

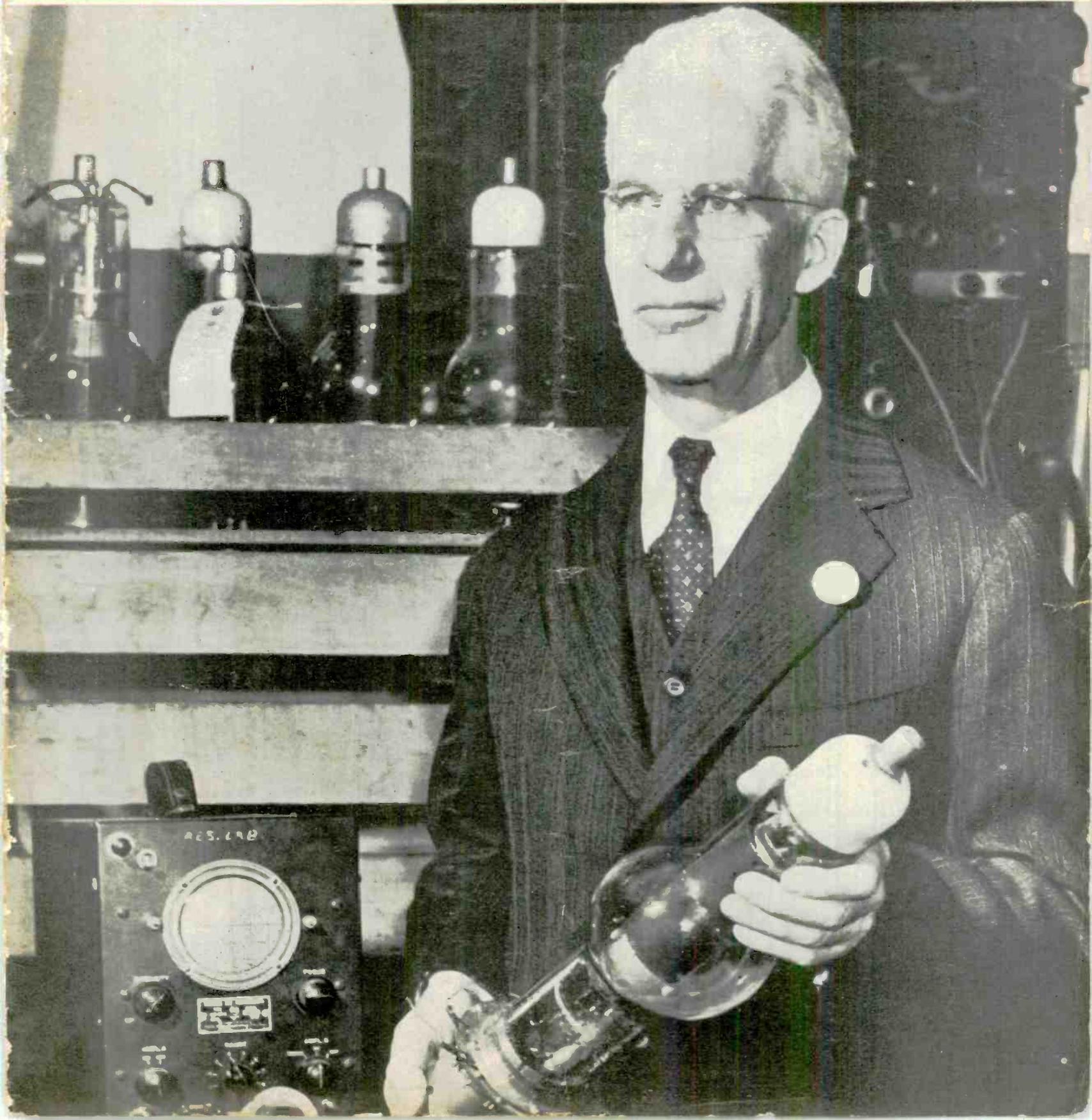
# Radio-Television Journal

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APRIL, 1943

FOUNDED BY  
GLAD HENDERSON

## Talking Machine World





## "WAACS" OF THE PRODUCTION LINE

*S*LACKS and sweaters are their uniforms. But their work is vital to the marines on an island outpost... to the sailors in a convoy... to the soldiers on desert sands.

Together with the men on the production front at Utah, these soldierettes are building parts for wartime communication. At the Utah factory, this production army is making many electrical devices used not only in military communications but also employed extensively in war production plants... turning out essential parts in quantity and *on time*.

In the Utah laboratories, continual research is going

on—discovering new things—making improvements in established products.

As war is benefited by the progress of peace, so will wartime research contribute to the advancement of peace. Tomorrow—when the big guns cease—there will be greater convenience and enjoyment in American homes... greater efficiency in the nation's factories... because of the things that are going on now at Utah. Utah Radio Products Company, 810 Orleans Street, Chicago, Illinois. Canadian Office: 560 King St. West, Toronto. In Argentine: UCOA Radio Products Co., SRL, Buenos Aires. Cable Address: UTAH RADIO, Chicago.

**PARTS FOR RADIO, ELECTRICAL AND ELECTRONIC DEVICES, INCLUDING SPEAKERS, TRANSFORMERS, VIBRATORS, UTAH-CARTER PARTS, ELECTRIC MOTORS**



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# Radio-Television Journal

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## Talking Machine World

Founded  
1916  
by  
"Glad" Henderson

Volume 54

APRIL 1943

Number 10

# EDITORIAL

## GET READY NOW TO RIDE THE RISING TIDE OF TELEVISION

**T**ELEVISION for the masses is one thing that the conclusion of the war seems bound to bring with extreme rapidity. That television will supersede the home radio receiving set as we now know it, also appears certain.

Radio manufacturers, channeled into war production, have been literally "pushed" into television and stimulated in countless ways to new scientific advancement and improved production techniques. As a result, they will come out of this war into peace with ample financial resources, enormously increased production facilities and huge staffs of highly trained and specialized executives and workers who have "grown up" with television. Raw materials will be plentiful. For several years after the guns are stilled, the industry will be as busy as a beaver in its efforts to satisfy the pent up public clamor for its product. And for many years thereafter increasing demand and intensive merchandising will keep the market seething.

Radios will still be manufactured when peace returns, just as wagons and buggies were manufactured long after automobiles proved their worth. But television will stride ahead in Seven League Boots. The trend is presaged with crystal clarity by the articles which appear in the succeeding pages in this issue of Radio-Television Journal.

Here are three reasons why television is your next big bet. Many additional ones will suggest themselves to you:

First: The cost of home television sets can now be brought down (some say to around \$40 or \$50) as a result—among other things—of making in

the U. S., at low cost, certain tubes that heretofore were imported and that for a combination of reasons were very costly. That means a huge market for you.

Second: A chain of televising stations is already a reality. It can be enlarged as rapidly as receiving sets can be made and marketed. That means plenty of opportunity for huge market expansion.

Third: National advertisers and station owners are busy today devising ways to utilize television as they now use radio—with the advantage of vision added to sound. That means plenty of quality in the types of programs available.

To dealers and distributors we would repeat what has been urged before in this publication: Husband your resources. Stick to radio servicing until television is here. Don't dissipate your capital unnecessarily in furniture, gift wares or any other will-o-the-wisps on the theory that you "must have something to sell." If you have heavy inventories of radios and parts—very few dealers do, nowadays—get out from under while the getting is good. "There is a time to sow and a time to reap." Now is the time to sow.

By following this course you will be at the head of the procession when television arrives. You will have the working capital, the manufacturer and customer contacts, the technical background and the merchandising experience to make you an invincible success.

And remember; television is a 100 per cent market that is 100 per cent untapped. Also, each passing day brings the end of the war one day nearer.

# Emergency Radio Communication

WHAT great possibilities do American communities have for emergency radio communication as a defense arm? What new field has opened for the thousands of radio amateurs banned from the air? This article gives essential information on an important protection aid made available for defense forces by the Office of Civilian Defense and the Federal Communications Commission—the War Emergency Radio Service. OCD Director James M. Landis declared “Thousands of Defense Councils, particularly those in target areas, can now substantially increase the effectiveness and flexibility of their defense forces through the War Emergency Radio Service. OCD strongly recommends that every community take steps immediately to give itself this added protection in case of enemy attack or local catastrophe.”

## Definition

The War Emergency Radio Service, WERS, is a new system of two-way radio communication for use of Civilian Defense and other defense forces in local areas. It is rugged, home-grown, highly adaptable, and of the greatest use before, during, and after an air raid or other emergency. WERS

can be set up only by specific authorization of the Federal Communications Commission.

## Operation

The FCC has assigned to WERS a number of frequencies, the more important being from 112 to 116 megacycles. Within this range OCD recommends that operation be planned for three bands of several channels each. At need there would be available 14 distinct channels so that there is no practical limit to the system's flexibility: (1) One band connects the local Civilian Defense control center with the district control center and so reinforces the community's outside communications. (2) A second band connects the local control center with local fixed points such as wardens' posts, fire houses, hospitals, public utilities, and industrial plants. (3) A third band connects mobile forces like fire trucks and emergency medical teams with the control center. This band can also connect with walkie-talkies.

## Range

WERS transmitters use a maximum of 25 watts input power, which gives an effective communicating range to Civilian Defense forces of approxi-

mately ten miles, the longest distance ordinarily necessary for this type of service. Transmission of this limited range cannot help the enemy. It is useless for direction-finding or interception of messages.

## Advantages

There are three main advantages to WERS (1) Wide coverage.—WERS can reach many points simultaneously, once its channels are put on the alert. One district warning center can reach all local control centers. The local control center can simultaneously notify all wardens' posts of air raid signals, for example. The need for telephone chain calling is eliminated. The system also has a value in the case of calls to only one point. All sets are listening in, and operators can break in to give advice or information, or can guide their own forces better through knowing the current situation. (2) Invulnerability.—It is virtually impossible to put the new system out of action. At most, a few sets may be destroyed, which can easily be replaced. All other means of communication depend on cables, wires, and exchanges vulnerable to bomb hits and partial or total destruction. A bomb hit anywhere between the two points of communication will usually put all lines out of commission. Radio needs no wire or cable. (3) Contact with moving units.—The new system can reach defense forces in motion. WERS gives all mobile forces a continuous central command and allows them to be shifted from one incident to another without returning to the base. Walkie-talkies extend this two-way contact.

## Walkie-Talkies

Walkie-talkies are small portable sending and receiving sets carried by the defense forces. By means of these sets an incident officer or a fire chief or chief of any emergency unit can direct his squads easily and quickly from a vantage point at the scene of disaster.

## Usefulness to Community

The new emergency radio system is of direct use to many strategic centers and installations in the community, such as hospitals, industrial plants, railroad yards, docks, bridges, and public utilities. Its importance to these points appears in the two following representative cases:

(1) Industrial plants.—Calls to an industrial plant give air raid warning,



## FARNSWORTH AWARDED ARMY-NAVY "E"

Five thousand employees, officials and friends of the Farnsworth Television & Radio Corporation, Marion, Ind., were on hand for the ceremonies when the Army-Navy "E" was awarded to the company during the latter part of March. Edwin M. Martin, secretary of the Farnsworth company presided and Lt. Col. Kenneth D. Johnson of the U. S. Signal Corps was the principal speaker. Music for the occasion was furnished by the Marion High School Band, directed by Phil. Polley.

# As an Immediate Defense Arm

advise the plant's Defense Coordinator of latest developments during a raid, confirm calls for emergency units and indicate the help coming, and advise in the operation of the plant's own emergency forces. Calls from an industrial plant summon emergency medical teams, rescue units, fire and police forces, demolition squads, and at need, decontamination units. Large industrial plants can use walkie-talkies to reach plant protection volunteers in outlying sections of the plant or in separate buildings or defense posts.

(2) Hospitals.—It is crucial to know during a raid exactly what beds are available and what operating rooms are free in the casualty receiving hospitals of a community, and to direct casualties rapidly to available facilities. If telephones go out, the control center can still keep a complete picture of the hospital situation by WERS. By use of the new system, ambulances can be loaded and dispatched effectively because the control center is in communication both with hospitals and with the incident officers and incident medical officers. Mobile medical teams can be directed from point to point without returning to their bases. If the hospital facilities of an area become overtaxed, the radio channel to the district headquarters can arrange for reinforcing hospital facilities. For hospitals, WERS represents a communication asset whose value is written in terms of saved lives.

## Volunteers

Thousands of volunteers are helping set up the new WERS system. Amateurs otherwise banned from the air are today helping to build and operate thousands of two-way stations needed throughout the country. In community and nationwide drives, attics and back rooms of radio repair shops are ransacked for junked sets and unused material—it is the existence of this material which puts the United States out in front as the country most ready for the rapid setting up of this fool-proof communications auxiliary. With the materials gathered, volunteer groups construct stations which become the property of the defense forces. Not only amateurs, but qualified repairmen, electrical trade unionists, and persons holding commercial radio operators' licenses, including radio en-

gineers employed in broadcast stations, are joining in this work.

## Training

All the defense personnel who will operate the newly constructed stations must be trained, and each one specifically who will operate a station must obtain a permit from the FCC. This permit is not hard to get—after training, it means the passing of an elementary FCC test. Many Defense Councils have organized classes in WERS operation.

## Blanket Licenses

Under OCD's recommended plan, blanket licenses are obtained from the Federal Communications Commission for all the Civilian Defense radio stations within one area of operations. Thus one WERS system covers a district warning area, and the equipment and operators of the entire district are available to any stricken community. This prevents "freezing," for under the law, operators in one separately licensed community cannot work in any other unless they bring equipment with them. Licenses are issued only to municipal or local governments, such as

cities, towns, townships, or counties. They are not issued to police departments, fire departments, or Defense Councils as such.

## Civil Emergencies

WERS is invaluable not only in war disasters, but in the fearful and sudden catastrophes of civilian life—flood, fire, hurricane. Civilian Defense forces can rapidly be called out, warning can rapidly be given, outside help can be summoned. Those areas particularly, like the Mississippi or Ohio River communities subject to flood, or like Florida or Western regions subject to hurricane or tornado, obtain through WERS a guarantee of communications no natural disaster can interrupt. WERS is not limited geographically; other major disasters, with their threats of wartime dislocation—storm, building collapse, explosion, conflagration—can occur anywhere. Civilian Defense more and more is playing a vital role everywhere in protecting communities against such hazards. In these emergencies, as in those of war, swift, dependable communications are essential. WERS increasingly provides the answer.



## 1,200 ZENITH BLOOD BANK CONTRIBUTORS

More than 1,200 employes of the Zenith Radio Corp., Chicago, Ill., participated in a mass blood-giving, 20 at a time in the emergency hospital in the Zenith plant. Donors are shown on beds in the background in this Acme photo, while in foreground, before returning to work are, left to right: Frank Hughes, plant policeman; Dorothy Urban, who has four brothers in the services; Mrs. Myrtle Solberg, Red Cross Canteen captain; Lydia Smith, who has five brothers in the services; Helen Oler, who has two sons at war; Virginia Manka, with not only a son in the service, but who gave her dog and her prize pigeons to the army; Mrs. Hazel Chesser, with a son in the service, and (back to camera) Lillian Rapala, with a brother and husband in the army.

# Radio Technicians' Association Has

Radio Technicians' Association, Long Beach, Calif.

By HARRY E. VARD, Jr.

IN the March issue of Radio-Television Journal your article "Don't Let Any Radio Die" is very good. It is even better than that, and posters should be displayed in every store window.

However, on page 20 we noticed the OPA announcement that a customer does not need to bring in his radio to get a tube. Also your suggestion of a service charge might be true in some areas, but here it is a serious problem. Our association adopted over three years ago the accompanying price schedule. We have a maximum charge

of \$1.00 on an estimate and \$1.50 on auto radios. The maximum charge for every tube replacement is \$1.00, plus the tube. This has been used by the association for the past few years but now we have a slightly different problem. We do request that the radio be brought in before the installation of a tube, for two reasons:

The first is that stores are so short of tubes that they will almost commit murder to get them, and shoppers from outlying districts have run us ragged for tubes. In some sizes of our extremely large stock we are down to

two or three with over 200 sets on hand to be repaired. Now mind you, this is only one store of the remaining few stores left, as we are down to less than 25 for this part of the country where there was formerly nearly 500.

If the customer does not bring in the set we have no knowledge of whether he intends to place the tube in the set or if the tube is to be used by another store. Therefore, we have all made it a policy to bring in the radio.

At the beginning this seemed foolish, but as this has gone on for over a year it has definitely proven to be the only fair way.

If Mrs. Jones should bring in her radio, which perhaps required a 12SA7 and we had three tubes of that size on hand with a promise of a few more in a day or two, but at the same time we have 50 sets in for repair that used that same tube, it would be downright stealing to sell this lady a tube and rob it from those who have so patiently left their sets here for repair. Therefore, our request that sets be brought in and left to be taken in their turn must be a policy for the duration.

I think the item of a service charge was covered in our price schedule long before the war broke out. I do not believe there is any place in the United States where more honest practices are utilized than right here in Southern California. I doubt if there's any spot that has less supplies with which to work than we do. If you wish to question further into this realm of association activities a resume will be sent you upon request.

## Dr. Albert W. Hull Pictured on Cover

Dr. Albert W. Hull, new president of the American Physical Society, is pictured on this month's front cover as he appeared in the General Electric Laboratory with one of many electronic tubes on which he has made important improvements, and which now have important war uses. The magnetron, dynatron and screened-grid tube for radio frequency amplification are among his developments. Dr. Hull is assistant director of the G-E research laboratory. The Society which he now heads numbers about 4,000 members, including the nation's physicists and scientists working in allied fields.

Dr. Hull has received many honors, including the Howard N. Potts gold medal of the Franklin Institute, award-

## Electron Tubes to "Think" For Industry After War

THE electron tube will eliminate many tiresome and routine tasks which now fatigue the worker, predicted W. C. White, director of the General Electric Company's electronics laboratory, addressing the New York Railroad Club recently.

Mr. White also pointed to new developments in the science of electronics which are destined to benefit mankind in many ways. The stimulus of war research has enabled electronic engineers to produce and use electrical frequencies ten times higher than a few years ago, he said, and as a result of this, new things are bound to be produced which will add to the usefulness and pleasure of living. "Whenever something comes along that is ten times faster, slower, larger, higher, stronger, or lighter than its predecessor, scientists and engineers soon put it to work doing new and useful things."

The new ultra-high-frequency waves have properties similar to light and will function in cases where light will not. "For instance, in the navigation of ships and planes, the use of these electronic waves are invaluable for they penetrate darkness, storm and fog, and enable the pilot to see obstacles heretofore hidden to view on such occasions," the speaker explained.

The very-high-frequency waves can be substituted for the light beam in photoelectric relays (electric eyes) used in industry and elsewhere, and will be free of certain of the limitations of light used in these relays.

"Electron tubes are sure to play an

important part in the trend toward routine saving. By this I mean the ability of a piece of equipment to do something that one of the human senses, plus certain muscles of the body, does without the aid of the thinking brain," Mr. White told his audience.

"For example, a person operating an electrical contact and weighing a clock can easily open and close an electrical circuit with a considerable degree of accuracy under normal conditions. However, fatigue is sure to enter the picture sooner or later, and for timing of extremely short intervals, such as a fraction of a second, human judgment is not satisfactory. Electron tubes can accomplish this, and many more applications like it more accurately and faster than any human being, and without fatigue."

**RADIO  
TELEVISION  
JOURNAL**  
Has Been Serving  
The Industry  
Since 1916

# Clear-Cut Service Charge Policy

ed in 1923 for his work on X-ray crystal analysis; the Morris Liebmann Prize in 1930 for his work on electronic tubes; and the honorary degree of Doctor of Science the same year from Union University.

Born in Southington, Conn., Dr. Hull was graduated in 1905 from Yale University, where he also obtained his Ph.D. in 1909. After four years as instructor and as assistant professor of physics at Worcester Polytechnic Institute, he joined the G-E research laboratory staff at Schenectady, N. Y., in 1914 as research physicist. In 1928 he was made assistant director of the laboratory.

## Booklet Relieves Dealers' Man-Power Headaches

Dealers puzzled by man-power problems will find the answers to many of their questions in a booklet recently issued by the Kelvinator division of the Nash-Kelvinator Corp., Detroit, Mich. Designed primarily for dealers rendering refrigeration service, the booklet is equally useful to every dealer, regardless of what type of service work he is doing for customers. The booklet discusses wage increases, service charge adjustments, man-power, the U. S. Employment Service and the selective service system in simple, readily understood terms. Its title is "Refrigeration Service Man-Power Problems and Suggested Procedure for Meeting Them."

### If Your Copy Is Late

Because of the uncertainties of present-day transportation, many periodicals will frequently be late in arriving at their destinations. If your magazine does not reach you on time, please do not write, complaining of delay. Delays caused by conditions arising after your copy has been deposited in the post office are beyond our control. Because of man-power shortage and the heavy burdens being laid upon the nation's railroads they are unavoidable. Consequently, we must ask, "be patient, please."

—Editor.

## Radio Technicians' Association

### CEILING PRICES

#### As of March, 1942

For Radio Repairs  
ON CONSUMERS SERVICES  
as recommended by  
Radio Manufacturers Service

These standard charges cover service only and include all testing required to locate trouble. Prices for materials used are extra and are listed in the Philco Catalog of Parts, Accessories, Tubes and Batteries.

Maximum charge on estimate .....	\$1.00
Auto radio .....	1.50
Pick up and delivery—one mile .....	1.50
Over one mile to city limits .....	2.50
Pick up or delivery—one way only (limit one (1) mile) .....	.75
All labor, based on per hour rate .....	2.50
Aerial (built-in loop): replacement or repair .....	3.00
Audio amplifier: resistor or condenser replacement, wiring repairs .....	2.50
Audio transformer: replacement .....	3.00
Automatic frequency control system: resistor or condenser replacement, wiring repairs .....	3.00
Automatic record changer: cleaning, adjustment and lubrication .....	3.50
Automatic volume control system: resistor or condenser replacement, wiring repairs .....	2.75
Batteries (portable radio): replacement .....	1.00
Condenser (main filter): replacement .....	2.50
Condenser compensator: replacement .....	3.00
Condenser (tuning gang): adjustment .....	2.50
Condenser (tuning gang): replacement .....	3.50
Detector circuit (first): resistor or condenser replacement, wiring repairs .....	2.50
Detector circuit (second): resistor or condenser replacement, wiring repairs .....	2.75
Dial drive cable: replacement .....	1.75
Dial drive mechanism: replacement or repair .....	1.50
Dial lamp: replacement .....	.50
Dial pointer: replacement .....	.50
Dial scale: replacement .....	1.00
Discriminator circuit: resistor or condenser replacement, wiring repairs .....	3.00
Discriminator transformer: replacement ..	3.50
Filter choke: replacement .....	2.25
Intermediate frequency amplifier: resistor or condenser replacement, wiring repairs ..	2.00
Intermediate frequency transformer: replacement .....	2.50
Limiter circuit: resistor or condenser replacement, wiring repairs .....	2.00
Oscillator circuit: resistor or condenser replacement, wiring repairs .....	2.25
Oscillator coil: replacement .....	2.75
Phonograph motor: cleaning and lubrication .....	2.75
Phonograph motor: replacement .....	2.00
Phonograph pickup: replacement or adjustment .....	1.75
Power supply circuit: resistor replacement, wiring repairs .....	2.00
Power transformer: replacement .....	3.50
Radio frequency amplifier: resistor or condenser replacement, wiring repairs .....	2.50
Radio frequency transformer: replacement ..	3.00
Resistor (voltage divider): replacement .....	2.50
Shadow tuning meter: replacement or repair ..	2.00
Speaker cone: recentering .....	1.00
Speaker cone: replacement .....	2.00
Speaker field coil assembly: replacement ..	3.00
Station selector system (mechanical): adjustment and lubrication .....	1.50

Switch (off-on): replacement .....	1.50
Switch (push button): cleaning and lubrication .....	2.00
Switch (push button): replacement .....	2.75
Switch (radio-phono): replacement .....	1.75
Switch (wave band, single section): cleaning and lubrication .....	2.00
Switch (wave band, single section): replacement .....	2.75
Switch (wave band, multiple section): cleaning and lubrication .....	2.50
Switch (wave band, multiple section): replacement .....	4.00
Tone control: replacement .....	2.25
Tubes: replacement .....	1.00
Tube socket: replacement .....	3.00
Tube Socket: repair contacts .....	2.00
Vibrator: replacement .....	1.50
Volume control: replacement .....	2.25
Volume expansion amplifier: resistor or condenser replacement, wiring repairs .....	3.00
Wireless remote control amplifier: resistor or condenser replacement, wiring repairs ..	3.50
Wireless remote control transformer: replacement .....	4.00
Wireless remote control stepper: replacement .....	4.50

#### Alignment of Tuned Circuits

##### Including Dial Calibration

Intermediate frequency stages .....	.50
Intermediate frequency stages (high fidelity) ..	1.50
Standard broadcast band .....	1.00
Short wave band (each) .....	1.00
Automatic frequency control .....	1.75
Wireless remote control amplifier .....	2.50
Frequency modulation system .....	3.00

#### Automatic Tuning Adjustments

Push button type .....	1.50
Motor operated type .....	2.00

RMS has compiled this standard schedule of radio service charges, based upon a careful estimate of the work and time involved in each process as performed by a competent radio service engineer. These prices are based on the correction of trouble that appears continuously and without interruption. For correcting trouble which occurs intermittently, requiring additional testing over a period of time, prices will be higher than those listed, depending upon the amount of additional time required. All parts, tubes and batteries replaced are returned to the manufacturer . . . do not ask for them.

The standard RMS service charges include only the work done on a radio in the shop or in the home. On outside service calls an additional charge is made for traveling time and for transportation, depending upon distance and the number of trips required to complete the work. On automobile radios brought to shop in cars an additional charge of \$2.50 will be made for removal and reinstallation.

Minimum Charges: \$1.00 on all radios brought to shop. \$1.50 plus transportation on outside calls.

Ninety day guarantee on actual parts used.

# RADIO MANUFACTURERS ASSOCIATION *News*

BOND GEDDES, EXECUTIVE VICE-PRESIDENT, 1317 F STREET, N.W., WASHINGTON, D. C.

## **New Replacement Tube Distribution Plan**

Production of new replacement tubes to maintain the public's receiving sets already has been started by tube manufacturers pending completion of details in the WPB replacement tube program. With further tube production in April, this is scheduled to provide about two million tubes monthly during the April-June quarter. Limited facilities of the tube companies, because of their war production, to make the civilian replacements, has curtailed the original goal of the project. Tubes will be restricted to about 117 types but will meet about 90 per cent of estimated public replacement needs. For the present there will be no "Victory" or "War Model" labels used for the new replacements, and a new distribution system is under consideration by WPB. This would largely dispense with the present PD-1X procedure of jobbers to secure their supplies of tubes and also replacement parts by substituting a "certificate" plan, based upon general exchange by consumers of worn-out or defective components for new ones.

## **OPA Provides for Trade Price on New Parts**

THE OPA recently announced an amendment to the civilian radio parts price Schedule No. 84, providing for future price ceilings, covering wholesale and retail prices, of new civilian parts which may be introduced by radio parts manufacturers. The effect of the OPA action is to give OPA formal authority to fix price ceilings on new parts of a manufacturer and also, if the parts manufacturer so desires, to fix additional wholesale and retail prices, covering the entire price field on such new parts.

## **Lumber Shortage Points Up Value of Simplification**

Threats to radio cabinet and furniture production raised by lumber shortages prompted F. E. Seidman of Seidman & Seidman, public accountants, New York City, to point out that "the industry has for many years followed uneconomic policies in connection with the size of its lines." "Almost before a pattern was 'dry behind the ears' a new pattern was born," Seidman observed. "As a result, manufacturers produced thousands of patterns where hundreds would have been plenty."

"Manufacturers little realize the real

OPA has received such requests from a few parts manufacturers, to determine wholesale and retail prices of new parts as well as their own.

\* \* \*

## **Ceilings on Non-Factory Assembled Sets**

Plans of OPA to shortly issue a new order establishing price ceilings on radio receivers assembled by distributors and dealers were announced March 18 coincident with meetings at New York and Chicago with distributors and dealers to discuss the proposed pricing formula. This contemplates restriction on the value of cabinets assembled with chassis or phonograph equipment, compared to mark-up on comparable standard factory receivers. Manufacturers of radio sets will not be affected by the proposed OPA ceilings on jobber-dealer assemblies, but will continue to be subject to OPA price Schedule No. 83 covering factory sales of receivers and phonographs. The OPA price action on sets assembled by distributors and dealers is being taken by the OPA Consumers Durable Goods Price Branch under Alfred Auerbach, Price Executive.

\* \* \*

## **Farm Radio Battery Production Program**

A production program for replacement batteries for farm radios, of which there is now a considerable shortage, is being developed jointly by the WPB Consumers Durable Goods Division and the WPB Radio Division, batteries being under the jurisdiction of the former. Some production already is under way.

Under consideration is authorized production of farm battery replacements on an estimated basis of about

3,500,000 farm radios being in use, with an estimated battery life of six months. An original program was based on 2,700,000 farm radio receivers but has been enlarged to between three and one-half and four million, following joint conferences between the civilian supply and radio divisions and submission of data by RMA regarding farm radio production, and by NAB regarding farm listeners.

The zinc shortage is the principal difficulty in the proposed battery program, which contemplates immediate production of three million batteries during the April and June quarters.

\* \* \*

## **February Excise Taxes**

Collections of federal radio excise taxes last February totaled \$230,791.81, according to the current February report of the U. S. Bureau of Internal Revenue. This was an increase from the previous January collections of \$186,688.88. The comparative February, 1942, radio excise taxes were \$2,679,303.26, the highest from radio ever recorded in any one month since the institution of the radio tax.

Excise taxes on phonograph records collected last February were \$84,678.99, compared with \$83,280.35 in the previous month of January, and with phonograph record taxes of \$140,863.57 in February 1942.

## **14th Institute for Education By Radio, April 30—May 4**

"Radio in the War and After" provides the theme for the 14th Institute for Education by Radio to be held in Columbus, Ohio, April 30 to May 3, under the sponsorship of Ohio State University.

The trend of discussions is indicated in the program announced by I. Keith Tyler, institute chairman and member of the Ohio State faculty, which lists general meetings on such subjects as "International Radio as a Means to Understanding," "Radio's Wartime Strategy," "Problems of Wartime Operation," "Documentary Reporting," "Radio Reporting a Region," "Developing Understanding among the United Nations," and "Radio and the Post-War World."

Group meetings and "down-to-earth" work-study groups on many phases of radio, such as music, religious, agricultural, children's, school, and other specialized types of broadcasting, will be held during the four days.

# PHILCO Distributors Have Converted, too-



The Philco Display Rooms in the Furniture Mart, Chicago, are now devoted to a display of merchandise offered by Philco Distributors. View of Soil-Off exhibit above.



Verd-A-Ray Light exhibit in the Philco Furniture Mart Display Rooms in Chicago showing how Philco merchandising facilities have been placed at the disposal of its distributors.



Occasional furniture is among the products sold by many Philco Distributors. To assist them in demonstrating to prospective dealers, Philco has turned over its display space in the Chicago Furniture Mart.

YES, Philco Distributors have converted their activities to serve the nationwide family of Philco dealers for the duration. Your problem, as always, is their problem. And as they have sought to serve your interests in time of peace, so they seek now to help you carry on in time of war.

Throughout the country, Philco distributors have combed the market to find available merchandise of worthy quality that their Philco dealers can sell. Through their efforts in cooperation with the Philco merchandising facilities, they offer you today a variety of salable items which can be sold on a profitable basis.

Thus Philco distributors *continue* to serve their dealers, doing their utmost to help you carry through to the day when "Philco All Year 'Round" will bring you again the greatest sales opportunities in the appliance field.

## A FEW OF THE PRODUCTS NOW AVAILABLE THROUGH PHILCO DISTRIBUTORS

This is a partial list of products available through various Philco distributors. Yours may not have them all, but he offers you a selection that you can sell profitably in your store. Get in touch with him today.

- Sherwin-Williams "Kemtone"
- O'Cedar Products
- Anchor-Hocking "Fireking" Glassware
- Verd-A-Ray Light
- Soil-Off Liquid Cleaner
- Cram World Globes and Maps
- Thermoid Tufted Rugs
- Occasional Chairs and Furniture Accessories

# Black-White Television

## Immediate Post-War Commercial Reality

### Color to Come Later

IF television did nothing more before the war than train engineers in the art of high frequency work, it was well worth while, for this knowledge has been extremely important to the United Nations in the war now being fought, Dr. W. R. G. Baker, General Electric vice-president, told the Schenectady, N. Y., Advertising Club on April 7.

When peace comes, radio manufacturers, now devoting all their facilities to war production, will be prepared to build reasonably priced television sets in large volume, Dr. Baker said. They will be clamoring for work, but before they can produce these sets a decision must be made on standards, just as such a decision was made in the pre-war era by the National Television System Committee. The place of television in the frequency spectrum must be determined, the doctor pointed out. What the standards should be will be the big problem to decide, for the decision will affect the industry for many years, Dr. Baker explained.

High frequencies never before available to the television engineer have been brought into use as a result of war research, the doctor said, comparing the pre-war television frequency band with a small boat. "Let us imagine this small boat as the only means of contact between two countries on opposite sides of a river, and the amount of trade and intelligence passing between the countries being limited by the boat's capacity. War research has broadened the usable television frequency band just as a bridge built across the rivers between the countries would provide greater capacity for traffic between these countries."

The television sets built after the war probably will produce pictures in black-and-white because color television may be too expensive and still has not

been worked out to the engineer's satisfaction, Dr. Baker pointed out. Color television will come, he forecast, but probably not for some time after the war ends. Then, too, any immediate adoption of color television would make obsolete much of the transmitting equipment of the nation's eight television stations which will form the nucleus for immediate post-war black-and-white television broadcasting. These stations probably will start branching out with full-scale programs shortly after the war ends, it was explained.

Before the war, a sizable portion of picture tubes, the most expensive part of television sets, were imported from Holland because they could be bought by U. S. manufacturers cheaper than they could be built. But the war has changed that, Dr. Baker explained, and when peace comes, U. S. manufacturers will have tremendous capacities to make these tubes in America. Large-scale production and other developments will drastically reduce the pre-war price of these tubes which will be among the elements that will bring about reasonably priced television sets, he said.

Post-war relaying of programs will be done with coaxial cables or television relay stations, or possibly a combination of both, it was explained, and only developments will tell who will operate these relay links. Dr. Baker pointed out that General Electric has had a relay station in operation for over three years. Located in the Helderberg Mountains outside Albany, N. Y., this station picks up programs from the NBC television station in New York City and relays them to the Albany-Schenectady-Troy area through G-E's WRGB transmitter.

Television is essentially a line-of-sight operation from transmitter to

receiver. Stations will therefore probably be located in the larger cities, with transmitters located where they can reach the most receivers, he said.

The size of the picture produced by a television set will depend on public demand, the advertising audience was told, but Dr. Baker pointed out that in his opinion the American people will not want a picture the size of the wall in their living rooms. The average person probably will want a picture from 12 to 15 inches square so that he can sit seven or eight feet away from the television set and enjoy the program, it was explained.

There is no technical reason why motion picture houses cannot receive and project special television pictures on their screens after the war if such a procedure can be made economically sound and if managers can attract audiences to the theatres to see these pictures, Dr. Baker said.

He left to the audience's imagination the effect of television on people's lives, quoting the old Chinese proverb, "One picture is worth 10,000 words."

After Dr. Baker's talk, the audience of about 150 club members and guests saw a new movie on television, "Sight-seeing at Home," then toured General Electric's television station WRGB, where they saw two "live" productions being televised for the station's audience.

### Belmont Adds Army-Navy White Star to A-N "E"

A white star has been added to the Army-Navy Production Award flag which the Belmont Radio Corp. received six months ago. The new honor, which is highly prized by all manufacturers engaged in war production, signifies that the high production standards which first won the Army-Navy "E" have been maintained.

This is the first white star to be awarded to a Chicago radio plant, according to Parnell S. Billings, Belmont president.

### Radios Rate High With Women in War Services

Radios were the choice of 81 per cent of a group of more than 1,000 Waacs, Waves, Spars and Marines who were asked to name the gifts they'd welcome most. The inquiry was conducted by Department Store Economist magazine.

### Zenith Advances Four Key Executives

Four new officers of the Zenith Radio Corp., Chicago, Ill., were elected at the recent meeting of the board of directors, it was announced on April 13 by Commander E. F. McDonald, Jr., president of the firm.

G. E. Gustafson, who has been with the company since 1925, and has held the post of chief engineer since 1933, and been assistant vice-president since 1940, was elected vice-president in charge of engineering.

R. D. Burnet, who joined the company in 1924 and has been controller and assistant treasurer since 1929, was also elected secretary, replacing Lieutenant-Colonel John R. Howland, who resigned to enter the Army.

Karl E. Hassel, engineering executive, who with Commander McDonald and Ralph Mathews was an original founder of the company and who has been a director of the corporation since 1932, was elected assistant vice-president.

J. E. Brown, Zenith's engineer specialist in television and frequency modulation since 1937, was elected assistant vice-president.

### Philco Sets Post-War Export Stage

With a view to laying the groundwork for the further expansion of its export business in the post-war period, the Philco Corp., Philadelphia, Pa., by agreement with the American Steel Export Co., Inc., New York City, has formed the Philco International Corp. with offices at 230 Park Avenue, New York City, to handle sales of Philco products in all countries outside the United States, it was announced on April 2 by Larry E. Gubb, chairman of the board of directors of Philco Corp., and Howard W. McAteer, president of American Steel Export Co., Inc.

### Supreme Court Lets Anti-Trust Consent Decree Stand

The U. S. Supreme Court on April 5 dismissed a Department of Justice appeal from a decision of the Federal District Court of Delaware, thereby leaving in effect a consent decree on anti-trust charges that had been brought against the Radio Corp. of America, General Electric Co., and others. The defendants opposed the motion of the Department of Justice, as they did the department's original 1930 complaint, which charged the companies with a conspiracy to monopolize interstate and foreign trade in radio and radio apparatus and in the transmission of messages.



Instant communication — fighter planes with bombers — cruisers with their convoy — tanks with infantry — And in the midst of it all — Radio Tubes — the heart of communication — Yes Ken-Rads are helping to decide the destiny of democracy in a big way — Your dealer may not have a plentiful supply of Ken-Rad tubes now — But our fighting forces have — and after victory every one will

# KEN-RAD

RADIO TUBES • INCANDESCENT LAMPS • TRANSMITTING TUBES

OWENSBORO • KENTUCKY

### Stromberg-Carlson Condenses Its Firm Name

Stockholders of the Stromberg-Carlson Telephone Mfg. Co., a New York corporation with headquarters and facilities at Rochester, N. Y., voted on March 25, to shorten the corporate name to Stromberg-Carlson Company, and the change in the certificate of incorporation was ratified in Albany immediately thereafter.

In announcing the change, Dr. Ray H. Manson, vice-president and general manager, said, "The company will soon begin its fiftieth year, throughout

which period its activities have been devoted to manufacturing communications equipment. The stockholders preferred the shorter name and agreed that, whereas telephone manufacturing will continue to be a very important part of the company's production, it was not wholly descriptive of the business."

Dr. Manson also forecast the broadening out into the electronics field for both telephone and radio products and the increasingly wide use of frequency modulation, two-way communications and new developments in television and facsimile.

# More Sources of Manuals to Aid Home Radio Service Man

**N**INE manufacturers of home radio receiving sets told about the manuals they have available for repair and service men in the March issue. They were: Farnsworth Television & Radio Corp., Garod Radio Corp., General Electric Company, Ken-Rad Tube & Lamp Corp., Galvin Mfg. Corp., Philco Radio & Television Corp., Sylvania Electric Products, Inc., Wells-Gardner & Co., and Zenith Radio Corp.

For this issue of Radio-Television Journal, six additional manufacturers tell of the material they have available to help lighten the burden of the harried home radio receiving set service man. These manufacturers, who describe the materials they have to offer, are as follows:

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**ED DE NIKE**  
Public Relations Director  
National Union Radio Corp.  
Newark, N. J.

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National Union's Radio Tube Handbook, which is supplied to radio service dealers through National Union Distributors, contains 52 pages and includes the following information: (1) Characteristics of more than 500 radio

receiving tube types, including information as to their similarity to other types. (2) Base connection diagrams for receiving and transmitting tubes. (3) Characteristics of transmitting and special purpose tubes. (4) Characteristics and dimensional diagrams of panel lamps. (5) Standard RMA color code chart on condensers and molded resistors. (6) Radio battery interchangeability cross index. (7) Government limitation order tube replacement chart.

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**M. J. SCHINKE**  
Service Mgr., Elec. & Appliance Div.  
Stewart-Warner Corp.  
Chicago, Ill.

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We have Circuit Data Sheets available for all models manufactured since 1929 and will be glad to supply these to all qualified servicemen and dealers on the basis outlined herewith:

Circuit Data Sheets for any one model will be sent to any serviceman sending in a stamped, self-addressed envelope. Sheets for additional models will be supplied at three cents each. Service manuals on record changers are available at ten cents each.

Circuit Data Sheets usually contain

the circuit diagram, parts list with the electrical values, part numbers and prices, alignment procedure, socket voltages, tube layout, as well as other miscellaneous information.

We have also a complete service manual which is priced at two dollars. This service manual contains Circuit Data Sheets for all models manufactured from 1929 to date, plus service information on three of our most popular record changers and a complete 14-page service manual on the Magic Keyboard used in models 1845 to 1869.

When requesting service manuals, please give the model number appearing on the back of the chassis, as well as the model number on the paper label fastened to the cabinet. Include payment with your order.

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**JAMES A. SMITH**  
Assistant Service Manager  
Crosley Corp.  
Cincinnati, Ohio

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The following Crosley service manuals are available for radio service men. They are issued in five volumes: Vol. 1 covers sets manufactured from 1932 to 1936. Vol. 2 from 1936 to 1938. Vol. 3 from 1938 to 1940. Vol. 4 in 1941. Vol 5 from 1942 to present date.

This complete set of service manuals sells to the service men for \$5.50.

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**G. W. THOMPSON**  
Vice-President  
Noblitt-Sparks Industries, Inc.  
Columbus, Ind.

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We have discontinued the publication of all service manuals and our stock of the complete manual has been exhausted. However, we do have available our schematic diagrams and service notes on almost all individual models which we have produced, and if any service man or technical chap wants to write to us giving the name of a specific model, we will be happy to take care of him with a schematic diagram and service notes.

Also, we still are in position to supply most replacement parts for Arvin models when the defective part is sent in to us for examination.

We're not selling parts for stock—we are making replacements of defective units only—and we believe we can continue to do that for the balance of the year. There is one question mark on that, of course, and that is still the tube situation. Unless the Victory Tube



## ZENITH STORE JUMBO TABLE MODEL

The Walter Johnson Co., Siren, Wis., thinks so well of the Zenith radios which it sells that when it erected this handsome salesroom, service shop and warehouse, the architect was instructed to make the building exterior follow the pattern of the Zenith table model radio which was the newest one off the assembly line at the time the structure was designed.

Program goes through there will not be additional replacements of tubes available, but the rest of the parts may be ordered out by service dealers or jobbers and we'll be glad to render them any service of which we are capable.

**J. W. BOWMASTER**  
Service Manager  
Sparks-Withington Co.  
Jackson, Mich.

We have had an opportunity to review the statements as published in your March issue regarding the availability of service information available to service men specializing in home radio receiving sets. We are very glad to inform you our company has always felt that a service of this kind is very valuable. We think it is especially so at this particular time.

Individual service bulletins which include schematic diagrams, voltage charts, realignment data, chassis photographs or diagrams, etc., for any Sparton model can be supplied upon request. No charge is made for individual bulletins. Such bulletins can be mailed promptly provided we know the model number of the receiver. If the model number cannot be ascertained, we can usually identify the receiver if a rough sketch, showing the chassis lay out, type number and quantity of tubes, number and location of controls, and type of dial, is submitted.

Normally, the Sparton radio service literature is compiled in volumes covering a specific number of years. Up until a short time ago, the complete series of volumes or manuals were available in a master manual which covered all Sparton models manufactured to date.

Requests for service bulletins should be directed to the Sparks-Withington Co., Radio Service Division, Plant No. 6, Jackson, Mich.

**W. E. AEVERMAN**  
Advertising Manager  
Continental Radio & Television Corp.  
Chicago, Ill.

We supply our distributors and dealers with individual schematics for each Admiral model. For this reason we do not have an Admiral Service Manual.

\* \* \*

Because of war conditions, at least one tube manufacturer and a number of radio manufacturers have reported inability to supply service data to other than old customers and in some instances even this service cannot always be rendered because supplies of data sheets, etc., have been exhausted.

**MICROPHONES ★ PLUGS ★ SWITCHES**

GOVERNMENT SPECIFICATION ITEMS

AR-1M	PL-54	SW-141
CU-1	PL-55	SW-217
CU-2	PL-291	CD-318
1700-U	JK-26	CD-508
PL-68	JK-48	M-199

EARLIEST DELIVERIES

**UNIVERSAL MICROPHONE CO., LTD.**

INGLEWOOD, CALIFORNIA, U. S. A.

# —PIANOS—

Big changes are in the making in the piano business . . . revolutionary advances in mechanical construction and external design . . . improved merchandising methods. These will come in an avalanche of opportunity for alert merchandisers the moment the war ends—sooner, perhaps.

To gain a "preview" insight of developments now afoot, send \$1.00 to J. C. Hall, sales promotion manager, "The Music Trade Review," 1270 Sixth Avenue, New York City, and get our "special" of six monthly mailings of this informative authority in its field—the leader since 1879! Some day you may be handling pianos and this substantial reading will post you in the meantime.



### Billings First Belmonter To Give to Blood Bank

PARNELL S. BILLINGS, president of the Belmont Radio Corp., Chicago, Ill., was the first person in his organization to donate blood to the American Red Cross when a mobile blood collection unit was stationed at the plant recently. Nearly 1,000 Belmont employes immediately thereafter lined up after President Billings to also give their blood to the bank. The total thus supplied represented almost one fifth of Chicago's weekly quota for the bank. "Smile, darn you, smile" seems to have been uppermost in the Belmont tycoon's mind as the needle pierced his arm.

### W. M. Angus Made Engineer Of G-E Electronics Division

W. M. Angus, formerly designing engineer of the receiver division of the General Electric Co.'s electronics department at Bridgeport, Conn., has been named engineer of the division, I. J. Kaar, managing engineer, reports.

A graduate of the University of Toronto, Canada, in 1926, Mr. Angus was employed by G-E in 1936 as an engineer in the company's radio and television receiver division. In 1940, he received the Coffin Award, highest honor bestowed upon a G-E employe, for the execution of an idea for automatically winding coils used for touch-tuning of radio receivers and transformers. In the fall of 1941, Mr. Angus was appointed designing engineer for the G-E receiver division, the post he held until his recent advancement.

### Joyce Matthews Williams Arrives in Camden, April 14

The stork brought a new daughter to Mr. and Mrs. J. M. Williams on April 14. In reporting the happy event, Mr. Williams said: "Believe it or not,

the new arrival weighed nine pounds, seven ounces. We decided to call her Joyce Matthews Williams." Mr. Williams is manager of record advertising and sales promotion of the RCA-Victor division of the Radio Corp. of America. His headquarters are at Camden, N. J.

### "Gyps" Get Away With New Trick

Retailers selling merchandise on installments have been artfully cheated through a new type of racket, reported by the Better Business Bureau of Rochester, N. Y.

The "customer" contracts to buy merchandise to be paid for over a peri-

## HOW ARE YOU Meeting To-day's Problems?

od of 90 days. Say the total bill comes to \$150. At the end of the first month he gives the dealer a check for \$75, and gets \$25 cash in change. At the end of the second month he repeats the performance.

At the end of the third month he fails to show up. The merchant threatens to sue or to repossess the merchandise. The "customer," sticking out his chin, says, "Go ahead, and see what happens."

If the case gets to court, the swindler, with an air of injured innocence, pulls out the two cancelled checks, totalling \$150, and the original bill, also totalling \$150. "Doesn't that prove that I paid it all?" says he, and the judge has to agree that it looks that way. The defrauded merchant of course has no proof that he is out the \$50 "change" which he gave to the swindler in the form of cash money.

Many variations can be rung on this little scheme. Don't be caught napping.

### Ken-Rad Plant Expansion Under Way

Authorization of a contract with the Ken-Rad Tube & Lamp Corp. of Owensboro, Ky., by the Defense Plant

Corp., Washington, D. C., for plant facilities in Indiana and Kentucky to cost \$1,300,000 was announced recently by Roy Burlaw, president of Ken-Rad. The appropriation is allocated to the construction of a branch plant in Tell City, Ind., to employ 1,500 and installation of new equipment in the company's Owensboro plants.

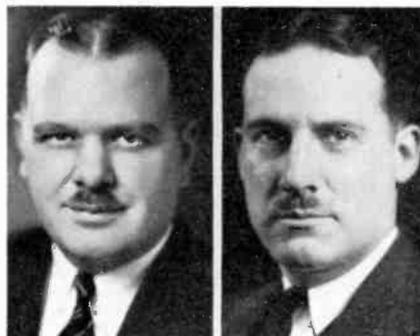
The Defense Plant Corp.'s authorization follows closely upon a government appropriation of \$915,000 for the Bowling Green, Ky., branch plant of the Ken-Rad company to manufacture "radio and secret ordnance equipment for the armed forces." Twenty-three hundred workers will be employed in the Bowling Green plant.

### "Lifo" Takes Its Place In Business Vocabulary

"Lifo" is a word that caught our eye in an article by Thomas F. Conroy on the subject of retail store inventories in the New York Times. Lifo is the word coined to designate the "last-in, first out" method of fixing retail stock valuation. The lifo method has an engaging name, but it appears to be a rather complicated one for the average musical merchandise store to employ. However, you may hear more of it as time goes on.

### Wilcox-Gay Pays Dime Dividend

At a recent meeting of the board of directors of the Wilcox-Gay Corp., Charlotte, Mich., a dividend of ten cents a share was declared on the company's common stock payable on April 2 to stockholders of record on March 15, Warren L. Hasemeier, vice-president, reports.



### Majestic Makes Freese and Foster Vice-Presidents

Arthur W. Freese (left) has been named vice-president in charge of production and Dudley E. Foster (right) has been named vice-president in charge of engineering of the Majestic Radio & Television Corp., Chicago, Ill. E. A. Tracey, president and general manager announced on April 10.



## Behind Guarded Gates

Military necessity has drawn a curtain of secrecy over the research, engineering and development work now being done in radio. Behind guarded gates, a new world of wonders is being born. When the war is won and the need for secrecy no longer exists, you will find that decades of progress have been

crowded into a few brief years. We cannot tell you now of the developments that await you. But we *can* tell you that some of the most important ones will be coupled inseparably with the Belmont name. *Keep your eyes on Belmont for great new things to come!* Belmont Radio Corporation, Chicago, Illinois.



# Belmont Radio

TELEVISION ★ ELECTRONICS

# "Radionics" Tops "Electronics"

## Nine-to-One in Poll of Editors

AMERICAN newspaper and magazine editors, by a ratio of better than nine to one, and scientists by more than two to one, prefer *radionics* to electronics as a name for the industry which has grown from utilization of the radio tube, according to sample surveys conducted by Commander E. F. McDonald, Jr., president of Zenith Radio Corp., Chicago, Ill.

A few weeks ago McDonald wrote to the editors of a number of publications, large and small, in all parts of the country, pointing to the confusion that has arisen from the use of two terms to mean exactly the same thing, *the application of vacuum tubes in electrical circuits, not only for broadcasting and communications, but in television, radar, rectifiers, phonographs, hearing aids, welding machines, smoke detectors, and other devices comprising this entire field.* He outlined the derivation of the two terms, and asked for opinions. He wrote to a

number of physicists, college professors of physics, and deans of engineering schools, asking them the same question.

Replies came from 68 editors and 202 scientists. Of the editors, 56 preferred radionics, six were neutral, and six thought electronics the better word.

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### WAR BOND AND STAMP PURCHASES ARE NEEDED TO WIN THE WAR

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Scientific opinion was not quite so one-sided; 131 preferred radionics, 57 electronics, and 14 were neutral.

In general those who preferred electronics did so because they were more familiar with the word, because they felt that radionics might be restricted to radio alone, or because the functioning of a tube is dependent on control of electrons. The opposing majority favored

radionics because they believed it would be more readily understood by the public, because of its precision and accurate connotation, and because it is a normal and logical growth of language.

"Radionics is exact in its meaning," wrote one editor, "while electronics suggests electrons, with which the public commonly associates the fundamentals of matter and of atom smashing."

A noted scientist wrote, "We do not say electron-tube usually, but only radio-tube. The scientist can associate with radionics all that he finds in the word 'electronics,' whereas 'radionics' will give to the people some idea of what is meant when they read or hear that name."

Another said: "I have spoken to several professors of languages and chemistry. The general opinion is that 'electronics' is well suited as a generic term, especially in advanced studies in chemistry and physics. However, they all agree that radionics is a more specific word to express clearly the exact meaning for the various applications of electron emission. The students of my advanced course in electricity favor the use of the word radionics in identifying the science of vacuum tubes and their circuit applications."

Other comments included:

"Radionics is definitely descriptive of the action, the meaning of which the terms should convey, and for that reason above any other scientists should be inclined to adopt it."

"I have long felt that the term electronics is used in too general a connotation. Radionics appeals to me because it is so much more specific."

"The fields which make use of electrons in vacuum tubes belong to a restricted division of the large subject of electron activity, but it is a wide field and rapidly growing, and it certainly deserves a special name. Hence, I for one would favor the description, radionics."

"Certainly, radionics is a much better word than electronics. The word electronics is a misnomer, while radionics is definite and exact."



Left: "After 20 years, back to the bench," is Mort Farr's new theme song. His slogan, "Farr Better Service" will be maintained for the duration. Right: Mort Farr opened this new store in November of 1941. His show window is the tallest in the city of Upper Darby, Pa. (suburb of Philadelphia). The design of his store front permits a display on the second floor.

## "Service Must Go On", Farr's Motto

Twenty years ago Mort Farr started in radio as a serviceman. He eventually acquired his own business, and was highly successful in the radio and appliance field. In November of 1941, he opened his beautiful new store at

119 South 69th street, Upper Darby, West Philadelphia. Today, Mort is back at the bench servicing radios just as he did 20 years ago. His slogan is "Farr Better Service," must go on.

# This Is No Time To Push Customers Around

**P**USHING customers around and misrepresenting the quality of merchandise in the wartime upswing in retail trade is a dangerous procedure, I. A. Hirschmann, vice-president of Bloomingdale Brothers, declared on March 17, when he spoke at the war council of the Associated Chain Drug Stores at the Waldorf-Astoria in New York City. What Mr. Hirschmann told the chain druggists is equally applicable to all lines of merchandise.

Discussing advertising, Mr. Hirschmann urged retailers not to discontinue promotion, despite the fact that business is easy to get at this time: "Continue to promote, even when you get to the point where you have no merchandise to sell," he said. "Keep your contact with your customers, keep your name before people. My hat is off to the national advertisers."

### Cites Merchandising Needed

A retailer does not have to be a merchant to be in business today, but "he will have to be a merchant to remain

in business tomorrow," Mr. Hirschmann pointed out. "There's no trick in selling items, but it takes a merchant to sell customers and keep them.

"If the customer comes first he really comes first in wartime as well as other times. There will be a day of reckoning for all mishandled business sloppily attended to and customers who were pushed around, just as there is a day of reckoning in all abuses.

"There are many disadvantages to the kind of Klondike business we are now all enjoying. The principal one as I see it is the state of self-satisfaction that it may bring about. As business flows in and in spite of it, in fact, we will get softer and softer. It will take quite a jolt to bring back our moral backbone and fighting spirit.

"The most disarming thing is the truth. The stores that would have the nerve to come out and tell their customers that there are 'wartime formulas rather than substitutes' would win a wonderful backlog of good-will. The temptation to cut quality, to mis-

represent is very great. Here is the test of character of retail businesses."

Mr. Hirschmann stressed the importance of retail display as related to self-service or customer selection of merchandise and urged his audience to support a study by an engineering group of mobility and projection of goods to consumers. He said the large supermarkets have done an outstanding job in organizing their goods and displays for easy self-selection, but criticized the "hit-or-miss" methods used by most chain stores. He added that a clear distinction should be made between self-service and self-selection, as on small, inexpensive items, self-service is a logical objective, but self-selection could be a solution of handling the larger items which are the backbone of retailing.

Predicting that stores of the future will be unlike those now operating, Mr. Hirschmann said the window and window display which bar people from actually seeing into the store will be a thing of the past. The background on the window should be the background of the store, he asserted, on the principle that customers should see activity and an open display of goods which tempts them to walk in as one does at a country fair.

# BAND INSTRUMENTS

Among your "must" reading, "Musical Merchandise" stands foremost with dealers desiring the latest facts about the band instrument business.

Things are constantly shifting, and dealers must be "on their toes" to keep their policies and plans abreast of changing conditions.

Musical Merchandise specializes in information in the industry of instruments, and if you want samples, send \$1 to J. C. Hall, sales promotion manager, Musical Merchandise, 1270 Sixth Avenue, New York, and get a 7-month course of reading that will keep you up-to-date.

You'll find helpful reading about a fast-growing business, well worth digesting for your future plans.



—here's how to get **More business!**

WE'LL send you newspaper clippings of the best merchandising ideas, as well as copy and layout suggestions from companies of your own type. Each customer chooses just what he wants. Let us put on your desk regularly ad-clippings showing what the leaders are doing; only one idea a month will more than pay for the service. We clip ads from several hundred cities.

If there is any time that Executives want ideas, it is right NOW. We operate the largest ad-clipping bureau in the country. All ads are selected by an experienced staff; no long term contract required.

Use coupon below to learn more about this valuable service and special short term trial offer. No obligation, of course.

## VINCENT EDWARDS & Co.

World's largest advertising service organization.  
342 Madison Ave., New York City

Please tell me more about your newspaper ad-clipping service and special short term trial offer.

Name .....

Company .....

City .....

## RMA Committee Planned To Chart Post-War Course

A PROGRAM for post-war development of the radio industry was authorized by the board of directors of the Radio Manufacturers Ass'n., at a meeting on April 15 at the Roosevelt Hotel, New York. Paul V. Galvin, president of the Association and head of the Galvin Mfg. Corp., Chicago, Ill., will appoint a post-war planning committee to make a thorough study of the problems involved.

This committee will consider the post-war prospects for television, FM, radio frequencies, civilian set production and related subjects. Attention will be given to the matter of civilian production as radio output for the war declines and demands made upon the industry by the Army and Navy decrease.

It was also announced that the RMA will stage a one-day War Production Conference at the Palmer House, Chicago, Ill., on June 10. Government representatives will address the session and the RMA will stage its usual general and division meetings.

A report on the replacement tube outlook was made to the group by Max F. Balcom, vice-president ofsylvania Electric Products, Inc., and chairman of the RMA Tube Division. He disclosed that during the second quarter of 1943 the industry will produce 2,000,000 tubes per month for civilian use. However, he pointed out, many of these tubes are being picked up from the jobbers by the Army on high priorities, thereby reducing the allotment available for civilian replacement purposes.

The RMA directors agreed to petition the War Manpower Commission and Selective Service headquarters for consideration of the problems peculiar to the radio industry. The association decided to urge that uniform procedure be adopted by local drafts boards concerning the status of radio engineers vital to the war effort.

After consideration by a committee, the association agreed to retain its present name and not to make any changes that would incorporate the name "Electronic" or "Radionic" at this time.

To aid the Second War Loan, the directors voted the purchase by the association of \$15,000 worth of additional War Bonds.

It was made clear at the meeting that the recent WMC order that no more war contracts be placed with plants located in areas suffering from

labor shortages is merely advisory and not mandatory. It was further stated that this order does not apply to the radio industry since radio is a critical industry and orders for war equipment must be placed wherever possible.

RMA directors and officials attending the meeting included, in addition to President Galvin, the following:

Max F. Balcom, vice-president, Sylvania Electric Products, Inc., Emporium, Pa.; Roy Burlew, president, Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; E. A. Nicholas, president, Farnsworth Television & Radio Corp., Ft. Wayne, Ind.; James J. Nance, vice-president and director of sales, Zenith Radio Corp., Chicago; R. C. Cosgrove, vice-president and general manager, Crosley Corp., Cincinnati.

Dr. W. R. G. Baker, vice-president, General Electric Co., Schenectady, N. Y.; Dr. R. H. Manson, vice-president and general manager, Stromberg-Carlson Co., Rochester, N. Y.; Ben Abrams, president, Emerson Radio & Phonograph Corp., New York; Henry C. Bonfig, general sales manager, RCA-Victor Division, Radio Corp. of America.

J. J. Kahn, president, Standard Transformer Corp., Chicago; A. S. Wells, president, Wells-Gardner & Co., Chicago; James P. Quam, president, Quam-Nichols Co., Chicago; P. S. Billings, president, Belmont Radio Corp., Chicago; A. H. Gardner, president, Colonial Radio Corp., Buffalo, N. Y.; L. F. Muter, president, Muter Co., Chicago; Octave Blake, president, Cornell-Dubilier Electric Corp., South Plainfield, N. J.; Ernest Searing, president, International Resistance Co., Philadelphia; W. P. Hilliard, Bendix Radio, Baltimore, Md.; Judge John W. Van Allen, general counsel of RMA, Bond Geddes, executive president of RMA, and L. C. F. Horde, consultant engineer.

### Belmont Radio Dividend Shows Increase Over Previous One

The Belmont Radio Corp., of Chicago, Ill., on April 9 reported net income of \$330,859 for the year ended December 31, 1942. "This amount" Belmont officials state, "was after renegotiation proceedings wherein \$1,294,000 was set up for return to the government and \$812,297 was allowed for federal taxes. The profit is equivalent to \$1.10 a share and compares with 94 cents in 1941 when the net was \$281,136.

WE HAVE THE GOODS

FOR

IMMEDIATE DELIVERY

CONDENSERS

SPEAKERS

VOLUME CONTROLS

RESISTORS

TRANSFORMERS

REPLACEMENT  
CABINETS

and

HUNDREDS OF OTHER ITEMS

NEEDED BY YOU TODAY

*For Full List*

*Write for Catalog*

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When in New York visit our  
extensive stock rooms

•

*Wholesale Exclusively*

*Since 1920*

**WOLFE RADIO  
DISTRIBUTING COMPANY**

CHelsea 2-9249

WAtkins 9-8160

34 West 17th Street  
New York, N. Y.

# EXTRA FEATURE ATTRACTION RADIO IN THE WAR

*Another Step in the Program of  
Help to Zenith Dealers*



**FOR THE FIRST TIME—A Graphic Interpretation of  
Radio's Brilliant Role in Battle**

The theme pursued by Zenith's extensive national advertising campaign "Radio in the War"—a portrayal of the part played by Radio—Radionics—Radar in the strategy of modern battle, has become of such widespread importance in the public mind . . . that millions are now vitally interested in anything having to do with new Radionic developments.

Now as the next step in Zenith's dealer-help program, Zenith has graphically interpreted this entire theme by means of a new informative, human, powerful window presentation . . . at your disposal . . . which will stop, and intrigue every individual who passes by your window.

It's graphic . . . crystallized . . . dramatized . . . summarized. Compelling color treatment by an official military artist. Advertising copy kept to a minimum . . . plus an important message of good will to your friends and neighbors.

If you want this dramatic display to maintain your public's interest in the new things in Radio . . . drop your Zenith distributor a line. Ask him to put you on the list for "Radio in the War."

**ZENITH RADIO CORPORATION, CHICAGO, ILLINOIS**

**BETTER THAN CASH  
U. S. WAR SAVINGS  
STAMPS AND BONDS**



# Talking Machine Goes Back Many Years

Of all the inventions that enter the home, the talking machine is one of the most fascinating and mysterious. Strangely, of all the inventions, its literature is probably the most inadequate.

Here and there in the history of science references to various attempts to record and reproduce sound by mechanical means are encountered. But not until 1855 was there any authentic record of success. In that year Leon Scott, a French scientist, invented what he called the phonautograph. This was purely a recording instrument, and merely traced a line on a cylinder coated with lamp black. No means was provided for reproducing the sound.

In 1877 Thomas A. Edison invented an instrument that would not only record, but also reproduced, sound. He became the first man in the world to be granted a patent on a talking machine. This machine had tinfoil wrapped around a heavy metal cylinder. The recorder included a diaphragm and a stylus point resting on the tinfoil. Sound vibrations caused the stylus to indent the tinfoil as the cylinder revolved. The indentations corresponded to the sound vibrations, and thus the sounds recorded could be reproduced by "playing back" the tinfoil. This instrument was cumbersome, the reproduction poor. The machine was only of academic interest and was not practical for general use. It did, how-

ever, open the door to the development of the art, both scientifically and commercially.

The next real step in the talking machine art was the result of the Volta Laboratory work of Dr. Alexander Graham Bell and Sumner Taintor. Together, they made the first successful sound records in wax. During the early 80's these men developed a process of recording on a wax cylinder, the groove being cut spirally around it. The sound was recorded by means of elevations and depressions in the bottom of this groove. This type of record was known as the "hill and dale" record. Bell and Taintor received a patent for this machine on May 4, 1886. It was called the graphophone.

At the same time, Edison, working independently, developed a recording machine for making cylinder "hill and dale" records in wax and also a machine for reproducing from such records. This machine was later known as the phonograph.

In both the graphophone and the phonograph it was necessary to use a special mechanism to move the sound box along the record as it rotated. These early records were good in quality, but they lacked sufficient volume, and ear tubes for the listener consequently were necessary. These instruments, used as slot machines in amusement halls, were the forerunners of the "juke box." Also as dictating machines for office use, they were the early

ancestors of the modern dictating machine.

One of the greatest basic improvements in talking machines appeared in 1887 when Emile Berliner developed the disc record. This record had a lateral groove which would not only vibrate the stylus of the recording machine to reproduce sound, but would also pilot the sound box across the record without the special mechanism in the phonograph and early graphophone.

In making this record the recording stylus was vibrated laterally, as opposed to the "hill and dale" method. A zinc plate coated with a thin layer of acid-resisting material was used. This produced a lateral groove on the surface of the zinc by removing a thin line of the material as the plate revolved. The record was then placed in an acid bath, the acid eating out a groove in the zinc deep enough to pilot and vibrate the stylus of the recording machine. The machine was called the gramophone, and the zinc plate was used as a "master" record. From it duplicates were made. The reproduction from these records was loud, but as the etching process left the walls of the groove quite rough, considerable "scratch" noise was added. This was, however, a long step forward.

It was at this stage that Eldridge R. Johnson became interested in the device. Sales of the machine were very slow, and it was decided that unless a clock-driven motor could be found it would always remain a toy. Johnson himself described the gramophone as a "partially educated parrot with a sore throat and a cold in the head." But he was fascinated with the possibilities the invention offered, and succeeded in developing not only a spring motor to drive the machine, but other improvements as well. He began manufacture of gramophones for the Berliner Co., in 1896.

Also in this year a change-over from zinc-etching to recordings on hard wax tablets marked a magic expansion in the record business. The wax recording meant a cleaner cut, less surface noise, and music more faithfully registered. Until this time, according to F. W. Gaisberg in his recently published book "The Music Goes 'Round," the development of the flat disc recording had been held up by complicated patents in the hands of Emile Berliner,

## DYNAMIC RADIO STORE, NEW YORK CITY, EXPANDS FOR SERVICE



Left: The original store of Dynamic Radio at 1895 Broadway, New York City, was not big enough so Jack Winer expanded his operations to a second (below) on 64th Street, where he's doing a record business.

Jack Winer aptly named his store "Dynamic Radio." When curtailed his retail operations, Jack promoted his service business to the point where it overflowed his original address. The store is doing a tremendous job in converting table models, and consoles into handsome, up-to-date combinations.

Edison, the American Graphophone Co., and the Columbia Co. Berliner was prevented from using wax as a medium by the J. W. Jones patent for a "groove of even depth," which Columbia had bought for \$25,000. An injunction brought the flat disc business in America to a standstill for several years. Eldridge R. Johnson founded the Victor Talking Machine Co. in 1901. The injunction was lifted in 1902, when the litigants pooled patents. To this pool Emile Berliner contributed a "sound box guided by a spiral groove," Columbia a "stylus vibrating laterally and engraving a groove of even depth," and the American Graphophone Co. "wax as a medium of recording."

Victor and Columbia and the other recording companies then left the starting post neck-to-neck, and began the race to acquire famous recording artists to perform exclusively for their respective companies.

**Seaboard Offers Hard-To-Get Radio Parts and Accessories**

A new bulletin, in which are offered over 300 essential radio parts and accessories, a number of them in the hard-to-get group, has just been released and mailed to manufacturers, jobbers, dealers and servicemen by the Seaboard Sales Co., 55 East Eleventh street, New York City.

The Seaboard Sales Co. was organized several months ago by Al Suekoff, Joseph Dworkin, and Jay Schwartz. Seukoff and Dworkin headed the Dynavox Corp., manufacturer of Dnyavox portable phonographs, while Schwartz was formerly with the Philco Distributing branch in New York.

**Wanamaker, Phila., Enlarges and Specializes Radio-Phono Dep't.**

Several hundred feet of new floor space have been added to the Radio and Record department of the John Wanamaker Store, Philadelphia, Pa., according to department manager Paul Zeismar. Two rooms have been set aside for special record sales. Highlighting the services offered by this "special record" division will be recordings for children only, and for the exhibition and demonstration of hard-to-get discs. The Wanamaker stock of these collector's items is large and varied and has been built up under the skillful direction of Mr. Zeismar.

**Philco Advances Four Key Men at April 21 Meeting**

Following an organization meeting of the board of directors of the Philco Corp., Philadelphia, Pa., on April 21, Larry E. Gubb, chairman, announced that James T. Buckley, was elected to

**DESIGN DRAFTSMEN**

Experienced in the design and layout of small mechanical instruments and electrical accessories including starters, generators, and pumps.

**ENGINEERS**

Electrical and mechanical. Experienced with automotive or aeronautical electrical accessories advisable.

EXCELLENT OPPORTUNITIES

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**ECLIPSE-PIONEER DIVISION**  
**BENDIX AVIATION CORPORATION**  
BENDIX, N. J.

*Immediate Delivery*  
**RADIO PARTS**

SPEAKERS  
FILAMENT and POWER TRANSFORMERS  
TRANSFORMERS  
RESISTORS  
CONDENSERS  
ELECTROLYTICS  
LINE CORDS  
RESISTOR CORDS  
VIBRATORS  
and 200 Other Items

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You Owe It to Yourself to Visit Us When in New York. We Buy and Sell Radio Parts. Write for Our Catalog.

**SEABOARD SALES CO.**  
Phone: GRamercy 5-6399 - 7-4190  
55 E. 11th ST., NEW YORK, N. Y.

the newly-created office of chairman of the company's executive committee, and that John Ballantyne, formerly vice-president in charge of operations, was advanced to the presidency, succeeding Mr. Buckley. M. W. Heinritz of Trenton, N. J., former manager of the company's storage battery division, was named vice-president in charge of the division, and Charles F. Steinruck, Jr., assistant secretary, was elected secretary in place of George E. Deming, who died April 15.

*Your Editor Will—*

**WELCOME**

—news items, letters, suggestions and comments from you for publication in these columns. This is your magazine. Do your share to make it live, interesting, informative and useful—

**TODAY!**

# PHONOGRAPHS & RECORDS

## When Cash Register Speaks The Record Buyer Listens

IT is always gratifying to start something new. It is especially gratifying when what has been started that is new succeeds. For this reason all readers of this magazine will commend those nine cooperative

firms and their representatives whose reports in the March issue permitted compiling the FIRST report of top-selling phonograph records in principal cities for a specific week of the month.

The tabulation of "Best Selling Phonograph Records—Week of March 15" was the first of its kind ever at-

tempted by a trade publication, and so far as your editor knows, by any source working on a strictly cooperative basis and making its findings immediately available to the trade as a whole. There are, and have been, of course, excellent reports in various quarters, of phonograph record popularity. But what the public wants to hear over the radio or dance to at a night club is not necessarily what it will open its purse for in the record dealer's store. Hence the special value of this new, exclusive service.

Charter members of the group supplying this useful service were: Robert Wolfe, phonograph record buyer, and Miss Vera Frank of Macy's; A. W. Vaubel of the Gramophone Shop and Dave Sorcher of the New York Band Instrument Co., all of New York City; Krupp Music Co., Chicago, Ill.; Mrs. Ann Mundelle, manager of the record department of the Whittle Music Company, Dallas, Tex.; Barker Bros., Los Angeles, Calif.; Parker Harris, president of Philip Werlein, Ltd., New Orleans, La.; B. Goodman of Sherman, Clay & Co., San Francisco, Calif., and L. H. Salesin, manager of the radio and record department of Grinnell Bros., Detroit, Mich.

The promptness of these cooperators speaks volumes for the ever-growing spirit of unity within our industry. The outstanding reputations of the firms themselves is its own guaranty of the worth and integrity of the information tabulated.

Additional firms supplying data for this issue, for the first week in April, include: E. Carter, record department, Lyon & Healy, Chicago; Miss Bella Volker, manager, record department, Louis Grunewal Co., Inc., New Or-

## Jack and Jill RECORD BOOKS Popular Nursery Rhymes FOR CHILDREN OF ALL AGES



### BOOKS WITH RECORDINGS by NBC's Talented Jack and Jill Singers

Each story book, bound in a charmingly illustrated two color sturdy cover, holds 12 pages of 7-inch records.

THERE ARE 5 NUMBERS IN THIS SERIES

### "HONKY TONK" Party Records 5 Numbers . . . 55c each list

- No. 711—The Radio and Wedding Cake
- No. 712—The Washing Machine and The Golf Lesson
- No. 713—I'm Bringing You A Lei and I'm Keeping It For You
- No. 714—Clancy and Grandfather
- No. 715—Baby Dimples and Ball Room Dances

SEND YOUR ORDERS NOW!

(usual dealer discount)

## the tilben Company

Wholesalers of Everything in Music

565 Woodward Ave.

Detroit, Mich.

1. Baa Baa Black Sheep; London Bridge; Jack and Jill; Little Jack Horner.

2. Humpty Dumpty; Mary Had a Little Lamb; Pussy Cat; King Cole.

3. Twinkle, Twinkle; Hi Diddle; Yankee Doodle; The Alphabet Song.

4. Mulberry Bush; Pop Goes the Weasel; Hickory Dickory Dock.

5. The Farmer in the Dell; Sing a Song of Sixpence; and Jingle Bells.

39c each list

For  
exquisite musical  
performance

RECOTON  
phonorecords  
best seller everywhere

leans; Ray Lammers of Ray Lammers Music House, Cincinnati, Ohio; Miss Rochelle Epstein of the Rudolph Wurlitzer Co., New York City, and the Center Music Store in Rockefeller Center, New York City.

If you like this new department and find it useful, we will appreciate your writing and telling us. If you have suggestions for improving the service, please pass those along, too. And if brickbats are in order, let 'em fly!

**Boston Kids Rounding Up Half-Million Scrap Records**

In a tie-up with the Boston Traveler, the Eastern Co., and its retail dealers in metropolitan Boston, are sponsoring an immense record scrap drive.

The newspaper's 23,000 Junior Commandos are searching their attics and basements and soliciting neighbors for scrap records which are turned in to the dealers cooperating in the drive. Dealers pay the Commandos two and one-half cents for each record turned in and \$100 in war bonds will be awarded to the group turning in the largest number. The dealers receiving the scrap records deposit them with the Eastern Co., for credit on future orders for new records. The drive has set a goal of 500,000 scrap records.

**Retailers Needle Needle Sales In Philadelphia**

Philadelphia was recently made acutely phonograph-record-needle-conscious when Mort Gellard, manager of record and radio sales of Raymond Rosen & Co., which distributes Pfanstiehl's, interested dealers in a newspaper advertising campaign on that item. Stores participating in the advertising included Gimbel Bros., Lit Bros., Snellenburg's, Strawbridge & Clothier, Elkan-Vogel, Locust Radio Co., Newman's Record Shops, Carson Bros., Bond Radio Stores, Ertelt's, Levin's, Mort Farr and Downtown Record Shops. Gellard pointed out to the dealers that the profits from the sale of needles will "pay the rent."

Marty Freeman, district manager for the Permo Products Corp., was equally successful in promoting the Fidelitone needle. He had Fidelitone



**“Really, Herbert—  
aren't we over-doing it?”**

*This makes the fourteenth record. One for Aunt Martha . . . Each of the children has his own . . . There's the letter I sent to Bob's fiancee . . . The crazy little ditty you asked me to sing . . . and goodness knows how many others. If you don't stop soon, I'll . . . Of course I've enjoyed making them, but let's save a few for tomorrow. They're such fun.”*

We agree—they are fun! Fun to make! Fun to receive! Fun to save! Like home movies, these intimate ‘Snapshots-in-Sound’ are becoming more popular every day.

Dealers everywhere are feeling the impetus of increased buying for this amazingly versatile indoor sport. RecordDisc home recording blanks are available now, from your local supplier. Write for your copy of our latest catalog.

*Only RecordDiscs are ‘Snapshots-in-Sound’*

**FOLK DANCE RECORDS**  
 Russian - Ukranian  
 Armenian - Turkish  
 Polish and Gypsy

75c each less dealer discounts  
 Write for bulletin of releases

**KISMET RECORD CO.**  
 209 E. 14th STREET NEW YORK, N. Y.

**THE RECORDISC CORP.**

395 BROADWAY  
 NEW YORK, N. Y.

Cable Address  
**RECORDISC**  
 NEW YORK, N. Y.

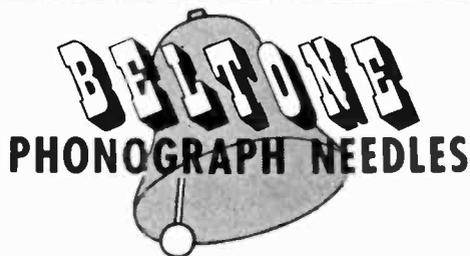




**BELTONE PERMANENT NEEDLES**

Each needle plays approximately 3000 records. Gives clear, full tone—minimum surface noise and reduces record wear.

Price . . . . . \$1.00 each



Smooth performance . . . truer tone . . . and high fidelity reproduction are chief reasons for the ever-increasing demand for Beltone phonograph needles.

**BELTONE PERMANENT NEEDLES**

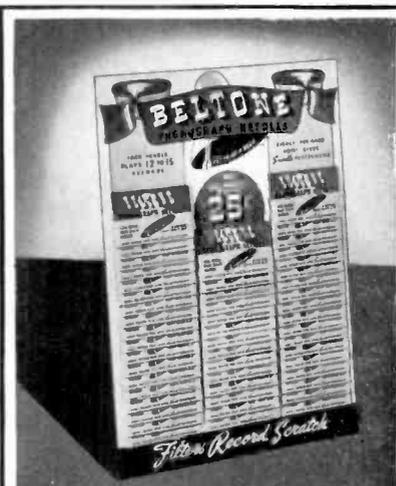
(Illustrated at left)

List price per card of 12 . . . . . \$12.00

**BELTONE PHONOGRAPH NEEDLES**

(Illustrated at right)

List price per card of 50 packages . . \$12.50



**BELTONE PHONOGRAPH NEEDLES**

Each needle plays 12 to 15 records. Highly polished point gives smooth performance and filters record scratch.

30 high fidelity needles . . . 25¢

**SORKIN MUSIC COMPANY**

251 FOURTH AVENUE • NEW YORK, N. Y.

**Birmingham Record Dept. Experiences Big Boom**

Loveman, Joseph & Loeb, Birmingham, Ala., recently remodeled and enlarged its record department, which is managed by W. L. McAllister, who also manages the firm's radio and refrigerator sales.

The new department, which is finished in light green, includes a half-dozen air-conditioned listening rooms. It is now located on the fourth floor of the store. Machines for recording records for customers are built in, with turntable for convenience in operating. Loudspeakers are also built into the wall.

Business of the record department has quadrupled since it was established three or four years ago.

**Offers Long-Life Needle For Ten Scrap Records**

To speed scrap collections, Bruno-New York Inc., 460 West 34th street, New York City, distributor of Victor records, is offering a Victor Long-Life needle in exchange for every ten solid scrap records turned in.

Bruno Kaye, advertising manager of that firm, hit upon the plan when the six-cent-per-pound scrap record price allowed by the OPA proved too meagre to make a very broad popular appeal.

Describing the plan, Bruno stated:

"An intensive radio campaign will soon begin and will reach the entire metropolitan area. We will then send to all dealers on memo 48 Long-Life needles which will be their initial allotment for the opening of the 60-day campaign. Each needle must produce

ten scrap records, which means a total of 480. But dealers will only be required to send 200 pounds, at which time the needles become their property. Money cannot buy these needles—scrap only can purchase them.

This plan, which has been tested by three dealers with successful results, has been submitted to OPA for approval.

**Earphones Seldom Idle In Long Island Library**

There is a phonograph with two sets of earphones in the Queens Borough Public Library in Long Island, N. Y. During 1942 it was in operation 4,121 times, frequently with not one or two listeners, but with three or four. This required that in many instances listeners had to be content with only one earphone.

Most of the patrons are youngsters. And most of the music is classical. The library has no special fund for this unusual musical venture. The records it possesses have chiefly been donated, one donor having made a permanent "loan" of 200 records, among which the works of Caruso, Galli Curci and Melba are prominent.

The usual time allotted any one listener is an hour, but when no one else is in line waiting, this time is extended.

**Melody Record Supply In New Quarters**

The recently organized Melody Record Supply, of which Morty Kline is head, is now in new and larger quarters at 314 West 52nd street, New York City. Offices temporarily were at 1650 Broadway.

**Wholesale, Retail Pricing Methods Revised by OPA**

Wholesale and retail pricing methods on sales of new radio and phonograph parts may now be set by the same OPA orders establishing manufacturers' ceilings for these products, the Office of Price Administration announced late in March.

Previously, wholesale and retail maximum prices were determined under the General Maximum Price Regulation at highest March, 1942, levels.

Maximum Price Regulation No. 84 (Radio Receiver and Phonograph Parts) which hitherto has set manufacturer ceilings only, was changed accordingly in Amendment No. 4, effective March 30. This amendment is known as Document No. 12904—Part 1336—Radio, X-ray and Communication Apparatus (RPS 84,† Amendment 4), Radio Receiver and Phonograph Parts. Copies may be obtained from the nearest branch of the Office of Price Administration.

**Capitol Records, Inc. Nearly One Year Old**

Capitol Records, Inc., Hollywood, Calif., although still less than one year old, is gaining wide prominence as a result of its success in picking winners. Company officials announce that its recording of "Cow-Cow Boogie," by Freddie Slack and Ella Mae Morse, has sold over 275,000 copies and that demands for the disc are so great that back orders are piled up by the thousands. Another Capitol release which topped the 200,000 mark in less than six months is "Mister Five by Five," also by the Slack orchestra.

Continued on Page 26

# GENERAL INDUSTRIES

*Smooth-  
Power*  
**MOTORS**



### All Ready for Any Job Ahead

The wide range in types and sizes of G.I. motors fits them for many applications in war production and makes them available in a reasonably short time. For more than thirty years G.I. smooth-power motors have been leaders in fields where quiet running and reliability were first requisites. They are available on war orders and can be depended on to measure up fully to Government requirements.



**THE GENERAL INDUSTRIES CO.**  
ELYRIA OHIO



## Cooperative Advertising for **FIDELITONE DEALERS**



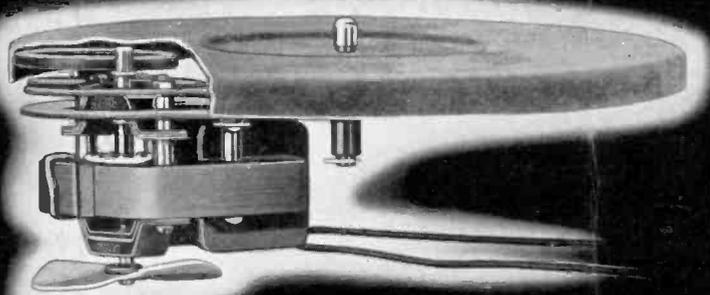
**De Luxe Record  
Carrying Bags  
as Low as**

**\$4.50**  
PER THOUSAND

Permo Products Corporation is offering Fidelitone dealers these high-quality imprinted record carrying bags for as little as \$4.50 a thousand... one-third the actual cost. Because of the nature of the promotion, Permo is paying the balance. These good-looking, easy-to-use bags are walking ads for your store. Take advantage of this special offer now. Write for complete details and costs.

**PERMO PRODUCTS CORPORATION**  
6415 RAVENSWOOD AVENUE CHICAGO, ILL.

## remember **ALLIANCE** Phono-motors?



**FOR THE DURATION** all our facilities are being used to help defeat our nation's enemies. Alliance dependability is being built into Dynamotors and Band-switch motors for our flying fighters. It is serving on all fighting fronts.

When Victory is won, Alliance dependability and service will reappear on the home front in a motor line which we feel will serve you well.

**REMEMBER ALLIANCE!**

**ALLIANCE MANUFACTURING COMPANY**  
ALLIANCE, OHIO

### Capitol Records, Inc.

*Continued from Page 25*

Capitol, headed by Buddy DeSylva, Glenn Wallichs and Johnny Mercer, recently added Dave Dexter to its Hollywood executive office. Dexter, former music trade paper editor, is in charge of promotion and publicity. First bit of promotional work Dexter undertook was the twice-monthly issuance of a Capitol house organ.

Capitol records are distributed in the New York, New Jersey and Connecticut area by the Modern Music Sales Co., Tenth avenue at 45th street, New York City, and by the Capitol Records Distributing Co., with quarters at the following addresses: 629 Tenth avenue, New York City, serving the eastern states other than those in the Modern company's territory; 1809 Indiana avenue, Chicago, Ill., serving the midwest territory, and 1483 Vine street, Hollywood, Calif., serving eleven Western states.

### Musical Merchandise

Has Been Serving

The Industry Constructively

Since 1925

# DO YOUR BIT BETTER Join the SPARS!

## TODAY'S TOP CAREER

Your country needs you—help release a man for combat duty by joining the SPARS (Women's Reserve of the U. S. Coast Guard). Get into a trim uniform! Do the work that will put your country one step closer to Victory!

## LEARN TO WORK IN RADIO

If you are a former "ham"—or if you would like radio—you may be trained in this thrilling and "greatest of all vocations". Today's war is fought with radio—tomorrow's world will be run by radio. Trained technicians and operators are given excellent positions—you may get a better rating with extra pay and extra privileges when you sign up for radio. And the experience will fit you for a better civilian job after the war.

## GOOD PAY

Liberal pay, quarters allowance, uniform allowance, basic training on a famous college campus await you. You can do the work of Yeoman, Radioman, Storekeeper, Gunner's Mate, Photographer's Mate, Pharmacist's Mate, Jeep-Driver, Seaman, Captain of Port Duties, Switchboard Operator, Bookkeeper, Clerk, or General Office duty. Carve yourself a brilliant future and release a man for combat duty at the same time! No experience necessary—if you meet educational requirements, the SPARS give you specialized training with PAY WHILE YOU LEARN.

## APPLY NOW!

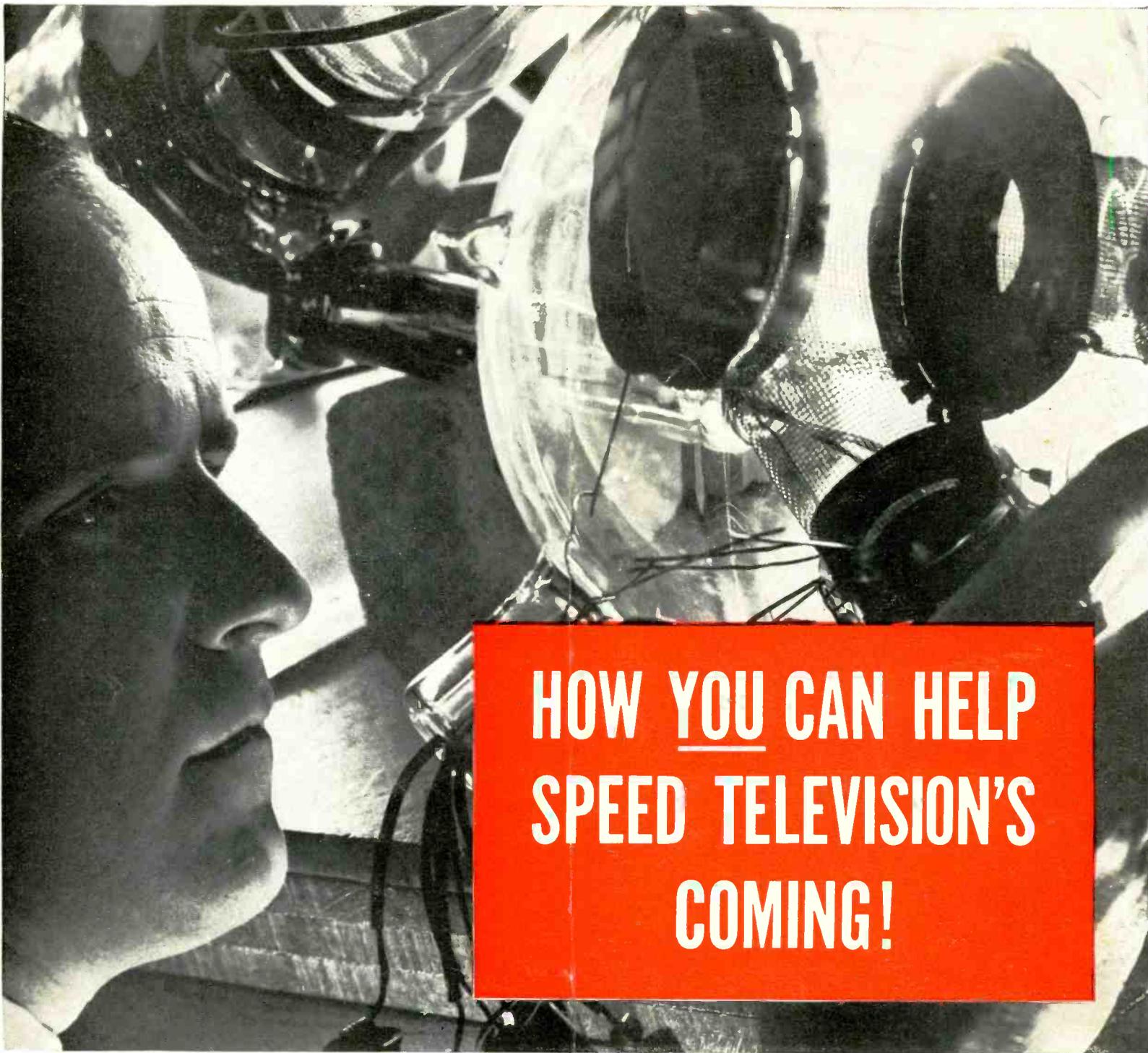
Because the Coast Guard is a small service, relationships are more personalized; and possibilities for advancement are quickly recognized. If you are between the ages of 20 and 36; an American citizen; with no dependents under 18 years of age; a graduate of high school or business college or have the equivalent business courses and experience—especially radio experience—apply at once. If you are not less than 20 and under 50, with 2 years of college work and experience, you may apply at once for an officer's commission. For complete information, mail your name on a postcard to:



# SPARS,

Director, U. S. Coast Guard Women's Reserve  
Washington, D. C.

This Advertisement Contributed By  
Radio-Television Journal & Talking Machine World



# HOW YOU CAN HELP SPEED TELEVISION'S COMING!

**I**T'S the question we're asked often—perhaps oftenest. When will Television be here? Oh, it's here already, everybody knows that,\* but we mean “commercially,” as a regular commodity, a product that you and you and you can sell over-the-counter to your customers.

Well, the advance of Television to this status depends on just one thing—**WINNING THE WAR.**

At RCA, as in countless other war-producing plants, the job of smashing the Axis has first track. In our factories, in our offices, especially in our laboratories, it is the only thing that really counts. If we are picking up new ideas, learning how to do things faster and better along the way, it's due to a new spirit of team work in an organization determined to meet war's urgent demands.

So how do you help? By helping win the war. You're doing this already, of course. But perhaps you, like all of us,

can do more. You can help by buying more War Bonds, by conserving critical materials, by keeping America's radios shipshape, by promoting every Government drive that makes for greater unity and swifter progress in kicking the H--- out of Hitler. And *especially* by just being the kind of honest, straight-shooting, non-chiseling citizen that all of us *must* be to succeed.

Yes sir, you can help speed Television's “coming-out party.” Every little push for Victory helps. But if we may be permitted just one quick observation in passing—it is that the consequences of RCA's radio and electronic research after Hitler's goose is cooked, are going to make your eyes pop.

That's all. Now we're going back to work.

\*RCA introduced successful Television before the war, after a ten-year research and testing program.



RCA VICTOR DIVISION  
**RADIO CORPORATION OF AMERICA**

Camden, New Jersey