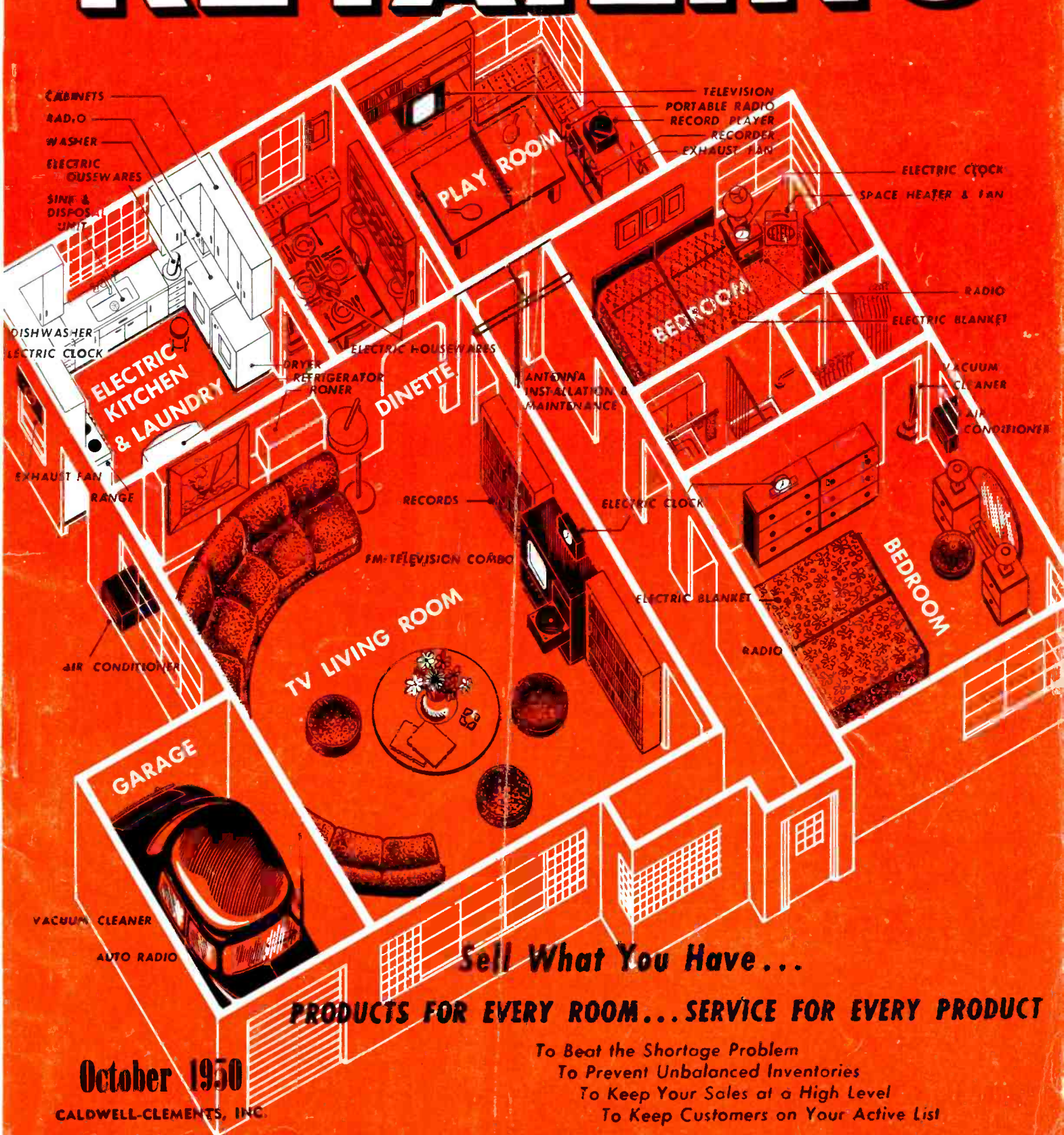


RADIO & TELEVISION RETAILING



Sell What You Have...

PRODUCTS FOR EVERY ROOM... SERVICE FOR EVERY PRODUCT

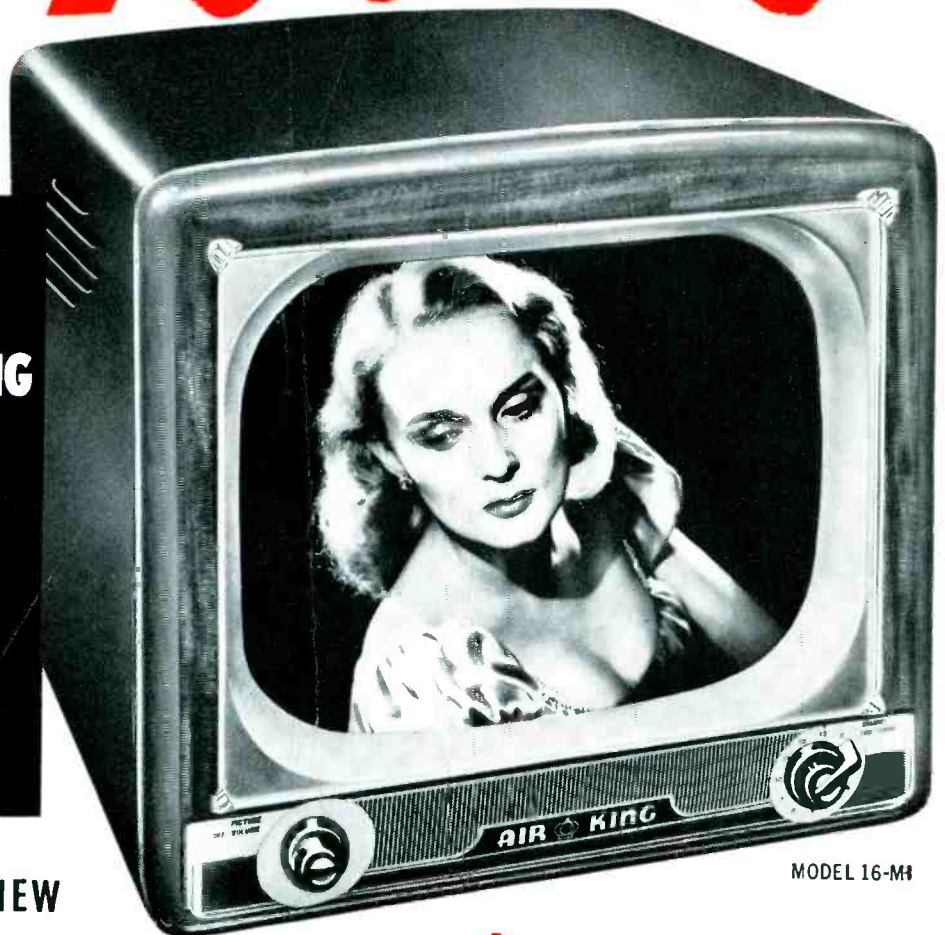
To Beat the Shortage Problem
To Prevent Unbalanced Inventories
To Keep Your Sales at a High Level
To Keep Customers on Your Active List

October 1950

CALDWELL-CLEMENTS, INC.

No Foolin'

**THIS TV SET
HAS EVERYTHING
INCLUDING A
VALUE-PACKED
VOLUME-GETTING
LOW PRICE**



- ✓ **SOFT-LITE FULL-VIEW**
- ✓ **16" RECTANGULAR TUBE**
- ✓ **TUNE WITH ONE KNOB**
- ✓ **NEW SUPER-POWER CHASSIS**
- ✓ **BEAUTIFUL COMPACT CABINET**

\$219⁹⁵
Price slightly higher
West of the Rockies

air king

NATIONAL DISPLAY
1454 Merchandise Mart,
Chicago

AIR KING PRODUCTS CO., INC. • 170-53rd St., Brooklyn 32, N.Y.

has everything!

RADIO & TELEVISION RETAILING

Including "RADIO & TELEVISION"
"RADIO & TELEVISION TODAY"
and "ELECTRICAL RETAILING"

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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH

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OCTOBER, 1950

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CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

UNIVERSAL Triples

WITH THESE THREE



THE FAMOUS *Speedliner* RANGE LINE



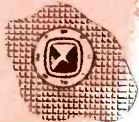
WITH EXCLUSIVE
THERMO-CHEF...
the amazing, versatile
"second oven"!



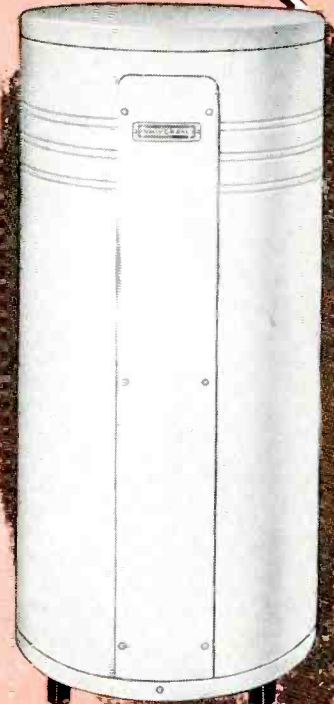
PUSH-BUTTON
PRE-HEAT...
40% faster, fully auto-
matic. Foolproof!



SUPER-HEAT
MONOTUBE UNITS...
fastest, most efficient
unit made Warp-proof!



7-HEAT SWITCHES...
not 3 or 5, but 7 degrees
of heat, simmer to boil!



PLUS

NEW EASY-CONNECTING
TABLE TOP MODEL...

Saves 50% in time and labor costs
in installation through "stand up"
connecting at top. New savings
... better connections!

A MODEL FOR EVERY PURSE
AND PURPOSE... UNIVERSAL
GIVES YOU THE WIDEST,
MOST COMPLETE RANGE
AND WATER HEATER LINES
IN THE INDUSTRY!

PLUS

NEW LOW PRICES...

"WAFFLE" CHROME TRIM

...FRONT SERVICE...

PORCELAIN DRIP PANS!

Of course it's Electric!



Your Sales Power

GREAT "RELATED LINES"



THE MATCHLESS *Water Heater* LINE

WITH

SUPER-HEAT IMMERSION UNITS...
for faster, more economical heat!

INVERTED WATER BAFFLE...
to minimize cold water mixing!

EXCLUSIVE TEMP-O-STAT...
greater safety and protection

ANODIC ROD...
completely eliminates "red water"!



THE SENSATIONAL *Select-a-Range* LINE



**WITH MORE THAN 25
ARRANGEMENTS...**
from just 3 basic units!

**"CONVENIENCE-LEVEL"
NO-STOOP OVENS...**
adjustable height!

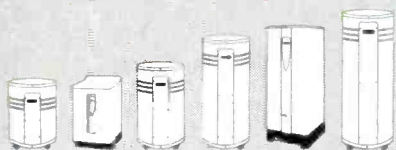
**RIGHT OR LEFT HAND
AUTOMATIC OVENS...**
as your customer prefers!

**BUDGET OR DELUXE
ARRANGEMENTS...**
to fit every prospect's purse!

**NEW BUILDING OR
MODERNIZATION...**
means more sales for you!

**LOW INVENTORY—
HIGH TURNOVER...**
triples your profit potential!

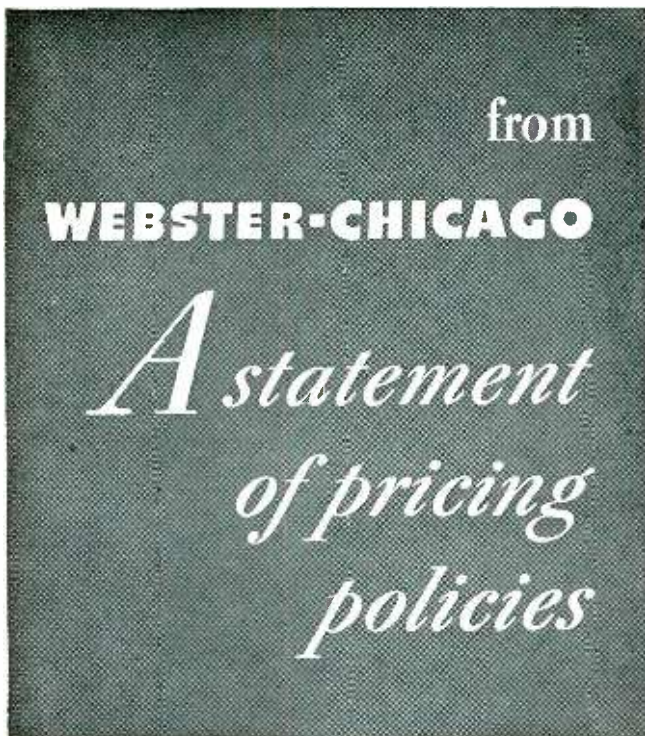
**THE MOST PUBLICIZED RANGE IN AMERICA...
AND IT'S EXCLUSIVELY UNIVERSAL!**



*Of course
...it's*

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Webster-Chicago has always endeavored to protect its authorized dealers from the damaging competition of cataloging sales. We recognize that in the field of radio and electronics, amateurs, experimenters and others have enjoyed preferential price discounts. In some cases, these discounts have been given to consumers who ordinarily would buy from an authorized dealer at full *retail price*.

To eliminate the loss of this legitimate dealer business, Webster-Chicago has informed its distributors that all catalogs, advertisements and other announcements directed to the general public must carry full retail prices.

For specialized buyers—experimenters, engineers, industrial users and others—a preferential price, considerably above the dealer price, is recommended. This preferential consideration should apply to component parts only and not to any Webster-Chicago finished line consumer products.

To assist the distributor and dealer organizations, Webster-Chicago will continue the policy of approving advance proofs of catalogs and other written announcements before publication. This is being done to aid distributors to do their part in protecting the price structure of Webster-Chicago products.

(This pricing policy is not intended to conflict in any way with federal or state laws governing resale prices.)

We at Webster-Chicago feel confident that this policy will enable our distributors and dealers to enjoy increased business in the many new markets constantly opening for our diversified product line.

A handwritten signature in black ink, which appears to read "W. S. Hartford". The signature is written in a cursive style with a long, sweeping underline.

W. S. Hartford,
Vice-President in charge of Sales





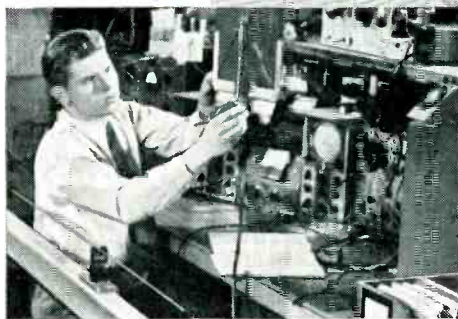
First in Quality!

It's the **Watchword** in Every Step of the
Design, Engineering and Production of

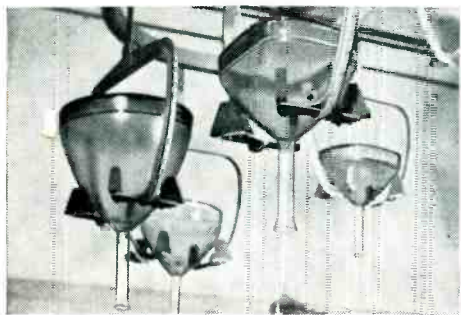
PHILCO

Balanced Beam Television

Yes, Philco for 1951 continues its **QUALITY CRUSADE!** In its vast far-flung factories... in a myriad of electronic laboratories... in every step of design, engineering and production, everything is pointed towards higher quality and more efficient production, guided by infinite care and painstaking attention to detail. Pictured here are a few of the intricate processes that go into the making of the finest television sets ever built—*First in Quality, First in Performance, First in Value!*



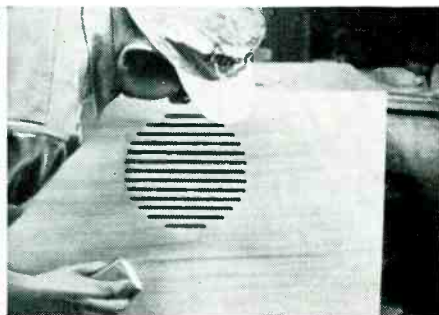
Philco creative engineering leads the way in bringing you sweeping advances such as the Balanced Beam picture, the exclusive new Custom-Duplex Chassis, the Electronic Built-In Aerial, and many other Philco "firsts".



Quality and super-efficiency is the keynote at Philco's huge, ultra-modern tube plant in Lansdale, Pa. Here, for example, is a section of a huge overhead conveyor that carries 1,700 Philco TV picture tubes at once.



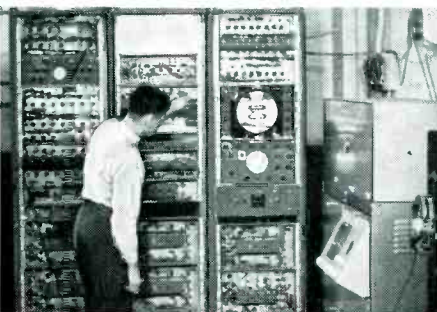
In manufacturing tuner coils, as shown above, much of the work is done by hand due to the fine and delicate parts assembled. Yet at Philco's plant at Croydon, Pa., coils are turned out at the rate of 150,000 a week.



Some 525 operations are required to make a Philco cabinet. While some are machine-processes, most of the workmanship that makes up the beauty of the finished cabinet is the handiwork of a skilled craftsman.



Sub-Bases for Philco television sets, after zinc-plating, are checked for finish, thickness, and appearance. This is typical of the extra care that makes Philco *First in Quality!*



Miniature TV Station, developed by Philco engineers, reproduces all TV frequencies and varying signal strengths. Thus sets can be tested under typical field conditions.



ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment,

static-free and real as only genuine FM can be. Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.



New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.



New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radionics Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS



"THERE'S MAGIC IN A NAME."

**My G-E tube sales
prove it!"**



**ONE SOURCE FOR
ALL YOUR TUBE
REQUIREMENTS!**

**TV PICTURE TUBES
METAL TUBES
GLASS TYPES
MINIATURES**

—also GERMANIUM DIODES
and SELENIUM RECTIFIERS.
Stock G-E 100-percent, to sim-
plify ordering—benefit from
bulk deliveries—profit from
General Electric tube quality
and popularity.



TV PICTURE TUBES



METAL TUBES



GLASS TYPES



MINIATURES

BUYERS realize they're getting top quality with General Electric. That's why I sell *more* G-E tubes *faster*. It's mighty profitable business for me! Thousands of radio-TV servicemen agree. Their cash registers have rung up the gratifying figures. . . . Want to share in this bonus of extra tube sales, extra profits? See your G-E tube distributor! He'll be glad to explain how General Electric—not content with supplying a first-grade product and setting the pace in new tube design—helps you harvest sales by vigorous promotions, arresting displays, colorful signs that guide steps to your door. The illuminated G-E window sign above is an example. Your G-E tube distributor supplies these. Write us and let us put you in touch with him. Address *Section 181, Electronics Department, General Electric Company, Schenectady 5, New York.*

You can put your confidence in—

GENERAL  ELECTRIC

181-JA7

Arvin

Velvet Voice Radio

You can *hear* the difference!

ARVIN MODEL 450-T—The outstanding 5-tube value of all time! Eye-catching beauty, ear-thrilling Velvet Voice tone! AC/DC superhet, 5 tubes including rectifier, Alnico speaker. Underwriters' listed. (Ivory finish, \$24.95)

\$22⁹⁵
(Walnut)

MODEL 451-T—Same chassis, with edge-lighted lucite dial, lucite knobs, finish-o-gold appointments, in Willow Green, Ivory, Ebony, or Sandalwood, *illustrated* . . .

\$27⁹⁵



This Christmas . . . feature the most Beautiful and Complete Radio Line

Seven great national magazines are telling millions of readers about the high styling, the breathtaking beauty and prime performance of Arvin Velvet Voice Radio this fall. And in every ad, Arvin value is stressed again and again.

Make the most of this terrific selling help! Get

these beautiful Arvin Radios into your own newspaper advertising—into your windows—into your store displays! Cash in on the universal Christmas-shopping desire for top quality at a big-value price! Use Arvin's powerful displays and free mats to clinch attention—and build sales and profits!

A COMPLETE LINE OF 37 SETS FROM \$13.95 TO \$179.95



(All prices subject to change without notice)

ARVIN MODEL 481-TFM—Queen of all table model FM/AM receivers, brilliantly styled, with 8 tubes including rectifier. Straight AC circuit, 4-gang variable condenser. FM tunes easily as AM. Heavy duty magnetic speaker. Built-in AM loop antenna; FM antenna.

\$49⁹⁵
(Mahogany Plastic)

MODEL 480-TFM—In choice of 4 colors: Rosewood, Willow Green, Sandalwood, Ivory—

\$54⁹⁵

Write, wire, or phone for distributor's name
ARVIN INDUSTRIES, Inc.
Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

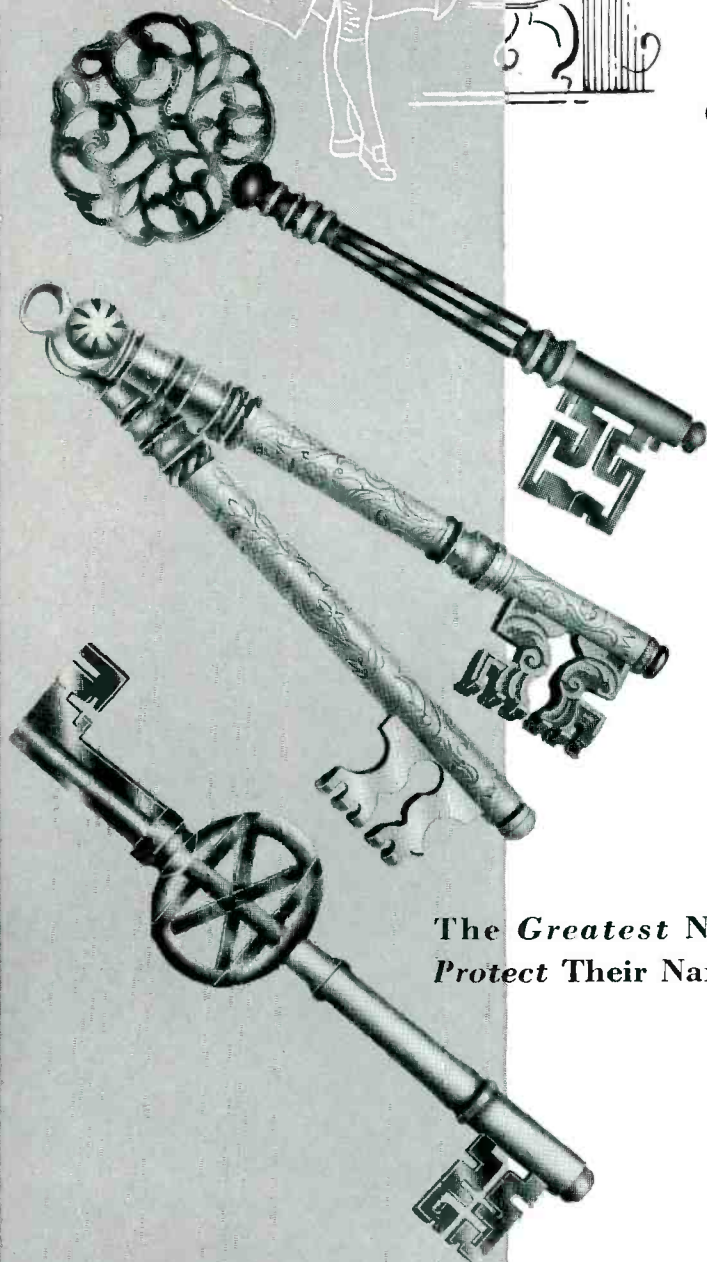


MASTERS of their *Craft*

Delicately decorated, hand-wrought iron keys produced in Germany in the 18th Century. Produced by some of the greatest of all great German iron workers.

Today, as in the eighteenth century, highly skilled men in highly specialized fields labor diligently to produce extra-fine quality goods for the honest benefit of their fellow men.

In cathode ray tubes, the distinction of producing the world's finest television picture tube has been gained and maintained by the men who work at Tel-O-Tube.... men who are, in every respect, *Masters of their Craft....*



The *Greatest Names in Television*
Protect Their Names with Tel-O-Tube



Tel-O-Tube Dealers Everywhere.
Write for the one nearest you.



Courtesy of the Metropolitan Museum of Art

TEL-O-TUBE Corporation of America

EAST PATERSON, NEW JERSEY

Sales Office: TEL-O-TUBE Sales Corporation, 580 Fifth Ave., New York 19, N. Y.
Dept. TR-9



BLACK-DAYLITE TELEVISION



BIG
17"

17C101. 17" rectangular black tube. Genuine mahogany or blond veneered cabinet with fine y figured doors and swivel casters—easy to turn.

NOW'S THE TIME TO PROTECT YOUR

Goodwill...

PUBLIC acceptance is the root and trunk of the most valuable asset any business can have—customer goodwill.

Year after year, the most eminent market researchers in America find that no name anywhere enjoys greater public acceptance than General Electric.

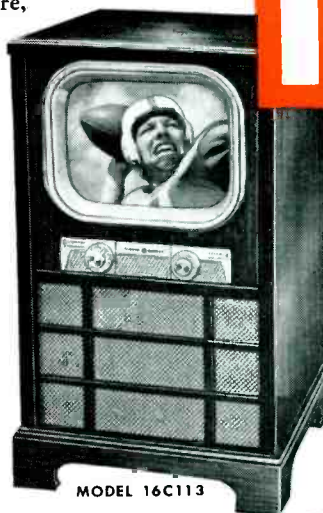
Today, this public acceptance is reflected in overwhelming demand for G-E Black-Daylite Television. Featuring new big-as-life, true-to-life pictures, lastingly beautiful furniture, advanced G-E rectangular black tubes, G-E Automatic Sound, powerful G-E built-in antennas—here's quality the public wants, backed by a name your store and your customers can always believe in.

Today, dependable performance is more important than ever before. You can look to General Electric for television quality that protects your most priceless asset. *General Electric Company, Receiver Division, Syracuse, New York.*



MODEL 16T5

**BIG
16"**



MODEL 16C113



MODEL 16C103

**BIG
16"**

16K2. Same beautiful TV-radio-phonograph combination as 16K1, shown at right, but veneered in handsome blond wood.



16T5. 16" rectangular black tube. Compact cabinet—genuine mahogany veneered.

16C113. 16" rectangular black tube. Genuine mahogany veneered cabinet.

16C103. 16" rectangular black tube. Mahogany or blond veneered cabinet.

16K1. 16" rectangular aluminumized black tube. 3-speed automatic phonograph. FM-AM radio. Genuine mahogany veneered console with full-length doors.



MODEL 16K1

You can put your confidence in—

GENERAL



ELECTRIC

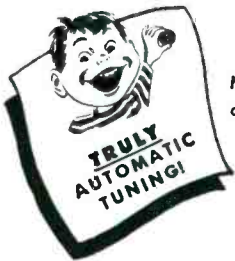
it's

ALIVE



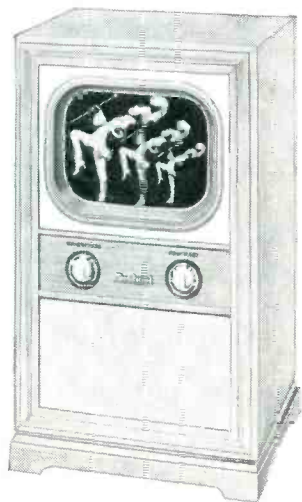
it speaks your language...

QUICK PROFIT !!



Model 423-CVM—Mahogany. Also colorfast Blond—Model 423-CVB, below

**Sentinel TV
Snubs
Service
Calls!**



You know where the dollars are: they're in the fast moving models! Sentinel gives you a complete line — all fast moving, all quick profit models for you — but these two beauties beat out even Sentinel's own lower priced numbers! And what they do to competition is plain m-u-r-d-e-r. Luxuriously rich Mahogany or genuine colorfast Blond Korina wood — giant 16" Eye-Resting picture tube — and all the other sales-building features that make Sentinel America's fastest growing line. 'Phone, wire or write your Sentinel distributor — or Sentinel direct — IMMEDIATELY.

Sentinel

Television

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

Set a new
mark
in TV Set
Service



...with this
new
**SYLVANIA
Marker
Generator**
Type 501

FOR THE BEST IN TEST EQUIPMENT
...SEE SYLVANIA

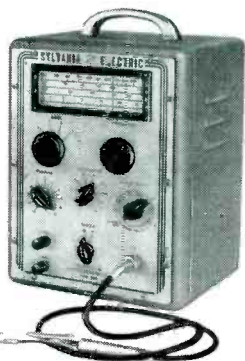


**Sylvania TV
Oscilloscope**
(Type 400)

This new, high-gain, wide-band instrument accurately displays any TV pulse, wave-shape, or signal. Sensitivity: 0.01 volts/inch. Band width useful to 4.0 mc. Frequency compensated attenuator.

**Sylvania TV Sweep
Signal Generator**
(Type 500)

A compact, efficient instrument equipped with electronically controlled sweep circuits to eliminate the complexities found in mechanical sweeps. Ideal companion instrument for Type 501 Marker Generator.



It's here at last! The new Sylvania TV Marker Generator we promised you.

Now you can offer better TV service than ever before. This new Sylvania instrument provides *two* separate signals for marking an oscilloscope trace of response curves, accurate adjustment of traps, frequency spotting, measuring band width, and correct adjustment of the popular 4.5 mc. intercarrier sound circuits.

Single switch provides continuously variable and crystal-controlled signals *separately* or *simultaneously*, or standby operation. VFO covers 15 to 240 mc. range. Second oscillator furnishes crystal-controlled signals without tuning, when standard makes of crystals are inserted in a panel socket.

Mail the coupon for full information or see your Sylvania distributor today!

Sylvania Electric Products Inc.
Department R-1410
Emporium, Pa.

Please send me illustrated folders describing the full line of Sylvania Test Equipment.

Name _____

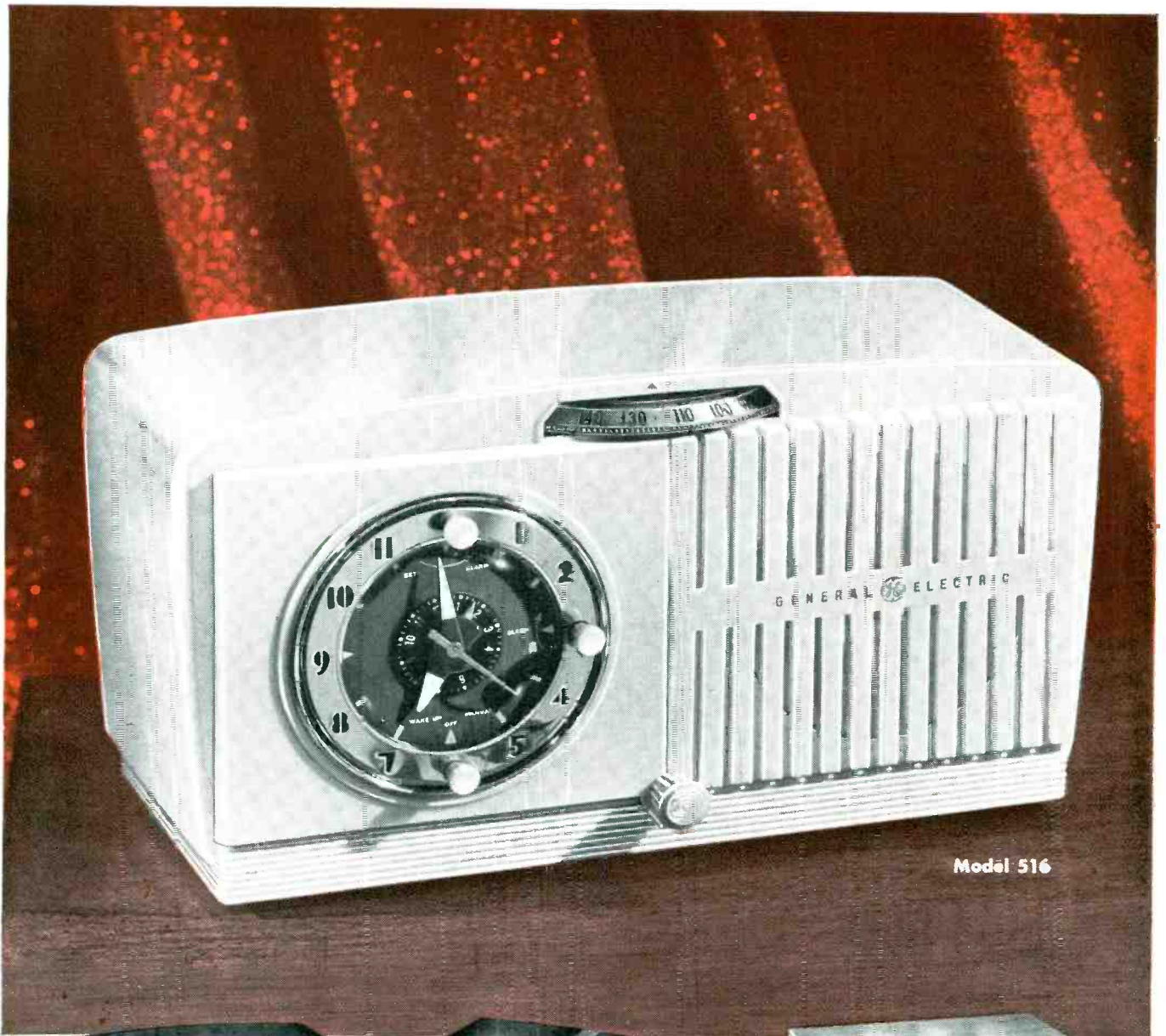
Company _____

Street _____

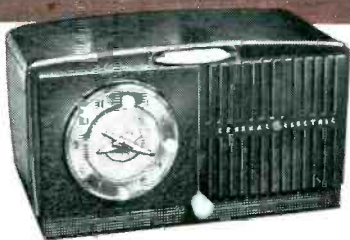
City _____ Zone _____ State _____

SYLVANIA  **ELECTRIC**

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS



Model 516



● Model 515—Rich Congo brown. Also in alabaster ivory (Model 516), Persian Red (Model 517) or porcelain white plastic (Model 518). All at one low price. **\$34.95***



● Model 510—G-E "Wake-up-to-music" Clock-Radio in rich Congo brown. Also available in alabaster ivory plastic cabinet (Model 511). Same low price. **\$29.95***



● Model 522—Deluxe bleached mahogany and gold plastic cabinet. Also available in dark mahogany and gold (Model 521). Both at the same low price. **\$39.95***

*You can put your
confidence in—*

GENERAL

CASH IN ON TODAY'S

Greatest Radio Success



THE NEW CLOCK-RADIO

The world's most useful radio

For five straight years people have bought more G-E Clock-Radios than all other makes combined! Today, sales are clicking off the second million. "A sale an hour!" one dealer reported.

Recognized as America's bedside favorite, the new General Electric Clock-Radio is also the world's most useful radio. The one radio that's ideal for bedroom, kitchen, living room, den or

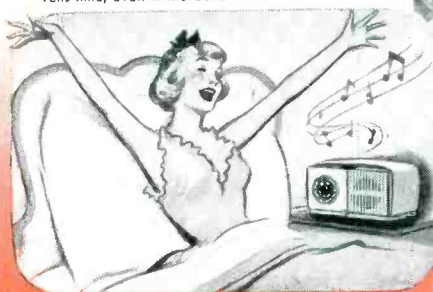
office. The one radio more people want because it does more than other radios.

And today, backed by dominant G-E promotion, sales are easier than ever! *All colors in each model sell for the same price!* Dealers everywhere say that's the best sales-clincher they ever had.

To cash in on today's greatest radio success, see your G-E radio distributor today or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

*Prices slightly higher West and South, subject to change without notice.

In the Bedroom—It's delightful! Lulls you to sleep to music... then turns itself off! Next morning it wakes you on time, to sweet music—automatically! Tells time, even in the dark.



In the Kitchen—Sensational Electronic Servant starts your breakfast, has your coffee piping hot when you get up—turns any of a dozen electric appliances on or off, all automatically!

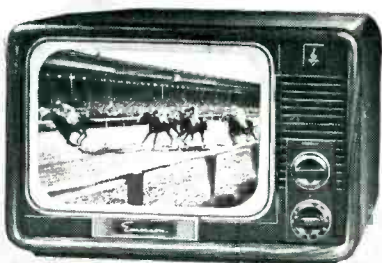
In Every Room—Smartest table radio ever! Beautiful tone. Starts a favorite radio program automatically. G-E electric clock. Ideal for living room, den, guest room, any room or office!



ELECTRIC



14-inch Rectangular Screen. Model 662. Most compact set made. Long Distance Circuit performs where others fail!



16-inch Rectangular Screen. Model 663. Magnificently styled, deluxe mahogany cabinet. 1951 Value Leader!



19-inch Picture, Deluxe Mahogany Console. Model 669. Emerson's "millionaire" television priced for the millions.

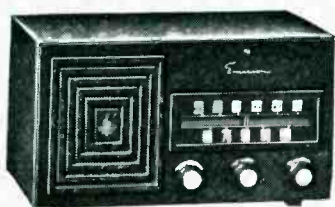
WORLD'S CLEARER TELEVISION!
Only Emerson has the NEW
FULL-SCREEN-FOCUS and
BLACK-MAGIC-CONTRAST

They STAY SOLD With Emerson

16-inch, FM-AM Phonoradio. Model 666. Complete home entertainment at an unbeatable price.



Sensational New 1951 Emerson Values Selling Like Wildfire! Unrivaled Emerson Performance Keeps Customers Sold, Multiplies loyal Followings for Dealers.



Superb, Super-Powered Compact. Model 641. Sealed Unit Alnico 5 Speaker. Supersensitive, Long Distance reception.



Automatic Clock Radio. Model 671. The finest money can buy at an amazing volume price!

3-Way Portable. Model 646. America's fastest-selling set. Maroon, Green, Saddle Tan, Ivory.



Every 5 Seconds Someone Buys an

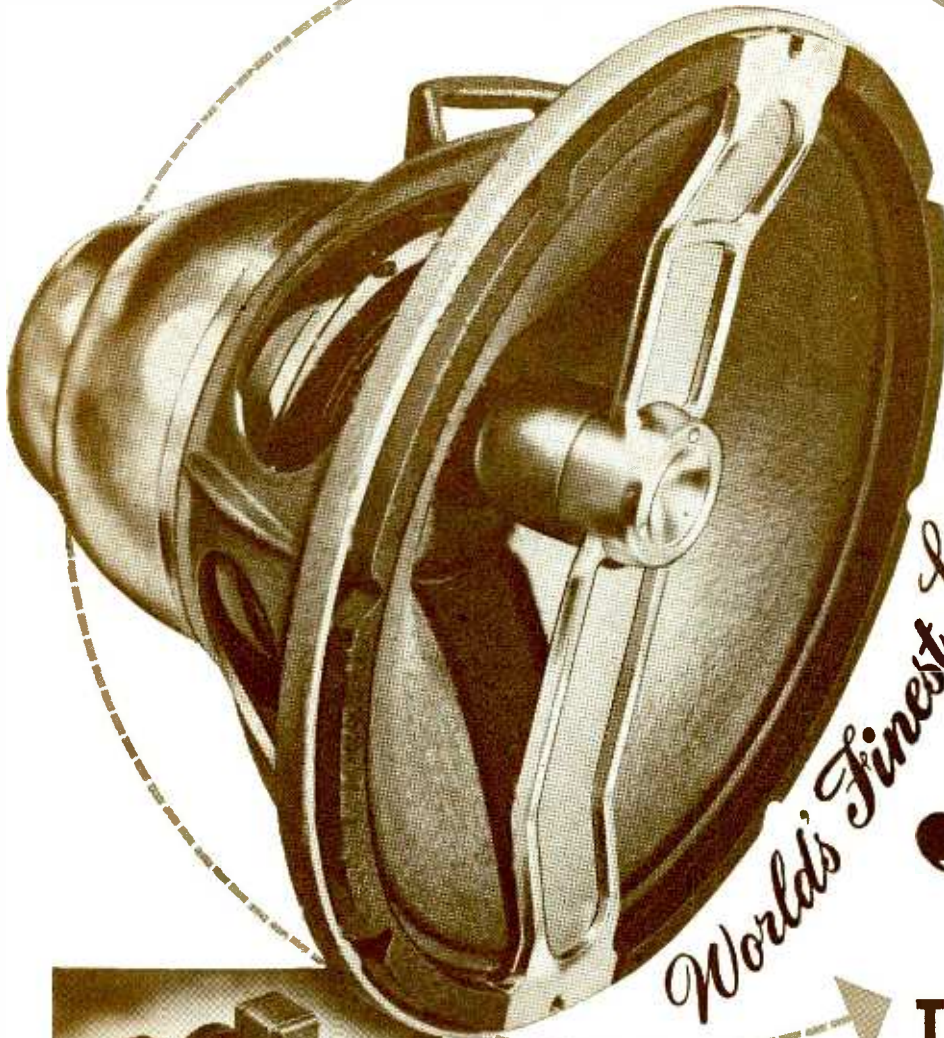
Emerson

Television or Radio Receiver

Clearly America's Best Buy!

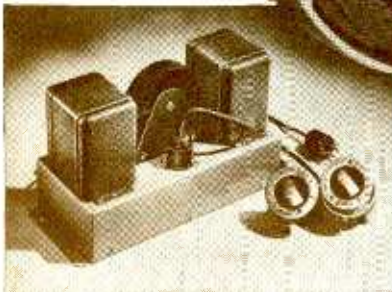
Emerson Radio & Phonograph Corporation • 111 Eighth Avenue, New York 11, N. Y.





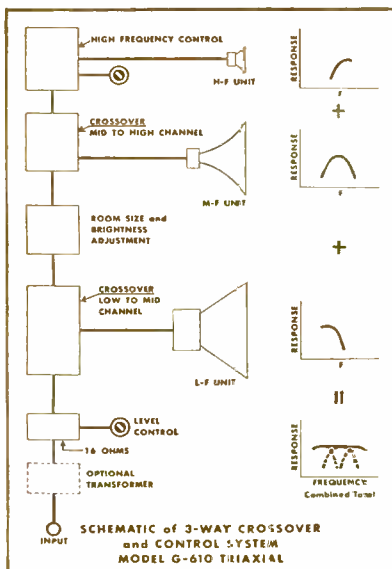
World's Finest Loudspeaker

Jensen G-610 TRIAXIAL LOUDSPEAKER SYSTEM



Never Before Reproduction Like This!

The G-610 brings a totally new meaning to high fidelity sound reproduction. Not only does this new 3-channel system reproduce the widest frequency range ever attained by a loudspeaker, but it also sets new high standards with its incomparably smooth response characteristic and very low distortion. The result is clear, clean, life-like quality, with thrilling *transport to the original* such as you have never heard before. The G-610, complete with Speaker Unit and Crossover and Control network is priced at \$365.00 list. Ask for Data Sheet 160.



Jensen

Manufacturing Company
Division of the Muter Company

6625 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS

Kaufmann's —PITTSBURGH

DISCOVERED YEARS AGO IT WAS A
SMART MOVE TO...

Switch to Hotpoint!

for YEAR 'ROUND Profits!



Like a lot of other good stores,
Kaufmann's—Pittsburgh—finds that
Hotpoint's year 'round sales program has
helped balance its electric appliance
sales for greater monthly profit!

KKAUFMANN'S is Greater Pittsburgh's largest store. Their electric appliance department is the largest and finest in the Pittsburgh area. Constant, steady, profitable turnover is mandatory with Kaufmann's and that's why they enjoy top position in their field. Hotpoint's full line of Electric Home Appliances was selected by Kaufmann's long ago because Hotpoint's year 'round sales program fits perfectly into Kaufmann's sound merchandising plan.

Kaufmann's "Switch to Hotpoint" is only one example of how thousands of the country's leading home appliance merchants have learned the value of the Hotpoint Full-Line Franchise. Follow the pattern being set by the leaders. Make it a point to see your Hotpoint distributor soon.

★ **No More "Letdowns" Following
Hot Selling Seasons**

★ **No More "Doldrums"
That Eat Away Profits**

★ **No More "Valleys"
That Reduce Profit Peaks**

.. **But a Full Line of Products
that Insures a Full Year of Profits**

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Hotpoint Inc.

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS
AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois

RADIO & TELEVISION RETAILING • October, 1950



Majestic

MIGHTY

MONARCH OF THE AIR

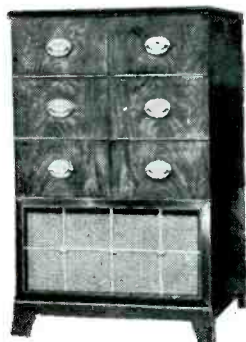
NOW MIGHTIER THAN EVER

16" SIGHT  SAVER*
WIDE-ANGLE BLACK TUBE

- Piano-Finished Mahogany Console with Doors
- Exclusive "Eagle-Eye"* Tuning
- Built-in "Channelized" Antenna



This is a fact...
**MAJESTIC TELEVISION
STAYS SOLD!**



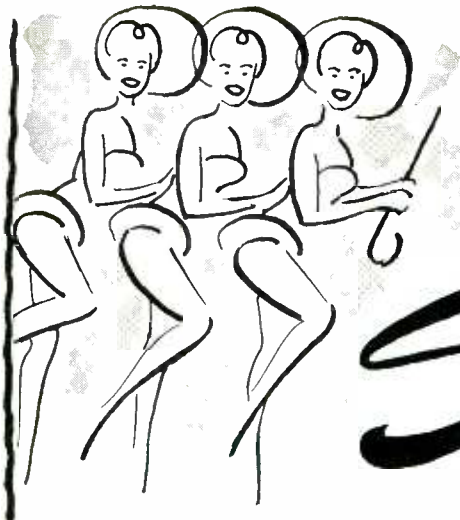
According to a recent survey made by the National Retail Dry Good Association, high returns of television receivers marked the 1949 season. As anybody knows, you can't make money when merchandise comes back. MAJESTIC television receivers have been upsetting sales records all over the country. *Moreover, they stay sold 97.6% of the time which, in itself, is an enviable record.* And MAJESTIC receivers stay sold because we build them for the long run not the short pull... build them to give the best in sight and sound and value!

Every time an item is returned, you lose money and a customer may be lost. Every time you make an additional service call you lose money. *Build your volume on the line that stays sold ...MAJESTIC.*

• T. M. Reg.

Majestic RADIO and TELEVISION

DIVISION OF THE WILCOX-GAY CORPORATION
70 WASHINGTON STREET • BROOKLYN 1, NEW YORK



WILCOX-GAY

Steps Out!

with the fastest selling
over-the-counter portables
on the market!

MATCH THESE AGAINST THE FIELD!



RECORDETTE 3

Recordette, Sr. stole the show! Now it's Recordette 3, Wilcox-Gay's sensational 3-way, 3-speed recorder-radio-phonograph combination — and it's portable!



TAPE RECORDIO

Another Wilcox-Gay engineering triumph! Combines operating simplicity with remarkable fidelity. Two hours of recording on one five-inch reel of tape.



TAPE DISC RECORDIO

An instrument of the finest quality and utmost versatility. Transfers recordings from tape to disc or disc to tape. Exact performance at a competitive price.

and plenty of promotional power to get:
more TRAFFIC more SALES more PROFITS

1

"THREE RING" PROMOTION

Put your best foot forward with this power packed traffic promotion. Hard hitting! Colorful! Exciting!

2

"PLUS 5" PROMOTION

This carefully planned promotion will "pick-up" your mid-fall sales and bring new off-season traffic.

3

"HOLIDAY" PROMOTION

Get set for a new high in holiday profits with the most exciting gift promotion of the year!

Write or wire Wilcox-Gay for the sixteen-page promotional tabloid describing the greatest selling program in Wilcox-Gay history.

Wilcox-Gay dealers from coast-to-coast are tying in with this terrific publicity scoop! Because . . . **RECORDETTE IS IN THE MOVIES!**

Wilcox-Gay Recordette is featured in Warner Bros. latest release "Kiss Tomorrow Goodbye" with James Cagney, Steve Brady and Barbara Peyton. Recordette plays an important role in this moving picture for the recording of police conversations by gangsters.

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

only Stewart Warner

gives you all...

ten!

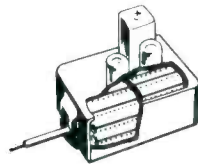
more tubes... more power... greater distance reception!



ROYAL DELUXE 16 (Model 9120B)



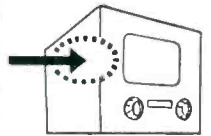
1. One Knob Picture Control with Channel-Eye Tuning



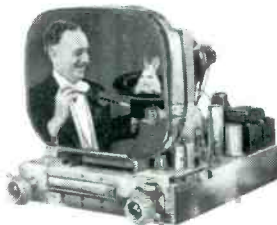
3. Miracle Turret Tuner



6. Picture Line Suppressor



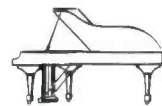
9. Built-In Aerial System



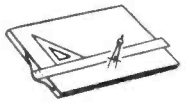
2. Amazing Dyna-Power Chassis



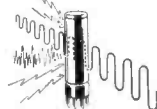
4. Gyromatic Picture Lock



7. "Concert Grand" Tone



10. Styled by World-Famous Furniture Stylist



5. "Gated" Automatic Gain Control



8. Rectangular "Black" Tube

14", 16" and 19"
Models in table
and consoles.

STEWART WARNER

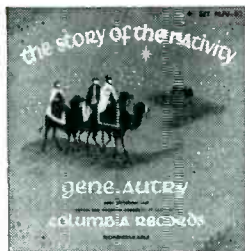
See your Stewart-Warner Distributor Today!

STEWART-WARNER ELECTRIC Division of Stewart-Warner Corp.
1826 Diversey Parkway • Chicago 14, Illinois

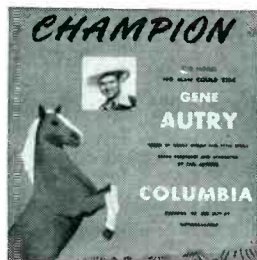
Get set for a big harvest of sales
with Columbia's bumper crop of

CHILDREN'S RECORDS

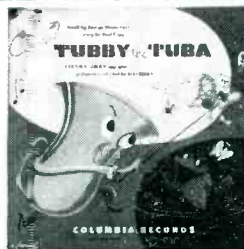
**The Story Of
The Nativity**
Gene Autry
with supporting
cast 78 rpm
Set MJV-82



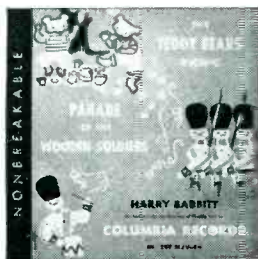
Animal Fair
Burl Ives with Instrumental Trio
78 rpm Set MJV-59 or
LP Record JL 8013
(with Tubby The Tuba)



Champion
Gene Autry with Supporting Cast
78 rpm Set MJV-62 or
LP Record JL 8012



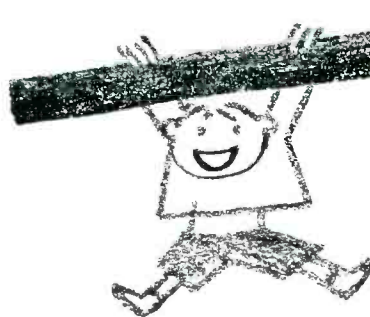
Tubby The Tuba
Victor Jory
78 rpm Set MJV-69 or
LP Record JL 8013
(with Anima Fair)



**The Teddy
Bears' Picnic
Parade Of The
Wooden Soldiers**
Harry Fabbitt
78 rpm Set MJV-54
or 7-inch 33 1/3
LP Record 4-723



Columbia's children's sets and records mean fast turnover for you this coming Holiday Season! Just display 'em and watch 'em sell themselves. Better stock up now for your share of these big Holiday profits!



**Rudolph, The Red-Nosed Reindeer
If It Doesn't Snow On Christmas**
Gene Autry and The Pinatones
78 rpm record 38610 or 7-inch 33 1/3 LP 1-375
78 rpm Set MJV-56 or 7-inch 33 1/3 LP 4-724

**Frosty The Snow Man
When Santa Claus Gets Your Letter**
Gene Autry
78 rpm record 38907 or 7-inch 33 1/3 LP 1-742
78 rpm Set MJV-75 or 7-inch 33 1/3 LP 4-750

**Little Johnny Pilgrim
Guffy The Goofy Gobbler**
Gene Autry with Carl Cotner Orch.
78 rpm Set MJV-83 or 7-inch 33 1/3 LP 4-768

**Punky Punkin
The Wobblin' Goblin**
Rosemary Clooney with vocal trio
78 rpm Set MJV-86 or 7-inch 33 1/3 LP 4-801

COLUMBIA RECORDS

Originator of 33 1/3 LP Records—One Speed Is All You Need

"Columbia," "Masterworks" and Trade Marks Reg. U. S. Pat. Off. Marcas Registradas



ARVIN MODEL 2121TM—You can talk “best value in town” and know this deluxe quality 12½” table model will back up every word you say! Finest Mahogany finish; easy-view black tube; straight AC operation; simplest two-knob tuning; highest immunity from interference. Phono-jack and built-in antenna.

\$189⁹⁵

(Table to match at slight extra cost.)

Get set for the Christmas rush!

Arvin TV

VV *VISIBLE VALUE*

You can see the difference!

THE word has spread. The demand for Arvin is growing. Arvin’s high-powered TV advertising in leading magazines is being read by millions—and Arvin dealers are harvesting the profits. They know Arvin excels in clarity of picture, fine tone, beauty of cabinet, and service-free performance. There is still time for you to cash in on Arvin quality and value—Arvin’s great national advertising campaign and Arvin’s displays and free newspaper mats. But time is getting away fast. There isn’t a moment to lose. Phone, wire or write for your distributor’s name—NOW!



ARVIN MODEL 2160CM—Superbly styled mahogany console with 16-inch rectangular black tube; lucite and finish-o-gold appointments. Phono-jack and built-in antenna. Straight AC operation for longest tube life; super-powered for sharp pictures everywhere!

\$269⁹⁵

(Model 2160CB, Blond finish, \$279.95)



ARVIN MODEL 2162CCM—Absolute tops in 16” TV-radio-phono combination value! Rectangular black tube for sunlight-sharp pictures. AM radio, 6 tubes including rectifier. 3-speed record changer plays 33, 45, 78 rpm, intermixes, shuts itself off. Plenty of surplus power for finest performance everywhere.

\$379⁹⁵

ARVIN INDUSTRIES, Inc.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

SENSATIONAL...



GENERAL INDUSTRIES MODEL 250

TAPE-DISC RECORDER

Sensational, indeed . . . at a cost which enables it to be incorporated in moderately-priced radio and TV combinations . . . the first *complete* home recording and play-back assembly for both tape and disc use.

The Model 250 Tape-Disc Recording Assembly is General Industries' newest development in the sound reproduction field. Already thoroughly tried and tested in actual use, it contains many new design innovations, including fool-proof operating features that anyone can understand.

A new catalog sheet, describing all of the recording and play-back features of the GI Model 250, will be sent upon request. Write, wire or phone for your copy *today*.

** when connected with the proper amplifier.*

A very complete service manual is included with each unit. It also contains a suggested amplifier circuit as well as a complete amplifier parts list.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

All Picture!

**NOW! BIG PICTURE TELEVISION IN THE MOST COMPACT CABINET EVER BUILT!
COMPLETE WITH BUILT-IN DIRECTIONAL ROTO-SCOPE ANTENNA**



A sales-maker, prospect-getter and traffic-builder in every way! In the store because of its outstanding beauty and performance, B-I-G 16" glare free "Filteray" tube, compact size, and sensational price. A "natural" for home demonstrations because it measures only 18" square and is as easy as a 12½" to carry. Comes complete with built-in antenna... the exclusive Admiral directional Roto-Scope... an important sales feature that many table models in metal cabinets lack entirely. Quantities will be limited. So contact your Admiral distributor at once.

NEW 1951

Admiral

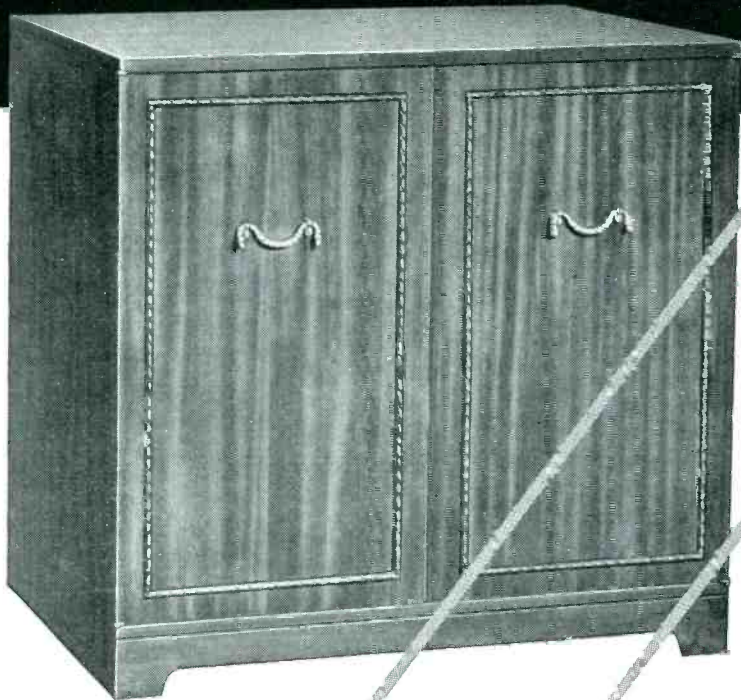
16" TV \$ 229⁹⁵

16R12
Plus Tax

ON TV—"Stop the Music," ABC, Thursdays, 8 PM, EST. "Lights Out," NBC, Mondays, 9 PM, EST.

Price subject to change without notice.

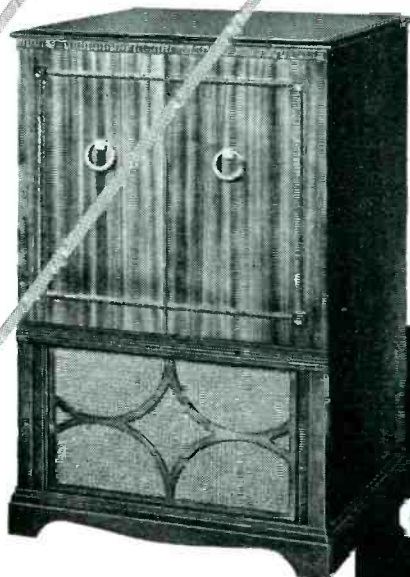
why SPARTON is the quality TV leader



THE HOME PLAYORAMA . . . complete home entertainment, as well as commanding furniture. Sparton's master radio-phonograph-television console, the NASSAU, with 16" rectangular black picture tube, 3-speed record reproduction and AM/FM reception. Built for gracious entertainment in the most gracious of homes. Price: **\$459⁹⁵**



SPARTON'S bid for style supremacy in large-screen television consoles. The CARNEGIE, with 19" black tube, deluxe intercarrier sound circuit and improved DRIFT-LOCK picture stabilizer. A **\$429³⁵** pace-setter in performance as well as appearance. Price:



QUALITY at a competitive price is still the combination for volume sales.

And for those critical buyers who insist on the finest television available for their money, the Sparton line, highlighted by these models, is the pre-eminent choice.

With good reason, too, for quality workmanship and superb performance have been the Sparton hall mark since the first radio was introduced.

TODAY, THIS SPARTON demand is met by a group of selected dealers . . . dealers recognized as being among the finest in the television retailing trade.

Their business relationship with Sparton is one characterized by its fairness, liberalness and mutual desirability.

For Sparton's original Cooperative Merchandising Plan, with price protection and selected dealerships, makes it profitable and enjoyable to handle the Sparton line.

YOU ARE INVITED to inquire about the availability of a selected Sparton dealership in your community today.

Sparton

RADIO • TELEVISION

DIVISION OF
THE SPARKS-WITHINGTON CO., JACKSON, MICH.

REVOLUTIONARY NEW AMPRO-TAPE RECORDER OPENS RICH \$50,000,000⁰⁰ MARKET!

1001 USES

for homes, offices, factories,
schools, churches, institutions

RECORDS BABY'S VOICE

Babies' voices can be preserved on tape forever; older children can be helped with language and music lessons through recording on the amazing Ampro.



MAKES DICTATION EASY



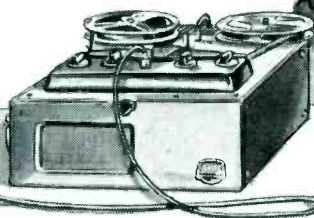
Businessmen find the Ampro-Tape Recorder invaluable for dictation at home or office; for recording important conferences; for special recordings to use at sales meetings, etc.

9 BIG FEATURES!

- Records 2 Full Hours on 7" Tape
- Cannot Erase Accidentally
- Motor Rewind and Fast Forward
- Tone Control
- Instant Stop Switch (Foot pedal attachment available)
- Portable—Weighs only 17 Pounds
- Large 5" x 7" Speaker
- High Fidelity—Wide Frequency Range
- External Speaker Outlet



*I Haven't Seen
Anything Catch On So
Fast Since Television
First Came In!*



Anyone Can Operate It! Anyone Can Afford It!

\$1000⁰⁰ WORTH OF FEATURES FOR

Sells Itself in One Demonstration to
Parents, Businessmen, Students, Musicians,
Teachers, Ministers, Many Others!

\$109⁵⁰

Your prospects for this completely new Ampro-Tape Recorder are limited only by the number of families and businesses in your town! One customer brings in ten more; every machine you sell becomes a "demonstrator" that brings in more sales!

The Ampro records at a slow speed on a dual

track, recording twice as much material as conventional recorders. On each reel upkeep is negligible. The same tape can be used over and over again. The Ampro is easily portable—weighs only 17 pounds.

And remember, the Ampro-Tape Recorder is a quality machine, made by a company which has been a leader in the field of precision manufacturing for over 20 years!

Write today for full details on this astonishing new profit-builder!



AMPRO CORPORATION · CHICAGO



*Trade Mark Reg.
U. S. Pat. Off.

A General Precision Products Corporation Subsidiary

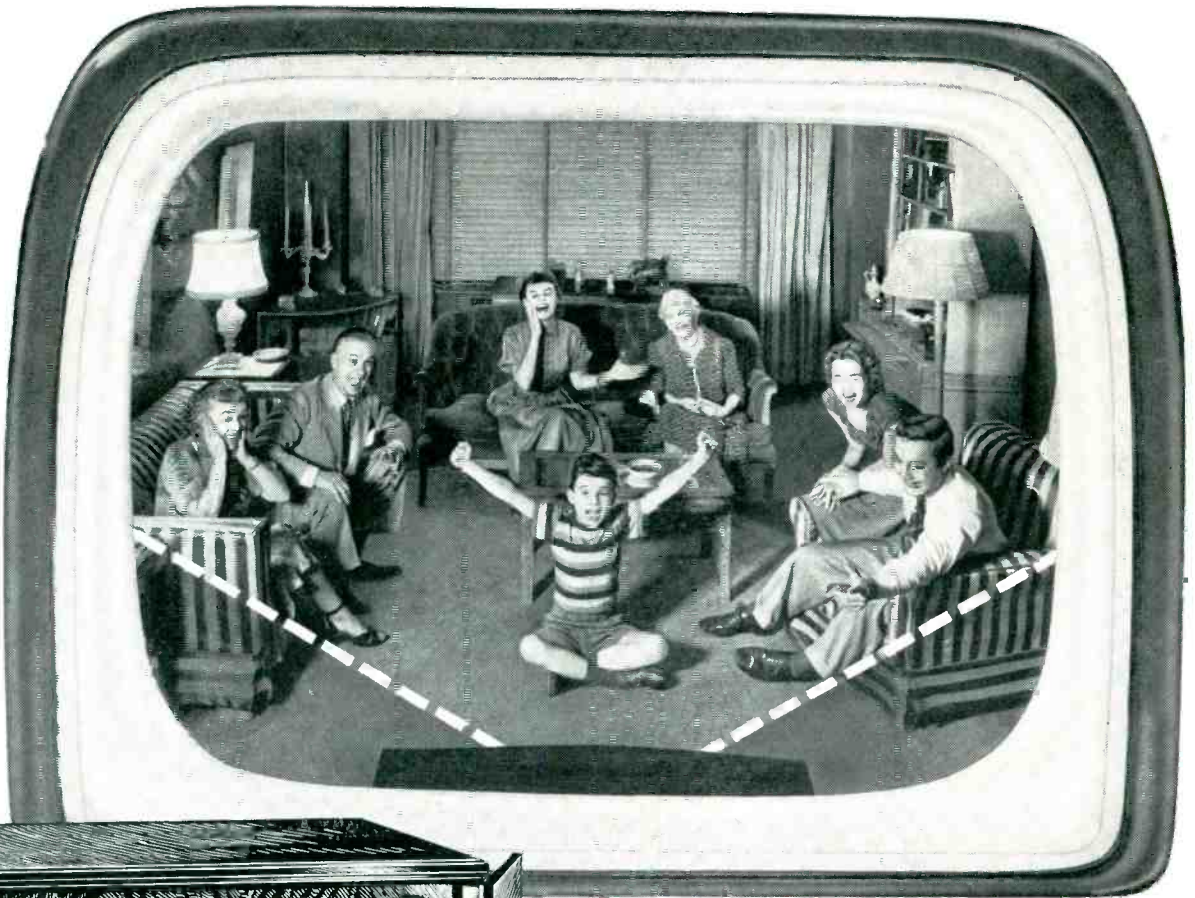
Don't Delay...Write Today!

AMPRO CORPORATION ITR-10-50
2835 N. Western Ave., Chicago 18, Illinois

I am interested in complete information on a franchise for the new AMPRO-TAPE RECORDER. I am a Dealer Distributor.

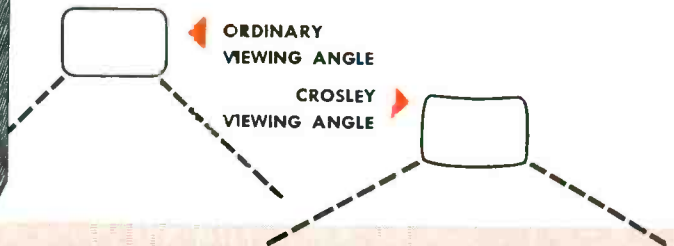
Name.....
Firm Name.....
Address.....
City..... Zone..... State.....

CROSLEY SETS THE STAGE WITH . . . THRILLING

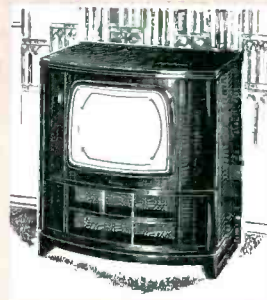


Crosley 19-inch Round Picture Tube Mahogany Console Model 11-454 MU. Here's a pace-setting pleasure package. A magnificent compact Crosley Console designed with the new look in television. Big, clear pictures—with a brilliant 19-inch Round Picture Tube and plus power to back it up.

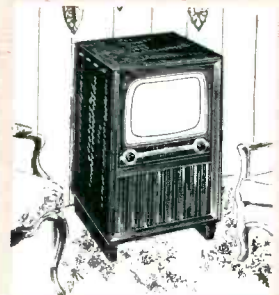
Crosley for '51—clear, big pictures from a wider viewing angle.



THE PACE-SETTING



19 INCH A magnificently designed console beautifully styled in Honduras Mahogany Veneer providing big, clear pictures on a bright 19" round picture tube. Model 11-443



16 INCH A beautiful compact console designed to meet the demand for Big Picture TV at an attractive price. With a big rectangular 16-inch picture tube. Model 11-445

NEW BEAUTY... PERFORMANCE THAT SELLS!

Family Theatre Television

WITH

FULL ROOM VISION

Full Room Vision is the most exciting development in TV today! Your customers can see for themselves how Crosley's exclusive Family Theatre Screen gives them TV the *whole* family can enjoy. Clearer, brighter, *big pictures from the widest viewing angle*. The full line includes 24 models with beautiful and distinctive styling... designed and priced for every purpose... precision engineered to deliver the finest performance in Big Picture TV.

Check these features

- Exclusive Big Picture Family Theatre Screen*
- Magnificently beautiful cabinets
- New Big Picture Super-Powered Circuit
- Exclusive Patented Built-in Dual Antenna
- Keyed-Automatic Gain Control

*Patent Pending

Built-in Automatic Dual Antenna is patented... and exclusive! It's a high and low channel antenna which actually gives you two antennas in one. No manual adjustment is ever necessary. We believe it the most efficient and sensitive built-in antenna available.

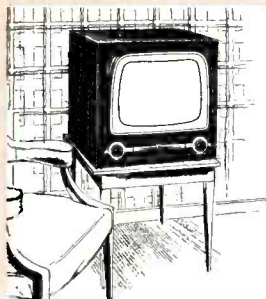
For full details about the new Crosley 1951 TV line, write us for the name of your nearest Crosley Distributor:

Crosley Division
Avco Manufacturing Corporation
1329 Arlington Street
Cincinnati 25, Ohio

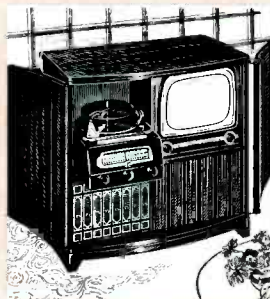


**1951
CROSLEY
TELEVISION**
WITH THE EXCLUSIVE
FAMILY THEATRE SCREEN

IDEAS ARE COMING FROM CROSLEY!



17 INCH A compact table model, available in striped mahogany veneer or blond wood. Brilliant reception on a big 17-inch rectangular picture tube Model 11-442



17 INCH An All-Entertainment Console with fine radio and three-speed record player. Available in mahogany veneer or blond wood. Brilliant 17-inch rectangular picture tube. Model 11-444

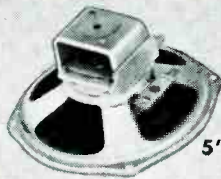


17 INCH A beautifully designed open-faced console available in striped mahogany veneer or blond wood. Big Picture TV on a 17-inch rectangular picture tube. Model 11-453

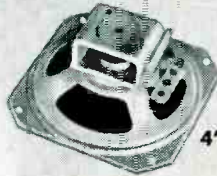


16 INCH Gorgeous period cabinet in mahogany veneer or blond woods. Open-face style that harmonizes with the finest interiors. Model 11-446

6"x9" PM

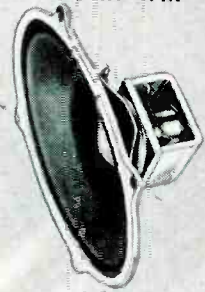


5" PM



4" PM

5"x7" PM



Announcing~

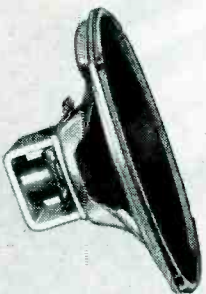
A new advance in popularly priced high-fidelity speaker design—The RCA 515S2



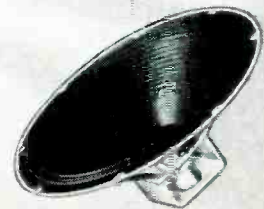
4"x6" Field Coil



4"x6" PM



8" PM



12" PM

The new RCA-515S2 incorporates the duo-cone principle developed by Dr. H. F. Olson, world-famed acoustical authority . . . has a useful response from 40 to 12,000 cps . . . 25 watts power handling capability . . . wide-angle radiation.

There's an RCA quality speaker for virtually every replacement requirement

RCA speakers are engineered for dependable performance . . . popularly priced for replacement needs . . . and designed to meet the majority of your requirements for home and auto radios, television receivers, as well as public address and high-fidelity systems.

From the miniature 2"x3" to the superb new 15" duo-cone—each RCA speaker is skillfully designed, fabricated from the finest materials, and mass-produced under rigid quality-control methods.

RCA speakers offer you a better selling potential, because they're backed by the greatest name in radio—a name that insures unqualified customer acceptance.

• • •

Look to RCA—and your RCA Distributor—as the dependable source for *all* your replacement speaker requirements. For full details on the complete line, ask your RCA Distributor for the new RCA Speaker Bulletin 3F629.



RADIO CORPORATION of AMERICA
ELECTRONIC COMPONENTS **HARRISON, N. J.**

RAYTHEON TELEVISION

MODEL M-143



MEANS BUSINESS!

RAYTHEON WILL NOT SACRIFICE QUALITY OR DEALER PROFITS TO ACHIEVE BARGAIN PRICES

Our quality is your guarantee of customer satisfaction. That is why folks who buy Raytheon television sets are satisfied customers. And no wonder! Every Raytheon set is precision engineered . . . made of fine parts and materials . . . to give outstanding performance.

Raytheon uses no short cuts . . . leaves out no parts . . . in order to cut prices. You can sell Raytheon with confidence because of its quality and dependability.

Find out about the substantial profit opportunities that can be yours with the new 1951 Raytheon line. Contact your Raytheon distributor or write us today for complete information.

List prices range from \$189.95 to \$625.00



MODEL C-1716



MODEL RC-1718

RAYTHEON GIVES YOU THIS PROOF OF DEPENDABILITY!



PROOF! Raytheon television is backed by the famous Good Housekeeping Guaranty Seal.



PROOF! Backed by a liberal one-year Warranty.



PROOF! Backed by the Underwriters' Laboratories Seal!



PROOF! Made by a leader in electronics for 25 years.

Dependably Built for Dependable Performance

As Advertised in Life, Good Housekeeping, Saturday Evening Post

BELMONT RADIO CORPORATION
5921 W. Dickens Ave., Chicago 39, Ill.,
Subsidiary of
RAYTHEON MFG. CO.



Introducing

another great new

STROMBERG-CARLSON

The Imperial

—Big-as-Life picture with 17-inch rectangular “black” tube. True-to-Life tone with unsurpassed audio system. Exclusive long-life tuner. Circuits engineered to eliminate interference. Built-in antennas. Phono jack. Cabinet in genuine mahogany veneers, completely hand-rubbed. Dimensions: 38” high, 26 $\frac{3}{4}$ ” wide, 22 $\frac{5}{16}$ ” deep. \$319.95*



17-inch console with 12-inch speaker

It's compact, beautiful—at a new low price for a Stromberg-Carlson “Big-as-Life” television console.

And remember: Now there are 19 Stromberg-Carlson receivers, all 16 inches or larger—a wide range of cabinets in America's most beautiful television line.

“There is nothing finer than a STROMBERG-CARLSON”

*Plus tax. Slightly higher in South and West.

Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto

RADIO & TELEVISION RETAILING

Including "RADIO & TELEVISION,"
"RADIO & TELEVISION TODAY,"
and "ELECTRICAL RETAILING"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

NEW REGULATION W CREDIT CONTROL went into effect Sept. 18. On radio, TV, phonographs, refrigerators, ranges, food freezers, washers, irons, vacuum cleaners, sewing machines, dishwashers, clothes dryers and air conditioners, dealers must collect a 15 per cent down payment; can extend a maximum of 18 months to pay. The restrictions do not apply to charge accounts. There are stiff penalties for willful violation, such as revocation of dealer's license or up to a year in jail and a \$5000 fine.

NEW CREDIT CONTROLS HIGHLY ACCEPTABLE to most dealers in this field. Even some of the establishments who've been selling on practically nothing but ultra-easy terms say they're pleased. In one large city, for instance, where easy-term selling has run hog-wild, some dealers have been competing not with products or price but purely on the basis of who could dream up the easiest time-payment plan. In that city, numbers of products have been sold without purchasers even bothering to ask the cost price.

"GET - UNDER - THE - WIRE" ADVERTISING ANGLE used by many dealers in urging consumers to buy before the new credit terms went into effect was responsible for a new surge of business via time-payment plans. Terms of new Regulation W liberal enough to assure continued healthy volume of credit buying.

SOME DEALERS ARE CARRYING OVER STOCKS of air conditioners which didn't sell too well in some areas where a more or less mild summer prevailed. However, this merchandise should represent a sound investment since it isn't at all likely to drop in price or become obsolete.

DEALERS PLEASED WITH PERFORMANCE of the new three-speed changers. Many servicers claim they give less trouble than the old one-speed automatics. Though plenty of people were pessimistic when the new discs came out, the industry met the challenge quickly in bringing out equipment to play 'em all.

DEALERS WHO THOROUGHLY TEST every product before delivery to the home have been able to cut down the number of nuisance calls, particularly on TV sets, which are quite likely to be damaged or put out of operation in shipping.

INVENTORIES OF ELECTRIC HOUSEWARES FAIRLY LARGE, though some makes and models are scarce. Small appliances will be eagerly sought after as gifts this Christmas season, and will solve many what-to-give problems for many a dealer's customers.

GOOD VOLUME IN PORTABLES DONE THIS YEAR, with stocks quite low. New models, in short supply, will be one of the outstanding Christmas gift items this year. '51 lines outstanding in styling and performance; have scads of sales appeal.

MANUFACTURERS OF PUBLIC ADDRESS EQUIPMENT ready to meet the accelerated demand for PA systems and parts for defense and military needs. Meanwhile, good business is being done in sound work at the retail level, with political campaigners using more PA, plus upped demands in sports, indoor entertainment and education projects.

INABILITY TO ACCUMULATE sufficiently large stockpiles of finished refrigerators responsible for present shortages at manufacturing levels. One large maker has never had more than a three-day inventory on hand at any time during the past 12 months.



"THINGS YOU SHOULD KNOW About the Purchase and Servicing of Television Sets," a booklet prepared by the Better Business Bureau of New York, is designed for dealers to give their customers. Copies sell to merchants at 5 cents each for more than a thousand; 7 cents for less than a thousand. Dealers should contact local BBB offices for further information. Accompanying illustration appears on the cover of the booklet.

What's Ahead!—in Radio,

MOST MERCHANDISE STILL HAS TO BE SOLD. Consumers are not going through stores grabbing anything and everything they can lay their hands on. Many merchants who are experiencing high walk-out-without-buying rates are tightening up on their selling techniques, being genuinely concerned over fairly large inventories of some products.

WHEN AN ABNORMAL DEMAND FOR merchandise struck, one Midwestern distributor just quit making any deliveries until a fair method of allocation could be worked out. This allocation plan was based on records of previous quantities ordered by dealers. Result: Merchants in area reported to be entirely pleased with no complaints alleging "favoritism."

MANUFACTURING EXECUTIVES, FROM THE TOP DOWN, acting as volunteer purchasing agents and procurers in the search for scarce components, new sources of raw materials.

LARGE RETAIL TV DEALER in the East spent \$250,000 in sales promotion and advertising; rang up a gross volume of about two million dollars in 12 months.

CONSIDERABLE EXPENSE INVOLVED in handling service complaints customers mail directly to manufacturers. According to some, the volume of such beefs has increased sharply during the past two years.

"OVER-ORDERING NOT ONLY PRODUCES TEMPORARY shortage conditions at the manufacturing level, but ultimately results in unbalanced inventories at both the retailer and distributor levels."—J. W. Alsdorf, president Cory Corporation, and president of the National Housewares Association.



Get-Ready-For-Christmas-Checklist:

- Try to get your fair share of scarce merchandise
- Plan active promotion of products in good supply now
- Start Christmas advertising, displays right after Nov. 25
- Plan Christmas show-windows to please and attract
- Re-arrange storage space to take care of extra stock
- Line up extra help for the Christmas rush. Interview now.
- Anticipate selling "gift certificates" on scarce products
- Plan to re-arrange your evening stay-open hours
- Plan for adequate wrapping facilities; gift packaging



RETURN OF THE VACATIONERS ADDED TO THE RETURN of the big-time video shows has contributed greatly to the already huge demand for TV sets throughout the country. The TV "color" controversy doesn't seem to have affected the retail market to any degree.

CONTINUING HEAVY DEMAND FOR RADIO in the big TV centers, with not enough sets to go around. Radios, especially console combos, short in non-TV areas, too.

CURTAILED PRODUCTION OF TV SETS being gobbled up but fast! Distributors besieged with pleas to expedite orders. "When?" and "how many?" are the questions of the day.

NEW NAMM SELLING KIT. A sound, slide film in full color is aimed at raising the level of salesmanship in stores of all sizes. Kit contains one copy of the film, "Selling Music", 50 copies of a film-in-print booklet, and a sales manager's guide. Purchase price is \$15. NAMM members may rent film at a charge of \$5.00 per month. Accompanying this item is an illustration of the association's new insignia. It's available to members, ready for the printer, in three sizes.



CONSUMERS ARE CERTAINLY CONSCIOUS OF PRICE RISES in the radio-TV-appliance field, report dealers, who find, however, that there's little griping, and not too much actual sales resistance at this time. Many customers who buy now believe that prices will continue to climb, with but few expressing the belief that any substantial price rollbacks are likely to be put into effect in the near future.

"THERE IS NO JUSTIFICATION for any dealer building up an excessive inventory beyond his regular requirements. We urge all dealers to continue with effective advertising, display and good selling practices. We caution you not to ease up on your efforts to promote business if you hope to maintain your position as a leader in the appliance business."—From letter to dealers served by The Roycraft Co., Minneapolis distributors.

BIG INCREASE IN INVESTMENT in service departments. It is estimated that dealers have spent three times as much money in the 10 months of 1950 for test equipment, tools, parts, tubes and rolling stock as they spent in the entire year of 1949. Also, they are employing more than three times as many technicians. TV, of course, is the main factor responsible for this significant expansion.

Appliances, Records and Television

REPORTED WITHOUT COMMENT. Numbers of consumers in some of the large TV cities are finding it increasingly difficult to get that one-time widely prevalent 20 per cent off on popular television receivers.

TELEVISION SETS IN USE as of October 1 number 7,800,000, and are expected to reach 10,000,000 by the end of this year. There are 107 TV stations on the air, and this number is not likely to increase further during 1950. Hearing conducted this Fall by the FCC on the subjects of color, the allocation of new frequencies, and the lifting of the "freeze" are not expected to have any effect on the merchandising of present type TV receivers during the balance of this year, and probably not at least until the middle of 1951, if not later.

MANY A DISTRIBUTOR'S SALESMAN SHIVERS THESE DAYS when the telephone rings. More than likely it's a dealer all hot and bothered about not having received a shipment, or perhaps a merchant who has some unkind things to say about alleged "favoritism." These are trying times at all levels of the industry.

INCREASES IN FEDERAL INCOME TAXES may stem the postwar trend toward heavier state taxation of individual and corporate income, with resultant added pressure for new and higher state general and selective sales taxes where new revenues are needed. However, there will be a flood of proposals for new or increased levies against individual or corporate income, or both, with the possibility of such moves already indicated in Connecticut, Florida, Illinois, Maine, Michigan, New Hampshire, New Jersey and South Carolina.

LONG-AWAITED FCC DECISION ON COLOR TV, announced in September, did not clear the air but added new confusion. No color system was definitely selected, color TV was not given the "green light," (may not be as long as the Korean war lasts), no decision about the allocation of new channels for TV resulted and no "time-table" for the lifting of the freeze was or can yet be estimated. FCC report favored the CBS system, but left the door open for further improvements and possibly still unheard-from systems, if set manufacturers will cooperate in the interim by making sets which will, at the flip of a switch, receive either present black-white or CBS color broadcasts (in black-white). Such modification of sets

would be expected to add \$10 to \$50 to selling price. In addition to the switch, of course, to see color pictures, receivers would need the revolving color wheel and electric motor to drive it, which are commonly associated with the CBS field-sequential system. It is the opinion of the editors of Radio & Television Retailing that any color-TV receiver which is not entirely electronic (that is, non-mechanical) is at best a temporary expedient, and that it would be a grave error on the part of the FCC to make a "final" decision requiring such operation.

USING TV TO SELL TV, a bumper crop of television set manufacturers are on the air this fall with big budget programs. Not only will these shows help dealers sell sets, they will help sell TV through good programming. Among the set makers who are also sponsors are: Admiral (Lights Out, Stop the Music and the Los Angeles Rams football games), Crosley (Show of Shows, with Sid Caesar), Dumont (Morey Amsterdam show), Emerson (The Clock), GE (Fred Waring show), Hoffman (Hoffman Hayride), Magnavox (the Magnavox Theatre), North American Philips (News Programs), Philco (Philco Playhouse, Don McNeill TV Club), RCA Victor (Kukla, Fran and Ollie), Sylvania (Beat the Clock), and Westinghouse (Studio One). Most of these shows are networked and will be seen all over the country.

SOME OF THE VERY LARGE RETAIL OUTLETS are hotbeds of feuds between salesmen who fight for scarce merchandise to be sold to "pet" customers.

GRAY MARKETEERS PARTICULARLY ACTIVE in steel claim harassed manufacturers who haven't been able to get enough raw materials from regular suppliers. Among electrical appliance makers, supplies are getting very low; inventories of finished products are measured in terms of days.

WITH MEMORIES OF THE LAST SELLER'S MARKET still green, smart merchants are determined not to permit their salesmanship set-ups to deteriorate in the face of today's heavy demand buying. One way some dealers keep salesmen in the groove is to insist that a certain number of outside calls be made every day. Others have jacked up commission rates on slow-moving merchandise; cut it down on the products in short supply.

FUTURE EVENTS OF INTEREST TO READERS

OCT. 2-6: National Hardware Show, Grand Central Palace, New York.

OCT. 11-14: 15th Annual Conference of the North Central Electrical Industries, Copley Plaza Hotel, Boston.

OCT. 23-28: National Business Show, Grand Central Palace, New York.

OCT. 26-28: Second Audio Fair, Hotel New Yorker, New York.

OCT. 30-Nov. 1: Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.

FEB. 5-8: AAMA Exposition, Grand Central Palace, New York.

FEB. 5-9: Western Winter Market, Western Merchandise Mart, San Francisco, Calif.

Bigger Profits ahead!...

from RCA

WORLD LEADER

RCA VICTOR 9X571— TABLE RADIO WITH 8-INCH SPEAKER

It's RCA Victor's outstanding table radio . . . designed and engineered *to sell!* Customers get unbelievable performance with large 8-inch speaker, "Golden Throat" tone system, built-in Magic Loop antenna, plug-in phono-jack. Completely modern styling. Available in rich striped mahogany on maroon finish (9X571) or modern blond mahogany on beige (9X572).



... FIRST IN

"VICTROLA 45 PERSONAL"—NEW "45" PHONOGRAPH

For the first time—a *portable* RCA Victor "45" phonograph. Plays on 60 cycle AC current. It's the "Victrola 45 Personal," newest member of the famous "45" family, packed with *eye-appeal* and *"ear"-appeal*. Feature this handsome maroon plastic case with collapsible carrying handle . . . and offer customers the same RCA Victor distortion-free reproduction that has won the hearts of music lovers everywhere. Plays a whole stack of seven-inch records at one loading.

... FIRST IN

RCA VICTOR "FAIRFIELD" (6T71)— 16-INCH TELEVISION CONSOLE

Here's the RCA Victor console that has everything—clear, steady pictures with the world's finest 16-inch screen, artistic cabinetry designed to blend with Traditional or Modern decoration, brilliant "Golden Throat" tone system, and phono-jack to plug in record changers such as the RCA Victor "45." It's a favorite in the great new RCA Victor line that's bringing "Million Proof" satisfaction to over a million families.



RCA VICTOR



Only RCA Victor Makes the "Victrola" "Victrola"—T.M. Reg. U. S. Pat. Off. DIVISION OF RADIO CORPORATION OF AMERICA

when you push these steady sales leaders

VICTOR

IN RADIO



RCA VICTOR X551— VERSATILE TABLE RADIO

The perfect "extra" radio, smartly styled for the bedroom, kitchen or den. Has "Golden Throat" tone system. Standard plug-in phono-jack takes RCA Victor "45" and other record players. Available in deep maroon (X551) or antique ivory finished plastic (X552).



RCA VICTOR BX6— NEW "GLOBE TROTTER" PORTABLE

Now, the newest version of the world's most wanted portable—the famous "Globe Trotter" by RCA Victor. Fashionable case is made of lightweight aluminum . . . has brown plastic ends and simulated leather trim. Big sales features include built-in Magic Loop antenna, automatic "On-Off" lid switch, and tuned RF stage to bring in distant stations. Plays indoors on AC-DC, outdoors on battery. Less batteries.

RECORDED MUSIC

RCA VICTOR 45W9—CHANGER WITH AM-FM RADIO

The world's finest musical entertainment, engineered to delight *even* the most demanding musician's ear! Large 12-inch speaker plus "Golden Throat" tone system . . . Extended Tone Range for truer, more realistic listening. Roll-out changer unit plays a whole stack of "45" records at one loading. Handsome Traditional cabinet holds a complete library of 400 seven-inch records—or 60 albums.



TELEVISION



RCA VICTOR 6T86—COMPLETE HOME ENTERTAINMENT

"The Rutland," in a beautiful 18th Century cabinet, combines 5 matchless home entertainment units to attract every prospect:—world's clearest and steadiest 16-inch television . . . powerful AM-FM radio . . . and *two* record changers—one for RCA Victor "45" records, one to hold twelve 78 or 33½ rpm records. It's the leader in a great new "sell up" television line bringing "Million Proof" satisfaction to over a million homes.

ONLY RCA VICTOR MAKES
THE "GOLDEN THROAT"



RCA VICTOR—*World Leader in Radio . . . First in Recorded Music . . . First in Television*

It's Good Business Today to

Dealers Who Give All Attention to the Lines of Least

Resistance May End Up With Unbalanced Inventories

• There's an acute shortage of some products in this confused market, and many a dealer who is running himself ragged trying to get his hands on scarce items is neglecting inventories of other products which still require selling. Such "other products"—and there are slews of them on hand—have cost the dealer money, and he can help beat the shortage problem, prevent unbalanced inventories, and keep his sales volume at a high level if he will merchandise them actively.

Of course, it's only natural for the merchant to do his utmost to get a fair share of the lines-of-least-resistance products, and such effort does take time. But the dealer who spends most of his time pressuring his suppliers, and who stays awake nights worrying about what he hasn't got, forgetting all about the good money he has tied up in stocks on hand, may end up with a run-down-at-the-heels business.

The Supply Situation

Just how many of the red-hot products will be in the hands of dealers between now and Christmas is anybody's guess. Though production is fairly heavy, the greatly accelerated

demand has created a merchandising bottomless pit.

Plagued by shortages of raw materials and finished components, manufacturers are rolling out products on a hand to mouth basis, and few are willing to make any long-range predictions. Distributors are operating in madhouses so far as the red-hot products are concerned, and are, according to numbers of dealers, doing a good job in allocating.

It is significant to note that in most localities, the crying demand for merchandise by dealers and distributors is *not being matched by consumers* whose buying spree was short-lived. Though forthright scare-buying at the retail level has about disappeared, this does not mean that there is a sales slump of any kind. On the contrary, the market is extremely healthy. Sales are not hard to make, price-cutting is on the wane, employment is away up, and while consumers are giving out with lots of lip-service against rising prices, they're forking over scads of money to get what they want. In a market like this where the people have plenty of money, hiked prices often serve to accelerate sales since many buy now because they believe prices may spiral

still higher.

Since, under present conditions the dealer has no way to figure out what's going to take place, even in the immediate future, the best thing he can do today is to keep his selling hand in by merchandising what he has in stock. Such effort will keep customers on his active list, and provide many other benefits.

In a market like this, sales effort will pay off heavily. It will make the customer feel that his patronage is ap-

Nowadays, Genuine Sales Effort

Will keep all your products moving
Will keep your salesforce on its toes
Will keep your customers satisfied

preciated. It will create an atmosphere free from tension. Good salesmanship will help move those shelf-warmers that so many people want and need but which have been shoved aside in the fever of making wrap-up sales. Since most of the neglected products are high-profit items, the dealer who merchandises them actively will make more money to help him meet his share of the extra expenses he's faced with these days.

High Walk-Out Rate

Recent shopping tours reveal that a high walk-out rate exists in some retail establishments. People are going from store to store asking for certain TV sets, refrigerators and other products, and in all too many instances, are being given what might almost be described as brush-offs by salesmen. Such negative treatment injures the reputation of any dealership, and, in addition, helps make consumers short-age-minded.

Some retailers visited in the tour previously mentioned are doing good jobs in substitute selling. They are merchandising products they've had on hand for some time—good products that haven't moved heretofore because no genuine sales effort had been put behind them. In one store, the dealer gave his salesmen a thorough briefing on all the lines carried, and reports that some of his men were amazed to find themselves thoroughly "sold" on features of products they'd formerly thought of as anything but salable, and hence, had neglected.

It doesn't pay to assume that any

Try not to lose a sale because you are out of a certain model or make. Offer a comparable substitute to your customer.



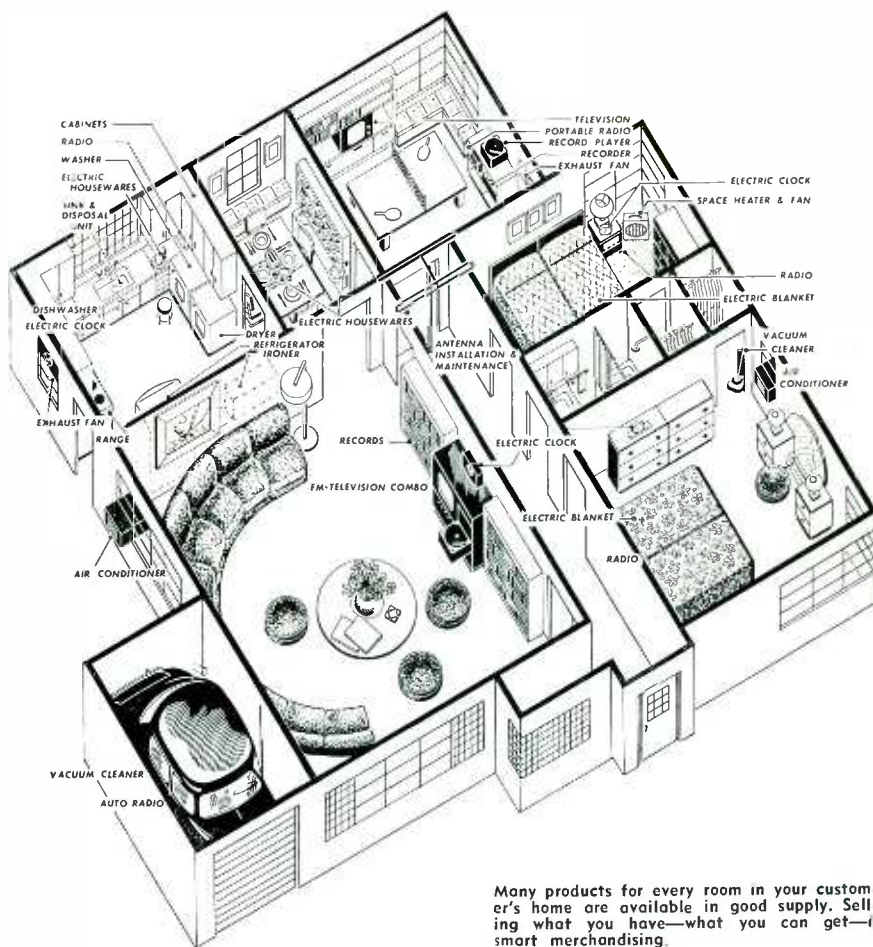
Sell What You Have

store visitor asking for a specific brand or model cannot be sold a substitute which will be thoroughly acceptable. In our field there is very little shoddy merchandise. We have products for every room in the house, and a little suggestive selling will go a long way toward increasing volume.

Timely Dealer Methods

Some dealers visited are holding large numbers of future-delivery orders from their customers, with the latter putting pressure on the merchants. One dealer told us that he didn't want to lose such sales, and in accepting orders, was merely trying to nail down the business. He said, however, that he believed some people were placing duplicate orders, a technique widely employed during the previous era of shortages. This dealer has been successful in selling substitute models or makes, he reports, and always tries to offer immediate delivery of what's in stock before resorting to the future-delivery idea.

"I'm buying what's available," one retailer said. "I've quit haunting the distributors. If they fill my orders for the hard-to-get stuff, all well and good. If not, I've still got plenty to sell, and I'll sell everything I can get between now and Christmas. In my store, there



Many products for every room in your customer's home are available in good supply. Selling what you have—what you can get—is smart merchandising.

Service Volume Is Increasing

Are your facilities adequate?

Is your service prompt and efficient?

Are you operating the service department profitably?

will be no let-up in selling activity nor in advertising. A salesman who can't sell a big volume in what's available today just doesn't belong in my store."

Price-Cutting Slow-Down

In almost all sections of the country price-cutting is on the wane as are other forms of inducement selling, and this condition will, to a great measure help to make up to dealers for the shortages of some products, and will provide a better opportunity to sell what's on hand.

Stocks of out-and-out distressed merchandise are quite low at this time, and some experts believe that ads offering such products will have disappeared from the scene before Christ-

mas. In some cities, dealers say that it's almost impossible for consumers to buy any standard products at cut-prices in even the hungriest of discount houses.

Gear Up Service

Such trend away from the getting-it-wholesale selling method will be most helpful to the market in general, and to those dealers who aim to do a big job in selling what's available. They can realize full profits on all transactions, and keep their customers happy in providing them with products and makes which, even though sold in lieu of specifically asked for items, will, nonetheless prove entirely adequate to the customer's needs.

In addition to placing true sales effort behind the products he has, and those he can get, the dealer needs to take a new look at the servicing end of his business. Volume of service work has risen steadily during the past few months, and all indications point toward a continued climb. If shortages persist, dealers will once again be hard put to keep the various products work-

ing in the homes of their customers. From here on, a diversified business is the order of the day. There are products galore, and buyers who want them.

Though he'll face many problems, the alert merchant can perform a real service to his customers in doing business as usual, rendering the best in service, and refusing to permit anyone in his organization to use Korea or any other grave situation which may arise as an excuse for not maintaining anything but top-flight public relationships with those customers who keep him in business.

What to Do Now

Beat the shortages, please the people and keep your business on a profitable level by refusing to indulge in scare-buying yourself, or encouraging it in your customers. Sell what you have—any of those products you are willing to stand behind, make a reasonable effort to get your share of the scarce ones, and keep your salesmanship up to par. In this way, you can guide your business successfully through these troubled times.

Study Your Tax

Advance Planning Will Result in Economies. Every Transaction Should Be Weighed by the Profit-Minded Merchant

• The chances are reasonably good that you can reduce your tax liability through careful planning.

The day to day conduct of your business offers you frequent opportunities to save money on taxes. That is why radio-TV-appliances retailers—along with business men everywhere—are now treating income tax as they would treat any other cost. They are studying the tax results of all their business transactions *before* going ahead with them.

There are countless instances where a bit of timely knowledge can save hundreds of tax dollars. Frequently a transaction in one form will be taxed higher than a transaction which achieves the same results in a slightly different way. Good management requires that you choose the most advantageous tax form for all your business deals.

The government does not want you to pay more taxes than you should. But knowing the right amount to pay often depends on good accounting.

The best accounting assistance available to you is that of the certified public accountant. He has passed difficult state tests in accounting, and has satisfied state officials that he has the experience, education and skill necessary to help you with your accounting problems.

Cultivate the good habit of asking him to help you. When legal problems are involved, you will, of course, need the advice of a lawyer. Getting the best income tax advice in time always pays.

The following cases show how advance planning can save you tax money. Don't attempt to base your own program of tax economy on these examples, however, without also consulting experts. Slight variations might exist in your transactions which, while seemingly unimportant to the layman, might completely alter your tax status.

Trading In a Truck

Even so routine a matter as buying a new truck presents opportunities for tax savings.

A radio-television retailer in Ohio was about to trade in his delivery truck on a new one. He had taken annual depreciation on his truck, and the book value of it was now \$900. The car dealer would allow him only \$600 for it.

He was about to trade in the truck, but as so many business men are doing,

Read How Your Tax Structure Is Affected—

If you have a fire
When buying a new truck
When hiring dependents
When making repairs and improvements
In computing inventory and depreciation

he stopped to consider the tax results of the deal.

He found that it would be to his advantage not to trade in the truck. Instead, he made two separate transactions of the deal. He sold the old truck to the auto company for \$600. Then he bought the new truck.

By selling the old truck for less than its depreciated value, he suffered a loss of \$300. He was able to deduct the \$300 from his taxable income.

If he had traded in his truck, even though he suffered the same loss, he would not have been able to deduct it. The reason: no gain or loss is deemed to have resulted from a trade-in.

Of course, had the car dealer offered \$300 more than the depreciated value of the truck, the retailer might have been wiser to trade in the truck since his \$300 profit would not be taxable.

What Are Repairs?

Always plan repairs and improvements with tax economy in mind.

Williams, a retailer in this field, decided to use some of his profits to fix up his store.

He called in a contractor and asked for an estimate on the following work: repair bad spots on roof, replace coal furnace with oil, relocate steam pipes, install modern electrical wiring system, mend broken plaster, paint walls and ceilings, build new shelves and remove old offices. The contractor gave him an estimate of \$10,000 for the entire job, all of which Williams believed he could deduct on his income tax return under the heading of "repairs".

Before acting, Williams checked up on the facts. He was well rewarded. If he had gone ahead as planned, he would have lost a deduction of \$4,000 for repairs!

He would have lost the deduction because while repairs are deductible improvements are not. When repairs are done as part of a general improve-

ment plan or when separate records of them are kept, they are considered to be improvements and thus are not deductible.

Williams' first task was to determine which were improvements and which were repairs. From a tax standpoint, repairs are considered to be steps necessary to keep property in reasonable repair, but which do not add appreciably to its value. The Treasury would consider as repairs: fixing bad spots on the roof, relocating steam pipes, mending the broken plaster and painting the walls and ceiling. All the other items would be considered improvements.

Williams had two separate contracts drawn up: one for repairs and one for improvements. The repairs amounted to \$4,000. Thanks to his alertness, he was able to deduct that \$4,000 from his taxable income.

If that \$4,000 worth of repairs had been done along with the improvements and separate records not kept, the repairs would have been considered improvements and therefore depreciable but not deductible.

Dependent Helps in Store

If any of your dependents—wife, children, parents—work part-time in your store, plan their compensation with tax savings in mind.

The 16 year-old son of a New York retailer worked as a clerk in his father's store Saturdays and vacations. Before setting his son's wages, his father made this plan:

He paid the son approximately the wages he would have paid any other clerk, but he was careful to keep the annual total of the wages under \$500. The father withheld income tax on those wages, and the son had to file a tax return to recover the payments. However, since the son's total income was under \$600, his wages were not taxable.

The father deducted the son's wages as part of his business expense on his income tax return. Then, since he had paid the boy less than \$500, he was able to list him as a dependent and deduct \$600 for him as a dependent.

If You Have a Fire

If you ever have a fire or any other casualty loss (flood, storm, automobile, etc.) be sure you check up on the tax status of the insurance proceeds. It may save you thousands of dollars in taxes.

A radio-television store in Illinois burned to the ground. It was insured

Problems Now

for \$40,000. Rebuilding would cost about \$50,000. Instead, the retailer decided to buy another building on the same block. The price was \$40,000.

The payment of the insurance was held up due to some technicality, but the retailer decided to purchase the new building out of his capital without waiting to get the insurance money. He stopped just in time to save himself several thousand dollars in taxes.

His tax liability would have resulted from a little known fact. For tax purposes, he had been depreciating his building every year, until at the time of the fire, its depreciated value was only \$20,000. Since he was to receive \$40,000, he would have a gain of \$20,000 over the depreciated value.

If he had bought his new building before receiving his insurance proceeds, that \$20,000 would have been considered a taxable gain!

To avoid a taxable gain on insurance proceeds, you must buy and pay for a replacement *after*—never before—you receive the insurance. It is usually a good idea to put the insurance money in a separate bank account so that you can definitely trace all the proceeds of the awards into the payments for the property purchased.

The same rule applies to all casualty loss proceeds. Be sure you consult competent authority if you suffer such a loss.

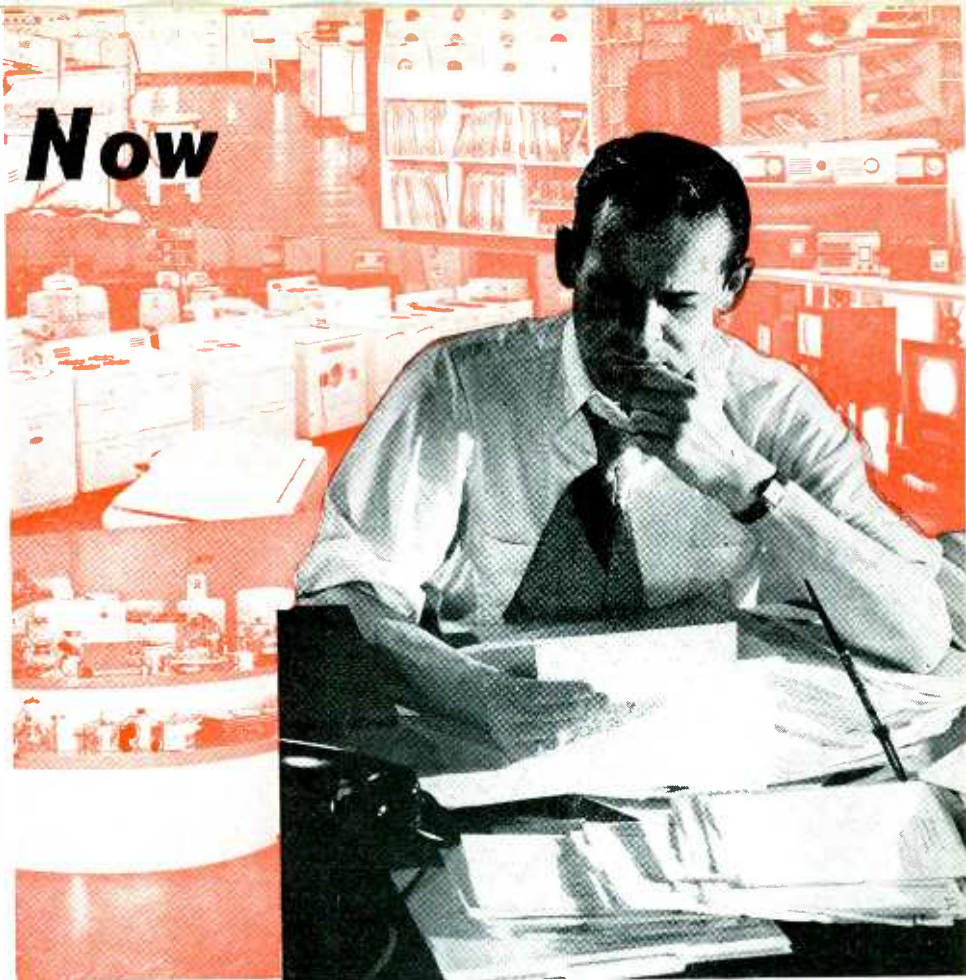
These examples show instances of

This article has been prepared with the cooperation of the American Institute of Accountants, the national professional society of certified public accountants.

how advanced planning can result in important tax savings. You should also watch these items:

Inventory: The Treasury allows you several alternatives in computing your inventory. Proper computation can save you unnecessary taxes. However, inventory is a complicated subject, understood only by thoroughly trained experts. Any attempt to explain inventory here might be misleading. Be sure your accounting system handles your inventory in the most economical manner.

Depreciation: When you buy assets which do not wear out within a year, you are allowed to recover part of the



cost by deducting a portion of the cost from income each year over what is considered the life of the asset. The allocation of cost over the estimated useful life is known as depreciation.

Depreciation, like inventory, is a complicated subject. For instance, the first step in determining depreciation is to fix the cost of the asset. But is the cost of the asset what you paid for it? Not necessarily. It may be the cost, plus freight, plus installation, plus improvements, plus carrying charges, plus whatever other costs are allowed.

Getting maximum credit for depreciation depends upon having the right records. On large items such as trucks, counters, cash registers it is often well to keep separate records of each item.

High Tax Year Operation

When your taxes are likely to be high, you may be able to reduce them by doing some of these things:

If you're planning to open a new department, open it now, and take the losses which may occur in the first few months in your high tax year.

Try to settle bad debts this year. If only part of a debt is bad, you can settle the bad part this year. Be sure you know, however, what constitutes a bad debt. It isn't as simple as you may think.

During your high tax year, it is sometimes well to spend money on installing a new accounting system, moderate advertising, training new salesmen or anything which will help next year's business, but be deductible this year.

If you are opening a new store, the opportunities for tax savings are so great that you seriously handicap your chances for success if you overlook them. You will be well repaid if you consult your accountant and your attorney.

You can't have tax economy without proper records. In fact, you can't operate your business efficiently at all without proper records.

Without records, you are risking high tax assessments. The Treasury has court precedent to "bear down heavily on those whose inexactitude (failure to prove exact costs) is of their own making."

Television Guarantees

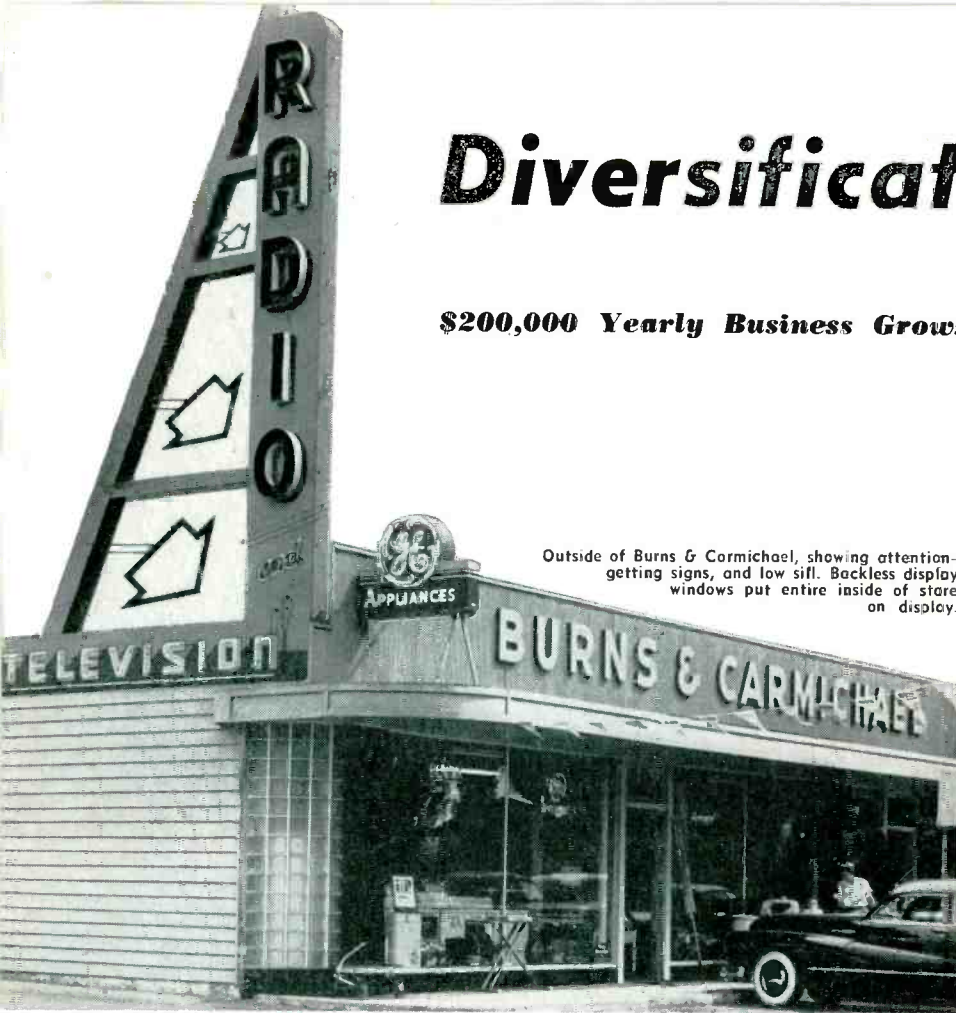
The great problem in television retailing today is, of course, the handling of television service guarantees. This is the type of knotty problem with which a certified public accountant can help you. Your accountant will show you the correct way of reporting these receipts.

Tax economy—like any other economy—is in the public interest. It is important to this country that your business continue to function at a profit. It is important because the survival of free enterprise is important. Help to insure your survival and your growth by avoiding unnecessary payments. Sound accounting will help you achieve not only tax economy, but a more profitable operation of all phases of your business.

Diversification Builds

\$200,000 Yearly Business Grows From Six-Point Program.

Pays Off for Seattle Firm



Outside of Burns & Carmichael, showing attention-getting signs, and low siff. Backless display windows put entire inside of store on display.

• Their six-point merchandising program has built an annual gross sales volume of \$200,000 for Burns and Carmichael, radio, television and appliance dealers of 3030 E 45 St., Seattle, Wash. Partners Arthur Burns and Thomas Carmichael opened for business in March of 1946. Burns had previously operated a successful, though smaller appliance store for 15 years in another section of Seattle. Aggressive promotional policies inaugurated by the two partners brought a first-year's sales volume of \$80,000 which has since

climbed steadily to its present level.

The store has also expanded steadily in size of personnel and plant. Operation began with the two owners and one employe, a service man. Now, three salesmen in addition to the owners, and five service men are required to meet the demands of the business. One saleswoman takes charge of the store's exceptionally complete record shop. The store's sales area has been expanded by 50 per cent and a warehouse has been added in the rear of the original building.

The six-point program responsible for this healthy growth, is summarized by the owners as follows: (1) an unusually favorable drive-in location; (2) an attractive store front and interior display area; (3) diversification of stock including a number of good traffic lines; (4) an aggressive program of newspaper and radio advertising; (5) a complete record department; and (6) a reliable radio and television service department.

Location of the store was carefully selected with several points in mind. The owners decided first, to choose a drive-in location in an outlying district with foot traffic a negative consideration. This would take them out of the high rent downtown district, yet would enable them to draw from a wide area of the city. They would therefore be able to advertise in the downtown newspapers and on the radio, and expect a reasonable return on their advertising dollars. The location selected placed them on a heavily travelled arterial highway just before it branches into several well populated districts. The owners estimate that they tap at least six large and medium size residential sections consistently, and draw occasionally from a number of other districts as well.

The store was placed back far enough

Right side of main display room, showing open wall shelving with small radios and appliances, display islands, and entrance to record and television room.



Big Sales Volume

from the highway so that cars may drive in and back out without backing into the stream of traffic. It has the visual type of front which places the entire interior on display from the street. The firm's name is clearly identified by a sign across the front, while a large triangular "Radio and Television" sign has been erected on the roof. The \$2,000 cost of the latter has been repaid in the floor traffic which the sign has attracted, the owners state.

The store's interior is brilliantly illuminated with fluorescent tube lighting. Refrigerators, ranges, and washers are displayed in the left-hand side of the store with a model kitchen at the rear. Several live appliance hook-ups show the prospective buyer how the appliances perform in action. Electric housewares are displayed on small display islands in the middle of the floor. Table model radios and more traffic appliances are placed on open wall shelving at the other side of the room. Television sets, radios, and records are found in the room at the right of the main display room.

Diversification of stock has been an important factor in building sales and stabilizing them at a consistently high level. The firm's wide variety in all categories of major appliances has meant added sales in many good profit lines as well as a greater flow of floor traffic. Sale of a television set may lead to the sale of a refrigerator to the same customer later, and vice versa.

An aggressive program of newspaper and radio advertising has stimulated both foot traffic and sales at Burns &

Left side of main display room, showing line of refrigerators, and display islands of electric housewares. Model kitchen at rear.



Co-owner Arthur Burns, right, shows automatic washer to prospective buyer.

Carmichael. The firm spends roughly three per cent of its gross on advertising, and occasionally exceeds this figure for brief periods. Radio advertising has taken the form of 15 minute and half-hour programs, and spot announcements. During baseball season, they sponsor a recorded program between games of all double-headers. Convenience of the drive-in location, their service facilities, the record shop, and name brand merchandise have all been featured in advertising. Newspaper advertising consists largely of cooperative advertising, which the owners believe gives them the best return for their advertising dollars.

The record department is probably the best traffic building department in the store. Burns and Carmichael carries

a complete assortment of records, including all speeds and brands, both classical music and popular. Their investment in records alone totals \$10,000. Such an investment is needed to be able to carry the wide assortment which is required to attract customers in sufficient number to make the venture worthwhile. Records are arranged so that customers can look over the stock and make selections at their leisure. A sound-proof booth is provided for playing the selections. The job of maintaining stock and waiting on customers is turned over to a full-time woman employee.

A good, reliable service department is an absolute must in selling in the comparatively new field of television
(Continued on page 112)



New Merchandise

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Gotham "VISIONAIRE"

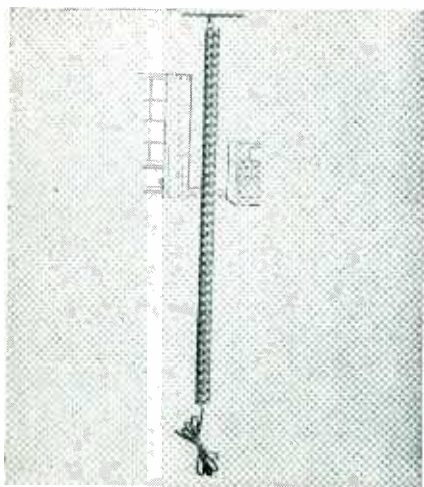
Three AC-DC models make up this new TV line. They are the #1261, table model in mahogany, listing at \$239.95; a traditional mahogany console, the #1263, at \$269.95; and the Georgian mahogany con-



sole shown here, the model #1265, featuring swivel casters and safety key-lock, at \$349.95. All models have a 12½" screen. Gotham-Visionaire, 287 Fourth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Setchell ANTENNA; SET

An accessory recently announced is the Drape Antenna shown here. It is designed to be hung behind drapes or curtains or in a closet. Also announced is a new receiver,



model 2500, 17-inch rectangular TV set with AM radio, features the "Unitized" chassis. It is available with or without 3-speed record changer. Setchell-Carlson Inc., New Brighton, Minn.—RADIO & TELEVISION RETAILING.

Bell TAPE RECORDER

A new, portable Re-Cord-O-fone tape recorder, model RT-65, has been announced. The complete unit is 8½" high, 15" wide, and 16" deep. Uses 5 or 7 inch reels. Unit is supplied with crystal mike, 6-ft. cable, one 5" reel of plastic tape, one empty 5" reel, and instruction manual. List price is \$169.50. Bell Sound Systems, Inc., Columbus, Ohio.—RADIO & TELEVISION RETAILING.

Rek-O-Kut TURNTABLE

A continuously variable-speed phonograph turntable has been announced. Plays at any speed from 20 to 100 RPM on 50 or 60 cycles. Available in two models: CVS-12, including chassis, motor and turntable, \$84.95; CVS-12P, mounted in portable case with 16" pickup arm, \$124.95. Rek-O-Kut Company, Inc., 38-01 Queens Blvd., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Micro FM RADIO

A personal FM radio has been announced, model RD-02. Telescoping built-in antenna extends to 14 inches. Receives



88-108 MC. Uses one 1½ volt and one 45 volt battery. List price is \$37.50. Micro-Electronics, Peru, Ind.—RADIO & TELEVISION RETAILING.

Newcomb PORTABLE

Model B-100 portable AM radio features a jack for connection of additional amplification to cover larger areas. Jack may also be used for headphones. Operates on AC only. Built-in loop antenna. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood, Calif.—RADIO & TELEVISION RETAILING.

Heart PHONO NEEDLES

A new line of phono needles has been introduced. The line includes three models, the Black Nylon, listing at \$2.50, the White Nylon, listing at \$3.50, and the Red Sapphire, at \$1.25. Packaged in a plastic container which can later be used as a small picture frame. New line is called the Sweetheart line. Heart Products Co., P.O. Box 6267, Phila. 36, Pa.—RADIO & TELEVISION RETAILING.

Wilcox-Gay DISC KIT

The disc kit shown here contains an assortment of Recordio discs. Includes 18 fiber base and 6 aluminum base discs, two large



size aluminum base discs, and 4 cutting needles. List price for the kit is \$4.98. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING.

Scott RADIO-PHONO

A new radio-phono has been introduced with the 2-6 and 6-18 MC. international short-wave bands. Cabinet is similar to the Cressy Add-A-Vision set. List price is \$465. Scott Radio Laboratories, Inc., 4541 Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

Crescent WIRE RECORDERS

New additions to the line include the Steno, designed for dictation and transcription, listing at \$199.50; and the "Professional Type," designed for general use, listing at \$149.50. Crescent Industries, Inc., 4142 W. Belmont Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING.

Magnavox TV SETS

Two new models have been announced. The Biltmore, 16-inch rectangular console in mahogany cabinet, lists for \$259.50; the Cosmopolitan, 16-inch round console with doors, available in mahogany for \$339.50 and in white oak or blond finish at \$349.50. Magnavox Co., Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

Sightmaster "CHAMPION"

The "Champion", 19-inch table model TV set has been announced. Cabinet is mahogany. Includes a Sightmirror and remote control unit, with 25 feet of cable. List price is \$525.00. Sightmaster Corp., 111 Cedar St., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

ANCHOR is your answer!

THE TV BOOSTERS FOR....

- ... faster profits
- ... better TV reception
- ... satisfied customers
- ... simple, easy installations
- ... fringe area TV sales



The Intubankite

ANCHOR'S SINGLE-STAGE BOOSTER—Model ARC 101-75 will increase original TV signal strength 3 times and is especially recommended for low signal areas in or near cities where there may be any number of interference problems. Assures consistently good reception on up to 75 miles. **\$33.00** List Price.



The Granger

The ANCHOR TWO-STAGE BOOSTER—Model ARC 101-100 increases original TV signal strength 5 times and is recommended for distant rural areas. Consistently good reception over 100 miles.

\$44.95 List Price.

TELL THIS STORY TO YOUR TV SERVICE MAN OR YOUR INSTALLATION AGENCY



BE SURE YOU KNOW ALL THESE FACTS

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise Ratio.
- ANCHOR is the only non-regenerative unit available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient for Booster is turned on and can be switched and tuned all on the same knob.
- ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in Boosters in recent years.
- ANCHOR'S TWO-STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT ANCHOR'S TWO-STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

Expensive high towers—still unsatisfactory reception.

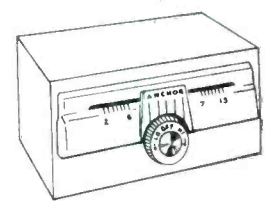
Hazardous installations subject to damage and repair.

Many trips to repair or maintain faulty installation.

Dissatisfied customer complaints costly.



SAME \$ PROFIT



- ONE SALE
- ONE UNIT
- ONE CALL
- ONE satisfied customer.

If you are a dealer and have your own service men who make the installations on the TV sets you sell, it stands to reason that an installation of one of the many fine simple-to-install antennas, plus an ANCHOR BOOSTER will make a faster and more profitable installation for you, or your service agency, as well as a completely satisfied customer. REMEMBER, return calls due to dissatisfaction cost you money. **SERVICE MEN: take an ANCHOR BOOSTER with you on every installation.**

ORDER FROM YOUR JOBBER TODAY

ANCHOR RADIO CORP.
2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS

New Radios and Recorders

Compiled by Our Editors as a News Service to Our Readers

Shurack PHONOS

Model 300-C is a three speed console children's phonograph. Constructed of wood, it features a balanced lid designed to protect children's fingers. List price is \$39.95. Also available is the model 100-C, similar model for 78 RPM records only, \$34.95. Irving B. Shurack, Inc., 1133 Broadway, New York 10, N. Y.—RADIO & TELEVISION RETAILING.

REL REMO RADIOS

The new model 720 series Remo receivers for FM music piped to restaurants, stores, terminals, etc., has been announced. Receives the 88-108 MC. band. User can control the information broadcast to the listener. Special sales flashes, etc., may be broadcast. Radio Engineering Lab's, Inc., 35-54 36th St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Newcomb PHONOS

Newest addition to the line is the model RC-12, 3-speed portable phono shown here. Plywood case covered with washable fabri-



roid material. Five watt output; 6 x 9 speaker. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—RADIO & TELEVISION RETAILING.

Crosley RADIOS

Two new radio-phonos consoles and five series of small radios have been added to the line. The top console has AM radio and 3-speed phono; lists for \$249.95 in mahogany and \$259.95 in blond. The other console is available in a two-section cabinet which forms a console or a pair of end tables. Also available in blond or mahogany.

The clock-radio, available in six colors, lists for \$49.95. Has an outlet for use in turning appliances on or off. The Decorator series, available in four colors, lists for \$39.95.

The FM-AM table radio, available in a choice of four different two-color combinations, lists for \$59.95. Four different colored models of the Riviera portable series list for \$44.95.

The coloradio series, originally available in white only, is now available in five additional colors. This table-top kitchen radio lists for \$42.95. The Dynamic series, available in six colors, in small plastic cabinet, lists for \$24.95. Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

Pentron RECORDER

A dual speed tape recorder, operating at 3¾" per second or 7½" per second, has been announced. List price is \$159.50,



which includes crystal mike, plastic takeup reel and plastic reel of 600 feet of recording tape. Pentron Corp., 221 East Cullerton St., Chicago 16, Ill.—RADIO & TELEVISION RETAILING.

Hoffman RADIO

New radio models added to the line include the Decorator series, models 533 and 534, radio-phonos consoles with FM-AM radio; the Heirloom series, models 537 and 538, also radio-phonos consoles; and table model radios model 204, AC-DC set in ivory plastic case, model 205, similar model in brown plastic; model 310, AC set in oak cabinet, and model 311, same set in walnut cabinet. Hoffman Radio Corp., 3761 So. Hill St., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

Abner-Hull TV TABLE

A new adjustable TV table has been introduced. Available in mahogany or blond finish. Adjustable from 16¾" x 16¾" to 26½" x 26½". Table is 27" high, legs are adjustable to fit uneven floors. Abner-Hull Mfg. Co., 143 Newbury St., Boston, Mass.—RADIO & TELEVISION RETAILING.

Meissner RECORDER

Latest model announced is the 4DR disc recorder. Will record discs up to and including 10 inches, at 33⅓ or 78 RPM. Can be converted to 45 RPM. Uses twin needle playback cartridge; magnetic, 10 ohm, recording head. Records 160 line to the inch. Equipped with crystal mike. In red alligator synthetic leather covered carrying case. Meissner Mfg. Division of Maguire Industries, Mt. Carmel, Ill.—RADIO & TELEVISION RETAILING.

Standard CABINET

Recently announced is the Series 503 Modern Score television console cabinet. Designed for either 16 or 19-inch tubes, it is available in walnut, mahogany or blond. Also available with metal grille. Doors open flush with the sides. 40" high, 24" wide, 24" deep. Standard Wood Products Corp., 43-02 38th St., Long Island City 4, N.Y.—RADIO & TELEVISION RETAILING.

Wilcox-Gay RECORDERETTE

Model 1J11, shown here, records and plays discs in all 3 speeds from self-contained radio or from microphone. List price is \$99.95. Also offered are the Recordio



model 1B10, tape recorder; Recorderette, Sr., model 1J10, radio-phonos-recorder; and the tape-disc Recordio, model 1C10. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING.

Woodcraft CABINETS

A complete new line of Unimode cabinets has been announced. These sectional cabinets are available in a variety of sizes and shapes, designed to fit together to form many varied combinations. Available unfinished or in a choice of eight different finishes. Grand Rapids Woodcraft Corp., 1400 Front, N.W., Grand Rapids 4, Mich.—RADIO & TELEVISION RETAILING.

Lincoln CHANGER

Advertised as the "World's Most Versatile Record Changer," the unit automatically plays one or both sides of records as desired, all speeds and all sizes intermixed in any sequence of the same speed. Full loading of 22 L.P. records provides up to 21 hours of continuous playing. Changer stops automatically when last record is played. Only one record at a time is on the turntable. Records may be added or removed at any time with the machine in motion. Available in two models: the Standard for custom installation, and the Capehart Replacement Model. List price of the changer is \$250.00. Lincoln Engineering Co., Record Changer Division, 5701 Natural Bridge Ave., St. Louis 20, Mo.—RADIO & TELEVISION RETAILING.

Audio-Master PHONO

The Audio-Master, Jr. is a 3-speed portable electric phono. Has variable tone and volume controls and single needle for all speeds. List price is \$24.95. Audio-Master Co., 23 West 45th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Ellar CABINETS

A complete line of television cabinets include a table model, two consoles without doors, and two consoles with doors. All are available for either 16- or 19-inch sets in mahogany, blond or walnut. Ellar Woodcraft Corp., 421 W. 28th St., New York 1, N.Y.—RADIO & TELEVISION RETAILING.



the magnificent
Magnavox
radio - phonograph - television

CONTEMPORARY AM-FM radio, 3-speed record changer, \$579.50

Magnavox Positive Price Protection

Safeguard Against Unfair Profit Cutting

DEALERS enjoy television's brightest profit picture with Magnavox. For rigid enforcement of Magnavox prices, fair traded where permitted by law, assures rightful markups. Magnavox selects only a few dealers in each market, and they sell Magnavox television-radio-phonographs on a direct-from-factory basis.

The Magnavox Company, Fort Wayne 4, Indiana

Price subject to change without notice

Well Planned Store Makes

Ample Display Space and Good Listening Facilities



Well organized racks behind the counter at Barrow Music Shop in Great Neck, N. Y., help Ed Myerson (behind counter, left) and his sales staff.

• Owner Ed Myerson and his sales staff combine their pleasant personalities and knowledge of records with a well laid out store to make record buying both easy and pleasant at the Barrow Music Shop in Great Neck, N. Y.

Located in the main shopping section of this high-income town on Long Island, the store is designed to please the discerning, unhurried customer. Neat, attractive display racks opposite the main counter are set wide apart to provide easy access to the latest albums displayed there. Behind the counter are well organized stock racks where records can be found quickly. With microgroove records playing an ever more important role in his stock, Myer-

son has removed many of the storage racks previously used for shellac discs. This has given him more space for display racks and has generally improved the appearance of the store. Modern designed decorative brackets and live ivy plants now decorate the sides of the store where formerly there were innumerable "pigeon holes" filled with shellac discs. Almost the entire main floor of the store is devoted to records, which constitute about 40% of Barrow Music Shop's total business.

One sales-building feature of this spotlessly clean store is the dual-control setup on the listening booths. There are six closed booths, equipped to play all sizes in all speeds. Each booth may



Numbered listening booths are well-lighted and comfortable.

be controlled from within the booth itself or from turntables located behind the counter. "In this way," says Myerson, "a responsible adult is permitted to play records himself, but for a group of youngsters, we play the records behind the counter, and also control the volume from there, while they listen in one of the booths. Much less breakage that way." A bulletin board, mounted on the wall in each listening booth, is used for posting literature on the latest record releases, an ideal place to "plug" latest records, rather than having the customer see only the blank walls.

A complete line of records is stocked, and Myerson and his staff know their line well. Most of his customers come in to browse and ask information before buying, rather than with a definite recording in mind. A good working knowledge of records is invaluable in such cases not only for finding some-

Booths are equipped to play all 3-speeds; can be controlled directly or remotely from behind the counter.

Attractive display racks provide easy accessibility for "browsers"; suggest add-on sales to counter traffic.



Record Buying Easy

Designed For Customer Convenience and Increased Sales



Small side room downstairs is used advantageously to display portables and table models.



Pine-paneled walls, soft lights and carpeting lend a "homey" atmosphere to demonstrations in this comfortable room.

thing to please the customer's taste but in being able to suggest similar types of records for add-on sales.

Demonstration Room

Phonos, radios and TV sets are displayed on the lower floor of the store. Pine paneled walls, soft carpeting, comfortable chairs and well-placed floor lamps lend a comfortable, homey atmosphere to the room. They also make for more effective demonstrations. One out of four sets sold here is a radio-phonograph, which indicates a group of customers who show more than average interest in reproductive qualities. In this room these customers can be given the careful and complete demonstrations they desire.

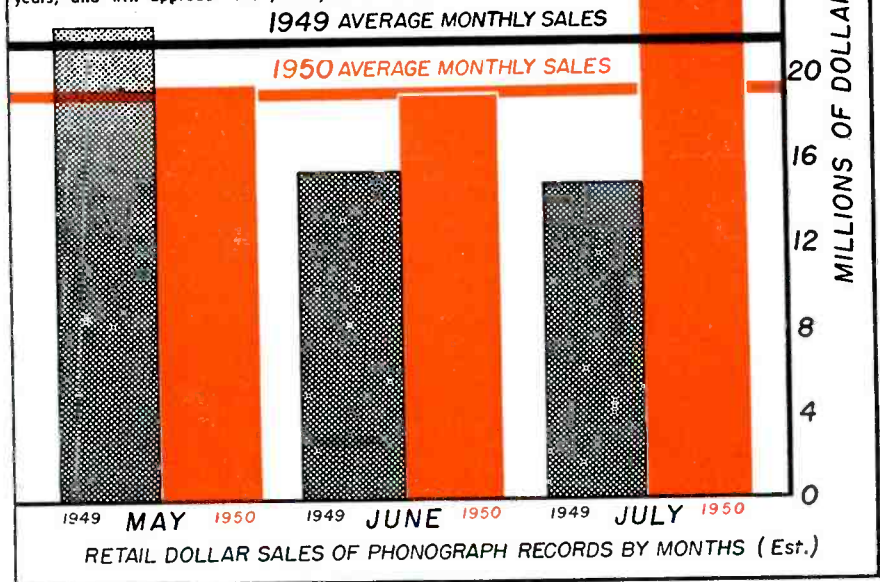
In the past Myerson has employed promotional activities such as a daily one hour disc-jockey radio show which was broadcast right from the store over a local station. All phoned-in requests were played, a stunt designed to familiarize people with the store and its phone number.

Last Easter, sales skyrocketed when Myerson displayed a 3 by 4½ foot Easter egg containing live rabbits in his front window. He planned the display to plug a recording of "Peter Cottontail." It attracted wide attention and comment, and his sales went up on all kiddie records.

He also takes advantage of manufacturers' cooperative advertising, running weekly ads in a local newspaper.

Marked Upswing in Record Sales

After declining slowly for almost two years, record sales suddenly started climbing this summer, during a period when they are usually at their lowest ebb. As can be seen by the accompanying graph, the upturn started in June, registering a 23% increase over June '49. In July, sales skyrocketed, showing an INCREASE of 139% over July '49 and 80% over the previous month (June '50). As can also be seen, the July sales figure almost doubled the average monthly sales in the fiscal years of 1949 and 1950. With sales holding up during August and September, and with the usually higher late Fall and Christmas sales in prospect, it is expected that volume this year will exceed either of the last two years, and will approach the peak year of 1947.

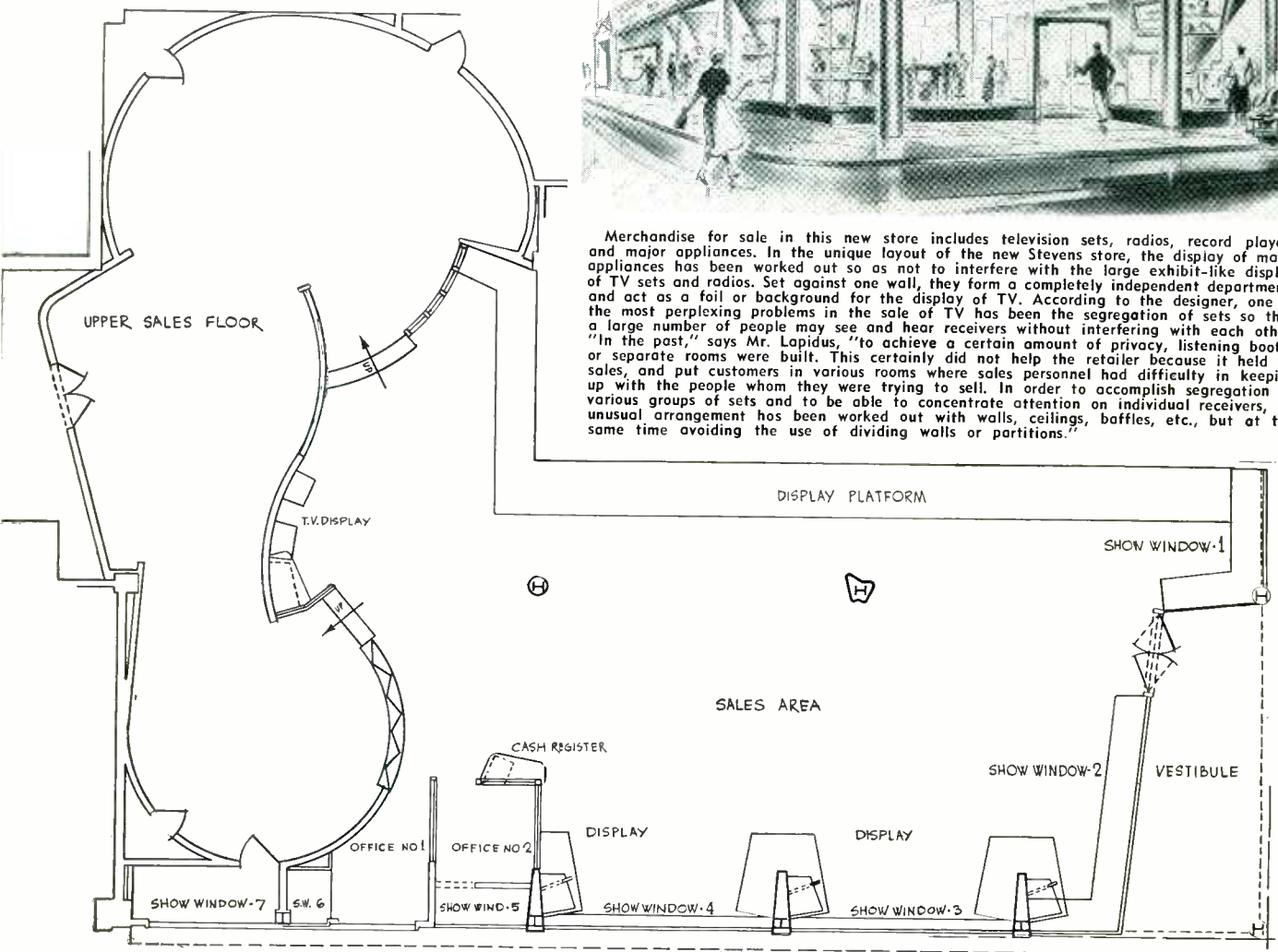


"Show-Case" TV Store

New Stevens store just opened at Steinway St. and Broadway, Astoria, N. Y., is located in the heart of a thickly populated residential area. The owner, Stephen Sips, has several other stores in Queens county. This modern TV store was designed by Morris Lapidus, an architect with wide experience in the retail field. During World War 2, Mr. Lapidus was design consultant for the Radio Corp. of America on retail stores and retail units. The Stevens storefront is actually a huge show-case. The feeling of show-windows, bulkheads, entrances, etc., is almost non-existent. Instead, there is the feeling of great openness and expansiveness of glass. Interior displays pierce the glass to tie in with the storefront. There is no demarkation between interior and exterior other than the necessary sheets of glass to protect the selling areas from the elements.



Merchandise for sale in this new store includes television sets, radios, record players and major appliances. In the unique layout of the new Stevens store, the display of major appliances has been worked out so as not to interfere with the large exhibit-like display of TV sets and radios. Set against one wall, they form a completely independent department, and act as a foil or background for the display of TV. According to the designer, one of the most perplexing problems in the sale of TV has been the segregation of sets so that a large number of people may see and hear receivers without interfering with each other. "In the past," says Mr. Lapidus, "to achieve a certain amount of privacy, listening booths or separate rooms were built. This certainly did not help the retailer because it held up sales, and put customers in various rooms where sales personnel had difficulty in keeping up with the people whom they were trying to sell. In order to accomplish segregation of various groups of sets and to be able to concentrate attention on individual receivers, an unusual arrangement has been worked out with walls, ceilings, baffles, etc., but at the same time avoiding the use of dividing walls or partitions."



The lighting as designed by Mr. Lapidus, is an unusual feature in this store. Fully cognizant of the fact that brilliant lighting is an essential for any show-case arrangement such as this is for a storefront, the architect was also conscious of the fact that brilliant lighting is not ideal for the viewing of television. By massing the light at the windows and at the entrance, the entire store will seem to be one glowing unit. Actually, in the display areas indirect cold cathode lighting, together with fluorescent and incandescent light, are combined to produce a level of illumination in keeping with the best lighting for TV. It has been found by the lighting experts that by equaling the level of illumination on the walls with the level of illumination in the television tube, eye strain is avoided and perfect visibility is afforded.

Unusual displays, attractive decor, brilliant lighting and an interesting pattern for the circulation of customers have all been combined to make the new Stevens television store a unit in keeping with the modern, exciting need of the newest form of entertainment.

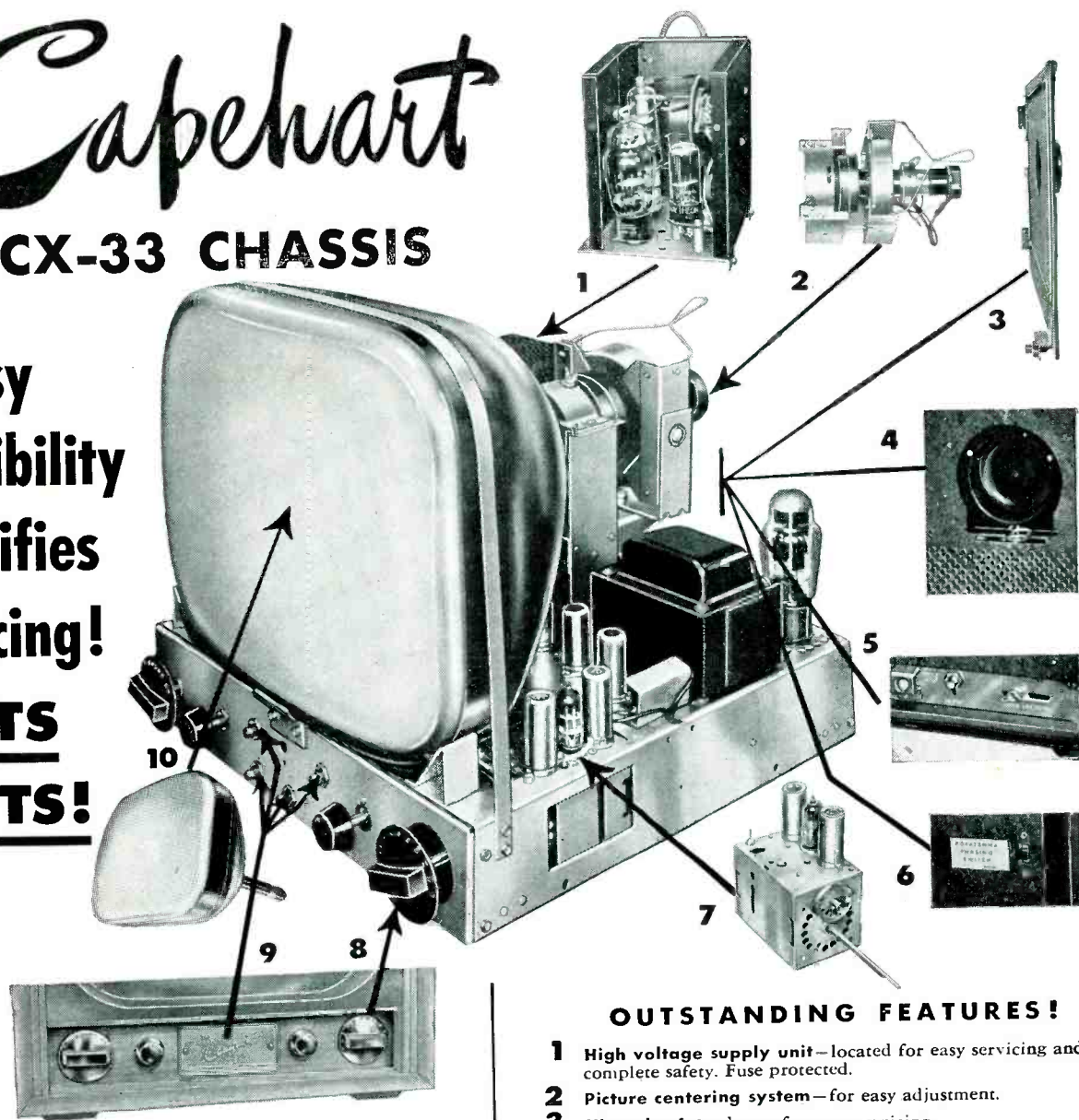
Greatest Profit Opportunity of the Year!

SENSATIONAL NEW

Capehart

CX-33 CHASSIS

**Easy
Accessibility
Simplifies
Servicing!
CUTS
COSTS!**



OUTSTANDING FEATURES!

- 1** High voltage supply unit—located for easy servicing and complete safety. Fuse protected.
- 2** Picture centering system—for easy adjustment.
- 3** Hinged safety door—for easy servicing.
- 4** Locking device for centering control—prevents tampering.
- 5** Horizontal hold, linearity and drive controls—positive and fast-acting.
- 6** Polatenna phasing switch—convenient adjustment for best reception.
- 7** Standard tuner—engineered to Capehart specifications.
- 8** Control knob—easily removed for access to oscillator adjustments.
- 9** Service control panel with removable plate—for easy front-end adjustment.
- 10** Picture tube and safety glass—removable from front without removing chassis. Easy to clean—easy to service.

The new CX-33 chassis is super-powered... revolutionary! This 23-tube chassis features incomparable long-distance reception—extends the operating range of the transmitter—opens up new markets for you. Gives interference-free operation, increased sensitivity on all 12 channels, and positive control of all functions. Sound is automatically synchronized with picture.

AN **ITT**
ASSOCIATE

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

New Electrical Appliances

Universal IRONER

The automatic single speed ironer shown here has been added to the line. It features a hinged cover, adjustable thermo-



stat, 1200 watt heating element, and adjustable pressure. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

Markel HEETAIRE

A new model of the Fan-Glo Heetaire features a built-in thermostat. Designed to produce any temperature between 40° F. and 85° F. Available in two models, 195T, 1320 watts, and 196T, 1650 watts. Markel Electric Products, Inc., Buffalo 3, N. Y.—RADIO & TELEVISION RETAILING.

Proctor IRONS

Three new electric irons have been introduced. A conventional iron, the Champion, lists at \$9.95. The Never-Lift iron shown here, as a dry iron only, lists for \$12.95. It is also available as a combination, to be used either as a steam or dry



iron. The plastic water reservoir (shown in photo) attached to back of iron, and steam or dry use is controlled by a knob on the reservoir. The combination iron only, lists for \$13.95, the reservoir lists for \$5.95. Proctor Electric Co., Philadelphia, Pa.—RADIO & TELEVISION RETAILING.

Emerson HEATER

A portable radiant heater has been added to the line. Operates on 115 volts AC or DC. Available in bronze or ivory enamel finish. List price is \$15.95, which includes excise tax and 5-year factory guarantee. The Emerson Electric Mfg. Co., St. Louis 21, Mo.—RADIO & TELEVISION RETAILING.

Crosley NEW LINE

The eleven new models of the Shelvador refrigerator line range from 7 to 10.5 cu. ft. All have white plastic shelves recessed within the interior of the door. Five models feature automatic defrosting. The "Butter Safe," which keeps butter at desired spreading consistency, is provided in 9 and 11 cu. ft. models. Nine of the models feature horizontal frozen food compartments.

Ten electric range models include both cluster and divided top models. The top model of the line, the double-oven SCOD-1, has features which include seven-heat speeds, two appliance outlets, and double-duty deepwell cooker.

The eight new freezers are chest-type in sizes of 4.1, 8.2, 12.6, 16 and 20 cu. ft.



Highlighting the line is the "Storador" model, shown here. White plastic shelves recessed in the underside of the lid of the Storador model provide space for 15 standard packages of frozen food. Also featured in the 8 cu. ft. Storador model, as well as in 12, 16 and 20 cu. ft. models, is an automatic ice cream freezer, with paddle-type mixer. A half gallon of ice cream may be made in this unit. Crosley Div., Avco Corp., 1329 Arlington, Cincinnati, Ohio—RADIO & TELEVISION RETAILING.

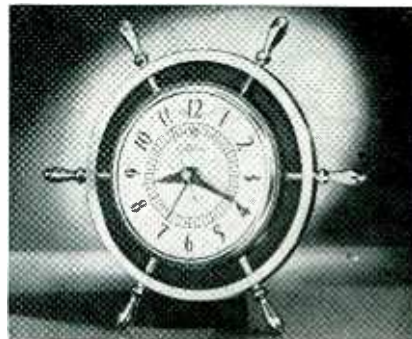
GE DISHWASHER

A new automatic electric dishwasher that will wash and dry up to 100 pieces in less than 30 minutes has been introduced. Major improvements include the addition of a wash-action regulator to permit uniform washing of full and part loads of dishes. Also, an electric heating element has been built into the bottom of the tube to maintain the water temperature. This new model is top opening, fully automatic: rinses, washes and double-rinses the dishes, opens the lid and dries the dishes. Available in four models: free-standing cabinet model, BE-100, lists at \$279.95; combination dishwasher-sink model, SE-100, lists for \$369.95; and two chassis models for counter installation, AE-100, with porcelain enamel cover, \$234.95, and the AN-100, with stainless steel cover, \$249.95.

Also announced is a new deluxe upright vacuum, model AVF-807, featuring an automatic nozzle which adjusts to the height of the rug nap. It lists at \$84.95. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Telechron CLOCKS

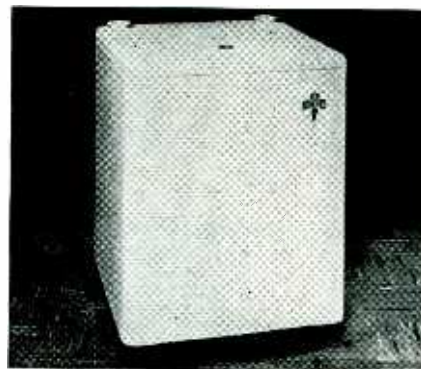
Seven new models, five of them alarms, include the "Everset," automatic resetting alarm at \$8.95; the "Tel-A-Glow," luminous, at \$6.95; the "Mentor," modern de-



sign, \$8.95; the "Yachtsman," shown here, \$7.95; and the "Tribute," \$9.95. The two convenience models are the "Suave," \$19.95; and the "Somerset," \$22.50. Telechron Corp., Ashland, Mass.—RADIO & TELEVISION RETAILING.

Whirlpool WASHERS

Recently introduced models include an automatic washer, \$279.95; gas dryer, \$249.95, and electric dryer, \$199.95. These are companion pieces, open front models. Also announced is another washer, priced



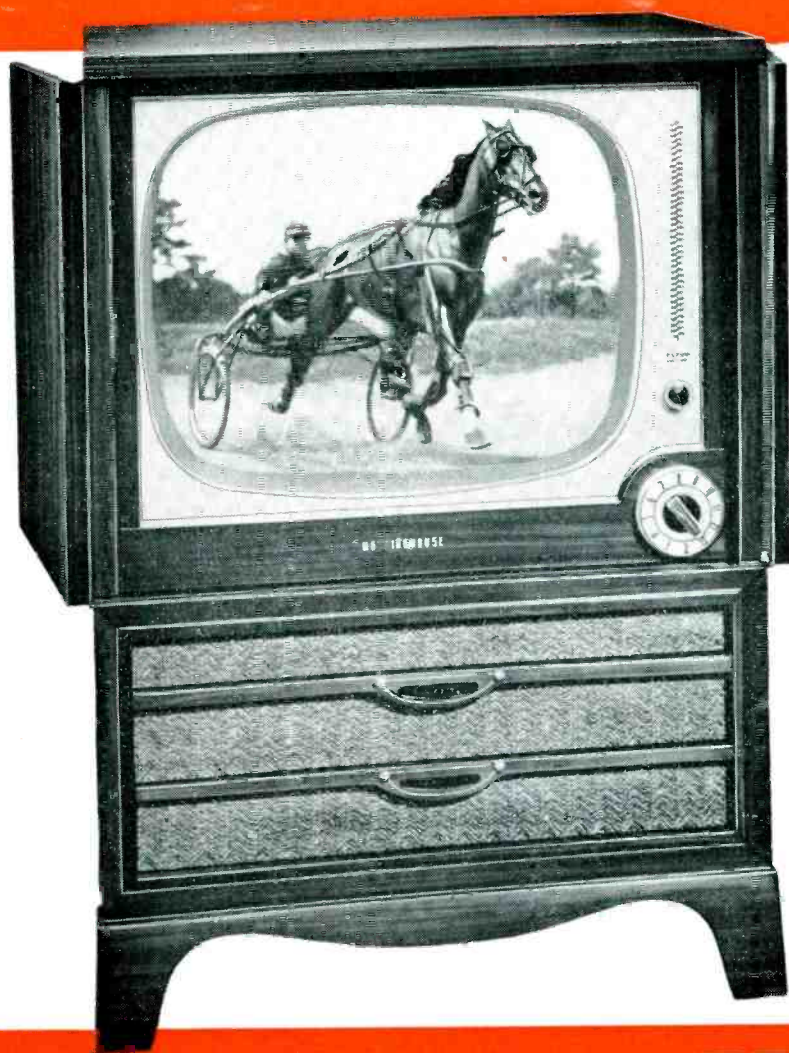
at \$199.95, shown here. Optional equipment on either washer is the "Suds-Miser", \$20 additional. Whirlpool Division of 1900 Corp., St. Joseph, Mich.—RADIO & TELEVISION RETAILING.

Session CLOCKS

Three models are included in the new line of switch clock movements. Model W-31, with the Sleep-Selector, to turn any electric appliance on for a given period of time up to 90 minutes; model W-26, with just an "on" switch; and model W-33, with Sleep-Selector and controls for setting mounted at the back. All clocks are equipped with 15 ampere switch. The Sessions Clock Co., Timer Division, Forestville Conn.—RADIO & TELEVISION RETAILING.

Westinghouse DOES IT

- WITH **TV** VALUES
- DEALER OPPORTUNITIES
- A NEW HEADLINE FEATURE



YES, Single Dial Control leads the feature parade, adding a dramatic touch to the new Westinghouse line that's "smart enough to sell on style alone." Its impact on the trade has already been felt despite an unusual seller's market. So, if you are fortunate enough to have the Westinghouse line, know it better. If you don't have it, Westinghouse is the line to watch as it moves to a dominant position in the industry.

THE COPLEIGH

Model 638K20

20" rectangular tube in console with doors of matched-grain select mahogany veneer.



YOU CAN BE SURE...IF IT'S **Westinghouse**

WESTINGHOUSE ELECTRIC CORP. • TELEVISION-RADIO DIVISION • SUNBURY, PA.

The \$64 Question is:

WHO HAS THE HOTTEST DEAL OF THE DECADE?

NOW RCA VICTOR



THIS TO SELL

THE BONUS DEAL gives your customers top value for their money—gives you extra opportunities to sell records and instruments. Bonus Book given with each 45J brings customer back to your store every month for five months to select his bonus "45" record for that month. It gives you five extra chances to sell the same customer.



BOTH FOR \$12⁹⁵



And the Answer is:

YOU HAVE!

GIVES YOU...

**PLUS THIS
TO SELL IT!**



**Beginning September 10th,
America's best-loved Quiz
Show goes to bat for YOU
and RCA Victor Products!**

Now RCA Victor adds to its line-up of top advertising power the extra smash of the radio show that's become part of America's language—the famous, the one-and-only "\$64 Question" (Take It Or Leave It). A top deal and a top show—equal top profits for YOU!

**GET IN ON
THE BONANZA!**

Ask NOW for Special Tie-In
Merchandising Material to Link
Your Store With the Power of
"The \$64 Question"!

**AND—ON TV—"Kukla, Fran & Ollie" Mon. and Fri., NBC-TV Stations
Plus special LIFE Magazine campaign and local newspaper support**

95% of "Rentals" Sold by Dealer!

Plan Pays Cost of Home Demonstrations; Provides Hot Leads for New Colorado Store



Night view of the brightly lit store-front at Steve's, Colorado radio-appliance dealer.

• An alert radio appliance dealer who has proven that there is always plenty of room in the retail industry for an enterprising new firm is E. H. "Steve" Stephenson, head of Steve's Appliances, in Englewood, Colorado.

Stephenson was formerly a salesman for Appliance Distributors, Inc., Denver wholesale firm, and after years of calling on dealers through his territory, reversed the usual process, and became a retailer himself. A life-time resident of Englewood, a populous suburb a few miles south of Denver, he elected to open up his new store there—where he was more than reasonably well acquainted with the community's residents, where rapidly developing residential districts insured a plentiful supply of prospects.

Franchised with a number of leading lines, Stephenson surprised the local public by building one of the biggest appliance stores in the Englewood area, with a 60-foot frontage, and more than 6,000 square feet of floor space devoted to various appliance departments, repair shops, operating model kitchen, etc. At the same time, he set

up an equally large sales crew, with 4 outside men, a salesmanager, home economist department, and 3-man crew of repair mechanics. With all of these basic selling elements on hand, the new Colorado dealer then began studying promotional methods. He realized that "mere friendship" and contacts in the Englewood area would sell a lot of appliances for him, but that it would be foolish to depend on this rather limited market for continued success. Therefore, he studied methods which were making sales for dealers all over the Rocky Mountain Empire, selected a few for closer examination, and eventually settled upon "the rental plan" as most consistently effective.

"I at that time found that although sales in some parts of the country were on the down-grade, a few dealers had been able to increase their volume through renting out of new appliances," Stephenson indicated. "And, in fact I was struck with the similarity of experiences of dealers who had used the rental plan in the Middlewest, out on the West Coast, etc. We look upon the rental plan as a highly-practical method

This Merchant

- Rents appliances, and makes sales to the renters
- Has 4 outside men working under attractive compensation plan
- Hires home economist who helps close sales, writes for local papers
- Serves refreshments to customers in the big model electric kitchen
- Makes model kitchen available to local groups and associations

of getting the prospect to try out any new appliance in his own home—instead of an actual rental transaction. By playing up this idea in all advertising and promotion, we think we have tapped our most logical source of prospects."

Since opening day, merely by use of a series of classified ads every day in the Denver Post and in the Englewood Herald, and other community papers, Stephenson has rented and later sold so many appliances that long-established Denver dealers found it difficult to believe. During January, for example, Steve's Appliances, as Stephenson simply titled his firm, delivered 150 new refrigerators, 87 new washing machines, and a commensurate volume of every other appliance carried in the store.

Ideal Prospects

The entire secret, says the Colorado retailer, is a one-two punch, consisting of first, liberal rental policies, followed up by skilful salesmanship on the part of his 4-man outside crew. "Every day in the week we run a column of classified ads, with plenty of white space, which we find get more attention than any other form of listing," he said. "This may run anywhere from 3 to 7 ads. Each one offers rental service on a particular appliance. We rent new refrigerators at \$3 a month, washing machines at 50¢ a week, and similar charges for other leading major appliances. The sole purpose of these rental ads is to appeal to the prospect who does not already have the appliance concerned—and thus, although we have sold 95% of the appliances we have rented out in this way, we have had

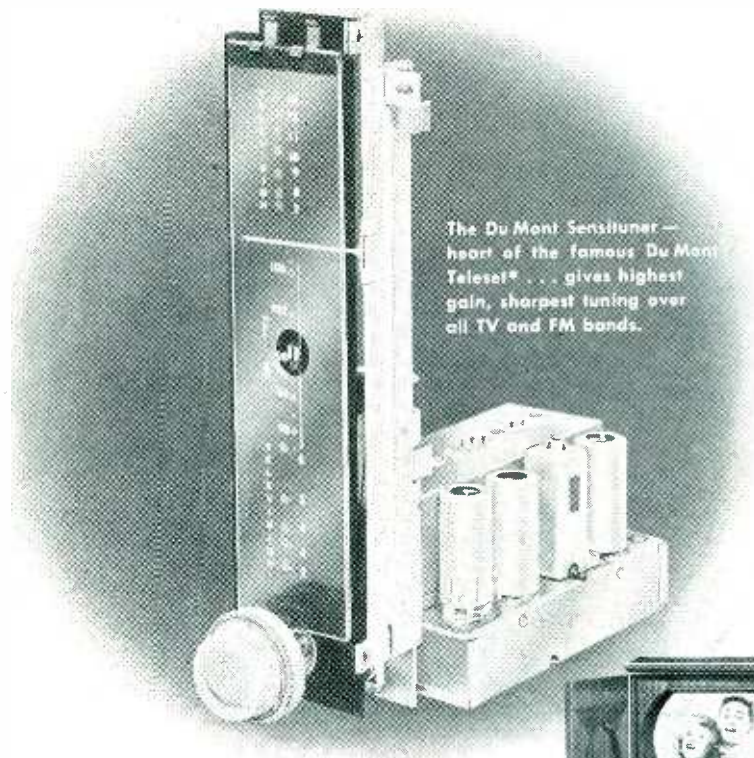
(Continued on page 65)

Close-up view through front window shows attractive floor layout.



First in a series of DuMont product information messages

How the Sensituner* helps you tune in TV sales



The DuMont Sensituner — heart of the famous DuMont Teleset* . . . gives highest gain, sharpest tuning over all TV and FM bands.

THE DU MONT HANOVER
one of a complete line of new
DuMont television receivers.



THE SENSITUNER, above—just one example of the extra television values that make the DuMont franchise so satisfying. An improvement on the famous DuMont Imputuner,* the Sensituner has added a fourth tuned circuit which gives greatly increased gain and selectivity. This extra circuit uses every bit of the signal and greatly improves the signal-to-noise ratio—an important feature particularly valuable in weak signal areas.

The Sensituner provides continuous tuning, not only over the entire TV range but also covering all FM broadcast frequencies. It has a speed-up mechanism which allows rapid tun-

ing over less frequently used portions of the dial, yet provides precise tuning to desired stations. Like the entire DuMont Teleset, it represents the finest performance obtainable.

Every DuMont contains the most advanced circuitry, oversize parts, extra tubes, better shielding, wider component separation. Every DuMont is subjected to the most rigid quality control in the entire television industry.

That is why DuMont — first in television, only in television — means more prestige for your store. For these extra television values are the hallmarks of DuMont.

* Trade Mark

You'll do better with **DU MONT** Television's most coveted franchise

first with the finest in Television

Copyright 1950, Allen B. DuMont Laboratories, Inc. Television Receiver Division, East Paterson, N. J., and the DuMont Television Network, 515 Madison Ave., N. Y. 22, N. Y.



ADVERTISING

Aimed at Selling

Your Messages to Customers Can Sell

Announcement No. 3 (20 seconds)

Save space, get greater enjoyment and be modern. Let Jones Radio & Television Company modernize that old phonograph in your combination instrument. Then you can get all the best there is in all of the new records, and play your old ones as well. Call the Jones Company now at XO 7-6987 for a free estimate. The low price will surprise you but agreeably!

Announcement No. 4 (one minute)

Hello everybody living in and around Hometown. This is your friendly dealer, Ed. Jones of the Jones Radio & Television Company, 54 Main Street. My voice is coming to you over a recording, and I think you'll agree that I'm no professional announcer. Not by any means. But I do want to tell each and every one how easy it is to own equipment to play *all the new phonograph records*. Here's all there is to it. Give me a ring at XO 7-6987 and I'll send an expert to your home to give you a free estimate on *modernizing* your old phonograph in any combination radio or television set. You'll be agreeably surprised at the low cost, I'm sure, so won't you call me right now? The number is XO 7-6987. Play all 3 records, including you old ones. It's easy through our efficient and economical modernization plan.

Announcement No. 5 (1½ minutes)

The few bars of music you just heard are from Mozart's Magic Flute. Notice how your ear picks out each separate instrument—hears each one with fidelity of reproduction you never dreamed possible. And imagine this! The phonograph record playing the haunting Mozart melody is but *seven inches in diameter*, taking up hardly any space, and it is *unbreakable*. Here's the great something new you've been waiting for, but have you the equipment to play these new 7-inch records? To play the new larger size 33½ records that give you up to 45 minutes of play—a complete symphony on two sides? Well, if you have an old-fashioned phonograph it's time to do something about it. Jones Radio & Television Company, 54 Main Street, can modernize or replace your

old phonograph, and at a very low cost to you. Then you can play *all records* automatically, including the ones you now own. Call the Jones store right now. Here's the number—XO 7-6987. To repeat, the number is XO 7-6987. Jones Radio & Television Company will give you an estimate on modernizing or replacing your own phonograph, in any instrument, without charge — without obligation. You're missing plenty if you can't play the new, higher-fidelity, space-saving new records. (Close with few bars of music.)

Announcement No. 6 (2 minutes)

Friends of the radio audience, I have been asked to give you a very special message from your friendly dealer Ed Jones, of the Jones Radio & Television Company, 54 Main Street. He wants to make it easy for you to play *all the new phono records* in your home. The new records, he points out, bring you better tone quality, and require much less storage space. They are as modern as television itself. Here are three plans offered by Mr. Jones. One, he offers you the superb new Ultrapix combination set. It has a 16-inch picture tube that's brighter and better; it has AM and FM, and it has *three-speed* automatic record playing equipment. Truly, a complete home entertainment center, it offers the best there is for the low price of \$

Plan Number Two offered by Jones Radio & Television Company is the suggestion that you modernize or replace that old phonograph you now own. Make it up to date. Get all the good things available in the new higher-fidelity, storage-saving phono records. There's no obligation to buy if you call XO 7-6987 for an estimate. Protect your investment in that fine set you now own by bringing it up to the minute.

Plan Number Three, suggested by the Jones Radio & Television Company is to buy a 3-speed phono record player at the remarkably low price of \$——. It plays all records, including your old ones.

Won't you please write down this number now, and call the Jones store? Here's the number—XO 7-6987. Remember, there's no obligation, but you do owe it to yourself and family to get all and the best there is in record-playing today.

Every dealer can capitalize on the consumer desire to own the best, most modern home entertainment equipment. In the 3-speed phono, the dealer has something he can sell everybody. He can stress the extra value of a combination, or he can sell plug-in players, or he can interest many people in modernization and replacement.

Previous articles in this magazine have dealt with methods to use in upping sales of 3-speed playing equipment, and technical conversion information. In this issue we bring you a number of ad copy suggestions, along with some ready-made radio and TV spot announcements.

Radio or TV Spot Announcements

(With TV, the dealer can use stock slides, illustrations of instruments; cartoons, etc.)

Announcement No. 1 (20 seconds)

Want to modernize that radio or television combination? Well, then, listen to this: Jones Radio & Television Company experts can convert your phonograph to play all of the new records, and your old ones as well. How much? You'll really be surprised to learn how little! Call the Jones Company, XO 7-6987 now for a free estimate.

Announcement No. 2 (20 seconds)

Don't buy just a television set or a radio set. Buy a *complete home entertainment* set such as the Ultrapix. It has a big 16-inch TV screen, AM and FM radio, and, listen to this—it plays all the new records, and your old ones too, and plays them automatically! Call Jones Radio & Television Company right now at XO 7-6987 for a free demonstration right in your own home.

Combos, 3-Speed Players, Records

Conversion Jobs, New Equipment and More Discs

DEALER AD COPY IDEAS

It's All Settled—

There Will Be No More New Phono Record Speeds.

SO, naturally, it's smart to **INVEST NOW** in **MODERN PHONOGRAPH RECORD EQUIPMENT** to play those brilliant, high-fidelity new discs that take up so little space—and you can play your old records, too—all automatically.

LET us demonstrate the superb new **ULTRA PIX TELEVISION SET** with built-in, 3-speed phono unit—and FM, and regular broadcast band. Come to our store and see it, or call us **NOW** for a **FREE HOME TRIAL**.

AND do you realize that we are equipped to **MODERNIZE** or **REPLACE** your **OLD** phonograph player? Call us for an estimate. You'll be surprised at the low cost.

JONES RADIO & TELEVISION CO.
"Where Every Sale Makes a Friend"
54 Main Street Hometown, U.S.A.
Open Every Evening

A Personal Message to

Music Lovers

Living in and around Hometown

Here are **Four Easy Ways** you can play **All Three Phono Records** in your own home: (78 RPM, older type; 33- $\frac{1}{3}$ and 45 RPM'S the newest ones.)

THIS—1. Buy a TV-phono combination, or a radio-phono set at our modern store. (Phono XO 7-6987 for a free home demonstration.)

OR—2. Buy an automatic phono to **Attach and play** through any radio or television set you now own. (We'll install it for you.)

OR—3. Buy a plug-in, automatic phono player with its own speaker, at the amazingly low price of \$..... (Phone XO 7-6987 now, and we'll deliver it right away.)

JONES RADIO & TV CO.
"Where Service is More Than a Slogan"
54 Main Street Hometown, U.S.A.

Hints on Advertising

Run ads in local newspapers, classified directories, etc.

Advertising departments have skilled personnel who'll be glad to help you prepare copy.

Newspapers have hundreds of small cuts you can use without cost as spot illustrations.

Order reprints directly from ads to be used as circulars or as direct-mail pieces.

Mount ads on cards and display in the store and in the show-window.

WANTED

Modern Phono Equipment.

No Longer will you be

MISSING

the Extras in Music if you

REWARD

Yourself and family with our **LOW-COST** conversion of **YOUR OLD PHONOGRAPH**. Call XO 7-6987 **RIGHT NOW FOR A FREE ESTIMATE**.

Jones Radio & Television Co.
54 Main St. Hometown, U.S.A.

FIND OUT FOR FREE HOW TO PLAY ALL "THREE"*

*(78, 33- $\frac{1}{3}$ and 45 RPM Phono Records)

Clip this Coupon **NOW**:

Jones Radio & Television Co.,
54 Main St., Hometown, U.S.A.
Phone: XO 7-6987 (Open Every Evening Till 9)

Quote me prices on an **ULTRAPIX** Television Combination, with AM-FM and 3-speed automatic phono record player _____

Send the **ULTRAPIX** combination to my home for a free demonstration _____

Send one of your technical experts to show me how I can modernize my old phonograph to play all records _____

Name

Address

THE FACTS

about hallicrafters

dynamic tuner

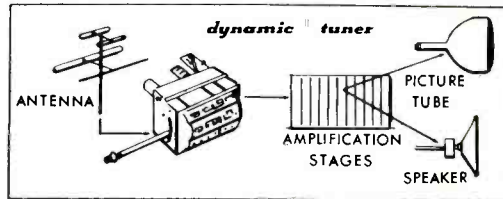
with the PRECISION PRINTED CIRCUIT



1

TELEVISION'S CLEAREST PICTURE!

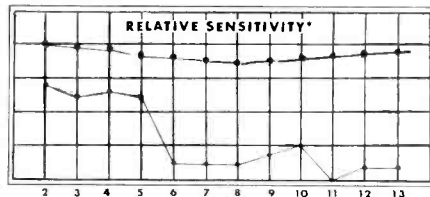
Located at the beginning of TV chassis where signals are the weakest, the dynamic tuner uses the photographic accuracy of the precision printed circuit: TO AMPLIFY WEAK SIGNALS MORE EFFECTIVELY; TO REJECT STATIC OR OTHER INTERFERING SIGNALS.



2

ACTUAL PROOF OF SUPERIORITY!

HALICRAFTERS . . . BEST of five leading sets tested! Two to four times *greater sensitivity* than the best of the other leading TV chassis tested, and on *all 12 TV channels!*



TV CHANNELS

*Converted from microvolts of signal strength

3

"FRINGE AREAS" MOVE TO TOWN!

Hallicrafters longer-distance reception means that you, the dealer, have a greater sales territory! It's yours to capture, now! You can guarantee "city-clear" reception in many former "fringe area" locations.

4

SUPER-SENSITIVE CHASSIS

Every chassis coming off the line is "hot" in sensitivity; variations in tuning alignment are practically eliminated! Neither climatic changes nor motion in shipment alter the precision-fixed position of the flat, photo-etched coils.

5

EXCLUSIVE: "SILVER VORTEX ANTENNA"

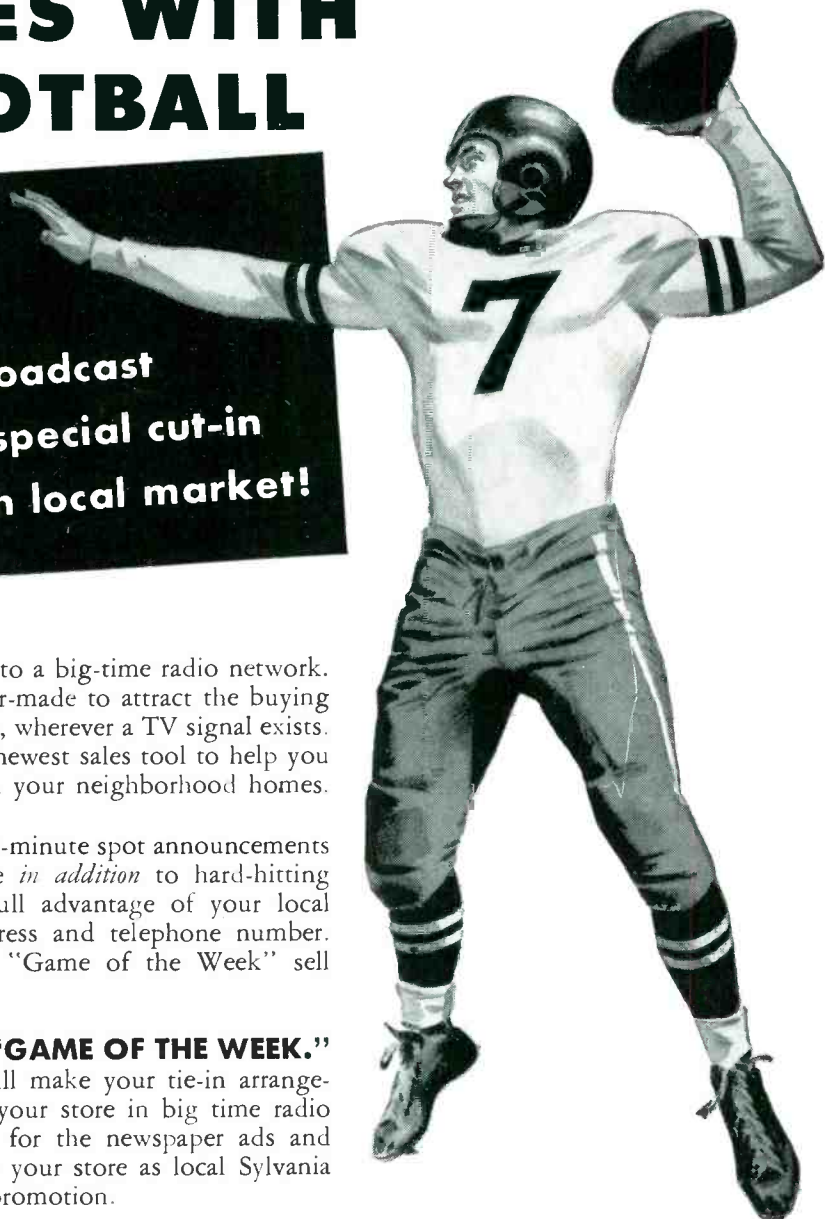
Hallicrafters' second major development in antennas, the Silver Vortex Antenna is a triumph of Precision engineering. It is "omnidirectional," actually *draws in* signals like a magnet through a precision-printed, circular pattern of metallic silver ribbons.

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION
CHICAGO 24, ILLINOIS

hallicrafters
FIRST in Precision TV!

Sylvania Dealers Ready to Score BIG TV SALES WITH RADIO FOOTBALL

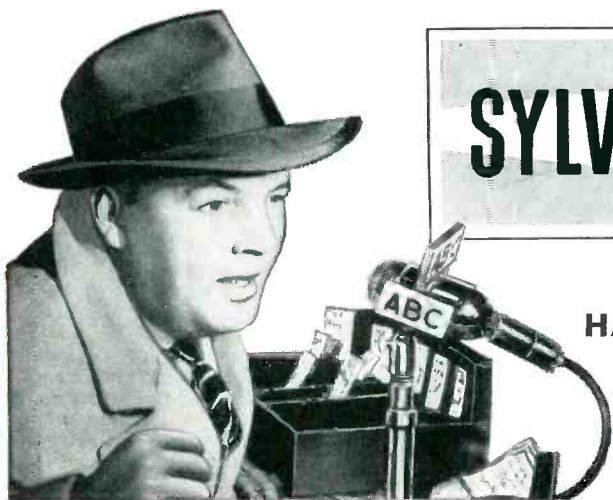
Neighborhood dealers to
co-sponsor SYLVANIA'S
"GAME OF THE WEEK" broadcast
over the ABC network... special cut-in
announcements to fit each local market!



RADIO TO SELL TV. Join your sales effort to a big-time radio network. Famous "Game of the Week" program is tailor-made to attract the buying crowd in primary TV markets and "fringe" areas, wherever a TV signal exists. Using AM radio to sell television is Sylvania's newest sales tool to help you get more 1951 Sylvania "demonstrator" sets in your neighborhood homes.

LOCAL TIE-IN FOR YOUR STORE! 8 one-minute spot announcements are available every broadcast! These spots are *in addition* to hard-hitting national commercials. With them you take full advantage of your local reputation, prices, credit terms and your address and telephone number. Use these spot announcements to make the "Game of the Week" sell Sylvania TV sets for you.

GET ON THE AIR WITH SYLVANIA'S "GAME OF THE WEEK." Contact your local Sylvania distributor! He will make your tie-in arrangements with the local radio station. This puts your store in big time radio that's flexible to meet local conditions. Send for the newspaper ads and counter and window displays that will identify your store as local Sylvania headquarters during the "Game of the Week" promotion.



SYLVANIA **MOVIE CLEAR*** **TELEVISION**

HARRY WISMER, ace sportscaster and ABC sports director, will announce the "Game of the Week" for your store every week! He's the favorite of millions of sports fans throughout the nation.

* TRADEMARK SYLVANIA

THE BIG NEWS IN TV!

Tele King

ONE OF AMERICA'S LARGEST PRODUCERS OF TELEVISION!



TELE KING MODEL 916CAF
6-Way 16" Period Combination
America's greatest value in complete home entertainment. Life-size 16" television, AM-FM radio, 3-speed automatic phonograph. Magnificently styled period console of rich mahogany veneers with full closing doors.

UP... UP... UP *and* UP Go Tele King Sales!

Tele King's rapid rise to its present prominence pays ample tribute to the policies, products and values which made this possible. In less than four years since its organization, Tele King has become one of America's largest producers of television receivers and rapidly approaching the position of unchallenged leadership. Each year more and more leading stores, coast to coast, are featuring Tele King Perfected Television with pride and selling it with confidence. Plan now to add your name to the distinguished list of authorized Tele King dealers... the surest road to greater sales and profits during 1951.

TELE KING CORPORATION
601 West 26th Street, New York 1, N. Y.



TELE KING MODEL 117LO
17" Console Television
America's most beautiful open console. 17" black rectangular no-glare tube, super powered chassis, directional built-in antenna, large Alnico PM speaker. Cabinet of glistening limed oak for homes of modern decor.

Successful Rental Plan Brings High Sales Rate

Pays Cost of Home Demonstrations; Provides Hot Leads for New Colorado Store

(Continued from page 58)

an absolute minimum of trade-in offers.

"We feel that prospects who respond to the rental offer are invariably newlyweds starting out, low-income couples, newcomers to the Denver area, or young couples moving away from the family home, to start out on their own. In each case, the prospect who comes in to look into rental service is a bonafide prospect, owning no appliances, and the most likely person to buy. As a result, it is not unusual for us to rent a new refrigerator on Monday, and close up the sale the following Friday."

Special Promotions

Along with the rental offer, Steve's Appliances, of course, has offered a variety of specialty promotions, such as offering a supply of food from a co-operating supermarket, to move some slow-moving items left in stock. Over the long run, however, it has been found that the classified advertising, offering \$3 per month rental service on refrigerators, has been ample to provide all the prospects the firm can handle. "We average from 20 to 30 calls per day on our rental promotion," the Colorado dealer said, "which, split up among 4 salesmen, gives us plenty to occupy the efforts of each man. Later on, we expect that the satisfaction of sold customers with their appliances will lead to bird-dogging, and tips on other prospects. But, for the time being, however, we have been able to develop all the prospects we need entirely from classified advertising."

A veteran salesman himself, Stephenson realized from the outset that his most difficult problem would be keeping up a staff of satisfied, well-paid outside salesmen. Therefore, he picked young men, most of them fresh out of college, and set up a compensation plan which he believes is "fool-proof" so far as compensation satisfaction goes. Each new man for the first three months receives a \$50 a week drawing account, plus 7% commission. Then, after having "gotten rolling," he switches over to a straight 10% on all sales. Above a set quota for each man, depending upon the length of the time he has spent with the firm, he is paid a 2% commission on all gross sales. At the end of the year, under a plan whereby a percentage of profits accrued through energetic outside selling is split among the 4 salesmen, each will receive a Christmas bonus.



Part of the opening night crowd at Steve's Appliances.

The big model kitchen at the back of the left showroom of the Steve's Appliances' building helps to make life pleasant for the salesmen and prospects alike. Here, with a college-graduate, trained home economist on the job, Steve's Appliances keeps a home freezer full of food, a 24-cup, stainless steel unit full of hot coffee, plenty of cookies, hot rolls, sandwich meats, etc., always on hand. When a prospect comes in to inquire about the rental service, or to purchase a new appliance, the salesman steers him straight back to the kitchen, where details are discussed over a cup of coffee

and a sandwich, doughnuts, etc.

"We get the prospect relaxed, comfortable and pleased, as rapidly as possible," Stephenson said. "We've found that we're actually selling more appliances from a comfortable chair with a cup of coffee in the model kitchen, than we do from the salesfloor itself. Most of our prospects, attracted by rental advertising, know pretty much what they want, and it is merely a matter of discussing the details, pointing out that rental payments apply on the purchase, etc., in the kitchen, which clinches the sale."

(Continued on page 112)

This kitchen is in almost continuous use under the direction of Miss Pat Murphy, home economist.



Trends in the New TV Receivers

Breakdown of Specifications Shows Average Prices and

Features of 700 Current Models Made by 71 Manufacturers

• The following analysis of the TV specifications appearing in the September issue of *Radio & Television Retailing*, worked out percentage-wise, presents a complete picture of the new television receivers for 1951 which are currently coming off the production lines of about 71 manufacturers, and include more than 700 models:

Sixty-two per cent of the available models are consoles, 23% are table models and 10% are consolettes.

In 1949, when 526 models were listed in the *Radio & Television Retailing* specifications, 37½% were table models, 38% were consoles and 14% were consolettes. A definite trend away from table sets can be seen in the 1950 figures.

Of the table types, 55% use 16 in. picture tubes, 20% use 12 in., 16% use 14 in., and 7% use tubes larger than 16 in.

Of the console types 52% are 16 in. picture tubes, 25% are 19 in., 11% are 17 in., 5% are 12 in., and 3% are 20 in. or larger.

Of the consolette types 59% have 16 in. picture tubes, 21% have 19 in., 10% have 12 in., and 7% have 14 in.

In 1949, combining all types, 29% used 16 inch tubes, 2% larger than 16 inch, 7% were 15 inch, 30% were 12 inch, 22½% were 10 inch, and 3½% were 7 inch. As can be seen above, the 7 and 10 inch sets have all but disappeared in 1950 and the predominant quantities are 16 inch and larger.

In addition to television, 13% of the models offer AM and FM, 6% offer AM only, 4% offer FM only, and approximately 1% offer AM, FM and short-wave, with another 1% offering FM and short-wave only.

The number of sets with radios has decreased since 1949, when 22% of the models included FM-AM, 10% included FM, and 2½% included FM-AM-SW.

The table below shows average prices for table, console and consolette types by picture tube sizes.

Picture Tube (In.)	Table Model	Consolette	Console
12	180.92	202.80	249.39
14	195.95	227.85	283.39
16	245.25	311.53	365.14
17	239.95	254.95	394.61
19	342.98	405.25	473.78
20	—	—	562.84
21	—	—	795.00

In 1949 the average price of models according to picture tube sizes were: 7" - \$170; 10" - \$255; 12" - \$325; 15" - \$495; and 16" - \$435

Eighty-two per cent of the models had built-in antennas and of these 30% were tunable by the customer.

Eighteen per cent of the models contain 3-speed automatic record changers, (and these 18% are almost all consoles), while an additional 8% have provision for a phonograph attachment.

The average television receiver has 21 tubes plus 3 power rectifiers.

Seventy per cent of the receivers now being marketed use intercarrier IF systems, and of these 18% have intermediate frequencies above 30 MC.

The average receiver provides an audio power output of 3.5 watts, and 90% of the receivers use PM speakers. 7% of the speakers employed are oval, 39% of which are of the 6 x 9 size and 33% are 4 x 6 size. Of the round type speakers 42% are 12 in., 28% are 10 in., 13% are 6 in., and 10% are 5 in.

Latest TV-Set Price Changes

The following are the latest television-set prices of those manufacturers who made price changes after the "1950-51 Television Receiver Specifications" (which appeared in the September issue) had gone to press. Only the model numbers and latest list prices are given.

Tele-Tone Radio Corp., 540 W. 58th St., New York 19, N. Y.		Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.		Magnavox Corp., Bueter Rd., Ft. Wayne 4, Ind.		Hallcrafters Co., The, 4401 W. Fifth Ave., Chicago 24, Ill.	
Model	List Price	Model	List Price	Model	List Price	Model	List Price
TV322	169.95	H2227R	189.95	HAMPSHIRE	198.50	815	259.95
TV323	179.95	H2227E	199.95	BILTMORE	279.50	811	279.95
TV318	189.95	H2226R	209.95	METROPOLITAN	269.50	822	319.95
TV324	199.95	H2250R	249.95	PLAYHOUSE	329.50	818	339.95
TV336	239.95	H2255E	269.95	SHOREHAM	329.50	853
TV325	259.95	H2329R	249.95	COSMOPOLITAN	359.50	876	319.95
TV325R	309.95	H2328R	259.95	SHOREHAM	395.00	871	339.95
TV326	299.95	H2328E	CONTEMPORARY	459.50	820	359.95
TV326R	349.95	H2352R	319.95	WEDGEWOOD	495.00	821	389.95
TV327	399.95	H2353E	329.95	PROVINCIAL	495.00	860	459.50
TV329	349.95	H2438R	319.95	AMERICAN MODERN	595.00	861	499.50
TV328	369.95	H2449E	339.95	FRENCH PROVINCIAL	595.00	880	339.95
TV336	219.95	H2439R	359.95	EMBASSY	775.00	890	595.00
TV314	199.95	H2437E	379.95	PLAZA	239.50	894	595.00
TV330	249.95	H2437E	399.95	HEPPELWHITE	379.50	898	595.00
TV316B	299.95	H3267	NORMANDY	379.50	809
TV310	349.95	H3267R	489.95	AMER. TRADITIONAL	595.00	810	239.95
TV331	369.95	H3475R	549.95	WINDSOR IMPERIAL	1390.00	805	289.95
TV332	369.95	H3469E	599.95			806	299.95
TV333	369.95	H2447R	429.95				
TV334	599.95	H2445R	479.95				
		H3477R	695.00				
		H3478E	750.00				

Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.		Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.		Arvin Industries, Inc., Columbus, Ind.		Olympic Radio & Television, Inc., 34-01-38th Ave., Long Island City, N. Y.	
Model	List Price	Model	List Price	Model	List Price	Model	List Price
420-TVM	259.95	62R50	179.95	2121TM	189.95	DIPLOMAT	389.95
420-TVB	63R50	199.95	2123TM	169.95	CHALLENGER	219.95
423-CVM	299.95	64R50	229.95	2120CM	219.95	RIVIERA	239.95
423-CVB	309.95	65G50	229.95	2125CCM	199.95	SHANGRI-LA	569.95
424-CVM	349.95	16R50	249.95	4080T	129.95	BROADMOOR	329.95
424-CVB	369.95	16G50	279.95	2161TM	239.95	CATALINA	449.95
428-CVM	379.95	16R60	299.95	2160CM	269.95	MONTE CARLO	299.95
428-CVB	399.95	19A50	299.95	2164CM	299.95	PRESIDENT	399.95
425-CVM	449.95	16R70	329.95	2162CCM	379.95	GOVERNOR	179.95
425-CVB	469.95			4162CM	349.95	ELDORADO	499.95
				4162CB	369.95		

Mars Television, Inc., 112-33 Colonial Ave., Corona, L. I., N. Y.		Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.	
Model	List Price	Model	List Price
VERSAILLES	534.95	14T3	189.95
HAMPTON	534.95	14K1	259.95
ORIENTAL	534.95	17T3	219.95
REGENT	569.95	17T1	259.95
WARWICK	569.95	17T2	259.95
DARMOUTH	1195.00	17K1	289.95
		17K2	329.95
		17K3	359.95
		17K4	269.95
		17F1	449.95
		17F2	479.95
		17F3B	499.95
		17F4	499.95
		17F5	429.95
		19K2	369.95
		19K3	429.95
		19K4	449.95
		20F1	625.00

*Here are just a few of Fada's
Sizzling '51 TV Line!*
that are making TV sales history!

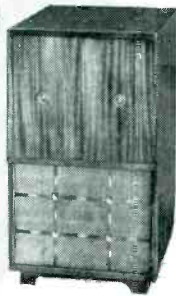
FADA
TV of to-morrow . . . TO-DAY!

There's a wealth of new revolutionary engineering details embodied in the 1951 TV Fada line that puts Fada TV in a class by itself. Fada's improved Automatic Brilliance Control, Fada's Improved focus stability with variations in picture brightness, Fada's improved picture stability for weak or noisy areas. These and many more bring you the TV line that is making sales records throughout the country. Fada's incomparable custom-built cabinetry too is being heralded as the tops in the industry.

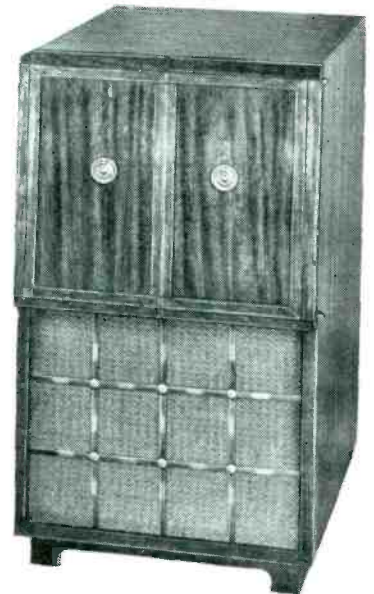
See your nearest Fada Jobber for details of the hottest TV line that's making television sales history.



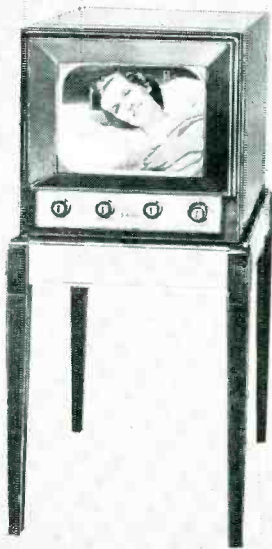
MODEL S6C55
2 Door
Mahogany DeLuxe
Console
16 Inch
Rectangular
Black Tube



Model S4C20 . . . 14 Inch Rectangular Black Tube DeLuxe Console of Luxurious Mahogany Veneer.



Model S4C40 . . . 14 Inch Rectangular Black Tube DeLuxe Mahogany Veneer Console.



Model S4T15 . . . 14 Inch Rectangular Tube Table Model . . . matching table available.

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Deluxe table-top model
with 16" rectangular
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THE Broadmoor

Magnificent television console with matched doors. 16" rectangular picture tube.



THE Catalina

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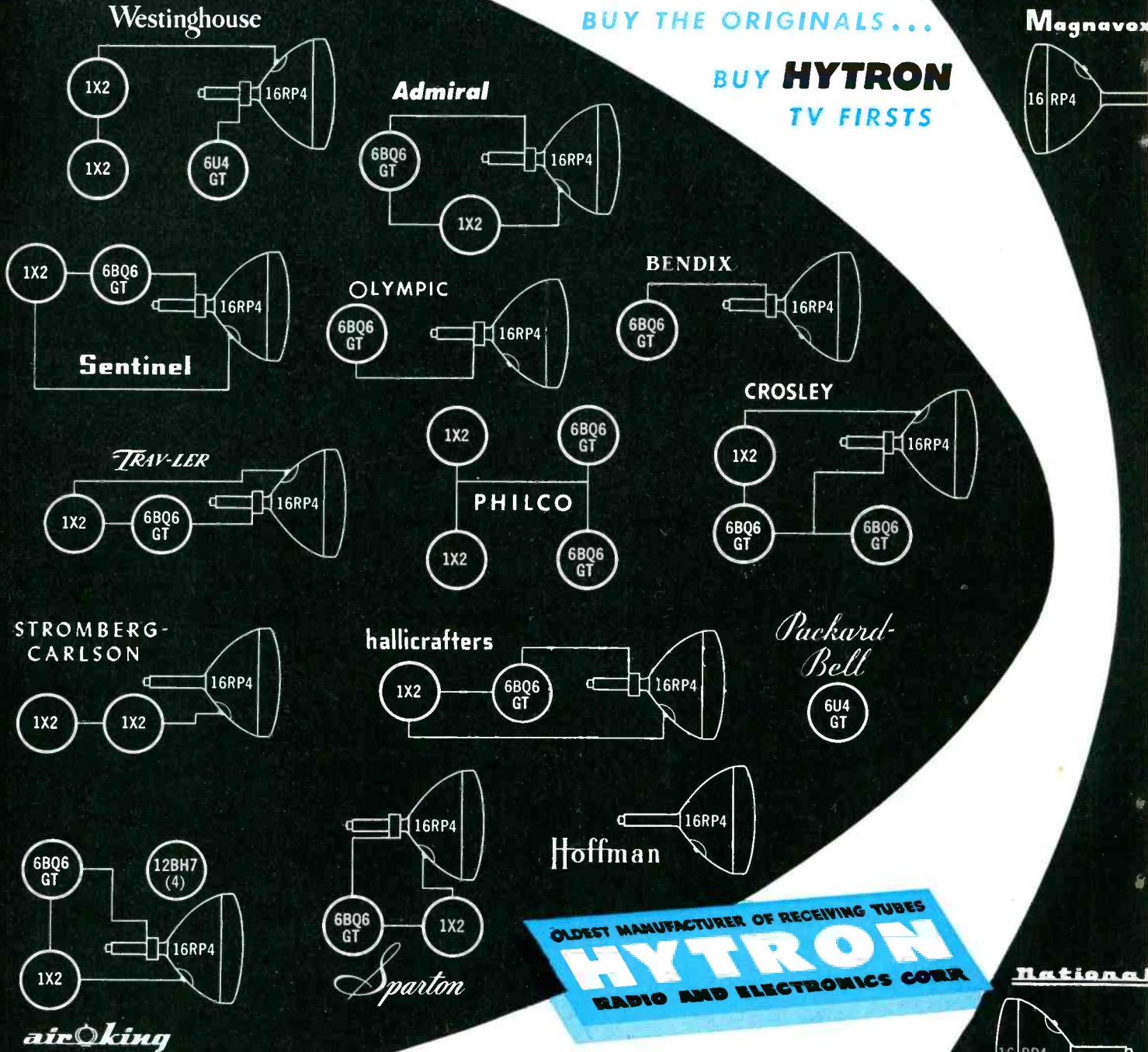
OLYMPIC RADIO AND TELEVISION, INC., LONG ISLAND CITY 1, NEW YORK

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SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

A Plan for Service in These Tense Times

How to Carry on a Successful Business in the Present With an Eye to the Future

• With the experiences and lessons of World War II still fresh in their minds, a sizable segment of the public reacted irrationally to the first news from Korea in a mad scramble not to get caught up the creek without a paddle. But in the three months that have passed since the beginning of what we have come to refer to as "the Korean situation" we have learned that there is time for a careful evaluation of the situation, and, indeed, a great necessity for such evaluation.

This is especially true of businessmen; and we must consider service dealers and dealers who handle service primarily as businessmen.

In examining the nature and prospects of the business of radio-TV service, two facts are evident. First, the true nature of "service" encompasses not only repair, but also maintenance. Second, the importance of repair and maintenance will increase should the situation worsen.

Looking Ahead

Before going into the implications of these facts for the service profession, we might well take a look into the crystal ball and see what is likely to occur in the near future. The prospect for the immediate future (5 to 6 months) is that the situation will be "normal" except for certain pre-Korea shortages which are due to the fact that manufacturers were unable to produce sufficient quantities to satisfy the abnormal demands of television. For instance, receiving tubes and resistors would have been in short supply without Korea. These shortages may have been aggravated by scare-buying but were not in any way *directly* affected by the outbreak of hostilities.

From a longer range viewpoint (6 months to a year), we can expect a

more pronounced effect on the electronics industry, regardless of how the war goes, due to the fact that the government is committed to a tremendous armament program. This program will probably get rolling by Spring or Summer of 1951. The demands of the government under this program, however, will not mean a cessation of civilian production, but rather the absorption of about 25% of industry's output.

If the war should suddenly end in the Far East, this program would not be curtailed in any way, but would continue as planned. If, however, the war should spread and become a real "all-out" war, we could expect an immediate order to stop production of non-essential goods. Whether this will happen, and if so, when, is purely conjectural.

At any rate, it is apparent that the days of a completely free peacetime "business as usual" economy have come to an end. The prospect for the future is relatively simple to outline: less merchandise as factories produce more for the government, higher taxes as the government attempts to pay its way, and a growing labor shortage as the armed forces are enlarged. The only thing open to conjecture is the timing: whether this program will slowly and gradually build up over two or three years according to present plans, or whether it will be suddenly accelerated due to the war taking a turn for the worse.

No Scare Buying

The implications for the business man are much the same in either case. He must plan his future activities for a war-type economy and put the plan in effect right now. This doesn't mean a hysterical rush to buy up things that

you figure will be in scarce supply.

In the first place, as we have discovered since June 24, this can cause an artificial shortage even where no real one exists; it can force merchandise back under the counter where it was all during the war and up to the end of the OPA; it can push prices up; and it can hasten the return of controls, which the President has assured us will be put into effect as quickly as things get out of hand.

In the second place, to be realistic, it is hardly conceivable that any radio-TV service dealer could stockpile enough components to last through this situation (remember, the armament program will continue regardless of what happens in Korea). How many 6SN7's, 6AU6's, etc., can you buy?

Since, therefore, scare-buying can do a lot of harm, as pointed out above, and since it cannot do any good from the long range point of view, this is obviously one thing that should not be included in the service dealer's program.

The Course to Follow

Where a shortage of components is possible, conservation and efficiency are mandatory. This is particularly applicable in the case of receiving tubes for TV sets, to name a "for instance." Many a tube which won't perform satisfactorily in its present position would work somewhere else. Whereas servicers had been in the habit of throwing these tubes away, they must now make a more careful examination: a 6J6 which won't work as an oscillator might be OK as an RF amplifier or converter; a 6SN7 which won't work as horizontal oscillator might be fine as sync amplifier; a vertical amplifier tube which won't fill the raster might be an

(Continued on page 114)

CBS Color TV

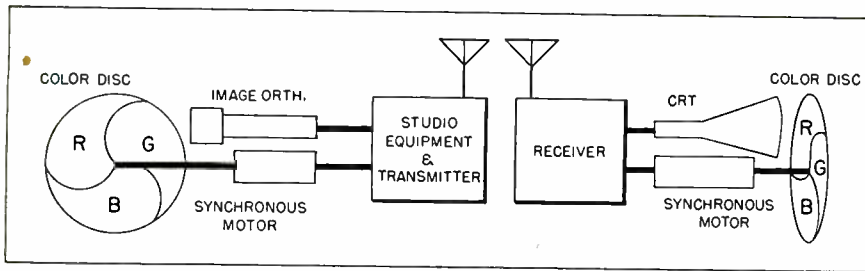


Figure 1: A simplified block diagram showing method of broadcasting and receiving color TV by the CBS field sequential method utilizing a revolving transparent plastic color disc.

• The recent (September 1) decision of the FCC regarding color television has more than academic interest for the service profession who have collectively installed and cared for all the present monochrome (black-white) receivers in use. Every one of these sets (almost 8 million while you are reading this issue, expected to reach 10 million by the end of the year) may be a customer for "conversion". Such conversion can involve one or both of two separate operations: 1) Installation of a switch and associated circuits which will permit the set owner either to receive present monochrome programs as is, or to receive CBS-type color broadcasts in black and white. Such an adaptation would be necessary so that such color broadcasts would not represent a total loss to the televiewer. 2) Installation of the transparent color wheel and the motor required to turn it, in order that the broadcasts seen in black and white as a result of adaptation #1 can now be seen in color.

The field sequential system is briefly explained as follows: The making of a color picture involves the combination of the three primary colors (red, blue and green) in varying amounts to produce the several tints, hues and shades of color as seen in nature, including

white and black. If the three colors were transmitted (in a broadcasting system) all at the same time, it would be a "simultaneous" system. No such system has been perfected, however. If, on the other hand, the three colors are transmitted one at a time, or in other words, in a sequence, then we have a "sequential" system.

The colors are switched at the end of every field in the field sequential system.

We already know that it takes two fields (an odd-line field and an even-line field) to make a complete picture: now it will take two fields for each color, or 6 fields, to make a single full-color frame. There will be 24 (rather than the present 30) frames per second, so the field rate will be 6 times 24 or 144 rather than the present 60. Instead of the present 525 lines, there will be now only 405, and the horizontal frequency will be 405 times 24 (frames) times 3 (because there will be a complete picture in each of the three primary colors) or 29,160.*

* The constants of 24 frames, 405 lines and 144 fields are not mathematically obvious results of a field sequential system, but rather are constants more or less arbitrarily selected by CBS as part of the system which ultimately received the FCC approval.

A receiver operating on the old standards would not be able to sync up on a CBS color broadcast, since the "hold" controls do not have that much range. A very stable receiver (such as a 630) would stop motion with about 4 pictures on the screen. Many servicemen saw such a pattern during CBS experimental broadcasts.

A switch could be presumably wired into a receiver which would throw an extra resistor or capacitor into each of the oscillator circuits (horizontal and vertical) to change them from 15,750 and 60 to 29,160 and 144. The hold controls would, as at present, provide a fine frequency adjustment after the switch was thrown.

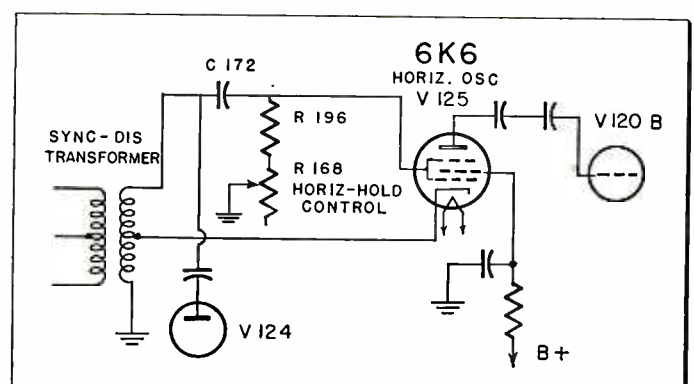
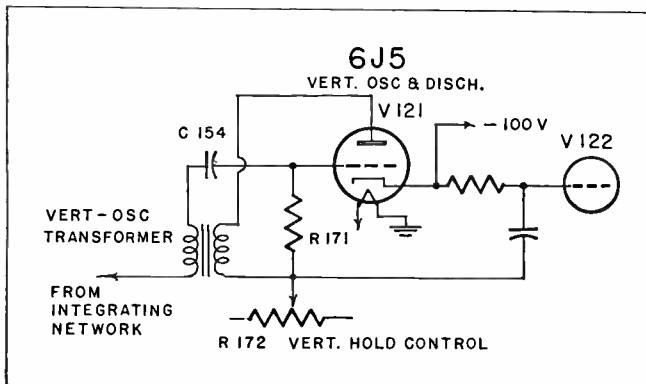
As an example, figure 2 shows the vertical and horizontal oscillator sections of a 630. C154 and the combination of R171 and R172 (vertical hold) determine the proper operating frequency of the vertical oscillator. C172 and the combination of R196 and R168 (horiz. hold) perform a similar function for the horizontal oscillator.

It should be borne in mind that circuit components such as the vertical and horizontal output transformers are designed to operate efficiently at one particular frequency. It is also worth more than passing note that most receivers have a flyback high voltage power supply which operates at the horizontal frequency. It is recommended that manufacturers' instructions for adaptation (which should certainly be forthcoming soon) be followed.

Once the receiver has been "adapted" in such a way that it will show a CBS color broadcast in black and white (or in other words, when it has been adjusted so that it will sync on a 405 line, 24 frame picture), then all that remains is to run a transparent color disc in front of the screen and the picture will be seen in color.**

** The color disc rotates in front of the receiver tube at the rate of 1440 RPM. When six color filters are employed, it means that two sets of red, blue and green filters are employed. In addition to the tube size, the shape of the filters (these are not pie-shaped, as you might expect) determines the size of the color disc. When receiving color TV signals from a camera whose power supply is locked to the 60-cycle supply of the receiver location, a synchronous motor will give satisfactory disc synchronization.

Fig. 2: Vertical (left) and horizontal (right) oscillators in a 630 receiver, showing frequency-determining components.



A Novel Antenna for TV

High Front-to-Back Ratio Aimed at Reducing Co-Channel Interference in Fringe Areas*

The "Channel Buster" antenna is so named because it is capable of separating two TV stations operating on the same channel. Most of these stations on the same channel are located, in most cases, 150 to 200 miles apart, but still overlap an area in between. One example of this is the area located between WOC, Iowa, and WNBQ in Chicago. Interference between these stations was so bad that it rendered Channel 5 useless until one of the stations went off the air.

The picture was completely distorted. The synchronizing signal from one station would prevent the other from locking the picture in the frame, and, as a result, the picture was never still unless both sync pulses were in phase. Even then, each frame had two pictures, one imposed on the other.

The engineering department of the Barb City Industries, Inc., of DeKalb, Illinois, who are located in one of the troubled areas, has met the problem by designing an antenna with a front to

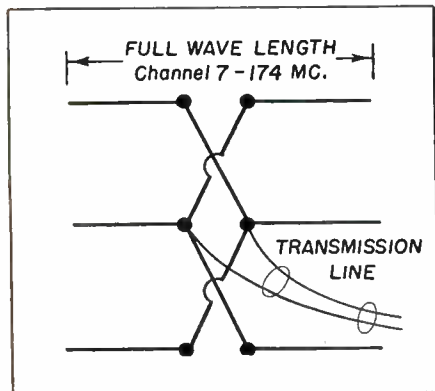


Fig. 2. Schematic appearance of the basic antenna (known as the "Fly Swatter"). Without reflector, this antenna is bidirectional.

back ratio of 30 to 1 on any desired frequency on the television bank. This is accomplished by means of a tuned reflector, used in conjunction with the Barb City Antenna, and is tunable to any desired television channel.

An All-Channel Antenna

The Barb City Antenna, commonly called the "Fly Swatter Antenna" is cut to 174 MC full wave length and schematically appears in Fig. 2. It can be considered a high band array. In Fig. 3, the voltage curves are shown as they are on a full wave antenna. The null point or the zero voltage point, where the curves cross the elements, occurs one half way between the ends and the center on each element. Since this point is of zero voltage potential,

* By Leonard J. Lynch, chief engineer, Barb City Industries, De Kalb, Ill.

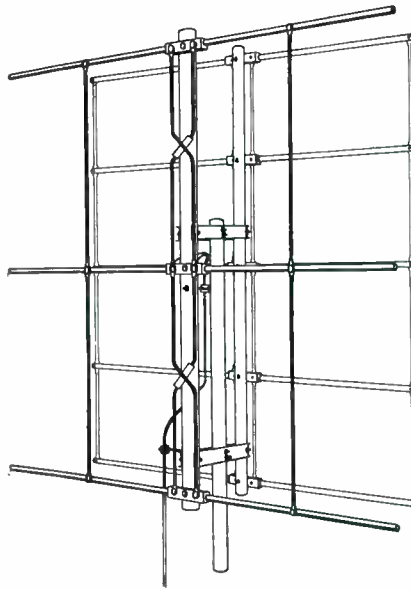


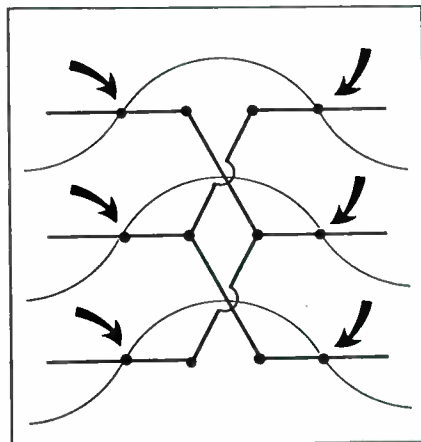
Fig. 1. The completed antenna. The tuned reflector is placed 17 inches behind the antenna. In the drawing, the antenna is shown in blacker lines than the reflector.

all these points can be tied together as in Fig. 4 with the vertical elements. These vertical elements then have formed an antenna, resonant at Channel 3 without disturbing the high band array, as in Fig. 4. The vertical members have formed four loops to receive the low band.

The Tuned Reflector

To understand the theory used to design the reflector, note Fig. 5, in which a very simple experiment is explained. A signal generator is connected across a coil "A". The second coil "B" has several taps to short out sections of this coil to bring its resonance to equal that of the signal generator. Coil "C" is also in the same plane and will re-

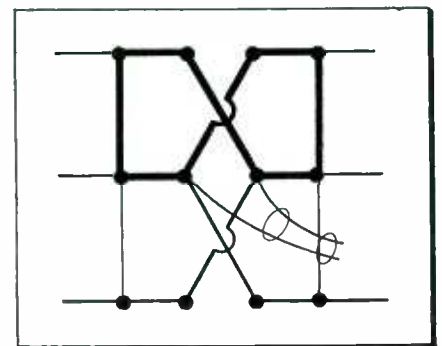
Fig. 3. Voltage distribution on the full-wave dipoles. Null points are indicated by arrows.



ceive a minimum amount of energy because coil "B" will act in the form of a wave trap and absorb most of the energy radiated in that plane from coil "A". Now, let us suppose, Coil "A" is the television transmitter, Coil "B" is the tuned reflector, and Coil "C", the receiving element of the antenna. The receiving part of the antenna will receive only a small percentage of the transmitted energy because the tuned reflector, or Coil "B" is in the same plane and is tuned to resonance, and is absorbing most of the energy from Coil "A" or the transmitter.

An antenna designed to meet the needs of all areas would require a reflector that would tune to any of the

Fig. 4. Null points connected together by vertical elements. The heavy lines indicate how this formation produces loops to receive the low band. This is resonant on channel 3.



12 channels. To set about this task a set of 10 shorted loops were set up behind the Barb City Antenna in such a manner that part of each loop could become part of another by means of shorting strips. This, essentially, would parallel two inductances and as a result would tune the reflector to the desired frequency. The placement of the loops are shown in Fig. 6. The shorting strips placed across the portions of the ten loops are adjustable to tune any of

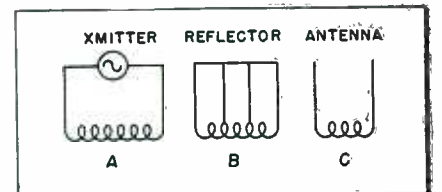


Fig. 5. Equivalent representation of an antenna with tuned reflector, which can act as a wave trap.

the desired channels. Some channels require 4 shorting strips, as for example channel 5, shown in Fig. 6. Others like channel 9 require only 2 shorting strips, with connections across reflector elements number 3 & 5. The spacing between reflector and antenna was

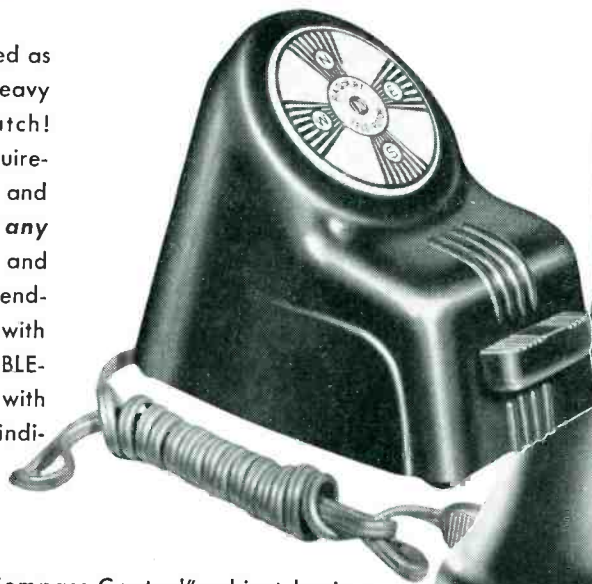
(Continued on page 116)

TELE-ROTOR

C-D and RADIART
TELE-ROTOR
HEAVY DUTY MODELS



Tested... proven... and accepted as the outstanding rotator... this heavy duty TELE-ROTOR has no match! Powerful beyond any normal requirement... sturdy enough to hold and turn any TV antenna array under *any* weather conditions. Servicemen and dealers everywhere are recommending the heavy duty TELE-ROTOR with assurance of dependable TROUBLE-FREE performance! Complete with handsome control cabinet that indicates antenna position instantly.



Model TR-2 rotator with "Compass Control" cabinet having illuminated "perfect pattern" dial (Uses 8 wire cable) \$44.95

Model TR-1 rotator and control cabinet with end of rotation light (Uses 4 wire cable) \$39.95

PRE-SOLD TO YOUR CUSTOMERS
Through A National TV Spot Campaign
In Major TV Markets

Covers the Entire TV Rotator Field!

There's A Correct *TELE-ROTOR* For Every Application

C-D and RADIART
TELE-ROTOR
U. S. DEVICES MODELS

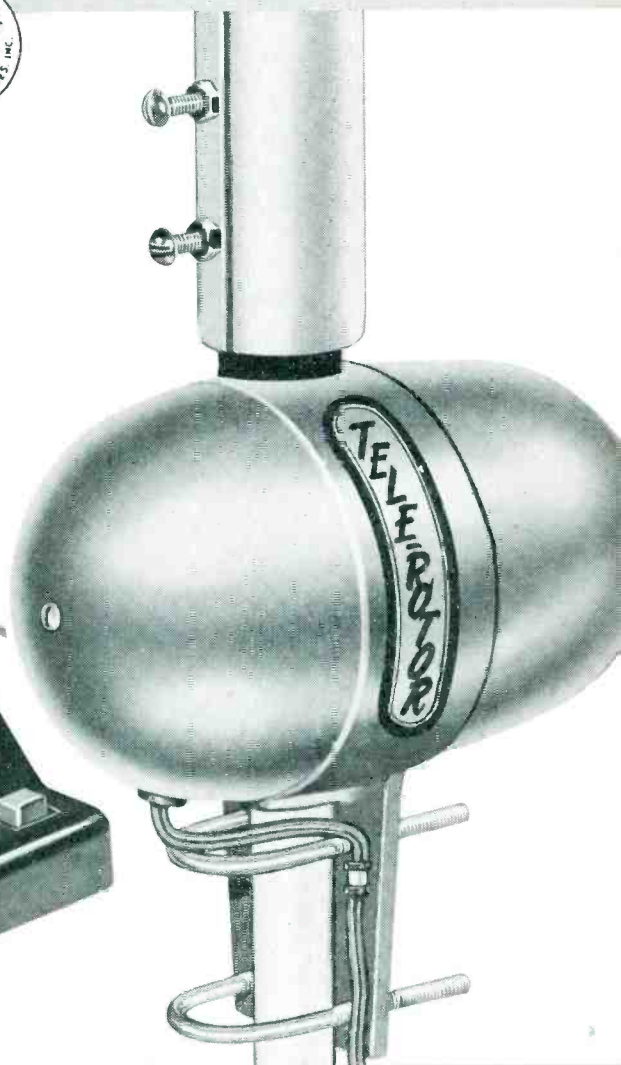
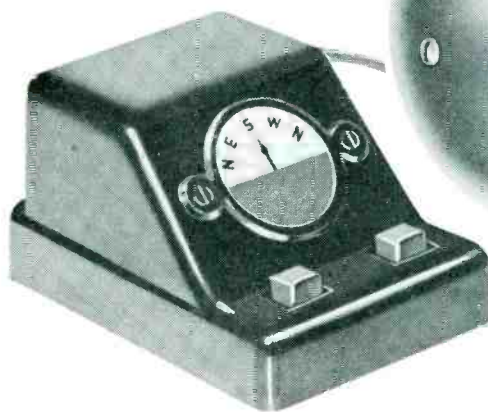


Here is the new standard TELE-ROTOR for all average installations! Featuring the ALL IN LINE design . . . with true in-line thrust between antenna and mast — the 3/4" STEEL shaft rotates on a case hardened steel ball. In-line reamed oilless bearings keep the shaft in perfect alignment and offer smooth trouble-free rotation and performance.

NOW — Powered by the same husky motor that has proven its superiority in the heavy duty TELE-ROTOR . . . You can depend on this easily installed unit to perform accurately and dependably.

Model 501-A rotator with control cabinet having end of rotation light. Light flashes every 7.2° showing antenna is turning. (Uses 5 wire cable) **\$34.95**

Model 502-A rotator with control cabinet having indicating meter for "hairline" tuning (Uses 5 wire cable) **\$44.95**



CORNELL-DUBILIER SOUTH PLAINFIELD, N. J.

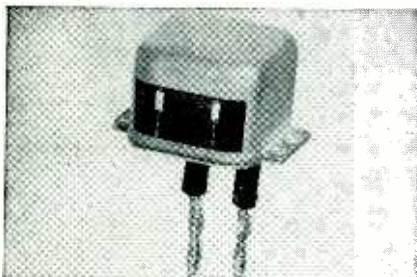
THE RADIART CORPORATION CLEVELAND 2, OHIO



New Audio Equipment

Shure TAPE HEAD

The TR5 tape recording head has a unique design that insures production control of gap dimension and alignment. Another special feature of the Shure tape head is the fact that it employs an effective deep-drawn, Mu-Metal shield for



optimum hum reduction. Specific technical data: Record and playback coil impedance—1650 ohms at 1000 CPS., erase coil impedance—1000 ohms at 40 KC., output level—5DB above 1 millivolt at 1000 CPS. (at tape speed of 3.75" per second), overall dimensions—.685" maximum H. x 1.240 W. x 1.031 D. Shure Brothers, Inc., 225 W. Huron St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Electro-Voice LOUDSPEAKERS

New Radax principle of high-fidelity sound reproduction developed by E-V research-engineers has led to the creation of new-type coaxial 2-way high-fidelity loudspeakers. The high-frequency cone or propogator (the "Whizzer") is coupled solidly and the bass cone compliantly to a single voice coil. Lower frequencies are produced by the bass diaphragm which is specifically designed for optimum reproduction throughout the range assigned to it.



Upper octaves are radiated solely from the high-frequency propogator, because the low-frequency cone is completely decoupled from the voice coil at these frequencies by a mechanical crossover. The necessity for expensive electrical crossover networks is eliminated. Electro-Voice Radax speakers are available in the model SP8-B Super-Eight (8-inch) at \$34.00 list; the model SP12-B (12-inch) at \$36.50 list; the model SB12 Super-Twelve (12-inch) at \$75.00 list; and the SP15 Super-Fifteen (15-inch) at \$95.00 list. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING.

Racon DRIVER UNIT

Specifically designed as an all-purpose driver unit for speech and music, the new model PM-708TR, features a built-in 25-watt vacuum impregnated line matching transformer in addition to the other exclusive Racon characteristics. Available impedances: 15, 500, 1000, 1500, 2000 ohms. In the manufacture of this driver unit only Alnico V magnets and Armco magnetic iron are used. To prevent corrosion, all soft steel parts are doubly plated. An automatic electromagnetic switch employed in the magnetizing process insures maximum flux density in the gap and a high degree of uniformity. Other features of the PM-708TR are: 18-month guarantee; 75-100% overload capacity; completely waterproof and tropicalized; combined solder lug and binding post terminals; list price \$37.50. Racon Electric Co., Inc., 52 E. 19th St., New York 3, N. Y.—RADIO & TELEVISION RETAILING.

Astatic MICROPHONE

The Synabar, model DR-10 microphone is a unidirectional cardioid crystal type, utilizing a special sintered metal to cancel out 15 db front to back. This feature is a notable achievement for effectiveness in making a new microphone dead to sound from rear, it is claimed. The clear-toned performance perfection of the Synabar does not diminish through long service life, thanks to added ruggedness of the advanced construction, the manufacturer



declares. Excellent frequency range, from 50 to 10,000 cycles per second, is further enhanced by a response selector switch, which provides choice of ideal pick-up characteristics for either crisp voice or general voice and music. A high impedance microphone, the Synabar has an output level of -54 db. Its crystal element has a special metalseal protection against moisture or dryness. Available in models with or without off-on switch. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Goldring ACOUSTIC TONE ARMS

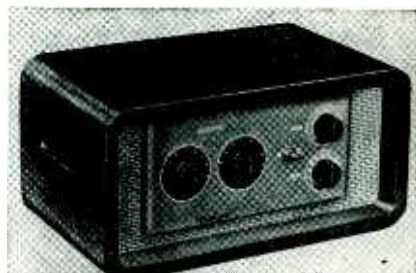
A complete line of tone arms and reproducers for acoustical phonographs (kiddie, portable, etc.) is available, in addition to the regular line of high fidelity electric pickups and cartridges. For catalog, write Samco Products Co., 1 Spruce Street, New York 7, N.Y.—RADIO & TELEVISION RETAILING.

Rola TV SPEAKER

This new speaker has a magnetically enclosed motor structure, permitting mounting in close proximity to the picture tube. Uses Alnico V in a high efficiency magnetic structure which results in all-over reduction in the cost of the magnet. Speakers are made in sizes ranging from 5 inches to 12 inches. Rola Co., Cleveland, Ohio—RADIO & TELEVISION RETAILING.

Rauland-Borg AMPLIFIER

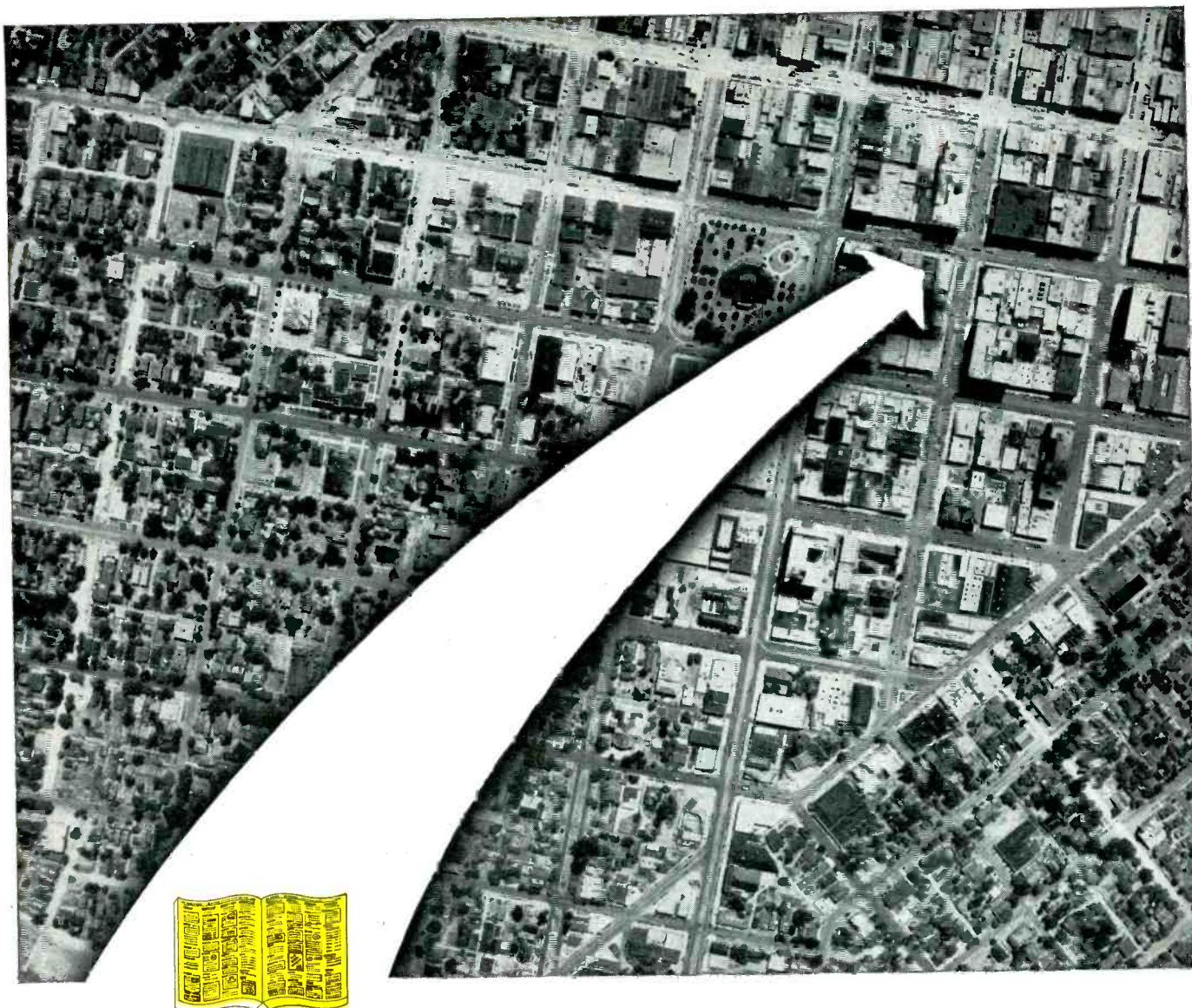
First of a new series of PA amplifiers, known as the "Green Gem" line. The initial amplifier is the Rauland model 1916, rated 16 watts at 5% or less harmonic distortion (measured at 100, 400 and 5000 cycles); 20 watts peak output. The model 1916 provides: 2 microphone inputs (either convertible for use with a low-impedance mike by means of a plug-in transformer); 1 phono input; true electronic mixing and fading



on all 3 inputs; tone control. Frequency response is plus or minus 1db, 40 to 20,000CPS. Output impedances are 4, 8, 16, 250, 333 (70 volts), 500 ohms. Gain characteristics are: Mike—130 db (2 meg); 117db (100,000 ohms); 117 db (150 ohms). Phono—85 db (1/2 meg). Voltage required .0015; low impedance—.0001; phono—.1 volts. Rauland-Borg., 3523 Addison St., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

University LOUDSPEAKER

New 12" wide-range cone speaker intended to fill the need for a top quality but popularly priced unit for TV replacement work, high fidelity enthusiasts, and PA and auditorium work. The model 6200, capable of a frequency response to over 10,000 cps and 30 watts continuous power, incorporates an exclusive W shaped 1 1/2 pound Alnico V magnet in a "rim-centered" type of assembly which permits the cone and voice coil assembly to be replaced out in the field in a matter of minutes. Other features are: 3" duraluminum high frequency and cone stabilizing dome at the apex of the specially shaped one-piece moulded cone, dural voice coil suspension for permanent concentricity and greater efficiency, filtered back-pressure air conditioning of the voice coil for superior heat dissipation, and cone edge damping which make the cone virtually "break-up" proof. University Loudspeakers, Inc., 80 South Kenisco Ave., White Plains, N. Y.—RADIO & TELEVISION RETAILING.



The 'Yellow Pages' help you reach out for new prospects...

Right in your neighborhood there are probably plenty of folks who could easily become steady customers for your radio and television business. But first you've got to tell them *how* you can serve them . . . as well as *where* you're located.

One sure way to call their attention to your store is through the familiar 'yellow pages' of the telephone directory. Remember, 9 out of 10 shoppers look in the 'yellow pages' when they're ready to buy.

The 'yellow pages' put your name, address and telephone number and sales messages, right in the homes of prospective customers in your neighborhood. You'll find them an effective and profitable way to "reach out" for more business.



Call your local telephone business office for further information.



New Opportunities to Sell

CUSTOM INSTALLATIONS

Give Your Customers Exactly What They Want
And Name Your Own Price for Doing It

• There has always been a market for the custom installation, but an unique combination of circumstances has recently enlarged this potential source of dealer profits to a position of considerable importance. And yet surveys by the editors of this magazine have shown that relatively few dealers are taking advantage of the situation.

Here are some of the reasons why this business is easier to get today than ever before: We have had a number of developments since the war which have served, first of all, to stimulate public interest in home entertainment instruments, and second of all, to make existing home instruments more or less "obsolete." These developments include television, FM, wire and tape recorders, two new phonograph record speeds, high fidelity sound reproduction, and a trend toward modern (and especially sectional) furniture, and built-in units.

All of these developments were promoted by the manufacturers with considerable advertising and publicity (and still are) so that practically all consumers are aware of the shortcomings of their present equipment.

Many have made purchases only to find that there is something new which their equipment does not include, and even greater numbers have hesitated to buy because of the fear that there will be early obsolescence due to new record speeds, color TV, etc. Still others have held off because they could not find the equipment they desired in a piece of furniture suitable to them; or they felt that available cabinets were

too bulky; or they felt that the desirable combination was too expensive.

All these facts play right into the hands of the dealer who is set up to handle custom installations. He can promote these installations as the ultimate in home entertainment for complete customer satisfaction because: 1) Custom installations, being assembled of separate units, are a guarantee against obsolescence since any single unit may be replaced, and a new unit can always be added; 2) Custom installations are flexible physically, and can be adapted to special cabinets, existing furniture, sectional units, or built-in units; 3) Custom installations can be "tailor-made" to satisfy the varied requirements and desires of any customer. No "mass production" limitations; 4) There are an infinite variety of chassis and components available to satisfy even the most discriminating ear for high fidelity sound; and 5) Custom installations can be designed to meet the customer's pocket-book, and also permit the addition of new or better component units in the future, if the buyer should wish to build a system "in easy stages."

Sell Technical Excellence

In selling the idea of a custom installation, additional facts may be brought to bear. For instance, it can be pointed out that a custom installation is often more reasonable than a commercial instrument, since the few sets available which encompass all functions and use all top-notch components are very expensive; and that in any case, the custom installation will probably offer a better value because the price does not include the cost of national distribution and national advertising.

In selling the features of the equipment offered, the dealer might observe (in non-technical language) that most popular priced radios (even in combinations) do not have an RF stage, and do not have very high sensitivity or selectivity. For this reason, such radios do not usually perform very well in the country, and even in the city have difficulty distinguishing between the small independent stations (especially at the high end). On the other hand, there are good tuners and radio chassis available which are very superior in these respects. While selling the "radio" part of a custom installation, the dealer should be sure to sell the features of FM. With a custom job, it is possible to assemble a system which is really capable of reproducing the full (audio) range of FM, coupled with a tuner with adequate sensitivity, easy tuning, and adequate noise limiting for proper enjoyment of this medium. In selling the record changer, it should be emphasized that the record situation is completely stabilized, and that it is now possible to get changers which will properly accommodate all the sizes and speeds available.

Long Profits Possible

When it comes to high fidelity, there are unlimited sell-ups available in speakers, amplifiers, pickups, noise suppressors, equalizers, baffles, etc. In this connection, it may be pointed out that the average radio, table or console, cannot provide proper baffling for the speaker, due to space limitations. The importance of proper baffling to any speaker selected can be demonstrated.

Don't fail to mention the possibility of installing extra speakers in remote locations, as well as the possible inclusion of intercom facilities, remote control units, and automatic clock timers.

Many customers can be interested in recorders when the many uses of these devices are pointed out. The versatility of the custom installation can be greatly extended by the addition of such a unit.

And finally (last but not least) there is TV. There are many chassis available, permitting the dealer as much latitude of selection in this type of merchandise as any of the others. In addition

(Continued on page 112)

IT'S HERE!
The New **HIR**

a fully automatic
**ANTENNA
 ROTATOR**
by
ALLIANCE

*with the most
 accurate indicator
 on the market!*



Just set the pointer and forget it!
Works in any weather
Guaranteed for one year

And Remember—

Only Alliance delivers a national TV campaign to five million viewers around 60 stations.

*It pays to stock and sell
 Alliance Tenna-Rotor!*

AUTOMATIC—the new deluxe model HIR Alliance Tenna-Rotor is fully automatic. Turn the indicator knob and the antenna turns to any setting on the dial and stops.

FASTER INSTALLATION—the only direction-indicating rotator where no orientation of antenna is required. Uses special "Zip" feature—4-conductor cable.

NEVER OUT OF DATE—mark the best antenna position for each station right on the dial with removable stickers. New channels can be added at any time by customer. No expensive callbacks necessary.

MYSTIC LIGHT—light moves along the dial, shows position while antenna turns. Pointer indicates antenna position at all times.

Alliance Manufacturing Co.
Alliance, Ohio

Export Department: 401 Broadway, New York, N. Y., U. S. A.

alliance
TENNA • ROTOR

(TV ANTENNA ROTATOR)

Admiral Gets Award

Admiral Corp. has received the merit award of the American Society of Industrial Engineers, Detroit, for leadership in research, engineering, design and manufacture in the radio and television fields, Richard A. Graver, vice-president in charge of Admiral's electronics division, has announced.

New Scott Dealers

Five firms have been named as franchised dealers for the new line of Scott radio-phonos and TV sets, it has been announced by John S. Meck, president. They are: Meier & Frank & Co., 621 S. W. Fifth St., Portland, Ore.; Tri-State Music Co., 220 N. Stanton St., El Paso, Texas; Aeolian Co. of Missouri, 1004 Olive St., St. Louis, Mo.; Jordan Piano Co., 1013 7th St., N.W., Wash., D. C., and Levy-Page Co., 107 E. City Hall Ave., Norfolk, Va.

Acquires Cabinet Plant

Radio-Matic of America, Inc., has announced the acquisition of plant facilities for the production of radio and television cabinets at 760 Ramsey Ave., Hillside, N. J. The plant has been completely equipped with new machinery, according to J. A. Silva, vice-president and general manager.

Packard-Bell Elects Executive Vice-President

Robert S. Bell, formerly vice-president and assistant general manager of Packard-Bell Co., Los Angeles TV and radio manufacturer, was advanced to the position of executive vice-president at a meeting of the company's board of directors. Other officers, all re-elected, are H. A. Bell, president; Joe S. Spain, vice-president in charge of sales; Lowell Day, secretary and treasurer.

Miss Tele-tone



Chicago beauty Shirley Schumacher, who was selected as "Miss Tele-tone" at the recent showings in that city, poses pertly atop one of Tele-tone's new TV combination console models designed for the company's "Imperial Line."

Industry News

O'Brien Heads Crosley Distributing, New York

William J. O'Brien has been named general manager of the Crosley Distributing Corp. in New York, it was announced by William A. Bles, vice president and general sales manager of the Crosley Division of Avco. Crosley Distributing is the sales organization for Crosley products in metropolitan New York, including Nassau and Westchester counties.

NEDA Elects Officers

At the annual meeting of the board of directors of NEDA which preceded the NEDA national convention and exhibition held in Cleveland, the following national officers were elected: President Arthur C. Stallman of Ithaca, N. Y.; 1st vice-president Dahl W. Mack of Scranton, Pa.; 2nd vice-president A. W. Greeson, Jr. of Greensboro, N. C.; secretary Hoyt C. Crabtree of Dallas, Tex.; and treasurer Max I. Epstein of New York, N. Y. The executive committee of the association is headed by W. D. Jenkins of Norfolk, Va. Other members of this committee are: John G. Bowman, Chicago, R. C. Hall, Houston, Crandall Lassaux, Des Moines, Aaron Lippman, Newark, Arthur W. Mayer, Boston, William A. Wilson, Columbus, Ohio, and V. N. Zachariah, San Francisco. The board of directors approved creation of an advisory council, the present members of which are Louis W. Hatry, retiring president, Aaron Lippman, previous past president, and W. D. Jenkins, board chairman.

Pentron Expands Facilities

Pentron Corp., manufacturers of the new SonoGraph, recently acquired all the assets and facilities of Sound, Inc., of 221 E. Cullerton St., also in Chicago. Sound, Inc., is also engaged in the manufacture of magnetic recorders, as well as a complete line of sound equipment. The acquisition gives Pentron an additional 40,000 square feet of factory space, plus additional machinery, tools and dies. The management of the newly acquired concern is now taken over by the Pentron officers.

D. W. May Heads Sales

D. W. May, who retired earlier this year after 30 years of successful operations as a distributor of electrical appliances, radio and television sets both in New York City and northern New Jersey, recently announced his return from retirement. May has assumed direction of national distribution, sales and advertising for the Fleck Broiler Co., Inc., of New York City, makers of Fleck Infra-Red Ray broilers.

Crosley Ad Program

Crosley television receivers and appliances will be promoted with a \$10,000,000 advertising campaign during the next year, V. C. Havens, assistant general sales manager in charge of advertising and public relations has announced. A total of \$3,500,000 in advertising activities are scheduled for the next three months to back up the company's newly-introduced 1951 lines of 24 television sets, 11 Shelvador refrigerators, 10 electric ranges, 10 series of radio models, eight home and farm freezers and improved all-steel kitchen cabinets and sinks, Havens added.

A highlight of the program is the Crosley sponsorship of the 10 to 10:30 PM segment of the NBC-TV Saturday night "Show of Shows."

RCA Contest Winners

The fifty winners in RCA's \$10,000, nation-wide "Get the Facts" contest for radio battery dealers and distributor salesmen, have been announced by the RCA Tube Department. More than 20,000 entry coupons were submitted in this contest, which was designed to acquaint retail battery dealers and distributor personnel with the features of the RCA radio battery line.

Stromberg Ad Campaign

Stromberg-Carlson has started a newspaper campaign in key markets throughout the country featuring the company's newest television models. According to Stanley H. Manson, manager of advertising and public relations, this will be the heaviest campaign ever scheduled by Stromberg-Carlson. Theme of the campaign is the company's 23-year old slogan, "There is Nothing Finer than a Stromberg-Carlson."

Raytheon TV Price Change

The Raytheon "Mozart," 17-inch console TV set which was listed in the RADIO & TELEVISION RETAILING TV set specifications in September as being priced at \$329.95 has been raised in price to \$339.95, it was announced.

To Distribute Steelman



Steelman Phonograph & Radio Co., Inc., New York, appoints Wood & Cies Distributing Co., Inc., Los Angeles, Calif., as exclusive Steelman distributor in California and sales representative for 11 Western states and Hawaii. Shown during the signing of the contract are, left to right: Roland Kalb, Steelman vice-president; Zermund Goodman, vice-president and sales director of Wood & Cies; W. Lowell Wood; Jerry Herold, Steelman treasurer, and William H. Cies, president of Wood & Cies.

YOU GET THE "FEEL" OF LIFE



WITH THE
NEW, SENSATIONAL 19AP4D

Sheldon *VITATRON** Picture Tube

SHeldon presents, for the first time, a revolutionary advancement in television picture viewing with pictures so real . . . they're the nearest thing to a "live" performance. . . . Pictures where BLACK is BLACK, WHITE is WHITE, and between them all the natural intermediate shadings.

Sheldon "Telegenic" VITATRONS have beautiful contrast and depth. Their specially-developed Frosted Face reduces Glare and Reflections to a minimum . . . with no appreciable light transmission loss.

Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube



These strikingly different picture tubes are available** in the 19AP4D, a 19" glass-metal tube. Write for detailed specifications on the New, 19AP4D Sheldon VITATRON.

* TRADEMARK

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.
68-98 Coit Street, Irvington 11, N. J.

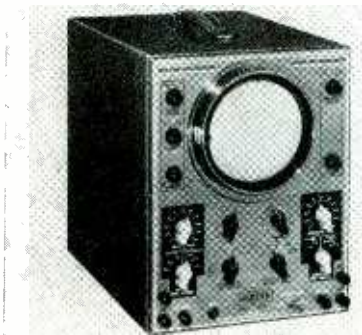
Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 26, CAL., 1755 Glendale Blvd.

** Delivery of 19AP4D is dependent on face plate delivery. Sheldon VITATRONS will be available in all-glass tubes if, as and when glass blanks become available.

New Service Tools & Parts

Jackson OSCILLOSCOPE

Model CRO-2 is a 5-inch scope featuring vertical amplifier response from 20 cps to 4.5 MC, sensitivity .018 RMS volts/inch with response uniform to 100 KC. Voltage



calibration permits peak-peak voltage measurement. Sweep range from 20 cps to 50 KC. Net price of the CRO-2 is \$197.50. Jackson Electrical Instrument Co., 18 S. Patterson Blvd., Dayton 1, Ohio.—RADIO & TELEVISION RETAILING.

Simpson CAPACITY BRIDGE

Model 381 capacity bridge measures $3\frac{3}{8} \times 5\frac{1}{2} \times 2\frac{3}{8}$ inches and weighs $1\frac{3}{4}$ lbs. Three capacity ranges are provided in the compact instrument: 20 to 500 mmfd., .005 to 2 mfd, and 1 to 500 mfd. No multiplying factors or calculations are required when using the instrument, the maker states. Retail price is under \$30.00. Simpson Electric Co., 5208 W. Kinzie, Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Stancor TRANSFORMERS

Two new outdoor type, line to voice coil output transformers have been announced, the number A-333 (14 watts) and A-34 (25 watts). Primary impedances are 3000/2000/1500/1000 and 500 ohms, secondaries 16.8 and 4 ohms. Both units were designed to fit the most needed outdoor applications. Standard Transformer Corp., 3580 N. Elston Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

Ohmite POTENTIOMETER

Type AB locking shaft potentiometer is a 2-watt molded composition pot with linear taper, available either with a 2-inch shaft or a short screwdriver shaft and locking nut. The latter permits locking the adjustment, once made. The pot is available in 16 resistance ranges from 50 ohms to 5 megohms. A switch may be attached to the back of the control. Ohmite Mfg. Co., 4835 Flournoy St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Chicago VTVM

The Electronic Multitester is a VTVM with 7 ranges of AC and DC volts to 5000; 0 to a billion ohms in 6 ranges; a capacitance scale from 50 mmfd to 5000 mfd.; and 0 to 500 ma. in 4 ranges. Meter is $5\frac{1}{2}$ -inch, and case is slanted to provide good visibility. Price is \$39.00. Chicago Industrial Instrument Co., 536 W. Elm St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Speedway SPEED-DRILL

The type 400 portable electric $\frac{1}{2}$ -inch hand-drill weighs $8\frac{3}{4}$ lbs., and is said to deliver a half horsepower at the drill point under normal load. The drill is constructed of aluminum die castings for best combination of strength and light weight. The motor is a series wound universal which the company claims makes it possible to deliver more power per pound. The tool is equipped with a Jacobs geared chuck and heavy 3-wire cord with ground jack, and is priced at \$34.95. Speedway Mfg. Co., Cicero, Ill.—RADIO & TELEVISION RETAILING.

Weller SOLDER GUN

The new model WD135 light duty soldering gun features dual spotlights to eliminate shadows, and over/under terminals to brace tip and improve visibility. The



new gun is considerably smaller and lighter than previous 135 watt guns. Dual heat control (100/135 watts) is provided, with 5-second heating. Weller Electric Corp., Easton, Pa.—RADIO & TELEVISION RETAILING.

TVD SELENIUM RECTIFIERS

"Plastical" selenium rectifiers are sealed in a plastic tube, resemble an electrolytic condenser in size and shape, and are mounted with pigtail leads. They are guaranteed for 1000 hours, and are said to be moisture-proof, short-proof, shock-proof and leak-proof. Models are available in 40, 65 and 100 ma. sizes, with others up to 500 ma. to be available shortly. T. V. Development Corp., 2505 Surf Ave., Brooklyn 24, N. Y.—RADIO & TELEVISION RETAILING.

Spot TV ALIGNMENT TOOL

The illuminated alignment tool has an aluminum barrel containing two batteries, a bulb, reflector, and shock-resistant spring which protects the bulb should the tool be dropped. The lucite tip will accommodate interchangeable alignment tips of two diameters. Spot Tools, Inc., Morris Plains, N. J.—RADIO & TELEVISION RETAILING.

JFD TV BALLAST TUBES

Seventeen different models of air-cooled ballast tubes are available for replacement in many types of Emerson, Motorola, Teletone, Belmont, Stewart-Warner, Pilot and Electromatic TV receivers. Heavy resistance elements and large insulating surfaces are designed to insure safety and efficiency. For information and literature, write JFD Mfg. Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Kedman SCREWDRIVER

"Quick-Wedge" is a screwdriver with a double spring blade that holds, starts and drives the screw. Simplifies starting or removing screws in hard-to-get-at places, and eliminates dropping screws. Available in 12 sizes, the screwdriver is equipped with a plastic handle. Kedman Co., 233 South 5th West, Salt Lake City 1, Utah.—RADIO & TELEVISION RETAILING.

Palmer SOLDERING TOOL

"Solderweld" is an instant heating soldering device utilizing 6 volts which can be obtained from a battery or from a transformer. It requires no "trigger" to put in operation, and incorporates a carbon tip which needs no tinning or filing, and which does not oxidize. Light weight and quick heating are featured. Price is \$3.00 without transformer and \$7.00 with transformer. Palmer Mfg. Co., Inc., 57-16 37th Ave., Woodside, N. Y.—RADIO & TELEVISION RETAILING.

Magnecessories VISI-MAG

Visi-Mag is a solution of iron powder which is designed to facilitate servicing of magnetic tape recorders. Since a simple dipping of the tape in this solution makes visible what is recorded, an analysis of many recorder troubles can be made. It is especially valuable for the alignment of heads on dual track recorders. Net price of 7 ounce bottle of Visi-Mag is \$1.00. Magnecessories, Box 6960, Washington 20, D. C.—RADIO & TELEVISION RETAILING.

Eico BATTERY ELIMINATOR

Model 1040-K battery eliminator, booster and charger kit is designed for trouble shooting and demonstration of all auto radios. Full-wave bridge circuit utilizing dry rectifiers provides variable output from



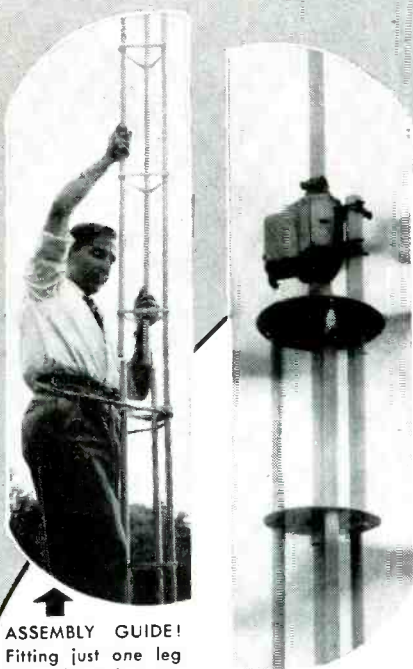
zero to 15 volts. Meter measures both current and voltage output. Rating is 10 amps continuous at 5-8 volts, 20 amperes intermittent. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

Caliri SOLDER TIPS

Three new tips have been announced for the Cal "88" single pole soldering gun. All guns will be equipped with standard chisel tips of silver. Two extra tips, interchangeable with the chisel tip, are the pencil point tip and the four-prong tip. The latter is designed for prying wires out of inaccessible places. All three tips are of silver and are interchangeable without pliers. Caliri Mfg. Co., Inc., 45 Washington St., West Orange, N. J.—RADIO & TELEVISION RETAILING.

THE TOP TOWER OFFERS THE BOTTOM PRICE! NEW TELETOWER PRICES ARE 25% TO 60% LOWER.

MAIL COUPON FOR FREE BULLETIN WITH NEW RETAILER PRICE LIST.

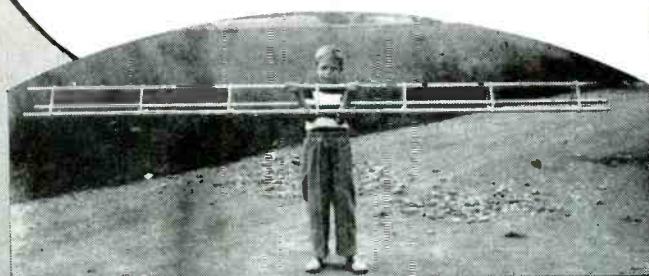
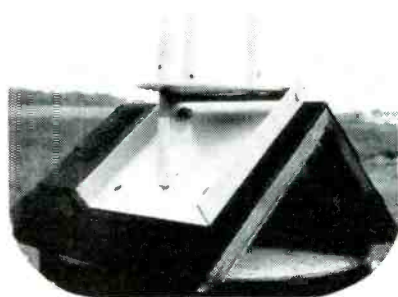


ASSEMBLY GUIDE!
Fitting just one leg into pilot hole automatically aligns both sections.

NO WEIGHT ON MOTOR MOUNT! Mount takes all load . . . permits "free" swiveling in any direction.

FITS ANY SURFACE! Hinged base plate permits safe, easy erection on sloping surfaces.

LIGHTWEIGHT! Eight year old boy lifts 10-foot section which weighs less than two pounds per foot.



Canadian Representative:
J. R. McVITY & COMPANY
53 Dalewood Road, Toronto, Ontario, Canada

NOW — Penn applies mass production technique to TV tower manufacture! Results? (1) Prices even lower than a former low that set a record. (2) A new, improved tower design. (3) Eight big construction advantages not combined on any other tower at any price.

Penn's low prices — which include prepaid freight east of the Rockies and special shipping cartons that protect finish — are NOT "deals." They are natural results of lower manufacturing costs made possible by the facilities of a factory that was originally established in 1932 and has been growing ever since.

It pays to learn why Teletower sales "tower" above all competition. Paste the coupon to a penny postcard — and mail it today — before you forget!

Penn Boiler & Burner Mfg. Corp.
Dept. R1, Lancaster, Pa.

Please send me a copy of your Teletower Bulletin complete with new retailer price list.

Name

Company

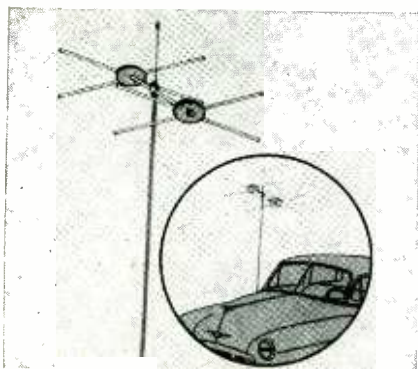
Address

PENN TELETOWERS . . . THRIFTOWERS
PENN BOILER & BURNER MFG. CORP. — LANCASTER, PA.

New Service Aids

National AUTO ANTENNA

The "Mini-Con Booster" is an attachment for any auto aerial. It resembles a conical TV antenna and is easily attached to the existing whip. The Mini-Con is said



to increase signal pick-up as well as add a distinctive note to the appearance of the automobile. List price is \$1.95. National Electronics Mfg. Corp., 35-05 36th Street, Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Precision PANEL MOUNTING COMBINATION

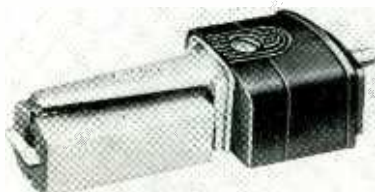
Moderately-priced matched panel mounting combination, available complete, or by separate units for those who wish to round out their existing set-ups. This new combination includes the series E-200C-PM signal and marker generator, the series 10-12-PM Electronic Tube Master and battery tester, series E-400-PM sweep signal generator—all three mounted in standard matching panels. Also included in this set are the new Precision EV-20 Zero Center vacuum tube voltmeter and Multi-Range test set, and the series ES-500, 5" wide range, high sensitivity oscilloscope. The VTVM and the Oscilloscope are portable, in keeping with the diverse applications required for such instruments. The complete combination, including the TV-3 Super high voltage safety test probe, costs \$526.35. Individual instrument prices are as follows: Signal marker generator, \$69.70; tube tester, \$99.40; sweep signal generator, \$127.55; VTVM, \$64.75; oscilloscope, \$149.50; high voltage test probe, \$15.45. Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, N. Y.—RADIO & TELEVISION RETAILING.

Pfanstiehl PHONO PICKUP

The Pfanstiehl "Strain Sensitive Pickup" is an amplitude transducer said to have constant resistance of about 250,000 ohms and to provide signal output of 10 to 15 millivolts at a practically constant impedance level. Response is stated to be flat (1 DB) to 10 KC followed by a clean taper to 15 KC. A special preamplifier is necessary, since the pickup must be energized by about 50 volts DC. Both standard and microgroove models are available. Pfanstiehl Chemical Co., 104 Lake View Ave., Waukegan, Ill.—RADIO & TELEVISION RETAILING.

Audak PHONO CARTRIDGE

The Audax L-6 Polyphase reproducer provides one single magnetic unit playing any and all lateral (78-45-33) records, available with a special connector for plugging into a Webster-Chicago tone arm, requires no further changing for different



types. Point pressure for all types is 8 grams, output 20 millivolts, response said to be 20 cps to over 10 KC. Equipped with replaceable sapphire or diamond stylus. Audak Co., 500 Fifth Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

South River TV BRACKETS

Models WBA-18 and WB3-18A are adjustable wall brackets for mounting TV antenna masts on sloped roofs or gable ends. Brackets are sturdily constructed of aluminum, and feature light weight and ease of installation. Masts up to 1½-inch can be accommodated in the U-bolt clamp. WB-3-18A consists of a short and a long bracket for use on gable and eave, WBA-18 consists of two long (adjustable) brackets for use on sloped roof. South River Metal Products Co., Inc., South River, N. J.—RADIO & TELEVISION RETAILING.

Pickering PREAMP

Model 230H is a new, small-size pre-amplifier to equalize low frequencies and provide necessary gain for magnetic pickups. The unit is self-powered and will operate with any high quality, high input impedance amplifier. Frequency response is said to be excellent, and distortion very low. Pickering & Co., Oceanside, New York.—RADIO & TELEVISION RETAILING.

Aircraft-Marine WALL CHART

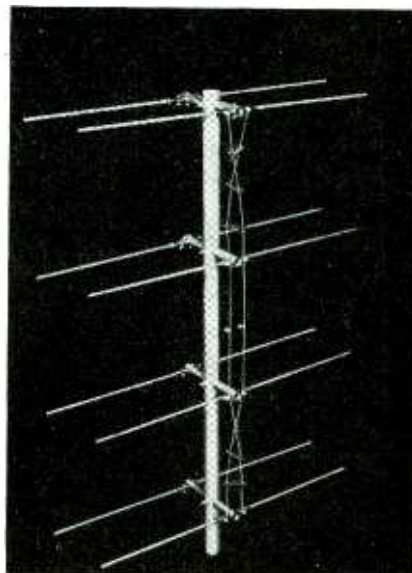
A colorful industrial wall chart (18" x 25") simplifies selection of solderless terminal types by presenting all pertinent information in quick, easy-to-read form. Profusely illustrated, the chart includes application and cost factors, uses, appearance of the terminal on wire, and lists of numerous special construction features. Additional sections are devoted to tooling, splices and connectors, automatic machines, and special construction features. Additional sections are devoted to tooling splices and connectors, automatic machines, and special AMP processes. Copies are available upon request. Aircraft-Marine Products, Inc., 1337 N. 4th St., Harrisburg, Pa.—RADIO & TELEVISION RETAILING.

Channel Master TV MOUNT

The All-Angle Peak Mount is designed to solve all roof mounting problems for TV antenna installers. It will fasten on flat roofs (level or sloping) and peaked roofs of any angle or pitch. Masts from 1 to 2 inches O.D. are secured in a U-bolt clamp. This clamp is designated model 9015. Channel Master Corp., Napanoch Road, Ellenville, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X UHF TV ANTENNA

Model X-UHF is a miniature version of the RD-13A four-bay stacked array, and is designed for fringe reception of UHF TV signals. Tests have been made on the

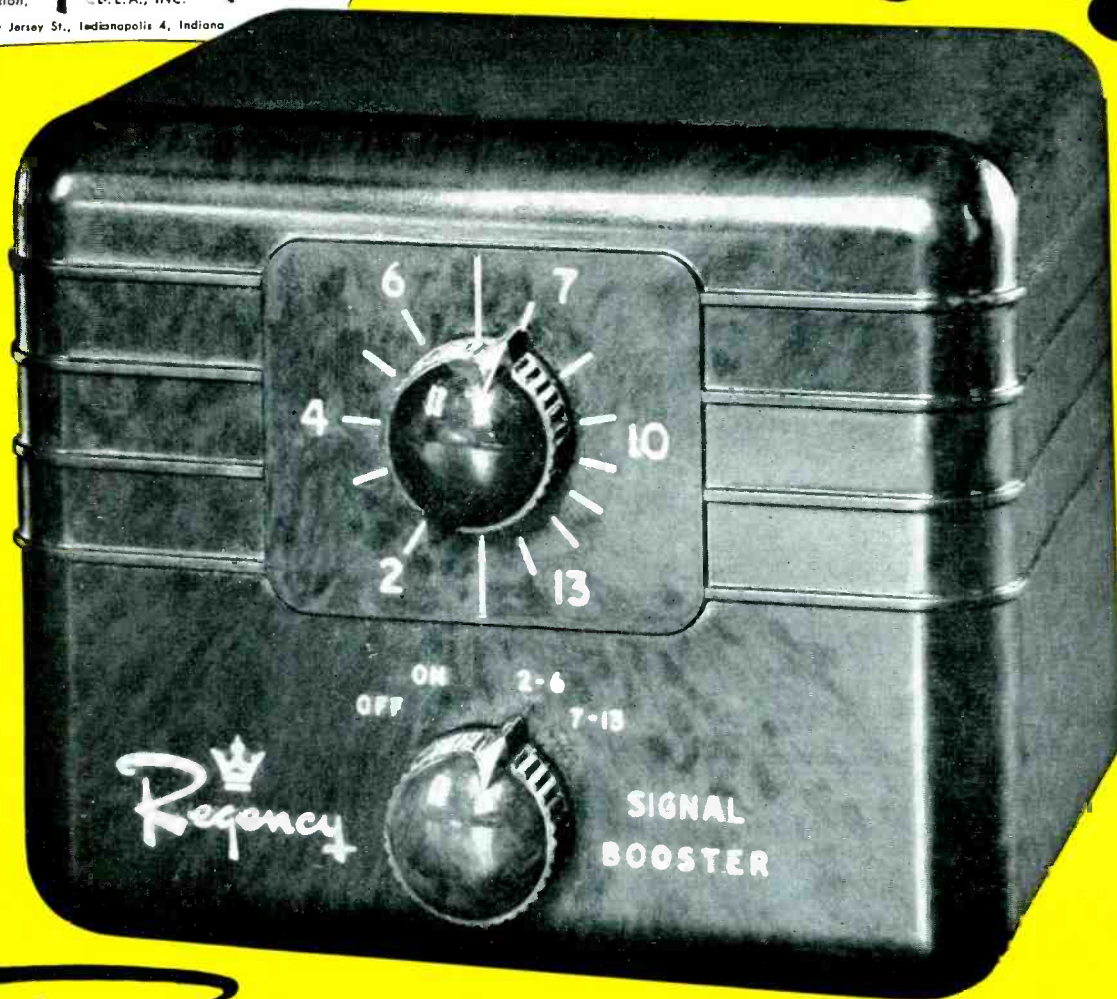


antenna with signals from the NBC experimental station KC2XAK (Stratford, Conn.) which operates on 525-525 MC, with reception up to 48 miles claimed. The X-UHF is available on special order for experimental work. La Pointe Plascomold Corp., Unionville, Conn.—RADIO & TELEVISION RETAILING.

Insuline AUTO RADIO ANTENNA

A lucite-enclosed auto radio antenna that lights up along its bottom section is now being marketed under the name "Tenna-Beam." The illumination is furnished by a six-volt bulb in the casting that forms the base of the aerial, under the cowl. The light is conducted upward by a two-foot length of plastic tubing, in which the fixed part of the antenna rests. An additional pull-out section gives the aerial a total length of four feet. The bulb produces no radio interference whatsoever. In addition to its novelty appeal, the "Tenna-Beam" is useful also as an efficient parking light that draws a minimum of current from the car's battery. Insuline Corporation of America, 3602 35th Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.


Regency
 Division, I.D.E.A., INC.
 55 N. New Jersey St., Indianapolis 4, Indiana




Regency

THE DB 400
LIST \$32.50

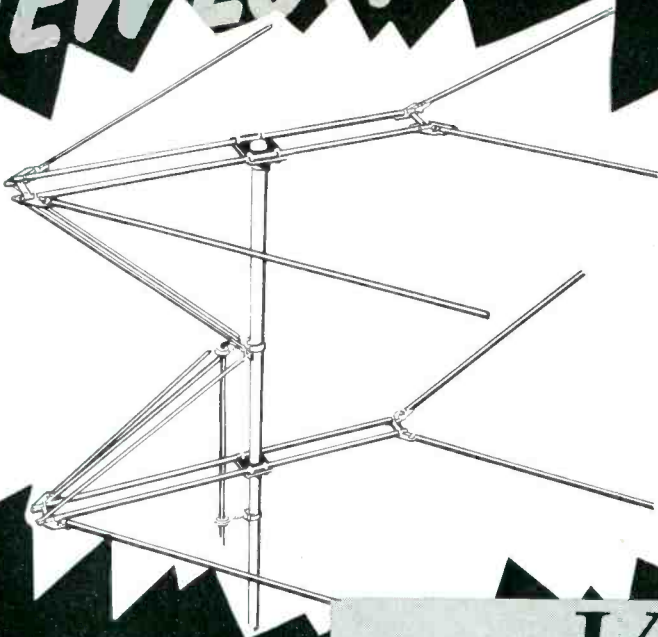
IN BLONDE FINISH AT \$37.50

TV IS THE LARGEST SELLING SIGNAL BOOSTER!

BECAUSE . . . Regency wins all performance tests in nationally-known laboratories . . . Regency is the lowest priced **QUALITY** Television Signal Booster . . . Regency offers such features as simplified tuning control; easy installation; full coverage on all 12 channels . . . and Regency is **UNDERWRITERS'  APPROVED.**

REGENCY Division, I.D.E.A. INC. • 55 New Jersey Street, Indianapolis 4, Indiana

NEW LOW PRICE



WORKSHOP

DUBL-VEE

TV ANTENNA

PATENT PENDING

Single . . . Double-Stacked plus Matching Bars

Now thoroughly proven in over 40,000 installations, the double-stack DUBL-VEE's new low price and outstanding all-channel reception is a combination you cannot match at any price. In addition, newly designed truss-angled matching bars provide extra strength and even better performance.

Write for Bulletin B

Clearer Pictures—higher gain brings in stronger signal—especially on higher channels

Clearer Pictures—narrow beam cuts down multi-path ghosts

Clearer Pictures—better impedance match on all channels maintains high signal strength

Clearer Pictures—true horizontal polarization—no out-of-phase ghosts

Clearer Pictures—no parasitic elements—all driven

Clearer Pictures—designed by the pioneers in the antenna industry

For the new low prices on

MODEL 2VV — Double Stack

MODEL VV — Single Bay

MODEL SK-2VV — Stacking Bars

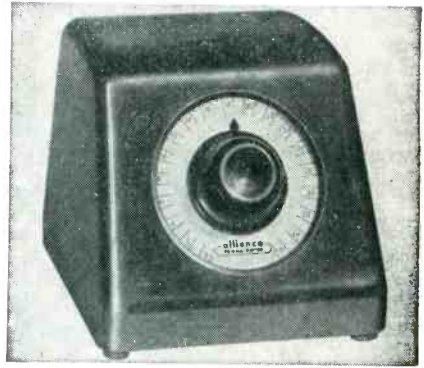
call your distributor

THE WORKSHOP ASSOCIATES, INC.

135 CRESCENT ROAD, NEEDHAM 94, MASS.

Alliance ANTENNA ROTATOR

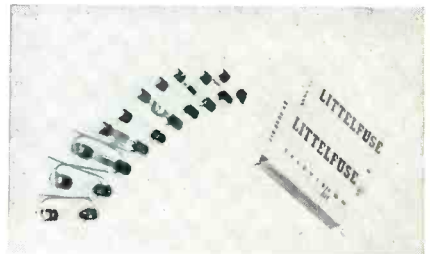
Latest model Tenna-Rotor is a fully automatic rotator. The viewer simply sets the pointer to any desired point on the dial. The antenna then rotates automatically to that point and stops. The model continues



to incorporate the special 4-conductor cable with "Zip" feature. The indicator dial may be optionally marked for new channels at any time—hence is never out-of-date. A moving light along the dial shows the antenna position while rotating. The pointer always indicates the final antenna direction at all times. Due to a printing error, the above product was shown last month with an incorrect illustration. Alliance Mfg. Co., Alliance, Ohio.—RADIO & TELEVISION RETAILING.

Littelfuse FUSE KIT

To accommodate the growing tendency of TV manufacturers to incorporate fuses in sets, Littelfuse now packs 10 fuses in a small kit, which includes the eight basic



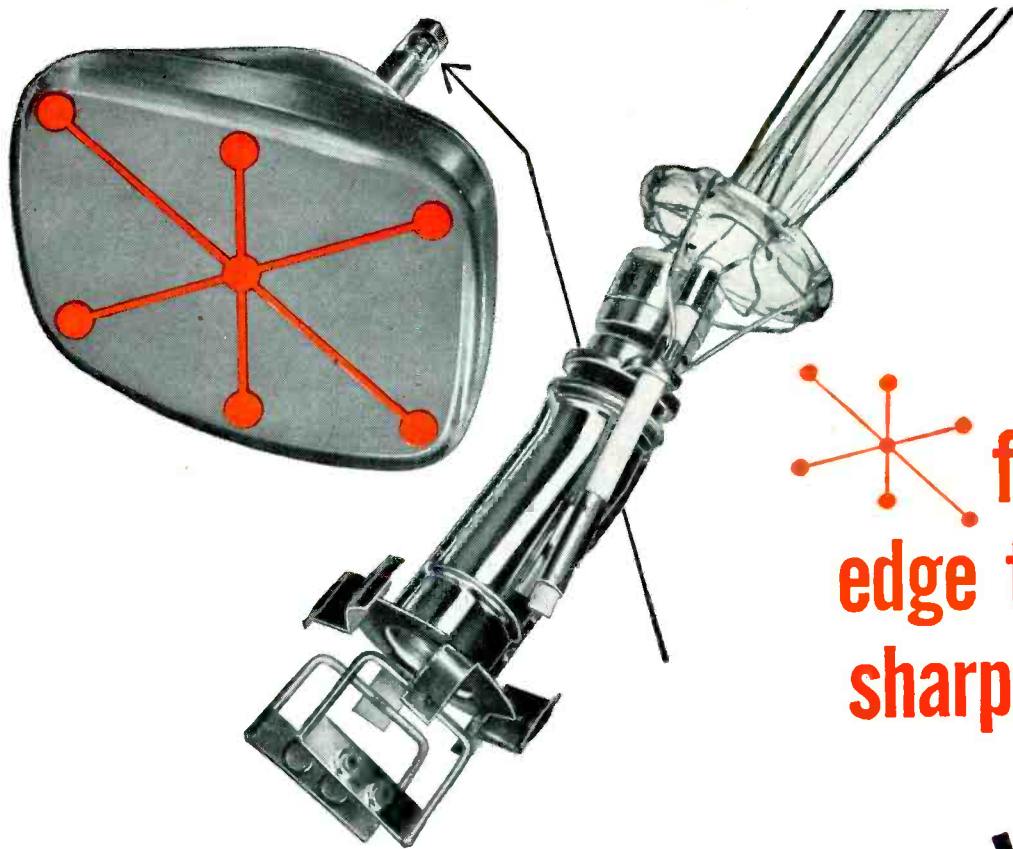
types needed most frequently. Two of the eight are duplicated, giving more adequate coverage on more popular types. Both pigtail and clip types are included. Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

Good TVI TRAPS

This firm has announced production of 5 new TV products: a "Telepass," (TV high pass filter), 2 variable "Teletraps," (one for 88-110 MC, one for 26-32 MC), and 2 variable TVI Traps (one high and one low band). The latter are for use



on amateur Xmitters for harmonic suppression. The "Teletraps" are band elimination filters. "Telepass" is pretuned at the factory and requires no adjustments. For more information on these products, write Don Good, Inc., South Pasadena, Calif.—RADIO & TELEVISION RETAILING.



for
edge to edge
sharpness...

the **New** Du Mont Bent-Gun

Uniform sharpness of trace to the very edges of the screen distinguishes the new Du Mont Bent-Gun.

A higher degree of pre-focusing passes a smaller-diameter beam through the deflection field. Spot distortion is reduced and a uniform overall focus results. Other design changes are: Improved bulb spacer insures proper anode contact and electron gun centering; rounded corners on pertinent gun parts eliminates stray emission at higher anode voltages; new grid-cathode assembly allows a longer G-2 (second grid) without increasing overall length.

This new Du Mont Bent-Gun is now being incorporated in ALL Du Mont Teletrons. Therefore, whether planning a new TV receiver or modifying an old one, be sure to include the Du Mont Teletron for the best in TV pictures. Simply specify DU MONT.

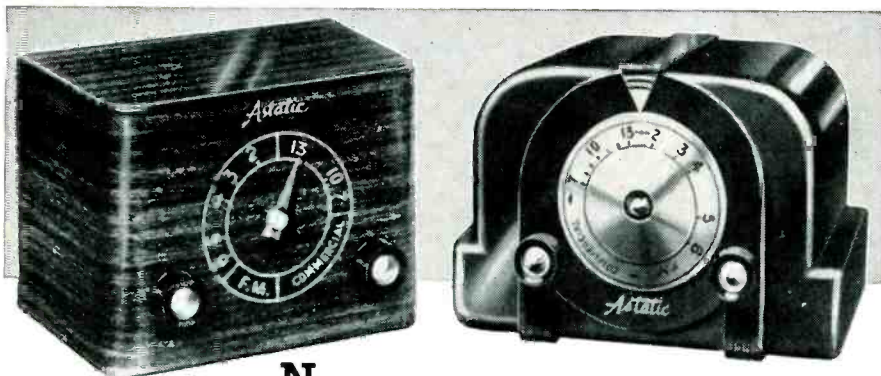
FIRST WITH THE FINEST IN **T-V** TUBES

DU MONT

*Teletrons**

ALLEN B. DU MONT LABORATORIES, INC.,
Tube Division, Clifton, N. J.

*Trade-mark.



**ASTATIC BOOSTER
MODEL BT-1
LIST PRICE \$29.95**

NEVER BEFORE such quality features in a low-priced booster. Choice of conventional styling in a metal cabinet with rich mahogany woodgrain finish or modern design in dark brown plastic. Simplified controls—single tuning knob with continuous tuning through both TV and FM bands.

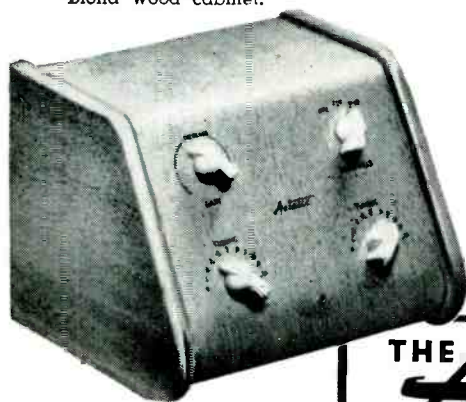
**ASTATIC BOOSTER
MODEL BT-2
LIST PRICE \$32.50**

ASTATIC LEADS



**ASTATIC BOOSTER
MODEL AT-1
LIST PRICE \$49.50**

ASTATIC four-tube deluxe models—no other booster can do so much in improving TV picture contrast and clarity, in improving sound, in eliminating interference. Feature exclusive variable gain control and dual-tuning. Model AT-1 in fine furniture finish mahogany, model AT-1B in blond wood cabinet.



**ASTATIC BOOSTER
MODEL AT-1B
LIST PRICE \$51.50**

THE TV AND FM BOOSTER FIELD IN THESE THREE IMPORTANT WAYS

1

COMPLETE LINE—Four models from which to choose, with variety of handsome cabinet styling.

2

UNEQUALLED PERFORMANCE—Astatic engineering leadership assures superior booster performance...unequalled improvement of TV and FM reception.

3

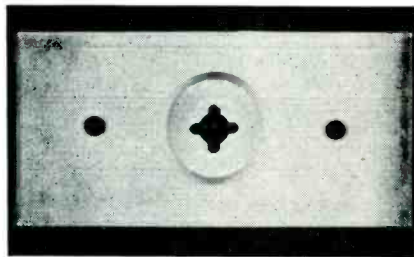
WIDEST PRICE RANGE—A price to fit every purse, assuring top volume sales.

Write for New, Full-Color Folder giving Complete Details on Astatic Boosters



Teleplate OUTLET COVER

Teleplate is a plastic cover plate for use with twin lead or coaxial cable. The lead-in can enter the back of the plate from any of the four edges. The front of the plate gives a neat finishing touch to the installation where the customer



sees it. Teleplate can be used on floor, wall, baseboard, window sill, etc. For bulk users, name, address, phone or advertising can be printed on Teleplate. Teleplate Sales Co., 510 Cuyahoga Savings Bldg., Cleveland 15, Ohio.—RADIO & TELEVISION RETAILING.

Oak Ridge TV TEST UNIT

A "miniature test laboratory" combines the model 101 substitution tester, 102 high voltage meter, 103 signal generator, and 104 syncro-sweep generator in one convenient carrying case. Model X-100 has



all 4 units permanently attached inside the case, while in model A-100, the units have individual cabinets and are held in a larger carrying case. Oak Ridge Products, 239 East 127 St., New York 35, N. Y.—RADIO & TELEVISION RETAILING.

TEC OSCILLOSCOPE

Model T-601-A is a high gain, wide band 'scope with 17 tubes including 5-inch CRT. Maker claims 10 millivolt sensitivity, and 12 MC bandwidth. Features include built-in variable calibrator, input attenuator, sweep range from 10 cps to 100 KC. Television Equipment Corp., 238 William St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

Prager REMOTE TV TUNER

Remote tuner is designed to accommodate all makes of TV sets, and to operate up to 100 feet from the set. Station selection, fine tuning, volume and contrast controls are provided. Unit incorporates a Standard Coil tuner. Available in kit form or completely wired. Prager's Remote Tuner, 3515 S. Bronson Ave., Los Angeles 16, Calif.—RADIO & TELEVISION RETAILING.

sells on sound

Let your customers *hear* Revere and compare the amazing high fidelity tone reproduction! Unequalled for recording home talent and children's voices . . . for adding sound accompaniment to home movies . . . for musicians, students, and speakers.

sells on sight

Your customers will find the eye-appealing Revere a handsome asset to their homes as well as a source of unlimited recreation. Compact . . . easily portable . . . magnificently finished in rich shades of brown and burnished gold.

sells on price

Leads the field in value! Point out to your customers that besides being lower priced than other comparable recorders, Revere also saves expenses by giving a full hour's recording on each reel of re-usable tape.



REVERE RECORDER-RADIO COMBINATION—Tape recorder plus a glorious-toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit. Built-in antenna. Model TR-200 **\$199.50** complete

Revere

Magnetic Tape

RECORDERS

By The Makers of World-Famous Revere Home Movie Equipment

NO OTHER RECORDER—TAPE, WIRE, OR DISC—OFFERS SO MUCH FOR SO LITTLE COST

Extremely simple controls for easy operation.

Recordings may be kept permanently, or automatically erased as new recordings are made.

No tape ever wasted—may be cut with scissors, spliced with Scotch Tape.

Easy to carry—complete in smart luggage style case.

MODEL T-100
\$159.50
COMPLETE

REVERE
CAMERA COMPANY
CHICAGO 16



**NEW IMPROVED
FARM PACK** Offers
MORE VALUE for **MORE SALES**



BURGESS GIANT ECONOPAK



**CHECK THESE
ADVANTAGES:**

- ★ IT'S BIG ... 12 x 8½ x 7"
- ★ IT'S HEAVY ... 34 pounds.
- ★ IT'S POWERFUL ... due to highest quality raw materials.
- ★ IT'S CHROME PROTECTED ... for reliable, longer life.
- ★ IT'S QUALITY CONSTRUCTED ... husky carton, carefully soldered connections, and only high test cells are used.
- ★ IT'S LONG LASTING ... twice the life of ordinary batteries.
- ★ IT'S GUARANTEED ... for complete satisfaction.

Exclusive Construction Doubles Battery Life!!

Increase your farm pack profits with the all-new, giant-sized Burgess Econopak! The only battery of its kind in America gives you seven tremendous sales advantages!

The Burgess Giant Econopak can be used in place of any four-hole "1½A and 90B" pack—and its exclusive new Chrome Protected construction assures double life for steady, repeat sales.

Check—compare—and you'll know why the Burgess Giant Econopak is the undisputed leader in farm pack batteries!

**ORDER FROM YOUR
BURGESS DISTRIBUTOR**



BURGESS BATTERIES

Alliance TV BOOSTER

"Tenna-Scpe" is a new TV booster with a single tuning control covering all channels. Automatic on-off switch turns the booster on when the set is turned on. Unit



is designed for high-gain, wide-band operation with low noise factor. The Tenna-Booster utilizes a 6J6 and a selenium rectifier. Also announced is a new model HIR Tenna-Rotor featuring a direction-indicating dial which shows to which point of the compass the antenna is pointing. Alliance Manufacturing Co., Alliance, Ohio.—RADIO & TELEVISION RETAILING.

Arbor SERVICE RACK

"Roto-Rak" is specially designed to facilitate servicing of TV chassis of any size or make. The serviceman can sit in a comfortable position and rotate the chassis to any desired angle. Roto-Rak



is equipped with casters for best positioning near the service bench. It can also be adapted for record changer repairs. Arbor Mfg. Co., Depew, New York.—RADIO & TELEVISION RETAILING.

Scotch ELECTRICAL TAPE

"Scotch" brand No. 33 electrical tape, available in 20 and 66 foot rolls in the ¾ inch width, is recommended for many uses by TV servicers, such as: wrapping TV antenna leads to keep out moisture and prevent "snow," wrapping a high voltage harness to prevent shorting, and taping the "eye" of a standoff for TV lead-in. Properties of the tape include 7000 volts dielectric strength, 7-mil thickness, and excellent resistance to sunlight, aging, water, salt water, acids and alkalis. Minnesota Mining & Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn.—RADIO & TELEVISION RETAILING.

NOW...in all G-E Variable Reluctance Cartridges...at no extra cost!



"BATON" STYLUS



An Exciting New Discovery in High Fidelity Reproduction!

THERE'S terrific sales appeal—as well as listening pleasure—in this revolutionary General Electric Stylus! Like a baton in the hands of a skilled symphony conductor, it brings out the full tonal quality of recorded music as you've never heard it before!

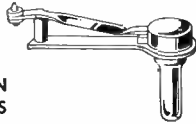
Its feather-light tip, on the end of a dual-twist cantilever arm, follows every curve and dip of the record groove with a compliance so delicate it picks up frequencies through 10,000 cycles per second! The blasting, buzz, and hum so annoying in most record reproduction are virtually wiped out. Above all—the tone fidelity of the Baton Stylus is unsurpassed by any other commercially available unit! Equipped with diamond or sapphire tip, it fits any G-E replaceable stylus cartridge.

HOW COMPLIANT CAN A NEEDLE BE?



SINGLE-TWIST STYLUS

Until the development of the Baton Stylus, this model afforded unsurpassed fidelity. The single-twist arm and single damping block were designed for a tracking pressure of 21 grams. It was recognized, however, that lighter pressure would lengthen both record life and stylus life.



BATON STYLUS

Bending and twisting to every undulation of the record groove, this stylus reproduces each tone value with amazing clarity. Tracks at 6 grams—thus providing the maximum degree of compliance that may be used successfully with commercially available tone arms. Double damping blocks filter out superfluous vibrations.

Dealers and Servicemen!

There's a big market for the Baton Stylus among present users of General Electric cartridges. Hi-fi fans and record enthusiasts everywhere will want this sensational new model in their phonograph tone arms. Be sure you get your share of this business... the coupon below can open the door to new customers, new sales, new profits.

FREE Baton Stylus Folder!

General Electric Company, Section 26100
Electronics Park, Syracuse, New York

Send me FREE folder on the new Baton Stylus.

NAME _____

ADDRESS _____

CITY _____ STATE _____



You can put your confidence in —
GENERAL ELECTRIC

Hotpoint Contest Winners

Frankel's Appliances, Huntington, W. Va., and Floridan Appliance Co., Tampa, Fla. (see "Retail Advertising and Selling Activities" in this issue), have been named first and second place winners, respectively, in a national display and merchandising contest sponsored by Hotpoint, Inc. More than 13,000 Hotpoint dealers throughout the nation were eligible to enter the contest, according to Fred J. Walters, vice-president of marketing, who made the announcement. First prize was a Hotpoint all-electric kitchen to be installed in the dealer's home, or \$1,500 worth

of merchandise prizes. Second prize was an all-electric laundry, or \$800 worth of prizes.

20-Inch TV Tube

Samuel Kagan, president of Tel-O-Tube Corp. of America, East Paterson, N. J., manufacturers of cathode ray tubes, has announced that production has begun on the company's new 20-inch rectangular all glass TV picture tube, the type 20DP4. The company believes that the new tube is the largest all-glass rectangular tube currently being mass produced.

Tele King Ad Manager

Edwin Weisl, Jr., has been appointed advertising manager of Tele King Corp., television manufacturers, Harvey L. Pokrass, president of the company, has announced. He will be in charge of



Edwin Weisl, Jr.

national advertising, dealer cooperative advertising and sales promotion.

Weisl has been district manager of RADIO & TELEVISION RETAILING from 1946 to the present. He was graduated from Lafayette College in 1939 and subsequently, until he went into the U. S. Army in 1940, he was district merchandise manager for Philip Morris.

New Capehart Movies

Two new Hollywood-type movies, one on TV salesmanship, the other on TV installation, were given their world premiere by the sponsor, the Capehart-Farnsworth Corp. According to Stanley A. Morrow, director of advertising, the two pictures, produced primarily for use by Capehart distributors and dealers, are designed to stimulate sales and service practices throughout the industry. Both pictures are available on a loan basis without charge from Capehart-Farnsworth Corp., Ft. Wayne, Ind., or any Capehart regional manager or distributor.

"Park Avenue Hillbillie"



Dorothy Shay, glamorous "Park Avenue Hillbillie," demonstrates how a choice of the right furniture can complement the personality of its owner. Her new Magnavox Contemporary TV-radio-phono sets off the charm and beauty of this star.

NEW! BRAND NEW—AND CRAMMED FULL OF THE VERY LATEST RADIO AND TV TUBE SPECS.

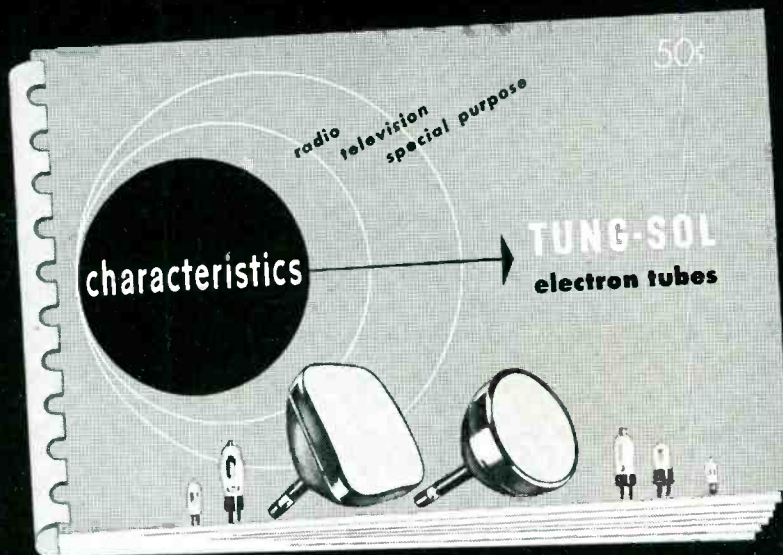


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Here is the 15th edition of the popular TUNG-SOL Electron Tube Characteristics Manual. Just look at the table of contents and you will see how much valuable data and other helpful information for the serviceman the manual contains. This TUNG-SOL Characteristics Manual is the most up-to-the-minute receiving tube data book in circulation.

TUNG-SOL LAMP WORKS INC., Newark 4, N. J. • Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • Newark



Your Pass to TELEVISION AND RADIO SERVICE Prosperity

Identification as a RAYTHEON *Bonded* ELECTRONIC TECHNICIAN means money in the bank for you! It means better business and more of it for you because set owners know they can trust Service Dealers displaying the Raytheon Bonded Certificate, backed by a guarantee bond of the hundred million dollar American Mutual Liability Insurance Co.

This valuable Raytheon Bonded Service Guarantee is yours *at no cost*, if you qualify. We foot the bill because the Bond is *Raytheon's Investment in Your Future!*

Ask your Raytheon Distributor to show you how you can profit from becoming a RAYTHEON Bonded Electronic Technician.



ASK YOUR RAYTHEON DISTRIBUTOR ABOUT THIS WONDERFUL NEW ILLUMINATED TEST PATTERN CLOCK!

It's a beauty. Big, 15" face . . . Telechron motored . . . red metal sweep second hand . . . lamp illuminated dial . . . a constant reminder to your customers of your expert Radio and Television Service and of the high quality of

RAYTHEON RADIO AND TELEVISION TUBES

Right...for Sound and Sight

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Receiving Tube Division
Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

RADIO AND TELEVISION RECEIVING TUBES, CATHODE RAY TUBES, SPECIAL PURPOSE TUBES, SUBMINIATURE TUBES, MICROWAVE TUBES
COPYRIGHT 1950

Forecast for 1955

An enormous upsurge of the market served by the electronics parts distributor to a total value of one billion dollars by 1955, barring the possibility of a shift to wartime economy, was forecast by H. F. Bersche, renewal sales manager of the RCA Tube Dept., at the convention of the National Electronic Distributors Association in Cleveland.

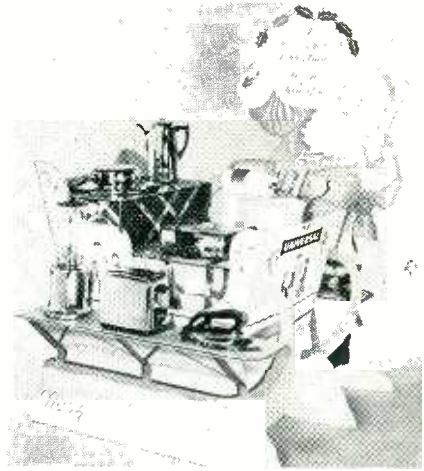
He based his remarks on statistics representing the past and present growth of the electronics renewal market and the opinions of government and industry leaders. To meet the needs of this vastly expanded electronics re-

newal market, he estimated, approximately 2600 electronics distributors, including branches, will be in business in 1955.

Altec's "Lucky 13th"

A sales drive embracing the services and products of the Altec Companies began on Sept. 13th. Known as the Lucky 13th Sales Drive, it will run for a 13-week period ending on December 13th, 1950, according to H. M. Bessey, executive vice-president. Cash prizes and extra vacations are the added incentive for salesmen, field managers and inspectors.

Christmas Displays



Two individual displays, a 64" Santa Claus and a merchandiser sleigh 42" high, which can be used as a single unit or split up, as preferred by the dealer, are offered to dealers by Landers, Frary & Clark, New Britain, Conn.

Fresh'nd-Aire Promotion

Fresh'nd-Aire Company, division of Cory Corp., Chicago, has announced a new "Get Acquainted Deal," designed to familiarize retailers with the year 'round use of the new Fresh'nd-Aire Heaterette, a combination heater-fan, and to get retailers to display and promote the Heaterette as a dual purpose unit.

Simpson Department Head

Mel Beuhring, sales manager for the Simpson Electric Co., of Chicago, makers of electronic equipment and testing devices, has announced the appointment of John Gray to head the industrial sales correspondence department.

Tel-O-Tube Names Albano

Anthony J. Albano, chief engineer of the Tel-O-Tube Corp. of America, East Paterson, N. J., has been elected secretary of the corporation, it was announced by Samuel Kagan, head of the company. Albano replaces Irving Kagan, who resigned from Tel-O-Tube.

Joins Tele King



Scott W. Donaldson, Deputy Assistant Secretary for the U. S. Air Force, has been appointed vice-president of Tele King Corp., Louis I. Pokrass, Tele King chairman of the board, has announced.



The PROFIT-WISE
Serviceman Specifies . . .

New STANCOR PRODUCTS



8400
POWER
SERIES

A comprehensive line of 35 part numbers designed for replacement and new construction. Wide range of applications based on a thorough study of today's power transformer needs. Most ratings available in a choice of vertical or horizontal mountings.



OUTDOOR LINE
TO VOICE
COIL

Two new units designed to fit most needed outdoor applications. Primary impedances of 3,000/2,000/1,500/-1,000/500 ohms; secondary impedances of 16/8/4 ohms. Part Number A-3333 rated at 14 watts. A-3334 rated at 25 watts.

STANCOR TRANSFORMERS

Using Stancor replacement transformers for your radio, TV and sound service jobs is the sure way to fatten your bank account. Here's why —

- Quality comes first with Stancor. Ability to "take it" cuts down call-backs—keeps your customers happy with a good job.
- Stancor has the largest line in the industry. A choice of 450 part numbers, in some 30 mounting and terminal styles, enables you to get exactly the right unit for almost any application.
- Easy-to-read instruction sheets and clearly marked terminals make your job quicker and easier. Saves valuable shop time.

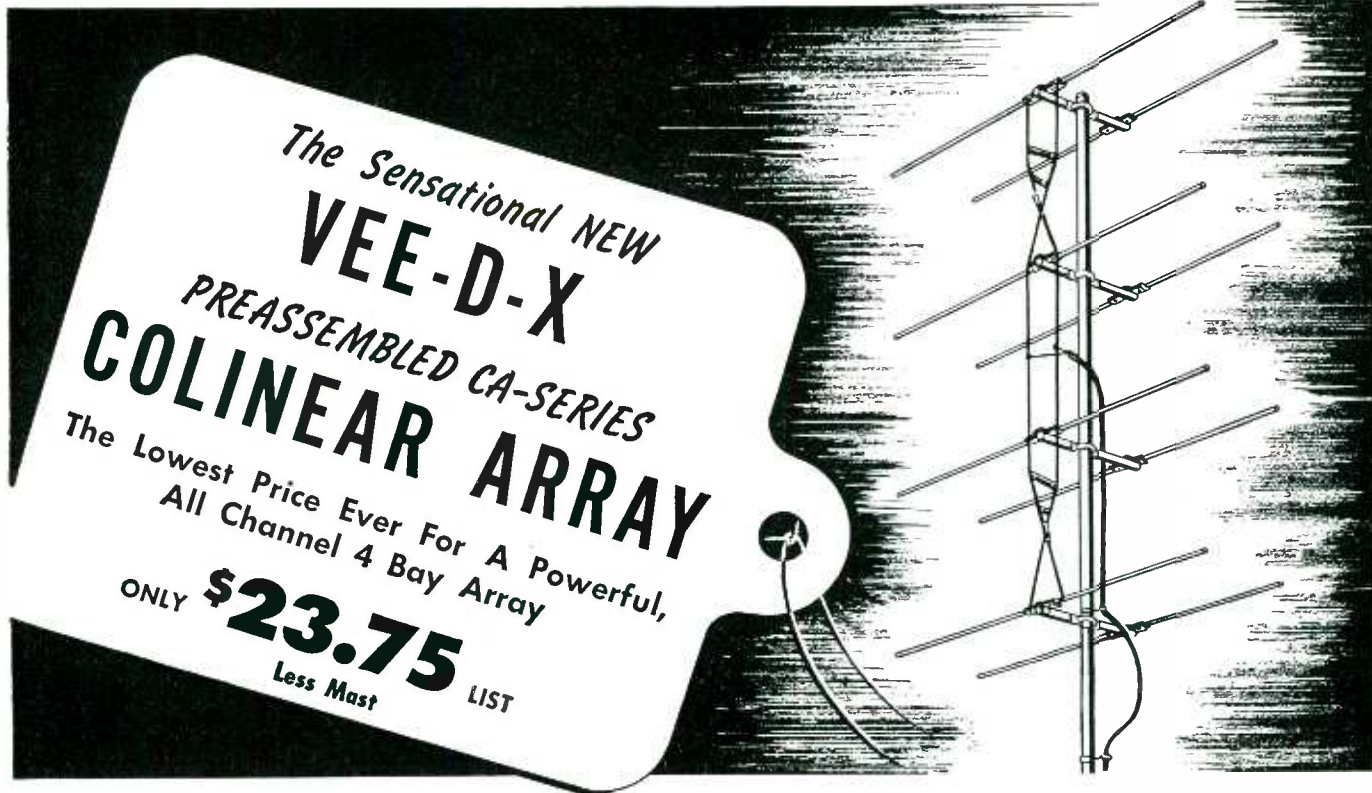
New Stancor units are coming out all the time. Keep posted. Ask your Stancor distributor for our latest catalogs.



Most Complete Line in the Industry

STANDARD TRANSFORMER CORPORATION 3586 ELSTON AVE., CHICAGO 18, ILL.

FOR BRILLIANT All-channel PERFORMANCE



VEE-D-X, builders of the world's most powerful antennas announce another great all-channel performer.

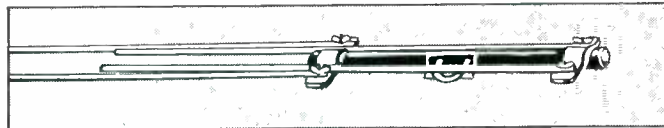
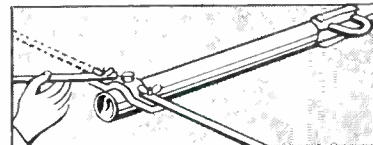
VEE-D-X engineers have developed this new Colinear Array to meet high gain, multi-channel requirements, yet have been able to include the all-important pre-assembly features so popular in the JC series. Add to this the amazingly low price and you can see why the Colinear Array is a great advancement in the antenna field.

Here are the sensational features that VEE-D-X has engineered into this great NEW Colinear Array —

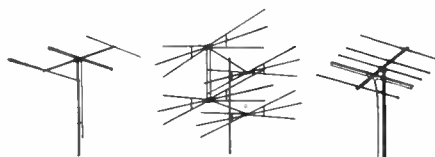
- Pre-assembled for fast, easy installation
- Lowest price ever for a 4 bay array
- Highest gain all channel antenna ever built at this price
- Ideal for multi-channel areas
- Sharp horizontal directivity — minimizes interference
- Super strength all aluminum construction assures permanency — eliminates wind noises

PREASSEMBLED FOR QUICK, EASY INSTALLATION

No fuss, no bother, just swing up the elements, tighten the wing nuts, and "bingo" it's all set to install. No separate bolts or screws . . . a real time-saver for installation men. Right above: Elements being quickly swung into position. Middle: Elements secured firmly by wing nuts. Bottom: Folded compactly for easy handling.



LA POINTE — PLASCOMOLD CORPORATION., UNIONVILLE, CONNECTICUT

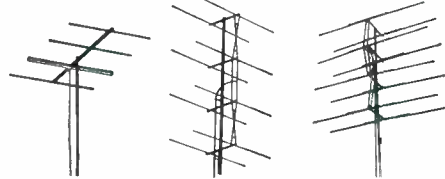


EC SERIES

CONICAL

JC SERIES

VEE-D-X



RLY SERIES COLINEAR ARRAY MODEL RD-13A

BUILDERS OF THE WORLD'S MOST POWERFUL ANTENNAS

New Sightmaster Plant

Sightmaster Corp. has moved its New York office and showroom to its new plant, 111 Cedar St., New Rochelle, N. Y. The new factory site will also be the headquarters for Sightmirror Television Corp.

New Jensen Chart

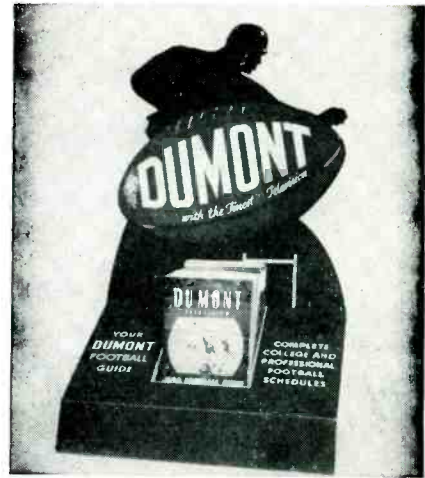
Jensen Industries, Inc., of Chicago, needle manufacturer, has announced the publication of the latest edition of their replacement needle wall chart (No. J-24). The chart contains all pertinent information on 89 needles, with actual size silhouette illustrations, and

includes every needle on the market today. Copies of the chart, suitable for hanging on the shop wall, may be obtained without cost from jobbers or by writing direct to Jensen Industries, Inc., 329 S. Wood St., Chicago 12, Ill.

Lewyt Price Reduction

The new Lewyt "101" combination vacuum cleaner-carpet sweeper rug nozzle as optional equipment in place of the standard No. 80 rug nozzle will cost \$4.95 extra with the model No. 55 vacuum cleaner, instead of \$9.95 extra, as announced at the national sales convention.

Football Package



The receiver sales division, Allen B. DuMont Laboratories, Inc., is making available to dealers copies of the 1950 football guide, as a sales promotion aid. According to Calvin Affleck, sales promotion manager, the guides are one part of a "football" package which includes a silk screen window streamer and the counter dispenser shown above for dealers' use.

Muter Appoints Engineer

The Muter Company, of Chicago, television components manufacturers and parent company for both the Rola Co. and Jensen Manufacturing Co., recently appointed Roy W. Augustine to their staff of engineers. Augustine will work on a special new product development program for the Muter Company.

RCA Victor Bonus Plan

RCA Victor has announced that, effective immediately, the purchaser of any of the company's console radio or TV sets containing a 45-RPM turntable will be entitled to receive as a bonus, included in the price of the instrument, 6 RCA Victor 45-RPM records, to be selected on a one-a-month basis. The offer represents an extension of a bonus program initiated last month to promote the company's automatic 45-RPM record-player attachment (model 45-J), according to Allan B. Mills, general sales manager of the RCA Victor home instrument department.

Scott Sales Manager



L. M. Sandwick has been elected vice-president and general sales manager of Scott Radio Laboratories, it has been announced by John S. Meck, president. Sandwick has been merchandise manager of Scott and for many years has been an executive in the electronics industry.

At Last!

A YAGI WITH HIGH GAIN ON 2 CHANNELS!

TRIO — always First in TV Antenna development announces with pride a completely new and revolutionary Yagi that *Actually* provides FULL 10 DB on EACH of Two Channels. Available for channels 4 and 5, in the low band, and channels 7 and 9 in the high band; this amazing antenna design also maintains better than 20 DB front-to-back ratio over the entire frequency range of the two channels for which each antenna is designed.

The Advantages of a New TRIO 2-Channel Antenna;

- Provides gain on both channel 4 and 5 (or 7 and 9)
- Equal to Any Two conventional 4-element yagis!
- One bay replaces bulky stacked array!
- One lead replaces old-style 2-lead systems!
- Less weight-per-gain than any other TV antenna!
- Greatly reduced installation costs for complete TV coverage!

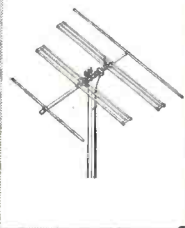
How It Works

Antenna consists of 4 elements whose functioning is different on the two channels. For example; in Model 445, the elements, on channel 4, act as reflector, dipole, director, director, in that order; while on channel 5, the same elements act as reflector, reflector, dipole and director. Careful design ensures proper impedance match with standard 300 ohm lead.

Eliminates Co-Channel Interference when used in "Controlled Pattern" system.

The new TRIO 2-Channel Yagi is available in single bay, conventionally stacked 2 bay array for additional gain and as the famous "Controlled Pattern" system utilizing 2 bays, off-set stacked and tuned with the remarkable TRIO "Phasitron" that completely eliminates Venetian-Blind Effect when caused by co-channel interference!

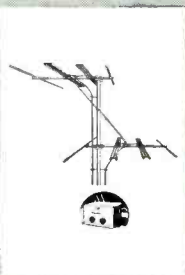
- Model 445 — Single bay Yagi for Channels 4 and 5.
- Model 445-2 — Conventional 2 bay stacked array for Channels 4 and 5.
- Model 479 — Single bay Yagi for Channels 7 and 9.
- Model 479-2 — Conventional 2 bay stacked array for Channels 7 and 9.
- Model 645 — "Controlled Pattern" System for Channels 4 and 5.



Single 4-element yagi with dual purpose elements.



Two of the new TRIO yagis may be stacked to get up to 17 DB forward gain.



The "Controlled Pattern" System — eliminates "Venetian-Blind Effect" when caused by co-channel interference.

RIO *Trio* MANUFACTURING CO.
Griggsville Illinois

Rauland Announces

NEW "Tilted Offset" Gun



Rauland announces the newest advancement in Electron Gun design — the fifth Rauland development in a year to benefit both set makers and service men. Effective at once, Rauland is incorporating in all its picture tubes a new "Tilted Offset" Electron Gun which requires only a single ion trap magnet (although a double magnet can be used) — and bends the electron beam only once — and gives the sharpest possible beam focus.

At the same time, Rauland is incorporating in all electron guns the Indicator Ion Trap feature which has proved so popular since its introduction in the Rauland 12LP4A. This Indicator Ion Trap eliminates mirrors and guesswork—provides a posi-

tive means for correct ion trap magnet adjustment.

The same superior quality and performance that has characterized Rauland television picture tubes will be maintained in tubes embodying the new gun construction.

Superiority of the Rauland electron gun has been widely recognized throughout the industry. The reason is found in Rauland's greater precision in gun manufacture, standards being far within the tolerance limits usually allowed. By taking extra time and care to match parts accurately, Rauland is enabled to "balance out" minor variations in the size of parts during assembly, and thus hold critical tolerances to practically plus-or-minus zero.

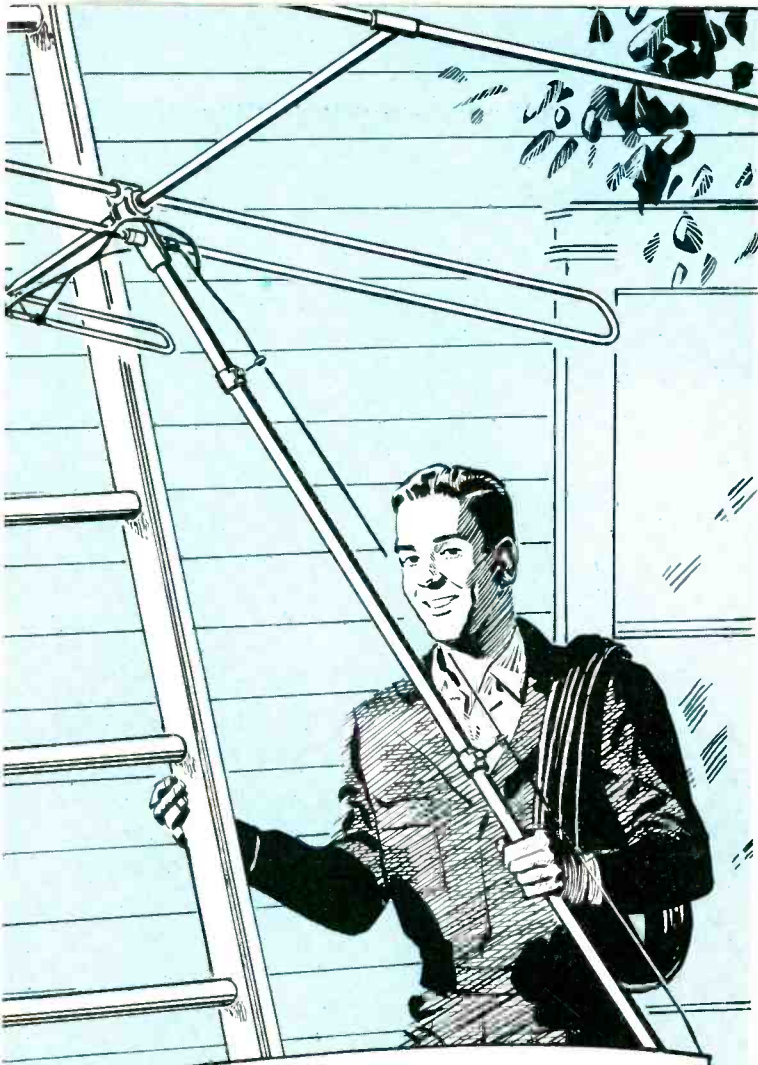
THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS





"Only three minutes on the job and this Amphenol **INLINE** Antenna is fully assembled and going up the ladder!

I save hours of installation time with Amphenol Quick-up antennas, and even more important, because of the sturdy, durable construction of AMPHENOL antennas, I know I won't be called back to make repairs.

For quick, easy handling—and above all, durability, there's nothing like the AMPHENOL **INLINE** Antenna."

QUICK-UP **INLINE*** ANTENNAS
U. S. PAT. NO. 2,474,480

LOOK FOR THIS BOOK!...
...care, informative discussion of TV antennas which will prove useful to everyone in the field—particularly installers and servicemen who must know conditions affecting antenna performance as well as proper antenna for any location. Free on request.



AMPHENOL

AMERICAN PHENOLIC CORPORATION
830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS

MERIT
SINCE 1924—FINE RADIO PARTS
News

FREE!
MERIT TV
"REPL" GUIDE

MAY 1950 ISSUE

63 MANUFACTURERS—
575 MODELS — MOST
COMPLETE, UP-TO-DATE
LISTING

Get this easy-to-use, time-saving guide to correct replacements for all popular television receivers. Simplifies servicing, cuts repair-bench time. Write us today for your free copy.

USE MERIT TV!
ONE SOURCE FOR
TV Tape-Marked Components:
Powers, Blocking Oscillators,
Vertical Outputs, Focus Coils,
Deflection Yokes, Flybacks.

WATCH FOR Merit's future issues of the TV "Repl" Guide.

TAPE-MARKING TO HELP YOU!
Handy tape marking on every Merit Transformer shows permanent hookup data for quick reference. Originated by Merit

MERIT
TRANSFORMER CORP.

4419 NORTH CLARK ST., CHICAGO 40, ILL.

RADIO & TELEVISION RETAILING • October, 1950

New Zenith Speaker

Zenith Radio Corp. has announced its new "1213" Alnico 5 speaker which is being used in the company's 1951 console combo models. Magnetic power of the speaker has been increased by increasing the weight of the magnet from 4.6 ounces to 13.2 ounces.

Subscribes to Sams Service

The Electrovox Company, East Orange, N. J., manufacturers of phonograph needles, has become a participant in the engineering services of Howard W. Sams & Co., Inc., research laboratories and technical publishers, it was announced recently.

Record Capehart Sale

Orders for more than 5 million dollars for the 1951 line of Capehart TV and radio receivers were booked at the recent two-day dealer showing staged by Jacobs & Rogovin, Inc., 601 W. 26th St., New York, distributing organization, at the Park Sheraton Hotel, New York, it was revealed by Rene M. Jacobs and Sidney H. Rogovin, heads of the company. They said this was an all-time record for Capehart orders in the metropolitan New York area.

Eureka to Make Only Rectangular TV Tubes

Due to recently pronounced shortage of round glass envelopes for TV tubes and the concentration of available facilities on production of the newer rectangular sizes, Eureka Television & Tube Corp., Hawthorne, N. J., has announced that it will restrict its tube production to 14", 16", 17" and 20" rectangulars for initial equipment only.

Starrett TV Line Shown in Philadelphia

Hundreds of appliance and television dealers from Philadelphia and vicinity attended the recent three-day showing of the Starrett 1951 TV line at Adolph Fruchter & Sons showrooms, 48 North Second St., Philadelphia.

Durable Admiral



Tumbling unseen from a delivery truck in a summer downpour, this Admiral television combination rolled down a steep paved hill, lay in the rain a couple of hours and, when unpacked by Dr. W. Kenneth Riland, of High Point Road, Scarsdale, New York, worked perfectly. The set came through its ordeal unscathed.

Blackstone Distributors

Blackstone Corp., Jamestown, N. Y., manufacturers of household washers, dryers, and ironers, has announced the appointment of the following distributors: The Robert F. Clark Co., 3062 Blake St., Denver, Colo.; Roberts Distributing Co., 2301 Dumble St., Houston, Texas; Thomson-Diggs Co., Inc., 1355 Market St., San Francisco, Calif.; The Eastern Co., 229 Georgia Ave., Providence, Rhode Island; Brown-Camp Hdwe Co., First & Elm Sts., Des Moines, Iowa, and The Cavanaugh Co., 322 W. Federal St., Youngstown, Ohio.

Webster-Chicago Urges Real Selling Effort

Real selling effort is just as important now, despite the present military situation, as in normal times, more than 100 representatives and distributors of Webster-Chicago Corp. were advised at the company's annual sales meeting. "Until we know definitely that our consumer production schedule will have to be markedly curtailed, we must use every selling technique to keep the market as lively as it has been up to now," said W. S. Hartford, vice-president in charge of sales.

CASH IN Now ON RECOTON'S Silver Dollar CAMPAIGN

Dealers all over the country are taking advantage of RECOTON's sensational SILVER CELEBRATION. It's a terrific opportunity to make big money — to enjoy more sales, higher profits, extra-dividend silver dollars! And to boost sales even more RECOTON is backing the campaign with exciting new packaging and a tremendous barrage of sales-making promotional material and dealer aids. So place your order now — and remember — with every carton you order of Superosmium \$1 needles, Nylon \$1.50 needles, Osmium Tipped 50¢ needles, Superior 25¢ needles, Primus Sapphire \$2.50 needles or Replacement Needle Kit No. 250, RECOTON will immediately give you a FREE gift certificate redeemable for one shiny silver dollar!

Write today for complete information.

RECOTON CORPORATION
251 Fourth Avenue New York 10, N. Y.

RECOTON REPLACEMENT NEEDLES
FIT all
POPULAR CARTRIDGES

- 1 Recoton gives you 35 Replacement Needles — a complete assortment to fit more than 100 different phonographs.
- 2 Recoton Replacement Needles are individually packed in sealed envelopes — numbered for quick identification.
- 3 Recoton's FREE Display card helps sell Recoton Replacement Needles.
- 4 Recoton's convenient cabinet holds all 35 Replacement Needles — your complete stock filed for easy reference and profitable merchandising.
- 5 Recoton's Wall Chart simplifies selection of needles — shows you at a glance the right replacement needle for your customer's record player.

Write today for complete information.

RECOTON CORPORATION
251 Fourth Avenue New York 10, N. Y.

News of the Reps

Los Angeles chapter of The Reps, of Radio Parts Manufacturers, Inc., held a get-together recently at the Mayfair Hotel, Los Angeles. Attendance of 160 guests were jobbers and their key personnel.

Dean Lewis Associates have moved to a new location at The Western Merchandise Mart, 1355 Market St., San Francisco 3, California. The move was made to provide more adequate office and other facilities.

I.D.E.A. of Indianapolis has appointed Arthur E. Akeroyd to represent the Regency booster in the six New England States of Maine, Vermont, New Hamp-

shire, Massachusetts, Rhode Island and Connecticut. Akeroyd has recently moved his offices to the John Hancock Building in Boston.

DuMont Ad Campaign

Full page newspaper ads in every major television market in the country were launched Sept. 7 to introduce the new fall line of Du Mont television receivers, Henry R. Geyelin, advertising manager of the television receiver sales division, Allen B. Du Mont Laboratories, Inc., has announced. The newspaper ad drive is the biggest in the company's history.

Name Contest Winners

Milton Rabovsky, president of the Television Company of Maryland, Baltimore, is the winner of the 1950 Cadillac sedan, first prize in the nation-wide TV dealer promotional contest on the 19-inch Hanover receiver sponsored by the receiver sales division, Allen B. Du Mont Laboratories, Inc., Walter L. Stickel, national sales manager, has announced. The contest offered sixty-three prizes valued at more than \$12,500.

The second prize, a 1950 Plymouth convertible, went to Howard S. Merrill, of Television Theatres, Inc., 8825 Long Beach Blvd., Long Beach, Cal., and a \$500 savings bond went to Byron Shaw, Brookfield Radio and Appliance Service, 8863 Ogden Ave., Brookfield, Ill. Sixty winners of solid gold wrist watches and 1950 portable typewriters were also announced by Stickel.

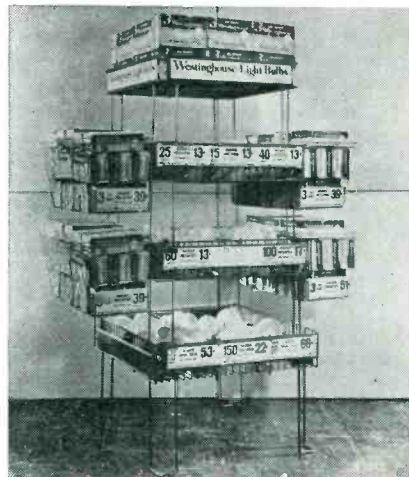
Telechron Time Table

"Time Table" displays for the expanded electric clock line are being made available to dealers, through Telechron distributors, by Telechron, Inc. Each of the two revolving time tables can show 16 clocks. One is for kitchen clocks; the other for alarm and "convenience" clocks.

New Raybro Branch

Raybro Electric Supplies, Inc., Tampa, Jacksonville, Miami, St. Petersburg, has announced the opening of its Orlando branch, located at 639 West Central Ave., in a new building recently completed for the company. W. W. Faulkner, who has been in the sales department of the Tampa office for several years, has been appointed Orlando branch manager.

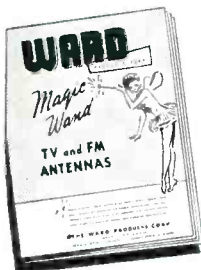
Bulb Salesman



By arranging light bulbs in a basket pyramid, this Westinghouse merchandiser manages to display 795 light bulbs in a floor space only two feet square. Four baskets, complete with their own legs and made of heavy steel wire, fit into each other for the basic structure. Four more baskets are attached to the sides as shown.

How to Meet and Beat Local TV Installation Problems

JUST OFF THE PRESS:



Your Guide to
Better TV
Installations

The New
WARD

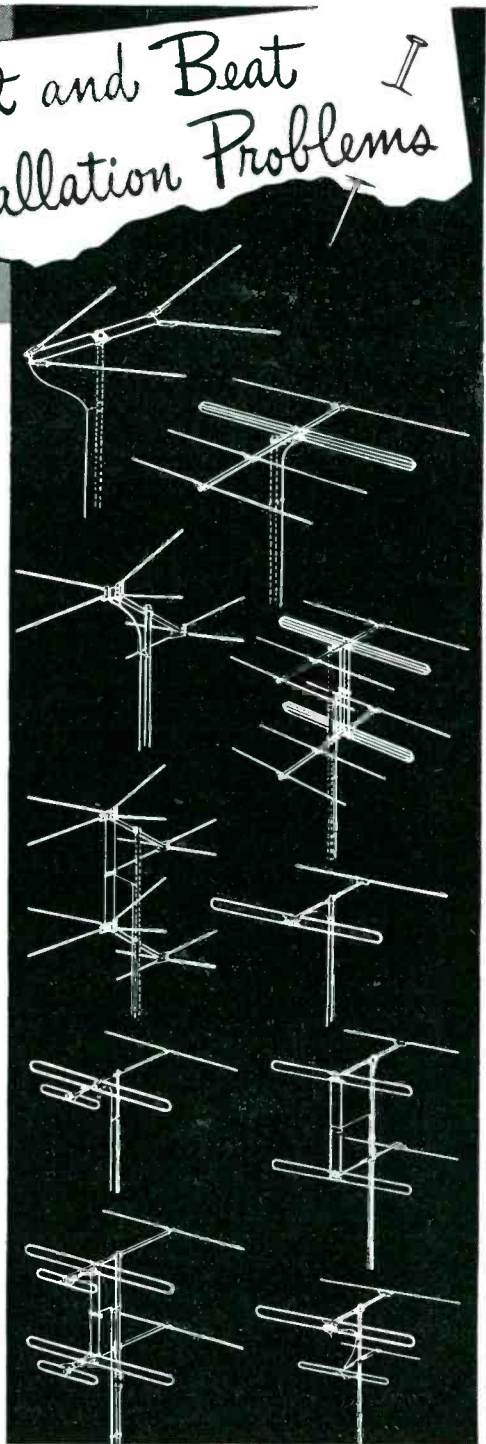
TV and FM Antenna Catalog
Write for FREE Copy Today

Remember—every TV installation is a location problem—it varies with every set, every street, every home or building and in fact every room. But WARD makes every type of antenna to cover and cure any condition or situation that may arise.

For that reason customer's satisfaction and service engineers' profit depend upon ability to supply a style or type of antenna to fully meet every local need. That's why it pays to standardize on WARD, with a complete line, the last word in engineering and construction, and a written guarantee that means everything it says.

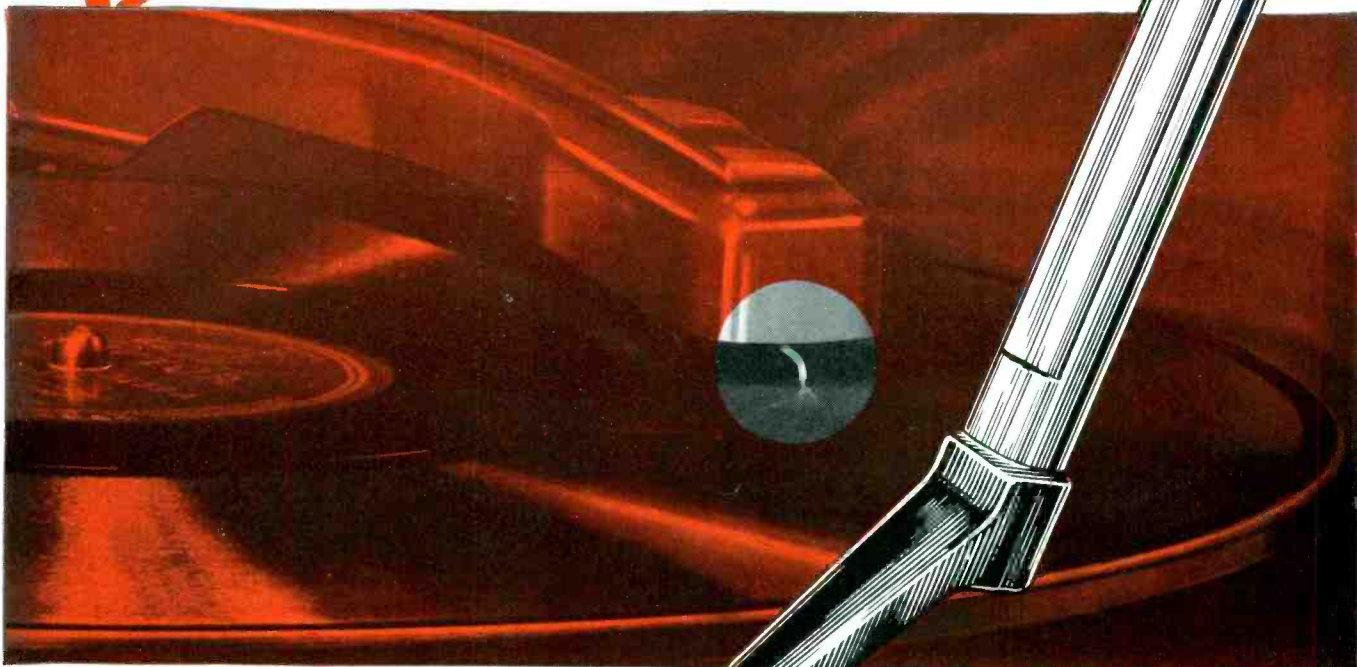
THE WARD PRODUCTS CORP.
1523 EAST 45th STREET • CLEVELAND 3, OHIO

only **WARD** OFFERS
TV-FM-AUTOMOTIVE-A-M-SPP
ANTENNAS



Jensen NEEDLES

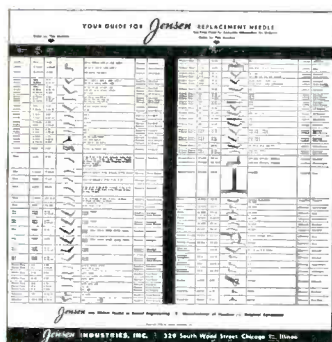
FOR THE WORLD'S FINEST MUSIC!



Jensen makes a needle

to fit any Record Player

FREE: ALL NEW REPLACEMENT WALL CHART



Shows 89 different needles

Jensen—the oldest name in sound engineering

FREE: ATTRACTIVE COUNTER DISPLAY SELLS MORE NEEDLES



Eye-catching, three-color counter display gets attention, assures additional sales to record customers. Place in listening booths, alongside cash register... watch needle sales climb!

Mail the Coupon today!

See how Jensen's complete merchandising program increases your sales... increases your profits. Do it today!

JENSEN INDUSTRIES, INC.
329 South Wood Street, Chicago 12, Illinois

Please send us:

- Wall Chart, Quantity
- Counter Display, Quantity
- Available Literature

Company Name

Address

City Zone State

Jensen INDUSTRIES, INC.
329 South Wood Street
Chicago 12, Illinois

Eico Distributors

Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y., has announced the appointment of the following distributors: D&R Radio Supply, 156 So. 3rd St., Steubenville, Ohio; Radio Supply Co., 1125 E. Douglas, Wichita, Kansas; Offenhauer Co., 227 W. Washtenaw St., Lansing, Mich.; The Question Shop, 82 S. Spring St., P. O. Box 549, Concord, N. C.; Scooter's Radio Supply, 509-11 Commerce St., Fort Worth, Tex.; Burroughs Radio Company, 711 2nd St., N.W., Canton Ohio; Dunlap Whls. Radio Co., 20th & O St., Sacramento, Calif.; General Electronic Dist., 26 10th St., Wheeling, W.

Va.; Hughes-Peters, Inc., 300 W. 5th at Perry, Dayton, Ohio; Waitkus Supply Co., 110 Grand Ave., Bellingham, Washington.

Westinghouse Sales Aids

To help sell Westinghouse water heaters, a new four-page folder directed to Laundromat owners is now being made available to its dealers by Westinghouse Electric Appliance Division. A four-page selling helps booklet is also being issued to help vacuum cleaner dealers plan aggressive fall advertising and promotion programs.

Quam-Nichols President



Matthias Little has been elected president of the Quam-Nichols Company, Chicago, speaker and electronics components manufacturers, it has been announced by James P. Quam, who now becomes chairman of the board.

NAMM Committees

President Ray S. Erlandson, of the NAMM, recently announced committee appointments to serve for the 1950-51 period. The committees with their chairmen are as follows: Legislative: Earl Campbell, president, Campbell Music Co., Wash., D. C.; Membership: S. H. Galperin, president, Galperin Music Co., Charleston, W. Va.; Trade Practice: Emert S. Rice, president, W. S. Rice & Son Music House, Columbia, S. C.; Golden Anniversary: Hugh W. Randall, president, J. B. Bradford Co., Milwaukee, Wisc. Committees which have not yet received chairman appointments are the Sales Training and Advertising committees.

The Executive committee of the Association appointed by President Erlandson includes Hugh W. Randall, of Milwaukee, chairman of the NAMM Board of Directors; Paul E. Murphy, treas., M. Steinert & Sons, Boston; Otto B. Heaton, president, Heaton Music Co., Columbus, O.; William Howard Beasley, president, Whittle Music Co., Dallas, Texas, and President Erlandson as chairman of the Executive committee.

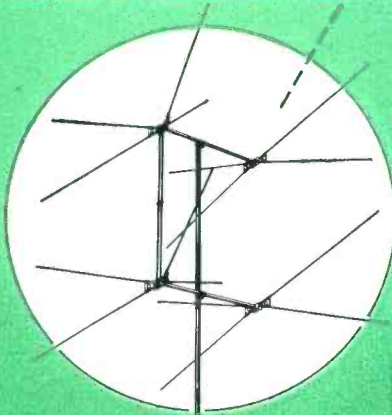
Admiral Sign



Wallace C. Johnson, vice-president in charge of sales for Admiral Corp., pressing the button that officially turned on the Admiral Corp.'s new electric spectacular display located along Chicago's Gay White Way. Left to right: U. H. Burke, regional director, General Outdoor Adv. Co.; Clarence Tay, president, Admiral factory branches; Wallace C. Johnson; B. L. Robbins, executive vice-president, General Outdoor Adv. Co.; L. H. D. Baker, vice-president, appliance division, Admiral Corp.; Seymour Mintz, advertising director, Admiral Corp.

Beyond Compare-The Antenna that created New Horizons in Television Reception

Telrex
de luxe
CONICAL-V-BEAMS



THE FINEST TELEVISION ANTENNA EVER MADE!

Manufactured by Telrex and selected Telrex licensees under Pat. No. 2,312,272

The original Conical-V-Beam that reached beyond the accepted limits of usable reception and produced satisfactory pictures in areas where reception was considered impossible. For maximum performance, install the antenna and tune your very selling set to receive the finest pictures ever shown on Telrex De Luxe. You can't get any more TV reception than a Conical-V-Beam antenna can give you.

NEW! BROWELLED DURAL ELEMENTS ADD STRENGTH AND DAMPEN VIBRATION - EXTRA-HEAVY DUTY CONSTRUCTION THROUGHOUT

Telrex INC.
CONICAL-V-BEAMS



AMERICA'S
STANDARD OF
COMPARISON

ASBURY PARK 2, N.J.

THE SKILL
TO DESIGN
THE FACILITIES
TO PRODUCE
THE ABILITY
TO DELIVER

Capehart Appointees

E. Patrick Toal, director of sales for the Capehart-Farnsworth Corp., has announced the appointment of Lewis W. Reynolds as manager of the company's Atlanta region, and J. William Costello as sales promotion manager.

Ideal Buys Pyramid

Ideal Industries, Inc., 4039 Park Ave., Sycamore, Ill., has announced the purchase of Pyramid Products Co., Chicago, manufacturers of wire stripping equipment. All manufacturing and sales activity will be moved to Ideal's Sycamore plant.

Seven New Packard-Bell Distributors Named

Appointment of seven new distributors was recently announced by Robert S. Bell, vice-president of Packard-Bell Co. They are: George C. Mills, 1115 S. Hope St., Los Angeles, Cal.; Jim Madden, 16402½ S. Vermont Ave., Gardena, Cal.; A. R. Bell, 1009 Cypress St., Oakland, Cal.; Oliver Haack, 44 34th Ave., Spokane, Wash.; Appliance Distributors, Inc., 211 Wazzee Market, Denver, Colo.; John E. Amberg, 1157 Post St., San Francisco, Cal., and L. H. Lewis Co., 8640 State St., South Gate, Cal.

New Graybar Building

Approximately six hundred local customers were guests of the Graybar Electric Company when it opened its modern new office, warehouse and display room at 1702 Cullen Blvd., Houston, Texas, recently. Acting as combined hostess and guest of honor for the three day open house celebration was Mrs. Barbara Gray King, great-granddaughter of one of the company's co-founders, Elisha Gray.

Meck Urges Educational TV Shows for Schools

John S. Meck, president of John Meck Industries and of Scott Radio Laboratories, recently urged TV broadcasters to build programs of an educational nature for classroom purposes. "This can readily be recognized as a profitable course for the broadcasters," said Meck. "Children have always been the best salesmen of television. Exposing all children in their broadcast area to regular TV shows is the surest way to have them convince parents that they must have a set in their home, thereby increasing the audience. And the criticism of television that is already resounding in the councils of educational groups would be eliminated if its tremendous influence could be partially turned toward the advancement of education."

Starrett Distributor

Billy Rose Distributors, Inc., 584 Commonwealth Ave., Boston, Mass., has been appointed exclusive distributor for Starrett Television Corp., New York, according to a recent announcement made by the sales department.

Bendix TV Distribution

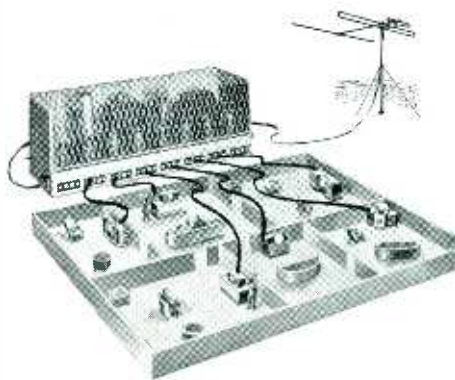
The television and broadcast receiver division, Bendix Aviation Corp., has released plans designed to control the distribution of television and radio receiver production. R. W. Fordyce, general sales manager, said the plans were

expressly designed to insure an equitable allocation and to protect both the dealer and Bendix against scare buying. Based on previous sales activity, the plan allows a proportionate share of current production to be shipped to each warehouse center for distribution to the dealer.

New Thor Sales Office

Thor Corporation, manufacturer of home laundry appliances, has announced the opening of a factory branch sales office at 2801 Eighth St., N.E., Wash., D. C., and the appointment of Andy S. Hines, Sr., as its manager.

IMPROVE YOUR DEMONSTRATIONS AND MAKE MORE TV SALES



Now you can demonstrate up to 8 TV Sets from one antenna with no inter-set interference

THE TVD-8 DISTRIBUTION UNIT

Clear-picture, high-quality demonstrations sell television sets. The prospect in your showroom is 90% sold if the picture he sees is sharp, free from distortion. And fuzzy, jittery, irregular pictures just as quickly unsell him! Make sure that you consistently chalk up those additional sales by installing this Television Distribution System in your showroom. It operates from one to eight television sets on one antenna, *without* inter-set interference and it has less attenuation than commonly used resistive distribution systems. Its use results in clearer pictures, more demonstrations, better demonstrations, *more sales and profits.*

\$89⁰⁰ Net to dealers, including tubes

SELL MAGNA TELE
... The Robot Secretary

Your businessmen customers will be interested in MagnaTele, a complete miniature electronic amplifying system. Telephone simply rests on MagnaTele, switch MagnaTele on to amplify conversations so that others can hear. Moderately priced. Write for details.

ELECTRO ENGINEERING AND MANUFACTURING COMPANY

627 W. Alexandrine, Detroit 1, Mich.

You Can't Afford to be Without It!

TV and OTHER RECEIVING ANTENNAS

(Theory and Practice)
by Arnold B. Bailey

No other book discusses antennas—theory and practical aspects—so fully. It is a book which will teach; a book which every person interested in antennas, especially TV antennas, will use every day because of the facts and figures it contains. All men whose livelihood depends on getting the most out of antenna systems cannot afford to be without this unique text. Well planned and precisely written, it is practical in every sense of the word. Mathematics is made easy to understand through the use of graphs, charts and tables. The radio and television industry—electronics schools—antenna design engineers—all personnel interested in antennas will agree this is the most helpful source book of its kind ever projected. It embraces world knowledge concerning antennas.

12 Chapters, 480 Pages, including Bibliography and Index\$6.00

Shows you how to get the MOST out of your oscilloscope . . .

Encyclopedia On Cathode-Ray Oscilloscopes and Their Uses

by Rider and Uslan

This is a book of a thousand-and-one uses. It teaches you how to use an oscilloscope properly. It tells what is inside the 'scope and how to get the most out of it. The book shows what can and cannot be done with an oscilloscope. When planning to buy equipment, this text helps you avoid costly mistakes in selecting the type of instrument best suited to your needs. The book begins with basic theory of cathode-ray tube operation, and then proceeds through application in 'scopes and TV receivers. There are full and clear explanations for uses in every field and research activity which employs a cathode-ray oscilloscope. All 'scopes produced during the past 10 years, more than 70 different models, are described—with schematic wiring diagrams. Almost 500,000 words and about 3,000 illustrations are incorporated in the 992 pages. Invaluable for engineers, servicemen, teachers, students, Armed Forces, radio amateurs, research laboratories, etc. There is no other book like it!

992 Pages, 22 Chapters, 8½" x 11" \$9.00

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ADDRESS
CITY ZONE..... STATE.....

Check for \$..... Money-Order for \$.....
Enclosed 7

New Products

"Hi" TV MOUNT KIT

Handy package of equipment for TV installation includes 330 plastic expanding screw anchors, 180 ethyl cellulose insulators and clamps for flat 300-ohm line and 50 for coax, and 4 carbide tipped drills for masonry drilling. The items are enclosed in a compartmentalized plastic case which is designed to last long after the contents are used up. Holub Industries, Inc., Sycamore, Ill.—RADIO & TELEVISION RETAILING.

RCA TV CALIBRATOR

The TV calibrator WR-39B combines in one instrument the following services: crystal controlled marker generator, bar-pattern generator for linearity adjustments, miniature re-broadcast transmitter for checking on all 12 TV channels, a heterodyne freq meter including amplifier and speaker, a signal generator operating on fund-



amentals on all TV bands, and a dual crystal standard with three crystals supplied. An internal 4.5 MC oscillator modulates the output of the VFO to put dual markers on TV sweep-alignment response curves, and may also be used by itself for intercarrier sets. Tube Dept., RCA, Harrison, N. J.—RADIO & TELEVISION RETAILING.

Crown ANTENNA ROTATOR

Input power 30 watts AC., Clockwise and counter-clockwise rotation. Instantly reversible motor, immediate stop—no coasting, one revolution in approx. 60 seconds lifetime lubricated at the factory. Maximum



weight capacity—175 lbs. Fits most antenna masts or center posts—maximum O.D. 1¾" Approximate shipping weight 12 lbs. Due to a printing error, the above product was shown last month with an incorrect illustration. Crown Controls Co., Inc., New Bremen, Ohio—RADIO & TELEVISION RETAILING.

Astatic BOOSTERS

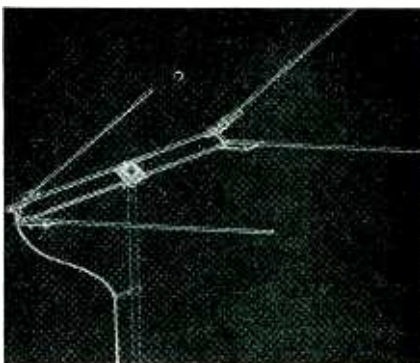
Models BT-1 and BT-2 bring to a total of four the number of TV and FM boosters being produced by this firm, with prices ranging from \$29.95 to \$51.50. The AT-1 and AT-1B are 4-tube boosters characterized by variable gain control and dual tuning. The BT-1 and BT-2 employ the



Mallory Inductuner for continuous variable tuning by a single knob through the TV and FM bands. Uniform high gain and wide band width over the entire range of channels is claimed. BT-1 is in a metal case and BT-2, with pilot light, is in a plastic cabinet. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Ward TV ANTENNA

Model TV-72, the "Flying Arrow," is designed for areas where reception on high band stations is difficult. The unit also is said to perform well on the low band. The antenna consists of sharply



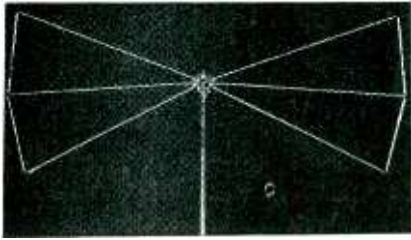
V-ed dipole and reflector of ¾" aluminum tubing. Model TVS-75 is a stacked array consisting of two Flying Arrows for higher gain in fringe areas. The Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio.—RADIO & TELEVISION RETAILING.

Du Mont REPLACEMENT TUNER

The new Du Mont Series T3A Inputuner is designed mechanically and electrically for ready replacement of switch type tuners in receivers with separate sound IF. It is available with variations in the mixer plate network which make it adaptable without alteration to various types of separate sound IF sets. The Inputuner is of the continuous type, and provides reception of FM as well as TV channels. It comes complete with tubes (6BC5 and 6J6), TV-FM dial scales and mixer plate network. It is said to be low-priced and designed for the replacement market. Allen B. Du Mont Labs., Inc., 35 Market St., East Paterson, N. J.—RADIO & TELEVISION RETAILING.

Brach TV ANTENNA

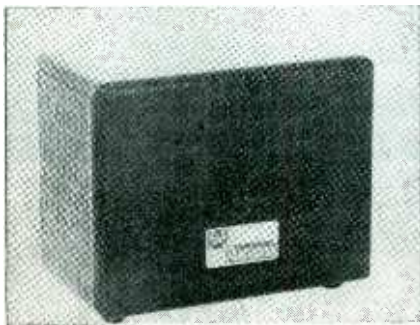
No. 452, the "Bow Tie V" Antenna, is a closed circuit V antenna in which three rods of the same electrical length emanate from each side of an insulator and are joined at the ends by means of shorting bars. The absence of free-vibrating ele-



ments is designed to withstand high winds and ice loading. Rapid assembly is also a feature of the antenna. As a stacked array, the Bow-Tie V will bear the No. 453. Brach Mfg. Corp., 200 Central Ave., Newark, N. J.—RADIO & TELEVISION RETAILING.

BT TV BOOSTER

The "Antensifier" is a fixed tuned TV booster which is said to provide above 25 DB gain on all channels (including FM) with high signal/noise ratio and negli-



gible insertion loss when booster is turned off. Input and output impedances are 300 ohms. Booster power can be controlled by TV set on/off switch. List price of the model HA-1-L is \$49.50. Blonder-Tongue Laboratories, 20 Gunther Ave., Yonkers, N. Y.—RADIO & TELEVISION RETAILING.

Amphenol TV ROTATOR

The "Auto Dial" rotator features a dial on the remote control unit which is graduated into 60 antenna positions, with the directions of N, E, S, W indicated. Positive action without backlash or coasting is claimed. In-line mast mounting is provided, accommodating masts from 3/4" to 2" dia. Rotator weighs 6 lbs. American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill.—RADIO & TELEVISION RETAILING.

Haydu TV ROTATOR

This rotator operates from chairside through a remote-control connected to the motor unit by a 3-conductor cable. Rotation is accomplished by pressing either of two buttons, for right and left. Releasing the button instantly stops rotation without coasting and locks the unit in that position. An end-of-revolution light is included. The rotator unit is designed to withstand antenna weight up to 150 lbs., and is guaranteed for one year against defects. Haydu Brothers, Plainfield, N. J.—RADIO & TELEVISION RETAILING.

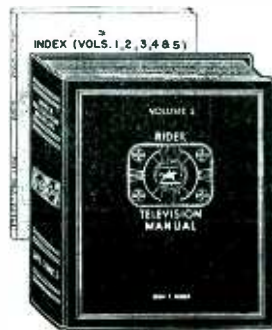
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NOTE: The Mallory TV Service Encyclopedia, 1st TV Edition, makes reference to only one source of TV receiver schematics—Rider TV Manuals.
NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of radio receiver schematics—Rider Manuals.
NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 Edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

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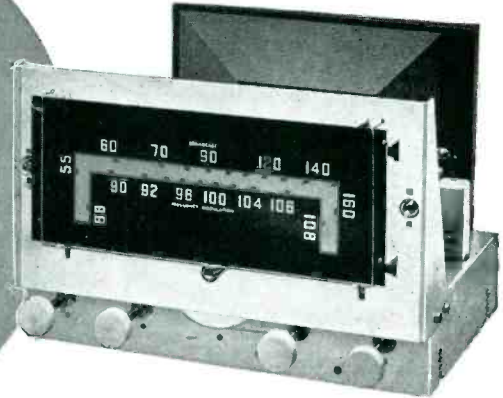
RIDER MANUALS mean SUCCESSFUL SERVICING

NEW! the MEISSNER 9A

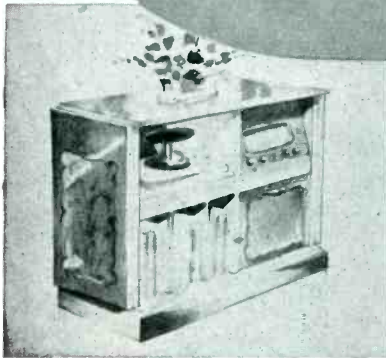
AM-FM TUNER CHASSIS
COMPLETE WITH AUDIO

AMERICA'S GREATEST RADIO VALUE!

MEISSNER takes great pride in announcing their new 9A AM-FM chassis complete with Audio. The 9A brings real "Custom" quality reception into the low price field! ☞ A complete AM-FM unit — the 9A is a tuner, amplifier and power supply — everything you need for a deluxe custom installation or for converting older radios. ☞ Nine tubes, including rectifier, give the 9A ample power while a high degree of stability and selectivity is attained through superior MEISSNER circuit design and the use of high quality components. ☞ MEISSNER engineers stress that only a high quality speaker is capable of reproducing the wide range fidelity and tonal richness inherent in the 9A. ☞ See this fine instrument at your dealers now. Examine the workmanship — hear the glorious richness of its tone! Compare the MEISSNER 9A with units selling for twice its price. You will agree, it's MEISSNER — For Magnificent Reception!



Here's the outstanding 9A — complete with tubes, power supply, built-in antenna, escutcheon, knobs, etc.



features that place the 9A in a class by itself

- High Selectivity and Sensitivity
- Full Audio Fidelity
- Full 4 Watts Output
- FM Circuit Temperature Compensated
- Air Wound FM Coils
- Separate AM and FM Condenser Sections
- Built-In High "Q" Die Stamped Loop Antenna
- Full Range Tone Control
- Complete Provision For Phono Input
- All Controls On Front Panel
- Power Outlet For Phono Motor

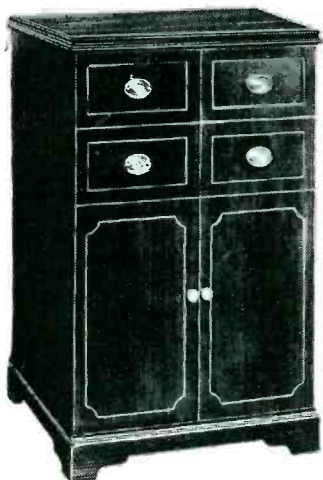
MEISSNER FOR MAGNIFICENT RECEPTION

MEISSNER MFG. DIVISION, MAGUIRE INDUSTRIES, Inc., MT. CARMEL, ILLINOIS

STANDARD TELEVISION CABINETS

the finest Standard of the Industry!

for Manufacturers, Jobbers and Dealers
Immediate Delivery from Stock for 16 and 19-inch Tubes.



Only STANDARD—no other—gives you the authentic custom hand-rubbed lifetime finish—unmatched for eye-compelling beauty in the whole TV industry!

Traditional, Modern or Custom Styling—STANDARD offers you a complete line—in mahogany, walnut or blonde. And the price is right!

Visit our Showroom, or write NOW for Catalog RR.

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SHOWROOM: 120 Wall St., N.Y.C. DI 4-8675

HAVE YOU A JOB FOR A TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equipment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

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RADIO TELEVISION RETAILING

5th of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.

10th of preceding month for complete plates only—no setting.

1st of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.

480 LEXINGTON AVENUE
NEW YORK 17

Daniels and Fein Launch New Commander TV Line

Commander Television Corp., 280 Ninth Ave., New York, is now shipping its new TV sets and radio-phono combinations. The new firm is headed by Murray Daniels, formerly president of Starrett Television Corp. Mitchell Fein, former Starrett vice-president, is vice-president of Commander. M. F. Jaffa is secretary-treasurer.

The line includes a 17-inch rectangular-tube console, a 19-inch round-tube console, both open-faced, and 2 twenty-inch consoles with doors. Commander is also making a lowboy radio-phono combination, equipped with a 3-speed changer. The firm has scheduled a weekly production of 250 TV sets and 300 radio-phono combinations.

Radiart Names Lavin

Henry Lavin, Meriden, Connecticut, has been appointed manufacturer's representative for all Radiart Products, according to a recent announcement by the Radiart Corporation.

Littelfuse Display

Designed to suggest Snap-On TV Fuse Holders to every service man and to remind him when his supply is running low, is a counter display card of Littelfuse, Chicago. The display, which contains 24 fuse holders, may be placed on counter, hung on wall.

Purchase U. S. Devices

Cornell-Dubilier Electric Corp. and Radiart Corp. have purchased the assets of the U. S. Devices Corp., S. Plainfield, N. J., manufacturers of TV antenna rotators. Their products will be distributed through the existing sales organizations of Cornell-Dubilier and Radiart.

New Federated Store

Federated Purchaser, Inc., distributors in New York, Newark, New Jersey, and Allentown, Pa., recently opened another outlet in Easton, Pa., located at 701 Northampton St.

Silent Salesman



Newly designed Emerson "Silent Salesman" displays are the features of a varied grouping of dealer point-of-sale material now being furnished Emerson dealers, announced Hal Dietz, sales promotion manager of Emerson Radio & Phonograph Corp., N. Y.

Aim Industries Catalog

George H. Fass, sales manager of Aim Industries, New York, has announced that the company's new 24 page catalog and latest price list showing new increased costs has been mailed to customers. All new orders, especially on phonographs, will require 2 to 5 weeks delivery. Smaller items are available for immediate to 10 day delivery.

New Acme Electric Plant

Construction has begun on a new 25,000 square foot building at Allentown, N. Y., according to Charles H. Bunch, president of Acme Electric

Corp. Production equipment to be installed in this plant will allow for manufacturing military electronic transformers, military communication transformers, as well as television, oil burner ignition and neon sign transformers.

GE Appointments

L. E. Record and G. F. Callahan have been appointed to supervisory positions in General Electric's cathode ray tube division, according to an announcement by K. C. DeWalt, manager of the division. Record has been named division engineer and Callahan will be staff assistant to DeWalt.

KIND *To record*
KIND *To see*
KIND *To hear*

The Magic Touch

Fidelitone

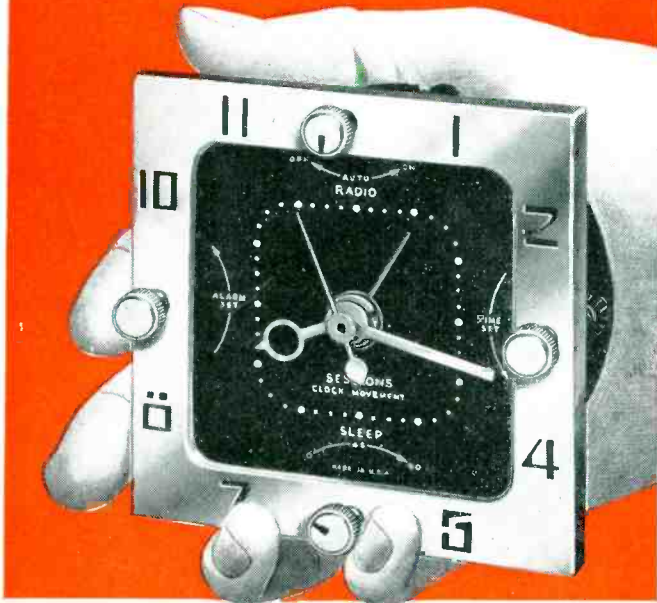
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PERMO, Incorporated
CHICAGO 26,

COMING UP!

To add timely Sell
to your Clock Radios...



Sessions

**SQUARE BEZEL
SWITCH TIMER**

One after another, smart manufacturers are adopting the Sessions Switch Timer with the new square bezel . . . to give added *appearance* and *performance* to newer clock radios.

The new bezel gives the all-important clock element an ultra-modern look, with square polished brass, and color inlaid, square etched numerals. The famous Sessions Clock movement gives absolute dependability and ultra-quiet operation.

Sessions Switch Timers feature full radio switch control and 90 minute "Sleep-Slector" on some models (either front-set or invisible back-set) on an easy-to-read dial without confusing center disc. *Look for Sessions Switch Timers . . . sell their features . . . and you'll sell more clock radios!*

"NOT EVEN A PUR-R-R!"



**THE SESSIONS CLOCK
COMPANY**

**TIMER DIVISION
FORESTVILLE, CONNECTICUT**



**THE COMPLETE
NEEDLE INVENTORY
IN ONE HANDY
LUCITE CASE —
CONTAINS 108
NEEDLES OF
36 DIFFERENT TYPES
FOR EVERY NEED**

— makes needle replacements
BIG BUSINESS
Easy to Stock, Easy to Sell!

The only replacement kit on the market, today, with handsome lucite, compartmented and labeled case that makes it possible to select a needle for every replacement need. Each needle is individually packaged in clear lucite magnifier — easier to identify, easier to install. Promote needle replacement! Remember, the better the records sound, the more records your customers will buy! Start now, with the new super-size Duotone kit. A complete visible needle stock that makes a beautiful counter display for extra needle sales and profits. Order from your regular jobber or write us direct for complete information, today!

**HERE'S THE
BIG PROFIT
DEAL
WITH FREE
LUCITE CASE**

RETAIL PRICE **\$25900**

DEALER'S PRICE **12900**

LUCITE CASE **0000**

YOUR PROFIT **\$13000**

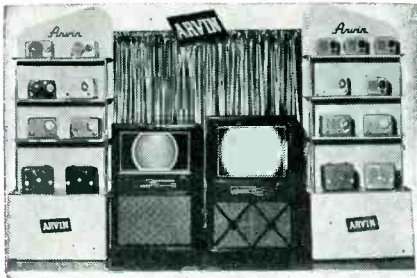
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Duotone Replacement Guide simplifies needle
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Quality Sound
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Export Division: AD. AURIEMA, INC., NEW YORK CITY, N. Y.

Arvin "Salesmaker"



A complete new series of promotional pieces and point-of-sale aids by Arvin Industries, Inc., includes the No. 2000, shown above, a shelf and background piece for mass-displaying the complete line, a variety of window streamers, window or counter cards, silk banners, illuminated and fluorescent identification signs, a continued motion, full-color rainbow radio display and a special folding chair for TV demonstrations.

To Promote Sylvania

With the franchising of Sylvania television dealers in the Chicago area about completed, Remco, Inc., Chicago wholesale distributor, will launch an extensive advertising campaign to promote the 1951 Sylvania line, it was announced by R. E. McGreevy, president of Remco, and J. D. Cathcart, midwestern sales manager for Sylvania.

New JFD Display

Newly designed 3-color counter displays intended to step up dealer and distributor sales of JFD Television Lightning Arresters have been announced by the company. The display shows a wall installation of an actual JFD arrester. Also displayed are the three types of twin lead transmission lines accommodated by JFD lightning arresters: regular, oval jumbo and tubular.

Miss Lewyt Vacuum



Alex M. Lewyt, president of Lewyt Corp., crowns Jini Lee "Miss Lewyt Vacuum Cleaner." Miss Lee won the title because she demonstrated to Lewyt judges that beauty and ingenuity go together. She showed them how she used her Lewyt vacuum cleaner to groom a poodle, blow up party balloons, spray insecticides on shrubs and plants, and to dry her own hair.

Hart Names Ayers

Raymond W. Ayers has been elected vice-president of Frederick Hart & Co., Inc., Poughkeepsie, N. Y., manufacturer of electronic sound recorders and precision mechanisms. Hart is a subsidiary firm of ATF, Inc., Elizabeth, N. J., parent company of five concerns engaged in diverse manufacturing activities.

Weston Names Barnes

Earl Mellen, president of the Weston Electrical Instrument Corp., Newark, N. J., has announced the appointment of Philip Barnes as general sales man-

ager. Barnes has been associated with the Weston organization for 16 years.

Cogan Forecasts Tight Allocation of TV Sets

D. H. Cogan, president of Air King Products Co., Inc., Brooklyn, N. Y., has announced that with production at the highest peak in the history of Air King Products, it has become necessary to allocate television receivers and radio. Distributor showings across the country have sold the expanded capacity of Air King Products for the balance of the year.

You can play up the lasting brilliance of a Eureka picture tube.
Write, phone, wire us for data sheets and full information on 14", 16", 17" and 20" rectangular tubes.

Eureka Standards are the highest.

No "Rush" production schedules have been permitted to change our standards of work.

That is why rejects of Eureka cathode ray picture tubes run to less than one-half of one percent.

That is why you can trust Eureka to ship you the best in kinescopes every time.

EUREKA TELEVISION AND TUBE CORPORATION

Manufacturers of Cathode-Ray Tubes and Electronic Products

69 Fifth Avenue, Hawthorne, New Jersey

Telephone Hawthorne 7-3908

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PORTABLE PHONOGRAPHS



**PHONOLA
MODEL
TK-146**

Phonola's newest 3 speed model. Plays records to 12 inches. U. L. approved. Traditional Phonola quality at a price to meet competition.



Write for folder on complete line

Electronic and Acoustic
models. 3 Speed and
Standard

WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

The RUGGED RIG PHOENIX Antennas

The antenna that winds don't break; the antenna that the birds don't bend; the antenna that STANDS UP against stress and strain — that's the soundly engineered PHOENIX Line! It takes just as much gas and almost as much time to service a broken antenna as it does to service a set — and you probably have to replace it, too! Save mileage and labor time by installing a PHOENIX Antenna the first time. Properly mounted, it's there for good. Your customers will love the rugged PHOENIX rig — and so will you!

FIVE PHOENIX FEATURES

1. Super Gain
2. 1 Call Installation
3. 30 Second Assembly
4. The Rig That's Rugged.
5. The Quality Line That's PRICED RIGHT.

write
FOR FOLDER C
containing complete line of television accessories.

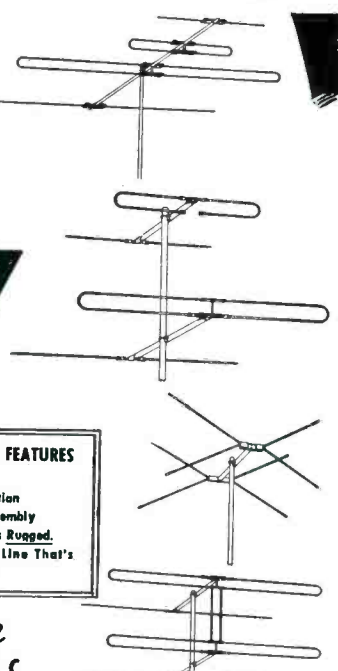
PHOENIX

ELECTRONICS, INC.

LAWRENCE, MASS.

AT LEADING
JOBBERS

All types — all sizes, complete with all hardware — less mast.



Wins VoltOhmyst



RCA's new Senior VoltOhmyst, WV-97A, is presented to David Kusner (left), second prize winner in the National Science Fair, by J. B. Coleman, assistant director of engineering, RCA Victor. A nation-wide science competition open to teenagers, the National Science Fair is sponsored by the Science Clubs of America.

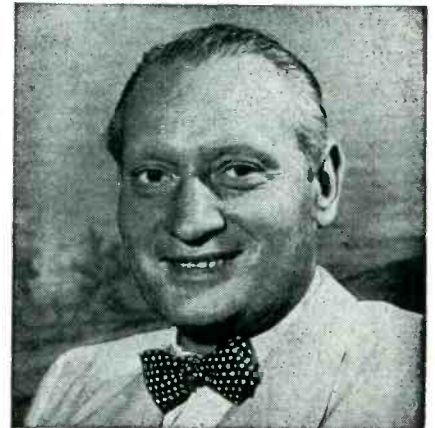
New Sonocraft Quarters

Herbert Borchardt, president of Sonocraft Corp., has announced simultaneously the removal of the firm's offices and showrooms to larger quarters at 115 W. 45th St., New York, N. Y., and Sonocraft's appointment as distributor of Webster Electric's Ekotape Playmate

New "Audio-Torium"

Acoustically-treated ceiling, indirect fluorescent lighting, and blond oak-paneled walls are among the features of the "Audio-Torium." Harvey Radio Company's new sound department which was opened recently at the firm's Forty-third Street home in New York. All equipment on display is permanently connected to a central control panel which permits fingertip selection of any among thousands of possible audio component combinations.

Majestic Vice-President



Sol Predeger has been appointed vice-president of Majestic Radio & Television, Inc., Brooklyn, N. Y., according to an announcement from Leonard Ashbach, president. Predeger is director of purchases for Majestic and also for Garod Radio Corp.

Amphenol Antenna Book

"The TV Antenna Story" is the name of an antenna booklet issued recently by the American Phenolic Corp., Chicago. It is a discussion of television antennas based on actual field tests, dealing with the characteristics of the various types of antennas and the conditions which affect their performance.

General Mills Display

A new General Mills home appliance display unit that accommodates three appliances: iron, steam ironing attachment and automatic toaster; and that displays these appliances under a full color portrait of Betty Crocker, who personifies General Mills service to homemakers, is being offered to retailers handling General Mills appliances.

Tele King Named Shafran

Announcement of the appointment of Jack Shafran as sales manager for Tele King Corp. of New Jersey has been made by Harvey L. Pokrass, president of the company.

Krich-Radisco Appointee

Fred M. Comins has been appointed assistant sales manager of the RCA Victor home instrument department, it was announced by William W. Cone, vice-president, RCA Victor Division, Krich-Radisco, Inc., exclusive RCA Victor distributor in the northern New Jersey area.

Radio Fall Meeting

Latest technical developments of radio and television equipment and components will be discussed by the country's leading electronic engineers at a three-day gathering during the annual Radio Fall Meeting, Oct. 30-Nov. 1. The annual meeting of radio engineers is sponsored jointly by the Institute of Radio Engineers and the Radio-Television Manufacturers Association's Engineering Department. This year's meeting will be held at the Hotel Syracuse, Syracuse, N. Y.

New Distributor

It has been announced that Danny R. Marshall and Darrell R. Peron, formerly associated with Sues, Young and Brown, have formed a new distributing organization which will be known as Marshall and Peron Company, located at 1813 S. Figueroa St., Los Angeles, Calif.

Cornish Wire Sales Rep

Cornish Wire Company, Inc., 15 Park Row, New York, has appointed Herman C. Gerdts, 415 Lexington Ave., New York, to handle jobber sales of fixture wires, flexible cords and cord sets, also bell, office and thermostat wires, in the New York metropolitan area.

Bright Star Sales Promotion Card

A sales promotion piece in the form of a counter card has been announced by Bright Star Battery Co., Clifton, N. J. The card shows four different sizes of portable radio batteries and features an enlarged copy of the Bright Star Guarantee. The card is available to dealers.

Capehart Distributor

The Commercial Electric Co., of Toledo, Ohio, has been appointed distributor for the Capehart line for northwestern Ohio and northeastern Indiana. E. Patrick Toal, director of sales of the Capehart-Farnsworth Corp., has announced.

Coolerator Postpones Introducing New Line

In view of the unsettled Korean situation and current market conditions, the Coolerator Co. has postponed introduction of 1951 models this fall and has begun allocations of merchandise to distributors, according to W. C. Conley, Jr., Coolerator general sales manager.

Reeves Names Weston

Reeves Soundcraft Corp., of Long Island City, N. Y., has announced the appointment of Harry P. Weston as executive vice-president. Weston was formerly vice-president treasurer of the Graham-Paige Corp.



**most everyone prefers
the V-M tri-o-matic
RECORD CHANGER**

V-M model 950 tri-o-matic found in the nation's leading Radio-Phono and TV-Phono consoles. A demonstration will show you why.

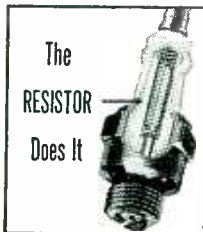
- automatic record selection
- automatic shut-off
- positive record protection
- easy to operate

The tri-o-matic available as a replacement changer, a plug in changer, a Portable amplified Phonograph, an amplified phonograph unit.

V-M CORPORATION Benton Harbor, Mich.

Help end INTERFERENCE ★ AUTO-LITE Resistor SPARK PLUGS

THE NEW Auto-Lite Resistor Spark Plugs reduce spark plug interference with radio and television reception and in addition offer car owners smoother idling, better engine performance on leaner gas mixtures and longer electrode life. Gain friends by recommending them to your customers with TV sets, car radios and radio telephone installations.



FREE PROMOTION MATERIAL

Helpful instructive folder, "TV brings change in car ignition behavior."



Big, colorful reprint of Auto-Lite's Saturday Evening Post television ad for your window.



A highly informative folder showing construction features of Auto-Lite Resistor Spark Plugs.



An attractive counter card featuring "Suspense" on radio and TV. Creates interest in television and set purchases.

The Electric Auto-Lite Company, Toledo 1, Ohio
Please send me FREE promotion material on suppression of spark plug interference with radio and TV through use of Auto-Lite Resistor Spark Plugs.

Name _____
Address _____
City & State _____

Tune in "Suspense" . . . CBS Radio Thursdays . . .
CBS Television Tuesdays

Custom Installation

(Continued from page 78)

tion, he can emphasize the availability of high fidelity sound reproduction, often not included in commercial sets. He can also suggest "special" installations such as "Movie Size" pictures (see article in May 1949 issue Radio & Television Retailing "Makes Money on Big Picture Installations.")

All the foregoing information has been concerned with *how* the dealer may sell custom installations. The "*why*" is even more important: this is, naturally, to make more money. You can enjoy your full mark-up on custom components, and at the same time sell your services, know-how and labor. You can sell up to an even higher sale than you might have had on a commercial instrument, and not worry about price-cutters. Start now to cash in on the profit potential of custom installations.

Diversified Store

(Continued from page 43)

retailing, Burns and Carmichael believe. Good service creates invaluable word-of-mouth advertising which leads to additional sales. There are inevitably more service calls from radio and television buyers than from appliance customers, and the dealer must be able to furnish the service promptly.

The firm tries to sell every purchaser of a television set a service policy similar to that initiated by Mast's, Inc., which was described in a previous issue. While they don't make any money on the policy, it does cut down on a lot of "nuisance" calls, eliminates loss to the dealer, and helps maintain customer good-will.

95% Sold

(Continued from page 65)

The model kitchen, presided over by Miss Pat Murphy, a graduate of Denver University's dietetic school, is actually the "heart" of the Steve's Appliances organization. Here located are home freezer, refrigerator, double sink, garbage disposal equipment, all small appliances, automatic washer, 4-burner range, overhead cabinets, and a sample of each other appliance carried by the store. Not only is the kitchen in continuous use throughout the day in pleasing prospects, but it is also made available by Steve's Appliances to local groups and associations, such as women's clubs, churches, sororities, women's auxiliaries of men's business associations, etc. "All that is necessary for any such group to use our kitchen is to telephone in and make an appointment," Stephenson said.

Most of the women who have responded to the "kitchen center offer" naturally go on tour of the store. In addition to the handsome showroom

(Continued on page 113)



VIBRATORS!

By every test



is Best!

ATR
AUTO RADIO
VIBRATORS
have Ceramic Stack Spacers



A COMPLETE LINE OF VIBRATORS . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

Backed by more than 19 years of experience in Vibrator Design, Development, and Manufacturing.

ATR PIONEERED IN THE
VIBRATOR FIELD.

NEW MODELS NEW DESIGNS
NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
Auto Radio Vibrators

See your jobber or write factory



AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931

SAINT PAUL 1, MINNESOTA-U.S.A.

95% Sold

(Continued from page 112)

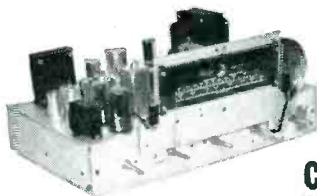
on the left, they find one of the Colorado retail appliance industry's best-equipped repair shops on the right. With veteran mechanics on the staff, Steve's Appliances will repair and maintain every appliance it sells, with such unique equipment as a large lathe in the shop, which makes it possible to turn out parts for "orphan" appliances, or to save a long wait when some special item must be ordered from a manufacturer. The repair division, on the right, inasmuch as the Steve's Appliances showroom is divided into two parts by a central partition, is "all service." There is a separate shop for radios, another for small appliances, and a third for large, major appliances. Also located here is a small "telephone salesroom" which will eventually be used for person-to-person direct telephone calls, in later soliciting.

His extremely personable home economist has proven a constant merchandising asset for Steve's Appliances. Not only is she on call to demonstrate various types of cooking and appliance use in high-school home economist classes, but she personally follows up on home demonstration of each appliance sold or rented by the store. Thus, if a young newly-wed couple rents a new 8 cu. ft. refrigerator, within 48 hours after its installation, Miss Murphy arrives with full instructions on operating the controls, getting maximum storage capacity out of the box, etc. Her "pointers" in many cases, have led to the sale of the refrigerator, before the first rental payment had been made, according to Stephenson.

"One of the salesmen rented 4 refrigerators and a sit-down ironer on the same day," he indicated, "and the home economist went out and demonstrated each, two days later. On the third day, all five of the rental customers telephoned in, and told us to go ahead and make up contracts for the sale of the appliance. That's how quick the rental system works in many instances—instead of being merely a means of paying the cost of home demonstration, it has become the ground-work for at least 85% of our sales."

Lastly, upon finding that his home economist had had journalistic training along with home economics, Stephenson helped to set up a plan whereby Miss Murphy writes a weekly column in the Englewood Herald, devoted to food preparation, conducting of parties, seasonal foods, etc. With the newspaper offering the space in return for expert knowledge, the column has shown a high degree of readership, and, of course, "plugs" Steve's Appliances continuously. With such success from the rental ads, it is scarcely surprising that within 6 weeks after opening the store with a fleet of two trucks, Stephenson had to order another, larger delivery unit!

The Meissner 9-1091-C AM-FM Tuner



THE IDEAL COMPONENT
FOR CUSTOM INSTALLATIONS

COMBINES FIDELITY WITH STABILITY

Servicemen and others interested in custom installations will be quick to appreciate the many top features of the MEISSNER 9-1091-C AM-FM Tuner.

Here is real quality—precision workmanship—outstanding design, all combined to give you the very highest fidelity reception and at remarkably low price.

Frequency response—sensitivity both are phenomenal! Compare the specifications below and your choice will be the MEISSNER 9-1091-C Tuner.

MEISSNER is designing a high fidelity amplifier for this tuner. Watch for the release announcement.

See The 9-1091-C Tuner At Your Jobber
Or Write For New Meissner Catalog

Features

- Frequency Response flat with plus or minus 2 db 30 to 15,000 cycles
- Bass Control provides 10 db boost at 40 cycles
- Treble suppression of 12 db at 8,000 cycles
- Input Jack for Crystal or high level magnetic type phono pickup
- Sensitivity less than 10 microvolts
- "Broad" or "sharp" selectivity for AM
- Hum level 60 db below full output
- Output 11 volts high imp. terminals, 2 volts on 500 ohm terminals
- 300 ohm FM antenna input. FM antenna and line act as efficient AM antenna

MEISSNER

MEISSNER MANUFACTURING DIVISION
Maguire Industries, Inc., Mt. Carmel, Illinois

renew
with **N.U.**
premium quality tubes

- RADIO and TELEVISION RECEIVING TUBES
- VIDEOTRON TELEVISION PICTURE TUBES
- PANEL LAMPS
- TRANSMITTING and SPECIAL PURPOSE TUBES

NATIONAL UNION RADIO CORP.

Main Office: ORANGE, N. J.—Plants: NEWARK, N. J.; HATBORO, PA.

WEAK IMAGES

TUBE STRAIN

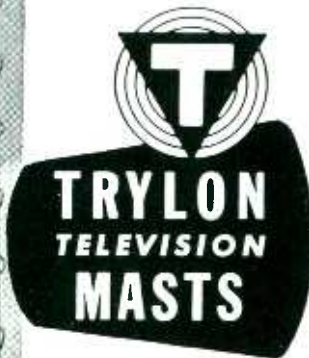
POOR RECEPTION

GOODBYE TO FRINGE AREA TV TROUBLES



Get the TV antenna up in the air in fringe areas—and watch 9 out of 10 reception troubles disappear!

The famous Trylon TV Mast is dependable, safe—AND PROFITABLE! It takes less time to install than a make-shift pipe, weighs only 2 lbs. per foot, mounts a handy working platform and can be climbed. Made of galvanized, double-welded steel rods—NOT flat aluminum—for less wind resistance with an absolute minimum of download on the roof. Write today for details.



- ✓ Supplied in 10 foot sections for heights of 10, 20, 30, 40, 50 or 60 feet.
- ✓ Mounts easily on peaked roofs or flat surfaces.
- ✓ Handy mounting hardware packaged individually.

WIND TURBINE CO.
246 E. Market Street
West Chester, Pa.

Servicing

(Continued from page 71)

OK audio tube, etc. And if not in the same receiver, then possibly in another one.

The tube checker, which lost a lot of ground to tube substitution in the past couple of years of TV service, will come back into its own. Most likely only tubes with definite opens and shorts will be discarded. Tubes whose only fault is low emission will get a new lease on life.

Coils and transformers which had been lately discarded because of opens and shorts will be more closely examined in the future. It often happens that unwrapping a little of the covering reveals the open or short right under the surface, where the leads enter the case. It very seldom happens that these faults are in the middle of a winding.

Replacing loud speaker cones is another old custom which will get renewed emphasis now. For the benefit of our readers, RADIO & TELEVISION RETAILING will present a graphic explanation of this technique in a future issue.

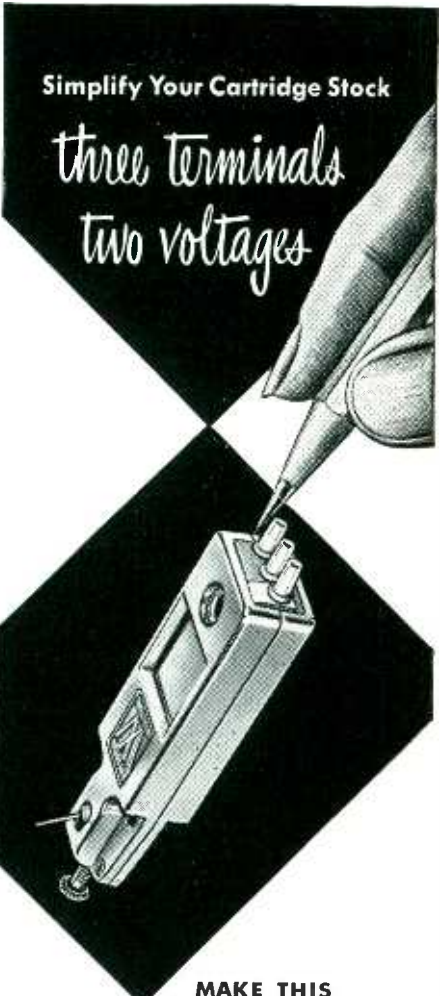
But all these techniques are old stuff to the radio dealers who went through it once before, and are presented here just to convey the idea, and to suggest that the "conservation" and "efficiency" programs be immediately dusted off and put into operation, if they haven't been already.

In other words, these and all the other techniques and expedients we used 6-7 years ago should be revived: but carefully, quietly, calmly, and without fanfare. Be as sensible as you would if there were a war on, but don't tell your customers that because nobody likes to hear about it. Do your best without being obtrusive, without conveying any hysteria to the public. It might possibly be, that if we are all sensible about it, we can get through this whole "situation" without any severe dislocation or hardship.

And one final word: the writer is carrying a small cannon concealed on his person with which he intends to blow off the head of the first dealer who says, "Don't you know there's a war on!" So be careful—it might be you.

Bendix Merchandisers

R. W. Fordyce, general sales manager, Bendix television and broadcast receiver division, has announced the appointment of Ed Nisberg as a Bendix radio and television district merchandiser. Nisberg will operate as Lake Shore Sales from 30 W. Washington St., Chicago 2, and will cover northern Illinois. Also announced was the appointment of the Campbell-Stenson Co., 2441 University Ave., St. Paul, Wisconsin, also as a district merchandiser.



MAKE THIS Featheride Replace-All Cartridge

MODEL WS
SUBSTITUTE FOR MORE THAN 50 CURRENT MODELS

Just one cartridge to carry in your kit for replacement of more than 50 current models. It will reduce your cash outlay and make replacements a simple matter. The Featheride Replace-All cartridge comes in a Dri-Pak container that protects it—note the features listed below and ask your jobber for Bulletin RC162, then order a supply today.

FEATURES

- The one cartridge develops either 1½ volts or 4 volts at ¾ ounce tracking pressure.
- Crystal is Dri-Seal coated to protect it against moisture and humidity.
- Rest button and terminal clips furnished along with instructions for installing.
- Factory-tested, osmium-tipped removable needle for 78 r.p.m. records furnished. Replacement needles available.
- Packed individually in attractive Dri-Pack Containers.
- Featheride cartridges are made by Webster Electric Company, Racine, Wisconsin. Established 1909.

WEBSTER ELECTRIC
RACINE • WISCONSIN
"Where Quality is a Responsibility and Fair Dealing an Obligation"

"HAVE YOU HEARD THE SOUND OF QUALITY?"

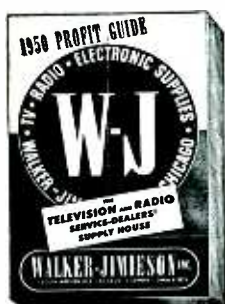


NEWCOMB SOUND IS BETTER

- Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rock and panel equipment.
- Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.
- **NEWCOMB AUDIO PRODUCTS CO.**
DEPT. A, 6824 LEXINGTON AVE.
HOLLYWOOD 38, CALIFORNIA

YOU NEED THIS NEW "W-J" CATALOG

Thousands of Television, Radio and Electronic Items at Your Finger-Tips!



- **Fast, Easy Selection**
- **Saves Time**
- **Saves Trouble**
- **Simplifies Parts Procurement**

Complete buying guide for servicemen, dealers. New TV accessories, TV installation equipment, TV test instruments, tubes, radio accessories and other electronic supplies. Thousands of repair parts cross-indexed for quick, easy selection. Standard brands. Exact duplicate replacements. Fast, same-day shipment. Profit Guide sent only to those entitled to wholesale prices.

Send Coupon for Your Free Copy Now

WALKER-JIMIESON, INC. 483
311 S. Western Ave., Chicago 12, Illinois
 Please Send Your Free 1950 Profit Guide.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

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STOP LOSING MONEY ON SLIGHTLY DAMAGED CABINETS

New FINISH-FIX makes costly scratches vanish in seconds . . . Developed by professional re-finishers, this handy, complete FINISH-FIX kit contains all you need to get professional results. Thousands in daily use by antique dealers, movers, furniture dealers, home owners, warehouses, hotels, restaurants, radio stores and upholsterers.

★ **EASY TO USE** . . . touch it on; it's done. Brush in cap . . . no mixing. Compact, handy.

★ **PROFESSIONAL FINISH** . . . permanent transparent color and finish at one time. Doesn't harm old finish. Six basic colors.

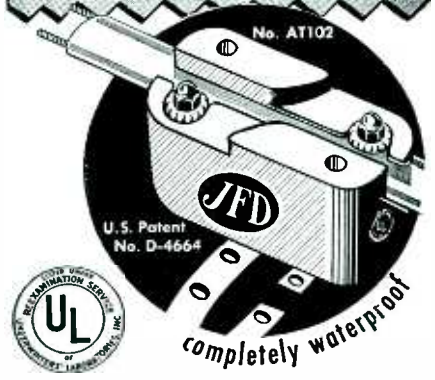
★ **QUICK** . . . dries in minutes. Nothing to clean.

KIT CONTAINS: six natural wood colors—Blonde, Brown Mahogany, Walnut, Deep Red Mahogany, Maple, and Cherry Mahogany; simple instructions, chip matching panel.

Jobber Inquiries Invited
Write Dept. R-1
SENIOR CHEMICAL COMPANY
WHITE PLAINS, N. Y.



TWIN LEAD, TELEVISION LIGHTNING ARRESTER



APPROVED for OUTDOOR-INDOOR Use \$ **2²⁵**
Protects Television Sets Against Lightning and Static Charges
Twin Lead



Simple to install everywhere and anywhere . . . no stripping, cutting or spreading of wires. More than 300,000 in use today!

SEE YOUR JOBBER OR WRITE TO
JFD MANUFACTURING CO., Inc.
6127 16th Avenue, Brooklyn 4, N. Y.
First in Television Antennas & Accessories

The World's Finest LIGHTNING ARRESTERS



MODEL RW-204

The first and only lightning arrester that will accommodate 4-wire line for antenna rotator installation as well as regular 2-wire transmission line.

Only \$1.50 List



MODEL RW-300

For use with 2-wire standard antenna ribbon type transmission line for TV or FM. An air gap plus resistors provide double protection.



Only \$2.00 List

VEE-D-X

LaPointe-Plascomold Corp., Unionville, Conn.

Novel Antenna For TV

(Continued from page 73)

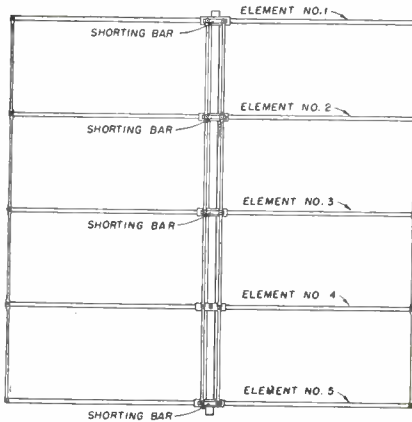


Fig. 6

placed as close as possible to prevent interference from entering the side, and yet allow maximum gain on the high band, channel 7 through 13, where most losses occur.

It was noted in the laboratory tests that 75 feet of 300 ohm shielded line gave very little loss and prevented 50% less electrical interference from hand drills used in the factory.

Field strength measurements gave 25% more signal on the low band and 35% more on the high band, as compared to a single Barb City Antenna, due to the reflector action. At 160 degrees, the front to back ratio is at a minimum of 15 to 1. If the station causing interference is nearly 180 degrees from the desired station, the best results will not be when the antenna is pointing at the desired station, but when the reflector is pointing at the interference. This may not be possible in all cases, but will result in an additional 15 to 1 ratio if the forward signal can be sacrificed for less interference.

Steber Bulletin

The Steber Manufacturing Co. has issued a new catalog bulletin illustrating and describing its new "Series 4000" Sportsliters for modern lighting of all sports areas. A series of layouts with bill of material for each is included. Layouts include baseball, softball, football, race track and other sports areas. This bulletin (No. 127-50) may be had by writing Steber Manufacturing Co., Broadview, Illinois.

Frebel Joins Majestic

Warren Frebel has joined Majestic Radio & Television, Inc., Brooklyn, N. Y., as purchasing agent according to an announcement from Leonard Ashbach, president. Frebel was formerly purchasing director for five years at Meck Industries, Inc.

SHOOTS TROUBLE FASTER! MAKES MORE MONEY FOR YOU ON JOB OR AT SERVICE BENCH!



PRICE
\$9.95

at distributor or postpaid, direct. No COD's please. Ohioans add 3% State Sales Tax.

Signalite

MULTI-FREQUENCY GENERATOR

In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALITE. As a trouble shooting tool, SIGNALITE has no equal. Merely plug in any 110V.AC-DC line, start at speaker end of circuit and trace back, stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 2500 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. Satisfaction, or money back! See at your dist. or order direct.

Clippard Instrument Laboratory, Inc.

Dept. G, 1125 Bank St., Cincinnati 14
Qualified Jobbers write, wire for details.

Enjoy the ADDED Beauty of Your Lighted Tree in MOTION . . .

KASSON ELECTRIC CHRISTMAS TREE TURNER

Revolves
3 times
a Minute

Adjustable
to most
Tree Sizes!



Ideal for holiday windows and for Christmas displays throughout the store. Sturdy, dependable A.C. motor. Will last for years.

Modern Merchandise Displays Need LIGHTED MOTION!

New Model 712 revolves 3 RPM while permitting novel, self-contained lighting effects, or operation of electrical devices. 200 lbs. capacity, 18" dia. turntable. Will revolutionize your window trim!

KASSON
Roto-Sho
ELECTRIC TURNTABLES



• Write for complete turntable catalog!
GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. TV, 262 Mott St., New York 12, N. Y.

FREE! SEND FOR IT NOW!

ALLIED'S NEW 1951 CATALOG

212 PAGES—
EVERYTHING IN
RADIO, TV AND
ELECTRONICS

Radio's Leading
Buying Guide



Service Technicians and Engineers: ALLIED'S complete 1951 Catalog brings you all the latest equipment and money-saving values—from the world's largest stocks of test instruments, amplifiers, P.A. systems and equipment, tubes, parts, tools, books and accessories—ready for instant expert shipment. Send today for your FREE 212-page ALLIED Catalog.

ALLIED RADIO

ALLIED RADIO CORP., Dept. 25-K-O
833 W. Jackson Blvd., Chicago 7, Ill.

Send FREE Catalog

Name.....

Address.....

City..... State.....

because your
customers want
uninterrupted
TV enjoyment . . .

and because your
reputation demands
trouble-free operation . . .

Motorola TV
is "PERFORMANCE TESTED"



• "Shake Table" Test.. This electric "shake" table makes certain that connections are permanent . . . able to withstand all jars, all weather conditions. BEST BY TEST is a scientific fact with Motorola TV!

Every Motorola set you sell is "performance tested" by experienced engineers who take *nothing* for granted. Take the "LIVE POWER" TEST . . . for example. Each TV chassis is subjected to repeated power surges of 130 volts (on for ten minutes, off for two—on for ten, off for two, again and again) — this voltage is over 10% more than the maximum required for home operation. In this way, short-life parts are immediately exposed and replaced. Other rigid tests insure top quality and peak performance — one more reason why Motorola TV is sure to be the BIG PROFIT LEADER of the year!

Check this performance at Your Motorola Distributor's TODAY!

Motorola Inc.

4545 Augusta Blvd.
Chicago, 51, Illinois

Repeat Performance...



NOW... a toy Circus Truck to give away with the popular **RCA VS022 Farm Pack**

Here's good news . . . it's another RCA Battery first . . . an entirely new shipping container that any child can easily assemble into an exciting and realistic Circus Truck!

This children's premium will influence family purchases of RCA Farm Packs even more than RCA's first bat-

tery sales premium—the Toy Truck! Here's added value, without extra cost, on RCA's VS022 "big red battery"—the long-lasting, popular-type farm pack.

For more repeat sales and satisfied customers, sell the battery line that's "quality-marked" with the greatest name in radio and television—RCA!

ALSO! There are circus wagon containers for these fast-moving RCA portable "A-B" battery packs:



VS019



VS050



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