

RADIO *and Television* TODAY



MUSIC MEANS PROFITS
Radio Men Change Tune to Meet
New Emergency Tempo

JULY

It's Here!

The New

P. R. MALLORY & CO. Inc.

MALLORY

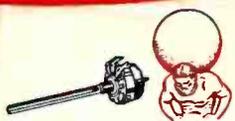
**Replacement
VOLUME CONTROL**



**THE PERFECT SIZE
FOR EVERY
APPLICATION!**



**PRECISION-BUILT
LIKE A
FINE WATCH!**



**MORE RUGGEDNESS
THAN YOU'VE
EVER SEEN BEFORE!**



**AN A-C SWITCH
THAT SNAPS ON AND
STAYS ON!**

Completely New... And All-Mallory

A Masterpiece of Fine Engineering!



**SEE IT...
TRY IT...
TODAY!**

Save your old Aluminum parts. It is patriotic to give them to National Defense.



**Coming Next Month!
The New MYE (4th Edition)**

**Bigger and Better
Than Ever!**

Order Now!

**Get In Touch With Your
Distributor Today!**

**Mallory
Replacement Condensers
... More Popular Than Ever!**



More and more service engineers are recognizing the value of Mallory's long-life construction... the mounting features which others have tried to copy... and, in the case of paper tubular condensers, Mallory's color-coding for instant voltage-identification. Here are the *only* replacement condensers you need. They save you time — save you money—do a job you can back up!

P. R. MALLORY & CO., Inc., INDIANAPOLIS, INDIANA • Cable Address—PELMALLO

**More
than ever
—INSIST ON**

P. R. MALLORY & CO. Inc.
MALLORY
APPROVED
PRECISION PRODUCTS

**VIBRATORS • VIBRAPACKS • CONDENSERS •
VOLUME CONTROLS • ROTARY SWITCHES •
SINGLE AND MULTIPLE PUSH BUTTON SWITCHES
• RESISTORS • RADIO HARDWARE**

5 MORE CHALLENGES TO BETTER BUYMANSHIP



These 5 new Westinghouse Radios, typical of the whole line, have all the visible and hidden features which satisfy the most critical buyer. What your customer *sees* is beauty of design, harmonious woods, colorful dials and other eye-filling details. What he *hears* is fidelity of tone.

What he does not see or hear is the source of performance, the years of research, the sound engineering, the details of craftsmanship which combine to make an enduring musical instrument.

A set bearing the Westinghouse name—"the pioneer name in radio"—is a credit to you and its maker, in any home; it will perform in such fashion as to keep your customer satisfied and bring him back to you when he needs other Electrical Merchandise. That kind of customer relationship means permanence and profits to your business.

Write or phone your Westinghouse distributor today.



WESTINGHOUSE

WR-42X3. Beautiful Phono-Radio Console with improved Automatic Record Changer. 6-tube Superheterodyne, AC. Standard and Foreign Spread Bands. Automatic Volume Control. 12" Dustproof Dynamic Speaker. Inclosed Loop Antenna. Long Life Sapphire Needle in Crystal Pickup.



WESTINGHOUSE

WR-42X4. 18th Century Period, Walnut Low-boy Console. Phono-Radio with Improved Record Changer. 8-tube Superheterodyne, AC. Standard and Foreign Spread Bands. Automatic Volume Control. 12" Dustproof Dynamic Speaker. Rotating Inclosed Loop Antenna. Long Life Sapphire Needle in Crystal Pickup.



WESTINGHOUSE

WR-12X16. 8-tube Superheterodyne, AC-DC. Standard and Foreign Spread Bands. 5 Push Buttons. Automatic Volume Control. Elliptical Dustproof Speaker.



WESTINGHOUSE

WR-12X3. 5-tube Superheterodyne, AC-DC. Automatic Volume Control. Vernier Tuning. Dustproof Electro Dynamic Speaker. Inclosed Loop Antenna.



WESTINGHOUSE

WR-12X4. 5-tube Superheterodyne, AC-DC. 5 Push Buttons. Automatic Volume Control. Dustproof Dynamic Speaker. Inclosed Loop Antenna.

Westinghouse Precision RADIO

Farnsworth

CONTINUES TO PLAN FOR THE FUTURE



Although Farnsworth must contend with uncertainties like all other members of the radio industry, it is pushing ahead, confident that it can complete its aggressive merchandising program for the coming season.

The new Farnsworth line of radios and radio-phonographs is an excellent one, designed and engineered for fine performance and strong customer appeal. It is new in chassis and cabinet design—there are no carry-overs in the line. It is priced to return good margins of profit to our dealers.

The line covers every important price bracket. You already have seen our new portable receiv-

ers and battery-operated table models, which have proved so popular. On the opposite page you will find the new Farnsworth 5-tube and 6-tube AC-DC table models, on which production is scheduled for late in July. These will soon be followed by our consoles and radio-phonograph combinations, including a new Chairside automatic combination that we predict will be as popular as was Farnsworth's "73" of the past season, plus another Farnsworth innovation in a model that will instantly stand out as an exclusive design of widespread appeal.

This new line reflects Farnsworth traditions. As in previous years, it will offer the finest quality radio and radio-phonographs at prices which represent value for the public and profit opportunities for our dealers.

A handwritten signature in cursive script, reading "J. C. Nicholas". The signature is written in dark ink and is positioned above the word "President".

President

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA

AGAIN MORE NEW MODELS BY

Farnsworth



**EVERY MODEL
A STAR PERFORMER
BRILLIANTLY STYLED
NEW PLASTICS — NEW WOODS**

Model CT-54. Here's a 5 tube "super" that will sell itself right off the dealer's display. A leading Farnsworth value in price, performance, and design. Furnished in attractive walnut grains with golden colored grille cloth. Domestic, short wave and band spread.

Model CT-64. The hottest table model bargain in the industry! Sparkling with originality, the contrasting wood and grille cloth give it a charm that appeals to everyone. It's a six tube star performer with domestic, short wave and band spread.



New Farnsworths Bristle with Sales Opportunities

Keep ahead of the 1942 parade with Farnsworth. Remember, just recently Farnsworth offered two new 1942 portables that made dealers cash registers develop hot boxes. Next came three new battery-operated table models. Now, ahead of the growing procession come eight brand-new 5 tube and 6 tube AC-DC table models. Beauties! Mahogany and Ivory plastics, and also lustrous wood cabinets. Quality, variety, style, band spread tuning and vastly improved performance . . . at prices to fit every customer's budget.



A superb 6 tube receiver of both superb tonal quality and design. Compact and ultra-modern. Model CT-61 Mahogany or Model CT-62 in Ivory plastic.



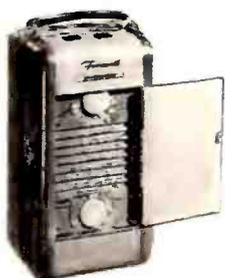
Customers will be looking for these new sales-winners at their Farnsworth dealers. With radio interest at an all-time peak, now is the time to cash in with the newest in radios. Call up your distributor today — or wire, write or telephone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



Model CT-63. Another 6 tube set of four star performance! Tone control, domestic, short wave and band spread and a plastic cabinet of Mahogany finish.



Model CT-43. Here is a dual purpose, low cost radio that is really practical! Battery operated — a tube converts it to AC-DC.



Model CT-59. The popular Farnsworth TRIPLE PLAY radio! Operates on battery or AC-DC current. Another top sales performer that brings in customers.



Model CT-60. A beautiful luggage type radio that sells on sight. A far reaching 6 tube set of unusual tonal quality. 3 gang condenser.



Model CK-58. In eye appeal or ear appeal you can't match this five tube combination radio-phonograph. Plays 10 or 12-inch records with lid open or closed.

FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

EXCLUSIVE DEALER PLAN CONTINUED WITHOUT CHANGE

BY **SPARTON** "RADIO'S RICHEST VOICE"

Dealers from Coast to Coast Adopting Sparton as their PRIVATE BRAND

LEADING stores all over the country have taken on The Sparton Way and have turned their radio departments back into profit-makers. Because, with The Sparton Way they can sell a better radio at a lower price and *guarantee themselves a profit!*

Imagine a plan that provides you with a famous, nationally advertised product known to millions, "Radio's Richest Voice — Since 1926" . . . *exclusive in your area!* A product manufactured by a firm that has built precision radio and automotive instruments for over 40 years, with nationally advertised prices—*and no trade-in!* A product that is admittedly the *hottest* thing on the market . . . with seasonal promotions that almost drive buyers into your store! It gives the independent dealer the identical commodity that has been used so successfully by the national

chain stores in making the public conscious of better store-wide values. This enables him to attract new customers, reclaim old customers, and to keep satisfied his present clientele. Here is a famous radio trade name that is rapidly being adopted by the best independent merchant in each trading area as his **OWN PRIVATE BRAND LINE**. *Imagine! Your private brand* having national advertising incorporating published prices that are definitely better consumer values than your neighboring competitor's.

This product is all yours! All sales and advertising efforts placed behind it are for your specific and direct benefit — because you are the only dealer who can sell it in your area.

Better mail the coupon or wire us today if Sparton is not now represented in your community.

READ THIS imposing list of successful dealers representing Sparton in cities of 100,000 population as advertised in *Life*. Here is a true measure of the value of the Sparton franchise.

AKRON, OHIO
The C. H. Yeager Company
ALBANY, NEW YORK
Albany Garage Company
ALLENTOWN, PA.
Hess Brothers
BALTIMORE, MARYLAND
Hecht Brothers
BIRMINGHAM, ALA.
Louis Pizitz Dry Goods Company
BOSTON, MASSACHUSETTS
Raymond's, Inc.
BUFFALO, NEW YORK
Leswheeler, Inc.
CHATTANOOGA, TENN.
Lookout Furniture Co.
CINCINNATI, OHIO
The Fair Store
CLEVELAND, OHIO
Higbee Company
DAYTON, OHIO
The Rieck-Kumler Company
DENVER, COLORADO
Lemoine Music Company
DETROIT, MICHIGAN
The J. L. Hudson Company
ELIZABETH, NEW JERSEY
Kresge Dept. Store
ERIE, PENNSYLVANIA
Reliable Home Furnishing Company
FALL RIVER, MASS.
Bailey & Grant, Inc.
FLINT, MICHIGAN
Flint Furniture Mart
FORT WAYNE, INDIANA
Schlatter Hardware Co.
FORT WORTH, TEXAS
Leonard Bros. Company
GRAND RAPIDS, MICHIGAN
Wurzburg's

HARTFORD, CONNECTICUT
Tuckel's
HOUSTON, TEXAS
Lack's Auto Supply
JACKSONVILLE, FLORIDA
Glover Weiss Company
JERSEY CITY, NEW JERSEY
Vim Stores
KANSAS CITY, KANSAS
Mace-Jones Co.
KANSAS CITY, MISSOURI
Jones Store Company
KNOXVILLE, TENN.
S. H. George & Sons
LONG BEACH, CALIFORNIA
Eastern, Inc.
LOS ANGELES, CALIFORNIA
Eastern Columbia, Inc.
LOUISVILLE, KENTUCKY
J. Bacon & Sons
LYNN, MASSACHUSETTS
P. B. Magrane Store
MEMPHIS, TENNESSEE
B. Lowenstein & Bros., Inc.
MILWAUKEE, WISCONSIN
Atlas Good Housekeeping Shops, Inc.
MINNEAPOLIS, MINN.
Dayton Co.
NASHVILLE, TENNESSEE
Castner-Knott Dry Goods Company
NEWARK, NEW JERSEY
Kresge Dept. Store
NEW JERSEY
At all Vim Stores
NEW ORLEANS, LA.
A. C. Denny
NEW YORK, NEW YORK
At all Vim Stores
Spear & Company
OAKLAND, CALIFORNIA
Union Furniture Co.

OMAHA, NEBRASKA
Paramount Radio Shop, Inc.
PATTERSON, NEW JERSEY
Vim Stores
PHILADELPHIA, PA.
N. Snellenburg & Co.
PITTSBURGH, PA.
Kaufmann's
PORTLAND, OREGON
Meier & Frank Company
READING, PA.
Goldman & Adams
ROCHESTER, NEW YORK
E. W. Edwards & Son
ST. PAUL, MINNESOTA
The Emporium of St. Paul
SAN DIEGO, CALIF.
Grand Rapids Home Furnishing Co.
SAN FRANCISCO, CALIF.
Union Furniture Company
SEATTLE, WASHINGTON
MacDougal's
SPOKANE, WASHINGTON
The Crescent
SYRACUSE, NEW YORK
E. W. Edwards & Son
TACOMA, WASHINGTON
The Peoples Store
TOLEDO, OHIO
The Lion Dry Goods Company
WATERBURY, CONNECTICUT
Hampson, Mintie & Abbott, Inc.
WICHITA, KANSAS
Cregok Furniture Company
WORCESTER, MASS.
C. F. Sheer Company, Inc.
YONKERS, N. Y.
Steadman Music House

THE SPARKS-WITHINGTON CO.,
JACKSON, MICHIGAN

I am interested in receiving from you complete details relative to your factory-to-dealer radio merchandising plan—the SPARTON WAY.

Name _____

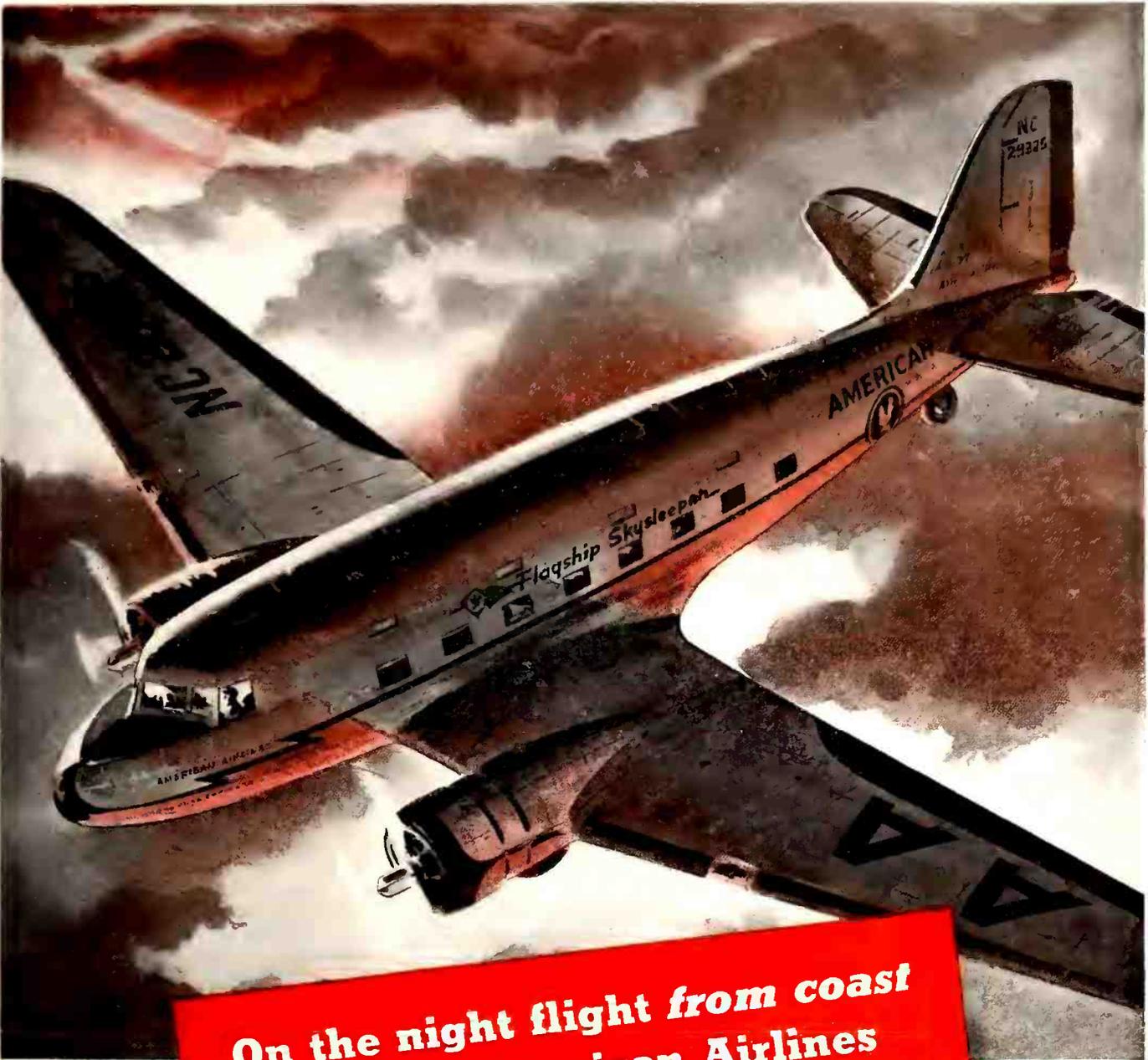
Address _____

City _____

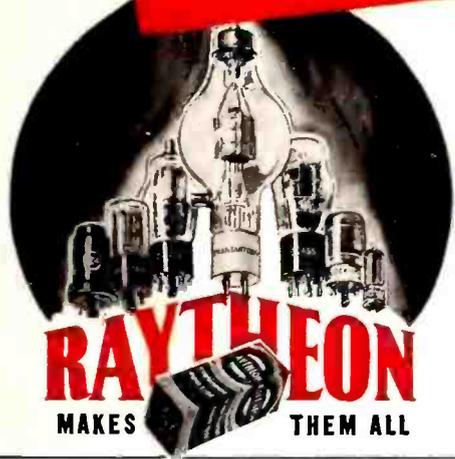
State _____

Company _____

Dept. _____



**On the night flight from coast
to coast American Airlines
depend on RAYTHEON tubes**



Roaring out of the west comes the pride of the American Airlines on the night flight to the East coast . . . the President is on the air! . . . there is news from Europe, important news! . . . passengers listen attentively—for American Airlines in keeping with their tradition of the latest and best in equipment—provide radio; and of course they choose the dependable RAYTHEON TUBES as standard equipment.

Servicemen and dealers, as well as airline engineers, know they can depend on RAYTHEONS to faithfully perform whatever task is assigned to them. That is why sales of RAYTHEON replacement tubes have been steadily climbing for five years. Try it yourself . . . make your next tube order RAYTHEONS! And remember, RAYTHEONS cost no more!

Your RAYTHEON distributor can tell you many more reasons see him today!

NEWTON, MASS. NEW YORK CHICAGO SAN FRANCISCO ATLANTA

WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURERS

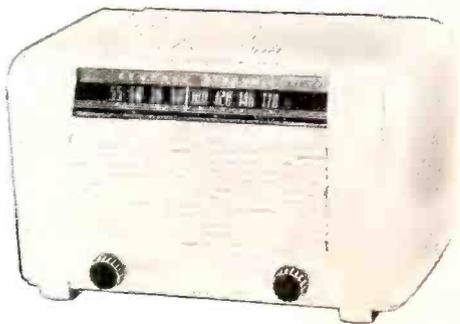
NEW TABLE MODELS

*Look at the prices! Check the specifications! We don't believe that you'll find better table model values than these—anywhere!

Here is a line that is sure to pace the table model field!

Every model has eye appeal! And every one is a star performer!

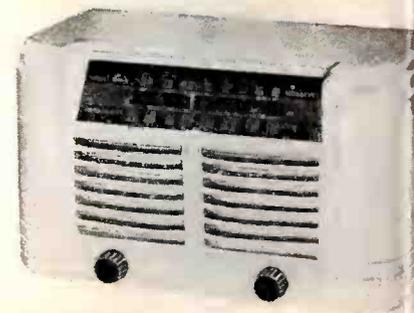
Investigate! Get in touch today with the G-E Radio distributor. General Electric Company, Bridgeport, Conn.



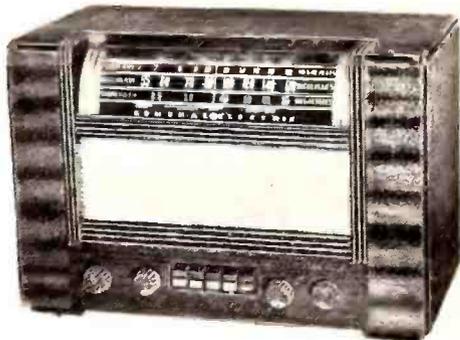
MODEL L-610—In smartly styled cabinet of ivory plastic. Retails for \$19.95*.



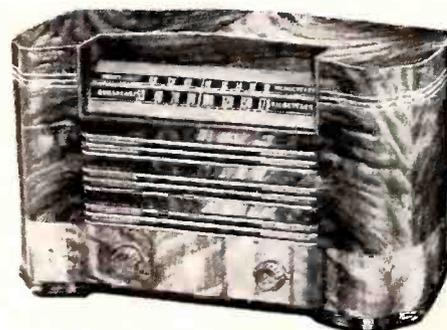
MODEL L-604—In lovely cabinet of two-toned walnut veneers. Retails for \$21.95*.



MODEL L-624—Two band set with cabinet of sparkling ivory plastic. Retails for \$24.95*.



MODEL L-640—Electric tuning keys. Cabinet of walnut and sapeli wood veneers. Straight A.C. Retails for \$44.95*.

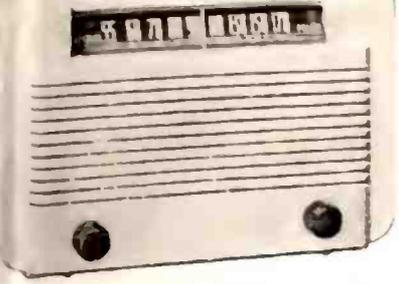


MODEL L-633—Two built-in Beam-a-Scopes. Cabinet of beautiful moulded walnut veneers. Hand-rubbed piano finish. Retails for \$39.95*.



MODEL L-740—De Luxe model. Finer tone—more power. Cabinet of walnut and mahogany veneers. Straight A.C. Retails for \$54.95*.

*All prices subject to change without notice and may vary in different localities. General Electric Company, Bridgeport, Connecticut



MODEL L-550—In a beautiful ivory plastic cabinet. Retails for \$13.95*.



MODEL L-500—Prize-winning cabinet in rich mahogany plastic. Retails for \$11.95*.

AND A NEW SALES APPROACH

of the advertising and merchandising behind this as been planned with just one thought in mind: To the consumer the enjoyment of owning an extra set. That's the sales approach that is sure to help pound up new table model business.

Selling Aids to Help You Sell!

TABLE MODEL MERCHANDISER—(Illustrated). Unique—ful—effective! It takes but little space yet it does a selling.

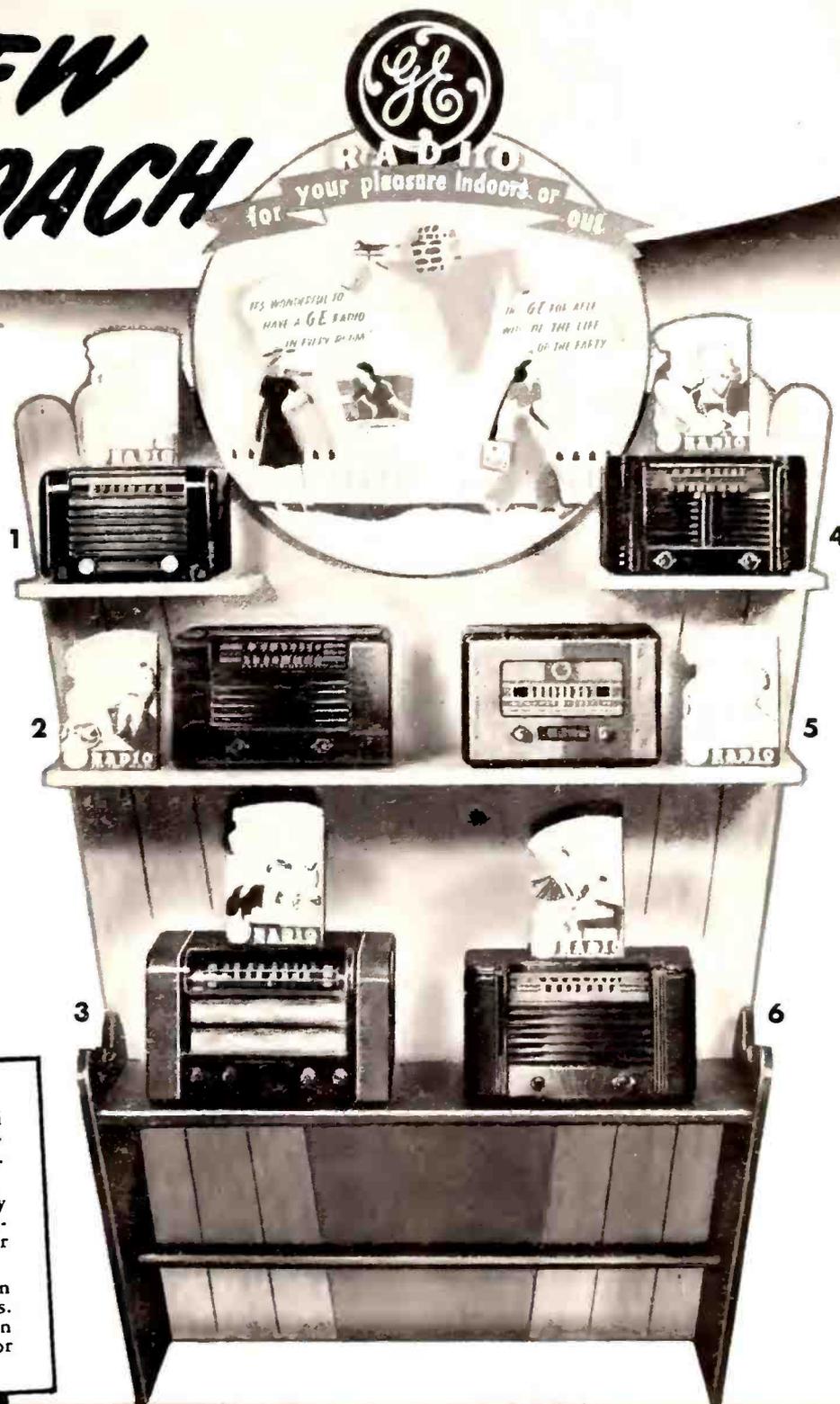
CUT-OUT DISPLAY CARDS—(Illustrated on Merchandiser). Item in your windows. Place them on your counters. re bright and colorful, and they start sales because start ideas!

NEWSPAPER MAT BOOK—Ready-made ads with cartoon human interest illustrations.

POSTCARD MAILING PIECES—Colorful cards with an ing cartoon treatment. You can put them to work ry little cost.

TABLE MODEL BOOKLETS—Sparklingly new and differ-Printed in green and black.

RETAIL SALESMEN'S PORTFOLIO—Ring binder with loose- pages showing illustrations and specifications for -E 1942 Radios.



G-E RADIO MODELS ON MERCHANDISER

- 1. **MODEL L-600**—Continental styled cabinet in mahogany plastic. Retails for \$17.95*.
- 2. **MODEL L-613**—Two built-in Beam-a-Scopes. Two bands. Cabinet in walnut and rosewood veneers. Retails for \$27.95*.
- 3. **MODEL L-630**—A-C transformer set with plenty of output! Cabinet in walnut and rosewood veneers. Retails for \$34.95*.

- 4. **MODEL L-621**—Foreign and domestic broadcasts. Cabinet of mahogany plastic. Retails for \$21.95*.
- 5. **MODEL L-652**—Exquisitely styled cabinet and 5 electric-tuning keys! Retails for \$24.95*.
- 6. **MODEL L-632**—Foreign and standard broadcasts. Cabinet in rich American walnut veneers. Retails for \$29.95*.

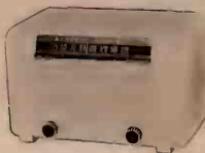
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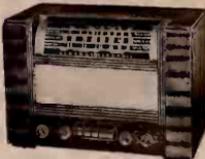
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NEW POSTCARD MAILING PIECES—Colorful cards with an amusing cartoon treatment. You can put them to work at very little cost.

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GENERAL  ELECTRIC

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Good-bye, Needle Scratch!
Crosley Invention Answers
Public's Long-felt Desire

THE FLOATING JEWEL TONE SYSTEM

(Patent applied for)

opens way for greater sales of Combinations
—which are already outselling Consoles.

Only **CROSLEY** has it!

Good-bye, surface noise,
hissing and chatter!

NO NEEDLES TO CHANGE

EXCLUSIVE! PATENTED!
SENSATIONAL!

With a tone-arm firm enough to sustain even performance, yet so perfectly balanced that even dropped on a record or scraped across it causes no damage—

Permanent sapphire is newly designed and plays in parts of the groove which other needles have never touched—where pure music originates! Wider radius does it! Rediscovers the delights of older records!

"Gets Europe" Direct—\$14.95

Model 52-TD does it!

And you know what that means *this year* with World Events sending the American public to their radios—wanting European broadcasts quick, clear and direct.

Master Tone-Control

with over sixty combinations of highs, mediums and lows—lets every listener suit his own tone-taste. Gives the listener more than he has ever been able to get out of a radio set before! Blends and amplifies—like sitting at the studio controls.

Table models, Consoles, Combinations—all in beautiful, lustrous cabinets, with a slice of matched woods, larger dials, packed with flash appeal! Glorious value in every line! See your Crosley distributor before you place any order for radio sets.

CROSLEY

*Prices slightly higher in far west and south.

Prices and specifications subject to change without notice.

THE CROSLEY CORPORATION, CINCINNATI, OHIO
POWEL CROSLEY, Jr., Pres.

HOME OF WLW, "THE NATION'S STATION"
70 ON YOUR DIAL



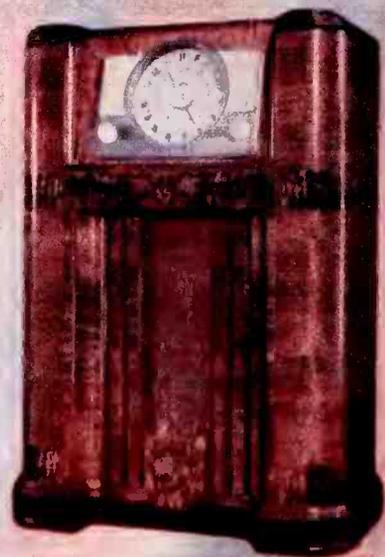
RAINBOW
OF
SOUND



Model 02CP. Radio-Phonograph with automatic record-changer—Patented Floating Jewel Tone System gives records longer life—new life to old records. 10-Tube AC Superheterodyne with "Rainbow of Sound" and Master Tone-Control. 3 complete bands and FIVE TIMES GREATER PICK-UP.



Model 52TD. More than the usual two band set. Complete reception 19 through 49 Meter Band. A 5-Tube AC-DC Superheterodyne with beam power output, automatic sensitivity control, big full-view illuminated dial, cabinet is of genuine brown-mottled bakelite.



Model 02CA. Five times more pick-up. More than 60 tone variations by merely pressing the buttons of the exclusive Crosley Master Tone-Control. A 10-Tube AC Superheterodyne with 12-Tube performance. The lustrous lovely cabinet has large, clear-vision dial.

RADIO *and Television* TODAY

MUSIC IN A WAR-TORN WORLD

“Because music knows no barriers of language; because it recognizes no impediments to free intercommunication, because it speaks a universal tongue, music can make us all more vividly aware of that common humanity which is ours and which shall one day unite the nations of the world in one great brotherhood.”

In these eloquent words, President Roosevelt has paid tribute to the importance of music in the present trying days of world events.

“Music,” continues the President, “can lend inspiration to great causes. It can help to inspire a fervor for the spiritual values in our way of life and thus to strengthen democracy against those forces which would subjugate and enthrall mankind.

“It can help to promote hemispheric friendship and understanding by popularizing the music of our Latin-American neighbors. It can help promote tolerance of minority groups in our midst by showing their cultural contributions to our American life.”

* * *

The men who provide the American public with the instruments for these patriotic purposes, are performing a service of essential value in war time. Dealers in music and musical merchandise are building important morale. And the repair men who keep the nation's 54 million radios in operating condition, are rendering a national service.

Always in times of emotional stress and national strain, mankind has turned to music.

Music is an essential in a war-torn world. And the men who make music available to the public, are men who are rendering an essential public service.

EDITOR, Orestes H. Caldwell;
PUBLISHER, M. Clements;
Managing Editor, Darrell Bar-
tee; Merchandising Editor, H.
L. M. Capron; STAFF, E. T.
Bennett, H. McAllister, G. H.
Mayorga, William E. Moulie,
M. H. Newton, R. A. Neubauer,
B. V. Spinetta, R. Y. Fitz-
patrick, 201 N. Wells St.,
Chicago, Ill.; CALDWELL-
CLEMENTS, INC., 480 Lex-
ington Ave., NEW YORK,
N.Y. Telephone PLaza 3-1340.
Copyright 1941. Member Aud-
it Bureau Circulations. Vol.
7, No. 7. July, 1941

RADIO'S TRENDS

3000 Music Merchants to Convene N.Y., July 29

Some three thousand retail music and radio dealers are expected to attend the annual convention and show of the National Association of Music Merchants, which will be held at the New Yorker Hotel, New York City, July 29 and 30, and Aug. 1. Eight full floors of the great hotel will be occupied by the displays and exhibits, which are expected to have a combined value of over \$2,000,000. Included will be every type of musical instrument, from radios and combination players, to electric home organs. As a member of the Music Merchants Association, RADIO TODAY will welcome its friends at Room 945 during the show.

Radio is generally given credit for the renewed interest in music on the part of the American public. As a result the music industry has been on the upgrade for the past ten years. Sales of musical instruments increased by nearly 40 per cent between 1931 and 1937, and the trend has continued steadily upward since that time. Piano sales increased from 27,274 in 1932 to 134,000 in 1940. This year's sales of pianos will be around the 160,000 mark and might even be higher if the industry could fill the demand.

Says Paul Felder, president, National Association of Music Merchants:

"In the most trying days of our country, whatever the period, we have

always found inspiration and satisfaction in music. Our nation was born to the saucy tune of 'Yankee Doodle.' The War of 1812 gave us our National Anthem. 'Dixie' and 'The Battle Hymn of the Republic' helped a divided nation keep up its spirits during the War Between the States. The triumphs of the Spanish-American War were hailed to the lively strains of 'There'll Be a Hot Time in the Old Town Tonight.' Our sentiments during the first World War were vociferously expressed in 'Over There!' Today we say a fervent 'God Bless America!' and say it in song.

"With martial music to inspire us, dance music to cheer us, and serious music to comfort us, America is well fortified to keep its morale in any trying experience which may be ahead."

Knowlson Again Heads RMA

At the Chicago meeting of the Radio Manufacturers Association, held during the Radio Parts Trade Show, the following officers were selected for the coming year:

President—J. S. Knowlson, Chicago, re-elected.

Vice President—Paul V. Galvin, Chicago, re-elected.

Vice President—Roy Burlew, Owensboro, Ky., re-elected.

Vice President—H. E. Osmun, Milwaukee, Wis., re-elected.

Vice President—James P. Quam, Chicago, newly elected.

Treasurer—Leslie F. Muter, Chicago, re-elected.

Executive Vice Pres.—Bond Geddes, Washington, re-elected.

General Counsel—John W. Van Allen, Buffalo, reappointed.

Newly-Elected RMA Directors

R. C. Cosgrove, Cincinnati, Ohio.
E. F. McDonald, Jr., Chicago, Ill.
James P. Quam, Chicago, Ill.

Newly-Elected RMA Members

Air King Products Company, Inc., Brooklyn, N. Y.

General Magnetic Corporation, Detroit, Mich.

Majestic Radio & Television Corp., Chicago, Ill.

Oxford Tartak Radio Corporation, Chicago, Ill.

Zenith Radio Corporation, Chicago, Ill.

Radio Sets— Weapons of War

"Radio receivers which look so innocent, are no mere luxuries—they are one of the most merciless weapons of modern warfare," said J. S. Knowlson, president, addressing the Radio Manufacturers Association at Chicago, June 11.

"The statistics of our own country reveal the terrific importance of radio in the dissemination of news and the forming of public opinion. The 50,000,000 sets in operation show the tremendous hold that radio has. But our engineers tell us that the average life of a radio set is five years and, therefore, if one-fifth of the radios in this country stop functioning every year—ten million sets, just about the normal radio production—each year that the radio business is stopped, almost a million sets will cease to function.

"And so, month after month, this important weapon of modern warfare will become duller, less powerful—just at the time when it is most needed."

Turn in Your Old Aluminum July 21

Several suggestions have reached RADIO TODAY to urge that radio servicemen gather up old aluminum parts, cans, condensers, etc., and turn these into the nation's aluminum pool, which will be collected on July 21.

A little figuring on our part indicates that the average radio serviceman and "ham" experimenter has at least 10 lbs. of junk aluminum now lying around his place. If this can be salvaged, it means reclaiming altogether about 2,500 tons of aluminum—enough for 500 fighter planes!

In addition each serviceman probably turns up three to five pounds a year in old cans, condenser parts, etc., so that after the first big cleanup, this



Raymond C. Cosgrove, seated right, Crosley general manager, inspects the new Crosley Floating Jewel tone system. Left to right—R. I. Petrie, general sales manager; L. M. Clement, director of engineering; C. Felix, chief radio engineer; L. M. Krautter, advertising manager; and J. H. Rasmussen, radio manager.



P. A. Tilley, assistant manager General Electric radio division; Paul Siple, Base Commander, Byrd Expedition; Art. Brandt, sales manager, and Harry Deines, advertising manager, study rechargeable batteries for portables.

should be an additional *yearly* harvest of a thousand tons a year.

If this can be turned back into reclamation channels, it will correspondingly help relieve the strain on raw materials.

We have talked with radio distributors about their collecting this old aluminum from radio men, but the jobbers' feeling has been that it would be better to let the servicemen's turn-ins be handled by local general collectors in each town, who are gathering up the old pots, etc.

H. B. Duncan, of 1000 Monroe St., Wilmington, Del., is one of those who has been waking up radio men to the desirability of contributing to the aluminum pool. P. R. Mallory & Co., Indianapolis, Ind., is cooperating in this patriotic effort, and plans to insert a line in its advertisements reading: "Save your old aluminum parts. It is patriotic to contribute them to National Defense."

Vaughan and Stover Head RSA

The RSA Board of Directors, during its June meetings in Chicago, appointed Donald H. Stover of Freeport, Ill., National Executive Secretary, succeeding Joe Marty, Jr., who resigned to accept a position with a Chicago radio manufacturer. The RSA headquarters office was also moved to 1216 W. American St., Freeport, Ill.

Stover has been identified with RSA since its inception. He was one of the organizing directors and served as elected director representing District 10 from 1937 to 1940. He was elected National Secretary in 1938, filling that post for two years. Don was also

editor of the RSA house organ, "The Radio Serviceman," for several years. He has been Chairman and Secretary-Treasurer of the Freeport Chapter. In radio servicing since 1922, Don has been a partner in the Radio Service Laboratory, Freeport, Ill., for the past twelve years.

Newly elected officers of RSA are: Promoted to President: Kenneth A. Vaughan, 312 Market St., Johnstown, Pa. Director of RSA District 16, former National Vice-President, has served as president and secretary of the Johnstown Chapter. Ken owns



J. M. Marks, president of Fada, welcomes McMurdo Silver as vice-president in charge of Fada's new special-equipment division, handling commercial and National Defense radio production.

his own shop in Johnstown and has been engaged in radio servicing for eighteen years.

New Vice-President: Edward H. Gordon, LeClaire Hotel, Moline, Ill., Director District 5, and president of the Interstate Chapter. Ed operates his own business, the Gordon Sound Service, and is a full-time sound serviceman with thirteen years' experience.

Re-elected Secretary: Calvin W. Stapp, 512 N. Beard St., Danville, Ill.

Treasurer again: Harold W. Cunningham, 1322 Wilmette Avenue, Wilmette, Ill. Director District 8, re-elected Treasurer for a second term.

Radio Magic, Fridays, 7:15 EDST; 6:15 CDST

More network programs designed to inform listeners about their own radio sets and how to get better reception with the aid of nearby radio men, are scheduled for coming Fridays as follows:

- Aug. 1—Radio and Living Things.
- Aug. 8—Radio Definitions.
- Aug. 15—Radio and the Air.
- Aug. 22—"Silent Sound."
- Aug. 29—Home Recordings.

These "Radio Magic" programs are conducted by Editor Caldwell of Radio Today, and go out over the NBC Blue coast-to-coast network, from the Radio City studios of WJZ at 7:15 p.m. EDST every Friday. They are heard in the middle west at 6:15 p.m. CDST, and on the Pacific Coast at 3:15 p.m. From recordings, these programs are also repeated to South America and Europe over high-power beams. This Radio Magic series is now in its third year, and September will see the 90th such program.

Below, a cheerful paint job is ready to attract record buyers at the Gertz store, Jamaica, L.I., N.Y. Note the Record Bar by A. Bitter, the large pictures of artists, and the smart handling of albums.



"Combinations have returned to their rightful place," say the experts shown below. It's the Oak Cliff Music Co., Dallas, Tex., started in 1926 as one of the first suburban music stores in the Southwest.

DRAWING

CHECK YOUR SUPPLY OF ACCESSORIES, TOO

Along with combinations, records, automatics, portable record players, chair-sides, recorders, etc., you need:

- Record Racks and Cabinets
 - Assortment of Play-Back Needles
 - Recording Blanks
 - Lightweight Pickups
 - Stock of New Albums
 - Cutting Needles
 - Novelty Records
 - New Turntables
 - Stroboscopes
 - Record Catalogs
 - Lubricants and Compounds
-





Between the soft lights and the carpets at Rabson's in New York City are fine radios shown among the baby grands. Soundproof radio salons at left.



Here's a "Radio City" in Wisconsin. The Boston Store, Milwaukee, has lined up some classy aisles of furniture models, combinations and consoles. Brand names deftly highlighted by indirect wall lighting.

THE MUSICAL BUYER

STORES WHERE DEALERS GET NEW PROFITS

How an ultra-modern radio sales foyer is laid out by Los Angeles merchandisers. Eastern-Columbia does not crowd the models, and provides 6 demonstrating rooms for radio, 3 for records, all with curved glass panels.

One of the first photos of the recently expanded Haynes-Griffin store in New York, where vice-pres. and sales manager G. P. Lohman now sees new sales peaks in fine radios and records. An example is the volume done in Magnavox units, up 360% over last year.



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MUSIC SALES AT "SPEED-UP"

MUSICAL TREND IMPORTANT IN FACING NEW SITUATION

Music is the universal language of all peoples, of all classes. It belongs to the masses, of every race, in all parts of the world.

Music has even more significance in a world at war. More people are interested because they are under pressure. And today more people can—and will—pay well for music.

This means that the dealer is now facing a new situation, in respect to the mood of the public, as well as the dealer's own difficulty in getting deliveries on smaller radios. It means that the dealer will, in many cases, put new emphasis on "selling up" to finer musical instruments. He will be giving records a bigger play. Besides making a new plan for promoting his service department so that he'll get more income from that source.

TIPS TO TAKE

In his approach to a more musical type of business, the radio man should consider carefully how the two types of merchandising—radio and musical—are related.

The music merchant has long been a respected merchant and a highly regarded individual in his community, conducting his business on a friendly basis, at a slower tempo—attributes which would harm no radio dealer who cultivated them.

To only a small degree do the radio dealer and the music merchant compete directly. Music supplements

radio just as radio complements music.

Few indeed are the owners of radio who do not desire recorded music or musical instruments of some kind in their home, on which to play or even create music themselves. And fewer are the music lovers who do not own a radio.

The rising popular demand for music cannot be satisfied by either the radio dealer or the old-time music merchant, alone.

The idea is to blend the ethical standards, the business practices of the old-time music merchant with the aggressive sales promotion of the successful radio dealer.

Then when the store expands its stock so that it can more nearly fill all the musical needs of the community, we have the organization of the modern music merchant.

NEW OPPORTUNITY

The modern music merchant is fast on the way of becoming an institution, each in his own community.

Because the popular turn to music in the home is no "flash in the pan," is in fact a reversion to a human desire as old as recorded history, for which radio provided but a temporary interruption.

Because musical instruments and music simply cannot be sold in the "bargain basement" manner the modern music merchant and his store must stand out in any shopping community.

Because the tempo of the merchandising is slower, the sales promotion more consistent, the selling more realistic, and lovers of music are akin, customer relations are on a more friendly, long lasting basis than is common to the "bargain" merchandisers.

With national defense demands soon to drastically curtail the raw materials vital to production of home radio, every radio dealer must be alert and alive to the situation, of sharp reductions in the number and value of new radios he will be PERMITTED to sell.

Customers and friends of the modern music merchant will not for long forsake him, and go to the radio dealer for *just* their radio needs.

With fewer radios to sell, and fewer



EMPO

people to sell them to, the radio dealer is confronted with a problem of his very continued existence which is not self-solving.

SET THE PACE

Today, all across the country modern music merchants are setting the pace in radio, musical instrument, record and music merchandising.

Many of these are long-time piano and instrument merchants, who have lately taken on radio to complement their other merchandise.

Some of them are successful radio dealers who have recognized the popular trend and have taken on musical instruments, music and record to supplement their radio lines.

All of them are doing a better job, selling more merchandise, making more money, operating on a firmer base, than when they were specializing in pianos, or band instruments, or radio. That is natural—and logical.

They are sound merchants. They have GOT to be.

SOME RULES

Consistent high type public relations, advertising, and selling are necessary.

And a real understanding of modern business is vital, to select the stock, control it and pay for it, to conserve working capital yet keep it working.

And the capacity to make friends, to keep them and to serve them, while cultivating them is far removed from the cut-price, slap-stick "artist" of

UNDER TODAY'S CONDITIONS—

Emphasize higher-bracket merchandise

Push combinations, record-changers

"Sell up"—customers have more cash

Promote quality tone reproduction

Go slow on trade-in offers

Get your full retail price!



Significant majority of models in this striking display are record-players. Spear's radio shop, New York City, also got broadcast subjects in, via background silhouettes.

which there are all too many in our midst.

But the opportunities for financial success and for business satisfaction are fully as inviting as the requirements are strict.

The modern music merchant is here to stay—is growing fast—will one day dominate the retail distribution of musical instruments and radio, of music and records, and their accessories.

The modern music merchant of today is the musical retailing institution of tomorrow, destined to occupy the cultural place in the life of his community which only he can occupy.

On the Front Cover—

The three notes being struck on the cover of this issue are those which seem to sound best to radio's merchandisers these days. That is, three of the best profit bets are finer radios, more servicing, and records.

The service shop is that of V. L. Wenger, Portland, Ore. Selling the records is a young lady at Malarkey's Music Store, Pottsville, Pa., behind the Bitter Record Bar. The big radio is a GE Musaphonic, with a new FM translator that looks like a set of books.

Excellence of store planning is demonstrated herewith by Music House, Inc., Buffalo, N. Y., where they're all set for a really profitable type of business.



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- Go slow on trade-in offers
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MUSIC IN INDUSTRY

P. A. SYSTEMS BRING MELODIES AND MESSAGES TO WORKERS

Sound and intercommunicating systems are playing a big part in helping industrial plants meet the increased production schedules now in effect. Overtime, extra shifts, all put greater demands on those working to deliver the goods. More and more companies are easing the routine of production with records, and radio music played through comprehensive sound systems that also function as call systems.

The noise of production machinery is an annoyance which can cut down human efficiency. In many cases the noise cannot be reduced below a certain minimum. At this stage, a factory sound system can serve another real service—mask the annoying machinery noise with pleasing music. Thus the noise is not reduced in intensity, but is made less noticeable by the addition of another sound.

In the growing, rambling plants that are springing up, a call system for contacting key men in the organization is a vital necessity if valuable time is to be saved. The combination of the sound and call duties to the same equipment offer a double selling feature for the equipment.

A very complete and unique installation combining the paging and supplying of background music has recently been completed and put into operation at the Hillside, N. J., plant of the Bristol-Myers Company. Here in a manufacturing plant which has been termed the "Factory of Tomorrow," employee welfare and communication convenience are combined through a modern PA system.

MUSIC HATH CHARMS

Designed to enable employees "to go through the day with a minimum of fatigue," four hours of swing music and opera are provided daily through the new system.

The music is presented from 8:30 to 9:30 in the morning, two hours during the lunch period, beginning at 11:30 A.M., and from 3 to 4 P.M. Radio and recorded music is used.

The system consists of a master control cabinet which has a built-in broadcast and short-wave radio, and the twenty selector switches controlling the trunk lines feeding the speaker groups all through the plant. Also

built into the control console is a turntable for special records. This control center is operated by the regular telephone girl, as shown in an accompanying photo. A foot-operated microphone switch simplifies the use of the sound equipment and telephone switch-board.

AUTOMATIC RECORD CHANGING

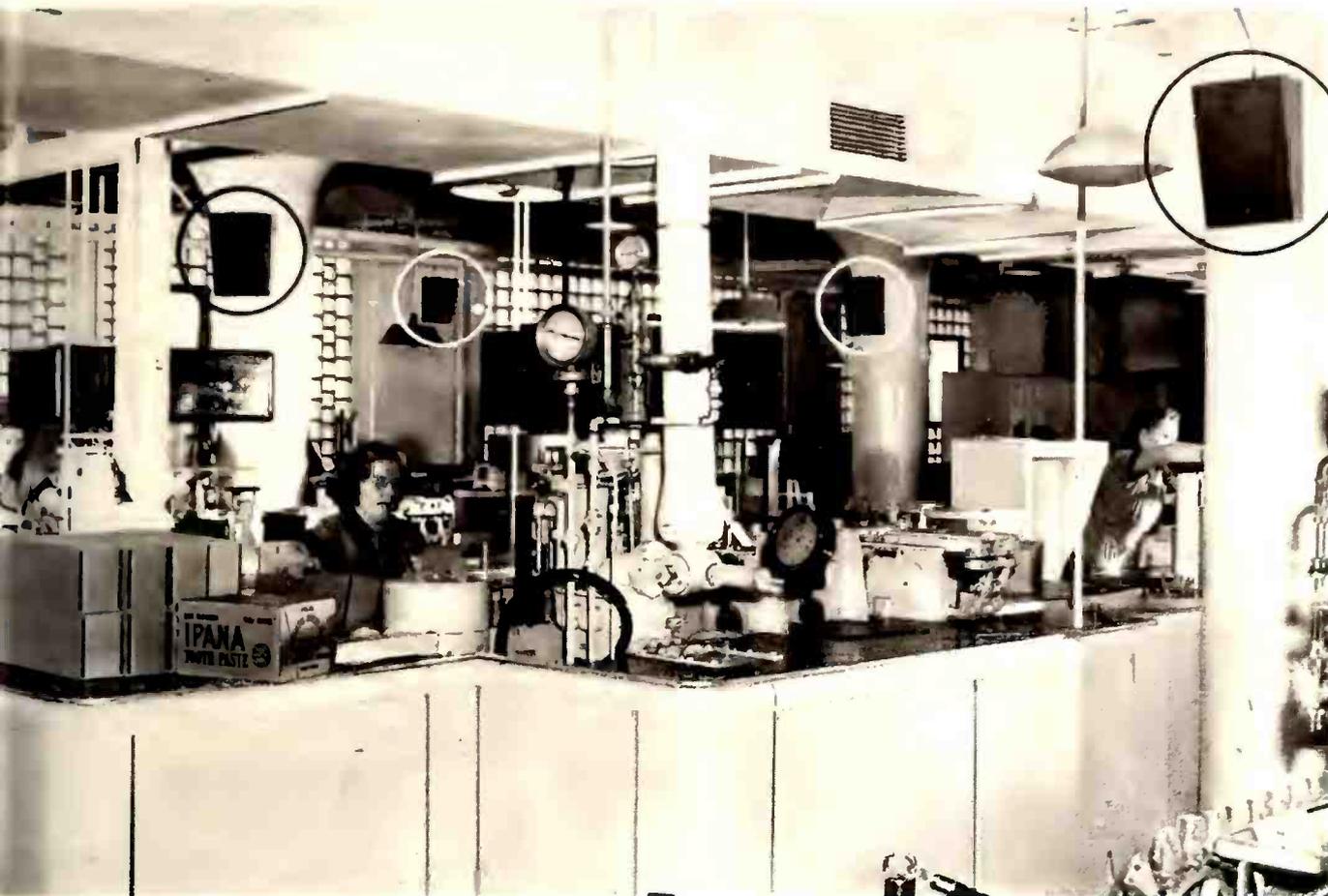
The control console takes care of the four 50-watt amplifiers which supply 128 wall mounted flat baffled speakers and 33 projector horn speakers. In addition to the record player built into the control cabinet, an automatic record changer is used to give half-hour recorded periods unattended. All the equipment was made by RCA Manufacturing Co., Camden, N. J.

The wall mounted speakers are mounted throughout the plant at strategic points from the standpoint of sound distribution and machine noise level. The horn speakers are employed in the areas where crisp, intelligible speech is necessary to "ride over" the high machine noise level. The policy with respect to the locating of speak-

The telephone girl at the Hillside, N. J., plant of Bristol-Myers operates the control console of the RCA entertainment and intercommunication sound system. Foot-switch controls mike on boom.

Even the research and testing departments have music and announcements served-up through the many wall-mounted speakers.





ers has been the use of a large number of low power units rather than a limited number of speakers which would have to operate at a very high volume level. Here again, more attention is paid to uniform distribution than to actual sound levels.

Three main microphone positions are located throughout the plant. One is at the central control board and is the one operated by the telephone girl. A second mike is placed at the watchman's gatehouse for use after hours. The third mike is located in the plant power house and enables the night force to communicate with other sections of the factory. The system is therefore just as useful after closing hours because it gives the night watchman greater control over the entire plant. During the normal working hours, the new sound and call system has demonstrated its advantages over the old bell-ringing system it replaced. A considerable saving of time has been realized in the contacting of individuals who are out in the plant.

RECREATION USES

Certain periods throughout the day, a recorded program is delivered over the system. An automatic record changer located in the main office handles the discs for a 25-minute period.

An auxiliary sound system is located in the assembly room of the club house and in the cafeteria. These are used during special meetings, em-

ployee get-togethers, and lunch hours. Recreational uses of the extensive system are another of its multiple jobs.

COMPLETE EQUIPMENT

The installation of the equipment was made by Bristol-Myers' chief electrician, Spencer Hodge, and his assistants. About 16,000 feet of wire went into the job.

The RCA central control cabinet houses the 12-tube receiver which covers the broadcast band, and four band-spread short wave ranges. A 12-inch turntable and crystal pickup are housed in a pull-out drawer immediately below the receiver. Twenty speaker channels can be switched from the front panel. A 12-inch speaker is built-in for monitoring purposes.

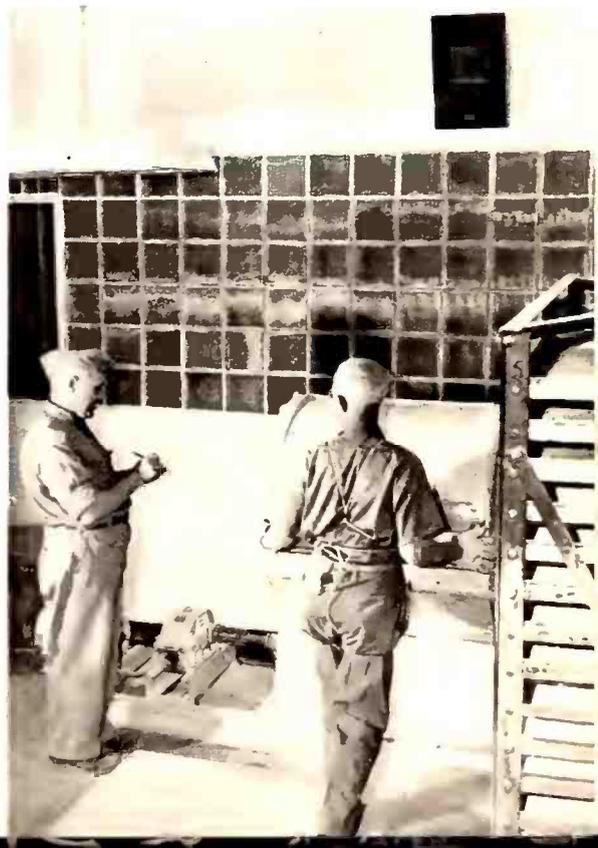
The wall mounted speakers used throughout the plant are the "accordion edge" 7-inch diameter units.

The 50-watt power amplifiers use four 6L6's in class A. Electronic mixing is used and may be controlled remotely. A volume expander and compressor is also incorporated. A speech-music switch is used to cut out the lows on voice amplification.

There is a big future for sound equipment in many types of industrial plants. The soothing effect of music on workers at routine tasks, and the improvement in the speed of operations through a versatile sound system are factors which make this type of installation easy to sell.

A total of 160 speakers are used in this installation to distribute the sound uniformly and mask some of the machine noises. Note speakers (marked by circles) to cover this area.

These men handle thousands of trays daily. Their job is lightened by the periodic intervals of music delivered over the extensive sound system.



THESE NEW RCA

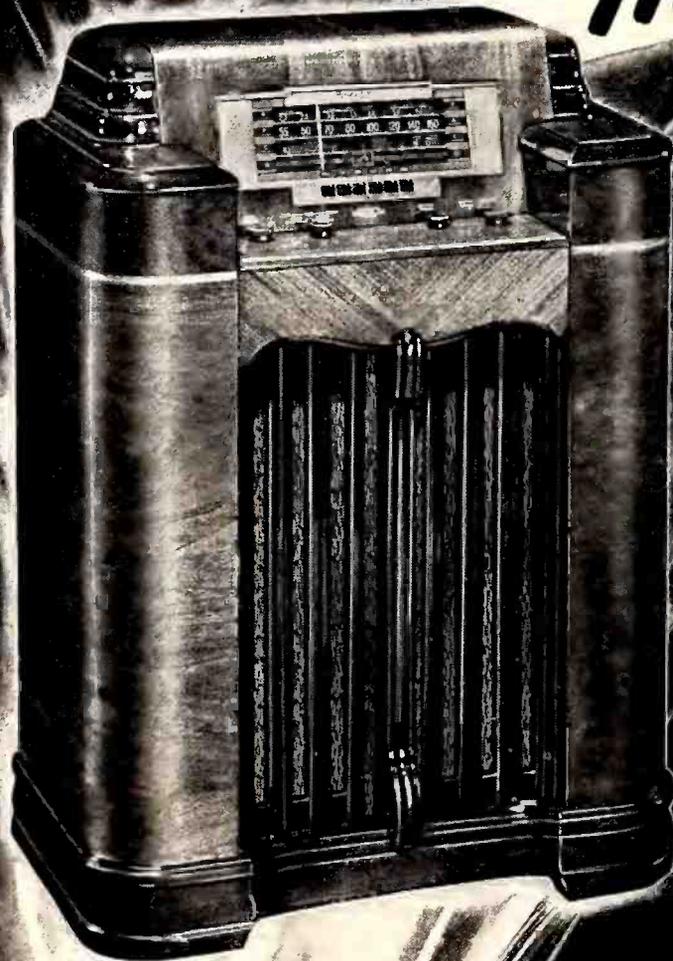
LED BY HOLLYWOOD ARE MORE THAN H

Jammed with super-sales features... sparkling, fresh, modern beauty... these great new sets serve preferred position on your sales floor.

★ RCA VICTOR HOLLYWOOD RADIO with the great sales "extra" of not one —but TWO SPEAKERS

Here's a radio so hot it sizzles! And these sensational sales prove it. It has two speakers—which "floodlight" tone so that wherever the listener sits in the room he may enjoy full, rich rendition of his favorite programs... New "studio" controls for tuning convenience... 9 RCA Victor Preferred Type Tubes... Push-button tuning... 2 built-in antennas... Overseas Dial... Spread-band on 31, 25 and 19 meter shortwave bands... and a host of equally great "extras."

Model 29K-2



★ RCA VICTOR Model 211K

(at right) Features 2 speakers... new "studio" controls... 11 RCA Victor Preferred Type Tubes... 2 stage of tuned r-f amplification... 2 built-in antennas... Overseas Dial... Super-spread band... Push-button electric tuning, and many other features.

★ RCA VICTOR Model 29K

(at left) Here's a value from the word "go!" 9 RCA Victor Preferred Type Tubes... American and improved foreign reception... 2 built-in antennas... Push-button electric tuning... Overseas Dial... Spread-band tuning... New "studio" controls... other features.

A Service of the Radio Corporation of America. In Canada, RCA Victor Co., Ltd., Montreal. Trademarks "RCA Victor" and "Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



VICTOR VALUE-LEADERS

D-SPEAKER MODELS

THEY'RE **TORRID!**



★ **RCA VICTOR Super-Eight (Model 28X)**—Super-tone with 9¼" Ellipticon Speaker . . . 8 RCA Victor Preferred Type Tubes . . . Overseas Dial with Spread-band tuning . . . American and foreign reception . . . 2 built-in antennas . . . AC-DC operation.



★ **RCA VICTOR De Luxe Super-Eight (Model 28X-5)**—This super-set is packed with super-features that will thrill your customers. Embodies all the features of the Super-Eight plus Automatic Electric Tuning (5 stations) . . . AC-DC operation.



★ **RCA VICTOR Model 28T**
A winner in any company! 8 RCA Victor Preferred Type Tubes . . . 9¼" Ellipticon Speaker . . . 3-band Overseas Dial with Spread-band tuning . . . Electric Tuning (6 stations) . . . 2 built-in antennas . . . and many other features.



★ **RCA VICTOR Model 26X-3**
Its superb features and sensational low price will bring you many orders. 6 RCA Victor Preferred Type Tubes, providing 8-tube performance . . . 2-band Overseas Dial with Spread-band tuning . . . AC-DC operation, and many others.



★ **RCA VICTOR Model 26X-4**
Here's a set that will virtually sell itself! 6 RCA Victor Preferred Type Tubes (8-tube performance) . . . 2-band Overseas Dial with Spread-band tuning . . . Electric Tuning (5 stations) . . . 2 built-in antennas . . . AC-DC.



★ **RCA VICTOR Model 26X-1**
Packs a sales wallop with 6 RCA Victor Preferred Type Tubes (8-tube performance) . . . 2-band Overseas Dial with Spread-band tuning . . . American and improved foreign reception . . . built-in Magic Loop antenna . . . AC-DC.

★★★ SUMMER SPECIALS WITH SALES-SOCK! ★★★



★ **RCA Victor Personal Radio Model BP-10 with Carrying Case**

a \$26.50 value your customers will go for at \$20! Genuine leather carrying case free with purchase of easy-to-carry radio which weighs only 4½ lbs. Has four RCA Victor Tynetron Tubes (6-tube performance) . . . Ellipticon Speaker . . . built-in antenna.

★ **RCA Victor Three-Way "Pick-Me-Up" Model 25BP**

is a splendid all-purpose set. Operates on batteries or AC-DC . . . 5 RCA Victor Preferred Type Tubes . . . Permanent magnet dynamic speaker . . . built-in Magic Loop antenna . . . easy-reading, clock type dial . . . finished in durable, two-tone tan leatherette.



THESE NEW RCA VICTOR VALUE-LEADERS

LED BY HOLLYWOOD, TWO-SPEAKER MODELS ARE MORE THAN HOT...THEY'RE TORRID!

Jammed with super-sales features... sparkling with fresh, modern beauty... these great new sets deserve preferred position on your sales floor.

★ **RCA VICTOR HOLLYWOOD RADIO**
with the great sales "extra" of not one
—but **TWO SPEAKERS**

Here's a radio so hot it sizzles! And these sensational sales features prove it. It has two speakers—w/flash "floulight" tone so that no matter where the listener sits in the room he may enjoy full, rich reproduction of his favorite programs... New "studio" controls for home convenience... 9 RCA Victor Preferred Type Tubes... Push-button electric tuning... 2 built-in antennas... Overseas Dial... Spread-band tuning on 31, 25 and 10 meter shortwave bands... and a host of other equally great features!
Model 29K-2

★ **RCA VICTOR Model 2111**
(at right) Features 2 speakers... new "studio" controls... 11 RCA Victor Preferred Type Tubes... Stage of tuned r/f amplification... 2 built-in antennas... Overseas Dial... Super-spread band... Push-button electric tuning, and many other features.

★ **RCA VICTOR Model 29K**
(at left) Here's a value from the "ward" line! 9 RCA Victor Preferred Type Tubes... American and improved foreign reception... 2 built-in antennas... Push-button electric tuning... Overseas Dial... Spread-band tuning... New "studio" controls... other features.

A Service of the Radio Corporation of America. In Canada, RCA Victor Co., Ltd., Montreal. Trademarks, "RCA Victor" and "Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.



★ **RCA VICTOR Super-Eight (Model 28K)**—Super-tone with 9" Ellipticon Speaker... 4 RCA Victor Preferred Type Tubes... Overseas Dial with Spread-band tuning... American and foreign reception... 2 built-in antennas... AC-DC operation.



★ **RCA VICTOR De Luxe Super-Eight (Model 28K-S)**—This superb set is packed with super-features! This will thrill your customers! Embodies all the features of the Super-Eight plus domestic Electric Tuning (1 station)... AC-DC operation.



★ **RCA VICTOR Model 28T**
A winner to say the least! 6 RCA Victor Preferred Type Tubes... 9" Ellipticon Speaker... 5-band Overseas Dial with Spread-band tuning... Electric Tuning (6 stations)... 3 built-in antennas... and many other features.



★ **RCA VICTOR Model 26X-3**
Its superb features and sensational low price will bring you major orders. 6 RCA Victor Preferred Type Tubes, providing 6 tube performance... 2-band Overseas Dial with Spread-band tuning... AC-DC operation, and many others.



★ **RCA VICTOR Model 26X-4**
Here's a set that will literally sell itself! 6 RCA Victor Preferred Type Tubes (6 tube performance)... 3-band Overseas Dial with Spread-band tuning... Electric Tuning (5 stations)... 2 built-in antennas... AC-DC.



★ **RCA VICTOR Model 26X-1**
Packs a sales wallop with 6 RCA Victor Preferred Type Tubes (6-tube performance)... 2-band Overseas Dial with Spread-band tuning... American and improved foreign reception... built-in Magic Loop antenna... AC-DC.

★★★ SUMMER SPECIALS WITH SALES-SOCK! ★★★



★ **RCA Victor Personal Radio Model BP-10 with Carrying Case**
\$26.50 value your customers will go for a \$20! Carries leather carrying case free with purchase of extra-capacity radio which weighs only 4 1/2 lbs. Has four RCA Victor Triotron Tubes (6-tube performance)... Ellipticon Speaker... built-in speaker.



★ **RCA Victor Three-Way "Pick-Me-Up" Model 25BP**
It's special in all respects! Operates on batteries or AC-DC... 5 RCA Victor Preferred Type Tubes... Permanent magnet dynamic speaker... built-in Magic Loop antenna... auto-read-tune clock-type dial... provided in double, two-tone tan leatherette.

MUSIC OF RECORD

DEALERS WELCOME THE TIMELY PICK-UP IN DISC SALES

"I'm fixing up the record department so it will be cooler—I'm going to be darned careful that my stocks are complete. I'm expecting a good, strong volume in discs for the rest of the summer!"

These are the sentiments of one record dealer who has learned about the profits from recorded music. And he would probably have said more, but for the fact that even then, a customer was asking for a new album.

Other retailers, too, who are giving more attention to merchandise which may be supplied more promptly than some of the radio sets, have turned to the record department with an "expansion" gleam in their eye. During these months when dealers hasten to get more irons in the fire, the flourishing demand for "music to order" is a matter for retail action.

MOOD FOR MUSIC

Many of the merchandisers are thinking of how the increased buying power of the public means more buying of full sets of classical records. They're thinking, too, of the established "traffic value" of a well-stocked record department. And they're not forgetting that there's good money to be made from the sale of needles, pick-ups, record racks, etc. All of these considerations are showing up in addition to the main trend in record selling, which has to do with "music in a war-torn world."

A retailer in New England reports that "this war trend is important." In this store, recorded music is definitely being sold in greater volume because the buyers regard it as emotional relief from the worries of war

Good Sales Bets Among the New Records

JOAN MERRILL with orchestra singing Daddy—Bluebird B11171.

ROY SMECK and his Serenaders playing Yours, with VC by Jerry Wayne—Decca 3739.

HARRY HARDEN'S Musette orchestra playing Aurora—Decca 3741.

GLENN MILLER and his orchestra playing The Boogie Woogie Piggy, with VR by Tex Beneke and The Modernaires—Bluebird B11163.

ARTIE SHAW and his orchestra playing Blues—Victor 27411.

MERRY MACS singing The Hut-Sut Song—Decca 3810.

SAMMY KAYE and his orchestra playing Aurora, with VR by Maury Cross, Three Kadets and chorus—Victor 27433.

KATE SMITH with Jack Miller orchestra singing Until Tomorrow—Columbia 36210.

GINNY SIMMS with George Duning orchestra singing Kiss the Boys Goodbye—Okeh 6282.



Record buyers in Philadelphia like the idea of stepping in here, for the latest recordings. It's a sunny, home-like place, The Record Shop.

times. The manager says that this "relaxation" value of records was first noted when the salesmen noticed that physicians were, as a class, enthusiastic record fans. When this trend was investigated locally, it was found that the doctors used the records as the perfect "after hours" relaxation. The music is played effortlessly and yet it is stimulating and diverting; there's no eyestrain, and no fatigue.

The same theory applies to the people who are distressed and troubled by the constant spectacle of international butchery. They crave an "escape" that is smooth and interesting, and recorded music is the answer.

A trend toward the more classical (and more profitable) sectors of the record shelves is also noted by this merchandiser. He believes that the tendency to swing the classics has helped the public acquaintance with them, and has developed a "classical appetite" among the younger folks. And albums of all kinds are going great, he says.

All in all, the sales tips for mid-summer seem to add up like this: (1) Provide your customers with demonstration facilities that are comfortable and convenient, (2) Revise your stocking system to take care of extra demand for classical numbers, (3) Get your accessories out where people can see them and do an aggressive job of "suggestive" selling, (4) Do a better promotion job on albums of all kinds.

New Sales-Getters for Columbia Records

News from Columbia Recording Corp., Bridgeport, Conn., concerns a large number of aggressive promotions, contests, sales aids, national ads, etc., planned for the increasing volume in records done by CRC dealers and distributors.

Columbia sales manager Paul Southard announced the Stock Anticipation Order plan for 1941, designed so that "dealers can anticipate their wants and protect themselves against rising costs and possible shortages." The plan applies to Masterworks and popular "C" albums.

Regarding the C albums, of which Columbia has issued more than 50, Mr. Southard revealed in another announcement that sales of these \$2.50 items were up 120 per cent for the first six months of this year. The CRC executed three factors in these gains—varied repertoire, popular prices, and attractive packaging.

Impressive releases of new Masterworks records for this month and August are featured in full-page color ads in national magazines, and dealers will get new tie-in promotion kits. New Masterworks releases are now being announced via a "News of the Month" publication, giving dealers quick information on the record.

Popular Record Catalog for Your Customers

A move to increase record sales by bringing a new catalog of all Victor and Bluebird popular records within reach of all popular record fans has been announced by W. W. Early, Victor record sales manager. The new catalog is inexpensive and therefore dealers may get them into all homes in their areas, and thus increase their sales volume.

Also ready is a new catalog of "Old Familiar Tunes." Both books are specially designed for attractiveness and convenience.

"Record Bar" in New Disc Trend

"We are filling our orders promptly," reports A. Bitter, of A. Bitter Construction Corp., Brewster Bldg., Long Island City, N. Y., in a statement to RADIO TODAY, on how his company can help radio dealers in their expansion of record departments. It was noted by Mr. Bitter that many retailers are now giving more attention to disc merchandising, because of shortages in some types of radios. "In these efforts to keep store profits up," Mr. Bitter said, "the 'Record Bar' plays a big part and can be installed promptly in record shops of all sizes."

(Continued on page 40)

Only PHILCO

gives you these new, exclusive
phonograph features

TO SELL!

- ★ MUSIC ON A BEAM OF LIGHT!
- ★ PHILCO AUTOMATIC RECORD CHANGER!
- ★ STROBOSCOPE PITCH AND TEMPO CONTROL!
- ★ AMAZING IMPROVEMENTS IN HOME RECORDING!
- ★ BRAND NEW 1942 TILT-FRONT CABINET!
- ★ EXCLUSIVE PHILCO FM SYSTEM!

Only Philco has it!



PHILCO 1013
RADIO-PHONOGRAPH

1942... Another Year of LEADERSHIP!

More than ever before, Philco for 1942 gives you the only *modern* radio-phonograph to sell! These exclusive Philco inventions are the features the public *demand*s today in a phonograph . . . and they are yours to offer *only in a Philco*.

The greatest buying enthusiasm in Philco history greeted the 1942 Philco line. The greatest advertising campaign in Philco history is backing it. Another sensational year of profits is ahead for Philco dealers!

**SEE YOUR PHILCO
DISTRIBUTOR NOW**

PHILCO ALL YEAR 'ROUND The Most Valuable Franchise
in the Appliance Field!



SUMMER

FOR OUTDOOR ENJOYMENT

New and attractive G. E. AC-DC-battery portable, LB-603, resembling a handbag, weighs 6 lbs. with batteries and is about 10 in x 6½ x 4. 2-toned brown simulated leather case.

inet. Continental Radio & Telev. Corp., 3800 W. Cortland St., Chicago, Ill.—RADIO TODAY.

Porto Baradio



★ Combination portable bar and radio, equipped with a Stewart-Warner set and 21-piece glass accessories. Superhet AC-DC radio with 5 tubes, loop antenna, P.M. speaker, A.V.C. 10 ft. detachable line cord. Three color combinations—walnut with ivory grille and handles, gold-rimmed glassware, \$29.95; black with ivory grille and handles, silver rimmed glassware, \$29.95; ivory with gold grille and handles, gold rimmed glassware, \$31.95. Porto-Server, Inc., 641-649 Orleans St., Chicago, Ill.—RADIO TODAY.

Westinghouse "Carryette"



★ A personal set in tan plastic case and brown leatherette trim, weighing 4¼ lbs. AC-DC-battery superhet. 3½ in. P.M. dynamic speaker. Automatic on and off door switch. Antenna built in door. 4 tubes on battery power, 5 on line power. Westinghouse Elec. Supply Co., 150 Varick St., New York, N. Y.—RADIO TODAY.

Emerson 426



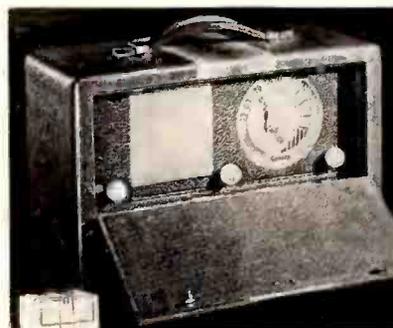
★ An advance style 3-way superhet portable tunes 540 to 1630 kc. Has P.M. speaker, built-in loop, A.V.C., beam power output. Top view controls. Automatic power shift, tell-tale signal. Shock resistant gleaming brown and stippled bakelite cabinet. 8½ in. high, 12½ in. wide, 5 in. deep. \$17.95, complete. Emerson Radio & Phono. Corp., 111 8th Ave., New York, N. Y.—RADIO TODAY.

Admiral 4210-A3



★ An automatic record changer and built-in 3-tube amplifier. Automatically plays twelve 10 in. or ten 12 in. records. Light weight tone arm especially designed to use an Admiral lifetime needle. Heavy duty constant speed phono motor—110 v., 60 cycle AC. Dynamic speaker. Simulated grained leather cab-

Sonora portable



★ 3-way portable, 5-tube superhet model with operates from batteries or AC-DC. Built-in Sonora-scope loop, 5 in. Dynamic speaker. Hinged protective lid. Brown-striped airplane-luggage cloth case. Sturdy carrying handle. \$28.95. Sonora Radio & Telev. Corp., 2626 W. Washington St., Chicago, Ill.—RADIO TODAY.

Fada phono-amplifier



★ Deluxe AC portable phono-graph amplifier, in blue luggage type case with extra record drawer, (P-108). 6½ in. dynamic speaker, jeweled amber pilot light, automatic stop on turntable, tone and volume control, crystal pickup. Needle noise filter, needle cup with cover, velour covered turntable. Fada Radio & Elec. Co., Inc., 30-20 Thomson Ave., L. I. City, N. Y.—RADIO TODAY.

RADIOS

FOR
INDOOR
ENTERTAINMENT



The Wilcox-Gay Recordio, A-114, has 11 tubes, tilt-front tuning panel, and the exclusive Insta-Matic record changer. Mahogany cabinet, built-in loop antenna.

Majestic plastic



★ Model 7T11, 7-tube AC-DC, BC-band set covering standard and city police broadcasts. R.F. stage, 5½ in. electro dynamic speaker, built-in loop. Uses new two-watt output circuit. Plastic cabinet in walnut or white. Aeroplane dial is black calibrated in white. Lists at \$14.95 in walnut. Majestic Radio & Telev. Corp., 2600 W. 50th St., Chicago, Ill.—RADIO TODAY.

Philco 400X



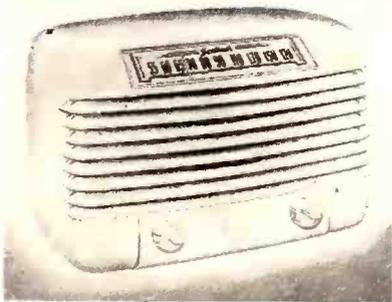
★ Walnut console cabinet with sliding roll lid houses the new Philco 11-tube set. Has double I.F. radio circuit. FM band. Built-in super aerial and separate built-in FM aerial. 10 push buttons, 4 tuning bands. Illuminated horizontal dial. Electro-dynamic speaker. Push-pull pentode audio system. \$135. Philco Corp., Tioga & C Sts., Philadelphia, Pa.—RADIO TODAY.

Farnsworth farm set



★ Four-tube, 1½ v. "AB" battery superhet, CT42. 6 in. heavy duty P.M. dynamic speaker. Standard and police broadcasts—535-1730 kc., iron core antenna coil. Walnut veneer cabinet. Farnsworth Telev. & Radio Corp., 3700 Pontiac St., Ft. Wayne, Ind.—RADIO TODAY.

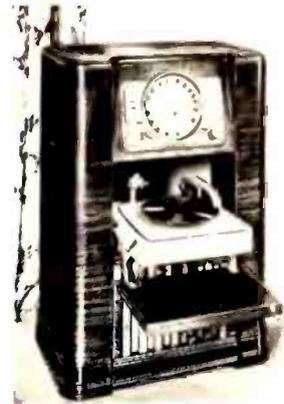
Sentinel 263-1



★ 6-tube, AC-DC superhet in ivory or walnut plastic cabinet. Built-in loop aerial. R.F. stage. Beam power output. A.V.C., electro-dynamic 6 in. oval speaker. Tunes 540-1730 kc. Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.—RADIO TODAY.

RCA Victor Hollywood model, 29K-2, equipped with the new "Floodlight Tone" and "Studio Controls" is housed in a hand rubbed walnut cabinet.

Crosley console combo



★ This combo features 10 tubes, AC superheterodyne and magna-loop antenna. 3 bands (540-1630 kc., 5-18 mc. and 1.6-5 mc.) 12 in. concert speaker. Record changer plays twelve 10 in. or ten 12 in records with "floating jewel" tone arm. Crystal tone arm, sapphire needle. Crosley Corp., 1329 Arlington St., Cincinnati, Ohio.—RADIO TODAY.

Zenith chairside



★ A chairside radio in walnut finish with Radiorgan, automatic tuning and 3-gang condenser. Wave-magnet. Built-in short wave aerial. 8 in. speaker, 6 tubes. Model No. 6S646, \$44.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.—RADIO TODAY.



SEE IT! HEAR IT!

STROMBERG-CARLSON FOR 1942

Dramatic Advertising

FM Leadership

Hate and ugliness were a million miles away

He was weary... completely utterly weary of a world filled with noise and sorrow and despair. Then he pressed a button and the world faded. A great symphony reached out and took him away from the things that hurt...

THAT IS MAGIC... the magic of fine music when it comes to you in all its purity and richness. That is music as Stromberg-Carlson now brings it to you... for the first time in radio.

Now in your own home, you can enjoy virtually all the subtleties of tone and color you hear in the concert hall. For Stromberg-Carlson reproduces the harmonics and overtones, the high notes and low notes that radio has previously been unable to capture. If you want a new experience in musical enjoyment... if you want the satisfaction of music as it was meant to be heard... listen to the radio Stromberg-Carlson gives you today.

WHAT DOES THIS RADIO GIVE YOU THE FULL BENEFIT OF PRODUCTIVE ADAPTATIONS? Because Stromberg-Carlson has a frequency range wide enough to reproduce the full range of an FM broadcast... it is placed in the ideal position to receive the Acoustical Labyrinth... and the Acoustical Labyrinth... that only Stromberg-Carlson... presents in radio... automatic record changer... permanent point... Height, 36"; width, 37 1/4"; depth, 17 3/8".

STROMBERG-CARLSON
THE ONLY RADIO YOU CAN GET BETT!

Dramatic Advertising: Gripping, human interest advertisements... the most powerful radio campaign in a decade!... will work for you in a series of full pages right through the peak selling months:

LIFE: The famous picture magazine that swings the buying judgments of 20,000,000 readers every week.

TIME: The vital weekly newsmagazine that 2,000,000 progressive people read from cover to cover.

THE NEW YORKER: Read each week by more than a million folks who want the best and newest aids to modern living.

In addition: Large newspaper space in key trading areas throughout the country will create interest among your best prospects... and a complete and new assortment of dynamic displays, posters, counter cards and folders will speed your selling job.

See for yourself the impact of this great new campaign. These few typical figures show its thorough coverage:

City	No. of Families	Magazine Readers of Stromberg-Carlson Advertisements
Boston, Mass.	179,200	372,124
Buffalo, N. Y.	139,860	110,423
Chicago, Ill.	842,578	566,428
Columbus, O.	75,621	77,275
Dallas, Tex.	67,119	81,158
Denver, Colo.	79,351	86,713
Kansas City, Mo.	108,641	73,634
New York, N. Y.	1,722,954	1,568,792
Pittsburgh, Pa.	155,079	195,701
San Francisco, Calif.	178,625	276,276
Seattle, Wash.	100,996	136,565
Washington, D. C.	125,554	241,582



No. 935-PL* (above) Igor Stravinsky Auto-graph Model Radio-Phonograph. FM, AM, short wave reception... push button tuning... Acoustical Labyrinth... tone-true Speaker... automatic record changer... permanent point. Height, 36"; width, 37 1/4"; depth, 17 3/8".

SELL IT!

...THE LINE THAT HAS EVERYTHING!

Quality Product

Profit Protection

TAKE A LOOK at what Stromberg-Carlson offers you for a great and profitable 1941-42:

Quality Leadership: A two-year jump on competition in field-tested, proved performance on FM. Using the discoveries of Major Armstrong who invented FM—Stromberg-Carlson today has its FM-AM sets in more homes than all other makes combined!

Quality Product: Every Stromberg-Carlson set you sell is backed by 47 years of pioneer work in sound transmission and reception.

Profit Protection: In all 26 new models, with radios and combinations blanketing every important price bracket from \$24.95 to \$695,† Stromberg-Carlson gives you *protected* franchise selling . . . helps to banish "radio-shopping" and hold a more stable price structure.

For profitable business in 1942, "There is nothing finer than a Stromberg-Carlson!"



No. 920-L (above) Console Radio. AM and short wave reception . . . push button tuning . . . 5-position fidelity control . . . full-floating 12" dynamic speaker. Height, 38 $\frac{3}{8}$ " ; Width, 31 $\frac{1}{4}$ " ; Depth, 12 $\frac{3}{8}$ " .

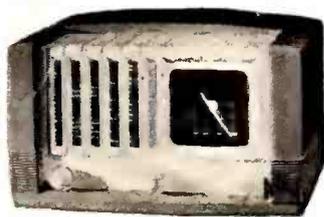


No. 925-PF* (above) Radio-Phonograph. FM, AM, short wave reception . . . push button tuning . . . 12" speaker . . . automatic record changer . . . permanent point pick-up. Height, 36" ; Width, 34 $\frac{3}{4}$ " ; Depth, 17 $\frac{3}{8}$ " .



No. 955-PF* (above) DeLuxe Radio-Phonograph. FM, AM, and short wave reception . . . push button tuning . . . Acoustical Labyrinth . . . 12" coaxial speaker system . . . automatic record changer. Height, 41 $\frac{1}{2}$ " ; Width, 47 $\frac{1}{2}$ " ; Depth, 18" .

Licensed under Armstrong FM Patents



No. 900-H (above) Table Radio. AC-DC. AM reception . . . lighted dial . . . tone control . . . 5 $\frac{1}{4}$ " speaker . . . modern, two-tone plastic cabinet. Height, 8 $\frac{3}{8}$ " ; Width, 13 $\frac{3}{4}$ " ; Depth, 8 $\frac{1}{2}$ " .

No. 920-PG (below) Radio-Phonograph. AM and short wave reception . . . push button tuning . . . 5-position fidelity control . . . 12" speaker . . . automatic record changer . . . crystal pick-up. Height, 34" ; Width, 33 $\frac{1}{2}$ " ; Depth, 17 $\frac{3}{8}$ " .



†Prices quoted are F. O. B. Rochester, New York

STROMBERG-CARLSON

ROCHESTER, N. Y.

A FINER RADIO FOR STANDARD PROGRAMS . . . THE ONLY RADIO FOR FM AT ITS BEST

JULY, 1941

25

SEE IT! HEAR IT! **SELL IT!** STROMBERG-CARLSON FOR 1942 ...THE LINE THAT HAS EVERYTHING!

Dramatic Advertising

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STROMBERG-CARLSON

FM Leadership

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TIME: The vital weekly news-magazine that 2,000,000 progressive people read from cover to cover.

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Dallas, Tex.	67,119	81,128
Denver, Colo.	79,351	86,711
Kansas City, Mo.	108,641	73,634
New York, N. Y.	1,222,954	1,568,791
Pittsburgh, Pa.	153,079	193,701
San Francisco, Calif.	178,625	276,276
Seattle, Wash.	100,996	136,565
Washington, D. C.	123,554	241,382

Quality Product

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A Quality Product: Every Stromberg-Carlson set you sell is backed by 47 years of pioneer work in sound transmission and reception.

Profit Protection: In all 26 new models, with radios and combinations blanketing every important price bracket from \$24.95 to \$695.15 Stromberg-Carlson gives you *practical* franchise selling... helps to banish "radio shopping" and hold a more stable price structure.

For profitable business in 1942, "There is nothing finer than a Stromberg-Carlson."

Profit Protection



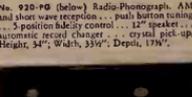
No. 920-A (above) Console Radio, AM and short wave reception... push button tuning... 5-position fidelity control... full, Bosting 12" dynamic speaker, Height, 38 1/2"; Width, 31 1/2"; Depth, 12 1/2".



No. 925-PP* (above) Radio-Phonograph, FM, AM, short wave reception... push button tuning... 12" speaker... automatic record changer... permanent point pick-up. Height, 36"; Width, 33 1/2"; Depth, 17 1/2".



No. 900-H (above) Table Radio, AC-DC, AM reception... lighted dial... tone control... 5 1/2" speaker... modern, two-tone plastic cabinet. Height, 8 1/2"; Width, 13 1/2"; Depth, 8 1/2".



No. 920-PB (below) Radio-Phonograph, AM and short wave reception... push button tuning... 5-position fidelity control... 12" speaker... automatic record changer... crystal pick-up. Height, 34"; Width, 33 1/2"; Depth, 17 1/2".



No. 955-PP* (above) DeLux Radio-Phonograph, FM, AM, and short wave reception... push button tuning... Acoustical Labyrinth... 12" coaxial speaker system... automatic record changer. Height, 35 1/2"; Width, 47 1/2"; Depth, 18".

*Licensed under Armstrong FM Patents

STROMBERG-CARLSON

ROCHESTER, N. Y.

A FINER RADIO FOR STANDARD PROGRAMS... THE ONLY RADIO FOR FM AT ITS BEST

FM LOOKS UP!

**Most receiver makers to offer FM bands.
New AM-FM circuits bring out controversy.**

There is new and lively interest in frequency-modulation, as indications now appear that many of the radio-set manufacturers will have FM additions to their lines either this Fall or by the end of the calendar year. Meanwhile the number of FM stations increases over the nation, and powers are going up, widening the service areas for high-quality FM reception.

The former confusion between horizontal and vertical polarization is now being ironed out, and it appears likely that FM polarization will be stand-

ardized on the original horizontal basis recommended by Inventor Armstrong. This will greatly simplify customers' antenna installations to a single di-pole. Successful experiments have also been made using pickup from electric-light wires entering the home.

PHILCO AND ADMIRAL SPECIAL CIRCUITS

Announcement by Philco of receivers with FM bands, to sell at \$49.95 and \$89.95 has focussed the retail trade's attention on FM anew, as the hard-hitting Philco sales organization, which last year sold 2,000,000 radios, now gets behind the promotion of FM sales. These Philco sets employ a special circuit which makes use of all tubes for both AM and FM operation. Some nine of the Philco 1942 radios are provided with FM bands, employ-

ing the special circuit developed by Engineers Grimditch and Grimes.

Admiral sets for 1942 will be equipped for FM operation, employing a special circuit. Reports from the laboratories of other manufacturers indicate that FM designs are underway and will appear between now and the first of the year.

ARMSTRONG LICENSEES

Radio manufacturers now licensed under the Armstrong patents include Ansley, Espey, Fada, Freed, Gen'l Electric, Howard, Magnavox, Meissner, Philharmonic, Pilot, Scott, Stewart-Warner, Stromberg-Carlson, and Zenith—besides amateur and experimental sets made by Hallicrafters, Hammerlund, and National.

It is understood that the Armstrong license fee is 2 per cent of the manufacturer's selling price, or about 1 per cent of the retail price of the set.

Commenting on FM receiver circuits which omit "limiters" and other features he considers essential to quality FM reception, Major E. H. Armstrong has just addressed a letter to the entire radio trade in which he says:

"In FM there is a fundamental new method of combatting all sorts of static. It is to transmit a wave which is different in character from the static, and use a receiver which responds only to this new type of wave and is deaf to the 'amplitude modulation' of the noise, and substantially deaf also to the small frequency swing appearing in the noise. The transmitted wave is made different in character from the noise by using a wide frequency swing. The receiver is made especially responsive to the wide swing signal and substantially not responsive to the lesser swing of the noise and to amplitude variations, by proper coordination of design with the transmitter and by use of devices which wipe out the effects of amplitude modulation. To do this the design of the receiver must be coordinated with the transmitter wave and the receiver must reject the amplitude disturbances created by the static.

"LIMITERS IMPORTANT"

"The best method of rejecting the amplitude modulated disturbances,

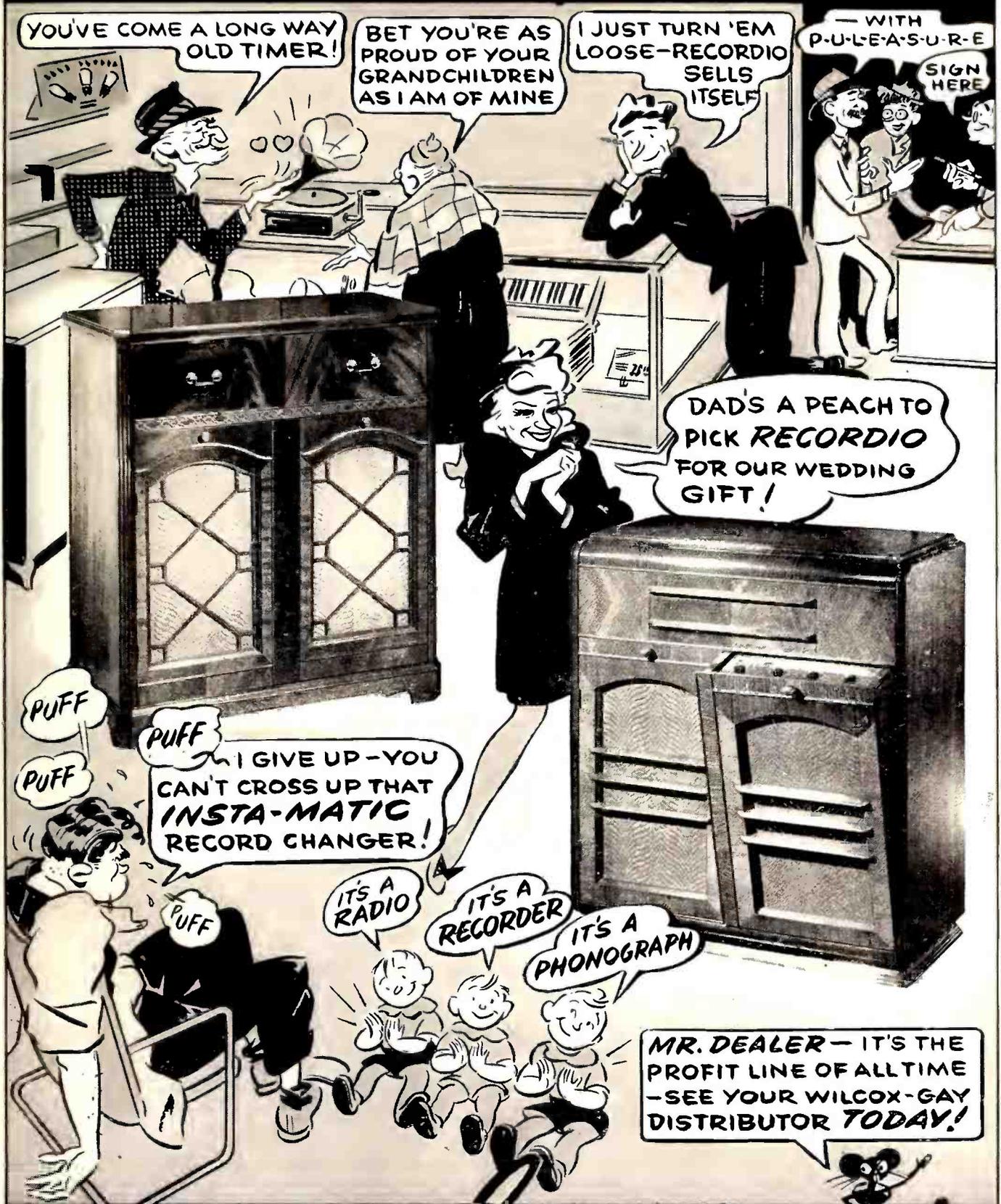
(Continued on page 47)

Top right is the Philco model 350T FM-AM set with 7 tubes. Built-in antennas for both services. Three band set has tone control, walnut cabinet, phono push button. \$49.95.

Lower right is the Magnavox Chippendale Symphony with the separate FM chassis which may be installed above the regular AM receiver. The 11-tube FM unit may be housed in special Georgian record cabinet.



The "TALK O' THE TOWN" RECORDIO!



YOU'VE COME A LONG WAY OLD TIMER!

BET YOU'RE AS PROUD OF YOUR GRANDCHILDREN AS I AM OF MINE

I JUST TURN 'EM LOOSE-RECORDIO SELLS ITSELF

— WITH P-U-L-E-A-S-U-R-E
SIGN HERE

DAD'S A PEACH TO PICK RECORDIO FOR OUR WEDDING GIFT!

I GIVE UP - YOU CAN'T CROSS UP THAT INSTA-MATIC RECORD CHANGER!

IT'S A RADIO

IT'S A RECORDER

IT'S A PHONOGRAPH

MR. DEALER - IT'S THE PROFIT LINE OF ALLTIME - SEE YOUR WILCOX-GAY DISTRIBUTOR TODAY!

WILCOX-GAY RECORDIO

Steps out IN '42

"TELE" COMMERCIAL

STARTING JULY 1, TELEVISION STATIONS CAN SELL ADVERTISING

Television was officially approved for commercial operation beginning July 1, and television stations in nine or ten U.S. cities are now being made ready to go on the air with paid visual programs. These cities include New York, Philadelphia, Chicago, Cincinnati, Los Angeles, Milwaukee, San Francisco, Washington and Schenectady, N. Y.

At New York, three video transmitters will soon be spreading pictures and sponsored programs over the surrounding territory. The NBC station atop the Empire State tower, with studios in Radio City, has long been operating experimentally, and was ready July 1 to start commercial television programs with some seven paid-advertising features.

The Allen B. Dumont Laboratories have completed elaborate new studio and transmitting equipment at 515 Madison Ave. and expect to be on the air by August 1, as does the Columbia Broadcasting System with its transmitter in the slender spire of the Chrysler Building.

SETS WORK OK

The initial program of NBC's WNBT included the showing of a watch-face, with moving second-hand

(cost \$4); a baseball game from Ebbets Field, Brooklyn; Lowell Thomas' news commentary; "Uncle Jim's Question Bee," and "Truth or Consequences" in special television versions.

Owners of television sets in the New York area who purchased equipment under the earlier merchandising campaigns and television standards, find that their 1939 and 1940 video sets will readily adapt themselves for the new 525-line FCC standards. Also, by a little detuning of the former amplitude-modulation television-sound receiver, this receives fairly well the new frequency-modulation sound which is now standard for all television programs under the new FCC rules. Local service organizations are, however, now arranging to convert older models to the new standards. RCA and Dumont are converting sets sold by their dealers, without charge to the public.

The NBC station in New York, WNBT, will be on the air 15 hours a week, with daily schedules from 2 to 11 p.m. six days a week. For the present, Sunday programs are omitted.

CBS has been trying out color transmissions of valuable art objects of New York's Metropolitan Art Museum. These art broadcasts have been scheduled for Tuesdays, with a repeat

performance every Thursday afternoon for junior lookers-in.

For demonstrating television to dealers and to the general public interested in television reception, new sales offices have been opened in New York City by Allen B. Du Mont Laboratories, Inc., whose plant is at Passaic, N. J. Previously occupying part of the 42nd floor of 515 Madison Avenue, the sales offices are now located in suite 1714 on the 17th floor of the same building, while Du Mont television studios and station W2XWV occupy the entire 42nd floor. Du Mont sales activities are headed by Mark B. Lajoie.

At Passaic, N. J., additional factory space has been acquired, outside the company-owned factory building, which is already crowded with cathode-ray tube and instrument production as well as National Defense contracts, in order to meet the anticipated demand for television receivers.

OTHER CITIES

At Philadelphia, Philco has been operating a television station (W3XE) for a number of years, so that local residents have become familiar with telecasts. NBC is now entering the City of Brotherly Love with television, and has selected a site for its station which is expected to be operating by July 1, 1942.

At Washington, D. C., NBC has applied for an extension of time to complete its Capital City television transmitter, but expects to begin testing in November, and to be ready for commercial service by March 1, 1942.

Don Lee Broadcasting System, W6XAO, Los Angeles, and Zenith Radio Corporation, W9XZV, Chicago, will continue to transmit scheduled programs over their respective stations pending the formality of shifting from experimental to commercial operation at an early date.

Recorders Teach Budding Naval Engineers

In training men for marine engine rooms, recordings are now being made at sea of the characteristic sounds in internal combustion engines, effects of faulty valves, etc. These recordings can then be brought back to the classrooms on land, amplified to corresponding loudness, and played for the budding engineers, enabling them to hear actual sounds of engines running normally and engines in difficulties,—while the instructors point out the significant sounds that the trained engineer strains his ear for.



Television windows like this one, initiated by G. Schirmer, New York, may soon be in evidence in a dozen U.S. cities, as commercial television transmitters go on the air during the next twelve months.

NOW for a new and greater TELEVISION!

*A*N APPRECIATION of the government's contribution through Commissioner Fly and his associates in the Federal Communications Commission.



DU MONT GOES FORWARD UNDER THE NEW STANDARDS

TELEVISION has just received its Magna Carta! Standards are in effect. Commercial telecasting has begun. A baby giant of industry has been reborn. And Du Mont, with a desire to give credit where credit is due, acknowledges the new status of television as the handiwork of government interest and cooperation. Especially to Commissioner Fly and his colleagues, Du Mont takes off its hat in grateful salute. The commission's work in collaboration with the National Television System Committee has been a pattern of industrial problem solution—a long-time benefit to the industry and the millions who will soon become television viewers. Approaching the task from the primary standpoint of public interest and complete impartiality toward members of the industry, a solution of television's main problem was found. Out of confusion, came order. Out of conflicting ideas and cross purposes, came a formula for rapid and substantial progress.

Quite naturally, this company has a sense of pride in the fact that Du Mont policies and Du Mont engineering have not been in conflict in any major way with the aims and standards finally adopted.

Now, within the framework of the new charter, Du Mont will go far and fast—in development, production and sales. Its television business has the great advantage of years of pioneering—years of specialization—in cathode ray tube manufacture.

Du Mont's vast experience in research, engineering and production of the cathode-ray tube and associated equipment enables it to offer a complete line of television equipment from camera through transmitter to receiver. As always, Du Mont's leadership in cathode-ray industrial and laboratory apparatus is maintained.

National Defense must come first, but Du Mont will, as in the past, render the best delivery service possible and all cooperation to make television, a commercial enterprise, a success.

Allen B. Du Mont
President

Du Mont Television Station
W2XWV and studio, 515
Madison Ave., New York,
42nd floor — sales head-
quarters 17th floor.

ALLEN B. DU MONT LABORATORIES, INC., PASSAIC, N. J.

DU MONT — 1931 PIONEER IN CATHODE-RAY DEVELOPMENT — 1941 LEADER IN CATHODE-RAY PRODUCTION AND TELEVISION — CAMERA TO RECEIVERS

Du Mont simplified film pickup and studio control equipment.

Right—Typical Du Mont large screen television receiver built to the new commercial standards.

Below—Du Mont Portable Television equipment in use as studio unit.



CREDIT FUNDAMENTALS

*Lessons for parts jobbers and their customers.
Responsibilities of radio grantors and debtors.*

Credit has been defined as the power to obtain goods or services by giving a promise to pay money or goods on demand or at a specified date in the future, explained M. E. Hamilton, vp-controller P. R. Mallory & Co., addressing a company sales meeting last month.

Credit, he continued, has also been defined as an accommodation which one concern renders to another, when it gives valuable things in the present, in return for a claim to be paid or discharged in the future.

Credit is, therefore, the permissible use of another's funds.

More money is advanced and more credit is extended on character and business prospects, than on physical assets. Any banker, in dealing with an individual, appraises the moral aspect of the loan above all else. On a business loan, he looks first at the people running the business, secondly at the prospects that the company will maintain a comfortable margin of profit in its operations, and next for his security. If the character and abilities of the company and its management look favorable, he may have some confidence that the debt will be repaid. He will appraise any credit situation, not by volume transacted, but by the desirability of having that volume through profits earned.

CREDIT IS A LOAN

Of course there are common-sense ratios which must be observed by any credit grantor, as a further index of the desirability of extending credit. Generally, credits are arrived at by means of extensions of ratios based upon past experience. In effect, this represents a definition of policy in respect to the aggregate amount of credit which will be extended, and the granting of credits in individual instances will be indirectly determined by these limitations. Each case is handled on its own basis in the light of all attendant circumstances.

RESPONSIBILITIES OF GRANTOR

The credit grantor, in extending a line of credit to a customer, owes his debtor a definite responsibility. In this type of business, one of the worst offenses of a creditor against a debtor is to overload the debtor with too much merchandise. This has been a failing in many industries, by sales managers influenced only by the hope of realizing the greatest possible volume. In days gone by, such a sales manager's tenure office was usually short because he did one thing—he broke the back of the dealers through harmful over-extensions of credit, thereby creating obsolete stocks for which his dealer could not pay, resulting in increased dealer mortality.

Credit policies will go a long way

towards indicating the character of any organization. It is not the policy of a good company to overload its dealers. Good-will can be lost very rapidly, indeed, through overloading of customers. In the radio parts business we have jobbers who are well financed and capitalized, and we also have "shoe-string" operators. It is the same in any industry which serves the public in an extensive way. The automobile industry parallels the radio industry, in that many distributors and dealers are "shoe-string" operators, just as some repair men without capital operate on their experience alone for the purpose of earning a livelihood. However, if selection of "shoe-string" operators is made carefully and handled correctly, many times they will turn out to be your best outlets and your best customers.

SALESMEN CAN HELP

While I am averse to asking our sales representatives to be collection agents, they can, on the other hand, be of material help in assisting us not to overload our jobbers, and in doing a good job of advising the customer what to buy, how much to buy, and how to merchandise. In my opinion, we should, at all times, take full responsibility for helpfulness to any customer whose affairs are in a dubious condition.

In analyzing some of the accounts on our books at the present time, it is my observation that the difficulties of customers who are in trouble arise from conditions for which we are partially responsible. We did not keep in close enough touch with the customer's affairs; we did not give him the help and advice in time to keep him out of trouble; we allowed him to build up volume at little or no profit

while he was reaching out for this greater sales volume to enable him to keep in a good current condition; we attempted to get our money out of the account, without taking enough interest in helping him build his company and his capital to a strong position.

EXPAND CAUTIOUSLY

Nothing helps more in the development of any business than making profits, and the sound and proper reinvestment of those profits in the business. Every business has a volume limitation. If it does not, at least it should have. Some distributors accept the exhortations of our sales department to produce more volume. Sometimes they do it before they are ready. They do it at too great an expense.

I know of one jobber at the present time who is in trouble simply because he used his capital to expand the business. The expansion program resulted in no profit. Over a period of time many additions to his capital have been made, but today he is in the position of asking his creditors to accept an extension on the amount owed them, and in practice, as well as theory, finance his business. He cannot obtain bank loans; he cannot take care of current requirements; and, if the plans he has in mind at present cannot be worked out, his business will be lost and the efforts of many years will be nullified. Our men in the field have a very definite responsibility to prevent such situations happening.

KEEP FIRM FOUNDATION

In our credit relationships, I hope we build for a sound, effective program that will really be helpful to our customers, not merely for the sake of the assurance that our invoices for merchandise shipped them will be paid, but that we may assist these accounts in building their businesses on a firm foundation. It does us or the customer no good to set up a distributor, have him operate for a while, and then fold up.

I say this does us no good, for the simple reason that we are back in that particular locality within a short time looking for a new distributor. Many sound business men, in consideration of taking on our line, will hold their tongues in their cheeks while listening to our sales talk that the line is profitable, having watched another distributor fail with our line in the locality, making it difficult to obtain a satisfactory replacement. After all, in our selling we are not merchandising so many switches, so many vibrators, so many condensers, etc.—we are selling a business proposition, one that entails an investment on the part of the prospective distributor, wherein he can make a reasonable return on his money.

A Portable Solves a Lot of Problems





RCA Laboratories



RCA Manufacturing Co., Inc.



National Broadcasting Company, Inc.



Radiomarine Corporation of America

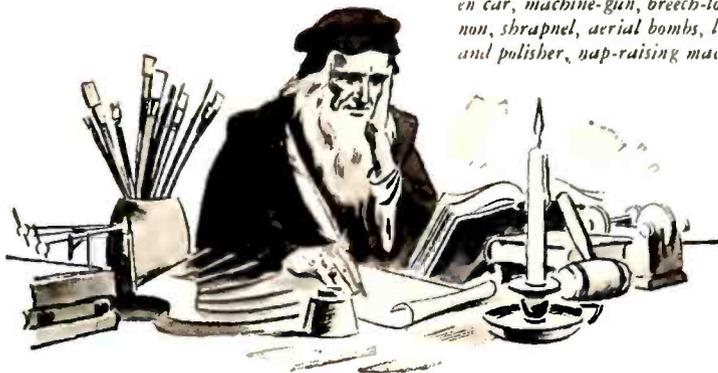


RCA Institutes, Inc.



R.C.A. Communications, Inc.

Among the many ideas of the famous Florentine artist and scientist, Leonardo Da Vinci, were: a flying machine, parachute, air-conditioning ventilator, sea-diving apparatus, printing press, mechanically driven car, machine-gun, breech-loading cannon, shrapnel, aerial bombs, lens grinder and polisher, nap-raising machine.



WHAT MAN CAN IMAGINE

Research can Achieve!

ABOUT the time Columbus discovered America, many of the wonders of our Mechanical Age lived as ideas in the mind of Leonardo Da Vinci. When he died, he left behind him some 7,000 sheets of drawings and notes depicting scores of "inventions." But Da Vinci's imagination wasn't enough to give life to his shadowy visions. That's why, could he return to earth today, he would be gratified to learn that what man can imagine, research now can achieve.

Thanks to research, RCA has created a dependable, world-wide radio communications service operating across the hemispheres to 47 countries. As a result, the United States is now the communications center of the world.

Thanks to research, RCA provides millions with radios, vacuum tubes and RCA Victrolas; builds transmitters and other broadcast equipment for radio stations from coast to coast. In modern design, efficiency and usefulness, these products are second to none.

Thanks to research, scores of ships go to sea equipped with RCA marine radio apparatus, which guards life and property on the waterways of the world. Afloat as ashore, the slogan "RCA All the Way" is a guarantee that messages will be delivered with speed and accuracy.

Thanks to research, RCA makes possible, through the National Broadcasting Company, the best in entertainment, in up-to-the-minute news, and in education, giving America and Americans the finest and most worthwhile radio programs in the world.

Thanks to research, RCA is a mark of progress and service in the public interest. And in RCA Laboratories, research today is testing for the future—so that in years to come more millions may enjoy a richer, fuller, more satisfying life.



RCA LABORATORIES

A Service of the Radio Corporation of America
RADIO CITY, NEW YORK, N. Y.

Other RCA Services: RCA MANUFACTURING COMPANY, INC. • RADIOMARINE CORPORATION OF AMERICA • NATIONAL BROADCASTING COMPANY, INC. R.C.A. COMMUNICATIONS, INC. • RCA INSTITUTES, INC.

SERVICE BOOM!

HOW TO KEEP UP WITH THE RUSH OF REPAIR BUSINESS

A period of greater prosperity lies ahead for radio servicemen.

There are plenty of facts to back up this statement. The National Emergency program is having a profound effect on the radio business. As a part of this great industry, the serviceman should carefully analyze conditions and determine how they will affect him, and how he can best be of service to his country.

GET THE JOBS

Two major factors are going to increase the number of radio service jobs per serviceman. First, the defense demands for certain metals, aluminum, nickel, cobalt, and the like, have dictated a reduction in the normal new receiver output. The new sets produced this year will probably be about 50 per cent of the 11 million sold last season. An even greater reduction in output may be necessary next year. The effect of this shortage on the servicing business is obvious. The sets already in use will have to do—and will have to be serviced. Because many of them will of necessity have to operate for more than the usual number of years, new tubes, filter condensers, and other major repairs will be absolutely necessary to keep many of them going. And because of the importance of the events of these days, listening is on an ever-increasing schedule.

The other major factor is the shortage of servicemen which is developing in certain quarters due to the selective service program. This decrease in the ranks of servicemen means that the greater number of repair jobs must fall on fewer shoulders. All of these things mean a great deal more business for you.

This new business is not all "beer and skittles." You will have to work even harder, first to get the business in your shop, and second to handle the greater number of jobs in the same working day.

To get these jobs, will mean selling and advertising. Use the method which is most effective for your particular area. Remember that a lot of your customers will be new ones, so select a medium which will reach them as well as your own customer list.

Telephone calls and personal calls can reach both new and old customers.

Postcards, handbills, blotters and similar ads should be small enough, and preferably with enough important information, to keep them where you want them, and not in some wastebasket. A list of short-wave broadcast schedules, names of newscasters, stations, and times, and similar information will make your message important enough to do its job—register your name and business.

Special servicing campaigns may call for newspaper advertising. Remember, also that your local broadcast station is vitally interested in the condition of listeners' sets and will probably be glad to cooperate with service organizations in advertising.

OUT WITH THE OLD

The time angle in handling the greater number of repair jobs will call for careful study. The new situation is going to mean that every minute of your time must count—in dollars and cents. Avoid wasting time with inadequate equipment, methods, and reference information. A few dollars invested now in mod-

In the present situation—

1. Get More Business

—by selling and advertising with phone calls, personal calls, post card mailings, circulars, local newspapers, etc.

2. Handle Repairs More Quickly

—by equipping your shop with latest and most efficient test instruments and reference information, to diagnose set troubles rapidly, and enable you to turn out more work.

ernizing your service procedure will pay dividends. And the equipment you need and may put off buying now may not be available a little later on.

If, with modern service methods, and equipment, you can cut your service time per job in half and service twice as many sets per week as you are now doing, you can boost your weekly income about 71 per cent. These figures are based on the average service shop income and cost figures determined from a RADIO TODAY survey. Remember that the new equipment doesn't help you get the new business, but it does help you handle it.

STRESS RELIABILITY

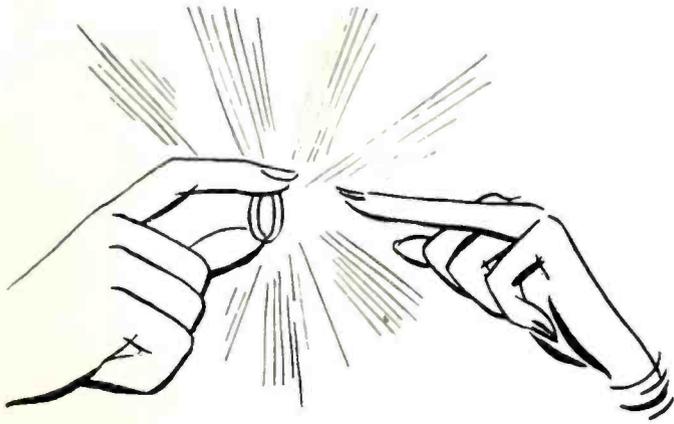
This is a very good time to stress the reliability, honesty, experience, and fairness of your shop. Certain attacks on repair men in various industries are being made by magazines directed to the public. Be prepared to defend your business and your right to a fair price for your work. Stress your membership in organizations which guarantee the service work of its members.

These and other problems which will arise from present conditions must be met by the servicemen. Watch your part stocks carefully and aim toward increasing parts on hand to cover possibility of more serious shortages and until such time when replacement parts are given a more advanced priority rating. (Already they have been advanced from B7 to B2.)

Keep constantly in touch with the affairs of the industry and watch the progress of your business carefully.



"There's something terribly wrong with it; last night Mr. District Attorney robbed a bank and shot two policemen!"

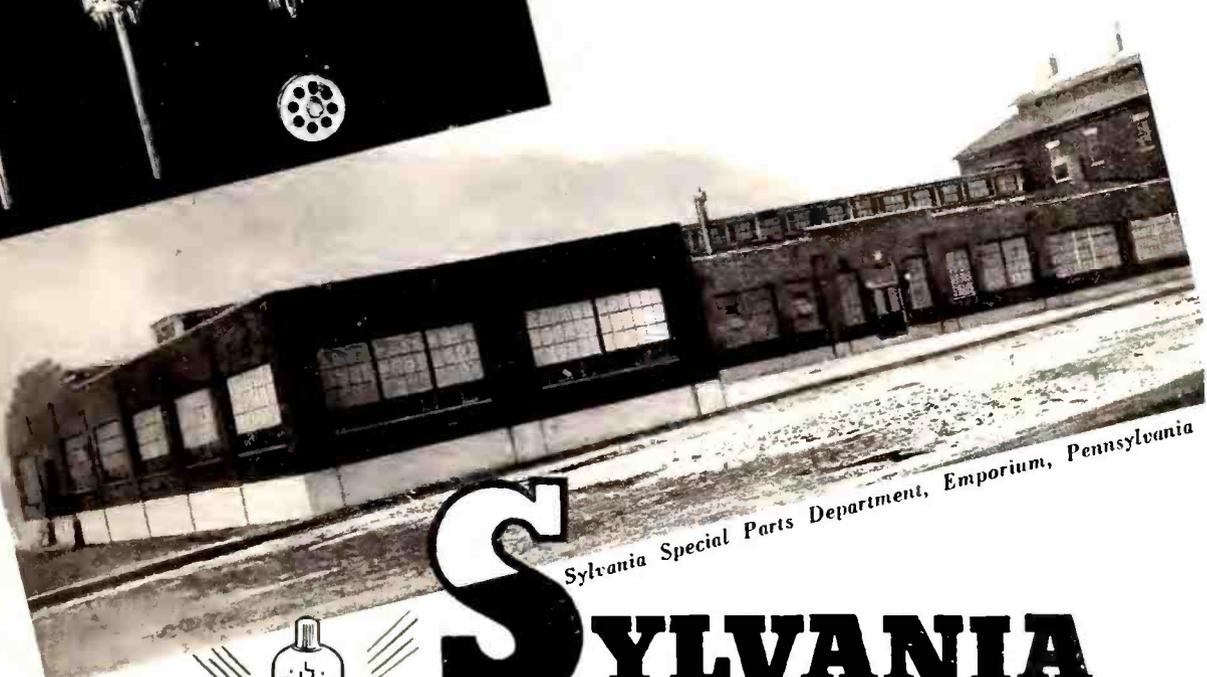
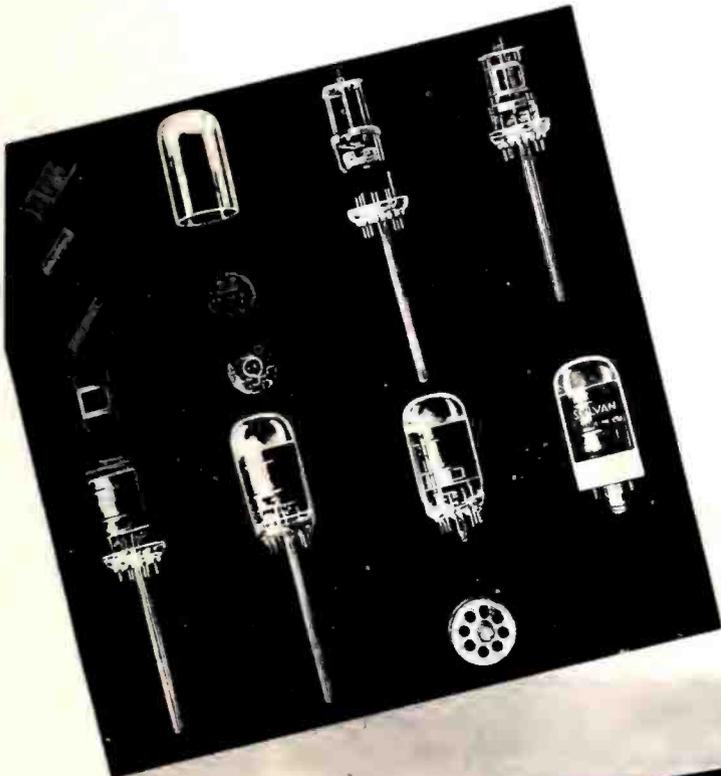


LITTLE THINGS THAT COUNT

GRIDS AND PLATES, dome pads and supports, spacers and insulators—some so tiny they must be handled with tweezers—are all fabricated with the painstaking accuracy that distinguishes Sylvania workmanship.

Each month more than 25,000,000 of these parts are manufactured in the Sylvania Parts Department . . . a "Factory within a Factory" that allows Sylvania a greater quality control over raw materials and processing than that enjoyed by any other manufacturer.

For we feel that by giving you an absolutely dependable product to sell we do more than merely benefit ourselves . . . we also help you build the kind of reputation that means a sound business and satisfied customers.



Sylvania Special Parts Department, Emporium, Pennsylvania

S YLVANIA

SET-TESTED RADIO TUBES

Sylvania Radio Tube Division

HYGRADE SYLVANIA CORPORATION, Emporium, Pa.

Salem, Mass., St. Marys, Pa., Ipswich, Mass., Towanda, Pa.

Also makers of Hygrade Lamp Bulbs, Hygrade Fluorescent Lamps and Miralume Fluorescent Light Fixtures



SERVICING WITH A 'SCOPE

Finding intermittents and weak performance on actual set with signal generator, tube and condenser tester, and cathode-ray equipment.

Visual signal tracing and the interpretation of oscillographs are important servicing aids that should be understood by all servicemen.

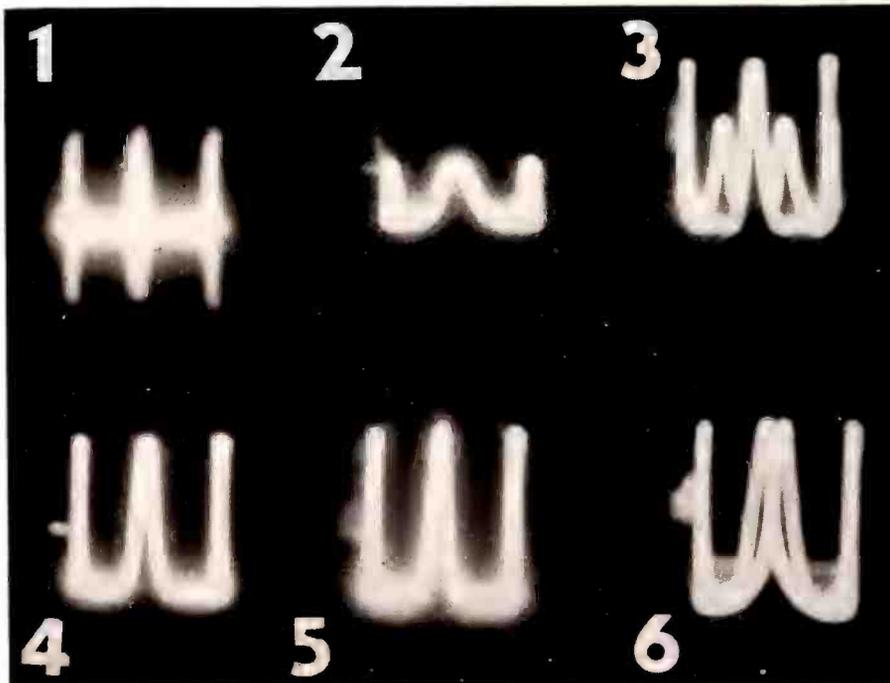
Beside the obvious technical advantages of signal tracing, the visual system has a large amount of customer appeal. For the benches that are located in the window of the shop, or in any other display position (and all of them should be), the "wiggly green line" of the cathode ray tube holds plenty of fascination for passers-by and for those customers who like to watch the checking of their defunct receiver. This prestige building type of service method can be a real business asset.

Briefly, the visual method consists of analyzing the wave shape and response of the signal passed by the set by means of a signal generator and cathode ray oscilloscope. Misalignment conditions, low or no stage gain, distortion, noise and intermittent conditions show up on the screen. Once the patterns of characteristic troubles become familiar, it will be fairly simple to run down faults in short order.

TYPICAL CASE

An example of how one enterprising serviceman, James A. McRoberts of Long Island City, N. Y., does the job is as follows:

Photos of the oscilloscope screen for the various adjustments and corrections made in the circuit. These are all RF and IF response curves. See text for reference to individual curves.



A customer brought in a near-new Packard deluxe auto set made by Stewart-Warner. The complaint was intermittent noise, and weak reception when driving in the country. Plenty of things might be the cause for this type of performance. Tubes, alignment, by-pass capacitors, and other parts could cause these troubles. The problem, of course, is to hunt out the trouble in the least possible time.

The equipment used for the following tests were a Supreme 582A signal generator, and 546 oscilloscope. By-pass capacitors were tested on a Solar analyzer and the tubes were checked on a Hickok tester.

A check-up of the tubes of the set showed four of them to be under the performance of new tubes. The tubes were operative, but since the maximum performance was desired, they were replaced.

EQUIPMENT CONNECTIONS

After the tube replacements, the set itself was analyzed with the oscilloscope and associated equipment. Connections of the equipment can be understood by referring to the block schematic diagram. The points in the circuit to which the equipment was attached are numbered in the order in which the tests were made.

The "hi" terminal of the vertical input for the oscilloscope was connected to the first audio grid at point 4 rather than the customary diode load position. Either connection will prove satisfactory. The signal generator is equipped for frequency modulation of the carrier and a total deviation of 30 kc., 15 kc. each side of the carrier, was used for all except the audio tests. The horizontal gain control of the oscilloscope was adjusted to extend the base line to the marks ruled on the celluloid reference screen corresponding to a 30 kc. sweep. The set volume control and 'scope vertical gain control were set at maximum for the RF-IF tests.

INITIAL TESTS

For the initial check of the performance of the circuit, the weak tubes having been replaced, the signal generator was connected to the antenna terminal through a 250 mmfd. capacitor. A very strong signal was supplied to the set and oscillograph 1 is the picture of the output. The broadness of the curve, and the projection below the base are due to static and the internal intermittents. The time exposure of the photograph caused these irregular streaks to blend into a solid line. The peaks on the ends of the oscillograph base line are one-half of the center peak and are due to the sweep circuit of the oscilloscope being adjusted to a multiple of the frequency of modulation of the RF carrier. They are unimportant in the analysis of the wave.

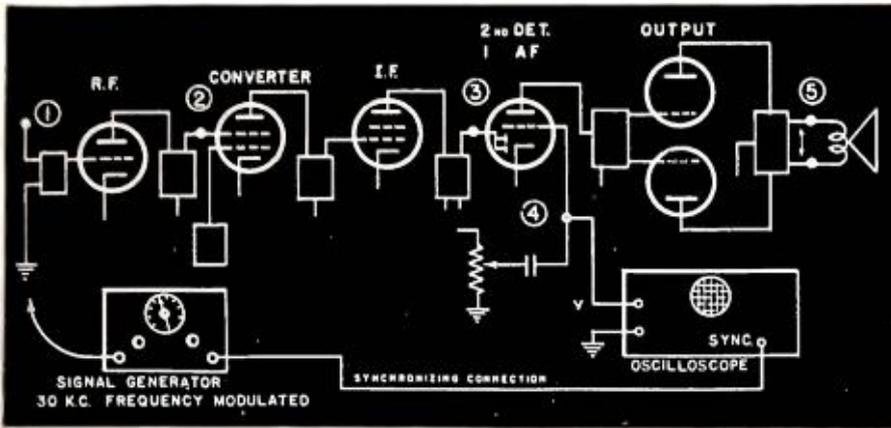
FINDING THE INTERMITTENT

The roughness and irregularity of the wave of graph 1 led to a check of the voltages on the tubes as well as the plate and screen circuit by-passes and the cathode by-pass capacitors. Replacement of several by-pass capacitors brought the voltages back to normal and caused the response curve to become steady. Normal input in microvolts for the set gave the curve in graph 2.

The response shown in 2 is weak and the base is very broad, thus indicating misalignment.

To go back a bit, the testing of the set thus far has included the replacing of four tubes, the removal of the intermittent trouble causing the irregular and jumpy test pattern through the replacement of faulty by-pass capacitors.

From the examination of graph two, it is obvious that alignment is necessary. To prove this contention, the output of the signal generator was increased about four times and graph 3 shows the image obtained. The separate peaks readily indicate that all the tuned circuits are not aligned to the same frequency. Incidentally, the



Block schematic of the auto set tested with the various test points numbered in order. 'Scope remained connected to 4 for first six oscillographs and was then reconnected to points 5 for audio tests and graph 7. Refer to text for sequence of tests and adjustments.

"center" frequency at this point was 1600 kc.

The signal generator frequency was changed to the IF and applied through a 0.1 to the converter grid, point two on the block diagram. A 500M isolating resistor was placed between the converter grid and the grid clip.

IMPROVING ALIGNMENT

After a thorough alignment of the IF transformers, the response curve for this end of the set looked like graph 4. The procedure in aligning the transformers is one of adjusting the trimmers or permeability cores until the response curve is symmetrical, steep sided, and in the case of high fidelity BC sets, has as broad and flat a peak as possible. In most cases it will be OK to go back over the adjustments several times in order to get the best curve. Oscillation in the IF channel will show up as small peaked waves on one side or the other of the highest point of the response curve.

LOW FREQUENCY ADJUSTMENT

Further improvement of the performance of the set was obtained as the RF end was brought into alignment. Graph 5 shows the finished job on alignment at 1550 kc. The signal was moved back to the antenna, point 1, for these adjustments and, of course, the input level was reduced to the normal value for the set.

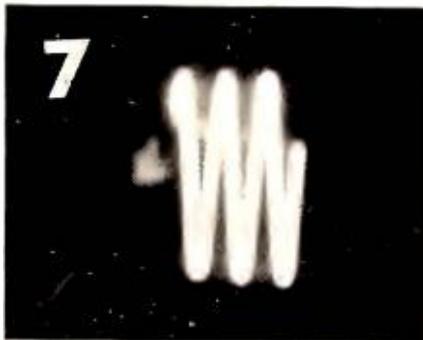
A low frequency adjustment was made at 590 kc. The plates of the oscillator section were bent slightly to give the maximum height of the curve on the screen. This curve is shown in graph 6. The double image is the result of the stronger signal used and due to the detuning effect of the AVC voltage. The height of the image is the most important thing at this point in the alignment.

AUDIO TESTS

The audio testing of the set was conducted by reconnecting the oscilloscope to the voice coil, marked 5 on the block diagram. The input signal was RF modulated at 440 cycles and supplied to the antenna terminal of the set. The 'scope picture is shown in number 7. At this point, watch for any distortion of the wave. The shape of

the curve with distortion present depends upon the phase angle between the fundamental and the harmonic. As a rule, even harmonics give symmetrical positive and negative waves, while odd harmonics give unsymmetrical waves.

The oscilloscope test routine is thus fast, convenient, and informative. Remember that the 'scope remained connected to the first audio grid for all the RF-IF tests, and to the voice coil for all the audio tests. The signal generator lead was moved from point to point as the different parts of the circuit were investigated.



Audio response curve taken at 440 cycles. Modulated RF signal was fed into the antenna post.

Powder Eliminates Tire Static

A powder which eliminates static interference and static shock caused by the friction of rotating parts including wheels, fan belts and tires, has been developed by United States Rubber Company.

One tablespoonful of powder blown into each tube (where it remains in suspension like dust in the air) is declared to be sufficient to neutralize the static in any make of radio, with any kind of antenna, on any make of passenger car, with any make of tire or tube, on any type of road surface.

Application of this powder is made with the tires on the car, but the tubes must be deflated, valve cores removed. The powder blown in with an applica-

tor, and tubes inflated. In case of a puncture loss of powder is so small that full effectiveness remains.

Static electricity is developed by friction between moving parts, the tires and road, the car body and surrounding air, etc. Radio interference occurs when there is an irregular discharge of electricity between various parts of the automobile, or between car and ground.

FACTORS OF STATIC

Of the various factors influencing static electricity in automobiles—such as atmospheric conditions, clothing and car upholstery, road surfaces, and moving parts of the car—it seems that tires are the only one which contributes doubly. Tires not only build up electricity through friction against the road, but they also serve to insulate the car from the ground, thus preventing any and all charges from flowing to the road surface.

The new powder, which has been tested for many months, will be available within 30 days. Cost of treating five tires will be about one dollar.

Television Sound Goes FM

With the July 1 commercialization, television stations changed over from AM operation on its sound channel to FM and from 441-line picture definition to 525 lines. The servicing problem of converting the several thousand sets will be a complicated job. However, experience in operating the old sets on the new standards seems to indicate that quite satisfactory performance can be obtained with a few adjustments.

The shift from 441 to 525 lines is easily made by adjusting the horizontal "hold" or "speed" control slightly. The 441-line image required a horizontal frequency of 13,320 cps., while 525 lines call for 15,750 cps., a value well within the range of the "speed" control.

FM PERFORMANCE

Most of the sets give fair performance on FM sound with no change whatsoever. This is due to the high intermediate frequency channel, of 8.25 mc. These IF transformers are more than broad enough to pass the 150 kc. swing used with the FM signal, and there is enough of a slope somewhere on the characteristic to convert the frequency variations into amplitude variations. Improved performance may be obtained by adjusting the tuning control, or by slightly detuning the sound IF transformers. This tuning shift puts the carrier down on one side of the peak where the slope is more pronounced and conversion from FM to AM is more complete.

For true FM performance, however, a standard limiter and FM second detector will be required. Manufacturers are planning to announce details for the complete conversion of their sets including the new No. 2 channel, 60-66 mc., not previously covered.

RADIO TODAY'S—

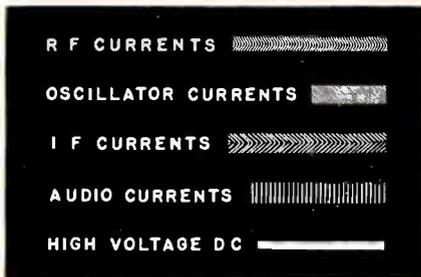
SIGNAL-PATH DIAGRAM

RCA Model 55X Service Notes

The AC-DC super shown in the accompanying Signal-Path circuit is one of the 1942 table models. A special feature of this circuit is the twin speakers. Two PM or one PM and one EM speakers are connected in parallel across the output transformer. The converter uses a Hartley connected oscillator and electron coupling. The tuning gang is thus insulated from the receiver chassis and has the AVC voltage on the rotor.

ALIGNMENT

The alignment procedure is as follows. 1. Connect the high side of the test oscillator to the IF grid through a 0.01 mfd. capacitor. Tune the set to a quiet point around 1600 kc., and the oscillator to 455 kc. Connect output meter across voice coil, or electronic voltmeter to the AVC bus and turn the volume control on full. Adjust the secondary and primary trimmers of the output IF transformer for maximum output. 2. Re-connect the signal generator to the first detector grid through the 0.01, and adjust the secondary and primary of the first IF transformer for maximum output. 3. Connect a 1720 kc. signal through a 100 mmfd. capacitor to the antenna terminal and turn the tuning gang to minimum. Adjust the oscillator trimmer for maximum output. 4. Radiate a 1300 kc. signal with a few turns of wire in a 12-inch diameter loop with



This is the code diagram to be used with all Radio Today Signal-Path diagrams. See example below.

the set tuned to that frequency. Adjust the antenna trimmer on the gang condenser for peak output.

SPEAKER PHASING

The two speakers used with this set must be phased if the connections are changed for any reason. A test must be made to determine if the two speaker cones move in the same direction when excited with the same signal. Several tests are common and all about equally convenient. A 1½-volt dry-cell may be connected across the secondary of the output transformer and the cones watched for direction of movement when connection to the battery is made. Reverse the voice coil leads of either speaker if they do not both move in the same direction.

Your audio signal generator can also be used to check the phasing of two

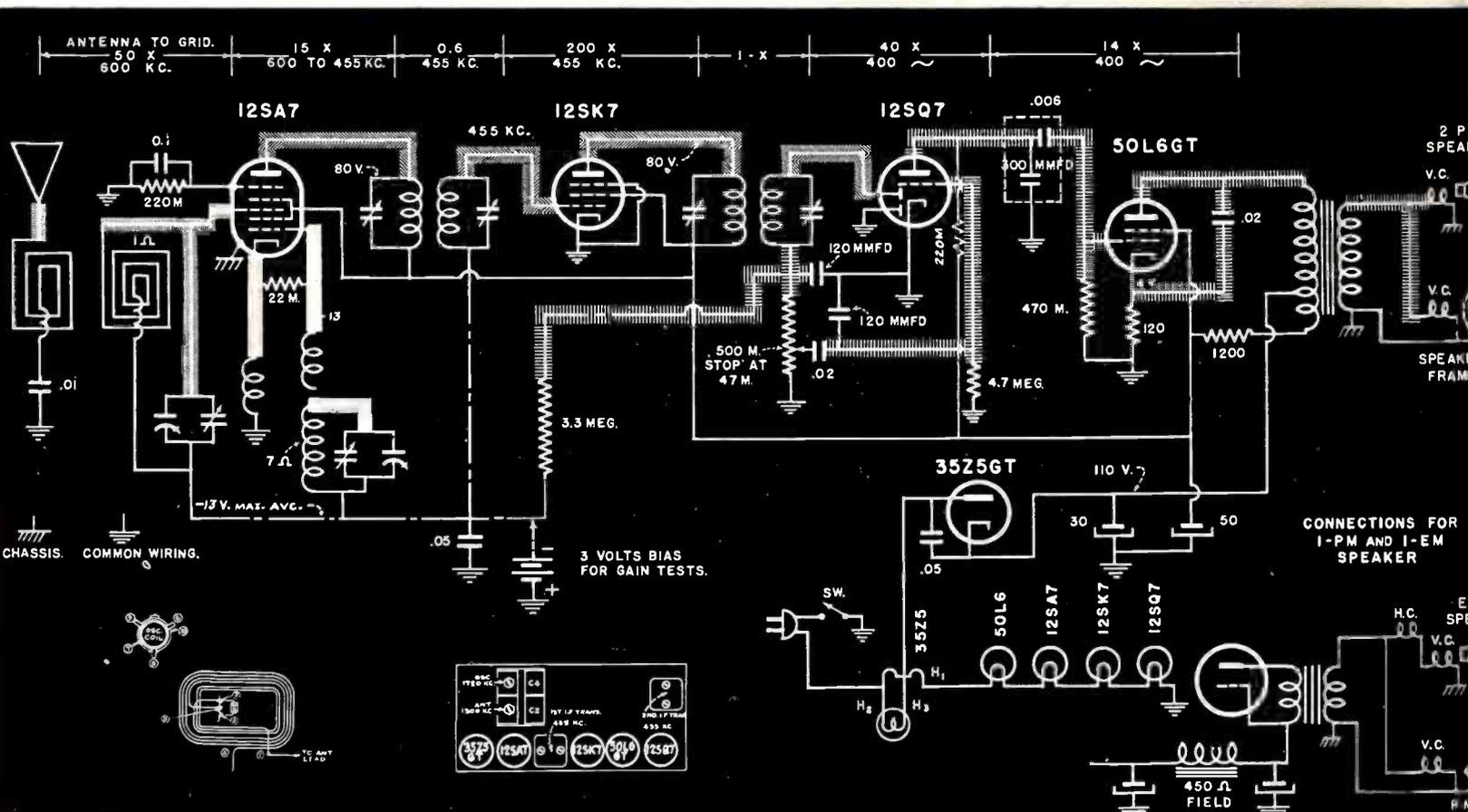
or more speakers. Feed the lowest possible frequency into the audio system and observe the movement of the cones. It may be easier to feel the cone movement than to observe it.

Zenith Consol-Tone Circuit Uses Feedback

The audio system used in several of the 1942 Zenith table models is identified with the term, Consol-Tone. The basis of the circuit is a feedback network which gives a regeneration of the bass end of the audio spectrum.

The typical circuit shown is for chassis 6B01 used in models 6D614, -614W, and -629. A portion of the audio voltage in the plate circuit of the 35L6 output tube is coupled back to the cathode and suppressor grid of the 14A7 audio amplifier, which is biased by an un-bypassed cathode resistor. By checking through the circuit it will be noticed that the voltage fed back to the cathode is in-phase with the grid voltage of the 14A7 and therefore, 180° out of phase with the voltage developed across the cathode resistor by the AC component of the 14A7 plate current. The network of resistors and large value condensers in the feedback circuit cut out the high frequencies and allow only the lows to get back. The low frequency voltages across the cathode

(Continued on page 38)



WHERE YOU FIND NATIONAL UNION



YOU FIND
Better
RADIO SERVICE



*Saelens Radio Service 534 N. W. Broadway
Portland, Oregon*

BETTER EQUIPPED RADIO SHOPS can give better service. So says Saelens Radio Service of Portland, Oregon — and how they say it . . .

**M. SAELENS
SAELEN'S RADIO SERVICE
PORTLAND OREGON**
I have been using the N.U. plan for the past 10 years and would heartily recommend it to any progressive dealer. The equipment plan is tops in the tube industry and has enabled me to have the best equipped shop in my locality.

NATIONAL UNION invites all radio service dealers to enjoy the benefits of the **N. U. SHOP EQUIPMENT PLAN**. The latest in tube testers and test equipment are available to you, immediate delivery. More than 50,000 completed deals prove the success of this plan. Investigate Now.

ADDITIONAL PRODUCTS . . .

PANEL LAMPS
EXCITER LAMPS
PHOTO ELECTRIC CELLS

CATHODE RAY TUBES
SOUND EQUIPMENT
SOUND ACCESSORIES

FLASH LIGHT BULBS

Ask Your N.U. Distributor or Write

NATIONAL UNION RADIO Corp.

57 STATE STREET
NEWARK, N. J.

Radio Tubes

. . . More Radio Service Dealers use National Union than any other make . . . there must be a good reason why.



Batteries

. . . The only line of Dry Batteries sold exclusively to the Radio Trade . . . You can make more money.



Condensers

Complete line . . . Same Super Quality as found in N. U. Tubes. Just try them.



Sound Extra Tubes

. . . a line of heavy duty radio tubes for sound work . . . an exclusive N. U. development.



Radio Sets

. . . Performance that satisfies the critical demand of the Radio Service Dealer. Try them yourself.



SERVICE NOTES

ZENITH CONSOL-TONE CIRCUIT

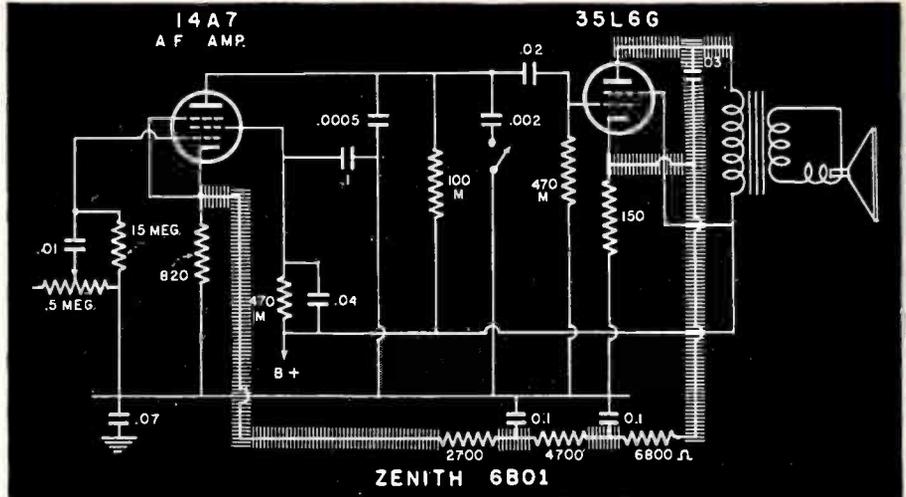
(Continued from page 36)

resistor being out of phase cancel and no degeneration takes place except at the high frequencies. This arrangement produces a bass-boost circuit which gives an acoustic output more nearly like that obtained from a console with a large diameter speaker.

Rider's Manual with Simplified Circuits

The new Perpetual Trouble Shooter's Manual twelve published by John Rider, 404 4th Ave., New York, has added another new feature that will be a welcome help to servicemen.

One of the troublesome features of modern complicated circuits is the wiring of the rotary deck switches used to change the tuning bands. The intricate connections of these switches and tuned circuits are broken down and re-drawn into a simplified schematic which includes only those components which are active on each particular band. These simplified schematics are all grouped into one section of the book and are cross referenced



Combination of feedback and degeneration produce a boost of the low audio frequencies for more realistic tone in table models.

with the circuits to which they apply.

The big book includes the circuits of receivers built in the past 12 months.

GE Plans to Help Jobbers' Tube Business

Servicemen of the U.S. are now being invited by General Electric Co. to take their old tube stocks (of any brand) to GE distributors, and to earn

valuable certificates by purchasing an equivalent number of new GE tubes. The certificates are to be redeemed by the jobbers for test equipment, or such premiums as typewriters, clothing, furniture, cameras, etc.

The plan was worked out by GE manager of tube and special receiver sales, Howard Bennett, who makes the invitation via mailed broadsides to servicemen. The suggestion is, "Don't Junk Your Old Tubes"—and it's the opener of a campaign to help jobbers

A Favorite for Low Cost

HOME RECORDING

The New
HOWARD
DURO-BOARD DISCS

- Long Playback Life
- Clear, Quiet Reproduction
- Flame Proof Safety
- Listed by Underwriters'

Type 6F—6½" Retails 10c (Full Discounts Apply)

The new economy DURO-BOARD Recording Discs have the same superior quality Type "C" Coating as the famous HOWARD Metal Base Discs. This thick, special coating, an exclusive HOWARD development, enables the cutting needle to make clean, even grooves without tearing—a factor vital to quiet, long life reproduction. A special die-punched center prevents warping and provides extreme flexibility without injury to the disc. Order a supply today!

Famous **HOWARD** Metal Base Discs Now Packed in Albums

Outstanding and in constant demand since their introduction a year ago, HOWARD Metal Base Discs now come packed five each in attractive utility albums. You'll build the maximum in customer satisfaction and repeat business with HOWARD Discs. The handy counter dispenser kept filled with HOWARD Discs will make money for you.

HOWARD RADIO CO.
1731-35 Belmont Av., Chicago, Ill.—Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

Type 16 oil-filled capacitors. Submersion-proof terminals. Ideal for aircraft, police-radio and other severe-service uses a.g.e. 200, 400, 600 and 1000 v. D.C.W. Unit illustrated measures only 1¹¹/₁₆" high x 1⁵/₁₆" wide x 1¹⁰/₁₆" deep.

NOW available to YOU . . .

● Yes, you can now have those extra-heavy-duty oil-filled capacitors such as the popular Type 16 here shown, as a standard Aerovox item. There is also available to you the Type 18 with side terminals and flat mounting, and the Type 30 "bath tubs," for quality assemblies. ● Ask your Aerovox jobber about these commercial-grade capacitors. ● Or write us direct for literature.

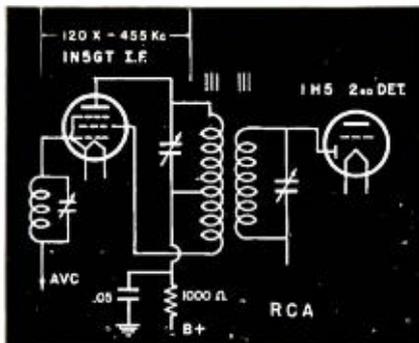
AEROVOX
CORPORATION
NEW BEDFORD, MASS.
IN CANADA: AEROVOX CANADA, Limited Hamilton, Ont.

and supply houses to straighten out "expensive and time-wasting kinks in their tube business."

High Gain IF Stage in Farm Sets

Increased gain and sensitivity is developed in the IF stage for certain RCA farm battery receivers. The circuit of models 25BK and 25BT-3 shown below is similar to other sets in the line which use the same system for increasing the IF gain.

The primary of the output IF transformer is tapped and connected so as to supply a percentage of the output IF voltage back to the screen circuit. Since the tap of the transformer is connected to the B + circuit and therefore grounded through a by-pass capacitor as far as RF currents are concerned, the voltage supplied to the screen grid is 180° out of phase with the voltage across the plate portion of the primary. This voltage on the screen is then in phase with the voltage on the control grid and regeneration builds up the gain of the stage to 120. Usual values for IF stages in battery sets is 80 to 100.



Servicemen Hear Sylvania Engineer

"Oscillators and Their Applications" was the topic of another radio servicing lecture delivered by Walter R. Jones, Hygrade Sylvania Corp., Commercial Engineer, Emporium, Pa., this time for the Wilkes-Barre, Pa., Radio Servicing Organization. This group is organized under the name of Lucerne County Radio Service Association. Mr. Jones was honored by a very large attendance. In charge of arrangements for the meeting was George Isham, Sylvania Radio tube field representative.

Sprague Engineers Save Aluminum

News from Sprague Products Co., North Adams, Mass., is that engineers there have worked out an aluminum saving of better than 35 per cent, in the aluminum can housings of condensers. This feat follows the suggestion of the Government that all non-defense uses of aluminum be reduced as much as possible, and yet the Sprague experts say that the new small

sizes retain all specifications and functional characteristics of the regular product. Catalogs showing these new condensers, and others, are being sent on request to radio men.

Zenith FM Rally in Minneapolis

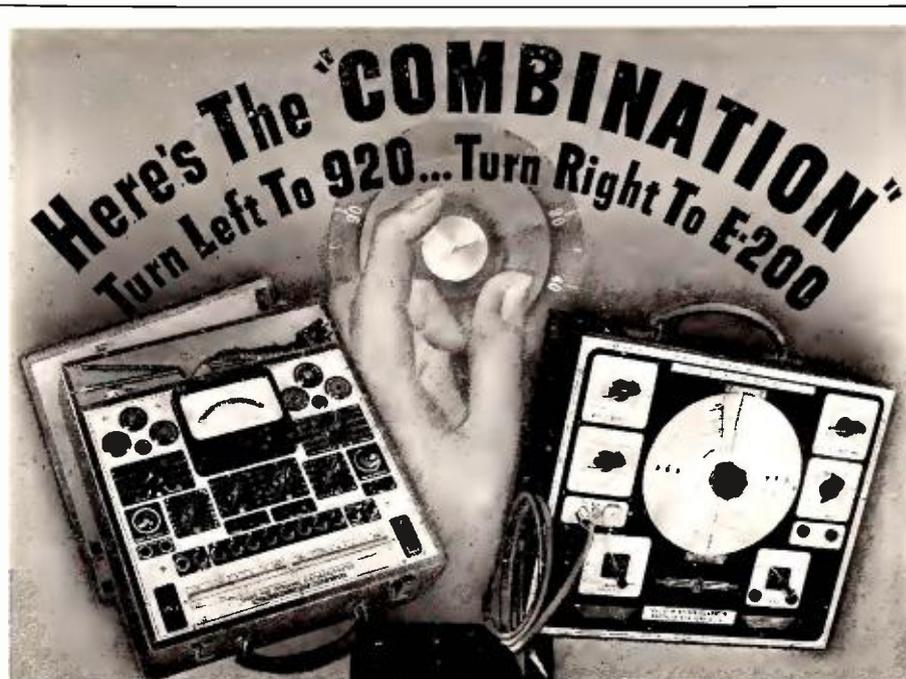
A feature meeting of a technical nature was held in Minneapolis last month by Reinhard Brothers Co., Zenith distributors for Minnesota. J. E. Brown, chief television and FM engineer for Zenith, spoke on "The Latest Developments in FM and television with servicing side lights." He was assisted by Hal Blakeslee, in charge of

merchandising of the Parts and Service Division of Zenith.

In commenting on the future for FM, Mr. Brown said that, "FM is coming fast. Its sensationally beautiful high fidelity tone result has been enthusiastically accepted by an eager public."

Joe Marty with Shure Bros.

It has been announced by S. N. Shure that Joe Marty, formerly secretary of the Radio Servicemen of America, is now associated with Shure Brothers, Chicago, designers and manufacturers of microphones, pick-ups, cutters, and other acoustic devices.



"Servicing by Signal Substitution" with the combination of Precision Series 920 and Series E-200 will solve your problems with amazing speed and simplicity.

ELECTRONOMETER Series 920

Dynamic Mutual Conductance Type Tube, Battery and Set Tester

An indispensable, single compact instrument for both field and service laboratory ★ 33 AC-DC set testing functions to 3000 Volts, 10 Megohms and 12 Amperes ★ Provides the individual functions of tube tester, battery tester and multi-range meter ★ Permits simplified, rapid check of tubes, voltage, current, resistance, etc., in troublesome stages, quickly localized through "Servicing by Signal Substitution."

Series 920P, illustrated above... \$59.95

E-200 SIGNAL GENERATOR

Featuring a Simplified Method of Dynamic Receiver Analysis "Servicing by Signal Substitution"

Not only an efficient laboratory Signal Generator, but ALSO specifically designed for complete, systematic dynamic signal analysis of every receiver stage from loud speaker to antenna post, regardless of age, make, type. "Servicing by Signal Substitution" provides a new high in simple, rapid localization and determination of receiver troubles with a minimum and economical selection of Basic test equipment.

Series E-200, illustrated above... \$39.95

Now in its THIRD printing, and FREE to all purchasers of Series E-200, an illustrated text book describing this amazingly simplified speed approach to receiver adjustment problems, "Servicing by Signal Substitution." Also available at your local distributor or direct from factory at only 35¢.

See the more than 40 Precision 1942 models at your local distributor.

PRECISION TEST EQUIPMENT
Standard of Accuracy SEE THEM AT YOUR JOBBER

PRECISION APPARATUS COMPANY • 647 KENT AVENUE • BROOKLYN, N. Y.
Export Division: 458 Broadway, New York City, U.S.A. Cable Address: Morhanex

"Bottleneck" IN YOUR BUSINESS..

BECAUSE OF INCOMPLETE SERVICING DATA?

Is your production choked up—are your operating costs per hour too high—do you find yourself late on promised delivery dates? Trouble shooting is a bottleneck in any service shop that tries to "get by" without complete servicing data.

In successful shops, where work flows through smoothly, where hour costs are low and profits are high, you will find Rider Manuals. Speed up your trouble shooting—eliminate bottlenecks in your production—get all twelve Rider Manuals . . . Today!

What You Get in RIDER VOL. XII MANUAL

1648 PAGES *Just Out!* \$10.00

"Clarified Schematics"

Covering sets made since May 1940. Volume XII contains "Clarified Schematics"—breaking down over 200 models whose original schematics are extremely involved. From them you can see which coils, condensers, resistors and switch contacts are used in the r-f, mixer or oscillator sections of the complete circuit.

Vital Facts

More than just "wiring diagrams," Rider Manuals give data on i-f peaks, operating voltages, alignment frequencies, parts values, voltage ratings of condensers, wattage ratings of resistors, coil resistance data, dial cable adjustments, etc., etc. Cash-in-hand information, all in one place.

Complete Index

Covers Volumes XI and XII. Cross-indexed so you quickly locate facts on any set.

"Successful Servicing"

Rider Manual owners receive "Successful Servicing" magazine. Keeps servicemen up-to-date on developments and carries news from the "Successful Servicing" Laboratory. If you do not receive it write and you will be placed on the list.

JOHN F. RIDER PUBLISHER, INC.
404 Fourth Ave., New York City

Export Division:
Rocke-International Elec. Corp.,
100 Varick St., New York City. Cable: ARLAB

**For Complete Information
RIDER MANUALS
Now in 12 Volumes!**

RECORD NEWS

Record Bars Ready

(Continued from page 20)

It was pointed out that under the existing circumstances, a volume turnover in records becomes extra important. Many records must be quickly and efficiently demonstrated and sold, and the retailer must be prepared to handle several prospects at one time. Thus Mr. Bitter believes his Record Bar to be "in the news" because the fixture has twin turntables and new featherlight pick-ups and a lot of general appeal for customers.

Also, the Bar manufacturer makes his "prompt delivery" announcement at a time when the dealers' customers are turning to recorded music because of war-time emotional stress. Then too, they actually have more money to spend, and seasonally speaking, they will currently need a lot of extra discs to use on the portable units now being played outdoors.

RecorDisc in Big Recording Promotions



The colorful counter display just released by RecorDisc Corp.

A series of profit-stirring announcements from RecorDisc Corp., 395 Broadway, New York City, include the news that dealers can now get into the recording blank and accessory business for only \$15.18. This is the dealer cost of an elaborate promotion kit prepared by RecorDisc, who declares that "we are maintaining our schedule of shipments until further notice, despite shortages of raw materials." The firm's complete lines of recording blanks and accessories is sold through jobbers only, and is backed up by a series of vigorous promotions designed to bring customers into dealers' stores.

The new promotion kit includes a full assortment of discs (green, blue, yellow and orange labels), playback needles, steel styli, lubricants, record albums, mailing envelopes, blank record labels, a new display fixture, con-



★ If you take particular pride in those P-A or sound systems you build or service, don't overlook these Clarostat Constant-Impedance Output Attenuators for controlling individual speaker volume without distortion or unbalance.

★ Series CIB (above) dissipates 10 watts at any setting. Insertion loss zero. DB range in 3 DB steps up to 24, then 6 DB, and final step to infinity. Stock ohmages: 8, 15, 50, 200, 250 and 500. Compact. Neat. One-hole mounting. Only \$6.50 dealer's net.
★ Series CIA (below) if wattage requirements run higher. 25-watt dissipation at any setting. Linear up to 45 DB in 3 DB steps. Minimum insertion loss, 1.3 DB. Stock ohmages: 8, 15, 50, 200, 250 and 500. One-hole mounting. Handsome etched silver-and-black dial. With power switch, \$16.00; without switch, \$15.00, dealer's net.



★ Ask Your Jobber . . .

He can show you these constant-impedance output attenuators. Also constant-impedance T-pads, L-pads, faders and other controls for sound systems and radio receivers. Ask for data—or write direct to Clarostat Mfg. Co., Inc., 281 N. 6th St., Brooklyn, N. Y.



Phonneedle Manager



Edward M. Bieber is the new sales manager for Recoton Corp., 42 W. 15th St., NYC, and he's just back from a Western trip for "Phonneedles." Recoton's newest is a louder-tone "Concerto" needle.

test display poster, window posters and banners, consumer folders (general or contest) and catalogs for the salesman or office.

The wood counter display, shown herewith, has a changeable wing background, pockets for literature, and holds three sizes of discs.

The RecordDisc promotion now under way is the nationwide "Female Vocalist Contest" in which girl singers are encouraged to record their voices on RecordDisc blanks, and enter the competition for a contract to sing with the famous orchestra of Lou Breese. Next promotion will be a theme song contest, with the Vincent Lopez orchestra in on it. All these announcements are happily made at a time when many dealers may be looking for new profit lines, as a result of radio shortages.

Freed Turns to Musical Market

A change in sales policy is being announced by the Freed Radio Corp., 39 W. 19th St., New York City, "formulated to make the Freed-Heisemann line of radios and radio-phonographs one of the important national factors in the music and radio trades."

Arthur Freed, vice-president and general manager of the firm, says that since the company has built FM sets that are fine musical instruments technically, and has housed them in the finest cabinets, that a new sales plan naturally follows. The plan will emphasize restricted franchises, supported by national, cooperative newspaper advertising and point-of-sale promotion. Ads will be restricted to only publications with proved music-minded readership.

Bird Album Released by Asch

From the Asch Recording Studios, 117 W. 46th St., N. Y. C., comes a new record album for children called "Tree Top Tunes and Tales," by Nell Zurn. This album follows the very popular one "In the Beginning" by Sholem Asch, and it contains three double face records on each side of which, interwoven in story and song, are six well known birds and their authentic calls.

How the "Floating Jewel" Works

The new approach made by the Crosley Corp. to the matter of better radio-phonograph reproduction is explained by the firm's vice president and general sales manager, R. I. Petrie, who explains the many features of Crosley's new "Floating Jewel" tone system.

"Much of the secret of the new possibilities opened up in the reproduction of phonograph music lies in the shape and the suspension of the new Floating Jewel. Its tip is not needle-

pointed and does not touch the bottom of the groove. Instead, the tip makes its contacts with the sides.

"Old records, which have become noisy, are scratched in the bottom of the record-groove, but the sides are as they were when the record was new. Ordinary needles, resting on the bottom of the groove, reproduce the noise caused by the scratches. The Floating Jewel rests on each side-wall of the record-groove and does not penetrate to the bottom of the groove, hence does not reproduce the noise due to wear and scratches. This principle greatly reduces wear on both the record and the stylus, increasing their life many times.

"This same principle makes possible greatly-increased fidelity and much wider range in the reproduction of musical tones. The high flexibility of the needle spring-suspension and the elimination of vibration in the tone-arm bring out an entire extra octave of bass notes and also add much greater clarity to high notes, formerly blurred."

Floating Tone is a feature of the finer models of Crosley's 1942 combination line.

Duotone Displays



Mass display of counter cards by Duotone Co., Inc., 799 Broadway, NYC, indicates it has plenty of sales help for dealers getting interested in play-back and cutting needles.



The Oxford by Ansley \$129.50
Oxford Twin Record Cabinet . . . \$34.50
(Prices slightly higher west of Rockies)

ANSLEY DYNAPHONE

The TRADE MARK that means PROFIT for you
SATISFACTION for your customers

"Superb Tone from Records and Radio"

Consoles, chairside models, matching record cabinets, table models, portables, combinations and phonographs, period and modern designs, in Walnut, Mahogany and Maple with 13 distinctive finishes, automatic and non-automatic for AC or AC-DC operation. Priced from \$69.50 to \$525.

Frequency Modulation optional with all consoles.

Visit the ANSLEY EXHIBIT at the
TRADE SHOW, Rooms 817 and
826, Hotel New Yorker, July 29-
30-31 and August 1, 1941.

THIS SEASON
STOCK ANSLEY

GREATER VARIETY

NO SEASONAL OBSOLESCENCE

PROTECTED FRANCHISE

CUSTOMER SATISFACTION

ANSLEY RADIO CORPORATION

21-10 49th Avenue, LONG ISLAND CITY, NEW YORK

Jobbers Reorganize; Barbey President

At the meeting of the National Radio Parts Distributors Association held at Chicago during Radio Show week, June 9-13, it was voted to reorganize the association along geographic lines, with sectional directors heading each area. Following resignation of all officers, the ticket below was unanimously elected:

George Barbey, President
R. Bergelt, Vice President
Wm. A. Shuler, Vice President
Robert M. Smith, Vice President
Aaron Lippman, Vice President
Wm. O. Schoninger, Treas. and Sec'y
Arthur Moss, Executive Secretary

The dues schedule was revised as follows:

All parts jobbers doing a volume of \$60,000 or less annually—dues \$25.

Jobbers doing over \$60,000 and up to \$200,000—dues \$100.

Jobbers doing over \$200,000—dues \$200.

It was felt that the NRPDA meeting at Chicago proved a great success in that it convinced the jobbers that an Association is vital to their interests and can succeed only if proper support comes from the field and if the sectional directors organize their localities and develop strong working chapters. This would permit NRPDA national headquarters to devote its entire time to those problems which

New Jersey Firm Shows How Shelves Should Look



Parts distributors got some fresh tips on stocking condensers, from this trim display shown in Chicago by Solar Mfg. Corp., Bayonne, N. J.

affect all jobbers regardless of location. This plan would also develop financial strength by placing the responsibility of obtaining members and their dues on the Regional Directors.

"The Reps" All Set for Big Year

S. K. MacDonald of Philadelphia was re-elected national president, and David Sonkin, 220 E. 23rd St., New York City, was re-elected secretary-treasurer of "The Representatives," when the group held its 6th annual convention and banquet in connection with the Parts Show in Chicago last month. Irvin I. Aaron of the Chicagoland chapter was elected vice-president.

The Reps installed five new local chapters, at the meeting. These were the Missouri Valley, the Wolverine, the Buck Eye, the New York, and the Philadelphia groups.

The national board of governors appointed by Mr. MacDonald includes Dan Bittan, Perry Saftler, J. P. Kay, H. W. Burwell and W. E. McFadden. Named for the membership committee were R. A. Stemm, chairman; Robert Taylor, H. E. Walton, Vernon C. McNabb, and C. D. Southern. The three reps on the entertainment committee are Bob Whan, Gary Granat, and R. E. Stemm. Selected for the constitutional committee were Irvin Aaron, R. M. Campion, Dan Bittan, R. T. Perron, and M. A. Camber. Ben Joseph, 258 Broadway, New York City, was re-elected director of publicity.

Applications for membership were accepted from five reps: Arthur E. Cerf, New York; Walter J. Bauman and C. R. Bluzat, Chicago; Fred J. Stevens, Detroit; and Mose Branum, Dallas.

ACA Exports

Amplifier Co. of America, 17 W. 20th St., New York City, has opened export offices at 36 Pearl St., N. Y. C., under the direction of R. V. Collins. J. J. Sloane, former export manager, will now handle all special government defense contracts.

SNOOPER'S PARADISE!



Everything's hunky-dory for our hero, Homer G. Snoopshaw, B.R.S. (Battery Replacement Specialist), since he went to work in the Burgess Battery Company's own replacement laboratory. With his uncanny knowledge of radio batteries he can specify the necessary replacement at a glance — hasn't been stumped yet!

Of course, the fact that he keeps a "Burgess Replacement Guide to Portable Radios" in his pocket may have something to do with his brilliance. In fact, we know plenty of dealers who depend on the "Guide" for bigger, quicker replacement sales every single day! Included is the new "Quick Reference Price List"—covers the complete line at a glance!

Got your free copy yet? See your distributor, or write to Homer G. Snoopshaw, B.R.S., care of Burgess Battery Company, Freeport, Illinois.



Burgess No. 4GA42 for several portables notably Philco 40-81, 40-82, and 40-PT-63. Another unit that makes Burgess "The Complete Replacement Line."

BURGESS BATTERY CO.
FREEPORT, ILLINOIS

Homer recommends

Burgess No. 4GA42 for several portables notably Philco 40-81, 40-82, and 40-PT-63. Another unit that makes Burgess "The Complete Replacement Line."

BURGESS THE *Complete* REPLACEMENT LINE

Tube Expert Speaks



Paul S. Ellison, popular radio figure who's the sales and advertising manager for Hygrade Sylvania, summarizes the firm's promotion activity, on radio tubes at recent round-up of Sylvania execs in Emporium, Pa.

Farnsworth Honored by IRE

A signal honor awarded for "contributions in the field of applied electronics" was presented last month to Philo T. Farnsworth, the well known electronic television pioneer who is vice-president and research director for the Farnsworth Television & Radio Corp. Dr. F. E. Terman, president of the Institute of Radio Engineers, presented Mr. Farnsworth with the Morris Leibmann Memorial Prize for 1941, which carries with it a check for \$390.

The young television expert had, at the age of 22, developed and demonstrated "the first successful system of electronic television."

Stromberg Has Flood of FM Orders

After a coast-to-coast series of dealer and distributor meetings, it is reported by Lloyd Spencer, general sales manager for Stromberg-Carlson, that the company enjoys the largest unfilled order file in its history. Features of the SC 1942 lines are cited for the big volume increases.

Two developments in the field of FM receivers highlight the company's heavy accent on Frequency Modulation in the new line. For the first time, Stromberg receivers will be equipped with automatic range shifts and a simplified control with one set of eight push buttons for both AM and FM. All Stromberg FM receivers are licensed under the Armstrong-Wide-Swing Frequency Modulation patents. The Acoustical Labyrinth true-tone speaker system are included in the

large FM receivers and radio phonographs.

Four new chassis and twenty-six new models comprise the new Stromberg-Carlson 1941-42 line, ranging from a table top model furnished not only in brown and ivory, but also in ivory and burgundy plastics, to the authentic Georgian cabinet model 955PF, peak in the Stromberg-Carlson line.

Officials of SC are assuring dealers that ample production is going forward.

John G. Casagrande Joins Majestic

John G. Casagrande, former district sales manager for Zenith, has been named assistant to E. A. Tracey, board chairman and general manager of Majestic Radio and Television Corporation, Chicago.

Mr. Casagrande is well known in radio trade circles, having been a special representative of the Grigsby-Grunow Company from 1929 to 1934 when he joined Zenith.

Mr. Casagrande will assist Mr. Tracey in formulating Majestic's new sales policies and appointing distributors throughout the country.

In an interview, Mr. Casagrande stated, "I am happy to join Majestic because it renews my very pleasant association of the past seven years with Gene Tracey and under his direction I believe that the Majestic line is destined to become one of the real leaders in the radio field."

Philco Exec Sees Great Interest in '42 Features

Following a nationwide series of distributor and dealer meetings where the new 1942 Philco radios were introduced, it is reported by Philco general sales manager Thomas A. Kennally, that "public interest in the line is the greatest in my experience."

It was found that many dealers anticipate a further sharp increase in public preference for combinations, "with Stroboscope Pitch and Tempo Control added to the photo-electric reproducer in many of the Philco units."

Growing interest in FM was also noted in many parts of the country, and Mr. Kennally reports "general surprise" that FM is available in a set priced as low as \$49.95. The Philco lines includes nine models offering FM.

Philco is preparing a feature exhibit of its radio-phonographs for the music show, at the annual convention of the National Association of Music Merchants, July 29th to Aug. 1st, at the Hotel New Yorker, New York City. Exhibits will be in the ballroom foyer on the second floor, demonstrations in rooms 846-847-848.

Two Distribs for Admiral

Recently appointed Admiral jobbers include the York Supply Co., 517 W. 3rd St., Cincinnati, Ohio, and Thompson & Holmes Ltd., 2701 16th St., San Francisco, Calif.

Modern Design

IN PHONOGRAPH NEEDLES

Modern reproduction demands modern design in phonograph needles, that is why



Fidelitone

FLOATING POINT needles with their exclusive Floating Point action meet all the demands of modern record production. When you sell a Fidelitone Floating Point needle you are selling an unexcelled value at a real profit margin. Ask your distributor today!

See the Fidelitone Floating Point display—Music Show Room 959, Hotel New Yorker, New York City July 28th to August 1st.





★

PERMO PRODUCTS CORP.
6415 RAVENSWOOD AVE., CHICAGO, ILL. Manufacturing Metallurgists

Recoton "Concerto"

★ A new louder tone Phoneneedle designed to meet the need for a high volume pitch needle. Clear, louder volume reproduction claimed. Recoton Corp., 42 W. 15th St., New York, N. Y.—RADIO TODAY.

Erwood Country Club sound

★ New centralized public address system particularly adapted to clubs, schools, etc., that require the distribution of either phono, radio or microphone programs. Uses a 7-tube 30-watt amplifier.



110 v. AC output. Ball-bearings. Eicor, 1060 W. Adams St., Chicago, Ill.—RADIO TODAY.

Howard universal receiver

★ New communication receiver, which can be operated from 105-117, 120-150 and 210-240 v. AC or DC. Uses 6 latest type tubes. Has 3-gang tuning condenser and a stage of tuned radio frequency on all bands. Tunes continuously from 540 kc to 43 mc with band spread on all bands. Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.—RADIO TODAY.

STERLING'S NEWEST POCKET METER IS A REAL ASSET . . . to DEALERS and SERVICE MEN

Model 42A tests all standard "A" & "B" batteries of portable camera type and pocket radio sets.

Red and Green chart shows graphically the condition of any battery in an instant.

Net price \$3.60

Featured by all leading distributors.



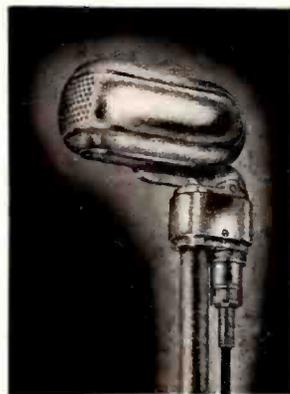
Note how easily it does the job.

Write for Catalog 519-0 describing the full line of special testers.

THE STERLING MFG. CO.
9205 Detroit Ave. Cleveland, O.

Provides for 2 mikes. And also incorporates an automatic record changer and 9-tube radio set. Contained in a tweed covered carrying case. Erwood Sound Equip. Co., 222 W. Erie St., Chicago, Ill.—RADIO TODAY.

Turner mike

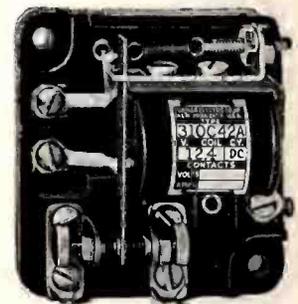


★ New dynamic salt-shaker type microphone, No. 211, utilizes a new type magnet structure and acoustic network. The units have tilting heads and 25 feet of cable. Level of 56 db below 1 volt per bar for hi-impedance units. Also available in 500 ohm, 200 ohm, and 30-50 ohm models. Range is 30-10,000 cycles. The Turner Co., Cedar Rapids, Iowa.—RADIO TODAY.

Eicor converter

★ New unit is compact and converts direct current to alternating current. Available for 6, 12, 32, 115, 230 volts and has standard

Kurman relay



★ Model BK25 power relay has moulded base. Silver contacts. Operates on .0018 w. Claimed to deliver perfect performance despite vibration or temperature changes. Kurman Elec. Co., 241 Lafayette St., New York, N. Y.—RADIO TODAY.

Record index file

★ Record file-indexed envelopes for each record, in home and carrying case models. Cabinets covered in simulated rawhide, saddle tan, redwood, suntan, and also genuine leathers. Frederick Kugel Co., 1233 6th Ave., New York, N. Y.—RADIO TODAY.

SQUARE DANCE goes MODERN

WITH

THORDARSON AMPLIFIERS!

- An unsolicited letter from a user of Thordarson Amplifiers outlining a unique performance . . . "For many years my business has been conducting square and old fashioned dances at schools, colleges, and recreation centers . . . the amplification used at these gatherings must be perfect to hear every word spoken by the 'caller' over the crowd noise . . . I consider it quite a feat that a Thordarson 20 Watt Amplifier has enabled me to call square dances with as many as 1200 people dancing . . . when I buy another amplifier it will be a Thordarson."

(Signed) Jimmie Clossin,
El Paso, Texas.

Mr. Clossin is one of the nation's best known authorities on the square dance. Ask your Thordarson distributor to assist with your sound installations.

TRANSFORMER SPECIALISTS SINCE 1895

THORDARSON

ELEC. MFG. CO.
500 W. Huron St.,
Chicago, Ill.



PRODUCTS

Webster-Rauland amplifier



★ Model 202 measuring instrument with AC voltage in 5 ranges to 1000 v., input impedance of about 2.5 megohms; DC voltage, in 5 ranges to 1000 v., with input impedance of 14 megohms; 5 ohm-meter ranges to 1000 megohms; 5 current ranges to 1000 milliamperes. The 5 in. meter cannot be damaged by overload. Pilot light. Power supply is self-contained. 110 v. 50-60 cycle AC. Hickok Elec'l Instr. Co., 10305 Dupont Ave., Cleveland, Ohio.—RADIO TODAY.



Atlas "Baby Boom"

★ An extension arm which can be attached to any microphone floor stand. Universal swivel permits placing of mike anywhere within a 6-ft. diameter circle. Sliding counter-weight, and fulcrum point can be pre-adjusted to any weight mike. Model BB-1, lists at \$7.50. Atlas Sound Corp., 1449 39th St., Brooklyn, N. Y.—RADIO TODAY.

★ New 60-watt Bi-Power amplifier features 4 microphone inputs, 2 phono inputs with dual fader, complete mixing and fading on all 6 inputs, separate bass and treble tone controls, remote mixing of 3 microphones, illuminated panel. Webster-Rauland Corp., 3825 Armistage Ave., Chicago, Ill.—RADIO TODAY.

RCA sound system

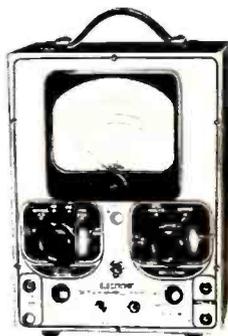


★ New system operates from 105-125 v., or from a 6-volt storage battery. Delivers 15 w. output. Turntable is mounted atop the amplifier case with a crystal pickup. RCA Mfg. Co., Inc., Camden, N. J.—RADIO TODAY.

C-D midget capacitors

★ Type 8, capacitor moulded in brown bakelite has an overall size of 1 5/8 x 5/8 in. Capacities from 1 mmfd. to .01 mfd. Up to .003 mfd. carry d.c. voltage ratings of 500; above this, 300 volts. Also available in low-loss yellow bakelite. Cornell-Dubilier Elec. Corp., South Plainfield, N. J.—RADIO TODAY.

Hickok electronic multimeter



BUT WHAT OF Tomorrow?

"All-out" production to meet today's pyramiding orders does not mean that Triplett has lost sight of the broader requirements of tomorrow. Instead, research and engineering programs actually have been "stepped-up" to assure constant improvements in products and processes; in addition to needed developments in new fields.

Today's demands are important, but the needs of tomorrow cannot be slighted—and are anticipated in never flagging engineering and research developments. You have assurance that in the months and years to come, new Triplett products will serve in expanded fields, where they will merit values and savings for every dollar spent in their purchase.

THE TRIPLETT ELECTRICAL INSTRUMENT CO.
Bluffton, Ohio



Walco pickup

★ The 1 ounce needle pressure increases record life. Permanent sapphire jewel stylus. 1.4 v. output. Frequency response from 30 to 7,000 cycles. List price, \$6.50. Electrovox Company, 74 Franklin St., East Orange, N. J.—RADIO TODAY.

30-WATT PORTABLE AND FIXED — THE RIGHT SYSTEM FOR AUDITORIUMS — THEATRES

needing as many as four inputs with proper mixing

- ♦ Product of long experience and laboratory facilities.
- ♦ For crowds up to 5,000 persons.
- ♦ Flexibility to meet varying conditions.
- ♦ Conservatively rated; distortion less than 5%.
- ♦ Inputs—4 microphone or 3 mike and phono.
- ♦ Complete record playing attachment.
- ♦ Smart two-tone finish; chrome panel.
- ♦ Controls to match auditorium acoustics.
- ♦ Gain—132 DB on microphone; 75 on phono input.
- ♦ Uses eleven tubes.
- ♦ Portable and fixed system available separately.
- ♦ Greatest dollar value — satisfaction assured.

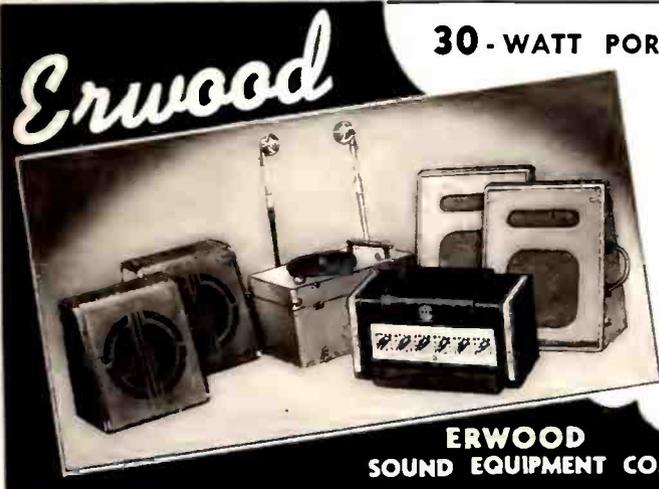
SEND FOR ERWOOD'S NEW CATALOG — Systems 8 to 75 Watts; also Mobile, Country Club and School Systems.

Licensed by agreement with Electrical Research Products, Inc., under Patents owned or controlled by Western Electric Co. & American Telephone & Telegraph Co.

ERWOOD

SOUND EQUIPMENT CO. 222 W. ERIE ST.,

CHICAGO, ILL.



Recon "Concerto"

* A new louder tone Phonode designed to meet the need for a high volume pitch needle. Clear, louder volume reproduction ideal. Recon Corp., 42 W. 15th St., New York, N. Y.—Radio Today.

Erwood Country Club sound

* New centralized public address system particularly adapted to clubs, schools, etc. that require the distribution of either phone, radio or microphone programs. Uses a 7-tube 30-watt amplifier.



Provides for 2 mikes. And also incorporates an automatic record changer and 8-tube radio set. Contained in a three covered carrying case. Erwood Sound Equip. Co., 222 W. Erie St., Chicago, Ill.—Radio Today.

Turner mike

STERLING'S NEWEST POCKET METER IS A REAL ASSET . . . to DEALERS and SERVICE MEN

Model 42A tests all standard "A" & "B" batteries of portable camera type and pocket radio sets. Red and Green chart shows graphically the condition of any battery in use. Net price \$3.60. Featured by all leading distributors.



Note how easily it does the job. Write for Catalog 819-D describing the full line of special testers.

THE STERLING MFG. CO.
9205 Detroit Ave., Cleveland, O.

110 v. AC output. Ball-bearing. Ecor, 1080 W. Adams St., Chicago, Ill.—Radio Today.

Howard universal receiver

* New communication receiver, which can be operated from 105-117, 120-150 and 210-240 v. AC or DC. Uses 6 latest type tubes. Has 3-gang tuning condenser and a stage of tuned radio frequency on all bands. Tunes continuously from 540 kc to 43 mc with hand spread on all bands. Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.—Radio Today.

Kurman relay



* Model BK25 power relay has moulded base. Silver contacts. Operates on 6018 v. Claimed to deliver perfect performance despite vibration or temperature changes. Kurman Elec. Co., 241 Lafayette St., New York, N. Y.—Radio Today.

Record index file

* Record file-index envelopes for each record. In home and carrying case inlets. Cabinets covered in simulated rawhide, saddle tan, redwood, suntan, and also genuine leathers. Frederick Kugel Co., 252 6th Ave., New York, N. Y.—Radio Today.

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* New unit is compact and converts direct current to alternating current. Available for 6, 12, 32, 115, 230 volts and has standard

NEW PRODUCTS

Webster-Rauland amplifier



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* An extensile arm which can be attached to any microphone phone stand. Universal swivel permits placing of mike anywhere within a 6ft. diameter circle. Sliding counter-weight, and fulcrum point can be pre-adjusted to any weight mike. Model BB-1, lists at \$7.50. Atlas Sound Corp., 1449 29th St., Brooklyn, N. Y.—Radio Today.

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Hickok electronic multimeter



* Model 202 measuring instrument with AC voltage in 5 ranges to 1000 v., input impedance of about 2.5 megohms; DC voltage, in 5 ranges to 1000 v., with input impedance of 14 megohms; 3 ohm-meter ranges to 1000 megohms; 3 current ranges to 1000 milli-amperes. The 5 in. meter cannot be damaged by overload. Pilot light. Power supply is self-contained. 110 v. 50-60 cycle AC. Hickok Elec'l Instr. Co., 10305 Dupont Ave., Cleveland, Ohio.—Radio Today.

BUT WHAT OF Tomorrow?

"All our production to meet today's tripling orders does not mean that Triplet has lost sight of the broader requirements of tomorrow. Instead, research and engineering programs actually have been 'stepped-up' to assure constant improvement in products and processes; in addition to needed developments in new fields.

Today's demands are important, but the requirements cannot be neglected—and are anticipated in never flagging engineering and research developments. You have assurance that in the months and years to come, new Triplet products will serve in expanded fields, when they will merit, and savings for every dollar spent in their purchase.

THE TRIPLET ELECTRICAL INSTRUMENT CO.
Bluffton, Ohio



SQUARE DANCE goes MODERN

WITH THORDARSON AMPLIFIERS!

• An unsolicited letter from a user of Thordarson Amplifiers outlining a unique performance. "For many years my business has been conducting square and old fashioned dances at schools, colleges, and convention centers. . . the amplification used at these gatherings must be perfect to hear every word spoken by the caller over the speaker. . . I consider it quite a feat that a Thordarson 20 Watt Amplifier has enabled me to call square dances with an easy as 1000 people dancing . . . when I buy another amplifier it will be a Thordarson."
(Signed) Jimmie Olivier, Ed Paso, Texas.

THORDARSON

ELEC. MFG. CO.
500 W. Huron St.,
Chicago, Ill.



TRANSFORMER SPECIALISTS SINCE 1895

30-WATT PORTABLE AND FIXED—THE RIGHT SYSTEM FOR AUDITORIUMS—THEATRES

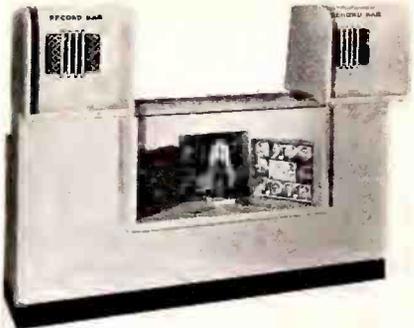
Erwood

- need as many as four inputs with proper mixing
- Product of least amplifier and 25 watt two tone flexible chromaluminum laboratory facilities.
 - For crowds up to 2,500 persons.
 - Flexibility to meet varying acoustical conditions.
 - Collectively rated: distortion less than .5%.
 - Includes microphone or 3 mike and phone.
 - Complete record playing attachment.

SEND FOR ERWOOD'S NEW CATALOG—Contains 8 to 25 Watt; also Public Country Club and School Systems. Licensed by agreement with Research Research Products, Inc. under Patents owned or controlled by Westinghouse Electric Co. & American Telephone & Telegraph Co.

ERWOOD SOUND EQUIPMENT CO., 222 W. ERIE ST., CHICAGO, ILL.

Be sure to SEE the
RECORD BAR*
 in action
 at the N. Y. Music Show
 Room 953



(*Reg. and Copyrighted U. S. Pat. Off. 1940)

See It at the Following Stores Also:

AKRON, OHIO—Music Sales Corp.
 ATLANTA, GEORGIA—Music Sales Corp.
 BUFFALO, N. Y.—Royal Amusement Co.
 CLEVELAND—Atlas Radio
 DETROIT, MICH.—Pollina Accordion Mfg.
 JAMAICA, L. I.—B. Gertz Dept. Store
 NEW YORK CITY—Davega Sports Shops
 PITTSBURGH, PA.—Gimbel Bros.
 SAN FRANCISCO—The Emporium
 TACOMA, WASH.—Music Sales Corp.
 TRENTON, N. J.—Swern & Co.
 TROY, N. Y.—Gordon L. Hayes

Any of these stores, and many others, will gladly show you their Record Bars. They solve a big problem in record selling. Compact and attractive, they entice customers—enabling you to sell them easier and faster.

Highest quality reproduction is assured with latest type of high fidelity amplifier, featherlight pickup and sapphire needle.

Record Bar is the key to simplified selling and rapid turnover.

Write for FREE
 Informative Booklet on
 Record Selling Equipment

**A. BITTER
 CONSTRUCTION CORP.**

Brewster Bldg., Long Island City, N.Y.

Meissner Men at Yearly Sales Meet



Enjoying their annual sales luncheon here are the sales reps and factory men of Meissner Mfg. Co., Mt. Carmel, Ill. Around the table, left to right, Jack West, Bert Heuvelmann, Merton Dobbin, Charles Pointon, Jim Millar, J. Earl Smith, Bill Carduner, John Olsen, J. J. O'Callaghan, B. J. Fitzner, G. V. Rockey, E. M. Braun, J. E. McKinley, Jack Clawson, R. W. Mitscher, Harry Lasure, Bill Purdy, Ernest Scott, Jim Kay, Jim Rachels, Bill Atkins and Jerry Pointon.

Emerson Ready with 1942 Radios

In a series of meetings held in key points throughout the country for distributors, the Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City, has introduced an improved and varied line of 1942 models, and has pledged all-out efforts to keep jobbers' requirements amply supplied—within the limits of fullest cooperation in National Defense.

Ben Abrams, Emerson president, speaking at the New York meeting, reported "great progress" already made in substitute materials. Other officials on the program included Max Abrams, vice-president; Charles Robbins, sales manager; Phil Gillig, sales promotion manager; and Dorman Israel, chief engineer.

Advance presentation of 1942 sets includes 46 models, of which 24 are table models; 10 Phonoradios (combination radio-and-phonographs including table models, consoles and automatics); an electric phonograph; wireless record players; 8 "3-way" portables; 2 "personals"—one "the world's smallest and lightest."

Another series of meetings will be held later to show the remainder of the Emerson jobs.

Brunswick Radio to Bigger Quarters

New and enlarged offices have been occupied by the Brunswick Radio & Television Division of Mersman Bros. Corp., at 244 Madison Ave., New York City. Herbert L. Weisburgh, Brunswick sales director, cites "continued growth of the company" as the reason for the move.

The 1942 lines of the firm will be shown shortly in all key cities of the country, as well as at the Music Show July 29-Aug. 1 at the Hotel New Yorker in New York City. The new units are custom designed jobs with many new features. Cabinets will be authentic reproductions of traditional furniture.

Zenith Portables in Big Ad Campaign

The big-scale national magazine advertising program started by Zenith Radio Corp. last month, to feature the improved Zenith portable radios, will continue into the month of August. The long list of top magazines used in the drive includes, between July 15 and Aug. 14, *Esquire*, *Collier's*, *New Yorker*, *Life* and *Liberty*.

**TWO NEW INDISPENSABLE
 TOOLS FOR
 SERVICE
 ENGINEERS**

by
VACO



Vaco
 ELECTRO-
 LYTIC CON-
 DENSER NUT
 WRENCHES

For easy removal and tightening of fragile condenser nuts without damage. Sockets are deep enough to cover all leads. Two sizes take all nuts. Handle shock and break proof plastic.
 No. S32 29/32 in. No. S36 1-5/32 in.

JOBBERS—Write for prices and complete catalog

**VACO PRODUCTS
 COMPANY**

1603 S. Michigan
 Avenue
 CHICAGO
 ILL.



Vaco
**AMBERYL
 SHOCK and
 BREAK PROOF
 INSULATED
 SPIN-HEX NUT
 DRIVER**

Ideal for final adjustments, without danger of shorting. No. S40—5/8 in. diameter. 6 in. long, 1/4 in. hexagon socket, hollow shaft, attached pocket clip.

Manufacturers—AMBERYL, "LIFETIME", CHROME VANADIUM, SPINHEX, GRIP-POINT, RED FLASH NEON, VACOLITE, VACALLOY, and OTHER BRANDS

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

FM LOOKS UP

(Continued from page 26)

which has been evolved to date, is to use tubes known as 'limiters' which prevent the amplitude disturbances from having any appreciable effect on the detector and to use plenty of amplification of the high frequency current before the limiter to insure its proper operation under all conditions. So important is the function of the limiter that the best sets today make use of double-limiting so as more effectually to prevent the passage of amplitude modulated noise into the detector tube. There is no satisfactory substitute in the process of limiting in broadcast receiver use at the present time.

"Another result accomplished by taking out the effect of amplitude variation is the reduction of interference from other FM stations operating on the same channel. Our correctly designed receiver will reject the weaker of the two FM stations and reduce to the vanishing point that type of interstation interference so troublesome in certain sections of the broadcast band at night. Receivers which do not have the ability to reject the weaker of two signals will get into trouble later on, as more FM stations go on the air.

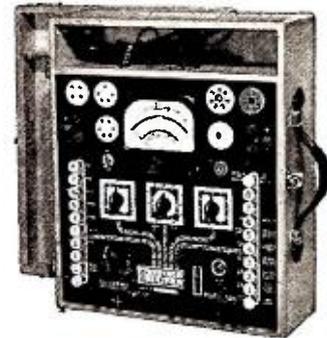
THREE FACTORS

"It is well known that real FM reception gives a quality of reproduction never before obtained in radio. This is principally because of three things. All FM transmitters are designed to send the full musical range from 30 to 15,000 cycles. They transmit this range with much less distortion than any amplitude modulation transmitter gives. The receiver, if properly designed, can eliminate the distortion introduced by the transmission path, by the effects of noise, and by the radio-frequency amplifying circuit in the receiver, and can therefore reproduce a broadcast signal exactly as applied to the transmitter. It is essential that amplitude changes due to these various causes be effectually wiped out. Even where the first two effects are not present, distortion in the radio-frequency circuit will almost invariably show up and the passage of time and aging change the tuning lineup of the amplifying circuit. Proper limiting is the answer to all these troubles."

*Service Men
have bought
Over*

**100,000
SUPREME Testers**

Could there be more convincing proof of SUPREME quality, accuracy, dependability and fair price than the fact that servicemen who know their test equipment have invested over \$5,000,000.00 in over 100,000 SUPREME testers?



MODEL 504-A
TUBE AND SET TESTER

Our experience has equipped us to put even more value in the second 100,000 SUPREME instruments than in the first. Write Dept. RT-6 for full information on 1942's TOP line of testing equipment.

SUPREME

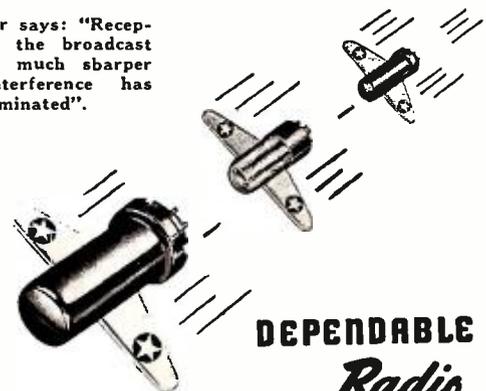
GREENWOOD, MISSISSIPPI, U. S. A.

ALWAYS IN LINE

Take advantage of the dependable satisfaction that Ken-Rad Radio Tubes give your customers.

Ken-Rad Tube & Lamp Corporation
Owensboro, Kentucky
Export Dept.: 116 Broad St.
New York U.S.A.
Cable Address:
Minthorne, New York

One user says: "Reception on the broadcast band is much sharper and interference has been eliminated".



DEPENDABLE
Radio
KEN-RAD Tubes

Templetone Corp. Formed in Radio Set Field

A new company, The Templetone Corp., Mystic, Conn., has been formed to manufacture a complete line of radios. The firm, headed by Max Epstein, president, occupies 70,000 sq. ft. of floor space and is now featuring combinations and battery sets. Large space is also given to making radio cabinets.

A specialty of the company is the making of sets under private stencil names, and the firm will continue to feature Sky-Chief. Radios merchandised under the Templetone name are to be sold only at list price.

Other officers of the company are Eli Dane, vice-president; Oscar Dane, treasurer; and Samuel Glick, secretary.

"Phonographs Through the Ages" Shown

Considerable interest surrounds the "Phonographs Through the Ages" display designed by Webster Electric Co., Racine, Wis., and seen by many radio men at the recent Parts Show in Chicago. The exhibit starts with the cumbersome apparatus used years ago, continues stage by stage through the wooden needle outfits of Caruso's time, and ends up with the near-perfect devices of 1941. The improved phonograph pick-ups and recorder heads made by Webster are included in the exhibit.

A Super-Snooper Who Knows His Batteries



The gent with the suit and the pipe is Homer G. Snoopshaw, who can be very serious about Burgess Battery replacement matters. Others, left to right, V. G. Reel, Burgess sales engineer; Wave Miller, Oakland, Calif.; H. F. Horstmeyer, Burgess credit mgr.; E. C. Nickerson, mgr. of distrib. sales; D. R. and I. V. Patterson, both of Tulsa, Okla.; and Glenn Zimmermann, Cumberland, Md.

Ansley Takes Action on Merchandising Trends

A move to larger and more efficient quarters is announced by Ansley Radio Corp. to provide for its increasing Dynaphone business, and to allow more room for government work. Factory, offices and showroom are now located at 21-10 49th Ave., Long Island City, N. Y.

Ansley is now emphasizing the need

for more planning, in radio retail stocks, to keep business on an even keel in times of emergency merchandising. The firm has a plan accenting four points, (1) greater variety, (2) no seasonal obsolescence, (3) protected marketing, and (4) customer satisfaction.

GE Sponsors Extra Radio Sales

Current showings of the new General Electric radio lines are accenting the "extra radio" idea, and dealers are encouraged to use cooperative newspaper ads, window displays and direct mailing pieces to emphasize the value of "another radio" in the homes of the country. This new drive on sales of smaller sets was outlined by GE ad manager, H. L. Deines, who pointed out that the popularity of new battery portables this summer has greatly spurred the whole idea of more sets per person.

GE's new line includes more than a score of table models, ranging from \$11.95 to \$50, and emphasizing simple, service-free design. The company's line of portables, featuring the self-charging job, was introduced to 10,000 dealers coast-to-coast in meetings sponsored by GE's Retail Development League.

Septer in Ken-Rad Tube Sales Post

Russell W. Metzner, sales manager of the Ken-Rad Tube & Lamp Corp., Owensboro, Ky., announces the appointment of Leslie E. Septer as assistant sales manager in charge of renewal tube sales. Mr. Metzner says that this appointment has been made in view of greatly increased activity in the renewal tube field.

Western Market Event

During the Western Fall Market, to be held Aug. 4 to 9 at the Western Merchandising Mart in San Francisco, another annual Western Radio and Appliance "Trade Dinner" will be staged. It's scheduled for Aug. 6th.

The **FINEST MICROPHONES**
for P. A. and RECORDING!

AMPERITE VELOCITY MICROPHONE WITH PATENTED ACOUSTIC COMPENSATOR

New P. G. DYNAMIC WITH NEW SUPERIOR ELIPSOID PICK UP PATTERN!

AMPERITE KONTAK MIKES IDEAL FOR AMPLIFYING STRINGED INSTRUMENTS USED WITH ANY AMPLIFIER AND WITH RADIO SETS.

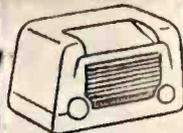
ASK YOUR JOBBER . . . WRITE FOR FOLDER

AMPERITE

561 BROADWAY NEW YORK

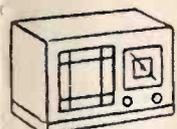
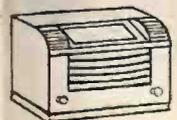
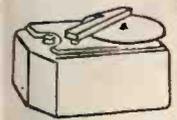
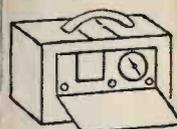
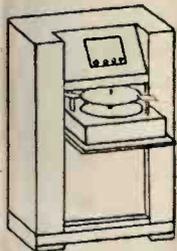
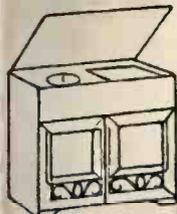
FIT FOR '42!

THE COMPLETE HOME ENTERTAINMENT LINE
by **SONORA**



Yes, you'll be Fit for 'Forty-Two with the new in-demand Complete SONORA Line! 33 new models—the strongest line you've seen in years—sensational Radio and Phonograph instruments that sizzle with the style and stuff it takes to sell! Combinations! Plenty of them—table models, consoles, recorder models, too! AC-DC Sets! The hottest 5-Tube Plastic Sellers in years—two 6-Tube numbers! AC models! Certainly—and each a "Best Seller"! Portables! Sure thing—the new 3-Way "Candid" in three great versions—plenty of big Portables, too! It's a broad, powerful line—backed by the most desirable jobber policy in radio—your Big Radio Opportunity—right from now on in!

MODEL KL-185. A 9-Tube De Luxe instrument! It's a Radio! It's a Phonograph! It's a Recorder! Tunes 2 full bands; has Automatic Tuning; "Sonorascope"; Slide-Rule Dial; AVC; Tone Control; 12" Dynamic Speaker; Automatic Record-Changer-Recorder. Magnificent walnut console. Size: 32" x 36" x 16 1/4".



MODEL LQ. The new "Clipper" model—smart and smooth as its name! 5-Tube AC-DC Superhet. Tunes 535-1720 KC. Has "Sonorascope" loop; Dynamic Speaker; AVC; Slide-Rule Dial. Handsome new plastic design in a choice of Ivory, Walnut or Pastel Green. Size: 8 5/8" x 5 3/4" x 6 1/2". A "Best Seller" for '42!



MODEL LM. The "Stratoliner"—a style sensation with 1942 smartness and appeal. 5-Tube AC-DC Superhet. Tunes 535-1720 KC. Has "Sonorascope"; new all-vision Slide-Rule Dial; Dynamic Speaker AVC. A real gem of a plastic design—offered in Ivory, Walnut, or in Pastel Green. Size: 10 5/8" x 7" x 6 3/4".



MODEL LLS-179. A wood table model of outstanding eye and ear appeal. 6-Tube AC-DC Superhet. Tunes 535-1720 KC. Includes "Sonorascope" loop; big Clock-type Dial; Dynamic Speaker; AVC. Has typical SONORA smooth performance and "Clear as a Bell" tone. Walnut cabinet measures 13 1/2" x 6 3/4" x 7 3/4".



MODEL LKS-180. A streamlined beauty that deserves the "Academy Award." 6-Tube AC-DC Superhet, tuning 535-1720 KC. Has "Sonorascope" loop; Variable Tone Control; AVC; 6" Dynamic Speaker; new Clock-type Dial. The walnut cabinet is a real masterpiece of styling and quality. Size: 14 1/2" x 7 1/2" x 8 1/2".



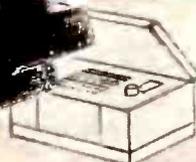
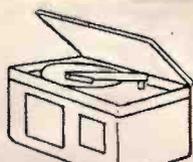
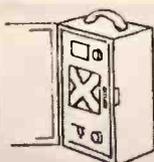
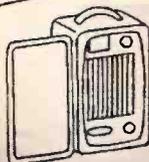
MODEL LV-186
7-Tube De Luxe Phono-Radio with Automatic Record Changer. An outstanding 1942 number that "tops" everything in Phono-Combination value! Radio: Superhet tuning 2 full bands—535-1720 KC., 5.65-18.3 MC. Includes: built-in "Sonorascope" loop; giant Clock-type Dial; 10" Dynamic Speaker; 4 Watts Output; Tone Control; AVC. Phonograph: Automatic Record Changer with new featherweight pickup and lifetime needle—plays twelve 10" or ten 12" records at one loading—mounted in "Open Sesame" slide-away tray. Luxuriously styled walnut console. Size: 40" x 16" x 28". The Phono-Combination Leader for 1942!



MODEL LTF-465. De Luxe 5-Tube Phono-Radio! Superhet; tunes 535-1720 KC.; has "Sonorascope" loop; Gemloid Dial; Dynamic Speaker; AVC. Featherweight pickup with lifetime needle. Handsome walnut cabinet. Size: 15 1/4" x 14 1/4" x 11 1/4".

CLEAR AS A BELL

SONORA
Radio & Television Corp.
2626 W. Washington Blvd.
CHICAGO, ILLINOIS



Motorola with 3-DIMENSION VITA-TONE is the Big News in 1942 Home Radios



The Secret of Motorola Performance
is in the **HEART OF THE SET**

Your customers may or may not understand about 3 gang condensers, Tuned R. F. Amplifier, or "Aero-Vane" Loops *but they do know* good reception when they hear it! Motorola Home Radios for 1942 are engineered with all the skill and ability of some of the world's finest radio men . . . packed full of "extras" that make for that better "Motorola Performance" . . . and topped by the greatest radio reception discovery in years, 3-Dimension VITA-TONE.

The minute your customers hear VITA-TONE they'll appreciate the difference! High notes, low notes, every spoken word, every whisper . . . *every sound*—comes floating to your ears with Depth, Brilliance and Perspective never before possible. Every radio program sounds better, *is better*—because it's sharper, clearer, truer. This year you don't have to sell radios . . . just feature Motorola . . . it sells itself!

Write or telephone your Motorola Distributor or write

NATIONALLY ADVERTISED

LIFE	3 Million Circulation 20 Million Readers
Colliers	3 Million Circulation 10 Million Readers
Saturday Evening Post	3 Million Circulation 10 Million Readers
	And the strongest program of dealer cooperation—including magazine, newspaper, and national outdoor advertising in Motorola history.

GALVIN MFG. CORPORATION . . . CHICAGO, ILL.