

# THE RADIO TELEVISION JOURNAL

MAY  
1944

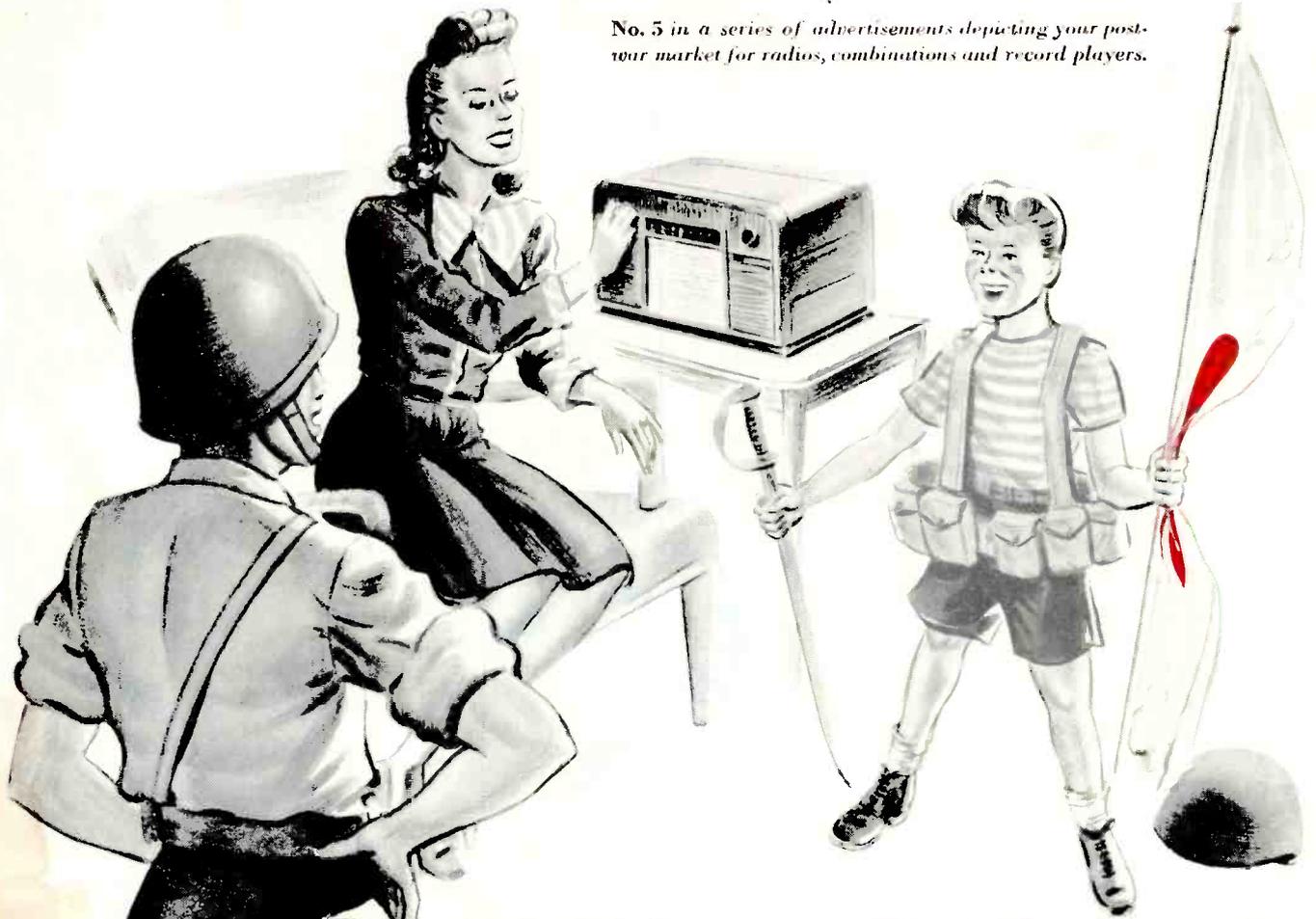
Combining **ELECTRICAL APPLIANCE JOURNAL**



*In This Issue*

{ THE CHALLENGE OF TELEVISION • BALTIMORE MEETING REPORT • HOW SHERMAN USES HIGH-SCHOOL STUDENTS • RADIO, ELECTRONICS AND THE POSTWAR FUTURE

No. 5 in a series of advertisements depicting your post-war market for radios, combinations and record players.



## Who'll be your Best Customer?

[ AFTER THE WAR ]

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

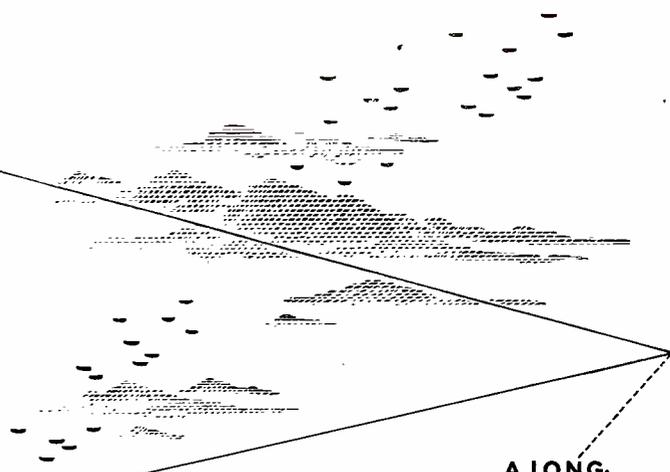
But there's going to be music, plenty of it, in the lives of returning vanquishers. Trav-Ler will be ready to meet this postwar demand for radios. What we've learned in war work will be reflected in miracles of sound and performance. Remember this, when thinking about after-the-war-radios.

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

**TRAV-LER** RADIO

**TRAV-LER KARENOLA**

RADIO AND TELEVISION CORPORATION  
1032-38 W. Van Buren Street, Chicago 7, Illinois  
MANUFACTURERS OF QUALITY RADIO AND COMMUNICATION EQUIPMENT



A LONG-  
STANDING POLICY  
OF NON-DIVERSIFICATION  
THAT HAS MADE ZENITH

**GREAT YESTERDAY—  
GREAT TODAY—**

AND WILL MAKE ZENITH

**GREATER TOMORROW!**

★ This singleness of purpose—Radionics exclusively—is the basic reason why you can be sure of the quality of Zenith's post-war line.

Everything Zenith is making today is for the armed forces or for rehabilitation, but Zenith has never lost sight of the obligation owed to its many distributors and retail dealers. It's one of the chief reasons why we have striven—successfully—to hold our engineering and production organizations intact, why we have not fanned out into other home appliance fields but have chosen to adhere strictly to a policy of

*Radionics exclusively*—why we have concentrated our every effort toward providing to our entire dealer organization the most valuable *radio* franchise in the country.

Naturally, through our war efforts we have discovered many new techniques and production efficiencies all of which will be adapted to civilian manufacture. Full concentration on the Zenith long distance radios of the future is assured by Zenith's announced policy of "Radionics exclusively"—your guarantee of finer Zenith radios for tomorrow.

**ZENITH RADIO CORPORATION**  
CHICAGO 39, ILLINOIS

*Better than Cash*

WAR SAVINGS STAMPS AND BONDS



# Radio Television Journal

Combined with Electric Appliance Journal

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Y. R. SEAMAN..... Associate Editor  
 GEORGE DUVALL..... Technical Editor  
 B. F. HOLLEY..... Washington Editor  
 JIMMY KENT..... Merchandising Editor  
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### This Month's Cover

By the time you read this, the picture on this month's front cover may have a new meaning to all of us. It portrays American soldiers in battle maneuvers in England preparing for the long-awaited D day of invasion. Symbolized by the three figures in the photo, millions of our loved ones will go into action aided by the products of our industry. The Handy-Talkie shown in the photo is just one of hundreds of various types of communications equipment without which the final battle could not be won.

Advertiser's Index is on page 43

# A 6-Point Program for Post-War Profits with



Appliance distributors and dealers are urged to send for the CLARION Pre-View. A distributor franchise or a retail dealership obtained *now* will give you the advantage of a quick get-away when the race for civilian sales begins.

**WARWICK MANUFACTURING CORPORATION**  
 4643A WEST HARRISON STREET  
 CHICAGO 44 ILLINOIS

## Clarion's 6-Point Post-War Program for Distributors and Dealers

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

Whatever your post-war facilities or plans may be, the CLARION franchise has the necessary flexibility to meet your conditions. Read the 6-Point Program and see the advantages CLARION will bring to you in your particular territory or locality.

### PLAN WITH CLARION

**WARWICK MANUFACTURING CORPORATION**  
 4643A West Harrison St., Chicago 44, Ill.

Please send information and a copy of your Radio Preview.

Name of Firm \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**TODAY IS NONE TOO SOON TO BE THINKING ABOUT YOUR POST-WAR PLANS**

# WASHINGTON NEWS

LATE NEWS FROM THE WASHINGTON SCENE *by B. F. Holley*

**Price violation in wholesale and manufacturing levels.** Shortly after the first of the year, the Office of Price Administration turned its attention to price violations in the wholesale and manufacturing levels of consumer durable goods. A large number of violations are said to have been unearthed, but how large a percentage are deliberate cannot be estimated now. However, unless they are curtailed, more stringent methods of pricing may be inaugurated in this field. Some manufacturers and wholesalers are penalizing themselves because of failure to keep adequate records showing their base prices and their methods of arriving at ceiling prices on their product. The lack of proper records almost always results in an injunction, preventing the company from doing business until the records can be supplied. Operating costs, of course, continue during that period. Within two weeks, the O.P.A. will issue a special plea with complete instructions to educate wholesalers and manufacturers to this requirement.

**Importance of discounts to price enforcement.** You can't discount a discount arbitrarily says the Office of Price Administration; the law states that the discounts which prevailed in March, 1942 be observed. However, the O.P.A. has been discovering that, in many instances, quantity discounts and time discounts have been dropped. The importance of this question to price enforcement activities cannot be overemphasized.

**Quality to come before quantity production is resumed.** Because the quality of products made before the war was more satisfactory, and yet consumed less manpower in manufacture, Wade T. Childress, War Production Board Deputy Vice Chairman for Operations said the W.P.B. intends to permit manufacturers in all lines to improve the quality of their products, as soon as materials become more available. Before production quotas limited by L and M orders are increased, the quality must be improved. Quantity can then be stepped up.

**Production program turned down.** A program for production of 80,000 electric irons at the Ontario, Cal., plant of the General Electric Co. was turned down by Charles E. Wilson their former president, now Executive Vice-Chairman of the War Production Board. One reason why the iron program was set at 200,000 for 1944 was that the Riverside - San Bernardino labor area was changed from group 3 (easy labor supply) to group 2 (tight labor supply). However, some pressure is being brought to bear upon Mr. Wilson to allow some iron manufacture at the Ontario plant.

**Changes in methods of price determination for new merchandise.** Several changes in methods of determining maximum prices for new kinds of merchandise under the General Maximum Price Regulations were announced on May 14th by the Office of Price Administration.

The main effect of this action, which becomes effective June 1, 1944, is to set up a more precise set of standards for selecting "comparable commodities" that can be used as the basis for computing mark-ups on items that are not similar to any handled by the seller or his competitor in March, 1942. The changes apply to retailers, wholesalers and manufacturers.

For wholesalers and retailers, the "most comparable commodity" must meet these tests:

1. It must be currently offered for sale by the seller and must be currently replaceable.
2. It must belong to the narrowest trade category that includes the commodity being priced.
3. Both it and the commodity being priced must have been purchased from the same class of supplier.
4. Both it and the commodity being priced must belong to a class of commodities to which, according to the seller's practice in March, 1942, an approximately uniform percentage mark-up would have been supplied.

**Production of fixed and variable resistors for electronic equipment** increased more than 20 per cent in April over the average production in February and March, War Production Board representatives told a recent meeting of the Fixed and Variable Resistor Industry Advisory Committee, WPB reported today.

Backlogs of unfilled orders for resistors have continued approximately level for the past three months, WPB representatives said. However, the industry will have the capacity to meet expected increased requirements that may be placed on it by the projected program for electronic and equipment in 1944, they indicated, since expanded resistor production facilities are expected to be in operation by July 1.



## How You Answer Their Television Questions

**When Your Customers Ask . . .** "Will Television carry news events, sporting features, motion pictures?"

Tell them: Yes, for Television can carry any scene that cameras can record in the studio or in the field. Someday soon, owners of DuMont Television Receivers will sit comfortably in their homes and the whole world will "come alive" with startling clarity right before their eyes. News, entertainment, the faces of the great, all the things they want to see as well as hear.

**When Your Customers Ask . . .** "How perfect will Television pictures be?"

Tell them: Today, Television is as good as 16 mm. motion pictures. Tomorrow, peacetime Television will equal the present high quality of the cinema—with the aid of the DuMont Cathode-ray Tube.

**When Your Customers Ask . . .** "How far can Television programs be broadcast?"

Tell them: A Television station will serve virtually the same radius and primary area as today's leading radio stations. Today, DuMont's W2XWV, New York, has high-fidelity reception over practically these same areas claimed by New York's best-known 50,000-watt radio stations.

**When Your Customers Ask . . .** "Who will make the finest peacetime Television Receiver?"

Tell them: DuMont's impressive pioneering achievements in Television and precision electronics assure you of unique performance in every DuMont Television Receiver. DuMont's peacetime Television Receivers will always represent the ultimate in electronic engineering and beauty.

Copyright Allen B. DuMont Laboratories, Inc., 1944



ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.  
TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



**T**HIS month I would like to take up cudgels for a group of pretty sincere fellows who, to my mind, are being unjustly censured for a situation which they cannot possibly control.

☐ I mean, of course, the Parts Jobbers who are serving you to the best of their ability.

☐ Every day I get complaints from radio service-dealers about their "blankety blank" parts jobber. Boiled down, these complaints resolve themselves into the old familiar "he's damned if does, and damned if he doesn't" because every radio service-dealer with whom I come in contact is firm in the belief that his so-and-so competitor down the street is getting more tubes than he should and that the only fellow to blame is the Parts Jobber.

☐ Let us take a minute to examine the whole tube problem from the viewpoint of this average Parts Jobber who is doing his best to fairly, honestly, and sincerely allocate a critically short supply of tubes.

☐ First, the Parts Jobber never gets as many tubes as he needs. He takes the number of tubes allocated to him by the factory. In turn the factory, of course, is at the mercy of government claimant agencies, military officials, high priority contractors and others. Recognizing this, nevertheless there are still many service-dealers who feel that they should get a larger share of the few tubes the Parts Jobber manages to secure from their suppliers. However, in most cases when you analyze the situation, you begin to realize that the Parts Jobber is doing a pretty good job of taking care of as many customers as possible.

☐ One of the major complaints is based on the system of tube allocation used. Let's say serviceman "A" bought 10,000 tubes in 1941 and serviceman "B" bought 1000 tubes in 1941. Now, serviceman "B" still believes that serviceman "A" gets ten times as many tubes as he does under the Parts Jobber's allocation plan.

☐ In all my experience I have never known this to be true. From contacts I have had with Radio Parts Jobbers throughout the country, I know that they allocate tubes, not only a basis of past patronage but also on a basis of present need. If I could show you many Parts Jobber's files I know it would prove that the fellow who really should complain is the prewar, large-quantity tube buyer who really is not getting the ratio of tubes which he should if the allocation system was based only on previous purchases.

☐ For my part, I think the average radio Parts Jobber needs less complaining and more cooperation from radio servicemen in the industry. If you don't think so, just sit down some day and figure where you would be if there weren't any Parts Jobbers to take care of your interests, to fight for critically short materials, and in short, to act as an ex-officio purchasing agent, expeditor, and general utility man for you.

*Mal Parks*

**Editor**

# FIRST IN RADIO, TELEVISION, AND ELECTRONICS

GENERAL ELECTRIC  
Electronic TUBE  
MADE IN U.S.A.

**GENERAL ELECTRIC**

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

# PRE-WAR... FASTEST GROWING!

The new Crosley expansion program began in 1940. Just before Government restrictions, the sales gains of Crosley Refrigerators were twice the industry average.

Crosley Radio sales were up 68 per cent in the highly competitive season of 1941, and even that figure was surpassed before civilian production stopped in 1942.

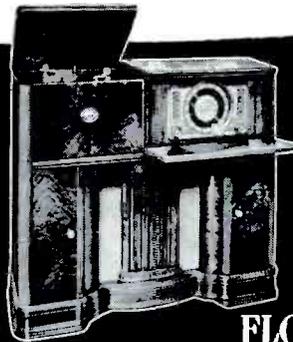


Here is the most dramatic exclusive feature in refrigeration—the

## SHELVADOR

TWICE-AS-MUCH  
FOOD TO THE FRONT  
... within easy reach

The patented shelves-in-the-door—the Shelvador—in Crosley Refrigerators make this line unique and outstanding on the dealer's floor.



The virtual elimination of surface scratch, hissing and needle noise in Crosley Radio-Phonographs is made possible by the exclusive patented

## FLOATING JEWEL

The up-sweep of Crosley Radio and Radio-Phonograph sales just before conversion was aided by this Crosley invention. Average prices of Crosley Radio registered tremendous gains. New sets will be even finer when civilian production is resumed.

# POST-WAR... READY FOR NEW HIGHS!

Pre-war progress, stepped up by the faster pace of war, enabled Crosley to pack into 4 short years the accomplishment of 10 normal years. The war program necessitated the complete modernization of every Crosley plant. The engineering department has grown from

40 to over 500. Ten times as many people are on inspection work to control quality. Total number of employees rose from a pre-war 1,800 to a 1943 peak of 8,600. A seasoned management group is ready for a greater-than-ever post-war business.



# CROSLEY



THE CROSLEY CORPORATION • CINCINNATI, OHIO AND RICHMOND, IND.

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

# R. M. A.

Plans Combined Twentieth Annual Convention  
and Second War Radio-Radar Conference at  
Stevens Hotel, Chicago, Ill., June 6th and 7th

## Program Tuesday, June 6

- 10:00 A.M.—RMA Advertising Committee ..... Room No. 10  
Chairman, John S. Garceau
- 10:00 A.M.—RMA Contract Terminations Committee..... Room No. 8  
Chairman, John Ballantyne  
Vice Chairman, Ray F. Sparrow
- 10:00 A.M.—RMA Distribution Costs Committee..... Parlor  
Chairman, Ben Abrams
- 10:00 A.M.—RMA Employment and Personnel Committee... Room No. 9  
Chairman, A. H. Gardner  
Vice Chairman, Glenn W. Thompson
- 10:00 A.M.—RMA Engineering Conference ..... Room No. 2  
Director, Dr. W. R. G. Baker  
Associate Director, Virgil M. Graham  
Manager RMA Data Bureau, L. C. F. Horle
- 10:00 A.M.—RMA Industry Reconversion Committee..... Room No. 1  
Chairman, A. S. Wells  
Vice Chairman, E. A. Nicholas
- 10:00 A.M.—RMA Industry Statistics Committee..... Parlor
- 12:30 P.M.—Luncheon (informal) ..... North Ball Room  
RMA Committee Members,  
Officers and Directors
- 2:00 P.M.—RMA Board of Directors ..... Room No. 1  
Presiding: President Paul V. Galvin
- 2:00 P.M.—RMA Export Committee ..... Room No. 2  
Chairman, Walter A. Coogan
- 4:30 P.M.—RMA Postwar Planning Committee..... Room No. 9  
Chairman, R. C. Cosgrove

## Program Wednesday, June 7

- 10:00 A.M.—RMA Set Division, Annual Meeting..... Room No. 1  
Chairman, R. C. Cosgrove
- 10:00 A.M.—RMA Tube Division, Annual Meeting..... Room No. 8  
Chairman, M. F. Balcom
- 10:00 A.M.—RMA Transmitter Division, Annual Meeting.... Room No. 10  
Chairman, G. W. Henyan
- 10:00 A.M.—RMA Parts Division, Annual Meeting..... Room No. 2  
Chairman, Ray F. Sparrow
- 10:00 A.M.—RMA Amplifier and Sound Equipment Division,  
Annual Meeting ..... Room No. 9  
Chairman, T. A. White
- 12:00 Noon—RMA Board of Directors' Reception  
for Official Guests ..... Parlor  
Presiding: President Paul V. Galvin
- 12:30 P.M.—RMA Membership Luncheon—  
Annual Membership Meeting ..... Boulevard Room  
Presiding: President Paul V. Galvin  
Amendments to RMA By-Laws; Address  
and Annual Report, President Paul V. Gal-  
vin; Annual Financial Report, Treasurer  
Leslie F. Muter; Address, Official Guest.
- 2:00 P.M.—RMA Board of Directors ..... Room No. 1  
Election of President and other Officers
- 2:00 P.M.—RMA Credit Committee ..... Room No. 2  
Chairman, T. A. White  
Eastern Vice Chairman, H. A. Pope  
Western Vice Chairman, E. G. Carlson
- 2:00 P.M.—RMA Service Committee
- 2:00 P.M.—RMA Service Committee ..... Room No. 10  
Chairman, M. J. Schinke



PAUL V. GALVIN, President, R.M.A.

The second War Production Conference of RMA, in connection with the Association's twentieth annual membership meeting, has been planned for June 6-7, at the Stevens Hotel, Chicago. War production will be the keynote of the industry meeting, including all RMA Divisions and Committees, but streamlined to meet war conditions. There will be no exhibits or meetings for jobbers or dealers, and no banquet or other social features.

President Paul V. Galvin of RMA will preside at the Association membership luncheon on June 7, under the program arranged by Chairman A. S. Wells of the Convention Committee. A prominent government official is being invited as the guest speaker.

New officers and directors of RMA will be elected at meetings of the Association's Board of Directors and its Set, Tube, Transmitter, Parts, Amplifier and Sound Equipment Divisions. Committee meetings will be held on the first day of the Conference, with an informal luncheon for committee members in attendance, with the annual industry luncheon being held the following day, June 7.

BOND GEDDES, Executive Secretary, R.M.A.

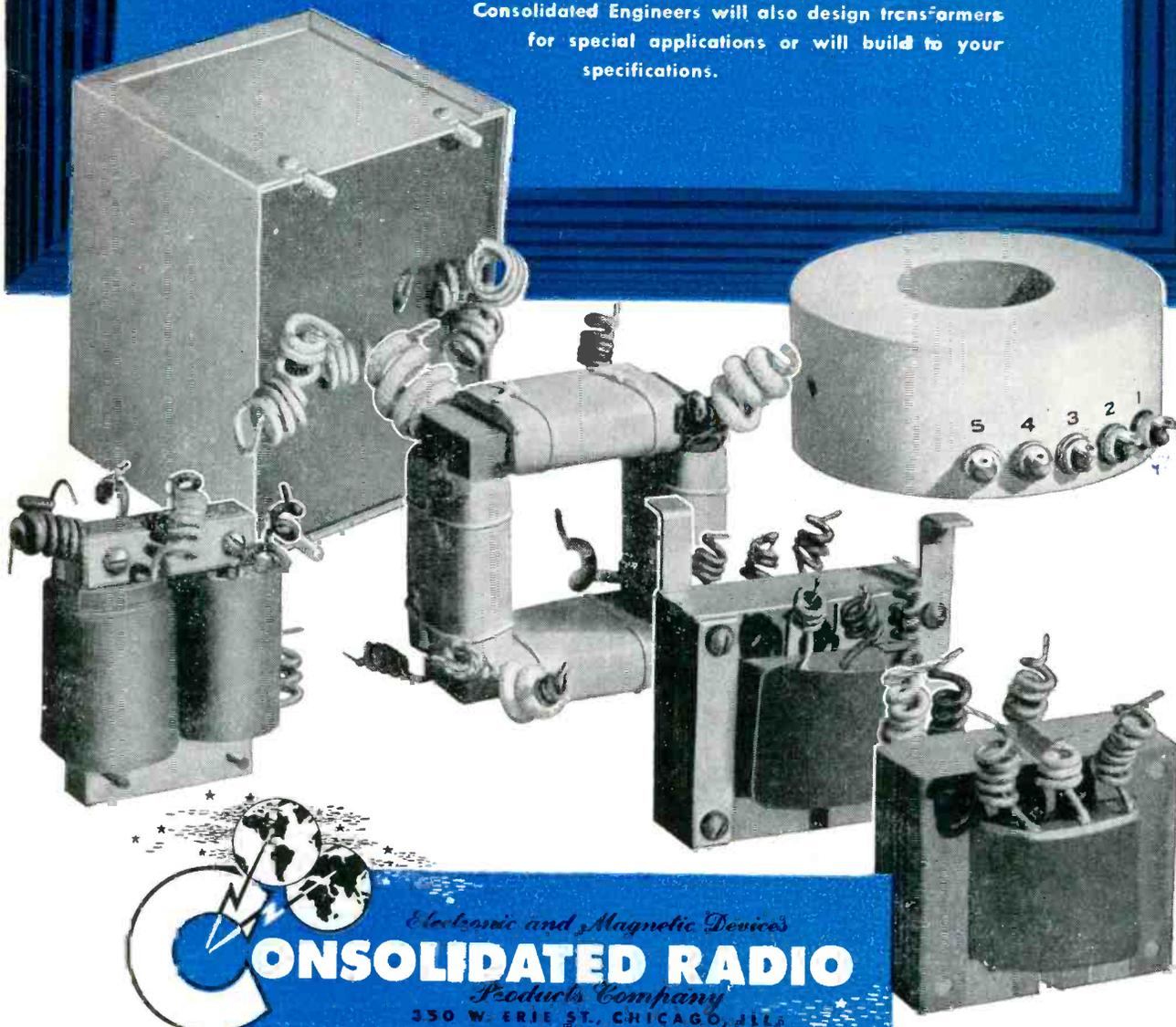


*Small and Medium*  
**TRANSFORMERS**  
*to meet airborne communications  
equipment specifications*

Consolidated Radio Products Company specializes in 400 cycle transformers to meet Army and Navy specifications on airborne communications equipment, and also, supplies prime contractors of the Signal Corps and Maritime Commission.

Greatly expanded production facilities on a wide range of small and medium transformers include Pulse Transformers, Solenoid Coils, Search Coils. Other products include Range Filters and Headsets.

Consolidated Engineers will also design transformers for special applications or will build to your specifications.



*Electronic and Magnetic Devices*  
**CONSOLIDATED RADIO**

*Products Company*  
350 W. ERIE ST., CHICAGO, ILL.



● In keeping with the wartime spirit of minimum types for maximum jobs, Aerovox offers these two "first-aid" servicing items: Type PRS-V Dandees or tubular electrolytics, and Type '84 paper tubulars. They are now available in the standard "Victory Line" ratings taking care of 90% or better of all standard radio set requirements.

### AEROVOX VICTORY CAPACITORS

Aerovox Type '84 paper tubulars. Individually tested. Extra-wax-sealed.

D.C.W.V.	CAPACITY
600	.001 mfd.
600	.002 mfd.
600	.005 mfd.
600	.01 mfd.
600	.02 mfd.
600	.05 mfd.
600	.1 mfd.
600	.25 mfd.

Aerovox Dandees Type PRS-V electrolytics. Individually tested. Extra-wax-sealed.

D.C.W.V.	CAPACITY
25	25 mfd.
50	10 mfd.
150	20 mfd.
150	20-20 mfd.
150	50 mfd.
250	20 mfd.
450	10 mfd.
450	10-10 mfd.
450	40 mfd.

#### ● ASK YOUR JOBBER

Ask for these Aerovox Victory Capacitors to take care of your servicing. Ask for latest Aerovox catalog—or write us direct.

**AERVOX**  
Capacitors  
INDIVIDUALLY TESTED

AERVOX CORP., NEW BEDFORD, MASS., U. S. A.  
In Canada: AERVOX CANADA LTD., HAMILTON, ONT.  
Export: 13 E. 40 St., New York 16, N. Y. Cable: 'ARLAB'

# 25 Years Ago in The Journal

Interesting Items Culled from the April 1919 Issue of the JOURNAL

IN a feature article in the May, 1919, issue of the Journal, the importance of the first record assortment sold with a new machine was pointed out as a great factor to prevent tiring. Dealers were urged to suggest selections other than the hits of the day to insure that the new customer did not become bored. Another feature reminded dealers that the children of today were his future customers. A kiddie corner with miniature furniture and toys to make the "youngest generation" feel at home would promote the sale of juvenile records. Possible tie-ins with studies were suggested for school age youngsters, and dealers were urged to interest teachers in this movement.

\* \* \*

ANNOUNCEMENT was made of the issuance of a "re-creation" of the voice of Thomas A. Edison for the first and only time. The theme the "wizard" chose for his talk was, "The debt of the United States to the nations beside whom we fought." Mr. Edison's action in having his voice recorded for posterity brought to mind that future generations might well be interested in hearing the great men of the day, not only the great orators and singers. It was deemed fitting that this tribute should have been paid to the man whose invention made these historical recordings possible.

\* \* \*

HARRY TUCKER, the sales manager of the Phonograph Company of Cleveland, had just completed a successful mail campaign offering "new machines for old ones." His method was to contact by letter about 100 owners of small machines, telling them of a new model, and making them an offer for the ones they had in their possession.

\* \* \*

LIBERTY bonds were being accepted at their face value in payment for

talking machines by members of the Tri-State Victor Dealers' Association, which included all Victor dealers in St. Louis. This patriotic move was decided upon to show the public that the bonds were worth all the Government claimed for them, and more.

\* \* \*

IN his editorial Glad Henderson gave timely tips to dealers. "Don't try to build up business by running the other fellow down," was his advice. He also told a live dealer to line up good reasons why customers should buy the records on hand when those they dropped in for happened to be out of stock. He also sagely commented that a customer's references should not be taken as an absolute guarantee of good credit rating, calling to mind that a three colored check is not any better than an ordinary one.

\* \* \*

ANOTHER Feist Campaign for the new songs "By the Campfire" and "When You Look Into the Heart of a Rose" was under way in twenty-six national publications. The campaign urged that the customers get these hits for their talking machines, and reminded the singing and listening public that "The Better 'Ole," being played simultaneously by five different companies in all parts of the country, featured these songs.

\* \* \*

THE Standard Pneumatic Company of New York, recently announced that it had incorporated the phonograph as part of its regular pneumatic action, placing the talking machine alongside of the spoolbox of the player action, the spoolbox thus acting as tone chamber for the phonograph, and insuring excellent tone quality. This innovation created considerable interest in the trade.

W. A. PATTERSON, President of United Air Lines



**"...YOU SAY VIBRATOR POWER SUPPLIES CAN INCREASE SAFETY AND COMFORT IN PLANES?"**

MR. W. A. PATTERSON, President of United Air Lines, recently said—

*"It is our belief that the war has advanced public acceptance of the airplane as a mode of transportation by 20 years. The airlines, like every other service that caters to the public, must anticipate their passengers' expectations of new facilities for greater comfort and safety. United will put in service new, huge 44-50 passenger Mainliners offering comforts, conveniences and thoughtful appointments surpassing anything heretofore known, and flying from coast to coast in 11 hours with new devices to assure safe flight."*

E-L is ready right now with Vibrator Power Supplies to bring passengers the greater comfort of fluorescent lighting as well as the convenience and safety of radio and radio-telephone. E-L Black Light equipment is available as a safety device for instrument panel illumination at night to eliminate blinding interior glare and to provide clear, sharply defined instrument calibration. Engineered to specific space and voltage requirements, Electronic Laboratories products are used wherever current must be changed in voltage, frequency or type. E-L engineers invite inquiries.

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

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

Dimensions: 7½x8¾x10¼ in. Weight: 23½ pounds.



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

**Electronic**



**LABORATORIES INC.**  
INDIANAPOLIS

VIBRATOR POWER SUPPLIES FOR LIGHTING, COMMUNICATIONS, AND ELECTRIC MOTOR OPERATION • ELECTRIC, ELECTRONIC AND OTHER EQUIPMENT

## A Challenge An Opportunity A Responsibility

# TELEVISION

*By*

**MAL PARKS**

**Editor, RADIO TELEVISION JOURNAL**

The present widespread and increasingly bitter controversy between the Columbia Broadcasting System on one hand, and the recognized leaders of the industry on the other hand, may have within it the possibility of obscuring what, to my mind, are problems of infinitely greater importance where manufacturers, distributors and dealers are concerned.

In essence, the present controversy is as untimely as it is futile. The engineering and technical developments which are an outgrowth of radio set manufacturers' wartime experience can be safely left, I believe, in the hands of their engineers and technicians. What I am afraid of is that everybody concerned will allow this present technical controversy to sidetrack them from giving the necessary thought to the marketing and merchandising planning which must be done now if television set sales are to be as tremendous as we have been told they will be. Because RADIO TELEVISION JOURNAL is the oldest dealer paper in the industry, we feel it is time to call your attention to the fact that

the main problems facing the industry to-day with regard to television are those with are directly connected with long-range policies which must be set up in cooperative conferences between manufacturers, distributors, dealers and servicemen.

Now, the radio industry after the war will be one of the most fortunate in the country. In effect, television is opportunity knocking for the second time. Here we have an industry which, in less than a quarter of a century, after building itself up to one of the most important in the country is now offered another chance to do a real marketing job with its new product . . . television.

From a marketing standpoint, the radio industry has made just about all the mistakes it was possible for any industry to make. Look back 20 years and realize the position of the industry at that time. Here was a new, vital, miraculous form of education, entertainment and instruction with a potential market of millions of units. With no background of merchandising mistakes, with a novelty appeal that any

good merchandiser would give his right arm for, with the added exploitation possibilities presented by radio broadcasting, the manufacturers of radio sets were in a position to establish orderly marketing procedure which would have made the radio industry one of the strongest, most powerful and authoritative of any in the country.

Now, contrast this with what actually happened. Manufacturers made sets, dumped them on the floors of their distributors who in turn loaded up dealers and said in effect, "All right, from now on in you're on your own." With the advent of prosperity during the 20's otherwise intelligent set manufacturers became infected with boom time hysteria and started playing the stock market instead of building a real industry. It is significant that you can count on the fingers of your one hand the men who took real personal fortunes out of this industry, but you can number in the hundreds, radio set brand-names that came and went and with their going bankrupted a great many jobbers and

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dealers. Among marketing experts throughout the country, the radio industry is held up as a prime example of what *not* to do from a merchandising standpoint.

It is easy to be critical, but the purpose of this article is not to call names, but to help avoid the mistakes of earlier years. Distributors and dealers were every bit as much to blame as manufacturers. Shortsighted expedience and greediness for sales led all of us to make mistakes which, in retrospect, cause us to wonder what had happened to our intelligence at that time. Now that all this is finished, and now that war work has put the industry in a position where we can start off with a clean slate, the main object of briefly reviewing the industry's past errors is to have them before us so that we will not make the same mistakes again with television.

While television presents a challenge to our marketing and merchandising abilities, it also brings with it a responsibility to the ultimate consumer. This responsibility must be assumed by each and every one of us to the end that all television merchandising policy will follow an orderly, well-planned procedure that will help us avoid the chaotic conditions which prevailed before Pearl Harbor.

Let us examine what these responsibilities are from the viewpoint of the manufacturer, the distributor, and the dealer.

First, of course, the manufacturer must produce television receivers within a price range the public can pay, and engineered and designed so that they will guarantee good reception with a minimum of service. Secondly, the manufacturer must decide how he is going to sell and service these television sets.

This second responsibility covers a great many points that will definitely affect the distributors and the dealer.

For instance, through what outlets will the television set manufacturer retail his product? As it stands today, television is not a "carry home, plug in" product. In its present stage of development television cannot be sold through hardware stores, jewelry stores, drug stores and all the other side-line type of operators who, while they may momentarily help get rid of a lot of goods, eventually bring cut-rate distress selling to the industry. It seems to me that the progressive television set manufacturer will be well advised to sell his product through established radio, electric appliance stores, combination radio music stores, and similar establishments who have

a background of service to the industry and to the public in their respective communities. And, most important of all, the progressive television set manufacturer will *not franchise a dealer who does not have a trained television technician operating a well-equipped department for servicing, installing and maintaining television sets which the dealer sells.*

This is vitally important because "screw driver mechanics" cannot service television sets. One of the most serious mistakes made by radio set manufacturers during the early days of the industry was their failure to pay adequate attention to the ultimate servicing of their product. The television set manufacturer, who is proud of his product and its performance, will start now to set up a training school in which television technicians could be trained so that they will provide a back log of Television Service Supervisors. These would be paid by the company and their job would be to go out into the territory, work with distributors in setting up dealer service departments, and training present radio servicemen in television installation and maintenance. Unless this is done, we are going to have the same old problem of high school boys, jack-leg mechanics and others attempting to repair television sets to the detriment of the set itself and the reputation of the manufacturer who is not farsighted enough to realize that the average purchase of a second television set will be based on the performance of the first one purchased by any given customer.

There are other responsibilities which devolve directly on television set manufacturers. For instance, since television is so new, what length guarantee will they give on sets which may become obsolete before the guarantee runs out? And, since television set sales will undoubtedly require more time, effort and expenditure on the part of the dealer because of their technically difficult installation problems, how will this be covered in discounts? If, as we have been promised, postwar television sets will contain a radio, FM, a record player and television, what provision will be made for the trade-in of old radio sets? What standards are being drawn-up now to guide dealers in appraising old sets for trade-in? These are some of the questions that, to my mind, are more important than whether or not we will have 525-line or 1000-line television.

Assuming that most manufacturers will market their sets through distributors . . . and this assumption is

based on the incontrovertable fact that nobody has yet developed a better, more economical plan . . . the postwar distributor will have to do more than load up his dealers in an effort to get rid of his quota of television sets.

Postwar distributors of radio, television and appliances will have to sell through as well as to the dealers who are his customers. In many instances, the distributor will have to hire factory-trained television technicians to act as trouble-shooters for dealers. They will have to bring their customers information on financing, credit terms and store management and, they will certainly have to make up their mind that they cannot play with the hares and still run with the hounds. Any distributor who thinks that he can sell to industrials, pine-board outfits, cut price artists, etc., and still keep his regular dealer set up is going to be sadly mistaken. The competition after this war will not be so much for customers as it will be for dealers. Dozens of new companies are entering the radio, television and electric appliance field. The pressure on the dealer will be intense, and, I think it is safe to say that his loyalties are going to remain with the distributor who puts the dealers' interests first, who lets the other boys get the "quick money" and who works to build a firm business future for himself and his customers.

Now we come to the dealer. Many radio-appliance dealers are wondering just where they fit in the postwar marketing picture. Lulled into a sense of fatuous complacency by repeated reiterations to the effect that the public will virtually break down their doors to buy postwar radio and television sets, the average dealer is sitting back already counting the tremendous profits he has been told he will make after the war.

I, for one, don't think this is going to happen. The immediate postwar period will be one of transition. There will be a tremendous economic dislocation caused by the demobilization of soldiers and the disemployment of millions of war plant workers throughout the country. Many people will tell you that this has no bearing on postwar sales due to the fact that these same people have built up reserve purchasing power in the form of savings and through their purchases of war bonds. Granting this, you still can't make me believe that the first thing a man does when he is laid off or loses his job is to rush out and buy a refrigerator, a radio, or a television set. What he does do is to cut down his expenses until he gets another job.

(Continued on page 20)

# NEW LETTER CONTEST for SERVICEMEN!

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

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

## SO—HERE WE GO AGAIN!

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



## RULES FOR THE CONTEST

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



**hallicrafters RADIO**

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

# **OUR POSITION ON TELEVISION AND RADIO AS IT AFFECTS YOUR FUTURE...AND OURS**

**W**hen this war is won, Stromberg-Carlson believes that television will face a future of great promise. As evidence of our conviction, we have applied for a license to operate our own television broadcasting station.

**O**ur confidence in the eventual success of television is founded on long experience. We produced television receiving sets commercially as early as 1938. However, we feel it important for both you and us to consider the future of television and radio from the point of view of business common sense.

## HERE'S OUR THINKING ON TELEVISION:

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

When television broadcasting develops so *you* can make money out of it, we will have a full line of television receiving sets which will bring to this rich field the 50-year-old fact: "There is nothing finer than a Stromberg-Carlson!"

## AND HERE'S OUR THINKING ON RADIO:

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

## AND HERE'S OUR POST-WAR PLEDGE

### TO GET YOU BACK INTO THE RADIO BUSINESS:

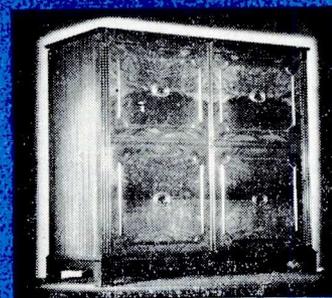
- 1 *We will have—soon after Victory—a fine line of Stromberg-Carlson FM and AM radios, phonograph combinations and television receivers in an attractive range of prices.*
- 2 *We will have a policy of distribution planned to give every Authorized Dealer a good profit opportunity on the Stromberg-Carlson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



# STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS, TELEVISION, TELEPHONES, AND SOUND EQUIPMENT



# NEW GRAPHICAL SYMBOLS FOR RADIO and ELECTRONIC EQUIPMENT SET BY AMERICAN STANDARDS ASSOCIATION

Graphical symbols for electrical and electronic equipment have been unified into a consistent set of symbols that will mean the same thing to everyone who uses them. This has been accomplished through development of a new American War Standard—Coordination of Graphical Symbols—just completed by the American Standards Association.

The need for such a coordinated system of indicating electrical circuits and equipment on engineering drawings is obvious, and has long been recognized. Every commercial and Armed Force drafting room that does any electrical work at all uses these symbols. Previously one symbol was sometimes used to indicate two different pieces of apparatus, and in some cases two different symbols meant the same thing. This standard, in the development of which many national groups and representatives of the Armed Forces cooperated, is a compromise; but it represents a workable

solution of a problem that has long been irritating to engineers.

The original conflict in use of symbols came about because the Power industry which generates and distributes electrical energy, and the communications industry which transmits intelligence each developed its own set of graphical symbols. This caused little difficulty until the wide expansion of the use of electronic devices during the war in communication, control and detecting devices brought these fields to overlap to a degree where it was necessary to use common sets of drawings for design, manufacturing and maintenance purposes. The Armed Forces, faced with the effort of training large numbers of new personnel, found the lack of uniformity on drawings a constant source of trouble.

In the War Standard all outright conflicts in usage of symbols have been eliminated.

Alternate symbols have been allowed only where the usage of a symbol was

so deep-seated in an industry that change would cause undue hardship.

With the completion of this war standard—Coordination of Electrical Graphical Symbols (Z32.11-1944)—arrangements are being made to revise the Graphical Symbols for Telephone, Telegraph, and Radio use and the Graphical Symbols for Power and Control Equipment, previously approved by the American Standards Association.

In referring to the completed job Mr. Wm. L. Heard of Bell Telephone Laboratories, Vice-Chairman of the ASA Committee on Graphical Symbols said: "Standardization is a slow process and it is felt that the results which have been accomplished through this coordination have brought the standardization of electrical symbols a long way toward an ultimate of one complete set of symbols. It is hoped that further standardization can be made as usage of the coordinated symbols is developed."

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## THE CHALLENGE OF TELEVISION *(Continued from page 16)*

Henry J. Kaiser recently took a survey among his three hundred thousand employees, and the question of foremost importance in their mind was "What is going to happen to me and my job after the war."

This doesn't mean that I think there will be no sales after the war. There will be plenty of all kinds of products *sold*, and the point I am making is that the dealer has got to make up his mind that he will have to *sell* radio and television sets when peace is here again. This means that dealers themselves should start now to analyze their position in the postwar distribution of radio-television sets and appliances. For, dealers will be confronted with competition from many new sources. Great manufacturers backed by millions in money will compete with you by selling their products direct to the

home. Powerful and widespread merchandising chains are preparing now to invade your community. You cannot expect to sit back and still be in business at the same old stand when this viciously competitive postwar transition era it at an end. You must prepare to modernize your store, your merchandising policies, your approach to your customer, your follow-through on servicing and maintenance, and you can do these better if you will cooperate with the distributors and manufacturers whose products you sell.

From an industry standpoint, there are many problems which require the cooperative thinking of manufacturers, distributors and dealers. Because of this, I believe that now is the time for representatives of each of these groups to sit around a conference table in an

effort to work out our common problems together. In order to make this possible, we have undertaken the necessary preliminary work leading to the formation of the NATIONAL TELEVISION ADVISORY BOARD. This body will be composed of manufacturers, distributors and dealers. Preparatory work is now under way toward holding round table discussions in various cities. Reports of these discussions and the findings of the NATIONAL TELEVISION ADVISORY BOARD members will be available to the entire industry to the end that we will be in a position to meet the postwar challenge with well-defined, carefully-planned policies that will insure a prosperous future for the entire radio, television and appliance industry . . . and for every one who plans to make his living from that industry in the years to come.

# RADIO, ELECTRONICS AND YOUR POSTWAR FUTURE

by

THE HONORABLE FRANCES PERKINS

Secretary of Labor

Whatever the scope of postwar industry and business may be here in America, it is safe to predict a still greater role for radio, television and, indeed, the whole field of electronics. We are getting a partial preview of new wonders to come in the reports from every battle front.

No one can say how quickly this promise will be fulfilled after peace comes or just what form the new developments will take. But this much is certain—the industry will find its own rate of growth intimately connected with the general level of economic activity in this country. There is the closest kind of hook-up between our postwar living standards and the potential market for everything made, distributed or retailed by the readers of RADIO TELEVISION JOURNAL.

And there is a deepening conviction, shared by all of us, that we can only attain new and higher standards if we succeed in using fully and well our vast resources in men, materials and machines. That is the great goal our planning should look toward. In human terms this means opportunity to earn a decent living with fair rewards

for individual effort and enterprise. This, in turn, demands a strengthening of our democratic procedures, a still greater emphasis on freedom and fair play.

How should we plan for peace, what sort of program should we have to reach this objective? Clearly its fundamentals must recognize the need for decent living standards, for increased security and the swift, orderly return of our working force to useful peacetime pursuits.

The recommendations which follow do not cover every phase of this many-sided problem, but they do present a number of practical steps which are basic to any sound program and which we all must think about now so that these actions can be taken as soon as peace is declared.

*First*, we should plan extension of the social security system to all workers, including farms and domestic workers. Though it is listed as a post-

*(Continued on next page)*



At the right is shown Secretary of Labor Perkins whose long experience gives her the authority necessary to chart the course of postwar employment policies which are the subject of this article.

(Continued from preceding page)

war proposal, this action need not wait until the war ends. On the contrary, it will be much more effective and easier to accomplish if it is undertaken now. The immediate results will be beneficial and also help to provide added stability during the transition period. We already have unemployment insurance and old age insurance, as well as old age public assistance and public assistance for dependent children. This fine beginning can be the foundation upon which an expanded social security now generally approved can be built.

The enlarged system should be available to self-employed persons who wish to buy into it, such as business and professional people, retailers, repairmen, farm operators, and others who "work for themselves." And it goes without saying that discharged war veterans should be admitted to the social security system automatically and be eligible for the various benefits.

*Second*, revoke all permits which have been issued for the employment of minors for more than eight hours a day or for their employment in ordinarily prohibited occupations.

Nearly four times as many children 14 through 17 years of age were certified for full or part-time employment under State Laws in 1942 as in 1940, and figures for the first half of 1943 more than doubled the same period in 1942. Some three million youngsters in this age group are now at work and they provide cut-price competition which can be harmful to every business. In some spots there has been a lowering of protective measures. Child labor problems are not new, but it would be tragic to carry lower standards into the postwar period.

*Third*, promote the reduction of hours of labor under the Fair Labor Standards Act to 40 hours a week to help spread the work.

In October, 1943, average hours worked in all manufacturing industries were 45.4, which means a scheduled work-week of about 48 hours. For

durable goods the average hours worked were 47.3, indicating a schedule of close to 50 hours a week. These averages include figures for individual industries that are well above 50 a week.

*Fourth*, revoke Executive Order 9240 (which governs the overtime and premium pay practices on "all work relating to the war"), and abolish Sunday work, holiday work and overtime work so far as possible.

*Fifth*, unfreeze labor under the War Manpower Commission's right to issue directives and reestablish the freedom and mobility of American labor.

*Sixth*, make the U. S. Employment Service a strong and effective instrument for moving workers out of war industries and into civilian industries.

Counting the placement of men returning from the armed forces, a total of 25 million job shifts and transfers may be necessary before our working force is redistributed in a normal peacetime pattern. This is a tremendous task, much greater than many of us realize. It demands both local action and the guidance of a federal agency which sees the nation-wide picture.

*Seventh*, set up a fund which can be loaned through the U. S. Employment Service to help workers who have no money to get back home or to reach a place where there might be opportunity for employment.

This problem can easily become acute in areas where war plants have drawn thousands of workers from a distance. There are many smaller communities that are top-heavy with war jobs. In four States the estimated military and industrial demobilization is 45 percent or more of total 1940 employment, for seven other States the figure is between 35 and 45 percent.

*Eighth*, encourage the immediate retirement of those above 65 on their old age pensions.

*Ninth*, encourage the return to education of any person under 20—to

school or college or vocational training institutes.

There has been a 15 percent decrease in high school enrollment for the country as a whole in the last three years. And it goes without saying that a great many in the armed forces will want to resume their education or undertake special training along some other line.

*Tenth*, advise and assist women who are what might be called merely "pin-money" earners who came into the labor market only because of the war

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**We are particularly proud to which was written especially JOURNAL by the Honorable Labor. Despite the purely versy which have raged around as Secretary, the facts show ahead of her time in foresee are now an accepted part of believe Madame Perkins' arti to all those who are concerned of unemployment and re-em the civilian economy after the experience, broad contacts and provide a blueprint for pro not only in our own industry, well.**

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need to leave the labor market and make opportunity for girls and women who must work regularly.

There are about 17,000,000 women employed today and while several million may quit work when the war is over, we should remember that the vast majority will still need gainful employment. In 1940 the normal working force included some 13 million women.

These steps all have a common purpose—to help millions of our working

people bridge the gap between war work and their return to normal civilian jobs. But such help will not be restricted to workers alone for it will create a back log of confidence and hope that is sure to react favorably on business and industry as well. These recommendations have the further advantage that they can be carried out with little or no delay once the war is ended. And finally, they take us in the desired direction of increased security and improved living standards.

The group of suggestions which follows is outside the scope of the

**present this exclusive article for your RADIO TELEVISION Frances Perkins, Secretary of political criticism and contro-Madame Perkins, functioning that she has consistently been ing many labor policies which our fabric of Government. We cle will prove valuable reading with the tremendous problem ployment which will confront war. Written out of her long wide vision this article can gressive-minded business men but in all other industries as**

Labor Department, but again these steps seem necessary if we are to promote a high level of business and industrial activity after the war.

(a) Provide for proper Government assistance for loans to businesses which can reconvert quickly and manufacture or distribute civilian goods for which there is a market and which will provide large employment.

(b) Encourage and revive the luxury, transportation, and amusement industries and trades which are healthy

and good for the public judged by normal standards.

(c) Develop Government aid for settling certain qualified groups on the land with a scientific program of assistance in crop planning and marketing and supervision.

(d) Open up the planned public works in those localities where there appears to be a considerable pool of permanent residents for whom no private employment is immediately available.

A variety of public works programs have been developed on a local or regional basis. Much of the program is already engineered and audited and can be put into operation quickly. In some localities it may be necessary for the Government to develop a public works program geared to meet community needs.

This phase of the program, like others, has a "grass roots" application which calls for united effort and cooperation at every level of government—Municipal, State and Federal. Moreover, it needs the participation of groups outside the government as well.

(e) Renew all the techniques of stabilized employment which were partly developed during the last depression, such as orders in advance; extension of rural electrification, manufacturing, Government and other capital industry orders on a regular basis.

In this connection we will need an intelligent program for disposing of surplus stocks, both war materials and consumer goods, held by various Government agencies.

(f) Release the housing programs now found to be necessary and give appropriate Government assistance to provide both construction of homes and housing improvements.

There is no intent to by-pass housing construction. Both publicly and privately financed housing developments will be required if we are to meet the pent up needs for good homes and at the same time provide an im-

portant stimulant for business revival generally.

(g) Encourage normal purchase by the public through carefully planned and systematic use of war savings rather than speedy, reckless spending.

Business and industry can exert a particularly strong influence here and in doing so help to assure themselves on orderly, predictable consumer demand.

(h) Encourage the purchasing of permanent consumer's goods, like radios, electric appliances, refrigeration, vacuum cleaners, furniture, kitchen utensils, automobiles, necessary textiles, etc.

Wise spending should go hand in hand with and encourage the impulse to save. More American working people have savings today than ever before, some are in war bonds, some in banks, and still more in the stocking. This suggests to some observers that the banking facilities of the country may not be adequate for workers who save. Savings banks are not developed throughout the country, and other banks with savings departments, like most savings banks, have the usual limited hours which are not always convenient for working people on payday. Moreover, there are wide areas where the distance to a bank makes regular deposits almost prohibitive.

Finally, we should encourage cultural and recreational activities as a means of employment as well as a method of achieving a sound society and balanced economy. It would be impossible to predict the exact role of radio and electronics in this task, but the opportunities are wide indeed. We still need fuller communication and better understanding between farm and factory, between workers and those who direct work before we can translate all the high principles and aims of our constitutional democracy into the realities of daily life. That goal lies beyond the scope of this article. To reach it we shall need both vision and the down-to-earth contribution that each of us can make as citizens of a democracy.

# Again...an Instrument worthy of the Name

Introduced in 1937, PHILHARMONIC was promptly judged the outstanding instrument in America by *all* consumers' organizations. *Each succeeding year* it continued to head every impartial performance rating. The uncompromising standards that gave PHILHARMONIC pre-war quality leadership will assure for our *new* instruments the best—and *nothing short of the best*—in FM, AM and TELEVISION.

■ Quality dealers will be visited shortly by a PHILHARMONIC representative to discuss our post-war plans and *exclusive franchise* distribution. Inquiries are solicited from those who would like preliminary information.

PHILHARMONIC RADIO CORPORATION, 218 William St., N.Y.



# Philharmonic

RADIO AND PHONOGRAPH



# Record Releases of the Month

Records Released from April 15 to May 15, 1944

In order that our readers may have the important Record Releases of the month at their fingertips, RADIO JOURNAL now inaugurates this new feature which is intended to correlate the releases from each company during the period between the Fifteenth of each month. We suggest that you tear this page from the magazine and file it in a ring binder. This new "Record Releases of the Month" feature is designed to help you do a better job of merchandising records and albums. Since it is new, we will welcome comments, ideas and suggestions from our readers that will aid us make it more helpful to you.

## CAPITOL

- 155 It Had To Be You  
His Rocking Horse Ran Away — Betty Hutton & Paul Weston's Orch.
- 156 Amor  
The Day After Forever—Andy Russel & Al Sack's Orch.
- 157 Texas Polka  
I'll Walk Alone—Martha Tilton & Orch.
- 158 It Could Happen to You  
Someone to Love—Jo Stafford with Paul Weston's Orch.

## CAPITOL ALBUM

(Four Records. 100001—100004)

Songs by Johnny Mercer, Johnny Mercer-Jo Stafford with the Pied Pipers & Paul Weston's Orch.

- 10001 Blues in the Night  
On the Nodaway Road
- 10002 Too Marvelous for Words
- 10003 You Grow Sweeter (As the Years Go By)
- 10004 Jamboree Jones  
Dixieland Band

## COLUMBIA

Okeh 6719 Bluest Blues—Ted Daffan  
Look Who's Talkin'—Leon Seago with String Band Acc.

## DECCA ALBUMS

- DA 3365 Song of Bernadette (Four Records 23304-23307) Academy Award Winner for best score; Alfred Newman, Conductor-Composer
- 23304 Prelude  
Scherzo and Pastorale  
You Are Now in Heaven and on Earth, O Bernadette
- 23305 Scherzo and Pastorale (concluded)  
The Grotto  
Not for Me Flows the Spring
- 23306 The Song of Bernadette  
Farewell of All Farewells
- 23307 The Sadness of Bernadette  
The Miracle and the Pilgrimage to Lourdes
- DA 366 Carmen Jones (Six Records 29133-29138) Original Cast, Carmen Jones Orchestra, under direction of Joseph Littau; Carmen Jones Chorus, under direction of Robert Shaw.
- 29133 Prelude  
Scene: Joe and Carmen—Finale
- 29134 Dat's Love  
Dat's Our Man
- 29135 You Talk Just Like My Maw  
My Joe
- 29136 Dere's a Cafe on de Corner  
De Cards Don't Lie
- 29137 Beat Out dat Rhythm on a Drum  
Dis Flower
- 29138 S'tan' Up and Fight  
Whizzin' Away Along de Track

## DECCA BLACK LABEL

(23000 Series)

- 23318 Tico-Tico  
Pedro from Chile—Charles Wolcott & Orch.
- 23319 Begin the Beguine  
Hand to Mouth Boogie — Larry Adler with John Kirby & Orch.
- 23320 I'll Get By  
I'll Remember April — Kitty Carlisle with Harry Sosnik's Orch.

## DECCA BLACK LABEL

(18000 Series)

- 18579 I'll Get By (As Long as I Have You)  
Someday I'll Meet You Again — Ink Spots
- 18560 There's a Star Spangled Banner Waving Somewhere  
Gertie from Bizerte—Dick Haymes & The Song Spinners
- 18580 The Day After Forever  
It Could Happen to You—Bing Crosby with John Scott Trotter Orch.
- 18481 There'll Be a Jubilee  
Sing a Tropical Song—Andrews Sisters with Vic Schoen's Orch.
- 18598 Good Night, Wherever You Are  
Louise—Russ Morgan & Orch.
- 18599 You Always Hurt the One You Love  
Till Then—Mills Brothers
- 18600 Time Waits For No One  
In a Moment of Madness—Helen Forrest; Orch. directed by Camarata
- 18601 My Heart Isn't In It  
Saltin' Away My Sweet Dreams (Until My Sugar Comes Home to Me) — Charlie Barnet & Orch.

## DECCA BLUE LABEL

(4000 Series)

- 4439 Time Waits For No One  
Featherhead
- 4440 Trav'lin Light  
Do Nothin' Till You Hear From Me — Delta Rhythm Boys
- 4441 I'd Like to Give My Dog to Uncle Sam  
One Face Missing From the Picture — Dick Robertson & Orch.
- 4442 She Broke My Heart in Three Places  
Don't Change Horses — Hoosier Hot Shots

## DECCA BLUE LABEL

(6000 Series)

- 6098 Soldier's Last Letter  
Yesterday's Tears—Ernest Tubb

## DECCA BLUE LABEL

(8000 Series)

- 8659 G. I. Jive  
Mop! Mop!—Louis Jordan & His Tympany Five

## MUSICRAFT ALBUM

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The Death of Floyd Collins—Red River Dave
- 287 She'll Be Comin' Round the Mountain  
Twenty-one Years—Red River Dave
- 288 Seven Years With the Wrong Woman  
Altoona Freight Wreck—Red River Dave
- 289 Don't Make Me Go to Bed and I'll Be Good  
Esmerelda  
On Top of Old Smokey

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## RED SEAL RECORDS

- 11-8594 Hans Kindler, conducting National Symphony Orchestra in "Song of Russia" and "Andalucia"
- 10-1093 Richard Crooks, Victor Symphony Orchestra, Wilfred Pelletier, conductor in "Song of India" and "Werther": Act III (Pourquoi me reveiller?)
- 10-1098 William Primrose, Violinist with Joseph Kahn at piano. "Allegretto in the Style of Boccherini, Solfeggieritto, Tambourin"
- 10-1099 Eleanor Steber, Soprano with James Quillian at piano. "Auflosung," "Canto di Primavera" (Song of Spring)
- 11-8595 Alexander Kipnis, Bass, with Celius Dougherty at piano. "The Harvest of Sorrow," "Over the Steppe"

## VICTOR POPULAR RECORDS

- 20-1584 My Little Brown Book  
Someone—Duke Ellington and his orchestra
- 20-1585 Basket Weaver  
On a Little Street in Sinnamon—Glen Miller and orchestra (from "Follow the Boys")
- 20-1586 I'll Walk Alone  
It Could Happen to You (from "And the Angels Sing")—Dinah Shore with Mixed Chorus

## VICTOR BLUEBIRD

OLD FAMILIAR TUNES

- 33-0512 The Wave on the Sea  
The Rambling Boy—The Carter Family

RACE RECORDS

- 34-0714 Lonesome Road  
Baby, Remember Me—Lonnie Johnson
- 34-0713 Decoration Day Blue No. 2  
Love Me, Baby—Sonny Boy Williamson

RECORD RELEASES

- 20-1584 My Little Brown Book  
Someone—Duke Ellington and orchestra
- 20-1585 Basket Weaver  
On a Little Street in Singapore—Glen Miller and orchestra

## VICTOR ALBUM

- (Four records 20-1564 — 20-1567), Glen Miller and orchestra
- 20-1564 American Patrol  
Song of the Volga Boatman
- 20-1565 Tuxedo Junction  
In the Mood
- 20-1566 Little Brown Jug  
Moonlight Serenade
- 20-1567 Star Dust  
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Among those responsible for the success of the Baltimore Association Meeting were the following, pictured above from left to right: Sam Grossman, Charles Bagliani, Vincent E. Powers, Jr., John J. Bagliani, Edith C. Bagliani, all of Radio Electric Service Co., Baltimore, and Mal Parks, Editor, RADIO JOURNAL.

## BIG BALTIMORE MEETING BREAKS ATTENDANCE RECORDS

Standing-room was at a premium on Thursday, April 20, 1944 when over 500 radio industry members jam-packed the Florentine Room of the Lord Baltimore Hotel in Baltimore, Maryland. Attracted by an intensely interesting program developed in connection with the meeting which was co-sponsored by Mr. John Bagliani of Radio Electric Service Company, Baltimore, Maryland; and RADIO TELEVISION JOURNAL, New York, the overflow crowd was distinguished by the presence of high military figures, important plant executives and engineers, leading parts jobbers and representatives and the most alert and progressive service dealers in the Baltimore area. Originally scheduled for eight o'clock, the meeting started at seven thirty due to the pressure of the huge crowd which started to trickle in as early as six-thirty. Preliminary interest was maintained by the showing of an absorbing film on electronics supplied by the Westinghouse Electric & Manufacturing Co.

Following the showing of this film, the meeting was formally called to order by Mr. Vincent Powers, Jr., Sales Manager of the Radio Electric

Reading from left to right below, we see George D. Barbey, President, National Electronic Distributors Association and a featured speaker at the meeting; Vince Powers, whose chairmanship added much to the meeting's success; and Dan Fairbanks, International Resistance Corp., who was another featured speaker at big Baltimore meeting.



Service Company, who acted as chairman of the meeting. Mr. Powers welcomed the assembled guests, briefly explained the purposes of the meeting, paid tribute to RADIO TELEVISION JOURNAL for its forward-looking activity in helping co-sponsor the meeting, and then introduced Mr. John Bagliani of Radio Electric Service Co. who warmly thanked those present for their interest.

Following Mr. Bagliani's welcoming address, Miss Zelma Shapiro, Assistant Chief, Durable Goods Unit, Office of Price Administration, Washington, D. C., spoke on the subject of black markets as they applied to the radio industry. She pointed out the fact that black markets flourish only with the tacit approval of the radio servicemen who patronize black market sellers. She cited case after case where the O.P.A. attempted to track down verified complaints only to find themselves stymied by the fact that the black market operator had moved, changed his company name, was acting through

At the right is shown Dr. J. M. Kuhlik, Miles Reproducer Co., New York, N. Y., with his "Sound on Cellophane" machine which he demonstrated at the Baltimore meeting. This amazing new development was the object of absorbed interest on the part of every guest present.



a dummy, etc. She pleaded with those present to help the O.P.A. in their efforts to make sure that tubes and other components available for distribution to radio servicemen would flow through regularly organized channels of trade within the industry. As a warning she stated that servicemen who patronize black market operators are helping to build up a form of vicious racketeering which will inevitably react on all who make their money from radio repairing. She complimented RADIO TELEVISION JOURNAL for its efforts to stamp out black market practices within the industry, and mentioned that she had travelled from Washington to talk to the assembled guests because of the express invitation of RADIO JOURNAL'S Editor, Mal Parks.

Following Miss Shapiro's speech, Mr. Dan Jacobs, Price Consultant of the Office of Price Administration in Washington, D. C., held an open forum during which he answered questions from the floor. This open forum was so popular that its original fifteen minute time limit was extended to

over half an hour, and Mr. Jacobs was warmly applauded as Chairman Powers once again called the meeting to order.

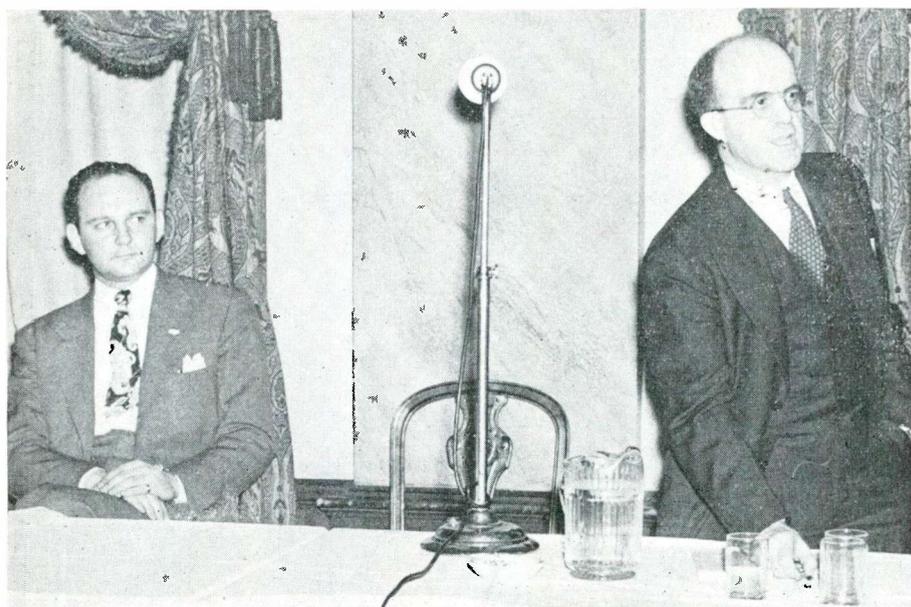
Following Mr. Jacobs was Mr. George D. Barbey, President of the National Electronic Distributors Association, who gave those present an eye-witness view of the tube shortage problem from the parts jobbers' standpoint. Since Mr. Barbey is one of the industry's most successful parts jobbers as well as President of N.E.D.A. his facts held an augmented interest to the audience. Mr. Barbey showed the tremendous need for tubes by the armed forces, cited figures demonstrating where these tubes go, and explained how the average parts jobber allocates the supplies which he receives from manufacturers. In impressing the need for a greater understanding of each other's problems. Mr. Barbey closed his talk by reminding his listeners that every patriotic American agrees that the Armed Forces' needs come first, and he left the thought that while government agencies and

officials in Washington seem to have made many mistakes, they are only human beings striving to do an honest job under difficult circumstances, and that we can help them with understanding and cooperation. Long applause followed Mr. Barbey's talk.

Mr. Herb Taylor of the Allen B. Du Mont Laboratories, Passaic, New Jersey, was then introduced, and he briefly, forcefully and interestingly detailed the past, present and future possibilities of television as it relates to the opportunities which it will present the radio service dealers in the postwar era. Stressing the enormous sums which have been spent in experiment, pointing out the tremendous strides made under the impetus of scientific wartime developments and painting an optimistic picture for the future, Mr. Taylor gave as his considered opinion an outline of what television held in store for the industry. He emphasized that television sets as now constructed require skilled technicians to maintain. Mr. Taylor also drove home the thought

(Continued on next page)

At the right we see George Barbey who is shown in the act of telling the assembled audience some of the facts about the tube shortage situation from the parts jobbers' point of view. Listening intently is Herb Taylor of the Allen B. Du Mont Laboratories, Passaic, N. J., who outlined to the assembled guests some of the opportunities presented in the installation and maintenance of television sets after the war.



*(Continued from preceding page)*

that every radio service man should study all available material concerning television sets so that they will be prepared for the tremendous influx of work which television set sales will bring in its train in the postwar era. He said he felt television would help the industry eliminate "screw driver mechanics" and would help the skilled radio technician do a better job under difficult circumstances.

At the conclusion of Mr. Taylor's address, Mr. Powers introduced Dan Fairbanks, the genial, nationally-known sales manager of the International Resistance Co. Mr. Fairbanks took as his topic the association work now being done by RADIO TELEVISION JOURNAL's Editor Mal Parks, throughout the country. He mentioned the increased interest to be found among radio service-dealers in the entire subject of servicemen's association, and said he felt privileged to participate in the work which

is being done. He followed this by giving his firm's angle on the problems which confront manufacturers such as International Resistance Co. He told how the President of his company had made it a policy to always honor military orders first. He said the International Resistance Co. adhered to this policy because of a sincere belief that the military authorities are the best judges of the importance of the company's products to the war effort. Mr. Fairbanks showed that this policy had won unanimous approbation of the Armed Forces officials but, as he said, it made it difficult for the company to fill civilian orders. He mentioned that even high priority military orders are twenty weeks behind, and he then asked the audience how they believed his and other companies could fill L-265 orders. Acknowledging that this made it difficult because of the firm friendship built up between his company and its customers, Mr. Fairbanks concluded by saying that he believed those present would agree in principle



The four views shown on these pages graphically demonstrate the fact that even standing-room was at a premium when the huge overflow crowd of over 500 radio servicemen, dealers, parts jobbers, plant



that it was better to have no civilian sales of radio components if by so doing it would shorten the war by one day, and save the life of one American soldier.

At the conclusion of Mr. Fairbank's talk, Chairman Powers proceeded to introduce Mal Parks, Editor of RADIO TELEVISION JOURNAL by emphasizing the fact that Radio Electric Service Company had asked him to help co-sponsor the meeting because of the inspiring reports which they had received from all parts of the country concerning the association work which Mr. Parks is doing.

Mr. Parks opened his talk by telling the assembled audience that he had been warned about the cliques and factions in the Baltimore area which, he said he was told, "makes it impossible for us to ever have a really good association in this area." Mr. Parks said that this situation may have been true, and might be true at present, but

he warned radio service dealers that disunity was a luxury which neither they as individuals nor the industry as a whole could afford. In emphasizing this point he reminded his hearers that the postwar era would provide the most intense competition the industry had ever seen. He showed how large hard goods supermarkets would use radio servicing as a traffic builder, even if it had to be done at a loss. He said there were authenticated rumors to the effect that Singer Sewing Machine, with hundreds of stores and thousands of sewing machine repair men, were already training these men to service the sets Singer plans to manufacture after the war.

He then exhorted his listeners to ask themselves what they had ever done to raise the prestige of radio servicing in the minds of the public. He cited instance after instance of servicemen making home calls dressed in sloppy sweaters, battered hats and unshaven, and, as he expressed it, "instilling in the minds of fastidious



engineers, etc., jam-packed the Florentine Room of the Lord Baltimore Hotel on Thursday, April 20th, to attend the meeting co-sponsored by Radio Electric Service Co. and RADIO JOURNAL.



housewives contempt not only for the serviceman in question, but for radio servicing in general.

He again asked the audience how they could expect the public to pay prices which guarantee a profit if radio servicemen themselves did not set up standards to which all would adhere to the end that "screw driver mechanics" would be eliminated and good radio technicians would be recognized in the industry and among the general public.

He said that he had been in many cities where he was told it would be impossible to help form an association, but he said he believed that the common sense of those present would prove that their best interests would lie in forming an association for mutual benefit and protection. After Mr. Parks talk the meeting was adjourned for refreshments and for the formation of an Association Organizing Committee. One hundred and nineteen of

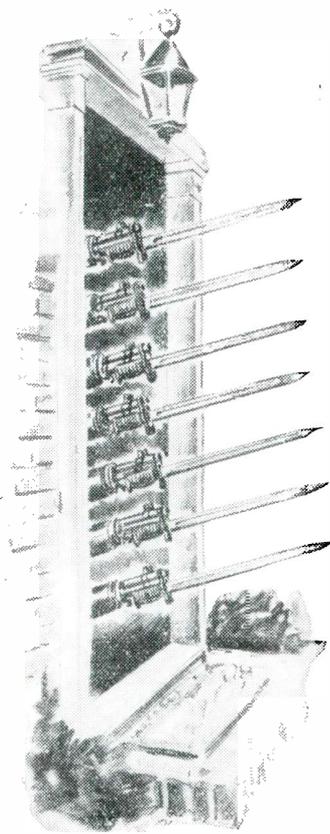
those present signed and paid a deposit toward whatever dues would be assessed by the association when it was finally regularly constituted.

Highlighting the meeting's aftermath was a unique demonstration of Sound on Cellophane by Dr. J. M. Kuhlik of the Miles Reproducer Company, New York, who brought his equipment to Baltimore especially for the meeting. So intense was the interest in Mr. Kuhlik's machine that the meeting did not

break up until after three A.M. Friday, April 21st.

According to those present the meeting was not only the most successful held in the Baltimore area but one of the most successful ever held in the history of the radio servicing business, and a special resolution of commendation was passed congratulating Mal Parks and RADIO TELEVISION JOURNAL for their far-sighted activities in the interests of the industry.

# The fight on the doorstep



**T**HIS WAR can't be won on battlefields alone. One of the most critical campaigns of all must be waged right on the doorstep of every family in America.

This is the fight against higher prices and higher wages. It's a fight that *must* be won... or victories on battlefields will be meaningless.

It's like this. In America this year, our total income after taxes will be about 133 billion dollars. But there'll be only about 93 billion dollars' worth of goods to spend it on. If we all start trying to buy as much as we can, prices will shoot up.

As prices rise, people will ask for—and, in many cases, get—higher wages. That will put up the cost of manufacturing, so up will go prices again. Then we'll need another pay raise. If we get it, prices rise again. It's a vicious circle.

The Government has done a lot to help keep prices down. It has put ceilings on food and rent... has rationed scarce articles. But the Government can't do it all alone.

It needs *your help!*

Your part in this fight won't be easy. It will mean foregoing luxuries, perhaps doing without a few necessities. Tough? Maybe... but don't say that where the veterans of Italy and New Britain can hear you!

You *want* to do your part, of course. So do we all... farmers, laborers, white-collar workers, business executives. And the way to do your part *right* now is to observe the following seven rules for Victory and a prosperous peace...

**1. Buy only what you NEED.** And before you buy anything, remember that patriotic little jingle: "Use it up. Wear it out. Make it do or do without."

**2. Keep your OWN prices DOWN!** If you sell goods, or your own time and labor, *don't ask for more money* than you absolutely must! No matter who tries to talk you into asking more... *don't listen!*

**3. No matter how badly you need something... never pay more than the posted ceiling price!** Don't buy rationed goods without giving up the required coupons. If you do, you're helping the Black Market gang—hurting yourself!

**4. Pay your taxes cheerfully!** Taxes are the cheapest way to pay for a war! The MORE taxes you pay now—when you have some extra money—the LESS taxes you'll pay later on!

**5. Pay off old debts.** Don't make any new ones! Get, *and stay*, square with the world!

**6. Start a savings account.** Make regular deposits, often! Buy life insurance. Keep your premiums paid up.

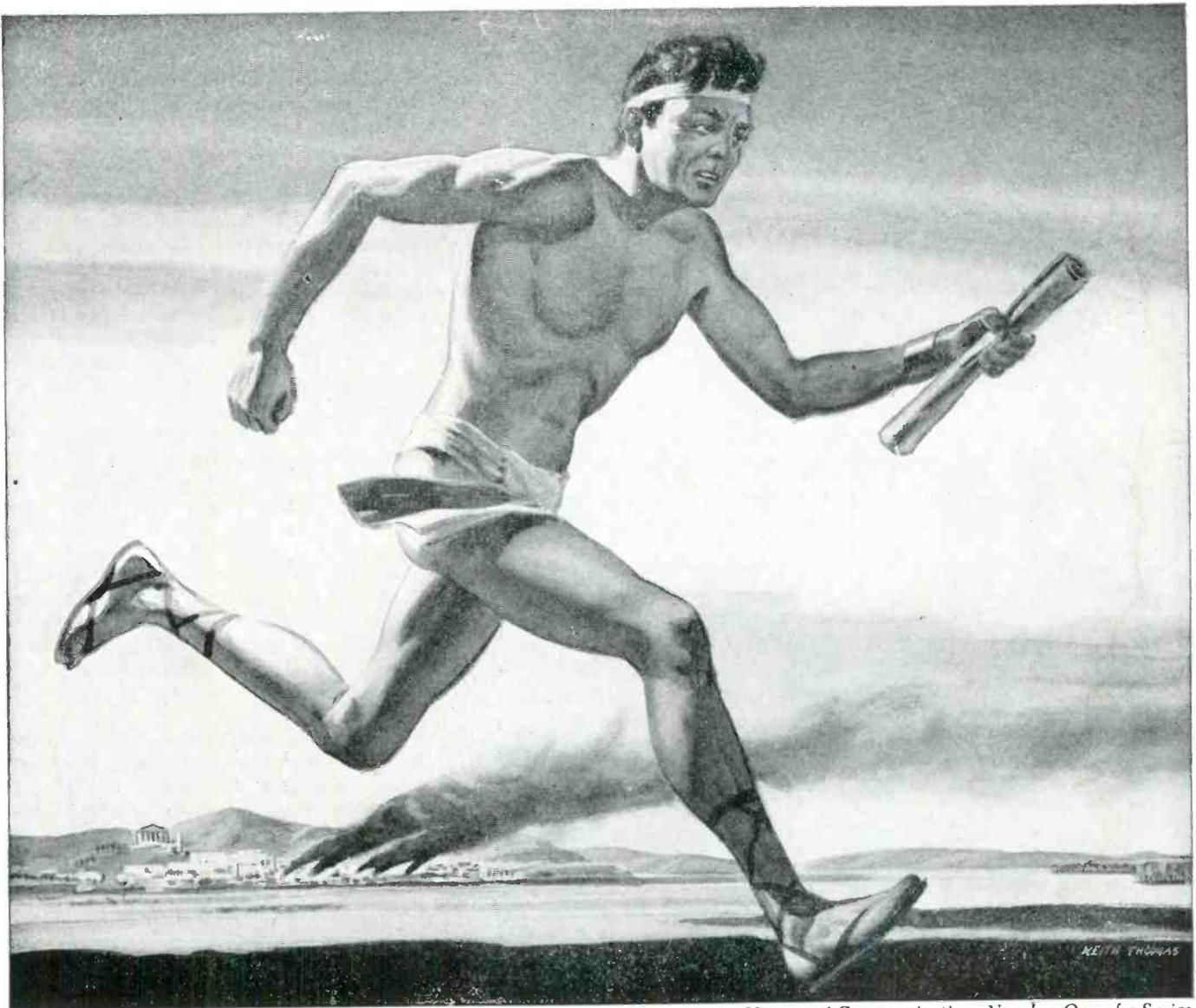
**7. Buy War Bonds... regularly and often!** *And hold on to them!* Don't just buy them with spare cash you can easily do without. Invest every dime and dollar you don't actually NEED... even if it *hurts* to give those dimes and dollars up!

Use it up... Wear it out.  
Make it do... Or do without.



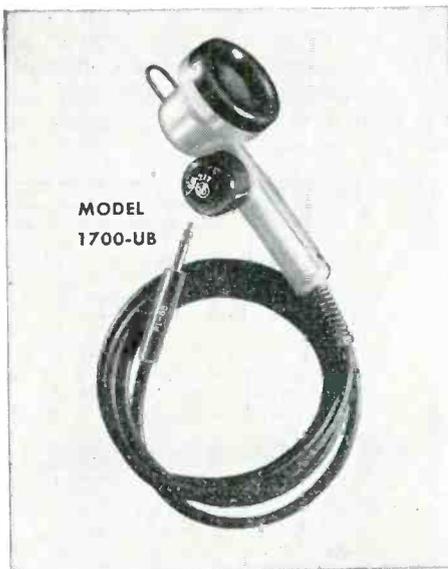
A United States War message prepared by the War Advertising Council; approved by the Office of War Information; and contributed by the Magazine Publishers of America.

This page contributed by Radio-Television Journal



*History of Communications Number One of a Series*

## A FORERUNNER OF MODERN COMMUNICATIONS



One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

*< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.*

**UNIVERSAL MICROPHONE CO., LTD.**  
INGLEWOOD, CALIFORNIA



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(Continued from page 32)

for outside financing after the war. Even a small business man should take such a step. It is poor business policy to wait until you need funds to attempt to get them. Talk to your banker now about your postwar plans. Show him a balance sheet with your postwar reserve set-up and your chances of getting postwar funds will increase because it indicates sound managerial policy.

Many radio dealers carry no reserves on their books at all. Others carry inadequate reserves. Others have reserves adequate in normal times, but

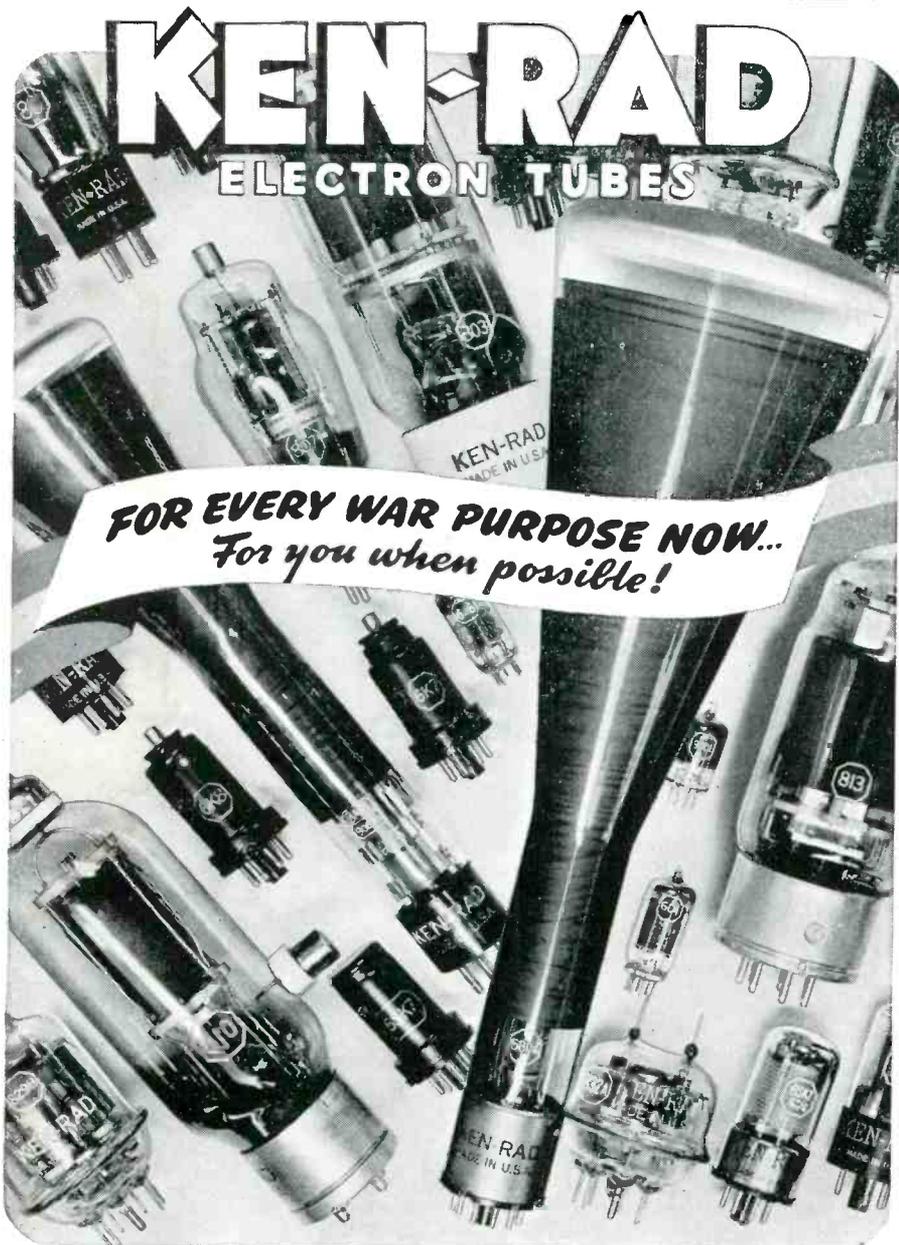
below par today, because our war economy has distorted normal business practices. The first step is to determine where you stand on reserves NOW, then proceed from there. The prewar purpose of reserves was to record depreciation in order to justify the income tax deduction for this expense and to see that costs included adequate charges for depreciation and other contingencies of operation. From now until stability returns, reserves must cover a wider field. Our war economy has brought this about. Radio dealers who do not make provisions accordingly, are not doing a top-

flight managerial job.

Tax laws do not permit deduction for postwar reserves but this does not prevent you from recording them as long as your records are clear. The subject has received much publicity to date and business men are pressing legislators to legalize a deduction for postwar reserves. If this comes to pass, postwar reserves planned and recorded now should put you in a better position to get a reasonable deduction. Then too, the postwar reserve will give you a more conservative balance sheet. Many concerns use reserves to keep the value of their net worth at a conservative figure even though the tax laws do not consider them in calculating liability. One chain has issued a balance sheet showing a postwar reserve of \$500,000 to cover a possible loss on inventory after the war. The dealer who follows this policy now can be sure that he will have no water on his financial statement when the war ends. This will put him in a better position to obtain credit and loans for postwar plans.

Circumstances alter cases. Every dealer must plan and finance his postwar program differently. We do not attempt to give specific advice in this article, merely to set you straight on reserve accounting so that you include it in your postwar business curriculum and handle it properly at a time when it is so vitally important.

Some dealers feel that the government may step in and lend them money for postwar operations. From 1933 to 1942, Congress considered 390 bills on behalf of small business men but few have experienced tangible results from this extensive study. Out of 390 selected for digest, only 26 have been enacted into laws. War industries may get loans from the government for reconversion but those turning out civilian production had better dig up their own do-re-mi by means of postwar reserves.



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# SHERMAN SOLVES SERVICE PROBLEMS

## WITH HIGH SCHOOL STUDENTS

by

**EUGENE A. CONKLIN**

*Radio Journal Staff Writer*

LeRoy Sherman of Carthage realized he was getting nowhere fast with the manpower shortage: 4F's seeking defense work of an "essential nature," housewives unwilling to come into a radio shop and work at prevailing wages when they could secure more remunerative employment elsewhere. High-schoolers had been tried out in the past, but had not proved satisfactory. However, Sherman still wondered why this group would not make a fertile source of desirable labor for his shop.

He worked out a plan which, in his estimation gives the high school contingent a fair shake, and, when carried through, satisfies his shop needs. Briefly, he puts high school students to work on a five-hour daily shift, not only during vacations but during the school year as well. In the past, the chief objection to high-schoolers working a standard 8-hour shift in the shop was that they returned home too late to handle school work or enjoy any social relaxation. Under the 5-hour Sherman shift plan high-schoolers work from 5:00 P.M. until 10:00 P.M. nightly, including Saturdays. This gives them several hours after school to attend to home work and supper festivities.

Students chosen should not be over sixteen and a half, and so have about a year's grace before going into service. Either boys or girls are welcome if their physics instructor gives them an honest recommendation as "electrically minded."

The wage question is the great handicap. The students want to accumulate a nest egg against the day they enter service, but the average radio shop is not in a position to compete with the high wages of defense plants. For that reason, Sherman found it an inducement to offer, in addition to the regular weekly pay check, a \$50.00 bonus for the student who stayed in the shop at least six months time. At the end of that period the youthful service employee hits the \$50.00 jackpot! Roughly this only amounts to \$2.25 a week out of the shopowner's pocket but it proves a powerful incentive to stay put when, as occasionally happens, the young repair expert gets bored.

Then comes the question of training. Under the Sherman plan the shop officially closes its doors at 5:00 P.M. Either phone calls are not accepted, or the customer is requested to call back the following morning, and no evening house calls are made. Students and servicemen work side-by-side at the service bench from five until ten P.M. shop curfew.

LeRoy Sherman has inaugurated the two-shift-daily plan of operation. From 9:00 A.M. until 3:00 P.M., he puts in his time on essential sets. To be classified as "essential" the radio to be repaired must be the customer's only set. If there is another one in the household, the radio brought in is turned over to the second, or student shift for service action. During the morning

and early afternoon, LeRoy Sherman handles the radios which must be gotten out quickly. For these hours he employs a receptionist—a housewife, happy to earn a little spare change, and able because of the short shift to handle her home chores also. Her main function is to keep customers away from Sherman's work bench at all costs, enabling him to devote his energies to the "essential" jobs. He handles no house calls, even at a hiked-up cost. He not only feels this is unfair to the customer who cannot bring in a set, but he has also found the wear and tear on the shop truck out of proportion to the good accomplished by servicing sets in the home. Moreover, it is frequently necessary nowadays to use Yankee ingenuity in making substitutions in the set lineup, and these substitutions cannot be efficiently handled in the home. If, however, a customer is unable to bring a set in, arrangements for a pick-up are made with a local furniture store. It goes without saying deliveries are also eliminated, and a 50¢ pick-up and delivery fee is added to the regular bill for labor and parts. Incidentally, Sherman does no credit work, everything is cash on the line when the set is brought in.

During the secondary shift, the "non-essential" sets are taken care of. Most are not so urgently in need of repairs, however, a good percentage handled during the evening hours are

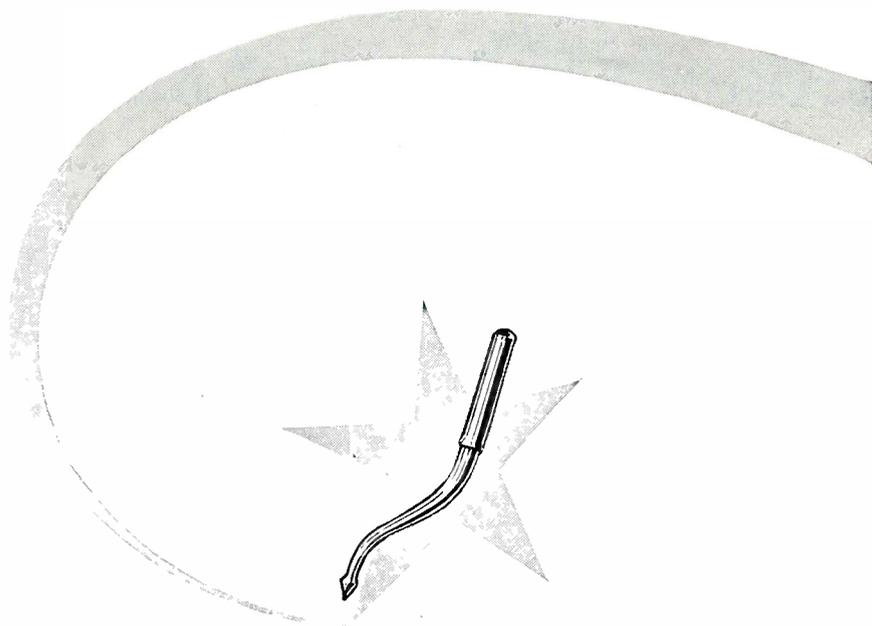
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difficult, particularly the portables. Sherman believes the students benefit by watching him tackle these "toughies." Each student is in line for a turn at the tube-tester, he wields a soldering iron, making and breaking connections under the serviceman's tutelage, and learns the importance of set diagrams, quickly catching on to the symbols used. From nine-thirty to ten, one student helps with shop correspondence—instructions and requests to jobbers and wholesalers for parts, customers' statements, etc.—the others tidy up. More than three students would prove difficult for the radio-man to handle advantageously, and because of this small number, each benefits tremendously from watching the serviceman work. After the first four weeks one of the three students is eliminated, keeping the shop wage situation well in hand. The bonus plan now proves its worth, for if either of the two assistants quit, Sherman would be, to put it mildly, "behind the 8-ball" again.

Sherman has also successfully applied his own system of rationing. He will not repair more than one radio per customer per month, so long as the customer has another set in his possession. A file card is kept indicating how many sets are in each customer's household. If the customer desires more than one set taken care of during the four week period, Sherman accepts it for repair at his own convenience on the evening shift, which may take a full week or more ("urgent" work is usually gotten out in two days). Replacement priority and the shop's supply of tubes, transformers, resistors and condensers are allocated first of all to receivers marked "urgent." Sherman does no accept commercial public address or sound system work for the duration, because he feels nowadays such jobs do not warrant the time or replacements. If any are brought to the shop, they are placed in the "urgent" category, but no inspection of juke boxes is included in the routine—unless the operatives wish to bring in their amplifiers for a "look see." He has found that customers did not kick at these wartime restrictions because they can readily understand the radio shop is in dire straits for labor and parts.

Sherman also uses the hours from three to five for rest and relaxation. I believe any serviceman will be able to operate a ten hour daily schedule provided he gives himself a breathing space at some time during the day. Thus, LeRoy Sherman is meeting wartime headaches by budgeting his time, rationing his customers and employing available labor intelligently.



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

# Duotone Star Sapphire Needle

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

# HERE IS THE NEW OPA REGULATION ON TUBE CEILING PRICES

The O.P.A. has designed a special tube ceiling-price poster which *must* be displayed in your place of business. RADIO-TELEVISION JOURNAL has made arrangements to mail these to all readers on request. Do not delay getting these posters on your walls. Write or wire us for a supply, or apply to your regional O.P.A. office.

Specific dollars-and-cents wholesale and retail ceiling prices for new standard radio replacement tubes for civilian radios and phonographs were announced May 15th by the Office of Price Administration.

These specific prices *effective May 20, 1944*, reflect those prevailing in the industry during March, 1942. Wholesalers and retailers may charge less than the ceiling prices listed.

OPA said that a drastically reduced supply of radio receiver tubes for civilian replacement purposes has been reaching a market in which demand was greatly increased. Since early 1942, tube manufacturers have increasingly concentrated on military production. The supply of tubes available for civilian replacements is only a fraction of what it was formerly, while larger numbers of tubes are now required because of the increase in the average age of radio sets in use. Certain popular types of these tubes have almost vanished from the market, OPA said. Although manufacturers are now being allocated additional materials for civilian tube production, the contemplated increase will alleviate only part of the current scarcity.

These circumstances have brought about widespread black market activities, OPA said. Numerous instances brought to OPA's attention showed that consumers were charged three or four times the proper price for tubes, the price agency added. Jobber discounts and terms have frequently been shortened with a resulting increase in the net price to dealer. Consequently many dealers have discontinued "over the counter" sales, reserving tubes for sales only in connection with repair services, or adopting various examination, testing and inspection charges. The prices and other provisions of today's amendment were arrived at after extensive consultation with representative radio tube manufacturers, jobbers and retailers throughout the country.

OPA's action also specified maxi-

num service charges for testing radio receiver tubes when brought to a shop. No charge may be made by a dealer or repairman for testing tubes when they are brought to his shop by a customer, because no charge was customarily made for this service.

However, when a customer brings a portable or table model radio or phonograph to a dealer's or repairman's shop for tubes to be tested or replaced, the dealer or repairman may charge a maximum of \$.50 for testing all of the tubes in the set.

(Continued on next page)

**Capitol**

*A New Disc Discovery*  
**FOR HOME RECORDING!**

This Long-Awaited, Inexpensive, High Fidelity Record Blank is Now Ready For Your Turntable!  
Check These Features —

- WON'T CHIP, PEEL, CRACK OR SOFTEN!
- FLEXIBLE — RETAINS ITS SHAPE ALWAYS!
- DEALERS' SPECIAL IMPRINT ON LABEL!  
(IF DESIRED)
- ALREADY IN USE BY THE ARMED FORCES!
- IMPROVED, MORE FAITHFUL REPRODUCTION!

List Prices (Plus Tax) 6 1/2" - 15c, 8" - 25c, 10" - 35c.  
WRITE NOW FOR DEALERS' DISCOUNTS

**CAPITOL RECORDS DISTRIBUTING CO., INC.**  
NEW YORK • HOLLYWOOD • CHICAGO • DALLAS • ATLANTA

(Continued from preceding page)

If the radio or phonograph mechanism has to be removed in order to test and replace the tube, the dealer or repairman may charge a maximum of \$1.00 for testing all of the tubes.

Today's provision reaffirms the customary 90-day guarantee given by the industry against defects in material or workmanship. In addition, it calls for posting of ceiling price lists in the dealer's or repairman's place of business.

Following are retail ceiling prices for some of the most commonly bought standard tubes for portable, table, console and auto radios:

**PORTABLES**

Types	Prices
1A5GT .....	\$1.10
1A7GT .....	1.30
1H5GT .....	1.10
1N5GT .....	1.30

**TABLE MODELS (A.C.—D.C.)**

12SA7GT .....	\$1.30
12SQ7GT .....	1.00
25L6GT .....	1.10
35Z5GT .....	.85
50L6GT .....	1.10

**CONSOLE AND AUTO RADIOS**

5Y3G .....	.70
6F6G .....	.90
6SA7GT .....	1.10
6SK7GT .....	1.10
6V6GT .....	1.10
42 .....	.85
80 .....	.70

These prices include the 10 percent manufacturer's Federal excise tax which became effective on October 1, 1941. The April 1, 1944 Federal excise tax does not apply to radio receiver tubes.

The amendment requires those retailers who in March, 1942, purchased radio receiver tubes from a manufacturer, to sell at no more than their highest March, 1942, prices for the particular "private brand" or "national brand tube," provided that the prices do not exceed the specific prices set today for that tube.

Dollars-and-cents prices which retailers will pay as set in today's action are computed on the basis of discounts off the retail price list and are graduated according to the quantity sold. This system was found to be most generally prevalent in the trade, and therefore was adopted by the Office of Price Administration. This means that a retailer buying a large quantity of tubes from a wholesaler would pay less per tube than another retailer buying a smaller quantity.

In selling to retailers, it is provided that wholesalers must make out sales slips, receipts, invoices or some other evidence of sale showing the name and address of the seller, the purchaser, the date of sale and the quantity, type and price of the tubes purchased. Purchasers are required to keep these receipts and sellers to keep copies of them.

Army's Lip Mike Debut On CBS "Vox-Pop" Series

Lip Microphone for Gunfire Noise Cancellation

Useful By-Product of War

**Noise Doctor at War**

"Lip" Microphone Eliminates Battle Sounds; Only Voice of the Sender Is Transmitted

Lip Mike Is New Invention

Radio Microphone For Upper Lip Bared by Army

Capable of Operating At High Noise Levels; Now in Production

NEW LIP MIKE USED BY ARMY

As Lip-Mike to Public

'Lip Mike' New Sound Marvel to Guide Army

Lip "Mike" for Tankmen Baffles Mechanical Noise

Phone User Will Love It

LIP MICROPHONE DELETES NOISES

**A Magnifying Moustache**

Differential Microphone Is Compact, Shock Resistant, Dustproof

Tiny Gadget Filters Noise Out of Tanks

Differential Microphone for Tanks

How They Now Talk in Tanks

Army Uses Anti-Noise Microphone

Tiny Lip Mike Is Adopted By Army

Army Gadget Filters Tank Din

'Lip' Microphone Aids Talking in Tanks

Midget "Mike"

**Electro-Voice MICROPHONES**

ELECTRO-VOICE MANUFACTURING CO., INC. - 1239 SOUTH BEND AVENUE - SOUTH BEND, INDIANA  
Export Division: 13 East 40th Street, New York 16, N. Y. - U. S. A. Cables: ARLAB

NATIONAL  
COVERAGE  
FROM  
COAST TO COAST

# RADIO Television JOURNAL

# NEWS

LAST MINUTE NEWS  
ABOUT  
PEOPLE  
PRODUCTS  
AND PLANS

Volume 56, Number 5

MAY, 1944

25c per copy

## Universal Microphone Promotes Miller

Raymond Miller, shipping clerk for the Universal Microphone Company, Inglewood, Cal., for the past four years, has been elevated to the post of supervisor for the department.

The department was recently enlarged and reorganized. Additional elevator facilities and conveyor system make it possible to route the precision instruments through the final assembly, company and government inspection, automatically to the shipping docks.

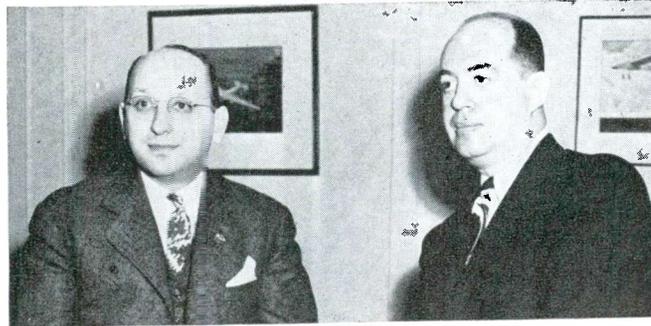
Universal has added two trucks to its transportation fleet and newly constructed ramps make it possible for the trucks to move onto the first floor of the shipping department with minimum effort and time.

## Fritz Behrendt, Recoton Head, Dies

Fritz Behrendt, founder and President of the Selectar Manufacturing Corp., as well as of the Recoton Corp., both located at 21-10 forty-ninth Avenue, Long Island City, N. Y., died recently at his home, V-5 Wensley Drive, Great Neck, L. I. He was forty-eight years old.

The Selectar concern manufactures radar products, and the Recoton Corp. manufactures phonograph needles and sound devices. Mr. Behrendt came to this country in 1936 as a refugee from Berlin, Germany, and organized the two companies two years later.

Surviving are a son, Gerhard; two daughters, Mrs. Anna Marie Davidson and Miss Irene Behrendt, and his mother, Mrs. Martha Behrendt.



## Adelman Joins Solar as N. Y. Jobber Representative

Leon L. Adelman, well known in the metropolitan New York area. former Sales Manager, has entered the representation field. Among other lines, he will represent Solar Capacitor Sales Corp. In the photo, Sylvan A. Wolin, Solar Jobber Manager (left), is shown with Mr. Adelman at the Solar New York offices.



## Pacific Hero Visits War Plant

Raytheon Production Corporation of Newton, Mass., manufacturers of Raytheon radio tubes and electronic equipment, was recently host to war hero, Capt. Alden C. Dinsmore.

Captain Dinsmore spent almost a year at New Caledonia where he trained his troops and had the novel experience of having under his command the only French speaking Kanakas who later became a mobile reconnaissance squadron.

Presented by A. M. Stockbridge, Director of Employees Service, Captain Dinsmore described the harrowing life at Guadalcanal and warfare with the Japs. Captain Dinsmore wears three stars for major en-

gagements in the South Pacific area.

He congratulated the Attendance Contest Winners: "Without the unselfishness of people on the homefront the men and women on the warfront couldn't carry on."

Captain Dinsmore's father, Alvin Dinsmore, has been a Raytheon employee for many years, and Mrs. Alden C. Dinsmore was employed as correspondent during the two years Captain Dinsmore spent in the South Pacific area. He related his personal experiences in the reconnaissance unit before the winners of "Raytheon's" Attendance Contest Winners.

## New Home Recording Disc Introduced by Capitol

Following immediately upon the announcement that Capitol has entered the accessory field with a new record rack, Capitol officials this week revealed that their fast-growing organization likewise is introducing another product to record dealers throughout the United States. The newest entry is a blank recording disc.

Most important feature of the new disc, according to Ros R. Howard, representing Capitol Records Distributing Co., Inc., is that a dealer may now order recording blanks with the imprint of his own store neatly and attractively stamped on every disc. The records are available in three sizes, are made of a permanent fiberoid fabric which is famous for its durability, and the reproduction quality is said to be of extremely high fidelity.

"The new Capitol recording discs will not chip, peel, crack or soften," said Howard. "Before making them available to record dealers we subjected them to extremely critical tests in the various theaters of war with our fighting men. Many thousands of Capitol discs have been used throughout the world by soldiers, sailors and marines. The records stood up perfectly in sub-zero and tropical climates alike."

## National Union Plant In Lansdale Gets "E"

The Lansdale Division of National Union Radio Corp., radio and electronic tube manufacturer, was awarded the Army-Navy "E" flag for outstanding achievement in the production of equipment for the armed forces at presentation ceremonies held recently at the plant located in Lansdale, Pa. Officials from the Army and the Navy, as well as executives of the National Union organization, spoke at the ceremonies.

A party was held for guests at the Valley Forge Hotel, Norristown, following the presentation ceremonies.

The New Jersey Division (Newark and Maplewood) of the National Union Radio Corp. was awarded the Army-Navy "E" flag last year. A White Star for continued production was presented to the New Jersey Division several weeks ago.



### Truesdell Joins Crosley

Appointment of Leonard C. Truesdell as assistant commercial manager, manufacturing division, The Crosley Corporation, has just been announced by J. H. Rasmussen, Crosley commercial manager.

For the past 20 years, Mr. Truesdell has been associated with various phases of merchandising, principally in the appliance field. He is widely acquainted with major dealers in utility, department store, furniture store, and household appliance store circles, from coast to coast.

He served successively as sales promotion manager and as refrigerator sales manager for the Sterling Radio Corporation in Kansas City, Missouri, and later operated his own retail appliance business through three stores in Kansas City.

### Television Expert Named Stromberg-Carlson Research Manager

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

Dr. Town joined the staff of Stromberg-Carlson on various television standardization committees of the National Television System Committee and the Radio Technical Planning Board.

Prior to joining Stromberg-Carlson, Dr. Town worked as research and development engineer at Leeds and Northrup Company in Philadelphia, and at the Arma Engineering Company in Brooklyn, and as instructor in electrical and engineering at Rensselaer Polytechnic Institute. He is a graduate of R.P.I., and received his doctorate there in 1929.

He is a senior member of the Institute of Radio Engineers and a member of the American Institute of Electrical Engineers, as well as of the executive committee of the Rochester section of the American Institute. He is also secretary and treasurer of the Rochester section of the Institute of Radio Engineers.

### Capitol Merges with Scranton Record Company

Capitol's most important expansion in its two-year history was announced this week by B. G. (Buddy) DeSylva, Chairman of Capitol's Board of Directors. The move insures vastly improved production of Capitol records as a result of a newly-signed agreement with the Scranton Record Co., of Scranton, Pa.

For dealers and the public alike, the Capitol-Scranton merger will mean many thousands of additional discs being pressed and made available, an increase of several times the previous production, DeSylva said.

"Scranton's huge, modern plant, the largest and finest record processing organization in the world, will serve as Capitol's manufacturing division and produce our records and albums," said Glenn E. Wallich, vice-president of Capitol in Hollywood. "With Mr. DeSylva's executive guidance and Johnny Mercer's talents as regards selecting tunes and talent, the growth and stability and permanence of Capitol is assured."

The announcement came just as Capitol was preparing to celebrate its second anniversary. The first records carrying the black and silver Capitol label were marketed in June, 1942. Since that time the firm has become one of the "Big Four" of the industry.

### Hoffman Predicts Electronic Era

Predictions of an electronics era in postwar days will be made by H. L. Hoffman, president of the West Coast Electronics Mfg. Assn., May 14, over KMPC, Hollywood, during the Los Angeles Times' "Everybody's Hour" at 6 p. m.

The weekly broadcast, a series recently launched by the newspaper, devotes a portion of each half hour to a talk by a spokesman representing outstanding Southern California industries. Early speakers in the series included Donald Douglas, of the aircraft industry, and Leonard Firestone, for the rubber industry.

Mr. Hoffman, who is also president of the Hoffman Radio Corp., Los Angeles, in non-technical language will briefly interpret trends in the electronics field of the west coast.

Manufacturers, who are now devoting their facilities 100% to electronics output for the army and navy, are expected to continue in postwar days with continuing employment for workers, and even greater plant expansion in capital investment and production facilities.

### Ginsberg to Handle Zenith Purchases

Mr. A. G. Ginsberg has been appointed Purchasing Agent of Majestic Radio & Television Corporation, Chicago, according to an announcement by E. A. Tracey, President. Mr. Ginsberg was formerly connected with Zenith Radio Corporation, in the Purchasing Department during the past 10 years.

### Sylvania Buys Colonial Radio

The Colonial Radio Corporation, which made more than 4,000,000 radio sets before the war and last year turned out \$56,000,000 of radio equipment for the armed services, will be purchased by the Sylvania Electric Products, Inc., with offices in New York City.

President Allen H. Gardner will continue as President of the Buffalo corporation. He announced "there are no changes contemplated if any of the executive or administrative personnel of Colonial."

Colonial will become a wholly-owned subsidiary of Sylvania Electric Products, Inc. Colonial will continue to operate in the civilian radio field when the war ends.

### Captain Paul R. Krich Back to Civilian Life

Captain Paul R. Krich, until recently stationed at Camp Kilmer branch of the New York Port of Embarkation, has completed his tour of active duty with the Army Air Forces and has returned to his business.

Captain Krich has served in an administrative capacity as Personnel Officer of the Army Air Forces Command Group which supervised all of the processing of Air Corps Troops staged and shipped through Camp Kilmer.

Captain Krich has been on active military duty for two years and, having completed his mission, has been relieved from active duty. He is maintaining his rank of Captain in the Army of the United States for the duration of the war and six months thereafter.

Captain Krich is Executive Vice-President of Krich-Radisco, Inc., exclusive New Jersey distributors for RCA Victor, Kelvinator, Bendix, Ironrite, Eureka and other allied major appliance lines.

### George Harrison Shill Dies In Bridgeport Hospital

George Harrison Shill, assistant to Hardage L. Andrews, vice president in charge of General Electric's Appliance & Merchandise Department, died on April 27 in Bridgeport Hospital.

He was long associated with the electrical industry, and was widely known in that field.

Mr. Shill was born in Troy, New York, and entered the service of the General Electric Company in Schenectady, New York, in 1920. He was first assigned to the accounting department, and for some time prior to his transfer to Bridgeport in 1929, he was a member of the traveling auditing staff.

When located in Bridgeport he was in charge of the Monowatt Corporation which was later moved to Providence, Rhode Island. Later he became manager of the plastics department and he spent most of his time in Pittsfield, which is now the headquarters of that department. In November, 1941, he was transferred to Bridgeport as assistant to the manager of the A. & M. department with the responsibility of the broad development of the plastics department.



### Louis Park Joins Admiral

Mr. Louis M. Park, formerly Supervisor of Radio and Home Appliance Sales Statistical, and Order Department of Stewart-Warner, has become associated with Admiral Corporation, Chicago, as Executive Assistant, Sales Department.

In announcing this appointment, Mr. J. H. Clippinger, Vice-President in charge of sales, said Mr. Park will devote his time to working on sales development in cooperation with regional managers who are now setting up national distribution of Admiral Radios and Major Appliances. When peacetime production resumes, Mr. Park will head the Sales Statistical, and Order Department.

Mr. Park started with Stewart-Warner in 1927 and worked in Radio and Home Appliance Divisions from the time of their inception, acquiring a wide acquaintanceship with the Stewart-Warner Distributors.



**New Director of Engineering At Espey Manufacturing Co.**

Harold Shevers, president, Espey Mfg. Co., of New York, has revealed that Ricardo Muniz has joined the company's engineering staff as director. Until recently chief engineer and plant manager, Radio Navigational Instrument Corp., and before that electronic consultant, Teletor division of International Business Machines Corp., Mr. Muniz comes to his new post with a wealth of background and experience.

Graduate of Brooklyn Polytechnic Institute, 1930, the new engineering head is a member of I.R.E. and Associate A.I.E.E. He taught radar at Brooklyn Tech. and at Hunter College directed classes in design, development and production on electronic medical equipment, radio and television.

A well-known author, Mr. Muniz is now preparing text for his new volume, "Radio Maintenance and Repair" to be published by D. Van Nostrand. He has written numerous articles for leading technical publications on radio and television circuits.

Among his hobbies, Mr. Muniz lists numismatics, photography, television and travel. He speaks Spanish and French fluently.

**Philco Production And Earnings Increase**

With its production of radar and radio equipment reaching record high levels in each succeeding month, net income of Philco Corporation in the first quarter of 1944 totaled \$946,326 or 69 cents per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, it was announced today by John Ballantyne, president.

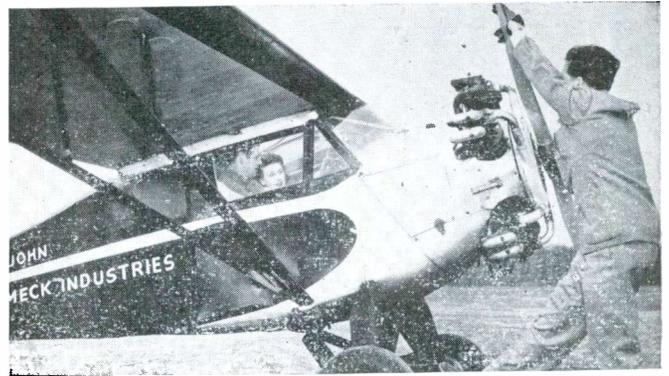
In the first quarter of 1943, adjusted earnings amounted to \$708,702 or 51 cents per share of common stock.

"Philco Corporation's output of radar and radio equipment reached record levels in March and promises to increase still further," Mr. Ballantyne said. "The Company's ordnance production continues to make an important contribution to the war effort, and this week the 10,000-000th heavy-artillery fuze manufactured in the Philco plants was presented to the Philadelphia Ordnance District."

**Crosley Appoints Portland Distributor**

Appointment of Arthur L. Fields Chevrolet Company of Portland, Oregon, as distributor for The Crosley Corporation in the Portland, Oregon territory, was announced today by J. H. Rasmussen, commercial manager of The Crosley Corporation.

For the past twenty-seven years, Arthur L. Fields has been at the head of this company which has been operated as a partnership. The company occupies a modern two-story concrete building at 107 S. E. Grand Avenue in Portland, where all possible facilities in both service and parts will be available to Crosley dealers.



**Meck Buys Airplane to Speed Crystal Deliveries**

Because some orders have supreme urgency which requires a speed of delivery beyond that which is normally possible with even the fast rail schedules out of Plymouth, Indiana, John Meck Industries has purchased and pressed into service a Monocoupe airplane. By no means a "Flivver Plane," the Meck ship is powered by a 125-HP Kinner engine and is a full-sized, though small, fast, sure means of air travel. It is piloted by some of the boys in the Meck plant, and occasionally by one of the several, excellent local women skippers.

"We purposely picked a small, fast ship," said William W. Mont-

gomery, Executive Engineer, "so that we could reach our destination in a hurry even though it be off the beaten air-path; and so that we could slip into the many small fields in and near our various customers. By using this plane as an adjunct to the fast rail service, we can give just that much better deliveries to the many War Plants using Meck Crystals and other of the firm's products."

"The plane is fully equipped with radio and blind-flying instruments and is hangered a short distance away from the Meck plant in Plymouth," Mr. Montgomery said.



**Publishers Hear Lt. Gen. Devers Voice in Special Message From Mediterranean Theater**

The magnetic wire recorder, a new electronics machine made by General Electric Co. for varied use by the armed forces, found a new application when Lieut. General Jacob Devers, Deputy Su-

preme Commander Allied Forces and Commander American Forces in the Mediterranean Theater, used it to deliver a special message to the American Newspaper Publishers Association convention.

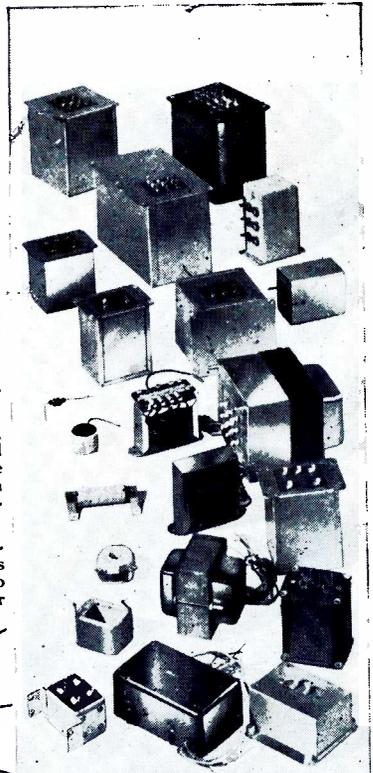
*Products of*  
**"MERIT"**  
*means*  
**Fine Radio Parts**

... PARTS manufactured exactly to the most precise specifications.

Long manufacturers of component radio parts, MERIT entered the war program as a complete, co-ordinated manufacturing unit of skilled radio engineers, experienced precision workmen and skilled operators with the most modern equipment.

MERIT quickly established its ability to understand difficult requirements, quote intelligently and produce in quantity to the most exacting specifications.

Transformers—Coils—Reactors—Electrical Windings of All Types for the Radio and Radar Trade and other Electronic Applications.



**MERIT COIL & TRANSFORMER CORP.**  
311 North Desplaines St. CHICAGO 6, ILL.



**Sylvania Promotes  
H. H. Rainier**

C. W. Shaw, General Sales Manager of the Radio Tube Division of Sylvania Electric Products Inc., has just announced the appointment of H. H. Rainier as Assistant Manager, Distributor Sales, Radio Division.

In his new post, Mr. Rainier will be responsible for merchandising activity through Division Managers in all territories and will report directly to R. P. Almy, Manager of Distributor Sales, Radio Division.

Mr. Rainier has been associated with Sylvania for a number of years as a Divisional Manager. Most recently he was Manager of the East-Central Division. Backed by a wide and varied experience in the radio field, Mr. Rainier is especially well qualified for his new post.

Mr. Rainier's headquarters will be maintained at Sylvania's Chicago office in the Field Building, 135 South La Salle Street, Chicago.

**Peerless Plans to Enter  
Postwar Appliance Field**

Peerless of America, manufacturers of commercial refrigeration and air-conditioning equipment, Marion, Ind., are planning to enter the electric household appliance field after the war, it was announced recently by Edward L. Poss, advertising director, who has just joined the com-

pany. Mr. Poss who has had an extensive background in advertising and sales promotion work recently resigned as Chief of the Industrial Materials and Manufacturing Division of the OPA in the Chicago area to join the Peerless organization.

The company's plans with respect to household appliances have not yet developed to the point where any details about them are ready for announcement, Mr. Poss declared. They, as well as the formation of distribution policies, are now under consideration. An extensive post-war program of advertising of the company's regular commercial products as well as the new household items is already being developed, it was said.

**Graver Joins Admiral**

Mr. Richard A. Graver, well-known sales and merchandising executive, has been appointed Midwest Regional Manager for the sale of Admiral Radios and Home Appliances; it was announced by J. H. Clippinger, Vice President in charge of sales.

Mr. Graver recently resigned as Central Region Merchandise Manager of the RCA Victor Division of the Radio Corporation of America. He had been associated with this company since 1930 in various merchandising sales executive positions. Previous to this, he was General Sales Manager of the CE-CO Manufacturing Company of Providence, Rhode Island. He has spent the greater part of his business career in the radio industry, starting in 1916 as Manager of the Radio and Phonograph Department of the De Moll Company of Washington, D. C. Later he became Territorial Manager of Atwater-Kent.

Mr. Graver will start immediately setting up Middle-West Distributors for Admiral Radio and Home Appliances. He will be located at 444 Lake Shore Drive, Chicago, Illinois.

**Stromberg-Carlson  
Sales Double**

More than doubling its 1942



**Fourth Army-Navy Production Award**

One of the few companies in the nation to receive the coveted Army-Navy Production Award for the fourth time, the Motorola Division of the Galvin Manufacturing Corporation, 4545 Augusta Boulevard, Chicago, adds a third white star to its Army-Navy "E" flag. Assisting officials and employees of the company in colorful ceremonies are Wave Daisy McClure (second from left), Sp-

(R) 3/C; Wac Lieutenant Hazel M. Pate (second from right), and Miss Lena Korienek (center), employee of the corporation with a thirteen-year perfect attendance record. Motorola officials attending the ceremonies are Frank J. O'Brien (left), Vice President in charge of production, and George Lambert (right), personnel director.

sales, the Stromberg-Carlson Company of Rochester, N. Y., produced \$40,946,618 worth of communications equipment for the armed forces in 1943, it was announced today by Lee McCanne, assistant general manager and secretary in the company's annual report on its fiftieth year of business, signed by him and President W. M. Angle. Production in any one of several months of 1943 exceeded the entire production of any full year between 1931 and 1940.

Gross profit for the year amounted to \$4,876,815, compared with \$2,684,053 in 1942. Net profit reached \$726,815 as compared with \$534,053. Profit in 1943 amounted to \$2.51 per share of common stock, after deducting preferred dividends, as compared with \$1.79 last year. More than thirteen dollars of wages and salaries were paid out.

**New Universal  
Engineers Appointed**

New engineering appointments at the Los Angeles plants of the Hoffman Radio Corporation include that of William W. Wells as a senior engineer. He went west several years ago from the Colonial Radio Corporation and became a department supervisor with the Universal Microphone Co., Inglewood, and, more recently, with Marine Radio at Wilmington. He has been assigned to engineering duties on war contracts.

William J. Green is another new senior engineer. He was an engineer with the Radiobar Company for six years. When Radiobar was merged with Philco, he was with their Philadelphia plant for six years before going west to Los Angeles.

Roy Deane has also joined the staff of the Hoffman Radio Corp., as a production supervisor. He has spent a lifetime in electrical, automotive and radio circles and entered radio some time ago as foreman and superintendent with the former Grigsby-Grunow Company for five years. His most recent post, before going west, was as general works manager for Fractional Motors in Chicago.

**Hallicrafters Outfit at Anzio**

The SCR-299 radio transmitter, manufactured by the Hallicrafters Company, Chicago, for the U. S. Signal Corps, has become the first radio station to broadcast to the American public from an embattled front-line position on any of the Allied fronts, it was recently disclosed.

The station, which broadcast

(Continued on next page)

**WHOLESALE RADIO PARTS**

**MANY HARD TO GET ITEMS  
IN STOCK**

SEND FOR OUR CATALOG

**SEABOARD SALES COMPANY**

684 Sixth Avenue

GRamercy 5-6399

New York 10, N. Y.

The Fastest Growing Parts Suppliers in the Country



**Emerson Radio Awards Bonds for Employees' Suggestions**

Shown above is Jack Geartner, Emerson Radio official, presenting War Bonds to Dominic Usenza and George Papadi for their suggestions to conserve man-hours and speed up production. Mr. Papadi received two Bonds for two excellent suggestions which

he submitted simultaneously. The Labor-Management Committee of Emerson Radio and Phonograph Corporation sponsors the suggestion campaign, and since its inception has received a great many suggestions with numerous awards resulting.

*(Continued from preceding page)*  
its first program from the Anzio beachhead under German fire on April 23 and dubbed by the Army "Jig Jig Roger Peter" because of its call letters JJRP, was put ashore Jan. 22 aboard a duck from an LST. It is sheltered in

the summer residence of an Anzio banker who fled from Rome. It was chaperoned to the beachhead by Major Henry Ehrlich of Brookline, Mass., Chief Radio PRO Officer on the beachhead, and Lt. James Holmlund, Bangor, Wis., radio officer at Anzio.

**TUBE SUBSTITUTION IDEAS**

The 7H7, while not an exact replacement, can, in many cases, be used as a substitute for 7A7, 7B7, 7B7, 707, 7G7/1232, 7L7.

In all cases, the base terminals of the tubes are exactly the same. Type 7H7 has a higher mutual conductance than types 7A7, 7B7, 707, and if used in the same circuit may have a tendency to oscillate. This can usually be corrected by using a large cathode bias resistor, or inserting a resistance in series with the grid large enough to stop oscillating, or by reducing screen voltage.

If the 7H7 is used in series filament operation, no change need be made in filament wiring when used in place 7A7 or 7L7. It is not recommended that the

7H7 be used in place of 7B7, 7C7 or 7G7/1232 in series filament receivers, but if used, provision must be made to supply required current without affecting other tubes.

The 6SH7GT can be used as a replacement for the 6SK7GT without any major wiring changes. The 6SH7GT having a higher mutual conductance will tend to oscillate, which can be corrected as suggested above. (In some circuits, there may be a slight change in the A. V. C. action.)

Type 6SL7GT can be substituted for 6SC7GT by moving the connection from terminal 3 to 1 and connecting 3-6 together.

*These tube substitutes were supplied through the courtesy of Scott Radio Supply, Long Beach, Cal.*

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JUST THE THING  
FOR SPRING

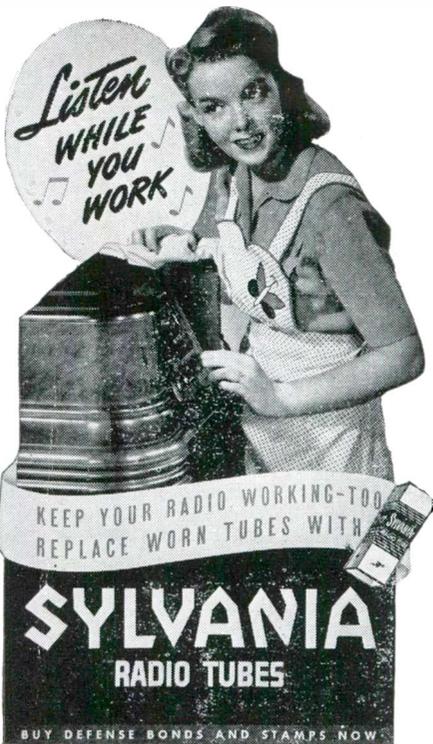
# SYLVANIA SERVICEMAN SERVICE

by  
FRANK FAX



Below is a compelling die-cut, full-color window display piece ready for spring business promotion. It catches the eye of men and women alike — a lovely girl at her spring housecleaning. Measures 34 by 17¾ inches — a convenient size for window or inside store use.

AVAILABLE ONLY AT YOUR LOCAL  
SYLVANIA DISTRIBUTOR. **FREE!**



# SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO DIVISION • EMPORIUM, PA.

## Journal's End by MAL PARKS

Congratulations to Milwaukee reader **Al Haas** . . . they tell me it's Alderman **Al Haas** now which leads me to suggest that it might not be a bad idea for more service-dealers to become active in local politics . . . it would be one way to counteract some of the weird ideas we're bound to see advanced during the post-war period. . .

...Got a lot of calls this month from readers who were hauled into court by O.P.A. for failure to send in their list of service charges, etc., . . . it isn't enough just to have your prices posted in the store . . . they've got to be on file at your O.P.A. office . . . better check on it now and save yourself some time and money. . .

...Mighty sorry to have missed Admiral's **Wally Aeverman** and **Seymour Mintz** on their recent visit. . . listen fellows, be sure to call me up when you're in New York because that's the only way I can get out nights to see some of the wild life they tell me goes on in New York. . . don't forget now. . .

...Wish I could have been in Chicago to see that real professional play that Utah's **Fred Tuerk** and **Remy Hudson** helped put on for employees . . . they tell me it was so good that time on the air was offered to the Labor-Management Committee sponsored entertainment. . .

...Who was it said: "A radio serviceman is a fellow who almost makes a living". . .

...Aside to the boss . . . they tell me you were really thrilled when Sentinel's **Ernie Altschuler** threw that luncheon for you in his office. . . and was that breakfast you had at the Drake with Meissner's **Vince Rockey** your breakfast or a late supper from the night before? . . . better confess, now. . .

...That was some birthday party **John Meck** and his company threw in Plymouth. . . the whole town practically declared a holiday on April 29th when the company celebrated their second anniversary . . . looks like I just missed out on a lot of swell events this past month . . . oh, well, the fishing was good, anyway. . .

...Aside to Shure Brothers' **Jack Berman** . . . just wait 'til I get you down to Antoine's in New Orleans for some of that Pompano en Papillotte . . . then you'll be sorry for what you said. . .

...Nice visit with Decca's **Len Schneider** to talk over the grand job they're doing with their Albums. . . and incidentally to enlist his help in getting tickets to Carmen Jones. . . any of you fellows plan to be in New York and want tickets for some of the shows, be sure to give me plenty of advance notice. . .

...That was certainly a grand looking Annual Report that Stromberg-Carlson's **Stan Manson** sent me . . . best thing of its kind I've ever seen. . . congratulations, Stan. . .

...Aside to Boston parts jobber **Joe De Mambro** . . . if it's twins we'll send you the cigars . . . seriously, most of the fellows are betting it will be triplets . . . anyway, lots of luck to you and the missus. . .

...Well fellows, got my early corn almost laid by, peas are beginning to blossom and we're starting to eat small stuff already . . . it looks like a great growing season around these parts this year . . . I still miss those long Missouri nights when you can sit on the porch and watch the corn grow. . . so if I'm not in the office when you call . . . you'll find me out on my "farm". . .

...See you all next month . . . so stick around, won't you? . . .

# ARVIN

*Plans Ahead*

**FOR RADIO TRADE!**

WHAT'S COMING from Arvin for the radio trade when civilian production can start again?



...WITH AN **ARVIN** *Radio* IN EVERY ROOM

**A COZY CHAIR** Dad home on leave... means... plans for the good days ahead... When peace comes, these planners... a finer, larger home... built right in the pattern of today's dream-plan... And why not—an Arvin radio in every room?

That's not peering through the glass into fairyland. It's just looking toward happy living in a brighter world. Movies can become... mid-morning drama... in the kitchen. Dad can have his evening sports review... his desk, without boring the rest of the family. Jean and Bill can brush up on their dancing—in the sunporch, away from the folks. And every member of the family can tune in a melodic night-cry just before closing out the lights and tucking in the covers.

Of course, Arvin is doing some post-war planning, too—through all present production facilities are engaged one hundred percent in hurrying the end of the war. Then, there'll be an Arvin radio for every room in the house—even boxes, perhaps, that you imagine—for Arvin is having some wonderful things from the production of radio equipment for war.

**ARVIN** is the name of peacetime products of NOBLITT-SPARKS INDUSTRIES, INC. 625 N. 16th St., COLUMBUS, INDIANA

Has Model Car Replicas • Automobile Dealer Displays • Home and Car Radios • Model-Carriage Display Sets • Christmas Radio Packages available • Home Equipment

ARVIN is the name of the radio and music of the war and peace.

INSURE YOUR POST-WAR PLANS WITH WAR BONDS

**A Broader Line** of radios—large and small sets and combinations—with many developments in “inside engineering” and “outside design” for better performance and appearance appeal. There’ll be other Arvin Products of interest to you, too. **Electrical Appliances**, for example—Arvin will have some fast-sellers—with features that can be merchandised as never before. **It's still too early** to tell you the details. There's still plenty of war work to be done. But remember this—the company back of Arvin Products is in a strong position for the development of merchandise and markets for you—with capital and surplus in excess of \$7,500,000. So . . . keep Arvin in mind in *your* plans ahead.

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA

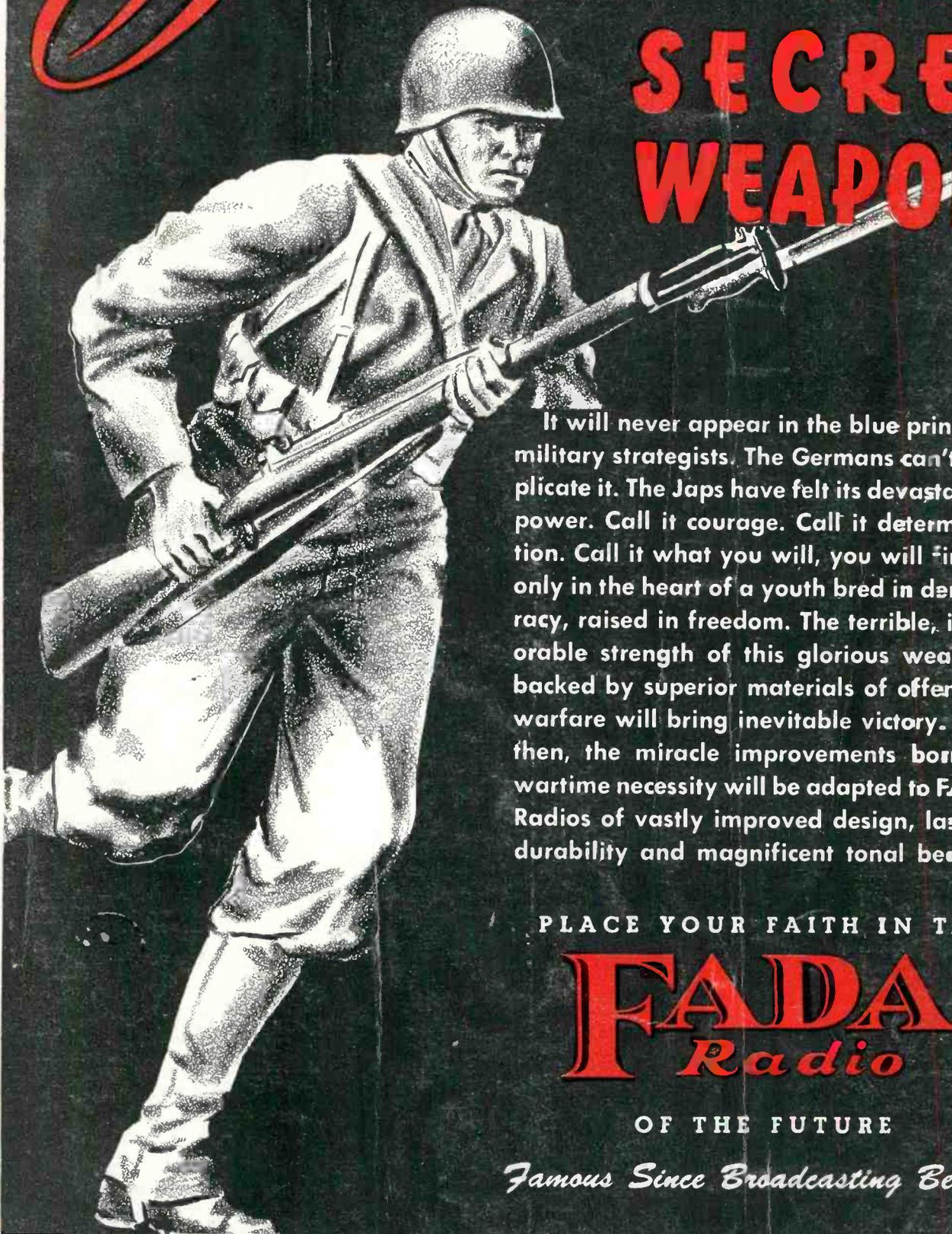


Awarded to the men and women of four of our Columbus plants

← **Miniature reproduction of one of a series of advertisements appearing regularly in many leading national magazines to keep Arvin in the minds of your future customers.**

# America's

# SECRET WEAPON



It will never appear in the blue prints of military strategists. The Germans can't duplicate it. The Japs have felt its devastating power. Call it courage. Call it determination. Call it what you will, you will find it only in the heart of a youth bred in democracy, raised in freedom. The terrible, inexorable strength of this glorious weapon, backed by superior materials of offensive warfare will bring inevitable victory. And then, the miracle improvements born of wartime necessity will be adapted to FADA Radios of vastly improved design, lasting durability and magnificent tonal beauty.

PLACE YOUR FAITH IN THE

# FADA Radio

OF THE FUTURE

*Famous Since Broadcasting Began!*

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