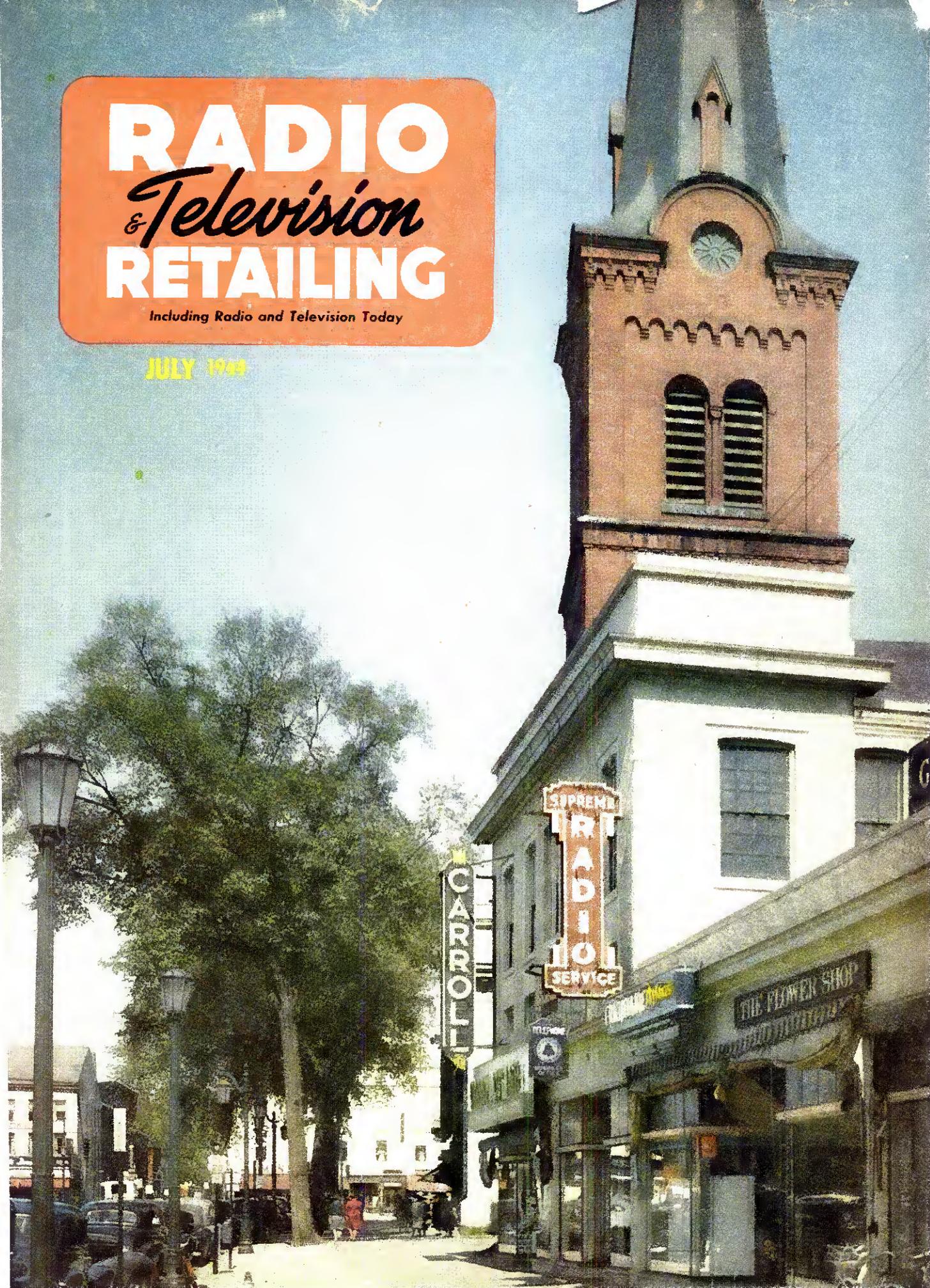


RADIO & Television RETAILING

Including Radio and Television Today

JULY 1949



P. R. MALLORY & CO. Inc.

MALLORY

Tips on Radio Service Short Cuts

Reclaiming High Leakage Electrolytic CAPACITORS

Where high leakage wet or dry electrolytic capacitors are encountered, many of them may be re-aged and put back into service.

The simple method described below requires little equipment and will prove useful in reclaiming such units where possible.

Necessary Equipment

- 1 — a rectifier power supply capable of delivering up to 500 volts DC at 100 milliamperes.
- 2 — any convenient means for varying the output voltage of the power supply to match the rated voltage of the condenser to be re-aged.
- 3 — a 10,000 ohm 10 watt resistor.
- 4 — a 0 to 500 voltmeter.
- 5 — a 0 to 50 milliammeter.

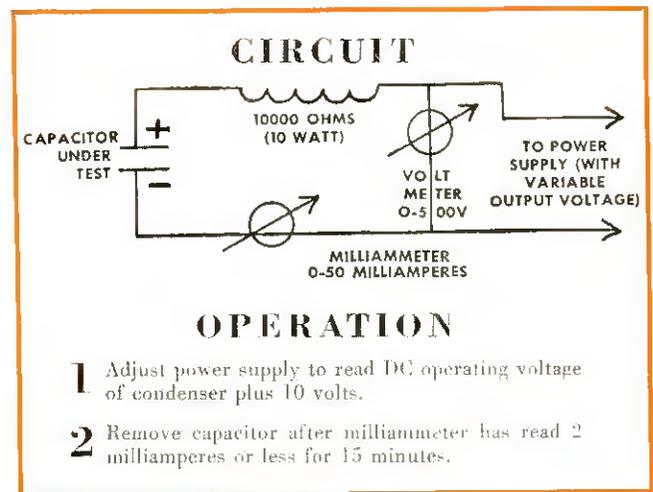
P. R. MALLORY & CO., Inc.
INDIANAPOLIS 6 INDIANA

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

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

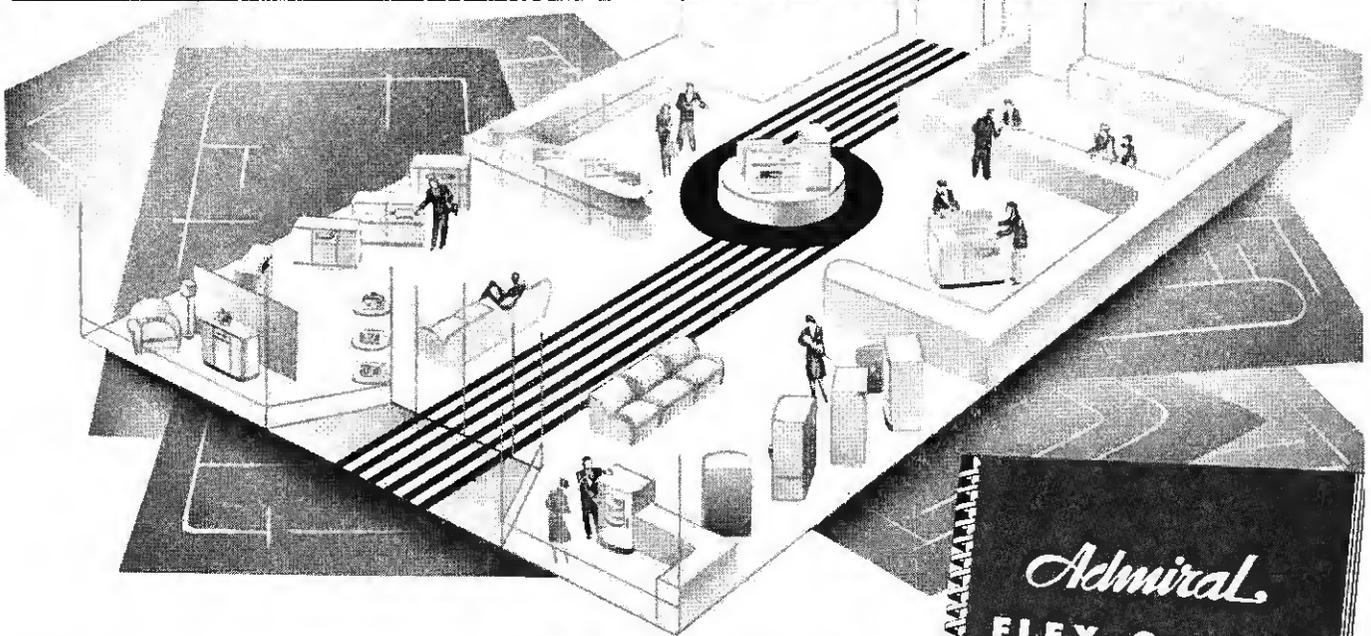


Buy More War Bonds



ANOTHER
first BY

Admiral



FLEX-O-PLAN

Flexible Remodeling Plans Adaptable to Any Store

There will be a new, fast pace to radio and appliance selling when peace comes. Newly styled merchandise will pose new problems of display. Alert dealers who plan *now* to modernize their stores, will reap the profits from after-the-war buying. To assist these wide-awake dealers, Admiral has retained George W. Walker, nationally famous designer, to prepare a series of basic plans. These plans will be *flexible*, in that they may be adapted to any size or

shape of store. Mr. Walker's abilities are shown by the fact that he is currently re-designing the showrooms of a major automobile manufacturer and for a large maker of tires and accessories.

Admiral will consolidate these plans into book form, to be furnished to all dealers who request it. Admiral Flex-o-Plan will include all possible departments, even to a model laundry, model kitchen, convenient service facilities; every branch of a completely equipped store will be found in Admiral Flex-o-Plan.



George W. Walker

A Book of Store Planning Ideas

Reserve your Free Copy. Although not ready for distribution, we anticipate a heavy demand for Admiral Flex-o-Plan. To assure yourself a copy, write to Admiral Corp., Dept. F, requesting it.

★ ★ ★

Win a Store Remodeling Job!

Watch for details of contest to be announced later. Prizes will be store remodeling jobs for the best ideas.

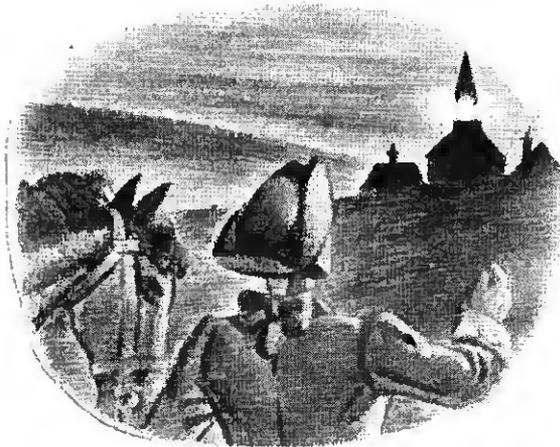
Admiral Corporation

3800 W. CORTLAND ST.  CHICAGO 47, ILLINOIS

TUNE IN CBS 2:30 P. M. E.W.T. SUNDAYS FOR ADMIRAL "WORLD NEWS TODAY"

World's Largest Manufacturer of Radio Phonographs with Automatic Record Changers
RADIO & Television RETAILING • July, 1944

“One if by land...Two if by sea...”



1775:

A single light flashes from Old North Church tower in Boston . . . Paul Revere sets out on his mad ride from Concord to Lexington, rousing a few hundred farmers and townsmen of Middlesex to a national crisis. No other means of communication was available in 1775.

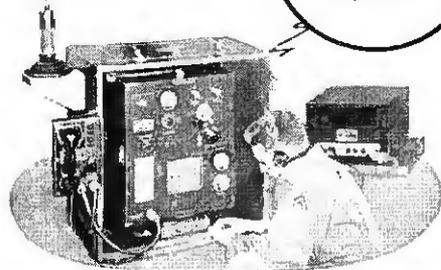
1944:

In this war the smallest combat group on the beach, the bomber or individual pilot, the advance outpost, the heavy artillery and single machine gun nest—all fighting elements are linked to headquarters and home bases around the world through instant radio and electronic communications.



Sentinel

*Quality
Radio Since
1920*



Sentinel plays a major role in providing radio-electronic equipment for our armed forces. Equipment, being produced in ever increasing quantities ranges from the Handy Talkie, illustrated in the above Signal Corps official photograph, to large complex airborne transmitters and receivers.

To you at home this means new methods, better equipment, added skills and finer craftsmanship. In other words . . . when Victory is ours more beautiful, more saleable, more profitable Sentinel Radios will be available to Sentinel distributors and dealers.

SENTINEL RADIO CORPORATION
2020 RIDGE AVENUE, EVANSTON, ILLINOIS

RADIO & Television RETAILING • July, 1944



"OH-FOR THE DAY WHEN OUR STAR SALESMAN RETURNS!"

Oh, for the day when your star salesman can take up his accustomed place behind your counter, and say, "Yes," to those insistent demands for civilian tubes. We'll bet you are just as tired of saying, "No," as we are.

You can be sure that Hytron is doing its darndest to rush to our boys the tubes which will help them to hasten the arrival of that happy day.

Both of us are now doing the best we can with the facilities at our command. Hytron will continue to ship you every MR tube WPB permits. We know you will allocate the tubes to those who need them most. But watch our smoke when the shooting is over—and your star salesman returns!

HYTRON HYLIGHTS

70,000,000 receiving tubes! In a previous Hylight, Hytron estimated potential 1944 demand for replacement receiving tubes at this staggering figure. Since 1941, Hytron—in compliance with the wishes of the Services—has concentrated its skill upon transmitting and special purpose tubes. For the past six months, however, Hytron gradually has been rescheduling GT Bantam receiving tubes, which it originated. Naturally, the Services still have first call upon these tubes. Hytron's fast expanding productive facilities for receiving tubes—and for the probable postwar favorites, the miniatures—will be ready, though, when the time comes to fill the tremendous pent-up demand for civilian tubes.

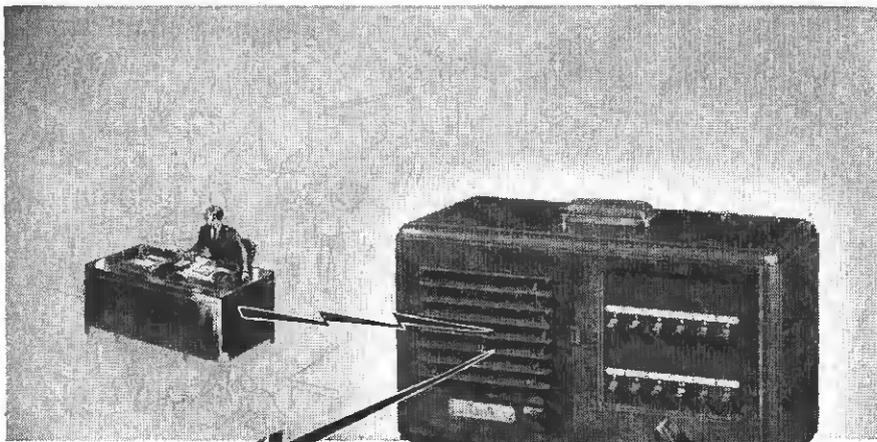


OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON
CORPORATION
ELECTRONIC AND RADIO TUBES

SALEM AND NEWBURYPORT, MASS.

BUY ANOTHER WAR BOND



MR. JONES

WEBSTER ELECTRIC
Sell Teletalk . . .
REG. U.S. PAT. OFFICE

Banish Office "Man Hunts!"

Whether he is the stock room clerk, the kid who sorts the mail or the vice-president in charge of operations, the man an executive wants to talk to NOW . . . and can't find . . . becomes the most important man in the office.

Hundreds of war-busy plants and offices in your community are wasting countless minutes every day, scurrying hither and yon to find the person they wish to talk with.

Teletalk Amplified Intercommunication can smooth out these confusing disturbances, restore a calm and orderly office routine, by making it possible for all key executives to keep constantly in touch with just the flick of a convenient key.

If you are not selling Teletalk today, investigate its profit building possibilities now. This modern, dignified method of office intercommunication is flexible to fit the exact needs of large and small offices and factories. It is easy to install, operating directly from the light circuit. Teletalk will operate for years with an absolute minimum of service and attention.

War orders undoubtedly give priority to many of your local concerns. Teletalk practically sells itself when you can show the tremendous time and energy saving possibilities.

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



LET'S ALL BACK THE ATTACK—
 BUY EXTRA WAR BONDS

Licensed under U.S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

WEBSTER ELECTRIC COMPANY, Racine, Wis.,
 U.S.A. • Established 1909 • Export Dept.: 13 East
 40th St., New York (16), N.Y. • Cable Address:
 "ARLAB" New York City

WEBSTER ELECTRIC

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

RADIO Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU of CIRCULATIONS

JULY, 1944

Cover—Supreme Radio Co., 28 Main St., Westfield, Mass., owned by Joseph R. Davich (see story on page 24).

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RADIO & Television RETAILING, July, 1944, Vol. 29, No. 7. 25 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, president; Orestes H. Caldwell, treasurer. Subscription rates United States and Latin American countries, \$1.00 for one year, \$2.00 for three years. Canada \$1.50 for one year, \$3.00 for three years. All other countries \$2.00 for one year, \$4.00 for three years. Printed in U.S.A. Re-entered as second class matter April 21, 1944, at the Post Office at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulations. Copyright by Caldwell-Clements, Inc., 1944.

ORESTES H. CALDWELL

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FIRST ON THE NORMANDY COAST

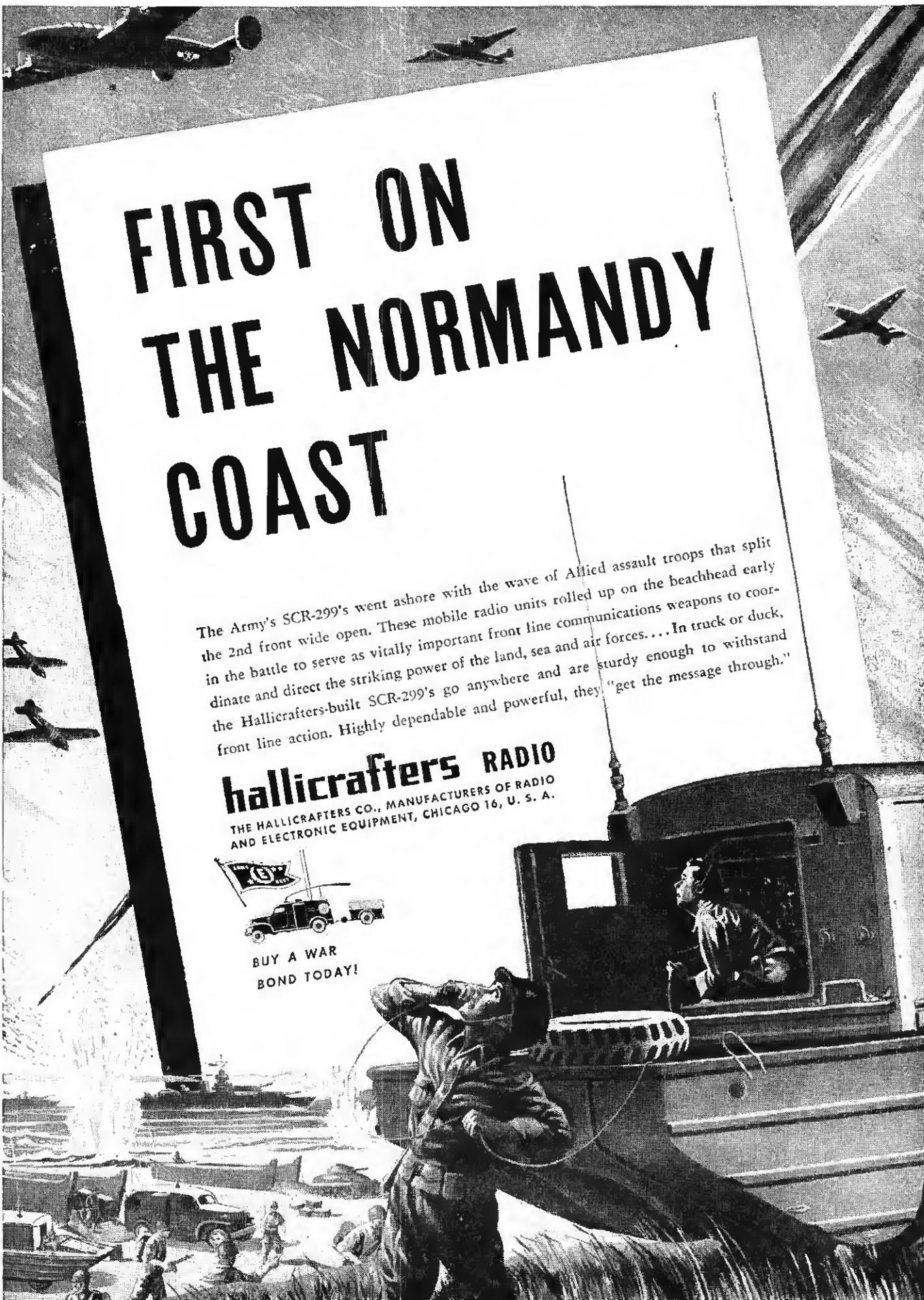
The Army's SCR-299's went ashore with the wave of Allied assault troops that split the 2nd front wide open. These mobile radio units rolled up on the beachhead early in the battle to serve as vitally important front line communications weapons to coordinate and direct the striking power of the land, sea and air forces. . . . In truck or duck, the Hallicrafters-built SCR-299's go anywhere and are sturdy enough to withstand front line action. Highly dependable and powerful, they "get the message through."

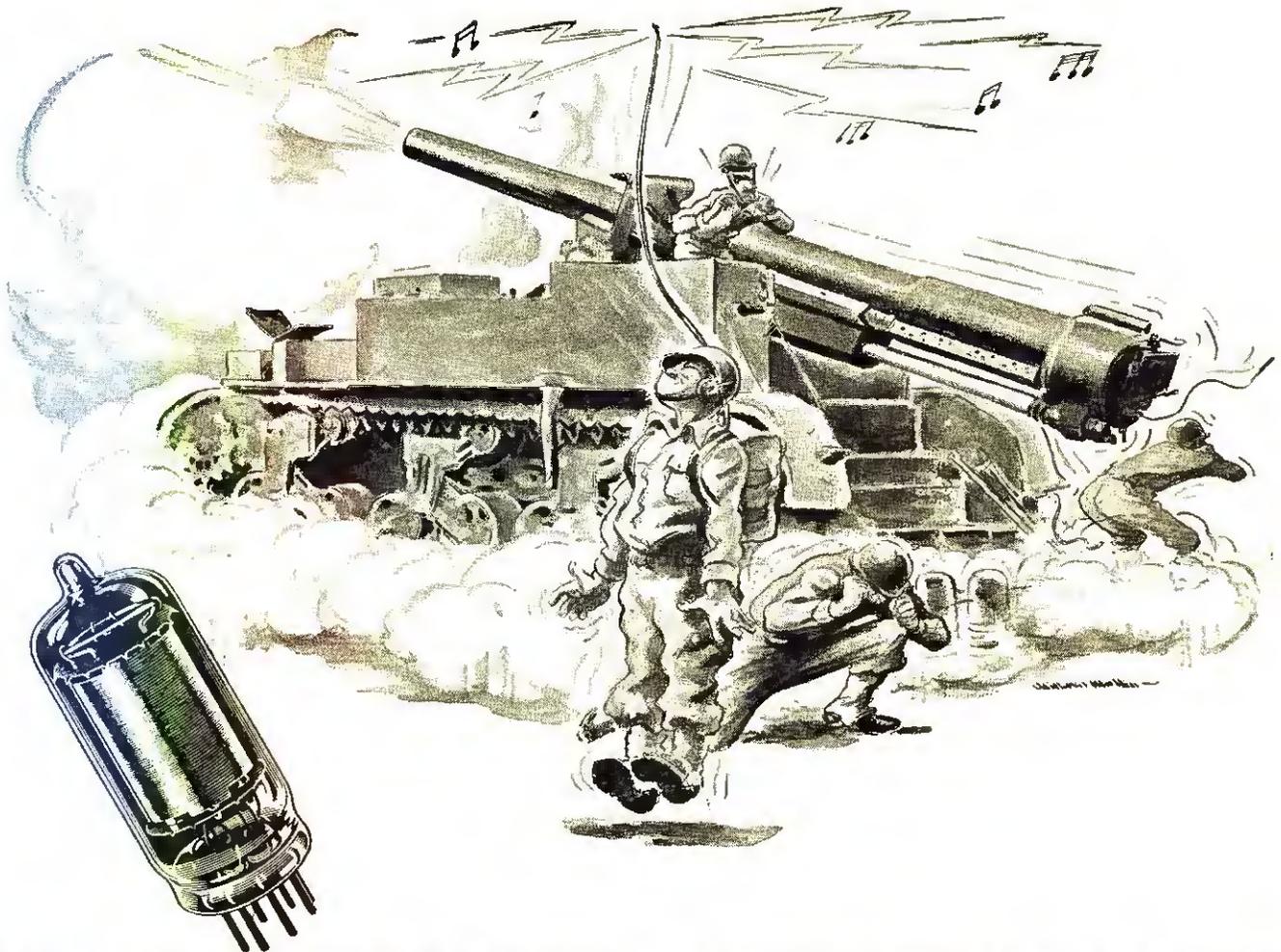
hallicrafters RADIO

THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO
AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



BUY A WAR
BOND TODAY!





HE DOESN'T KNOW A THING ABOUT CATHODE COATING

BUT HE DOES KNOW THAT EVERY TIME A SET OF TUNG-SOL ELECTRONIC TUBES ARE ISSUED TO HIM, THEY GIVE EXACTLY THE SAME FINE PERFORMANCE AS THE PREVIOUS SET

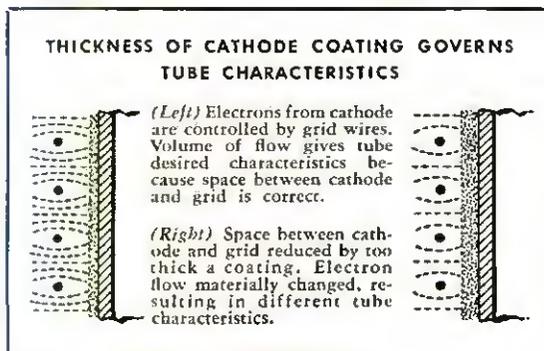
Even if you did mention cathode coating to the average G. I., or man on the street, his answer probably would be:

"What in thunder is Cathode Coating?"

It is a substance sprayed on the cathode of an electronic tube to induce the electrons to flow. On small cathodes the amount of this coating must not vary more than one-tenth of a milligram—a weight of about one-five-hundredth of a postage stamp.

Tung-Sol coats its cathodes about twenty-five

at a time. One out of each batch is weighed, then wiped clean of its coating and weighed again. If there was too much coating the whole lot is scrapped, or re-coated if there was too little. The amount of loss on this operation is more than compensated for by the high degree of uniformity in the performance of Tung-Sol tubes. This is one of the many reasons why builders of electronic devices have such high praise for Tung-Sol tubes and why, after the war, you should always remember to use Tung-Sol tubes for replacements.



TUNG-SOL

vibration-tested

ELECTRONIC TUBES

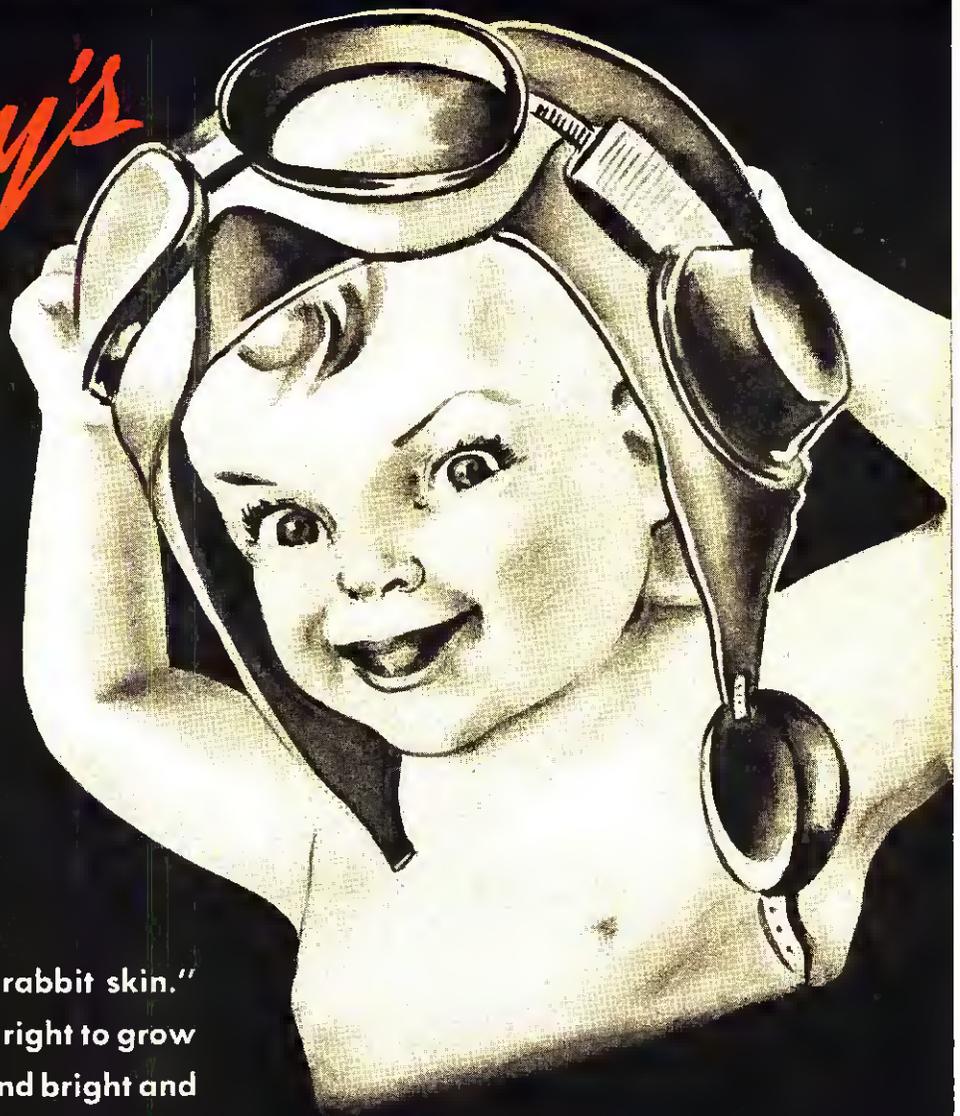


TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY

ALSO MANUFACTURERS OF MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS AND CURRENT INTERMITTOR

Daddy's

**GONE
A'HUNTING**



But not "to get a little rabbit skin." He's gone to prove your right to grow up in a world all clean and bright and freed of threat and terror. And in that wonderful, carefree world of your boyhood, radio — Fada radio — will play an exciting role. For all of the genius and ingenuity that Fada has expended in the development of war-vital communications will have an immediate application to the perfection of radios, table models, television sets and other electronic marvels of the peacetime future.

PLACE YOUR FAITH IN THE

FADA
Radio

OF THE FUTURE

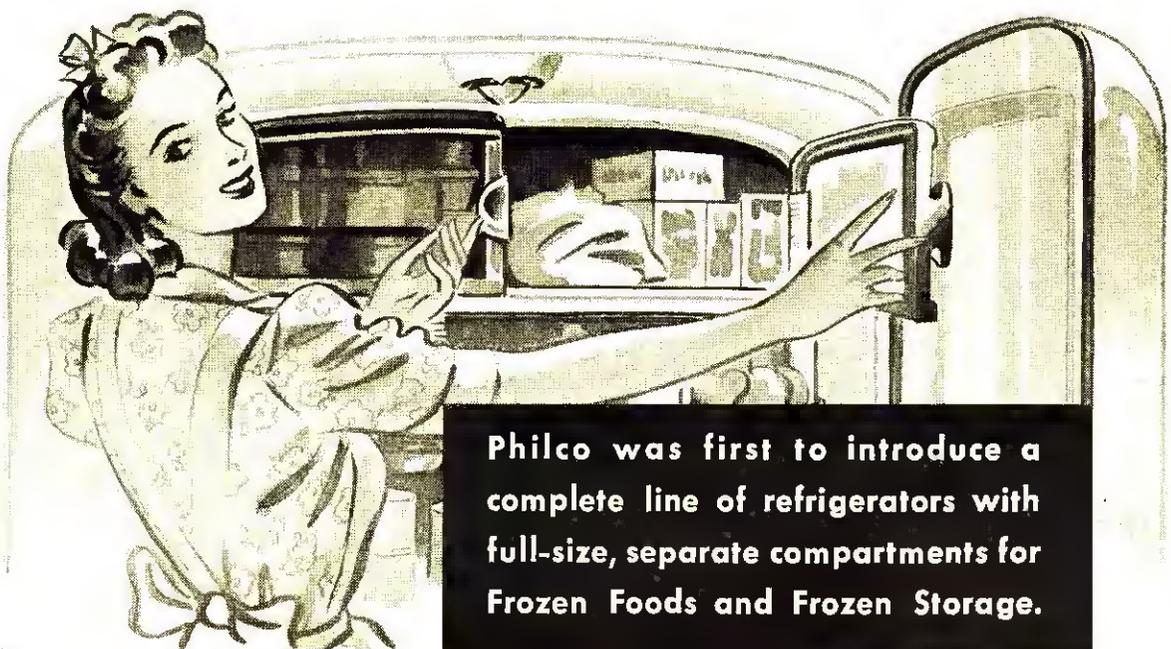
Famous Since Broadcasting Began!

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

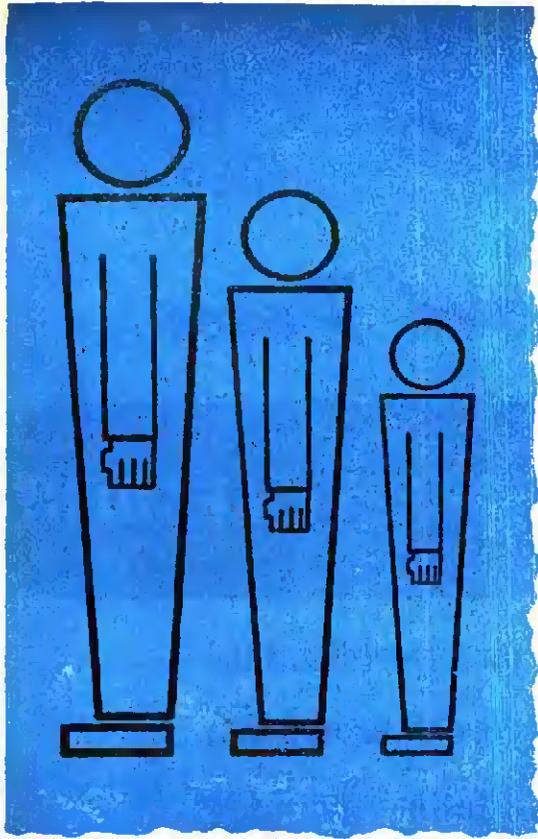
Frozen Foods and Frozen Storage...

**a New Giant in the food
Industry... a Revolution in
modern food keeping**

PHILCO *will*



Philco was first to introduce a complete line of refrigerators with full-size, separate compartments for Frozen Foods and Frozen Storage.



In America's kitchen of the future, frozen storage will be a prime necessity . . . a challenge to the refrigeration industry that Philco recognized and began to meet, even before the war

be Ready

with frozen food cabinets and refrigerators to serve this new demand

Yes, when the "green light" is given, Philco will be ready with products that reflect its forward thinking before the war, that fulfill the new frozen storage demands of the modern kitchen and that give Philco dealers the biggest sales opportunities on the market in supplying this new demand.





In War and Peace



IS THE CONSISTENT LEADER!

... past performance

... present production

... future planning

"Radionics Exclusively"

PAYS OFF!

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

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

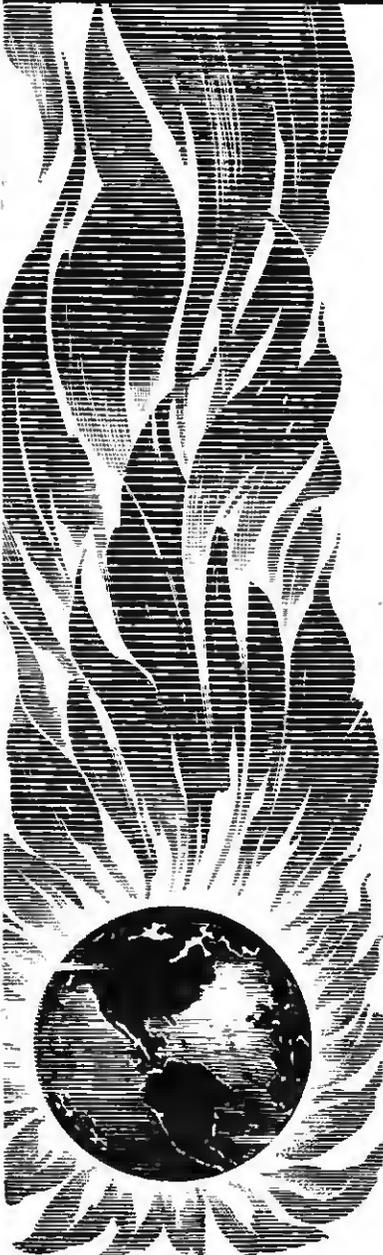
taining our hard-hitting staff and field organization intact, expanding our facilities and gaining an experience that will mean an even finer line of Zenith Radios than ever before—Zenith, continuing in war time its long established policy of Radionics exclusively will not have a long drawn-out re-tooling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

Zenith Radio Corporation • CHICAGO 39, ILLINOIS



Better than Cash

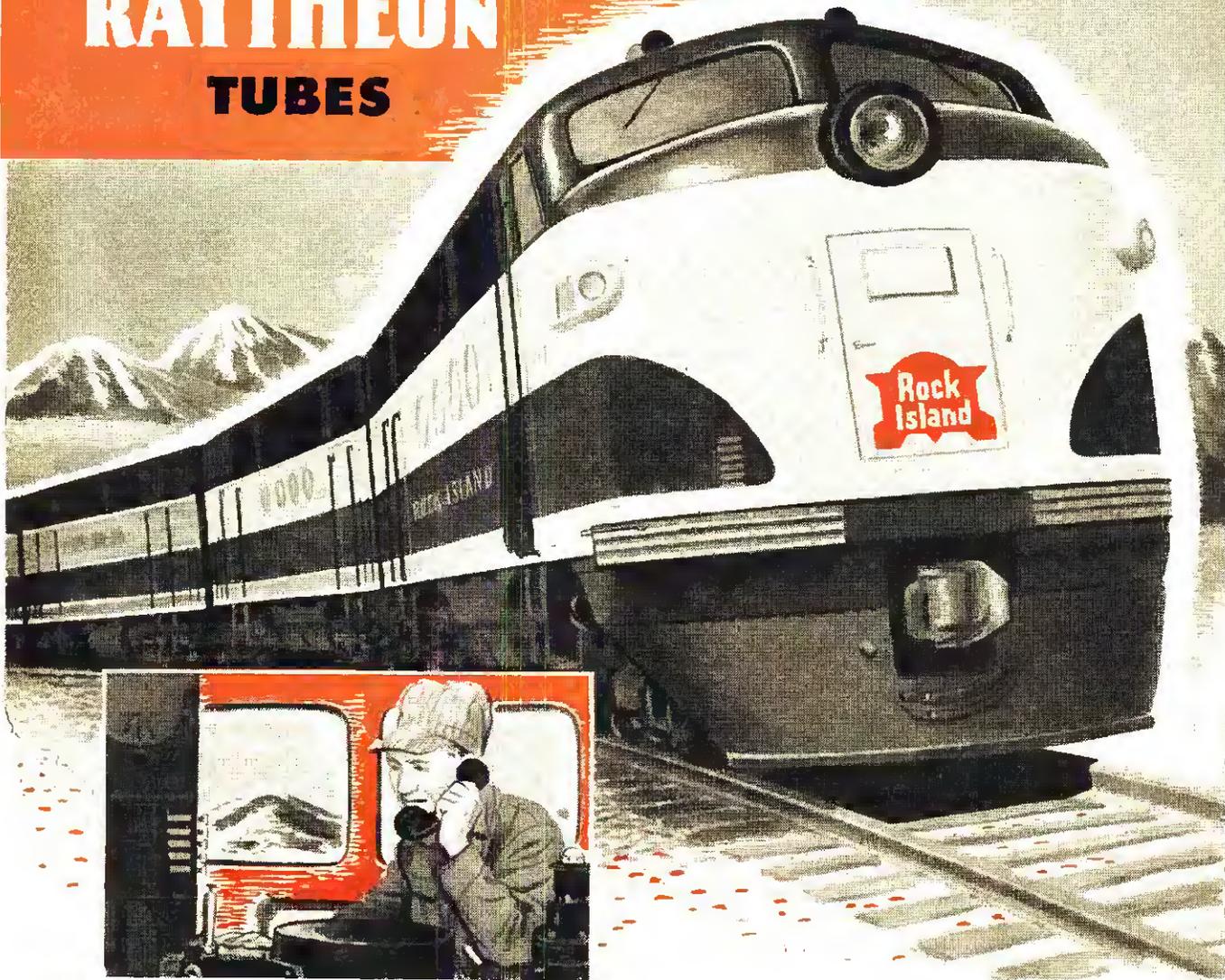
WAR SAVINGS STAMPS AND BONDS



MAKING RAILROAD HISTORY...

THEY RELY ON

**RAYTHEON
TUBES**



Taking a giant step forward in railroad history, paving the way for greater efficiency and added safety in railroad operation, **THE ROCK ISLAND LINES**, recognizing the importance and value of an electronic communications system have installed two-way radio in their trains ...and, because they want the best equipment, delivering peak performance at all times, **THE ROCK ISLAND LINES** are using **RAYTHEON Tubes**.

Because of its unique wartime experience, Raytheon will be in a better position than ever before to supply

electronic tubes to radio manufacturers and industrial equipment users for the most exacting applications. Into **RAYTHEON Tubes** is built the finest engineering, as well as all the "Plus-Extra" performance qualities that have been synonymous with the name of Raytheon throughout the years.

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

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



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

RAYTHEON

High Fidelity

RADIO AND ELECTRONIC TUBES



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



Microscopic enlargement
approximately 10 power

Science on the Production Line

Commonly you think of the microscope as a scientific laboratory instrument. But at National Union, these days, you will find it even more extensively used, as a *production machine*, insuring microscopic precision step by step through many processes of manufacture.

With the aid of microscopes, National Union workers accurately check almost invisibly small parts. They *see* to it that welds are sound, clearances are exact and the structure is mechanically perfect. In the photograph above for example, a N. U. 6AG5 miniature tube mount, no higher than your thumb nail is enlarged approximately 10 times, to permit minute examination of important structural factors. Enlargements up to

500 times—making a hair on your head look as tall as a tree—are just as readily obtained, when needed. Moreover, this tube, assembled from 31 individual parts, must pass 40 individual inspections, in addition to thorough examination under the microscope.

The advanced scientific production techniques developed by National Union engineers are helping to raise tube performance standards and lengthen tube life. To service engineers with an eye to the future, they assure the superior post-war values that will win loyal friends and build profitable business. *Count on National Union.*

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

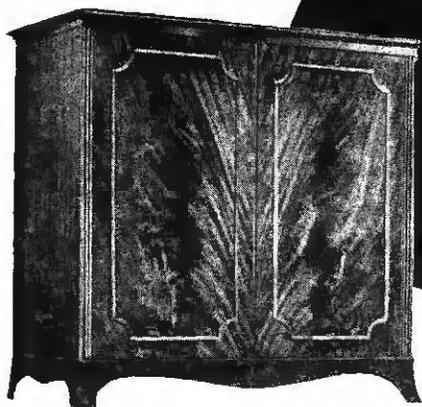
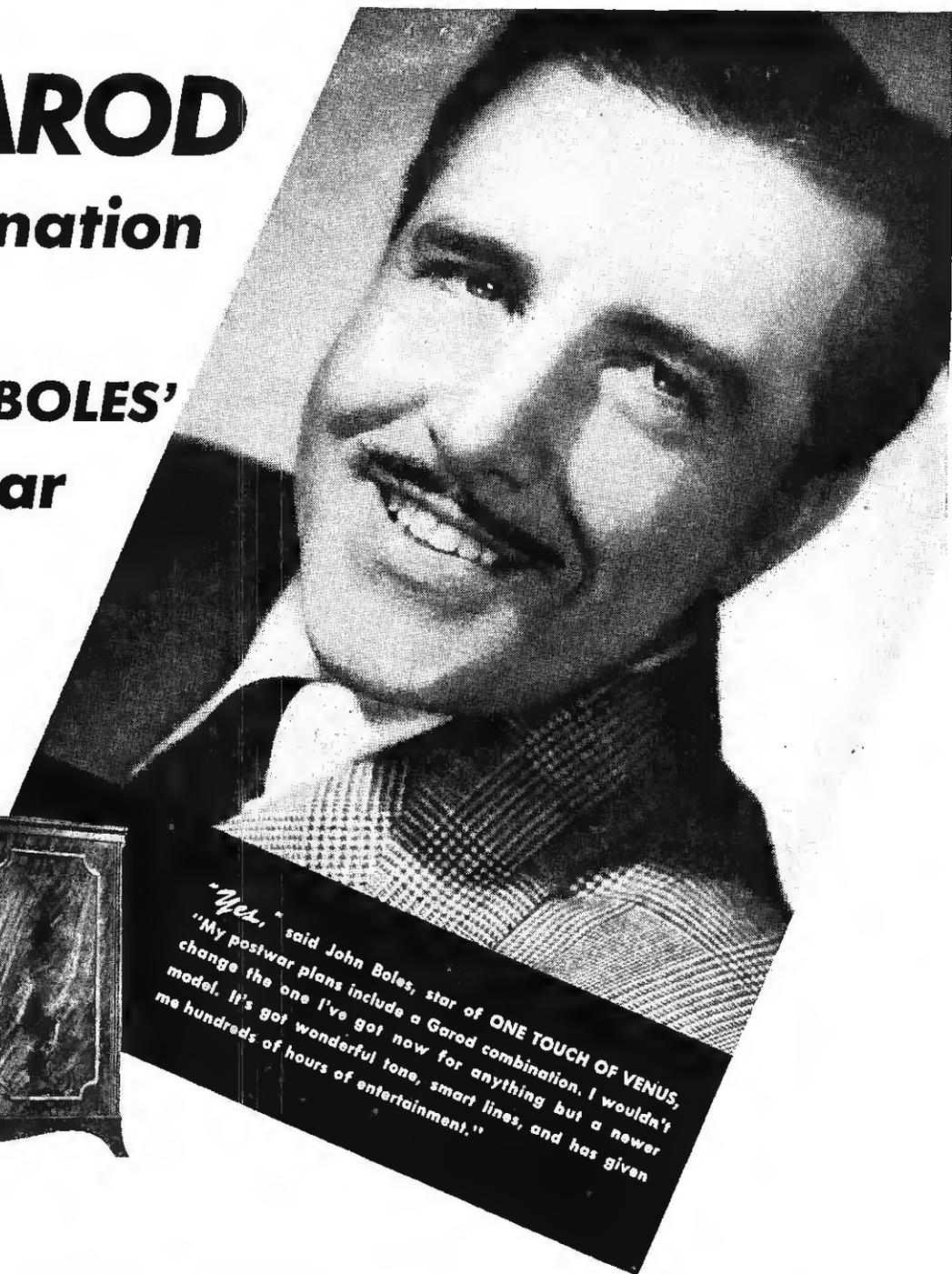


NATIONAL UNION

RADIO AND ELECTRONIC TUBES

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

**a GAROD
combination
is
JOHN BOLES'
postwar
choice**



"Yes," said John Boles, star of **ONE TOUCH OF VENUS**, "My postwar plans include a Garod combination. I wouldn't change the one I've got now for anything but a newer model. It's got wonderful tone, smart lines, and has given me hundreds of hours of entertainment."

Even while Garod production is confined exclusively to highly intricate apparatus for the Army and Navy, our engineers and stylists are working on ideas for Garod combinations for your peacetime market. These superior instruments will be completely automatic. The tone of both the radio and phonograph will be a treat to connoisseurs. And the wide selection of

cabinet styles will delight the lady of the family who chooses the furniture. Another interesting development is that combinations will be equipped for making home recordings. Prices will be in line, too . . . distributors, therefore, will enjoy a fast-moving line . . . one that sells easily, and stays sold. *Inquiries regarding postwar franchises are invited.*

GAROD  **RADIO**

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

BETTER RECEPTION



Finest possible *broadcast reception* . . . That is the standard to which the millions of Belmont-made prewar radio receivers were built.

And now, to insure the finest possible *public reception* of postwar products made by Belmont, extensive national advertising is winning increasing attention for Belmont throughout America.

Belmont advertisements are keyed to public thought and interest—just as Belmont-made radio and electronic products in peacetime will be keyed to the latest in public desire and need.

Today, in turning out radar and electronic weapons for the armed forces, Belmont is producing much equipment that is foreign to normal peacetime production. Yet, even so, Belmont is on familiar ground. For the job still is one of combining excellence with volume. And this is a job which Belmont does well.

When the war is won, Belmont will have an unusually interesting story to tell. Keep your eyes on Belmont! Belmont Radio Corporation, 5931 Dickens Avenue, Chicago 39, Illinois.

Belmont Radio



RADAR * TELEVISION * FM * ELECTRONICS

SPRAGUE TRADING POST



A FREE Buy-Exchange-Sell Service for Radio Men



ASK FOR THEM BY NAME

If you appreciate the Trading Post Advertising Service—and hundreds of servicemen have told us that they do—we know we can count on you to ask for Sprague Atom mid-geet dry electrolytic capacitors by name, and to insist on getting them whenever they are available. Atoms are smaller, less costly, and are fully as reliable as the big, old-fashioned condensers they replace. Use them universally on all jobs!

WANTED—Honorable discharged veteran would like to know whether someone can give him following equipment: Sig. generator, tube tester, analyzer, multimeter. Am only able to do this sort of work. Louis Rand, 21010 Newkirk Ave., Brooklyn 28, N. Y.

WANTED—Good tube tester. Cash. Describe fully. George Pitherny, 3415—31st Ave., Astoria, N. Y.

WANTED—Comb. tube tester and V-O-M, also good signal generator. George Iwai, 545 W. 111th St., Apt. 3E, New York 25, N. Y.

WANTED—New or good used 50L6; 12-507; 12SA7; 12SK7; 25Z5; 39Z5. T. H. Almedia, 507 Main St., Winchester, Mass.

FOR SALE OR TRADE—Triumph No. 430 tube tester, excellent condition; Weston 3 in. 0-1 D.C. MA like new; several other meters, mostly volts. Want heavy PM speaker, rim drive phono motor, any condition. J. L. Orysen, 1480 S. 108th St., Milwaukee 14, Wis.

WANTED—Hallcrafters, Howard, Echophone or any good radio. Pvt. M. A. Abernethy, Secy. O. A.A.F., Base Unit, Triax Field, Madison, Wis.

TUBES FOR SALE—12 Raytheon 105G; 9 Sylvania 107; 10 RCA 13A4; 10 Raytheon 13B4; 5 Sylvania 105GT; 10 Raytheon 105G; New Rider Bros., Inc., Francis Bldg., Hartford, Wis.

URGENTLY NEEDED—Complete set for partial set. Rider's manual, any condition as long as no pages missing. Buford Brown, Box 590, Elgin, Ga.

WANTED URGENTLY for agricultural purposes. 6 10-amp 115-volt re-entrance speaker, new or used. Cash. Wire or write P. C. Duggan, Sound Service, Cambridge, N. Y.

FOR SALE—Meters, Hilley crystal. Battery tubes 299, 196, UYX, 30, 34, 33, 27, 24, 56, etc. Also 8-button RCA intercom, unit only. Tamber's Radio, 516 So. Cleero Ave., Chicago 44, Ill.

FOR SALE—902 cathode ray tube, never used, \$7.50. John D. Norman, 901 Isabella St., Houston 6, Texas.

FOR SALE OR TRADE—Back number Radio magazines. Aubrey Edgerton, 116 W. 6th Ave., Houston 7, Texas.

WANTED—Echophone EC-1 or Hallcrafters S-29, R. G. Whitney, Regional Hospital, Ward 6, Section E, F.W.A.A.F., Fort Worth, Texas.

WANTED—10-15 watt hi-fi modern amplifier, similar to Thordarson, all inputs, with or without speaker. C. H. Pfeifer, 48 Warren St., New York 7, N. Y.

WANTED—Precision E200 sig. generator; Stanco power pack, 132 or 131; also good V-O-M. What have you? W. H. Carney, 170 Wood Ave., Portsmouth, Va.

FOR SALE—50 used console type radios complete with tubes in good condition. Some do not play, but most do, small adjustment all that is required. Lot, \$500 including 4 combinations. 10 or less, \$10 ea. 25 at \$7.50 ea. Earls Radio Sales & Service, 15217 Kercheval Ave., Detroit 30, Mich.

WANTED—Complete set Rider's manuals; also Precision All-Set tester 910, 912 or 920. M. J. Duffin, 1693 Lexington Ave., New York, N. Y.

FOR SALE—Two Echlin & Echlin model TE775 0-10 DC milliammeters, never used, \$5 each. Thomas J. Ambrose, 211 Farrer Ave., New Haven 13, Conn.

FOR SALE—Hallcrafters' Super Seven practically new and two small table model radios. Make offer. Private Fred H. Simons, ASN 36736017, A.T.S. (t.c.) APO 939, Seattle, Wash.

WANTED—RCA Victor personal radio. Charles Lawrence, AMM3/c, C.P.P.O. Base Company, U.S.N.A.S., Alameda, Calif.

WANTED—RCA chanalyst or sig. tracing inst. equal in quality. Also multimeter. Overholzer Auto Radio Service, 318 State St., Pottstown, Pa.

FOR SALE—Weston tube checker, No. 674, 105-130V, 50 to 60 cycles, 50 watts, A-1, \$20. F. J. Robinson, 25 W. Boylston St., Worcester 5, Mass.

FOR SALE—Hallcrafters 5PA Sky Buddy, \$25. Confidence tube tester, model C, can be modernized with adapters, \$50. Taco resonance indicator with 6E5 eye, \$10. Rider's service vol. No. 1, \$5. All in good condition. L. G. Kolsen, 309 Mahoney St., Rawlins, Wyoming.

COMPLETE RADIO SHOP FOR SALE—Hickok test equipment, full line of tubes & parts. Only shop in town. Write Russell's Radio Service, Red Cloud, Nebr.

FOR SALE—One 5AP1 5 in. white C. R. Television tube, unused in original carton; One Pilleo sig. generator, in good condition. Want all types of high-grade laboratory eqpt. in any condition. What have you? Charles C. Littell, Jr., 308 West High St., Piqua, Ohio.

Important Notice!

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

WANTED—Tube tester, analyzer, sig. generator, in good condition. Cash. Alexander Rushin, Rt. 1, Box 81A, Irwin, Pa.

WANTED—Supreme audolyzer or other sig. tracer, also tube tester, etc. W. J. Burns, 177 Second St., Athens, O.

FOR SALE—10C resistors in chest, mica condensers, mike & cable, oscilloscope, Hickok 188X oscillator, Meissner analyst kit, etc. Write J. S. Floam, 3 So. Frederick St., Baltimore 2, Md.

WANTED—Late model tube tester. Also 1A7, 1H5, 35Z5, 50L6, 12SK7, 12SA7, 12SQ7 tubes. Leyden Radio, 9651 Franklin Ave., Franklin Park, Ill.

TUBES FOR SALE OR TRADE—14-A7/12B7; 7A7; 7H7; 7Q7; 7C7; 7A4; 7A5; 7E7; 7K7; 7G7; 7C5; 7B6; 7B8; 1R5. Also offer 500 used new type 26, 27, 6P7, 6B7, 35 @ 25c ea. Knutson Radio, 1225 Charles St., LaCrosse, Wis.

WANTED—Vac. tube voltmeter. Ceiling price for good instrument. Eddie the Radio Man, 1724 Central Ave., Middletown 6, Ohio.

FOR SALE—Phono oscillator using 117-17GT tubes—5W1, 25Z5, 7C5, 41, 6K6. Want 8-watt amplifier, dual speed play-back motor, also some hi-quality plastic broadcast discs. Eugene Carnes, 318 Maryland Ave., York, Penna.

WILL TRADE—Weston No. 682 tube checker for capacity tester, parts, or what have you? Vincent Cassani, 91 Grafion St., Brockton, Mass.

WANTED—Circuit diagram for 8-tube A. R. Co. radio, 23SS. James A. Eastham, 1448 Groff Ave., Indianapolis 8, Ind.

WANTED—Two 12ASGT and one 12K7 tubes for cash. Bob Gately, 404 N. Montford Ave., Baltimore 21, Md.

WANTED—Amphenol adapters, test eqpt. of all kinds, any age; analyzer plug and adapters, meters, phono crystal heads, signal tracers, V-O-M, tubes, parts, etc. also superior channel analyzer and sig. generator. L. Olson, Radio Shop, 6017-1/4 Sunset Blvd., Hollywood 28, Calif.

WANTED FOR CASH—Rider's manuals 2 and 5. G. E. Moore, 1623 Linden Ave., Portsmouth, Ohio.

WANTED—Good sig. generator, tube tester, ohmmeter, and other eqpt. Also AC & DC voltmeters. Edward E. Brock, 356 Ash St., Conway, Ark.

NEW TUBES FOR SALE—One each: 106; 1B4P; 1E7G; 1P4; 1P5G; 1P6; 1P7GH; 1J6G; 30; 31; 32; 33; 34; 7A4; 7A5; 7A7; 7B7; 7C7; also six 2B7. Gerhard's Radio, Lanham, Md.

FOR SALE—Hoyt radio battery tester and one 20-0-20 DC ammeter. Want late tube tester. Durane Beecher, 132 Doxey St., Ogden, Utah.

WILL TRADE—New Shure Bros. mike No. 55-C with cable conn. but less cable, also Western-Elec. 618 dynamic mike; also Argus C-2 35 mm. camera. Want comm. receiver, test eqpt. or Weltlin or Retina 35 mm camera. Al Olson, 2915 Ave. Q 1/2, Galveston, Texas.

WANTED—Communications receiver. Sky Buddy preferred but similar receiver considered. Must be A-1. Roger Bettin, Lakefield, Minn.

TUBES TO SWAP—Have following tubes to swap for meters, parts, or what have you?—12ASGT; 12Q7GT; 12K7GT; 12-5J7; 35Z5GT/G; 35L6GT/G; 25Z5; 12-23; 3-45's; 3-80's; 5-24's; 43; 6Q7GT, and 70L7GT. Some used, but all test perfect. Richard Cernigliaro, 585 Washington St., Brighton, Mass.

FOR SALE—Supreme No. 333 set analyzer in good condition. R. J. Rech, 815 E. Theodore St., Banning, Calif.

FOR SALE—Four fluorescent lamp fixtures, take two forty watt bulbs. New. \$19.50. Oltver's, 38 Main St., Danielson, Conn.

WANTED—Sound eqpt. of all types. Bensman, B&B Sound Systems, Two Rivers, Wis.

WANTED—Good tube tester and sig. generator, any kind. Cash. Frank Husey, R.F.D. 2, Box 236, Sylacauga, Ala.

WANTED—Tube and set tester, also tubes, new or used. Joe's Repair Shoppe, 302 S. Main St., Attleboro, Mass.

FOR SALE—Radio panel board, 32 in. x 22 in. x 9 in. Has 9 in. voltmeter, AC condenser check, AC-DC ditto, speaker voice coil, and speaker output check. Will sell or swap for late tube checker. Vogue Radio, 2725 W. Boston Blvd., Detroit 6, Mich.

YOUR OWN AD RUN FREE!

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

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

When buying Capacitors—please ask for Sprague's by name. We'll appreciate it!

HARRY KALKER, Sales Manager



SPRAGUE PRODUCTS CO., Dept. RRT-74, North Adams, Mass.

SPRAGUE CONDENSERS KOOLOHM RESISTORS

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

W. J. HALLIGAN, President,
Hallicrafters Radio . . .

Mr. Halligan says, "Those of us who are building radio communications equipment in this war anticipate a tremendous demand in the future for radios and radio telephones for plane to ground, ship to shore use, and many other applications."



"COMMUNICATIONS EQUIPMENT IS ONLY AS GOOD AS ITS POWER SUPPLY"

"Radio equipment needs an efficient, reliable power supply," continues Mr. Halligan, "And for that reason, the radio industry is constantly on the alert for new and better power supplies and devices for adapting current for radio use. Such power supplies and such devices are of inestimable value to the communications equipment manufacturer."

Electronic Laboratories has vibrator power supplies for use wherever current must be changed in voltage, frequency or type, or will engineer one to fit specific space, weight and voltage requirements. E-L Vibrator Power Supplies offer many advantages for all current conversion requirements up to 1500 watts as a result of development in circuits and design pioneered and perfected by Electronic Laboratories. E-L Power Supplies are definitely more efficient, and give substantially longer service life. In addition, they are highly versatile, permitting multiple inputs and outputs, any needed wave form, great flexibility in shape and size, and a high degree of voltage regulation when needed. They are economical in price and require almost no attention or maintenance. Their dependability is being demonstrated everyday on the fighting fronts. E-L engineers offer consultation on power supply problems.

**E-L STANDARD POWER SUPPLY
 MODEL 307**

For the operation of standard 110 volt AC equipment, such as radios and small motors, from a 6 volt battery. Characteristics: Input voltage, 6 v. DC; Output voltage, 115 v. AC; Output power, 100 watts; Output frequency, 60 cycles.

Dimensions: 7" x 8" x 10" in. Weight: 2 1/2 pounds



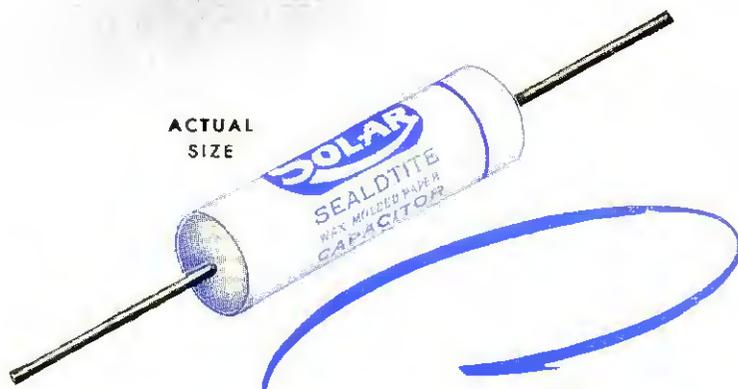
Write for further information on this and other models of the E-L line.

Electronic



LABORATORIES INC.
 INDIANAPOLIS





Select a "SEALDTITE"

9
CAPACITIES
ALL 600 VW

**WHEN YOU NEED
A PAPER TUBULAR CAPACITOR**

To meet the demands for a capacitor that will stand up under *all* climatic conditions, SOLAR has designed the "Sealdtite." It is the only WAX MOLDED paper tubular available. Standardize on "Sealdtite 600" tubular for safety and convenience!

Catalog Number	Capacity Mfd.	Dimensions, Inches		List Price
		Diameter	Length	
S-0203	.00025	3/8	1-3/16	\$.20
S-0211	.001	3/8	1-3/16	.20
S-0212	.002	3/8	1-3/16	.20
S-0215	.005	3/8	1-3/16	.20
S-0221	.01	7/16	1-3/16	.20
S-0224	.02	7/16	1-5/8	.20
S-0230	.05	9/16	1-5/8	.25
S-0240	.1	9/16	2-1/8	.30
S-0257	.25	3/4	2-3/16	.45



CAPACITORS 5218



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

SOLE NATIONAL DISTRIBUTORS OF SOLAR CAPACITORS TO THE JOBBING TRADE



When the Bugle Blows "Cease Firing!"

Soon after the bugler's call announces war's end, CLARION'S peace-time bugler will herald the dawn of an era in which civilian radio needs may again be served in the normal way.

Radio dealers who respond to that second call will be better equipped to serve a public eager to buy, because CLARION is prepared to extend cooperation both in finer merchandise and more complete sales promotion help.

Back of you always will be a company and a name that have represented the best in radio since 1922.

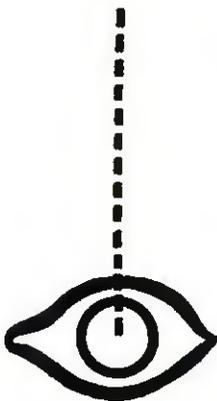
Be ready to march with CLARION to the most profitable radio business you have ever enjoyed.



WARWICK MANUFACTURING CORPORATION
4640 W. HARRISON ST. CHICAGO 44, ILL.

**TABLE MODELS • PORTABLES • FARM SETS
RADIO PHONOGRAPHS • FM • TELEVISION**

AFTER THIS WAR WHAT'S THE RADIO AND TELEVISION BUSINESS GOING TO LOOK LIKE?



HERE'S HOW WE SEE... THE TELEVISION PROSPECT

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

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



HERE'S OUR VIEW OF... THE RADIO FORECAST

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

Let's look at television first—everybody else is! Our own deep confidence in the ultimate success of television is founded on long, practical experience. As early as 1938, we were producing

television receiving sets commercially. In March of this year we applied for a license to operate our own television broadcasting station. But confident as we are, we try to view television realistically, and with sound business judgment.



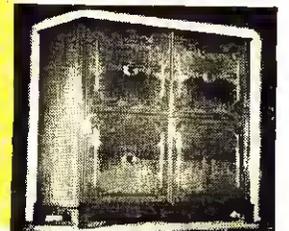
AND HERE'S OUR PLEDGE TO HELP YOU TO A PROFITABLE POST-WAR BUSINESS!

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

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS, TELEVISION, TELEPHONES
AND SOUND EQUIPMENT



O. H. CALDWELL, EDITOR
480 LEXINGTON AVE.

RADIO & Television RETAILING

Including Radio and Television Today

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

U. S. RAILROADS promise to be the next big customer for radio equipment. Will be used for talking from engineer to dispatcher; also engineer to caboose, with cartop brakemen chiming in on their walkie-talkies! Some 30 applications are now before FCC, which will hold first railroad hearing September 13.

TELEVISION will get 30 channels, from 50 megacycles to 246 megacycles, according to recommendations expected from Radio Technical Planning Board. Each channel 6 megacycles. Television sound will be FM. Picture detail continues at 525 lines.



RE TELE PRICES, consensus of manufacturer opinion on postwar television, indicates cheapest direct-vision set (9-in. tube) will sell for \$150. Minimum projection-type tele set will cost \$350, thence on up to \$1,200 for deluxe models. Both table and console models are being planned. Antenna kits will be a new and necessary feature.

PRODUCTION of military electronic and radio equipment during May was 2 per cent below April. Worst of all, May dropped below WPB scheduled output by 5 per cent!

COMPACT LITTLE radio-electronic devices are expected to be an active feature in postwar output. Production experts figure "personal" radio sets at \$8 to \$10 factory cost; compact hearing-aids at \$4.50 to \$6—both including tubes.

"LIQUEFIERS"—Look for these to be big postwar sellers. They're generally called "mixers," and used chiefly to liquefy fresh vegetables and fruits, through employment of ultra-high speed knives in bottom of vessel. Sell for around \$20 to \$30, and appeal to a vitamin-conscious public.

CITY DEALERS in congested areas, where laundry equipment sales have been lower than a snake's hips, see a tremendous postwar market in such sections for a "3-lb.-capacity" washer with motor-driven wringer or centrifugal water-extracting device. No room for larger machines, is claimed to be the reason for low sales volume.

APPLIANCE MAKERS like Universal and Norge are making a strong bid to the distributors of the major radio manufacturers to take on appliances as supplementary lines.

RADIO RETAILERS claim they have had to render too much free service calibrating push-buttons on radio sets in customers' homes. One dealer suggests exterior adjustment, fool-proof, and easy to operate so consumer can take over this duty.

REFRIGERATION EXPERTS report that improved, non-toxic, odorless and non-inflammable refrigerants, developed in wartime laboratories, will be featured in postwar refrigerators. Most of the new gases will not require changes in unit design.

FLOUR MAKERS—General Mills are going into the manufacture of small electrical appliances. They're thinking now in terms of a toaster (would increase the use of bread which is made from flour), a food mixer and possibly a coffee maker.

FROZEN-FOOD STORAGE is theme on which the Deep Freeze folks (Motor Products Corp., Chicago) are getting the appliance industry all steamed up. While willing to admit that a class market for home freezers exists among the wealthy, as well as some rural families, some experts believe the big market will be for storage and not for freezing devices in the home.



CIVILIAN RADIOS seem likely in 1945—though how early in the year still waits on our military advances in Europe. Stalin and Eisenhower are the men who will have most to do with fixing the date for scenes like above at your store.

HOT WATER is concern of Westinghouse's new department for electric water-heaters and dishwashers, anticipating that water-heater sales after the war will more than double the previous high, and that electric dishwasher sales will be at least eight times greater than the 1941 level.

GREAT NUMBER OF WOMEN employed in war plants may bring about a different technique in postwar advertising directed to consumers. Returning to their own homes postwar, these women will have a far greater knowledge of technical and constructional details than in pre-war days. This will apply to washing machines, refrigerators, vacuum cleaners and other home appliances, and may even affect radio-set selling, postwar.

Financing Postwar

Improved Techniques and Enlarged Facilities Will Be Offered the Radio-Appliance Dealer

• The retailer's job is merchandising—not financing, and that is why it is of the utmost importance for him to make connections with a suitable financing institution so that he can devote all of his time to his job of selling.

To furnish the reader valuable, new information on the subject, the editors have just completed an up-to-the-minute survey among officials of the nation's largest "finance" companies and banks, in this way assuring exclusive, authentic and brand-new information on what the postwar finance picture looks like.

The best minds in installment financing today believe that, as in the past, between 75 and 80 percent of all postwar purchasers of radios, television and appliances will use installment-buying plans, and since there is a huge pent-up demand, most of the country's largest independent finance companies are increasing their facilities to serve the dealer.

Service Angle

It is a definite fact that lending institutions are experiencing a marked trend away from being merely "money-handlers" to becoming combined money-service organizations.

Astute thinking on the part of these lenders has shown them that they must service their accounts, and that they must do everything they can to keep the dealer in business, since the dealer is their source of income.

In the old days the finance companies, broadly speaking, were too often interested in only two things: First, they high-pressured dealers and dealers' customers into borrowing money. Second, if the installment payment wasn't on the line on the exact date, the cracking down process commenced—but hard.

Fortunately for all concerned, lending institutions went to work on themselves, reformed their methods, and did a surprisingly good job.

Today, they are planning to offer the dealer better-than-ever inducements. Gone are the days when the finance companies offered only money! Everyone now knows they have more money than Hitler has enemies, so they do not attempt to offer financial

statements as inducements to do business with them. But they do have other, worthwhile features to offer the dealer, if and when they are able to put them into effect, and it is the expectation of two large finance companies that they will expand to 300 to 400 local offices each in the postwar period.

New plans include improved "limited recourse" techniques for the dealer, such as sharply reducing his liability in a deal after a customer has made a certain number of payments regularly. And it is rumored

"Skip-payment" plans either "winter" or "summer," having to do with first installments falling due at a considerable interval of time from the date of the signing of the contract.

"Farm-plans," especially geared to interest farmers.

"Full-recourse" plans, suitable for the dealer who is financially "heavy."

"Demonstrator" and "display" plans of financing the dealer who is unable to put up much money.

"Add-on" plans, under the terms of which customers who have proven themselves good credit risks, may buy



IMMEDIATE POSTWAR PERIOD—Bidding for scarce goods



SECOND POSTWAR PERIOD—Production of civilian goods increases



THIRD POSTWAR PERIOD—American mass production really gets under way

that financial tycoons in banks and other institutions are mulling over deals totally without recourse to the dealer.

Improved plans are being worked out whereby customers will be offered monthly cash discounts for prompt payment, showing a considerable saving to the purchaser, and giving the dealer an additional selling tool.

Then there are the old reliable features, which may be reused in their original forms or perhaps embellished and broadened.

Roughly, these are:

additional appliances without down-payments.

These are just a few of the things in the making, and they are all slanted toward two objectives, the first of which is to enable the dealer to finance himself, and second, to enable the dealer to finance his customers.

A cross-section viewpoint of some 250 radio-appliance manufacturers, according to Commercial Credit Co., reveals that almost all are planning a 50 to 100 per cent increase in postwar production over pre-war peaks.

Dealer Merchandising

THE OUTLOOK AFTER "V-DAY"—

- A cash-buying splurge in immediate postwar period.
- Customers will bid against each other for scarce goods.
- Time-payment buying will grow with production increases.
- When output peaks are reached, 75% to 80% of radio-appliance sales will be made under space-payment plans.

"We look for an unprecedented boom in postwar installment buying," declares Edward S. Brinsley, vice-president of Universal C.I.T. Credit Corporation, "despite the tremendous savings in the hands of the people. We believe the average American will continue his past habit of buying out of income and will endeavor to keep his bonds and other savings as a reserve against possible future need. Our organization is currently implementing our plans for a broad expansion of our facilities in order to meet the requirements of the postwar sales financing market. We will not only have up-to-the-minute sales financing plans to help the dealer both *buy* and *sell* on a 'free flowing' credit basis, but will also have a vastly expanded servicing organization, with a local branch office established in or close to every trading center in the country."

Survey Market

H. T. McCann, vice-president Commercial Credit Corp., whose company is now busily engaged in financing projects for the postwar, offers the following advice: "Since it appears certain that the retailer will do 50 per cent more business after the war, when appliances are available, he should explore his potential market now with a view of determining whether he will need additional working capital.

"The dealer can approximate his credit requirements after he knows about how many radios and appliances need replacing in his territory, and about how many he can expect

to sell himself. Having this information, the merchant should realize that it is not too soon to consult his finance company, bank, distributor and manufacturer now."

Government Restrictions

The reader must remember that at the present time, there are restricting regulations in effect. Government orders have established minimum down payments and have prescribed the length of time installment buyers may take in making payments, etc. Since no one knows, or has any means of accurately predicting whether or not these regulations will continue to be imposed postwar, the subject of financing in this article is treated on the premise that the wartime regulations are not in effect. This is done for the purpose of showing what plans finance companies and banks are quite sure to employ, if not prohibited from so doing by existing regulations or perhaps new ones.

However, there is nothing gloomy in the prospect of operating even under the present regulations. As a matter of fact, purchasers must make substantial down payments, and must pay up quicker, so that the financing institutions and the dealer will "get out from under" their respective liabilities and repossession possibilities sooner.

Also, there are these inexorable "supply and demand" angles to consider:

"Attractive" terms, such as "no down payment—2 years to pay"; summer plans, winter "skip-payment"

plans, etc., have their greatest appeal, naturally, when money is hard to get. When the wolf, the sheriff and the mortgage-holder camp on too many doorsteps, the merchant, in order to sell goods must work like the devil to sell. Then "attractive" terms are his most potent weapon, and not a secret one either. But when this postwar period comes, people are going to have lots of nice, crisp folding money to spend.

Bond Picture

Many laymen in finance have felt that the huge savings in bonds in the hands of millions of people may preclude the possibility of installment buying on a large scale in the postwar period.

In order to get first-hand information on this subject, we asked a number of finance company and bank executives about what effect they thought these war bond savings would have on future installment buying.

Maturity vs. Cash-ins

Amazingly enough, these men have identical views on the subject. They do not believe that in the postwar period, after production peaks are reached, such war bond savings in the hands of the buyer will have any appreciable effect upon installment buying. And they give their reasons as follows:

1. Many people will save their bonds until the bonds mature.
2. The average amount of saving per person, surprisingly enough, is not very large when broken down in relation to earnings.
3. If regulations pertaining to size of down-payments are retained, many buyers will use bonds as down-payments on homes, television sets and other equipment for the home.

Important additional information and expert advice to the dealer on financing methods within his own organization will be published in the next issue of this publication.

Ready for Reconversion!

Marks Time to Hold Good Location (See Front Cover)

Sells Records, Renders Expert Service

• Joseph R. Davich, owner of Supreme Radio Co., 28 Main St., Westfield, Mass., has been continuously interested in radio ever since, as a boy of fourteen, he built sets, using a piece of coal or potato for a detector. This type set had a spark transmitter and was good for about six miles.

Dealer Davich has been in business for himself in Westfield since 1932 (see front cover). Originally, he serviced radio only. In 1935 he took on the sale of radios and both large and small appliances. He sold his last refrigerator this past Fall, washers and radios were out of stock a year ago, and the range stock was depleted this Spring.

Radios constituted his largest percentage of sales; refrigerators (Frigidaire) came second, washers (Easy and Bendix) next. Ironers did not

sell as easily. This was attributed by Davich to the public's not being familiar with exactly how to operate and use this appliance to best advantage. Electric ranges proved slower because of high installation charges in his locality. Range installations cost from \$45 to \$60, some as high as \$85. To fill this gap, Davich also sells gas ranges.

Makes of radios carried were RCA, Zenith, Philco and a big volume of Motorola car radios were sold. He believes in stocking only well known lines.

Trains Women

Service has its ups and downs, dealer Davich claims. All of his regular technicians, six in number, have departed—four to the armed forces, one to teaching, and one to warplant work. Not a man of prej-

Care is taken with floor display to remind customers of former appliance and radio stocks—helps this dealer keep his former sales identity.



MERCHANT-TECHNICIAN of RADIOS & APPLIANCES

**Maintains Store and
Service Lab on Main St.**

**Sells what he can
get now**

**Furnishes Service on
All Makes**

**Keeps Abreast with
Experimental Work**

in Radio Field

udices, but concerned solely with getting the work done, Davich is willing to train women, if they are interested and willing to learn. At present he has engaged a young lady from the local high school, just graduated, 17 years old, who will take his training. Including the girl, he now has three helpers and himself to turn out the repair work.

The store's tops in servicing speed was 180 sets in three days. The average turnout for the shop is from 75 to 100 per week.

Supreme Radio Co.'s record department is sizeable and attractively set up. It is managed by a young woman assistant. The disc and album section was established about five years ago in conjunction with the sale of radio combinations.

When appliances were available, Davich employed two outside sales-



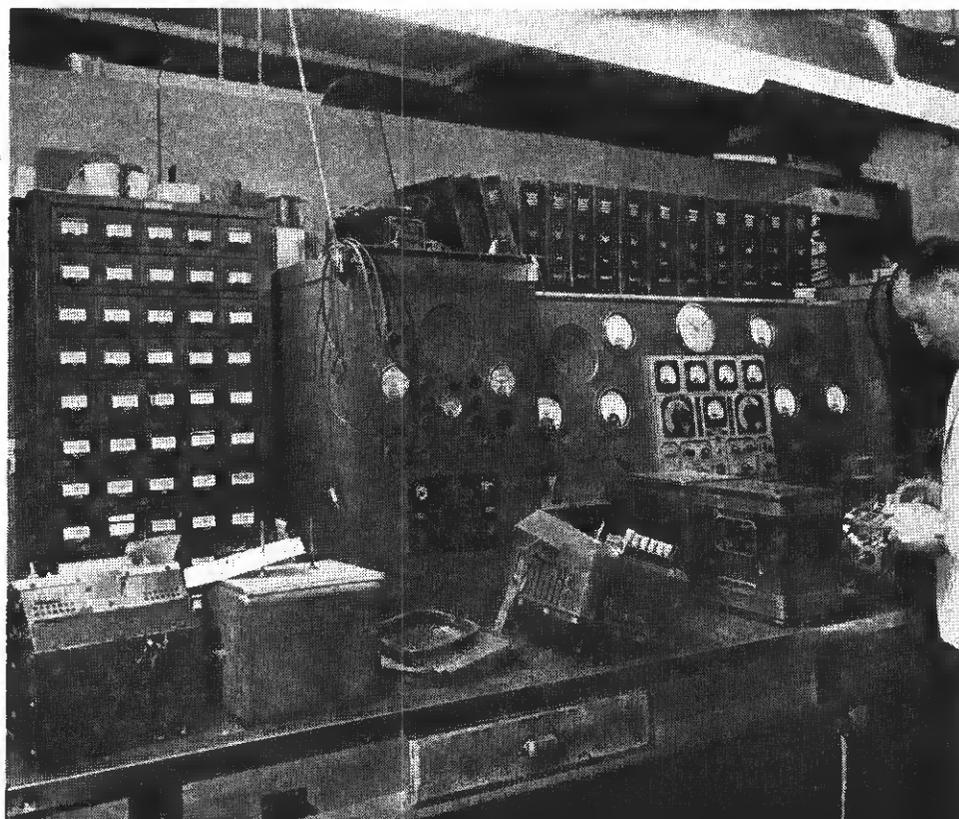
In his salesman role, Davich approves album display which is kept bright with new numbers. Self-selection has increased sales. Below, Davich, the technician, at his workbench—does big job on auto radios

men on a salary and commission basis, used newspaper advertising and radio spot announcements over all local stations within a 50-mile radius. Credits were financed through the local banks.

Records Score

Today, records pay the rent and service completes the volume of the store's current operations.

With a technician's keen interest in the progress in his field, Davich has been doing experimental work in the designing of radio parts in plastic for the past seven years. This knowledge has resulted in a government subcontract, and, in addition to his retail and service business, Davich is now manufacturing parts for submarine detector radar equipment, for which he employs from five to eight men.



RADIO RETAILERS

Salvage Methods, Tube Substitution

ROCHESTER, N. Y.—Sibley, Lindsay & Curr, of Rochester, have several unusual wrinkles in merchandising well worth chronicling. First of all, they arrange their records on shelves—a la library—but grouped under classifications such as "Tango," "Popular Tunes of the Day," "Marches," etc. They maintain a huge card file containing all selections on hand, indexed by title of recording, artist and composer. Prospective customers may ascertain if a recording is in stock by simply consulting the file. This saves considerable time on the part of the clerk.

In addition, Sibley, Lindsay & Curr go in for self-service. There are 5 demonstration phonographs on the floor, located strategically among the shelves. Customers select their recordings—play them on the phono

without any clerk contact. Each phono is regulated for correct volume.

Local Program

A special campaign entitled, "You'll love the classics"—designed to merchandise more high-priced re-

cordings—has been launched. The firm sponsors radio shows thrice weekly on which classical favorites are played with explanatory narration (a la Deems Taylor) by a local music instructor. Mimeographed guides for customers are available showing how to start with Bach and Beethoven and end up with Philharmonic gems. A special store advisory service is maintained where individual customers may come for expert advice on how to build up their classical library.



WESTERLY, R. I.—In the vicinity 10 years, specializing in service and radio sales, William Schackner (right) of Schackner's Radio Shop at 64 Main Street, works 10 hours daily to maintain radio reception in his community. His brother and business partner, Walter Schackner, is in the Signal Corps now, and this dealer with one part-time assistant, Clarence Kenyon, at left above, managed to do over the ten-thousand-dollar mark in repair work last year. Stresses the use of only the best in parts. Does not encourage customers to expect pickups and deliveries. Technician Schackner does not advocate many complete changeovers for tube substitution, inasmuch as the possibility of other tubes' going bad in a short time may necessitate another complete changeover job. Where changes are made, Schackner indicates them on the back of the set.

COOLIDGE, Ariz.—"If I can't buy it, I'll make it" is T. M. Culver's formula for by-passing repair parts shortages.

Culver's Radio Service, 424 So. Main St., Coolidge, Arizona, established there for 5 years, is taking care of all appliance repair business offered by the public, but is endeavoring to confine its current activities to radio repairs exclusively.

"Snowed under with radio work" is their ample reason behind this policy.

T. M. Culver, proprietor, experienced in the midwest prior to coming to Arizona, has well defined plans for postwar merchandising activities in radio, and very likely may consider certain appliances, during the anticipated expansion period.

This summer, however, long hours and steady work on radio service jobs make just about the everyday routine at Culver Radio Service. When he has to have a part to complete a repair job, if necessary Mr. Culver designs it and makes it in his well equipped laboratory. Having to manage improvisations of a lot of parts delays processes in many operations, but Culver's takes pride in being able to report that, whatever the difficulties, "We do get 'em out."

MANKATO, Minn.—Mahowald Hardware & Cycle Shop is one of the most versatile repair organizations in this part of the country. Chas.

IN WARTIME SERVICE

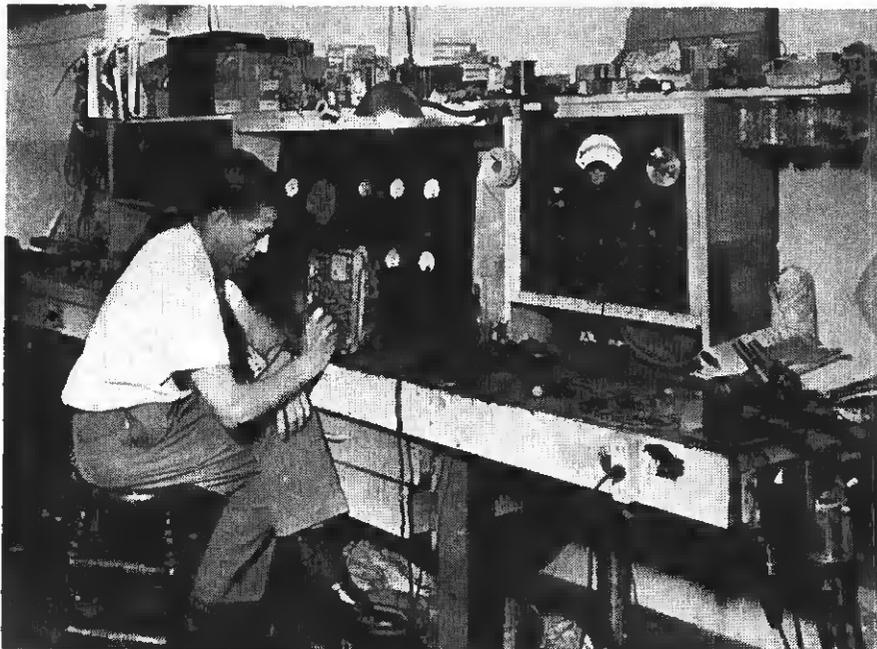
Record Merchandising, Appliance Repair

Reed, manager, is a World War I vet who started the firm's service department in 1918.

The radio repair department handles about 40 jobs per month. In addition, the shop repairs 300 to 400 guns per year; about 40 outboard motors; rebuilds about 300 bicycles yearly and sharpens 300 to 400 lawn mowers. The shop also repairs washing machines, vacuum cleaners, small electric appliances and restrings tennis rackets. Reed had two part-time helpers in his repair shop. So far the radio tube stock has held up, but it is beginning to get low, he states. Delivery pickup service is maintained

when needed to rural areas on washers and other heavy appliances. Owners of small radio sets are expected to bring in their own receivers for repair and call for them when completed.

UPPER DARBY, Pa. — Mort F. Farr, 119 So. 69th St., radio-appliance dealer, was honored before 300 guests of the Lions Club here when he was presented with the ninth Lions Club Distinguished Citizen Award. Community leaders praised Farr for the important contributions he had made to the civic welfare of the community.

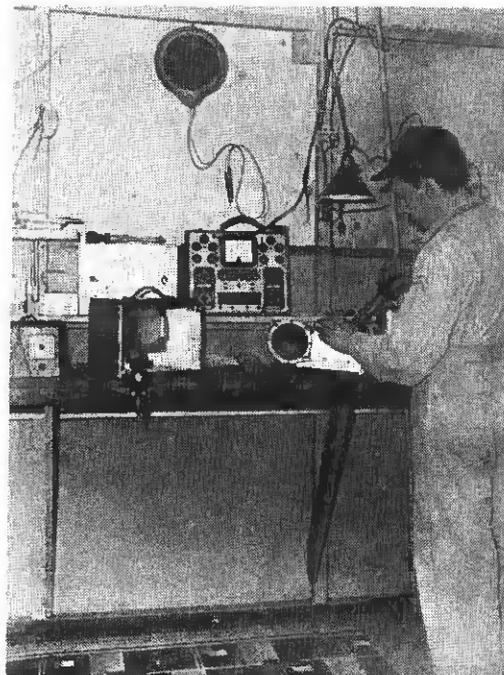


SPRINGFIELD, Mass.—A technician from the ground up, L. Lyman Brown, owner of Forest Park Radio Co., 405 Dickinson St., sold sets in pre-war days until, he claims, they declined in quality. He is looking forward to some good sets after the war, and wants to be among the first to stock them.

Currently, Lyman Brown is specializing in fine radio repair, and uses adaptors as well as other methods of tube substitution. He also operates on a consultation basis with several of the war plants in the vicinity, doing installation and maintenance of sound systems. Liquid measuring devices, temperature controls, testing apparatus, call systems, amplifiers and carrier controls are also in his line. Consultation service is charged by the job, rather than on a blanket contract basis.

Brown manufactures his own test equipment. Closes up shop evenings. Makes no deliveries or pickups.

A member of the IRE and secretary of the Springfield Radio Engineers Club, Brown is a valiant advocate of upholding the radio technician's right to charge an adequate fee for his work. He has held to this policy in his vicinity, and now many of his neighboring constituents are in agreement with him.



BROOKFIELD, Mass.—Fred Joli repairs lamps, irons, vacuum cleaners, as well as radios, in his Radio Hospital on Central St. While he finds tubes and adaptors continually harder to obtain, he salvages tubes from old sets and uses plenty of technical ingenuity to keep sets alive. In a farming area, Fred is adept at adjusting portable radios to farm batteries. He also does some welding and repair of farm implements. Fred is the only radioman in Brookfield, and when receivers and home appliances are again available he plans to sell them.

FARIBAUT, Minn.—Donald Mahler, owner of Mahler Hardware, has a service department that is making a profit during wartime. The man in charge is a refrigeration expert and the store gets all the refrigeration business it wants. They can handle all repairs needed on refrigerators (electric), washing machines, vacuum cleaners, gasoline and electric stoves, etc. A pickup and delivery service is maintained where folks can't bring in their own appliances. About 100 outside service calls are made per month. A minimum charge of \$1.25 or 6 cents a mile is made.



Window planned for the future, holds merchandise that is available now. Note window is backless, a feature advocated by postwar store planners which permits shoppers to glimpse inside floor display, as well.

given the paints within the store, an excellent window display draws attention to them. The paint stock requires no special sales persons to push it, and is successfully sold by "self-service."

Traffic Makers

To draw potential customers into the store, Thole stocked such quick-moving merchandise as garbage cans, trash burners, brooms, step-ladders. The latter proved to be in great demand, presumably because so many people are doing much of their own decorating and repair work.

Light bulbs, vacuum cleaner belts, sockets and plugs, furnace cements and similar items found good sale from a miscellaneous counter. This counter is marked for continuance,

DEALER TUNES IN ON

Thole of St. Paul Carries Diversified Lines Gets Set for Postwar Business NOW

• Backed by the confidence instilled in 22 years of service to the community, the Len Thole Radio Shop, 783 University Ave., St. Paul, Minn., has already formulated a strong program for postwar trade.

Remodeling is under way, nearly doubling shop space by taking over the adjoining building, and cutting an archway between. One repair section on the street floor is to be remodeled into a demonstration room for large radios.

This room has already been sound-proofed. It will be furnished with easy chairs for customer comfort, with attractive decoration and rugs. Wiring has already been completed.

A central display unit, with built-in space for special merchandise, creates an island of counters.

Repair Plus Sales

"When the war broke out", said Mr. Thole, "we were doing about a fifty-fifty business in repair and selling of radios, refrigerators and electrical appliances. We swung heavily into repair and installed new lines of merchandise to take the place

of the restricted ones. Some of these we are going to retain.

"I figure that we'll be in a stronger position in the future than before the war because of these new lines added to what comprised our regular merchandise, and which we shall stock in greater quantity than before, as soon as these lines are available. That is why we are going to enlarge now, so we can put full concentration on merchandising later."

Paint Promotion

Paint is a new line. It occupies counters near the center of the floor. Well marked and carefully laid out as to color and kind, the merchandise is easily self-serviced. When remodeling is completed, paints will be put in a shelved wall section built especially for them. This is one line which, because of its excellent showing during this period, will be retained.

Paints didn't "just happen to sell". Good advertising was put behind them, including a 13-week radio broadcast with spot announcements. In addition to the prominent place

for it has indicated its power to up volume and bring shoppers into the store often. At present this counter is given good central display, as it tends to give the shop a well-stocked appearance. Later the space it now occupies will be used for electrical appliances, and miscellaneous articles will be moved to a counter near the side rear.

Six Men Busy

Repair, at present the mainstay of the business, keeps six men busy—when it is possible to obtain six! Mr. Thole himself works actively in the repair section in addition to supervising the retail sales.

The shop still picks up and delivers, waiting for sufficient orders from one section to warrant a trip, and delivering when enough repaired merchandise has accumulated. About fifty per cent of the customers bring their radio repair work in and call for it on completion.

Appliances as well as radios are serviced, and one window shows the various work that is done. Here repaired radios, electric fans, perco-

lators are grouped about sockets, belts, and sundry small items, on sale within the shop. Windows are kept clean and invite attention.

Refrigerators are no longer repaired because of lack of men skilled in this work, but if customers ask for this service, their refrigerators are taken and turned over to other houses which have a working force. The work is taken solely as a service to customers. In postwar plans, however, sale and repair of refrigerators will be undertaken.

General Repair

Reconditioning of out-board motors has been an important wartime feature of the shop. One man is kept busy doing this work alone. The firm buys old motors whenever it has the opportunity, puts them into good working condition, and has found demand excellent.

Another specialized type of repair work featured by the shop is on juke

boxes and amplifiers. The many taverns of the city provide a constant source for most of this work. Sound systems are reconditioned. Some installations have been made in war plants and many have been rented, providing a good, steady business.

clients for these systems are churches, clubs, Y.M. and Y.W. organizations and other groups desiring the system for special events. This is another type of work which will be continued, not only for the income derived from it but also because of the contacts that are established through it.

To do repair work in the most efficient manner, a series of work shops are operated. Each repair man has his own shop, which is completely equipped, and sound-proofed on the theory that this makes for greater efficiency for the workman, since he is undisturbed by work going on in other shops.

In order to get sufficient radio tubes for the work that is brought in, Mr. Thole places an order for them with twelve supply houses each week.

Interior of Thole's enlarged store shows plenty of space for the display and sale of tomorrow's radios and appliances. With re-modeling problems out of the way, Thole will be able to concentrate on sales from the start.

Tubes are picked up in other places if they can be found.

This does not mean that the shop has all the tubes it needs, but such a program does produce good results. If it is absolutely necessary, radios will be rebuilt to use available tubes, but Mr. Thole advises against the practice because the sets are changed so completely that in the event that they are to be used after new models are put out, they will have to be again rebuilt for new tubes. However, if a customer would be without a radio unless it were rebuilt, the service is performed.

Enlarges Clientele

The sale and repair of out-board motors brought in people interested in fishing. Result was that fishing tackle was stocked. It has proved an excellent side-line, and will be continued. A special space has been allotted and new fixtures installed for the display of tackle. This is at the

center front of the counters, in a spot that will attract attention of customers as soon as they enter the shop. The sale of fishing licenses brings a great many persons into the shop, also, and exposes them to both tackle and out-board motors.

A believer in advertising, Mr. Thole formerly used much space not only in local and neighborhood newspapers, but in church papers and school publications, as well. Now, with merchandise shortages, advertising has been cut, but still the store keeps its name constantly before the public with institutional ads.

Future Plans

"The place may seem empty today," said Len Thole, "but when I look around, I visualize what it is going to be when this war is over. I know just where everything is going to be placed—this new unit will be filled with appliances, radios—lots of them over there—refrigerators against that wall where that line of electric outlets has been put in—the new addition over here with the archway cut through filled with merchandise—and in the meantime we are going to be plenty busy getting it ready and keeping up today's work."

TOMORROW



SOUND—SIGNALS—SALES

*Culver's, Phoenix, Ariz., Is Tops in Electronic Field
Prepares for Postwar Aviation Radio*

● Difficulties stimulate the spirit of progress, and in the case of the Culver Radio Store, 231 N. 1st Ave., Phoenix, Arizona, expansion has proceeded in a substantial inverse ratio to obstructions encountered.

In January, 1941, R. H. Culver had brought forward the sound-products distributing and general radio sales and service business, which he founded in the "depression year" of '32, to a space occupancy of 1750 sq. ft., with 10 employees.

In February, 1941, to provide for growth, he moved to his present well located, larger, well lighted modern store. Here he occupies 3000 sq. ft., and normal employment staff is 15 members in sales and service work. Business volume is steadily large.

With a substantial previous experience in automotive electrical work and appliance sales in the Midwest, and later as radio service manager of a sizable organization in Arizona, R. H. Culver had arrived at a firm conviction that any business, to be sound and strong, must be built on service.

Built on Service

"Talk of the town" has been heard in radio circles that a business the size of Culver's cannot be built on service, in a moderate sized city. Evidently this has appeared to be a baffling problem to many dealers. How did it work out for Culver's?

Culver's progress shows how people will fall in line and spend their money where daily performance is held to strict conformity with principles of honesty and fair play.

Even in such a minor matter as scheduling deliveries, the only exception Culver's ever makes to the principle of first-come first-served, is to give a timing priority to men in military service about to be transferred.

Staff meetings invariably stress training in customer contacts so all service men know how to explain details of work and charges. Prices for the most part are held to the same scale as in '41, "before Pearl Harbor." All work is guaranteed. The Culver shop is run on a strict policy to always have the price understood and agreed to before taking in the

job. When the repaired set is returned, the customer is always given a complete itemized bill.

New business keeps coming to Culver's as the combined effect of advertising and satisfied customers.

DOING A BIG BUSINESS IN A BIG STATE

● Specialist in industrial sound, signal systems, home and aviation radio, Culver's has based its success on expert service.

Arizona's agricultural, cattle-raising, and industrial enterprises are continually expanding, and Culver's means to keep up with the state's rapid pace!

Advertising is continuous, well planned, considered important and effective. Newspaper advertising is on regular contract basis, radio advertising mostly spot announcements.

Membership for the store is held in the Phoenix Chamber of Commerce. Mr. Culver is a member of Rotary Club. Culver's operates under electrical contractor's license in connection with sound and signal system installations. This puts the business on a good footing with contractors and architects, and is especially necessary for school work. Culver's recently made the installation of sound equipment at the new Menderson bus station in the heart of downtown Phoenix, through the general contractor.

Culver's service department operates in two main divisions, one for auto and home sets, the other for sound, police and aviation systems. Culver's does a lot of service on police radio. State distributorship of RCA

sound equipment was assumed by Culver's in 1935, to which, in 1941 was added state distributorship for RCA aviation equipment, an important, growing, and intensely interesting ultra-modern specialty.

"We make a lot of use of all factory promotions, and receive at all times highly valuable cooperation from our distributor, and factory executives and representatives."

Sound equipment work is run on broad lines. Culver's does some renting of sound equipment. "This is really necessary to the promotion of sound equipment, particularly good sound, and it leads to lots of sales. We specialize in large institutions, industries and schools. Our shop has made lots of installations all over Arizona—some in New Mexico."

Front of store layout gives liberal space, and many provisions for good display and prompt service, to maintain a strong activity in records, music and accessories. This division of the business is handled by Mrs. Culver, who works as a full-time department executive at the store. Window displays are changed frequently, installed with care, and take full advantage of factory promotions, utilizing every familiar device to hold prominently in the public mind that Culver's is headquarters for RCA Victor.

Farm Radio Important

Farm radio receives full attention, as a strong element of the business in a state having large and strongly diversified agricultural and cattle-raising industries, as well as mining and lumbering in areas off the power lines.

Automobile radio service runs into considerable volume right along at Culver's, and is welcomed. They do some hospital signal systems service and sell some automatic equipment. They are not in the appliance field, and have no plans for postwar operation in it. The intention is to hold Culver's in line as a leader in the electronic business.

Like other operators, Culver's lost 3 of their best men to the armed services, and now the number of stars on the service flag has grown to 6.

SERVICE

Experiencing reasonable cooperation and friendly relations with other tradesmen, Culver's reciprocates, especially in the matter of credit information to promote sound business.

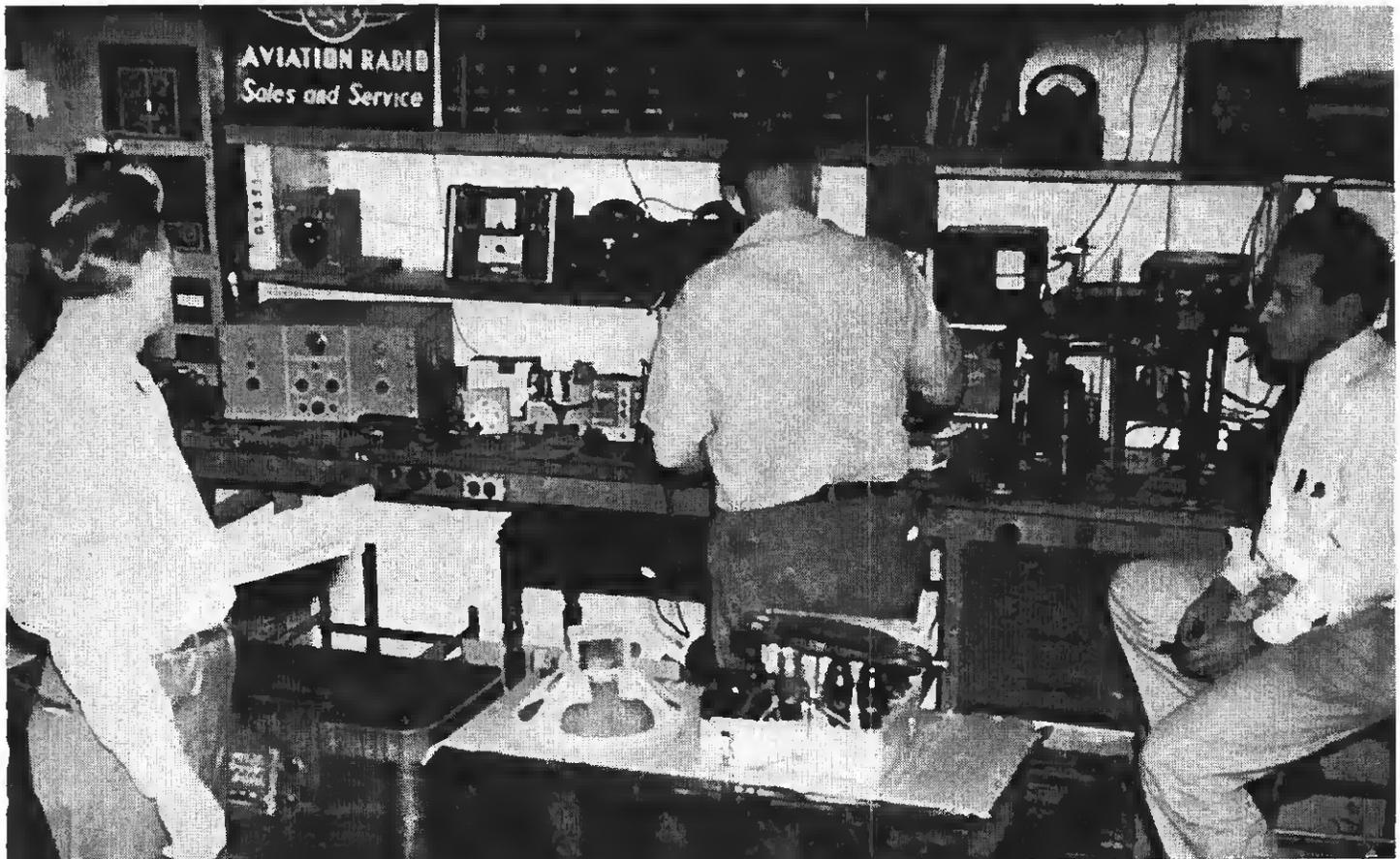
Bottlenecks? Culver's has its share of all the usual problems. But they do manage to get out most of the jobs offered them. Technical knowledge, and ingenuity, and plenty of good equipment, maintained in the best of condition, supply the answers.

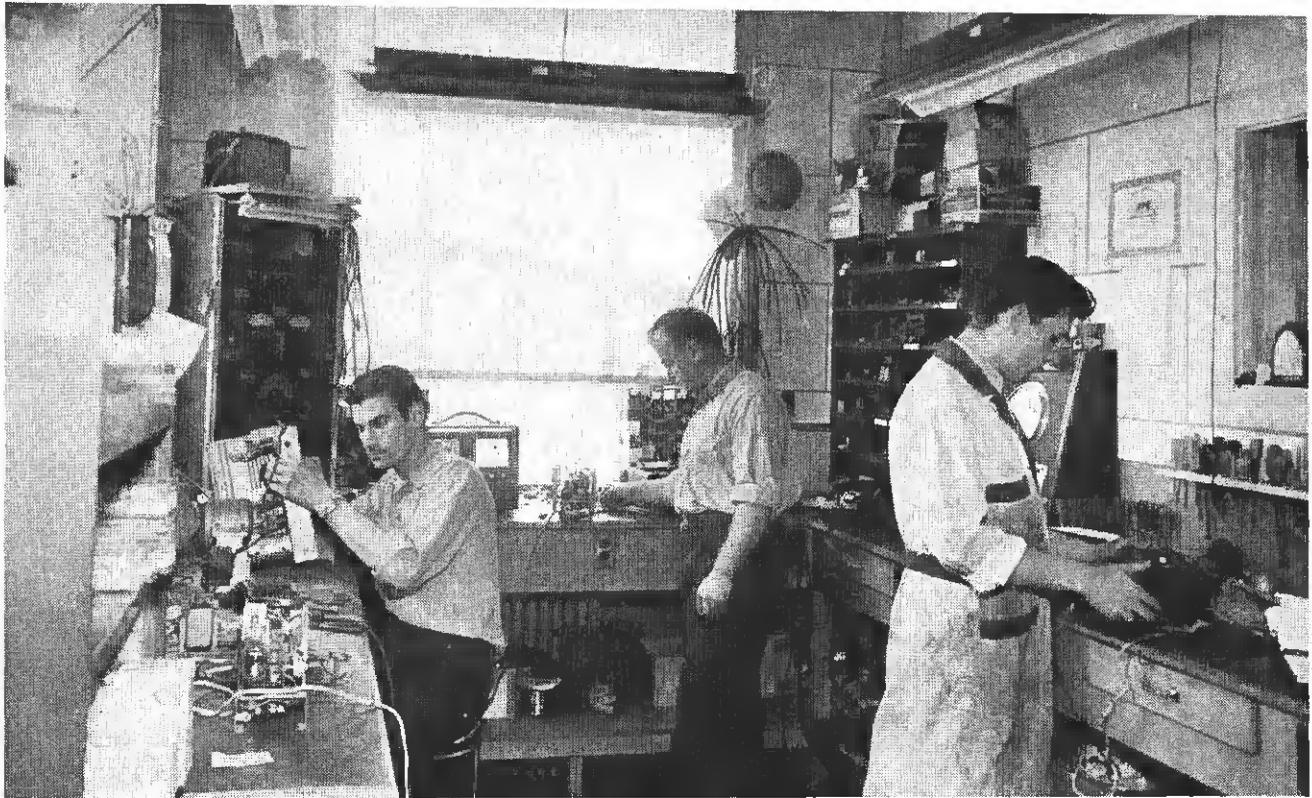
Aviation Radio Future

Postwar plans look for Culver's in the forefront of aviation radio sales and service. Phoenix is a natural aviation center, due to superb year-round flying climate. Industrial development is moving fast in Arizona, and Culver's will keep up with it, in sales and service of radio, sound and electronic equipment.



Formerly and now devoted to the sale of radios and records, Culver's enlargement plans provide for allotting this entire floor space to records and music, with radio occupying the new addition to be provided. Six booths in the rear, and offices at right rear, supplement the record and album display. Below, a part of the large section for servicing aviation and home radio. A heavily loaded department, it takes up the full south side of the work shop.





Ed Silansky, center, with two helpers, at work in his radio laboratory. Chief assistant Frank Berle, left, is an auto radio specialist.

VOLUME SERVICE

• Edward R. Silansky is ready for the after-V-Day expansion right now! Owner of Ed's Radio Service at 380 Homestead Ave., Hartford, Conn., Ed is a firm believer in being ready for tomorrow today.

Only last year Ed Silansky built himself the streamlined combination clay and glass brick building that is shown in the pictures on these pages.

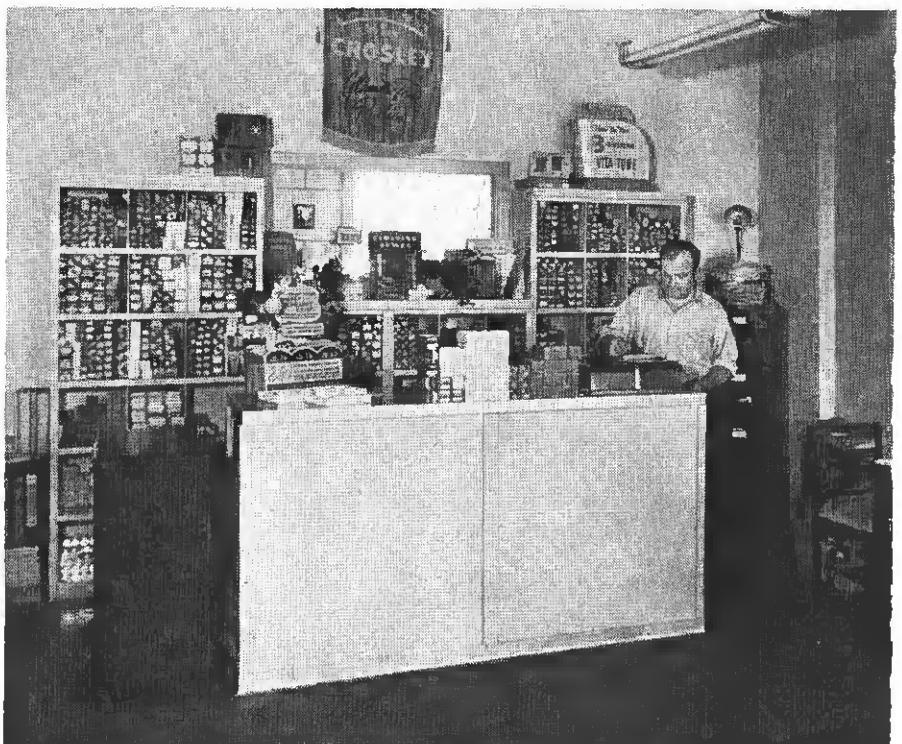
Designed for Work

This modern structure includes a good-looking showroom in the front of the building, followed by a radio laboratory with spacious casement windows on two walls, for perfect daylight operation, plus well placed fluorescent lighting for night work. Back of this extends the huge, modern, four-car garage, complete with workbench, for auto radio repair and installation.

Downstairs, Ed has added a truly up-to-the-minute touch in consideration of his employees. There is a complete locker-shower room for the workers, adjoining a recreation room,

Sales counter in showroom faces store entrance. Modern, attractive and uncluttered, there is plenty of space for radio sales display when sets are again available for civilian purchase.

"Handsome Is As Handsome Does!" Ed's Radio Service Is Attractively and Modernly Housed to Do an Expert Job of Smart Radio Repair



which can also be used for entertaining customers and distributors and other dealers for whom Ed does work, while they are waiting for their sets.

One corner of the building, as can be seen from the pictures, is at present leased to a Gulf Lubrication and gas station. This could be taken over by the owner when business conditions again permit the further expansion of Ed's Radio Service.

Attractive Setting

A neat landscape gardening job on the surrounding plottage outside the building finishes off the setting for this good-looking structure, and is kept in fine shape by a young helper who someday hopes to become a radio technician, like the men he works for.

While this dealer has specialized in service in the past—about 90 per cent—he also sold home and car sets. RADIO & TELEVISION RETAILING's reporter found him with but 2 consoles and some FM converters left in stock.

Parts and tubes were well-stocked in advance of 1941 and Ed has been building a surplus, whenever possible, since that time.

Price Code

Today Ed is specializing in service and in auto radio installation and repair. He is proud of the good work he and his technicians turn out, and believes his prices in keeping with his quality standards of repair. A 90-day guarantee is given on all jobs, and there are very few kick-backs, which, he reports, amount to less than 1 per cent.

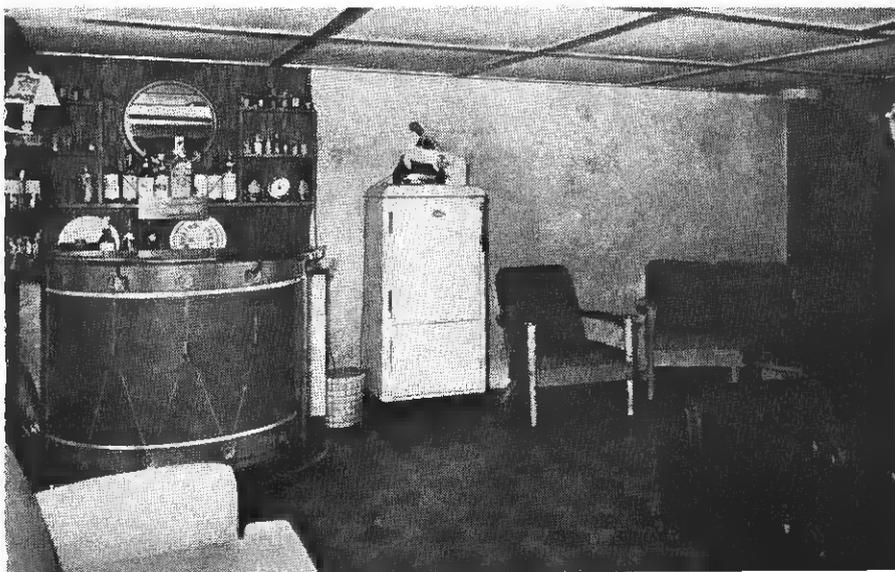
For the past ten years this dealer has specialized in auto radio and is



Here again, Ed has allowed plenty of space for enlargement. This up-to-the-minute, fire-proof garage has room enough for four cars and a special radio repair bench for auto radio work, as well as metal rack stock space for parts.



"Recreation Department" in the basement of Ed's building. In this pleasingly furnished room, visiting dealers—some of whom come from as far as one hundred miles around—find it comfortable to wait for work to be completed.



an authorized Motorola dealer and a Philco warranty man. As such, Ed does much work today for other dealers, within an approximate radius of 100 miles. The recreation room often helps waiting dealers pass a pleasant time.

Ed has lost six servicemen to the wars. Working with his remaining assistant, Frank Berle, one apprentice and a delivery man, his shop has turned out as many as 100 to 125 sets in a week's time. Last year he did a service business of over the forty thousand dollar mark.

Ed designed his present building, and perhaps this is one way of getting absolutely what one wants in materials and convenience of arrangement. Right now, Ed is ready to get away to a fast start after V-Day.

Sound Studio Pays Profits

**Recording Service, in Attractive Surroundings,
Popular in Wisconsin City**

• When wartime conditions set in, with their various restrictions concerning the availability of new merchandise, Chris Peterson, operating a radio and electrical business at Fond du Lac, Wis. (population 27,500) did some tall thinking.

He knew that he would need additional volume if he were to continue making a profit. Instead of looking for new lines to handle, Peterson cast an eagle eye over his business from stem to stern, wondering if there were any present lines he could expand. Due to the fact that his business had a peculiar set-up, he found much to occupy his attention.

Expands Service

In the first place, his radio and electrical business is operated in connection with his own garage service. The garage, with its service facilities, brings in many customers weekly. The radio and electrical department occupies the whole front of the

building, with excellent display facilities, and thus the department gets a good play from the automobile service customers.

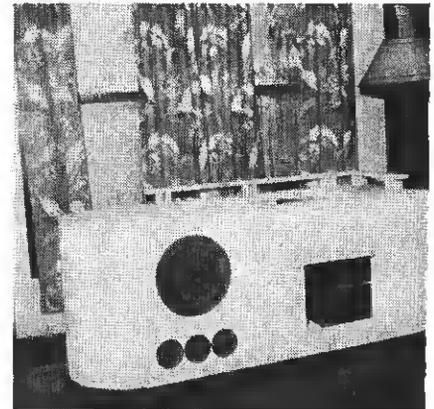
Peterson also has a special sound department. He is the outstanding sound man in the county, having a good business. He knew, too, that during the war period this department would hold up, because of the

demand for sound at rallies, gatherings, etc.

However, it was in radio and electrical sales, that his slump would come. Therefore, he made a big play for radio service, especially with his garage customers, pointing out that he could handle all the radio repair work and use one account on which to bill such work together with garage work.

But it was with his record playing equipment and discs that Peterson really went to town. He had been selling discs from time to time for folks to make their own recordings. Now he began to push the line. Discs

• MANY MORE RECORDINGS ARE SOLD THROUGH THIS DEALER'S CAREFULLY PLANNED STUDIO. • SOUND BUSINESS OF ALL TYPES IS INCREASED. • RADIO SERVICE AND RECORD PURCHASES ZOOM



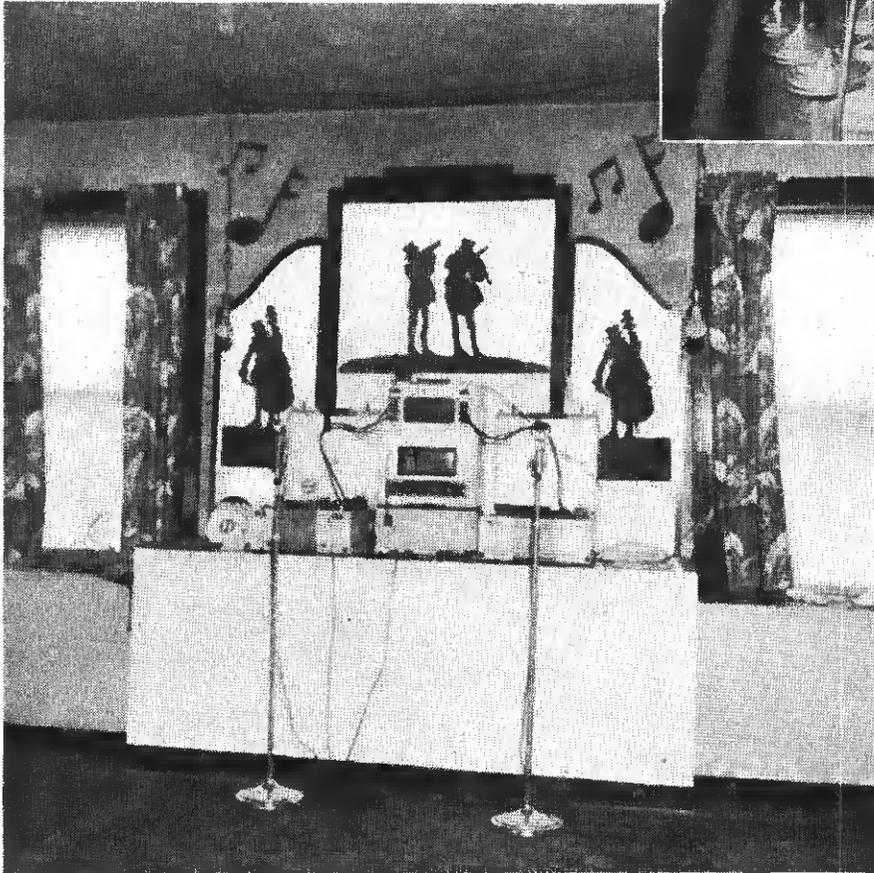
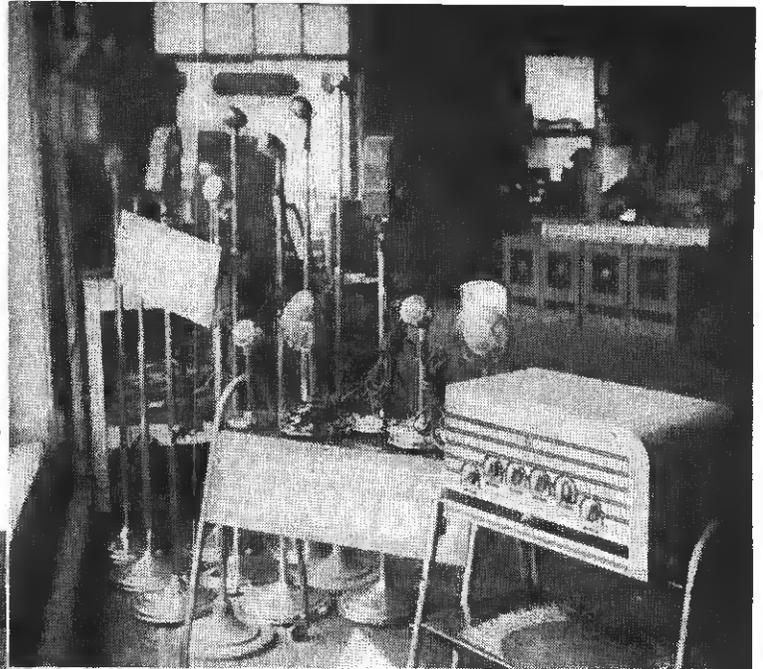
Above, record player built by Peterson and his staff from old parts and installed in a white cabinet to match the studio's furnishings. It is often used for musical accompaniment to individual recordings. At left, eye-catching rock garden and pool on Peterson's first floor is located near record stocks. Customers are attracted to this section of the floor, and this individual display unit really sells discs.



which originally came in aluminum had then gone to steel and finally to glass.

Upstairs, Peterson had an old storage room. A wide stairway led to it. Peterson went ahead and made this room into just as snappy a studio as you would ever want to see. Together with equipment it cost him

To Peterson



Above, section of first floor at Peterson's devoted to sound equipment. Below, left, a portion of his colorfully decorated second floor sound studio. This room is popular with patrons, and all kinds of recordings are made here. The surroundings are definitely gauged to make the customers feel "at home," and help to overcome self-consciousness while recording.

about \$500, he says.

The studio has rugs on the floor, tapestries on the wall and is done in a light cream color. Some spots on the wall carry pictures of people laughing, of musical notes and the like. Nice bridge lights give the whole place a very cosy and romantic atmosphere.

Peterson then advertised in his area that he would make recordings for folks in this private studio at reasonable rates. The results were excellent. Individuals who didn't have recorders and players came flocking to the new studio. Here in its privacy they made their records, casting off inhibitions, because there was no one to watch them rehearse.

"This end of the business went

very well right from the start," says Mr. Peterson. "We have fellows coming here to make records of speeches which they intend to deliver at some meeting or convention. Others come in to sing songs and record them. We have a unit where all these can be played. Thus people can hear what they sound like on records. We get as high as \$2.00 for making these records, and there is a good margin of profit."

Recordings Increase Sales

In recent months, Peterson has had many persons make recordings at the "studio" to send to service people in various army camps. Members of the armed forces usually have ac-

cess to a player, and thus this sort of a message from home is much more appreciated than a letter. Mr. Peterson believes this is an angle of the record business that can be built up in almost any locality.

Mr. Peterson and his staff also have a large record player which they built themselves from old parts and installed in a white cabinet in the studio. It has excellent tone, and is used very frequently by parties who come to the studio to make recordings. Music in a studio helps folks to limber up when they make their own recordings, Peterson says.

Studio Brings in Radio Customers

The studio, bringing many new customers to this store weekly, naturally helps boost the radio service and sound business, too, for the traffic has a wide range, from high school and music teachers to soldier boys and their mothers and fathers.

On his downstairs display floor, as a decorative touch, Mr. Peterson has built a rock garden, which has a pool in the center containing goldfish. This spot is popular with customers, and it also lends an air of distinction to the store. Near this spot, too, is a large stock of discs.

Mr. Peterson points out that these are historic, stirring times, and for this reason alone, interest in recordings is high everywhere.

Success Scoop in Record

**Radio-Record Merchant Combines Musical Interests with Sale
Continues Self-Service in Modern Store at New Locatio**

• From a small, white, ramshackle building, whose previous occupants supplied hungry citizens with hamburgers, to a modernistic building with fixtures and decorations equaling the finest in the city, is the way the merchandising story of Merle Smith, owner of "The Record Shop," Kansas City, Mo., reads.

BEFORE—Record Shop's old quarters, where the Smiths started.



AFTER—Here's the "new face" of The Record Shop.

With two items—radios and records—the firm skyrocketed to the top of the record merchandising heap in three years, and earned Smith the title of the "Horatio Alger of the Kansas City Musical Field."

Because of the shortage, radios have been discarded for the duration by the enterprising owner of "The Record Shop" but after the war radio retailing will again be very much a part of the firm's plans, and Smith has also scheduled major and minor appliances in the firm's futuristic pattern. In the new building, situated in the heart of downtown Kansas City, there is adequate space for displays of radios and other appliances when they are again obtainable.

Atmosphere for Sales

The new shop's interior was designed by a nationally-known decorator, with Mr. and Mrs. Smith offering worthwhile suggestions. Walls were decorated in an off white and the building's ceiling was dropped to give the shop a cozy appearance, since the Smiths contend that atmosphere is an all-important factor in retailing musical merchandise. The store has the only indirect fluorescent lighting in Kansas City, and is air-conditioned. A sixteen-foot glass-topped counter is located in the center of the store. Ten mahogany-

Modern interior of new store affords striking display.

Opening night features director Efrem Kurtz of loc



Sales

Ability. Kansas City Dealer with Outstanding Success.

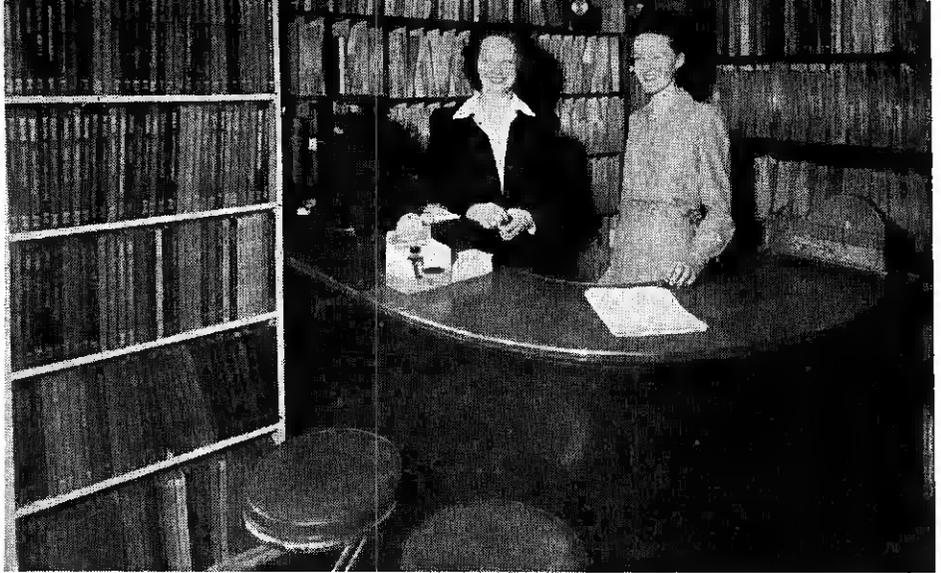
panelled listening booths are in the rear. The new shop was opened April, 1944; the opening night crowd included leading figures in the city's music world.

"I feel that our future," declared Merle Smith, "is tied up with display to a very large extent. In designing the new store, I called upon the decorator to utilize every bit of ingenuity she possessed in order to create windows and fixtures which would enable us to present eye-appealing displays."

Window displays at the shop are outstanding, and are the work of a young woman who has a flair for unusual, artistic displays.

Local Music Activity

Merle Smith plays the French horn in the Kansas City Philharmonic Orchestra, and he, quite naturally, leans to the classics in his taste for music, and he firmly believes that record sales in what the bobbysock crowd refers to as "long hair" music can be substantially increased with good promotions. And, according to Mr. Smith, window displays



In charge of record sales, left to right, Mrs. Madge Schecher and Mrs. Ann Berry, know their music. No high-powered selling is needed for this type of retailing, they claim.

which promote the classics have played no small role in increasing sales in this type of music.

"Gaining the trade of those with a taste for the classics," noted Mr. Smith, "is no easy job, because many have formed the opinion that shops such as this cater almost entirely to the devotees of popular music. In our old building, we had inadequate facilities to show the lovers of the old masters that we handled their stuff, too. But, that's all changed in our new quarters, and we devote half of our display facilities to popular music and half to the classics. And, gradually, we are awakening the classical crowd to the fact that we have things they like, too."

But, admitted Mr. Smith, the popular music fans are still in the majority of record-buyers, with the teen-

age bunch comprising well over half of the firm's business. Discs by such artists as brothers Crosby, Dorsey; Glenn Miller and Frank Sinatra, rank as best-sellers here.

Self-service, and the fact that browsing is not only permitted, but is encouraged, are two features that Mr. Smith and his wife, who is active in the management of the shop, feel have helped in no small way to double sales for the first four months of this year over the same period last year. Eight large self-service racks, with a large middle-of-the-store self-service table, lend encouragement to those who like to help themselves.

Small cards list names of discs on the self-service racks and eliminate the necessity for customers poring through the records to find titles.

(Continued on page 68)

Philharmonic. (3rd from left is owner Merle Smith.)

Indirect lighting adds to inviting surroundings.



Star Discs on the

Dealer Opportunities for Record Sale
Added Artist Publicity • Stars in Action



← Conrad Thibault, Decca's new artist, and radio's best known baritone (American Melody Hour, Manhattan Merry-Go-Round, etc.), just completed a concert tour for servicemen. His first disc for Decca is "I Spoke to Jefferson at Guadalcanal," No. 23346, a stirring and patriotic dramatic ballad. → Dick Foran and Vivienne Segal in their roles of The Boss and Queen Morgan Le Fay in "A Connecticut Yankee," Decca Album No. 367.

• Apt display tie-in for the red-white-and-blue month of July is Decca's new album, "A Connecticut Yankee," No. DA-367. The unbeatable combination of Rodgers and Hart has scored once again in their musical version of Mark Twain's story, "A Connecticut Yankee in King Arthur's Court." The musical was called "A Connecticut Yankee" and Decca has featured the show's New York cast in its album of that name.

Based on the eternal triangle, the main part of the story of the musical takes place in a dream, with the hero and his two valiantly pursuing ladies in Camelot, England, 'way back in 528 A.D. In this Middle Ages setting Dick Foran sings the part of the Connecticut Yankee, affectionately and respectfully tagged "The Boss" by his constituents, Queen Morgan Le Fay's role is sung by Vivienne Segal, and Julie Warren is the lovable "Sandy."

A revival of the original stage success of 1927, new music has been added, but the old favorites are still retained: "My Heart Stood Still," "Thou Swell," and "I Feel at Home with You."

Also released for July sales is Percy Faith and his orchestra in a first recording for Decca of "Amor"



July Turntable

**tie-ins • Manufacturers Gear Releases to
Cover the Air and on Broadway in Wartime**



← Wayne King, now a major in the army, has done much to organize band talent in the armed forces. Victor's releases tie-in with his new air show. → "Bondleader" Les Brown is so called because of his tireless efforts to help bond sales. Columbia's releases are timed to his current appearance on the radio.



from the MGM picture "Broadway Rhythm," backed by "Spring Will Be a Little Late This Year," featured in Universal's film, "Christmas Holiday," No. 23344.

Decca will soon release a new artist's recordings, those of Ethel Smith, Hammond organist who appears in the recently released MGM picture, "Bathing Beauty." These Decca recordings will be "Tico-Tico," "Brazil," "Lero Lero," "Bem-Ti-Vi-Atrevido" (Bold Little Birdie), and promise to be something distinctly new in Latin rhythms.

• In connection with Wayne King's new Saturday afternoon show (3:00 to 3:30) over the Blue network, Victor has released his recording of "Amor," with flipover "I'm Getting Mighty Lonesome for You," No. 20-1587.

Maestro King is now a major in the Army, currently stationed at Fort Sheridan, Illinois, where he leads an Army Service Force Band and Orchestra of 344 servicemen. His radio show over a national hookup on the Blue airs his Army Band and guest

stars are introduced each week.

Another Wayne King disc to be reinstated in July is No. 27575, "Jumping Jupiter" and "Darling How You Lied."

Victor also offers dealers album P-151, "Fats Waller Favorites," which includes the hitherto unreleased version of Fats' most famous composition, "Honeysuckle Rose." Others in the set include "I Can't Give You Anything But Love, Baby," "Ain't Misbehavin'," "Hold Tight," and that unforgettable "Two Sleepy People."

Practically everyone is a potential prospect for the purchase of Victor's new Musical Smart Set Album No. P-150, "Tommy Dorsey — Starmaker." This galaxy of variety includes "None But the Lonely Heart" rendered in the "Starmaker's" own inimitable style, and seven artists who are now stars in their own rights. Among them: Ziggy Elman, Buddy Rich, Jo Stafford, The Pied Pipers, and no less than Frank Sinatra singing "Everything Happens to Me!"

Note: Bandleader Vaughn Monroe's theme song, "Racing With the Moon," is one of his most popular request numbers. It is available on

Bluebird record B-11070.

In conjunction with the WPB's recent regulation whereby new packing material necessary to the shipment of phonograph records is sharply curtailed, Victor is appealing to dealers to return all Victor packing material to their distributors to facilitate the delivery of new discs.

• "Bondleader" Les Brown is featured in Columbia's recent release for July turnover, "Out of Nowhere" and "Sunday," No. 36724. Concurrent with this release Les Brown and his orchestra make their bow on the radio program "Fitch Bandwagon" for a 13-weeks' stay, and at the Hotel Pennsylvania in New York, in person, for 10 weeks.

Columbia still adheres to its policy of releasing at least one new recording from its stocks each week. For July these are:

No. 36725, "Moonlight Bay"—
"There's a Small Hotel," Claude
(Continued on page 95)

July Library Builders

- De Falla's "Three Cornered Hat"
- Schubert's Symphony No 8, B Minor (Unfinished)
- Strauss' "Don Quixote"
- Grieg's Piano Concerto, A Minor
- Music of Stephen Foster



One of *Radio & Television Retailing's* editors, Helen Thurman, interviews merchant Capwell in his West Warwick, R. I., store. Note compact display exhibits variety of merchandise in orderly arrangement. Stocks, though numerous, are dust-free and invite purchase.

Refrigerators Gone — Dealer Renders Service

Rhode Island Appliance Merchant Fills Sales Gap with Related Lines

• Russell I. Capwell, owner of the Capwell Engineering Co., 1219 Main St., West Warwick, R. I., is one of many appliance dealers marking time now by rendering service, until conditions will permit his return to concentration on sales.

Formerly, his business consisted of about 85 per cent refrigerator and range sales, with refrigerators in the lead. Capwell dropped radios because competition in 1938 and 1939 was so keen. It is his belief that overproduction by the manufacturers in this market lowered prices and quality.

Electric Appliance Sales-Engineer

Postwar, Capwell plans to specialize in electrical appliance merchandising. He has had the Frigidaire franchise in his locality for the past 17 years. Right now, however, he can only offer service on refrigerators for his pre-war customers, and is care-

fully building his prospect lists for after-the-war sales. Originally this dealer lost money on the service end of his business, due to concentration on sales. Repair was largely a good will department for his customers. Now he offers service on all appliances at a parts cost plus labor charge.

This, however, is not enough to maintain a storefront on Main Street. Alternate merchandise has been add-

• How near to the refrigerator is the cookie-jar? This is a merchandising question that dealer Capwell has successfully answered by astute retailing of interrelated lines.

ed. The list of new items includes: pictures, seeds, kitchenware, polishes and cleaners, Pyrex ware, gift items, fancy pottery, vases, Silex coffee brewers, mops, books and toys, Mazda lamps.

Companion Lines for Appliances

The lines he will retain after the war are kitchenware, polishes and cleaners, Pyrex ware, Mazda lamps and some stock in mops and brushes. In other words, Capwell finds these items are good sellers as interrelated stock with the merchandising of electric appliances for the home.

Capwell's hope for postwar is that the manufacturers will remember the dealer who stood by throughout the period of civilian merchandise shortages, devoting himself entirely to the service of his former customers. He wants a break from the manufacturer in the postwar scurry for a return to appliance sales.



A
Breath-Taking
SECRET

Behind closed doors at Wilcox-Gay lie plans, specifications and partly completed assemblies of a new, finer and more beautiful Recordio awaiting peacetime production.



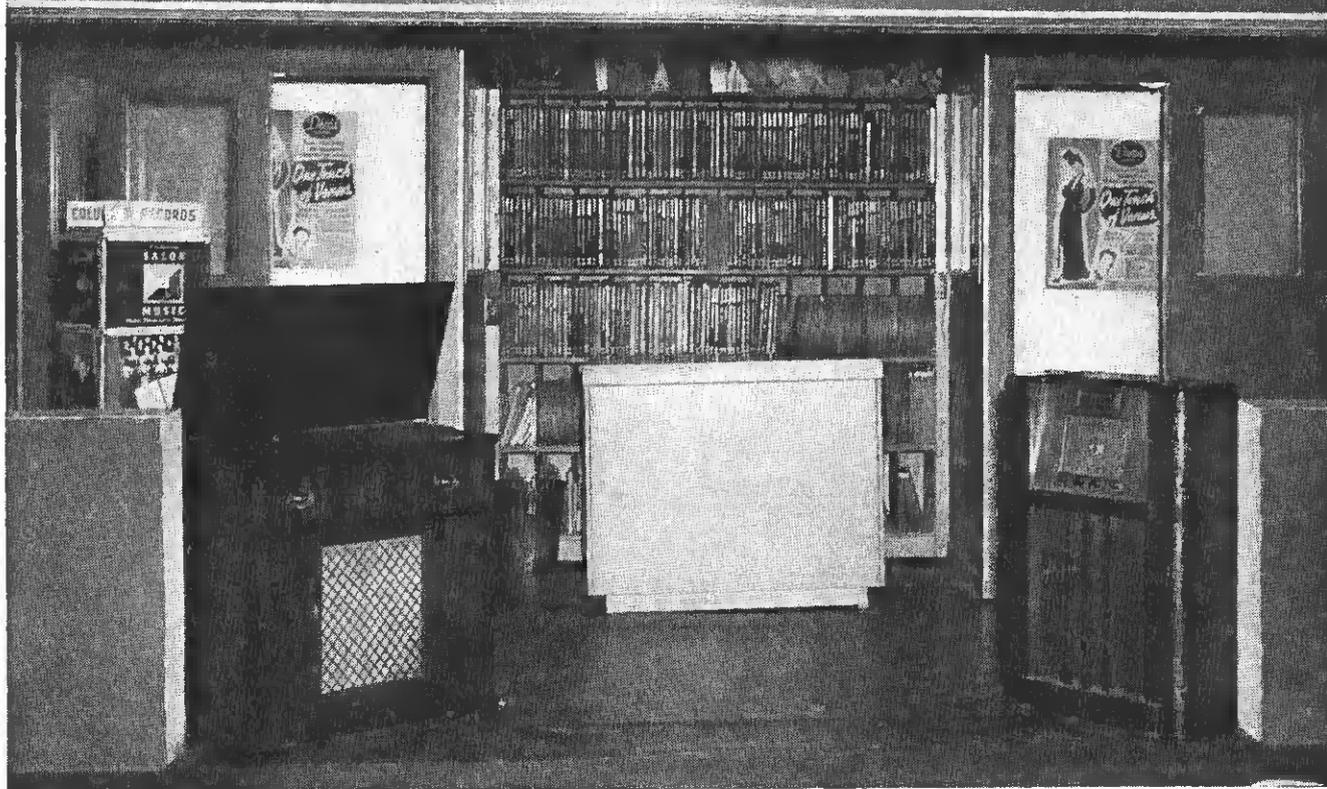
WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

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

APPLIANCES - Built-In Kitchens

RADIO RECORDS



Entrance to record department where customers gather to learn about priority-purchase radio and appliance plan.

Priority Plan Sells Discs

• In Clarksburg, W. Va., the inquiring reporter of RADIO & Television RETAILING, found that radio shops were few and far between. However, paramount among the dealers in the radio field stands the Palace Store located at 178 Main St. In normal times the Palace sold Philco, Emerson, Crosley and General Electric radios, and sales promotion was an easy task. Today's story shows how this store has handled its product deficiency problem.

Record Display

Sales manager Kenneth W. Zinn has used attraction strategy by installing a transmitter, which pages this busy sales promoter and invites customers to tarry awhile in a comfortable green and white radio section conveniently located.

This radio nook is skillfully designed for customer relaxation. While waiting for Mr. Zinn and the crowd collects, courteous clerks entertain with clever chit-chat about

Record Sales Tie-In With Bank - Now - For - Future Radio & Appliance Buys

record artists, and suggest best sellers in discs. Here the customer learns that his recording favorite Bob Crosby will become a United States Marine within 30 days, or "this is the popular number" Kate Smith is singing to our soldiers during her present camp tour. Many records are sold by this super-sales technique, and this restful nook pays as well as publicizes the store's radio department for the duration.

Next, the voice over the transmitter announces that Mr. Zinn, sales manager, extends a cordial invitation to you and is awaiting you in his office.

Mr. Zinn introduces himself and his postwar buy-lines by displaying a gigantic tearsheet of a 10 x 15 advertisement from a local paper. This advertisement explains that Palace

has a novel method which assures their customers of postwar merchandise.

Merchandise Club

Mr. Zinn explains they have established a Merchandise Club which will effectively control credit by banking today surplus funds for the products of tomorrow.

The buy-line of the Merchandising Club for 1944 is "Save now for the future by banking monthly in the Palace Merchandising Club for postwar products."

The Palace is the only store in West Virginia that has this unique merchandising plan. It is merely the old down-payment in reverse. The customer calls at the Palace, selects his radio, refrigerator, washing machine or what-not, pays monthly for it from \$1.00 to \$5.00, which is applied on desired radio or appliance and makes him a member of the 1944 Merchandising Club. He
(Continued on page 68)



Record buyers wanted
more of the early

**BING
CROSBY**

... so here's a
second volume in the
Brunswick Collectors' Series

VOL. 1—Out of Nowhere; If You Should
Ever Need Me . . . Just One More Chance;
Now That You're Gone . . . I Found a Million
Dollar Baby; I'm Thru With Love . . . Good
Night Sweetheart; Too Late.
Album No. B-1012 . . . List Price \$3.50

VOL. 2—Where the Blue of the Night Meets
the Gold of the Day; A Faded Summer Love
. . . Star Dust; Dancing in the Dark . . . Sweet
and Lovely; I Apologize . . . Many Happy
Returns of the Day; At Your Command.
Album No. B-1015 . . . List Price \$3.50



Your customers will
love us on these new
DECCA records!

**Snow
White** and
the Seven Dwarfs



With Lyn Murray and his Orchestra, Evelyn Knight,
Harrison Knox, Audrey Marsh, Elizabeth Mulliner,
Andy Love Four. Selections include: Snow White
Overture; Some Day My Prince Will Come . . . Heigh-
Ho; With a Smile and a Song . . . Whistle While you
Work; Bluddle-Uddle-Um-Dum . . . I'm Wishing;
One Song. Decca Album No. A-368 . . . List Price \$3.50

Another Broadway hit
with members of the
ORIGINAL CAST!

**A
CONNECTICUT
YANKEE**

with **VIVIENNE SEGAL** and **DICK FORAN**

Latest addition to Decca's famous library of Original
Cast Albums. Selections include: Connecticut Yankee
Overture . . . My Heart Stood Still . . . Thou Swell
. . . On a Desert Island with Thee . . . To Keep My
Love Alive—Part 1 . . . To Keep My Love Alive
(concluded) . . . Can't You do a Friend a Favor . . .
I Feel at Home with You . . . You Always Love the
Same Girl . . . Finale.

Decca Album No. DA-367 . . . List Price \$4.25
Prices do not include federal, state or local taxes



**NOW
a double
feature**

ELLINGTONIA
DUKE ELLINGTON AND HIS ORCHESTRA

**Brunswick
COLLECTORS' SERIES**

VOL. 1—East St. Louis Toodle-oo; Birmingham
Breakdown . . . Rockin' in Rhythm; Twelfth
Street Rag . . . Black and Tan Fantasy; The
Mooche . . . Mood Indigo; Wall Street Walk.
Album No. B-1000 . . . List Price \$3.50

VOL. 2—Creole Rhapsody—Part 1; Creole
Rhapsody—Part 2 . . . Tiger Rag—Part 1; Tiger
Rag—Part 2 . . . Yellow Dog Blues; Tishomingo
Blues . . . Jazz Convulsions; Awful Sad.
Album No. B-1011 . . . List Price \$3.50



Visit the **DECCA** display
(Booths 42-43-44)
MUSIC TRADE SHOW
CHICAGO
July 24, 25 and 26

Order now from your regular **DECCA** branch

DECCA
DISTRIBUTING CORPORATION





PHILO T. FARNSWORTH
*Originator of
Electronic Television*



EDWIN M. MARTIN
Secretary and Counsel

• LOOK TO THE FUTURE

They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization are today all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and began also to build radios, phonograph-combinations and special television equipment!

That's a record of stability with a very real value to Farnsworth distributors and dealers. It means sound policies and steady, healthy progress.

These men are planning post-war policies and products *now*—to help you plan *your* future. . . . Restricted dealerships for Farnsworth instruments

— to produce volume at fair prices and profits. . . . The finest merchandise in every price range. *Quality at popular prices.* . . .

Distinctive cabinet designs with assured sales appeal. Improved reception for broadcast and shortwave. Radio-phonographs with time-proven record-changers—simple in construction and operation—*service-free in performance.* Advanced FM . . . and modern television, the result of 19 years of pioneering.

Farnsworth accomplishments in the past have received high recognition. Farnsworth possibilities in the future are unlimited.

FARNSWORTH

Television • Radio • Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers • Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart



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Vice President—Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President—Treasurer



B. RAY CUMMINGS
Vice President—Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

...with these men



W. J. AVERY
Export



MADISON CAWEIN
Research



J. C. FERGUSON
*Chief Engineer
Fort Wayne*



JOHN S. GARCEAU
Advertising



PAUL H. HARTMANN
Assistant Treasurer



E. J. HENDRICKSON
Sales



E. M. HOEY
Order Service



I. C. HUNTER
Sales



R. C. JENKINS
General Superintendent



GLENN KELSO
*Superintendent
Fort Wayne*



REESE KENNAUGH
*Superintendent
Marion*



H. J. MYERS
Controller



E. S. NEEDLER
Purchasing



F. B. OSTMAN
Service



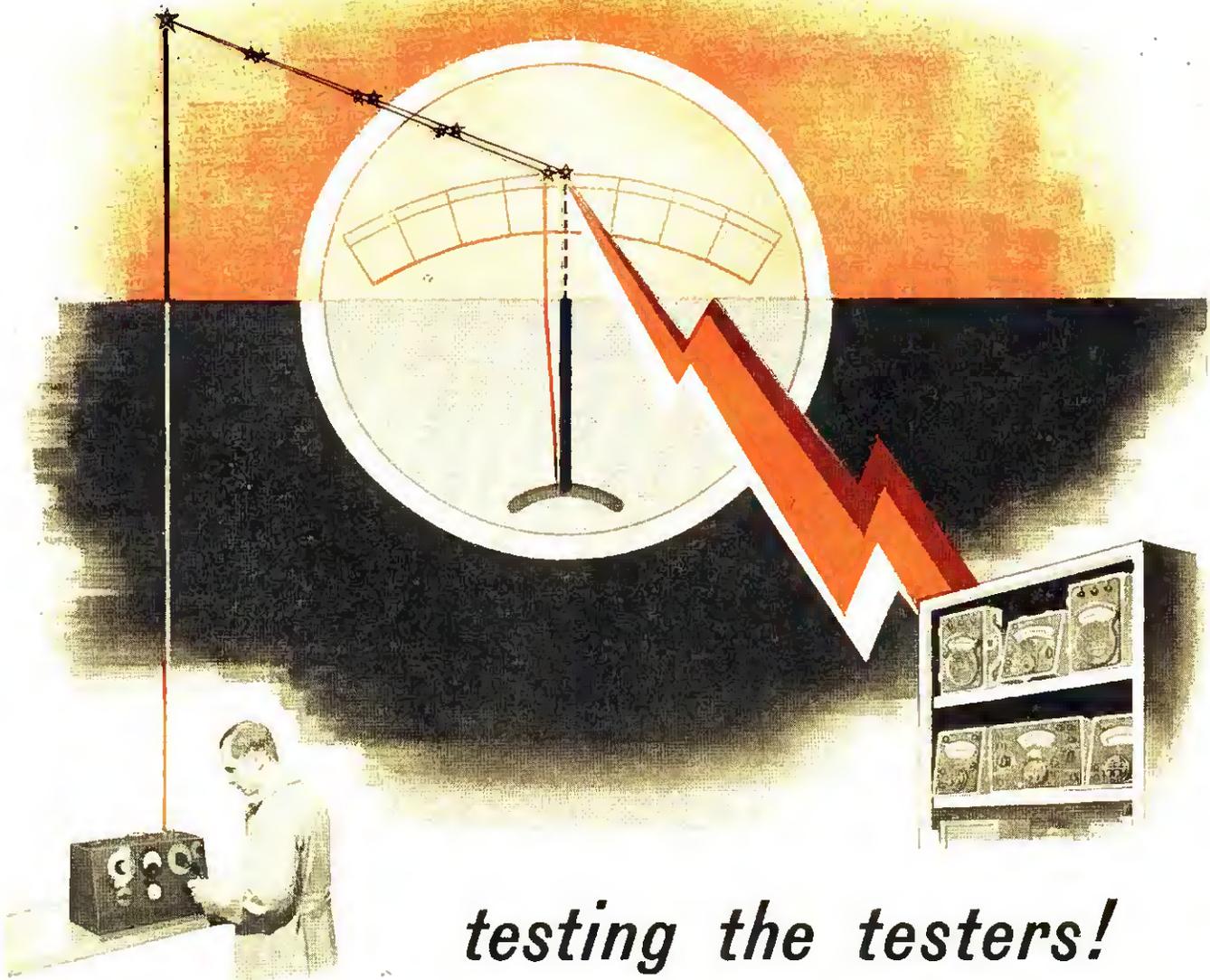
J. H. PRESSLEY
*Chief Engineer
Marion*



A. E. SIBLEY
Credit

WHAT WILL YOU DO IN TELEVISION?

Write for copies of "The Story
of Electronic Television"—a
prevue of what you'll sell.



testing the testers!

Tests are meaningless unless the testing equipment is accurate. Utah's "bureau of standards" is kept under guard to assure absolute accuracy . . . these special testing devices, used to check the testing equipment on the line, are operated only by specially trained men and are never allowed to reach full-scale reading.

Because of this testing of testing equipment, the results of Utah's com-

plete testing laboratory can always be relied upon—failures due to inadequate, inaccurate testing are avoided.

These comprehensive testing techniques which have been developed by Utah engineers are playing an important part in the adaptation of the many new

radio and electronic ideas to military needs today—and will play an equally vital part in meeting commercial requirements tomorrow.

★ ★ ★

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



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



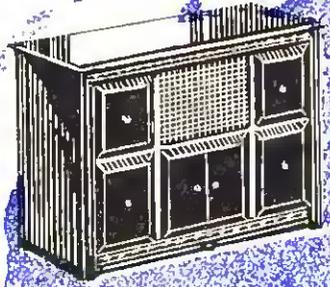
Utah Radio Products Company, 810 Orleans Street, Chicago 10, Ill.



America's Oldest Radio Manufacturer

HOWARD

**When Production for Peace
is Resumed Howard will
Again Bring You All that is
Best in Entertainment Radio**



In supplying our armed forces with a continuous flow of the world's finest communications equipment, it has been Howard's privilege to utilize the most advanced principles in radio design and development.

All of the skills acquired through this 100 percent "Production for Victory" program will be reflected in Howard Radio Receivers and Radio-Phonograph-Recorder Combinations for peace. As always, you can count on Howard for the finest.

HOWARD RADIO COMPANY, 1731-35 Belmont Ave. CHICAGO 13 ILLINOIS

Distribution IS a Problem

First of a Series of Articles Dealing with the Postwar Distribution of Radio-Television Sets and Electrical Home Appliances. Merchandise Will Probably Be Routed Through 1 of the 4 Familiar Channels

• The problem of getting merchandise from the factory to the ultimate consumer is as "old as the hills," and it is a problem almost as difficult and many-sided as the tariff, money and immigration questions confronting our nation's lawmakers.

Snap judgment on the distribution proposition has led some to believe that the solution lies in "doing away with the middle-man," and that the ideal arrangement is for the consumer to buy direct from the manufacturer, thus eliminating in one fell swoop all of the "in-between" expenses.

But distribution is not as easy as all that!

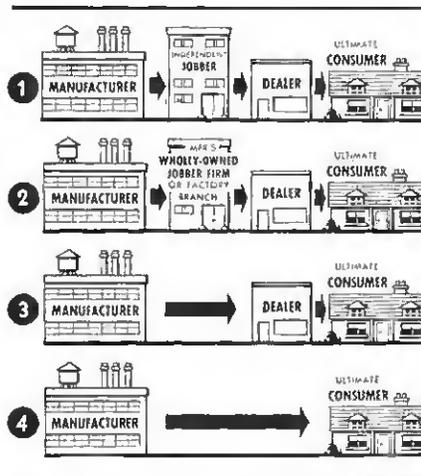
Fixed Patterns

Distribution is a very real and very complicated problem, viewed from any angle, and one that has never been successfully solved from the viewpoint of doing entirely away with lost motion and added operating costs. Even primitive people are forced to employ "middle-men" in obtaining many of their simple wants.

Electronic and electrical appliances for the home are by no means the only articles routed chiefly through miscellaneous "jobber" channels to the ultimate consumer. Similarly routed—because of maintenance problems—many other items, large and small—articles seemingly lending themselves to "direct" selling, are channeled through jobbers. These include drugs, cosmetics, cigarettes, candy, toys, magazines, newspapers, automobiles and fountain pens, to mention a few, which are nearly always handled through one or more jobbers or similar agents. On the other hand, there are many successful instances of manufacturers selling various merchandise direct to dealers, and some instances even of successful selling direct to the consumer by the manufacturer.

But the retailer in radio, television and electrical appliances is chiefly interested today in such questions as: "How will radio-electrical devices be

distributed in the postwar period? What new methods, if any, will be employed? What former abuses will be eliminated? What new abuses may creep in? And what may discounts be when peacetime selling is resumed?"



A careful examination into the entire distributing proposition in our field as it now stands, leads most of those who are manufacturers and jobbers to believe that the actual methods of getting the goods to the ultimate consumer will be much the same as they were before the war, as follows:

1. Manufacturer to independent jobber to dealer to ultimate consumer.
2. Manufacturer to his wholly-owned distributing firm (or factory-branch) to dealer to ultimate consumer.
3. Manufacturer to dealer to ultimate consumer.
4. Manufacturer to ultimate consumer. (Often this plan is actually carried out through appointed "agents" who contact the consumer who has written to the factory for information about the product.)

Those in the know predict that methods of distribution will be improved as follows:

1. Deliveries will be speeded through the use of new facilities, including cargo planes. Skilled expeditors will be employed.
2. Knowledge gained by manufacturers and distributors, under pressure of war production demands, will result in bypassing unnecessary steps in merchandise distribution, and the elimination of all but essential "paperwork."
3. Because they realize that Mr. and Mrs. America are going to demand rapid and efficient service in the postwar period, manufacturers and jobbers are expecting to increase their service facilities, and are already telling the retailer that he will have to do the same.

Doubtless, then, the methods of getting those television and radio sets and home appliances into the hands of the consumer are going to be stepped-up—definitely geared to modern demands.

How about the former abuses, such as selling "wholesale" to consumers, discounts by jobbers to employee groups, etc.—a problem vexing the dealer no end, harassing the legitimate distributor and the manufacturer? Will these end when peacetime selling is resumed?

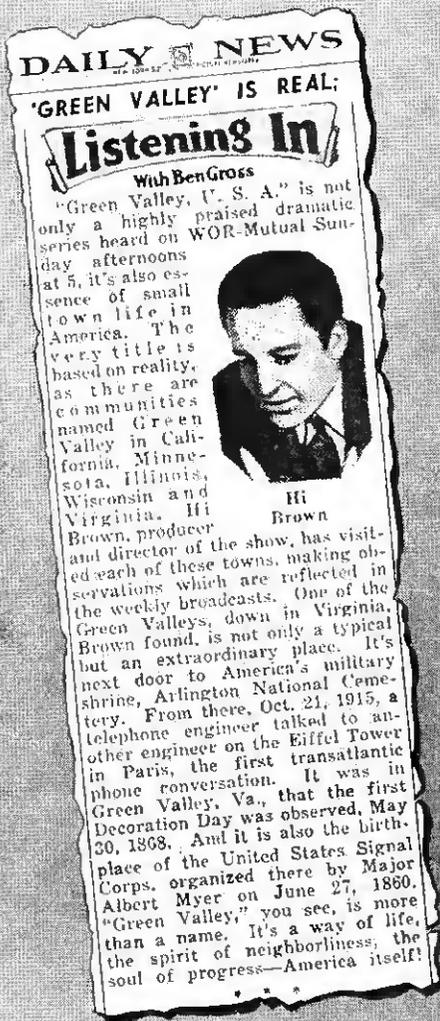
Chance for Clean-up

The answer to these leading questions seems to be that a whole lot of "house-cleaning" has been going on, and this situation presents a much brighter picture right now than it ever has before. By and large, it appears that in the radio-appliance field there is going to be a welcome elimination of these two trade evils—or rather, elimination to a great extent.

It is true, of course, that there will always be "gyps" and "shady" concerns operating in this field, as in all others. But there is a move on foot

(Continued on page 102)

*Clipped from
America's largest
newspaper,
reaching 3,895,000
readers*



THE STRANGE COINCIDENCE OF "GREEN VALLEY, U.S.A."

...That the title of Emerson Radio's program should, in reality, be the name of many communities that typify the spirit of America.

...That Emerson Radio, today, should devote its major war production to the U.S. Army Signal Corps which maintains headquarters near Green Valley, Va.

...That Emerson Radio, manufacturers of communication equipment, should be identified with the town of Green Valley where the first trans-Atlantic telephone conversation actually took place.

TUNE IN
ON THE EMERSON RADIO PROGRAM
 "GREEN VALLEY, U.S.A." which tells the dramatic story of America, heard over the Mutual Network every Sunday afternoon.

GREAT ENGINEERING IDEAS IN SMALL PACKAGES



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



Another New Shop!

**Electronic Maintenance
Men of the Future Specialize in Fine Repair
Work Today**



Radio Electronics Service Co.'s store is near bus center . . . makes it easy for customers to bring in sets.

• A new shop in Hempstead, N. Y., is the Radio Electronics Service Co., 301 Front St. Co-owners Myron H. Bickart and M. S. Decellys put great stock in the future when merchandise is again available. They plan to continue representing Zenith, Capehart and Farnsworth radios and intend to add electrical household appliances.

Precision Repair

In the meantime, however, these two dealers have combined the equipment from Mr. Decellys' recently closed store in Rockville Centre, N. Y., with the current new stock in their Hempstead shop, to concentrate on service for the duration.

The help shortage forced the shutdown of the Rockville Centre location, and these partners have selected the more central of the two shops in which to establish their wartime headquarters. Inasmuch as their coverage has been from the Garden City, St. Albans and Farmingdale areas of Long Island, the Hempstead location has proven a most central site. A

bus center for many parts of the Island, delivery and pickup of sets by customers is facilitated by this location.

Enterprise Wins!

Shortage of labor was no hindrance to Messrs. Decellys and Bickart in the renovating of their new Hempstead store. Reason: They built the interior and painted it themselves.

Boasting five benches, complete with test equipment, the interior is compactly arranged. A mirror was placed at the back of the shop on an angle which permits the worker at

the back of the store to see the customer as he enters the shop door. Bright red painted trim throughout the front of the store and several plants in their sunny window augment the display of the few remaining new sets for sale. Some rebuilt sets are also on hand.

Buy Up Stocks

Stocks in parts and tubes were bought up from shops forced to close in (1) Hempstead, (2) Brooklyn, N. Y., and (3) The Bronx, N. Y.

Former engineer in the radio industry, Decellys, and former sole owner of his own radio hospital in Sunnyside, N. Y., Bickart, are both vitally interested in the establishment of electronic servicing. They claim it is a consolation to look forward to the future when the elimination of the so-called screwdriver mechanic will make way for the electronics specialist, and are doing all they can now to build a business in this type of repair, as well as in sales of expensive radios and other home appliances, after the war.

Bickart & Decellys get aboard electronic bandwagon now. Prepare for postwar Radio and Appliance Sales.

FOR WANT OF A TUBE . . .

A BATTLE WAS LOST

Not in This War . . .

Thanks to the Preferred-Type Program of the Army and Navy

When the radioman in a critical battle today needs replacement tubes, he knows they're ready to move up to him . . . *on the double!*

But this fortunate situation doesn't just "happen"; actually, it is the result of careful planning.

Months before Pearl Harbor, the Joint Army-Navy Committee on Vacuum Tubes recognized the desirability of keeping the number of tube types in military equipment at a minimum. A Joint Army-Navy preferred list of tubes was adopted, and military equipment was designed around those tubes almost exclusively. This forward-looking policy greatly simplified military tube stocks, thus insuring speedy replacements wherever they're needed.

The Preferred Type idea works.

Today, it is saving lives . . . tomorrow it will bring you greater profits. You'll have faster turnover if the bulk of your tube business is in fewer types. Your ordering will be simpler, deliveries faster. You'll save book-keeping costs, and your customers will be sure of better

tube performance . . . for quality is more uniform as a result of longer manufacturing runs on fewer types.

You can count on RCA to keep plugging the Preferred Type Program. It makes sense . . . for the Armed Forces today, for your business tomorrow.

And speaking of tomorrow, remember, *the Magic Brain of all electronic equipment is a Tube . . . and the fountain-head of modern tube development is RCA!*



Tune in on RCA's "The Music America Loves Best" every Saturday, 7:30 P. M., E. W. T., Blue Network.



BUY
WAR
BONDS

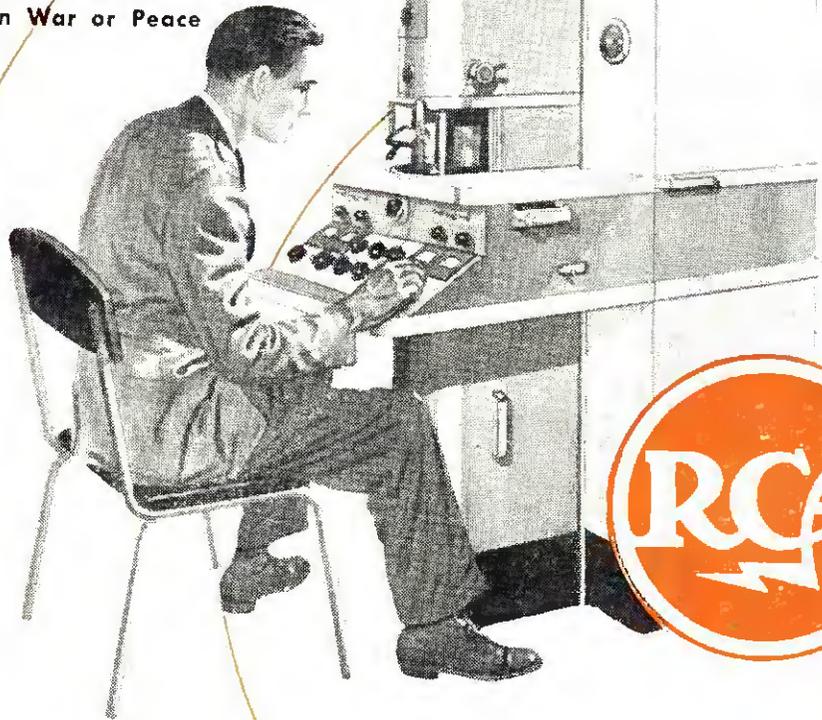
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.

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

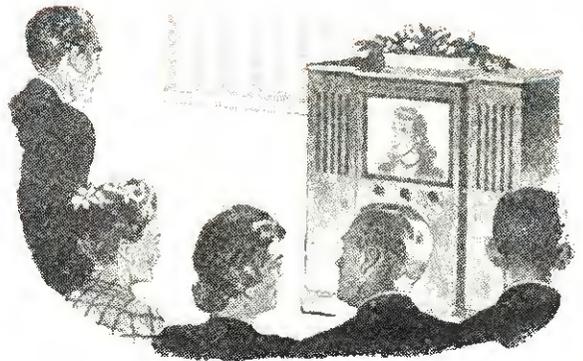
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RCA ELECTRON MICROSCOPE
Mighty Weapon in War or Peace



"It makes a Microbe look like a Giant!"

UNDER the piercing gaze of the Electron Microscope, a disease germ or particles of steel, rubber, oil "grow" to 20,000 times their size. In every field of work in America at war, the RCA Electron Microscope is a mighty weapon for molding a greater, stronger, healthier, more efficient nation.



COMING! ... RCA Television Receivers at prices that mean millions can own them, thus hastening your opportunity for profits in "America's next great industry."

LISTEN TO RCA's radio program, "The Music America Loves Best" ... every Saturday, 7:30 p. m., EWT, Blue Network.

NO, IT'S NOT IN YOUR LINE

**yet it holds secrets of more
postwar business for you!**

TO RCA scientists, every new application of electronics is a stepping stone to others. The RCA electronic "eye" of television, for instance, suggested a whole new way of "seeing" the *invisible* as well as the visible.

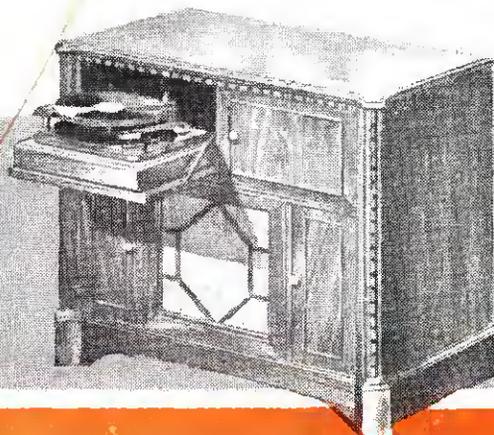
Thus the RCA Electron Microscope was born. Using neither light nor lens, it enables scientists to examine disease germs and structures of materials never observed before—invisible to the ordinary microscope.

Naturally, the RCA Electron Microscope won't be in your line. But the electronic skill

that made this and other RCA developments possible will be used later to the benefit of *your* business.

What we have learned building radios for battle; knowledge from making radar equipment and other complex electronic devices will produce the finest radio, phonograph and television instruments your business has ever known. RCA is telling this story to your customers so that after the war they'll remember, and the RCA seal on your place of business will mean *postwar sales*.

The RCA radio-phonographs illustrated here, manufactured before the war, are forerunners of even finer ones ahead. They will incorporate new faithfulness of tone and static-free reception through the RCA Super FM Circuit, in cabinets of surpassing beauty. And backing them, there will be powerful RCA advertising and merchandising drives to put your postwar sales into high gear *fast*.



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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



Television sees Democracy in Action

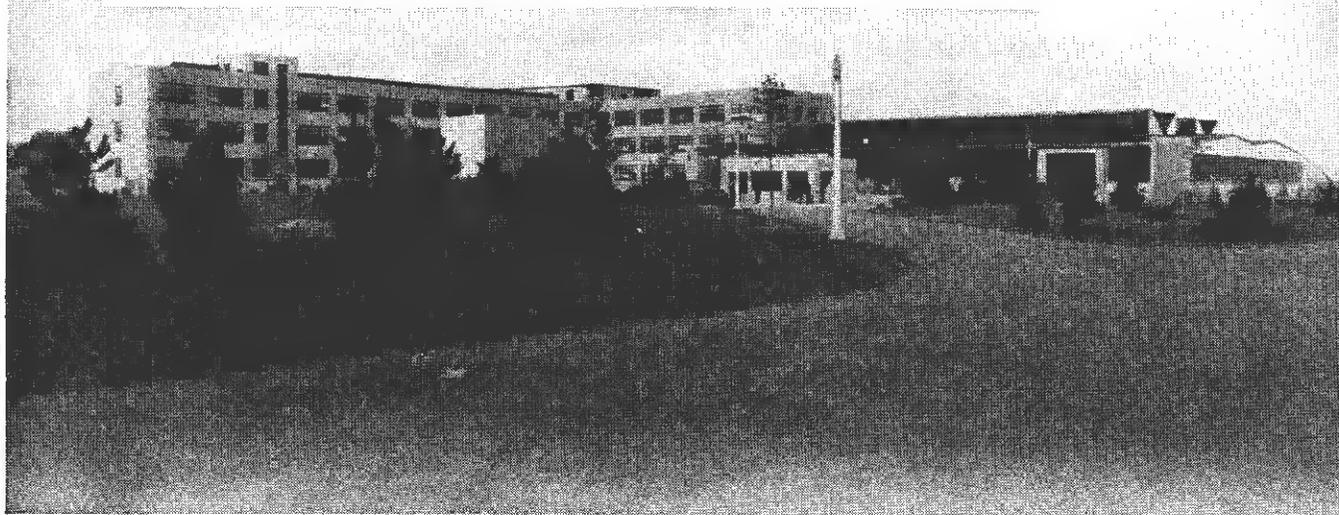
● AMERICANS have always been eager to share in the political life of our Democracy. This year, the two great political conventions will be filmed in Chicago and the reels will be rushed to New York for broadcasting over WNBT, NBC's pioneer television station.

Four years ago, in 1940, WNBT made television history, by directly telecasting the Republican Convention at Philadelphia and by broadcasting films of the Democratic conclave in Chicago.

When Peace comes, a greater and more widespread television audience—expanding into mil-

lions of homes equipped with RCA television—will see as well as hear Democracy in action . . . thanks to the new super-sensitive television camera, and other radio-electronic devices developed in RCA Laboratories.

Today, RCA research and engineering facilities are devoted to creating the best possible fighting equipment for the United Nations. Tomorrow, RCA—Pioneer in Progress—looks forward to supplying American broadcasters, and the American public, with still finer radio, television, and electronic instruments.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics



Listen to RCA's "The Music America Loves Best"—Saturdays, 7:30 P.M., E.W.T., over the Blue Network ★ BUY WAR BONDS EVERY PAY DAY ★

Other Lines Attract the Trade

Chicago's Television Radio Co. Successful with Jewelry and Stokers

• From radios and other electrical appliances to coal stokers and jewelry is the sales switch-over which proprietor John Di Valerio, Television Radio Co., 5617 W. Belmont Ave., Chicago, has undertaken because of wartime conditions. The sale of radios has not ended, as a dozen or so "combinations" are still available.

Since its installation, the coal stoker line has proved a profitable source of revenue. Under present regulations, domestic stokers cannot be sold. This leaves the outlet confined to large users of coal. Stokers may be sold to anyone who uses 25 tons or more of coal annually, according to Mr. Di Valerio.

The Television Radio Co. is established in a shopping center, where it has been situated for the past 15 years. The interior and exterior are modern and attractive.

Sales Paramount

Owner Di Valerio has been accustomed to volume sales throughout his career in the radio and appliance field. To cite an example of the steady growth of this shop, Di Valerio was in the midst of establishing another much larger store near his present quarters, when the plans had to be set aside until after Victory.

In postwar, the Di Valerio original plan of a store, 5 times greater than his present one, will materialize. Here Di Valerio will offer for sale improved radios and appliances. The days of volume turnover will be back again, Di Valerio expects, but on a much larger scale than ever before.

The present quarters will be utilized for the sale of jewelry and stokers. Said Di Valerio: "Wartime conditions affecting the radio sales field caused me to bring in these lines. They have proved profitable, and in the postwar period I shall retain these items, which, so to speak, have come to my rescue."

The installation of the jewelry department was the brain-child of Di Valerio's wife, who now manages this part of the business.

A nearby jeweler was drafted. He wanted to dispose of all his merchandise before entering the armed forces. Mrs. Di Valerio thought it wise to add this line to the diminishing merchandise of the shop.

The deal was completed. Everything, including the counters, was transferred to the radio shop, plus the previous owner's good will, and his watch repair man.

To promote the jewelry and stoker lines, advertisements are placed from time to time in the community newspaper. As far as the promotion of radios and other electrical articles are concerned, ads are run at frequent intervals, just to keep the public informed that the Television Radio Co. is still doing business.

This former sales organization maintains one serviceman to repair radios, one man to service refrigerators, and another for washing machines. There was a time when as many as 9 men were employed on the radio and appliance sales staff. Di Valerio now handles all prospects.

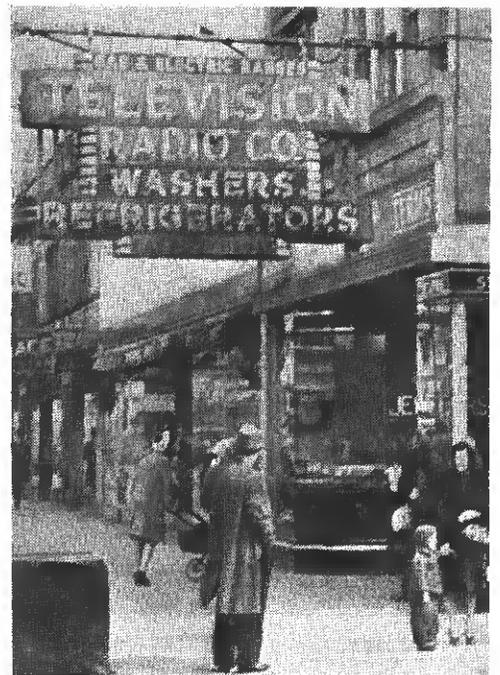
Other merchandise still available here includes floor lamps and health lamps. Billfolds are also a recent addition to the stock.

Retains Customers

Di Valerio believes in maintaining contact with his pre-war customers. He wants them to continue to be his customers after the war. That is why advertising is used in the community paper.

Contact with his previous customers, despite the fact he has no merchandise to sell them, is proving worthwhile for the future—he learns what merchandise they want. In the sale of domestic stokers, for example, he has a long list of people who have registered to purchase this item from him when it is available.

These are promises from people that they will buy them from him. The point which Di Valerio uses in getting them to register for their stokers now is that they will be first



Located at a traffic center, the Television Radio Co. receives good patronage of substitute lines, keeps its name before Chicago shoppers.

in line to receive them when available. No deposit is asked.

Di Valerio has carried the idea to other merchandise as well. He has lists of individuals who are strong prospects for refrigerators, ironers and washing machines, as well as radios. The persons who have signed up for these articles have done so because they want to be among the first to get the new products. They realize there may be a mad rush for all those things that people now want and can't get.

Brings People In

To maintain traffic within the store a "pay your light and gas bill here" department is available for the convenience of persons living in the district. Such a department, though "non-profit," and at times a bother, is worthwhile on account of its free advertising value to the store.

Old electrical appliances, paid for in war stamps, have been steadily pouring in as the result of a campaign. These articles are reconditioned by any one of the three repairers and offered for resale.

Di Valerio, who is a graduate of Chicago Technical College, is a progressive businessman who has his eyes on the future. In the meantime he is satisfied to coast along as well as possible until the day when he will be able to complete his original plans.

SERVICING with TUBE

Fixing Sets with Available Tube Types in Detector and Amplifier

• In the April 1943 issue of RADIO RETAILING TODAY the circuit change article showed how to use a 12SC7 as a perfect operating substitute for a 12SQ7, with only a few simple changes in socket wiring. No mention was made at that time of using a 6SC7 to replace a 6SQ7, because the supply of the 6SC7 type was seldom adequate to take care of the normal replacement demand, let alone using these for substitutes. However, a few of the 6SC7 are now available and readers are referred to the above-mentioned article for the necessary changes to replace a 6SQ7. Since this article was written, however, the 12SC7's have become scarce, and it has been necessary to resort to the 12SL7 type, a type which was practically non-existent before the war, and now coming through in fair quantities. This 12SL7 is a somewhat similar type to the 12SC7 and can replace the 12SQ7, as can the 6SL7, which are also available at times, replace the 6SQ7. The changes are as follows:

1. Remove ground from No. 1 lug (on 6SQ7 or 12SQ7 socket).
2. Move grid from No. 2 to No. 1.
3. Move plate from No. 6 to No. 2.
4. Connect a jumper from No. 3 to No. 6 (cathodes).

Now, quoting from the April 1943 article on the 12SC7, all of which applies to the 12SL7, "most sets use

the input from the IF transformer to the diode connected to the No. 4 prong, and the No. 5 is either tied to the No. 4 using both diodes as one, or the No. 5 is connected to the A.V.C. bus. If this is the case, the No. 4 and No. 5 prongs are left undisturbed and the complete change-over is made. However, if the No. 5 terminal is the 'hot' lead from IF transformer just reverse the No. 4 and No. 5 leads on the socket and the job is done." See Fig. 1 for connections.

Replacing 'Q7 Types

The 12SL7 can also be used in place of the 12Q7 by referring to the tube charts and keeping the above precautionary instructions in mind. Other tubes can be used for both the 12Q7 and 12SQ7. These are the 12C8 and the 12SF7. Similarly the 6SF7 in place of the 6SQ7 and 6Q7.

The 12C8 is a duo-diode pentode and needs but two simple changes to replace the 12Q7 which is a duo-diode hi-mu triode. Just lift any leads using the No. 6 terminal as tie-point on the socket of the 12Q7 and tape up. Then:

1. Connect a 5 meg. resistor of $\frac{1}{3}$ or $\frac{1}{2}$ watt from this socket terminal to B plus.
2. Connect a .01 mf. capacitor from this No. 6 terminal on the socket to circuit ground. If more than original volume is desired, use

a 3 meg. instead of the 5 meg. at this point. See Fig. 2.

The 12SF7 can be used in place of the 12Q7 and 12SQ7 types only if one diode is actually used in the original circuit as the 12SF7 has only one diode element. Here are the changes in order for the SQ7:

1. The heater prongs are still No. 7 and No. 8 and so are left alone.
2. The same holds true for No. 1, No. 2 and No. 6. Do not disturb.
3. The hot lead (diode) is now connected to No. 5.
4. A 3-5 meg. resistor and .01 mf. capacitor are used just as in the above change-over for the 12C8, only they are connected at the No. 4 terminal on the socket. For the change from the Q7 type follow the tube diagram or chart. See Fig. 3.

Handling 'SK7 Tubes

The 6SF7 can also be used in place of the 6SK7 and the 12SK7. Follow the diagram in Fig. 4 and the order below:

1. Terminals No. 1 and No. 7 are left alone.
2. Temporarily lift heater lead from No. 2.
3. Move No. 4 (grid) to No. 2.
4. Move No. 6 (screen) to No. 4.
5. Move No. 8 (plate) to No. 6.
6. Now connect "loose" heater lead to No. 8.
7. Jumper No. 3 and No. 5.

Fig. 1—Socket connections of interchangeable tubes using rules in text.

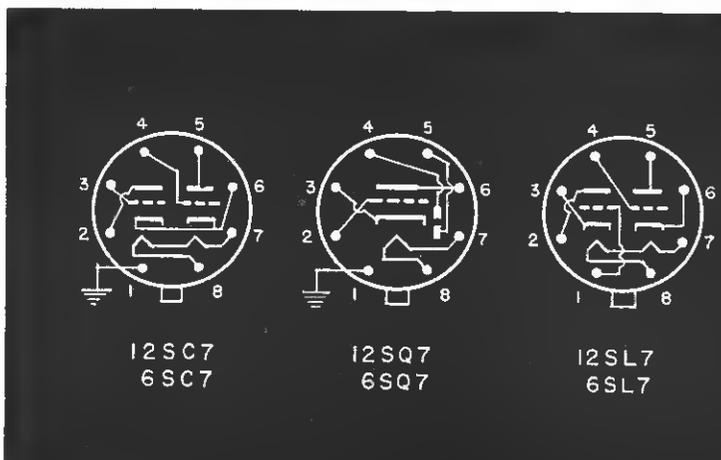
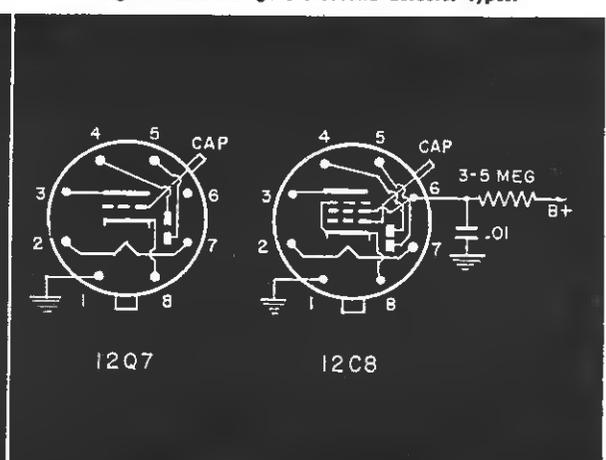


Fig. 2—Interchangeable second detector types.



CHANGEOVER CIRCUITS

**Important Precautions in Making Changes
Res. Preventing Regeneration.**

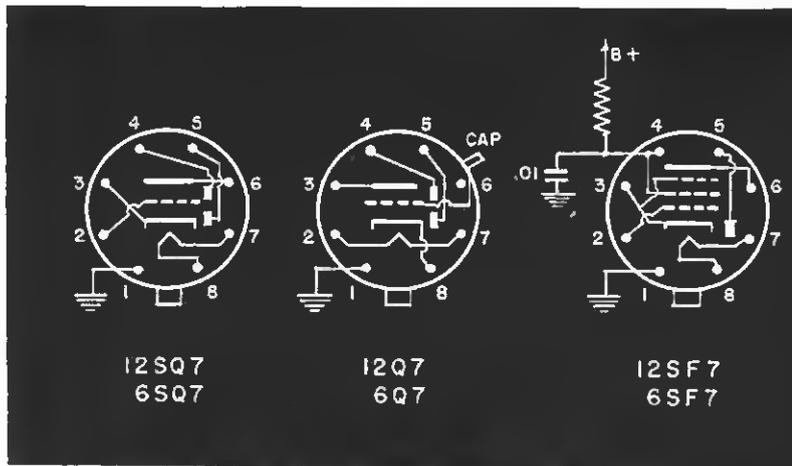


Fig. 3—Base diagrams of 6 and 12 volt second detectors. See text.

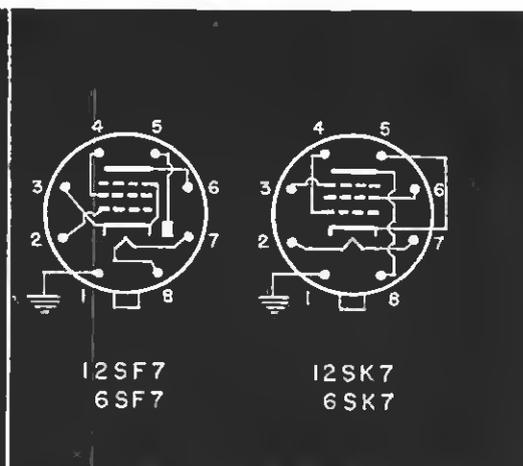


Fig. 4—Interchangeable amplifier tubes.

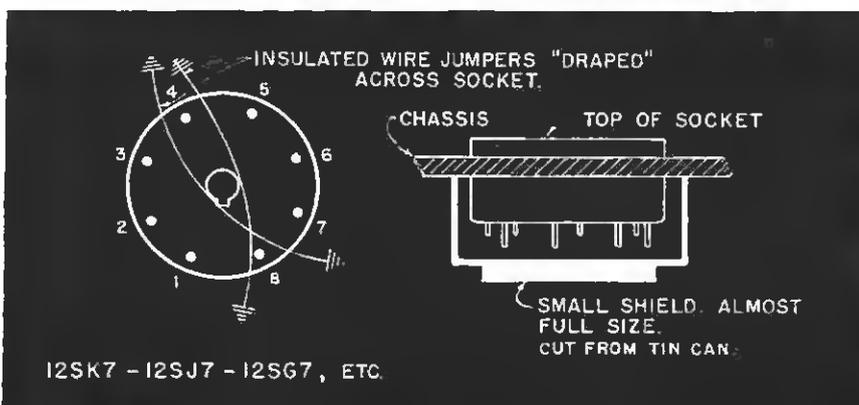
In changeovers for the 12SK7 and the 12SJ7 types, and their 6 volt equivalents, the 6SK7 and the 6SJ7, the very important thing must be kept in mind. Even the smallest amount of cross coupling between plate and input grid will in most cases cause oscillation to be present in the IF amplifier circuit and it will be necessary to detune one circuit to eliminate this trouble, with consequent decrease of sensitivity unless the following instructions are carefully followed:

Make certain that the plate and grid leads at the socket are as far from each other as possible, and as WIDE as possible. Do NOT cross them over under ANY circumstances! Run around the socket if necessary, and shield the lead, then

retrim for resonance, grounding the shield at two points. A bad case of oscillation or instability can be cured in most cases by running short insulated jumpers across the socket as shown in Fig. 5, grounding at both ends. Ordinary insulated hook-up wire will do. If you get a midget with an unstable IF amplifier, try this stunt. It works almost every time.

These circuit changes and suggested substitutions are from M. G. Goldberg at Beacon Radio Service, St. Paul, Minn. Mr. Goldberg has been among the foremost servicers in developing practical substitute tubes. These suggested changes and the others presented in RADIO & TELEVISION RETAILING are the result of actual trial in actual sets.

Fig. 5—Methods for isolating grid and plate circuits in high gain RF and IF stages.



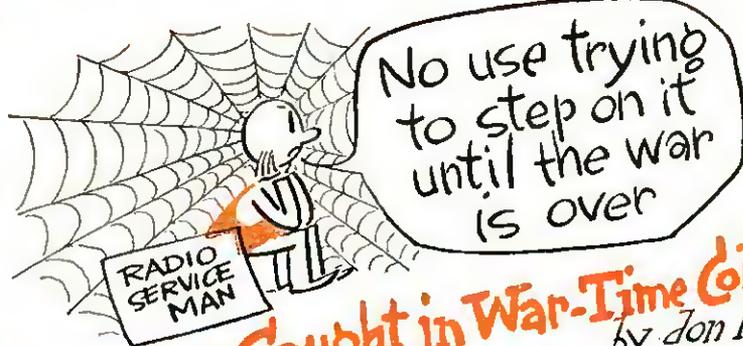
Service Shop Makes Adapters for Tube Jobs

"In connection with tube substitutions, we have stumbled upon an adapter system which can be made of available scrap parts and which assembled neatly will look very 'commercial' and command a price comparable with a rewiring job with much less time and work and skill involved," says E. G. Canuelle of London Radio Repair Co., Lincoln Park, Mich.

"We have substituted 80's for most any full wave rectifier such as 5Y3, 5Y4, 5V4, 5Z4, etc., using merely a discarded tube base, and 4-prong socket, and we haven't as yet had time to experiment with other tube types, but know that there are other possibilities.

"We take an old octal based tube (medium size) and break the glass and clean out the base, then remove the flanged mounting from the socket, and solder four wires to the terminals. These are threaded thru the proper prongs in the tube base, for instance, filaments to 7 & 8 plates to 3 & 5 for the 5Y4, and soldered in place, cutting off the excessive wire protruding thru the prongs. Press the socket into the tube base and you will find a nearly perfect fit, if not, a little glue will take care of that, thus you have a small, compact

(Continued on page 60)



Are You Caught in War-Time Cobwebs? by Don Herold

I know a lot of folks who are sitting this war out.

Oh, they may be hustling some, but they are giving their real brains and will-power a three or four-year vacation.

No use, they figure, to hump their cerebral muscles until peace comes.

I wouldn't put any radio service men in this class, but, just the same, a popular national business magazine tells of a radio dealer in Brooklyn who hadn't changed his window display since Pearl Harbor. An irate prospect for a scarce

facturers are preparing new products and there's bound to be an upsurge in competition too. The way for established service men to get their share of the clover is

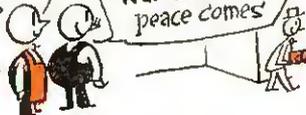
"The radio shop put an International Resistor in our set"



"It sounds fine now"

"You took a lot of pains with his set"

"I expect to sell him 2 new post-war sets when peace comes"



radio tube insisted that the dealer take a tube out of one of three sets in his window. Dealer insisted there were no sets in the window, and nearly collapsed when he saw 'em.

Dealers who don't get ahead in their thinking now, are going to be behind when peace comes. Manu-

to keep informed on developments, keep a live, neat shop, and cultivate future customers.

Smart dealers always cash in on the real and prestige value of using and talking about famous radio parts, such as International Resistance Units.

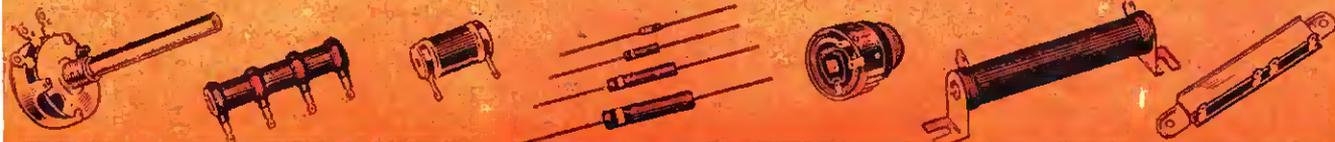
No. 6 in a series of special messages prepared by America's famous business writer, humorist and cartoonist, Don Herold. . . . In sponsoring these Don Herold "broadcasts," IRC pays tribute to the thousands of Radio Service Men who, whenever possible, specify and use IRC resistance units in their work.



INTERNATIONAL RESISTANCE CO.

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

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



DEPENDABILITY

is *First* in

WEBSTER RECORD CHANGERS

Handling *ALL* Types of Records with Trouble-Free Service is First Essential

Above all else a record changer should change records.

That simple, but fundamental, idea is built into Webster Record Changers.

... And more, too! Your postwar Webster Changer will have *all* the additional features you would expect from the pioneer manufacturers of record changers.

Webster Changers, regardless of the model or cost, are built to stand up—month after month—year after year—free from service; dependable always!

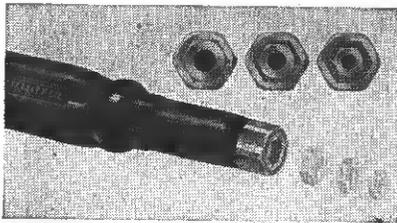


WEBSTER PRODUCTS

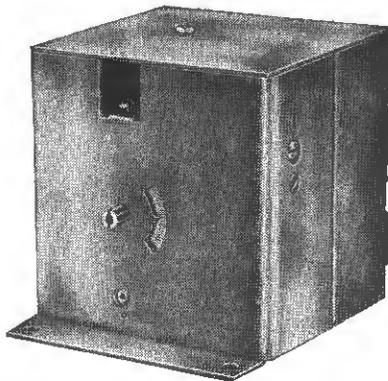
3825 W. ARMITAGE AVE.

CHICAGO 47, ILLINOIS

New Products

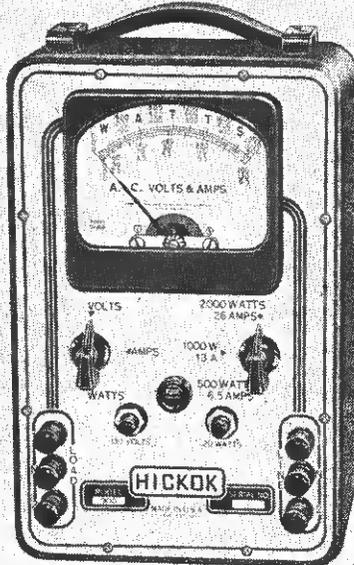


TESCO MULTI SOCKET WRENCH. Automatically accommodates No. 10 standard, No. 12 standard, 1/4 inch standard and light, and 5/16 inch light hexagon nuts. Pressing the wrench over any of the three sizes automatically selects the proper nested hexagonal tube suited. Designed to provide clearance for studs up to 5 1/2 inch. List price \$4.60. Eastern Specialty Co., 3617-19 No. 8th St., Philadelphia, Pa.—RTR.



STRUTHERS-DUNN TIMER. Type PSEH-1 made in both AC and DC types. Closes contacts at end of predetermined delay interval after power has been applied or after reset of a momentary impulse. Double-pole double-throw relay provides load circuit flexibility. Struthers-Dunn Inc., 1321 Arch St., Philadelphia 7, Pa.—RTR.

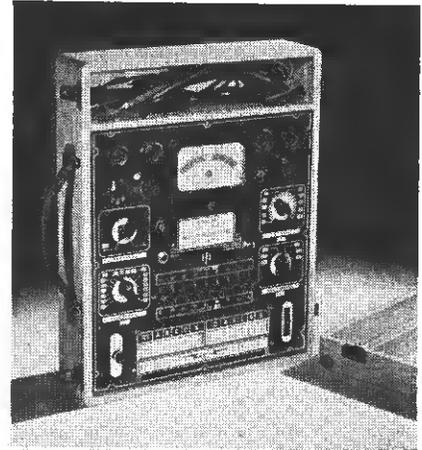
TECHNICAL REGULATED POWER SUPPLY, delivers 40 watts at 200. to 400 volts. Model 1218 uses electronic regulation. Supplies 100 ma at 400 volts and 200 ma at 200 volts. Voltage regulation, 1 per cent. Filament supply 6.3 volts AC at 4 amp. Technical Apparatus Company, 1171 Tremont St., Boston, Mass.—RTR.



HICKOK APPLIANCE TESTER. Model 900 checks all electric appliances from bell transformers and clocks to electric ironers and ranges operating from 220 volt 3-wire system. Tester measures voltage current and wattage. Fuse protected. Hickok Electrical Instrument Co., 105-23 Dupont Ave., Cleveland 8, Ohio.—RTR.

NEWCOMB SOUND SYSTEMS feature "Robot Control" on amplifiers which prevents volume peaks from exceeding preset level. Streamline amplifier design features transparent panel

which can be locked to prevent tampering with controls. Complete amplifiers from 12 watts to 60. Accessories also available. Newcomb Audio Products, Co., Los Angeles, Calif.—RTR.



RCP TUBE TESTER. Model 314 checks octal, loctal, bantam, miniature, midget and acorn types. Filament voltage from 1.1 to 117. Neon short and leakage indicator. Price \$48.50. Radio City Products Co., 127 W. 26th St., New York 1, N. Y.—RTR.

COIL AND RESONANCE calculator. Slide-rule type calculator of inductance, capacitance, and components of series or parallel tuned circuits as well as inductance, turns-per-inch, wire type, wire size, coil diameter and coil length for single layer-wound RF coils. All values found with single setting of the slide and are accurate to within approximately 1 per cent. Indicates turns-per-inch from 10 to 160; inductance from 0.1 to 15 microhenries capacitance from 3 to 1,000 micromicrofarads; frequencies from 400 kilocycles to 150 megacycles. Priced at 25c each. Allied Radio Corp., 833 West Jackson Blvd., Chicago 7, Ill.—RTR.

TUBE CHANGEOVER

(Continued from page 57)

adapter which raises the tube 1/4 in. only.

"We have a few of these adapters made up ahead and thus are able to repair a set in a minute which would otherwise take hours, furthermore, these adapters may be made by the shop boy or girl, who is not skilled enough to entrust with the job of socket changing and rewiring."

Using 6AC5 Tubes for 6H6

There seems to be a surplus of 6AC5's even among jobbers. This is

a special output tube with limited application.

"We had better than 40 in stock," says L. Warmke, of Warmke Radio Service, Anderson, Ind., "and no call.

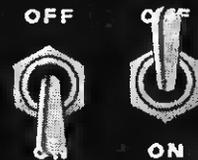
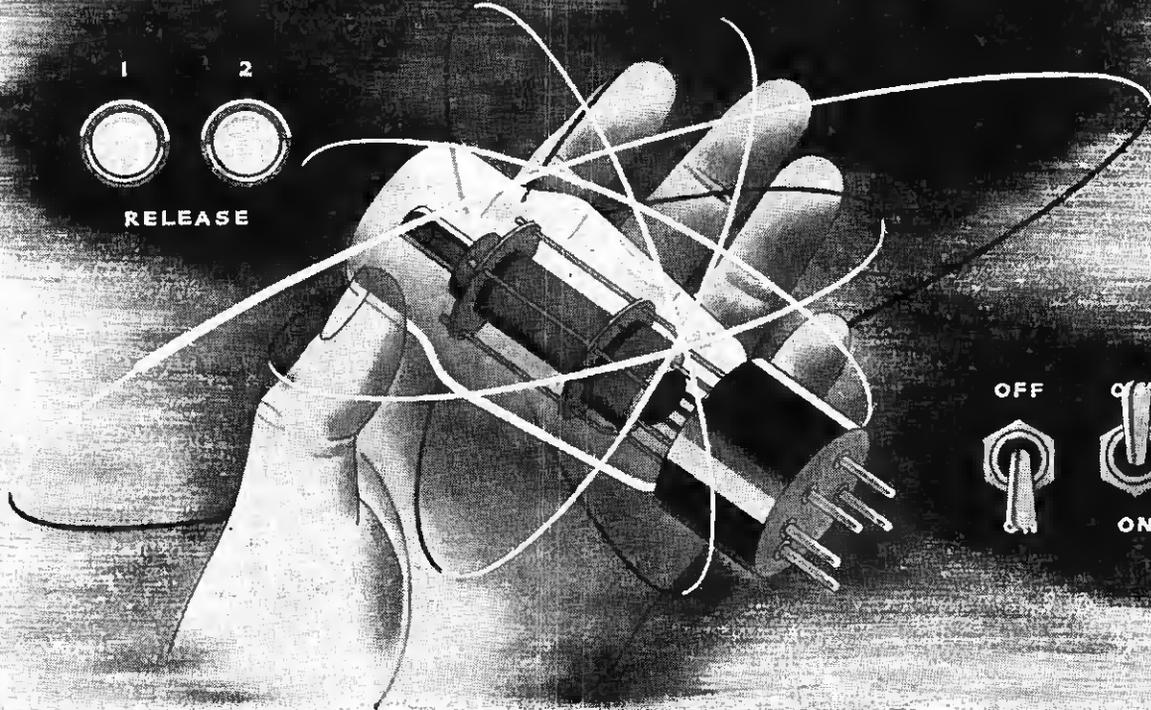
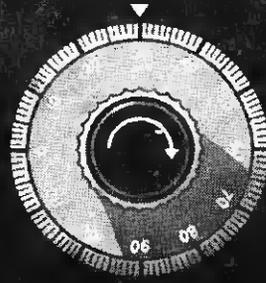
Used in 2nd Detector

"We found after trial it is a good direct substitution with no circuit changes for 6H6, 6H6G, 6H6GT which is pretty critical, at least in our locality. Seems a bit unorthodox but 6H6 in AVC has no voltage on plates and grid of 6AC5 works ideally. There's no noticeable difference in function of either tube."

Additional Adapters in J.F.D. Line

Sixty-five sockettes have been added to the line of 57 types being made by J. F. D. Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn 19, N. Y. The group of 122 types covers more than 90 per cent of the tube substitution problems according to the manufacturer. The units are completely wired and no circuit changes are necessary when using the adapters. List price varies from \$1.25 to \$3.50 depending upon particular type. New 4-page bulletin describing the sockettes and the tubes which can be interchanged is available.

electricity comes of age



In the radio and electronic equipment serving the armed forces, electricity is performing new functions, and performing old functions more efficiently, through the application of electronic principles.

There is more than a military significance in this accomplishment. For electronics is essentially a means of *controlling and disciplining* electricity to serve man better, and, as such, it will enrich the peace it is helping to win.

Whatever electronic developments the future may hold in store, this much is sure: Delco Radio will build good, dependable products

that make the most of electronic knowledge. They will be characterized by the same precision workmanship and progressive engineering that earned Delco auto radios a place on millions of cars, and that now safeguard the performance of Delco Radio equipment for America's land, sea and air forces.

**Make Your Dollars Fight
BUY MORE WAR BONDS**

Delco Radio
DIVISION OF
GENERAL MOTORS

One "Sound" Sale

... is better than dozens of "average" orders

More Profit

- ✓ ON EQUIPMENT SALES
- ✓ ON INSTALLATIONS
- ✓ ON FUTURE EXTENSIONS AND EXPANSIONS
- ✓ FLAT-FEE MAINTENANCE



PLENTY OF PROSPECTS

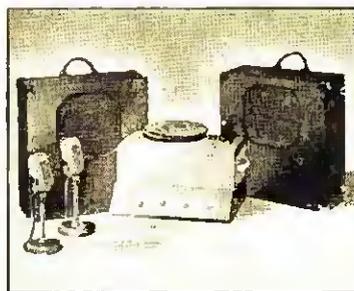
Profitable sales opportunities for Sound installations literally surround you. In one typical manufacturing city only 11 out of 57 plants (100 or more employees) were equipped with Sound systems. Under the new, broader interpretation of priority rulings in relation to factory use of Sound, practically all such plants are now eligible and comprise an enormous reservoir of good prospects.

A NATIONAL TREND

Sound is destined to be standard equipment in business. Magazines and trade papers have enthusiastically spread the story of Sound's achievements in certain war plants and created interest that you can capitalize on. Workers and managements have been brought closer together through Sound, production increased and morale heightened where music and pep talks have been used. Modern manufacturers are awake to the undeniable advantages which have been proved and publicized through the news and advertising pages of National publications.

A "SINGLE" OR A SYSTEM FOR EVERY PROSPECT

In developing Industrial Sound, John Meck Industries has provided for both the large plant and for the smaller factory which is entitled to the benefits and efficiencies of Sound just as much as his neighbor. As a John Meck jobber, you can approach each prospect knowing that you can fill his needs; with the smaller units at prices well within the reach of the small manufacturer; up to larger installations with excellently designed central control cabinets, remote control operating panels, booster units and any quantity of speakers. One common characteristic applies to all John Meck Sound equipment—a separate voice channel giving the human voice the penetration to override noise levels of plant operations.



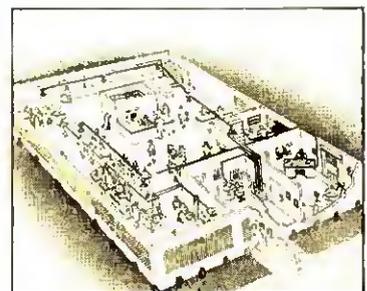
A Single

HERE IS THE PROFIT ANGLE

The profit on Sound installation comes from one transaction with one reputable concern for one prompt payment. But, in addition to your profit on the sale of equipment, you must add your installation fee. Then there should be further profits on sales for future expansion and your flat-fee maintenance. Thus Sound provides a quadruple profit opportunity.

ADVERTISED TO YOUR CUSTOMERS

Month after month the appreciation of Sound and the understanding of the services it performs for business and industry are growing and with them is a growing list of live prospects in your community. These business-building factors are stimulated by continuous advertising and editorial support.



A Complete System

SET UP A SOUND DEPARTMENT

Set up a Sound department even if you delegate only one man's time. For help in starting and for sales material and information write John Meck Industries.

Start Your Postwar Profits Now With

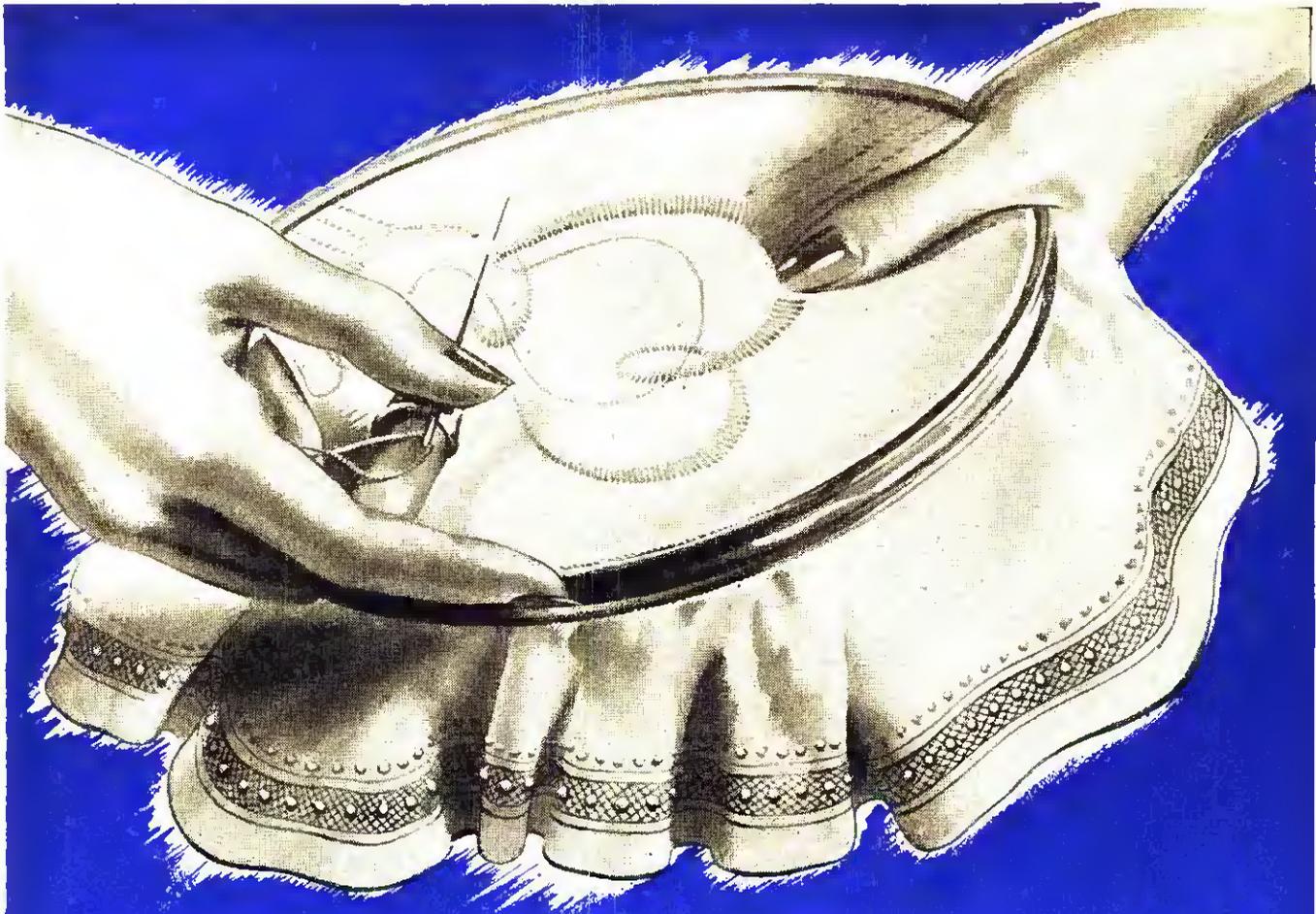


MECK INDUSTRIA
SOUND

JOHN MECK INDUSTRIES, PLYMOUTH, INDIAN

NEW YORK (18): 500 Fifth Avenue

• CHICAGO (11): 540 North Michigan Avenue



What's EMBROIDERY got to do with making RADIOS?

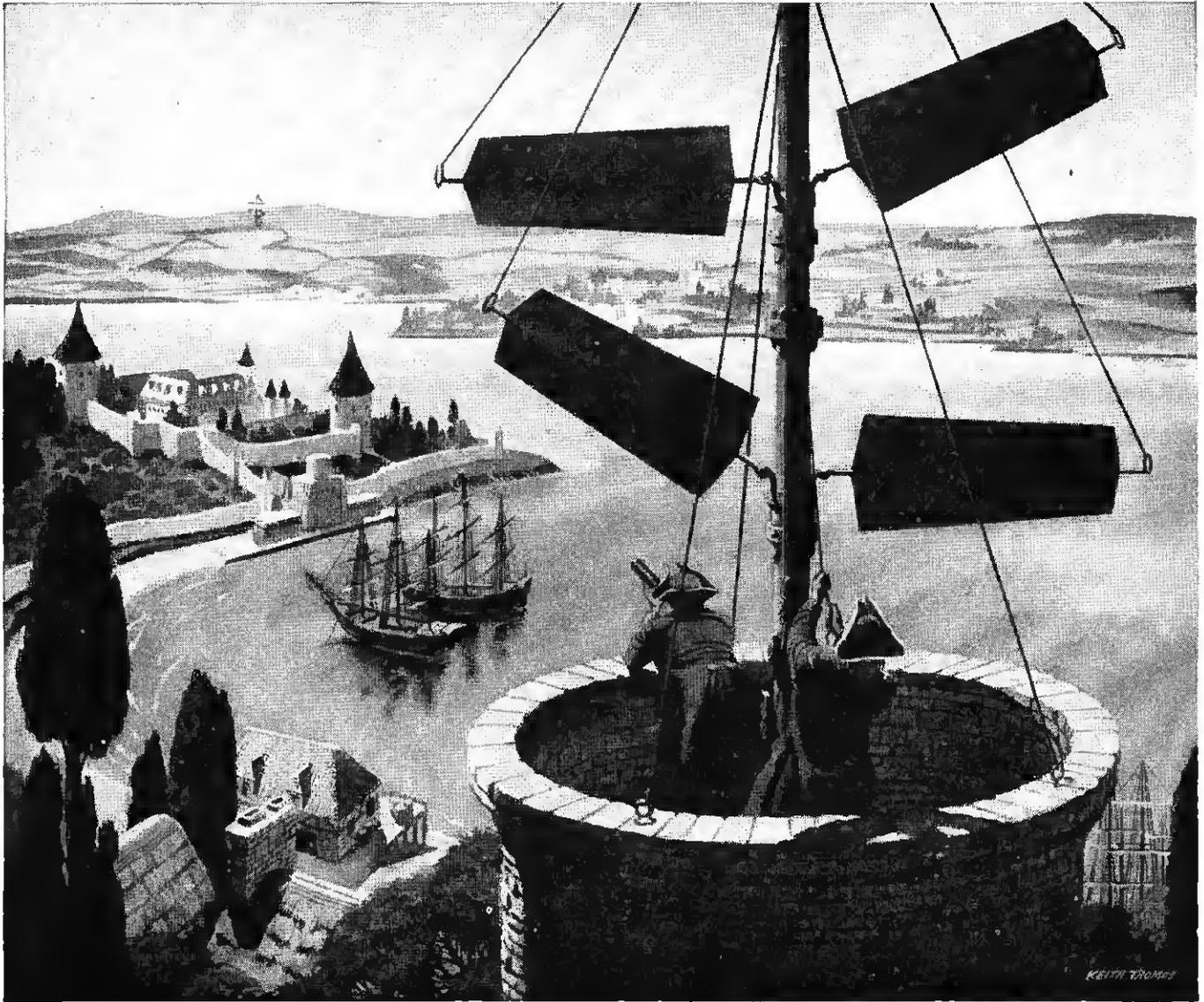


Both fine needlework and the delicate tasks of assembling quality electronic fighting equipment are natural for the supple hands of women, who compose 75 per cent of Detrola Radio workers. After Victory their skill and trained fingers will build highest quality radio and television for the American home. *Speed Victory—Buy War Bonds.*

DETROLA RADIO

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

C. RUSSELL FELDMANN  PRESIDENT



History of Communications Number Six of a Series

COMMUNICATION BY SEMAPHORE

The Semaphore, as a means of communication, met first commercial acceptance in France under the authority of Napoleon in 1792. Restricted by "line of sight" and low power eye pieces, excessive numbers of relay stations, as pictured above, were required for "directional broadcasting" over rough terrain. Weather conditions, too, were a handicap. Because of the code used and its necessary translation, delays and errors were continually encountered.

Today, in the era of applied electronics, Universal microphones are being used to expedite messages on every battle front in the service of the Allies. Universal is proud of its contribution in the electronic voice communications and its every effort to our ultimate Victory.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.



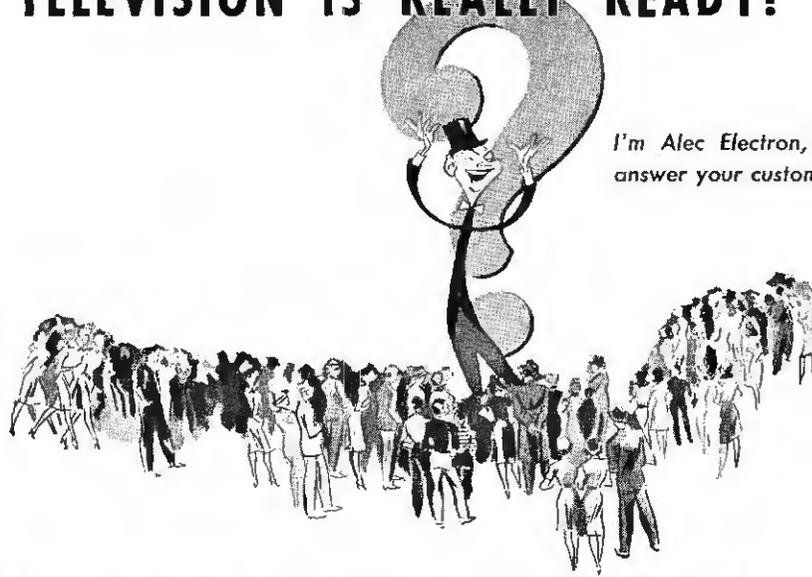
**MODEL T-45
LIP MICROPHONE**



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



YES, TELEVISION IS REALLY READY!



I'm Alec Electron, back again to help you answer your customers' Television questions!

When Your Customers Ask . . . "When will Television broadcasting begin?"

Tell them: Regular Television broadcasting began more than three years ago. Today, 9 U.S. Television Stations are broadcasting several evenings weekly. There are 3 in New York—WABD (operated by DuMont), WCBW and WNBT; WRGB in Schenectady, N. Y.; WPTZ in Philadelphia; WBKB and WTZR in Chicago, and KTSL and W6XYZ in Hollywood. Only wartime manufacturing restrictions keep hundreds of radio stations from adding Television service.

When They Ask . . . "When will new Television Receivers go on sale?"

Tell them: New Television sets probably will be available within 6 months after peace in Europe. Several thousand Television sets are in use today. These were distributed before the war by five manufacturers. DuMont was the first to market a Television set.

When They Ask . . . "What will be the sizes of Television Receivers?"

Tell them: Virtually the same as radio receivers—from the size of larger portables to wide-screen de luxe console models containing AM and FM radio and phonograph as well as Television.

When They Ask . . . "What will be the sizes of Television pictures?"

Tell them: About 8" high by 10" wide up to approximately 18" high by 24" wide.

When They Ask . . . "What will Television Receivers cost?"

Tell them: The first peacetime models of Television Sight-and-Sound Receivers probably will range from \$200 to \$700. DuMont's impressive pioneering achievement in Television is assurance of unique performance in every DuMont Television Receiver...the set built for those who want and can afford the finest in electronic engineering and cabinet artistry.

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



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



Yesterday and **TODAY**

The Army-Navy Production Award for outstanding achievement in producing vitally important materials essential to the war effort will be an added incentive to the management and employees of

WARD PRODUCTS CORPORATION to keep producing more and better equipment for the men who are doing the fighting. While yesterday WARD Antennas were accessories for pleasure, today they are implements of War.



WARD

Antennas

THE WARD PRODUCTS CORPORATION, 1523 EAST 45TH STREET, CLEVELAND, OHIO

Who'll be your Best Customer?

[AFTER THE WAR]



For inexpensive record-players, put the Youth of America down as your best postwar customer! They may not know Brahms Fourth Movement from Bach's Sixth (many, no doubt, do) but these youngsters know solid reproduction when they hear it. We think they'll like the postwar Trav-Ler Karenola Record Player. It will have numerous advance ideas (some gleaned in our own war work). Design will be smart... it's price will be low. It's performance... smooth. It's tone... super!

When It's Over, Over There, Go Places With



No. 6 in a series of advertisements depicting your post-war market for radios, combinations and record players.



RADIO AND TELEVISION CORPORATION

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

Priority Plan

(Continued from page 42)

is given a merchandising card with specified sums printed around the edge and as payments are made the amount is punched out. This serves as a receipt.

The patron of this club can withdraw funds accumulated at any time and get back the fee that is the monthly payment if he so desires by simply rendering his card; consequently there is no inconvenience or loss to customer nor extra profit for the dealer; funds are segregated and placed in a separate savings account in a local bank; hence should the entire membership desire their money refunded it will not embarrass the dealer.

The Palace is constantly on the alert for merchandise so its members of its merchandising club will be saved the months of endless waiting when radios are available.

In the rear of the store on the first floor is the Service department. Here, despite product and manpower shortage, the citizens of Clarksburg continue to have their radios and appliances re-conditioned.

The Palace contends their re-conditioning policy is a vital war job. Its efficient servicing keeps radios rolling and is a practical way of aiding the war effort. The slogan for the duration is to keep prices down while holding efficiency high. Thus the store maintains its identity with the radio purchasers of the future.



Expert window display boosts the sale of classics.

Record Scoop

(Continued from page 37)

Record accessory sales are large at "The Record Shop," and there are good sales in racks, albums, books pertaining to music, needles and blank recording discs. All accessories are given excellent displays.

Newspaper advertising is used regularly by the firm, but a direct mail plan has been especially effective in gaining new customers for the shop. By taking the names of customers who purchase record albums from sales slips, the store has an ever-increasing direct mail list to which personal letters can be sent out whenever new stock is received or the shop undergoes some change.

Customer Service

A personalized service plan also exists in the shop, and both the Smiths and their two efficient salesgirls, who have been members of the staff for two years, are enthusiastic regarding this brand of service. Whenever records are received which the staff knows will appeal to certain customers, these patrons are called and informed of the new stock.

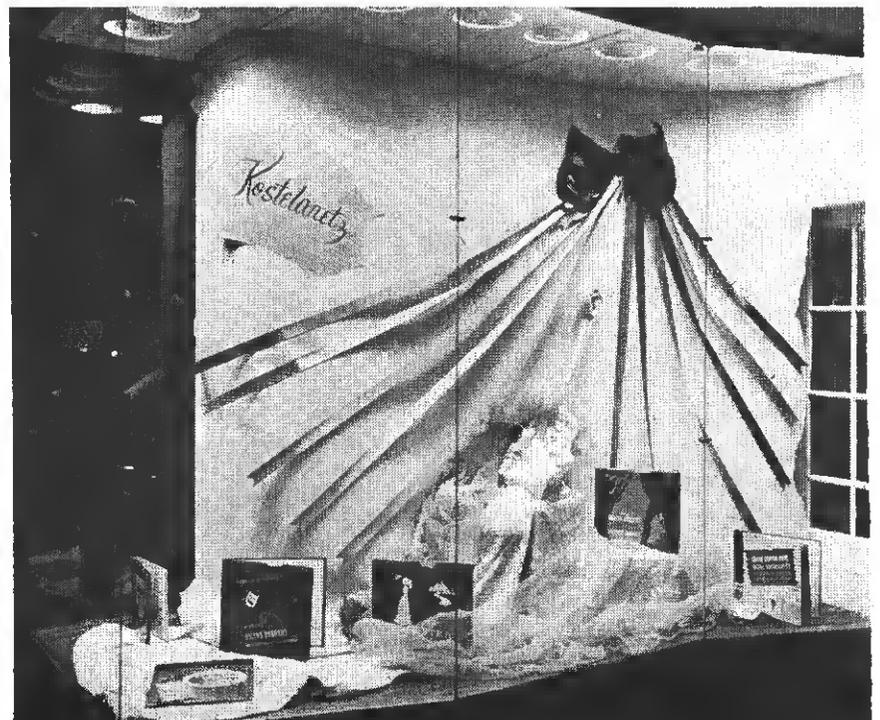
"Sure, it helps," said Mrs. Madge Schecher, one of the comely young clerks.

"The Record Shop" is a mere youngster in the Kansas City field, but there is every reason to predict a brilliant future for it. In three short years the firm has carved a

wide niche for itself among record and radio buyers. With Merle Smith's fine background in music, and his inherent business ability, there is little possibility of the firm losing its present spot as one of the leading record retailers in Kansas City.

Kansas Citizens are more music-conscious than ever, have given whole-hearted support in the past several years to the fine Philharmonic Orchestra. Merle Smith plans on keeping up with the trend. He has made an auspicious beginning.

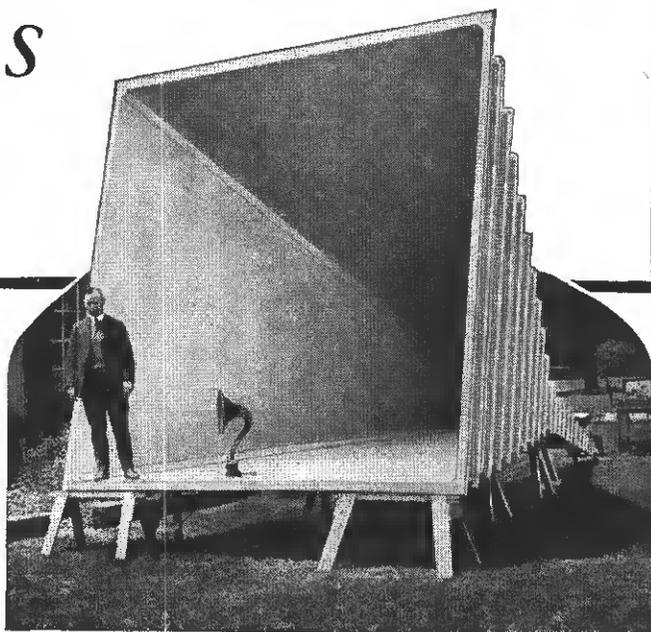
This inviting display increases customer interest in old favorites.



MAGNAVOX HAS MADE ELECTRONIC HISTORY FOR 30 YEARS

THIS GIANT SPEAKER was a Magnavox development of twenty years ago . . . an early example of the pioneering by which Magnavox has produced so many outstanding contributions to the radio industry. Among those contributions was the electro-dynamic speaker, the "voice" of all modern electronic sound reproduction.

Present wartime experience will enable Magnavox to serve the peacetime needs of the radio industry even better than before. With stepped-up efficiency and the excellent facilities of the modern six-acre plant, Magnavox will again supply components for radio manufacturers, and will figure prominently in the



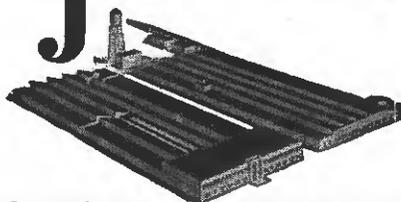
Largest loud speaker ever built—heard 9 miles. Built for Idora Amusement Park, Oakland, Cal., in 1922. Standing in the speaker is E. S. Pridham, now a vice-president, one of the founders of Magnavox, and co-inventor of the electro-dynamic speaker.

coming peacetime developments of electronics. The Magnavox Company, Fort Wayne 4, Ind.

Magnavox craftsmanship won the first "E" award in this field (1941), now with 3 White Star Renewal Citations.



Magnavox



LOUD SPEAKERS • CAPACITORS • SOLENOIDS
RADIO & Television RETAILING • July, 1944

COMMUNICATION & ELECTRONIC EQUIPMENT

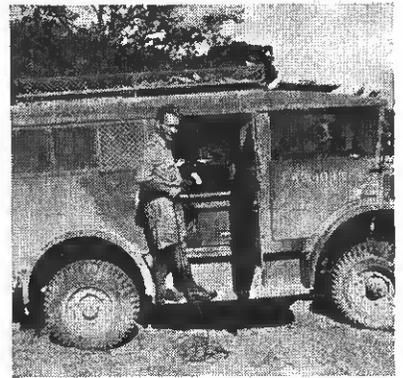


"WHY THAT'S JOCK!"

Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.



Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men doing the fighting . . .



. . . Transmitted by short wave to BBC in London, the broadcast is re-recorded on one of the fifty complete Presto recording installations in the British Isles . . .



. . . Short-waved again, this time to CBC in Ottawa, the battle-recorded broadcast is then sent over wire lines to the stations on the CBC networks across the Dominion.



Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Lists

What will G-E POST-WAR RADIOs be like?

THIS NEW BOOK TELLS YOUR CUSTOMERS
ABOUT THE POST-WAR RADIOs YOU WILL SELL



HERE — in twenty-eight exciting, colorfully illustrated pages — is General Electric's exclusive forecast of the radio of tomorrow.

Tells all about FM, the biggest radio news in a decade — the glamorous and sales-packed field of television — the distinguished Musaphonic line — the new and perfected self-charging portable. Even gives drawings of possible post-war receiver designs!

This new book is being distributed — FREE — to your post-war customers —

through full-color ads reaching more than 38,000,000 readers of 18 national magazines — and on the G-E radio news program, "The World Today."

This is one more example of how G-E is helping to pre-sell your future radio customers. If you have not already received a copy of this book, fill out and mail the coupon. *Electronics Dept., General Electric, Bridgeport, Conn.*

WE INVITE YOU to visit us at Room No. 1, National Association of Music Merchants' Trade Show — Palmer House, Chicago, July 24, 25, and 26.

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

GENERAL  ELECTRIC

175-C7

GENERAL ELECTRIC
Electronics Department
BRIDGEPORT, CONN.

Please send me, without charge, a copy of "YOUR COMING RADIO AS FORECAST BY GENERAL ELECTRIC."

Name _____

Address _____

Type of Store _____

NEWS from the JOBBERS

With Tubes Practically Extinct, Continue in Parts Business, Alternate Stocks, Line Up Now for Postwar Distribution



Jobber Richmond, owner of Springfield Radio Service Co., is shown here in his store in Springfield, Mass.

• Louis A. Richmond, owner of Springfield Radio Service Co. at 405 Dwight St., Springfield, Mass., finds the supplying of parts his main business now, whereas it represented only 15 per cent in normal times.

Although originally stocked to the extent of six warehouses full of radio sets, these receivers are now completely gone.

Tubes are another headache, he claims, with some numbers absolutely impossible to get. In this connection, jobber Richmond cites instances of A and AA1 orders returned from manufacturers, marked to the effect that they just can't handle them. His problem is what to tell the dealers, he reports, and he certainly wishes someone could put the published government announcements and the actual shipment facts together and make sense! In many instances statements have been issued that a certain amount of tubes will be available, and the actuality is that only 50 per cent of the amount is eventually shipped to the jobbers. "Now we are running out of substitute tubes! That is the latest headache!"

Distributor Richmond feels the help shortage, too. When RADIO & Television RETAILING's reporter ar-

rived he found Richmond, with shirt sleeves rolled up, unpacking a large parts shipment and waiting on a number of customers—all at the same time.

Nevertheless, Mr. Richmond still

W. H. Edwards Co., 94 Broadway, Providence, R. I., carries on as best it can despite tube shortages. Now specializing in a parts business, this distributor offers no alternate lines. Below, store manager E. Gervais and his helper are on the job at 9 A.M. on a Saturday morning. First-come first-served, left to right, are local radio dealers Jos. E. Fitzpatrick of Fitzpatrick Radio Service, 728 Cranston St.; Robert E. Clarkin, 111 Vanderwater St.; and James Sock of Sock's Radio, 42 Hidden St.



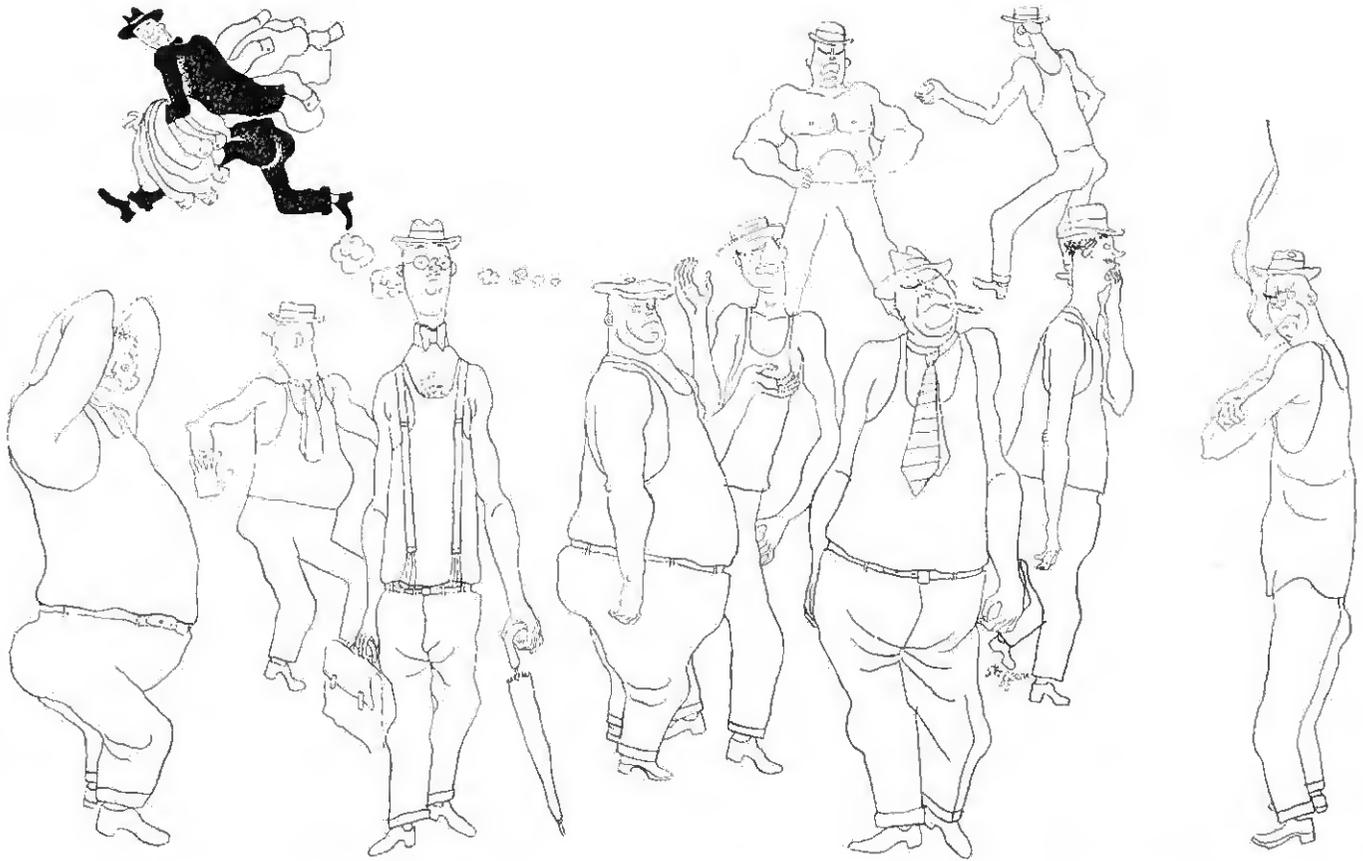
finds time to teach radio technicians at Wilberham Academy from 8 to 9 in the mornings, and Baypath Institute of Communications nights. He is also seriously interested in raising the radio servicer's status from the public's misguided conception of "tinkerer" to the qualified professional technician that he really is, and constantly brings this issue to the fore in the local radio men's activities and clubs of which he is a member.

Graybar Distributes for Crosley in State of Maine

Announcement of the appointment of the Graybar Electric Co., Inc., as distributor of the Crosley Corp. in the state of Maine has been made by B. T. Roe, manager of distribution for Crosley.

In accordance with Graybar's established policy of distributing nationally-known and accepted electrical appliances, the firm will handle the full line of Crosley radios and refrigerators in that area and, in addition, will stock a complete line of parts for service and repairs.

(Continued on page 85)



It's no mystery why so many Radio Dealers lose their shirts on Trade-ins!

TAKE a typical sale and figure it out for yourself. A radio that costs \$60, you sell for \$100. A nice clear margin of \$40 — or it would be nice and clear if it weren't for the inevitable trade-in.

Well, let's see how that trade-in may affect your profit. Suppose you allow \$22.50 for your customer's old set — not because it's worth even half that much, but because your competition forces you to. There's a dealer down the street who handles the same make of radio as you do, and *he* likes to buy volume with heavy trade-in allowances.

And so you allow \$22.50 and you make the sale. (Or maybe *you* don't — but let's just suppose.) Then later on — maybe a lot later on — you dispose of the trade-in for around \$6.

Now let's see how it all figures out. You had a margin of \$40 to go on. You took the old set in at \$22.50 and sold it later at \$6, or a loss of \$16.50. So now your \$40 margin looks like \$23.50.

"Well," some dealers might reflect, "after all — \$23.50 is something."

Yes, it's something — *but it's not enough!* A reliable authority on radio retailing has estimated that average overhead expenses amount to \$31.50 per \$100 of gross volume.

So, instead of making a profit of \$23.50 on the sale, you're *actually losing \$8!*

Multiply this instance by thousands — and is it any mystery why so many radio dealers lose their shirts on trade-ins?

★ ★ ★

Now — can anything be done about the situation?

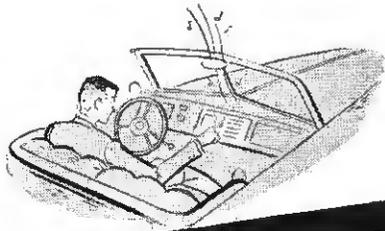
Well, the dealers who operate under the Majestic Controlled Distribution Plan are going to find that Majestic has done something about it. *Majestic dealers will find that there is real factory interest in protecting as well as in creating retail radio profits.*

★ ★ ★

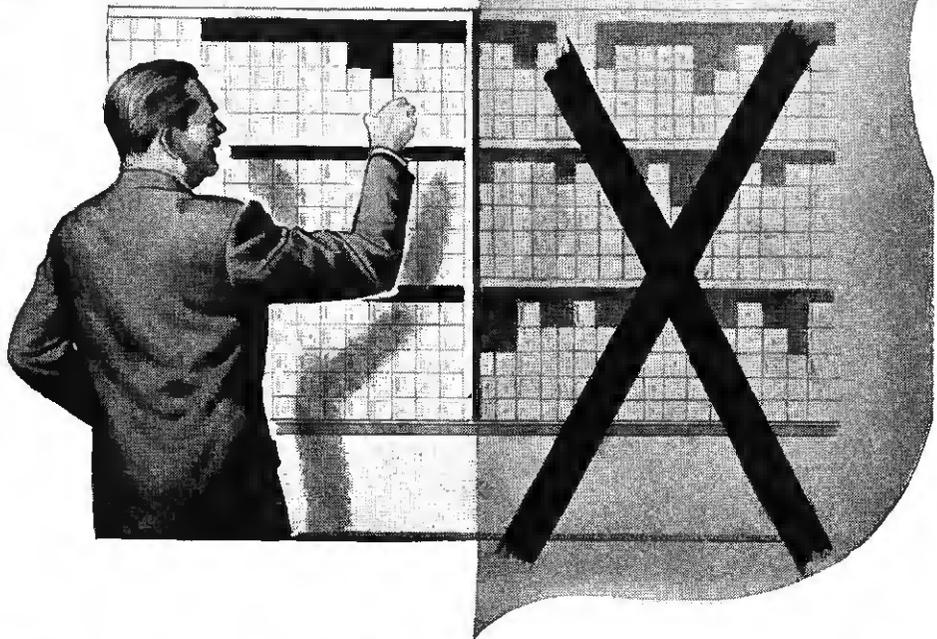
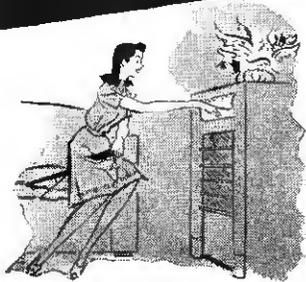
This is only one of the profit-protections offered by Majestic's unique Controlled Distribution Plan. If it sounds interesting . . . let's hear from you.

Majestic Means Business . . . and lots of it!

Majestic
MIGHTY MONARCH OF THE AIR
RADIO TELEVISION ELECTRONICS



WINNING THE BATTLE OF STANDARDIZATION



SYLVANIA was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers.

That was back in the early 1930's. Prior to the introduction of these tubes, there was no agreement as to what types of radio tubes should be used for automobile service. Existing 2.5- or 5-volt types were either wasteful of battery current or did not have the efficiency needed. Standardization on 6.3-volt tubes of high efficiency would make it possible to effect manufacturing economies, to avoid complicated filament wiring arrangements, to save automobile battery drain, and to improve operating efficiency.

Sylvania's proposal met with opposition, but its common sense won the day. More and more radio-set manufacturers

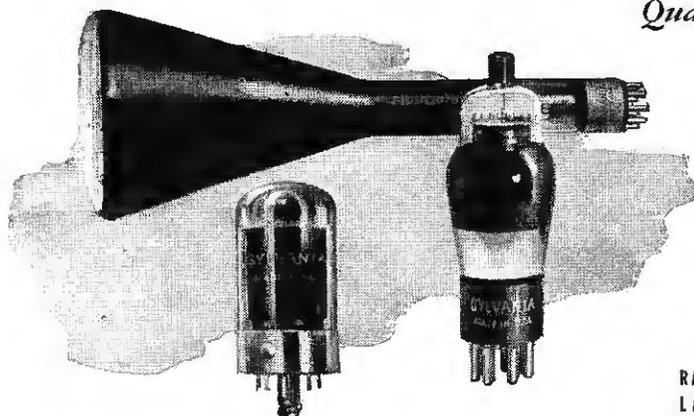
specified 6.3-volt tubes in all types of new equipment. And in time, 2.5-volt tubes became practically extinct except for replacements.

Winning this battle of radio tube standardization, furthermore, proved to be a boon to radio broadcast listeners. Elimination of the transformer in AC-DC sets reduced both the size and the cost of radio receivers. Millions who otherwise would not have been able to afford sets were able to take full advantage of broadcast information and entertainment.

You will always find Sylvania, exemplar of radio tube quality, on the side of standardization for the mass market.

That is why it pays to sell Sylvania.

Quality that Serves the War Shall Serve the Peace



RADIO DIVISION  EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

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

ARVIN

MEANS

Sales Success

Many good products, sound engineering, efficient manufacturing, alert management, aggressive advertising and merchandising have all contributed to this success. And all this sales-producing power will be behind all Arvin Products when the war is won.

Then, a complete new line of Arvin Radios will be ready for the trade—models that sell fast—from small table sets to big combinations—with record players and changers—with AM and FM. Other Arvin Products, such as small electrical appliances, will make money for you, too.

Until then, Arvin national advertising will continue to carry on, as it has for 20 years past—appearing in full pages this year, in all the leading magazines pictured below.



NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA

 Awarded to the men and women of four of our Columbus plants
LET'S KEEP ON BOOSTING WAR BOND BUYING

25-YEAR SALES RECORD

of the Company Back of

ARVIN Products

1919.	\$ 60,000	1931.	\$ 2,466,728
1920.	216,000	1932.	2,348,639
1921.	256,750	1933.	3,061,887
1922.	376,000	1934.	5,369,681
1923.	700,000	1935.	7,760,535
1924.	715,000	1936.	9,353,173
1925.	1,647,450	1937.	10,195,012
1926.	2,103,245	1938.	8,123,724
1927.	1,935,140	1939.	6,834,676
1928.	2,901,370	1940.	10,850,000
1929.	5,362,145	1941.	15,191,428
1930.	4,362,200	1942.	15,866,545
		1943.	31,190,068

HIGHLIGHTS OF PROGRESS

In the early years, before expanding into household markets, the company served only the automotive industry—making pumps and tubing parts for car manufacturers and the manifold type of Arvin Car Heater.

In 1928, the Arvin Hot Water Car Heater was introduced to the trade and many millions were sold in the years before the war.

In 1929, the company began to serve the electrical and household trade with products such as the Arvin Bathroom Electric Heater. Sold in big volume every year before the war.

In 1933, Arvin Radios were introduced—first for the car and later for the home. The company built and sold more than 500,000 home radio sets the last peacetime year of 1941.

In 1940, the company began to serve the furniture trade with Metal-Chrome Dinette Sets and Outdoor Metal Furniture. This line accounted for several million dollars in sales volume before the war.

For two years now, the company's 10 plants have been completely engaged in the production of radio and electronic equipment and many other products for war.

Wartime sales volume grew to over \$31,000,000 in 1943 without the need for borrowing money from banks or government. With capital and surplus in excess of \$7,500,000 today, the company is in a strong position for the development of new products and bigger markets for you.



Fritz Reiner, distinguished director, hears "The Magic of Meissner"

Fritz Reiner had chosen his "audition" chair with great care. Not too close to the instrument — not too far. Just *so!* Now the great director sat waiting, listening, expectant.

Suddenly the room was filled with the recorded music of "Der Rosenkavalier" — just as he, himself, had directed it a few years before.

And forgotten was the chair that had been so carefully selected but a moment before. Forgotten, too, was the emptiness of the small room. For Fritz Reiner was now conducting an unseen orchestra — and a mighty bank of instruments had risen to the sway of his hand.

As the last brilliant passage faded away, Fritz Reiner again became aware of his surroundings.

"What a miracle of reproduction!" he exclaimed. "I have heard that rec-

ord many times before, but never has it given me such exaltation. This instrument is beyond comparison, beyond price! Truly magnificent!"

Fritz Reiner had just been listening to the only Meissner electronic radio-phonograph in existence — the final laboratory model perfected just before war turned all of Meissner's skill and knowledge to the manufacture of vital electronic war equipment. The priceless instrument is now on loan "for the duration" to the music room of Mt. Carmel (Illinois) high school, where it provides musical inspiration for the youngsters of Meissner's home community.

From Mt. Carmel, in the days ahead, will come your own luxurious postwar counterpart of the model which Fritz Reiner found so miraculous. And you'll join with him in welcoming these and many other Meissner advantages:

AUTOMATIC RECORD CHANGER—plays both sides of a record in sequence, *one* side only, or *repeats* a record just played... avoids record breakage. Provides 2 hours or more of music without your touching a record.

FREQUENCY MODULATION—plus advanced electronic features for fidelity and tonal range greatly surpassing such qualities in home radio-phonographs now in use.

SUPER SHORTWAVE... DISTINGUISHED CABINETS... NEW IDEAS in a host of other advancements already being engineered into Meissner electronic equipment for our armed forces around the world.



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

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

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

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

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

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

MEISSNER
 MANUFACTURING COMPANY • MT. CARMEL, ILL.

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

Publishers' Statement

In our April issue, page 21, in announcing "We Resume a Long-Familiar Name," an abbreviated statement was included, mentioning our purchase (in 1941) of RADIO & Television RETAILING and appurtenances, from McGraw-Hill Publishing Co., Inc., which statement was intended as an abstract, for the reader's convenience, of the longer "article of agreement" under which the transfer was made.

McGraw-Hill officials feel that this abbreviated statement may have caused some misunderstanding among some readers. So that the reader may draw his own conclusions, we are very glad to print below the full text of the terms of transfer to Caldwell-Clements, Inc., of RADIO & Television RETAILING—the magazine which we originally developed and operated from 1925 to 1935, as employes of McGraw-Hill, and which in January, 1942, we took over and combined with RADIO & Television TODAY to form the present publication.

Text of Agreement

"McGraw-Hill Publishing Company, Inc., hereby sells, assigns and delivers to Caldwell-Clements, Inc., its entire right, title and interest in and to the publication "Radio and Television Retailing" together with all publishing rights, trademarks, copyrights, subscription lists, mailing lists, advertising and subscription contracts, bound and unbound copies of the magazine, all data, reports, surveys and editorial material and manuscripts on hand or in process, cuts, stationery and supplies, correspondence and all other assets appurtenant to the above-named magazine, excepting cash on hand or in bank, paper stock, furniture, fixtures and equipment, and accounts receivable; to have and to hold the same unto the Purchaser, its successors and assigns forever. And McGraw-Hill Publishing Company, Inc., its successors and assigns, covenant and agree to warrant and defend the sale of the said property unto the Purchaser, its successors and assigns, against all and every persons whatsoever."

CALDWELL-CLEMENTS, INC.
 O. H. CALDWELL, M. CLEMENTS

**Refrigerator Repairmen
 Can Ask Draft Deferment**

Employers of refrigeration repairmen, with employees over 26 years of age who have been classified 1-A by local draft boards, have the right under recent regulations to take steps to have these men placed in a deferred status, according to a southern utility company.

Such action should be taken immediately, if at all, for despite the new regulation, those now in 1-A are likely to be called for induction at any time, regardless of age, until they are shifted to a 2-A classification.

The employer can request a reclassification for an employee even though he has been given his pre-induction examination and even though the 10-day period for appealing his classification has expired, or even though an appeal has been turned down.

For men in the 26-through-29 age group "Form 42-A" should be filed and should show that the man is "necessary" as well as the fact that he is engaged in an essential activity.

For a man 30-to-38 years old, the employer only has to demonstrate that the employee is engaged in an essential activity. Thus a man over 30 with only

a limited amount of experience could qualify for deferment, and "Form 42-B" can be used for such cases.

Employers should also file applications for renewal of the deferment classification for those in 2-A whose deferments are about to expire, using the "Form 42-A" for those 26-through-29 and "Form 42-B" for those 30 and over.

Joins Ad Agency Staff

To take care of its expanding program in household appliances, automotive and allied fields, Brooke, Smith, French & Dorrance, Inc., Detroit and New York agency, has added Capt. James E. Lillis to its creative staff.

Lillis comes to BSF&D after 18 years of household appliance and automotive experience. He was for a number of years active in the sales and advertising of Philco radio and television products.

No Irons Until Fall

Although WPB has authorized the production of 1,374,938 electric hand irons of the 2 million originally called for, the government agency warns that the irons will not be available at stores until fall. 18 different firms will produce these irons.

SEARCH ^{AND} RE-SEARCH

Years of engineering research are responsible for

the many well known Hammarlund marine type

variable condensers, which are now playing such

a vital role in the search for

enemy ships over the seven seas.

THE SIGN OF QUALITY



ESTABLISHED 1910

THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., N.Y.C.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT

OFFICIAL U.S. NAVY PHOTO



Here's One Of Millions Of Post-War Consumers
 Who Are Really Sold On
RAY-O-VAC LEAKPROOF BATTERIES

The invading force's walkie-talkie powered by Ray-O-Vac Batteries gives the Navy's guns the range to demolish enemy equipment.

Men who operate the machines of war quickly learn the value of the name "Ray-O-Vac" on the batteries that power their equipment. They know they will deliver dependably in the clutch. The boys whose lives depend on unfailing operation of com-

munication systems, bazookas, flashlights, and similar equipment are, from actual experience, fully sold on Ray-O-Vac. When they come back, what flashlight battery do you think they'll ask you for? You're right ---Ray-O-Vac LEAKPROOF.

While we're sorry we can't deliver merchandise to you these days we're proud that Ray-O-Vac LEAKPROOF production is going 100% to the armed forces.



FLASHLIGHTS

BATTERIES

RAY-O-VAC COMPANY, MADISON 4, WISCONSIN

Other Factories at Clinton, Massachusetts, Lancaster, Ohio, Sioux City, Iowa, Milwaukee, Wisconsin, Fond du Lac, Wisconsin



TELEPHONE • LANTERN • HEARING AID • RADIO • IGNITION • MULTIPLE



Television Talk

Sees Postwar Sale of "Picture Box" Attachments

Television "picture boxes," attachments for FM receivers, selling at around \$50, will be on the postwar market, Leonard Cramer, vice-president of Du Mont Laboratories, Inc., predicted at a meeting of the Television Press Club in New York.

Stating that it is "perfectly practical to extend the tuning range of an FM receiver to make available the sound chan-

nel of television," Mr. Cramer foresees the buyer's interest intrigued to such an extent by the "sound" that he will go out and buy the "picture box" attachment. A lot of buyers of such attachments, explained Mr. Cramer, will go quickly from them to the complete radio television receiver at \$400 and \$600 or \$1000. He also said he believed that many people will have foresight enough not to experiment with "attachments," but will be in the market for a real, complete radio television set.

Mr. Cramer sees the "picture box" entering the postwar television field as a "natural, evolutionary way for television to start growing," and, he said "if I know my American manufacturers, many of them will have foreseen this logical trend and will have designed their AM FM radio sets with a view to covering television sound channels for later use with low-priced television screens or picture boxes."

The Du Mont executive declared that his company will welcome the "attachment" makers, since they will be cultivating a demand for the eventual purchase of high-priced television receivers of the "Du Mont class."

ARE YOU ON THE RESERVE LIST FOR

"Get Ready Now To SELL TELEVISION"?

With Television on every tongue now, you should be your community authority for accurate factual answers to the questions that mean postwar sales. "Get Ready Now To SELL TELEVISION" will equip you for that.

Partial list of contents:

Plan Your Television Sales Campaign: Start a "priority plan." Prepare for a television theater. Work community groups, county fairs, schools.

Where Television Really Went To Town: Test campaign in Newburgh, N. Y., that sold television receivers with surprising results.

Installation and Maintenance of Tele Sets: Careful installation very important in television. Necessary qualifications needed by servicemen described.

Now Let's Get Technical: How television works, described for the technically inclined. Synchronization of sight and sound. Function of stages.

Questions and Answers: Things your customers will want to know about television—past, present and future.

Stake Out Your Claim in Television Now: Prepare for the coming television boom. Increase your prestige as a merchant. Increase your store traffic.

More than 160 pages.
Flexibly bound.

Printed in clear legible type.
Size approximately 6" x 9".

"Get Ready Now To SELL TELEVISION" comes straight from the leading radio and television retailing authority as your guide to postwar profits. You may have it with a three-year new or renewal subscription to RADIO & Television RETAILING. It is not for sale and is not available with one-year subscriptions. This combination of 36 issues of RADIO & Television RETAILING and a copy of "Get Ready Now To SELL TELEVISION" costs you only \$2.00

A Caldwell-Clements Publication
480 Lexington Avenue
New York 17, N. Y.



Telesets Head List of Products Buyers Desire

Television home receivers head the list of products which the American family expects to buy as soon as peacetime manufacturing resumes, if the experience of the Franklin Square Bank can be used as a criterion, according to Arthur I. Roth, executive vice-president of the Franklin Square National Bank of Nassau County.

On this same basis, Mr. Roth declared over 1,600,000 people throughout the country could be expected to accumulate 652 million dollars in savings earmarked for this purpose. Mr. Roth based his estimates on the results of a unique savings plan inaugurated by the bank and which has been adopted by residents of Franklin Square. Under this plan members deposit certain sums each week in accounts earmarked for specific postwar product purchases.

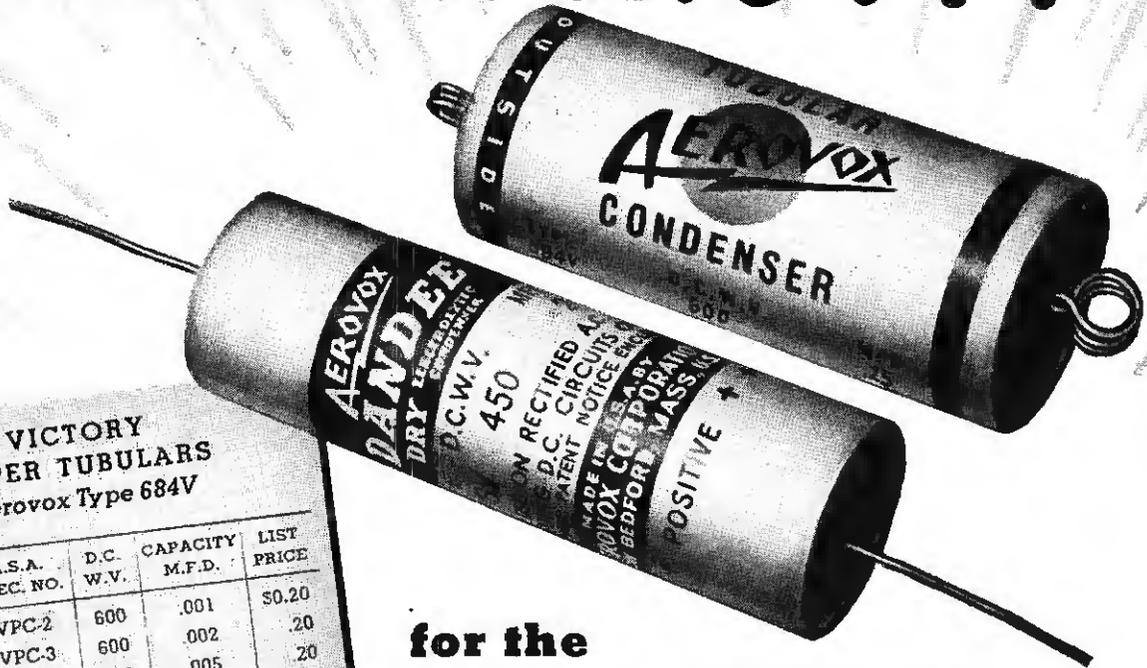
Postwar Want

Twenty-two percent of depositors participating in this plan, he said, are saving specifically for television home receivers priced by the bank at \$400. Thirteen percent are saving for automobiles, twelve percent are enrolled in the electric washer club, twelve percent are saving for refrigerators, others are saving for home furnishings, gas and electric ranges sewing machines, and even five for helicopters.

The bank official pointed out that these preferences, as evidenced in this Long Island town of 10,000, can be taken as a basis for estimating the postwar product wants of the rest of the country then 320,000 people residing in the first television market area can be expected to make similar savings for sight-and-sound receivers if the plan were available to them through banks in their localities. This first television market includes the areas being served today with television programs by transmitters located in New York City, Albany-Schenectady, Chicago, Los Angeles, and Philadelphia, to which Cincinnati will be added within a few months after the war.

(Continued on page 84)

Ammunition . . .



VICTORY PAPER TUBULARS Aerovox Type 684V

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

VICTORY ELECTROLYTICS Aerovox Type PRSV

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

for the HOME RADIO FRONT

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

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

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

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

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



INDIVIDUALLY TESTED

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

SALES OFFICES IN ALL PRINCIPAL CITIES

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



It's CQ

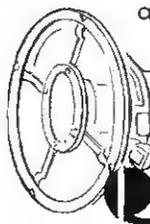
from the Battlefield Today!



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

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

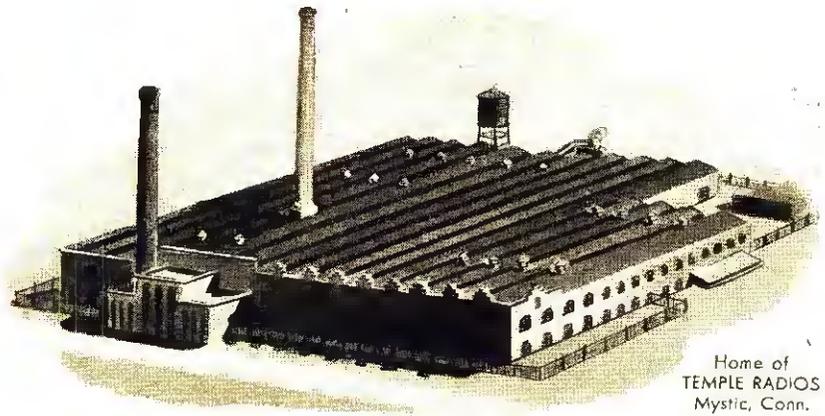
*Manufacturers and Designers
of Fine Acoustic Equipment*



Jensen

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

Here
FM
will
also
mean
Finest
Made



Home of
TEMPLE RADIOS
Mystic, Conn.

—and here's what it will mean to YOU^t

- It will mean that in Temple FM receiving sets you will offer your customers radios embodying every proven FM engineering advance.
- It will mean quality materials and quality craftsmanship to insure *lasting* worth—and *lasting* customer-satisfaction.
- It will mean visible beauty as well as superlative performance—obvious, super-excellence to invite ready purchase.
- It will mean outstanding Value that commands both Profit and Volume.
- It will mean, Mr. Dealer, that "it pays to team up with Temple".

**TEMPLETONE RADIO COMPANY
MYSTIC, CONN.**

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



Licensed under
Armstrong & RCA Patents

Back the Attack with War Bonds—Buy more than before

Says Television Will "Take Hold" After the War

Radio improvements, including improved use of FM and general use of television, perfected under the prod of wartime necessity, will be translated into postwar benefits for the public, according to Paul V. Galvin, former president of the Radio Manufacturers Assn. and head of the Galvin Manufacturing Corp.

"FM is going to be in the picture in postwar radio," Galvin declared. "With the new policy of the broadcast chains to put their chain programs out through the FM channels, greater impetus will be put on FM in the future."

Galvin asserted that television will

take hold after the war, despite some variance of opinion as to just when this will happen.

"Some day," he said, "we will have another industry as big or bigger than the radio industry. It is reasonable for us to assume that it will be those who are in the radio manufacturing business who will develop, produce and merchandise television sets."

Philco Ready for Video Says John Ballantyne

Much of the fundamental work to form the basis for the postwar television industry has now been completed, and over the years television should duplicate and

indeed surpass the remarkable record of growth and progress of radio, it is predicted by John Ballantyne, president of Philco Corp., in a letter to stockholders. "When television standards have been established by the Federal Communications Commission and the material situation eases to the point where new equipment can be produced, television promises to grow rapidly in public esteem and popularity," Mr. Ballantyne believes. "Philco plans to be fully ready to participate in and contribute to these developments."

Sales Manager Returns

Completely recuperated from a recent operation, W. S. Hartford, sales manager, is back at work at Webster Products, 328 W. Armitage Ave., Chicago, Ill.

Raytheon Honored

The 4 divisions of the Raytheon Mfg. Co., Newton and Waltham, Mass., have been again honored for continued meritorious service to the armed forces. One more star has been added to the Army Navy "E" pennants flying over the plant of the various divisions.

Video Man Promoted

Continuing as director of radio and television, in which capacity he has been producing and directing a weekly television show for the agency, Raymond J. Nelson has been elected a vice-president of Charles M. Storm Co., Inc., New York advertising firm.

Video Views

"Television does not represent a new way of doing something that has been done before. It adds an increment in a dimension that is constructive and creative."—James D. Shouse, vice-president and general manager of WLW, Cincinnati.

* * *

Edgar Kobak, executive vice-president of the Blue Network, speaking at a meeting of the Radio Executives Club in New York, said that within a decade he envisioned from 23 to 25 million homes equipped with television receivers, being served by some 1,000 television stations connected into three or four networks.

* * *

"Television is going to provide a new and better kind of service for the public and it is going to create thousands of new jobs in research, engineering, production sales, service and installation, and programming. With this vision ahead of it, the radio industry can look forward to the future with confidence in the realization that its accomplishments to date, brilliant as they are, represent but a preview of what is to come."—John Ballantyne, president Philco Corp.

KEN-RAD
TRANSMITTING TUBES

AUSTRALIA
ASIA
AFRICA
NORTH AMERICA
SOUTH AMERICA

K
KEN-RAD

Lend-lease did not introduce Ken-Rad to foreign service. Years before the war our export accounts were located in every sixty countries on every continent and major islands in every sea. In war or peace Ken-Rad serves the world.

TRANSMITTING TUBES
CATHODE RAY TUBES
SPECIAL PURPOSE TUBES
RECEIVING TUBES
INCANDESCENT LAMPS
FLUORESCENT LAMPS

KEN-RAD
EXECUTIVE OFFICES
OWENSBORO · KENTUCKY
EXPORTS 13 MOORE STREET NEW YORK

(Continued from page 72)

Crosley Appoints Eads Firm in Fort Smith, Arkansas

Appointment of Eads Bros. Furniture Co., Ft. Smith, Ark., as distributor for the Crosley Corp. in the western Arkansas and the eastern Oklahoma territory has been announced by B. T. Roe, Crosley manager of distribution.

The firm was founded in 1901 and its management has been in the same family for the past 43 years. W. M. Eads, president and treasurer of the company,



President W. M. Eads, Head of old-established wholesale firm appointed to distribute radios and appliances in a two-state territory.

has been head of the firm for the past 20 years. The company, whose offices are located at 410-16 Garrison Ave., Ft. Smith, has been the distributor of furniture, floor coverings and kindred lines ever since it was established. It has been handling major household appliances since 1929.

R. A. Skinner, vice-president of the company, has been with the firm since 1901 and Allan Kennedy, secretary, has been associated with the firm since 1909.

Industry Trade Meet Is Scheduled for Chicago

The radio and electronic parts industry and trade have completed plans for the big get-together this fall. The event: Electronic Parts and Equipment Industry Conference. The place: Stevens Hotel, Chicago. The time: Thursday, Friday, and Saturday, October 19-20-21, 1944. The sponsors: Association of Electronic Parts and Equipment Manufacturers (formerly Western Division, Sales Managers Club); Sales Managers Club (Eastern Division); and the National Electronics Distributors Assn. This information was released by Charles Golenpaul, chairman of the publicity committee, and supersedes previous information as to dates and meeting place.

Zenith Officials Meeting With Their Distributors

Led by Henry C. Bonfig, vice-president in charge of household radio, Zenith Radio Corp. is holding a series of informal round table discussions through the summer months with Zenith distributors in different parts of the country, it was announced by J. J. Nance, Zenith vice-president and director of sales.

The purpose of these meetings is to discuss future merchandising operations. Mr. Bonfig is being accompanied by Edgar G. Herrmann, Zenith assistant vice-president and director of advertising, and by Edward R. Taylor, head of the sales planning division.

The first meeting was held at the Stevens Hotel in Chicago on July 7, and

was attended by representatives of Morley-Murphy Co., Milwaukee, and Green Bay, Wis.; Reinhard Bros. Co., Inc., Minneapolis, Minn.; Aberdeen, So. Dak., and Fargo, No. Dak.; Wayne Hardware Co., Fort Wayne, Ind.; Rodefeld Co., Richmond and Indianapolis, Ind.; The Otis Hidden Co., Inc., Louisville, Ky., and Zenith Chicago branch.

Similar meetings were held in Cleveland on July 12, Boston on July 13, New York on July 14, and are scheduled for Philadelphia on July 17, Atlanta on July 19, Dallas on July 22, and St. Louis on July 24.

In August Mr. Bonfig will go to the Pacific coast for discussions with Zenith's western distributors.

(Continued on page 87)

For the extra measure of record-playing pleasure

GAROD PERMATONE PHONO NEEDLES



TONY PASTOR

Tony Pastor, ace boogie man on the alto sax, sends 'em solid because of the extra measure of know-how inherent within himself. Equally so, our extra measure of advanced design and engineering gives Garod Permatone Phono Needles a wide margin of superiority over the field. More than 150 distributors throughout the nation are enjoying boom sales on Permatone needles. Write today, on your own letterhead, for details of our Special Introductory Assortment.

The Garod Permatone Phono Needle line will be on display at the NAAM Convention, at the Palmer House in Chicago, July 24, 25, and 26th. Booth 76.

<p>"STANDARD"</p> <p>50¢ LIST</p> <p>Plays over 1500 recordings</p>	<p>"SUPERIOR"</p> <p>1.00 LIST</p> <p>Plays over 4000 recordings</p>	<p>"DE LUXE"</p> <p>1.50 LIST</p> <p>Plays over 7000 recordings</p>
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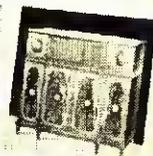
GAROD RADIO CORPORATION 70 Washington St., Brooklyn 1, N.Y.

NATIONAL ADVERTISING STARTS JULY!



... to the most discriminating ears in New York

[Small text from a newspaper clipping, partially illegible]



*Creating an instrument
worthy of the name* **Philharmonic**
RADIO AND PHONOGRAPH

TRUE to its promise, PHILHARMONIC, the outstanding high quality Radio-Phonograph, launches the first advertisement of a national campaign reaching more than twenty million people!

Large space, principally full pages, will appear month after month in the country's leading newspapers—the New York Times, Chicago Sun, Philadelphia Inquirer, Boston Herald, Cleveland Plain Dealer, San Francisco Chronicle, Los Angeles Times and others of power and prestige.

But PHILHARMONIC's advertising has more than power . . . for you . . . for your business. It has a completely original appeal, never before used in radio—distinctive as the PHILHARMONIC itself.

PHILHARMONIC's franchised dealers will also have: Elaborate promotional material. A product of incomparable reputation. Superb cabinets designed by Morris Sanders, noted architect . . . With such forces working for you, a highly profitable business among the most influential patrons in your community is assured.

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

PHILHARMONIC RADIO CORPORATION
522 EAST SEVENTY-SECOND STREET, NEW YORK

Philharmonic



TRADE-MARK
RADIO AND PHONOGRAPH
RADIO & Television RETAILING • July, 1944

Huebner Heads Appliance Sales for Harry Alter Co.

Bringing with him a background of wide experience in the merchandising of all types of home appliances, H. C. Huebner has joined the Harry Alter Co., Chicago, as the sales manager of the appliance division.

In making the announcement that he had selected Mr. Huebner for this important post, Harry Alter, president of the company, expressed keen satisfaction over securing the services of a man so well versed in appliance selling, and so favorably known to the trade throughout Illinois and Indiana.

General Electric Postwar Plan Meet for Baltimore

A postwar radio meeting, at which plans for merchandising will be discussed, is scheduled for the latter part of August at Baltimore, under the auspices of the local branch of the General Electric Supply Co.

The plans will be presented by Arthur Brandt, executive in charge of the radio division of General Electric, with headquarters in Bridgeport, Conn., and by Jack Meigs of the radio merchandising division.

Tay Joins Admiral's Chicago Distributing Group

Clarence S. Tay, for the past 12 years Chicago branch manager of the Crosley Corp., has been appointed manager of Appliance Distributors, Inc., Chicago branch of Admiral Corp.

Dale Distributing Co., formerly the largest distributor of Admiral radios, has been appointed distributor for Admiral radios, refrigerators, electric ranges and home freezers for the trading areas in New York City, Hartford, Conn., and Newark, N. J.

Jobbers' Booklet Dedicated to Firm's 1027 Dealers

Especially prepared for the benefit of its dealers, the A. A. Schneiderhahn Co., and Schneiderhahn's, Inc., Des Moines and Davenport, Iowa, has issued a handsome booklet entitled "Go—With the Green Light Ahead."

The booklet carries many important messages to the 1027 dealers the firm serves, such as the organization's postwar plans, its pledges for continued ethical practices, etc. Some of the makers represented by this company include Zenith, Kelvinator, Leonard, Easy and Magic-Aire.

To Sell Musicraft Products

Pennsylvania Record Supply Co., 1224 Arch St., Philadelphia, has been named distributor for Musicraft records and accessories. The jobber firm is managed by Irving Criden.

Electro-Voice
MICROPHONES

The extent of our line is but partially illustrated in this advertisement. Our current production is now being utilized in essential services. Soon, however, there will be Electro-Voice Microphones available for civilian use... and these will be described fully in subsequent advertisements.

In our South Bend laboratory, we have complete facilities for accurate frequency checking, harmonic wave analysis, measurement of ambient noise, etc. Electro-Voice Microphones reflect painstaking care in design and construction by superior performance in the field. They serve you better... for longer periods of time.

If your present limited quantity needs can be filled by any of our Standard Model Microphones, with or without minor modifications, we suggest that you contact your nearest radio parts distributor.

Paper Packs a War Punch . . . Save Every Scrap

ELECTRO-VOICE MANUFACTURING CO., INC. • 1239 SOUTH BEND AVENUE • SOUTH BEND, INDIANA
Export Division: 13 East 40th Street, New York 16, N. Y. — U. S. A. Cables: ARLAB

Get **EVERYTHING!**

Standardize on
STANCOR *Transformers*

Call your nearest Stantor Jobber...
or write us for his address

STANDARD TRANSFORMER CORPORATION
1500 N. HALSTED STREET • CHICAGO

Peirce Phelps Named to Wholesale Admiral Products

Peirce Phelps, Inc., founded in 1926, has been appointed Admiral distributor, according to an announcement by J. H. Clippinger, vice-president in charge of sales of Admiral Corp.

Peirce Phelps have been appliance distributors since the founding of the company. Pre-war, they were contacting and doing business with approximately two thousand dealers in the Philadelphia trading area.

Postwar, this company will distribute Admiral radios, refrigerators, home freezers and electric ranges for Philadelphia as well as the Harrisburg, Pa., trading area. Warehouses and display rooms will be located in both of these places.

The officers and founders of the com-

Ready for that Postwar Business



Left to right: Sidney H. Regovin, eastern regional manager Admiral Corp., J. Trevor Peirce, vice-president; W. G. Peirce, Jr., president and C. M. Phelps, secretary and treasurer of Peirce Phelps, Inc.

pany are W. G. Peirce, Jr., president; J. Trevor Peirce, vice-president; and C. M. Phelps, secretary and treasurer.

Crosley Names 3 Jobbers In North and South Dakota

B. T. Roe, manager of distribution for the Crosley Corp., has announced the appointment of 3 new distributors in the Dakotas, as follows: Western Auto Parts Co., Minot, No. Dak., with branches in Fargo, Williston, Devils Lake, Mandan and Jamestown, No. Dak., the Cave Supply Co., of Watertown, and the Aberdeen Supply Co., Aberdeen, both So. Dak.

New Jobbers Appointed

Carolina Electric Appliance Co., has been appointed Crosley distributor in southeastern South Carolina. O'Donnell-Dunigan Co., Inc., Rochester, N. Y., has also been made a Crosley distributor, according to an announcement made by B. T. Roe, manager of distribution for the manufacturing firm.

Universal Offers Free Stroboscopes to Dealers

The Universal Microphone Co., Inglewood, Calif., has re-issued the Stroboscope for bulk distribution to the trade. The firm published the device some years ago on a "cost price" base, but the present edition will be distributed gratis.

6 Million "Combinations" For Postwar Market

In a message in the Zenith Radio Corp. house organ, G. E. Gustafson, vice-president in charge of engineering, says: "A waiting market for over 6,000,000 combination radio sets (more than the total production of all radios in 1938) is eager to purchase radio combinations that will furnish the millions of new home planners and new home owners with a complete variety of entertainment and the best in music."

HOMER G. SNOOPSHAW says:

"We aim to help you keep folks friendly by showing 'em how important batteries are to our boys. These Burgess ads reach over 2 million battery users throughout the U. S. A."

HE HAS YOUR BATTERY

Water-tight Life-Saver Lights powered by dry Batteries have meant the difference between life and death for many of our merchant seamen . . . another reason why there are less Burgess Batteries on the home front. Preserve your present supply by using them only when absolutely necessary . . . keep them cool and dry.

BURGESS BATTERIES

IN THE NATION'S SERVICE
On the Fighting Front—On the Home Front
BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

LETTERS TO THE EDITOR

More Comment on Radio Tube Stencilling

Editor, Radio & Television Retailing:

Regarding the need for better tube stencilling. This is one thing that every service man can testify is an important problem.

How many hours are lost in process of a month searching for rubbed off tube numbers?

With the number rubbed off the tube, and the absence of identifying number on socket by manufacturer, you're in a pickle these days.

Some manufacturers stencil their tubes efficiently—(almost impossible to rub it off even if you try). On some others the lettering does not last well nor for long.

Something can be done if they give some consideration to the matter.

CHARLES E. WALKER

Walker Radio Service
289 Central Ave.
Albany, N. Y.

Liked Our Article on Salesmen Compensation

Editor Radio & Television Retailing:

We at Stromberg-Carlson were as interested as we were pleased to read "Leave Us Face It" (June issue, P. 54). The essence of the article's position regarding salesmen's compensation was one on which we have been putting a considerable amount of thought lately.

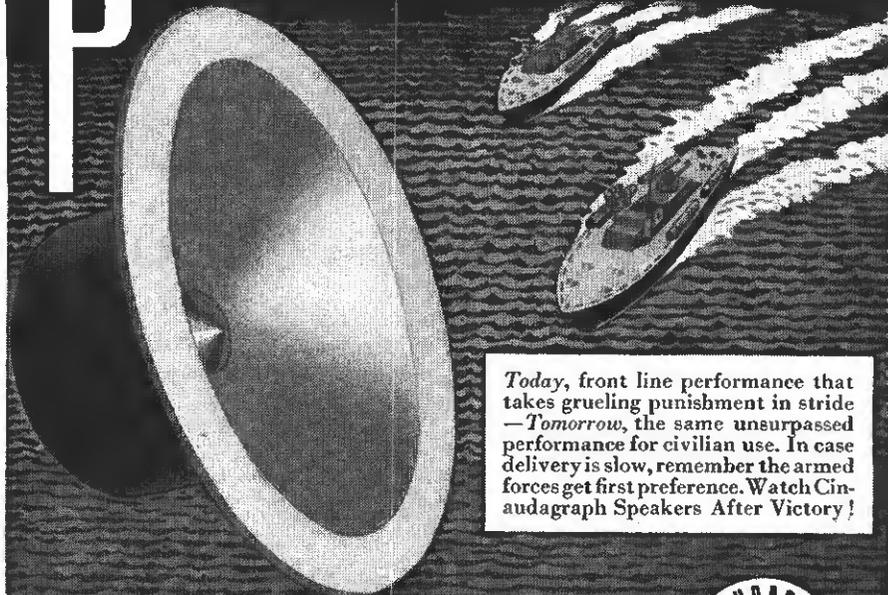
As far back as November of last year, our company executives were wrestling with the problem and the inherent limitations of the three basic methods of compensating our sales forces. We regard the subject as one of the fundamental keystones of any successful pattern of distribution.

In mid-November, 1943, Lee McCanne, secretary and assistant general manager, covered this neglected area of postwar planning in a speech, "Five Million Jobs: How To Make Them Pay," he delivered before the New York City Sales Executives' Club. In that speech, Lee referred to the necessity of rewarding salesmen commensurately with their effort, ability and value; to the absolute stark need to give him job security rather than just the old "one-shot" method of payment. By inference, the omission of the postwar development of the sales role from the expansive master plans for the be-chromi-umed future, points a danger that the salesman may be a victim of "last-minute" thinking.

One of the proposals Lee made at that time had to do with the Sales Clinic Plan. As you may recall, the Plan was adopted by the Rochester Sales Executive Club, which Lee then headed up, in order to create within our important geographic

(Continued on page 90)

PERFORMANCE



Today, front line performance that takes grueling punishment in stride—Tomorrow, the same unsurpassed performance for civilian use. In case delivery is slow, remember the armed forces get first preference. Watch Cinaudagraph Speakers After Victory!

Cinaudagraph Speakers, Inc.

3911 S. Michigan Ave., Chicago



"No Finer Speaker Made in all the World"



Still your best bet for replacements

Centralab
VOLUME CONTROLS

*Old Man Centralab

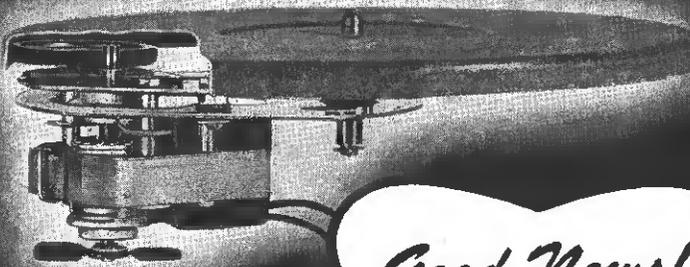
"Old Man" is right ... for he is a real "old timer". There is no substitute for experience, and the "Old Man" now, as in the past twenty-two years, is still your best bet.

Centralab

Division of GLOBE-UNION INC., Milwaukee



ALLIANCE "Even-Speed" 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 only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. ● Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

WOKMAR

Manufacturers of
**RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS**

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

orbit certain norms of operation to standardize salesmen's work returns to enable sales managers to arrive at a longer-range method of sales compensation of which job security was an integral part.

The results of the Plan were examined in the light of other in-plant training programs directed at sales forces. The verdict of other sales executives' clubs throughout the country must have been favorable, otherwise the Plan would not have been "borrowed" for use by many of them. I can state unequivocally that sales philosophy of that high double-checked caliber is being—and will continue to be—implemented in our company. It is helping to mold our part in tomorrow's contribution to American industrial progress.

I believe that articles as thought-provoking as "Leave Us Face It" will prevent effectually any chance of the salesman's winding up as a postwar orphan, and instead help him gain for himself his rightful, deserved position as one of the prime cogs in the distribution setup. I hope that the article is only the first of a series dealing with this important subject.

C. J. HUNT

*Sales Manager,
Radio Division
Stromberg-Carlson Co.,
Rochester, N. Y.*

Asks Improvement in Broadcasting Technique

Editor, Radio & Television Retailing:

For a long time I have had a private peeve, but apparently never got anywhere by writing to the network headquarters.

I do not know much about studio operation, but it would seem a simple thing to correct the present practice. I refer to the great difference in volume or amount of loudness of sound that is annoying to one who does not like unnecessary noise.

This is most noticeable on programs that include music and speaking parts. While the music is on, I adjust the radio to the agreeable volume. When the announcer comes in, either I am shocked by a blast of noise or I cannot hear what is being said. I adjust for the announcer, and the same thing happens when the music starts. Thank you.

BERNARD ROWNTREE

*Security Studio,
Carmel-By-The-Sea, Cal.*

Radioman's Job Tough

Editor Radio & Television Retailing:

I make it part of my business to read the leading radio trade magazines. I always read "Letters to the Editor," because such letters give me a general idea of radio servicemen's problems, suggestions and ideas.

I find that most radiomen have just about the same problems, ideas and suggestions as their fellow radiomen. What surprises me the most is the amount of "beefing" they do. I don't mean to infer

that some of this beefing is not justifiable. A radio serviceman is continuously confronted with problems not only in electronics and radio, but also in business management and problems of handling the public, collecting for work done, etc. Radio servicing is a tough job and one would think that men with enough gumption to tackle radio and electronic problems, would be smart enough to solve their problems, instead of sitting back beefing and asking some one else to do something about their difficulties.

A long time ago I learned that it is up to each individual to solve his own problems in the best way that is in one's own power to do.

If you have a hot idea get behind it and push like hell. Show the world you are convinced of your own convictions.

If you were driving down the road and saw a fellow pushing his car, the chances are you'd stop to give him a shove. Why? Because you saw that he was doing all in his power and needed help. But on the other hand, if this same man was just standing by his car, the chances are you wouldn't have even noticed him.

Never consider a job or problem too baffling until you have given it everything you've got. Never give up even should you fail once, twice, three, four or five times.

Remember failures are only stepping stones towards success.

BURT SELLE

Burt's
Elyria, Ohio.

88,000 Electric Ranges To Be Produced This Year

Of the 88,000 electric ranges scheduled for production in 1944, 68,000 will be used for essential replacements for civilians and to meet the requirements of new, privately financed, FHA housing projects.

The ranges will be distributed through normal retail channels, and customers will be required to present a signed, written certificate to dealers, reading as follows:

"I certify to the War Production Board and to the seller: I own or occupy the residence at..... It has the inside and outside wiring needed for an electric range, and my electric company has told me that electric service for range operation will be supplied. I do not have any electric range for this residence which can be used or repaired."

Utah Company Honored

Fred R. Tuerk, president of the Utah Radio Products Co., has informed his employees that they had won for the second time the Army-Navy production award for meritorious service on the production front.

Utah's 3 Chicago plants and its subsidiary plant, the Caswell-Runyan Co., Huntington, Ind., are producing radio and electrical equipment for both the Army and Navy.

Now is the time to get in on the RAPIDLY-GROWING MARKET FOR SOUND

Wartime operations—both on the battlefield and in production—have so vividly demonstrated the value of sound equipment in all its variations that new fields of use come to light almost hourly. Its full advantages have never before been universally recognized. But today *sound*—intercom, plant broadcasting, paging, music amplifying, and all similar equipment—opens up a gigantic market that will take many years to satisfy! A sales opportunity for alert distributors and dealers that has no equal! **AND NOW IS THE TIME TO GET YOUR ORGANIZATION SET**—to get in on the ground floor! With the present line of Bell Sound Equipment, plus the volume of priority business existing now, you can make good profits even today. But better still, you'll be building and training your organization for the "harvest." You'll also be preparing to make the most of many new developments Bell has ready to announce after VICTORY. Whether or not you are excited about the future of Sound, write us, talk to us. Perhaps we can give you facts you have not fully considered. It's certain new faces will come into the picture unless established outlets are prepared to fully meet market demands.

At right is a reproduction of one of the ads appearing in business trade magazines—carrying the story of Bell products to the public, helping stimulate the market. Just a sample of the sales helps you get when you handle the BELL line. (The Army-Navy Pennant gives you an indication of Bell's reliability and aggressiveness in peace or war.)



BELL SOUND SYSTEMS, INC.
1186 Essex Ave. Columbus 3, Ohio
Export Office: 4900 East 14th Ave., Cleveland 3, Ohio

ENGINEERS—DRAFTSMEN POST WAR OPPORTUNITY

Progressive New York Electronic Manufacturing Company is now seeking additional personnel. Require two (2) transmitter, five (5) receiver and two (2) special equipment engineers, as well as four (4) draftsmen and two (2) laboratory technicians.

This is not a "Duration" program. Personnel of proven capabilities assured a post war position, comparable current status. Transportation will be paid to New York. Salaries commensurate with experience and ability and current earnings. All negotiations confidential. Address replies to

ELECTRONICS, SUITE 411
280 BROADWAY NEW YORK, N. Y.

Sonora Sets Bring Word To Prisoners' Families

Julius Weisz of Cleveland, Ohio, for the past year has been using a Sonora home recorder and a powerful shortwave radio as a connecting link between American prisoners in occupied Europe and their anxious relatives in Cleveland.

An employee of an aircraft factory in Cleveland, Weisz has been tuning in nightly on shortwave broadcasts and has been able, at frequent intervals, to pick up brief messages being sent out by American prisoners of war. He records these messages with his Sonora instrument and in many cases, is thus able to give grateful parents and relatives a recording of the soldier's actual voice.

Two-Way Taxi Radio Seen

America's first two-way taxicab radio system will be installed in Cleveland by the Fellow and Zone Cab Companies as soon as possible after the war, provided approval can be obtained from the FCC for this service.

The proposed installation is being worked out with the help of the General Electric Company's electronics department and Cab Research Bureau Inc., the latter representing the taxi industry.

Burcham Named by Aero

Don Burcham has recently been appointed representative in the northwest for the Aero Needle Co., Chicago.

Ken-Rad Plant Is Released



Roy Burlew, president Ken-Rad Tube & Lamp Corp., Owensboro, Ky., greeted by his secretary, Mrs. Naomi Turley, after Army returned plant to officials, following agreement reached by the company and United Automobile Workers.

Donley Radio Manager for Westinghouse Company

Walter Evans, Vice-President in charge of Westinghouse radio activities, has announced the appointment of Harold B. Donley as manager of the Westinghouse radio receiver division, which will manufacture and market home radio receivers as soon as they can be made again.

Mr. Donley, who before his new appointment was general appliance manager for the Westinghouse Electric Supply Co., with headquarters in New York City, has been with Westinghouse for 22 years.

Bailey Joins Operadio

Frank A. Bailey has joined the sales engineering staff of the Operadio Manufacturing Co., St. Charles, Ill., according to a recent announcement by F. D. Wilson, sales manager, commercial sound division.

Operadio is producing battle announce and interior-communication equipment for the Navy in addition to Flexifone, inter-office "inter-com", and plant broadcasting systems for war plants.

Refrigerator Expert



Walter H. Eichelberger, who has been named manager of the refrigerator division of Philco Corp.

"THE HELP SITUATION" by Larlar



HERE'S HELP THAT KNOWS NO VACATION

Employees really need vacations this year. High speed effort, long hours and personal war-born worries cause fatigue that can be relieved only by a complete change.

How to maintain production during the vacation period? That is the problem of all employers today.

True, temporary, substitute help is not available, but permanent authoritative help is yours for the small effort of ordering Rider Manuals and Rider Books.

These time-savers should be by the side of your employees all year 'round, directing them to better, more efficient methods of radio servicing and providing them with the reference material they need to handle the huge volume of work coming to your shop today.

Have all thirteen volumes of Rider Manual on each of your benches and circulate the other Rider Books among your employees.

The greater their knowledge, the better their tools—the bigger their production. Place that order today!

RIDER MANUALS (13 VOLUMES)

Volumes XIII to VII.....\$11.00 each volume
 Volumes VI to III..... 8.25 each volume
 Abridged Manuals I to V (1 volume).....\$12.50
 Automatic Record Changers and Recorders 6.00

OTHER RIDER BOOKS YOU NEED

The Cathode Ray Tube at Work
 Accepted authority on subject.....\$3.00
 Frequency Modulation
 Gives principles of FM radio..... 1.50
 Servicing by Signal Tracing
 Basic Method of radio servicing..... 3.00
 The Meter at Work
 An elementary text on meters..... 1.50
 The Oscillator at Work
 How to use, test and repair..... 2.00
 Vacuum Tube Voltmeters
 Both theory and practice..... 2.00
 Automatic Frequency Control Systems
 — also automatic tuning systems..... 1.25
 A-C Calculation Charts
 Two to five times as fast as slide rule..... 7.50
 Hour-A-Day-with-Rider Series —
 On "Alternating Currents in Radio Receivers" —
 On "Resonance & Alignment" —
 On "Automatic Volume Control" —
 On "D-C Voltage Distribution"..... 90c each

JOHN F. RIDER PUBLISHER, INC.

404 Fourth Avenue, New York 16, N. Y.
 Export Division: Rocke-International Corporation
 13 E. 40th Street, New York City Cable: ARLAB

RIDER MANUALS GIVE YOU THE HELP YOU NEED!



Jester Sees Much Interest in New Meissner Receiver

Back in Chicago after an 8400-mile trip which took him to many principal cities, Oden F. Jester, vice-president of the Meissner Manufacturing Co., Chicago and Mt. Carmel, Ill., is enthusiastic over the interest in the new Meissner super radio-phonograph he found everywhere among dealers.

Mr. Jester made this tour to talk to representative radio dealers and distributors in large trading areas and to survey conditions preparatory to organizing the company's distributing organization. Later this summer, he will make a similar tour of the Eastern trading areas.

Bracketed for distribution to the upper-income market, the Meissner radio-phonograph will require a rather unique sales and distribution policy, according to Mr. Jester. "Here is an instrument which, because of its destined market, calls for a dealer organization somewhat different from the usual radio-phonograph dealership," he said upon his return to Chicago. "Only dealers who can demonstrably sell the upper-income market, who are themselves well established in their trading areas, and who can offer an unusual type of customer service, will be chosen to handle the Meissner. Since production of the set will not begin for some time, we are being very careful and deliberate in establishing our general national sales policy."

Display Available to Retailers



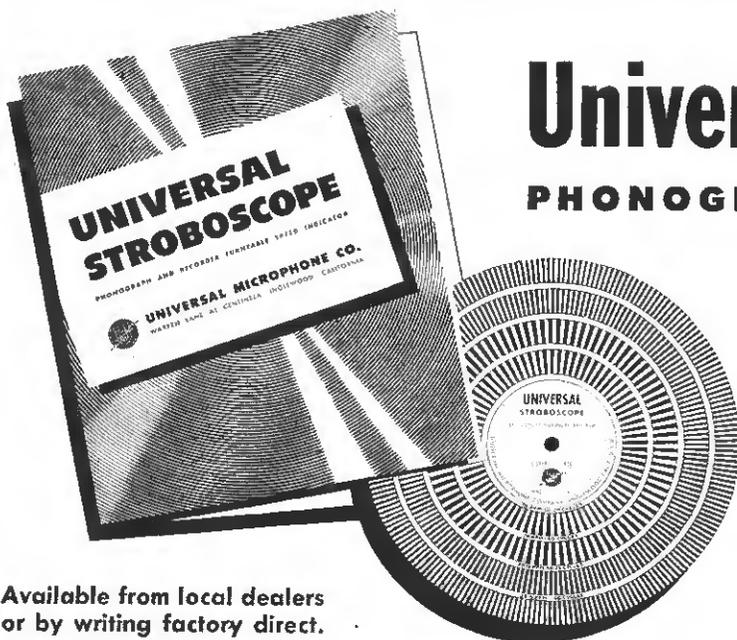
Featuring Dinah Shore and FM radio, this 30 X 40 inch easel-backed cardboard reproduction of a consumer advertisement, is offered by General Electric's receiver division, Bridgeport, Conn., to dealers who request it. R. E. Burrows, right, receiver division advertising manager, explains blow-up to, left, W. H. Clark, Musaphonic sales head, and R. L. Hanks, sales manager for standard line of GE radios.

Philharmonic New Plant

Philharmonic Radio Corp., makers in peacetime of the Philharmonic radio-phonograph, is now operating at its new plant, 528 E. 72nd St., New York City, where vastly increased facilities have been provided for the manufacture of war equipment, according to an announcement by Avery R. Fisher, president.

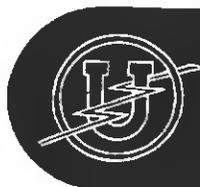
Belmont Sales Up

Deliveries of radar and other electronic equipment to the armed forces by the Belmont Radio Corp., Chicago, for the first 5 months of 1944 were in excess of 27 million dollars, according to P. S. Billings, president. This five-month total surpasses Belmont's production for all of 1943.



Available from local dealers or by writing factory direct.

Yours for the asking!



UNIVERSAL MICROPHONE CO.

INGLEWOOD, CALIFORNIA

Universal Stroboscope

PHONOGRAPH AND RECORDER AID

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

Radiart's SALES POLICY



PROTECTED DISTRIBUTION

In these times of limited civilian production there are many orders for every available RADIART VIBRATOR. Service men want Radiarts because of their long life and dependability.

Radiart is giving its Jobbers 100% Protection. They are receiving all available RADIART VIBRATORS.

As military needs lessen, your Radiart Jobber will receive ample supplies of RADIART VIBRATORS, VIPOWERS and other products.

Patronize your Radiart Jobber for he can recommend the best RADIART VIBRATOR for each individual application.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

ELECTRICITY

For Any Job — Anywhere

For a dependable source of electricity on projects remote from commercial power, Onan Electric Plants are proven leaders in the field. More than half of the armed Forces' total requirements for Power plants are built by Onan.

Gasoline driven. . . . Single-unit, compact design. . . . Sturdy construction. . . . Suitable for mobile, stationary or emergency service.

Over 65 models, ranging in sizes from 350 to 35,000 watts 50 to 800 cycles, 110 to 660 volts, A.C.—6 to 4000 volts, D.C.—Also dual A.C.-D.C. output types.

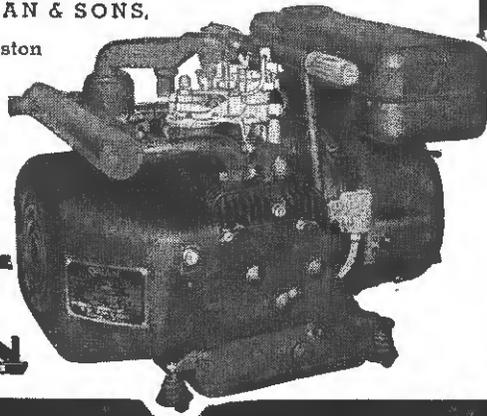
Descriptive literature sent promptly on request.

D. W. ONAN & SONS,

2021 Royalston
Avenue,

Minne-
apolis 5.

Minn.



ONAN
ELECTRIC PLANTS



To the Radio Retailers of America

**Keep On Selling . . .
and Keep 'Em Sold!**

You've done a swell job putting the Fifth War Loan Drive across the top, but this is no time to stop. You've got to keep on selling . . . and Keep 'Em Sold! Many people are buying War Bonds—and then cashing them in. As in any business, some sales returns are inevitable. But it's more than just that. It's like giving tanks and guns and planes to our fighting men—and then sending the installment collector around to take them away because of defaulted payment. KEEP 'EM SOLD! Don't delay Victory a second longer.

This space is contributed by
RADIO & Television RETAILING

FOURTH REVISED EDITION

WARTIME RADIO SERVICE

Tube substitutions simplified. All data compiled from practical experience. Each substitution has been tested in a radio. No reference necessary. Data for making adaptors.

Nearly 500 substitutions for all the impossible to get tubes

Diagram and text for building a filament welder with which you can repair many tubes. Diagram and text for electrifying 1.4v battery radios.

Price \$3.00, Postpaid

SUPPLEMENT NUMBER ONE

to

Wartime radio service contains over 700 additional substitutions, practical—profitable—tested data for changing many models of Silver-tone and other 2v battery radios to electric.

Price \$1.00, Postpaid

Get them both from your distributor or order from

CITY RADIO COMPANY

504-6 East Washington Street
Phoenix Arizona



THE ARMY BUILDS MEN, SAVES MONEY WITH

"Electronics"

... and when the time comes for you to secure dependable electronic lines, remember that the Operadio pledge to build tomorrow's better electronic products is backed up by more than 20 years of practical experience in design, engineering and manufacture. The electronic portion of the machine gun trainer shown above is one of Operadio's many wartime design and engineering assignments.

OPERADIO

Electronic Specialists

OPERADIO MANUFACTURING CO., ST. CHARLES, ILL.

Records

(Continued from page 39)

Thornhill and his orchestra (July 3rd)

No. 36726, "Side by Side"—"Bolero at the Savoy," Gene Krupa and his orchestra (July 10th)

No. 6722, "You're from Texas"—"We Might as Well Forget It," Bob Wills and his Texas Playboys (July 10th)

No. 36727, "Whispering"—"Estrellita," Horace Heidt presents Fred Lowery (July 17th)

No. 36728, "Dear Old Pal of Mine"—"Whisper That You Love Me," Tommy Tucker Time (July 24th)

In addition, Columbia Set C-102, "Benny Goodman Sextet," which includes "Rose Room," "I Found a New Baby," and "Wang Wang Blues," will be ready for delivery on July 17th. Plenty of light summer fare here which should find ready turnover on your shelves.

• Johnny Mercer is rating a smooth hit on Chesterfield's "Music Shop" program over NBC airwaves Mondays through Fridays at 7 P.M. With him are other Capitol artists Jo Stafford and The Pied Pipers. Dealer display windows have been done which feature this program and tie-in with the sale of Capitol records.

Capitol's newest disc is Freddie Slack's rendition of "Swinging on a Star," backed by "Ain't That Just Like a Man," No. 160.

OPA Charges 9 New York Firms With Violations

Temporary restraining injunctions have been obtained against 9 firms, in New York City, by the Office of Price Administration. According to OPA, the companies cited, have been doing a million dollar business in radio receivers, and were charged with not placing ceiling price tags or manufacturer identification tags on the radios they sold.

Six Consented

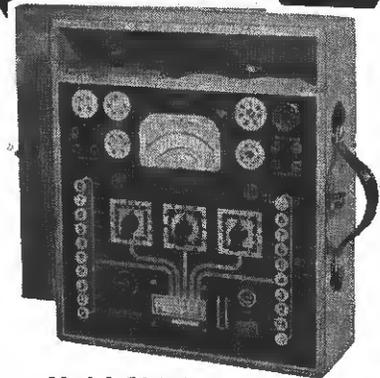
In addition, the firms it was charged, did not file applications for OPA approval of their prices, lacked necessary current pricing records; and did not include the necessary 90-day guarantee to the consumer against mechanical defects.

Latest information secured from the New York regional office, revealed that 6 of the firms cited had consented to the injunction, and that the remaining 3 will have hearings this month.

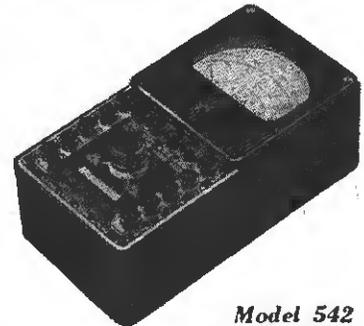
SUPREME

BY COMPARISON

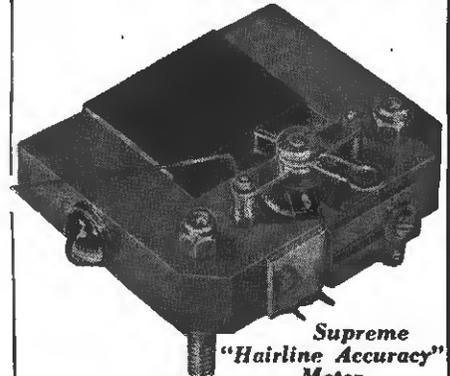
★ Current Supreme Models



Model 504-A
Tube and Set Tester



Model 542
Pocket Multimeter



Supreme
"Hairline Accuracy"
Meter
What's New-

IN TEST EQUIPMENT?

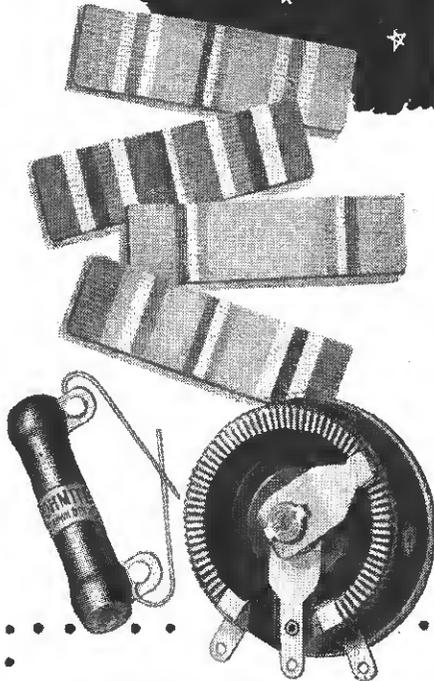
Military secrecy precludes our answering that now. But radical new developments in testing techniques have been and are being perfected. Because of these important advances, when Victory comes your NEW Supreme Test Equipment will be, more than ever, "Supreme By Comparison."

SUPREME INSTRUMENTS CORP.
Greenwood, Miss., U. S. A.

OHMITE

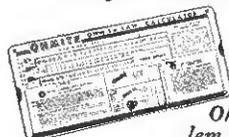
Rheostats and Resistors

*Veterans of Service
on Every Front*



Because they are so thoroughly dependable . . . Ohmite Rheostats and Resistors have been "in the fight" from the beginning. Today, they serve in countless thousands . . . in all types of critical equipment . . . on every front. They are relied upon to function day-after-day under extremes of temperature, humidity and altitude. Remember—in resistance control, Ohmite experience makes a difference.

Authorized Distributors Everywhere



Ohm's Law Calculator

Solves any Ohm's Law Problem, with one setting of the slide. All values direct reading. Send only 10c in coin.

Ohmite Manufacturing Co.
4871 Flournoy St., Chicago 44, U. S. A.

Be Right with **OHMITE**
RHEOSTATS • RESISTORS • TAP SWITCHES

Doing a Good Job!



Jack Marks, president Fada Radio and Electric Co., is chairman of radio division of Greater New York Fund, whose quota was oversubscribed.

Bendix Radio Sales Up; Make New Type Plane Receiver

Orders totaling about \$30,000,000 have been received by the radio division of Bendix Aviation Corp. for an improved type of very high frequency radio for use in war planes, W. P. Hilliard, general manager of the company, has announced.

"These sets will be a definite improvement over the types now in use," he declared. "The company will shortly be in full production on the order."

Among the advantages of very high frequency radio in communication work is that it is comparatively free from "atmospherics" or natural static, Hilliard said. Like television, it is of comparatively short range following the line of sight and stopping at the horizon. Because of the short range, a number of planes on scattered fronts can use the same frequency channel without interference.

Lee McCanne Elected

Lee McCanne, secretary and assistant general manager of the Stromberg-Carlson Co., Rochester, N. Y., was elected a director for district 2 of the National Federation of Sales Executives. District 2 comprises the Sales Executives Club in New York City, Newark, N. J., Albany, N. Y., and Rochester, N. Y.

The sessions of the Federation's annual meeting, held at the Edgewater Beach Hotel, Chicago, also attracted Stanley H. Manson, manager of public relations for Stromberg-Carlson.

Davidge Rejoins Hoffman

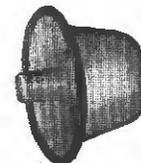
G. Gifford Davidge, formerly an officer in the Hoffman Radio Corp., Los Angeles, but the past 2 years on active duty with the navy reserve, has been placed on the inactive list as a lieutenant commander. He has rejoined the Hoffman Corp. with the status of assistant to the president.

University LABORATORIES

REFLEX SPEAKERS



DESIGNED
for
WAR
USE



★ HIGH EFFICIENCY ★



★ RUGGED CONSTRUCTION ★



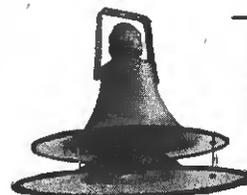
★ HIGH POWER ★



★ UNIFORM RESPONSE ★



★ HIGH INTELLIGIBILITY ★



★ WEATHER PROOF ★

★ REFLEX SPEAKERS ARE THE ACCEPTED STANDARD FOR ALL WAR USE

Every high efficiency speaker in University's extensive line of speech power reproducers has a vital part in the WAR program.

Submit your special loudspeaker problem direct to our engineering department.



UNIVERSITY LABORATORIES
335 VARICK STREET N. Y. C.

Emerson Radio Gets Army-Navy "E" Award



Left to right: Maj. Gen. William H. Harrison, Col. R. C. Barrett, both U. S. Army; Gen. Sir Walter Vonning, British Army; Emerson president Ben Abrams; Col. C. R. H. Firth, British Army; Comdr. P. K. Leberman and Comdr. S. J. Singer, U. S. Navy.

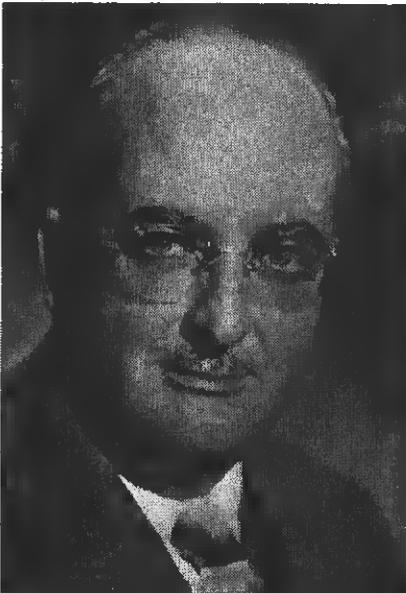
Wilcox-Gay Men to Attend Music Conference

W. L. Hasemeier, Vice-President in charge of sales, D. E. McGaw, W. E. McConnell and W. C. Hynes of the Wilcox-Gay Corp., Charlotte, Mich., will make their headquarters at the Palmer House, Chicago, during the National Association of Music Merchants trade show and convention July 24, 25, and 26th.

Mr. Hasemeier states "It will be a pleasure to greet Wilcox-Gay distributors, dealers, and friends of the music trade, as well as bring news of the postwar Recordio and Recordio Discs."

Dr. Power Edits Hoffman and Universal Organs

"The Hoffman Transmitter" is the new name of the monthly house organ for the Hoffman Radio Corp., Los Angeles, Calif. Formerly the "Bell Ringer," launched



Dr. Ralph L. Power

when the firm was known as the Mission Bell Radio Mfg. Co., the new name is the result of an employee contest in which Margaret Tylle won a war bond

RADIO & Television RETAILING • July, 1944

for suggesting the winning name.

It is published under the editorial direction of Dr. Ralph L. Power, Los Angeles radio counsellor, who has just been released from the San Francisco Signal Corps Inspection Zone where he was an administrative field inspector. Dr. Power also edits Micro Topics, bi-weekly house organ of the Universal Microphone Co., Inglewood, Calif.

Million Home Freezers

Following the completion of a survey, F. F. Duggan, manager refrigerator sales division, Edison General Electric Appliance Co., announces that he sees his prediction—that a million home freezers will be sold during the first 2 years after the war—confirmed.

TODAY in WAR... TOMORROW in PEACE

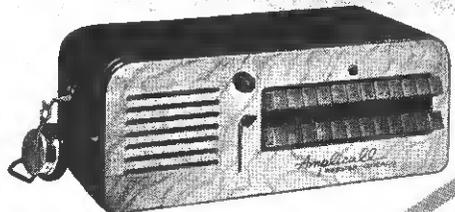
BRACH

MARINE ANTENNAS and MOUNTS

Brach Marine Antennas and Mounts are now manufactured 100% for the service of Uncle Sam's amphibian tanks, PT boats, etc. But with the dawn of Victory we shall be ready and able to utilize our enhanced experience and wartime "know how" in supplying the civilian requirements for antenna equipment for ship-to-shore communication.

L. S. BRACH MFG. CORP.

World's Oldest and Largest Manufacturers of Radio Antennas and Accessories
55-65 DICKERSON STREET • NEWARK N. J.



**AMPLICALL
GETS**

ACTION!

the direct line to increased efficiency

Action . . . the mounting cry of industrial plants everywhere is being answered perfectly by **AMPLICALL** Paging and Two-Way Communications Systems. **AMPLICALL's** multiple uses, dependable quality and flexible design stamp this streamlined electronic communications system a true business economy, and plants all over the nation are putting it to mighty efficient use these days. **AMPLICALL** jobbers also are reporting excellent results from our program of national advertising aimed at the nation's top-notch business executives.



THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS
Electroneering is our business

**BACK THE
ATTACK**



**BUY MORE
WAR BONDS**

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

HATRY & YOUNG

HARTFORD 3, CONNECTICUT

LEADERSHIP BEGINS AT HOME

We can't call on our dealers and servicemen. Manpower shortages stop us. We can't even give the service which they have earned, as old customers.

★ **WE CAN**

1. Start thinking about and for them—and we did from December 1941.
2. Prove that the thinking is useful by giving results throughout the duration. We have delivered more of most everything at **CEILING** peacetime prices (you know our war-caused costs are way up!) than most.
3. Prove it further by having two-year-old planning produce today.

★ **WE HAVE**

In stock for you on your AA-5 MRO, appliance testers to permit your properly testing transformers, motors, toasters, vacuum-cleaners for proper wattage. To find trouble at your customers' homes due to low voltages, etc. Net price \$15.45.

Also: A. C. Voltmeters, D. C. Voltmeters, Ammeters, Microammeters. You will be surprised how many **UN-AVAILABLE** items are available at Hatry & Young for Hatry & Young customers.

Electronics Specialists



Consultants • Expeditors

Veteran Hallicrafters



Charter members of Hallicrafters company "Ten-Year Club" are, center, William J. Halligan, president, and left to right, Martha Schultz and Myrtle Willner.

Universal Reprints Ads

"Micro Topics," bi-weekly house organ of the Universal Microphone Co., Los Angeles, is re-printing the series of history of communications ads that are appearing currently in *Radio & Television Retailing*.

Mrs. Ansley Calling On Dealers All Over Nation

Mrs. Anne Klein Ansley is now on one of her regular nation-wide trips, during which she will make an all-out effort to visit every Ansley dealer throughout the country.

Mrs. Ansley will tell dealers about Ansley Radio Corporation's plans for the future—what product development is

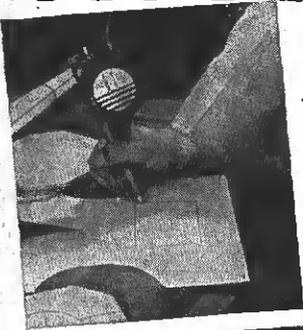


Mrs. Anne Klein Ansley.

taking place, what direction distribution and promotional planning is assuming, and she will describe the role Ansley dealers will play in this entire future picture.

Together with Arthur C. Ansley, the founder, Mrs. Ansley is in complete control of the management of the business.

VIBRATION



NOW SIMPLIFIES ALL JOBS CONNECTED WITH Marking, Slicing, Chiseling, Cutting

Anyone can use this tool for quickly marking identification on tags, jigs, dies . . . work in process, finished parts, etc., etc.

BURGESS vibro-tool

Trade Mark Reg. U. S. Pat. Off. Uses vibration principle; 120 vertical strokes per sec. 110 V. AC, 60 cycle,—for marking on steel, engraving on glass, slicing into rubber, cardboard, cloth, thin woods and plastics. Sold on priority only. Immediate delivery or write for detailed circular today.



\$750 complete with 20 engraving needles.

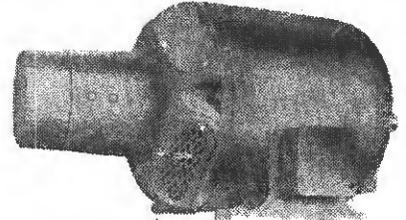


(HANDICRAFT DIVISION)
BURGESS BATTERY COMPANY
194 N. Wabash Avenue Chicago 1, Ill.

KATOLIGHT A. C. GENERATORS

Furnish Same Current as City Power Lines

Kato Engineering products are carrying out an important job in the War Effort. A maneuvering fighting force cannot arrange for a power line hook-up. KATOLIGHT GENERATORS furnish electricity on the field of battle which permits equipping our fighting forces with the most modern electrical appliances.



"10 K.W. Revolving Field Generator"

Fighting forces need guns, planes, tanks, trucks, kitchens, emergency hospitals, lights, etc. To keep this equipment going, complete repair equipment such as drills, grinders, saws, air-compressors, etc., are needed. Standard A.C. electricity, the same as you get from the power line, must be had for operating these devices. Portable KATOLIGHT GENERATORS supply this electricity. They also supply current for radio transmitters, beacons, landing field controls, etc.

Available in all standard voltages and sizes up through 25,000 watts. Also manufacturers of rotary converters, frequency changers, motor-generator sets, gas engine driven battery chargers, high frequency motor-generators and converters.

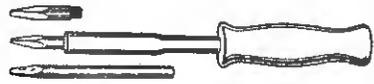
KATO ENGINEERING COMPANY
20 ROCK STREET MANKATO, MINN., U.S.A.

ESICO

MADE IN U.S.A. PAT. OFF.

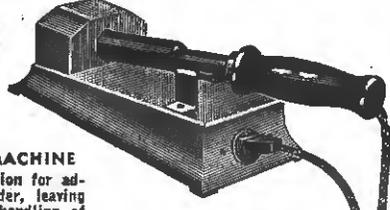


SPOT SOLDERING MACHINE designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



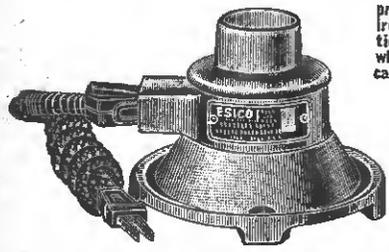
SOLDERING IRONS

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.
2344 WEST ELM STREET, DEEP RIVER, CONN.

RECORD LOVERS PREFER
Fidelitone
FLOATING POINT NEEDLES

Five Reasons why there are more Fidelitone needles sold than all other long life needles combined: * Up to 5000 Plays, \$1; Up to 2000 Plays 50c * Unequalled Kindness to Records * Filtered Record Scratch * Floating Point Construction * Made by the Originator and Largest Manufacturer of Long Life Phonograph Needles.

Fidelitone
De Luxe
FLOATING POINT
UP TO 5000 PLAYS

PERMO, Incorporated, 6415 Ravenswood Avenue, Chicago 26, Illinois

DUMONT



CAPACITORS

● 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.

● SELF HEALING
● LONG LIFE
● ECONOMICAL
● VARNISHED TUBES
● DOUBLE SEALED
● SMALL SIZE
● FULLY GUARANTEED

● Pats. Pend.

JOBBERS!

Our products are distributed by Exclusive Territory arrangement only. Write for attractive proposition.

BUY
MORE
BONDS

DUMONT
ELECTRIC CO.
MEMBER OF
CAPACITORS FOR EVERY REQUIREMENT
34 HUBERT STREET NEW YORK, N. Y.

The New RMA President



Paul Galvin, left, gives gavel to Crosley vice-president Raymond C. Cosgrove, new president Radio Manufacturers Assn.

Lee to Design for Meissner

Internationally-known furniture and industrial designer Frank C. Lee, of Grand Rapids, Mich., has been commissioned by the Meissner Manufacturing Co., Chicago and Mt. Carmel, Ill., to create a series of cabinets to house the super radio-phonograph the company will bring to the market immediately after the war.

Consulting Stylist



George Walker, internationally known designer, has been retained by Admiral Corporation, Chicago, to collaborate with firm's engineers, designers and sales division in developing postwar radios and appliances.

Kelley With Frigidaire

P. M. Bratten, general sales manager of Frigidaire division, General Motors, announces the appointment of Harry M. Kelley to the position of appliance sales manager and the return of Paul H. Brennan to his former position of commercial sales manager.



WIRES

MADE BY

Engineers FOR
Engineers

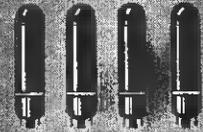
concentrating upon **VICTORY**

for the duration

cornish

WIRE COMPANY, INC.

15 Park Row, New York City, New York



4 STANDARD TYPES

of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.

Amperites are real REGULATORS. They have patented Automatic Starting Resistor which prevents initial surge and saves pilot light.
Ask Your Jobber

AMPERITE

THE *Simplest*

WAY TO REPLACE

BALLASTS

WRITE FOR REPLACEMENT CHART

AMPERITE CO. 561 BROADWAY, NEW YORK, N. Y.



Dan Fairbanks, who has been appointed sales manager of the jobbing division of Cornell-Dubilier Electric Corp., New Jersey, was for 12 years in similar position for International Resistance Co.

Perdiue Is Appointed

Howard L. Perdiue has been appointed district representative for districts 1, 2 and 3 of the General Electric Company's electronics department, A. A. Brandt, general sales manager of the department, has announced. Mr. Perdiue will be responsible for the sale of products of the transmitter division in these districts, and will have his headquarters at the New York Office of the Company.

Byrne Joins John Meck

Harry T. Byrne, veteran radio executive, who for the past 8 years has been with Majestic Radio & Television Corp., has been appointed to the position of advertising and sales promotion manager of the John Meck Industries, Plymouth, Ind.

John H. Ashbaugh



Formerly manager of the electric appliance division of Westinghouse Electric & Manufacturing Co., Mansfield, Ohio, Mr. Ashbaugh is now a vice-president.

FATIGUE TESTS
dependent on
THORDARSON
AMPLIFIERS

Four of the Thordarson 2500 Watt Amplifiers are used in the laboratories of the Curtiss Wright Corporation-Propeller Division. Fatigue analysis of Aircraft components demands continuous 24-hour a day operation. Thordarson amplifiers serve continuously in these unusual tests, demonstrating their ability to "stand the gauntlet" under the most exacting conditions.

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

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

FATIGUE AMPLIFIER
POWER OUTPUT—2500 watts, less than 5% distortion, continuous duty.
FREQUENCY RESPONSE—Within ± 2db 35 to 1500 C.P.S. (Other frequency response available on special order).
GAIN—80 db.
OUTPUT IMPEDANCES—5, 7.5, 10, 15, 20, 30, 50, 75, 100, 125, 250 and 500 ohms (Rotary switch selection).

JFD
SOCKETTES

**DON'T REWIRE SETS
USE JFD SOCKETTES**

Hard to get tubes are no problem for "J F D SOCKETTES". Available slow moving tubes are easily substituted by these completely wired radio tube adapters.

Leading tube manufacturers have already indicated their warm approval of these adapters. Use SOCKETTES for expertly designed tube substitutions.

Write for Descriptive Folder

J F D
J F D Manufacturing Co
4111 Ft Hamilton Parkway
Brooklyn 19 N Y

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
NAVY**

CLAROSTAT
Controls and Resistors
CLAROSTAT MFG. CO., Inc. 265 7 N. 6th St., Brooklyn, N. Y.

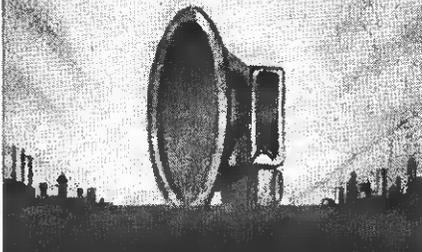
TODAY

... everything for
our fighting men.

TOMORROW

QUAM
SPEAKERS

again.
better than ever!



QUAM-NICHOLS CO.
Cottage Grove at 33rd Place Chicago



Distribution

(Continued from page 48)

to combat them postwar, now that there has been a breathing spell in merchandising, and a chance has been given to all of us to look back and see the mistakes we have made in the past, and realize the necessity for not letting such errors creep in again, if we can possibly prevent them.

As far as discounts are concerned, it is the consensus of opinion many industry leaders have that all trade discounts will be sharply lowered. It appears that manufacturer, jobber and dealer will all have to work on smaller margins, as new, wealthy and efficient "chain" selling organizations are seen poised now at the starting line—their numbers increasing—and their streamlined organizations "rarin' to go" after the big business we know is coming.

For the purpose of ascertaining just what the distribution situation, as it affects radio, television and home appliances, seems likely to be for post-war days, this publication is launching a series of articles based on interviews with prominent distributors, manufacturers and dealers, and from many other sources of material at hand.

These articles will review the "pros" and "cons" of the various methods of distribution as well as other phases of the business, and will be presented in factual and unbiased manner. The subjects discussed will be as follows:

The Independent Jobber's Place in the Sun

Features — good, bad and indifferent — about the most popular method of distributing radio, television and home appliances.

Facts About the "Factory Branch"

What are the advantages offered the dealer in doing business with a distributing organization owned and operated by the manufacturer?

Factory Direct to Dealer

One method, used chiefly for high-priced, low-production merchandise, seems growing in popularity.

Manufacturer to Consumer

"Save Money—Buy Direct" is the appeal of this plan— But how does it work out in actual practice?

Distribution Do's and Don'ts

What reforms are needed in the processes involved in getting radios, television sets and home appliances into the hands of the consumer?

Watch for these important articles in following issues of this magazine.

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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.

AS IN THE PAST...



QUALITY RADIO COMBINATION
MANUFACTURERS CAN RELY UPON
SEEBURG RECORD CHANGERS
...IN THE FUTURE!

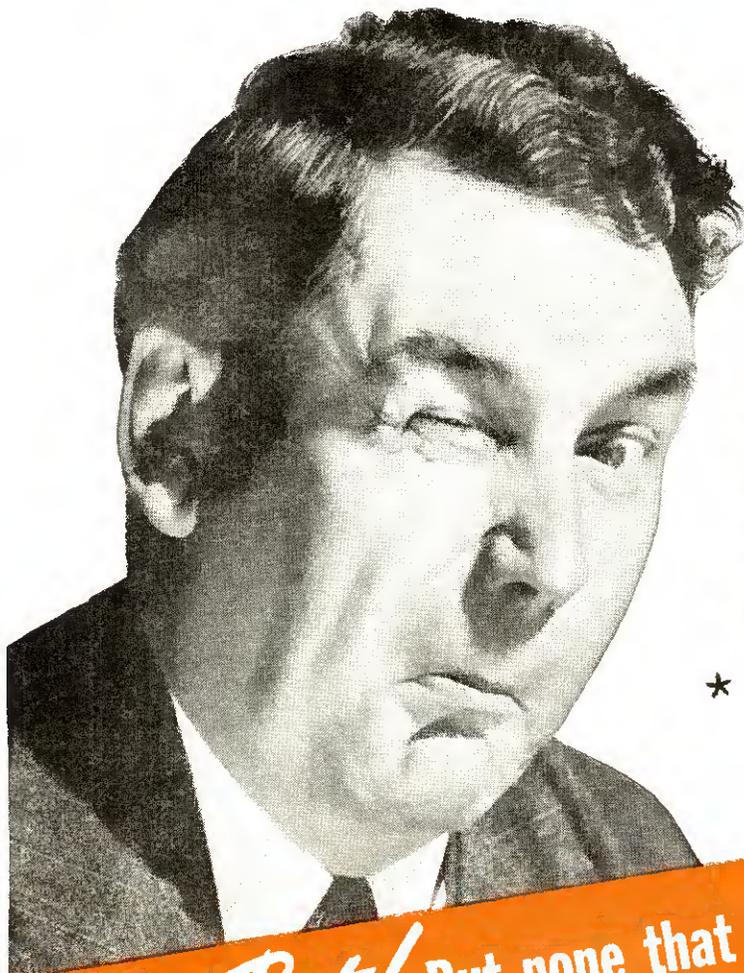


Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

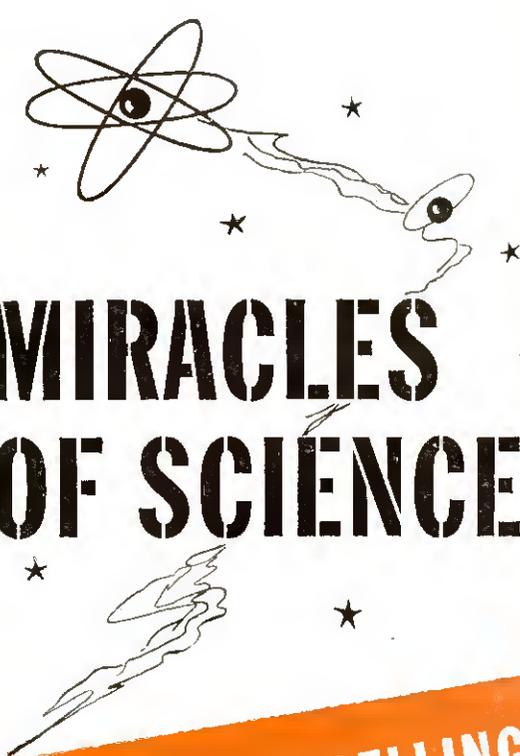
Seeburg
FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION · CHICAGO





MIRACLES OF SCIENCE?



You Bet! But none that replace **SOLID SELLING**

Motorola Radio

CAVALRY GUIDON SET

Developed and built by Motorola Engineers in cooperation with Engineers of the U. S. Army Signal Corps.



Scientific and technological progress have been kicked forward at a tremendously accelerated pace. To win wars there *must* be miracles of development and production. However, let us not lose sight of the somewhat slower tempo which prevails under normal competitive selling conditions.

Check the facts: 1. There *will* be a tremendously swollen consumer demand. 2. With their accumulated war savings, people will be ready,

willing, able and anxious to buy.

But, if past experience can be trusted at all, Mr. and Mrs. America will be very careful and twice as cagey about what they buy and where they buy it. They will have to be *sold*.

Manufacturers and retailers alike should take Mr. Miracleman off the payroll now. He always looks pretty in pictures, but he wilts fast when Mr. Solid Selling takes off his coat, rolls up his sleeves and goes to work.

GALVIN MFG. CORPORATION • CHICAGO 51

Motorola Radio

F-M RADIO * PHONOGRAPHS * RADAR * TELEVISION * F-M POLICE RADIO * MILITARY RADIO COMMUNICATIONS