

TRADE COMPLIES WITH WAGE-HOUR LAW BUT VARIOUS INTERPRETATIONS PREVAIL

Wholesale Sales Are Up Bureau of Census Says

Sales of 2922 wholesalers in all lines of business increased 16.5 per cent in September, as compared with the same month of last year and aggregated \$253,688,000 according to William L. Austin, director of the Bureau of the Census. Wholesalers of electrical goods showed a 30.1 per cent sales gain for the month. During the first nine months of 1939 sales of 2631 wholesalers showed a 6.8 per cent increase over the corresponding period of 1938.

Installs New Transmitters

Immediate installation of five more 2,500-watt radio transmitters have been authorized by Transcontinental and Western Air, Inc., to supplement four now being completed in key cities along the coast-to-coast route. Jack Frye, president of the airline, said that the transmitters will be installed at Los Angeles; Boulder City, Nev.; Amarillo, Texas; Columbus, Ohio and Philadelphia, Pa. They will supplement new equipment at Albuquerque, N. M.; Pittsburgh, Pa.; Newark, N. J.; and Chicago, Ill.

Radio Low in Cost Study

The distributing cost of radio apparatus, amounting to 16.5 per cent of net sales, was the lowest of all the nineteen consumer products studied by the Twentieth Century Fund, an organization established by the late Edward A. Filene. Highest were drug and toilet articles with 38.8 per cent.



Designed by W. Parmelee West, the operation of this radio-controlled boat is being explained by Howard Mardin of the Franklin Institute, Philadelphia, Pa. Left to right are: Ensigns Charles M. Christensen and Ralph W. Clark, both of Seattle, Wash., Ensign William A. Cochran, Tacoma, Wash., and Mr. Mardin. Operation of the telephone-dial transmitter sends short wave radio impulses to the five-foot model yacht. The yacht incorporates a radio receiver selector system through which speed and direction may be controlled.

MANY USING ADJUSTED SYSTEM OF PAYMENT

THE larger parts Jobbers, regardless of whether they are actually selling interstate or not, are taking no chances and are acting in strict compliance with the Federal Wage and Hour Law, as they interpret it. This was evident upon inquiry following the effective date for the second stage of the law. In the second phase, now in effect, minimum wages of thirty cents per hour, maximum hours of 42 hours weekly and time and one-half for overtime are specified, except for the exemptions granted outside salesmen and some other classifications.

Commonly being used by the foregoing Jobbers, is an adjustment of employees' compensation from a weekly or monthly wage to a new hourly rate, above the minimum and totalling the same as before adjustment. Competent opinion on the subject obtained from varied sources leads to the conclusion that there is nothing in the law which requires employees to pay the same rate of compensation they had in effect when the law was enacted.

Some Sell Only Within State

Many other Jobbers hold to the principle that since the greater part of their sales are primarily within the state in which their headquarters are located they are not in interstate commerce and, therefore, not affected by the Federal Wage and Hour Law.

It is noteworthy that no case has been taken to court for a ruling in this connection. Some Jobbers believe that such a case has been avoided by the administration for the reason that it is better to tolerate partial non-compliance, than it is to risk a decision giving blanket exemption to Jobbers. The belief of others that Jobbers may be in interstate commerce and are, therefore, subject to the law's provisions, is based on the fact that they are buying across state lines.

Among the Jobbers who reason that compliance does not necessitate continuance of the

Continued on Page Nine

BROAD INTEREST DISPLAYED IN NRPDA

RAPIDLY increasing in importance and influence, the National Radio Parts Distributors Association now includes over one hundred parts Jobbers as active members. This group is truly representative of the jobbing business, Arthur Moss, executive secretary of the association, points out, in that 95 per cent of the membership is comprised of Jobbers located in cities of medium size throughout the country.

Membership Qualifications

In discussing the subject of qualifications and dues, Mr. Moss stresses the fact that many Jobbers are under a misapprehension, believing that exact figures on annual sales must be given. This is not the case. Jobbers need only state in which of the four brackets their total sales fall. The four brackets and the rates of dues for each follow: On sales of \$25,000 to \$50,000, dues are \$25 per year; \$50,000 to \$100,000 sales, \$50 dues; \$100,000 to \$200,000 sales, \$75 dues, and over \$200,000 sales, \$100 dues. Thus, for example, if the sales of a given Jobber are \$88,000 he would simply indicate that his sales fall within the second bracket and pay dues of

\$50.00 per year. Stimulated by recent activities of the association, Jobber interest is being reflected through numerous inquiries and a steady growth in the number of members.

Approves New FTC Rules

Trade practice rules for the radio industry promulgated by the Federal Trade Commission have been approved by the Radio Manufacturers Association with a reservation providing for conferences with the Commission to clarify a rule relating to advertisements of certain tubes.

Largest Antenna System

Over 12,000 radio outlets are provided by the all-wave multi-coupler antenna system now being installed in the Federal Housing Administration's huge project for approximately 12,000 families in the Bronx, N. Y.

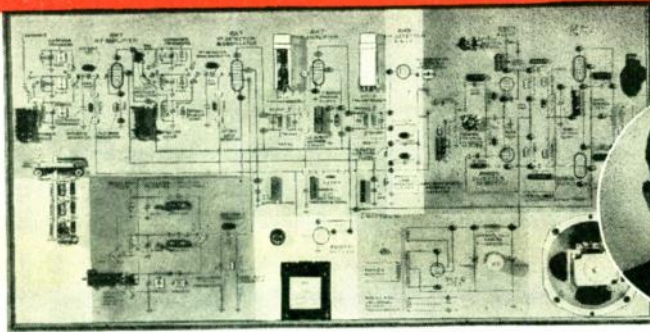
Chile Is Large Customer

Chile is one of seven South American countries whose annual purchases of American electrical equipment have exceeded the million dollar mark within the past three calendar years as a result of active development by American manufacturers.

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Another RCA First... THE DYNAMIC DEMONSTRATOR



Supervised by
Bill Bohlke



RCA Dynamic Demonstrator is covered by patents granted and pending.

RCA Parts Distributors from coast to coast have enthusiastically commended the John F. Rider service meetings sponsored by RCA. We now announce the beginning of a series of nationwide Service Equipment Demonstrations which will further enable you to profit on your RCA Franchise.

These Demonstrations will be supervised by Bill Bohlke, ace RCA radio engineering specialist, and will feature the unique, new Dynamic Demonstrator which graphically shows how any defect in a radio receiver may be

easily, quickly and efficiently traced and corrected, through the use of modern RCA Test Equipment.

Service men will like these Demonstrations because they'll be invited to bring the tough questions that so often confront them to the meetings—and will be shown how to solve them. They'll be impressed with the time and money saving benefits of RCA Test Equipment. They'll want to own it themselves. And you will reap the profits!

Over 335 million RCA radio tubes have been purchased by radio users... in tubes, as in parts and test equipment, it pays to go RCA All the Way.



Attention: Counter or Road Salesmen!

Every salesman employed by a radio parts Jobber is entitled to receive RADIO JOBBER NEWS free of charge each month, mailed to his home address. If you are not now receiving RADIO JOBBER NEWS at home, or if your home address has been recently changed, please notify us, being sure to include the name of your company and giving your position.

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NRPDA Proves Worth to Jobbers In Recent Tube Price Adjustment

By ARTHUR MOSS, Executive Secretary
National Radio Parts Distributors Association

MARKED success has been achieved by the National Radio Parts Distributors Association since its original, national Jobber survey, made last January of the then chaotic tube situation. This survey had as its objective the stabilization of prices, discounts and practices in the replacement tube market. Nearly 2,000 questionnaires were mailed to Jobbers in all parts of the country. Results of the survey were published in the March issue of *Radio Jobber News*.

In June, at the NRPDA annual convention held in the Hotel Stevens, Chicago, Ill., one of the major objectives in the program adopted by the greatly strengthened organization was to again emphasize the need for stabilization of the tube market. A committee, consisting of 16 leading tube distributors was appointed to do something about it.

NRPDA Swings into Action

That this group swung into action at once, is evidenced by the first meeting of the tube committee which was held in New York City, July 25, with Maurice Despres presiding. The entire tube situation was reviewed at the meeting, a second national survey was authorized, and upon completion of the latter, recommendations were to be made to tube manufacturers for their consideration. All this was accomplished. Two months later the entire industry was startled to find that the policy adhered to, for some time past, by at least one major tube manufacturer was being generally adopted. Discounts were stabilized, prices reduced, the whole structure strengthened.

Now It's Up to Distributors

As a result, conditions in the tube market are certainly very much improved and will continue to improve, if the distributors themselves take advantage of their opportunity. There are spots where an accumulation of stocks at the old prices will be liquidated before the benefits of the new schedule will be realized, but with the cooperation of the manufacturers, these isolated cases will soon be eliminated. Here are the advantages of the new price and discount schedules: (1) A distributor can now forget about a string of discounts and sell tubes exactly as he sells the rest of his merchandise; (2) It is now simple for the distributor to know his costs and keep definite inventory records; (3) A distributor now knows what his gross profit is, enabling him to determine whether his tube business is profitable or not; (4) The new price schedule increases the distributor's business since it puts the dealer and serviceman

in a better position to compete with low-price outlets.

Must Assume Responsibility

Under the new price structure, the distributor has the following responsibilities: (1) To maintain the suggested standard list prices and discount schedules, so that the business will be profitable to the dealer, distributor and manufacturer; (2) To induce his salesmen to sell tubes instead of discounts, and, (3) To acquaint dealer and serviceman with the fact that profits and a fictitiously high list are not synonymous.

This latter can be accomplished by using the new low list prices to meet the cheap price competition that has been getting too high a percentage of the tube business by making a reasonable charge for service rendered, rather than try to use a high tube price to hide the labor charge, and by cooperating with the manufacturer and service dealer in all possible plans to increase the tube replacements.

What Manufacturer Should Do

On the other hand, the new price structure places responsibility on manufacturers as follows: (1) To maintain a definite uniform price schedule with no advantages to any parts distributor based on territory conditions, volume, etc.; (2) To correct the inequalities which arise from selling into their different markets, such as parts distributors, set distributors, set manufacturers and chain stores; (3) To make every legal effort to keep their distributors in line with the suggested resale schedule; (4) To make an earnest effort to cooperate with one another in greatly reducing the number of tube types and restricting the issuance of new types to a minimum number to meet the requirements of industrial progress, and (5) to cooperate with the distributors and the NRPDA in furthering plans to increase the tube replacement business.

Association Deserves Credit

In closing, it is proper to emphasize that a very constructive step has been taken in the merchandising of radio replacement tubes. Distributors in each territory should get together to make sure that nothing is done to upset the work that has been done to stabilize the tube market.

Thus it has been shown how the NRPDA, confronted by diminishing tube profits, played a major part in doing a very much needed job of housecleaning. Tube manufacturers deserve the sincere thanks of the entire radio parts industry for their wholehearted cooperation. The NRPDA is justly proud of the part the association played.



YOU CAN'T DRIVE NAILS WITH A POWDER PUFF!

... and you can't drive home new business, new profits without plenty of hard, rock-bottom sales ammunition. That's why more and more jobbers are turning to Sprague. They know that Sprague gives them the hardest-hitting, fastest-moving line of business-builders in the Radio field. Investigate!

EXAMPLE No. 1 - New Instrument Economy



SPRAGUE TEL-OHMIKE CONDENSER and RESISTOR ANALYZER

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And Don't Forget...

SPRAGUE ATOMS—fastest selling midget dries on the market.

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SPRAGUE INTERFERENCE LOCATOR—Unbeatable, both in performance and in sales.

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SPRAGUE PRODUCTS CO.
NORTH ADAMS, MASS.



EXAMPLE No. 2 - The Biggest Wire Wound Resistor Improvement in 20 Years!

Think of selling the only insulated power wire wound resistors that can be used anywhere at full wattage ratings (even for the highest resistance values)—resistors that are entirely different and better in construction—resistors that run cooler—resistors with an automatic overload indicator—resistors that are completely insulated—resistors whose wire touches but doesn't short—resistors that are outstandingly superior in performance at ordinary resistor prices! Think of selling non-inductive resistors with zero inductance, even at 50 mc. and distributed capacitance of only 2.5 mmfd. at unheard of low prices. Yet these are only a few of the many exclusive features of the new Sprague Koolohms. Space does not permit a complete description here. Don't fail to write for details.

CASH IN ON THIS →

Dramatized Sales Story With Plenty of Selling Ideas... Sprague Koolohms take overloads better than any other resistors—yet, for double safety, the red dot (Teledot) on the ends of units automatically changes color and warns when 25% overload occurs. No guesswork. Teledot tells you! Shown below is a card supplied FREE and in quantities to Sprague Koolohm jobbers demonstrating just how this amazing new development works. Just light a match, hold it to the reverse side of the card. The red Teledots change color, just as they do on the actual resistors, then change back to red when the excess heat has been removed. This is just one of many Sprague sales helps that are building new business for Sprague jobbers.



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TALKING

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It's news to every serviceman when John Rider brings out a new book. It's greater news (and greater profits for you) when that new book is on a subject every serviceman has been talking about for a year. Your customers have been waiting for this book. Order now and order well—for it's selling fast!

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Knowing Serviceman's Problems Will Minimize Credit Losses

By MARSHALL B. JAMES, Seattle Radio Supply, Inc.

PECULIAR problems, not ordinarily encountered in the average business, confront the radio Jobber where his credit business is concerned.

Perhaps this is due to the fact that most servicemen entered this field originally more to satisfy a technical inclination than to make a life's work out of it. As a result the Jobber is confronted with the average technically-minded radio man who may not always be a good salesman or a good businessman.

Technical ability, on the one hand, combined with good business practice, on the other, contributes much to complete the picture of a successful radio servicing business. On the other hand, when the question of extending credit arises, it is the customer's ability to conduct his own affairs properly which determines his right to an open account.

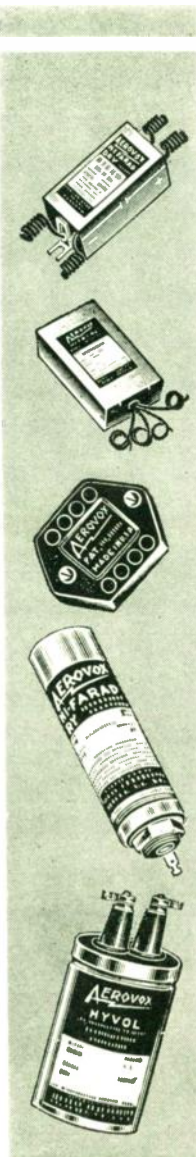
Consider the Individual

Obviously, the only safe way to avoid credit losses is not to extend credit at all, or to withhold further credit from already overdue accounts. But this is a Puritan ideal from a strict credit risk standpoint. Because Jobbers are dealing with individuals, rather than with companies, the

prospect's character and personal background, must be considered. Here, the credit department depends upon the sales department for such first-hand personal information as the customer's visible assets, ability in conducting his own business; his aspirations for the future; character and reputation as known to neighbors and his other business connections.

Cash Purchases No Criterion

Because a man has paid cash voluntarily for purchases for some time, does not offer any real basis for the establishment of credit. On the other hand, care must be taken as the applicant



Better mousetraps...

There's no ballyhoo, lavish claim or forced draft used in bringing customers to the local AEROVOX jobber's door steps. It's simply the good old-fashioned but sound technique of "better mousetraps" by way of the necessary choice of types; tried, tested and proven quality; and the right prices. No other inducements have yet been found necessary.

AEROVOX Exact - Duplicate Replacements are still the trump card of the AEROVOX jobber. Servicemen have come to depend on these matched units for jobs that must be right, first and last. There's no greater leader today in the jobber's stock than these exact-duplicates.

But if the servicemen seek a general-utility condenser for the rush job or the cheap job, AEROVOX provides a wide choice of inexpensive cardboard case, midjet metal-can and tubular, as well as

large metal-can electrolytics for the highest-grade work.

In mica, AEROVOX has sensed the demand for still better units with its XM or yellow low-loss molded bakelite units priced at a few cents above the usual brown bakelite types. Also, AEROVOX offers large bakelite-case and porcelain-case units.

For the higher voltages required by "hams" and for television, AEROVOX has expanded its line of oil-filled paper condensers to include the highest standard voltages.

The new 1939-40 AEROVOX catalog is chockful of new items—items already required by servicemen, "hams" and radio-workers—items which will be the big sellers of the season now beginning . . . "Better mousetraps!"



AEROVOX CORPORATION
New Bedford, Mass.



Sales Offices in All Principal Cities

may be a perfectly safe account, using credit for the first time. A good prospective account may easily be lost by incautious handling. Many people use credit sparingly and are jealous of their reputation and are able to pay bills immediately or soon after they are due.

Protect Customers Goodwill

Regardless of what the credit department's verdict might be, the goodwill of the customer must be retained, and a long range attitude must always be taken into consideration when dealing with a credit applicant. It is not uncommon for a serviceman, who proving not particularly productive as a credit customer, finally lands himself a position where he may be in charge of a service department for a very good account and thus be in a position to reciprocate.

Most jobbing businesses set

aside a reserve for bad debts which may vary from one to four per cent. At the end of the year when bad debts, are written off, it may then be seen just how effective a careful credit program has been. Intelligent management should insist that at least the majority of this reserve be properly used.

If we were to try and analyze the serviceman's trouble we would probably find that essentially he is not getting enough for the service rendered, and when one considers the technical training necessary, the expensive equipment which must be bought, cost of transportation and other problems of the radio serviceman, it isn't hard to see why many servicemen usually are in debt to some radio Jobber.

It is not surprising, therefore, to find time after time, that profits have been consumed for living expenses and nothing is left to pay the bills with. On the other hand, the serviceman's collections may have been bad, or perhaps sickness or tragedy may have overtaken him. All of which doesn't help the Jobber pay his bills.

However, it follows that the Jobber who shows a human understanding of the serviceman's problems, recognizes his inherent ability to pay and tempers this knowledge with helpful business advice to his customers, should suffer a minimum of credit losses.



Among those who are helping the radio business to click on the Pacific Coast are, left to right: R. B. Yale, owner, Yale's Radio & Electric Co., Los Angeles; Ira Offenbach, president, Offenbach Electric Co., San Francisco; Jack Mouthrop, manager, Leo J. Meyberg Co., San Francisco, and Charles Golenpaul, sales manager, Aerovox Corp., New Bedford, Mass., who is pictured in company with A. R. Magner, president, A. E. Ravenscroft, Inc., Los Angeles.

Jobbers Finding Other Outlets for Manuals, Educational Handbooks

By MAX G. BAUER, Managing Editor

BESIDES presenting a steady source of business from the regular amateur and service trade, Jobbers are finding other outlets for manuals and educational books. For example, one Eastern Jobber publicizes the announcement of a new manual in a direct mail campaign, stimulating store traffic. Another finds in new manuals an excellent selling tool with which to contact trade, technical or high schools and colleges. Such contacts, in turn, have provided valuable leads for the sale of instruments, public address systems and other supplies.

Books or manuals sell from 25 cents to \$10.00 depending upon their purpose. To facilitate the purchase of higher-priced manuals, one publisher furnishes Jobbers with an imprinted card resembling a pass book. This provides space for regular payments on a put-away basis. At this time of the year at least one midwest Jobber's outside salesman sells the wives of servicemen on how valuable and useful a Christmas gift a service manual can be to her husband.

Many types of books may be sold to the Jobber's trade. For the experimenter, magazines are available which contain illustrated, constructional diagrams of simple circuits and fundamentals.

Servicemen Welcome Manuals

For the serviceman, who is trying to keep his library up-to-date, new books on modern radio servicing or radio trouble shooting are always welcome. Card index systems are available which contain case histories of service troubles encountered in popular sets of the past and present. Most important is the universally accepted, latest service manual containing circuit diagrams of the past years sets, constants and other valuable service information. Such manuals save servicemen money and soon pay for themselves in the time he saves on his first few jobs.

Servicemen must constantly keep abreast of latest receiving

tube developments and all are excellent prospects for the low cost, up-to-date tube manuals, showing tube characteristics, diagrams, testing circuits, applications and charts. A new tube manual often provides an opening for the Jobber's salesman to ask for a tube order.

New Servicing Methods Sell

Books describing newly-accepted methods of servicing procedure are popular sellers. These include manuals which show how cathode-ray oscilloscopes may be applied to regular servicing, or describing the new method of servicing, by signal tracing. More technically-inclined servicemen are interested in books on television, facsimile or servicing sound equipment. The auto radio specialist seeks manuals devoted to auto radio servicing problems. The fast growing art of recording is described in several low-priced booklets. For the student, there are home-study text books on radio physics and electronic principals.

Some manufacturers of radio components have compiled service encyclopedias which list their own components as replacements for those found in sets now in use. This method simplifies replacement part recommendations for the Jobber who handles the line and makes his service trade customers increasingly conscious of the line.

Amateurs Buy Handbooks

A completely different type of publication interests the amateur trade. Here, the owner of an amateur transmitter is interested in books which will help him improve his transmitter's efficiency. Such an example is a new handbook on latest transmitting antennas. Many Jobbers attach far greater value to the sale of radio amateur handbooks, than the profit derived from the book itself, for such handbooks provide a basis for renewed amateur rebuilding.

One of the most surprising needs among amateurs is for an up-to-date call book. A recent check among twenty amateurs revealed that more than half had call books which were over three years old.

One Jobber brings the newcomer into the store by writing every new amateur advising him that his name appears on a certain page in the new call book which has just come in.

All amateurs are prospects for log books which the FCC requires them to maintain. Hams also use radio maps, message blanks and so on. The man who wants to become a licensed amateur seeks booklets on how to become a radio amateur, as well as license manuals which contain questions and answers on how to pass the exams.

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INVESTIGATE!

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STANDARD
TRANSFORMER
CORPORATION
1500 N. Halsted St. CHICAGO

How Manufacturers Can Be of Help To Their Radio Jobber Customers

By **SAM PONCHER, President**
Newark Electric Co., Chicago, Ill.

MANUFACTURERS and Jobbers are agreed on two facts: 1) that they need each other, and 2) that they are both in business to make a profit. This can only be accomplished by honest cooperation between them. However, problems arise which often tend to create friction, ill-will and sometimes even destroy this happy relationship between the two, unless these problems are brought out into the open.

In the hope of correcting some of these problems, I am addressing this open statement to manufacturers. And while I mention things which affect my own particular jobbing business, I feel, nevertheless, they are the same problems which affect many other Jobbers as well.

It Starts at Catalog Time

Take catalog time for example. Three months before it hits the mail I start working on what I hope will be the most complete and up-to-date catalog in our history. My usual procedure is to write all the manufacturers asking for their latest catalogs and new item announcements, plus release dates. Upon receipt of this literature from manufacturers, items are selected which are of the most interest to our particular trade and we request cuts to illustrate these items.

Only recently some companies provided cuts which were four times the size requested or needed. Two or three letters were necessary before I could get the correct size of cuts, and, as a rule, even then I usually ended up by making my own cuts.

Manufacturers should base their cut size according to that which is most generally used by the mail order or regular jobbing houses.

Orders New Stock for Catalog

My policy has been to order a complete stock of merchandise for the new catalog as soon as the catalog pages are given to the printer. This order is placed usually two weeks before the catalog is mailed. I think this is ample time for the manufacturers to fill such orders, however, what invariably happens is this: I receive only the merchandise that has always been in the line and all of the new items have been back-ordered. Upon writing to the different manufacturers for delivery dates on the new items, various excuses are offered.

Announce New Stock When It Is Ready for Delivery

We mail our catalog out. Correspondence continues. The manufacturers admit that the new items should be ready, but still they do not arrive. Our catalog has now been in the mail for two weeks and more than eighty per

cent of the new items have not as yet been received. Letters are received daily from the manufacturers who still promise delivery within the next four to six weeks.

The manufacturer certainly must realize that the best time for a Jobber to sell equipment is when it is first announced. This is the time it is hot. The thing that usually happens is that the Jobber will receive orders for that new item and by the time it is released by the manufacturer, orders have been either cancelled and money refunded, or something else has been purchased.

Do Orders Start Production?

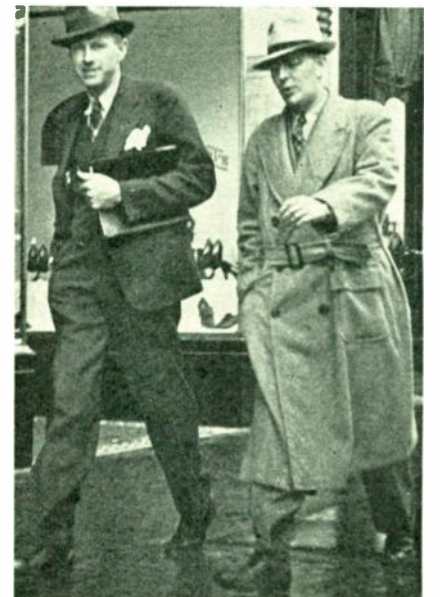
I wonder if the manufacturers are using the policy of announcing new merchandise and then waiting to see how many will be ordered before any are made up. If this is the case, it should be corrected.

If the manufacturer is slow in ordering his raw material for these new items, it should also be corrected. If the engineering design is faulty and the reason for the delay is due to some defect, announcements should be stopped until there is a working model.

I imagine that other Jobbers have the same difficulties. I think that if Jobbers would write the manufacturers who make a practice of announcing merchandise and then do not produce this merchandise for two or three months, something would be done. Here, the National Radio Parts Distributors Association could help. I might also suggest that the Sales Manager's Club study this subject and try to do something about it.

Another thing that might interest manufacturers is that in some cases, I do not receive in-

Continued on Page Twelve



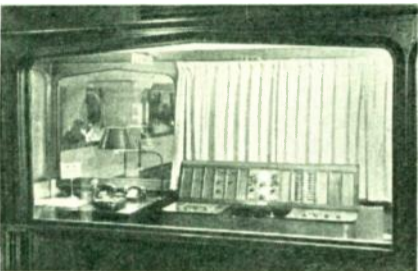
Out for that big order, in no uncertain manner, left to right are: Charles L. Thompson, branch manager at Victoria, B. C., and Allison M. Jagoe, general manager at Vancouver, B. C., for Radio Sales Service, Ltd.

Department Stores Need Sound and Some Jobbers Are Selling Them

PARTICULARLY interesting to every Jobber seeking more outlets for sound equipment, is the one afforded by department stores.

An excellent example of how and where sound may be used in department stores is the installation at Wm. Filene's Sons Co., one of Boston's leading department stores.

This store-wide sound installa-



The glass-enclosed studio from which a variety of entertainment and special store services originate.

tion has provided several features and inspired some innovations including: A definitely improved protection service; an immediate response to executive calls, through replacement of visual with audible contact; an improvement in employee morale; an efficient selling tool by way of sales promotion carried on throughout the store; an efficient paging system for customers and means of locating lost persons. These, along with a more expeditious handling of routine store business, make the installation an exceptionally good investment according to Lee W. Court, Filene's assistant operating superintendent.

Sound Studio on Balcony

Filene's sound system carries a wide variety of programs broadcast for employees and sometimes for customers from a specially constructed studio on the first-floor balcony. Three broadcasts may be given at the same time to different parts of the store without interference with one another.

By means of a direct line with local broadcasting stations, a store program may be sent out on the air. Two new all-wave receivers pick up national or international programs for re-broadcast through the P. A. system to all parts of the store, or to a specific department such as the employees' restaurant and the public restaurant. Emergency calls may be broadcast at any time through the day.

Two Channels, 28 Speakers

The broadcasts are routed through the master control console unit located in the studio, which provides instant selective distribution through a two-channel system embracing 28 loud speakers.

Two-way communication on or to any floor is possible when the control room speaker is set

at supervisory position for communication with night employees.

Nine microphone locations are provided where broadcasts may originate. All broadcasts pass through the control room on the street floor balcony. Two microphone units are located in the public restaurant; a third, in the office of E. J. Frost, vice president in charge of service and finance; a fourth, in the control room; a fifth, at the handkerchief counter on the street floor for morning merchandise broadcasts; a sixth microphone at the time desk and used mainly for night service between departments; a seventh unit in the basement and the balance for morning concerts by the Filene band. There are also outlets for plugging in microphones on all selling floors in the main building.

Provides Transcribed Music

Calls and programs are given exactly on schedule by minutes and seconds, with an operator on duty in the control room for each program, which goes out either manually or automatically, after being started. An electrical phonograph is also built into the control cabinet to broadcast a program of transcribed music to any desired location.

There are two speakers in the public restaurant, two on the main floor, one in the employees' restaurant, three on the street floor, one on the first floor of the men's store, one in the men's basement, two on the men's store second floor and on all main store selling floors. Additional speakers are planned for other locations, such as marking rooms and the like.

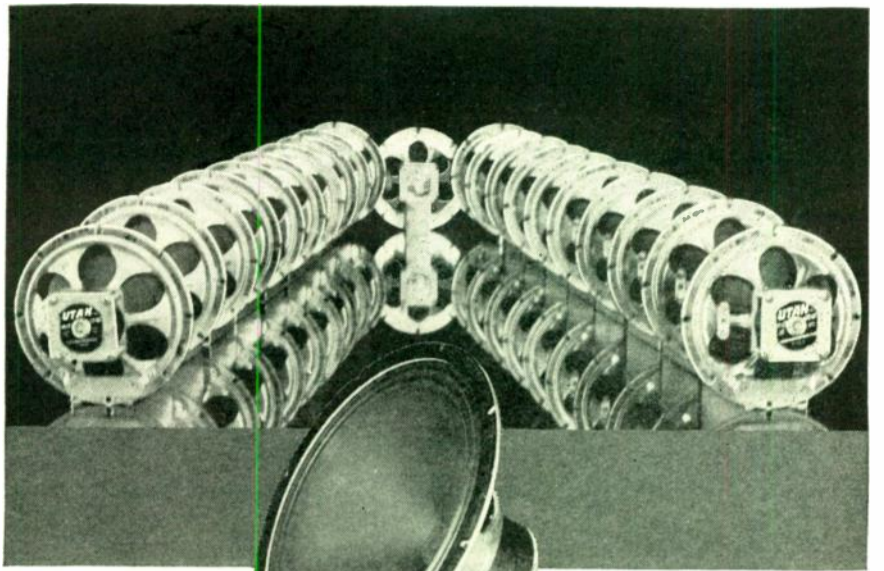
Employee broadcasts may be cut off from the rest of the store, going only to one point—the employee restaurant.

Thousands of Feet of Wire

Installation of the system required 8,000 feet of shielded wire for the speakers, 1,000 feet of rubber covered cable for the speakers and power, 2,000 feet of lead cable for the microphones, 3,000 feet of BX for power and fields, and about 300 feet for aerial and lead-in. The installation uses two amplifiers, one providing a 100-watt channel, the other a 50-watt channel. Two kinds of microphones are used: A ribbon or velocity type, for broadcasts from some point within the store, and a studio type in the control room.

Go Out and Sell P. A., Now!

Thus it is evident how Filene's of Boston makes broad and effective use of its store-wide public address system. Jobbers selling sound equipment will find similar sound equipment prospects in their own trading centers.



UTAH SPEAKERS

GIVE YOU ASSURANCE OF AUDIENCE APPROVAL

You can use Utah speakers for every original equipment or replacement requirement with full assurance that they will give PLUS performance. Utah speakers have, for years, been passing successfully the many scientific tests of leading radio engineers. They are also out in front in the all-important consumer-liability tests, which determine the success or failure of sales and service work.

Properly selected, Utah speakers enable you to obtain maximum performance value from all other parts in receivers, P.A. systems, etc. Utah designing keeps abreast of all industry developments. Utah engineering and precision manufacturing provide maximum efficiency and performance. Insist on Utah-made parts and avoid customer dissatisfaction and the loss of time and money. If you don't have a copy of the 32-page, illustrated Utah catalog write for it today.

OTHER DEPENDABLE *utah* PRODUCTS

UTAH VIBRATORS

Well over a million radio sets are equipped with Utah vibrators.



UTAH TRANSFORMERS

A complete line to service practically every requirement—replacement, service, set builder, amateur, P. A.

UTAH-CARTER PARTS

High Value, Volume Controls, Potentiometers, Rheostats, Plugs, Long and Short Jacks, Imp Jacks, Jack-Switches, Push-Button Switches, D. C. Relays.



utah

UTAH RADIO PRODUCTS CO.
818 ORLEANS ST., CHICAGO, ILL.
CANADIAN SALES OFFICE:
414 BAY ST., TORONTO, CANADA
Cable Address: UTARADIO CHICAGO

Don't Overlook the Possibilities of this Dynamic Microphone

Astatic Jobbers Report Increased Sales Activity From the New DN-SERIES MICROPHONES

The ready acceptance of Astatic's DN-Series Microphones is based on merit of performance. New Unitary Moving Coil System, correctly designed magnetic structure with Alnico Magnet, and carefully proportioned acoustic circuit, all contribute in providing a response characteristic substantially flat from 50 to 7,000 cycles. Output level —55 db. The pickup pattern may be made 22mi or non-directional, as desired. Standard finish, two-tone opalescent-gray and chrome. Complete with plug connector and 25-ft cable.

DN-50 (50 ohms)	List Price \$20.00
DN-200 (200 ohms)	List Price \$22.50
DN-500 (500 ohms)	List Price \$22.50
DN-HZ (High Impedance)	List Price \$22.50



SEE YOUR
ASTATIC
JOBBER
OR
WRITE FOR
CATALOG
No. 12

ASTATIC

ASTATIC MICROPHONE LABORATORY, INC.
YOUNGSTOWN, OHIO

NEW PARTS HOUSE IN ROANOKE, VA.

The H. C. Baker Sales Co., 19 Franklin Rd., Roanoke, Va., has recently opened a wholesale radio parts department, catering to radio dealers, servicemen, and amateurs in southwest Virginia. Alfred B. Geer, is president and James H. Davie, secretary and treasurer of the new company. Mr. Greer comes to his new position with extensive business experience, having served for a number of years as credit manager and secretary of the H. C. Baker Co., Inc., 29 Franklin Rd., Roanoke, Va. Mr. Davie was formerly manager of the RCA division of the same company. He has had considerable engineering experience in both the radio and sound picture business here, as well as in Europe.

PROGRESS SHOWS PROGRESS

Accentuating a background of over 17 years in the radio merchandising industry, Robert L. Uher, president, Progress Radio Supply Co., has just moved into new and larger quarters in the heart of Cleveland's radio row at 413-415 Huron Rd. The company, formerly known as the Progress Electric Co., was located for a number of years at 6207-09 Broadway. Carl Paul is store manager.

SELLS 25-UNIT POLICE JOB

Alfred Cowles and John Viser, Bluff City Distributing Co., 903 Union Ave., Memphis, Tenn., have completed the sale of 25 two-way, ultra high frequency transmitters to the City of Memphis. Another sign of steady progress at the company's quarters, is the modernization of displays for sound equipment, transmitters, receivers and test equipment.

RUCKER EXPANDS

Preceded by a "teaser" campaign, in which all invoices and shipping tickets were stamped "3 to 1", Rucker Radio Wholesalers, Inc., Washington, D. C., tripled their quarters when they moved into their new location at 1312 Fourteenth, N. W. Leslie Rucker, former president of the

NRPDA and owner of the company, reports that the new three-story building offers 3,600 square feet of space for displays and stock. Also included, are plans for the construction of a sound-

proof room and an illumination display room featuring fluorescent lighting.

OPENS MARYLAND BRANCH

Columbia Radio Supply, 1722 Fourteenth St., N.W., Washington, D. C., has opened a branch in Salisbury, Md. A. Martin, owner of the company, reports that the branch, which operates under the name of Eastern Electrical Supply Co., is making very satisfactory progress, considering the fact that this is the first time servicemen on the eastern shore of Maryland have had a local stock of parts available.

WALTHER AT NEW LOCATION

Walther Bros., Inc., according to Joseph Walther, is now located in attractive new quarters at 115 Commerce St., Montgomery, Ala. Particular attention has been paid to improved display facilities in the new store.

WINTERADIO ADDS MILLER

Winteradio, Inc., 1468 West 25th St., Cleveland, Ohio, has recently added Joe Miller to the outside sales staff. Mr. Miller brings with him a wide background in the radio parts industry in Cleveland. He was formerly store manager of the Prospect Ave. branch of Radio Servicemens Supply Co., 628 Prospect Ave., Cleveland, Ohio.

WHITE HEADS NEW COMPANY

Eastern Radio Supply has opened for business at 459 Hay St., Fayetteville, N. C., under the management of J. C. White. Mr. White formerly was with Hunter Brothers, Inc., of that city.

CELEBRATES THIRD YEAR

Scranton Radio & Television Supply Co., 809 Mulberry St., Scranton, Pa., held its third anniversary party last month. Approximately 200 amateurs, servicemen and dealers, as well as several manufacturers' representatives, were in attendance.

BULLETIN

FROM TUNG-SOL LAMP WORKS INC.
SALES DEPARTMENT

NEWARK, N. J. October 19, 1939

NUMBER T-535-3

LIST: T-3

SUBJECT: REVISION OF LIST PRICES AND COMPENSATION
TUNG-SOL RADIO TUBES

When list prices were lowered May 1st we took an opposite course to competitors who were promoting high list prices and extraordinary discounts to dealers.

It had often been stated that no one manufacturer could reform the tube industry but it has been demonstrated that one manufacturer, with the help and complete cooperation of its wholesalers could take a constructive position and maintain it.

The industry trend toward constructive merchandising is one that we would naturally endorse and it is logical, therefore, that we should do so by revising Tung-Sol schedules of list prices and compensation to conform with those already announced by our major competitors.

List prices which will be effective beginning with November business are shown on the attached price card, Form T-11. Using per cent of sales by type, indicates that the reduction will amount to only approximately 3% of old list prices.

TUNG-SOL

*Vibration
Tested*

ELECTRIC
2 OR 3 RAIL
Electro-Motive
SWITCH
ENGINE
32.50



1/4 inch scale—"O" Gauge

HAWK ANNOUNCES!!

The new Hawk Kit for the Electro-Motive Switcher (600 H. P.) is easy to build. Castings are bronze with accurate detail. Trucks are assembled and power truck has the drive unit attached and ready to run. A No. 1 K. & D. motor supplies the power through a worm gear. A new type of flexible drive never before used commercially. Features of the kit are automatic couplers. Drawing by Bill Lenoir. The cab is built up from brass cut to shape. Machining complete with exception of a few holes

to be drilled and tapped; only one size drill and tap required. Kit is absolutely complete. Transfer NOT included. Send 10c for catalogue. Write direct if your dealer cannot supply you.

JUST OUT

Complete body kits or reefers with scored wood sides, ends, cat walk, and milled roof. Ice hatch material included, but no castings. Other body kits to follow. Price 50c each. Plus 15c Postage.

HAWK MODEL CO. 3521 W. Fullerton Ave.
CHICAGO, ILL. R.J. 119

UNIVERSITIES ARE INSTALLING SOUND

JOBBERs of sound amplifying equipment who are at present soliciting universities and schools for sound installations, will be interested in the equipment now in use at the State University of Iowa, Iowa City, Iowa.

This installation uses a 400-watt sound amplifying system to cover a wide variety of functions in the university's normal school activities. During the football season, this amplifying equipment carries field announcements clearly to tens of thousands of football fans in the Iowa stadium. In the Spring, this equipment is used at conventions and pageants.

This system utilizes separate pre-amplifiers in conjunction with a number of velocity or dynamic microphones. A mixer panel feeds a 40-watt amplifier, which in turn feeds four booster amplifiers, each having a peak rating of around 100 watts.

Uses Portable P. A. Systems

For smaller outdoor gatherings and all indoor events such as lectures, dances and so on, the university makes use of several portable units, each capable of delivering approximately 20 watts of audio power into their two respective speakers.

A permanent 50-watt installation is found in the indoor auditorium and may be used in connection with the university's sound motion picture machine. This system is especially designed for wide-range reproduction and uses two banks of speakers: One, with response to emphasize the distribution of the higher frequencies and the other to reproduce the lower frequencies.

This sound amplifying equipment fills a definite need in covering the functions which surround the average university. Jobbers of sound equipment are finding that every university, high school and grade school make excellent prospects for installations of similar sound amplifying equipment.



RADIO TUBES

BROWER SELLS HOLDINGS

W. F. Brower recently sold all his holdings in the Brower Electric Supply Co., Inc., 312 North Eugene St., Greensboro, N. C., to R. M. Johannesen, president of that company. Mr. Brower resigned his position with the firm and has retired from active participation in the affairs of the company. The financial set-up of the corporation is not affected in any way.

WORCESTER JOBBER MOVES

Radio Maintenance Supply Co., has recently moved to new and larger headquarters at 6 Exchange St., Worcester, Mass. The company's former location at 78 Harrison St., in the same city, proved too small for its expanding business.

CELEBRATES FIFTH YEAR

Celebrating its fifth anniversary last month, with a most successful dealer radio show, the Century Radio Co., Inc., 120

North Seventh St., Philadelphia, Pa., sent a special note of thanks to customers in an elaborate anniversary edition of "Century News," the company's house organ. Norman M. Sewell, manager, reports that more than 350 dealers and their wives enjoyed the technical talks, the displays of merchandise, refreshments and excellent floor show.

NEW WAGE LAW FOR TRADE

Continued from Page One
same rate of compensation it is held that so long as an employer pays an hourly rate equal to or above the statutory minimum and pays time and one-half for hours worked in excess of the statutory hour maximum he is complying with the law as regards that particular point.

Thus, it is thought that in adjusting from a 44 to 42 hour basis, an employer may establish a new hourly rate of pay and work the employee the same hourly

schedule, paying him the same total amount without violation of the law. This is provided, of course, that the new hourly rate is equal to or above the minimum specified in the law.

*"We Need
High Fidelity
... and
Long Record
Wear"*



—say your customers, Mr. Jobber. For reproducing fine orchestral music—for virtually eliminating record wear, Brush PL-50 and PL-20 (with permanent sapphire stylus) answer this demand for quality. These pickups may be used on soft nitrocellulose records as well as hard pressings; the PL-50 may even be used on wax records.

PL-50 . . . \$75.00 list PL-20 . . . \$37.50 list

THE BRUSH DEVELOPMENT COMPANY
3315 PERKINS AVENUE . . . CLEVELAND, OHIO



Model 634

SELLS ON SIGHT!

This Jackson Tube Tester is a favorite of Servicemen everywhere because of attractive price and amazing performance.

● FULL RANGE FILAMENT SELECTION—From 1.4 V. up to and including 115 V. Marked directly in volts. Eliminates guesswork.

● TESTS ALL TUBES—Including receiving types and television amplifiers.

● "DYNAMIC" METHOD OF TEST—Makes better, more accurate test. Finds "poor" tubes which might pass for "good."

● NEW-HIGH VOLTAGE POWER SUPPLY—Obtains more accurate results by testing at higher plate voltages.

● MOST IMPROVED TYPE OF SWITCHING SYSTEM—Spare circuits and switch positions are provided for future use of new or different tubes.

New 1940 Catalog now ready. Write for your supply.

THE JACKSON ELECTRICAL INSTRUMENT CO. DAYTON, OHIO



DYNAMIC MICROPHONES



★ Gaining in Sales Every Day!

... because they have far better quality (frequency response) than any other dynamic microphones anywhere near the price! This means better sound reproduction—better sound systems—more sound sales!

"Rocket" Dynamic — Wide - Range Semi-Directional. Marvelous Reproduction. List Price, \$26.00 to \$27.50.

"Unidyne" Dynamic—high quality cardioid true uni-directional. Stops feedback, reverberation, background noise. List Price, \$42.50 to \$45.00.

Dynamic "Streamliners"—Ideal low-cost microphones for limited P.A. budgets. List Price, \$21.00 to \$22.50.

Shure Patents Pending



Over the Counter

By Maximum Output

DON'T JUDGE CUSTOMERS BY CLOTHES

THEY say you can never tell the depth of a well by the length of the handle on its pump, and the other day I got one of the surprises of my life, when a serviceman came in, clothes a mess, and dressed like he'd just come out of a factory. He had wandered over to our display of test equipment and was looking over the shiny new service instruments. Poor fellow, I thought, probably has a super oscillator taste, with a one-watt resistor pocketbook. After asking a lot of questions, during which time I excused myself twice to wait on other customers, I returned to him, and lo and behold, he opened up a soiled pocketbook and planked out \$89.00 for one of our finest pieces of equipment. It seems the man did work in a factory and had been doing radio service work on the side, but was handicapped by poor equipment which he had resolved to overcome. The moral: Treat them all like good customers.

WHEN IT DOESN'T PAY TO TALK SHOP

I've found that sometimes a good amateur doesn't necessarily make a good counter salesman, especially when he allows his hobby to overcome his common sense in dealing with customers. Illustrating this was an actual incident involving a new ham back of the counter and an old lady, the mother of a serviceman. The latter was combining her own shopping with her son's needs for a couple of Type 10 tubes. "Say, did you ever work 'W3—'" asked the ham, real sociable-like, assuming, of course, that anyone buying two 10's could only be using them in a transmitter. The lady became quite flustered, having no idea what the man back of the counter was driving at. Later, the ham was given a good talk by the boss, on the danger of taking too much for granted where casual customers are involved.

SMALL TOWN SERVICEMEN MISS FEW MEETS

I often wonder why a greater proportion of servicemen who attend service meetings come from outlying small towns than from the city proper. It seems that city folk sometimes get the impression they "know it all", whereas the men from the smaller towns act eager to get as much service information as they can. It's a fact, check it up some time.

NEW, IMPROVED CATALOGS STIR INTEREST

Do you ever notice when a batch of new catalogs comes in, how it seems to pep up everyone around the place. Customers, too, are usually glad to get a new copy. Which reminds me, manufacturer's catalogs are much easier to read now, than they used to be, and maybe all men back of the counter don't fully appreciate this.

ELIMINATES UNNECESSARY CALL-BACKS

One way to save customers the trouble and expense of calling back after they have made a purchase, is to price every item at the time the order is written up. This not only helps the office but also, keeps reminding the salesman of the prices.

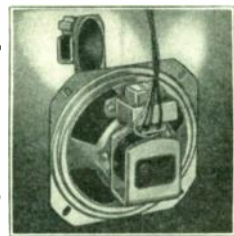
ALMOST LOST A SALE ON THIS ONE

Located several miles from Toledo, is the town of Sylvania, Ohio. How geography almost spoiled a sale for Warren Radio Co., 1010 Madison, Toledo, Ohio, distributor for both RCA and Hygrade Sylvania tubes, is an interesting story. Not so long ago, one of his regular RCA tube customers called in on the phone and wanted some 6F6, RCA tubes. "I'm sorry, we just ran out of them but we have some in Sylvania." "Heck," said the customer, "No sense to go to all that trouble. I'll just pick some up here in town."

USE OF CHROME BORDER ADDS ZIP

Here's a tip on making wall display or bulletin boards more attractive: Outline a wall display board with a half-inch border of chrome metal stripping. Invariably, more customers eyes will be attracted by the shiny border and then to the merchandise mounted on the board itself. By having prices on such displayed merchandise, the wall board serves as a real silent salesman—first it catches the eye, and then it tells the story.

BETTER PERFORMANCE
for
COMPACT INSTALLATIONS



QUAM MODEL 55S DYNAMIC

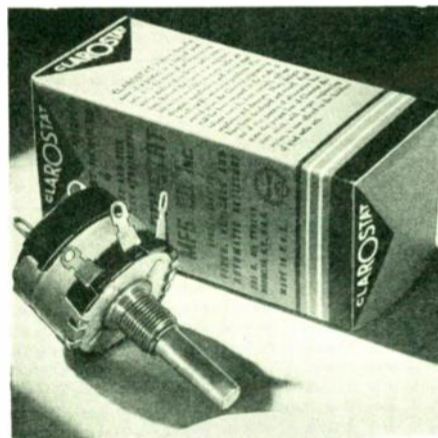
* Here's a Quam Dynamic that will closely approximate the performance of a 6" speaker, but that is so compact that it will fit into a space scarcely larger than that occupied by the ordinary 5" Dynamic.

Quam-Nichols were the first to build this size, having recognized the need for the better performance offered by a larger cone diameter, for speakers used in AC and AC-DC Table Models and Auto Radios.

The Model 55S measures only 5 1/2" across the flats, and, with a conservative output rating of 4.5 Watts, is an ideal replacement speaker for these small sets.

With interchangeable transformers, a feature originated by Quam, permitting the jobber to offer immediate service with a minimum of inventory investment—with Armored Field Coils, absolutely weatherproof—with all the other "Quam-Quality" features, this is the perfect replacement line for any jobber. WRITE FOR CATALOG AND JOBBER PRICES TODAY.

QUAM-NICHOLS COMPANY
Cottage Grove at 33rd Place
CHICAGO



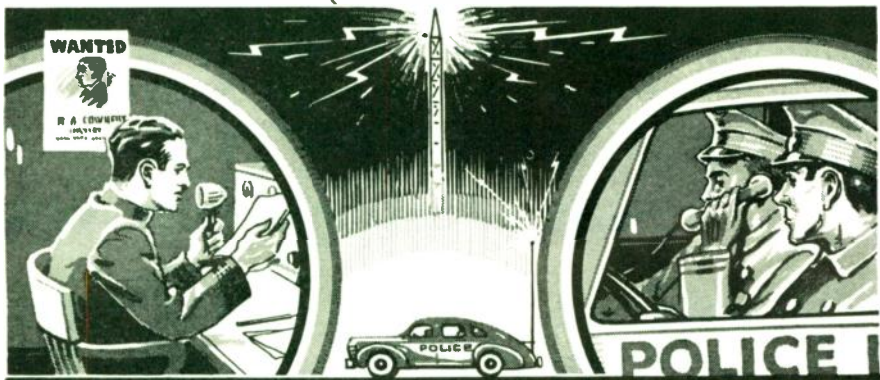
Backed
by
EXPERIENCE

★ Behind every CLAROSTAT control there's almost two decades of specialized experience. It's this unparalleled experience with ALL types of resistors and controls, more than just so much metal or bakelite or resistive materials, which is of prime importance to jobbers handling the remarkably complete CLAROSTAT line.

Write . . .
If you too would like to increase your sales with a more all-inclusive line backed by outstanding experience, just write us.

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





Don't Overlook This Large Market For Communication Equipment

OFFERING a lucrative market to radio Jobbers, but involving considerable specialization, is the sale of communication equipment for police, fire and safety applications.

Importance is attached to the subject by the fact that many safety services, which are open to development by Jobbers, have been assigned radio frequencies by the Federal Communications Commission. Included are municipal police stations (some covering whole counties as well), fire stations, state police stations, federal and state forestry services, public utility companies and others.

A successful merchandiser of this type of equipment is the Universal Radio Supply Co., 715 South Seventh St., Louisville, Ky. Discussing this subject, W. R. R. LaVielle, president of the company, recently related how a typical sale is made. "In selling one installation in this locality," Mr. LaVielle said, "we worked on the heads of the police department, on and off, for a period of two years. Finally, when it was assured that city funds were available and definite interest aroused, a trial demonstration was arranged for the chief of police and other city officials.

Educates—then Demonstrates

"Two cars were equipped by us and tests were made with a transmitter at the main station. Before we proceeded, however, each individual policeman and all the other officials were advised in detail just how the two-way equipment would aid them in their work. Other successful installations were also cited. Carefully planned, the demonstration proved effective and we were invited to submit an estimate on a complete installation. While original specifications were drawn up by us, it was necessary that the city solicit other bids. Because we furnished the engineering experience and demonstration, plus the fact that we represented a logical source of supply for replacement parts, we were awarded the contract.

"It took all of our ingenuity, however, to show the city council exactly how the greatest benefit from police radio could be secured. We even went so far in this direction, as to instruct the police officers, thereby enabling them all to pass their third-grade

operator's license," Mr. LaVielle explained.

"This particular installation consisted of a 250-watt transmitter and twelve car units. Eventually, it will be increased to twenty units. We are now working on a plan to coordinate operations between the main station and the cars at the control point. This has necessitated our building a large map of the district covered with pilot lights and arranged to correspond to positions of squad cars on roads or at stations. While this is a complex piece of work and involves much time to perfect, it is nevertheless important in maintaining goodwill.

"In the smaller communities of Kentucky, which number approximately five towns from 10,000 to 50,000 people, funds were raised by popular subscription from various merchants, also by dances, picnics and the like. In each case the city supplied some of the money. Towns are assisted as much as possible in securing the necessary funds, as no liability can be incurred by any government in Kentucky unless funds are available.

Requires Specialized Selling

"A Jobber who is interested only in parts sales cannot hope to sell police equipment and maintain service, unless he can afford a man who is well qualified to sell police equipment," Mr. LaVielle continued. "Such salesmen must serve many roles—from selling to engineering—contacting everyone in a town, from the city council to the chief of police.

"Universal Radio Supply Co., utilizes the services of three professional engineers, licensed by the state of Kentucky. Two other members of our organization are graduates of technical colleges. Our Mr. Starks, who is in charge of all police work, has been appointed field engineer by the Fred M. Link Co., and his duties sometimes take him out of our normal territory in working for the factory. Jesse Tillet, handles all of our sound equipment sales.

"In the face of keen competition," Mr. LaVielle concluded, "our sales on this type of communication equipment, have steadily increased and the possibility exists of their doubling within the next year."

THE WORM TURNS

Ever since we've been in the Auto Aerial business we have depended upon Radiart's Better Engineering, Better Design, honest manufacture and an honest jobber policy to promote our line.

We didn't take action when some ideas were copied—we took it as a compliment, but how long does patience continue to be a virtue?

- Our DESIGNS have been copied
- Our electrical features have been copied
- Our mechanical features have been copied
- Our external construction has been imitated
- Our internal construction has been imitated
- Our style of literature has been slavishly followed
- Even our distinguishing type numbers have been precisely duplicated

∞ all in the deliberate attempt to destroy the very foundation of legitimate jobber relations.


Fortunately for both the jobbers and ourselves, there is a remedy for such a situation, and that is the enforcing of our patent rights.

PATENT NOTICE

In the interest of Radiart jobbers who look to us for protection, we wish to advise the trade generally that it is our intention to utilize what patents we now have and those which we may later obtain to protect our interests and the interests of those associated with us.


THE RADIART CORPORATION





Sealdtite

WAX-MOLDED

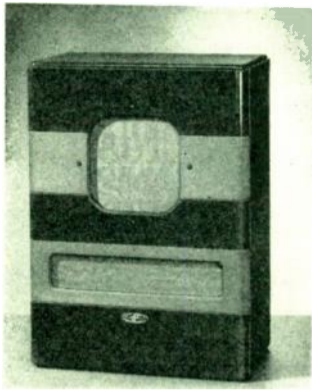


Tubular Paper Capacitors . . . molded in hard wax. NO MOISTURE CAN ENTER . . . much longer life! Distributed through jobbers . . . factory-sealed cartons, 10 of a rating in BLUE box . . . or assorted, in RED box. SELL QUALITY!

Write for Catalog

SOLAR MFG. CORP. Bayonne, New Jersey

Specially Designed For High Grade INSIDE Sound Work



A R Speaker Enclosure

You can not use a speaker with a very large flat baffle for the average indoor installation because of its excessive size. The A R Speaker Enclosure gives you the high grade sound of a speaker using a large flat baffle, but has been made compact and attractive for inside sound work.

The beautiful two-tone grey finish blends with any decorative scheme.

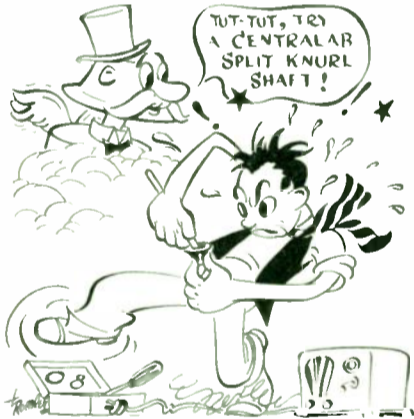
For complete details
address Dept. RJN11

OPERADIO

MANUFACTURING COMPANY
Dept. RJN11 - - - ST. CHARLES, ILLINOIS
Export Division: 145 W. 45th St., New York



All Operadio Amplifiers and Inter-communicating Systems are Licensed by Electrical Research Products, Inc., under U. S. patents of American Telephone and Telegraph Company and Western Electric Company, Incorporated.



Centralab UNIVERSAL SPLIT-KNURL CONTROL

Sh! It's a dank dark secret . . . known only to several thousand service men . . . it takes a special shaft to fit the knobs on many of the new (1938-39-40) sets.

So, instead of tearing your heart out thinking up new cuss words, get in touch with your nearest Centralab jobber for a Universal Split-Knurl control with the shaft that cuts as easily as butter. Note to jobbers: And when they come to you with a defiant look in their eye . . . just smile . . . 'cause you got plenty of 'em in your stock.



CENTRALAB
Div of Globe-Union Inc
MILWAUKEE, WISC.

HELP THE JOBBER

Continued from Page Six

voices on merchandise as long as ten days after receipt of the goods. It is suggested that manufacturers check their billing departments both in invoicing and in sending out monthly statements.

Invoices are to be discounted on the 10th and 25th of each month. I do not receive statements on the 25th, but I do on the 10th. Sometimes, I receive statements as late as the 20th of the month. I think this is a waste of time. If the manufacturer is going to send out statements they should be sent out no later than the third of the month.

It Pays to Read the Mail

Someone once said, that it is a smart man who reads all of his mail. If he found it interesting he would do something about it. If not, it would go into the wastebasket. I wrote all of our suppliers twenty months ago that I had moved to another address. Believe it or not, I still get fifty per cent of our correspondence and bills directed to the old address.

Constructively Made

In closing, I hope that manufacturers will not take this statement as any direct criticism of any one company, but of the industry as a whole. I know that some manufacturers will say that I am a bit too exacting. Others will say that they think I am right, as some have already done. All in all, this may result in arousing good discussion and it may do some good. It is written only for the good it will do. I trust and hope each manufacturer will take it in that spirit.

ARNOLD GETS 30-UNIT SALE

The Arnold Co., 527 W. Broad St., Richmond, Va., has just received a contract for the two-way, ultra high frequency communications equipment to be used by the Richmond police department. Representing the company's largest unit sale, this installation will use thirty mobile transmitters and three receivers.

TUBE SALES UP FOR SHULER

Bill Shuler, president, Shuler Supply Co., 1700 Poydras St., New Orleans, La., and one of the directors of the NRPDA, reports that his replacement tube sales this Fall, are the heaviest in years.

CAROTHERS TO HOLLENBACK

Now employed as outside salesman for Hollenback's Radio Supply Co., 2221 Eighth Ave., Altoona, Pa., is Frank Carothers, former salesman for the Tydings Co., 937 Liberty Ave., Pittsburgh, Pa.

TIMES APPLIANCE EXPANDS

Times Appliance Co., distributor of radios and other appliances celebrated open house for the trade on November 1, at its new quarters, 342 Fourth Ave., New York City. Formerly locat-

ed at 33 West 52nd St., New York City, the company now occupies the entire sixth floor of the building at the new address. A new warehouse in Long Island City, N. Y., has also been acquired.

DISTRIBUTES NEW CATALOG

Specialty Distributing Co., 425 Peachtree St., N.E., Atlanta, Ga., released its new 1940 catalog at the John Rider meeting held early in November. Extensive preparations were made. The gathering was the largest in the company's history.

IT'S A BOY AT SILVER'S

The Mr. and Mrs. Irving Silver's of the Electra Distributing Co., 1603 Church St., Nashville, Tenn., celebrated Columbus Day with the arrival of a baby boy. The little fellow weighed over seven pounds.

ADDS PARKING FACILITIES

Radio Parts Co., formerly of 112 West Union St., Jacksonville, Fla., are now located in new and larger quarters at 535 Bay St., nearer the center of the city. This move provides better facilities for parking according to Oscar Blasingame, proprietor.

DEALER SHOW SUCCESSFUL

Spencer Eddy, owner, City Radio Service, 287 South Main St., Wilkes Barre, Pa., recently conducted a dealer show for the trade in that vicinity. He reports that as a result, several new accounts were secured. Held in a local hotel, refreshments and dancing were enjoyed by dealers and their wives.



Grouped at the left is part of the Radio Television Supply Co., Los Angeles. That's Alex Hirsch, president, at extreme left; others, left to right are, Jerry Hughes, Emmett Hughes and Buddy Boomgard. Consulting at the right are: Garret Arnold and Jack Ruby, of the Los Angeles branch of the Leo J. Meyberg Co.

SURVEY OF COSTS

Preliminary returns of a cost-of-doing-business survey, being conducted among radio parts Jobbers by Ralph M. Hill, sales manager, Ohmite Mfg. Co., 4827 Flourney St., Chicago, Ill., indicate that the Jobber's average gross profit amounts to 31.5 per cent, while the average total cost of doing business is 24.9 per cent, leaving a net profit of 6.6 per cent. Salaries represented 17.5 per cent of the total operating cost. These percentage figures were based on returns from a group of Jobbers located in various parts of the country, selling the local and mail order trade and doing a total gross business of almost \$400,000 per annum. Mr. Hill reports that he is completing figures on all items of expense and hopes with the cooperation of additional Jobbers to make the total average figures increasingly accurate. Interested Jobbers are invited to contact Mr. Hill.

MARTIN IN NEW POSITION

Campbell Martin is now in charge of the stock and radio service department at Braid Electric Co., 143 Eighth Ave., N., Nashville, Tenn.

CANADIAN SET SALES CLIMB

THE exceptional activity experienced by the Canadian radio industry in the month of September has been very well maintained during October. Figures recently released show that radio set sales for September were more than double those of August and the servicing of exist-

ALL VACATIONS AT ONCE

Walther Brothers, Inc., 220 Bibb St., Montgomery, Ala., and 714 Howard Ave., New Orleans, La., electrical appliance and radio distributors, inaugurated the closed-store vacation plan this past summer. All employees received a week's vacation, during which time both stores were closed.

DISPLAYS HOBBYCRAFT

Cameradio Co., 963 Liberty Ave., Pittsburgh, Pa., has a complete display of model railroad and miniature airplane equipment on the second floor of its building.

ADDS OUTSIDE SALESMAN

J. Kippnes, former operator of one of the larger auto radio service stations in Baltimore, Md., is now with Radio Electric Service Co., 5 North Howard Street.

ing sets appears to have kept pace with this activity.

MISCELLANY

Payette & Company, Ltd., 910 Bleury St., Montreal, P. Q. and Radio Laboratories, 308 Laurier Ave., West, Ottawa, Ont., have just released their 1940 radio parts catalogs for the Canadian trade.

Sales of replacement vibrators are exceeding all previous marks and continuing an upward climb in spite of the usual expected seasonal drop at this time, according to L. K. Wildberg, president, the Radiart Corp., Cleveland, O.

Morris F. Taylor Co., Silver Spring, Md. and Atlanta, Ga., manufacturer's representative, is now publishing a house organ for his Jobber trade, entitled "Selling Parts".

Model Railroading Offers Needed Diversification for Parts Jobbers

By **DICK MATES**, President
Hawk Model Company, Chicago, Ill.

STABILIZING a jobbing business means reducing seasonal variations in sales volume to a minimum. To obtain this condition, diversification of merchandise and reliance upon trade from various types of customers is essential.

Model railroading comes up for consideration in such a pro-



DICK MATES

gram because it provides diversification for the alert radio parts Jobber and broadens his field of potential customers.

Model Railroading Removes Gamble, Adds New Customers

Model railroading affords the alert radio parts Jobber with an extra basket in which to carry his eggs and broadens his field of potential customers. There is no license required to be a model railroader and there is practically no technical skill required.

Recently one of the outstanding amateur supply Jobbers of this country took on model railroading and gave it catalog space. While this catalog is still new, it is already showing almost unbelievable interest in model railroading by the ham. Needless to say, this was a pleasant surprise to the Jobber as he had

no known model railroaders on his catalog mailing list.

According to a recent survey made over a list of approximately 15,000 known model railroaders, it has been determined that his average age is between 30 and 35 years. His yearly income is over \$2,000. This should conclusively point out to the radio Jobber that the hobbyist has the money to buy, and is old enough to stay with his hobby.

Never Through Building

It takes no large initial outlay of cash, as material can be purchased as the builder progresses. Yet, by the same token, he is never through building because model railroading follows the procedure of full-size railroading. As new developments are made by the railroads, so does the model railroader incorporate these developments in miniature form into his own system.

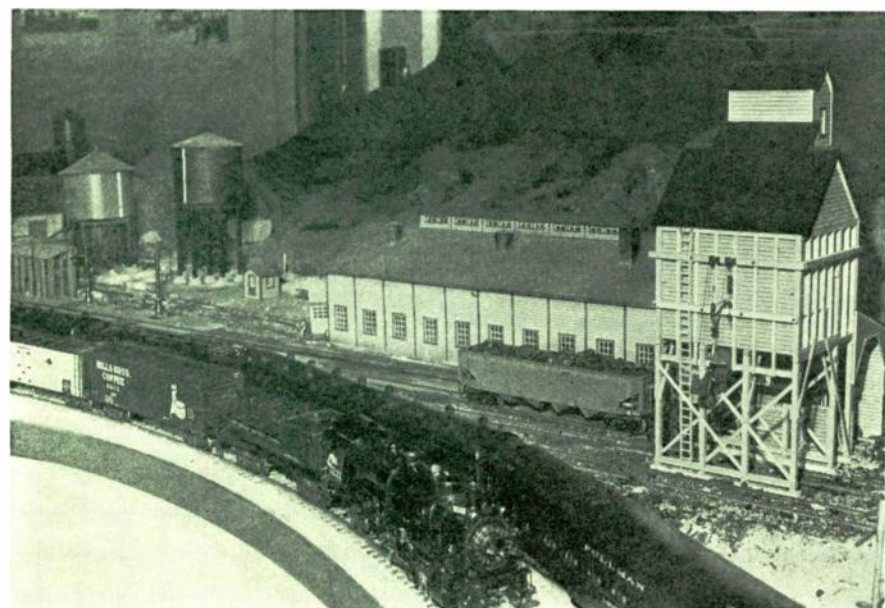
Electrical requirements fall right in line with the articles stocked by the radio Jobber for the use of the ham. This provides him with an additional outlet for items such as rheostats, switches, cable and so on.

Welcome New Developments

Model railroaders generally are easy to contact. They are, as the ham, a very curious lot. Give them a new development or a new hobby store that will supply them with a variety of merchandise and they will do a remarkable job of ferreting it out.

Attracts Public's Interest

A display of model railroading equipment in the Jobber's window will attract great attention from John Q. Public. The general public certainly knows what a railroad engine or car looks like. Show one in miniature, however, and the public will stop to look. A stop to look with a good chance of an inquiry is all any salesman could ask. This makes it one of America's fastest growing hobbies and worthy of the consideration of every Jobber.



... the new **WEBBER**

"SHOP ANALYSIS PLAN"

THE WEBBER LINE IS COMPLETE!
An Instrument for Every Shop Need.



Dynamic Tube Tester.....\$29.95
A sensational instrument in the low price field with full jobber margin. There are sixteen other Tube Testers to give you coverage on every prospect.



6 1/2" Meter Analyzer.....\$33.75
The big chrome trimmed meter, featuring a mirror type scale, builds sales. Ranges up to 3000 volts and 10 megs. WEBBER Catalog also lists combination Tube Checkers and Set Analyzers.

WRITE For Catalog and Jobber Discount. Get full details on this fast selling line. It is a business builder. Protected distribution and conservative policies assure a profit on every sale.



EARL WEBBER COMPANY

1313 W. RANDOLPH ST.,

CHICAGO, ILL.

creates sales for the
Parts Jobber!

Bigger Instrument Profits from Directed Selling

Here is a modern Merchandising Plan that replaces old fashioned "brute-force" selling methods!

WE ANALYZE THE SHOP

Hundreds of Servicemen are writing to us, asking for a Certified Analysis of their shop, offered at no cost—through WEBBER dealer advertising and direct mail.

ANALYSIS MAKES SALES for YOU!

Every Dealer is given a carefully prepared plan for rounding out the instrument facilities of his shop. WEBBER Service Engineers specify needed instruments!

That's where you come in. These analysis reports are mailed to cooperating Jobbers—each one is an unequalled instrument selling opportunity.

INTELLIGENT PLANNING AIDS THE DEALER

By giving the dealer a step-by-step plan for developing his shop, he gets the most for his money—and the confidence to buy is created. With the aid of the Analysis Report, your salesman puts his effort into selling an instrument for which there is a genuine need—his increased results swell your profits.

WRITE AT ONCE!

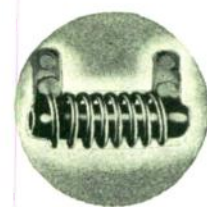
You can handle the dealer contacts in your territory if you write at once. This big WEBBER Plan is now in full swing. It will pay you to take advantage of the extra profits it makes possible.



WIDEST RANGE

of Types, Sizes and Ratings in Wire-Wound Resistors, Close-Control Rheostats and High-Current Tap Switches

Yes, Mr. Jobber, it's the largest, most complete stock of close-control Rheostats, wire-wound Resistors and high current Tap Switches available today—ready to meet your every need quickly and economically. Ohmite Resistance Units are easy to sell, too, because they're nationally advertised and known everywhere! Besides, their vitreous-enamel construction and trouble-free performance keeps customers satisfied—that's why Ohmite parts are used by engineers, amateurs, servicemen all over the world. It's good business to feature Ohmite. Send for Ohmite Catalog 17.



OHMITE MANUFACTURING COMPANY

4881 FLOURNOY STREET, CHICAGO, U. S. A.

Be Right with **OHMITE**
RHEOSTATS • RESISTORS • TAP SWITCHES

RADIO JOBBER NEWS

The Merchandising Magazine for Radio Jobbers and Their Salesmen

PUBLISHED EVERY MONTH AT
524 East Superior Avenue, Cleveland, Ohio
BY RADIO JOBBER NEWS, INC.

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F. D. THOMPSON
 Advertising Manager

Address all inquiries on editorial and advertising subjects
 to the address given above

Volume III, No. 9 **NOVEMBER, 1939** 15 Cents a Copy

When Business Gets Stiff Knees

FOR some months now business has shown a marked improvement for radio parts Jobbers. All signs point to a continuance of conditions in this country that will make for a steadily increasing volume of business. Indeed, it is considered not only possible but probable that business generally, will in the course of the present rise, exceed the peak reached in "the good old days" that we hear so often talked about and of which many of us now have only a faint recollection.

After years of business uncertainty the outlook is very encouraging to say the least. However, before we indulge in joyful contemplation of cash registers hot and smoking from constant manipulation, it may be prudent to consider the necessity for sound business management, if actual profits are to be made, and the necessary precautions taken to preserve one's business against the day when sales will be made not so easily.

With the year fast drawing to a close, every Jobber should scrutinize every department of his business with an eye toward the elimination of all profit leaks that may exist therein. Practices and policies that are wasteful and which eat up profits should be thrown out, including all cut-price tactics which alone, over a period of time, are invariably ruinous.

There is no better time than the present to modernize your business methods in anticipation of greater opportunities for profit than have existed for years. In the days to come it will be the efficient, wide-awake and alert wholesalers who will prosper most. It will be those men who, in the operation of their businesses, met change with change, realizing that business is not a fixed thing but that it is a progressive movement forward. It is something which cannot be anchored to old time-worn ideas and methods and still continue to live. The biggest problem in business is one of keeping a business young. A concern that is quick on its feet, efficient and resourceful can always whip one that is suffering from stiff knees, no matter how powerful the latter may be.



Radiolab and Thordarson pose for a picture in the former's store at 1515 Grand Ave., Kansas City, Mo. Left to right are: F. J. Kysela and Douglas Fortune, Thordarson sales representative and broadcast engineer, respectively; Guy Wilson, purchasing agent, O. A. Grey, counterman, and Robert Smith, owner of Radiolab. E. J. Rehfeldt, Thordarson advertising manager, at the right.

NEW DRAKE REPS

The Drake Electric Works, Inc., manufacturer of Drake soldering irons, has appointed Samuel K. MacDonald, 1343 Arch St., Philadelphia, Pa.; Cooper-DiBlasi, 91 Seventh Ave., New York City and Trade Contact Corp. of Boston, Mass., as sales representatives in their respective territories.

SIMMONS ON OWN

C. W. Simmons, 701 East End Ave., Pittsburgh, Pa., manufacturers representative is now covering Pennsylvania and New York, exclusive of Metropolitan New York City. Mr. Simmons was formerly associated with the firm of Simmons & Southern Sales Co., Ft. Wayne, Ind.

ULRICH NEW S.M.

The Hytron Corp., Salem, Mass., announce the promotion of Vinton K. Ulrich to the position of renewal tube sales manager. Mr. Ulrich joined Hytron in May of this year as sales manager of the Hytronic Laboratories division and will continue handling those duties.

JOINS HORNBEAM

Gerson Lewis formerly with Sylvan - Wellington, Inc., 353

Canal St., New York City, is now connected with Hornbeam Sales Co., as store manager. Hornbeam Sales Co. is the distributing division of the J. F. D. Mfg. Co., 4111 Fort Hamilton Parkway, Brooklyn, N. Y.

APPOINTS SHEFLER

The Solar Mfg. Co., Bayonne, N. J., announces the appointment of H. George Shefler as a district sales manager of Phoenix, Ariz.

NEW N.U. MANUAL

National Union Radio Corp., Newark, N. J., has just released a service equipment encyclopedia for use by its distributors. This book contains listings of National Union tubes, condensers and panel lamps and information on N.U. gift merchandise, as well as complete catalogs of leading instrument manufacturers, such as, Jackson, Precision, Supreme, Triplett, Webber and Weston.

LITTELFUSE GROWS

Littelfuse, Inc., has just moved to new and larger quarters at 4757 Ravenswood Ave., Chicago, Ill. Headed by E. V. Sundt and organized in 1927, this company was formerly known as Littelfuse Laboratories.

HERE'S A CODE PRACTICE OSCILLATOR DESIGNED TO SELL



Case measures 6" high x 4 1/2" wide x 3 1/2" deep and is finished in Grey Crackle enamel.

Note these features:

- Completely self-contained.
- Operates from 115 volts A. C. or D. C.
- Two pleasing tones available.
- Provision included for extra key and speaker for two-way communication.
- Adequate volume for class-room use.

No. CPO-120 Code Oscillator (wired, with tubes and speaker) **\$7.95**
 No. CPS-121 Extra 2" speaker in matched case \$1.95 Net



BUD RADIO, INC.
 CLEVELAND, OHIO

DYNAMIC CONDUCTANCE TUBE TESTER

MODEL 9000

- for
- New 117 Volt Tubes
 - Single Ended Loktals

In addition to the many advantages always offered in the Consolidated Dynamic Conductance Tube Tester, the Model 9000 permits testing of the newest tubes. Recognized parts jobbers are urged to write for complete information about this additional

"Quality at Low Price"
 product of

**CONSOLIDATED
 WIRE AND
 ASSOCIATED
 CORPORATIONS**

"THE JOBBER PROTECTED LINE"
 512 So. Peoria St. CHICAGO, ILL.



UNFOLD RCA SALES PLAN TO MANAGERS

Attending a two-day RCA national sales conference early this month at Camden, N. J., were district managers: Arthur Kemp, Boston, Mass.; M. F. Blakeslee, New York City; William Kelley, Baltimore, Md.; James Cocke, Pittsburgh, Pa.; John West, Cleveland, Ohio; Sidney Camper, Atlanta, Ga.; Richard Graver, Chicago, Ill.; Harold Winters, Kansas City, Mo.; George Malsed, Dallas, Texas, and E. J. Rising, San Francisco. The district managers meeting was held under the direction of Fred D. Wilson, manager of field activities.

TYDINGS MEETING

Tydings Co., 937 Liberty Ave., Pittsburgh, Pa., held a two-day, 1940 dealer and serviceman showing of radio and laboratory test equipment last month. Demonstrating the equipment were factory representatives from Hickok Electrical Instrument Co., Cleveland, Ohio, The Jackson Electrical Instrument Co., Dayton, Ohio, Million Radio and Television Corp., Chicago, Ill., R.C.A. Mfg. Co., Camden, N. J., Supreme Instruments Corp., Greenwood, Miss., Weston Electrical Instrument Corp., Newark, N. J. and others. A steady stream of interested servicemen flowed in and out of the exhibit.

OFFERS CHALLENGE

Winners of the 1939 Y.M.C.A., Industrial Minor League championship, to the tune of 13 wins as against only one loss, the Cinaudagraph soft ball team of Stamford, Conn., challenges any team in the industry to a game or series of games indoors this winter, or a similar outdoor contest in the spring. Interested parties are invited to communicate with the Cinaudagraph soft ball team, care of Cinaudagraph Corp., Stamford, Conn.

ANNOUNCES FIFTH SYLVANIA MANUAL

Hygrade Sylvania Corp., Emporium, Pa., announces the fifth edition of the new Sylvania Technical Manual. Bound in handy pocket size and containing 264 pages of technical data on all regular and special receiving tubes, space is also devoted to new typical receiver circuits.

G-E UPS BENNETT

H. W. Bennett has been transferred from his post as district radio sales manager in the G-E Minneapolis office to Bridgeport, Conn., to become manager of radio tube sales, it has been announced by Perry Hadlock, manager of the receiver division of the General Electric radio and television department.

REBACH SAYS—YES!

Over eighty department heads and fellow employees attended a bachelor party held in honor of Al Rebach, assistant purchasing agent, Radio Wire Television, Inc., 100 Sixth Ave., New York City. Mr. Rebach was married last month to Miss Nettie Weiner

of the Bronx. Well wishers from the outside included: C. L. Pugh, jobber sales manager, Standard Transformer Corp., Chicago, Ill.; Charles Golenpaul, sales manager, Aerovox Corp., New Bedford, Mass. and William Rutt, Sprague Products Co., North Adams, Mass.

JACKSON SPEAKS

Paul Jackson, president, The Jackson Electrical Instrument Co., Dayton, Ohio, addressed a large gathering of servicemen last month at the Palm Room, Desert Hotel, Spokane, Wash. This meeting was held under the auspices of the Spokane Radio Co., Inc., 611 First St., Spokane, Wash.

ARCTURUS CHAMPS

The Arcturus soft ball team won the 1939 championship of

the Newark Industrial Recreation Soft Ball League. By winning a play-off victory over the Eastern Air Lines team, the Arcturus team proved to be the undisputed champion. The league is composed of eight teams representing leading Newark industrial concerns.

NEW TYPE SPEAKER

Development work in the Quam Nichols laboratory came to a practical standstill on October 26 when Ted Trzyna, chief engineer, walked in and announced a loud speaker of entirely new design. He claimed better than 100 watts output, amazing sensitivity and fidelity of tone and only seven pounds in weight. What Mr. Trzyna really meant was that his wife had just presented him with a seven pound baby boy, who will be

known as Junior. Jim Quam, president, Quam Nichols Co., Chicago, Ill., seems to think that Ted will learn a few things about "speakers" he had never known before.

MECK AT WEBBER'S

John Meck has just joined the Earl Webber Co., 1313 West Randolph St., Chicago, Ill., to direct sales and engineering of their service instrument line. Mr. Meck has long been engaged in the instrument field having been formerly associated with Jewell, Clough-Brengle and more lately with John Meck Instruments. The instrument activities of John Meck Industries will be combined with those of the Earl Webber Co., and Mr. Meck will be in charge of sales for the new set-up.

A TUBE CHECKER with COMPLETE ANALYZER RANGES!

The NEW

CHECKMASTER

(Model 774)

by WESTON



WITH ALL THESE FEATURES:

VOLTAGE RANGES

7.5-50-150-500-1,000 a-c and d-c
1.5*-7.5-50-150-500-1,000 Volts Output
*Approximate full scale value.

CURRENT, D-C

1.10-100 Milliampères.

RESISTANCE

0-10,000; 0-100,000; 0-1 Meg.; 0-10 Meg.

TUBE TESTING FEATURES

Tests Loktal, single ended, gas filled, ballast and normal diode and battery tubes.

Filament tests on 117 volt tubes.

Noise, short and leakage tests.

Individual electrode tests.

Open element test.

Spare socket.

Spare tube compartment.

Equipped for use with Model 666-1B.

Socket Selectors.

PRICE ONLY \$69.75

(net to dealers in U.S.A.)

All WESTON service units are standardized for rack or panel mounting.

With 23 circuit testing ranges...plus more than a dozen essential tube checking features...the new CHECKMASTER provides *everything* servicemen need for years of dependable trouble shooting and estimating. And it's been made extremely compact, and light in weight...the panel measuring only 14" x 17". Thus it's ideal for field work, as well as for checking tubes and servicing in the shop. Best of all, the CHECKMASTER is WESTON *designed and WESTON built*. This means quicker, better servicing...for there's never any doubt about a WESTON measurement. It means money saving, too; for WESTON design forestalls obsolescence...gives many extra years of dependable service. Be sure to get all the facts on the CHECKMASTER and other WESTON Radio Instruments. Write to Weston Electrical Instrument Corporation, 657 Frelinghuysen Avenue, Newark, New Jersey.

WESTON
Instruments

NEW EQUIPMENT

WESTON

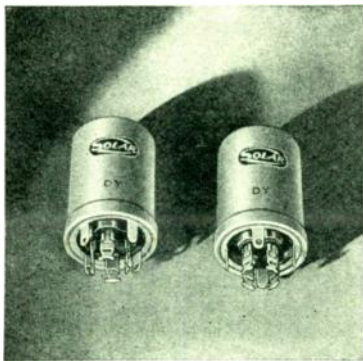
Known as the new Model 777 Tube and Battery Tester, a new tube checker, which also permits battery tests under load, has recently been introduced by the



Weston Electrical Instrument Corp., Newark, N. J. Condition of battery, with current drain pre-adjusted to conform with set requirements, is indicated on a good-replace scale. In addition, all latest octal, 117-volt type, ballast and gaseous rectifier type tubes may be tested.

SOLAR

Solar Mfg. Corp., Bayonne, N. J., announces dry electrolytic capacitors, incorporating a new



type of mounting with base prongs which fit chassis slots and are fastened by twisting. Known as the Solar DY type, these units are available in all standard values and are described in Solar's new catalog No. 10.

GUTMANN

Specially processed rawhide in natural finish or in colors is now available for covering radio cabi-



nets. This rawhide is supplied by Gutmann & Co., 1511 Webster Ave., Chicago, Ill.

BUD

Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio, has recently announced a compact code practice oscillator, operating on 115 volts AC or DC and suitable for either individual or group code instructions. Housed in a handsomely grey-crackled case, this oscillator is sold completely wired with built in dynamic speaker and tube. Tone pitch

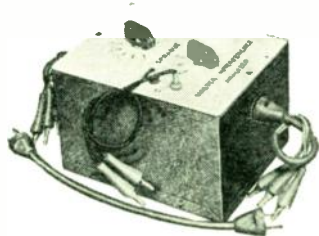
may be changed by means of a switch on the panel. This oscillator may also be used for checking modulation percentage or act as a keying monitor.

RIDER

"Servicing by Signal Tracing," is the title of the latest book just released by John F. Rider Publishers, 404 Fourth Ave., New York City. Containing more than 250 pages, profusely illustrated, this book completely explains every branch of signal tracing procedure showing how this fundamental method of trouble shooting may be applied to all types of communication systems.

SPRAGUE

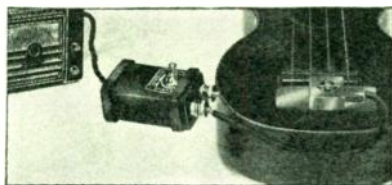
The Sprague Master Interference Analyzer, just announced by the Sprague Products Co., North Adams, Mass., is a compact, professional instrument specifically designed for testing all types of electrical equipment



suspected of causing radio interference. This analyzer makes available a total of sixty different filter combinations through its two dial settings. This unit will carry 20 amperes and operate on 110 or 220 volts AC or DC.

AMPERITE

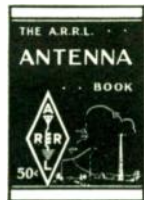
A new boosting transformer designed for use with the Amperite Kontak microphone has been announced by the Amperite Corp., 561 Broadway, New York City. This unit is connected to the phono input of the radio set or across the volume control. A



switch on the boosting transformer permits either the radio or the Kontak unit to be used.

ARRL

A new 100-page manual of amateur antenna design has just been published by the American Radio League, Inc., West Hartford, Conn. In 18 chapters, profusely illustrated, complete theoretical and constructional details of all modern transmitting antennas are described.



WEBBER

A new direct reading type, dynamic tube tester has just been announced by Earl Webber Co., 1313 West Randolph St., Chicago, Ill. Designed for the low price field and known as Model 200SM, this instrument includes provision for new 3/4-volt filament tubes, as well as previously announced 35, 50, 75 and 117 volt tubes.

OPERADIO

Operadio Manufacturing Co., St. Charles, Ill., incorporates individual bass and treble tone compensators in a new Model 425-GG, 30-watt portable public address unit. This unit has provisions for the Operadio Remote Mixtrolor enabling the operator



to mix two microphones from remote points. Furnished in two carrying cases the Model 425-GG comes complete with microphone, floor stand and two speakers.

CLAROSTAT

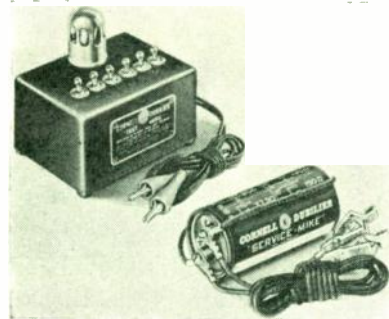
Tiny flexible resistors rated at one and two watts have been announced by Clarostat Mfg. Co., Inc., 285 North Sixth St., Brooklyn, N. Y. Named Glasohms, these units use fibre-glass filaments, which have pliable characteristics comparable with silk or cotton. Braided sleeves and metal ferrule ends are colored in

NEW EQUIPMENT

accordance with RMA resistance code.

CORNELL DUBILIER

Two new motor-start capacity servicers have just been announced by the Cornell Dubilier Electric Corp., South Plainfield, N. J. The Test-Mike is a multiple-capacitor unit of the AC electrolytic type with six toggle switches which provide twelve



capacity values ranging from 18.75 to 150 mfd. The Service-Mike provides the same capacity range as the Test-Mike through 12 variations obtained through different connections of its 4 terminals.

OHMITE

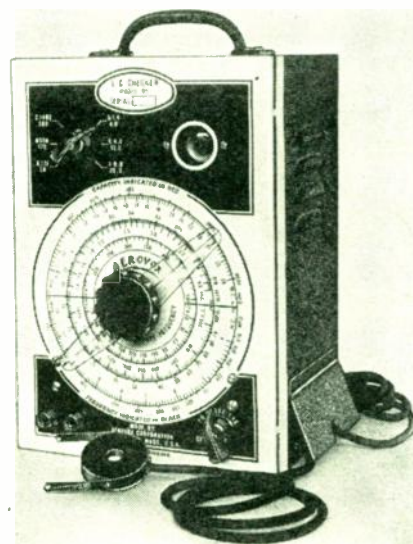
New 500 and 1000-watt resistors have recently been introduced by the Ohmite Mfg. Co., 4835 Flournoy St., Chicago, Ill. Resistance wire is uniformly wound on a porcelain core, mechanically locked and brazed to the terminal lugs to assure good



contact. The 500-watt unit is 12 inches long and 2 1/2 inches in diameter.

AEROVOX

Offering a new means of testing capacitors and inductances in the RF range under actual operating conditions, the Aerovox Model 95 L-C checker has just been introduced by Aerovox Corp., New Bedford, Mass. Be-



sides a frequency matching indicator, this unit comprises a directly calibrated oscillator.

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