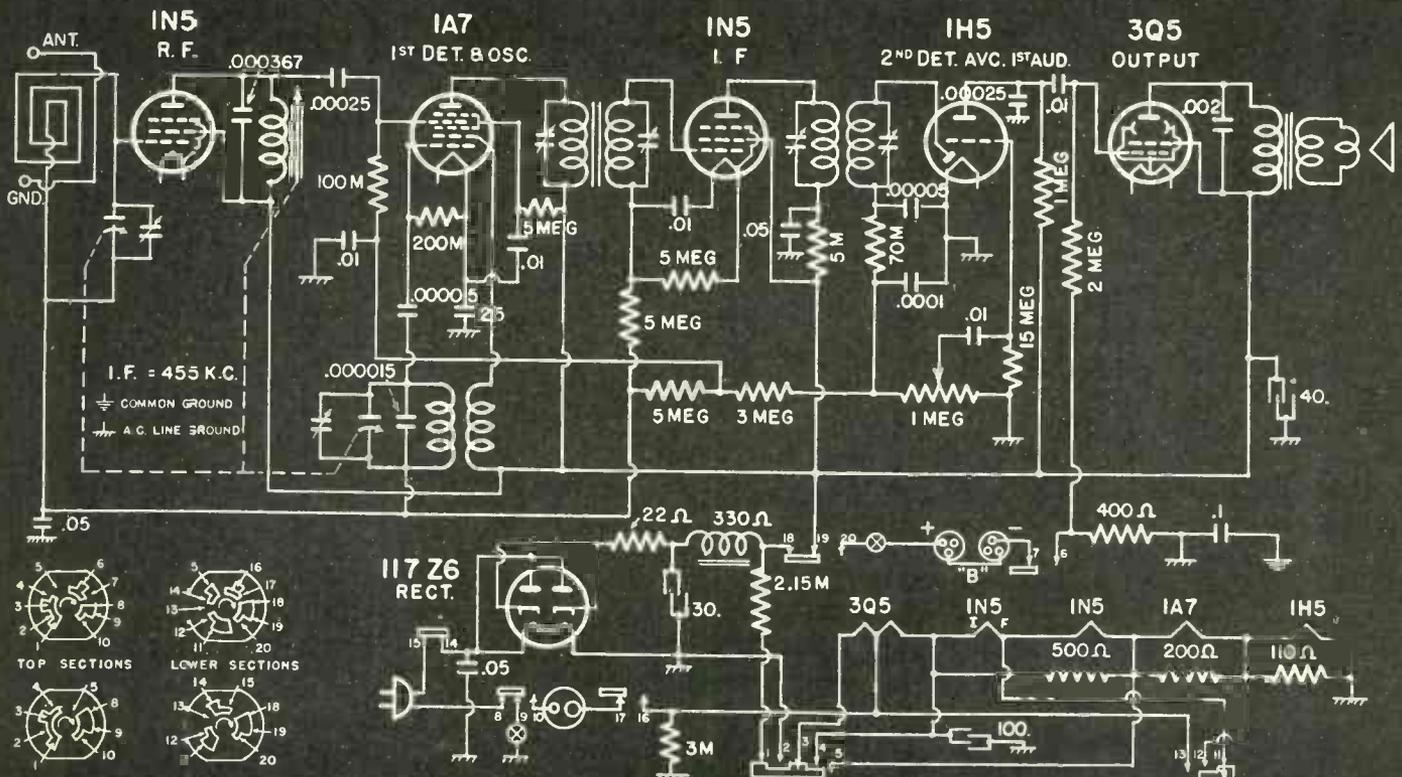
Radio-Electronic Maintenance

Farnsworth AC55. Loud hum. Filters checked and one replaced but hum still present. Electrolyte from replaced capacitor soaked metal braid shielded wire to center tap of volume control. Replace wire.

Motorola 1940 auto radios. Speaker rattles at any but weakest volume settings. Voice coil support glue dries out and cone comes away from support entirely. Use speaker cement to fasten permanently.

RCA 45X11. Set will drop in volume after few minutes' operation. Speaker field coil opens with heating. This is welded unit and must be replaced.

Silvertone 101.583. Speaker field



A TIP TO SMART RETAILERS

BOOST YOUR SALES AND PROFITS WITH
SONORA RECORDS!

in 1944

1. Many New Fast Selling SONORA Albums Will Be Released Shortly!
2. Big Name Artists Will Be Featured!
3. SONORA Records Will Be Advertised In America's Leading Magazines!

Already 1944 looms up as the biggest record year in history!

And the kind of music in which SONORA specializes, hits the bulls-eye for fast turn-over, easy sales, big, juicy profits!

Nationally advertised in America's greatest magazines, masterfully produced in the traditional SONORA bell-like brilliance, carrying the prestige of one of the oldest, best known names in the home entertainment field —

here's an over-the-counter "package" that means volume, and customers who will come back for more—often.

We'll soon be all set to deliver a wide range of fast-selling SONORA releases, including a group now being recorded, featuring celebrities whose names are magic with record lovers.

Your Sonora jobber will be glad to give you full information.



Sonora Records

Clear as a Bell

Service Notes

and output transformer get very hot after half-hour operation. Cause is bad by-pass capacitor from plate to cathode of output tube.

Sparton No. 25, No. 26. Fading, motorboating, etc. Two 0.25 mfd 200 volt by-pass condensers in AVC circuit open intermittently. These are located under R.F. coil shield box under chassis. Replace.

Westinghouse WR680. 3-way portable 35Z5G Ttube burns out regularly. Check heater voltage which may be up to 65 volts due to wrong resistor cord of 220 ohms being used. Add 25 watt 250 ohm resistor in series with heater cord at tube socket, and mount away from chassis for ventilation, or replace cord with approximately 500 ohm size.

Zenith models using 6X5 rectifier tubes, set dead or intermittent. Tube shorts between ground pin and cathode. This is quite consistent trouble with original tubes, and few testers will show this up.

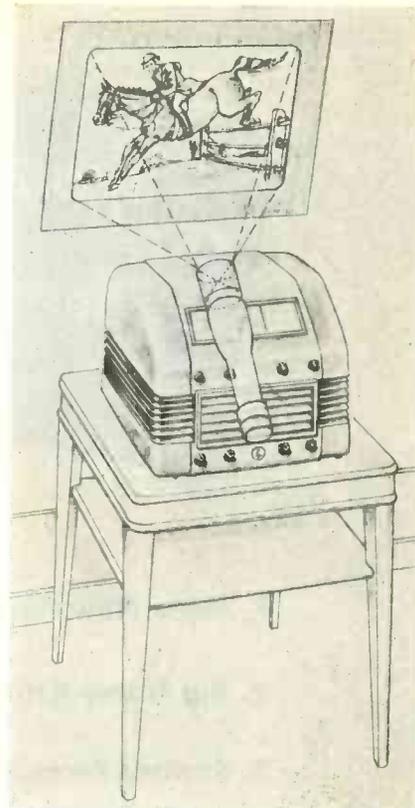
Personal type radios. Short A battery life. Check for possible move-

ment of cells to one side, or for rivet projections that short to metal case of cells.

Emerson "Projection" Television Receiver

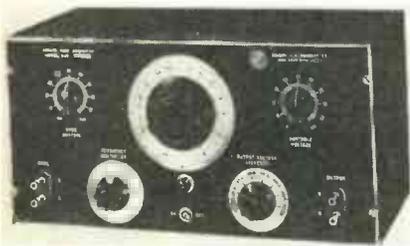
Shown recently at a conference of engineers of Emerson Radio & Phonograph Corp. presided over by Benjamin Abrams, president, a post war home television set approximately 18 in. wide and 14 in. high, and will be a complete radio and television receiver with a three-inch cathode ray projection tube. The television image will be enlarged and projected to 15 by 20-in. proportions on an external motion picture type screen, by means of a new plastic lens system.

According to Mr. Abrams, this development, which will be made available to the public at no more than \$150 when civilian production becomes possible should go far toward building mass television audiences which are essential to the support of broadcasting operations.



Emerson's projection type television home receiver

New Products

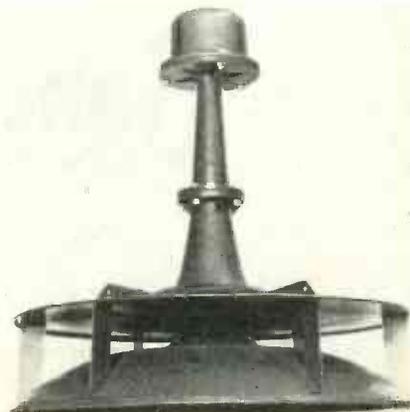


SQUARE WAVE GENERATOR,

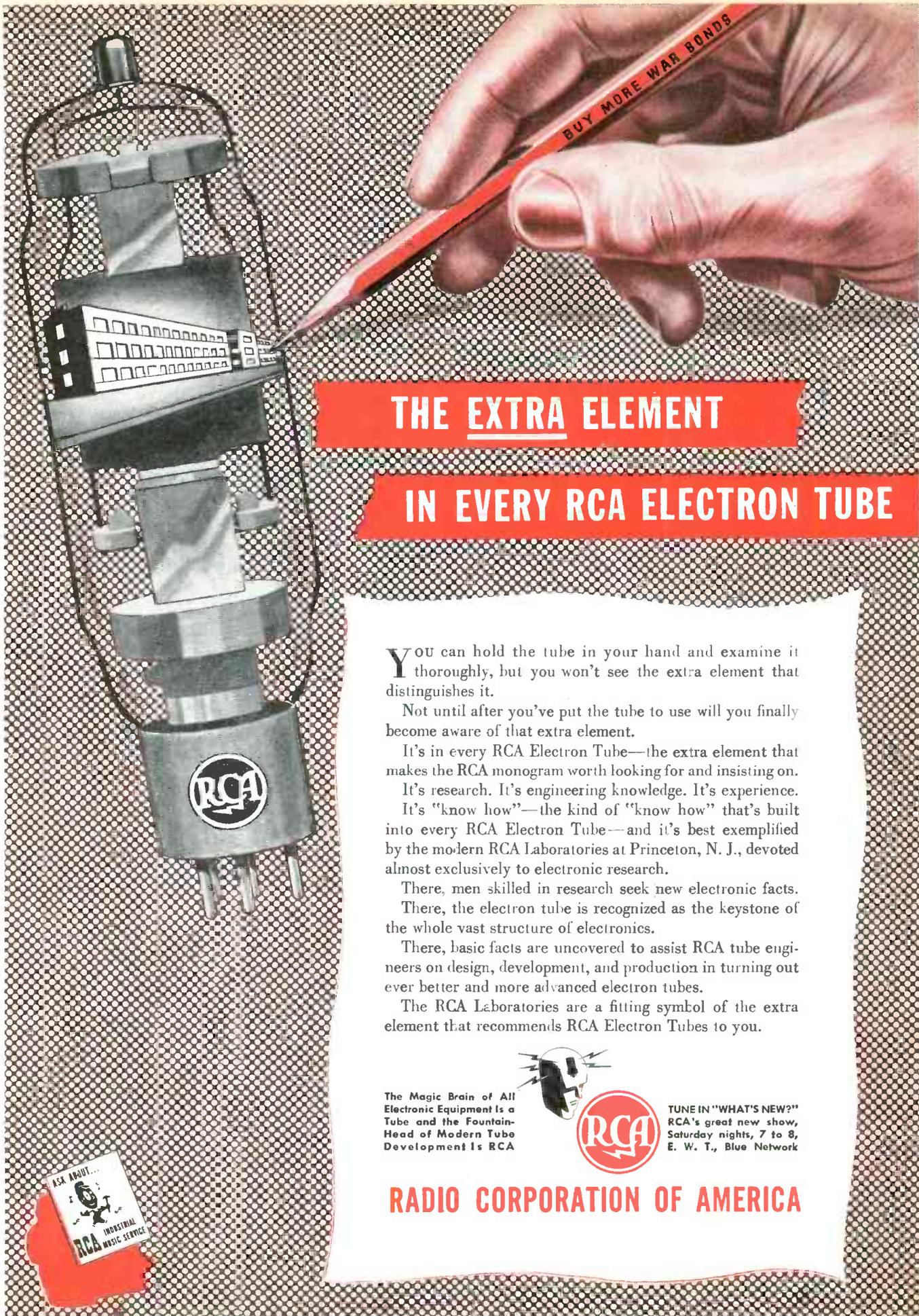
Model 530, has a hand-calibrated frequency scale from below 10 cycles to more than 100 kilocycles with decade multiplier of four steps. Accuracy of the frequency calibration is 5 per cent. The instrument can be made to synchronize with any standard frequency generator supplying at least 0.1 volt. Output impedances available are 100 to 2,000 ohms in six steps. Maximum voltage output approximately 200 volts. Operates on 110-120 volts, 60 cycles. Price complete with tubes—\$95.00 net. Prompt delivery on properly certified orders. Reiner Electronics Co., 152-6 West 25th St., New York, N. Y.—RRT

ANNULAR SOUND DISTRIBUTOR,

Type L-360 gives a uniformity of sound distribution both as to frequency and power over a horizontal plane of 360 degrees and a vertical plane of approximately 40 degrees. Type L-360 is 23" in diameter with an over-all height of 25". Handles power input of 20 watts when equipped with Jensen U-20 drive unit. The Langevin Company, Inc., of 37 West 65th St., New York, N. Y.—RRT



TOOL HOLDER made from tanned cowhide is worn on the belt. Pockets hold tools without dropping. Large pocket for pliers, etc., two medium pockets for knives, markers, rules, etc., one long pocket for the large screw driver, one small pocket for punches, sets, drills, scribes, etc. and one loop holder for hammer. E. F. Hillegas Co., 516 Allen Ave., Box 289, Glendale, Calif.—RRT



THE EXTRA ELEMENT

IN EVERY RCA ELECTRON TUBE

YOU can hold the tube in your hand and examine it thoroughly, but you won't see the extra element that distinguishes it.

Not until after you've put the tube to use will you finally become aware of that extra element.

It's in every RCA Electron Tube—the extra element that makes the RCA monogram worth looking for and insisting on.

It's research. It's engineering knowledge. It's experience.

It's "know how"—the kind of "know how" that's built into every RCA Electron Tube—and it's best exemplified by the modern RCA Laboratories at Princeton, N. J., devoted almost exclusively to electronic research.

There, men skilled in research seek new electronic facts.

There, the electron tube is recognized as the keystone of the whole vast structure of electronics.

There, basic facts are uncovered to assist RCA tube engineers on design, development, and production in turning out ever better and more advanced electron tubes.

The RCA Laboratories are a fitting symbol of the extra element that recommends RCA Electron Tubes to you.

The Magic Brain of All Electronic Equipment is a Tube and the Fountain-Head of Modern Tube Development is RCA



TUNE IN "WHAT'S NEW?"
RCA's great new show,
Saturday nights, 7 to 8,
E. W. T., Blue Network

RADIO CORPORATION OF AMERICA



Welcome to RCA, Mr. Folsom

**RCA DEALERS TO BENEFIT BY SKILL AND EXPERIENCE
OF FRANK M. FOLSOM, ONE OF AMERICA'S OUTSTANDING
MERCHANTISERS . . . NOW VICE PRESIDENT AND DIRECTOR,
IN CHARGE OF RCA VICTOR DIVISION**

RADIO CORPORATION OF AMERICA has the pleasure of announcing to its many distributors and dealers that Frank M. Folsom has joined its executive staff as Vice President, in charge of the RCA Victor Division. He also will serve as a director of the Company. He comes to us from important government posts where he has eminently served his country, both as Chief of the Procurement Branch of the Navy Department and as Chairman of the Procurement Policy Board of the W.P.B.

Thus he brings to our organization an intimate knowledge of the war work which we do now. And beyond that, in post-war times there will accrue to RCA distributors and dealers the benefits of his vast business experience. Mr. Folsom is recognized as one of the foremost merchandisers of our time, a former Executive Vice President and Director of Montgomery Ward, with a long

career in retail, mail order and chain store merchandising.

At the war's end, our organization will emerge from war work to peacetime manufacturing of radios, phonographs and records, of television instruments, of FM transmitters and receivers and in the many expanding fields of electronics.

Mr. Folsom's qualities of leadership will have particular significance for RCA dealers. His experience will be at hand to provide effective merchandising plans to back up the finest instruments in RCA history.

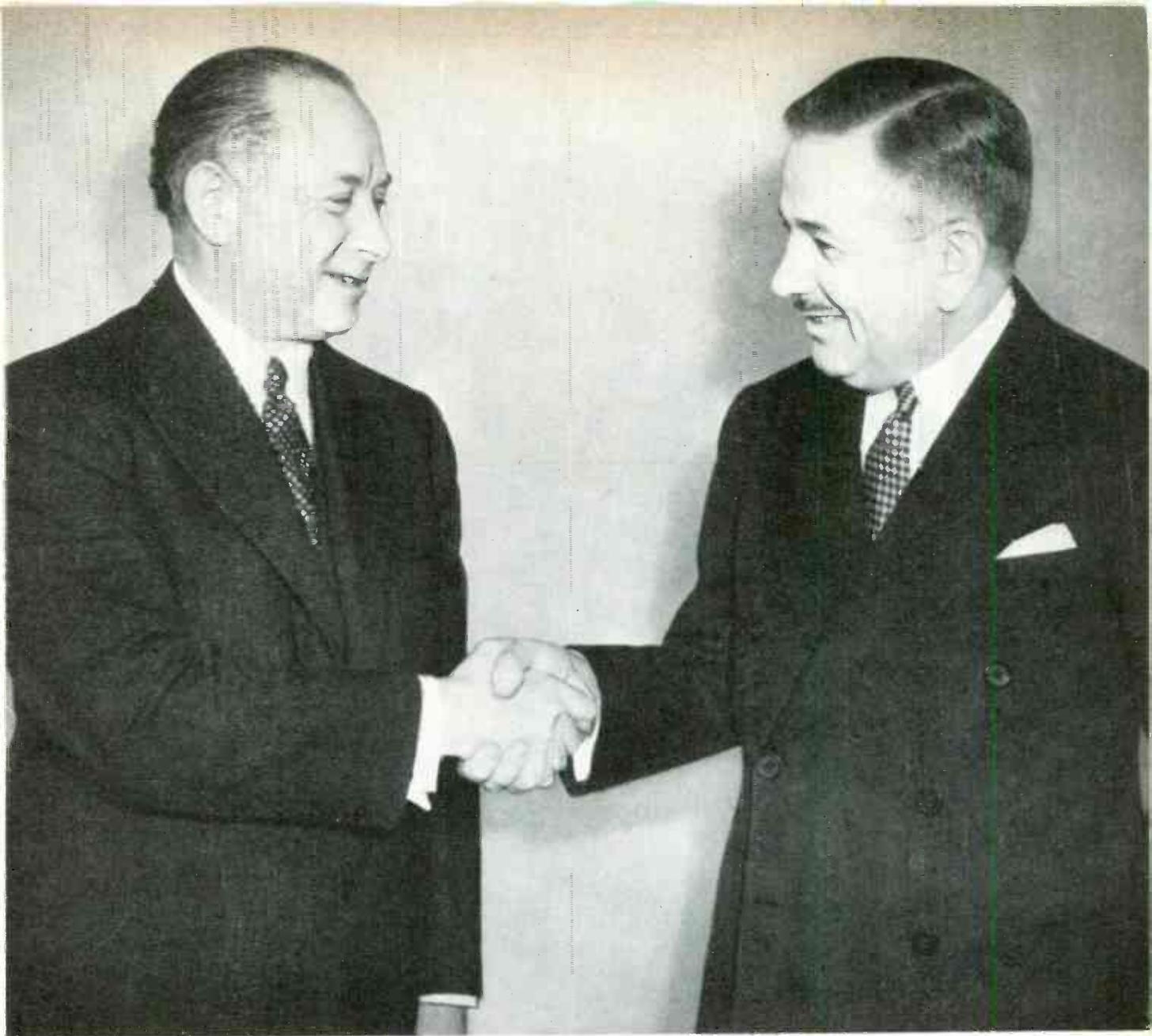
The many letters which I have received from Mr. Folsom's former associates, commending his character and abilities, emphasize and reaffirm our good fortune in this association.



PRESIDENT, RADIO CORPORATION OF AMERICA



RADIO CORPORATION



A CORDIAL HAND OF GREETING is given to Frank M. Folsom (*right*) by David Sarnoff, President, Radio Corporation of America. Mr. Sarnoff paid tribute also to George K. Throckmorton, now retiring, who has devotedly served the corporation as a Director and as Vice President

in charge of RCA Victor Division. Although his retirement is caused by ill health, his abilities and wealth of experience will not be lost to us. Mr. Throckmorton will continue as a consultant to the company. He joins us all in welcoming his successor, Frank M. Folsom, to our organization.

*Salute to
a
Great Record*

RCA has received many congratulatory messages on acquiring the services of Frank M. Folsom. Those below are typical of the high tributes all pay him.

"Frank Folsom has done a real job for me in the two years he has been here in the Office of Procurement and Material. We shall all miss him."

*The Honorable Frank Knox
Secretary of the Navy*

"Frank Folsom has rendered great services and has been of the greatest help to me during many crowded months. I am sure that your own association with him will create the same feeling of admiration

and personal regard which all of us in the Navy have come to have for him."

*The Honorable James V. Forrestal
Under-Secretary of the Navy*

"My experience with Mr. Folsom dates back over a number of years. I first knew him as a competitor when he was at Ward's and, believe me, he was a good one. When I came down to Washington, the first man in the country I asked to come here to help me was Frank.

"He has done an outstanding job in helping our country get ready to win a war. I am delighted that he is joining your organization."

*Donald M. Nelson
Chairman, War Production Board*

OF AMERICA CAMDEN, NEW JERSEY

EAST SIDE

WEST SIDE

ALL AROUND THE WORLD



.... Radio Brings Them the Sidewalks of Home

Sure enough, that's a New York announcer giving the football scores! And there's no mistaking that hot music—it's a famous Chicago "name" band. And that comedian from Hollywood—why, he's the same zany who kept them in stitches every week back home.

American radio manufacturers have supplied sturdy little short-wave sets that bring America to any part of the globe. And that's been a big factor in the sky-high morale of our fighting men overseas.

Every day, U. S. radio manufacturers are making huge deliveries of military radio equipment to speed the day of victory. Their war experience, added to their manufacturing skill, is effecting technical advances that will be important to peacetime production.

Your purchase of War Bonds will help supply American fighting men with the world's finest equipment.



SCIENCE SMASHES AT THE AXIS in RCA Laboratories, working unceasingly in radio-electronic research. Proud of the privilege of serving America's great radio industry in its united war against the Axis, RCA will continue to make the fruits of its basic research available to American makers of radio equipment. This will help American manufacturers to provide finer radio-electronic products and services to a world at peace.

RCA Laboratories



A SERVICE OF RADIO CORPORATION OF AMERICA

Radio and Appliance Merchandiser Converts to Repair . . . Rebuilding . . . Keeps High Standards

• On the main stem of Queens Village, N. Y., Testerman's, at 216 Jamaica Ave., has literally cleared the decks for action. Owner E. Testerman, in business in the vicinity for many years, formerly sold radios, records and appliances, and was well known in the community for his good standing as a representative independent dealer. His spacious showrooms were a buying center for residents for

Left to right, Machinists Cashin and Stahl and Owner Testerman in the appliance repair shop.



SERVICE "Takes the Floor"

many miles around and his merchandise was attractively displayed.

Today, however, these 5,000 square feet of show space are allotted to the most efficient grouping of materials and equipment for repairs and service. Service on radios, service on refrigerators, service on appliances of all kinds.

Radio Maintenance

Closing one of his show-room entrances, Mr. Testerman has set up an operations point on the one side of his large store, at the remaining entrance, for the stacking and sale of tubes and parts. The other half of the space is used for bench work on radios and the minor appliances.

Service Manager R. Wilson, in charge of a force of from 8 to 10 men, says radio repair goes along at a rapid pace, and that the shop is turning out an average of 500 sets monthly. Specializing in service as Testerman's does, many tough jobs are brought in for the specialist's handling that Testerman's is known for. Auto radios converted to home sets elsewhere often turn up at Testerman's for check on proper parts and difficult realignments often are the only solution in these readjustments. Owner Testerman backs his service department on their insistence upon the use of only the very best in parts, and on thorough-going service jobs. This is

Service Manager Wilson at work in one section of extensive radio maintenance shop.

explained to customers, adequate prices are charged, and the result is a well-satisfied clientele.

Appliance Repair

Back of the shop a workroom is devoted to the repair of washers, refrigerators and other major electrical household equipment. This department employs two highly experienced men. August Stahl and Terry Cashin are two expert machinists. With Testerman's for the past three years, Stahl works full time, and Cashin, a machinist at a near-by Navy yard, works a part-time shift of from 9 a. m. to 1 p. m. Both men are crackerjack lathe operators, on which they manufacture necessary parts for appliances, and both specialize in motor reconditioning.

Past Reputation Maintained

As efficiently as Mr. Testerman ran his sales business in the past, this dealer now handles his completely converted-to-service operations with equal skill and leadership. "My prices are not high, nor are they scaled to cut corners on good servicing, but they are sufficient to insure the customer a perfect repair job," Mr. Testerman states. Protecting his reputation in the past on contracts well kept and guarantees firmly upheld, Mr. Testerman employs well-paid assistants, insures the use of good parts, gives the public rapid service, and finds he has no complaints about an adequate charge.



Radio Buying Trends Tomorrow

• Wartime induced trends and pre-war trends, give us a fairly accurate picture of the buying public's pent-up desires in the radio field. Around this picture we can frame our plans for the days to come.

It seems but a few days ago that buyers were clamoring for portable receivers, and the manufacturers were giving out with these sets in a big way. As the sales in "compacts" increased, the models decreased in size. The desire for portables has not diminished. In fact, it has grown. In addition to the existing thousands of civilians wanting "compacts," a new factor for future sales has entered the scene—men and women in the armed forces—and all are "portable-radio"-conscious. They will not only demand these sets, but will influence many other people in purchasing them.

The manufacturer, planning to enter this field or the one picking up where he left off in the manufacture of portables, therefore, doesn't have to worry about the sales potential. He has but one problem—how to break down the figures on proportions of "all-current" and "just-battery" sets.

Midgets and Table Models

Viewing the next sets, we come to the midgets and table models, intended solely for indoor use. Here, the present situation is well known. Not only will these "extra" radios for various members of the family, continue to be a must, but ever since production ceased, they have been in great demand, and countless numbers of families who never owned sets of these types before, are calling for them now.

This new trend—a desire for "extra" sets on the part of families not previously owning such sets is due to a number of things. For example:

1. Because of lack of housing facilities, the number of persons per home has been greatly increased.
2. Regular increase in population.

Babies coming to the "listening age" (which they never *out-grow*) increases the demand for extra sets.

3. The "commercial" users of midgets and table models will increase in numbers as building is resumed—and many predict a building boom. In the future, even the smallest hotel, the most unpretentious restaurant and the most modest shop, will have to buy small radios.
4. The "domestic" building boom in postwar times. Many more families will not only want to own their own homes, but will be financially able to build them. Thousands of persons in the armed services now, and migrating war workers, will settle down to peaceful pursuits—many of them will set up house-keeping for the first time.

Here's a new angle, too, and it's not numbered with the above, because it could affect *all* radio type sales—and affect the selling market, *but favorably*—how about the possibility of an enormous number of immigrants reaching our shores after the war? Such a picture is not entirely fantastic.

"Combinations" and Consoles

To get back to the various models and the trends affecting their future, we come to the console and the radio-phonograph "combination," as well as the general run of record-players and play-backs.

Pride of ownership, and the desire for a "main" set, not only as a means of entertainment, but as a piece of furniture as well, insures the future of the console for some time to come. That there will be a new and definite trend toward "combinations" is the prediction of a number of retailers. The tremendously increased interest in records—and the obviously large number of homes now without record players, points to another pent-up

buying desire—a backlog sizeable enough not to be sneezed at.

Those Sets We Wrote About

How, then, you may ask, is it possible that there are a number of the "combinations" still in the dealers' hands? How can there be a pent-up demand with a supply still on hand? *Radio Retailing Today*, a few months back, offered some advice to dealers on various ways of merchandising the "combinations." The stories regarding stocks of "combinations" had been gathered by members of our staff and by our correspondents, from many sections of the country.

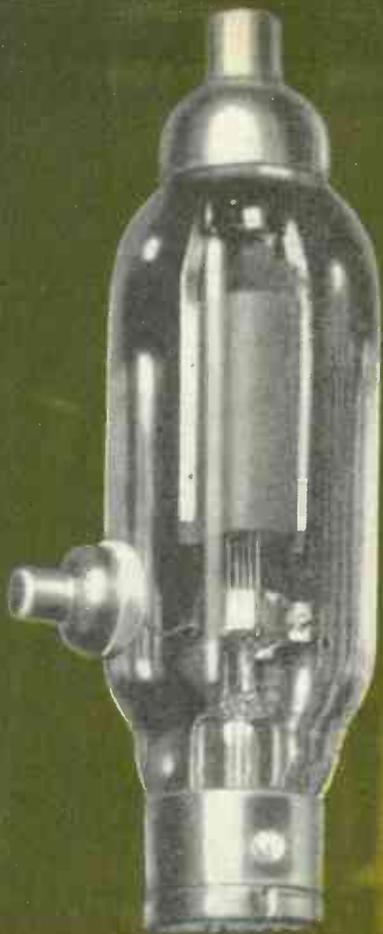
As a result of the article on how to move the big sets, we were literally swamped with inquiries from dealers who wanted to buy these "combinations." We even heard from Alaska.

If the retailers holding these radio-phonograph receivers actually needed to sell them they could have done so—and in no time at all. Doubtless, all of these big sets would have been snapped up by other retailers, judging from the contents of the letters we received. What we don't know, of course, is what prices the "wanters" would have been willing to pay.

But, nevertheless, there were and still are a number of these sets on hand. An examination of the situation leads to the following, as a possible explanation:

1. Some cities appear to have a fair supply of "combinations" on hand. Other towns and cities certainly have none.
2. A number of dealers explained that some people hesitate spending as much money as the "combination" costs because they "expect" newer models in the near future. One dealer says he combats this by breaking down the sum asked over a period of years, and explains the true situation of no prospects of immediate "radical" model changes.

(Continued on page 62)



A Chemical Formula, Too!



Chemistry is but one of the many sciences which are collaborating at National Union in the work of producing better electronic tubes for today's vital war assignments. Indeed, our chemists are playing a decisive role in making National Union Tubes *measure up* to the precise standards of scientific instruments.

Thanks to chemical research, we know for example that not only must the formula of a tube's emission coating be *right*, but also the application and processing methods must be rigidly controlled.

To effect such control our chemists, in coopera-

tion with the engineers of our Equipment Division, designed, built and put into production a new type automatic coating machine. Operating in an air-conditioned chamber, this equipment provides exact control of both the coating operation and the chemical processing of the emission coating—free from all extraneous elements.

When making post-war plans, keep in mind that tube manufacture *is* a many-sided scientific business. To get the tubes and up-to-the-minute service data you need—*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

Radio Buying Trends

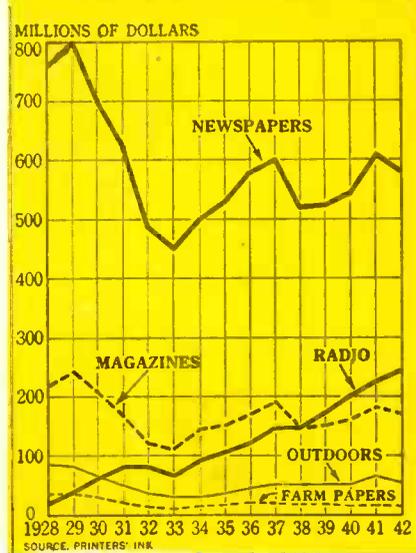
(Continued from page 60)

- These are abnormal times, and many families are in a "migratory" state. Definitely, families moving about from town to town are not "combination" prospects. Then too, some dealers have run into the "no-space" problem, especially in congested housing areas.
- Dealers say that the customer who comes in for a small set—for which he wants to pay only a small sum—isn't easily influenced to spend more for a larger receiver.
- Dealers say that *all* the "combinations" and consoles will soon be sold. That those without any radio will just *have* to buy them.

So there's the picture. Some sections have big sets; others have none. Abnormal living conditions—homes upset—families moving—lack of room are all contributing factors in areas where some of the sets still remain.

But this fact remains—there is a tremendous *new* interest in records. A whale of a business is being done in a "shortage" market. And all this in the face of definite knowledge that there are too few record-players.

GROWTH OF BROADCAST



Increase in broadcasting over the 14-year period, 1928-1942.

The new trend then is educating more and more people to listen to recordings, and they are going to *have* to *have* record-players. Then, too, there is a new trend in instantaneous recording. It is growing daily in popularity, so that the retailer not only faces the prospect of selling a conventional type "combination," but one embracing home-recording facilities, for which he always did get more money. In addition, he will find a great new demand for blank discs.

Apparently there is nothing new in auto-radio set trends. Car radios are generally accepted, and the sale of these, probably along the same selling lines as in the past, will undoubtedly prevail.

That car set sales will skyrocket with the sale of new cars in the future is a certainty. There are vast numbers of used cars now lying idle, and when the gasoline and tire situation is eased, many will need sets.

Public Address

The peacetime potential for public address and intercommunicator sales looms like a mountain, and new trends are here, and in the making.

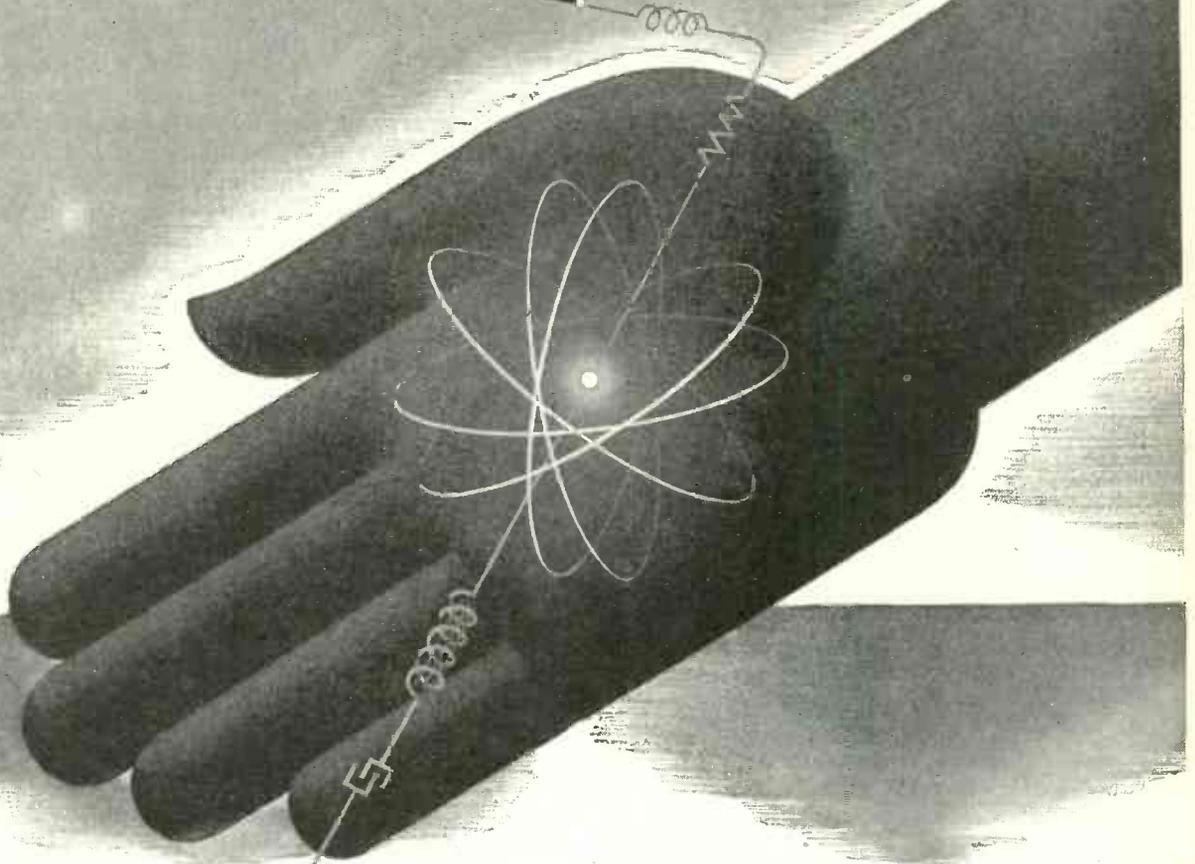
More than ever before, public address will be used in lieu of "in the flesh" announcers for business and amusement purposes. Factories, large and small, restaurants, hotels, ships, business offices and even large dwellings, now unable to secure public address or intercommunicating systems, will certainly install them when priorities are things of the past.

In contemplating this immediate postwar radio retailing picture, we see other good things in store for us—frequency modulation and television—to mention two—as assured features, already here, and poised to soar to new selling heights when American production really gets rolling again after the war.

TWENTIETH BOARD OF DIRECTORS, RMA—1943-1944



PRECISION



in quality manufacturing

Fighting materials that bring laboratory precision to war production are rolling from the new machines and expanded assembly lines in the war plants of Crosley.

Today in more than a million square feet of floor space an army of over 8,000 men and women are producing a volume of war materials several times the peace-time peak in the 23 years of Crosley manufacturing history.

This mass production of precision products means that Crosley will approach post-war production with a new outlook, a new potential and a new leadership in the industries Crosley covers.

SCRAP IS POWER

YOU HELP
 ... the War Effort
 ... Your Customers
 and Yourself
 ... when you Salvage, in accordance with your Manufacturer's Instructions, all inservice parts containing ...

CRITICAL MATERIALS
 Cooperate with your industry! Put vitally needed scrap back into the Scrap **TODAY!**

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

CROSLEY

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





Merchandise Survey

(Continued from page 25)

- 6—Farm equipment repair.
- 7—Auto radio repair.
- 8—Refrigerator repair.
- 9—Installation of industrial electronic call and control systems.
- 10—Used-set rentals for war workers.

Profit from Records

Many a smart dealer is paying his rent with his service department and taking his profit from record and accessory sales. In cities and small towns it can be done. And make no mistake about it—record customers are *good* customers, for they are *repeat* customers, always coming back for more.

You should give full consideration in your plans to consumer merchandise which will begin to reappear in the market, particularly appliances and hard lines.

Make every effort to know your customers, to make new customers, to have your customers know *you*, because one of these days you are going to be selling *radio* and *television* and *FM* again. Be sure that your merchandising and your servicing plans this year are aimed directly at *keeping old customers* and *making new ones*. This is a year when smart retailers will again give genuine attention to customer good will.

Renew Customer Contacts and Good Will

In all too many stores the shortage of merchandise, the new, young and untrained salespeople have turned away customer good will of long standing. Of this, large stores and small stores have been guilty. True, you have had more *demand* than you had merchandise, but you can never have too many friends or too much

good will. One day soon your own radio lines will again be available, and *then* you will know what good will—or the lack of it—means.

Look ahead—take all the facts into account—think clearly—and plan to make this a better year, month by month, than last year was. See what others have done—in other towns—in other parts of the country.

This year is certainly not “the end of the beginning.” This year is undoubtedly the “beginning of the end” of wartime production and wartime merchandising. If you are smart, you will plan, now, carefully, so that your operations may flow as smoothly as possible into a new and greater radio merchandising era than you have ever seen before.

The return of civilian radio may be one or even two years away—but it is not too soon to start very definitely guiding your business back to radio retailing.

Diversified Lines

(Continued from page 32)

near-by tables. Girls in charge of the front section are trained to offer suggestions as to color schemes for vari-

ous home rooms. The paint stock helps bring up sales but it is only incidental to the main work of the shop which is at this time definitely servicing.

The shop continues to advertise in order to keep its name before the public, although there is no need to push radio service, since the shop has more work than it can keep up to schedule. The advertising concentrates attention on the good workmanship the shop turns out. A slogan “You Know We Know Radio” is used on all publicity connected with the shop, on letterheads and bills.

Cars operated by the company have a special paint job with the name and address of the shop and the slogan prominently displayed.

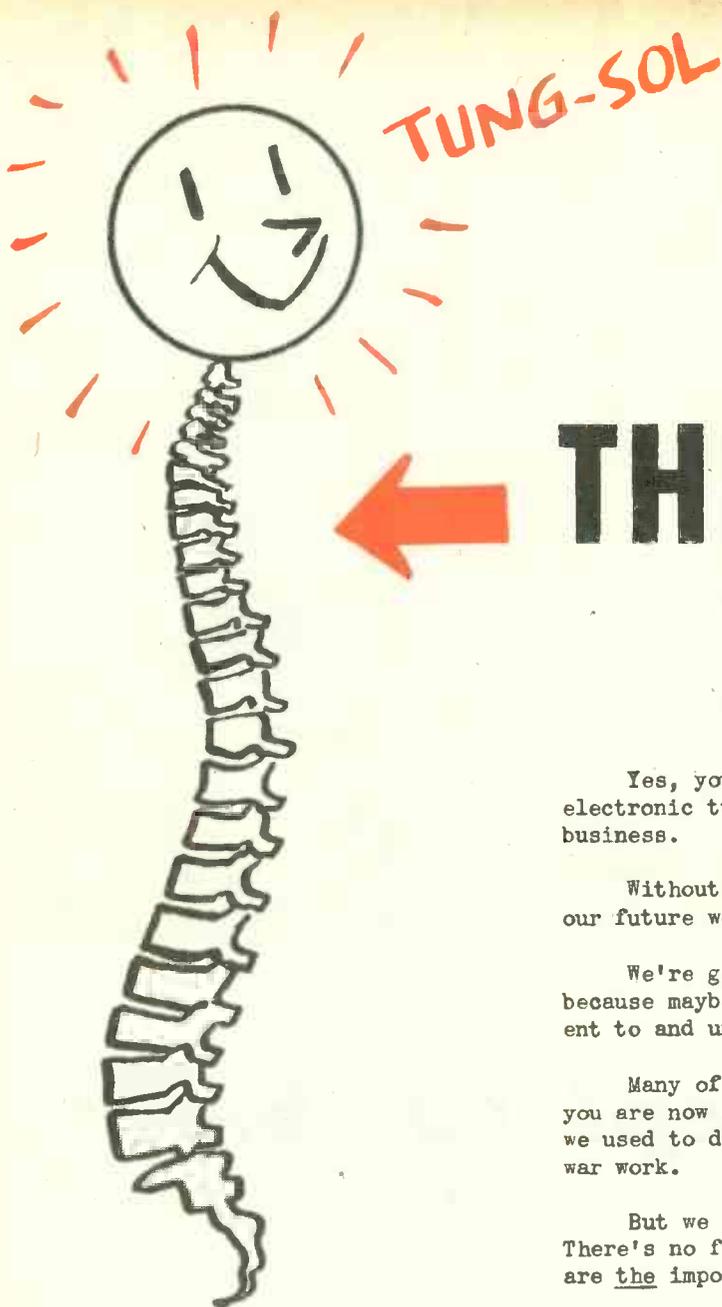
Every effort is made to keep the quality of the shop up to its usual standards. The owner works actively in all phases of the business from bench to delivery and work which can be done at the homes in order to fill in when there is a shortage of help.

When the post-war period arrives Larry's Radio Shop will be ready to expand in several directions, and will have a large clientele ready for new radios, principally because he believed in having several baskets for his business eggs—and promoting every one.

SYLVANIA MEN AT “LITERARY LUNCHEON”



Honoring Don P. Caverly, Sylvania engineer, author of a new book, “A Primer of Electronics.” Left to right: Roger M. Wise, director of engineering; Walter E. Poor, president, and Don G. Mitchell, vice president in charge of sales.



THIS IS YOU

YOU are the backbone
of Tung-Sol

Yes, you wholesalers and retailers of our electronic tubes have always been the backbone of our business.

Without you, we wouldn't be here. Without you, our future wouldn't be worth a tinker's darn.

We're giving you this pat on the backbone now because maybe you think that sometimes we are indifferent to and unappreciative of your business.

Many of our representatives who used to call on you are now calling on the Axis. The factory energy we used to devote to you is now being devoted to war work.

But we aren't fooled. This war is only temporary. There's no future in it! We're not forgetting that you are the important factor of our future.

We're planning ways to make that future bigger for ourselves and for you. We hope that we'll have a greater line of electronic tubes for us both to sell. And we'll be able again to treat you as somebody important. A fellow can't go places without his backbone.

With the few radio tubes that are available, you want to get your share of the service work they make possible. Ask for the display and booklets with your next order for TUNG-SOL Tubes.



TUNG-SOL
vibration-tested
RADIO TUBES

TUNG-SOL LAMP WORKS INC., NEWARK, N. J., Sales Offices: ATLANTA, CHICAGO, DALLAS, DENVER, DETROIT, LOS ANGELES, NEW YORK
ALSO MANUFACTURERS OF MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS AND CURRENT INTERMITTERS



Owner R. L. Kidd of Radio Sales & Service Co., Norfolk, Va., and one of his helpers in action on the repair front.

Service Replaces Sales

Rushed Today, Radio Dealer Slants Service Toward Future Selling

● R. L. Kidd, owner of Radio Sales & Service Co., 416 Monticello Ave., Norfolk, Va., is operating his business today in a manner designed to insure his continued success in the selling and servicing field when normal times return.

Because his business is situated in a busy section of this city where foot traffic is very heavy, he is continually required to wait on transient visitors. The time devoted to this duty seriously interferes with the three-man shop's efforts to get out the vast amount of work on hand.

They Want Small Radios!

Norfolk and surrounding territory has seen tremendous population increases due to the war, and the demand for small radios not only by the permanent residents but by the

migratory workers is terrific. People tramp the streets from store to store and shop to shop seeking sets, and apparently very few dealers have anything new or used to offer.

Builds Good Will

Mr. Kidd would like to find some method of closing his doors in order to get caught up with the work, but is faced with the possibility of antagonizing his old customers and potential customers who might call at his place of business. So he stays open, and answers questions courteously, and believes that this policy will pay him in the long run.

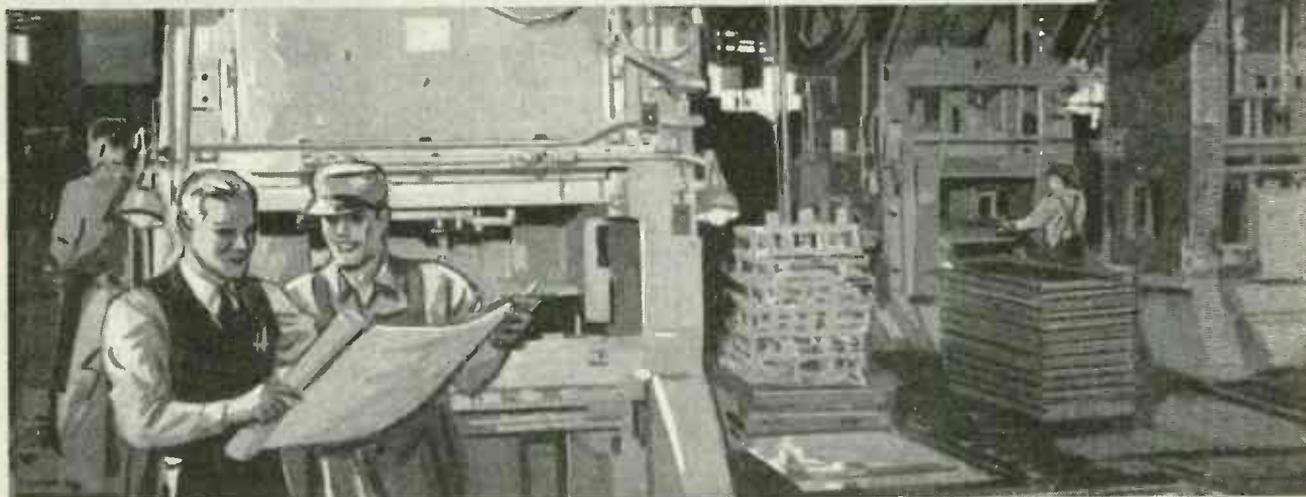
There is a constant demand here for small radios, and because his showroom, one-time scene of a big selling job, is now filled with sets awaiting repair, he must explain to

the would-be purchasers that he has no new or used radios, and that the ones they see belong to his customers. There is a demand also for parts, and requests for immediate repair service. So all in all, Mr. Kidd is operating under difficulties. He cannot get sufficient help. He finds that he does not have enough gas to make deliveries, but states that he is well pleased with the considerate and understanding attitudes of most of his customers.

Mr. Kidd's Radio Sales & Service Company specializes in auto-radio work, and his shop can accommodate five cars at one time. This company also does a big job for the war effort, selling and servicing public address and intercommunicator systems for warplants, and does ship-to-shore work as well.

OUT OF THE LABORATORY ...AND INTO PRODUCTION

**It Takes Volume Production
to Make Research Effective**



In war as in peace, the products of research become fully effective only when they can be put into mass production—and *put there fast!* This is a Delco Radio specialty. For years Delco Radio has been putting this know-how to work in the mass-manufacture of radios for leading makes of cars.

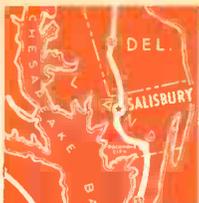
This experience is now being turned to meet the demands of wartime industry. Amazing new electronic devices—built to microscopically-

close tolerances—are being manufactured in large quantity for the planes, ships and tanks of war. When the full details of this remarkable manufacturing story can be told, they will add another bright page in the history of Delco's leadership in "precision on a production basis."

Today—as never before—quantity and quality are needed vitally. Delco Radio is uniquely qualified to give both in full measure.

Delco Radio
DIVISION OF
GENERAL MOTORS

**BACK OUR BOYS
BY BUYING BONDS**



SALISBURY

(Continued from page 27)

picks up and delivers work; repairs minor appliances, services electric fence installations and specializes in maintaining PA systems, juke boxes, and commercial motion picture projectors.

The Schors are never too busy to give an extra measure of service to their customers, and in this way have built up an enviable reputation for honesty and efficiency in the community. Repaired sets are always thoroughly cleaned, and the cabinets polished before they go back to the owner. Repair prices have not been raised. Whenever he changes a circuit in a set, Mr. Schor pastes a rough diagram on the chassis.

Prior to the war Schor sold lots of radios. Today, the only things offered for sale are phonograph needles.

Identifying himself with community affairs, and holding membership in the local WERS, Schor is an electronic maintenance man who's going places under present day handi-

caps. Both he and Mrs. Schor are putting in long, effort-filled hours, but are meeting the public with smiles and good-will building service.

William F. Johnson, veteran radioman on Camden Street, was glad to be able to walk around in his shop the day *Radio Retailing Today's* representative called. The reason he couldn't move around in his shop easily prior to this time was that the radios repaired and awaiting repair had crept up in his place like the tide. The "bottleneck" used as an aisle kept getting smaller and smaller. Then, in three days fifty repaired sets went out, and when we called to see him in his one-man shop, Mr. Johnson had but three hundred sets on hand.

Mr. Johnson picks up and delivers work. He established his business here in 1930. He has a fine reputation as a technician, and his work comes in from customers who live as far as a hundred miles from his shop.

In addition to repairing home radios, about fifty per cent of which are battery sets, Mr. Johnson services auto sets and sells and services PA.

"Radolek"—A New Shop

Edward M. Betts formerly had a radio shop in Camden Street. He has been out of the state for some time, but recently returned and has opened "Betts Radolek" on S. Division St.

Likes Salisbury! Formerly in business here, E. M. Betts returned.



Edward G. Thomson in front of Thomson Radio Shop, opened last April.

He now has all the work one man can do. He repairs minor electrical appliances as well as radio, and he picks up and delivers in a truck. Mr. Betts is assisted by his capable wife, who is a member of the WERS, and though he is hardly settled in his new shop, he has ambitious selling plans for the future. Betts was formerly a Motorola dealer in this community.

Few Used Sets Offered

There's still another new shop in Salisbury, opened also by a man who had previously been in business here for fifteen years. This shop, known as "Thomson Radio" was opened on Camden Street last April. The owner is Edward G. Thomson. He specializes in radio and vacuum cleaner service, and plans an all-out selling set-up here when goods are again available.

According to Mr. Thomson, parts are coming in fairly well, but tubes, especially the wanted numbers, are scarce, and he reports that he has only received 4 tubes in the past two months.

Thomson has a very few reconditioned sets for sale.

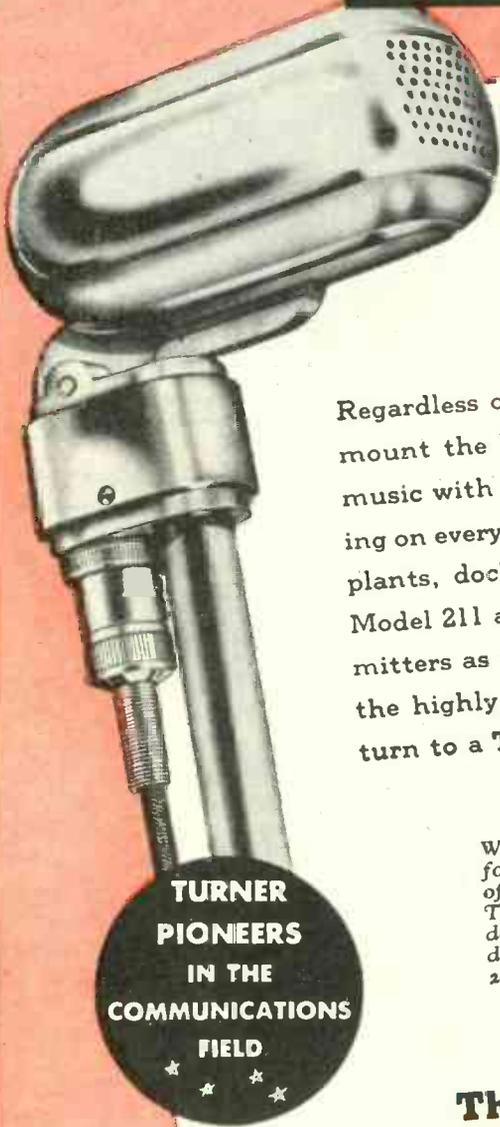
Roy A. Beers, No. Division Street, who operates from his home, where he maintains a well set up laboratory, is also doing a big job. In fact, he's so busy, we were unable to meet him during the brief stay in Salisbury.

In near-by Delmar, Delaware, veteran radioman George Baker, 504 No. 2nd Street, is bending every effort toward keeping them playing also.

Dependability Unlimited

TURNER

M I C R O P H O N E S



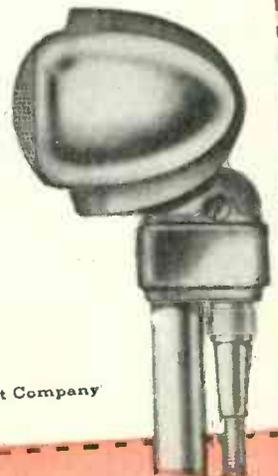
**TURNER
PIONEERS
IN THE
COMMUNICATIONS
FIELD**

SOUND ENGINEERING

Permits faithful reproduction of all sounds, from the faintest whisper to the loudest train whistle, when you use a Turner Microphone.

Regardless of acoustic or climatic conditions, you can surmount the barriers of distance with clear, crisp speech or music with a Turner. Today, Turner Microphones are serving on every war front — in war plants, air dromes, ordnance plants, docks, army camps, in broadcast studios (for which Model 211 at left is specifically engineered), in police transmitters as well as public address systems of every type. For the highly sensitive transmission, where accuracy is vital, turn to a Turner.

Whatever your need for a Microphone, for indoor or outdoor use, you can be sure of complete satisfaction when you specify Turner. Ruggedly constructed in modern design, Turner Mikes stand up and deliver under toughest usage. (Model 22 D Dynamic and 22X Crystal at right).



The TURNER Company
CEDAR RAPIDS, IOWA, U.S.A.

Crystals Licensed Under Patents of The Brush Development Company

Free TURNER catalog

Write today for yours. Gives full details on all available units, and how to care for those you now own.

RECORD SALES ROCKET!

Pre-War "Sometime" Record Section Now a "Real Live" Department

• When the McGowan Radio Shop, St. Peter St., St. Paul, Minn. concentrated on its record section, business in records was increased in one month six times over its former volume.

A small record section had been maintained in pre-war days. It was enlarged sharply. Display racks were installed throughout the shop, across the front and down a central traffic lane. Bins for old favorites were placed across the aisle. The entire back wall of the shop was shelved for catalogued record files. Four booths were constructed along one wall for listening, and a room on the second floor was provided with a large machine for customers who wished to listen to the very fine classical records.

Having previously done one of the largest volumes of business in combination phonograph-radio machines in the city, the McGowan shop had an established list of customers. These were contacted by mail and telephone,



Record Department at McGowan Radio Shop, St. Paul, Minn., puts customer in a buying mood. "Self-Service" display increased record business six-fold.

informed of the enlarged record department, and invited to "drop in." Consistent newspaper advertising was carried out, and once a week a program of recordings given over a local radio station encouraged sales.

Volume of sales rocketed. People visited the store, were pleased by it, and returned again and again. They found display racks arranged so they could browse about among the albums and records, serve themselves.

They found sales help courteous, and ever ready to find or make suggestions, if desired.

"Customers," says Mr. McGowan, "usually wind up with two or three times the number of records if they are allowed to roam about without being followed by a salesman. They see numbers they had wanted but which had slipped their minds, new numbers about which they had been curious. Self service not only saves a lot of time but increases volume of business."

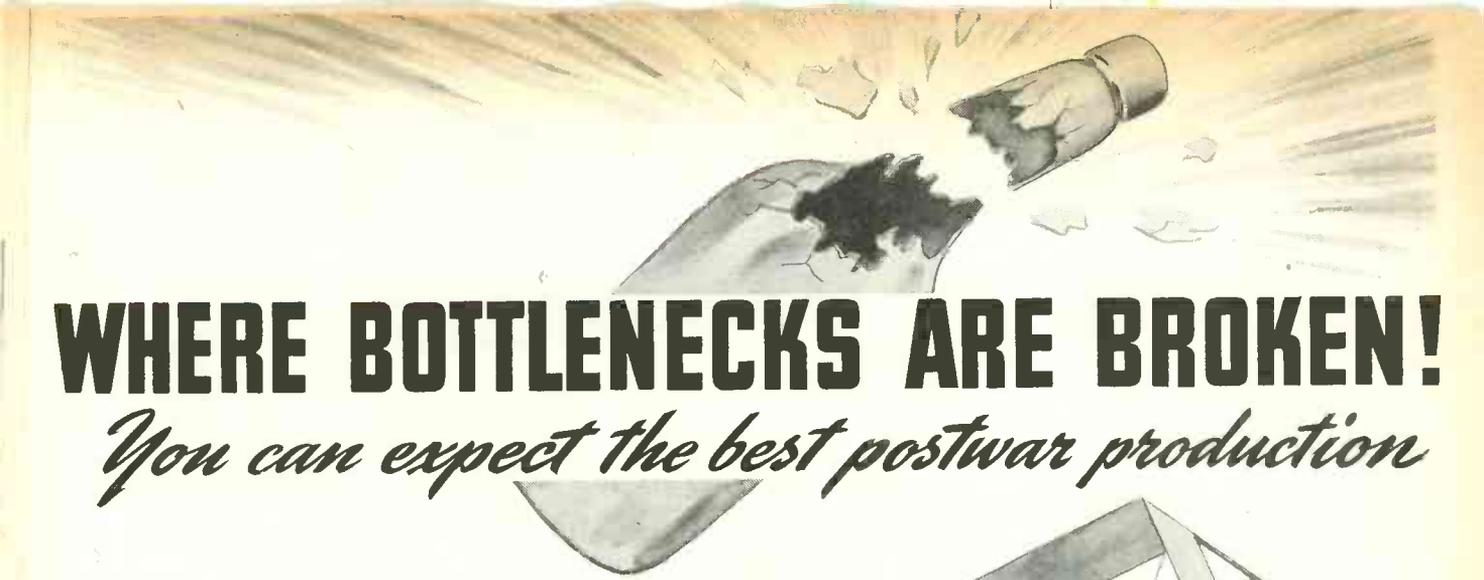
Record "Programs" a Sales Factor

Single discs of old favorites are placed in bins, and sold largely through self-service. Customers fre-

(Continued on page 74)



A record counter that counts! Section where browsing ends in sales.



WHERE BOTTLENECKS ARE BROKEN!

You can expect the best postwar production

FROM KITES—

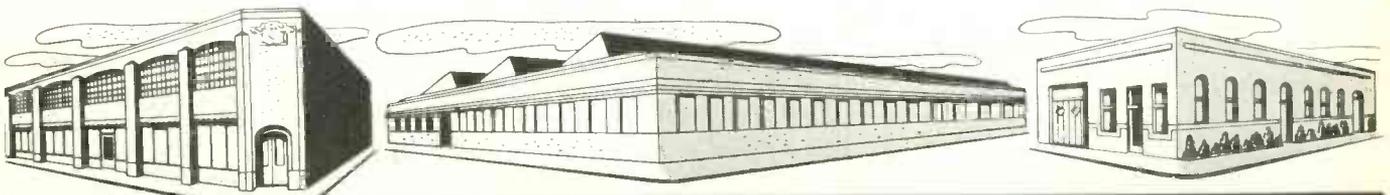
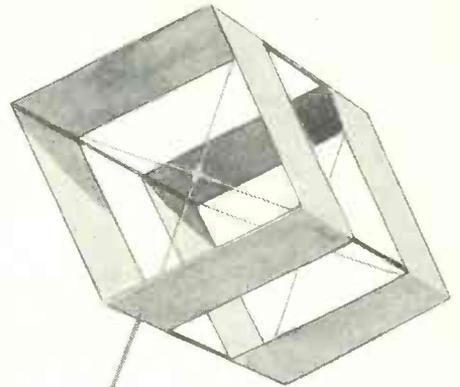
An antenna was needed to expand the range of the Gibson Girl sea-rescue radio set. Hoffman engineers solved the problem with a box-kite — simple, sturdy, built to fly in winds from 7 to 70 miles an hour, at a specified angle. Engineering ingenuity broke a tight bottleneck in design.

TO FREQUENCY METERS

Not many months ago, Hoffman took on the job of producing crystal frequency indicating equipment of vital importance in Navy communications. The plant was tooled up, manufacturing procedures established, testing equipment installed, all in record time. Now, mass-production quantities of this high-precision equipment are rolling off the lines. Another of many important bottlenecks broken.

IT'S INITIATIVE-IMAGINATION

Kites and frequency meters are but two of the many important jobs being done by Hoffman Radio Corp. We've intentionally taken on the toughest jobs — and broken the bottlenecks. We take great pride in the flexibility and fast action of our organization. It has made our contribution to the war effort greater and will result in the production of finer equipment for our dealers as soon as the war is over.



Hoffman

RADIO CORP.

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

3430 SOUTH HILL STREET • LOS ANGELES 7, CALIFORNIA

"V-DAY" PLANS

AT JAY'S

Illinois Dealer Marks 20 Years' Progress With Future Projects and Pledges



Building plan awaiting the Victory go-ahead signal at Jay's.

● Jay's Radio, 530-532 So. Adams St., Peoria, Illinois, is currently using big space in newspapers to achieve several specific purposes. Advertisements call attention to the firm's twenty years in business, to its postwar plans, to its present service facilities and to its gratitude to old customers. Considerable space is always given to the war effort in the advertising, and much copy run by Jay's is entirely devoted to promoting war bond sales.

Elaborate postwar plans are in the making here. Showing illustrations of Jay's first, second, third and present stores, each successively larger than the other, the organization pictures its future building set-up in the advertisements.

Pledges for the future include an extensive remodelling and rebuilding program, immediate re-employment for every man who left to enter the armed forces, an employee profit-sharing plan and "a broader conception of what 'service' really means."

No Shortages Here

According to I. M. Jacobson, president of Jay's, his firm has not experienced any difficulties in finding the necessary tubes and parts for radio repair, because sufficient stock had been bought well in advance of the shortage period.

Over eighteen months ago, Jay's advertised the following pledge: "We will keep in operating order for the duration of the war every appliance, such as radios, washers, refrigerators,

etc., that we have sold." According to Mr. Jacobson, this pledge, with the exception of a few isolated cases, has been kept.

In January 1943, Jay's advertised in part as follows: "Sales are secondary—service comes first! As far back as last July when new merchandise was still available, we made up our minds to forget about selling and concentrate on service. We bought repair parts instead of finished merchandise. We put everything we had into parts. . . ."

Good Advertising Ideas

Radio retailers may get ideas about building up service and sales from the advertising themes used successfully by Jay's, whose efforts to keep in the public eye are never lessened.

Here are some typical Jay themes: "Our Customers get Service for the Duration." This advertisement calls attention to the service rendered in the past and pledges continuance. It tells customers that if they have to wait longer than usual for a repair to a radio, a washer or a refrigerator, any of these appliances will be loaned to them without cost, pending repair of their own.

"Loyal employees." Frequent reference is made to the loyalty of Jay's employees, and the copy points out that "Jay's don't change employees often—we just add to our force and they're employed the year 'round, whether their work is seasonable or not."

"Jay's Looks Back With Gratitude . . . Forward with Confidence," thus emphasizing the store's service in the past and telling of its improvement plans for the future.

Advertising also offers service to non-customers, as follows: "Whether you're a Jay customer or not, if the dealer you bought from cannot fix your radio or appliance . . . call us! If we can't fix it, we'll tell you who can. Understand—this is not a plea for outside repair work. Our own customers come first! But we are anxious to serve in every way possible."

An Unusual Circular

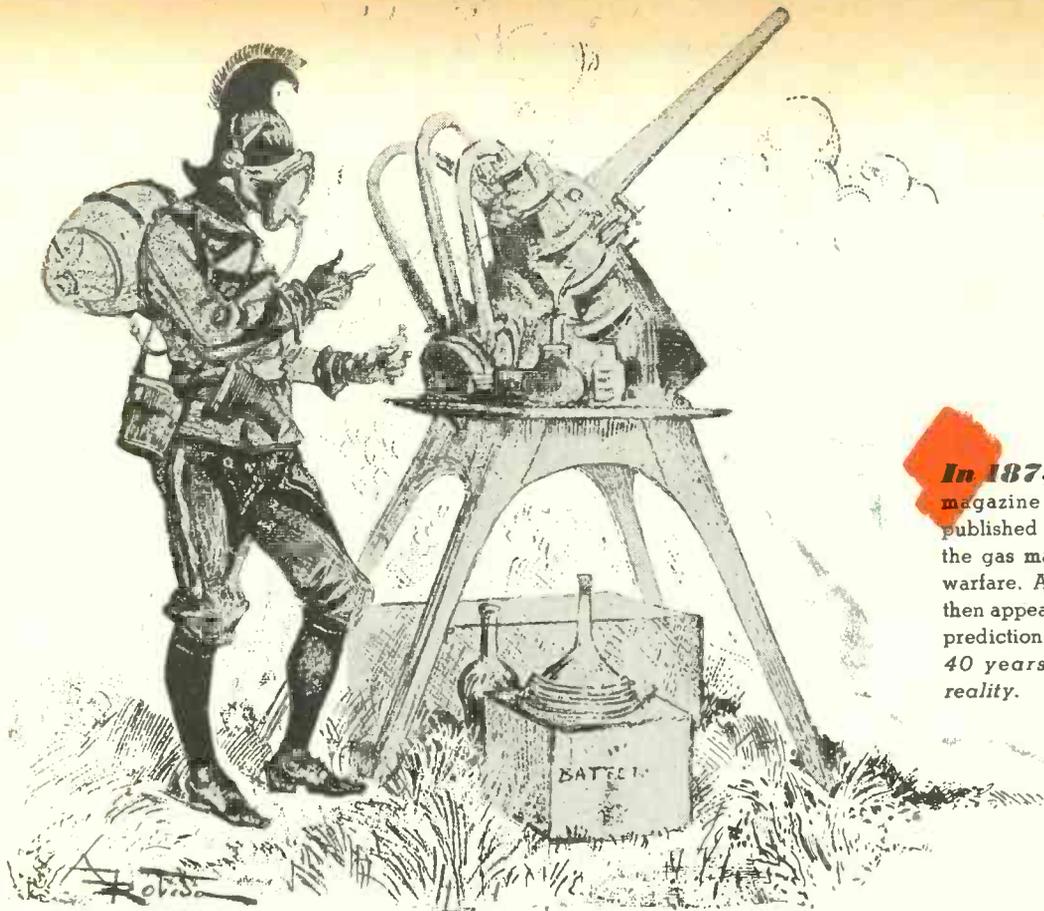
A unique method is employed in dealing with new customers who have been able to buy "shortage" material in this store. The purchaser is given a circular, headed "Thank you for Your Business" and signed "Jay's Radio Service," which reads:

"We are glad that we have been able to sell you this hard-to-get part or tube; or that we have been able to repair your radio set for you, whether or not you purchased your radio set from us.

"Before you came to us for these parts or repair work, you may have been turned down elsewhere, and are therefore wondering why we have these parts and tubes and service men available. The reason is simple.

"For the past twenty years, we have been a service institution, and we

(Continued on page 74)

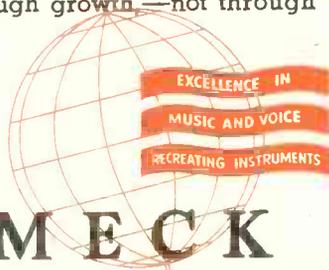


In 1875 the French magazine "Caracature" published this forecast of the gas mask in chemical warfare. As fantastic as it then appeared it was a true prediction though it took 40 years to make it a reality.

THE *Father* OF INVENTION IS TIME

It's American to want "something better" And Industry is working to produce those things which will make living better—more complete. But the important element in growth is Time. Only through growth—not through

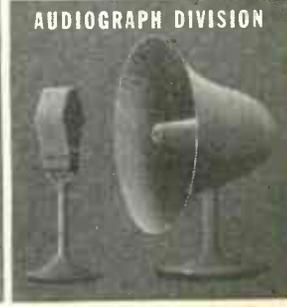
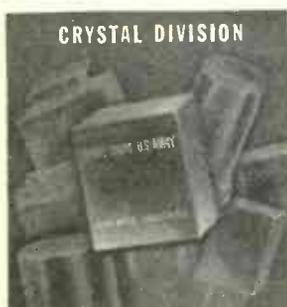
miracles—are American ideals fulfilled. John Meck engineers are today developing the necessities of tomorrow in the field of sound. Tomorrow's products will be good—but day after tomorrow they'll be better.



JOHN MECK INDUSTRIES

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

PLYMOUTH, INDIANA, U.S.A.



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



Window by Ralph Kraus of "Music City", Hollywood, Calif., features talent to increase the popularity of Capitol Records. The Music City shop features records, radios and sheet music.

RECORD DEPT.

(Continued from page 70)

quently buy several at a time. Business in old numbers is excellent.

During holiday seasons, records appropriate to the day are given special display. Large sales result as many persons choose a complete program of numbers. These "record programs" are bought for home use and for holiday entertainment by clubs, and schools.

Customers use booths without supervision of sales persons. Note is made of the number of records taken to each booth.

Some breakage occurs as the result of self-service, but the loss is more than off-set by the time saved in not having to locate and show the records. Greater sales through self-service is also a compensating factor.

Children's records account for certain steady volume. About 98% of these records are bought for home use. The demand is high and is increasing, due in part to enforcement of a local curfew ordinance, and in part to the home more and more becoming the center of family recreation.

Out-of-stock records are promptly ordered on request, which service ties many customers to the store. Complete files of all back-orders are kept. Several persons ordering the same numbers are served in the order of request. Records are kept 3 or 4 days. If uncalled for, the person next on the list is notified. When records are not claimed within the allotted time, they are put in stock.

Recognizing the potential business in the young crowd the shop advertises in every school paper in the city. Result is a business of better than fifty dollars a day from this hits-of-the-day group.

Record business also builds sales in accessories, such as leather-bound backlogs for individual collections, album cabinets and carrying cases. The cases are given special prominence throughout the store on a ledge above the catalogued records at the rear of the store, in windows and with records and other accessories.

The McGowan windows give a clear view of the store's interior from the

street. One display rack extends across the front of the shop and catches the attention of passersby. Other record displays are made on a side wall near the windows and in front of the record bins.

Large "slates" with red-stripped frames, call attention to special records. Upon these are written in chalk the names of currently popular numbers. Some of these slates appear on a ledge above the booths, while others are placed at intervals around the display racks.

The six-fold sales jump that came so quickly was a forerunner of a steady increase. Records and unexcelled record service have made the McGowan shop popular with vast numbers of people who, at war's end, will be excellent prospects for fine radios and excellent radio service.

JAY'S

(Continued from page 72)

have always employed a large force of skilled service men. Our service men always remain in our employ a long time, and even though our country called half of them to the colors; the ones who were not eligible for Military Service still remain. When this war broke out . . . foresight enabled us to stock up on necessary repair parts; which was fortunate both for our customers and for us. . .

"If we have been of any service . . . we hope you will remember us after this war is over, and you are again in the market for a new radio, refrigerator, washer, furniture, or other appliances. Even though you have never been a customer of ours before . . . our only wish is that you will remember us when you are in the market for anything that we handle."

Starting in 1923, with a small store having but 400 square feet, Jay's moved in 1926 to a store having 1,500 square feet; outgrew this in 1932, and acquired a place having 2,500 square feet, and in 1937, moved into its present location, where 22,800 square feet is utilized—and, the postwar Jay building will be nearly double the present one.

Growth of this business has been due to consistent advertising, good service, attractive display, steadily increasing buying power and knowledge; constantly improved selling methods and satisfied employees.



A Part of Belmont's Post-War Planning

While now devoting every facility to the production of war materials, Belmont is taking definite steps to assure a larger place for Belmont products in the post-war world.

In line with specific post-war plans, Belmont has launched a comprehensive and consistent advertising program in the leading newspapers and magazines.

As indicated by the examples above, this advertising is performing a dual purpose. While supporting the war effort in every possible way it also is building well-placed confidence in a name that will appear on many of the better electronic products of tomorrow. Keep your eyes on Belmont! Belmont Radio Corp., 5931 West Dickens Avenue, Chicago 39, Illinois.

Belmont Radio
TELEVISION ★ FM ★ ELECTRONICS



Radio Dealers

(Continued from page 29)

tive and well-arranged showroom, has centered its merchandising activities on radios, and despite these times of merchandise scarcity, continues to do so.

Both radio sales and radio servicing are holding up well, according to Mr. Weitzel, who looks for continued activity in the same lines for the duration.

NEW YORK, N. Y.—Official Radio Service Co., established 14 years ago by the present owner, Sidney Hirschberger, 1690 2nd Ave., besides being very busy in repairing radios, is buying up used refrigerators for re-sale. There is a tremendous demand, says Hirschberger, but states used refrigerators are hard to get, and he considered his stock of about 50 units fairly large when interviewed.

MINNEAPOLIS, Minn.—Some firms have undertaken a cash and carry policy in order that they may save time in pick-ups and delivery. The Kirke Shop here, is doing this very successfully. A special rate is made to customers performing this service themselves. When work is completed, customers are called so that unnecessary traveling is prevented.

WASHINGTON, D. C.—George's Radio Company, 814-16 F St., N.W., one of the country's largest retailers of radios, which before Pearl Harbor operated eight radio stores in the nation's capital, has found it necessary to close five of these stores. The firm has found it possible to continue operation of the other three shops by supplementing furniture to the record operation in each.

By maintaining radio servicing, despite difficulties in getting tubes and replacement parts, George's is able to carry on, according to Philip P. Keller, manager.

Mr. Keller said a substantial record sales volume is being registered. The radio servicing operation is geared to take care of all "sick" radios that are brought in, while furniture merchandising is taking up a good deal of the slack as well.



Retailers' campaign for "E" Bonds under way. Treasury requests concentrated selling effort. This color poster may be obtained from local War Finance Committee chairmen.

WATERTOWN, N. Y.—Matt Raw Radio keeps shop open Monday and Wednesday evenings only. On remaining days shop is barred to public—and no telephone calls are accepted.

JUNEAU, Wis.—Clarence and Alvin Pluckham, who operate Pluckham Electric Co. have managed to repair most radios in the shop and have just run out of vital tubes. At the moment, however, there are only ten radios held up because of needed

tubes. This live-wire firm has taken on paints as a new line and is doing quite well with it. The brothers also sell water systems for farms on priority and have a couple of them on display in the main window. Small appliances are repaired here also.

FOND DU LAC, Wis.—H. O. Steiner, who has been in the radio business for 22 years, has worked out a novel solution to wartime problems. He has taken over the management of a large dairy farm for the duration, but has kept his radio shop in Fond du Lac and comes to town several times a week. At these times the public can bring their sets for repair and talk over their problems with Steiner. He has a bottled gas account and has a man make deliveries once a week. He has also added a line of insulation material for the war period and reports that it is doing fairly well.

Laehn-Erickson Co. lost their service man to a war plant, so D. O. Erickson and A. H. Laehn, owners, do as much tube-testing and minor repairs as they can themselves; then send major repairs to another shop. This is a fine arrangement, for it enables the company to retain contacts with customers and to service them. Also dealing in pianos, this company has been successful during wartime in buying and reconditioning used pianos. Pianos are bought and sold.

BONUSES GIVEN GAROD EMPLOYEES



Garod Xmas party in N. Y., featured bonus awards to all employees. Left to right, Lou Silver, sales manager; Josephine Dickens, receiving bonus from Max Weintraub, Garod president; P. S. Trott, chief engineer and Robert Leykum, assistant production manager.



V-NEWS

RADIO INDUSTRY NOW PRODUCES FOR WAR—BUT PLANS FOR PEACE

UTAH EMPLOYEES BREAK PRODUCTION RECORDS FOR UNCLE SAM

Month by month, production records have been broken as Utah has gone "all out" for Uncle Sam, according to Fred R. Tuerk, President.

He points out that experience gained during the war period will be ably utilized in efficient peacetime production.

With emphasis on quality, the dependability of Utah parts, long a byword in the radio and sound equipment industries, will be maintained.



FRED R. TUERK

YOU ARE PART OF UTAH'S POSTWAR PLANS

"We're working for Victory and planning for peace now," stated Oden F. Jester, Vice-President in Charge of Sales of the Utah Radio Products Company, when queried recently on Utah's postwar plans. "Our experts are hard at work, developing plans for the future—plans that take utmost consideration of the needs of industrial concerns. Better products are on the way. In the Utah laboratory rapid strides have been made in adapting new electronic and radio developments for war uses—and making them available for the requirements of tomorrow."



ODEN F. JESTER

THE JOBBER-DEALER POLICY FOR 1944



R. M. KARET

Robert M. Karet, Sales Manager of the Wholesale and Sound Division of Utah Radio Products Company, declared in a recent interview that Utah's traditional Jobber-Dealer Policy of distributing through the recognized channels would be maintained in 1944 and in the postwar period.

In selection of jobbers Mr. Karet stated that Utah would continue to select carefully in order to avoid unfair competition. The trade's merchandising activities would be backed up by Utah advertising in leading publications.

Utah jobbers will be assured of a new and better Utah line, keyed to "tomorrow's" demands—and products that will have maximum profit opportunities.

WAR DEVELOPMENTS AND THEIR PEACETIME MARKETS

The war has speeded discoveries and improvements in many fields, said W. A. Ellmore, Vice-President in Charge of Engineering of the Utah Radio Products Co. "Nowhere," he went on, "has this been more true than in the radio and communications fields. Today, electrical and electronic miracles are enlisted in the armed forces—but tomorrow they will be at the service of peacetime America." Mr. Ellmore further pointed out that because of the wartime research and improvements now going on at Utah, there will be greater enjoyment and convenience in the American home—greater efficiency in the American factory.



W. A. ELLMORE

UTAH RADIO PRODUCTS CO.,

Orleans St., Chicago, Ill.



Co-owner Curtis (extreme left) of Curtis-Shearn, Watertown, N. Y., sells a record to a young customer. The paint department enters to current trend of home decorating.

Works All The Angles!

• Curtis-Shearn Music, Inc., Watertown, N. Y., like many another radio dealer has felt the impact of wartime conditions. Their radio stock is almost depleted, though they still have a few high priced console models on hand.

However, they find that concentrating on record sales, sales of recording facilities, paints, varnish and indoor decorative items keeps customers coming in and represents profitable turnover in side lines.

This firm maintains contacts with all music teachers in the locality. This pays them because they find that the pupil is also a potential record prospect. The teacher can be made to realize that his student, who may be studying piano, for example, can profit by taking home some recordings of piano solos to help coach him in his studies.

This dealer simply offers a list of selections at a very slight discount to each music teacher. The teacher then resells them to the pupil at list price.

Record Renting Popular

A profitable stunt carried out by the record department here is the "record rental service". Records are rented to groups comprising student and other organizations. Curtis-Shearn does not rent records to individuals. Constant contact is maintained with all the local churches, Sunday schools and church groups.

The firm finds that most of these organizations have record players and require discs to be played at their various functions.

A "collectors' corner" is a novel idea here. Individuals who own old-time wax recordings or recordings going back a number of years, bring them in for sale in the "collectors' corner." This is a customer traffic building plan because there is a growing interest in listening to the favorites of bygone days.

Contact School Teachers

Curtis-Shearn also goes heavily into the voice recording business and sells the public on the idea of sending a letter a week to all relations in the service, and suggests that the dealer offer special monthly rates for four separate weekly recordings of a news letter from home. Service people can play back recordings at USO or camp recreation headquarters. This store being near service camps, many persons in the armed services respond to Curtis-Shearn advertising in bus stations and other public places, and drop in here to have recordings made to take home with them.

Curtis-Shearn also recommends maintaining contact with school music instructors and suggests that they have records made of orchestras, glee clubs, etc. This dealer, noting a trend toward old-time recording favorites being played over the local radio sta-

tion, invites its customers to come in and make requests for numbers, which it in turn sends to the radio station.

The firm, seeking additional public address work, uses and recommends to other dealers radio time as a selling medium. In renting public address to local theatres and other places, Curtis-Shearn finds that the help situation is not too acute in this angle of the business, because in many cases high school boys can be hired to install and operate the public address rental equipment.

This store finds that the stocking of paints and varnishes is profitable. Due to the gas shortage many people are obliged to spend more time than ever in their homes, and Curtis-Shearn states that a number want to do their own decorating.

In addition to the profits derived from the sale of paint, the firm believes many new customers are brought in as a result of these items, and that they will continue to deal with them here when appliances are again manufactured.

The firm has experienced another welcome angle to the selling of paints. In some instances customers coming in for this merchandise have followed the suggestion of the salesman here that a handsome radio would also serve to brighten up their homes at this time, and thus have induced a prospective paint buyer to spend a great deal more than he originally intended.

MT. CARMEL WHERE ELECTRONICS IS KING



Keen Eyes and Sensitive Fingers! Here's skill—plus imagination! A typical scene at Meissner's Mt. Carmel plant as vital war supplies, precision-made in every detail, are kept moving to world battle fronts



Precision Family: It is said that Mt. Carmel, Illinois, has more electronics technicians per thousand population than any other city on earth. Shown here are five of the six members of the Collins family — one of the many families helping to make the delicate, sensitive equipment for which Meissner is famous.



Can He Quality? Even in wartime, Meissner prides itself on its "hand-picked" personnel. Here Personnel Manager White is interviewing a promising applicant. (See main caption at right.)



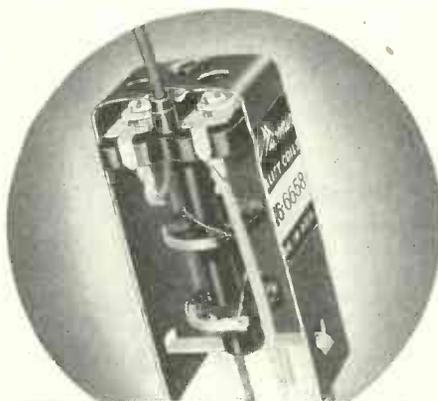
Your Guarantee of Perfection: Down through the years, the Meissner name has come to stand for the ultimate in radio quality. These two, along with hundreds of other experienced technicians, are very good "reasons why!"

PERSONNEL? Here It's PRECISION-EL!

Mt. Carmel, Illinois, (population 7,000) is famous for two things: music and electronics. The first reputation is based on its top-flight civic and high school music groups — on such outstanding home-town "products" as Howard Barlow, renowned symphony conductor. The reputation for great electronics ability centers around the humming Meissner plant—where scores of employes have spent their entire working lifetimes on the exacting requirements of Meissner's "Precision-Built" line. Their flying fingers, now assigned to war orders of tremendous strategic importance, long ago lifted them above mere "personnel" into the radio industry's highest honor—"PRECISION-EL!"

Ready for Delivery

Good news! You can now obtain a quantity of the highly popular Meissner "Plastic" I. F. Transformers. As you know, these are particularly suitable for use in small receivers—where space is at a premium, yet superior performance is required. Meissner "Plastic" I. F. Transformers are famous for remarkable stability, high gain, wide range and double tuning. Typical of Meissner precision building, they are only $1\frac{1}{4}$ " square x $2\frac{1}{2}$ ", yet are not affected by temperature, humidity, or vibration. Specially served Litz wire! One-piece molded plastic coil-form and trimmer base! Order at once for prompt service.



MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE

Washington Wavelength

WPB New Year's Present —4½ Million "MR" Tubes

It may be a happy New Year for radio servicers and for householders having sets inoperative because of lack of tubes.

The good news is the announcement of a definite program for the production in the first quarter of 1944 of at least four and a half million radio tubes. The statement, coming from the Radio and Radar Division of the War Production Board, describes the tubes in question as being "critical types for civilian receiving sets."

These tubes for household type radio sets are being scheduled for production in sizeable quantities by plants best equipped to produce them, the Domestic and Foreign Radio Branch of the Radio and Radar Division said. The civilian tube problem may not be a complete solution of the home radio set problem, but will serve to put back into service thousands of the sets which have been "blacked out" by limited tube supplies, according to WPB. It is expected that tubes will continue to reach civilian outlets in increasing quantities as the new program gets under way.

The "hard-to-get" types of tubes which are being pushed are 12-SA-7, 12-SQ-7, 12-SK-7, 50-L-6, 35-Z-5, 35-L-6, 1-H-5, 1-A-7, 80 and other critical types which have not been produced in sufficient numbers, due to military requirements. All the foregoing tube types bear the suffix "GTG."

These tubes will be marked "MR" for maintenance, repair and operating supply purposes, and therefore cannot be sold on rated order, preventing diversion from civilian channels, under the terms of Limitation Order L-265.

WPB asks cooperation of radio service men and dealers in "seeing that these tubes first reach those householders who have no sets in operation because of lack of tubes."

Increased Service Charges Permitted by New Order

Allowing certain servicers to increase their prices, the OPA has issued a new regulation, No. 22 to MPR 165, effective December 27, 1943.

Under the terms of the new order, dealers who charge on the basis of a customer's hourly rate, may continue charging at their highest March, 1942, prices, if they choose, but may employ alternate methods of determining ceiling prices.

The regulation affects radios, phonographs, electric fans, lamps, refrigerators, refrigerating equipment up to 25 horsepower, air conditioners up to 25

tons, sewing machines, washing and ironing machines, kitchen equipment and various electrical appliances. It does not, however, include oil burners, gas unit heaters, furnaces, water heaters or office equipment such as type writers, etc.

A servicer who employs mechanics may choose one of the four following ways of charging:

(1) Charge the highest customer's hourly rate that the seller charged in March, 1942.

(2) Charge the customer for each hour of service a price that is double the average basic hourly wage rate paid on October 3, 1942, to employees performing the particular type of service. (October 3, 1942, is the date when wage rates were stabilized under the Economic Stabilization Act.)

(3) Charge the customer 60 cents more per hour of service than the average basic hourly wage rate paid on October 3, 1942, to employees performing the particular type of service.

(4) If the supplier employs no more than eight employees, and is exempt from wage control by the National War Labor Board, add to the customer's hourly rate determined under either 2 or 3 above, an amount equal to the increase since October 3, 1942, in the average straight-time hourly rate for mechanics performing each type of service. (A price established on this basis may not be changed oftener than once in 30 days.)

A person who does not have any employees may use either one of two

methods to determine his charges, as follows:

He may charge the highest hourly rate that he charged in March, 1942, for the same service to a purchaser of the same class, or

He may charge the maximum hourly rate that is charged by his most closely competitive seller who does employ mechanics to perform the service.

The regulation provides certain permissible minimum charges for service calls. It also specifies record-keeping requirements, and calls for the furnishing of invoices to purchasers.

Seek Control of Retail, Wholesale Tube Prices

Members of the recently appointed radio receiver tube manufacturers' industry advisory committee, at a meeting with officials of OPA, held in Washington, discussed pricing problems of the radio receiver tube industry with special emphasis on means for securing effective control at wholesale and retail levels.

M. F. Balcom, vice president in charge of the radio division of the Sylvania Electric Products Co., Emporium, Pa., was elected committee chairman.

Other members of the committee are: R. E. Carlson, Tung-Sol; L. H. Coffin, Hytron; C. J. Hollatz, Ken-Rad; L. W. Teegarden, RCA; D. T. Shultz, Raytheon and J. H. Robinson, National Union.

Radio Tube Black Market?

Arthur Stringer of the National Association of Broadcasters, 1760 N Street, N.W., Washington 6, D. C., is conducting a one-man commando raid against the radio-tube black market.

Says Stringer: "The most widely-used techniques for exacting premium prices for tubes for household receivers are:

1. A high service charge exacted before inspection is begun. (Even when set is brought in, charge is sometimes as much as \$5.) Then, sale of tubes at list.
2. Sales of tubes at prices far exceeding list. Old 'bootleg' technique is used: 'Here's a tube—\$5. It's the only one in town. But don't tell where you got it.'

"At your early convenience," continues Stringer, "will you be good enough to report any discoverable local black market for radio tubes? Just two facts are wanted: (1) If there is a black market; (2) how it works. Findings will be relayed to Office of Civilian Requirements. Your report will be appreciated."



"Here's a nice cold glass of beer and a ham sandwich. Has the war affected your working conditions any?"



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection

Only 20 Cents for Music that is Immortal

THROUGHOUT his short life, the genius of Franz Schubert met with little recognition. Often he lacked money to buy paper on which to write his music. And for some of his most lovely melodies, he received nothing more than a few pennies.

Yet, in spite of poverty, hardships and disappointments, Schubert is not a tragic figure. His gay and charming spirit won him a host of good friends. And from his early youth, he knew that deep, inner satisfaction

that comes to those who have the gift of creating great music.

Today, critics hail him as the "greatest poet of music." For sheer lyrical beauty, his work has never been surpassed.

To enjoy Schubert's immortal songs to the full, hear them played on an instrument that does justice to their greatness. Hear his *Serenade* or his *Ave Maria* on a Magnavox radio-phonograph. Because of its incomparable tone and clarity, the Magnavox is the

instrument that many of the most illustrious musicians—Rachmaninoff, Kreisler, Horowitz, Ormandy, and Rodzinski, to mention only a few—have chosen for their own homes.



Today the Magnavox Company is producing electronic and communication equipment for the armed forces and music distribution systems for warships—and has won the first Navy "E" award to be given in this field. When the war ends, Magnavox will again take its place as the pre-eminent radio-phonograph combination. The Magnavox Company, Fort Wayne 4, Indiana
Buy War Bonds For Fighting Power Today—Buying Power Tomorrow

Magnavox. *The choice of great artists*
RADIO PHONOGRAPH



Music brings relaxation and courage to fighting men. Standard Magnavox instruments are in use on many of our new battleships and aircraft carriers. See your Magnavox dealer for a wide selection of records to send to your soldier or sailor.

Above is one of the Magnavox series of advertisements, dramatizing incidents in the lives of immortal composers. These appear, full color, in such national magazines as *Time*, *National Geographic*, *House Beautiful*, *House and Garden*, *Atlantic* and *Town & Country*.

Brigham Appointed by Wesley Block & Company

The appointment of Cecil E. Brigham to the position of general sales manager of Wesley Block & Co. of New York City, gives evidence of a trend whereby scientists and technicians will be closely identified with marketing during the postwar era.

During twenty-one years of service with the I. T. & T. Company and



Cecil E. Brigham, Wesley Block & Co.'s new general sales manager

its subsidiaries in this country and abroad, Mr. Brigham has a unique history by virtue of the many and important assignments, such as chief engineer of C. Brandes Inc., chief engineer of Kolster Radio Co., consultant for I. T. & T. companies in Central Europe, chief engineer and technical director of Kolster-Brandes Ltd., England. During 1941 and 1942 Mr. Brigham served as technical representative for Federal Tel. and Radio Corp. at Washington, and his last post was head of R-5 Laboratory of Federal Tel. and Radio Laboratories at 67 Broad Street, New York City.

Wesley Block & Co., since its inception in 1929, has adhered to a policy of employing engineers with specialized training as sales representatives. At present over twenty sales engineers are maintained in strategic trading centers of the country and their activities are backed up by five specialists with headquarters at the New York City office.

Sprayberry in New Quarters

Frank L. Sprayberry, nationally known as the "Radio Friend" of many aspiring radio technicians, and prominently identified with radio instruction, has announced the removal of his school's offices and facilities to new and larger quarters in Pueblo, Col. The school was formerly located in Washington, D. C.

Increased Battery Demand Affects Civilian Market

In the face of conflicting reports concerning the availability of dry batteries for civilian use, Burgess Battery Co., of Freeport, Illinois, points out that while it is true materials for additional quantities have been allotted to manufacturers at various times, the deciding factor in the ultimate availability of these civilian batteries rests with the military demands on already overloaded production facilities and manpower.

More for War Needed

In explaining the reason for the unavoidable shortage of batteries to be used as farm packs, hearing aids and flashlights, Burgess announces that the Signal Corps of the U.S. Army has appealed to the people of the Freeport community to aid in turning out batteries at the local Burgess plant, already engaged in supplying huge quantities of dry batteries for war uses. Manpower shortages in this area threatened to sabotage the battlefield successes due to a lack of dry batteries for vital communications equipment and supporting war instruments. The Signal Corps conducted a drive in this area to recruit hundreds of necessary employees.

A Burgess statement declares that "in addition to the increased quantity of batteries wanted for Handle-Talkie two-way radios, this same battery type is employed in other Signal Corps equipment and this increased demand on the part of the Signal Corps is expected to affect production and delivery of other battery types made in the Burgess plant."

Harper with Haines Mfg. Co.

S. M. Harper, one of the deans among manufacturers' representatives, is now general manager and chief engineer of the Haines Mfg. Co., Brooklyn, N. Y., manufacturers of laboratory apparatus and high-frequency heating equipment.

E. J. Totten Dies

E. J. Totten, of the firm of E. J. and Jack Totten, manufacturers representatives, 69 Ninth St., San Francisco, Cal., died December 1, 1943. Mr. Totten was formerly in business in New York, but in the last 15 years the company distributed Gilfillan sets in the northern California area.

Lt. Jack Totten, U. S. Coast Guard, will continue the business after the war.

Erie Resistor Gets Army-Navy "E" Award

For high achievement in producing materials to use for war, the Erie Resistor Corporation has been awarded the Army-Navy "E." The award was presented by Army and Navy officials at a colorful ceremony in Rainbow Gardens, Waldameer, Erie, Pennsylvania. Some 1500 employees and their guests attended.

The master of ceremonies for the program was the Honorable Elmer L. Evans, Judge of the Court of Common Pleas, Sixth Judicial District of Pennsylvania. The principal address and presentation of the award was made by Lieutenant Colonel William H. Edwards, U. S. Signal Corps. G. Richard Fryling, president of the Erie Resistor Corporation, accepted the award.

Commander Ralph G. Walling, U.S.N. (Retired) resident inspector of naval materials, made the presentation of Army-Navy "E" pins to six representative employees.

Bell Sound Given Production Award

The Army-Navy "E" production award has been presented to the employees and officials of the Bell Sound Systems, Inc., 1183 Essex Avenue, Columbus, Ohio. Hon. Paul M. Herbert, Lieutenant Governor of Ohio, served as master of ceremonies

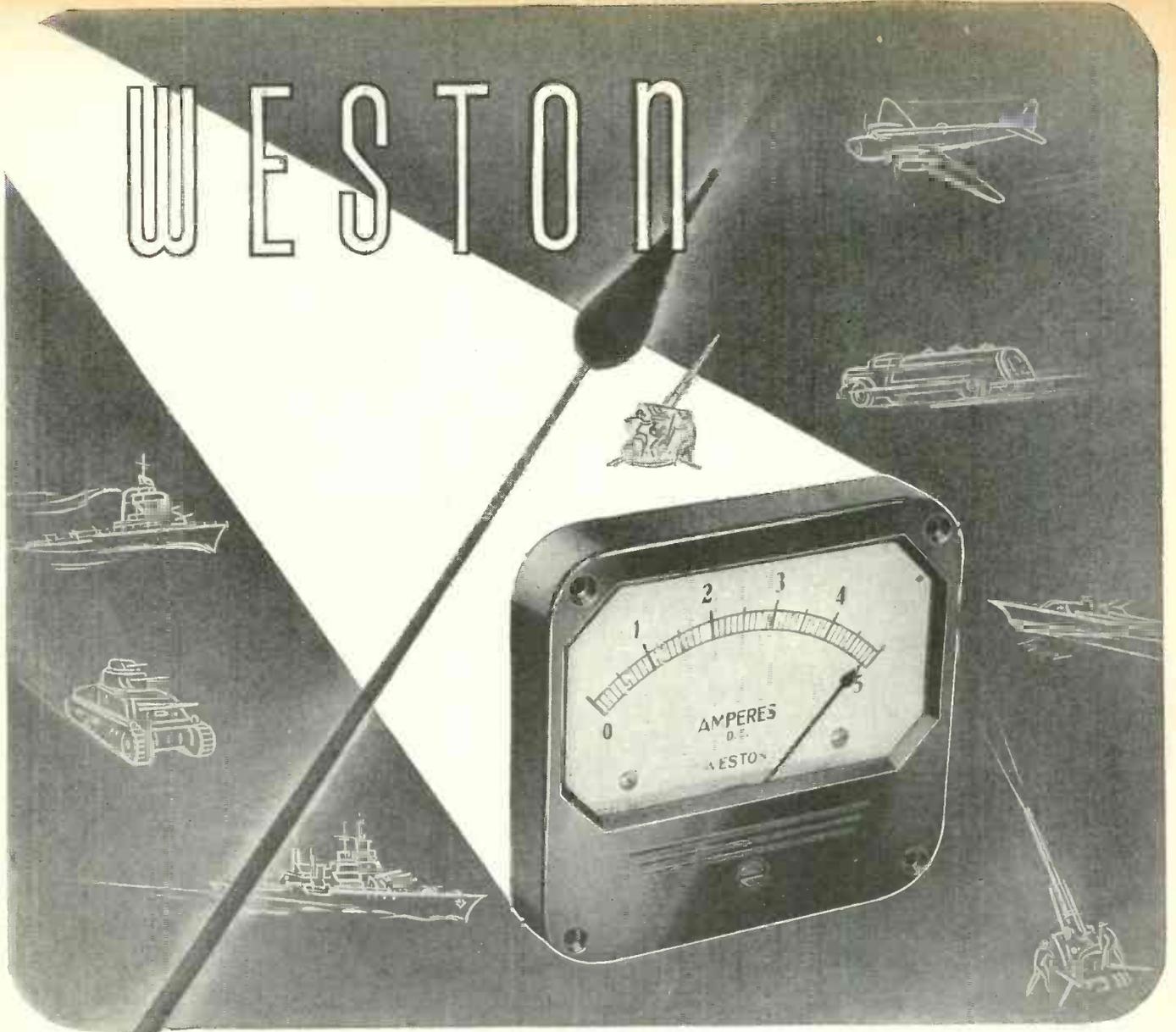


Left to right, Commander R. H. G. Mathews, Floyd W. Bell, president Bell Sound; Earl W. Hosler, Bell vice president and Colonel H. R. Yeager.

and delivered the main address. Colonel H. R. Yeager, commanding officer of the Signal Corps, Aircraft Signal Agency, Wright Field, Dayton, Ohio, made the presentation address and presented the flag to Floyd W. Bell, president of the company, who in turn made the acceptance speech.

Commander R. H. G. Mathews, instructor of recruiting and induction for the Navy, with the assistance of Staff Sergeant James C. Petittedemange, serving as the wounded veteran, made the presentation of pins.

WESTON



CONTINUING LEADERSHIP ... through the war and beyond!

The start of the new year finds instrument headquarters still *busy at it* in the final drive for victory. Dependable WESTON instruments, in all familiar types, continue flowing in unprecedented quantities to every battle front. *In new types, too*; for all during this period of stress WESTON development laboratories also have *led the way* . . . continually meeting the new

measurement problems of this mechanized war. Thus when instrument priorities are relaxed, WESTONS will continue as industry's *standards* for all measurement needs. For, *new* measurement tools as well as *old* will be available in their most *trustworthy form* . . . here at instrument headquarters. Weston Electrical Instrument Corp., 581 Frelinghuysen Ave., Newark 5, N. J.

Laboratory Standards . . . Precision DC and AC Portables . . . Instrument Transformers . . . Sensitive Relays . . . DC, AC, and Thermo Switchboard and Panel Instruments.

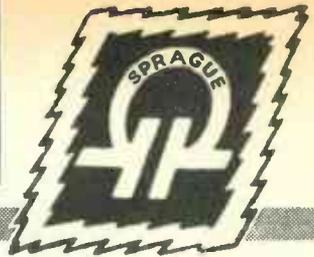
WESTON

Specialized Test Equipment . . . Light Measurement and Control Devices . . . Exposure Meters...Aircraft Instruments... Electric Tachometers...Dial Thermometers.

FOR OVER 55 YEARS LEADERS IN ELECTRICAL MEASURING INSTRUMENTS

TRADING POST

SERVICE FOR RADIO MEN



WANTED—True fidelity output transformer, new or used, UTC type LS-55 or Thordarson T-3522. Also want line-to-grid trans. and other high quality recording eqpt. Jas. G. E. DuBois, 1081 Jackson Ave., St. Louis 5, Mo.

WANTED—Servicemen now in flying training in urgent need of Hallicrafters S-29. Will consider EC-1 or Sky Buddy. State price & cond. A/C David L. Fayman, Sqdn. B-2, Class 44-F, 1st A.A.F.F.T.D., Santa Maria, Calif.

FOR SALE—Thordarson 1" oscilloscope complete with tubes, \$40; Carron beat-frequency oscillator with tubes, \$35. Perfect condition. U. S. Floam, 3 S. Frederick St., Baltimore 17, Md.

FOR SALE OR TRADE—Complete set rotary files, never used. Will take good V-O-M or signal generator or \$50. Cost \$300. Write for details. Leo's Radio Service, 715-19 Hopkinson Ave., Brooklyn, N. Y.

FOR SALE—Used tubes, mostly battery types such as 30, 34, 19, 1C6, etc. Also have parts for most of the older sets. State model & part wanted and will send price of same. Also offer one superior 1130 signal generator. Graham Pickles, Sand Creek, Mich.

WANTED FOR CASH—Either a Hallicrafter receiver or an Eco-phone EC-1 or EC-2 in good condition. Robert E. Buesing 7031989, Detachment, 14th Signal Service Co., APO 945, c/o Postmaster, Seattle, Wash.

WANTED—Phono attachment (RCA preferred) for radio. Must be A-1 condition. Name price. John A. Meyer A/S, Navy V-12 unit, Arkansas A. & M. College, Hersfall Hall, Monticello, Ark.

FOR SALE—Supreme tube and set tester #504-A, brand new. Want to buy Readrite AC-DC voltmeters, ammeters, and milliammeters, also inexpensive resistance meter. Robert Freed, 1140 Flth Ave., New York 28, N. Y.

WANTED FOR CASH—Hickok #155 traceometer and #177x or 188x signal generator. J. Gordon Paulsen, P. O. Box 280, Ventura, Calif.

WANTED—Rider's manuals Vol. 7 and later vols. State price. G. N. Bondurant, 616 Alabama St., Bristol, Tenn.

FOR SALE—Jackson #640 signal generator, never used. \$35. F. Christian, 819 Blair St., Flint, Mich.

FOR SALE—Hallicrafters S20R, in good condition. \$50. L. C. Chapman, Rt. 1, Columbus, Miss.

FOR SALE—Hallicrafter SX-17 with crystal & speaker. A-1 condition. Best offer. Harry E. Weintraub, c/o U. S. Signal Corps, Ford Tank Depot, Chester, Pa.

"MIGHTIEST MIDGETS OF ALL"



SPRAGUE Atoms

Sprague Atoms meet practically every dry electrolytic replacement need. Play safe! Use them universally on every job.

FOR SALE—RCA ACR-136, \$35. Needs slight repair, a tube or two, but otherwise works OK. Need 3" oscilloscope and late service eqpt. F. A. Lanning, 321 Columbia St., Utica 2, N. Y.

WILL PAY GOOD PRICE for 560A Supreme Vedolyzer in good condition, also for a 504A Supreme tube tester. Cash waiting. Eddie, 1724 Central Ave., Middletown, Ohio.

SOLDER IRON WANTED—American Beauty 100-watt type, also one set radio socket wrenches, 1/2" to 1/4". Calvin Calhoun, 3802 E. 26th St., Spokane 10, Wash.

WANTED—Hallicrafter S-29 or Echophone EC-4. State price and cond. T/Sgt. Wm. E. Funke, Hq. Btry. 74th F. A. Bn., Camp Roberts, Calif.

V-O-M WANTED—Will pay cash for std. make that reads low and high ohms, and AC DC volts, or V-T-V-M. Need 1A7, 1N5, 12SA7, 12SK7, 35A5, 35L6, 35Z3, 35Z5 and 50L6 tubes. Give full details. W. E. Allen, 2511 N. 18th St., Waco, Texas.

WANTED—Radio test eqpt. and typewriter. K. W. Martin, 5737 McCreery Ave., Ashtabula, Ohio.

WANTED IMMEDIATELY for experimental work: Hallicrafter SX-24, SX-25, or S-20-R. Give details. S/Sgt. R. M. Morgan, 86th B.F.T. Squadron, Gunter Field, Montgomery, Ala.

EQUIPMENT FOR SALE—Rider chanalyt with mtg. panel, \$85; Clough-Brengle 3" CRA scope and C-B OMA FM modulated oscillator, both \$80; Solar C-B Condenser checker, \$8; Supreme 89 de luxe tube & set tester in original condition, \$20; Supreme #70 oscillator, \$10; Weston 662 oscillator, \$6; Weston #661 tube checker, \$6; Philco wireless station setter, \$5; Rider's manuals, No. 1 to 13 with

index, \$95. All in excellent working condition & includes operating instructions. Will sell lot for \$295. Also offer one 906 3" cathode ray tube, \$8; and Rider's manuals 1-2-4-6-7-8 @ \$7 each or \$40 for lot. Joseph Konecny, 3420 Holland Ave., Saginaw, Mich.

WANTED FOR CASH—All kinds of radio eqpt. that can be used in a radio school. Send full details. Newark Preparatory School, 1004 Broad St., Newark, N. J.

WANTED—RCA-Rider chanalyt #162B. State price. Daniel Radio Service, 4425 Longbeach Ave., Los Angeles 11, Calif.

WANTED—Up to 100 6X5GT tubes at list, or will exchange for 12SQGT's on favorable basis. Humphreys Muslc Co., 130 Pine Ave., Long Beach 2, Calif.

WANTED—Readrite set analyzer or point-to-point tester, also 1941 tube tester (or not later than 1938). Good cash price. Describe fully. Can also use parts and tubes. L. M. Kilgore, RD #2, Leechburg, Pa.

FOR SALE—Two Thordarson #5738 interstage transformers; 2—1100-0-1100 lamp. sec. 20-1 mfd. 900 v. cond., 4—1 mfd. 2000 V. cond.; 4—2 mfd. 2000 V. cond.; 1—500 ma. swinging choke; 1 UTC-VM4 Universal 300-watt class B transformer output. 1—0025-12,000 V. cond.; 1—WE307-A plate transformer; 2—300 ma. 20H chokes; Johnson 70CD-130 variable cond. 1/2" spacing, and other misc. parts. N. K. Stover, 1357 Hill St., York, Pa.

WILL PAY 5c ea. for burned out 35L6GT and 50L6GT tubes. Also need \$95 Aerovox L.C. checker, #560 Supreme vedolyzer or #155 traceometer, and #188x Hickok sig. generator, and late model vibrator tester. Have a few #801 Mopar car radios 8-tube in original cartons. What have you? Poston Radio, 1331 Golden State Ave., Bakersfield, Calif.

FOR SALE—Simpson #440 test master and Superior #1230 sig. generator, in fine cond. What do you offer? Bert Goff, Shenandoah, Ia.

FOR SALE—One Supreme #546 oscilloscope used very little. Lt. John F. Plexico, B.O.Q., U.S. Naval Proving Ground, Dahlgren, Va.

WANTED—Tube tester or comb. tube and set tester to handle all tubes to date. Describe fully. Andrew Wong, 2100—4th Ave., So., Minneapolis 4, Minn.

WANTED FOR CASH—Non-professional recorder head and motor. A. P. Morgan, Jr., 69 Brookfield Rd., Upper Montclair, N.J.

URGENTLY NEEDED—Cash for good vac. tube voltmeter. Also want good, small-size V-O-M and DC 0-1 ma. meter, or what have you? Also want tubes of 12-volt series & up. Have for sale or trade, a Supreme #551 analyzer like new. Melvin F. Gunderson, New London, Minn.

YOUR OWN AD RUN FREE!

The "Trading Post" is Sprague's way of helping radio servicemen obtain the parts and equipment they need, or dispose of the things they do not need during this period of wartime shortages. Here, then, are a few hints which may help you benefit from it:

An answer interesting ads while they are "fresh." Don't wait until the magazine is several weeks old. Write direct to the advertiser.

Study the "For Sale" ads first to see if what you need is listed before sending in your "Wanted to Buy" ad. The Trading Post appears regularly in Radio Retailing Today, Radio Service-Dealer, Radlocraft, Radio News, and Service.

Please do not specify the magazine in which you would like your ad to appear. We'll do our best to get it in one of the leading publications, but it only complicates matters when a certain publication is specified.

Please don't ask us to run an ad in which you ask more than the normal price for parts or a piece of equipment.

Don't offer to accept C. O. D. telegraphic or telephone replies to your ad. Some individual Trading Post classified advertisements have pulled as many as four and five hundred answers!

Answer ALL inquiries to your advertisement promptly. This is only common courtesy.

When sending your ad to Sprague, please address it to the department number shown below.

Obviously, ads featuring equipment "For Sale or Trade" generally bring better results than those wanting to buy hard-to-get equipment. Preference will thus be given to ads offering parts or equipment for sale.

Write your ad carefully, clearly, and keep it short. Many ads received are unintelligible or hard to decipher—and this causes unnecessary trouble.

"Emergency Ads" will receive first attention and Sprague, of course, reserves the right to eliminate any ads which do not seem to fit in with this special wartime advertising service.

SPRAGUE PRODUCTS COMPANY

Dept. RRT-41

NORTH ADAMS, MASS.

KOOLOHM RESISTORS



KEEP OFFICES ON AN EVEN KEEL


 WEBSTER ELECTRIC
 SELL Teletalk
REG. U.S. PAT. OFFICE

Smoothly as a gyroscope keeps a ship or plane on an even keel, so Teletalk Amplified Intercommunication can eliminate the seething confusion of many war-busy offices.

Many offices and plants are waiting for you to show them how Teletalk can salvage the wasteful minutes that their executives spend waiting, seeking or running after each other.

With Teletalk a quick switch of a convenient key allows them to speak to anyone in their organization, in their own voice, in three seconds' time.

Teletalk Amplified Intercommunication Systems are the product of a company who were pioneers in the development of high fidelity sound equipment. The excellent tone quality, convenient installation, and long years of faithful performance have made Teletalk the leader in the field of inter-office communication.

Present day conditions make Teletalk unusually easy to sell. Get in touch with us for full information as to how this profitable equipment can build new business for you.

BUY MORE 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"

OPA Issues New Overtime Charge Schedule

Effective December 27, 1943, a choice of two pricing methods is now allowed shops with mechanics working 48 hours a week, who are paid at overtime rates for the last eight hours.

First, an additional charge is permitted for work done in overtime hours, which may bear the same ratio to the regular hourly charge that the overtime wage rate bears to the regular wage rate, providing the customer requests this overtime service and is willing to pay extra for it. Thus, if a shop pays time and a half for overtime it may charge 1½ times its regular charge for work done in overtime hours, providing this is agreeable to the customer. Under the same conditions, if it pays double time for overtime, it may charge double the regular hourly rate for overtime work.

Other plan offered

Because the above method does not always work out well in practice, a second method is permitted.

Under the second method, an upward adjustment of the regular customer's hourly charge may be made in an amount that approximately represents the additional overtime cost.

Where this method is used, all jobs are priced on the same basis during the full 48 hours of the work week, and each customer, by paying slightly higher prices, absorbs his share of the extra cost. The amounts that may be added are as follows:

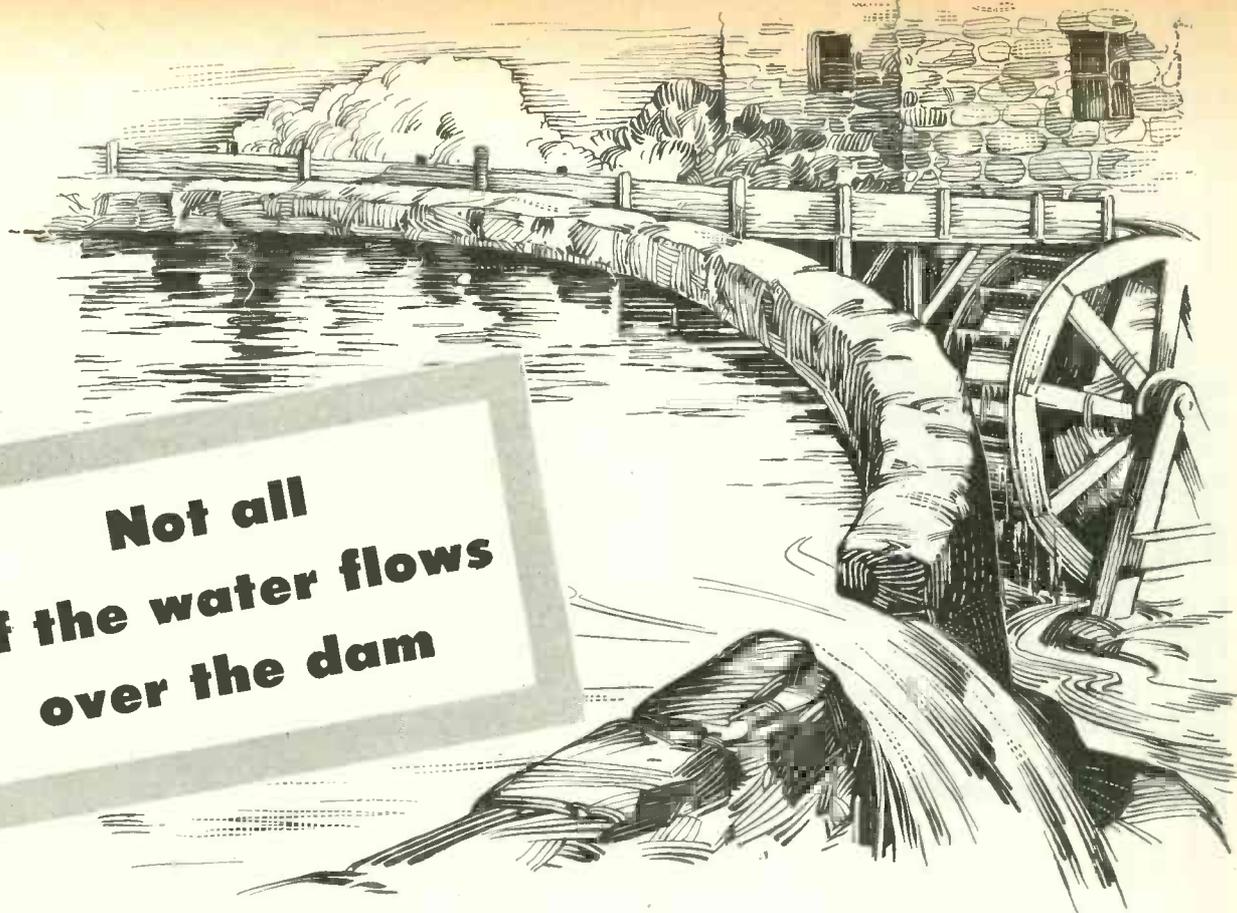
Where overtime is paid for at 1½ times the regular rate, shops with customers' hourly charges under \$1.75, may increase the hourly rate by 5 cents. Those whose hourly charges range from \$1.75 to \$3.49 may increase the hourly rate by 10 cents. Those whose hourly charges are \$3.50 or more may increase the hourly rate by 15 cents.

Must make choice

In exceptional cases, where the eight hours of overtime are paid for at double the regular rate, permissible increases are 10 cents on hourly charges below \$1.75, 20 cents on charges from \$1.75 to \$3.49, and 30 cents on charges of \$3.50 or more.

A shop must choose one or the other of the two methods for all work done within a 48-hour week, and cannot use both for that period. However, it may use the second method for 48 hours, and the first method for any additional overtime hours beyond 48. This has been permitted, OPA explained, because overtime work done in any period beyond 48 hours is usually of an emergency nature.

Those interested in securing a copy of the new regulations should request from the OPA, Supp. Services Reg. 21 to MPR No. 165.



**Not all
of the water flows
over the dam**

BEFORE it becomes just "water over the dam", every working hour, every problem solved, contributes in some measure to the reservoir of practical knowledge we call experience.

There is a wealth of such experience behind Simpson instruments and testing equipment. Into their making has gone all the knowledge acquired during the more than 30 years which Ray Simpson has devoted to the design and manufacture of electrical instruments—all the experience and know-how of a group of men who have long been associated with him.

The important thing today, of course, is that this enables Simpson to build instruments of proven accuracy and stamina, at a rapid rate. Each one has a full bridge type movement with soft iron pole pieces. For the first time this admittedly finer design has been made a matter of mass production—with all the resulting economies and speed.

When it comes time to apply the many things learned under the impetus of war, remember that true progress has its roots in the past. For the utmost in lasting accuracy, and value, look to Simpson.



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

Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory



Letters

to the Editor

Circuit Charts over Service Bench

Editor *Radio Retailing Today*:

I wish to congratulate the publishers of *Radio Retailing Today* for the splendid job you are doing in keeping up the morale of the radio men of America.

Those colored supplements you have sent with recent issues are alone worth the subscription price. And the colored supplement which you sent with the November issue is "the tops."

I've never seen anything like it. I promptly put cardboard on the back of it and it now hangs over our workbench.

F. W. LUECKER, JR.

1800 N. 17th Street,
Milwaukee, Wis.

Paging Reader Mowery!

Editor,
Radio Retailing Today:

Please! No more fantastic Superman stories as per article on page 16 in December issue. We are a little more practical than to believe such stuff.

C. D. MOWERY

P.S. How much do you pay for tall story submissions? Maybe you could interest me. You would never publish this. I dare you.

C. D. M.

Mowery's Radio Service
230 S. Oak St.
Mt. Carmel, Penna.

Editor,
Radio Retailing Today:

Thank you for sending along a copy of reader Mowery's letter of December 28th, in which he calls me "Superman" and relegates me to the realms of fiction's fantasy!

For Radioman Mowery's peace of mind I want to state that the facts in the story appearing on page 16 of your December issue are essentially correct as presented by you. Most of my repair is on small radio sets of local war workers. I do not make calls. Two evenings a week after 8:30 and Sunday afternoons take care of the model activity. My normal day is twelve hours. During August it was fourteen.

Perhaps airplane models are not the answer to Mr. Mowery's problems, but I do know that in my locality, which is a particularly air-minded section of the country, the

sale of this merchandise has proved every bit as successful as stated in your story, and is continuing to grow in volume.

Whether or not I shall continue to carry this line after the war when appliances and radios are again available for civilian sale will depend upon conditions current at that time. Naturally, I plan to revert to my original concentration on radio and appliance sales and service. When the public's interest in civilian aviation reaches a peak equal to the public's current wartime fervor, I believe the sale of airplane models will be one of the lines to carry over into peace times.

E. U. SNYDER

Snyder Radio Shop
325 W. Main St.
Springfield, Ohio

JA428 46—SPRINGFIELD OHIO 4 446P

CALDWELL CLEMENTS INC—ATTN HELEN THURMAN

480 LEXINGTON AVE NYK—

ANSWER MAILED. SELL NOTHING OVER COUNTER EXCEPT AIRPLANE MODELS. EVERY RADIO REPAIR, WHETHER DIAL-LIGHT, TUBES, OR TRANSFORMER, IS A BENCH JOB WITH LABOR. NO FREE SERVICE. RADIO IS A PROFESSION. AUGUST BEST MONTH, NORMAL 10 SETS DAILY. I ALLOW MYSELF ONLY 15 MINUTES LUNCH, 30 MINUTES DINNER. NO BULL SESSIONS. I WORK. IS ANY FURTHER VERIFICATION NEEDED? SNYDER RADIO SHOP.



"And remember, Sweeney, in the Army we do not present a bill for repair work!"

RADIO Retailing TODAY • January, 1944



Serving

UNCLE SAM

WITH
THE
NEW

DUMONT

VICTORY MODEL TE

SUPERCAPS

Dumont Electrolytic tubulars for the duration have the following special features...and are guaranteed to give the same high quality performance for which all Dumont Electrolytic Tubulars have a reputation.

BUY
WAR
BONDS

SELF HEALING
LONG LIFE
ECONOMICAL
VARNISHED TUBES
DOUBLE SEALED
SMALL SIZE
FULLY GUARANTEED

Pats. Pend.

DUMONT ELECTRICCO.

MFR'S OF
CAPACITORS FOR EVERY REQUIREMENT

34 HUBERT STREET
NEW YORK, N. Y.

WHAT'S BUZZIN'?

Maybe it's an order to commence firing . . . or to advance to new positions . . . or to correct the range . . . crackling over a communications system built by Waters Conley. And more than likely, the men who send and receive these combat orders learned how on Waters Conley signal training equipment.

Waters Conley

COMPANY

NOW, we make many electronic communications devices to help our fighting men win battles on every fighting front. But the moment peace comes, our technicians will be ready to apply the skill acquired under the stress of war to the arts of peace. The electronic future holds great promise of many things for the enrichment of civilian life . . . and in the forefront you will find Waters Conley opening vast new markets for you.

Phonola

WATERS CONLEY COMPANY

In peacetime, America's oldest and largest manufacturer of portable phonographs

ROCHESTER, MINNESOTA

17 East 42nd Street, New York

224 South Michigan Avenue, Chicago

YOUR FREE LISTING WILL APPEAR HERE



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Resistors & Volume Controls

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- Fixed composition FC
- Industrial fixed FW
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- Power rheostats PT
- Precision PR
- Suppressors SU
- Variable V
- Volume controls VC
- High frequency resist. slug MR
- Slide wire pots S

Atlas Resistor Co., 425 Broome St., New York, N. Y.

The Audio-Tone Oscillator Co., 60 Walter St., Bridgeport, Conn.

Breger Electronics, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—V, VC

James G. Biddle Co., 1211 Arch St., Philadelphia, Pa.—IR

The Bircher Corp., 5087 Huntington Dr., N. Los Angeles, Calif.—FC

Bradleyunit—Allen-Bradley Co.

Brown Devil—Ohmite Mfg. Co.

Candohm—The Myster Co.

Carborundum Co., Niagara Falls, N. Y.—FC, I

Centralab, 900 E. Keefe Ave., Milwaukee, Wis. ("Centralab")—V, VC

Chicago Telephone Supply Co., Elkhart, Ind.—V, VC

Cinema Engineering Co., 1508 W. Verdugo Ave., Van Nuys, Calif.

Cinematron—A, FW, PHE, V, S

Clarostron Mfg. Co., Inc., 285 N. 8th St., Brooklyn, N. Y.

"Chirostat"—A, FC, FW, I, IT, PR, PHE

Consolidated Wire & Assoc. Corpn., 1635 S. Clinton, Chicago, Ill.—FC, FW, SD, VS, W

Continental Carbon, Inc., 13900 Kentland, Ohio, "Cont"

Cordoba

1944 RADIO TRADE DIRECTORY

THE TRADE'S ONLY COMPLETE BUYING GUIDE

A LIVELY MARKET DESPITE WARTIME HANDICAPS

- ✓ Listing all radio sources of supply for servicing and distribution.
- ✓ Complete in one issue; stays in use for 12 months.
- ✓ Blankets the buying power of the trade.
- ✓ Reaches 22,000 active concerns, including radio dealers, large department stores, service dealers, independent service men, electronic maintenance men, jobbers and "reps".
- ✓ Advertisements placed alongside editorial listings if ordered early.

Even with shortages of personnel as well as merchandise, the leading outlets are finding ways to offset their loss of normal set sales.

Through the sale of supplementary and substitute lines, the adoption of expedients in servicing, the cultivation of war industries, etc., the more substantial types of retailers have kept the backbone of distribution intact.

These features of the 1944 RADIO TRADE DIRECTORY make it the outstanding medium for a two-fold advertising job of great timeliness.

Now, as always, the bulk of the business is centered in those outlets whose chief advantage is size and experience. These are the outlets who constitute the main readership of RADIO RETAILING TODAY.

- 1—Immediate nationwide promotion to the outlets that are doing the bulk of today's radio business.
- 2—Priming the trade for postwar merchandising through space in a buyer's guide that will be used by the trade for the next twelve months.

Whether you are selling the trade today or preparing for the day when trade distribution can be resumed, your product should be advertised in the 1944 directory. Your copy can amplify your free listing, catalog your product, tell your war story or foreshadow your postwar planning. Keep in mind that you will have immediate trade coverage plus year-round trade contact.

...AND HERE'S ANOTHER LISTING YOU SHOULD HAVE



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SPECIAL
ATTENTION**

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**POSITIONS
ALONGSIDE
LISTINGS
IF ORDERED
EARLY**

Records, Transcriptions & Playing Equipment



Automatic record changers	ARC
Cactus needle sharpener	CS
Coin record players	CM
Electric phonographs	EL
Felt-flock, turntable	FR
Frequency records	M
Motors	SN
	PC

The Ideal PICKUP for REPLACEMENT SALES



Appearing in the March Issue of

**22,000
CIRCULATION**
Member
Audit Bureau of
Circulations



The
**DOMINANT
PUBLICATION**
of the
RADIO TRADE

Reaching

**RADIO DEALERS, including LARGE DEPARTMENT STORES—SERVICE DEALERS
INDEPENDENT SERVICE MEN—ELECTRONIC MAINTENANCE MEN—PARTS
JOBBER—"REPS"**

Closing Date, March 1st—Early Reservation Important

CALDWELL-CLEMENTS, INC., 480 Lexington Ave., NEW YORK 17, N. Y.

Telephone PLaza 3-1340

201 N. Wells Street, Chicago 6, Ill., Telephone RAndolph 9225

Admiral Contributions Large

Employee and company donations to the community and war fund totaled \$12,185.00, according to information just released by Ross D. Siragusa, president of the Admiral Corporation, peacetime makers of Admiral radios. "Both employees and management," said Mr. Siragusa, "feel this to be a worthy cause, and should receive the full support of every Chicagoan."

Adds to Electronic Plant

Construction has been started on an addition to the plant of the Belmont Radio Corp., 5921 W. Dickens Avenue, Chicago. It is estimated that the project will cost \$70,000. The new section will provide space for the firm's augmented laboratory staff which is developing electronic devices for the armed forces. The new facilities are expected to be ready for use March 1st.

THE MYSTERY RADIO THAT

In one of his recent syndicated columns an old radio receiver, and Radioman the one the newspaperman wrote

As Ernie Pyle Told It in His Column

Columnist Ernie Pyle, came across an old radio, weighing "about 60 pounds"; one that "hadn't played a note for years."

... I was going to burn it, but Cavanaugh said no, it was too good to destroy, let's give it to somebody. So we looked up several radio repair shops . . .

"I'll bet we have trouble . . . People will think there's some catch to giving a radio away . . ."

And I was right. I went into a radio shop and explained the circumstances. "We haven't got room for it at our house," I said. "It's old, but it's big and has lots of parts in it you could use. There's no catch to it. We just want to give it away."

The woman behind the counter gave me the old don't-you-try-to-cheat-me-young-man look and said condescendingly, "Well, bring it in we'll look at it."

So Cavanaugh lugged the huge thing in . . . The woman gave him the cold eye, and never so much as said thank you.

After we left, we got mad . . . "That guy will spend \$5 fixing that thing up and sell it for \$75." I said.

"Sure he will," Cavanaugh said. "And they didn't even say thank you. Let's go and take it away from them."

And by jimminy we did. We just went back and said we'd changed our minds, and lugged the thing back to the car. Now we were stuck with it again.

On the way home we stopped in to see . . . Sister Margaret Jane, Mother Superior at St. Joseph's Hospital. We told her what we'd done . . . Then she said, "Well, if you don't know what to do with it, give it to me. One of the workmen can fix it up, and we can sure use it around here."

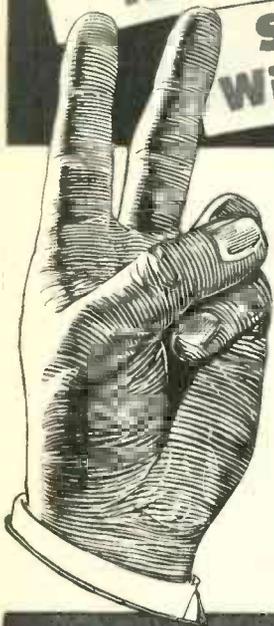
So we lugged it into the ambulance entrance of the hospital, heaved a great sigh of relief . . . After a while the phone rang. It was Sister Margaret Jane. She was laughing so hard she could barely talk.

"Why," she said, "we've just plugged the radio in and it started right off playing. There wasn't anything the matter with it at all!"

TWO WAYS TO GET THE JUMP ON POST-WAR BUSINESS!

Demand Products with a Name That Sells Itself

Sell the Equipment that Will be Most in Demand



You'll meet both requirements with BELL Sound Systems! They're known the world around for *quality* — in construction and performance. And BELL's wartime production of electronic devices for military needs is proof of advanced technical ability and up-to-the-minute production facilities.

BELL also offers a wide line of equipment that leads in the sound field. Two of these pace-setting BELL Sound Systems are shown below. Others include permanent and portable amplifiers, public address systems, recording and disc-playing equipment, and various types of electronic devices. You can get the jump on postwar sound business by getting lined up with BELL today. Write at once for complete information.

BELL INDUSTRIAL VOICE PAGING EQUIPMENT

Double-barreled improvements — in both production and employee relations — have won a permanent place in industry for voice paging and music broadcasting equipment. BELL has lead the field in offering sound equipment designed especially for this new industrial market!

BELphone INTERCOMMUNICATION SYSTEMS

Wartime experience proves that instant, speaking contact between executives will be a "must" in tomorrow's industrial plants! BELphone systems — backed by years of proved efficiency — cover every need in the "intercom" field!

BELL SOUND
1186 ESSEX AVENUE



SYSTEMS, Inc.
COLUMBUS 3, OHIO

EXPORT OFFICE: 4900 EUCLID AVE., CLEVELAND 3, OHIO

**OF THE BROKEN
PLAYED AGAIN**

olumns Ernie Pyle tells a story about Sam Wexler, stating that his shop is about, sends in his version:

**As Radioman
Sam Wexler Reports It**

Editor, Radio Retailing Today:

I am enclosing a newspaper column, which appears in many newspapers across the land. Remembering what the Reader's Digest tried to make of the radio man . . . this sounds the same. I am the radio man mentioned, and let me tell you what really happened,

. . . Mr. Ernie Pyle . . . came into my shop and said to my wife that he had brought an old radio . . . to give away. She told him that we work for a living and do not want anything free. Mr. Pyle answered that we could use the old parts. To which my wife replied that we never use old parts in our repair work. Mr. Pyle said to give it away . . . for him then. And she said, "very well we will do that for you." So Mr. Pyle carried the radio in himself, set it down on the floor near the entrance and walked out, whether or not he heard my wife say thank you, I do not know. But I heard it and so did a customer . . .

The next day the same automobile drove up, and a man who was not Mr. Pyle came into the shop and said that Mr. Pyle wanted his radio back, so we let him take it.

The radio . . . was an early Majestic table model, which can be found in any radio man's junk pile. Mr. Pyle insinuates that a radio man can gyp a man out of \$70 on a five-dollar investment. Further, he leaves the impression that radio repairmen use worn-out old parts in their repairs. He never mentioned the statement that my wife made about not using old parts in our repair work.

There were . . . other errors in his story . . . They did not come back the same afternoon . . . because it remained in my shop overnight, and then both of them did not come in . . . And instead of the so-and-so look my wife was supposed to have given the men, she had said that we did not use old parts.

You will notice too, that Mr. Pyle writes that a workman at the hospital can fix a radio. I think my fellow-radiomen, and their customers read that column, so in fairness to all, I am submitting this letter to you.

SAM WEXLER,
Albuquerque, N. M.

FIRST AID...
for wartime radios



PAPER TUBULARS

Aerovox Type '84 paper tubulars. Individually testgd. Extra-wax-sealed. Available in following "Victory" ratings:

D.C.W.V.	CAPACITY
600	.001 mfd.
600	.002 mfd.
600	.005 mfd.
600	.01 mfd.
600	.02 mfd.
600	.05 mfd.
600	.1 mfd.
600	.25 mfd.

Use multiples or combinations for other values.

ELECTROLYTICS

Aerovox Dandees Type PRS-V electrolytics. Individually tested. Extra-wax-sealed. Available in following "Victory" ratings:

D.C.W.V.	CAPACITY
25	25 mfd.
50	10 mfd.
150	20 mfd.
150	20-20 mfd.
150	50 mfd.
250	20 mfd.
450	10 mfd.
450	10-10 mfd.
450	40 mfd.

Use multiples or combinations for other values.

● In radio servicing, too, many have mastered "First Aid." Thus the bulk of today's capacitor replacements is being handled with these general-utility electrolytics and paper tubulars. And in keeping with this wartime spirit of minimum types for maximum jobs, Aerovox provides these two "first-aid" items: Type PRS-V Dandees or tubular electrolytics, and type '84 paper tubulars. They are now available in the standard "Victory Line" ratings to take care of 90% or better of all standard radio set requirements.

Ask Our Jobber . . .

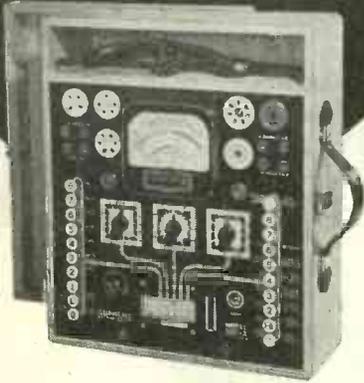
Ask him about these Aerovox "Victory Line" capacitors for essential servicing. Ask for copy of latest Aerovox catalog—or write us direct.



INDIVIDUALLY TESTED

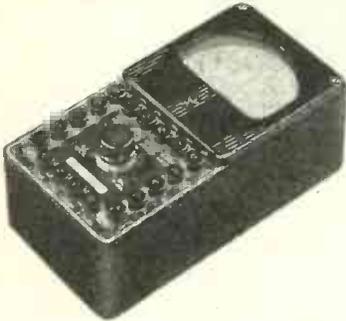
AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A. • SALES OFFICES IN ALL PRINCIPAL CITIES
Export: 100 VARICK ST., N. Y. C. • Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

PROVED THRU THE YEARS
SUPREME
BY COMPARISON

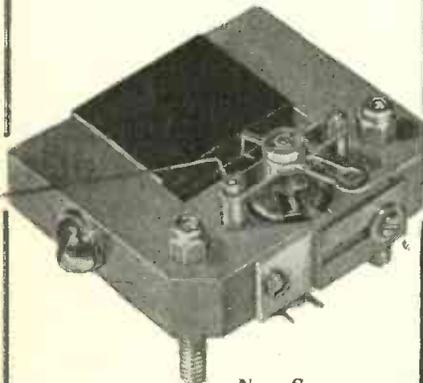


Model 504-A
Tube and Set Tester

Right now Supreme is 100% in war production. After Victory, you again can count on Supreme Testing Equipment for dependability, durability and ACCURACY . . . the same Supreme qualities which today are helping keep vital communications open on the battle fronts of the world.



Model 542
Pocket Multimeter



New Supreme
"Hairline Accuracy"
Meter

SUPREME

SUPREME INSTRUMENTS CORP.
GREENWOOD, MISSISSIPPI, U. S. A.

Stromberg Official Sees Bright Radio Future

Forecasting that the end of the war will bring "better and more reliable receiving sets," William A. Fay, vice-president in charge of broadcasting of the Stromberg-Carlson Company of Rochester, N. Y., declared as guest speaker on the Detroit Symphony Hour, that the war's end will also see "not only frequency modulation, but television and facsimile recording."

Speaking from Rochester from station WJZ, Mr. Fay further forecast radio progress by stating that engineers are now devising plans to transmit radio programs through relay stations when peace comes instead of the prevailing method of using telephone lines for remote broadcasts.

Mr. Fay reminded his hearers that the radio industry has not manufactured sets for civilian use since early 1942, and stated that, "We are doing a better manufacturing job than ever before. We are building to closer tolerances and it is absolutely necessary that what we make is not just good—but perfect."

Valuable Research Work

In the war effort research departments of manufacturers and the laboratories of universities are keeping in close touch with one another, the Stromberg-Carlson official pointed out, as "men are delving into the solution of the mysterious."

"The progress they are making," he asserted, "under the impulse of war needs means that in time this progress is going to result in better, more reliable receiving sets when we can make them again for civilian usage. My company has always been particularly interested in sets of high quality. We specialized in frequency modulation sets and have manufactured more such sets than any other radio manufacturer.

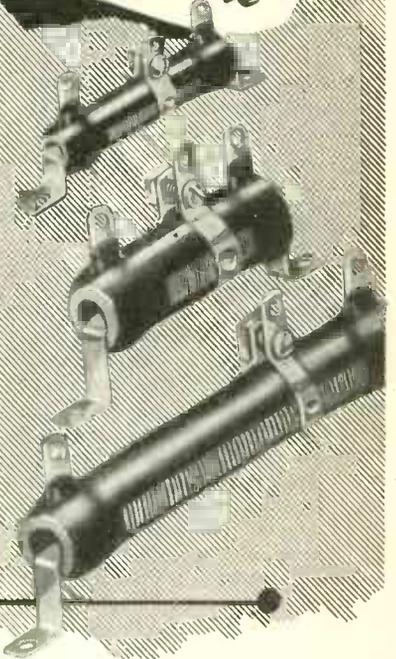
"The first sets that will become available after the war ends will contain only those improvements ordinarily available from one average radio year to another," Mr. Fay said, "but give us about a year after the war ends, take off the restrictions now necessary but definitely undesirable in a peacetime economy, so we can turn to with all the impetus which the American system of free and competitive private enterprise develops, and then . . . I think we shall be able to sell you a lot of new radios."

Major Rider Moves North

Major John F. Rider, publisher of Rider's Manual and other radio service books, who is now with the Signal Corps, is at present stationed at Building T, 541 Fort Monmouth, N. J. He was formerly at West Palm Beach, Florida.

OHMITE
"DIVIDOHM"

Adjustable Resistors

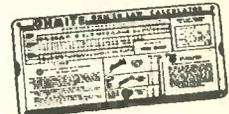


Ohmite "Dividohms" make ideal voltage dividers by the use of one or more adjustable lugs. Also handy for obtaining odd resistance values, for adjusting circuits, and for use on equipment which must be set to meet various line voltages.

The "Dividohms" are wire wound on ceramic cores, and vitreous enameled. A narrow strip of the wire is exposed for contact with the adjustable lug. Every turn of wire is securely held against shifting. Stock units made in 10, 25, 50, 75, 100, 160, 200 watt sizes—wide range of resistance values.

Write for Free Catalog 18

Ohmite Manufacturing Co.
4871 Flournoy St., Chicago 44, Illinois



Handy Ohm's Law Calculator

Helps you figure ohms, watts, volts, amperes—quickly, easily. Solves any Ohm's Law problem with one setting of the slide. Send 10c in coin to cover handling, mailing. (Available in quantities.)

Be Right with **OHMITE**
RHEOSTATS • RESISTORS • TAP SWITCHES

Saunders, Radio Pioneer Now Signal Corps Major

W. P. Saunders, who is on duty in the Office of the Chief Signal Officer, has been promoted to the grade of Major from Captain.

Major Saunders has been identified with the radio industry since 1918, when he was employed in the



Well known radio merchandiser, and former OPA official, now wears the gold leaf in U. S. Army.

engineering department of the pioneer Wireless Improvement Co. With the inception of broadcasting he joined Gimbel Brothers, New York, as assistant radio buyer. He was later transferred to the Gimbel Philadelphia store as buyer of radios. In this capacity he established one of the largest department store retail radio volumes in the country.

Held Important Positions

After serving with Gimbels for fourteen years, he resigned in 1935 to become a radio specialist with the General Electric Co. In 1936 he became district manager of radio sales with responsibilities covering twenty-one distributors and key accounts in Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, North Carolina, Virginia and West Virginia.

In 1938 he resigned from General Electric to assist Colonel Richard Gimbel in the reorganization of a retail business in Miami, Florida, with merchandising supervision of radios, refrigerators, major appliances, housewares, china, glass and lamps.

In October of 1941, he assumed duties with the radio unit of the Durable Goods Section of OPA, where he assisted Maurice Despres in the administration of radio prices. He was active in the formulation of the OPA radio receiver and parts maximum price regulations.

Major Saunders is well known throughout the radio industry.



HOMER G. SNOOPSHAW MOPS HIS BROW and shakes his head. "Try as we will to increase production of packs and Uni-Cels," he says, "there just isn't any way to produce *more* with the number of workers we have. So we have to continue spreading them thin . . . and ask you to help us through this emergency by doing the same with your customers!"

You'll cooperate with Homer's suggestion, we know. Uni-Cels and farm radio packs are scheduled as regularly as military production allows. Manpower shortages hamper us, too. We are trying to spread our production as far and as fairly as possible.

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

BURGESS BATTERIES



★ **14^{NEW} STANCOR Victory Model**
TRANSFORMERS AND CHOKES
ARE NOW AVAILABLE FROM STANCOR JOBBERS!



If your present supplier is unable to supply your requirements for VICTORY MODEL Transformers and Chokes, contact your nearest STANCOR Jobber today. A nation-wide distribution system is maintained for your convenience. If you don't know your nearest STANCOR jobber, write us.

STANDARD TRANSFORMER CORPORATION
1500 NORTH HALSTED STREET, CHICAGO



**SQUEEZE THAT MONEY, BROTHER
... IT'S MINE TOO!**

SURE, that Saturday night pay envelope's bulging. But let me tell you something, brother, before you spend a dime . . . *That money's mine too!*

I can take it. The mess out here. And missing my wife and kid.

What I *can't* take is you making it tougher for me. Or my widow, if that's how it goes. And brother, it *will* make it tough—if you splurge one dime tonight. You're making money. More money than there's stuff to buy. Money that can sock the cost of living to kingdom come—if you blow it! So hang on, till the job's done. On to every last dime—till the squeal means a hole in the seat of your pants!

You're working . . . and I'm fighting . . . for the same thing. But you could lose it for both of us—without thinking. A guy like you could start bidding me right out of the picture tonight. And my wife and kid. There not being as much as everybody'd like to buy—and you having the green stuff. But remember this, brother—everything you buy helps to send prices kiting. Up. UP. AND

UP. Till that fat pay envelope can't buy you a square meal.

Stop spending. For yourself. *Your* kids. And mine. That, brother, is sense. Not sacrifice.

Know what I'd do with that dough . . . if I'd the luck to have it?

I'd buy War Bonds—and, God, would I hang on to them! (Bonds buy guns—and give you four bucks for your three!) . . . I'd pay back that insurance loan from when Mollie had the baby . . . I'd pony up for taxes cheerfully (knowing they're the cheapest way to pay for this war) . . . I'd sock some in the savings bank, while I could . . . I'd lift a load off my mind with more life insurance.

And I wouldn't buy a shoelace till I'd looked myself square in the eye and knew I couldn't do without.

(You get to knowin'—out here—what you can do without.)

I wouldn't try to profit from this war—and I wouldn't ask more for anything I had to sell—seeing we're all in this together.

I've got your future in my rifle hand, brother. But you've got both of ours, in the inside of that stuffed-up envelope. You and all the other guys that are lookin' at the Main Street shops tonight.

Squeeze that money, brother. It's got blood on it!

Use it up . . . wear it out,
make it do . . . or do without

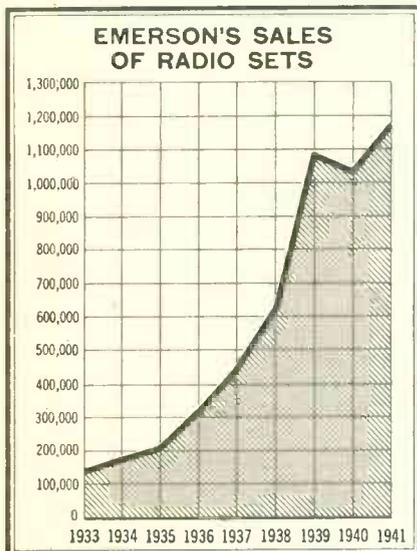
**HELP
US
KEEP**

PRICES DOWN

"Small Radio"— Ben Abrams Tells Story of Emerson

"Small Radio—Yesterday and in the World of Tomorrow"—an 88-page book between stiff covers,—has just been issued by the Emerson Radio & Phonograph Company, New York City, featuring the history of the company's production of small receivers, and blue-printing for the future Emerson's postwar electronic plans.

From President Ben Abrams himself comes the section tracing the history and development of the small set since its inception in 1929 as a Midget model. In this narrative of the "compact" receiver in its many forms, the diverse improvements from year to year are chronicled.



"In the meteoric popularity of the battery portable, and the battery-and-light-socket portables (the production of which jumped from 850,000 sets in 1939 to 1,570,000 in 1941), we have another example of public preference for small units," comments Mr. Abrams. "This development forecasts what may prove to be one of the most momentous radio and electronic advances of the future. The military Walkie-Talkie is vastly improved today because of the civilian portable radio engineering background. Civilian communicating instruments of tomorrow will stem from the same origin."

Backlog of future sales

A huge backlog of new-home demand in addition to the replacement market, the book also tells, has been piling up since civilian production ceased early in 1942. Distributor and dealer stocks of radios all over the country have become virtually depleted. The breakdown and obsolescence of sets have been continuing at an accelerated rate due to shortages of repair parts and service.

All of these factors, aided by a vast accumulated purchasing power and an ever-growing interest in and use of radio, are combining to build up a waiting market for from 20,000,000 to 25,000,000 sets—with progressively higher proportionate levels of demand in years to follow.

Chapters of the book are devoted to "Realities and Opportunities in Radio-Electronics", "Emerson Radio at War", "Immediate Post War Prospects", "Views of Emerson Dealers", "Blue-printing for the Future" and "Prepare Now".

Recoton Pushes Needles Sales

Recoton Corporation of Long Island City, N. Y., announces an extensive advertising campaign on world-famous Recoton phonograph needles, to include consumer publications—theatre programs, class and mass publications and newspapers—and trade publications reaching phonograph and radio dealers. Direct mail and dealer displays will be used as well.

Do You Need

RADIO TUBES NOW?

We have "HARD-TO-GET" and "HARD-TO-FIND" Tubes available and coming in every day. Over 100 different tube numbers. Join our list of preferred customers by writing for those tubes you've been trying to obtain. Tubes for Ray Guns, Phonographs, and all types of Coin-Operated Machines.

All Numbers are subject to Prior Sale!

NET PRICES

OZ4	\$1.65	6V6GTG	\$1.15
1Q5GT	1.65	6Z4/84	1.10
2A3	2.00	7A8	1.35
3Q5GT	1.65	7B7	1.35
5Y3/GT75	7F7	1.65
6A7	1.00	83	1.35
6A8	1.35	84/6Z4	1.10
6C5	1.15	12SK7GT	1.10
6D6	1.00	12SQ7	1.00
6F6	1.15	12SQ7GT	1.10
6H6/GT	1.15	24A90
6J595	25L6GT	1.15
6J5GT95	2675
7695	2770
7795	35/51	1.00
7890	3790
6K7G	1.15	4290
6N7/GT	1.65	43	1.10
6Q7/GT90	50L6GT	1.10
6SK7	1.05	5685
6SQ7	1.05	5795
6SQ7GT	1.15	117Z6/GT	1.65

We Have Many Other Tube Numbers! Every order subject to prior sale. **WPB LIMITATION ORDER No. L265** makes "Supplier's Certificate" mandatory with each order.

ALL SHIPMENTS EXPRESS C.O.D.
DO NOT SEND CHECK OR MONEY ORDER.
ONLY MAIL ORDER BUSINESS ACCEPTED!

CHICAGO NOVELTY COMPANY, INC.

1348 Newport Avenue

Chicago 13, Illinois

NEDA Asks Wider Tube Distribution

The National Electronics Distributors Association's advisory committee is urging a program to provide dealers with more balanced stocks of radio tubes for civilian use, the WPB has announced, following a joint meeting held in Washington.

The committee was of the opinion that wider distribution of non-military receiving tubes for household sets would be accomplished if the interchange of various types of such tubes between manufacturers and the pro-

rating of tube supplies among distributors on the basis of their 1941 deliveries could be accomplished. This would not increase the number of tubes available for civilians, but would improve distribution. Some manufacturers now supply tubes to distributors on the basis of precedence of orders, although others have been using the proposed pro-rata distribution system voluntarily.

The committee recommended that a task group be appointed to make suggestions to WPB on the redistribution of excess stocks of electronic components no longer required in military programs.

Charles B. Brown



New advertising director RCA Victor division, Radio Corporation of America.



Lend-Lease did not inaugurate foreign shipments of Ken-Rad tubes. Long before the war sixty countries on every continent including all United Nations and major islands in every ocean utilized for peacetime activities Ken-Rad tubes in hundreds of thousands.

Today millions of Ken-Rad tubes serve every battle front and we are proud that in war or peace the entire military world and civilians alike recognize Ken-Rad dependability.



TRANSMITTING TUBES
CATHODE RAY TUBES
SPECIAL PURPOSE TUBES

KEN-RAD
EXECUTIVE OFFICES
OWENSBORO · KENTUCKY
EXPORTS 116 BROAD STREET NEW YORK

METAL AND VHF TUBES
INCANDESCENT LAMPS
FLUORESCENT LAMPS

Hytron Sees War Techniques Boon to Peace Future

The fact that this is an electronic war is interestingly illustrated at Hytron Corp., where expansion at Salem, Mass., and a new plant at Newburyport, Mass., have quadrupled productive facilities, the company reports.

June 12, 1942, saw Hytron go completely all-out for war production. Rather than wait for new equipment to be procured through regular government channels, Hytron converted its own machines at its own expense, saving months of time and putting hundreds of thousands of extra tubes into the hands of the armed forces. Since that time the plant size has quadrupled.

Technical Staff Increase

With the increase in physical size has come an augmented technical staff and an increase in efficiency and production. As a result of war stimulus, years of experience and years of development have been packed into months.

Like other tube manufacturers, Hytron foresees a tremendous increase in the uses for electronics after the war. Many devices, now exclusively devoted to the defeat of our enemies, will be converted to the needs of peace; and many others now hidden behind the screen of wartime secrecy will emerge to amaze and benefit the American public. For this postwar market Hytron will be ready with the production facilities and the know-how, declares an official Hytron statement.

Proctor Awards Prize To Brooklyn Radio Man

For his contribution to "TEL-AN-OTHERS," Proctor Electric Co., Philadelphia, sent a \$25 War Bond to Meyer Eisenberg, Plaza Radio Shop, 44 Newkirk Plaza, Brooklyn, N. Y.

Said Mr. Eisenberg: "Because of increasing service demands in the face of a manpower shortage, we wanted to see if we couldn't catch and cure little appliance troubles before they developed into big ones that took a lot more service time and inconvenienced customers.

"Most of the troubles, we figured, were in cords or started with cords. Since we had a complete list of customers, we systematically went through the list. Ninety-five per cent of the existing or imminent troubles were, as we suspected, in the cords. Prompt repairs were made in a few minutes, saving hours later. It meant immediate income for us and kept our customers happy."

"TEL-ANOTHERS" is a wartime idea exchange sponsored by Proctor for the benefit of electric appliance retailers.

Issues Supplement

A 10-page supplement gives latest information on type AN connectors including layouts, etc. Cannon Electric Development Co., Los Angeles, Calif. R.R.T.

Need Radar Help



HELP BUILD AMERICA'S
GREATEST SECRET
WEAPON . . .

Radar!

You're needed now to help build the greatest "eye and ear" of any fighting land, sea and air. You're needed in winning the war and the need for this material is urgent. Every item of your time that you spend helping to build this great equipment will mean toward winning the war of the men helping for good.

The Emergency Committee of Chicago's radio and other industries within the laborer engaged in all, women are now so essential! This is a wonderful job. For those whose hands are jobs right now.

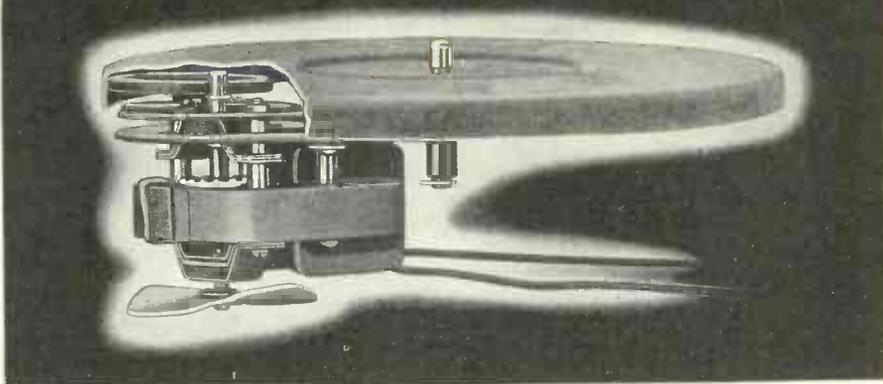
RADAR-RADIO INDUSTRIES OF CHICAGO

- | | | |
|----------------------------------|----------------------------------|----------------------------|
| Aladdin Corporation | Imperial Radio Products Co. | Ray Radio |
| Aladdin Radio Industries | Johnson Electric Company | E.P. Sweeney Corporation |
| Amcor Inc. The Company | Johnson Radio Corp. | Shaw-Walsh Inc. |
| Automatic Electric Company | Lansford Electronics | Solar Manufacturing Co. |
| Balslev Radio Corporation | Marconi Radio & Television Corp. | Standard, Inc. |
| Cherry Transducer Corporation | Met-Cat & Television Corp. | Standard Cell Products Co. |
| China Manufacturing Company | The Motor Company | Standard Transducer Corp. |
| Citrus Engineering & Mfg. Co. | Neutrad Research Products | B.W. Industries |
| Circuit Industries, Inc. Company | Industrial Products | St. Louis Radio Co. |
| Electrical Research Laboratories | Radio & Television Products | Univac Radio & Mfg. Co. |
| Radio & Electronics | Radio Corporation | Ray Radio Products Co. |
| Radio Manufacturing Corp. | Radio Corp. - Chicago, Ill. | Warwick Mfg. Corporation |
| General Electric Corp. | Radio Gen. Electric | Western Products |
| Erwin L. Gorman & Company | Radio-Phonics Co. | Waco-Cordless Company |
| Radio Service Products Company | Radio Products, Inc. | W. G. Walsh Co. |
| The Hoffman Radio Company | Radio Service, Inc. | Wash Radio Corporation |
| Radio Radio Company | Radio Service Company | Wash Radio Corporation |

Reduced reproduction of advertisement used by Chicago manufacturers to obtain services of women workers.

RADIO Retailing TODAY • January, 1944

remember ALLIANCE Phono-motors?



Good News! ALLIANCE Resumes Production on One Standard Model

● We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

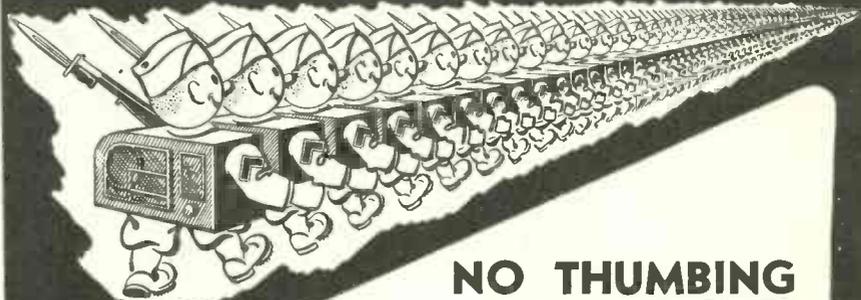
STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently AA-5 or higher) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. ● Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO



**NO THUMBING
FOR
TOM THUMB!**

The little man of marvelous powers doesn't need a lift — on line of march, production line or dealer showroom. Unlike Jack Horner, he has no thumbs to dip into luscious pies — no thumbs to twiddle away precious minutes.

Right now, Tom's doing a big job for the armed forces — the same big job that he always does for the jobber and dealer. They never have to give him a lift.

Make your plans NOW to get on the TOM THUMB bandwagon

Automatic
RADIO MANUFACTURING CO., INC.
122 Brookline Avenue, Boston, Mass.

Capt. Robert Adams Joins Templetone Radio Co.

Announcement has been made that Captain Robert Adams, recently retired from the Signal Corps for reasons of medical disability, has joined Templetone Radio Co., Mystic, Conn., in the capacity of production manager of the radio division.

"Bob" Adams is well-known throughout the radio industry, having been engaged in the production of radio receivers, transmitters, and television for eighteen years. Prior to entering the armed service he was

works manager of Sonora Radio and Television Co. Previous associations were as superintendent, radio division, Stewart Warner Corp., and with General Electric, RCA Victor, and Raytheon Manufacturing Co.

Leon Adelman Resigns

Leon Adelman, sales manager of the jobber division of Cornell-Dubilier Electric Corp., South Plainfield, N. J., has resigned. Mr. Adelman, who was with the organization for a number of years, has no immediate plans for the future.

Goldsmith Elected RTPB Vice Chairman

Dr. Alfred N. Goldsmith, consulting engineer, 580 Fifth Ave., New York, has been elected vice chairman of the Radio Technical Planning Board, and of its administrative committee. With Chairman, Dr. W. R. G. Baker, he will



Dr. Alfred N. Goldsmith

have supervision over the operations of the organization and its 13 panels.

Haraden Pratt, vice president of Mackay Radio and Telegraph Co., who had been mentioned for the RTPB vice presidency, withdrew as a candidate, but continues as chairman of the Radio Communications Panel.

Capehart Talks on "From Music to Guns"

Homer E. Capehart, president of the Packard Mfg., Indianapolis, Ind., speaking before a gathering of members of the New York Sales Executives Club in the Hotel Roosevelt, described the conversion of his plant to war work, and his company's relations with its employees.

The title of Mr. Capehart's address was "From Music to Guns," and he told a two-fisted story of how his phonograph plant had been converted practically "over-night" into a factory to make war materiel, with revealing details of mass-production development under management which practised the "Golden Rule" in the literal sense of the phrase.

He told how, as a result of the application of "Golden Rule Management," over 1000 workers were now producing precision parts with a record of "No Rejections" because of the loyalty and devotion to their jobs of the men and women who appreciated being treated like human beings. He said that every employee in his plants was made to realize the importance of his and her job to the overall undertaking.

Mr. Capehart was introduced by Paul Nystrom, president of the New York Sales Executives Club, as the anti-New Deal candidate for the United States Senate for 1944.

"THE HELP SITUATION" by Larion



Are you hungry for help? Are you desperately trying to find some means of turning out the huge volume of work in your shop?

Then increase the manPOWER of those men you already have in your shop by placing a complete set of Rider Manuals on every bench.

Rider Manuals provide "The Extra Hand" you need, supplying authoritative servicing data to speed up the location of defects in faulty radio receivers.

Volume XIV of these standard works is now in preparation and the date of its publication will be announced shortly. In the meantime be sure you are getting every available bit of the assistance offered by Rider Manuals—be sure you have all thirteen volumes.

—And while you're checking—check the list at the right. Here are other Rider Books that are being used for training in all branches of the Armed Service. They can speed your mission to "keep 'em playing" on the homefront.

HERE'S HELP THAT YOU Can GET

RIDER MANUALS (13 VOLUMES)

Volumes XIII to VII.....\$11.00 each volume
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 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
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 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 Electric Corp.
 13 E. 40th Street, New York City Cable: ARLAB

RIDER MANUALS

GIVE YOU THE HELP YOU NEED!



Music in Plant Gets Results for Belmont Radio

"Whistle While You Work" is more than a song title to employees of the Belmont Radio Corporation, Chicago, because that practice is encouraged as the plant's loud-speaking system provides two hours and forty-five minutes of music at intervals throughout the day.

Improves Output

"In the brief time we have been providing music," said Parnell S. Billings, Belmont president, "it has had a tendency to improve production and better employee morale. Any monotony that might be experienced in certain types of jobs is relieved. Certainly all of us at the plant begin our days in a happier frame of mind on these dark, cold mornings when we are welcomed by music and start to 'whistle while we work'."

Dean Cell With Universal

Dean Cell has joined the staff of the Universal Microphone Co., Inglewood, Cal., in a supervisory capacity. Mr. Cell was for several years assistant engineer in charge of production testing and methods at the Robert Hadley Co., Los Angeles transformer manufacturers.

Smith Predicts Great Postwar Television Boom

Scanning the postwar television picture in a talk before the Association of Customers' Brokers in New York, David B. Smith, director of research for Philco Corporation, predicted that television in the postwar period will be a bigger industry than radio ever was.

Declaring that thousands of engineers, technicians, mechanics, carpenters and other skilled laborers would be required to build television stations and several times that number of people needed to manufacture receivers, Mr. Smith said that the rapid expansion of television as soon as the war is over will depend upon the creation of networks linking stations together, so that the best entertainment and news programs can be made available to the viewing audience.

"Sound broadcasting entered its period of greatest growth and expansion when network operation got under way, and the same principles will apply to television," Mr. Smith said. "Ultra high frequency television relay stations have already been developed by Philco Corporation and other research groups to link television transmitters together, and these are in successful operation today."

INCREASE YOUR EARNINGS WITH VAUGHAN'S MASTER BLANKS



Cabinets as illustrated, speaker opening cut, opposite side blank.

These modernistic cabinets have been designed to fit every type chassis up to 10½" which covers practically all makes. Constructed from beautifully grained walnut, they are unusually attractive and striking in appearance. Easy to cut and fit they open up new opportunities to serve your customers as well as to reclaim many of the old unsaleable sets now in your store.

MODEL A Dealer's Price **\$2.10**
Inside Measurements 7½L x 4¾D x 4¾H

MODEL B Dealer's Price **\$2.85**
Inside Measurements 8¼L x 5D x 5¾H

MODEL C Dealer's Price **\$3.00**
Inside Measurements 10½L x 5½D x 6¾H

SAVE MONEY—10% discount in lots of six or more

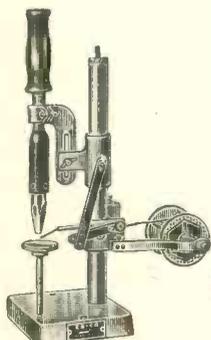
SEND NO MONEY—We ship C.O.D. if desired

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

VAUGHAN CABINET CO. 3810 N. CLARK ST. CHICAGO 13, ILL.

ESICO

REG. U. S. PAT. OFF.

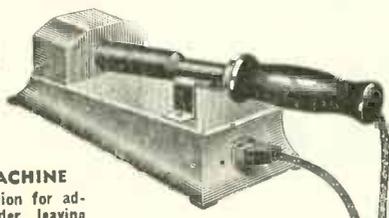


SPOT SOLDERING MACHINE
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.

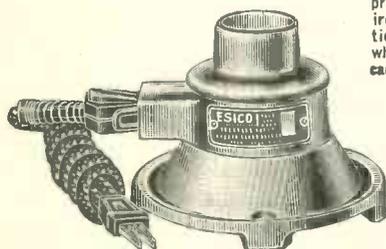


SOLDERING IRONS

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.
231 WEST ELM STREET, DEEP RIVER, CONN.



Awarded to four Onan manufacturing plants.



ELECTRICITY

For Any Job Anywhere

★ **ONAN GASOLINE DRIVEN ELECTRIC GENERATING PLANTS** provide electricity where power lines are not available, and for emergency service.

They're doing a war winning job on all the fighting fronts generating electricity for vital communications work and other war tasks.

Sizes from 350 to 35,000 watts. 50 to 800 cycles, 110 to 660 volts, A.C.—6 to 4000 volts, D.C. Also dual A.C. and D.C. output models.

Your inquiry regarding present or post-war needs will receive prompt attention.

D. W. ONAN & SONS
2015 Royalston Ave., Minneapolis, Minn.

ONAN
ELECTRIC PLANTS

Hoffman Radio's Postwar Merchandising Plans

More than six months ago, H. L. Hoffman, president of Hoffman Radio Corp., Los Angeles, Cal., set up his postwar planning program on an assembly-line basis. Key executives were assigned specific jobs, complete in themselves but contributing to the postwar sales program.

One full evening each week is spent in developing future plans. The men at Hoffman call it "Our night out to plan for peace." Out of these meetings have come many new developments in

product design and distribution, developments designed to help radio dealers sell sets long after the first flush of victory spending has passed.

R. J. McNeely, sales manager, has developed a franchise dealer set-up for the entire Hoffman marketing territory. This franchise method of building a dealer organization is regarded very favorably by sales executives of the company. They feel it offers the best method of controlling distribution and sales policies. McNeely believes the "protected territory" system of selling also offers the potential dealer many important advantages in stocking and pushing any product.



Mapping out peacetime selling strategy. H. L. Hoffman, left, president and W. S. Harmon, vice president charge of engineering, Hoffman Radio Corporation, Los Angeles.



AFTER THE WAR - - - the name to look for in **RADIO ANTENNAS**

Today, BRACH produces only for Victory. But after the war, Brach will be ready with trained craftsmen and still more "know-how" to turn out superior antennas and other radio and electrical products for which dealers and public have been patiently waiting.

L. S. BRACH MFG. CORP.

World's Oldest and Largest Manufacturers of Radio Antennas and Accessories
55-65 DICKERSON STREET • NEWARK N. J.

Technical improvements in radio components and the completed job constitute another important facet of the postwar planning job now under way. W. S. Harmon, vice-president in charge of engineering, has concentrated on the elimination of "needle talk" and other improvements in record changers. New developments in radio engineering have emerged from the drawing boards and now repose in well-guarded files; ready for the day of victory and the production of peacetime sets.

Package Improvements

Packaging, an important element in the sale of any product, has come in for a major over-haul in the course of these "night out" meetings. Antonin and Carlotta Heythum, leading designers of prewar Prague and now leading the industrial design activities at California's Institute of Technology, are among the designers creating a complete line of table-model and combination radios for the Hoffman line.

Cabinet Survey

An extensive consumer and dealer survey indicated many changes that should be made in the construction of radio cabinets. These have been incorporated into the Heythum's design and have resulted in radio sets with "silent selling" features the radio dealer has long looked for.

The present boom in records has not "been overlooked in this blueprint of the future. Hoffman has stressed the importance of absolute perfection in manufacturing recording and play-back equipment. Consumer advertising will stress this advantage of the Hoffman set.

"Many companies have been prone to ignore the radio retailer. We don't intend to," said Hoffman, "for we know the man behind the door marked dealer can do the most to help us. We're going to do all we can to help him."

DEALER INGENUITY

ST. PAUL, Minn.—The Beacon Radio Shop is practicing circuit changing so that available tubes may be utilized. Most of the sets are brought to the shop and called for by the customers. Inability to get workers limits the number of radios that can be turned out, although the owner works continually at the bench himself.

JANESVILLE, Wis.—Paul Paulsen, who has charge of the radio and appliance repair department of Douglas Hardware Co., Janesville, Wis., specializes in repairing milk utensils for farmers. In Lake Mills, Wis., the Engsborg Electric Co., headed by E. Engsborg, sells electric fence to farmers, on priority, along with his important radio service work.

SAN FRANCISCO, Cal.—Adams Radio Stores are doing very well with renting and repairing radios, radio-phonograph combinations and sound systems. At the main store is a most comprehensive selection of greeting cards, Hummel figurines and plaques. The firm is owned by Floyd A. Adams. The main store is located at 462 Geary St. and is run by Mr. and Mrs. Adams. The second store at 891 Bush Street is managed by Alvin F. Cross, who has an experienced part time assistant, and also a second helper who is learning the trade. There was a third store at 258 Taylor Street which had to be temporarily discontinued because the manager was drafted and no substitute was obtainable.

VERONA, Wis.—Verona Hardware is replacing former appliance sales somewhat by a fine floor covering department. A special display rack built at the front of the store holds five different patterns. The firm lays linoleums for customers for prices ranging from \$5 to \$15, including in-laid work. The service department is also repairing appliances, kerosene and gas stoves, and a wide variety of articles. The profits from the service department are rising regularly, say owners of the store, Art Zurlbuchen and E. A. Sharer who have been at this spot for 20 years.



AMPLICALL
Intercommunication, Industrial Paging and Sound equipment has been ready and on the job a long time, faithfully serving army, navy and war plant needs everywhere. Rauland jobbers are setting sales records these busy days and at the same time laying the foundation for a bright future business. And RAULAND'S program of national advertising is doing its share in backing up their efforts by opening up new contacts.

THE RAULAND CORPORATION . . . CHICAGO, ILLINOIS

• *Electroneering is our business* •



RADIO . . . SOUND . . . COMMUNICATIONS

Manufacturers of
**RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS**

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

Tune in Radio's own Radio Shows

TWO of the really great shows on the air today—two *full-hour* programs sparkling with radio's brightest names—are sponsored by two leaders in the radio and electronic industry. Together, these two leaders and their programs are building a storehouse of good-will for the whole radio industry—and preparing the way for vast post-war sales of radio sets.

What's more, both programs are *great listening*. Tune them in and enjoy them. Both are on The Blue Network.

Saturdays, 7 to 8 P. M. EWT

"WHAT'S NEW?"

SPONSORED BY RCA

A weekly review of "What's New?" in the whole field of entertainment, the Arts and the Sciences. Presents famous guest artists. The program features Jim Ameche and Leonard Warren; the music is by Lou Bring and the RCA-Victor Orchestra and Chorus.

Sundays, 6 to 7 P. M. EWT

"THE RADIO HALL OF FAME"

SPONSORED BY PHILCO CORP.

This program presents and honors the hit performers and hit acts in the world of entertainment—selected by "Variety". Paul Whiteman and his orchestra provide the music; Deems Taylor is Master of Ceremonies.

The Blue Network

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • SAN FRANCISCO

Radio Retailing Tomorrow

Comdr. McDonald Outlines FM's Future

In letters addressed to newspaper publishers throughout the country, Comdr. E. F. McDonald, Jr., president of Zenith Radio Corporation, Chicago, presents a striking summary of the future development before frequency modulation, and urges that newspapers consider postwar operation of FM transmitters as part of their own promotion activities.

Quoting from Comdr. McDonald's letter:

"This letter is not a bid for publicity, nor is it intended to benefit either Zenith or the radio industry, as plenty of FM stations will operate *whether or not you act*. We have no apparatus or transmitting equipment to sell you. My sole purpose is to point out the opportunity FM offers to the press of the United States in helping it retain the leadership in moulding public opinion it has held for the past century.

Will dominate local broadcasting

"FM is an entirely new method of broadcasting. It was off to a flying start when war interrupted production of new radio receivers and construction of new broadcasting stations. Its superiority to the Amplitude Modulation now used for standard broadcasting is so striking that I believe it will quickly dominate the field of local broadcasting in the post-war period. Moreover, it is ideally adapted to the needs of a newspaper.

1. FM broadcasting stations are much less expensive to erect and operate than the old type Amplitude Modulation stations.
2. There will be plenty of FM channels available; wave lengths are not, as with present Amplitude Modulation, limited to a fortunate few.
3. FM erases static, both man-made and nature-made, and transmits programs in its area with dependability, fidelity, and realism hitherto unknown.
4. While the range of an FM transmitter is limited, it will cover the heart of any newspaper circulation area without interference from other stations at any hour of day or night.
5. FM is, in my opinion, destined to replace most of the present-day stations except long-range, clear channel stations. Many will dis-



Voice Communication Components

Universal Microphones, as well as Universal Plugs, Jacks, Cords, and Switches, are vital voice communication components today in the War Effort. When peace comes, they will continue to fulfill their role in a postwar world surmounting the barriers of distance with Radio and Aircraft.

UNIVERSAL MICROPHONE CO., LTD.

INGLEWOOD, CALIFORNIA

CANADIAN DIV: 560 KING ST. WEST, TORONTO 2
FOREIGN DIV: 301 CLAY, SAN FRANCISCO 11, CAL.



PL-54

JK-26

PL-291

RADIO Retailing TODAY • January, 1944

agree with me on this statement, but may I suggest that many were not in agreement with me some years ago when I stated, as I still state, that television was, and is, just around the corner, for stock salesmen only.

Most receivers will have FM

"FM faces none of the economic hurdles that have held back television. It is here. I grant you that not more than one per cent of existing radio sets are equipped to receive FM, but I predict that when the war is over it will be difficult, if not impossible, to sell any radio for forty dollars or more that does not have FM, and prices may go well under this.

"Now I am going to make an unorthodox suggestion with which you may not agree. I feel that it is a mistake for a newspaper owning a broadcasting station to compete with itself by selling radio time for advertising. I believe it will pay many newspapers to erect an FM station and charge the cost of its operation to advertising the newspaper. This will build good will and win the gratitude of the public by eliminating the annoyance of commercial announcements, plug-uglies if you will, that the public resents on the radio today. I speak from experience when I say that an FM station presenting good programs without commercial sponsorship will win and hold a large share of the radio audience. If you, on the other hand, want to compete with yourself by selling time on your FM station, you may, but you will not enjoy the audience and popularity you will without advertising.

"We have operated Zenith FM radio station WWZR in Chicago for nearly four years, and sold no advertising. We use no live talent—use only high fidelity transcriptions and recordings, of which there are splendid services available. We make only two announcements an hour, and even these are recorded. On one of these announcements we present the merits of Zenith as you could present the merits and features of your publication. We find that this practice creates no public resentment.

War plants and restaurants

"The number of FM sets in Chicago is limited, but there are scores of restaurants catering to thousands of customers who use our FM music constantly in preference to any other music, radio or otherwise, available. In addition to this, there are about fifty war plants, employing thousands upon thousands of war workers in their factories, who entertain their workers and maintain production levels with music from our FM station.

"I have long felt that publishers of the printed word, who have molded public opinion for so long, are

best qualified to be, and should be, the major owners of broadcasting stations. The Chicago Tribune went into broadcasting in 1923 and has done a splendid job for the public, and for itself, with its standard broadcasting station, WGN; recently it has broadened its service with FM radio Station WGMB. Many publishers missed the opportunity to get AM wavelengths when radio was young. Opportunity knocks again because FM wavelengths are available now, but applications to FCC for FM are already many. The FM audience of today is not large; neither was the

audience for standard broadcasting stations when the original broadcasters entered that field and secured their valuable wavelengths. After the war, the FM audience will grow much more rapidly than the original radio audience did in the early days of radio.

"If you are interested and would like technical details about cost of stations, cost of operation, area coverage, etc., please write. We have set up a department to answer your questions, but, as I said earlier in this letter we have no apparatus or transmitting equipment to sell you."

Join the TALK-A-PHONE Jobber Family NOW



Illustrated above is the Chief—Push Button controlled—a low price-fitting companion to the now famous Super Chief line.

1. MAKE MONEY TODAY
2. BIG POST WAR OPPORTUNITY
3. EFFECTIVE SELLING HELPS

Jobbers, seeking an ideal inter-communication line, should investigate Talk-A-Phone. Especially they should ask for (a) a copy of a colorful new catalog presenting complete specification and reference data. Highly illustrated. (b) Beautiful three color poster illustrating the Talk-A-Phone in use. 3 ft. x 2 1/2 ft., mounted on heavy cardboard for standing.

Here's why Talk-A-Phone is the ideal inter-communication line for Jobbers:

1. Talk-A-Phone offers America's most complete line of inter-communication . . . A unit to fill every need . . . to fit every condition . . . Super Chief, Chief, Deluxe and Standard models.
2. Scientifically designed, on fundamentally sound principles. Manufactured by craftsmen of unusual skill. Rigidly inspected.
3. Modern, inviting appearance. They please the most fastidious executives.
4. An extraordinary value for the price. Acknowledged to offer "most for the money". Sales resistance is low.
5. Talk-A-Phone follows a rigid policy of Jobber Protection.
6. You can get delivery now.



TALK-A-PHONE MFG. CO.

1211 WEST VAN BUREN STREET
CHICAGO, ILLINOIS

Talk-A-Phone

RECENTLY PROMOTED



Lt. Col. Sydney K. Wolf, assistant director of WPB Radio and Radar Division now assigned to South Pacific.

Meck Uses Peace Pictures To Boost War Work

The John Meck Industries, Plymouth, Ind., is capitalizing on glamorous after-the-war plans by showing employees sketches of new radio and phonograph sets accompanied by the exhortation, "Let's win the war so we can make these."

The drawings are hung in conspicuous places throughout the factories and show the artists' preliminary sketches of what the Meck Industries will produce in postwar days. John Meck, president of the organization, thinks that they "look very nice" but asks "what good are they, if we don't win this war?"

"Engineers are doing a vast amount of planning on postwar products," he continues, "and the independent jobbers constantly press us for information about our plans. To help renew the trade's understanding of the jobber's position, function and services, we have prepared a series of posters which are being sent them regularly."

Urge Jobber Cooperation

"We have urged that the jobber post these conspicuously. They are designed to tell both the jobber and the public that, even with the much talked of postwar planning, at first they must expect few changes in the field of sound and electronics."

The poster warns, in line with Meck's thinking, that the war must be won first, that "when industry returns to production of peacetime needs, first productions will be only slightly different than the last pre-war models." But he also adds that inevitably the lessons of war will fit into civilian production and then we will find ourselves in an era of growth and improvement.

Parts by
Centralab
Div. of Globe-Union Inc., Milwaukee, Wis.

- Steatite Insulators
- Ceramic Trimmers
- High Frequency Circuit Switches
- Volume Controls
- Ceramic Capacitors
- Wire Wound Controls
- Sound Projection Controls

University

REFLEX SPEAKERS
now the accepted **STANDARD** for all **WAR USE**

EVERY UNIVERSITY REFLEX
the result of years of pioneering research and development.

EVERY HIGH EFFICIENCY SPEAKER
in University's extensive line of power speech reproducers has a vital part to play in the WAR program.

REMEMBER
University is now producing many special speakers for the Army, Navy & Signal Corps.
Submit your special problem direct to the engineering dept.

UNIVERSITY LABS., 225 VARICK ST., NYC

CLAROSTAT

ROLLING ON TO **Victory**

★ Clarostat continues to be engaged 100% in the most important job of all—winning the war—on land, sea and in the air.

But after victory has been won, Clarostat promises the trade—servicemen, jobbers and others—that Clarostat products for initial and replacement uses alike, will once more be generally available for peacetime pursuits. Meanwhile, let's keep 'em rolling!

ARMY E NAVY

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



Up to
5000
Plays



AMERICA'S GREATEST VALUE
Fidelitone DeLuxe Floating Point
Phonograph Needles are America's
greatest phonograph needle value at
any price.

Know these reasons for Fidelitone's superior performance:

1. **Up to 5,000 plays** . . . many months of un-interrupted service.
2. **Filters Record scratch** . . . through unique Floating Point Construction.
3. **Kind to Records** . . . smooth PermoMetal* tip floats gently over the finest records without abrasion.

PERMO, Incorporated
6415 Ravenswood Avenue Chicago 26, Illinois
*The oldest and largest manufacturer
of long-life phonograph needles*

*T.M. Reg.

**MORE FIDELITONE NEEDLES ARE SOLD THAN
ALL OTHER LONG-LIFE NEEDLES COMBINED**

WARTIME RADIO SERVICE

This booklet includes the following—

**Nearly 300 Tested Substitutions for All the
Hard to Get Types of Tubes**

Gives instructions for Building Inexpensive Apparatus for Repairing Open Heaters in 150 Mil Heater Type Tubes and How to Use It. About 40% of These Tubes Can Be Made to Give Additional Service.

Tells How to Change the Late Farm Radios for Electric Operation. Diagram and Text Eliminate the Bugs.

The only book of its kind—saves you valuable time, enables you to increase your sales and satisfy your customers. You can't afford to figure it out yourself.

\$3.00 per copy, postpaid

CITY RADIO COMPANY

The **RADIO CITY** of Phoenix, Arizona
504-6 E. Washington Street

Radiart's PLEDGE for 1944



- ★ **FIRST and FOREMOST**—To cooperate 100% with the War Effort by meeting all schedules of Government Orders on time.
- ★ Consistent with the above obligations to devote the unused part of our production to filling orders for our Service Men and Jobbers.

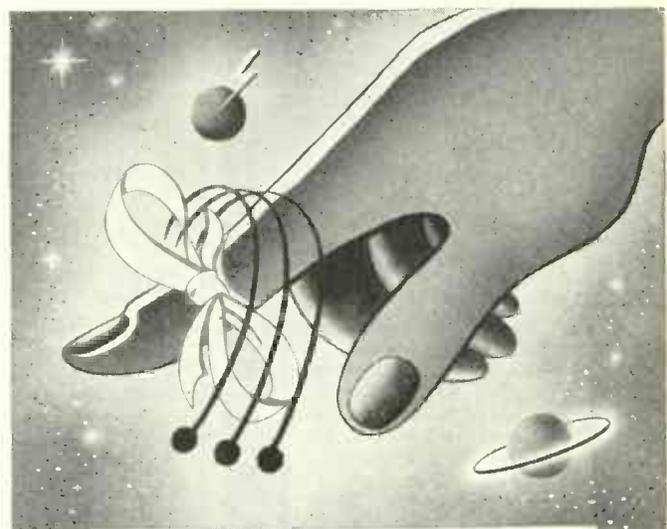
NOTE—You can help by maintaining a small stock of more popular **RADI-ART VIBRATORS** to tide you over during the times when War Orders consume our entire production.

- ★ To maintain Radiart Quality and endeavor through progressive engineering to prepare for better things after the emergency.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO



Remember Monarch Testing and Calibrating Equipment

offers the solution to many a problem in the laboratory and on the production lines. Our special measuring and testing instruments, to accompany various units turned out for military purposes, have won unqualified praise for their complete accuracy and dependability. Consult us also, if you have any problem in securing almost any type of small machine parts.

MONARCH MFG. CO.
2014 N. Major Ave. Chicago, Ill.



4 STANDARD TYPES

of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.

Amperites are real REGULATORS . . . have patented Automatic Starting Resistor which prevents initial surge and saves pilot lights . . . Ask Your Jobber.

AMPERITE

THE *Simplest*
WAY TO REPLACE

BALLASTS

WRITE FOR REPLACEMENT CHART

AMPERITE CO. 561 BROADWAY, NEW YORK, N. Y.

Radio Market Data Handbook

Compiled by NAB Dept. of Research, under the direction of Paul F. Peter, Director. Published by National Association of Broadcasters, Inc., 1760 N St., N.W., Washington 6, D. C. 261 pages. \$1.50 per copy.

This handbook will be useful as a basic source of information in engineering studies, by the broadcasting industry and in the preparation of applications for modification of facilities before the Federal Communications Commission, and to the radio industry as a whole.

Based on the U.S. Census of 1940, the information selected by the committee includes: population, families, radio families and total retail trade, with separate tabulations from the retail total for the food group, the general merchandise group, the apparel group and drug stores.

Sees Television 2 to 5 Years After War's End

Declaring that war production comes first, Arthur Freed, vice president and general manager of Freed Radio Corp., New York, declares, however, that business at this point must start thinking in terms of peace, and he makes the following predictions on the peacetime radio situation:

"In 1944 we have a war to win, and at least a partial victory to plan. The midnight oil will not have to be burned keeping the pace we've set in war production, but it will have to be burned preparing for semi-normal consumer operation.

"The consumer will have to be educated—educated that there will be a short gap between standard broadcasting (AM) as we know it today and nationwide Frequency Modulation (FM), the noiseless, crystal clear, full audible range type of transmission, which is scheduled to be the first general peacetime radio advance. They'll also have to be educated that television cannot be on the postwar timetable for at least two to five years. FM first, then television. That's the ordered way that radio will bridge the return to a peacetime economy."

Heads Television Selling

Samuel H. Cuff, formerly with the American Express Co., and widely known for his broadcast, "The Face of the War," has been appointed general sales promotion manager for television by the Allen B. DuMont Laboratories, manufacturers of precision electronic television equipment.

Mr. Cuff will direct DuMont sales promotion on radio television receiving sets, television transmitter equipment, and DuMont-owned television station time sales.



...AND THE

HOME FRONT, TOO!

- Despite material and manpower difficulties, and our participation in the war effort, we are producing and delivering the Government-approved Victory Line of Condensers. Write for list of Victory items and prices. Shipments are made on L265 Ratings, or better.

For VICTORY Buy United States War Bonds and Stamps



POLYMET CONDENSER CO.

699 E. 135th ST., NEW YORK 54, N. Y.

VOGUE
Electrical

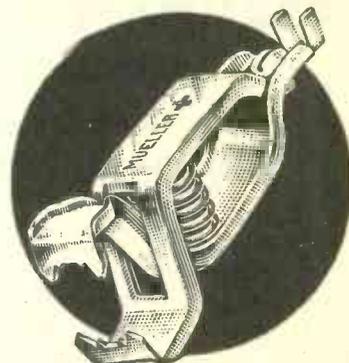
BLUEPRINT
of things to come!

Vogue has important plans in the making . . . plans for a finer, more complete line of electrical home utilities after the war, offering you easier selling and greater profits than ever.

Meantime, war efforts must be intensified till victory. Our well equipped, versatile plant has been expanded so that we can handle the production of more parts, or complete units. We welcome inquiries along this line.

SHERIDAN ELECTRO CORP.
2850 S. MICHIGAN AVENUE · CHICAGO 16, III.

MUELLER



CLIPS

FOR MAKING QUICK TEMPORARY CONNECTIONS

- Made in 10 sizes—from the tiny wee-pee-wee to the 300 ampere Big Brute.
- Offered in both steel and solid copper.
- Red and black rubber insulators to fit each size.
- A complete line with

A CLIP FOR EVERY PURPOSE

Immediate deliveries on practically all items. Send for free samples and catalog 701

Mueller Electric Co.

1584 E. 31st St. Cleveland, Ohio

Universal's "U" Plan For Postwar Is Popular

With over 15,000 requests for "U" Plan for "V" Day books coming into New Britain, Conn., W. J. (Bill) Cashman, Landers, Frary & Clark director of promotion, is receiving much favorable comment about Universal's plan from utility companies, dealers and distributors.

Announced last October, the plan is being offered to any qualified merchant of electrical equipment regardless of whether or not he was a Universal dealer before the war. "It is in the industry's interest to have all dealers better prepared to face the future. 'A bird in hand is worth two in the bush' and we believe the 'U' Plan for 'V' Day will flush prospects for postwar appliances from cover, changing a potential industry demand to specific demands on dealers' books throughout the nation, thus enabling dealers to plan better for the postwar period through information secured from their customers," says Mr. Cashman.

Book Offered Dealers

A four-color "U" Plan book, now being mailed to dealers requesting it, outlines the 5 easy steps which put postwar business on the dealers' books today, and presents 10 ways in which the dealer benefits from applying this down to earth formula of postwar planning. It stresses the need for more dealer participation in the war bond activities. Then it illustrates the advertising campaign and free point of sale promotion package to be used by dealers to set up the plan in their stores and to identify themselves to "U" Plan consumers. It shows the dealer how to promote the plan locally and how to proceed with consumer to get the greatest ultimate benefit from the plan. Plan books are being furnished free by Universal to dealers.

Aims of the Plan

Universal wraps up the plan as a package merchandising job by providing the dealer with a set of point of sale merchandising materials. The set is designed to accomplish two purposes:

1. To so identify the dealer locally that consumers reading "U" Plan advertisements in national magazines will know where to go and whom to see.
2. To quickly enable the dealer to set up the plan in his store and promote it locally, thus establishing his store as postwar planning headquarters.

In connection with the plan, a series of jobber-dealer meetings are being held all over the country. These meetings are for the purpose of explaining the postwar project in detail, and are informal.



WAR

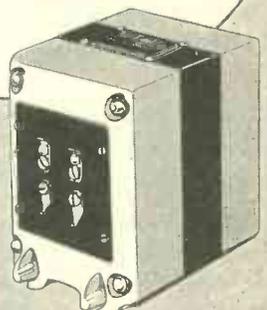
ITS OBJECTIVE: VICTORY

ITS BY-PRODUCT:

A Better World to live in;
New Knowledge—New Products

★ ★ ★

FILAMENT TRANSFORMER
*Designed for Continuous Service
incurred in Communications
Work.*




THORDARSON

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

Transformer Specialists Since 1895

ORIGINATORS OF TRU-FIDELITY AMPLIFIERS

"LOOK AHEAD WITH ERWOOD"

★
**ENGINEERING
CONSULTANTS**

★
**Manufacturers
of**

ERWOOD
**Sound Equip-
ment and
Electronic
Products**

In the confusing vision of electronic things to come, one thing stands out sharply. An advantage will be held by the manufacturer who is **READY** in terms of Design, Quality and Performance.

Although war work still requires all of our enlarged manufacturing facilities, our technical service will be available to other manufacturers for consultation. Our own postwar products are on a high plane of development. We can help put your product on a par with the best in postwar engineering. Perhaps we can give you a special advantage.

THE ERWOOD COMPANY

225 WEST ERIE STREET

CHICAGO, ILLINOIS



We have just noted some fairly authoritative figures that serve to drive home the staggering job facing American Industry in converting from war to civilian production without disrupting our whole economic life. New civilian production jobs will have to be found for 22,500,000 released war workers and discharged soldiers within a year after the cessation of hostilities!

That, my friends, is some payroll!

* * * *

With the safety of the nation depending on it, and with practically no sales problem, it took two years to get into peak war production. Can we show the same speed getting back into civilian production, with all its marketing problems? Speaking for the radio industry with its brilliant war production record, I would say that we can. But it means that every manufacturer must be making concrete plans right now. Military men must plan for a long war—Industry should be planning for *Victory next month.*

* * * *

They say that the new jet-propelled plane recently revealed is driven by hot air. Obviously a commodity that will require no rationing program. Or make up your own quip!

* * * *

There are so many good, obvious reasons for buying War Bonds that I wonder why we have to be coaxed into it.

Klein Stankiewicz
QUAM-NICHOLS CO.
 Cottage Grove and 33rd Place
 Chicago 16, Illinois



Sprague "Trading Post" Very Successful

In operation for a full year, the Sprague "Trading Post" advertisement of Sprague Products Co., North Adams, Mass., appearing in *Radio Retailing Today*, has proven to be an invaluable aid in keeping the radio sets working on the home front. Letters have been received from radiomen all over the country, and the following are a few letters typical of the hundreds in the Sprague file:

Just to let you know that I received some forty letters and cards, and also around \$200 in money orders, checks, and cash in reply to the free *Sprague Trading Post* advertisement you ran for me in the November issue of *Radio Retailing Today*. It was very successful and all replies were answered. I congratulate you on the fine work you are performing for servicemen and amateurs of the country.

Pvt. Joe Whisnant, F.A.R.T.C.,
 Fort Bragg, N. C.

The classified advertisement you ran for me in the *Sprague Trading Post* in the September issue of *Radio Retailing Today* brought quick and wonderful results, as it put me in touch with servicemen in Texas, Illinois, Massachusetts, Ohio, Pennsylvania, etc. The idea of the *Sprague Trading Post* must be making a multitude of friends for you, and I know by experience your products are O.Kay.

W. C. Massett, Box 34, RFD
 No. 2, Berea, Ohio

My ad which you ran for me in the *Sprague Trading Post* in *Radio Retailing Today* magazine has netted better results than I believed possible. I have been offered much more equipment of the type I wanted than I could possibly use. Needless to say, I greatly appreciate your courtesies in running my advertisement for me.

E. H. Munn, Jr., Mgr. Towerhill Sound Service, 306 N. West St., Hillsdale, Mich.

Thank you very much for listing my advertisement in the *Sprague Trading Post* in the August issue of *Radio Retailing Today*. The response to it was more than satisfactory.

Wm. J. Luckas, 56 Spooner St.,
 Floral Park, L. I.

Lafayette Issues New Catalogue

Lafayette Radio Corp.'s 1944 catalog, Number 94, contains information on nearly 50,000 items, including communications, public address equipment, test materials, radio training kits, plus the usual radio components. Expanded list of new "Victory Line Parts." Lafayette Radio Corp., 901 Jackson Blvd., Chicago 7, or 265 Peachtree St., Atlanta 3, Ga.

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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.



Make the New Year a Blue Year for Adolph!

- There's a patriotic sense of satisfaction . . . a personal American revenge . . . when you step up to the "Victory Counter" and purchase a War Bond. You know your War Bonds will materialize in knocking h—l out of Adolph and Tojo . . . and hasten the day of a glorious United Nations' Victory! Resolve To End the War in '44.

More War Bond Purchases Will Help To Do It!

BUY MORE WAR BONDS!



AWARDED TO THE J. P. SEEBURG CORPORATION
FOR OUTSTANDING PRODUCTION OF WAR
MATERIALS IN EACH OF ITS FOUR PLANTS

Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

TRIBUTE

FROM

Motorola Radio



to the Men of the U. S. Army Signal Corps



It is no secret that our armed forces have the finest communications equipment in the world. What is even more important is the fact that this equipment—"the eyes and ears" of our fighting men—is in the hands of that even finer product of American Democracy . . . the men of the U. S. Army Signal Corps. *To them from Motorola Radio—a speedy Victory and a quick safe return!*

AFTER THE WAR . . . For the Signal Corps, Motorola Electronic Engineers pioneered in the development of the famous Guidon Set, the new Walkie-Talkie and the highly effective Handie Talkie—portable two-way communications systems. When Victory signals resumption of Civilian Radio production Motorola Engineers will add to their impressive list of "Firsts" in the development and production of Special Electronic devices and 2-Way F-M Communications Equipment.

Expect Big Things from Motorola—THEY'RE IN THE MAKING!

For the continued development and production of Radio Communications and other special Electronic equipment for our Armed Forces, the Motorola organization has been awarded two stars for their Army-Navy "E" Flag. Motorola is proud of the part it has been privileged to play in the speeding of Victory.



Motorola RADIO
FOR HOME & CAR
GALVIN MFG. CORPORATION • CHICAGO, ILLINOIS