

CALDWELL-CLEMENTS'

# RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing

People Buy the Brands  
the Merchant Recommends

(See article, page 42, this issue)



It's "D...  
h"  
owers Sales

Mrs. John G. St.  
437 Newlin St.  
Lancaster, Pa.

DECEMBER

NOVEMBER

OCTOBER

SEPTEMBER

U.S. POSTAGE  
Paid 6¢  
New York, N.Y.  
Permit No. 3605

October • 1951

Get ready for **COLOR** with the new

# CBS-COLUMBIA

## Compatible Receiver

*Internally adapted to receive Color  
Broadcasts in Black and White*



RECEIVES STANDARD  
BLACK AND WHITE  
PICTURES



RECEIVES COLOR  
PICTURES IN BLACK  
AND WHITE WITH THE  
FLICK OF A SWITCH



MODEL 20 C3. A truly magnificent French Provincial design in satiny-smooth, hand-rubbed maple finish. Room size twenty inch picture. Simulated gold mountings. Superbly styled for sophisticated decor. Dual engineered for advanced television reception.

You can make Black and White sales *Now* with this  
**Compatible Receiver**

**ADAPTABLE TO COLOR** This new CBS-Columbia compatible receiver not only receives color broadcasts in standard black and white with the flick of a switch, but is also equipped with a "built-in" color receptacle for the addition of a *companion color receiver* when color television is broadcast in your area.

**STORE TRAFFIC NOW** The public interest in color television is tremendous! When you announce and display this new CBS-Columbia compatible receiver, you can expect a steady flow of enthusiastic store traffic. Customers that are ready to buy! Newspaper mats and store display material are available for your local promotion.

**PLACE YOUR ORDER NOW** This new CBS-Columbia compatible receiver will definitely revive and stimulate television sales. Don't delay placing your order **NOW** for floor and home demonstration samples. Take full advantage of the sales impact this compatible receiver will create in your area. You're set for sales with CBS-Columbia!

*The Greatest New Name in Television Receivers*

CBS-COLUMBIA INC.  
170 53rd ST., BROOKLYN 32, N. Y.  
Subsidiary of  
COLUMBIA BROADCASTING SYSTEM INC.

*CBS-Columbia Inc.*

*America's Color Pioneers*

# RADIO & TELEVISION RETAILING

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

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Publishers also of TELE-TECH

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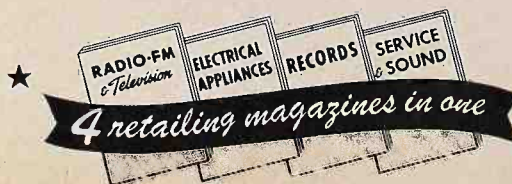
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**Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.**



**MORE PROFIT OPPORTUNITY**

# THE SYLVANIA

The Greatest  
Selling Feature  
in Television

EXCLUSIVE  
**SYLVANIA**  
**HALOLIGHT\***

The Frame of Light for  
Greater TV Viewing Comfort

**HALOLIGHT\***

Acclaimed from Coast to Coast!  
The First Application of Scientific  
"Surround Lighting"  
to a Television Screen



Makes Picture Look Larger—Seem Clearer

**THE MADISON—20"**

Hand-rubbed Mahogany Veneer cabinet. Also available in Blond. The Console that "sells on sight" with HALOLIGHT.

\* Sylvania Trademark

**ALL THE FEATURES  
YOUR CUSTOMERS  
ASK FOR!**

- Movie-Clear\* Pictures
- Studio-Clear\* Sound
- "Triple-Lock"  
Locks Out Interference
- Black Tube
- Slanted Picture Window
- Big Cool Long-Life Chassis
- Superior "Fringe Area"  
Reception



**ALL ALONG THE LINE!**

# GOLDEN JUBILEE LINE

And all these are just a few **SYLVANIA** Exclusives



**A Golden Jubilee Chassis  
Beautiful Mahogany Cabinet  
High Pressure Laminated Veneer**

**THE GRANT—17".** A sensational, new type of cabinet construction — Liquor-Proof, Burn-Proof, Scratch-Resistant. Cabinet features that clinch a sale in a feature-packed chassis.



**NEW and NEWS!  
THE ALL-CHANNEL SYLVANIA  
UHF CONVERTER**

The really simple-to-sell, simple-to-install, simple-to-operate UHF Converter. Can be used with any set of any make, with or without a UHF adapter plug. Receives all channels. No internal changes.

**BIG, COOL  
LONG-LIFE CHASSIS**

Extra high voltage and extra performance in "fringe areas." Higher tube component with increased sensitivity.

**NEW and NEWS!  
RADIO-CLOCK**

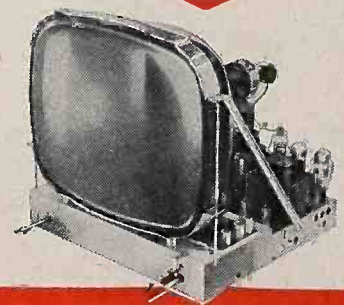
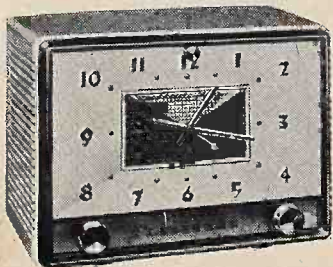
**New, Novel, and NO Competition!**

The only radio-clock combination that is different. Radio-Clock—Automatic Shut-off. They operate independently or together — only one easy-to-use control. Full five-inch speaker, shock-proof, low speed clock movement. Sturdiest plastic cabinet in 5 Guild colors, also Ebony, Mahogany, Ivory.



**The Ultimate in Design and Cabinetry  
The Exquisite WASHINGTON  
20" Console Combination**

First in Television, Radio and Phonograph Combinations, first in complete home entertainment. Life-size 20" Movie-Clear® TV with HALOLIGHT. AM-FM Radio, 3-Speed Record Player. Hand-rubbed cabinets, selected fine woods.



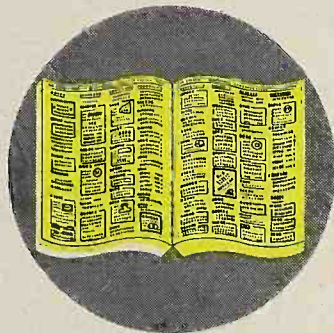
- Wide-Angle Viewing
- Perfect Interlace
- Simplified Tuning
- Wider Band Width

# SYLVANIA

Established 1901 — Great Name in Electronics

Television Sets; Radio Tubes;  
Television Picture Tubes; Electronic  
Products; Electronic Test Equipment;  
Fluorescent Lamps; Fixtures; Sign  
Tubing; Wiring Devices; Light  
Bulbs; Photolamps; Radios.  
Sylvania Electric Products Inc.  
Radio and Television Division.  
254 Rano St. Buffalo 7, N.Y.

**How do we know  
9 out of 10  
shoppers use the  
'Yellow Pages'...**



**WE KNOW . . .** because we check with homeowners, housewives and businessmen in many communities throughout the nation. The results . . . 9 out of 10 tell us "Yes, I use the 'yellow pages,' to find where to buy the products and services I need."

For evidence that the 'yellow pages' are the "shopping center" in your community, glance through your local Classified Telephone Directory. Practically every type of business is advertised in them. Radio and television dealers have been using the 'yellow pages' year after year to remind old customers, to bring in new ones, to reach newcomers in town and transients.

Call your local telephone business office and ask for the Classified Directory representative, who will explain how the 'yellow pages' will help direct more business to you.

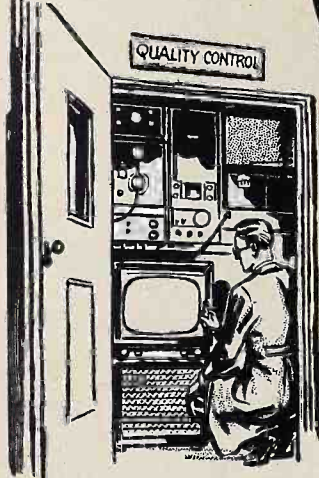


# QUALITY FIRST... A PHILCO POLICY

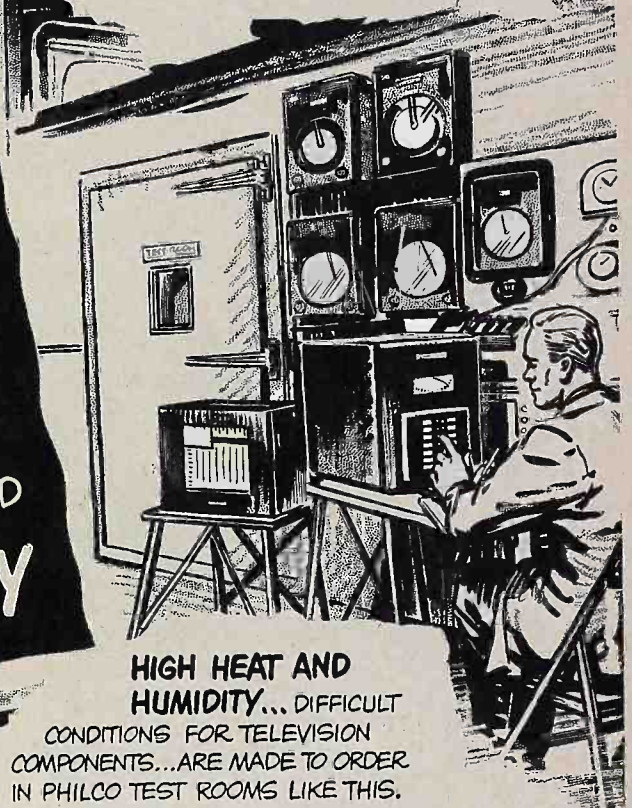


**HIGHEST QUALITY MEANS LOWEST SERVICE COST!** THAT'S WHY PHILCO QUALITY EXPERTS MAKE THESE AND MANY OTHER TESTS INCLUDING A LENGTHY PERFORMANCE TEST OF 50 TELEVISION RECEIVERS, CHOSEN AT RANDOM FROM EACH DAY'S PRODUCTION.

**SOUND PROOF TEST BOOTHS** BESIDE EVERY PHILCO PRODUCTION LINE FOR CHECKING PICTURES AND SOUND.

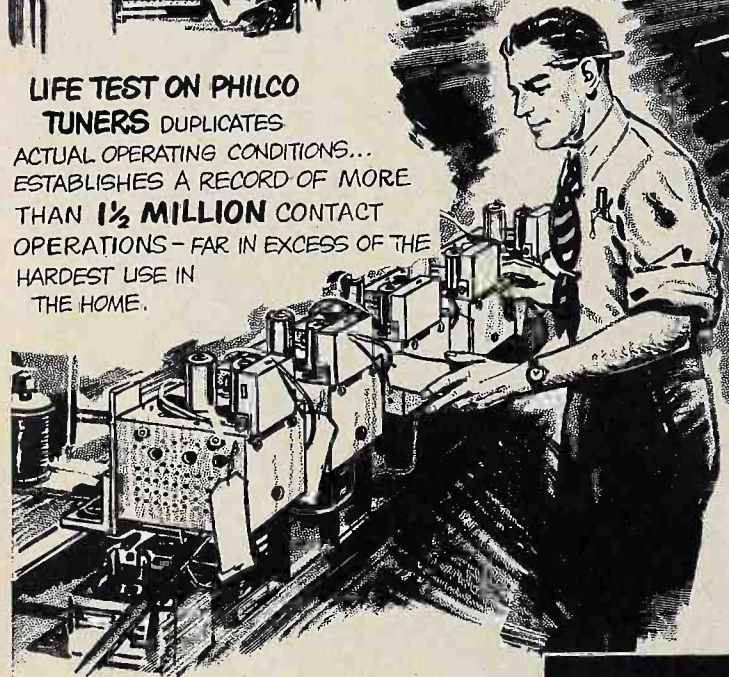


HERE ARE SOME OF THE PROCESSES THAT MAKE **PHILCO** THE GREATEST OF ALL TV SETS FOR SERVICE AND **Dependability**

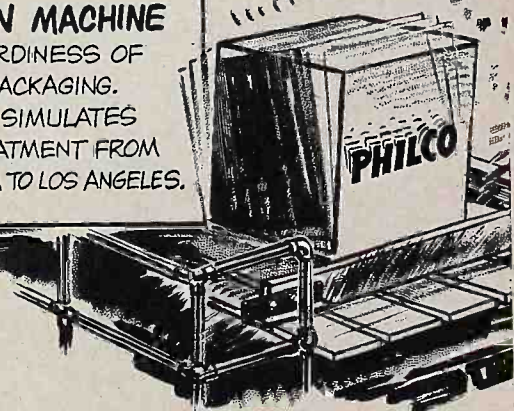


**HIGH HEAT AND HUMIDITY...** DIFFICULT CONDITIONS FOR TELEVISION COMPONENTS... ARE MADE TO ORDER IN PHILCO TEST ROOMS LIKE THIS.

**LIFE TEST ON PHILCO TUNERS** DUPLICATES ACTUAL OPERATING CONDITIONS... ESTABLISHES A RECORD OF MORE THAN **1½ MILLION** CONTACT OPERATIONS - FAR IN EXCESS OF THE HARDEST USE IN THE HOME.



**VIBRATION MACHINE** TESTS STURDINESS OF PHILCO PACKAGING. ACTUALLY SIMULATES ROUGH TREATMENT FROM PHILADELPHIA TO LOS ANGELES.



**PHILCO BALANCED BEAM TELEVISION**  
... NOW BETTER THAN EVER FOR 1952

**PHILCO** *Famous for Quality the World Over*

# Nobody else but Westinghouse

**Brings NCAA FOOTBALL  
to the TV-Buying Public!**

**40 Top College Teams —  
25 Top Games**

**7 Outstanding Games in each market  
on the NBC-TV Interconnected Network**

Millions of avid football fans are viewing these Westinghouse-sponsored games each Saturday afternoon. Millions of TV prospects are seeing powerful selling-demonstrations of Westinghouse Television superiority.

**Get in on this BIG money-  
making promotion!  
See your Westinghouse  
distributor NOW!**

TV's top dramatic show, WESTINGHOUSE STUDIO ONE, also creates Westinghouse prospects in your market each and every week!

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



# Nobody else but Westinghouse

## Gives Dealers These Terrific Sales Advantages:

**ELECTRONIC CLARIFIER.** The sensational new development that produces clear pictures that stay clear! No streaks—no flutter—no flop-over!

**SINGLE DIAL TUNING.** Still the only line offering this advantageous feature.

**SEE COLOR ... ENJOY UHF.** When these services are available in your area you can get them on your Westinghouse TV set. A UHF adaptor and color adaptor or converter can be easily attached to connectors at the rear of the chassis.



The **FRENCH PROVINCIAL.** Most beautiful TV cabinet you've ever seen. One of 16 stunning new Westinghouse cabinet designs. Model 655K17.



The **WESTON.** Handsome black plastic table model with 16" picture. Contains every advanced Westinghouse feature, yet has terrific low-price advantage. Model 665T16.



The **LINFIELD.** Full-sized console, mahogany finish, of smart modern design. Clear, sharp 17" picture. Model 664K17.

# Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION

TELEVISION · RADIO DIV. · SUNBURY, PA.

# It's a shame...



Yes, sir, it's a downright shame and pity that every service technician and dealer in the country can't sit in on the rigid, comprehensive tests we conduct on TARZIAN Tubes.

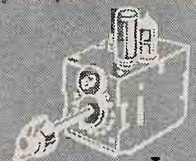
You could see first-hand how the high standards of quality control in TARZIAN production assures customer satisfaction . . . always.

Qualitywise . . . performancewise . . . and pricewise, there is no better tube than the TARZIAN Illuminized Tube with the metalized screen. TARZIAN Tubes are available all sizes—round and rectangular—for original use or replacements. Write for technical information.


**SARKES TARZIAN, Inc., Sales Division, Bloomington, Ind.**




**TARZIAN MADE PRODUCTS**




Tuners



Air Trimmers



Selenium Rectifiers



Cathode-Ray and Receiving Tubes

**STATIONS WTTT (5000 WATTS) AND WTTV (CHANNEL 10)  
OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON**



# UHF means profitable . . .

# NEW OLYMPIC SALES FOR YOU!



## OLYMPIC is ready now!

Simple insertion of UHF tuning strip into Olympic turret-type tuner permits immediate tuning-in to UHF channels . . .

that's all there is to it!

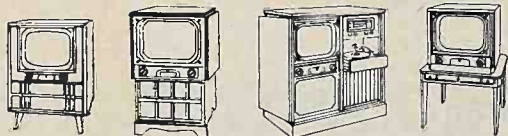


Most TV sets require an outside UHF converter. Olympic is one of the few top brands that gives you *built-in UHF!* With Olympic you can cash in on this tremendous new market, which was featured in a special article in LIFE, Sept. 17th—now! Your customers will enjoy Olympic TV today with the assurance that their set is ready for tomorrow's developments!

Every set in the complete Olympic line is an outstanding VALUE! Olympic gives you spectacular styling . . . traffic-drawing prices . . . outstanding craftsmanship . . . superb engineering! Build your TV volume now . . . with Olympic!

### Color, too!

Olympic's built-in color socket makes conversion to receive color TV amazingly simple!



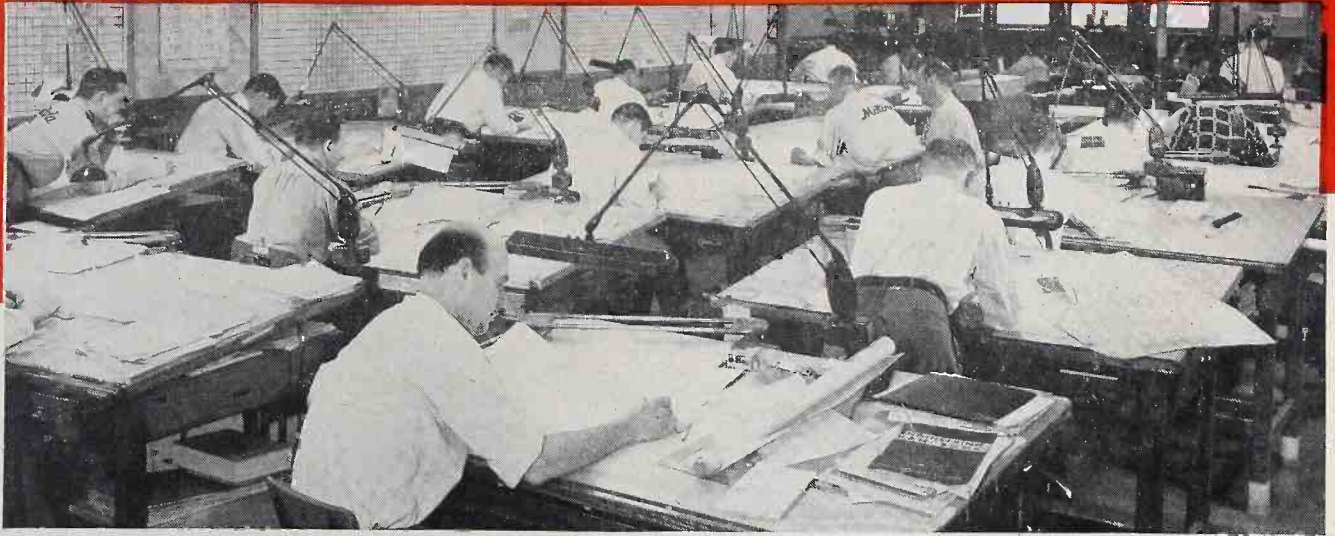
Write for details on UHF planning to Olympic Radio & Television, Inc., Olympic Building, Long Island City 1, N.Y.

# Olympic

America's Favorite

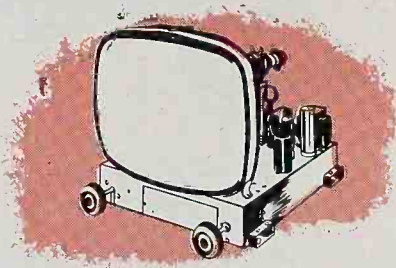
## TELEVISION

# Motorola TV dependability is your best salesman!



428 SKILLED ENGINEERS  
DEVELOP THE NEW FEATURES  
WHICH CONTINUE TO KEEP ...

## Motorola TV most dependable



Coast-to-coast surveys of independent dealers and TV owners, who offered honest opinions and actual service records, proved Motorola TV most reliable for continuous top quality performance. The Depend-a-Bilt chassis has earned their highest respect for its precision construction and utmost performance efficiency!

STEP-BY-STEP TESTING AND QUALITY CONTROL ASSURE MOTOROLA TV DEPENDABILITY ...



**Hour Long "Live Power" Test**  
130-volt power-surges test life, strength, durability of all parts.



**Severe Vibration Test**  
"Shake Table" checks stability of all wiring in the chassis.



**Spot-Check Functional Test**  
"Final line" sets selected at random for operational check.



**Final-Check Test**  
Spots any possible weakness undetected in previous tests.

see it at your distributors' today... **new**

# amazing new **GLARE-GUARD** makes **Motorola TV** easier-to-sell because it's proved easier-to-enjoy!

**NO GLARE FROM ANYWHERE!**

## **ORDINARY TV SCREEN** →

reflects glare into the eyes from its flat, mirror-like surface, literally "bounces" light back into the viewers' eyes and allows glare to distort the picture.



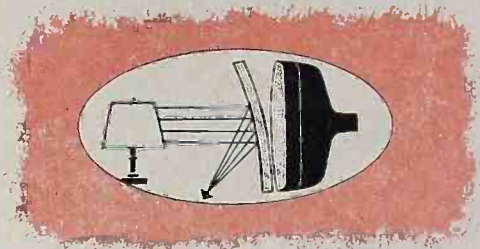
## **NEW GLARE-GUARD** →

eliminates 98% of annoying light glare by actively diminishing and directing reflections *downward* out of the picture, out of the eyes.



## **ELIMINATES UP TO 98% OF GLARE!**

The precision-curved **GLARE-GUARD** screen directs disturbing light glare out of the picture, actually "bends" the light rays below normal vision range. To provide non-reflecting TV tubes in all Motorola TV sets, the exclusive new Absorb-A-Lite process was perfected by Motorola engineers . . . doubly assuring positive anti-reflection **GLARE-GUARD** in every set!



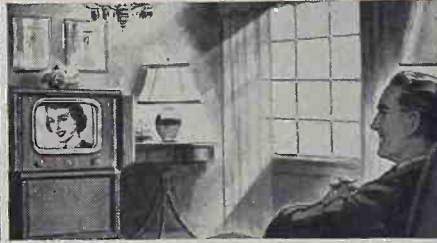
## **IT'S EASY TO SEE WHY GLARE-GUARD EARNED DOCTORS' ENTHUSIASTIC APPROVAL . . .**



Tests made by an impartial jury of noted eye doctors conclusively **PROVED** that Motorola TV with Glare-Guard is easier on the eyes!



Simple tests proved Glare-Guard effective enough to virtually eliminate the reflection of a match flame held 5 ft. from the screen.



In the home, Glare-Guard is equally effective in eliminating reflected glare of light from sunny windows, fixtures, lamps or flames.

**Complete for the future!** Every new Motorola TV is designed for Color and Ultra High Frequency reception . . . complete assurance that Motorola TV is years ahead for years to come. UHF can be factory or locally installed at slight extra cost.

**1952 Motorola TV** with exclusive **GLARE-GUARD**

TRADE MARK

# Largest Selling Booster

**AT ANY PRICE !**



# Regency

Now! only  
— from

# Admiral

# Television

built for the Future

Color TV optional  
... Equipped for UHF!

**20"** — 121K15  
walnut, mahogany  
or blonde wood  
cabinet.



It's another Admiral "exclusive." You can add color *any time* to any Admiral TV set by means of Admiral's sensational 3-way electronic-adaptor-converter... or with color TV companion console.

Color television "optional" offers three distinct advantages: *Bigger pictures* (17" or 20" instead of just a 10" tube)... *Lower Cost*... *Freedom from Obsolescence* (and that goes for UHF, too, because of Admiral's famous Turret Tuner). Get the whole story from your Admiral distributor.

121K15—walnut, only  
**\$279<sup>95</sup>**  
TAX INCLUDED

**17"** — 27K85  
walnut, mahogany or  
blonde. In walnut,  
only **\$259<sup>95</sup>**



All prices slightly higher south and west, subject to change without notice. Excise tax included, tube and parts warranty extra.



best seller in sight!  
**Admiral**  
leads all others in sales!

**20"** — 321K65  
walnut, mahogany or  
blonde. In walnut,  
only **\$469<sup>95</sup>**


# Webcor

BY WEBSTER-CHICAGO

**WHAT** You'll be seeing a lot of our new registered trade name, WEBCOR. In fact, the new Electronic Memory tape recorder carries the Webcor name.

**WHY** Over the years there has been some confusion among both dealer and consumer groups concerning the name "Webster." WEBCOR is a distinctive, easy-to-remember and easy-to-associate trade name that will eliminate the existing confusion and quickly identify the many Webster-Chicago products.

**WHEN** From now on the name Webcor—the product name of the WEBster-Chicago CORporation—will appear on all Webster-Chicago products, in all sales literature, and in national advertising. The name is a registered trade mark; no other firm can use the name Webcor on its products. The phrase "Webcor by Webster-Chicago" will be used to introduce the new name and to acquaint the consumer with the family relationship.

*The famous Webster-Chicago shield  will remain the same and we will continue to use it as a symbol of identification.*

## WEBSTER-CHICAGO

Fonographs • Diskchangers • Electronic Memory Wire and Tape Recorders



**DEALERS  
EVERYWHERE  
REPORT . . .**



**Exquisite Cabinet. 18th Century Styling. Hand-rubbed genuine mahogany veneers. Highly-figured doors. Sharp, clear 17" picture. Non-marking casters for easy moving. Model 17C114. . . . \$389.95\***

# G-E OPENS A GOLD MINE OF NEW TV PROSPECTS!



**Low-Priced G-E Console.** Veneered in genuine mahogany. 17" G-E rectangular black tube. Non-marking swivel casters for easy moving. Simplified tuning. Model 17C112 . . . \$329.95\*

**OVERPOWERS INTERFERENCE! OVERRIDES DISTANCE!**

Millions of new families can now enjoy television and don't know it! Show 'em and you can sell 'em with G-E Black-Daylite Television. Show 'em G-E overpowers interference, overrides distance! Show 'em that weak signal areas and city dead spots no longer need ruin good reception. The rich fringe market has hardly been scratched. It's a gold mine for G-E dealers. See your G-E television distributor today.

*General Electric Company, Receiver Division, Syracuse, New York*



## BLACK-DAYLITE TELEVISION



**← G-E's Lowest Priced TV** — Genuine mahogany veneers! Big 17" picture. Simplified tuning. Model 17T4, \$279.95\*

**Fast-Selling → Table Model** — 17" G-E Rectangular black tube. Genuine mahogany veneered cabinet. Model 17T5, \$299.95\*



**FOR TRADING UP**

Matched, swirl-figured, full-length doors add charm — and sales appeal — to G-E's finest 17" console! Hand-rubbed, genuine mahogany veneers. Model 17C120 \$415.00\*

*\*Includes Fed. Excise Tax. Installation & picture tube protection plan extra. Prices subject to change without notice, slightly higher West and South.*

*You can put your confidence in —*

**GENERAL  ELECTRIC**

**Connection  
for Color**

Provides plug-in jack for attaching an auxiliary Zenith color receiver when available.

**"Fringe-Lock"  
Control Circuit**

Produces and permanently holds finest pictures ever seen in weak or outlying areas.

**Provision  
for UHF**

Permits insertion of tuner strips to receive coming UHF stations without a converter.



**Blaxide\*  
"Black" Tube**

Brings out rich picture contrast in fully-lighted rooms as eye doctors recommend.

**Automatic One-  
Knob Tuning**

Tunes in perfect-quality pictures and sound with one twist—no knob fiddling.

**Tilted  
Face Plate**

Works with wide angle es-cutcheon to cut down reflections and annoying glare.

**ALL THIS IN NEW ZENITH "ELECTRONEX" TUBE TV**

**WITH THE WORLD'S FINEST  
"FULL-FOCUS" PICTURE**

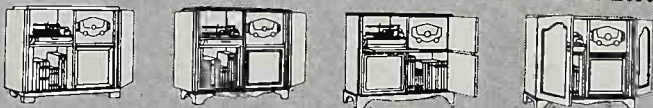
At last, the long-time dream of TV science has been realized—perfection in pictures to equal perfection in sound!

Now Zenith's new "Electronex" Tube brings you the "impossible!" A "full-focus" picture—sharp and clear over the entire tube face. A picture that stays in focus even despite the line voltage variations that throw ordinary sets out of focus.

And that's not all! Powered by the amazing new Wonder-Chassis, new Zenith "Electronex" Tube TV is backed by the grandest array of selling features ever offered under one name. Provision for UHF, connection for an auxiliary color receiver, new "Fringe-Lock" Control Circuit, the famous Blaxide\* "Black" Tube—they're all here to make this your biggest, best, most profitable TV selling season ever.

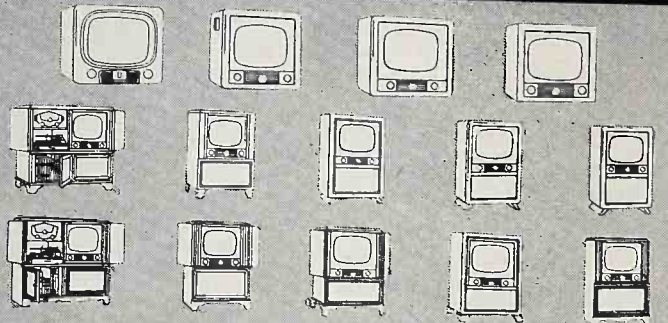
Don't take our word for it... see this great new Zenith line for yourself! Sell features, sell Zenith. Sell new "Electronex" Tube Zenith TV!

**NEW ZENITH RADIO PHONOGRAPHS WITH  
FAMOUS COBRAMATIC\* RECORD PLAYER!**



\*Reg. U.S. Pat. Off.

**Television's BIG NEWS Line...  
17 and 20 Inch ZENITH "ELECTRONEX" TUBE TV!**



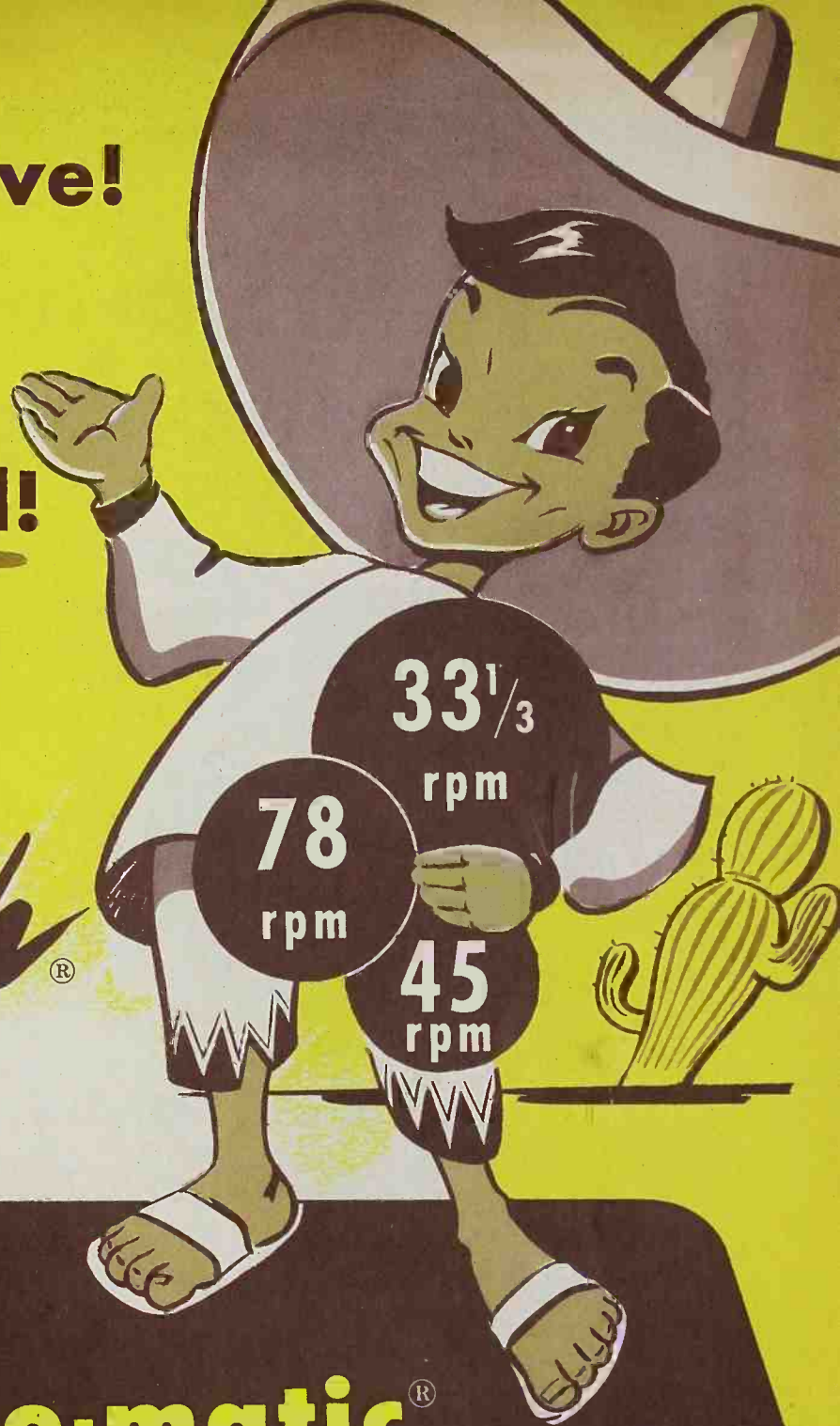
**New! Exclusive!**

**Loaded with**

**Sales Appeal!**

**the amazing**

*Siesta Switch*<sup>®</sup>



found only on

**V-M tri-o-matic**<sup>®</sup>  
**record changers**

*Backed by the Biggest Advertising Campaign  
in V-M's History*

Full Details  
Inside

**V-M Corporation** — WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS EXCLUSIVELY



NEW **V-M** MODELS... NEW

**V-M** FEATURES

# V-M tri-o-matic<sup>®</sup> phonographs



with the amazing...

## Siesta Switch



Wonderful for children's rooms!



Read, relax, doze off — to music!



Fall asleep to favorite records!

Here's the hardest-hitting, most complete promotion program ever launched to build new business for V-M tri-o-matic dealers!

**NEW FEATURES**—The Siesta Switch is a "natural", with wide appeal for every record owner; the whole family appreciates it—yet, V-M has added it to three new models, at no increase in price!

**NEW MODELS**—Three models carry the Siesta Switch, giving you a complete price range to work with, from the low-cost model 920 record changer attachment (lowest priced three-speed automatic changer on the market) through the luxurious tri-o-matic 985 Portable!

With the Siesta Switch you can read, relax, even go to sleep to soothing music — after the last record plays, everything shuts off, including the amplifying system.

In fact, V-M models 920 and 971 will even turn out the light! (A lamp can be plugged into the base and, when the amplifying system shuts off the light shuts off, too!)

**BIG NEW ADVERTISING CAMPAIGN**—Look at the next page, and you'll see why we say this is the greatest Phonograph promotion ever staged! Attractive, big-space ads (some in full color!) in a wide range of magazines will acquaint everyone with the advantages of "V-M tri-o-matic" and the Siesta Switch!

**COMPLETE PROMOTION PACKAGE** ← Colorful new folders, display pieces, banners, newspaper mats — there's a complete promotion kit to help you take full advantage of the smashing impact of V-M's national advertising!



V-M tri-o-matic 920 — A Record Changer Attachment that plays through any radio or TV set. Has plug-in for lamp.

V-M tri-o-matic 971 Phonograph — A complete playing unit, with its own top quality amplifying system. Has plug-in for lamp.



V-M tri-o-matic 985 Portable — Compact, lightweight, completely Automatic; Mahogany Leatherette Case.



*Lazy-Lite*

**EXTRA SALES FEATURE!** Just push the button to reject records, without lifting the lid on the V-M tri-o-matic Portable 985! Also serves as a pilot light for the amplifying system.

**V-M Corporation**

— WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS EXCLUSIVELY

45 rpm  
33 1/3 rpm  
78 rpm

# BACKED BY FULL COLOR ADVERTISING!

Two Full Color 1/2 pages in American Weekly...

Leading off V-M's smashing Fall campaign will be a half-page in full color, October 7th, slanted to the nation's biggest reader-group through the American Weekly — and another big full color ad follows it in December, plugging the "Christmas Gift" theme!

## Plus...

Big ads in a wide range of magazines, to tell every prospect about V-M tri-o-matic!

### OCTOBER

- American Weekly (Oct. 7th issue)
- Collier's (Oct. 13th issue)
- Pathfinder (Oct. 13th issue)
- Elks
- Better Homes & Gardens
- Sunset

Total circulation 19,200,000

### NOVEMBER

- Collier's (Nov. 10th issue)
- Pathfinder (Nov. 14th issue)
- Ebony
- Esquire
- Holiday
- Elks
- Better Homes & Gardens
- House Beautiful
- Sunset

Total circulation 11,800,000

### DECEMBER

- American Weekly (Dec. 1st issue)
- Collier's (Dec. 15th issue)
- Ebony
- Esquire
- Holiday
- Elks
- House Beautiful

Total circulation 16,700,000



new! only  
**V-M**  
tri-o-matic  
record changers  
have the amazing  
**Siesta Switch**

33 1/2 rpm  
45 rpm  
78 rpm

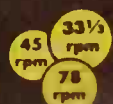
**\$39.95**

**V-M CORPORATION**  
141 PARK STREET DENVER, COLORADO

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

FREE

Turn Page Please



# Dealer Aids...Point of Sale Material!



**SPINDLE DISPLAY** — A unique, die-cut display piece that fits right over the V-M tri-o-matic spindle, calling attention to your demonstration model.

**WINDOW BANNERS** — Attractively designed and featuring the Siesta Switch, these banners are tops for record booths as well as windows, counter fronts, etc.

**DISC COVER** — Another attention getter for your display of V-M tri-o-matics! Every unit shipped with this colorful disc cover already in place!

**COMPLETE LINE BROCHURE** — All the facts on all the V-M tri-o-matic models — done up in a colorful convincing presentation that makes it a cinch to close sales!



## COMPLETE COOPERATIVE ADVERTISING PROGRAM!

V-M goes all the way, to back up its dealers in this greatest of all selling campaigns! Special newspaper mats, in all sizes, are available free of charge, so you can tie in locally, when the national advertising breaks. And, remember — V-M SHARES THE COST! (Get full details from your distributor.)

*Did you know?*

### THE GREATEST NAMES IN RADIO AND TELEVISION USE THE V-M TRI-O-MATIC RECORD CHANGER IN THEIR RADIO-PHONO® AND TV-PHONO COMBINATIONS!

These companies chose the V-M tri-o-matic only after thorough engineering and sales department investigation. It's the best recommendation possible, for consistent high quality and reliability!

- Capehart-Farnsworth
- RCA
- General Electric
- Stromberg-Carlson
- Sperton
- DuMont
- Crosley
- Bendix
- Sylvania
- Arvin
- Westinghouse
- Emerson
- Stewart-Warner
- Raytheon
- Columbia-CBS

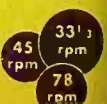
*Hurry!*

contact your distributor **NOW!**

or write direct to ...

**V-M CORPORATION**  
FOURTH & PARK STS., BENTON HARBOR, MICHIGAN

LITHOGRAPHED IN USA — FORM No. JS-16





MODEL  
S7C30

# BIG SCREEN TV

*at its Best!*

## 17" RECTANGULAR SCREEN

Model S7C30—De luxe GENUINE mahogany veneer custom-built console with full length doors of breathtakingly beautiful crotch mahogany effect veneers. Full range 10 inch concert grand speaker. Built-in 'FADA-SCOPE' antenna.

## 20 INCH RECTANGULAR SCREEN CONSOLE

The big screen console value for 1952. Exquisite front control side door de-luxe cabinet of hand rubbed GENUINE mahogany veneers. Clear sharp pictures with FM sound that is unmatched with its 10 inch concert grand speaker. Built-in 'FADA - SCOPE' antenna.



MODEL  
S20C10

## 17 INCH RECTANGULAR SCREEN TABLE MODEL

Beauty, superior performance and really BIG, BIG 17 inch rectangular screen televiewing. Moulded plastic picture frame front with GENUINE mahogany veneer cabinet. Built-in 'FADA - SCOPE' antenna. Matching table available.



MODEL  
S7T65

## 17" RECTANGULAR SCREEN

Model S7C20 — Totally out of the ordinary de luxe console cabinet craftsmanship. Hand rubbed GENUINE mahogany veneers equal to the finest custom-built. Built-in 'FADA-SCOPE' antenna. 10 Inch concert grand 'True-to-Life' Fidelity speaker.

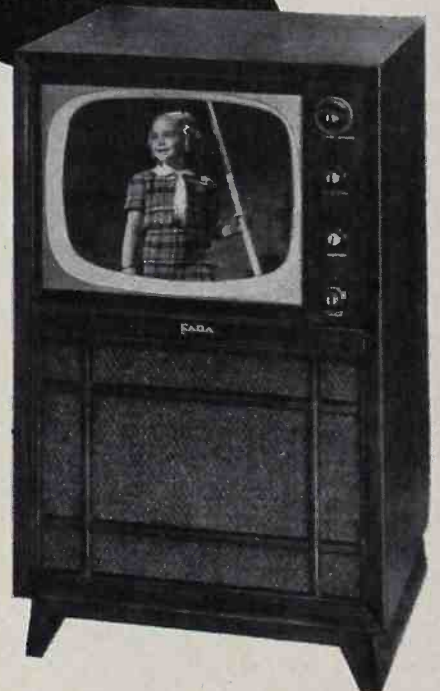
MODEL  
S7C20

# FADA

*Television*

## The TELEVISION of TOMORROW — TODAY!

- ★ The last word in TV performance in all areas . . .
- ★ The last word in custom quality cabinet craftsmanship . . .



**FADA RADIO & ELECTRIC CO. Inc.**  
**BELLEVILLE, NEW JERSEY**

*"Pioneers in Radio and Electronics Since 1920"*

*They may*  
 look alike - *be* shaped alike  
 but **National Video**  
 picture tubes deliver  
 better performance



better components  
 better processing  
 better assembly

Through every step of manufacturing—perfection—that's why the N. V. C. picture tube delivers the better performance. Designed for conversion and replacement in every standard make television set and engineered to give even a clearer, better and more lasting picture.

*Write for the name of our Representative nearest you.*

3019 W. 47th St. Chicago

You will quickly see  
 it pays to tie in with N. V. C.



**demand the**  
**N**ational **V**ideo **C**orp.  
**label on every**  
**picture tube**

Three plants with over 17 acres of coordinated machinery and personnel, producing the world's finest television picture and receiving tubes.

*National Video Corporation*

3019 W. 47th St.  
 Chicago

Grays Lake  
 Illinois

901 W. Huron St.  
 Chicago





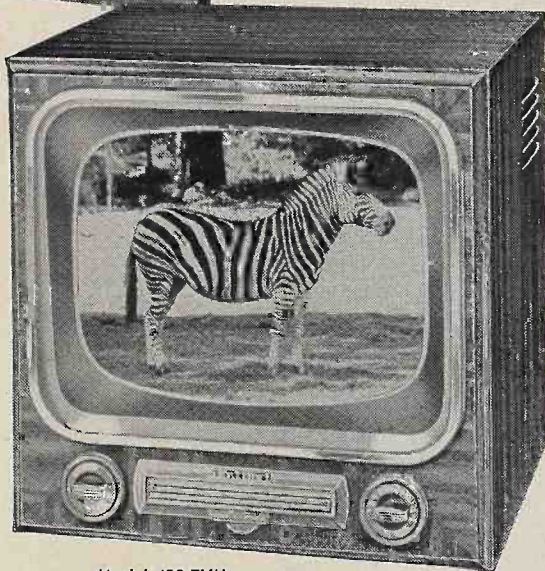
# LIVING PICTURES

## Make Sentinel LP\* TV Sets



Model 443 CVML  
The Lauderdale  
21" Screen

*Its  
Eye-Appeal  
is  
Buy-Appeal!*



Model 438 TVM  
The Deerfield  
17" Screen

# *Alive with Sales Appeal!*

### \*LIVING PICTURES—

"We'll take that one!" Those welcome words are cheering *Sentinel* dealers more often today than ever before. Customers eye and buy the new *Sentinel* 1952 LP\*-TV line because the sheer beauty of the cabinetwork and stark reality of Living Pictures are irresistible sales closers.

What's more, *Sentinel* promotions strike a new high in sales-power—more and better advertising and sales promotion help than ever! For a place on the *Sentinel* bandwagon—if you truly want to go places—see your *Sentinel* distributor or contact *Sentinel* direct. Quickly!

# Sentinel

Sentinel Radio Corporation  
Evanston • Illinois



THE LITTLE INDIAN SAYS.

# For All TV Replacements Use Sangamo "Twist-Tab" Capacitors!



## Sangamo Type PL Electrolytics



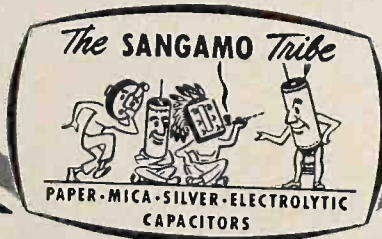
Sangamo Type PL "Twist Tab" Electrolytics are *exact replacements* for all television sets or any other application requiring long life and dependable performance at 85° C under conditions of extreme ripple currents and high surge voltages.

Sangamo "Twist Tabs" are available in a wide range of capacities and voltages. They are sealed in round aluminum cans and have twist-prong tabs for washer or direct chassis mounting.



Ask your Sangamo Distributor for a copy of the new Sangamo TV Replacement Catalog. It's easy to read, easy to use, and provides one point ready reference.

Your Assurance of



Dependable Performance

# SANGAMO ELECTRIC COMPANY

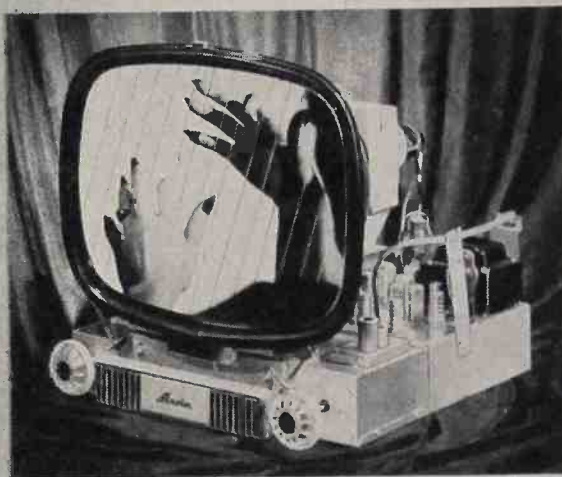
SPRINGFIELD, ILLINOIS

IN CANADA: SANGAMO COMPANY LIMITED, LEASIDE, ONTARIO

EC51-8A

# Inside Arvin TV

Arvin's new 1952



## Dual Power CUSTOM CHASSIS

*Dual Power means EXTRA power—CONTROLLED power!*

*Extra power* from 26 tubes (including rectifiers and picture tube)!

*Extra power* to produce sharp, steady pictures *even beyond* the fringe areas where reception has heretofore been considered impossible—or has been achieved only with a sky-high antenna that costs nearly as much as the set. To appreciate Arvin's *extra power*, check the number of tubes in other TV sets!

*Controlled power*—because special control is necessary with Arvin's enormous power. Uncontrolled, that tremendous power, plus the strong signal from a nearby station, might cause distortion. You wouldn't use a 1,000-watt bulb in a clothes closet.

So Arvin's Local-Distance Switch, on "Local," subdues the power of a nearby signal. On "Distance," it un-

leashes the full strength of the mighty Dual Power Chassis for remote stations. Either way, Arvin's crystal-clear, rock-steady picture simply can't be excelled by any other set, regardless of price.

All Arvin Dual Power Custom sets are available, at moderate extra cost, with UHF tuner built-in—no converter, no strips, no service call needed! It's another Arvin FIRST! And every new Arvin TV can be readily converted to receive color.

When you sell Arvin, you're selling fine TV reception for the distant future—for stations near and far, existing or still unbuilt, VHF or UHF, in black and white or color.

Climb aboard the Arvin Line and go places—with the fastest growing name in television!



Arvin's magnificent new 21" French Provincial in genuine cherry, one of 14 brand-new-for-'52 Arvin Dual Power Custom Sets. Big 17", 20" and 21" screens—table models and consoles—blond, mahogany and cherry finishes—priced at retail from \$249.95 to \$499.95 in Zone 1, including federal tax.

A few protected distributor franchises are still available. Write Ray Spellman, Sales Manager  
ARVIN INDUSTRIES, INC., Columbus, Indiana  
(Formerly Noblitt-Sparks Industries, Inc.)

# Arvin TV

Visible Value  You can SELL the difference!

# You get all five ...with RCA Batteries



## 1. **RADIO TRADE DISTRIBUTION**

(less competition from non-radio outlets)

2. **Radio-Engineered Quality**

3. **Top Brand Acceptance**

4. **Greatest Array of Selling Aids**

5. **Completely Rounded Line**

You get **5-Way Help** when you stock and sell RCA Radio Batteries . . . the line that's geared to the radio trade.

**Radio Trade Distribution** means less competition from non-radio stores in your area. It means your RCA Battery customers come back to you again and again. *More repeat sales. Better profits.*

**Radio-Engineered Quality** means increased customer satisfaction because of longer battery life . . . *extra listening hours. Satisfied customers are repeat customers. Bigger sales. Better profits.*

**Top Brand Acceptance** means faster sales because customers are pre-sold on the RCA name. People know and trust every product that bears the famous RCA monogram. *Bigger sales. Better profits.*

**Greatest Array of Selling Aids** means plenty of sales help right at the point of purchase. Signs, displays, merchandisers, and servicing aids . . . all these help you sell the RCA battery line. *Bigger sales. Better profits.*

**Completely Rounded Line** means you can fill practically every battery requirement. This complete line provides a type for almost every portable and farm radio need. *More sales. Better profits.*

Contact your local RCA Battery Distributor today. You'll find out how profitable it is to switch now to RCA . . . the battery line that's geared to the radio trade.



**RADIO CORPORATION of AMERICA**  
**RADIO BATTERIES**

**HARRISON, N. J.**



*Look inside—*

see how the Du Mont

## "CHASSIS STORY"

will DO MORE for YOU

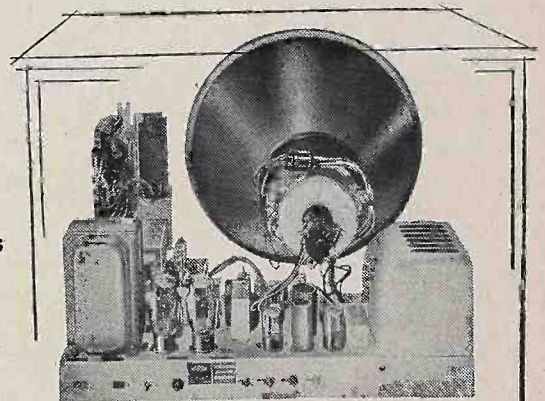
Here's the greatest sales story in television retailing.

It's the story of the Du Mont *chassis* . . . the electronic triumph *inside* every Du Mont Teleset\* that makes DuMonts Do More. It's a fresh story. It's a powerful story . . . *one that only Du Mont can tell*. It's the convincing reason why Du Mont television performance is the finest ever achieved . . . why, dollar for dollar, a Du Mont is the market's best buy.

Call your Du Mont Distributor today. To help you tell your "Chassis Story," he has a brilliant package including

- ★ Die-Cut Displays ★ Window Streamers
- ★ Pennant Sets ★ Consumer Folders
- ★ Novelty Folders ★ Radio Scripts
- ★ TV Spots ★ Newspaper Mats

The "Chassis Story" puts people inside your store, puts profit inside your pocket! Get in on it today!



# DUMONT

*First with the finest  
in Television*

\*Trade Mark

©1951, 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.

# NEW PARA-CON ANTENNA COMBINES PARABOLIC & CONICAL PRINCIPLES



Barbara Lee—Rising TV Star, WEWS Cleveland

## Sight Sells It

After all, people buy TV sets to enjoy the picture. It just makes sense that the antenna bringing in the best picture brings in the best entertainment and the most customer satisfaction. Hook a Para-Con onto any set and you'll agree—it sells on sight.

## Solves 9 out of 10 Installation Problems—Challenges Comparison

Two best features are incorporated into one BEST antenna. The praiseworthy features conical type aerials possess for supplying full audio and full video bandwidth reception are used with a parabolic design that gives the Para-Con a concentration of signals. Para-Con is engineered to concentrate the maximum wave energy on the antenna by providing all-around, unmatched performance... perfect picture clarity... long customer satisfaction.

## Any TV Set Performs Better With a Para-Con Antenna

Every set performs better when conditions are better. Install Para-Con when older sets are starving for a stronger signal. Install a Para-Con when any set is being drowned in a sea of local interference. In the majority of set installations, Para-Con makes both old and new sets perform at their peak. To be on the safe side every time, install the sensationally performing new Para-Con antenna and forestall TV troubles at both the reception and the service end.

## Proved in Thousands Of Installations

Spectacular success has been achieved in practically every installation. Even in locations far removed and in difficult terrain where other more elaborate arrays were tried and failed, PARA-CON aerials not only bring in brighter, clearer pictures but seize and channel in stations where dependable reception has not been possible with an ordinary antenna. Ward's new PARA-CON Antenna has been field tested in thousands of installations... proved far and away better.

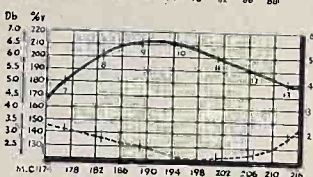
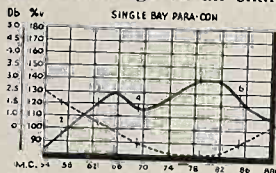
## Singles Out The Stations High Front to Back Ratio

The new Para-Con design achieves an unusual capacity to obtain sharp directivity over all the television spectrum. Para-Con principles afford greater power and less interfering noise on each channel.



## One Antenna Covers All Channels

The Para-Con antenna reaches out and grasps all channels. The Ward Para-Con has an exceptionally low standing wave ratio combined with a spectacular high gain advantage on all channels.



## No Ghost Hunts

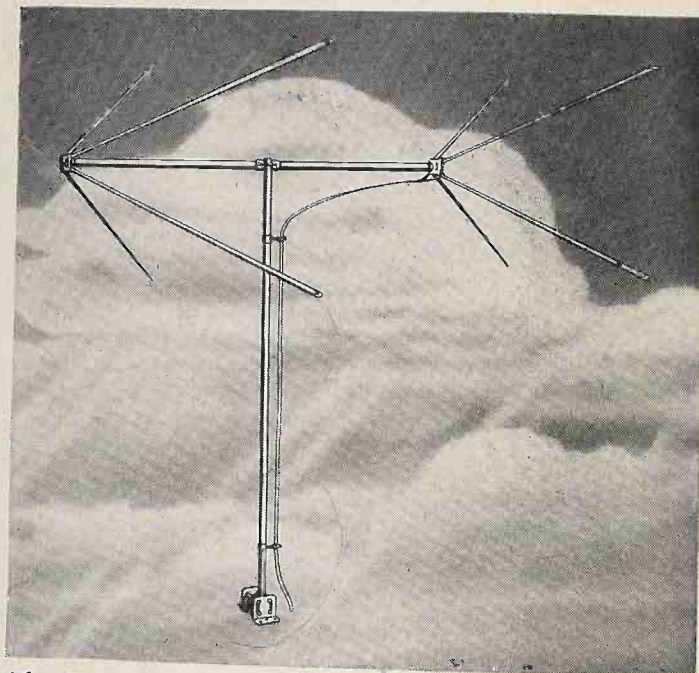
No more skeletons in your customer's TV closets. Scientifically determined direct impedance matching characteristics eliminate many ghosts. Para-Con's revolutionary design transfers the maximum power from the antenna to the receiver with a minimum of reflections.

## Profit-Wise Dealers Prefer Para-Con\*

The antenna is one of the most important and critical components of a TV receiver. Nearly 20% of all TV service calls result from faulty antennas. The general all-around, high performance of Ward's Para-Con antenna gives customer satisfaction right from the initial installation. Expensive call-backs due to antennas are slashed. Ruggedly built for long lasting trouble-free service Para-Con withstands winds and weather. Easy to handle and quick to install... saves time and expense.

See your distributor for Ward's answer to your antenna problems.

\*Trade Mark

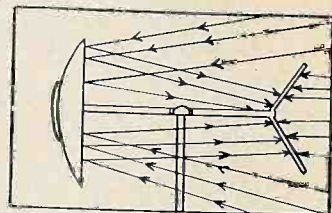


## The First in TV To Use Parabolic Principle

Parabolic antennas have long been used in special applications for concentrating weak signals onto driven elements. The brilliant results of Ward Para-Con are now setting new performance standards on all channels and in most every area. Ward's Para-Con Antenna is different. It's new. Now it is possible for one antenna to meet and solve many of the local problems of installation and reception.

## Ideal For All Band Fringe Areas

In fringe areas where selection of a number of channels is available, Ward's stacked Para-Con models provide the ideal compromise antenna for maximum results on all bands. Stacked in either two or four bay arrays, the Parabolic design reflectors reach out, gather and concentrate maximum energy on the antenna elements.



Diagrammatic sketch showing how parabolic reflectors gather in and concentrate energy on conical elements.

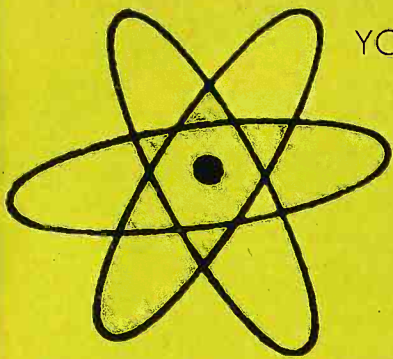
# WARD

## PARA-CON

(Combining Parabolic and Conical Principles)

# ANTENNAS

THE WARD PRODUCTS CORPORATION, Division of The Gabriel Co.  
1523 E. 45th Street, Cleveland 3, Ohio  
IN CANADA: ATLAS RADIO CORP., LTD., TORONTO, ONT.



YOU CAN TELL IT... SELL IT... **PROFIT!**

# Raytheon *tv*

# It's Futurized!

for **3**-way television performance

## **NEW!** UHF Tuner!

**READY NOW** . . . the finest, simplest, most accurate UHF tuner ever. Can be attached to any Raytheon set built since January 1950 with the same knob for UHF and VHF . . . no radio-size gadgets or outside-cabinet gimmicks needed (fits into present cabinet without changes) . . . covers entire UHF band, not just two or three channels (no re-working needed when new UHF stations start, just dial them). Any Raytheon can be ordered with or without this remarkable new UHF tuner . . . and the tuner is available for any Raytheon set with the continuous tuner. Raytheon TV . . . it's *futurized!*

 **ALL PRESENT TV CHANNELS**

 **ALL NEW UHF CHANNELS**

 **OK FOR COLOR TV**

## **NEW!** Color TV!

**READY SOON** . . . a color companion unit that can be attached to any Raytheon TV set advertised as "OK for Color." Will receive full color pictures from the currently approved system. For further information, contact your Raytheon distributor. Find out more about Raytheon's color converter and Raytheon TV . . . the set that's *futurized!*

## **NEW!** Advertising and Merchandising Campaign!

**ON NOW** . . . every Sunday afternoon over the full NBC radio network, John Cameron Swayze highlighting the news for Raytheon TV . . . telling the story of Raytheon to the huge non-TV-owning public. *To break soon* . . . a huge magazine advertising campaign selling Raytheon TV . . . the set that's *futurized* . . . in big national magazines, LIFE, POST, TIME, GOOD HOUSEKEEPING and others. PLUS plenty of unusual selling and merchandising aids for dealers. Yours with Raytheon TV . . . it's *futurized!*

### The **STARLIGHT**

Model RC-1720—

17" rectangular TV, AM radio, all-speed phonograph.



All Raytheon models available with UHF continuous tuner at slight additional cost.

BELMONT RADIO CORPORATION  
5921 W. Dickens Ave., Chicago 39, Ill.  
Subsidiary of Raytheon Manufacturing Company

You're set for the future with the set that's futurized

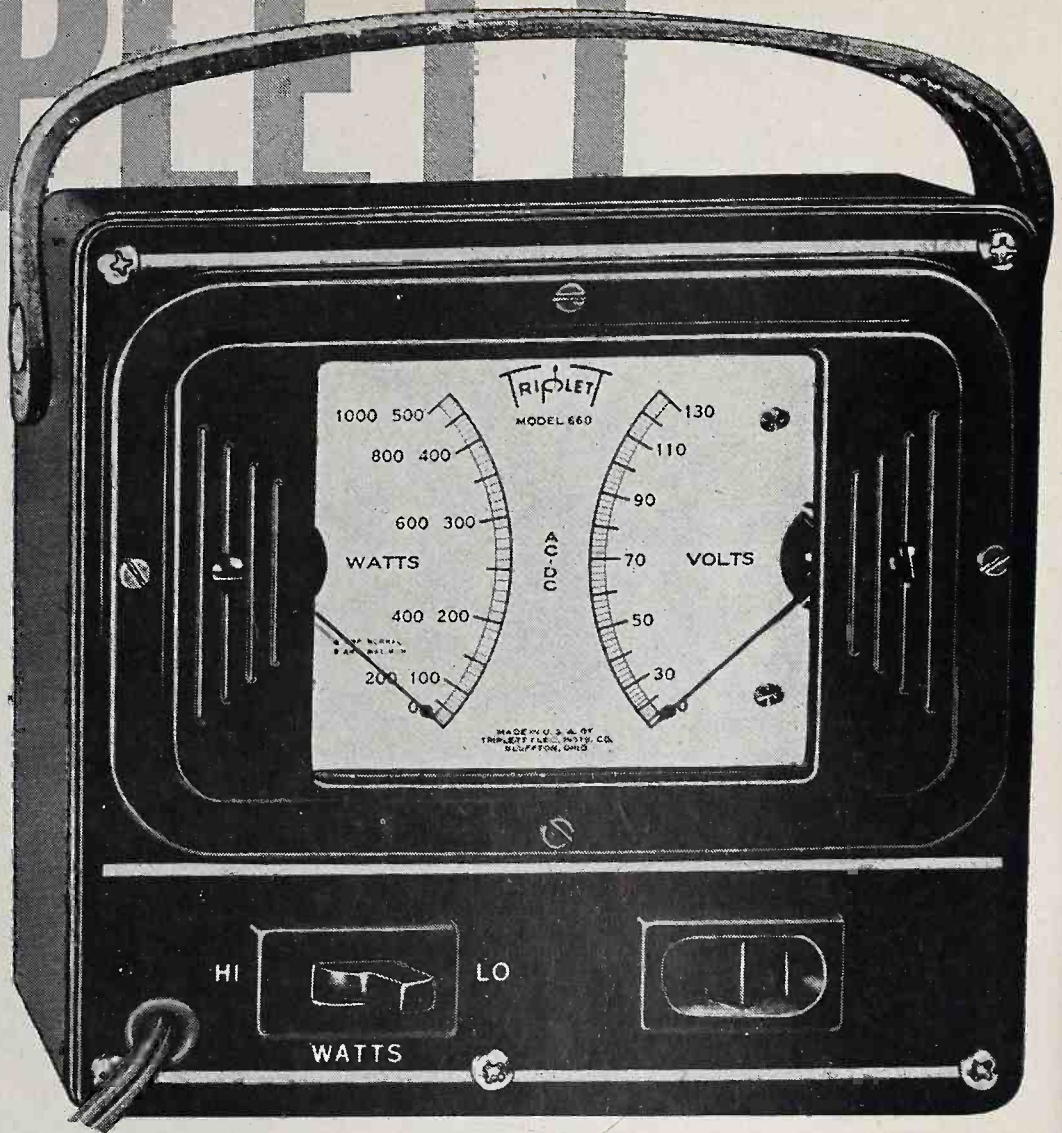
© BELMONT RADIO CORP.

# TRIPLETT

## Load-Chek

introduces  
**Servicing**  
by  
**Power**  
**Consumption**

**MODEL 660**



**LOAD-CHEK** for the first time makes it possible for every technician to utilize what is perhaps the simplest and quickest of all service methods—Servicing by Power Consumption Measurements.

Power consumption measurement has long been proved by auto-radio servicemen as a rapid method of localizing troubles in auto radios. But Triplett's new **LOAD-CHEK** is the first Wattmeter to be produced at moderate cost, and with the proper ranges, to bring this short-cut method within the reach of every radio and TV service man.

Basis of the **LOAD-CHEK** method is the tag or label on every radio and TV chassis which shows the normal power consumption. The following examples are only two of many time-saving uses of this new instrument.

**LOCATING A SHORT**—The chassis tag may show a normal consumption of 225 Watts. Simply plug the power cord of the chassis into **LOAD-CHEK** (there are no loose ends to connect or be in the way). Note the reading—which should be possibly 350 Watts. By removing the

rectifier tube you can determine at once which side of the tube the short is on. With a soldering iron and long-nosed pliers you can check through the chassis, locate and correct the trouble without having to lay down tools or to check with lead wires!

**REPLACING BURNED OUT RESISTORS**—With the chassis to be repaired plugged into a **LOAD-CHEK MODEL 660**, note the wattage reading with the burned out resistor circuit open. Now replace the resistor. Should the increase in watts be greater than that of the resistor rating being installed, it indicates that an extra load has caused the trouble which has not been cleared.

**LOAD-CHEK** is made-to-order for the busy service man and can help stop costly "come back" repair jobs. It's a profit-maker because it's a Time-Saver. And at its moderate cost **LOAD-CHEK** can be standard equipment on every service bench. *By all means*, inspect this versatile instrument at your distributor and place your order, for under present conditions we must fill all orders on a basis of "First Come, First Served."

SEE MODEL 660 LOAD-CHEK AT YOUR DISTRIBUTOR'S

FOR THE MAN WHO TAKES PRIDE IN HIS WORK

# Triplet

TRIPLETT ELECTRICAL INSTRUMENT COMPANY - BLUFFTON, OHIO U.S.A.

RADIO & TELEVISION RETAILING • October, 1951



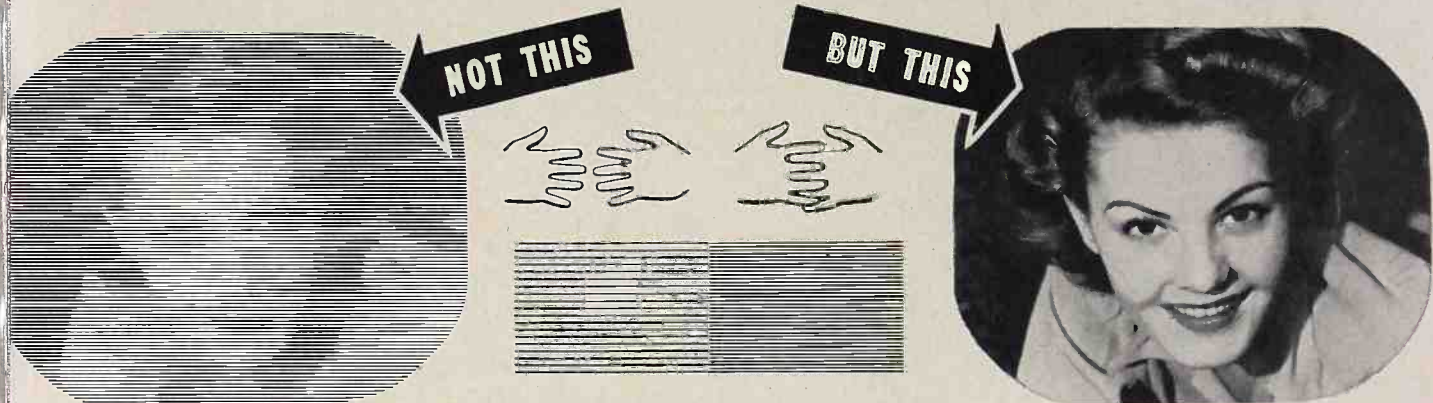
THE PICTURE WITH THE



BILLION DOLLAR BACKGROUND

# Bendix Magic Interlace

## GIVES YOU THE MOST COMPELLING DEMONSTRATION FEATURE in TV

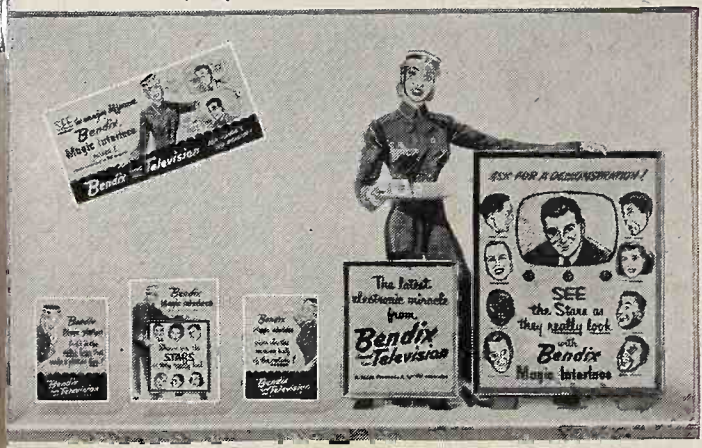


Here's what people see when you turn on a set without Bendix Magic Interlace. The picture is coarse, dull, and incomplete, because the set shows only one of the two series of horizontal lines broadcast from the studio. For a perfect picture, both must be clearly visible.

Look at the sensational difference when you turn on a Bendix Magic Interlace. Magic Interlace makes visible and interlaces both sets of broadcast lines instantly and automatically, and locks them in place. The picture is always clear, solid, complete and easy on eyes—a revelation in realism.

A GREAT LINE . . . A GREAT NAME . . . A GREAT "BUY-NOW" FEATURE

FREE **★** DEMONSTRATION KIT!



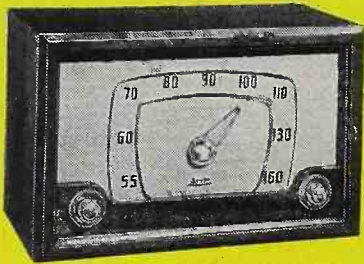
It has always worked and it always will—*show people something better and people will buy.* And that is exactly what you do when you show people the amazing difference Bendix Magic Interlace makes . . . how it locks in the extra lines that make a picture live . . . how it produces a new pinnacle of TV realism. All you need to do is demonstrate this great feature—and Bendix demonstration opportunities are easy to get with this merchandising kit that literally compels attention and action. Place your order now for this powerful "buy-now" promotion. It is *free* to every retailer displaying "the picture with the billion dollar background."

Do Business with **Bendix**—IT PAYS!

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION • BALTIMORE 4, MARYLAND

Feature the  
**“Triple-Threat”**  
 Radio Line!

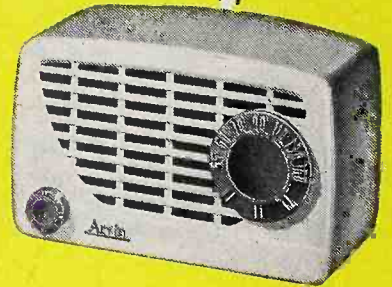
*Most beauty... Most tone... Most value!*



Arvin Stradivara is the finest table radio you can buy! All-new straight AC circuit. Fine hardwood mahogany veneer cabinet means console-like tone for customers who demand the finest. Sells on sight to your quality trade! Model 551T, \$49.95.



Arvin Serenade is something entirely new in an AC/DC superhet with five tubes including rectifier. In rosewood plastic with a modern flair, for those who want outstanding beauty, amazing performance, and unmatched value! Model 553T, \$24.95.



Arvin Rainbow is the famous shatterproof AC/DC set that stops traffic wherever it's shown! Choice of 6 House and Garden colors—Cherry, Flame, Citron, Avocado, Pebble, and Ivory. Your perfect price leader. Model 540T, \$18.95.

# Arvin Radio

*Velvet Voice*  *You can SELL the difference!*

Arvin Radio is making terrific gains everywhere! It's the most complete radio line for 1952! Eight table radios in 23 color choices—six radio-phono combinations—straight AM or FM/AM—prices all the way from \$17.95 to \$179.95!

Arvin provides the right answer for every customer—with plenty of chance to trade them up for more profit. Incomparable styl-

ing. Unmatched Velvet Voice tone. All backed by a solid campaign of national advertising in leading magazines, plus newspaper mats, radio spots, car cards and displays to help you clinch sales.

There's still time to get in on this rich, fast-selling, profitable program for the Christmas trade. But there isn't a minute to lose. Get in touch with your Arvin distributor now!

Arvin Industries, Inc., Columbus, Indiana

*(Formerly Noblitt-Sparks Industries, Inc.)*

*All prices subject to change in accordance with OPS regulations.*



Customers Benefit From Broad Insurance Protection. Property Insurance protects customers in event of loss of, or damage to, merchandise as outlined in policy. Life Insurance pays off indebtedness in event of purchaser's death.

# Commercial Credit helps appliance dealers grow

COMMERCIAL CREDIT's wide experience in handling millions of financing transactions assures smooth, efficient service in furnishing dealers with a *complete* financing package . . . from distributor to customer. Through hundreds of offices, COMMERCIAL CREDIT furnishes nationwide service on a local basis. You get quick, sound credit decisions that enable you to close *more sales faster*.

Find out today why *more* dealers finance *more* home appliances through COMMERCIAL CREDIT than any other national financing plan. Ask your distributor, or call the COMMERCIAL CREDIT office nearest you for complete information without obligation.

## COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$100,000,000 . . . offices in principal cities of the United States and Canada.

Reputation For Integrity. Dealers everywhere like to work with COMMERCIAL CREDIT. They know they can depend on *financing as usual* during times of plenty, times of shortage . . . war, peace, prosperity or depression. Customer financing includes all details of credit investigation, collection, insurance, adjustment and prospect follow-up.

**EIGHT WAYS BETTER!**

- ① Wholesale Financing
- ② Fast Credit Approval
- ③ Life Insurance Protection
- ④ Property Insurance Protection
- ⑤ Automatic Sales Follow-up
- ⑥ Tested Collection Service
- ⑦ Builds Customer Good Will
- ⑧ Nationwide Facilities

Ask Your Distributor For a Copy of This Book. Contains important information of interest to every dealer. Explains how the COMMERCIAL CREDIT PLAN helps you close more sales, make more profits. If your distributor can't furnish you with a copy, call your nearest COMMERCIAL CREDIT office.



Feature these popular combinations from the

# Dual-Beauty line by Stromberg-Carlson



**CHIPPENDALE** Superb period combination, 17" TV . . . AM radio . . . 3-speed automatic record-player. Inclined safety glass to minimize room reflection. Hand-rubbed mahogany veneer cabinet. Model 317 RPM4, \$495\*

## 1. BEAUTIFUL PERFORMANCE

- Matchless pictures—new brightness—steadier, sharper with new A. G. C.
- 3-speed fully automatic record-player—more than 4 hours continuous music.
- Outstanding radio . . . superb tone from famous Stromberg-Carlson audio system.

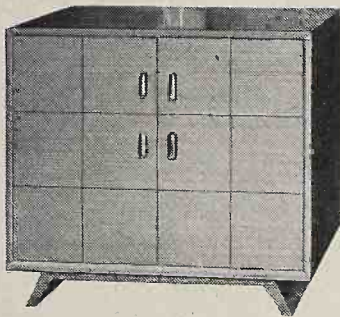
## 2. BEAUTIFUL CABINETRY

- Enduring designs, modern or period, fashioned from choice hard woods.
- Ten-step finish with complete hand-rubbing.
- Decorative perfection every woman demands for her home.



**STANCLIFFE** 24" combination with beautiful pictures as large as your full newspaper page. AM-FM . . . 3-speed automatic record-player. Model 24 RPM, \$975\*

**NEW WORLD** Exquisite modern combination. 17" TV . . . AM radio . . . 3-speed automatic record-player. Inclined safety glass. Generous album space. Limed oak veneers. Model 317 M20, \$575\*



**18th CENTURY** Authentic period instrument. 20" or 19" TV . . . AM-FM . . . 3-speed automatic record-player. Mahogany veneer cabinet. Model 20 RPM, \$785\*. Model 119 RPM, \$750\*

Every Stromberg-Carlson combination brings you the extra values of Dual-Beauty. Feature Stromberg-Carlson. Let Dual-Beauty sell for you.

Stromberg-Carlson television combinations are priced from \$439.95\*  
\*Zone 1. Includes excise tax. Installation, warranty extra.

**"There is nothing finer than a STROMBERG-CARLSON"**

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

TV SET PRICES SEEM SET at the present time with little chance that they will change much between now and Christmas. In the meanwhile, inventories are being steadily whittled down, with manufacturers keeping a sharp eye on production, trying to pace same with market.

ALL SORTS OF PREDICTIONS ON POSSIBLE SHORTAGES are floating around, with a great many still forecasting limited supply of a great many products, including some major appliances early in 1952.

10% TAX ON WASHING MACHINES, VACUUM CLEANERS, DISPOSAL UNITS proposed in Senate tax committee's plan. Electric razors and heat pads would be exempt.

SO FAR AS TV IS CONCERNED, IT'S PRETTY TOUGH trying to guess the market ahead price-wise, numbers of manufacturers are finding out. Wave of price reductions are all "temporary," but there isn't much time left between now and the first of the year to make any changes.

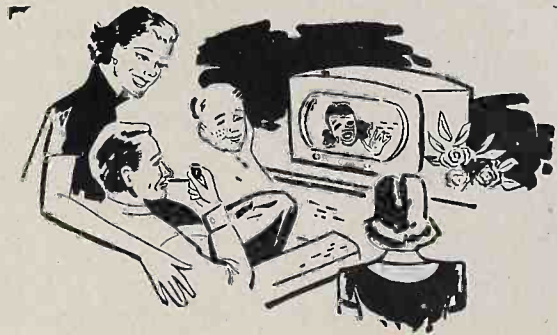
THE INDUSTRY FACES A BAFFLING MARKET PROBLEM for 1952, a solution for which must be found quickly if full employment and progress are to be assured. This '52 market problem can be largely solved by prompt settlement of pending issues of TV allocations, VHF and UHF, and color-TV. It is time for the radio-TV industry to send its top executives to the capital city to confer and plan with FCC, NPA and military authorities. It's time, too, for wholesalers and retailers to write to their Congressmen and Senators, urging action. Such whole-hearted activity will back up the brilliant work in interpreting the industry to Washington officialdom now being carried out by the new RTMA president and a few industry-minded executives and trade association officials.

ADDITIONAL PROOF OF TV'S EXPANDING WORLD-WIDE impact seen when a Du Mont "Tele-cruiser", a complete TV studio on wheels was lifted aboard a freighter for shipment to Radio-Televisao, Paulista, S. A., of San Paulo, Brazil in time for programming this month. The outfit contains more than \$100,000 in equipment, including the latest Du Mont dual image camera chain for field use. The unit was developed by the Television Specialties Department of the Allen B. Du Mont Laboratories, Inc.

SALES INCREASE NOTED IN MANY SECTIONS of the country, but the pickup was gradual, starting in late August and early September. Mid-September found sales much improved, and a brisk climb is looked for in October.

"TELEVISION IS THE NEW SCAPEGOAT wherever business declines can't be hitched to a known cause. TV keeps people at home, so argument runs, and they don't need as many going-out clothes."—From "Labor Market Letter," N. Y. State Dept. of Labor.

PROOF THAT TV ADVERTISING PAYS is seen in the recent compilation of station and network profit and loss statements. This backs up expectations that when FCC opens up applications for new TV stations in early '52 there will be a demand in most markets far exceeding the number of available channels. During the first year of big time telecasting, most stations and the networks operated at a loss. But during the second year the profits pulled ahead of the operating costs, with few stations showing a net loss.



HOME-TRIAL OFFERS STILL ONE OF THE MOST EFFECTIVE ways to sell TV sets, progressive dealers all over the country are finding. Over the whole picture, the percentage of sales consummated in using the on-trial technique is satisfactorily high. Some steps smart dealers take to protect themselves and their customers: 1. Check prospective customer's credit standing. 2. Have person seeking home trial sign a simple, easily-understood conditional contract with no gimmicks in it. 3. Make sure members of the family understand how to operate the set.

ALTHOUGH THE NUMBER OF PERSONS EMPLOYED in New York State has increased by more than 300,000 since the start of Korean hostilities, the demand for new workers is 20% greater than it was a year ago, the State Employment Service reveals.

# What's Ahead! — in Radio,

LOOK FOR THIS CHRISTMAS TO BE MUCH BETTER than last year when we experienced an early season rush and a late slow-down. The 1951 Christmas business should wind up with below-normal inventories of TV sets, radios and electrical appliances.

**FRB CRACKS DOWN ON TRADE-IN RACKETETS.** Federal Reserve Board says following practices would be considered evasions of the controls: 1. Cases in which dealer does not receive products for which trade-in allowances were made. 2. Transactions under Reg. W where article accepted as trade-in had nominal or negligible value or that bore no reasonable relationship to the so-called allowance. 3. Cases where prices of article being sold were increased in order to offset the amount allowed for trade-in. Board would also request dealers to keep records of trade-in deals.

**PHONO RECORDS AND SMALL PHONO PLAYERS** will be hot items this Christmas. Look for brisk business in Kiddie records and children's novelty phonographs. Dealers who suggest platters and albums as ideal gifts, and get such themes into ads and displays early in the season will really go to town.

**TERRIFIC INTEREST IN THAT COAST-TO-COAST HOOKUP,** bringing TV viewers the Japanese peace treaty seen as one of the most potent sales-builders television has ever had. Next year's highlight will be political campaigns which just about everybody will want to hear and see.

**A NEW WAY TO SELL AUTOMOBILES** was revealed recently by Crosley Cars in its announcement of the appointment of Masters, Inc., a large midtown New York TV-appliance dealer, to handle the entire Crosley line. Masters is displaying a Crosley station wagon, retailing at \$1133 on the same floor alongside such items as TV sets, refrigerators, washers and other similar merchandise.



"It's the service man who's been trying to fix the radio. No one knows how to get him out."

**TV SERVICE REVENUE CONTINUES** to pour into maintenance and installation departments of progressive stores, with a great many organizations hard put to keep up with the demands of customers. Prime headache today with most service managers is in trying to keep everybody happy by answering calls as promptly as is possible.

**PLANS FOR THE CONTINUATION OF THE ELECTRIC HOUSEWARES** gift campaign for 1952 have been approved by the Electric Housewares Section, National Electrical Manufacturers Association. The industry's long-range merchandising program, aimed at capturing a larger share of the year round gift market, will continue to use as its theme: "Give Electric Housewares—First Choice for Every Gift Occasion."

**"TRAFFIC-BUILDING ADS BASED ON TWISTED FACTS** have been deflecting trade from the clean, legitimate retailer for entirely too long. When a customer finds ad copy and picture are unrelated, the '\$99 special' is nailed down to the floor, or the 'home demonstration authorization' he signed was an iron-clad sales contract, the established, service-minded retailer loses his business to a competitor's subterfuge and, worse, he also loses part of the good name he has built up through the years. We needn't accept these practices without protest."—Mort Farr, well-known Upper Darby, Pa., retailer, and president of the National Appliance & Radio Dealers Assn.

**TELEVISION OUTPUT IN BRITAIN** is now running 750,000 sets a year, with radios totaling 1,500,000 for 1951. A number of English firms showed projection TV sets at the recent Earl's Court radio TV show in London, but most popular were the 12-inch direct-view sets selling for \$150. to \$200. Biggest tube shown was 21-inch, in set selling for \$800. The projection sets cost about \$300 for 19-inch screen or 3x4 foot wall picture. Highest-price combination radio-TV at the show was ticketed at \$2000. Among radio novelties was line of portables covered with bright-colored tartan cloth. British radio-TV output last year totalled a quarter billion dollars,—one fourth in exports.

**KEEP THOSE BATTERIES IN THE REFRIGERATOR,** where unlike bananas they'll stay fresher! In a statement concerning the necessity for flashlights and good batteries to be included in defense kits for the home, W. S. Allen, general manager of the electrical division of Olin Industries, Inc., makers of Bond-Winchester batteries, advises that dry cell batteries can be kept at highest possible strength by storing them in a refrigerator or food freezer, preferably in a tightly-sealed container such as a glass jar.

**BIG POTENTIAL IN VACUUM CLEANERS,** points out Lewyt's Walter Daily, who stresses the fact that 52 per cent of all cleaners in use are 8 or more years old; that 12,800,000 are 10 years old, and that 17,000,000 wired homes have no vacuum cleaners!

# Appliances, Records and Television

COMPLETE LISTINGS OF THE 1500 RADIO-ELECTRONIC manufacturers who will be producing over \$7 billions of military electronic equipment by the end of the present fiscal year, are presented with 11,000 product entries in September TELE-TECH, issued by Caldwell-Clements, Inc., 480 Lexington Ave., New York. How to get business from the Air Force, Army and Navy is also described in this September number, the largest, in point of advertising, in TELE-TECH's history. Advance specifications for compatible color-TV are included among other TV, FM, UHF and micro-wave features in the issue.

*A CONTINUING TREND TOWARD INCREASED use of the general sales tax as a major source of state revenue was broadened this year. New sales and use taxes were enacted in 1951 in Georgia, Maine and South Carolina, bringing to 31 the number of states now levying sales taxes. Sales taxes were re-enacted in Connecticut and North Dakota, while such levies were increased, broadened or otherwise strengthened to up revenue in at least seven states—Alabama, Arkansas, Florida, Ohio, Rhode Island, South Dakota and West Virginia.*

TROPOSPHERIC INTERFERENCE has continued during recent autumn days,—coming in occasionally with its tell-tale Venetian-blind effect often accompanied by sound "gurgles" as the interfering signal fights to take over the FM limiters. Studies of this subject indicate that before such TV DX is experienced we have to have "ducts" in the upper airstrata. These form when there is humidity of more than a certain degree percent and also temperature. If there is a side wind blowing the "duct" is often blown away! These conditions usually exist over, or near bodies of water. One of the worst places is between San Diego and Los Angeles on the Pacific Coast.

*NARDA URGING MEMBERS TO FILE PRICING CHARTS, pointing out that the OPS is threatening crackdowns. Statement says, "Our industry is likely to be a prime target because of the many violators. . . ."*

PROPERTY ASSESSMENT FOR TV ANTENNA homes of \$200 each, which added \$11.60 per year to tax bill of Ridgewood, N. J., inhabitants, has been wiped off the books. Tax was aimed at sets, but did not apply to sets with indoor antenna.

BILLS TO CURB OR STOP SALES OF ELECTRICAL APPLIANCES by public utility companies in competition with independent dealers were introduced in several state legislatures this year, but were enacted in none. Only state that has had a law prohibiting utilities from selling appliances is Kansas, and that law was declared unconstitutional by the Kansas Supreme Court. Efforts to get passage of bills preventing utilities from selling appliances were defeated in Ohio, Maine and Alabama.

*CONNECTICUT BILL TO PROHIBIT public utilities from engaging in retail appliance business was unsuccessful. Julius Singer, Colchester dealer, said that such companies obtain their right to operate and have their rates set by the State Public Utilities Commission and thus act as "agents of the state." He contended that it is "unfair for an agent of the State to compete with private enterprise." The Connecticut dealer further asserted that power companies can afford to sell appliances at cost or at a loss, and make up the difference by having their rates increased.*

IN OPPOSITION TO THE bill to stop utilities from selling appliances at retail, an official of the Connecticut Light and Power Co., said that profits or losses from retail sales of appliances by his company do not enter into consideration when changes in power rates are sought. He said the only reason back of the utility's sale of appliances was to increase sales of power, and he pointed out that utility advertising urged readers to patronize local dealers. He said that his firm spent about \$80,000 last year for advertising of that type.

*"WHAT CAN YOU RIGHTFULLY EXPECT FROM YOUR TV SET, and Your Dealer", title of a folder issued by the Better Business Bureau of Philadelphia. For distribution to consumers the pamphlet suggests, among other things that customers buy from a reputable dealer, that they read all guarantees and service contracts thoroughly, and that the customer shouldn't try to chisel because "you will short-change yourself in the end."*

CONTINUATION OF THE STEADY TREND of recent years away from discriminatory state chain store taxes is revealed by a survey of developments in state legislatures throughout the country this year. Georgia has repealed a chain store tax which had been imposed on a graduating scale on the basis of number of stores any one firm had. A bill to repeal Florida's chain store tax failed to reach final enactment.

## FUTURE EVENTS OF INTEREST TO READERS

- |  |  |  |
|--|--|--|
| Oct. 8-12: National Hardware Show, Grand Central Palace, N. Y.   | ference and Exhibition, Edgewater Beach Hotel, Chicago.                  | Laundry Conference, Commodore Hotel, N. Y.   |
| Oct. 13: Business Session of the 16th Annual Conference, International Assoc. of Electrical Leagues, Roosevelt Hotel, New Orleans. | Oct. 22-27: Summer Furniture Market, Merchandise Mart, Chicago.          | Nov. 1-3: Third Annual Audio Fair, Hotel New Yorker, N. Y.   |
| Oct. 15-16: 23rd Boston Conference on Distribution, Hotel Statler, Boston.   | Oct. 30: National Home Vacuum Cleaner Conference, Hotel Commodore, N. Y. | Nov. 5-8: 7th All-Industry Refrigeration and Air Conditioning Exposition, Navy Pier, Chicago, Ill. |
| Oct. 22-24: National Electronics Con-  | Oct. 31-Nov. 1: Fifth National Home                                      | Jan. 7-18: International Home Furnishings Market, Merchandise Mart, Chicago.                       |

Now added to the profit-packed

Million Proof line

# RCA VICTOR'S newest



**The Bristol**—17-inch Picture Power Super Set—the price leader in this excitingly priced line. Super-strong, super-clear picture, double-locked on the screen. Metal cabinet with lovely maroon finish. Phono-jack for "Victrola" 45 Attachment. (17T-153)



**The Preston**—17-inch Picture Power Super Set—designed to capture the cream of the table-model market. Superbly styled cabinet in walnut or lamed oak finish, and there's no extra charge for mahogany. (17T-155)

*Now 19 great Million Proof sets—  
all with customer-satisfying quality  
proven in over two million sales.*

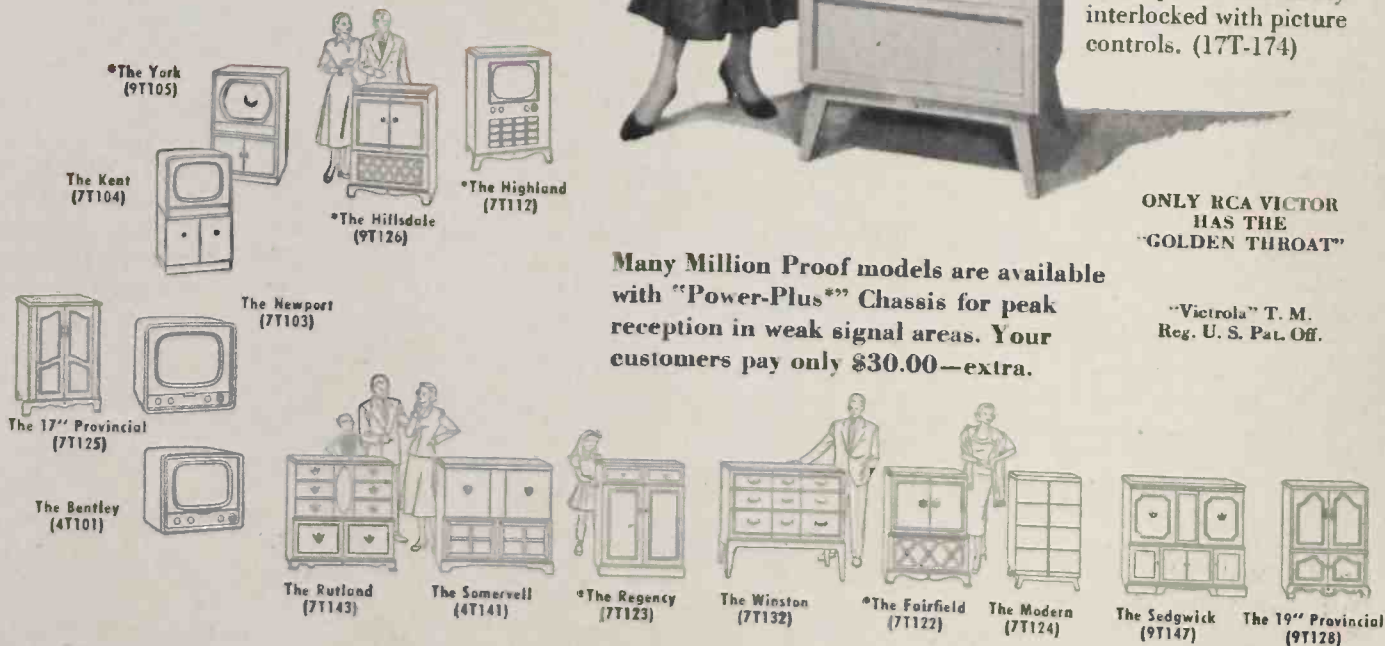


**The Kendall**—17-inch Picture Power Super Set—sales-catching modern design. Here as in all Super Sets, the famous "Golden Throat" tone system has been stepped up in power and newly interlocked with picture controls. (17T-174)

ONLY RCA VICTOR  
HAS THE  
"GOLDEN THROAT"

"Victrola" T. M.  
Reg. U. S. Pat. Off.

Many Million Proof models are available with "Power-Plus" Chassis for peak reception in weak signal areas. Your customers pay only \$30.00—extra.



*New spectacular savings make RCA Victor more than  
ever the best bet for your best-seller list.*



achievement — super sets with

# Picture Power!

FROM THE ELECTRONIC SUPER CHARGER



The Hampton—17-inch Picture Power Super Set—compact Console perfect for today's market. (17T-160)

A startling new electronic advance that means more sales for you.

*What it is:*

A revolutionary new circuit system known as the electronic supercharger which automatically compensates for location—reduces interference.

The strongest, clearest pictures ever.

The most exciting customer benefit to talk about since big-screen television.

The latest in a long list of reasons why RCA Victor Million Proof Television is America's favorite.

*What it does:*

Opens a whole new market among folks in difficult reception areas.

Gives you the greatest sales story since modern television was launched.

Gives your customers more reasons than ever before to buy television now.

Yes, the new RCA Victor Super Sets give you new sales power to sell even the most determined TV holdout.

*At your service—The vast facilities of the RCA Service Company*

# RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



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

# Get Ready Now

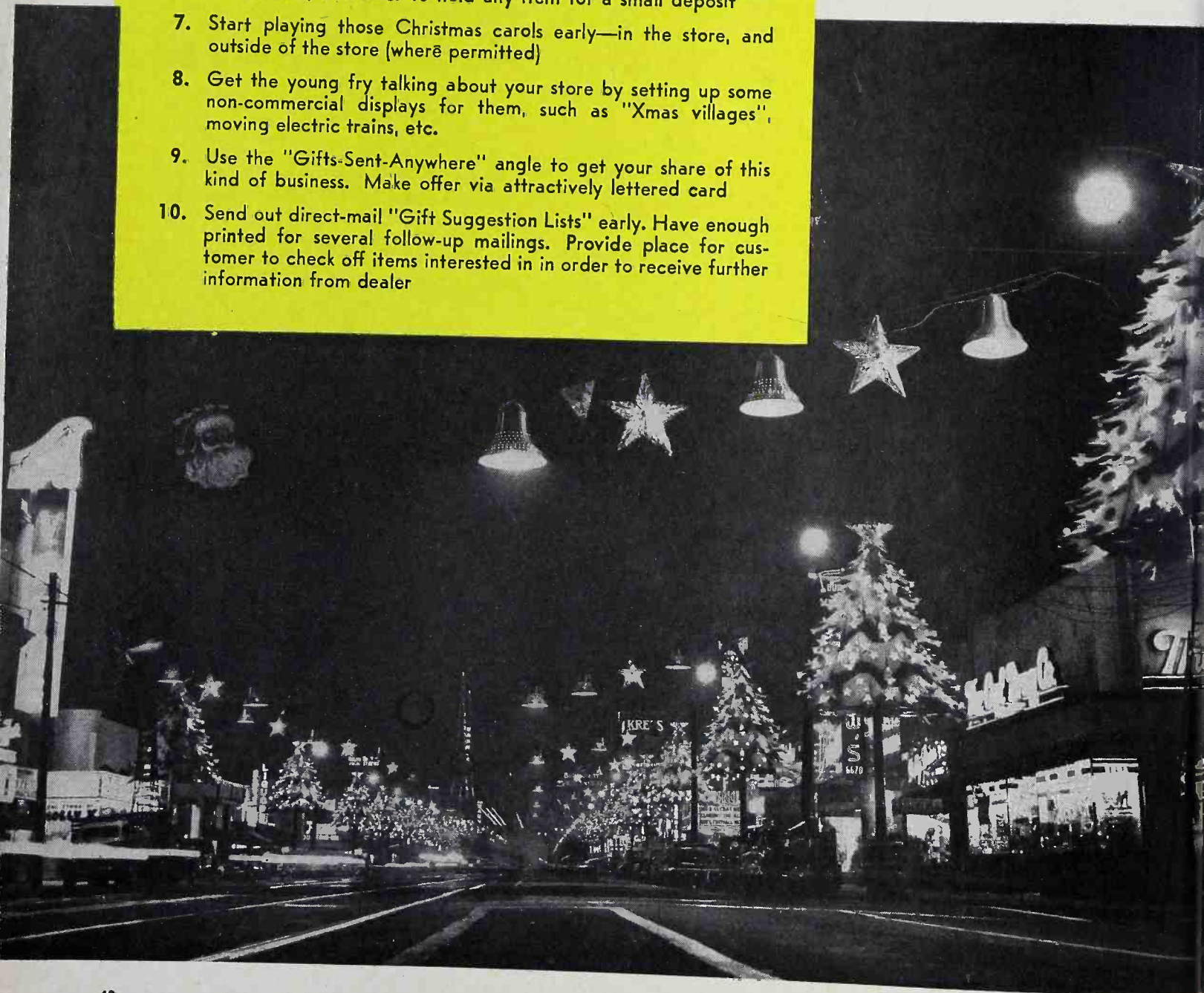
## 10 WAYS to SPUR EARLY XMAS BUYING

1. Get holiday displays in windows and on show-room floor right after Thanksgiving
2. Use the new easy credit terms to push sales of big-ticket items for "Christmas Eve Delivery"
3. Put the holiday flavor in your advertising copy, starting right after Thanksgiving
4. With TV, and large appliances requiring installation, urge 'em to buy *now* to prevent possible disappointment.
5. Guarantee list prices against decrease between now and Christmas to interest the "waiters"
6. Display signs offering gift suggestions for everybody—"him", "her", etc., and offer to hold any item for a small deposit
7. Start playing those Christmas carols early—in the store, and outside of the store (where permitted)
8. Get the young fry talking about your store by setting up some non-commercial displays for them, such as "Xmas villages", moving electric trains, etc.
9. Use the "Gifts-Sent-Anywhere" angle to get your share of this kind of business. Make offer via attractively lettered card
10. Send out direct-mail "Gift Suggestion Lists" early. Have enough printed for several follow-up mailings. Provide place for customer to check off items interested in in order to receive further information from dealer

### *Advance Planning and Promotion Stretches the Season, Increases Volume*

• Christmas business should be good this year, but sales aren't going to be pushovers. The way things look now there will be a lot of shopping around by consumers, particularly so far as the big-ticket items are concerned.

Christmas buying by merchants will be late this year since most stores have been hampered by top-



# for Christmas Selling

heavy inventories they have been trying to reduce.

A great many retailers will be placing last-minute orders when they find that they are experiencing increasing demand by consumers. Last-minute buying calls for a great deal of caution on the part of the dealer in order to avoid overboard purchasing.

With the uncertainty of this present market, merchants should weigh each purchase as a possible carry-over item, and, therefore should ask themselves whether such products will sell next year, and whether the retail price is likely to hold. Pre-Christmas purchases by the dealer must be placed with due care and deliberation even if they are transacted with the supplier at a very late date.

## Advance Planning Pays

Dealers who are aiming to get their share of the Christmas business are mapping out their sales strategy in advance. Such merchants plan early displays in show-windows and in the store. Right after Thanksgiving, the Christmas theme needs to be stressed.

The necessity for urging customers to buy early is quite apparent. In the first place, the shopper who gets all of his Christmas purchasing finished well in advance of the holidays is in a better position to enjoy the event, and he can avoid milling in with the last-minute crowds.

Too, the early shopper can make arrangements to have that TV set or big appliance delivered *before* Christmas, thus eliminating the possibility of being disappointed. Advantages of early shopping should be pointed out by the dealer in his displays.

## Work All the Angles

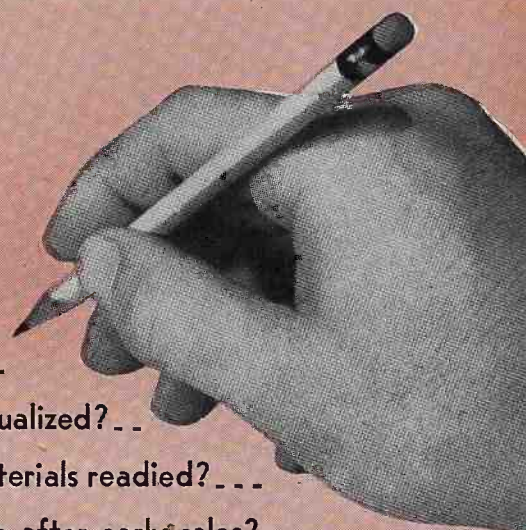
Relaxed Regulation W credit terms can be used to close many a big sale well in advance of Christmas. Dealers should stress easy payment plans in advertising in order to suggest the idea to consumers in their trading area.

In cases where purchasers wish a "surprise" other members of the family with a TV set or a major appliance, where some installation is required, early buying is a must. "Sign Up Now" signs in show-

## Dealer's

## Holiday Get-Ready

## Checklist

- 
- Buying plans completed?.....
  - Xmas ad campaign mapped out?..
  - Seasonal show-window displays visualized?..
  - In-store decorative themes and materials readied?...
  - Salespeople properly briefed to go after early sales?.....
  - All arrangements made to hire needed extra personnel?.....
  - New credit terms understood thoroughly by all salesmen?.....
  - Plans completed to rearrange the store's stay-open hours?.....
  - Storage facilities provided for that extra merchandise?.....
  - Gift-wrapping materials and counter space provided for?..
  - Service department all set for the big Yuletide rush?.....

windows and in the store should inform customers that such purchases will be placed immediately on a schedule for delivery, and that the products will be set aside for the customer.

Because of the high cost of food, high taxes, and mounting expenses in general, there will be a lot of price-resistance among consumers this Christmas, and this needs to be met by good salesmanship.

Everybody knows that the consumer durable products in our field last for a great many years, and that they are, therefore, good investments. Salesmen who are on the ball will point out these features, and will stress the fact that a great many products have been lowered in price over previous comparable models.

In order to build up store traffic, many dealers set up mass displays of low-priced items in their windows, featuring electric house-

wares, phonograph records, and some "novelty" products handled only during the Christmas season. Price tickets on low-cost items will bring in lots of business off the sidewalk this year, and, hence, should be used.

## Sell Electric Housewares

Small appliances, always good sellers as gifts, include electric blankets, broilers, bottle warmers, casseroles, door chimes, clocks, corn poppers, hair dryers, coffeemakers, egg cookers, fans, space heaters, fryers, grills, and wafflemakers; irons, juicers, ice cream freezers, liquefiers, mixers, heat pads, pressure cookers, hot plates, roasters, toasters, vaporizers and vibrators. Smart merchants make up a number of those "For-Him, For-Her" signs listing specific items as valuable suggestions for shoppers.

(Continued on page 124)

# People Buy the Brands

## Progressive Merchants Key Factors in Developing Favorite Makes in Their Trading Areas



Wide-awake merchants make the make popular in their respective communities. They select the brand, and their customers accept it. Dominant brand-acceptance in any area is always brought about as the result of good hard work by the right kind of dealer.

- Proof that the aggressive, progressive retailer who pushes sales is king-pin so far as product brand-acceptance by customers goes is seen at every hand.

In cities and towns all over the country, the influence the alert dealer exerts over his customers in promoting his *own choice* of makes of radios, TV sets and appliances is quite strikingly apparent.

In some localities a certain brand will be an outstanding favorite, while in other places it just won't sell at all. And this situation prevails to a great extent in spite of the size of the manufacturer and the amount of money he spends in consumer advertising. The dealer who pushes a make is backing up the promotional activity of the manufacturer.

With cigarettes and razor blades, it's a different story. The leaders in such products are the leaders everywhere. But with radios, television sets and electrical appliances the powerful local dealer *sells the brands he selects* (and they're invariably good ones) to customers who accept with confidence the

things the merchant tells them about the make.

Dealers have pioneered the products of newcomers, and pioneering days are by no means things of the past.

Since the end of World War 2, we have seen many remarkable instances of where new makes of radios, TV sets and appliances sprang up to challenge the leaders.

We have seen some old, but erstwhile "dormant" refrigerator makes climb up among the giants.

We have seen a manufacturer enter the crowded vacuum cleaner field and go places; a washing machine maker awake from a deep sleep to put himself up among the leaders in automatic sales due in no small measure to forceful merchandising by local dealers.

### About Brand-Switching

We have seen wholesale brand-switching by dealers and customers. A number of years ago, customers usually traded in an old make radio or appliance for the same brand. Today's merchant has more of a say than ever before in helping customers choose brands. Even in cases where the customer with a trade-in has been perfectly satisfied with the make, the efficient dealer can sway such person to switch in cases where he thinks another brand is a better buy for his customer. Such practice has changed the trade-in picture radically. Today, the rule is that the customer is nearly always willing to listen to a brand-switching sales talk by the *reputable, alert merchant*.

The factors involving the variation of brand-acceptance locally, and the ability of newcomers to successfully cope with the giants are actually few in number. But among such factors the dealer stands out as the most important one.

A maker can spend all the money in the world plugging his product in national advertising but the customer can't buy if (1) he doesn't find the product in his favorite store, and (2) he won't buy that particular make if the dealer "sells"

the customer away from it in favor of another brand.

Manufacturers and distributors *must get dealer-acceptance, and dealer cooperative effort* if they hope to do a big job in specific localities, even with the biggest brand-names in existence. Of course, it's necessary for a manufacturer to capitalize on other factors having to do, and importantly so, with nation-wide brand acceptance. The product must be good, it must be priced right, and it must be advertised nationally.

But the manufacturer who spends fabulous sums of money in promoting his merchandise to consumers on the one hand, and who doesn't work closely with the right kind of dealer on the other, will find a very spotty condition for his merchandise in the national market. Charts accompanying this article prove this point most vividly.

### Good Merchants a Must

Strategically located good leaders are so very important to the manufacturer in getting his product widely and consistently accepted by the consumer, that the manufacturer and his distributor should lean over backward in *finding* the progressive, aggressive dealer, and in working hand-in-glove with him so that the merchant will become a local partner of the maker and the wholesaler. Without such cooperation, the product will be "erratically" marketed. It will, for instance, sell like hot cakes in New York, be a drug on the market in Los Angeles, and a weak sister in Syracuse. Another look at the accompanying charts will bear this out.

There are numerous instances we know of to prove that the dealer is king-pin. Merchandising experts

We are indebted to the following sources for material digested in the charts: The Milwaukee Journal, Indianapolis Star & News, St. Paul Dispatch Pioneer Press, Duluth Herald & News-Tribune, Columbus Dispatch-Ohio State Journal, Omaha World Herald, Birmingham News & Post-Herald, The Washington Star, Salt Lake City Desert News, McClatchy Newspapers, San Jose Mercury-News, Seattle Times, The Spokesman Review and Spokane Daily Chronicle, Miami Daily News, Beaumont Enterprise, Beaumont Journal, Illinois Daily Newspaper Markets, The Houston Chronicle and The Los Angeles Times.

# the Dealer Pushes!

can sit in the manufacturer's office and lay the country out in sections for distribution of the firm's product, and still end up with a great many weak spots because they haven't the right kind of dealers in certain sections.

A nationally advertised washing machine we know of can't get to first base in the rich suburban counties of Westchester and Nassau in New York, and the same goes for a nationally advertised refrigerator.

One of the largest retail outfits in the state of New Jersey did a terrific job selling a comparatively small manufacturer's TV set, and neglected the merchandise of one of the leaders because the owner didn't like the policies of the latter.

We know numbers of dealers who sell a great many TV receivers and radios manufactured by firms who do very little national advertising, and hence, are not too well-known. And these dealers also carry the big-brand name makes!

Such is the power of the aggressive retailer! He is more than a point-of-sale automaton.

He makes his store the point-of-sales effort. He has the last word with the customer.

He selects merchandise he sells the people in the community he serves, and he selects it as an expert who doesn't give a hoot in hades whether the manufacturer likes his choice of brands or not. Such dealer picks out the products which give him the least service headaches, provide him with a proper profit spread, and whose manufacturers and wholesalers give him the most cooperation.

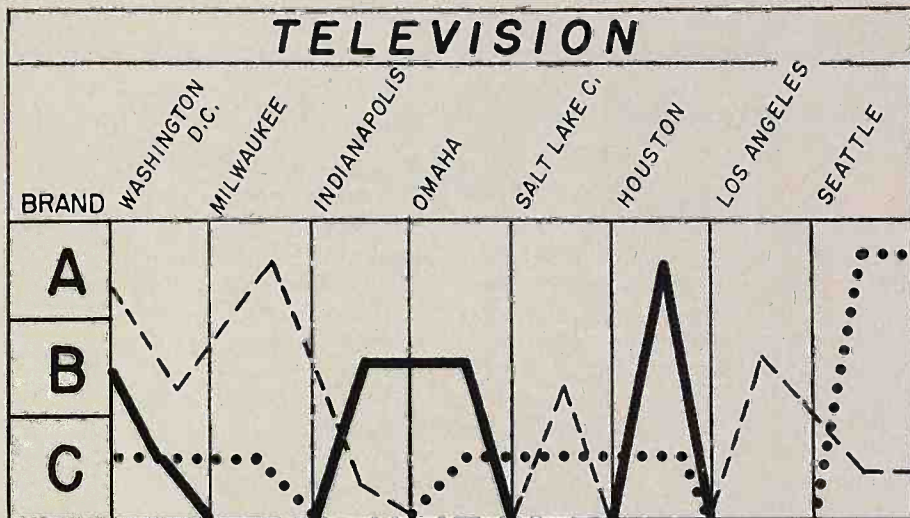
## Guard Makers' Reputation

Manufacturers all over the country are becoming more aware of this tremendously important driver's seat the merchant is presently occupying.

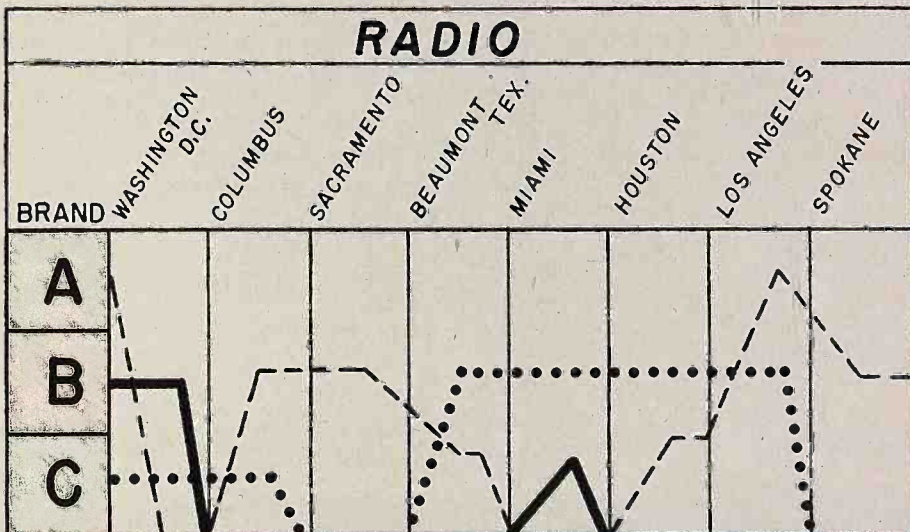
Dealers guard the reputation of the maker, for without the servicing ability of the merchant's maintenance department, the manufacturer would be unable to please large segments of the public.

Reputable dealers today are faced with serious and expensive problems in seeing that new TV and radio sets and appliances are in tip-

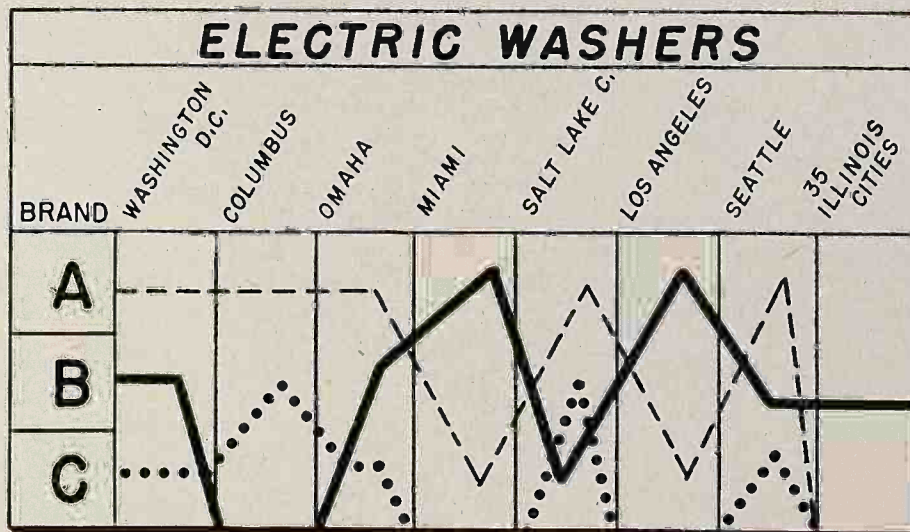
(Continued on page 114)



Merchants who do an outstanding job pushing a certain make are chiefly responsible for the great variation in well-known TV brand acceptance among customers as shown in above chart showing makes owned.



Three famous radio brands fare quite differently sales-wise in the eight cities shown in the graph above. The aggressive dealer's choice is the consumers' choice as well.



Point-of-sale effort by retailers really counts in putting over makes in various trade centers. See above how big-name washer brands click when pushed, slump when neglected.

# Modern Diversified Store

**Sound Business Methods, Outstanding Service,  
Efficient Layout—Keys to Successful Merchandising**

• Twenty years ago Harold Freedman started selling radios and appliances in the same block where today he still operates his large, modern, diversified store. With no special formulas or gimmicks, but with plenty of work and long hours, he has built up a solid reputation locally and in the outlying districts of Springfield, Mass.

Freedman owns his own two-story building. The store, both inside and out, is one of the most modern to be seen anywhere. Despite this fact, he engaged the well-known architect, Bernard Soep, who has recently done buildings in both New York City and in Boston, to completely remodel the interior.

The upstairs, at present used only for storage, will be decorated and outfitted to house a salon for leisurely inspection of de luxe TV sets and radio combinations. The record department, presently downstairs, has also overrun its boundaries, and will be expanded and moved upstairs.

The main floor is being redesigned by Mr. Soep so that two different floor plans, one for the Spring, and one for the Fall, will be used. (See accompanying blueprints.)

The basic floor plan is built around four long rows of radio, TV, and white goods, running from the front of the store towards the rear, so that customers who wish to get to the cash register, office, service desk, or record department must pass along the rows of big-ticket merchandise.

Freedman believes there should be a definite relationship between the yearly dollar volume of sales for each type of merchandising and the floor area devoted to that type of goods. He has spent years thinking about floor traffic and layout, and has decided that no one plan is perfect, but that the best plans are flexible.

There is only one TV station which can be received consistently  
(Continued on page 46)

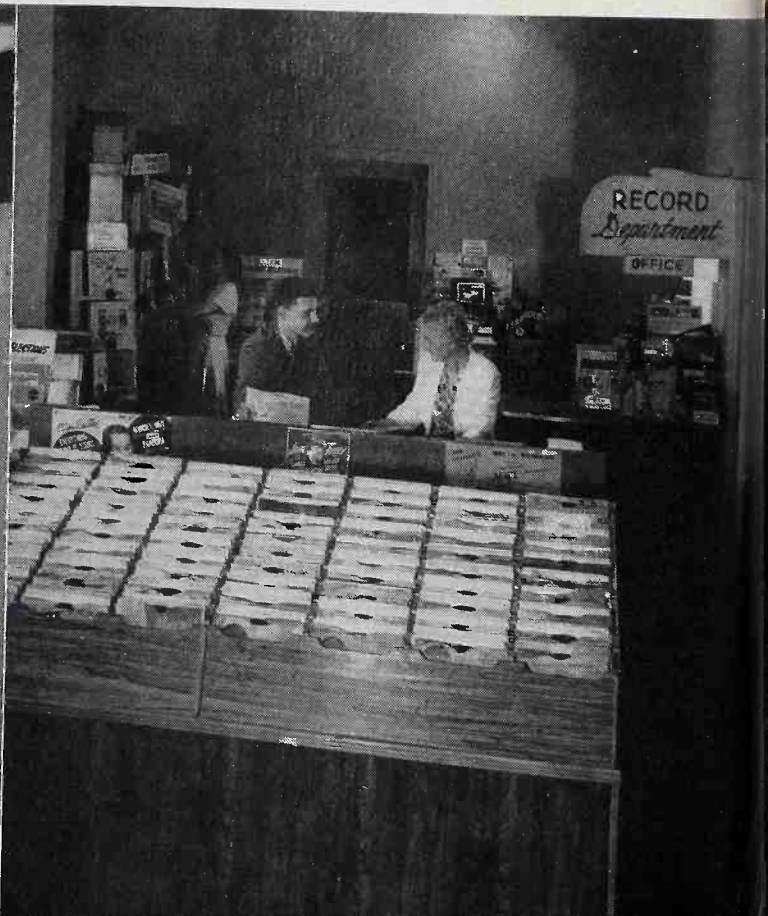


A tall TV tower atop this modern-design store attracts attention on Main Street, Springfield, Mass. The legend, Radios, Television, Appliances, Records, states clearly the four classes of products available inside.

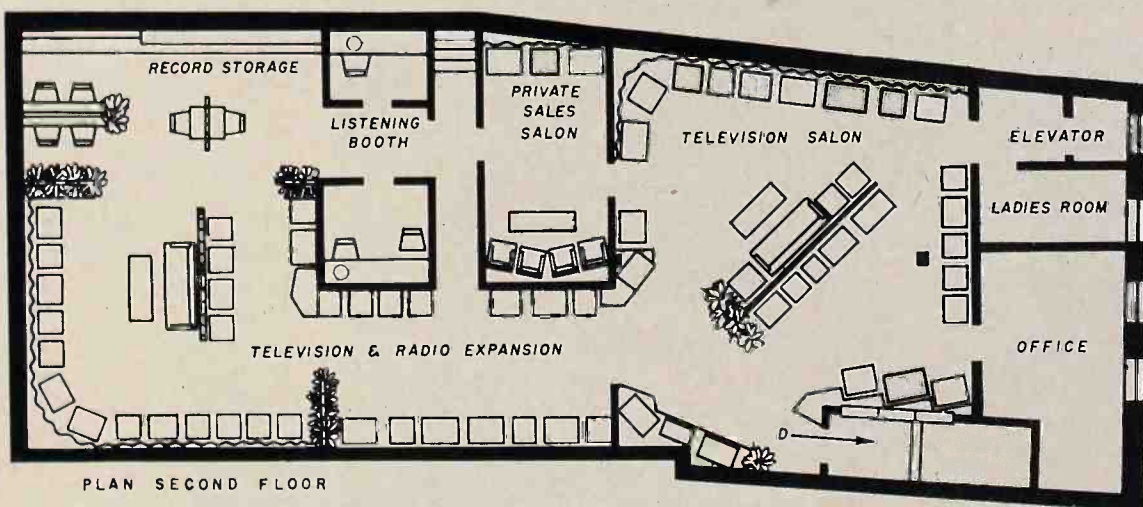
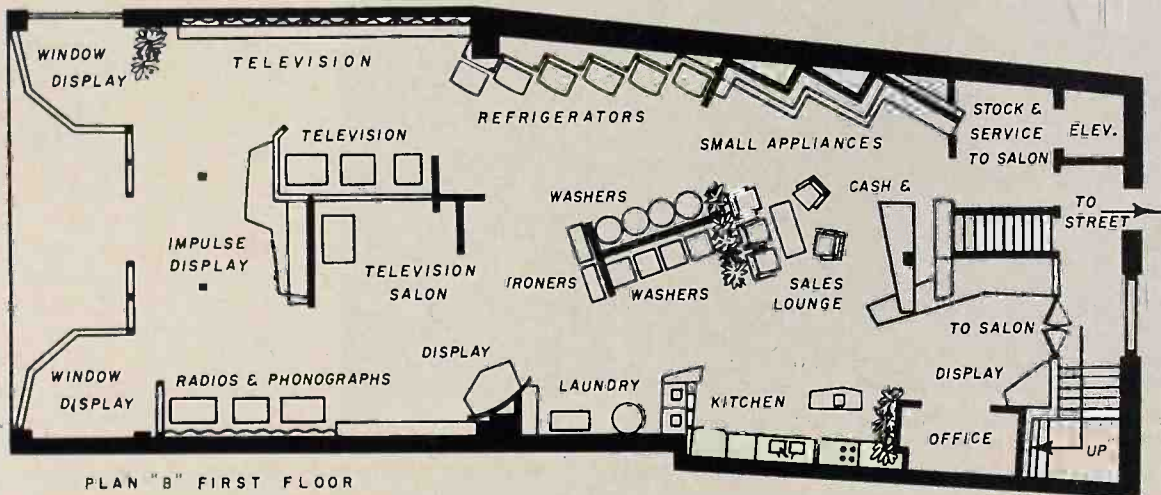
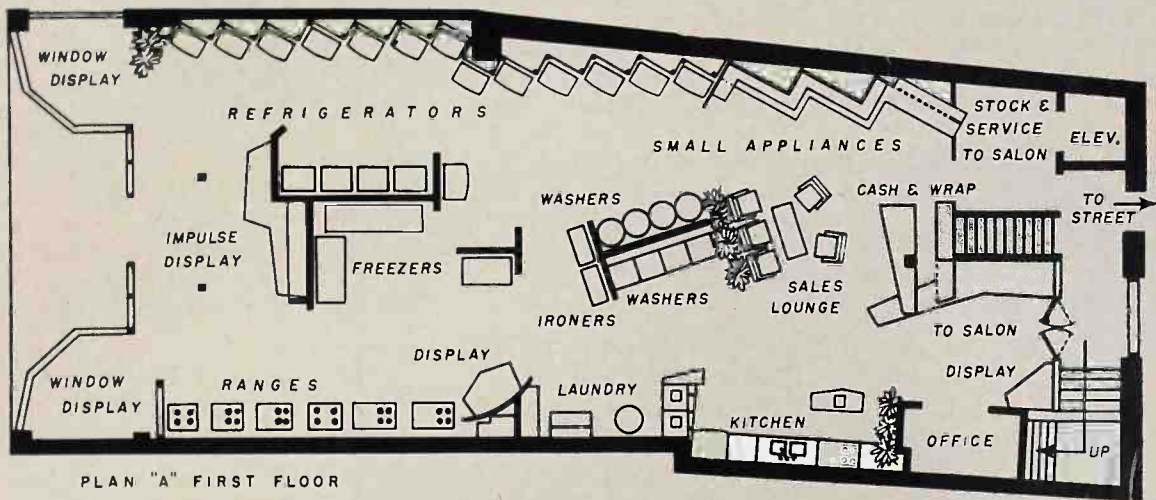
The photo below shows part of the line of refrigerators displayed in this well-lighted store, while a salesman and his customer discuss the fine points of an electric range.



Separate display counters for 78 pops, classical microgroove, and 45 RPM discs are placed with plenty of space between. On the right may be seen the doors of three of the listening booths.



# Designed to Sell More



In these floor plans which will be used to remodel the interior of Freedman's already modern store, it will be seen that the merchandise areas are shifted with the seasons. In the Winter Plan B, emphasizing radio and TV sets, will be employed, while during the Summer TV will be replaced by white goods. The second floor shows TV at all times. Since he has a fairly small frontage, compared to the depth, Freedman

has used curved-in show windows to make the most of the front, and to lead lookers up to the glass doors, and inside. Notice the model kitchen and laundry, which remain set up all year round. The television salon upstairs complete with a ladies' restroom provides a leisurely atmosphere in which customers can relax comfortably while making the decision to buy a large set.

## Diversified Store

(Continued from page 45)

in Springfield, and it is 65 miles away. Nevertheless there are almost 10,000 sets in the area. Freedman, unlike most of his competitors, cannot get a good picture in the store. (This is due to his location behind a very large office building.) This fact, coupled with his reputation in sales and service,

points up the confidence his customers have in his store.

There is no magic in his success, Harold Freedman insists. It is just plain old-fashioned hard work and constant effort to build and maintain a local reputation for fair dealing and delivery of value. He keeps employee turnover at a minimum, because he feels customers like to find familiar faces when they return to buy something new.

In one of the rooms at the rear of the store he keeps a model

kitchen in operating condition at all times. Factory cooking experts regularly conduct home economics demonstrations, and Freedman has sold many young brides or brides-to-be complete kitchens through this method.

Advertising is consistently used and carefully planned. He takes big display ads in the local newspapers, and also has spot announcements on the local AM-FM stations. He says that his advertisements always have a story to tell. They say something. The classified sections are used to dispose of trade-ins. In the display ads he plays up "24 hour telephone service." The ads say, "Call 6-1863 for shopping or service anytime—24 hours a day your call will be taken."

### Record Sales Important

Back in 1940 he added a record department. It has become an increasingly important factor in keeping the store a going concern through seasonal slumps and recessions. At the present time, with the record department sharing the main floor, there are four small soundproofed booths. Each has a glass door, and contains its own three-speed player. There are no chairs. Needles are of the "permanent" sapphire type and cannot be removed by the customers.

Freedman plans to push classical record sales more, which means microgrooves, when the move to upstairs is completed. He says, "The classical customer is one who will come back to buy a radio-phonograph, a washing machine or a television set."

Kiddie records sell well, turn over fast, and bring parents in for the big-sale traffic. Although classical are the biggest seller, Freedman's sells 45's to all age groups.

TV sets are sold, as everywhere in Springfield, with a booster and a yagi antenna. The cost to the customer adds \$75 to \$100 to the price of the set, which is kept in operating condition for 90 days free of charge.

And trade-ins pose no particular problem. His practice is to offer the customer credit for the amount of the trade-in in phono records, and many accept this plan. When they do, this saves 40% of the trade-in right off, and switches some table-model TV sales to sales of big TV combinations. The traded-in set is overhauled by the service department and sold quickly through the classified newspaper columns.

(Continued on page 112)



Above, a salesman explains some of the advantages of a TV console to two customers. Manufacturer's booklets and price tags are hung on the front of every set.

This roomy, well-equipped service department (below) has separate benches for radio and for TV work. The technician at the right is testing for high-voltage at the picture tube.





# COLUMBIA CAPTURES THE OPERA MARKET

WITH THIS  
GREAT SERIES  
OF NEW FALL  
RELEASES

Each Complete!  
Each an important  
addition to the  
world's finest, largest  
catalog of  
operatic recordings!



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

# More Disc Dollars via

**To Make Money the Dealer Needs to Sell A LOT OF RECORDS, and He Has to Promote Business Actively and Aggressively to Do Just That**

• The direct-mail method is a natural for the disc department. First, it's relatively inexpensive. Second, it permits the dealer to reach *known phono record customers*.

The buying power of the public was never greater than it is today, but because of the high costs of living greater sales effort is needed to get people to buy. Direct-mail campaigns can serve to make a *buyer* out of many a "sleeper."

Music lovers in all categories continually *want new records* but since records are "impulse" items to a great extent the dealer needs to use *suggestive selling* in order to stimulate the buying desire.

There are two important facets to a direct-mail campaign designed to increase platter sales. First, the material to be sent should be designed to immediately convey the idea that phono records are being stressed. Next, the direct-mail piece should be aimed at *making people want to buy now*. (A good way to do this is to include a gimmick—something to be returned to the store.)

There are two sources of direct-mail material. One, is dealer-originated, and the other is manufacturer-supplied. Often, it is good

business to combine both for mailing in a single envelope.

Before dealing with suggested copy for direct-mail pieces and various offers designed to bring people into the store, a few words about the mailing list itself are in order. The mailing list should be a "live" one, and it should include all one's record customers in addition to names obtained from other sources such as movie houses, and specific groups such as schools, clubs, church organizations, etc.

## About "Classified" Lists

Some dealers have tried to classify their mailing lists by music preferences of customers, but in the long run most have found that specialized mailings were hard to handle, and that in attempts at segregating lists they were running into a bunch of intangibles, such as the customer who buys long-hair platters in one store, and populars and what-have-you in another. Then there are few families whose members hear ear-to-ear when it comes to music. The man of the house (or some other individual, of course) may open an envelope and finding therein an offering of high-brow platters for his wife

or other relative, throw the mailing piece in the "round file". The best thing to do is to make the most of each mailing, *enclosing something for everybody*.

## Urge 'Em to Visit Store

There are many gimmicks the record department can use in its direct-mail material to bring people into the store. The free gift offer, is of course, most effective. The free gift can be a phonograph needle, a record brush, a record holder, a half-dozen reducing inserts for 45's, or other "premiums" not necessarily associated with discs which the dealer can buy especially for the purpose of stimulating store visits. Various offers can be unqualified ones, requiring no purchase by the customer, while still others can be given in connection with the purchase of records or albums.

Too many record departments fail to make use of manufacturer-supplied literature which is usually first-rate material for mailing. Platter makers spend a great deal of money and effort in getting out circulars, folders, and news of recent releases, and the smart dealer will capitalize on this sales help activity.

In cases where the dealer wants to get out his own mailing pieces, there are many ideas he can use, including of course, the premium angles before-mentioned.

For instance, there's the "invitation" theme, asking the recipient to come in and hear certain new records just received. It seems to us that this idea can be carried a great deal further by the disc department head who patterns after certain TV-appliance merchants who have "parties", "cooking schools", and so forth.

Out in the Middle West a retailer who enjoys a large volume of business has Saturday night "parties" in his store, at which he serves sandwiches and Cokes—and, incidentally, always has a full house. Near Philadelphia, another dealer has a "demonstration hall"

## Use the Mails to Make Sales!

- Keep lists up-to-date
- Use manufacturer-supplied literature
- Dream up result-getting promotion themes
- Consider inviting customers to store get-togethers
- Make mailings frequently to keep store name in the public eye.

# Idea-Full Direct-Mail

where special invitations pull big crowds to special events.

Perhaps the disc department in making a sales campaign on Kiddie records can offer to hold "birthday parties" for the small fry, accompanied, of course, by mothers. Firms having recording facilities (and enough store space) could make records of the young voices, to be sold to parents. Perhaps there could be recorded "recitals" of noted artists for lovers of serious music, to be attended by invitation via direct-mail. Those dealers who have television "theaters" or other large spaces available may want to entertain the idea of group get-togethers to sell more phono records, and to show new phono-combinations, just as many fill their stores, and often their sidewalks with folk who come to see noted recording artists who visit certain localities.

## Cook Up Those Ideas

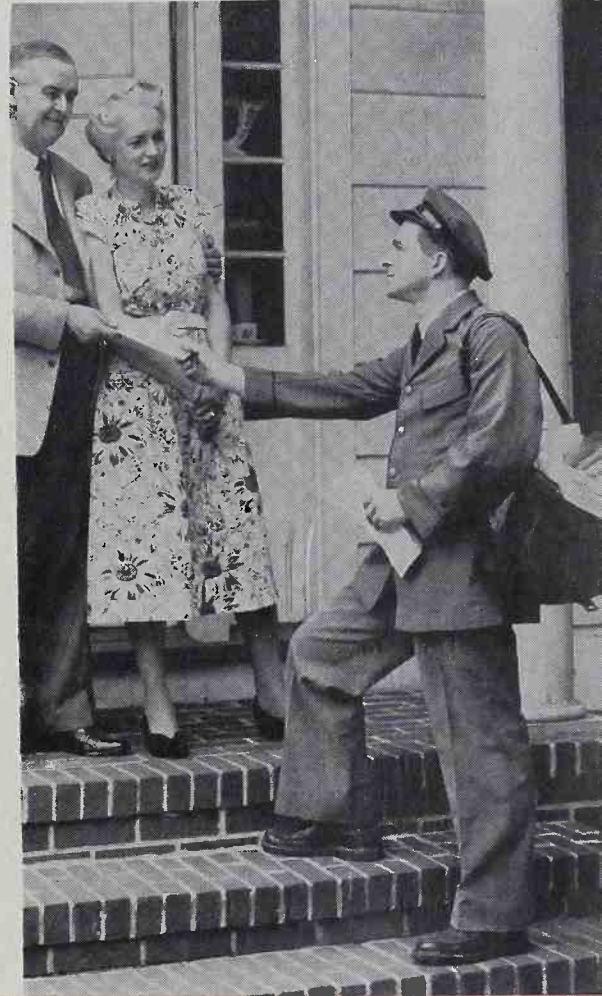
A dealer who was anxious to increase his floor traffic set up a special "free exchange" table in his store, and invited customers, via a special mailing piece, and in newspaper ads and show-window cards,

to come in with an old record, leave it, and take another old one, of his choice, free of charge from this special table. He reported that this unique promotion built up his visitor list, and was responsible for an increased sale of new records.

Time spent in planning direct-mail pieces, and especially in promoting novel ideas is time well spent.

To the best of our knowledge, no one has yet sold phono records via door-to-door canvassing, nor is it likely that it could be done profitably, so that the merchant must depend upon other sales stimulating activities such as direct-mail advertising, window displays, newspaper ads, time on the air, and upon the traffic coming into his store specifically for phono records or for the other merchandise which he stocks.

Direct-mail campaigns, sent out from live lists, and with lively, new ideas sealed up in the envelopes, or even printed, or mimeographed on postal cards, can bring profitable returns to merchants who know that they have to get big volume in small-ticket items like phono records in order to make real money.



Make the most of every mailing. Be sure that you offer selections for people in all age groups, and in a variety of "tastes." All owners of playing equipment want new records, but they may not think of them when in the vicinity of your store. Direct-mail pieces should suggest action, and stimulate desire to buy now. Use special invitations as a means of getting them to visit the disc department.



# New Disc Sales Builders

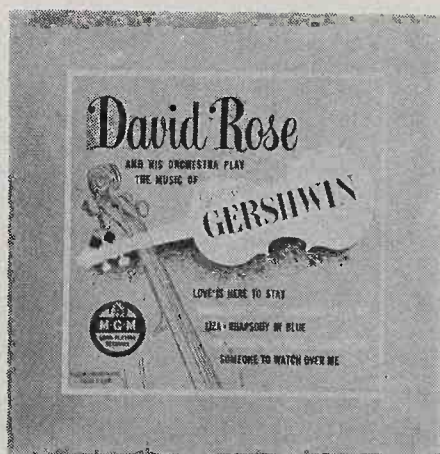
Promotion-Backed Movie, Show and Opera Record Albums

RCA Victor Records' new album scheduled for release this month is the opera album of Bizet's "Carmen." The album features Rise



Stevens as Carmen, Jan Peerce as Don Jose, Robert Merrill as the Toreador Escamillo, and Licia Albanese as Micaela. It also features Fritz Reiner conducting, and the vocal support of the Robert Shaw Chorale. This complete version of the opera was studio-recorded in New York during the past summer. Its steadily gaining popularity should make it a big sales builder.

MGM Records' new album release features David Rose and his orchestra playing the music of George Gershwin. Offering many



all-time Gershwin favorites such as "Summertime," "Liza," "Rhapsody in Blue," "An American in Paris," etc., the album contains eight songs in all. This excellent performance by David Rose will come in for much tie-in promotion with the motion picture "An American in Paris."

Columbia Records has released a complete opera album of Leoncavallo's "Pagliacci" (SL-113). This is the sixth complete Metropolitan Opera production to be released on Columbia Records. Starring in the leading role of Canio, the actor-clown, is Richard Tucker, leading tenor of the Metropolitan Opera. Soprano Lucine Amara sings the



role of Canio's wife, Nedda. Giuseppe Valdengo as Tonio, Thomas Hayward as Peppe and Clifford Harvuot as Silvio complete the cast. The well done performance gives a preview of Miss Amara in the role she will sing at the Metropolitan Opera this Fall.

Decca Records' new show album, "Two On the Aisle," has just been released. The album contains all the music from the revue, done by the original cast members of the New



York production. Starring in the show are Bert Lahr and Dolores Gray. Entire production is directed by Abe Burrows. Designated DL80-40, the album looks like another Decca original cast hit release.

Capitol Records has issued what it calls a "scrapbook of sound," an album entitled "Hark! The Years!" narrated by Fredric March. Com-



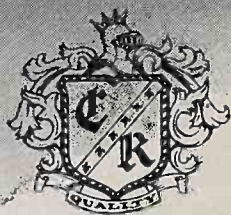
piled from original cylinder discs, many of which were originally recorded by Thomas Edison, the album features outstanding historical personalities and sounds drawn from the 19th and 20th centuries. It spans events from the trumpeter blowing the bugle call for the Charge of the Light Brigade in 1854, right up to the early 1930's. Includes personalities such as Edison, William Jennings Bryan, Teddy Roosevelt, Knute Rockne, etc.

Young Peoples' Records' new releases include discs for the one and two year olds. In keeping with the Young Peoples' formula, these records feature repetition of a



simple theme. Issued on the "Pram" label, they include No. 4, "What Does Baby See," and "What Does Baby Hear," No. 5, "Clap Hands," and "Up! Up! Up!," and No. 6, "Peek-a-Boo," and "Baby's Bath."

*First in Quality • First in Performance*  
**First to give you PROFIT-MAKING, competitive prices**



# CLINTON

*Offers a new Prestige line of Phonographs,  
 Radio Phonographs, Transcription Players*

## A NEW DEAL FOR DEALERS!

Recognizing the need for a top quality line of record players and combinations, Clinton has produced a complete selection of attractively priced units for dealers who insist on de luxe appearance and performance and who must maintain their competitive position.

Superbly engineered for lifetime performance, Clinton phono-players comprise the most complete line available today. Choose your stock from the largest variety of Single Speed Players, 3-Speed Manuals, 3-Speed Automatics, Open-Face Models, Transcription Players of newest design.

- ★ Concert Tone Quality.
- ★ Recognized Name Brand components used throughout.
- ★ Genuine washable Velo-Tex Coverings . . . to keep that "new look" longer.
- ★ Infinite-type Baffles on all Transcription Players.
- ★ Ferri-Loopstick antenna, exclusively on all Radio Combinations.
- ★ Triple Inspection and Test on every unit.
- ★ Fully Guaranteed under standard RMA warranty terms.

*No more hunting for special models . . . here is a complete line from one manufacturer. Units for Home, Professional, School, Commercial Markets.*

**Write Today for Clinton Catalogue, Price Sheet and Promotional Material.**



**CLINTON** Radio & Phonograph Corp.

103 Lafayette St., N. Y. • DIgby 9-1240



Model 210 3-Speed De Luxe



Model 206  
3-Speed Twist  
Cartridge



Model 400  
3-Speed Automatic  
Radio Combination



Model 603  
De Luxe 3-Speed 16"  
Transcription player  
featuring Infinite  
Baffle with 12" speaker

### RCA Victor Bonus Plan

A new bonus album plan to promote RCA Victor's 45 RPM records was launched recently. Under the plan more than six dollars worth of RCA Victor record albums are given, free, to each purchaser of a current RCA Victor table model instrument having a 45 RPM record player, or either of two radio-phono consoles (45W9 and 45W10). The dealer merely affixes his signature to the bonus album cards turned over to him by customers, and mails them to the distributor.

### Decca Kiddie Campaign

During the month of October, Decca Records will give extensive promotion to its childrens' record catalog. Special promotional kit available to dealers includes a large multi-color display piece, ad mats, some newly prepared childrens' records catalogs, and a large "age chart" which lists each title, the speeds in which it is available, the price, and the ages for which it is appropriate. The chart is so arranged that information can be had by looking up under title, speed, price or age. Done in three

colors, the 23 x 14 inch chart makes an attractive and useful wall display. Catch-phrase for the campaign, "Once Upon a Decca Record," is played up in all the tie-in promotional material.

# MR. DEALER

More RECOTON phonograph needles  
are sold by Retailers  
than any other BRAND in the world!

ARE YOU GETTING  
YOUR SHARE  
OF THE PROFITS?

There are deals galore! Contact your distributor or phone, wire, write RECOTON direct.

Write for our complete Reference Guide—bible of the industry—contains detailed information on all replacement needles.

## RECOTON CORPORATION

251 FOURTH AVENUE, NEW YORK 10, N. Y.

- Standard Needles
- Replacement Needles
- All Groove Needles
- Recording Blanks
- Recording Tape
- Cutting Styli



Large multi-color floor, counter or wall display piece from the Decca kiddie record promotional kit.

### Columbia Vice-President



Paul Wexler, above, national sales manager of Columbia Records, Inc. has been appointed a vice-president of the company, it was announced by James B. Conkling, president.

### Coral Hit Disc

New hit record issued by Coral Records, 50 W. 57th St., New York, is a recording of Les Brown and the Ames Brothers. Titles are "Undecided," and "Sentimental Journey." This represents the first time, and undoubtedly not the last, that this combination has recorded together.

### MGM Yiddish Folk Album

Recent MGM Records album release, called "Songs of My People," is a collection of Liturgical, Yiddish-Folk, and Israeli music sung by Cantor Moses J. Silverman, cantor of the Anshe Emet Synagogue of Chicago. Cantor Silverman's annual concert tours and radio, TV and screen appearances have built for him a large following

**FOR AN EVER-WIDENING MARKET**

**The Incomparable**

**Capehart**

**LEADS THE FIELD FOR**

**PRESTIGE AND PROFITS!**

Top names invariably reflect top prestige. That's one big reason so many dealers value the Capehart franchise above all. Capehart quality helps them attract the kind of customers that mean more profitable selling.

Capehart alone offers the CX-33 chassis that provides the famed Crystal-Clear picture. The Capehart Symphonic-Tone system adds new dimension to television performance. And Capehart's mastercrafted cabinetry appeals to the discriminating of all income brackets.

These are just a few of the reasons Capehart is the banner line of so many leading dealers. A few choice dealerships are still available. See your local distributor or write E. Patrick Toal, Director of Sales, Fort Wayne.

**TUNE IN:** Capehart-Farnsworth Corp. presents "VanDeventer in the news," every Sunday over the Mutual network at 1 p.m., E.S.T.



**WHEN IN CHICAGO** . . . be sure to visit the Capehart Salon, Room 1118, at the Merchandise Mart.



**The best looking CLOCK-RADIO on the market**

The Capehart Clock-Radio is not only an accurate timepiece, it serves as a tireless servant . . . reminds of appointments, turns on appliances. Really beautifully styled in a choice of colors. A sure sales winner!

**\$4995**



**The CAPEHART table model RADIO**

Handsomely designed in dark green plastic . . . unbelievably beautiful tone. It's set to make a big splash in the table-radio market . . . boost profits for you!

**\$3295**



**The CAPEHART "Shenandoah"**

Huge 20-inch tube for Crystal-Clear picture. Modern cabinet in mahogany veneers. Symphonic-Tone. True Capehart value for only

**\$38995**



**CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana**

An Associate of International Telephone and Telegraph Corporation

Priced for Zone 1.  
\*Includes Federal Excise Tax.  
Warranty and installation extra.

# For Fall and Winter Selling

## Webcor COLOR SLAVE UNIT

Auxiliary TV color slave unit connects to a standard receiver, using the receiver's power supply and audio system. The auxiliary unit contains a 16-tube chassis, a picture tube and a color



wheel assembly. It provides a 12½-inch picture, using a magnifier and a 10-inch tube. Mahogany cabinet designed to blend with majority of existing TV sets. Retail price below \$250. Webster-Chicago Company, Chicago 39.—RADIO & TELEVISION RETAILING.

## Symphonette PHONOGRAPH

Model 500A, "Rudolph the Red-Nosed Reindeer" phonograph comes brilliantly colored, two-tone in sky blue and Chinese red. Has permanent needle, and is shockproof. Plays 10 and 12-



inch 78 RPM records. Rudolph's red nose lights up when record is playing. Two-tube amplifier, 4" dynamic speaker. Features high-gain crystal pickup, 8" turntable, self-starting motor. Dimensions: 12X10X5½. Hedco Mfg. Corp., 4564 N. Broadway, Chicago 40.—RADIO & TELEVISION RETAILING.

## Audio-Master PLAYER

Combining a 5-watt push-pull amplifier with a three speed turntable, this transcription player has a separate 8 inch speaker, and plays discs up to 17¼". Volume and tone controls, and pilot light. Selling price is \$74.50. Audio-Master Corp., 341 Madison Ave., New York.—RADIO & TELEVISION RETAILING.

## RCA Victor UHF CONVERTER

This ultra-high-frequency converter is designed for use in any area which may be served by UHF when broadcasting on the new TV frequencies begins. It provides coverage of the entire UHF band at maximum performance.



It is 7¾ inches high, 8½ inches deep, and 10⅞ inches wide. The left-hand knob has three positions: off, VHF, and UHF; the right-hand knob is for tuning. One of several models developed by RCA Victor, the converter can be installed on all existing television sets; the installation operation can be readily performed by the average set owner, working from an instruction sheet. RCA Victor Div., Radio Corporation of America, Camden, N.J.—RADIO & TELEVISION RETAILING.

## Bell TAPE RECORDER

Featuring a choice of three speeds, the slowest of which allows recording up to four hours on a 7" reel of tape, this new Bell recorder, RT-65-B, has



provision for external speaker, radio, phono or mike connections, and a special interlock switch which prevents accidental erase during rewind. Address inquiries to Sales Manager, Bell Sound Systems, Inc., 555 Marion Road, Columbus 7, Ohio.—RADIO & TELEVISION RETAILING.

## Magnavox TV CONSOLE

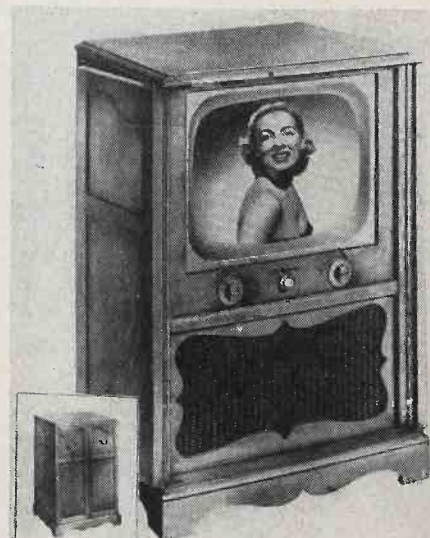
A console available in gleaming mahogany finish, the Holiday is designed to lend beauty and grace to any room setting. Its 17-inch Magnascope TV screen assures eye-restful viewing free of glare, flicker and "snow". It is equipped with the Magnavox series 104 synchronous tuning chassis with 20 tubes, including two rectifiers and the rectangular picture tube. Cabinet measures



19½ inches wide, 36 inches high and 19 inches deep. The Holiday lists at \$298.50. The Magnavox Co., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING.

## CBS—Columbia TV RECEIVER

New model known as the 20C3 is a hand-rubbed maple French Provincial cabinet with a 20 inch rectangular tube. One additional knob known as the "Compatability Switch" has been added to the standard two knob controls on the front of the receiver. Price on this



new receiver is \$469.95 including tax. CBS-Columbia, Inc., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.





**see ye! hear ye!**

THE BEAUTIFUL ALL NEW

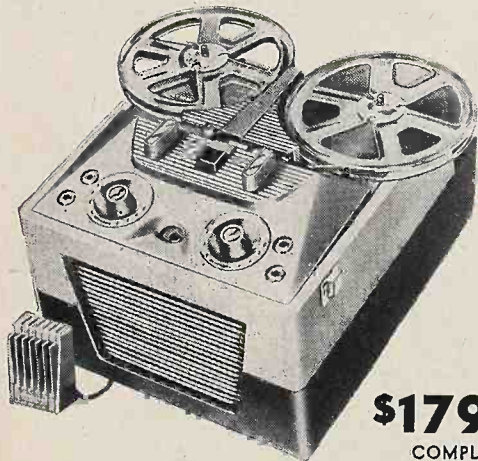
**DUO-SPEED  
PENTRON  
TAPE RECORDER**

**features**

Weights Only 27 lbs.

2 Hours Continuous Recording or Playback

Editing Key Corrects while Playing  
Pushbutton for 3 $\frac{3}{4}$ " or 7 $\frac{1}{2}$ " Speeds  
Super-Speed Rewind and Forward  
Automatic Amplifier Equalization  
in Either Speed



**\$179.50**  
COMPLETE

AVAILABLE WITH DUAL TRACK OR SINGLE TRACK HEADS

**The Smartly Styled New DUO-SPEED Portable**

combines beauty with incomparable performance . . . the finest in portable recorders. Records anything, plays back instantly with a tone quality equal to the finest FM radio. Big market in homes, schools, churches and businesses.

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*Be One Of The FIRST In Your Territory To PROFIT With The New DUO-SPEED!*

# New Radio, Phono, TV Sets

## Emerson COMBINATION, RADIO

Three-speed automatic Phonoradio designed to meet the popular demand for convenient size and weight announced by Emerson. Efficient automatic record changer, 3-speeds, for continuous playing of all size records, plus high quality Emerson radio reception. Phonograph is equipped with self-starting, constant-speed motor, self-lubricating and vibration cushioned; crystal pick-up in feather-weight tone arm; automatic reject switch and automatic shut-off . . . Emerson radio performance features include large inclosed "Super-loop" antenna, large sealed Alnico 5 P.M. dynamic speaker, beam power extra out-



put, tone control, automatic volume control. This table model Phonoradio is housed in an acoustically constructed cabinet fashioned of selected pin-stripe mahogany veneers, compact and light weight for room-to-room portability. Model 703 retails at \$99.95. Decorator-styled table model radio, 702, retails at \$29.95—Improved AC-DC super-heterodyne circuit; has sealed Alnico 5 PM dynamic speaker, large built-in loop antenna, beam power extra output, full-visibility slide-rule dial, and other Emerson features for clear, efficient performance . . . The cabinet, styled for the modern home, is carefully constructed of selected pin-stripe mahogany veneers, hand-rubbed to a high polished finish; 11 1/8" wide, 7 1/16" high, 5 5/8" deep. Emerson Radio & Phonograph Corp., New York 11.—RADIO & TELEVISION RETAILING.

## Stromberg 17-INCH CONSOLE

Stromberg-Carlson is introducing the Mandarin (317C5M) 17-inch television console in African ribbon-striped mahogany, as the first pronounced variation in proportions and details in its famous Chinese Classic design. The Mandarin is compactly planned; at 37 1/4 inches high, it is a full-sized console, but it is only 29 inches wide and 20 inches deep. The familiar pagoda-type top is unchanged, but attractive metal corner-pieces and center ornaments surrounding the door pulls give a totally new appearance to this well-established design in the Stromberg-Carlson family of television models. Intercarrier tuning provides the advantage of tuning sight and sound together, and a super high-gain low-noise tuner fea-

tures a permeability-tuned high gain RF stage and "Tru-lok" detent type channel selection. A phonograph jack for attachment of a record player is conveniently located. Fine tone is assured through use of a rubber-mounted 12-inch concert-type speaker and finely balanced acoustical system. A special



hand-decorated version of this model is available to those who demand the ultimate in home furnishings. Artists skilled in the use of the ancient Chinese lacquer techniques finish each cabinet individually, and sign their work. Eastern zone price of this model, the 317C5 Decorated, is \$445.00. The 317 C5M (mahogany) is \$395.00. Both prices include tax.—Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

## Audar PHONO-RADIO

The "Vermont" radio-phonograph comes in traditional Early American design. The table top cabinet is of solid birch with hand-rubbed maple finish. It features a 7-tube transformer-powered radio and amplifier with separate bass



and treble controls, push-pull power output and 8" speaker. Changer plays all sizes and speeds automatically. Matching stands and record cabinets available. Audar, Inc., P.O. Box 438, Pasadena 18, Calif.—RADIO & TELEVISION RETAILING.

## RCA Victor TV RECEIVERS

Eight new "Super Set" models announced as follows: The Bristol (17T-153), table model in metal cabinet, available in maroon and blond, with a 17-inch picture tube. \$279.95 in maroon finish; \$10 more in blond. The Preston (17T-155), 17-inch table model, wood cabinet. Wooden bases in two different styles are available. In walnut or mahogany, lists at \$299.95, at \$309.95 in limed oak. The bases are \$19.95 for one design; \$29.95 for the other. The Hampton (17T-160), 17-inch console in a relatively small cabinet. Will be produced predominantly in limed oak finish with moderate quantities in walnut and mahogany. All three finishes carry the suggested list price of \$329.50. The Kendall (17T-174) is a 17-inch console cabinet with clean, simple lines. Although there is no visible hardware, the doors open easily. This model, in limed oak, walnut, or mahogany, carries the suggested list price of \$389.50. The Suffolk (21T-176) is a full-door, 21-inch console in colonial styling, available in either mahogany or walnut at the suggested list price of \$425, and in limed oak at \$445. The Donley (21T-177) offers a pleasing and distinctive cabinet with full-length doors and a 21-inch picture tube. In mahogany or walnut finishes, the suggested list price is \$450; in limed oak, \$470. The Rockingham (21T-178)



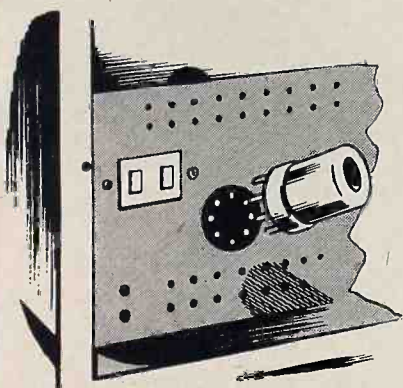
21-inch, shown, reflects the style of the finest traditional furniture. The curved doors, combined with fittings of unusual design, make it unique. Is available in mahogany and walnut at the suggested price of \$475. The Clarendon (21T-179) offers a cabinet of Provincial design. This model is available in maple, mahogany, and walnut; all three finishes carrying the suggested list price of \$495. The two new Power Plus models are: The Talbot (16T-152), a compact 16-inch table model in a maroon metal cabinet, with the Power Plus chassis, at a suggested retail price of \$225, and the Haywood (7T-111), a 17-inch, open-faced console, which is available in mahogany and walnut at the suggested list price of \$329.95, and in limed oak at \$349.95. RCA Victor Div., Radio Corp. of America, Front & Cooper Sts., Camden, N. J.—RADIO & TELEVISION RETAILING.

# Precision Pays off in TV!

# hallicrafters

## Ready for Color!....

## Ready for UHF!....



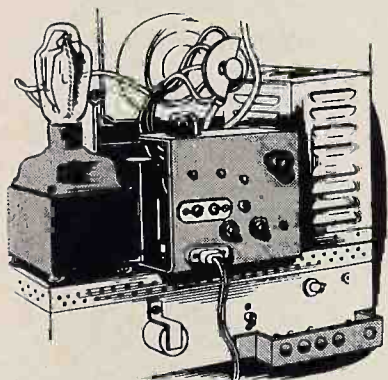
### COLOR

A socket is provided on all Hallicrafters chassis for the connection, at any future time, of an external color attachment using either the mechanical or electronic color system.



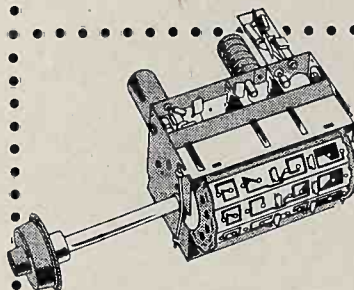
### READY FOR UHF

If any new UHF (ultra high frequency) TV channels start operating in your area, you can "convert" your Hallicrafters set to receive them merely by the substitution of the proper UHF channel strips for any of the unused VHF channel strips in its rotary tuner.



### BLACK and WHITE

Provision has also been made for the easy addition, at nominal cost, of an internal "Color Transcender" to permit the reception in black and white of color broadcasts not otherwise receivable on present sets.



### HALLICRAFTERS DYNAMIC TUNER

Television up to now hasn't approached the amazing perfection that Hallicrafters offers with the new "DYNAMIC TUNER." Photographically reproduced circuits, based on a once TOP SECRET government design, play a vital part in bringing you strong, static-free pictures surpassing any other in television.

Here signals are received first... selected, clarified, sharpened... all unwanted signals eliminated. Here absolute precision is a necessity for "needle sharp" detail and clearness.

Hallicrafters can definitely promise city-clear and city-sharp reception in areas where never before possible.

The Dynamic Tuner is available on most Hallicrafters 1952 television sets



## Tune in Adventure on the WORLD'S MOST AMAZING RADIO

**RECEIVES MORE STATIONS, OVER LONGER DISTANCES THAN ORDINARY RADIOS COSTING 3 TIMES AS MUCH**

Romantic places clear around the world are brought to your livingroom every night—London, Paris, Moscow, Tokyo, the Vatican—countless fascinating international shortwave broadcasts, as well as police, aircraft, marine, and amateur stations. It is a radio that is all radio, precision-built by trained craftsmen, long experienced in the high-frequency circuits that have made Hallicrafters famous. For a generation, Hallicrafters have built more communications receivers than all other U.S. manufacturers combined.

**5R10A Only \$69<sup>95</sup>  
U. S. A. Broadcast  
and Short Wave**



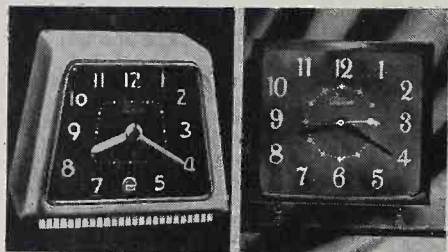
WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION • CHICAGO 24

# New Electrical Appliances

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.

## Telechron ELECTRIC CLOCKS

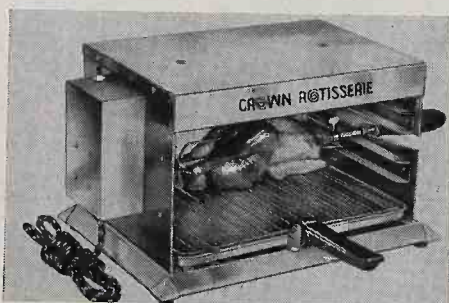
Two new Telechron electric clock models, Mirolarm and Aladdin—timed for Christmas selling—have just been introduced. From its handsome gold color bezel to its tiny ball feet, Mirolarm expresses the richness and good taste customarily found only in much more expensive clocks. High styled white numerals on a crystal clear mirror, decorative hands, and pleasant alarm high-



light Mirolarm. It will fall in the medium price bracket. Aladdin has a neon light at the bottom of the dial that glows when alarm is set, thus ending fumbling in the dark. Aladdin is designed in a pyramidal shape with modern simplicity, and has wide base to prevent tipping. Light color hands and numerals contrast harmoniously against chocolate brown dial. Anti-glare crystal and fawn color plastic case are additional features. Aladdin has been created for the popular price bracket. Telechron Dept., General Electric Co., Ashland, Mass.—RADIO & TELEVISION RETAILING.

## Crown BROILER COMBINATION

This new kitchen appliance barbecues, roasts and broils. The Rotisserie unit comprises a spit and skewer which is revolved automatically at a fixed speed by a motor (AC only). An added feature is the detachable spatter-shield of non-breakable aluminum which fits



over the front while the unit is in use. By removing the spit and skewer, the appliance becomes a broiler. Made of heavy gauge steel, triple chrome plated, the Crown Rotisserie and broiler combination retails at \$47.95. Crown Broiler Company, 2330 Fifth Ave., New York 37, N.Y.—RADIO & TELEVISION RETAILING.

## Thor AUTOMATIC WASHER

The new Thor automatic retails at \$299.50, and was introduced into the Chicago area last month. The machine measures 36 inches high, 25 inches deep and 24 inches wide. The skirt is finished in baked enamel, inside and out. The tub and clothes basket are porcelain enameled inside and out. The washer has a manual fill to permit varying amounts of water in keeping with



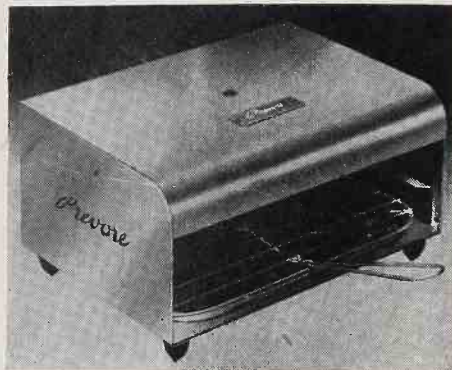
varying load sizes. Once filled, the machine goes into completely automatic operation or, should the homemaker desire, any cycle can be altered or skipped entirely. The most noteworthy feature of the unit is a new gyro balancer-clutch combination designed to eliminate excessive vibration. With the new design, even the most off-center loads will not cause excessive vibration, nor will it cause the machine, which is not bolted to the floor, to "walk," according to the makers. The washer will operate on a minimum of 15 pounds of flowing water pressure. The average home has pressure ranging from 20 to 40 pounds. As a safety factor, the machine is designed to take pressure up to 120 pounds. To install the unit, two separate threaded faucets (hot and cold) are required, instead of a mixing faucet. Thor Corporation, Chicago, Ill.—RADIO & TELEVISION RETAILING.

## GE 60-Watt White Lamp

Introduction of a 60-watt incandescent "white" lamp has been announced by GE. Others are in the 100-watt size, the 50-100-150 watt R-40 Indirect White bulb, and the 100-200-300 watt 3-light lamp. List price of the 60-watt lamp is 19 cents, excluding federal tax. General Electric Company, Lamp Division, Nela Park, Cleveland, Ohio.—RADIO & TELEVISION RETAILING.

## Prevore INFRA-RED BROILER

New unit, with exception of cord and plug is guaranteed for 2 years. Broils with infra-red rays. Cooks faster be-



cause of smaller open-front. Measures 10 $\frac{3}{4}$ " long X 6 $\frac{1}{4}$ " high. Air-cooled handle on plated broil rack folds in when not in use. Retails at \$10.99. Prevore Electric Mfg. Corp., Brooklyn 16, N.Y.—RADIO & TELEVISION RETAILING.

## Grabell XMAS TREE SHADE

This patented lamp shade converts any table lamp into a "Christmas tree" in minutes. It looks like a small fir tree; is shaped like a cone, and comes colored in brilliant shades of green. It has sturdy projecting twigs and branches on which to hang Christmas



tree ornaments. The "Christmas Tree Shade" comes rolled up in a compact cylindrical box, 18 inches long and 2 inches in diameter. The shade is 16 inches high. The box is brightly colored, making additional Christmas gift wrapping unnecessary. The retail price is 98 cents. H. Grabell & Sons, Inc., 1128 Madison Ave., Paterson, N.J.—RADIO & TELEVISION RETAILING.

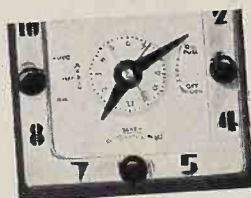
More new electrical appliances, and news of the appliance industry, elsewhere in this issue.

it's great to wake to music!



enjoy a clock radio ... timed by **Telechron**<sup>®</sup>  
CLOCK RADIO TIMER

Sign off to music, too!



A TELECHRON TIMER on your clock radio automatically wakes you up to music, sings you to sleep at night. Three simple knobs control radio, alarm, and "Sleep Switch."



TELECHRON "SWARTHMORE" ELECTRIC CLOCK  
YOU GET THE FAMOUS ACCURACY of Telechron electric clocks in your Telechron timer. Synchro-Sealed Motor is synchronized with electric power plants. It can't run wrong!



LEADING RADIO MANUFACTURERS use Telechron timers in the clock radios they make. It pays to be sure. Look for this seal... or inquire... at leading stores everywhere.

WHAT'S YOUR FAVORITE RADIO PROGRAM? You won't overlook it with a Telechron timer on your clock radio... tunes in programs automatically at a preset time. What's more, many clock radios... through an appliance outlet... even turn on your percolator and other electric appliances *automatically!*  
No wonder everybody's buying clock radios! For themselves, of course, and as welcome gifts for all occasions. Telechron is a trade-mark of Telechron Department, General Electric Company, Ashland, Mass.

**ANOTHER IN THE SERIES** of 4-color, full-page ads featuring the benefits of clock radios, timed by Telechron timers. The campaign, appearing in LIFE Magazine, The SATURDAY EVENING POST, and BETTER HOMES AND GARDENS, reaches more than 86 million readers. Cash in on it with extra sales, extra profits by promoting the featured brands in your local advertising, in-store and window displays. Remember. Colorful full pages or spreads on either Telechron timers or Telechron electric clocks appear *every single week* in national magazines right through the pre-Christmas selling peak. You back a famous name when you back Telechron timers. Telechron is a trade-mark of

Telechron Department, General Electric Co., Ashland, Massachusetts.

Are YOU  
cashing in on this  
advertising?

**Telechron**<sup>®</sup>  
**TIMERS**  
The Low-Cost Plus  
that Clinches the Sale

# make YOUR

**THE MOST  
SENSATIONAL  
Cleaner Program  
Ever Offered Will...**

This famous all-purpose  
**ELECTRIC FLOOR POLISHER**

**FREE**

with a **UNIVERSAL Deluxe  
Cleaner**...when your  
customer convinces  
herself that this is

**AMERICA'S FINEST CLEANER**

thru a store demon-  
stration...or a  
**FREE Home  
Demon-  
stration!**



Give this  
**FREE**  
and still make  
**NORMAL  
PROFIT!**



Guaranteed by  
Good Housekeeping  
NOT AS ADVERTISED HEREIN

Retail  
Value  
**\$21<sup>95</sup>**

Cleaners will walk  
right out of your store  
with this great polisher offer!

A high-quality polisher nationally  
sold by the thousands at \$21.95...  
a terrific value to build sales!

Model 6702  
**NO PRICE  
INCREASE!**

**\$84<sup>95</sup>**

with 13 cleaning tools

- Polishes floors, furniture, cars.
- For wood, tile and linoleum.
- Big 9-inch bristle polishing brush.
- Super-power 110-volt motor.
- Power unit, lifetime lubricated.

# every prospect SALESMAN!

HERE'S A CLEANER PROGRAM THAT WILL...

make your customers work for you . . .  
triple your traffic . . . double and redou-  
ble your volume . . . close sales faster . . .

A self-service demonstration program  
with the greatest buying reward ever of-  
fered in the cleaner industry!

It's irresistible! Your customers will *convince* themselves . . .  
will *sell* themselves . . . in your store demonstrations . . . in their  
own homes with the FREE demonstration offer . . . that here is  
America's finest cleaner at *any* price! They'll come running for  
this all-purpose, quality floor polisher as the "bait".

And to top it off, *you* make a normal profit on the deal!



BACKED UP with national ad-  
vertising in the Saturday Eve-  
ning Post, Look and other  
leading magazines . . . Plus  
big newspaper ads . . . Plus a  
complete point-of-sale pack-  
age with everything you need  
to make sales skyrocket!



**PLUS PRIZES!**

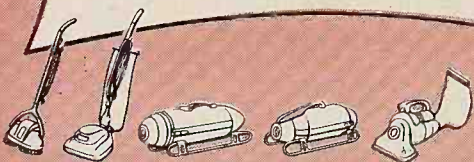
Ask your distributor how  
your salesmen can win valuable  
merchandise prizes by selling Uni-  
versal cleaners like hotcakes with  
this program in the next 90 days!

**PHONE**, don't write, your Uni-  
versal distributor or Vacuum  
Cleaner Division, Landers, Fray  
& Clark, New Britain, Conn. now  
for full details. Don't delay.  
Every day you wait means more  
lost sales for you!

IT'S EXCLUSIVELY ↘

**UNIVERSAL**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

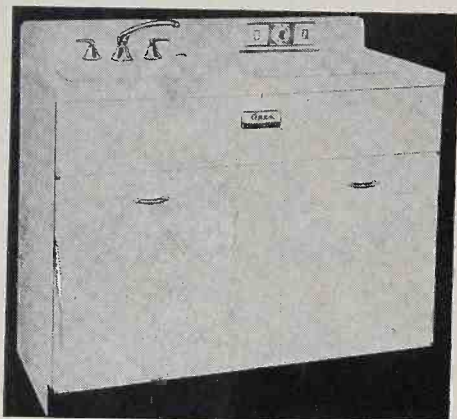


America's Most Complete Line of  
Home Cleaning Equipment

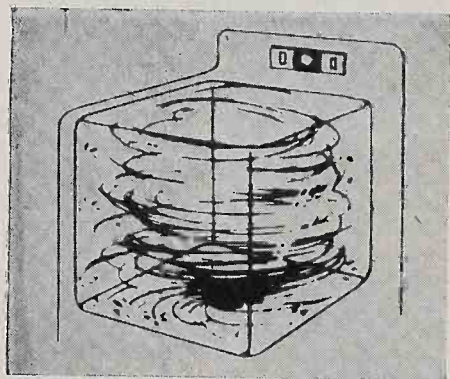
# Specifications of Current **DISHWASHERS**

**APEX** Electrical Manufacturing Co., Cleveland 10, Ohio.

The model 890 All American automatic Roll-A-Way dishwasher is designed to give the time and work saving benefits of electric dishwashing to any home at low cost. It retails at \$179.50. Following are some of the features: Has automatic timer, 5 motor-powered Hydrojets; stainproof tub and handy table top. Uses only 3½ gallons of hot water. No installation costs. Rolls easily on rubber casters. Measures 24 X 17 X 36" high. Loads at top.



Model 950 "Dish-A-Matic", shown, is a dishwasher and sink unit, carrying a suggested list price of \$409.95. Dimensions: 48" wide X 25" deep X 36" high overall, with 4-inch splash panel at upper rear. Fully automatic, it has its own 1250-watt immersion unit, thermostatically controlled in 2-gallon heavily insulated tank. This top-loading model has a heavy duty motor to drive the impeller, and features forced air drying.



High velocity action featured in all Apex dishwashers is shown in the above illustration.

Model 970 is a free-standing unit retailing at \$309.95. Has same features as model 950. Dimensions: 24" X 25" X 36" overall, with 4-inch dial panel at upper rear. Model 970-1 same as 970 but has glass top. Retail at \$319.95.

Model 990 is a "Customized" drop-in dishwasher retailing at \$289.95, has same operating features as 970 and 950, and is designed for simple economical installation in the wood or metal continuous work surfaces and custom-built cabinet tops.

**CORY** Corporation, Chicago 1, Ill.

The Matic-Maid model MDW retails at \$97.50. It weighs 25 pounds and measures 16" X 16" X 18". All moving parts are of stainless steel. Finish is baked enamel.



**GENERAL ELECTRIC** Company, Bridgeport 2, Conn.

Undercounter model UC-110, shown, lists at \$299.95. Is fully automatic, features front opening, top loading. Operating features include spray-rub wash action, three power rinses, circulated warm-air drying, and high wash-rinse temperatures. Is equipped with impeller to obtain washing action. Dimensions: 34½" high X 24" wide X 25" deep. ¼ HP permanently oiled motor is used.

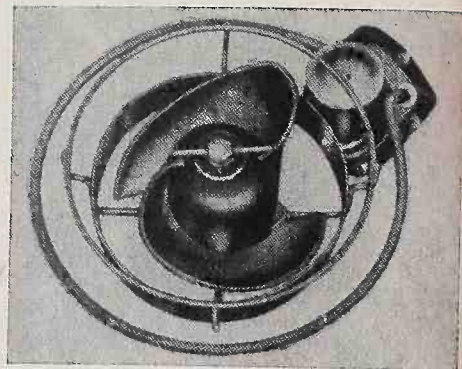


Model BE-100 is a free-standing automatic dishwasher, having same operating mechanism as model UC-110. It retails at \$299.95. 24" wide and 25" deep it can be installed in any part of kitchen or as part of a complete new kitchen.

Model SE-100 is GE's electric sink-dishwasher combination. Same mechanism as BE-100. Dimensions: 36" high plus 3½" backsplash; 48" wide X 25" deep.

Model AE-100 is a drop-in automatic dishwasher, has same mechanism as other models, and can be readily in-

stalled into kitchen base cabinets of any standard design. Retail at \$259.95. A white enameled front panel is available at extra cost.



General Electric's Calrod heating unit is on all times while dishwasher is operating.

**HOTPOINT**, Inc., Chicago 44, Ill.

All Hotpoint models load in the front. They feature rotary-finned impellers, simple controls, water-tight doors, automatic water control, Calrod drying units. Dishes are washed by an overhead spray in a down-rinsing rotary movement. The complete automatic cycle follows: 1. A 45-minute spray. 2. A 5-minute wash. 3. A 5-minute wash. 4. A 1-minute rinse. 5. A 1-minute rinse. 6. A 30-min. drying period.



Model MCP16 retails at \$439.95. It is a combination sink-dishwasher featuring the new "Wonderflo" single control faucet. All following combination unit dimensions: 42½ inches high X 48 inches wide X 25 inches deep. Model MC16 sells at \$419.95; MCI6P800 at \$349.95, and MD5 at \$539.95 including Disposall; MDP5 at \$559.95. (Combination is shown.)

Model MC15, cabinet type, retails at \$319.95, and is 27 inches wide. Model MC14 is 27 inches wide, without top and back-splash. It can be installed under continuous counter top, and retails at \$294.95.

(Continued on page 66)



# Outsells all other makes

## COMBINED!

"\$76,000 worth in 1 month!"  
TOM SMITH  
Meyer Jewelry Co., Inc.  
Detroit, Michigan

"102 the first day!"  
JACK COLBERT  
Zale's Jewelers  
Tulsa, Okla.

"\$6,500 worth in 9 days!"  
DAN ENDERSON  
The John Shillito Co.  
Cincinnati, Ohio

"Every 2 minutes!"  
HARRY HAHN  
De'Roy's  
Johnstown, Pa.

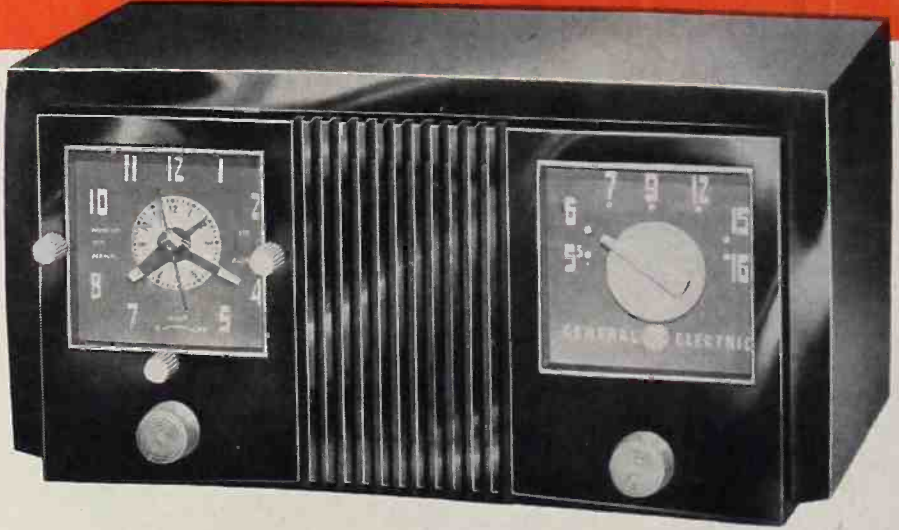
"389 in 2 weeks!"  
JACK BLACKBURN  
Hart Furniture Co.  
Dallas, Texas

"\$18,000 in 3 weeks!"  
JACK NIDES  
Nides G-E Appliance Co.  
Denver, Colo.



# CLOCK-RADIO

The World's Most Useful Radio!



With sales records like these, no wonder dealers say it's the hottest item in radio today! The G-E Clock-Radio was the first on the market and stayed in first place because it's the world's most useful radio, the No. 1 favorite of nearly 2 million families. Waking to music was a ten strike. The Automatic Servant another. All colors at one low price, a major triumph. And the super-powered model opened a whole new market. Better see your G-E radio distributor today.

General Electric Co., Receiver Dept., Syracuse, N. Y

**SUPER-POWERED MODEL 535—**  
Extra tube for distant stations. Automatically wakes you up, turns appliances on or off, turns itself

off after you go to sleep, tells time even in the dark. Luminous pointer for easier dialing. Rich cordovan plastic cabinet. **\$39.95\***

*\*Subject to change without notice. Slightly higher West and South.*

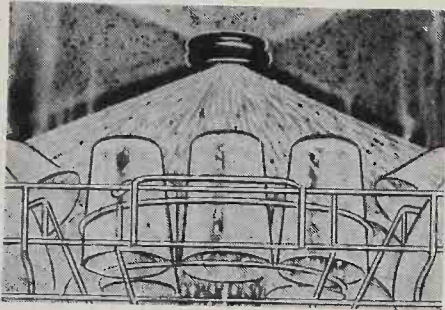
**FOUR COLORS—SAME LOW PRICE**  
#515 series comes in Persian red, Congo brown, alabaster ivory and porcelain white. **Only \$34.95\***

*You can put your confidence in—*

**GENERAL ELECTRIC**

# Specifications of Current **DISHWASHERS**

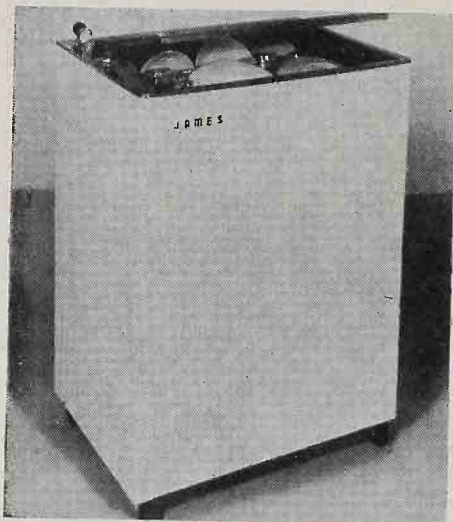
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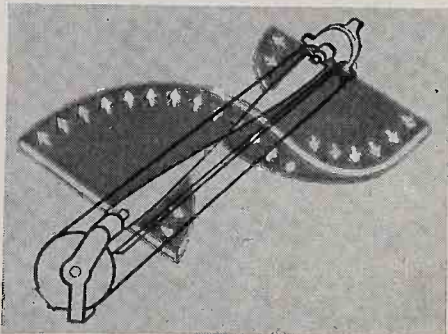
Hotpoint's overhead spray action.

**JAMES** Manufacturing Co., Independence, Kans.

Mobile fully automatic model is mounted on easy-rolling casters. Two hoses, the fill and drain, slip out of the control panel and snap to the sink. Dimensions are 25" X 18" X 34½" high. Retail at \$199.00. Patented "Sweep-



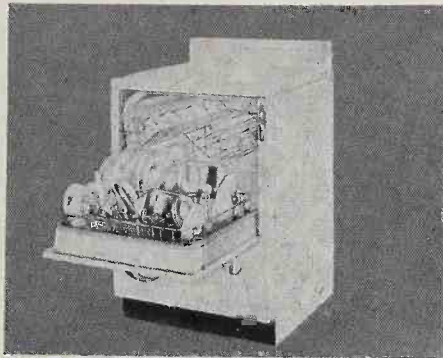
flow" unit recirculates washing solution up over dishes in a powerful sheet. When rinse has been pumped away, top opens automatically. Runs two 9½ minute cycles. Features include a transparent top, all stainless steel interior. Complete working mechanism is exposed by removal of side panel, for easy servicing. Firm also makes a standard unit as well as a built-in type.



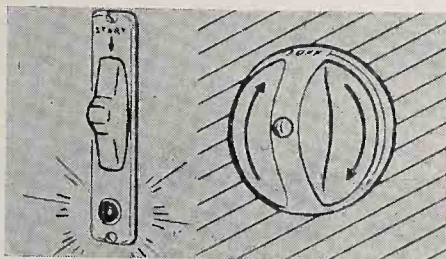
The James Sweep-Flow fluid brush, shown above, provides fast washing action.

**KITCHEN AID** Division, Hobart Manufacturing Co., Troy, Ohio.

Model KD-20 is a free-standing cabinet unit, with porcelain top working surface. Upper independent rack for cups and glasses; lower rack for dishes,



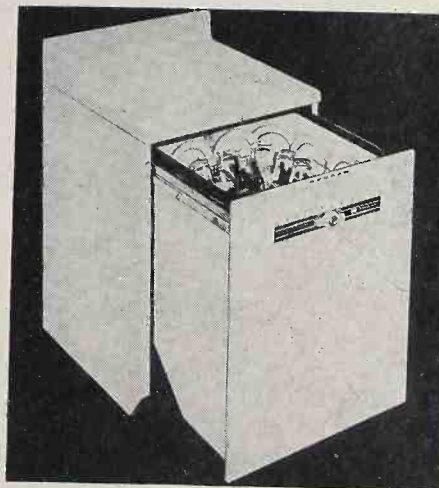
pots and pans. Front loading. Revolving wash arm uses 2-1/3 gallons of water for 5 minutes. Rinses with fresh hot water, dries with circulated hot air. Has jewel light and auxiliary control. Fully automatic. Model KD-10 is for built-in, under-counter installations, and has same operating features as KD-20.



Hobart's jewel light and auxiliary control.

**WESTINGHOUSE** Electric Corporation, Mansfield, Ohio.

Under-counter model retails at \$279.95; 24" cabinet type retails at \$314.95, and the electric sink-dishwasher unit sells for \$414.95. All are roll-out, top-loading

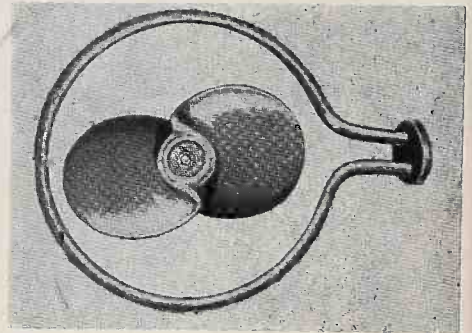


models. Impellers are located in bottom center of tub. Corox 950 watt element encircles impeller for drying. Automatic

control allows dishes or silver to be added at any time without starting over.

Westinghouse automatic dishwashers are powered by ¼ HP motors. The washing time is 14 minutes, 22½ seconds for spray rinse, wash and two rinses. Drying time—22 minutes, 30 seconds. Total water consumption—28 quarts.

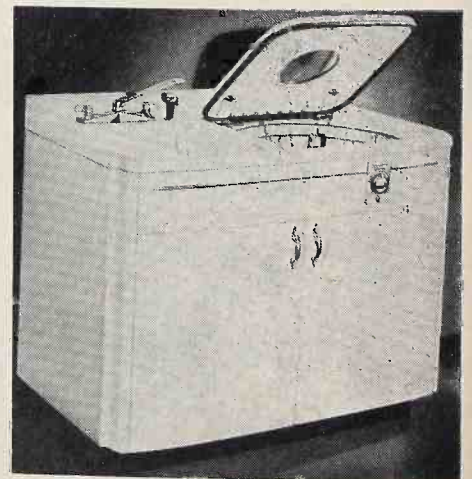
Dimensions: Cabinet model is 24" wide X 25" deep X 36" high, with 4" back-splasher. Under-counter unit: 24" wide x 24½" deep x 34½" high. Sink model: 48" wide X 25" deep X 36" high, with a 4" back-splasher.



Westinghouse impeller and Corox element.

**YOUNGSTOWN KITCHENS.** Mullins Mfg. Corp., Warren, Ohio.

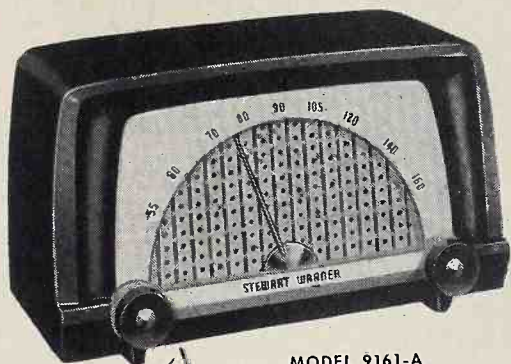
Firm features two models, a 27" automatic, and a 48" electric sink-dishwasher, shown. In both, the wash and rinse cycle takes less than 10 minutes. Washing is performed by pressure propelled jets of water from a square tube called a Jet Tower, extending through the center of the tub. The Tower spins, swirling the water jets against dishes, silverware and glassware in surrounding baskets. Super-heated water is delivered from a booster heater. Both models load at the top. A total of about 7 gallons of water is used for washing and rinsing. Lids open automatically for flash drying.



Dimensions of the two units are as follows: Cabinet model, 27" wide X 27" deep X 36" high. This model retails at \$289.95. The combination dishwasher-sink is 48" wide X 27" deep X 36" high. It sells at \$389.95.

# ALL NEW!

## STEWART-WARNER RADIOS FOR '52



**MODEL 9161-A**  
Ebony and Ivory  
**DELUXE TABLE RADIO**  
Look at these smart, modern decorator-inspired models! A style sensation—tops in gift appeal,

Concert Grand Tone System; 4 tubes plus one rectifier!



**MODEL 9161-B**  
Marine Blue & Bermuda Blue

AVAILABLE IN 3 STUNNING COLOR COMBINATIONS



**MODEL 9161-C**  
Ivory and Ebony

BLONDE KORINA OR DARK MAHOGANY

**AM-FM 3-SPEED PHONO COMBINATION**  
In rich Honduras Mahogany (9150-F), or Blonde Korina (9150-G). Record storage space; 7 tubes plus 1 rectifier; continuous tone control.



5 EXCITING COLOR ENSEMBLES

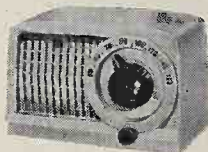


**MODEL 9160-D**  
Santa Fe Red

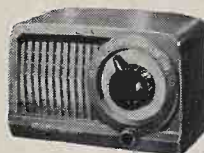
**AM TABLE RADIO** — Stunning modern design! Solid plastic cabinet; 4 tubes plus 1 rectifier. Your customer's choice of 5 different color combinations! Packed with "sell" all the way through!



**MODEL 9160-A**  
Mahogany Plastic



**MODEL 9160-E**  
Mexican Tan



**MODEL 9160-C**  
Bermuda Blue



**MODEL 9160-B**  
Ivory

4 GREAT NEW CLOCK-RADIOS



**MODEL 9162-A** — Hottest gift item you can feature! Turns radio on or off when you wish — automatically starts kitchen appliances. In 4 lovely color styles.

PRICE LEADER COMBINATION



**MODEL 9154-CZ** — Radio value of the year! Wide-Range Radio with 3-Speed Phonograph; lovely Honduras Mahogany! Here's a terrific value sensation that'll bring 'em on the run!

# Stewart-Warner

STEWART-WARNER ELECTRIC—1300 N. Kostner Ave., Chicago 51, Ill. — Division of Stewart-Warner Corp.,

# Mobile PA System

**Ecklen Radio Outlines the How-to-do, Costs and Equipment**

• A tape recorder provides both music and commercials automatically for a Minneapolis automobile dealer's "billboard on wheels".

The mobile tape unit was custom-built by Ecklen Radio Company, Minneapolis distributor for Du-Kane sound equipment, and operator of a large radio and television retail store.

Music and talking advertisements are recorded in advance on 1200-foot reels of magnetic sound recording tape. Each reel provides music and commercials for an hour's operation as the sound truck is driven through the streets.

"Although we previously built and operated sound truck units using conventional disc recordings, we now feel that the use of sound recording tape is a more practical and less expensive method of providing sound for mobile systems," C. E. Ecklen, owner of the company said, listing following points:

## System Features

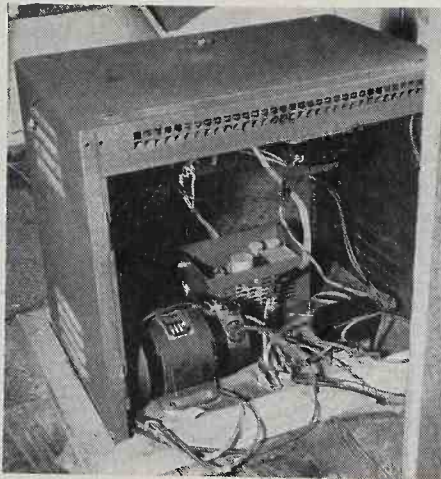
(1) Cost of frequent replacement of worn out records is eliminated, and fidelity of tape—even after thousands of playbacks—remains good. Tape recordings can be re-played, erased and spliced.

(2) Sound truck operating costs are lowered since it is unnecessary to hire a driver with announcing experience. Previously the driver had to deliver the commercials as he drove, using an auxiliary microphone.

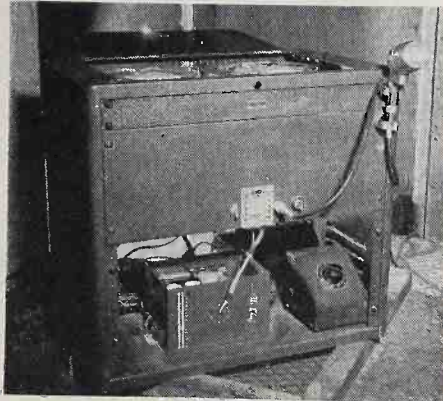
(3) Hazards of changing records while driving, or stopping on busy streets to change them, are eliminated. Tape recordings play from 30 minutes to a full hour—depending on equipment used—without attention of the driver. He is left free to concentrate on driving only.

(4) Lower maintenance and repair costs for tape equipment more than offset slightly higher initial cost. This is because tape equipment stands road shock better, and there are no records to break.

"Although several companies manufacture disc units for mobile sound systems, tape playback units for six volt operation as yet must be custom-built. However, only standard radio and sound system



Above: Rear panel removed shows rotary converter at left which changes six volt battery power to 110 volt AC necessary to operate recorder motor. Black heavy duty relay is at right. Behind these two units is the amplifier. Cooling fan on end of drive motor can be seen near top of cabinet. Below: Front panel removed shows six volt amplifier, left, and speed control knob, as well as control switches within easy reach of driver. Microphone is only for auxiliary use in delivering special messages not recorded on tape. Note rubber cushioning pad under base of tape unit.



parts are required, and construction of such units is relatively simple," Ecklen said.

In building the tape unit for the Minneapolis automobile dealer, Ecklen Radio's service department used the motor panel from a standard Eicor recorder, including the drive motor and the pick-up head.

Six volt power supplied by the truck battery, is changed to 110 volt AC to operate the drive motor. This is done by a Carter rotary converter, equipped with a speed control.

"After considering several ways of powering the tape unit, we decided the six volt to 110 volt rotary converter would be most dependable," Ecklen said. "It would provide ample power without excessive battery drain."

"The tape unit was to be used only for playback since another recorder was available for making the tapes. Therefore we also removed the pre-amp, which reduced battery load considerably."

A Stromberg-Carlson AM-48 mobile amplifier was used because of its relatively low current drain. The amplifier and motor generator are turned on simultaneously by a heavy duty six volt relay.

The converter, amplifier, and tape playback unit are cushioned in rubber and mounted in a standard 20-inch, enclosed relay rack which houses the entire tape unit. The rack is located in the cab of the van-type truck in reach of the driver.

The panels on the rack are removable and a hinged cover protects the reels from damage and keeps out dust. An Electrovoice 606 differential type dynamic mike is used for special messages.

## Uses Four Speakers

Four re-entrant Operadio 5A40 speakers are mounted in the custom-built body of the truck. All recording and playback is done on seven-inch reels of "Scotch" brand No. 111 sound recording tape. This gives a half hour playback on each side of the reel, or a full hour by using Eicor's two-speed adaptor.

"Plastic sound recording tape is commonly used, since its fidelity is better," Ecklen said. "However, in cold weather, the plastic base has a tendency to become less flexible, and occasional breakage may occur. Breaks are mended easily, however, with 'Scotch' No. 41 splicing tape.

"If a sound truck will be subject to much cold weather, it would be best to use paper-base sound tape, which is less affected by cold."

Retail cost of the component parts of a typical tape playback unit for sound truck use breaks down as follows:

Recorder head and motor.	\$60.00
Rotary converter .....	75.00
Six volt amplifier.....	75.00
Cabinet and panels.....	25.00
Heavy duty relay.....	8.00
Labor, assembly, etc.....	35.00

Total.... \$278.00

# Uses Tape Recordings

of Special Units—Finds Auto Agencies Good Customers

"This is about \$75 more than the cost of a low priced unit using records. Speakers and an auxiliary mike are extra, but that's true in the case of either tape or disc units. The four directional speakers used retail at about \$75 each," Ecklen said.

## Lower Operating Costs

"Maintenance and operating costs, however, of tape units runs considerably lower. Upkeep on our disc type units averages about \$50 annually. Past experience with tape units shows that maintenance averages only \$15 a year—less than a third as much.

"In addition, the cost of records for a disc unit runs about \$350 annually. Each record seldom lasts more than a hundred to two-hundred playbacks because of excessive wear caused by the extra-heavy pickup arm.

"In contrast, a reel of magnetic tape, retailing at \$5.50 has lasted many thousand playbacks over much longer periods of time."



Final test with mike and oscilloscope is given tape playback unit by C. E. Ecklen, left, and Walter Schrader, of Ecklen Radio Company which built the unit from standard radio and sound system parts.

Recordings on tape are usually made directly from radio broadcasts, or from phonograph records. Bob Knowles Ford Co. uses a second Eicor recorder for making the tapes.

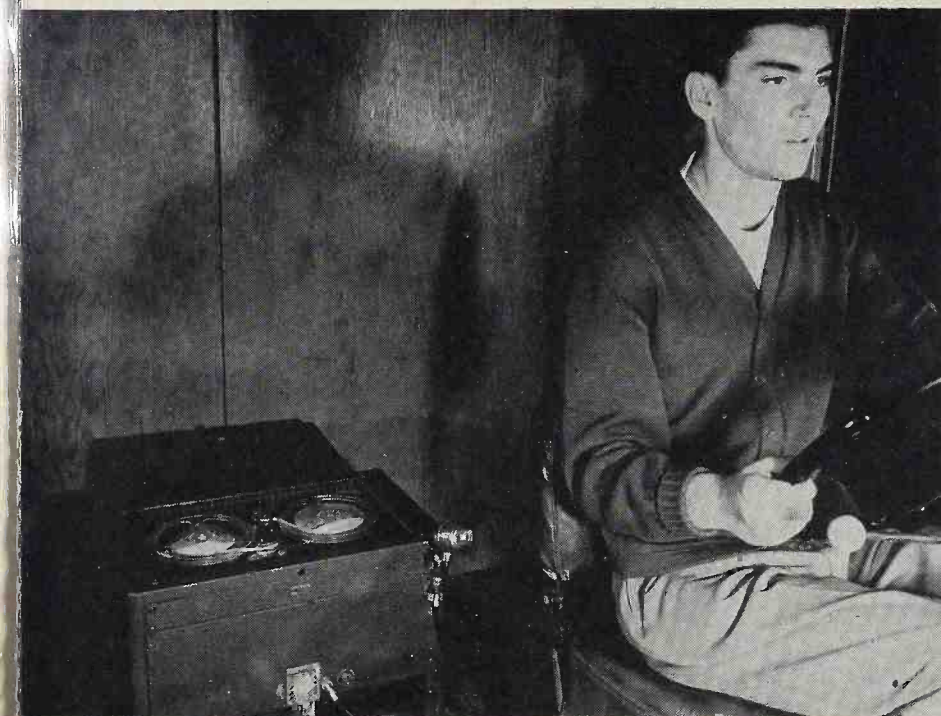
The commercials are recorded on tape by members of the sales force, since the use of recording tape makes it possible to produce good commercials without an elaborate recording set-up. The fact that the tape can be erased and spliced easily facilitates the recording.

## Satisfied Customers

Ecklen Radio has found that automobile agencies are good customers for mobile sound systems. Rental units are booked almost continuously by such accounts, while more and more dealers are buying units of their own, according to officials of this progressive Minneapolis organization.

"The Bob Knowles Ford Co., for whom we built the tape unit described, is well satisfied," Ecklen said. "The monthly operating cost for their sound truck unit—including depreciation, gas and oil, and a salary for a driver, runs less than \$400 a month—half what it would cost them to produce equal results with other methods of advertising."

Picture taken through windshield of sound truck shows location of sound tape unit relative to driver. Starting switches and volume control are located within easy reach. When reel of tape has unwound, driver pulls over to curb and turns reels over. Microphone is used only for special events when extemporaneous announcements must be made.



# Future Responsibilities Facing the Representative

FOR the past twenty-five years, Manufacturers' Representatives have maintained and secured a firm footing in the distribution scheme of electronic components, instruments and industrial equipment. There have been many contributing factors responsible for this trend. Foremost among these has been the ingenuity and energetic approach to the job by the average Representative. In addition, other contributions have been:

1. They have provided manufacturers, who cannot maintain their own men in the field, with a high calibre sales force.
2. They have filled the need for experienced salesmen already contacting specialized groups of accounts in specific territories, etc.

Undoubtedly, there were many other factors contributing to the development of the national representation structure. Each territory throughout the country produced a specific sales problem of its own. The successful sales manager, with his constant contact in the field, had perhaps the best grasp of the weakness and strength of the Representative set-up in each territory throughout the country from well before the World War II period to the present day.

During the postwar period, the average well-established Representative found himself confronted with new problems. The tremendous technical development born from World War II, and the impact of television expansion, had suddenly thrust him into an industry that had shed its short pants and grown into a giant. In effect, the Representative found an imperative need for expansion, requiring the addition of new types of service with additional personnel. Almost everywhere, Representatives have found themselves adding men to their staffs, and studying special problems of distribution born from the addition of new products added to the agenda of the Companies they represented. The complexities



By Samuel S. Egert, Egert & Fields Co., 11 Park Place, New York. (Members of The Representatives of Radio Parts Manufacturers)

of the job have increased by leaps and bounds, and with the Representatives right on the firing line of the fastest moving, most rapidly changing and most complex industry in the country today.

It is interesting to speculate where the Representative goes from here. Along with all other phases of our industry, he will be confronted with a vigorous change during the next decade. The "excess weight" in the industry must fall under the tremendous economic pressure which is being felt everywhere, and the Representative is no exception. The Representative has a particularly good opportunity to maintain his position. He must, however, recognize his responsibilities, plan and exercise his activities with the type of enterprise which has been the backbone of American expansion.

In the past, there have been fixed basic and essentially recognized requirements covering the activities of a Representative. These can be listed as follows:

1. Keep contact with the accounts he is responsible for in his assigned area. The frequency of visits and contacts depend on the type of area, accounts, as well as other factors applying in the individual case.

2. Have a good knowledge of the credits and paying records of the accounts covered.
3. Understand thoroughly the products he is selling, so that this knowledge can be best transmitted to a possible user.
4. Be thoroughly familiar with the merchandising background and techniques of selling advocated by the sales manager of the line he represents.
5. Whenever possible, maintain an office and staff adequately equipped to properly handle the merchandising of each line he represents.

Proper execution of these essential requirements go a long way toward cementing the relationship of sales manager to Representative, as well as securing the Representative's position.

In the decade to come, an added over-all requirement for good representation will take a position of major importance. Best termed in the colloquial sense, this requirement is merchandising know-how."

## The Reps Are Qualified

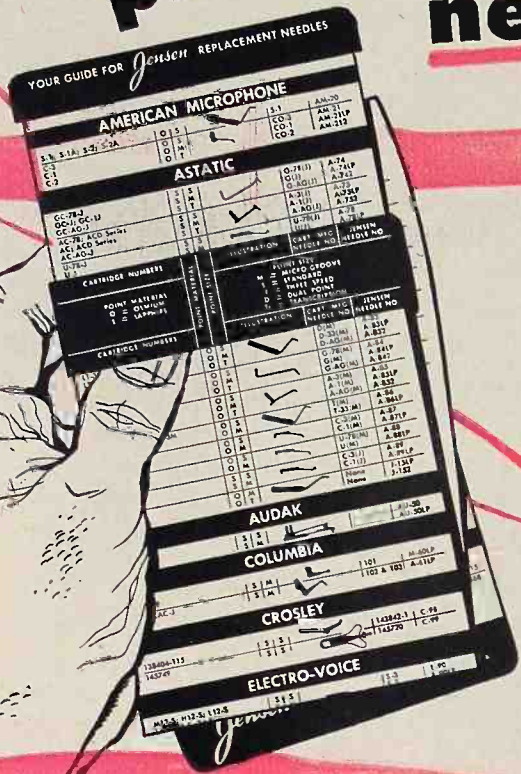
"Merchandising know-how" is the most sought after quality in the selling field today. Executed in its fullest sense, it combines a full knowledge of the creative process of placing a new item on the market from the design to the distribution stage. This is a difficult order for any group of men to fill, but again, the Representative is extremely well qualified to do the job.

For years, he has been in close contact with engineers and knows their approach to a problem. That, combined with his innate knowledge of the specific needs of a new product at a particular time because of his daily contacts in the field, make him the ideal consultant to question whether an item will sell and at what price.

Once the item is properly designed, or at least planned, good "merchandising know-how" then

(Continued on page 70)

**pick the right  
needle with...**



**THE**  
*Jensen*  
**"JENSELECTOR"**

**For Fast, Easy, Replacement Needle Selling**

This new Jensen Needle Guide will give the exact needle replacement number for any record player made, without knowing the model or cartridge number. It's as easy as A.B.C. See your distributor for your "Jenselector" or write directly to Jensen.

Your local radio parts distributor has Jensen needles in stock

**Jensen No. 32 Dealer Pack**

This pack contains a balanced assortment of 32 needles of the best proven sellers. Packaged in an attractive plastic box that contains an automatic inventory feature.



**JENSEN** — The Oldest Name in Sound Engineering

*Jensen* **INDUSTRIES, INC.**  
329 South Wood St., Chicago 12, Ill.  
CANADIAN BRANCH  
Duplate Canada Ltd.  
50 St. Clair Ave., West, Toronto 5, Canada

# Buy Appeal

## For Home Entertainment Units

High in quality . . . yet low in price . . . General Industries' Model 250 Tape-Disc Recorder Assembly meets every need for an all-purpose sound recorder. It is simple to operate, foolproof and dependable — built to the same high quality standards which identify all GI Smooth Power phonomotors and turntable assemblies.

Now is the time to investigate the tremendous profit possibilities offered by this versatile recording assembly. Write today for catalog sheet describing both recording and playback features of the GI Model 250



**Model 250—TAPE-DISC  
RECORDER ASSEMBLY**

*Suggested amplifier circuit and complete amplifier parts list is contained in a comprehensive service manual which accompanies each unit.*

The GENERAL INDUSTRIES Co.



Department I • Elyria, Ohio

## WIDER PROFIT MARGIN!

with the new . . .

## TELE-TUNE TV BOOSTER ANTENNA



sensational!

write or call today

**CITY TOOL ACCESSORIES CORP.**  
3831 West Lake Street • Chicago 24



new!

4

### QUICK-SELLING FEATURES

- Vastly improves reception of television sets.
- Rejects and reduces "Ghosts," Noise and "Snow."
- Provides additional pickup.
- Enhances any room with its rich appearance.

## Representatives

(Continued from page 68)

must dictate the proper distribution for the product in a specific territory as well as a detailed plan for its price and discount structure in the distribution medium finally chosen. Again, the Representative is an ideal consultant for this job, especially so because of his detailed knowledge of the accounts in his individual territory.

Finally, for some types of items, a knowledge of proper local advertising media may be necessary to successfully merchandise a product in a particular area. If this knowledge is necessary, the Representative can very adequately fill this need. Imagine then the position of a sales manager with a force of competent Representatives throughout the country, who combine "merchandising know-how" with adequately equipped organizations to cover their accounts. Coordinated properly, it is a National selling combination which is unbeatable.

It is interesting to note that many of the largest industrial companies in the country are recognizing this trend. A decentralization of sales responsibility is coming into being. In fact, in many major companies, important territories are being placed on an almost independent status headed by key men capable of making decisions of major importance.

It is the firm belief of the author, as well as most of the executives of the industry, that the Representative will recognize this trend and meet its requirements with the same ingenuity and fortitude which he has shown in the development of the radio and electronics industry during the past twenty-five years.

When the Representative exercises his "merchandising know-how" talent along with the excellent service record he has established to date, his position will be definitely secured.

### Name Klein Manager

Lester Klein, long active in radio merchandising circles, has been appointed manager of the branch store of the Hudson Radio & Television Corp., located at 212 Fulton St., New York, N. Y., according to an announcement by Adolph Gross, president of the firm. Hudson's main store and executive offices are at 48 W. 48th Street.



# CROSLEY has EVERYTHING your customers want!



The SARAH BERNHARDT—Model DU-17 PHN. French Provincial Combination with 17-inch picture tube in maple veneer. Also available in TV only.

**HE WANTS** assurance that the TV set he pays for today will not be obsolete "tomorrow." He wants TV that is readily adaptable to UHF. He wants TV that is readily adaptable to color. Crosley gives him everything he wants!

**SHE WANTS** beautiful cabinetry that will blend with her own furniture. She knows her television set will get more attention than any other piece of furniture in her home. At last you can show her television that is truly custom-styled. Crosley's authentic styling gives her everything she wants in fine furniture!

**EVERYONE WANTS** the finest in performance, in design, in dependability. That's what you have in store for your customers with Crosley Duo-Frequency TV... backed by Crosley's stand-out advertising and promotion that produce store traffic and help make sales at retail level.

*Authentic period room setting by W. & J. Sloane, New York*

**IN PERFORMANCE... IN STYLING...**

## CROSLEY Sets the Pace for 1952 with DUO-FREQUENCY TELEVISION!

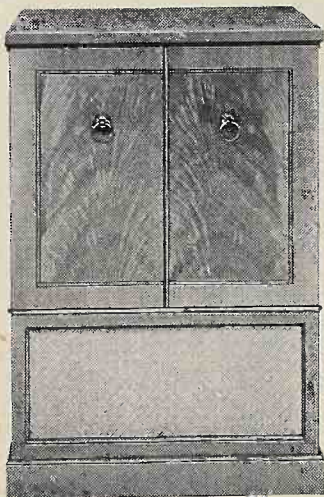
*For Today* the clearest, steadiest picture... plus the enduring beauty of authentically styled cabinets.

*For Tomorrow* quickly, inexpensively adaptable to all forthcoming UHF channels... and equipped with built-in color connections for FCC-authorized color.

FOR EVERY ROOM SETTING—authentic styling in 21 Custom Models. Chippendale, Early American, 18th Century, Georgian, Regency, French Provincial and Modern. In beautiful and durable hand-rubbed mahogany and maple veneers, and blond wood finish.

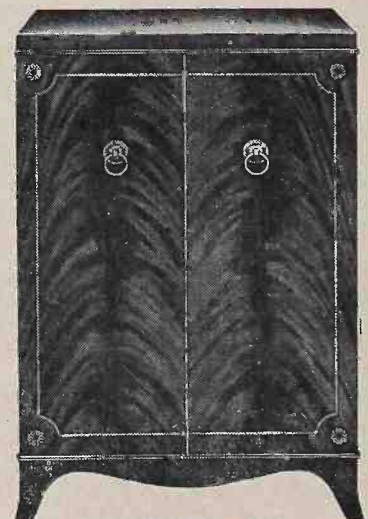
### FOR MAXIMUM ENJOYMENT!

*Ultra-Proved Chassis* adds 100% increase in reserve sensitivity. Brings in excellent pictures even in extreme "fringe areas"... *Permaclear Pictures* on wide-angle screens stay sharper and brighter longer... *Automatic One-Knob Tuning*, simple to tune as a radio—a single control tunes both picture and sound... *No-Glare Removable Picture Window* deflects glare, easily removed for cleaning... these and other advancements make Crosley the outstanding TV line for 1952!



The DAVID GARRICK

Model DU-20 CHB. 18th Century Console. 20-in. picture tube. Blond finish. (Mahogany veneer—DU-20 CHM.)



The LILLIAN RUSSELL

Model DU-17 CDM. Regency Console. 17-inch picture tube. Mahogany veneer.

**CROSLEY**  Cincinnati 25, Ohio

Division

*Better Products for Happier Living*

Television • Radios • Shelvador® Refrigerators • Shelvador® Freezers • Sinks  
Food Waste Disposers • Electric Ranges • Electric Water Heaters • Steel Kitchen Cabinets

## Winner Announced in Webcor Window Contest

Helen Gunniss Music Shop, Milwaukee, was awarded a \$500 first prize in the Webster-Chicago Corporation national contest for retailers' window displays featuring its phonograph. The award was announced at the annual distributor sales meeting being held at the Edgewater Beach Hotel.

## Stang Forms Own Rep Firm

Bob Stang, well known sales engineer with Blair-Steinberg Co. for the past six years, has left that organization to form his own sales

agency, the Stang Sales Company. The new company is located at 509 Fifth Ave., N. Y. 17, N. Y.

## Westinghouse Program Brings Football Over TV

First national schedule of televised college football games opened Saturday, September 29. Westinghouse is sponsoring the black and white telecasts over National Broadcasting Company's 52 stations and affiliates extending from Coast to Coast. The 19-game schedule, announced by J. M. McKibbin, vice-president in charge of consumer products for Westinghouse, included 29 colleges and universities.

## Raytheon New TV Line

In addition to the four new TV models added to the line, there is a 3-way color television adapter, at \$14.95, and an ultra high frequency tuner at \$29.95 installed at the factory or \$39.95 installed in the field. Price reductions on the line range from \$50 on model M-1711 to a \$120 reduction on model C-1720. The line, with new prices is as follows: Table models: M-1626, 16-inch, \$199.95; M-1711, M-1712, and M-1725, 17-inch sets, at \$229.95, \$239.95 and \$259.95; and 20-inch sets M-2007 and M-2008 at \$279.95 and \$289.95. Consoles: 17-inch sets C-1714, C-1715 and C-1724, at \$299.95, \$329.95 and \$329.95; and 20-inch sets C-2001, C-2002, and C-2006 at \$429.95, \$439.95 and \$349.95. Console combinations: RC-1718, 17-inch, \$399.95; RC-1720, 17-inch, \$349.95; and RC-2005, 20-inch, \$750.

## Hallierafters TV Line

Included in the television line are six table models: 14808, 14-inch, \$149.95; 17810-905, 16-17 inch, \$179.95; 17804C-906, 17-inch, \$199.95; 17815H-908, 17-inch \$249.95; 17812-922, 17-inch, \$259.95; and the 21928, 20-inch, \$279.95. Ten consoles are; 17824-930, 17-inch, \$289.95; 17825, 17-inch, \$299.95; 17838-931, 20-inch, \$339.95; 17848-932, 17-inch, \$359.95; 17849-933, 17-inch, \$369.95; 17850-934, 17-inch, \$369.95; 21940, 20-inch, \$359.95; 21939, 21-inch, \$379.95; and the 20882-943, 21-inch, \$399.95. Five combinations are: 17860, 17-inch, \$399.95; 17861, 17-inch, \$419.95; 21941, 21-inch, \$469.95; 20990, 20-inch, \$599.95; and the 20994, 20-inch, \$599.95.

## Masco Sales Corp Formed

Miryam Simpson, vice-president of the Mark Simpson Mfg. Co., Inc., has announced the formation of Masco Electronic Sales Corp., the company that will henceforth handle the sale of equipment manufactured by the Mark Simpson Mfg. Co., Inc. There will be no change in the name of the manufacturing company.

## Stewart-Warner Appointee

Irving M. Sandberg, formerly general manager of Crosley Distributing Corp., New York, has been named as sales manager of the New York territory for Stewart-Warner Electric. The announcement was made by Edward L. Taylor, S-W's general sales manager.

## In New Bendix Post

F. Donald Fenhagen has been named manager of public relations and advertising at Bendix Radio Division of Bendix Aviation Corp., Baltimore.

Save Time  
Save Money  
with these...

# New STANCOR REFERENCES

The big new Stancor 1951 Mid-Year Catalog lists 441 Stancor transformers ... the most complete catalog line in the industry. All transformers, including television components, are classified and indexed so you can easily locate the unit you need. Each listing includes electrical specifications, dimensions, weight and list price. Clear illustrations show each mounting type in detail.

★ ★ ★

The 8th Edition of the Stancor Television Catalog and Replacement Guide provides you with quick, easy-to-read replacement information on 1511 TV models and chassis made under 79 brand names. All manufacturers are listed alphabetically and the models and chassis are listed in numerical order. A separate section lists all Stancor TV transformers and related components by part number.

Both of these up-to-date references are now stocked by your Stancor distributor, or write Stancor directly for your free copies.

★ ★ ★

**AUDIOPHILES**—Use Stancor transformers to build the famous Williamson High Fidelity Amplifier. Circuit diagrams and complete parts lists are available in Stancor Bulletin 382 at your Stancor distributor.



Most Complete Line  
in the Industry

## STANDARD TRANSFORMER CORPORATION

358 ELSTON AVENUE, CHICAGO 18, ILLINOIS

here's the  
extra nudge  
to make  
your customers  
buy now!



# NEW LOW PRICES

## ON NEW *Emerson TV*

Everybody talks about prices! Emerson *does* something about them! And Emerson's lower prices make the difference between a sale and a "walk."

Yes, here's the extra nudge to bring prospects into your store so you can make those extra sales *now!* Look to Emerson for good leader values to create store traffic...for easy step-up models for longer profits.

Phone your Emerson distributor today! Do it now! Make the most of this good price news!



20-INCH  
\$279<sup>95</sup>

### EMERSON MODEL 697 ENSEMBLE

Built-in antenna. Super-powered Long Distance Circuit. One-knob *Simplimatic* Tuning. Sharper, clearer pictures with *Black Magic Contrast*. Mahogany veneer cabinet ensemble complete with revolving-top table.



17-INCH  
\$199<sup>95</sup>

### EMERSON MODEL 696

Built-in antenna. Super-powered Long Distance Circuit. *Full Screen Focus* for pictures sharp and clear edge-to-edge. One-knob *Simplimatic* Tuning. Graceful, curved-top mahogany veneer cabinet.



MODEL 693  
20-inch mahogany console with matching doors



MODEL 699  
17-inch television with 3-speed automatic phonograph

prices plus Fed. excise tax and warranty  
prices slightly higher in South and West



# Emerson LIFE-TESTED Television and Radio

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

## New NEDA Officers

New officers for the 1952 term have been elected by the National Electronic Distributors Association as follows: George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich., president; Harry D. Stark, The Stark Radio Supply Co., Minneapolis, Minn., secretary; H. E. Ruble, SREPCO, Inc., Dayton Ohio, treasurer; W. D. Jenkins, Radio Supply Co., Richmond, Va., 1st vice-president; and Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wisc., 2nd vice-president.

## NU District Managers

David Maurer, 170 Hawthorne St., Brooklyn 25, N. Y., has been appointed as district manager for the metropolitan New York territory for the National Union Radio Corp., it was announced by Vin Ulrich, manager of the company's renewal sales division. At the same time Ulrich announced the promotion of Edward G. Huber, P.O. Box 376, New Market, N. J., as district sales manager for the New Jersey territory.

## Hoffman TV Catalog

Hoffman Radio Corp., Los Angeles, has issued its annual catalog in pocket-size form, spiral binding with loose leaf provision, a 46-page four-color booklet. Twenty-one styles and models are shown, with colored photos.

## New Rep Firm Formed

Announcement has been made of the formation of a new partnership of manufacturers' representatives under the firm name of Carduner-Lichter Company. Offices of the firm are at 164 Duane St., New York City. The principals of the partnership, William Carduner, Eugene Carduner and William Lichter, have been active in the industry for over 25 years.

## Magnavox Color Ads

For the first time since 1948, the Magnavox Company is resuming full color magazine advertising, with page insertions in Saturday Evening Post and Life, according to an announcement by Lauren K. Hagaman, director of advertising and public relations for Magnavox.

## Webcor Windows

A new window display contest for dealers handling Webcor magnetic tape and wire recorders has been announced by Norman C. Owen, distributor sales manager of Webster-Chicago Corp. Cash prizes to dealers and distributor salesmen from \$500 to \$25 will be awarded. Displays must be in place one week or longer during the period Sept. 1 and Nov. 30, 1951.

## Admiral Names Three

Clarence Tay, president of Admiral factory branches, has announced the appointment of Thomas P. Ryan, as Chicago South Side supervisor for Admiral TV and appliances; Joseph A. Zulwin was named to the same capacity for the North Side of Chicago and Paul J. Dorsey was named manager of the appliance division.

## New Tele King Line

Fourteen new TV models introduced include: three 17-inch table models, leatherette, \$179.95, mahogany, \$249.95, and limed oak, \$269.95; two 17-inch consolettes, mahogany, at \$289.95 and limed oak at \$309.95; two 20-inch table models, mahogany, at \$299.95 and limed oak at \$319.95; two 20-inch consolettes, \$339.95 in mahogany and \$359.95 in limed oak; two 17-inch ¾ door consoles, \$329.95 in mahogany and \$349.95 in limed oak; and three 20-inch consoles, at \$449.95, \$399.95, and \$419.95.

## Correction

Through an error in our September issue, on page 103, incorrect prices on Haygren universal mounts were given. All Haygren products are sold to dealers through the firm's established jobbers. Those desiring complete information may obtain same from Haygren Electronics Mfg. Co., 436 18th St., Brooklyn 15, N. Y.

# What's in the SPARTON FRANCHISE

for you ?

*Sparton*  
RADIO • TELEVISION  
DIVISION OF  
THE SPARKS-WITHINGTON CO., JACKSON, MICH.

## More Net Profits . . .

that's what's in the Sparton franchise! More net profits under the protection of SCMP—Sparton Co-operative Merchandising Plan—the original franchise of direct selling to one exclusive dealer in a community shopping area.

**When you are a Sparton dealer you have:**

- 1 An exclusive franchise.** You are the only Sparton dealer in your community shopping area. That market is yours alone. No price wars. There are no other Sparton dealers in your area to start one. Result: MORE NET PROFITS.
- 2 Direct-to-dealer selling.** You handle a top-quality, high-style, big-name line at direct-to-dealer savings. You can compete with the biggest chains and still make MORE NET PROFITS.
- 3 Best discount in the industry.** Sparton models are competitively priced, yet profit margins are greater. In addition, Sparton dealers get up to a 3% retroactive discount annually. Result: MORE NET PROFITS.

**4 Protected prices.** Sparton prices are guaranteed for specified periods. No price lops right out of the blue to pull the props from under the profits. Result: MORE NET PROFITS.

**5 Fewer service calls.** No finer TV engineering anywhere. Low service costs mean a Sparton dealer keeps his profits . . . and satisfied customers. Result: MORE NET PROFITS.

**6 Aggressive national advertising.** Hard-hitting ads in *Saturday Evening Post*, *Collier's*, *Holiday*, *Quick* and *Newsweek* tell millions about Sparton and Sparton's exclusive dealers.

**7 A complete line.** Table models to combinations in all the popular finishes . . . lets a Sparton dealer tap all the local market with a minimum inventory.

Why not see the Sparton District Merchandiser in your community? Get the full Sparton story on MORE NET PROFITS, and see if the Sparton franchise in your community is still open. Or write or wire direct to B. G. Hickman, Sales Manager, for complete information.



**NOW IT CAN BE ~~TOLD~~ SOLD**

*Shockproof*



**PHONOGRAPH NEEDLE**

**\$1.75**  
RETAIL

Here it is...the most versatile needle in all America today...the DUOTONE SHOCK-PROOF NYLON PHONOGRAPH NEEDLE...at the lowest retail price in all America! Here is your answer to your customer's long crying NEED for a needle that will not damage records...should it drop or scratch!

DUOTONE engineering created it...sales acceptance has PROVEN it...a patented...flexible spring steel shaft...and cushioned Nylon bumper...insures the same FEATHER-LIGHT touch of the DUOTONE SHOCK-PROOF NYLON PHONOGRAPH NEEDLE...in spite of any accidental fall or every drop of the record arm...completely protects records and needle points against damage! Even a child could use it on his most precious record!

The most AMAZING sales story ever told...SHOCK-PROOF...GUARANTEED record and needle protection...should pick-up arm be carelessly misplaced or thrust.

- Lack of surface noises!
- Here is the needle that "Doesn't talk back"!
- Faithful fidelity...plus longer life...worthy of acceptance...by its performance...alone!

Yes...it is the most AMAZING needle story ever told...and we are telling YOUR customer about it through the pages of Life...and other great American publications!

**FREE...**

To aid you further...available at no charge to Dealers everywhere...is the famous DUOTONE full-color...NYLON SHOCK-PROOF "In Motion" display. Yes...an attractive...EYE-CATCHING display piece...that allows your customer to TEST the DUOTONE NEEDLE and actually see AMAZING VERSATILITY and PROTECTION.

12 needles mounted on a FULL-COLOR card...each individually packed in a Lucite container...with a built-in magnifying lens...for impulse selling!



DUOTONE SHOCK-PROOF NYLON PHONOGRAPH NEEDLE at America's lowest popular price!



SEE it...and SELL it...the famous DUOTONE silent sales means immediate VOLUME and SELF-SELLING!



As Advertised In LIFE

Advertising appears in Life Magazine...as well as other magazines...plus feature stories...through the major wire service in the country...TELLING and PRE-SELLING your customer...Display the DUOTONE NYLON SHOCK-PROOF PHONOGRAPH NEEDLE and WATCH THE VOLUME RISE!

Duotone Company, Keyport, New Jersey  
GENTLEMEN:

Please enter our order for ..... full-color display cards. Each contains 12 nylon shock-proof needles mounted in individual Lucite containers with built-in magnifying lens. (Subject to large dealer discounts.)

NAME .....

ADDRESS .....

CITY.....STATE.....

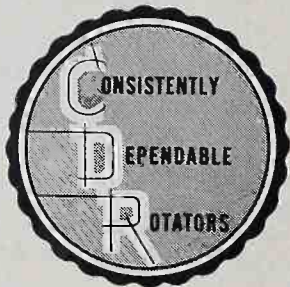
**SUBJECT TO ATTRACTIVE DEALER DISCOUNT**

Canadian Representative: Charles W. Pointon, Toronto • Export Division: Ad Auriema, Inc., New York

All features add up to ...

# Dependability

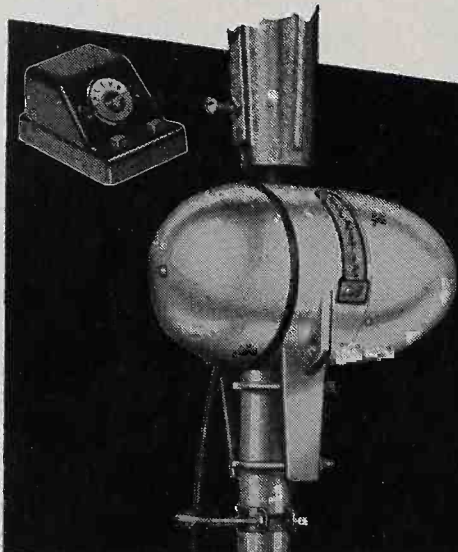
the word that  
best describes the



# TELE-ROTOR

you can depend on a *TELE-ROTOR*

under any and all weather conditions



## TELE-ROTOR

**CUB**

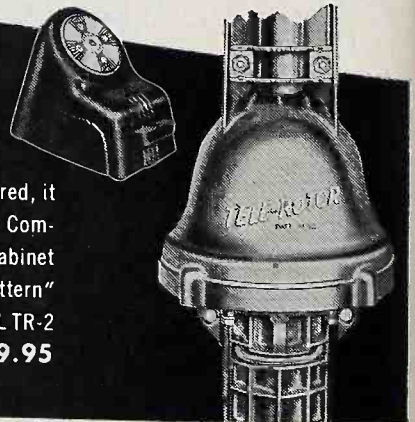
Ideal for average installations—easily installed. MODEL 502B . . . rotator with meter control cabinet for "hairline" tuning (uses 5 wire cable) . . .

**\$44.95**

## TELE-ROTOR

This HEAVY-DUTY "Tele-Rotor" is the most powerful TV antenna rotator made. Superbly engineered, it is the best your money can buy! Complete with "compass control" cabinet having illuminated "perfect pattern" dial (uses 8 wire cable) . . . MODEL TR-2

**\$49.95**



LAZY-X CONICALS



STRATE-LINE ANTENNAS



YAGI ANTENNAS



HI-LO ANTENNAS



INDOOR ANTENNAS



FM ANTENNAS



SUPER-VEE ANTENNAS

CORNELL-DUBILIER SOUTH PLAINFIELD, N. J.

THE RADIART CORPORATION CLEVELAND 2, OHIO



# SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

## Pre-Winter Antenna Check-Up Time!

**Use Campaigns to Advertise, and to Insure Continuing Customer Satisfaction**

Now is the time to begin the seasonal TV antenna program for your customers. Not only is it a way to guarantee that you won't have to send service crews out in the worst weather (and busiest installation period) on installation call-backs. In addition, it is another way to keep your shop and your service in the minds of your customers.

By inspecting all installations which have been up for more than four months your installers will be able to check up on their work and see where, if at all, they may be doing an inadequate job. Your customers will feel that you are paying attention to them, and will mention it to their friends and neighbors, some of whom are thinking of buying TV sets for Christmas. And any installations which are beginning to weaken a little bit can be repaired before the really rough weather gets to work on them. Too, where new stations have been added, or in cases where the transmitters have been moved or the tower of one or more stations increased, it may be desirable to change the antenna orientation, or add or take away parts of multiple installations, or add boosters.

Some of your customers are probably people who had a TV set installed by another firm, but who now use your company for service work. Or they may currently be unhappy about the service of their original firm, if, for example, it is one which is not really set up for service and installation. Inspection of such installations (not installed by you) will save you future trouble.

### **Use Direct Mail**

A good way to inaugurate the campaign is to prepare a direct mailing piece consisting of a double postcard (available at U. S. Postoffices for 2 cents each, stamped) mimeographed with an offer to inspect the antenna system on one card, and the other card addressed to you with a few

blank spaces to be filled in with the name of the customer, and preferred time to call.

Depending on the type of service guarantee which your organization specializes in, you may wish to make a nominal charge for this check-up, or you may deem it best to offer it as

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The September, 1951, issue of **RADIO & TELEVISION RETAILING** presented copy for direct mailing pieces in an article entitled, "Money, Customer-Satisfaction in Antenna Check-Ups."

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a free service to old customers. One way to work it is to specify a service charge, and state that this fee will be applied against the customer's next service call on that TV set. In other cases it may be best to state the cost of the check-up, but also say "free to Blank Radio's service customers." In this way the customer realizes that you are giving him a real service—worth something—not just a free throw-away.

### **Written Report to Customer**

The check-up should include the rendering of a report, with the inspecting serviceman's signature, and his recommendations, if any, for corrective action where needed. In this way, should the installation fail during a severe storm, it will be in the record whether repair of such a failure should be classed as a call-back or as a new service call. Naturally if the report had recommended work to be done, and the customer had decided against it at the time of the inspection, he, and not you, would be responsible for the repairs to the installation.

If one or two simple steps have been taken during the inspection to make the installation more ship-shape for the coming winter storms, they should be enumerated on the report.

Points to be covered in the inspection should include mechanical rigidity of mount, mast, antenna elements, all standoffs, and good electrical contact at antenna, arrestor, and set. Any splices (there should be few, if any, out-of-doors) must be checked, by using an ohmmeter at the set and shaking the lead-in (unless antenna is an open DC circuit, in which case it must be shorted at the antenna terminals, temporarily. If there is no lightning arrestor, install one.

Be sure that lead-in is twisted, both for continuing mechanical stability and for minimizing local noise and static pickup.

See that transmission-wire runs across roofs are as short as possible—horizontal runs will require more frequent replacement because of snow or storm damage. Where such runs cannot be avoided, keep the line from sagging and touching the roof. Unless this is done, rotting will be much speeded up and signal loss enormously increased in weak signal areas.

Use enough stand-off insulators. Proper spacing is 3 to 4 feet on masts and on exposed horizontal runs. Wider spacing—say 6 feet, may be acceptable down sides of house, provided wind does not whip it back and forth.

Pinch ends of all antenna elements and tape the ends of masts to prevent or minimize humming or singing of elements due to the wind.

Sufficient clearance so that any antenna, lead-in or mast, should it fall or be blown by the wind, cannot fall across or touch electric lines.

Installation of heavy ground wire connected to mast.

Coating of all contacts and exposed wires with antenna-coating, plastic paint, or "Scotch" or similar weather proof tape—after good contact has been guaranteed.

Attachment to lighting or telephone company poles—not allowed under any circumstances.

Crossing over or under electric power lines is strictly forbidden.

# The Servicing and Maintenance

## Part I of an Article Dealing With Principles and Problems of

By Charles Graham, Technical Editor

• Today tape recorders are becoming more widely adopted than wire recorders, even though a substantial number of the latter are still in use. The electronics for the two mediums are almost identical, and only the mechanisms show much dissimilarity. We will therefore consider tape recorders primarily, noting exceptions in some cases which apply to wire.

A magnetic recording consists of a medium which has been magnetized in accordance with electrical signals whose frequency and amplitude change to reproduce the intelligence (usually sound) it is wished to record. The best magnetic mediums have been found to be a certain type of steel wire (normally .004 inch diam.) and paper or plastic tape which carries a thin coating of ferrous oxides. The tape is  $\frac{1}{4}$ " wide and about .002 inch thick.

### Heads Do Three Jobs

There are three magnetic processes involved: recording, playback, and erasing. In most home and office recorders the playback and recording are accomplished by use of the same magnetic head.

It is also necessary to move the magnetic medium, whether it is tape or wire, past the playback or recording head at a fairly constant speed. As the tape passes the recording head, currents from the amplifier induce varying magnetic poles in the tape. These magnetic poles are spaced closely together for sounds of high fre-

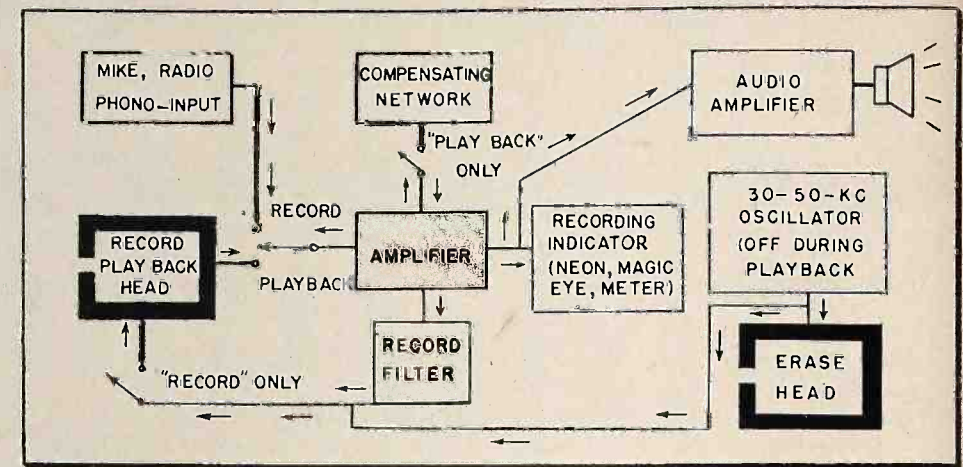


FIG. 2. Block diagram of typical recorder. Some models incorporate erase in the other head.

quency and farther apart for sounds of low frequency. In addition, if the sounds being recorded are weak, then there are only a few particles of oxide magnetized, whereas, the areas of magnetic orientation are larger for stronger sounds.

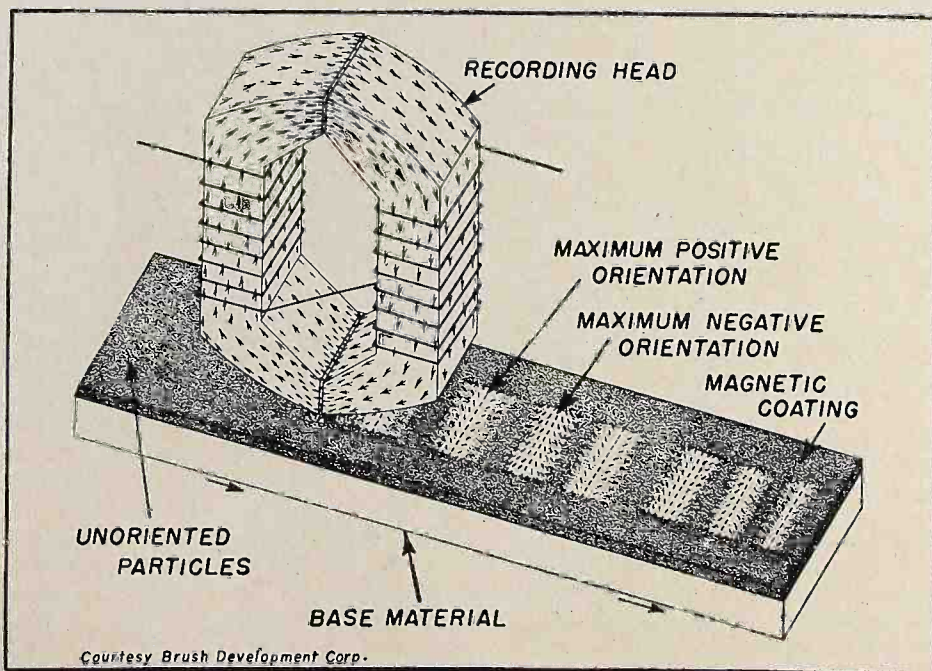
When these areas of magnetically oriented oxides are pulled past the playback head they induce small voltages in the windings of the playback head, and these voltages are amplified and used to drive a loudspeaker, creating the sounds which made the original recording.

Erasing is accomplished by subjecting the recorded tape to a very strong magnetic field which wipes out previously recorded signals, or saturates the tape. This can be done either

with a magnet, called a DC erase, or with an erase head similar to the record-playback head, with an AC current producing the AC erase. This leaves the tape quieter, and is most often employed.

There is one recorder which uses a permanent magnet to produce a sort of AC erase by arranging several poles of a magnet to give the effect of reversing the poles rapidly. In a few recorders, the erase and playback-record heads are combined into one head, with an E shaped lamination which has separate erase and playback-record windings wound on it. This type of head has two gaps in it, the wider, around .01" is the erase gap. These gaps are filled with soft, non-magnetic metal to insure that the tape does not catch in the gap. The smaller gap is about .0005" wide, and is for playback and recording. The AC current used to supply AC erase is usually about 30 to 50 KC, and is supplied by a beam output tube such as a 6V6 or 6K6, or in some recorders by a twin-triode like the 6SN7, in a pushpull circuit.

In recording, as the tape is pulled past the recording head, the particles of ferrous oxide, which have been unoriented, are magnetically arranged in place to form many small magnets, as shown in the drawing on the left. This is caused by the magnetic lines of force which are set up across the recording gap in the recording head. These magnetic lines of force are the result of the current in the recording head laminations, which current is in turn created by the recording amplifier. The currents required are fairly small, and a triode tube will supply the recording current easily. It is necessary to supply a small amount of AC bias to the recording head



Courtesy Brush Development Corp.



# of Magnetic Recorders

**Tape; Non-Mechanical Service Procedures Are Discussed**

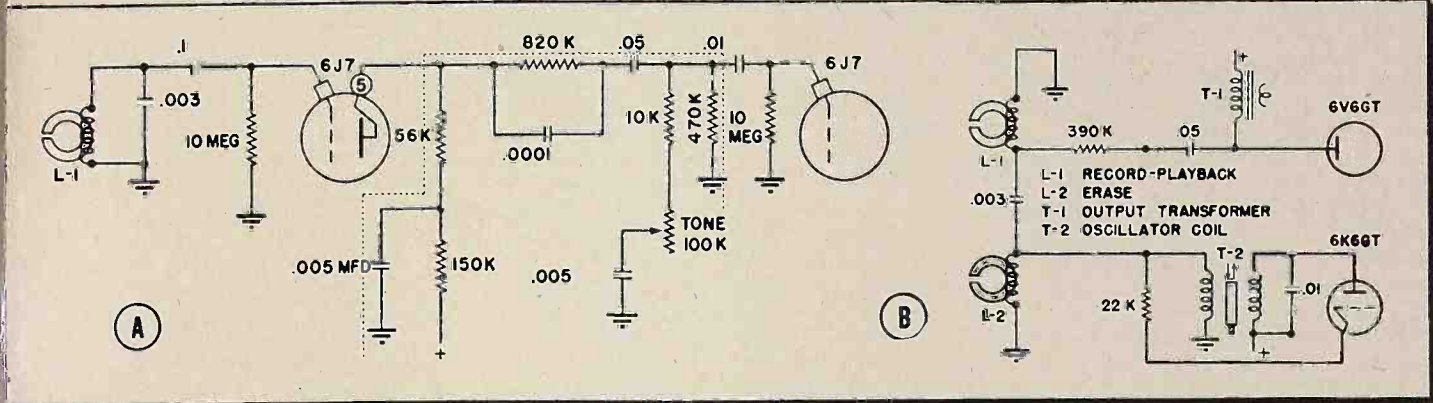


Fig. 3. Simplified playback circuit (A) and record-erase arrangement (B) taken from Revere model TR-200 tape recorder.

along with the recording current. This AC bias is usually a small portion of 30-50 KC alternating current, taken from the conveniently at hand erase circuit. The reasons for the AC bias are highly theoretical. However, it is easily demonstrable that without this so-called AC bias the recording will be so distorted that it will be hardly recognizable. The amount of AC bias used varies from one recording head to another, and from one tape to another. It usually is from 2 to 4 ma., and its adjustment is rather critical in getting good results from the recorder. Later we will consider means of checking the AC bias, and ways of varying it, where necessary.

### Equalizing Networks

Due to the fact that magnetic tapes do not have a linear frequency response characteristic it is necessary to apply equalization at several points. The first equalization is done in the recording. The recording current is usually taken from the plate of a tube, so there is a recording filter network, consisting in most cases of one condenser and one resistor, connected between the plate of the recording amplifier output tube and the record head.

In playback the tape is pulled past the reproduce, or playback head, which is now connected to the grid of a very high gain amplifier. Again equalization is applied. This time it is in the form of a condenser (usually around .002 to .004) which is intended to resonate with the inductance of the playback head to provide boost at around 5000 cycles. After amplification in one or two stages there is bass boosting also, to compensate for the loss of lows.

These equalizations are in addition to and separate from any form of manual tone control. Most recorders have tone control of the well-known

high roll-off variety. This is never incorporated in the record circuit, but only in the monitor and playback circuits.

In figure 2 is shown a block diagram of a conventional home-type tape recorder. The audio amplifier is usually automatically disabled during mike recording so that undesirable acoustic feedback will not occur.

There are a large number of troubles which can occasionally arise in any piece of electronic equipment.

The largest number of these are sufficiently similar to regular radio or audio amplifier troubles so as not to call for special comment. Therefore detailed trouble-shooting procedures which are identical with radio procedures will not be repeated here. However, the use of the supersonic (30-50 KC) AC bias and erase currents introduces a new element. As before stated, the amount of bias employed is not only rather critical if good re-

*(Continued on page 92)*

## Troubleshooting Common Electronic Faults in Magnetic Recorders

Trouble	Symptoms	Remedy
I Records distorted and/or weak	No AC bias (30-50 KC) (measure bias E or I as outlined in text)	1. Substitute new tube in supersonic bias-and-erase circuit. 2. Measure DC volts (neg.) at grid of same tube.
II Records distorted (previous recording remaining on wire or tape)	No erase—or weak (only if AC erase is used. If magnet erases, omit II.)	1. Follow procedure for Trouble I, except insert 2, below, after 1, in I. 2. Check erase head for open, or short. Should read at least .1 ohm. or more.
III Records, but slight sound remains from previous recording(s)	Insufficient bias or erase	1. If permanent magnet is used for erase, add AC erase circuit and head—manufacturer's data. 2. If AC erase, check for proper magnitude of both erase and record bias. Check waveform with 'scope. 3. Check for shorted turns by comparing R of heads with known good heads (of same model—head design often varies from one production run to next). 4. Check with previously recorded tapes known not to be over-recorded (saturated)—or tapes from another machine. Also try another type or brand of tape.
IV Excessive hum	Determine whether hum is in circuit or is recorded on tape	If on tape, check power supply for humless B plus. If not in recording, check 1st stage— 1. Try 2 to 4 new tubes in 1st stage. 2. Check lead dress of 1st grid, and of play head lead.

# The Video Amplifier

## Part I—Analysis Shows How Video Amplifiers Are Designed

by Solomon Heller

• The video amplifier in the television receiver is needed to boost the signal output of the video detector. The video detector output contains demodulated video signals that are capable of reproducing the televised image on the screen of the cathode-ray tube. These signals are, however, relatively low in amplitude. If applied directly to the CRT, they would not drive the tube to the amount of conduction needed for satisfactory reproduction of a televised picture. A very faint picture would result. To increase the contrast range to a satisfactory level, the video signal must be amplified. The video amplifier performs this job. It is similar to the audio amplifier of a receiver, which boosts the audio signal to an amplitude adequate for driving the loudspeaker at the desired volume.

The video amplifier, like audio amplifiers, must not only amplify the signals applied to it, but must amplify them *uniformly*. Thus, if one signal is twice as large as another, this 2:1 ratio should still be present when the signals appear in the output of the amplifier. If the ratio is *not* preserved, the amplifier will be introducing distortion.

Distortion is introduced when different signal frequencies are not uniformly amplified by an amplifier.

To prevent distortion in an audio amplifier, it must be designed in such a way that it will uniformly pass, or amplify, all the frequencies in the audio range (see fig. 1). Audio amplifiers built into high-fidelity sets should be designed to amplify all the frequencies in the audio bandpass uniformly.

The TV receiver's video amplifier must also amplify a certain band of frequencies uniformly. This band is, however, very much larger than the range of frequencies an audio amplifier deals with, since the video frequencies extend from about 30 cycles to 4 megacycles, whereas a bandwidth of 50 to 10,000 cps will more than cover the audio frequencies transmitted in the broadcast band (see fig. 1). Because of the much greater bandpass that the video amplifier must have, changes in the design of the amplifier must be made before it will satisfactorily amplify video signals.

To understand what changes are necessary, let's consider why the response of a typical audio amplifier (fig. 2) falls off at the high and low ends of the band-pass, making it impossible to use it as a video amplifier. Let's analyze first why the audio amplifier attenuates low frequencies.

In the audio amplifier shown in fig.

2, signal developed across  $R_L$  is transferred to  $V_2$  through  $C_c$  and  $R_g$ .  $C_c$  and  $R_g$  act as a voltage divider. The signal voltage is distributed across  $C_c$  and  $R_g$ . The higher the reactance of  $C_c$ , the larger the amount of signal voltage developed across it, and the less there is left for  $R_g$ . Also vice-versa.

The voltage developed across  $C_c$  serves no useful purpose. It is a lost, or wasted voltage drop. The *useful* voltage is developed across  $R_g$ . This voltage constitutes the input signal to  $V_2$ , and is amplified by the latter.

Coupling condenser  $C_c$  offers a varying opposition, or reactance, to different signals, depending on their

frequency. If the signal frequency is high,  $C_c$ 's reactance is low; if the signal frequency is low,  $C_c$ 's reactance is high. For high video frequencies,  $C_c$  will offer so low a reactance that it will be practically a short-circuit, and practically the entire applied signal voltage will be developed across  $R_g$  and amplified by  $V_2$ . For very low video frequencies, however,  $C_c$  will offer considerable reactance. The low-frequency signal voltage developed across  $R_g$  will therefore be considerably lower than the high-frequency signal voltage developed across  $R_g$ .  $V_2$ 's output for low frequencies will therefore be lower than its output for high frequencies (if we consider only

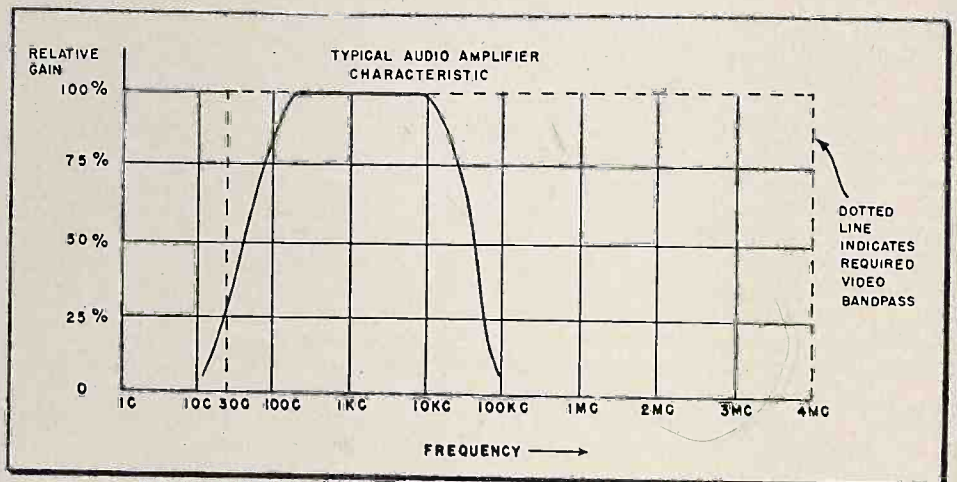


Fig. 1—Graph above shows bandpass of an audio amplifier and ideal bandpass of video amplifier.

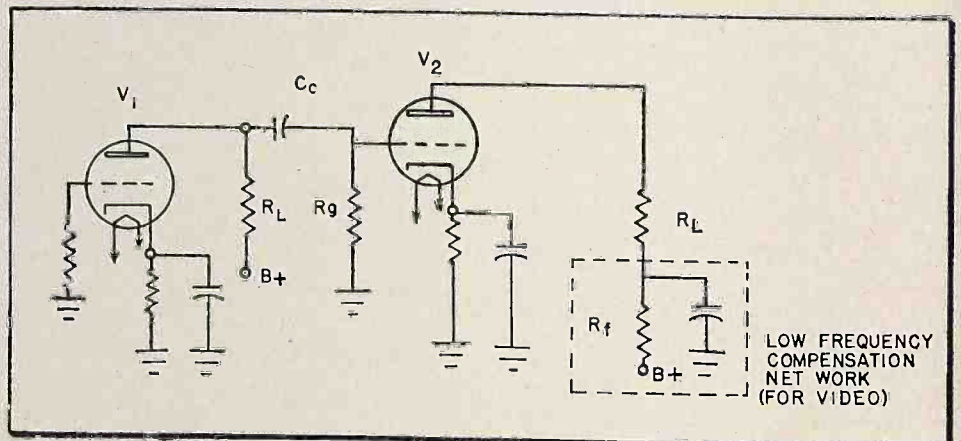
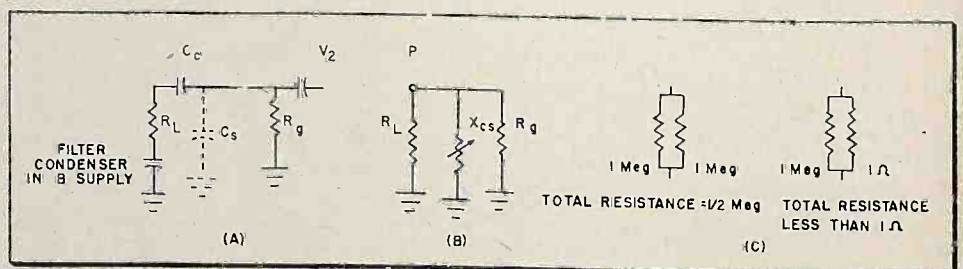


Fig. 2—Typical R-C coupled audio amplifier, with network added to flatten response at low end for video. Condenser in dotted square is  $C_f$ .

Fig. 3—Below, (A) shows signal path in  $V_1$ , above. (B)  $X_{cs}$  is reactance of  $C_s$ , and varies with frequency.



# in Modern TV Sets

## —How They Differ From Audio Amplifiers

the effects of the  $C_e R_g$  circuit).

How can we do away with this undesirable condition? One way would be to eliminate  $C_e$ , and direct-couple the two stages. Such direct-coupling would introduce other problems, however, and is undesirable for this reason. A second solution would seem to lie in increasing the capacitance (and thus lowering the reactance) of  $C_e$  to such a point, that its reactance would be very low for low frequencies, as well as high and middle ones. Then it might be expected that practically all of the signal voltage would be developed across  $R_g$  for low, as well as middle and high frequencies, and  $V_2$ 's input and output would be undistorted (all other things being equal).

This solution, however, would introduce troubles as serious as the one it was trying to remedy. In the first place, the larger the value of  $C_e$ , the larger its physical size. If  $C_e$ 's size is increased, the stray capacitance between  $C_e$  and ground (represented by  $C_s$  in fig. 3A) is increased. Now, as  $C_s$  becomes larger, its reactance is reduced, and its shunting effect on  $R_L$  is increased (fig. 3B). That is, since  $C_s$  is in parallel with  $R_L$ , the plate load resistance of  $V_1$ , its effect is to reduce the total plate load impedance of  $V_1$ . (Placing an impedance—a resistor, condenser or coil—across another impedance, reduces the total impedance, as shown in fig. 3C). Therefore the signal voltage developed across  $R_L$ , and transferred to  $R_g$ , would tend to become lower for high frequencies than for middle and low ones. This is, as we have previously pointed out, undesirable.

Another factor limiting the maximum value of  $C_e$  that can be used is the increased leakage that occurs as  $C_e$  is made larger. If there is a positive voltage between one side of  $C_e$  and ground (as there often is), more

of this voltage will be transferred to the grid of  $V_2$  when  $C_e$  is made large, causing the bias of  $V_2$  to be reduced, and thus tending to introduce distortion.

If  $R_g$ 's value is increased, in an attempt to reduce the signal voltage

developed across  $C_e$ , and raise the signal voltage developed across  $R_g$ , the d-c current that always leaks through in small amounts if one side of  $C_e$  is connected to a positive point, is apt to build up too large a voltage across  
(Continued on page 86)

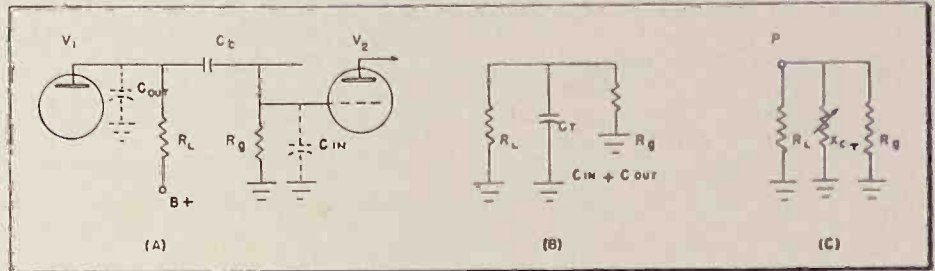


Fig. 5—Internal  $C$  of  $V_1$  &  $V_2$ , shown in (A), and represented in (B) and C. See text for full explanation.

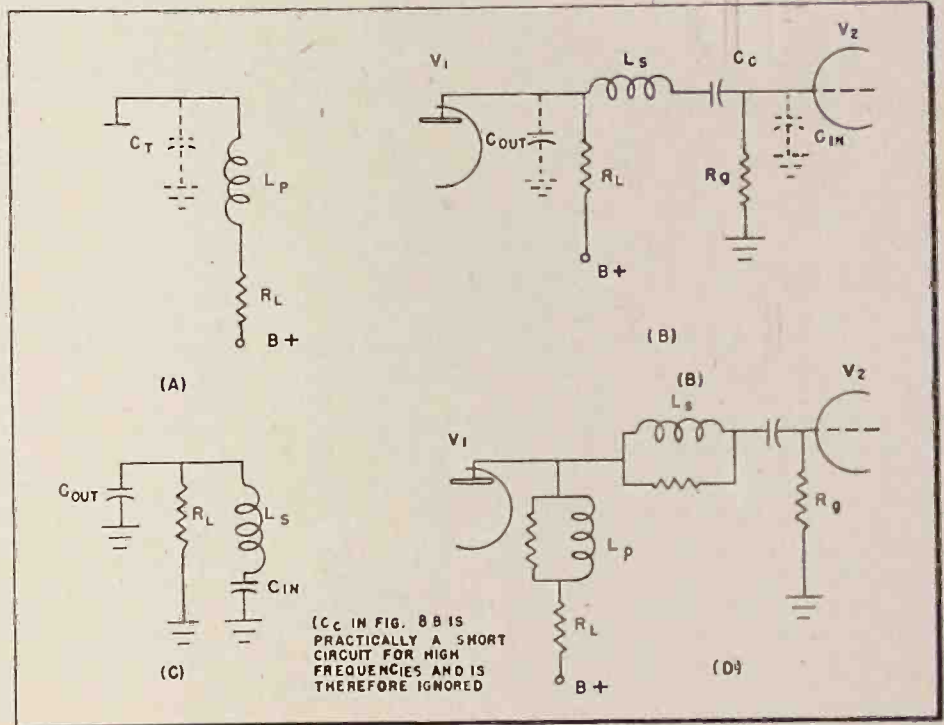


Fig. 6—How shunt (A) and series (B) peaking coils are added to extend response in video amplifiers. (C) shows equivalent circuit of (B). (D) shows combination in typical circuit.

Fig. 7—Below are curves of video amplifier taken with peaking coils in, out, and properly shunted by R.

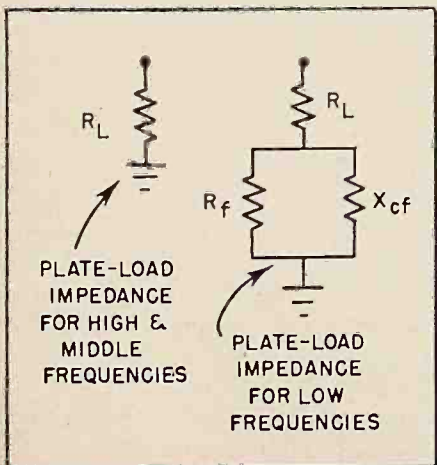
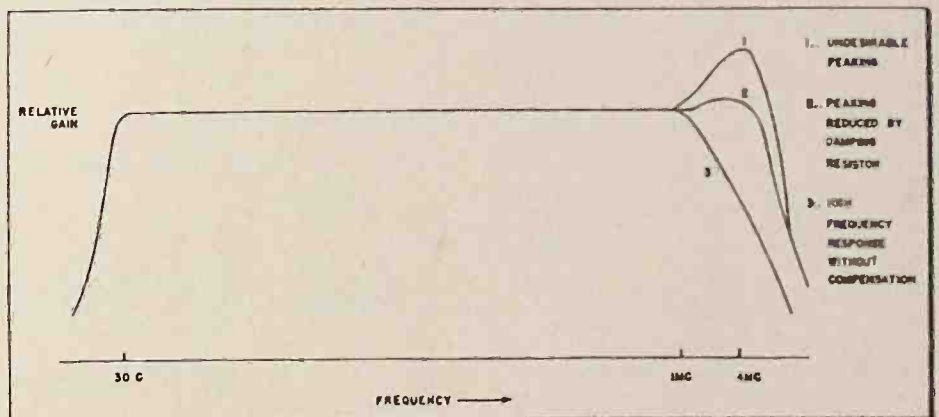


Fig. 4—Below are shown plate loads seen at various frequencies by  $V_2$ .  $X_{cf}$  is impedance of condenser in dotted box in Fig. 2.

# How to Sell Your

## Charge Enough, Convince Customer That

• "I just had the condenser replaced 6 weeks ago!" splutters Mr. Jones when you tell him his AC-DC set needs a new filter block. And although it *wasn't* a condenser, and the record shows it was 4½ months previous, he still thinks his radioman is an armed highwayman!

Episodes like the foregoing highlight the double-edged problem that faces the serviceman many times when a service job passes through his shop. The problem is, first, how to charge enough to make a reasonable profit on every job. Secondly, the problem includes *selling* the customer the idea that the charge is entirely reasonable.

Whether the repair is done by an independent service shop or by a department as part of a diversified store, the service operation should show a profit. If it does not, it should be thoroughly investigated.

### Sell Know-How, Not Time

The radio-TV service charge has too often been made just the way a plumber, electrician, or carpenter charges. That is, it has been made on the basis of *parts* sold and *time* used (or *labor* done). Yet it is obvious that something has to pay for those things which make the radio-TV technician's job more complicated and difficult to do properly than the plumber's or the carpenter's. What about the theoretical knowledge required of technicians, the extensive repair gear, the complexity of the equipment being repaired, the know-how and experience necessary, to say nothing of the possibility of future breakdowns? Where does this show in the bill? And what about transportation, estimating time and operating overhead?

Last year there were 9,162 business failures in the United States, according to Dun and Bradstreet. Some of these were radio stores and repair-shops. How many well-intentioned dealers have gone out of business despite being excellent technicians and working hard, long hours? We all know them. They usually end up by working for someone else, who may be less of a radioman but much more of a businessman.

It is unfortunate that Joe Blank, who is a top grade technician taking great pride in doing his job carefully and efficiently, can't make a living at it working for himself. Joe will tell you, "I have to keep my charges down below Oscar's, otherwise they'll say I'm a robber, and they'll go to Oscar. Besides, when I charge a lot they

think I'm married to the set, and expect future repairs on it free." But until Joe Blank learns how to charge fairly, yet profitably, he'll continue to work for someone else.

If your service operation has been losing money (considered apart from work performed for other departments of the store) it may be that you need to reexamine your pricing methods, and perhaps change them.

### Is Service a Sales Aid?

When the service department gives free service as part of the selling contract on a set, the cost of rendering these services must be deducted from the total service operating costs, and charged as a cost of the sales department.

First you must figure out *as nearly as is possible* what your actual costs are, or have been. Take the past year as a convenient figuring basis.

Next it is necessary to examine your service income for the year, and compute the total. (Exclude work done on RTMA or other guarantees which did not bring in real income. If you have not been able to exclude the *costs* of such jobs, then include in *income* the charges which this work represents, as though it had been paid by the sales department.)

Finally, you should compare your total service operating cost with your gross service income. If you have been working for the service department, say as service manager or technician, do not fail to count your own salary as an operating cost, even though you may not have drawn it on a weekly or regular basis.

If you find that you cannot honestly show a profit, then you need to change your pricing policy.

### Include Owner's Salary

As an example, let us suppose that you have two technicians working full time, and that you handle the customers, make estimates on small sets brought in for repair, and act as telephone dispatcher for the service

department. This means that part of your salary is chargeable to the service department. If you draw \$100 a week, and your service operation grossed \$13,000 last year out of a store total gross of \$52,000 then you should charge something less than ¼ of your weekly salary to service costs. Let us say, on the basis of the work you do for the service department, outlined above, that you assign ⅛ of your salary to service. That means that one of the costs of the service department that must be paid is \$12.50 of your weekly salary.

If you have been selling, along with TV sets, antenna installations with a 90 day service guarantee, you must be able to assign a percentage of that *income* to service. The installation must be paid for, and the actual service calls made on the *set* must be assigned as a sales cost, if the guarantee is made as a sales aid. If these service costs cannot be subtracted from total service operating costs, then hypothetical payment from the sales department must be counted in figuring gross income.

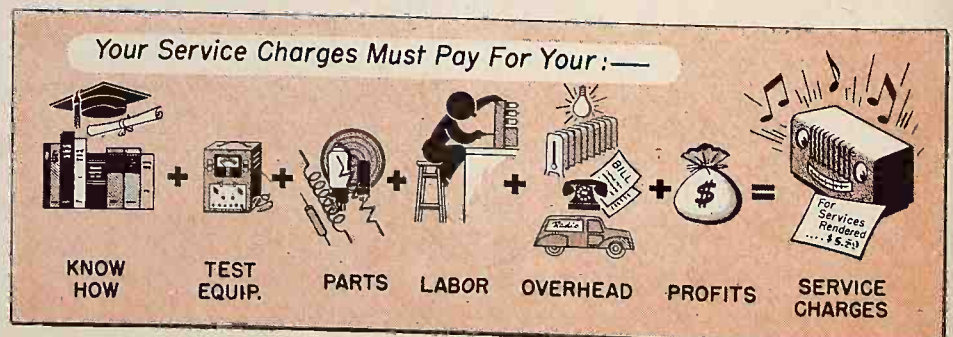
### Correct Cost Accounting

Work on traded-in sets before they are resold must be accounted for. Either the cost of the work must be subtracted, or the probable price of the work, *retail*, added to the service income total.

When these totals have been compiled, and the ratio of costs to income determined, the profit margin can be figured, and if it is not adequate, a re-evaluation is in order.

First you must agree with yourself that your charges will no longer be geared to the remarks of a few malcontented customers—or to what Smith's Radio charges. Then you must take positive steps to see that the customer knows what he's getting—what's been done to his set—and what he's not getting—what has *not* been done to it.

Customers are happier if they get a paid bill stating what has been



# Service at a Profit

## Charges Are Fair, and You'll Make Money

done, how much has been paid, and for how long the work is guaranteed. This cannot be overemphasized too often. A major cause of future possible customer dissatisfaction is removed only if an explicit written statement is in the hands of the customer stating that, "only specific work done by Blank Radio is guaranteed. The entire set is not being guaranteed." The manufacturer cannot guarantee it for more than 90 days when it is new, and expect to profitably stand behind it, so why should you let your customer think you can stand behind the manufacturer's work after the expiration of the three month RTMA period? The best place to make your statement of policy is at the bottom or back of the paid bill which you give the customer along with the set. It is good to have this statement appear as part of the complete guarantee statement.

### Make Guarantee Explicit

The question is so often asked, "Is this work guaranteed," that it is easiest to have it in writing already. Furthermore, if it's on the bill, the explicit statement about *only our work* being guaranteed, and a statement of what that work is, will save possible discussion or misunderstanding at a later date.

The charges on a small AC-DC set may be almost entirely for time, labor, know-how, and use of equipment, with a 30-cent condenser being the only part replaced. Yet many customers regard it as dishonest to charge, say, \$5.00 for such a repair, and then charge only 3 or 4 dollars for replacing a \$1.30 tube. This is to a great extent the fault of the dealer. He must educate his customer to expect to pay for know-how and experience. Particularly with the introduction of TV, which requires faster repair, more expensive equipment, and more know-how and education than radio, it is important to get away from the conception of *parts and labor*, as the entire price basis.

A typical bill for a TV set might list the following information:

Complaint—no picture on any station  
 Diagnosis—no raster (no light)  
 Trouble—video IF inoperative  
 Action—replaced video IF transformer & 1 resistor  
 Parts—IF—\$4.50  
           R — .50  
 Time—@ 5.00 hr.  
           2 hrs. 10.00  
           15.00

'BLANK RADIO & TELEVISION SERVICE, INC.	
MAIN AND MARKET STREETS	
CUSTOMER <u>Mrs. Johnson</u>	DATE <u>Oct. 1, 1951</u>
ADDRESS <u>321 West 75 Street</u>	
MAKE <u>Graham</u> MODEL <u>41A</u>	
COMPLAINT (customer's description) <u>No picture - No sound</u>	
TECHNICIAN'S DIAGNOSIS (symptoms) <u>Same as above - HV OK - Tubes light</u>	
ACTION TAKEN <u>Set taken to shop - Faulty by Pass in Tuner</u> <u>aligned set (Tuner only)</u>	
RECOMMENDED FURTHER REPAIRS, IF ANY: <u>A number of Condensers</u> <u>in IF and sound stages</u> <u>are leaking, may go soon!</u>	SERVICE CALL... (Min. \$3.50) <u>3.50</u> PARTS: <u>Cond. - .0005 - 400 V. .60</u> TIME..... (\$5.00 hr.) <u>15.00</u> <u>3 hours (incl. alignment)</u> total... <u>\$ 19.10</u>
	PAID <u>Joseph Blauk</u> (Received By)
WARRANTY OF REPAIRS	
All work done by Blank Radio Television Inc., and all parts installed, as indicated on this sheet, are guaranteed for a period of 90 days. Parts not installed by Blank Radio Television Inc. are not covered by this warranty.	

Work sheet and service job record which should be kept available in the shop files.

There may have been only 1 1/4 hours spent right on the set, but what about the time spent talking to the customer, and what about the time connecting it back up to the antenna in the customer's home? In the above case—if the set was picked up and delivered, there should also be a charge for transportation, or for a service call.

### Minimum Call Charge

Many shops operate on the basis of a minimum service call charge of \$3.50. This covers going to the customer's home, examining the set and antenna, and making any minor external adjustments which may be needed, or deciding what further action must be taken. If it is a component failure there is an additional charge of \$5.00 per hour for time spent, plus parts. If the set has to go to the shop, the service charge covers that, and the service manager telephones the customer what is wrong and how much it will cost to fix it.

With today's prices it is in most cases not profitable to figure service time at less than \$5.00 an hour. This is based on the fact that competent servicemen today get paid from \$70

to over \$100 a week, and overhead plus profit easily double this cost to the owner.

When a customer seeks positive assurance—a "guarantee"—that nothing will go wrong with his set again soon, it should be pointed out to him that there are hundreds of parts in the receiver, any one of which may go bad. An offer to inspect the set with a view to replacing any imminent failure for a fixed percentage of the value of the set—say 15% of its retail value, would be the best approach here. Then it would be both profitable and safe to replace all by-pass and filter condensers which are old or near working limits, for the price paid. If the customer refuses this service, he is simply shown the before-mentioned guarantee statement.

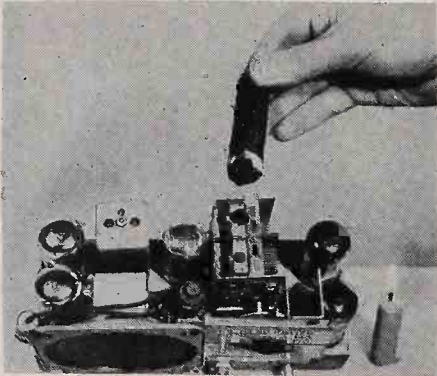
If anything in the set looks suspiciously weak, it is wise to recommend, *on the paid bill*, repair of that part, so that a possible future failure cannot be blamed on the service organization.

From the foregoing it is hoped that you have been able to evolve a clearer idea of how to charge enough to make a fair profit, and how to make these  
 (Continued on page 90)

# Shop Shortcuts Speed Servicing

## Securing Trimmer Screws

It is often desirable to seal condenser trimmer screws in place to avoid tampering, or loosening due to



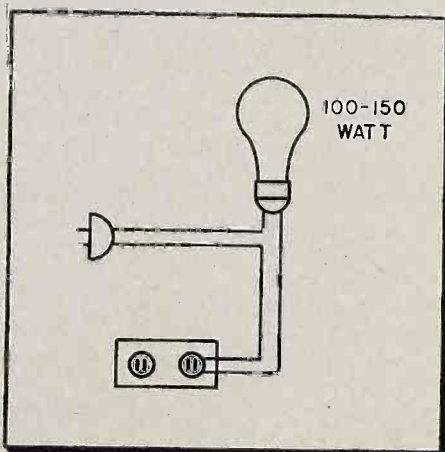
vibration. This may be accomplished by using a wax stick such as is sold for cementing fishing rod ferrule tips. The wax may be heated with a match or candle and applied as shown. *H. Leeper, Canton, Ohio.*

## Bad Volume Controls

I have found it helpful *not* to throw away defective controls when they are replaced, if they have a switch on them. Very often a subsequent set will turn up with a bum switch, and the exact replacement is unobtainable, or at best, not in stock. This means replacing the whole control. If you save the old controls with good switches, a relatively easy substitution may be made sometime later on. *Levene's Radio Hospital, Chicago, Ill.*

## Test Lamp Setup

Useful in testing for shorts in radios and other devices, but particularly needed when checking for shorted



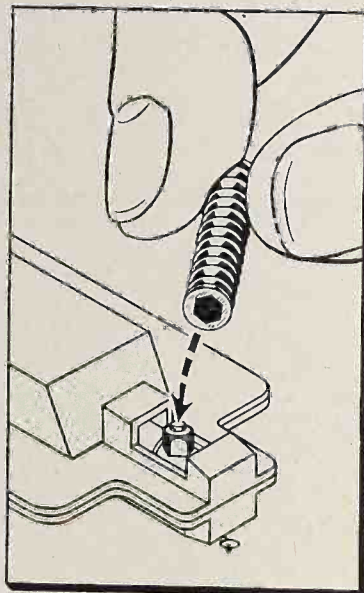
power-supply components, this fuse protector lights up brightly on shorts, dully if device is OK. *J. L. Brody, Ab's Radio, Chapel Hill, N. C.*

## Replacing Pix Tube Bases

When it is necessary to replace a broken base on the picture tube proceed as follows: 1. Remove the broken base by unsoldering all the pins, being careful not to damage the wires. 2. Straighten and form the wires so that the pins of the new base can easily be placed on the wires. 3. Apply a coat of "General's" speaker cement or equivalent to the glass neck of the tube and to the inside of the new base. 4. Place the new base on the tube making certain that each wire is inside its proper pin. Hold the socket in place until the cement has dried sufficiently to permit soldering of the pins. NOTE: Loose base can also be repaired in the field by applying cement between the glass and base.—*Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.*

## Small Hex Nut Wrench

Wherever very small hexagonal nuts are found, as on many types of permanent needle cartridges, a small-



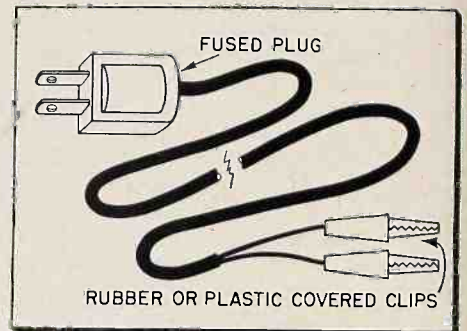
er size Allen head set screw will make an excellent wrench. Carry a couple in the outside tool box. *RCA Service Company.*

## SHOP HINTS WANTED

Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, N. Y."

## Universal Test Cord

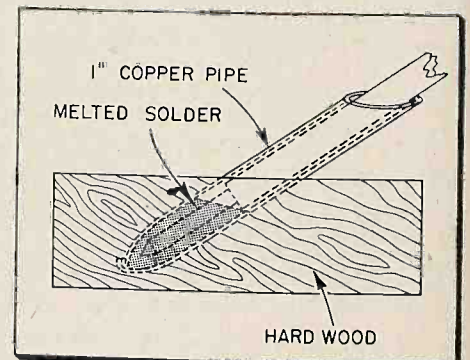
One of the most useful tools around any repair shop is a test cord for the AC supply line. This test cord has fused plug on one end which carries two tubular fuses of 2 to 6 amp. capacity, depending on the equipment to be under test. On the other end it has small alligator clips almost completely covered by rubber



grips to protect the technician from shock and to keep the clips separated when they are used on terminals which are close to each other. This sort of cord can be used as a universal test cord for TV sets, particularly in the case of older sets such as GE, Philco, Emerson, which for some years had an AC interlock receptacle differing from what has now become standard for the industry.—*Arthur Bertram, 247 West 18th St., New York, N. Y.*

## Keep Iron Tip Tinned

If you use a regular soldering iron (instead of a speed gun) at the bench, you've probably often wished you had an easy way to keep the tip tinned even though it's on all day long. One way of doing this is to have a short length of copper pipe mounted in a



block, at a slant, and used as a holder for the iron. Bend the end of the pipe closed. The bottom end of the slanted copper tube is filled with melted solder and the iron stuck in it. It will stay well tinned no matter how long it's left on, and will rarely need retinning, filing or cleaning.—*Art Westlund, 1201 California Ave., Topeka, Kansas.*

## HOW TO STACK YAGIS WITH 100% EFFICIENCY

New System Eliminates Mismatch;  
Provides Higher Gain For Yagis

Acting on the complaint of installers of all makes of Yagi antennas that only a small additional gain was achieved in stacking, Channel Master Laboratories engaged in a thorough research project during the past summer. The engineers came up with the new Z-MATCH system, and, like all important discoveries, it is relatively simple.

They noted that although all single Yagis claim to match 300 ohm line, they are stacked one-half-wave with  $\frac{3}{8}$ " connecting rod transformers spaced about 3" apart, with an impedance of 325 ohms. Each Yagi's impedance, therefore, was stepped up to 350 ohms, with the two in parallel totaling only 175 ohms. This meant a mismatch of almost 2:1 when used with 300 ohm line. (Fig. 1 lower right)

Channel Master engineers reasoned that in stacking, the impedance of each single 300 ohm Yagi must be reduced in order for the total stacked Yagi to match a 300 ohm line, as follows:

1. Let the single Yagi match 300 ohm line perfectly when used alone.
2. Reduce Z (impedance) of each Yagi to 200 ohms for stacking.
3. Use  $\frac{3}{8}$ " half-wave connecting rod transformers spaced at  $3\frac{1}{8}$ ".
4. These connecting rod transformers have an impedance of 350 ohms.
5. These 350 ohm connecting rods transform each 200 ohm impedance to 600 ohms.
6. The two 600 ohm impedances in parallel equal 300 ohms.
7. Therefore a perfect match is achieved in both single and stacked antennas! (Fig. 2)

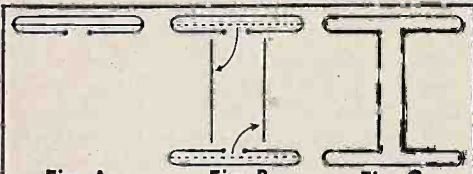


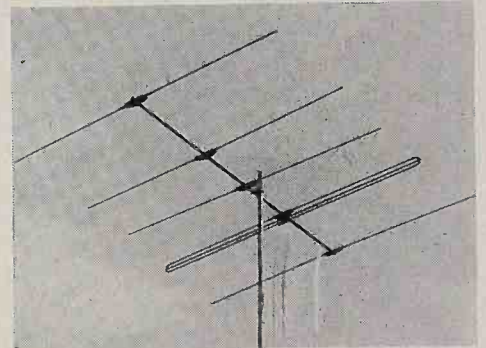
Fig. A) 3 element  $\frac{1}{2}$  wave folded dipole of single Yagi showing center bar. B) 2 half-wave folded dipoles with center bars removed. C) Center bars used as stacking rods.

The new Z-MATCH system automatically provides for lowering the impedance of each Yagi when preparing it for stacking. A 600 ohm, 3 conductor folded dipole (Fig. A) is used on the single Yagi to provide a perfect 300 ohm impedance. In stacking, the center bar is taken out of the folded dipole which lowers the impedance to 200 ohms and leaves a pair of  $\frac{3}{8}$ " rods one-half-wave long (Fig. B). These are then used as connecting rods and the result is a stacked Yagi which perfectly matches a 300 ohm line (Fig. C). In order to provide a perfect 300 ohm impedance for the single Yagi, the crossarm had to be lengthened, resulting in higher gain for the Z-MATCH single Yagi. The antenna is wider spaced than most other commercial Yagis which use a half-wave crossarm. Furthermore, the cost of extra connecting rods is completely eliminated. Z-Match is an exclusive feature of Channel Master Yagi antennas. Completely pre-assembled.

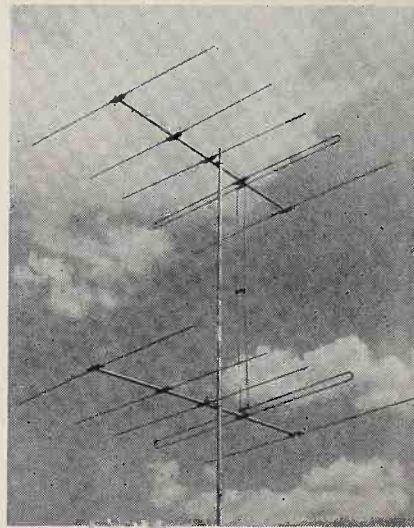
# Tests Reveal Serious Mismatch in Stacked Yagis!

Z-Match, New Development, Achieves 100% Perfect Match To 300 Ohm Line, Single OR Stacked.

Higher Gain On All Yagi Installations Accomplished By Adjustable Impedance And Wider Spaced Elements.

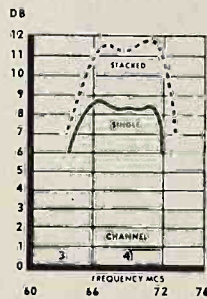


Now! Stack Yagis without extra stacking bars!

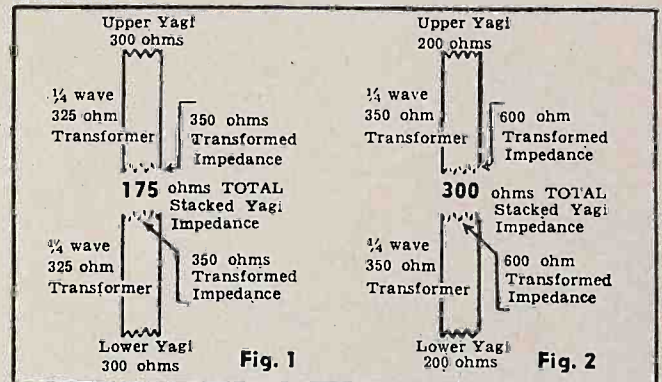


Mismatch eliminated! Now Channel Master proudly introduces Z-Match — a system that guarantees 100% perfect match in both single and stacked Yagi installations.

Single bay Yagi perfectly matches 300 ohms because of wider spaced elements. When Yagis are stacked, the center bars of the folded dipoles are removed and used as half-wave connecting rods. This reduces the impedance of each antenna, and automatically creates a perfect 300 ohm match for the complete stacked Yagi array. The Z-Match system, PLUS wide spacing, provide higher gain for Channel Master Yagis, single or stacked. No extra stacking bars result in lower cost.



Gain of Z-Match Yagi on Channel 4



## CHANNEL MASTER CORP.

NAPANOCH ROAD, ELLENVILLE, N. Y.

Write for complete technical literature.



# Video Amplifiers

(Continued from page 86)

$R_g$ . Ionization of gas atoms in the vicinity of the grid may result, impairing the operation of the tube. Another effect of increasing  $R_g$  too much would be the possibility of motor-boating (low-frequency oscillation).

What is done then, to boost low frequencies to the level of middle and high ones (as far as the  $C_c R_g$  network is concerned)? Well, a resistance-capacitance network, called a low-frequency compensation network, is added in the plate circuit of the amplifier, as shown in fig. 2. We will call the condenser of this filter  $C_t$ . For high and middle frequencies,  $C_t$  is practically a short circuit. The plate load impedance for these frequencies is therefore  $R_L$ . For low frequencies, however,  $C_t$  offers appreciable reactance  $X_{ct}$ . Therefore the plate load impedance for these frequencies becomes  $R_L +$  the sum of  $X_{ct}$  and  $R_t$  in parallel (fig. 4). The plate load impedance is therefore increased, and the low-frequency signal voltage output is therefore also boosted. The lower the frequency of the signal, the larger the reactance of  $C_t$ , the greater the plate impedance, and the greater the signal voltage output.

Now the  $C_c R_g$  coupling network attenuated low frequencies in such a way, that the lower the frequency, the more it was reduced in amplitude. The  $C_t R_t$  network works in a directly opposite way. The lower the frequency, the greater the boost it receives. Therefore, when the values of  $C_t$  and  $R_t$  are correct, the effect of  $C_c R_g$  is counteracted, and the input to  $V_2$  for low frequencies becomes approximately the same as for middle and high. The output for these frequencies also tends to become uniform.

Well, we have now seen what must be done to boost low-frequency response in an audio-type amplifier, to make it suitable for video amplification. Let's consider how high-frequency losses occur, and how to avoid them.

Now, the plate load impedance of tube  $V_1$  is not simply  $R_L$ . Capacitances, made up of  $V_1$  and  $V_2$  inter-electrode capacitances, stray capacitance due to wiring, etc., are in parallel with  $R_L$  (see fig. 5A). The effect of these capacitances (lumped in  $C_T$  in fig. 5B) is to lower the plate load impedance of  $V_1$ .

If this impedance were reduced the same amount for all frequencies, we could overlook the mayhem done to the signal output voltages. The reactance of  $C_T$ , however, varies inversely with frequency. Therefore  $C_T$ 's reactance, or  $X_{CT}$ , will be lower for high frequencies, than it is for middle and low signal frequencies. Consequently  $V_1$ 's plate load impedance will be reduced more for higher frequencies

(Continued on page 88)

## VEE-D-X

### THE WORLD'S MOST POWERFUL TV ANTENNAS



## Produce Sharper, Clearer Pictures

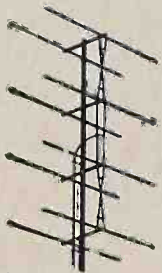
### Insure customer satisfaction

The quality of the picture on even the costliest TV set is only as good as the signal received by the antenna. The antenna system you install can be a boon or a bust to you in future dealings with your TV customers. Why take chances on having TV sales backfire? Keep your customers sold on you and they'll keep coming back for additional appliances. Regardless of the TV makes you sell, be sure that you — or your sub-contractor — always install the antenna system that produces the sharpest, clearest picture — genuine VEE-D-X, the world's most powerful antennas.

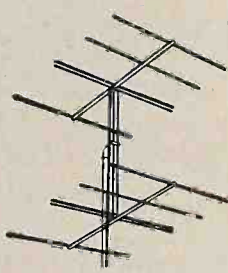
VEE-D-X antennas are laboratory tested to stand up under all conditions. They are easier and faster to install — strong structurally, and once up, they stay up. Whatever your area, there is a VEE-D-X antenna to insure powerful reception and to keep your customers happy.

Send for the new VEE-D-X catalog containing complete line of VEE-D-X antennas and accessories and valuable technical information.

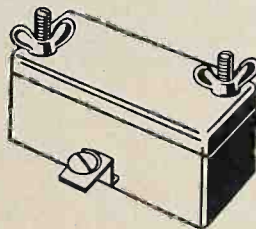
THE LaPOINTE-PLASCOMOLD CORP.  
Windsor Locks, Conn.



**COLINEAR** — Provides powerful all-channel reception in primary as well as fringe areas where both high and low channel reception is desired. Pre-assembled.



**STACKED ARRAY — FRPLY SERIES** — Most rugged pre-assembled heavy duty Yagi. Supplied to match 72 ohm or 300 ohm transmission line.



**LIGHTNING ARRESTERS** — Make certain every installation you sell is protected with a lightning arrester. VEE-D-X manufactures four types to meet every requirement for positive protection and fast, easy installation. VEE-D-X arresters are approved by Underwriters Laboratories.

Go after that EXTRA BUSINESS in fringe areas with

THE WORLD'S MOST POWERFUL COMBINATION for single channel reception



VEE-D-X "JC" YAGI



VEE-D-X OUTBOARD BOOSTER



# LOOK—NO HANDS!



**AUTOMATIC SELF-TUNING**

## **SUPER** **Tune-O-Matic** **TV BOOSTER**

- NO SEPARATE BOOSTER TUNING**—automatically boosts signal on any channel!
- UNIFORMLY HIGH USABLE GAIN**—across entire band width—with lowest noise factor
- LESS "SNOW," BETTER PICTURES**—extremely low internal noise increases visibility
- EXCLUSIVE BROADBAND CIRCUIT**—4-stage amplification—2 on high bands, 2 on low
- ALL-ELECTRONIC OPERATION**—no moving parts to wear out and cause trouble
- EASILY CONCEALED**—in or behind TV set, or in any other unobtrusive place
- HIGHLY STABLE—DRIFT-FREE—EASY TO INSTALL**

Connect it . . . and forget it! Anyone . . . even a child . . . can get his favorite programs with a clarity of picture and sound like never before . . . on any channel . . . automatically . . . without any booster tuning! Exclusive E-V all-electronic circuit gives superb low-noise performance . . . provides higher *effective* gain on all channels . . . works where others have failed, even in tough fringe areas. Furthermore, the booster can be easily concealed. Installation is quick and easy. Plugs into 60 cycle a.c. outlet. Thousands of installations have proved it completely trouble-free. For more TV pleasure in fringe and primary areas, there is nothing like the E-V Booster! Users prefer it! Dealers say it wins customers!

Model 3000 Tune-o-Matic Booster, List Price . . . \$59.50

SEND FOR FULL DETAILS!

### Tenna-Top



First and only all-channel, low-noise, antenna-mounted, self-tuning TV Booster! Easily mounts right at the antenna top, ahead of the lead-in. Automatically boosts the signal, not any local noise interference picked up by the lead-in. Increases signal-to-noise ratio, clearly brings in telecasts you could never get before. Ideal for tough fringe areas or noisy locations in primary areas.

Model 3010 Tenna-Top Booster, List Price . . . \$89.50

## Electro-Voice

422 CARROLL STREET • BUCHANAN, MICHIGAN  
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab  
TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

Patent Pending

## Video Amplifiers

(Continued from page 86)

than for middle and low ones (fig. 5C), and  $V_1$ 's output will therefore fall off at the high end of its response.

One of the remedies used to prevent the falling off of the high-frequency response is to reduce the value of  $R_L$ , the plate load resistor. The smaller  $R_L$  is made, the less it will be affected by the shunt capacitance across it. The band-pass is increased a large amount in this way.  $R_L$  cannot be made too low, however, because the gain of the amplifier will be reduced too much. (The smaller the plate load resistance of an amplifier, the less the gain of the stage—within limits.) When  $R_L$  has been made as small as practical, the high frequency response in the vicinity of 1 mc is still poor. Other remedies have to be employed. These remedies consist of the insertion of shunt and series peaking coils.

A shunt peaking coil is inserted as shown in fig. 6A.  $L_p$  is called a shunt peaking coil because it is effectively in shunt, or parallel, with the total capacitance across the plate load impedance.  $L_p$  resonates with  $C_T$  at the high frequency end of the band-pass. Therefore for high frequencies, the plate load impedance of  $V_1$  is increased (the impedance of a parallel resonant circuit is high) and the  $V_1$  signal voltage output is increased. For the other frequencies,  $L_p$  and  $C_T$  are not resonant, and the plate load impedance is not as great; therefore the signal voltage output is not as high.

The effect of high-frequency peaking on the response curve is indicated in fig. 7. Note the hump at the high-frequency end of the response curve (fig. 7—curve 1). To help eliminate this undesirable peaking effect, a resistor is placed in parallel with  $L_p$ . The resistor reduces the  $Q$  or gain of the resonant circuit, flattening the hump.

Another method of boosting the high-frequency response is by series peaking. The series peaking coil— $L_s$  in fig. 6B—is placed between the output and input capacitances  $C_{out}$  and  $C_{in}$ . The effective shunting capacitance across  $R_L$  is no longer  $C_o + C_i$ , but chiefly  $C_{out}$ .  $C_{in}$  is in series with  $L_s$ , and therefore does not have as much of a shunting effect on  $R_L$  as before (fig. 6C). Thus the shunt capacitance across  $R_L$  is reduced, and high frequencies are not apt to be attenuated as much as before (assuming  $R_L$  is unchanged).

Since the shunting effect across  $R_L$  is no longer as great,  $R_L$  can be made larger, and the gain of  $V_1$  increased, when a series peaking coil is employed. In modern TV receivers shunt and series peaking coils are generally combined, as shown in fig. 6D, for maximum benefits.

WEBSTER ELECTRIC one of the original manufacturers of crystal cartridges

FOR OVER **20** YEARS  
a complete line of cartridges

*Engineered to meet your requirements*

Webster Electric has been making cartridges for years and years... starting way back when cartridges were nearly as big as baseballs. The line of cartridges has constantly changed and improved to meet current requirements. Each year has brought improvements until cartridges are now available in thumb-nail size and versatile enough to meet the requirements of 78, 33 $\frac{1}{3}$  and 45 RPM.

Webster Electric has the experienced engineers, manufacturing know-how and long-range experience to make cartridges to meet all of the industry's requirements.

When you need a new cartridge submit your problem to Webster Electric. When your record players or changers are equipped with Webster Electric cartridges, you can be assured of the best in dependable performance.

Webster Electric Company, Racine, Wis., Established 1909

**WEBSTER**  **ELECTRIC**  
RACINE ♦ WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

# 3 Important Rauland Policies

...Are they  
paying off for you?

**1** Did you know that Rauland's Replacement Picture Tube Warranty and Adjustment Policy provides a 6 months warranty from the date of purchase by the consumer? And that all Rauland replacement tubes now carry a triple registration card providing protection for jobber, dealer and consumer?

**2** Did you know that Rauland provides a full 120-day price protection on distributor inventory of replacement picture tubes? That Rauland distributors can carry a stock adequate for their territories without risk of loss through price adjustment?

**3** Did you know that Rauland offers valuable premium points for the prompt return of warranty registration cards? Each card returned promptly entitles dealer and distributor to premium points redeemable in valuable merchandise prizes.

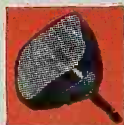
*If you have not received full details on all of the above, write, phone or wire your distributing contact on Rauland tubes. If you have not received your prize merchandise catalog, use the coupon below today.*

## THE RAULAND CORPORATION



*Perfection Through Research*

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4245 N. Knox Ave., Chicago 41, Illinois

Please rush premium merchandise catalog and full information on:

Earning Premium Prizes  6 Months Warranty  
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IF YOU BUY, SELL OR INSTALL TV ANTENNAS

YOU KNOW THE COST OF A DISSATISFIED

CUSTOMER. ONE CALL-BACK TO REPAIR OR

REPLACE A FAULTY ANTENNA IMMEDIATELY

REDUCES OR ELIMINATES YOUR PROFIT.

MORE THAN 1 MILLION TROUBLE-FREE

WALSCO ANTENNAS ARE INSTALLED

THROUGHOUT THE NATION. JOBBERS,

DEALERS, SERVICEMEN TRUST THE QUALITY

OF WALSCO ANTENNAS TO GIVE CUSTOMERS

LASTING SERVICE AND OUTSTANDING PER-

FORMANCE AT A FAIR PRICE. USE ANY ONE

OF THE FAMOUS WALSCO MODELS...IT'S

THE PRODUCT OF THE LEADER. TO BE SURE,

SPECIFY WALSCO.

WALTER L. SCHOTT CO. • 3225 Exposition Place, Los Angeles 18, Calif.

## How to Charge

(Continued from page 83)

charges understood by the customer. In so doing it is not necessary to sell additional future free service. To prevent the customer from expecting too much, take these simple steps.

1. Charge enough in the first place. Include your invisible costs.
2. Do a good, thorough, job.
3. Recommend additional repairs, in writing even though you may think the customer is not likely to OK them.
4. Make a guarantee—in writing—and stand behind it.

### New Zenith TV Line

Included in the new 1952 television line announced by Zenith Radio Corp. are: six 17-inch table models, Barrett, \$269.95; Fitzgerald, \$279.95; Walpole, \$249.95; Markham, \$259.95; Fielding, \$229.95; and Eliot, \$239.95. A twenty inch table model, the Hawthorne, lists at \$299.95. Six new sets are 17-inch consoles: Conrad, \$369.95; Galsworthy, \$349.95; Walton, \$299.95; Holmes, \$309.95; Mansfield, \$329.95; Wordsworth, \$379.95; and four 20-inch consoles: Coleridge, \$429.95; Chesterton, \$399.95; Carlyle, \$369.95; and Thackeray, \$459.95. Completing the line are two 17-inch console combinations; Kipling, \$549.95 and Barrie, \$649.95. Four radio-phono combinations were also announced: Waldorf, \$259.95; Wilshire, \$329.95; Westchester, \$299.95; and Picardy, \$349.95.

### Emerson 1952 TV Line

Highlighting the sales program presented at the recent annual distributor convention of the Emerson Radio and Phonograph Corp. in New York, was the announcement by Benjamin Abrams, president, of the new low prices for the 1952 Emerson TV line, which consists of 17 models. The leader 20-inch model, 697, at \$279.95, is matched in value by the 17-inch table model 696, at \$199.95. There are also 23 radios listing from \$16.95 to \$199.95.

### New Belmont Distributor

G. L. Hartman, general sales manager of Belmont Radio Corporation has announced the appointment of Nash-Kelvinator Sales Corp. as the Raytheon television distributor for Georgia, Florida and the major part of Tennessee.

### GE Appoints Hines

Arthur R. Hines has been appointed assistant manager for marketing for the General Electric Company it has been announced by John L. Busey, vice-president marketing.

guaranteed  
for

6

months from date of installation



REGISTRATION  
No. 10861

USER'S REGISTRATION  
**DUMONT**  
REPLACEMENT TELETRON WARRANTY

Teletron Serial Number \_\_\_\_\_  
Purchased From \_\_\_\_\_ (Name of dealer)      Teletron Type Number \_\_\_\_\_  
User's Signature \_\_\_\_\_      On \_\_\_\_\_ (Date)  
Street Address \_\_\_\_\_      State \_\_\_\_\_  
City \_\_\_\_\_      Teletron purchased for repair  
Make of TV Set \_\_\_\_\_      replacement  conversion replacement       Indicate one.

USER—COMPLETE, SIGN AND MAIL THIS SECTION IMMEDIATELY AFTER YOUR PURCHASE. UNLESS YOU DO SO YOUR WARRANTY IS NOT VALID.

Write for complete information  
on the Du Mont tube line.

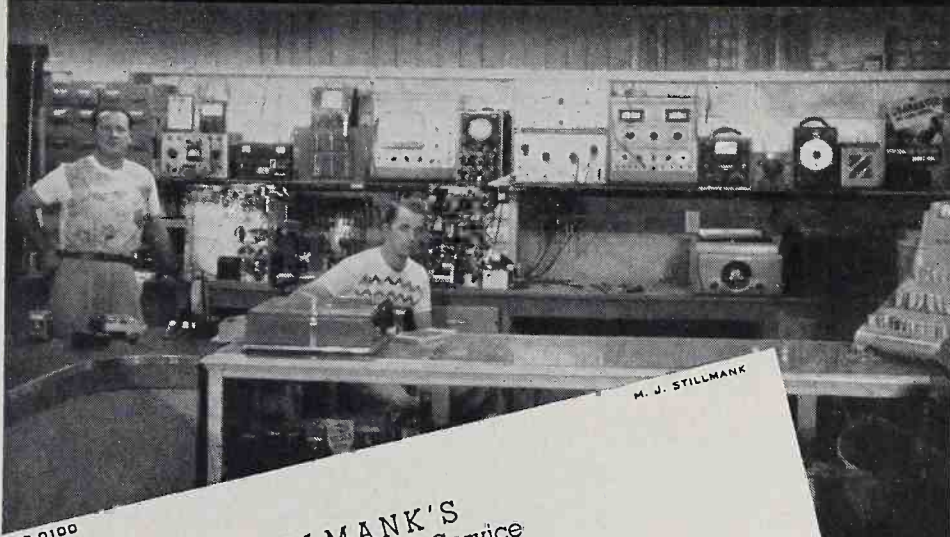
Here is a warranty with sales appeal—with your customer participating in the registration of his Teletron. A series of three cards are supplied with each Teletron. One copy is retained by you, a second is retained by the set owner and the third is sent to Du Mont providing complete protection for the set owner for a period of six months from the date of installation against any defects in the Teletron.



TRADE MARK

CATHODE-RAY TUBE DIVISION, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

"I've tried them all, and have found your DUBL-VEE to be tops."



JO 9-0100

M. J. STILLMANK  
**STILLMANK'S**  
**Radio & Television Service**  
 "THE ONLY THING WE SELL IS SERVICE"  
 2368 NORTH NEVA AVENUE  
 CHICAGO 35, ILL.

June 26, 1951

The Workshop Associates  
 Division of The Gabriel Company  
 135 Crescent Road  
 Needham Heights 94, Massachusetts

Gentlemen:

For nearly a year I've been installing your DUBL-VEE antennas which I purchased from Radio Television Supply Company here in Chicago. I wanted to write you this letter to tell you how satisfactory these antennas have been.

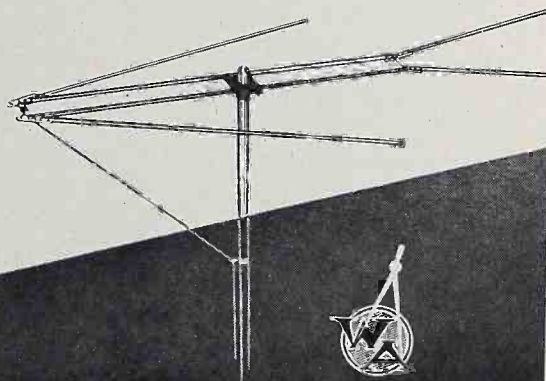
In this area, we have Channels 4, 5, 7 and 9. Thus, an all channel antenna is necessary. I've tried them all, and have found your DUBL-VEE to be "tops". We get excellent pictures on all channels with the DUBL-VEE, and, here in the "Windy City", the antennas have stood up wonderfully.

I've always regarded Workshop as the leader in antenna engineering. Your DUBL-VEE has convinced me this is true.

Sincerely yours,

*Milton J. Stillmank*

We might add that the Workshop DUBL-VEE is the original patented DUBL-VEE antenna. For outstanding TV reception be sure to specify it.



**The WORKSHOP ASSOCIATES**  
 DIVISION OF THE GABRIEL COMPANY

*Specialists in High-Frequency Antennas*

135 Crescent Road, Needham Heights 94, Massachusetts

## Servicing Recorders

(Continued from page 79)

sults are to be obtained, but that amount varies with different recorders and different makes of recording tape.

Badly distorted recordings can arise from the following causes associated with the supersonic alternating current.

1. Weak bias—tube not oscillating strongly enough.
2. No bias at all—tube or components bad.
3. No bias—or erase head burned out.
4. Too much bias—or poor waveform—often happen together.

The best place to test for proper AC bias is at the recording head itself. If the shop is equipped for TV work, an oscilloscope will be handy, and it can be connected right across the recording head. The advantage of using a 'scope, if the recording is distorted, is that the scope will not only measure the amplitude of the AC bias, but will show whether or not there is a good sine-wave shape at the recording head. *No shape other than a sine-wave is acceptable in the AC bias.* If the scope is used for TV work, the voltage calibrator should always be hooked to its terminal, so the shielded input lead of the calibrator, which is usually connected into the TV set to measure waveforms, is here connected across the recording head. The recorder is put in record position with no signal going to its input. The only signal then appearing across the recording head will be the supersonic bias. If there is no bias at all, check the supersonic oscillator tube and circuit to ensure that it is oscillating. In some cases it will be found that there is enough bias but that it is of the wrong frequency. Particularly if the frequency is too low, say in the audio range, annoying chirps, whistles, and distortion may arise. To check the approximate frequency of the AC bias, bridge the 'scope across the recording head and inject a high audio frequency into the input of the recorder. If 15 to 20 KC is used, it will be possible to compare this signal directly on the 'scope screen with the unknown bias signal. The amplitude of the 15 KC input would have to be kept low, of course, to permit observation on the screen of similar amplitudes of the two signals. Use the highest audio signal for comparison purposes which is available, and which is a convenient sub-multiple of the desired bias frequency.

If the frequency is radically off, almost always the waveshape will be poor also. This will be found to be due to a failure of some oscillator circuit component.

(Continued on page 94)

July 27, 1951

Hytron Radio & Electronics Co.  
76 Lafayette Street  
Salem, Mass.

## "HOW WE SAVED THE SALE"

Gentlemen:

We thought you would like to know just how fine we think the new Hytron "Easy Payment Plan" is. We had a set in our shop for estimation the day this plan was first introduced to us by a salesman from Ra-Tel, Inc. This set would require a new 19AP4A picture tube and some other parts and service. The total charge would amount to about \$100.00, and right then we thought we might lose the sale because our customer might not have the cash for such a repair. Then, we learned of the Hytron plan and immediately introduced it to our customer. He thought it was a wonderful plan to be able to get his set repaired without having to part with so much cash at one time. Needless to say, he accepted the job, and went away a happy satisfied customer.

We have used Hytron products for years, and have always thought them to be of the highest quality. The new rectangular picture tubes are wonderful. We feel that this new "Time Payment Plan" is another Hytron first, and will no doubt be a great asset to the serviceman as well as the customer. We recommend it highly to all.

Very truly yours,

*B. W. Hodges*  
B. W. Hodges



B. W. Hodges,  
owner of Air Park  
Radio & Television,  
Dallas, Texas

## ANOTHER HYTRON "ASSIST" FOR YOU

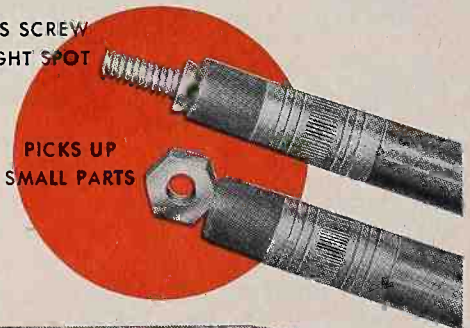
Dropped a screw into an inaccessible chassis? No need to fuss. Just reach in with your Hytron-CBS Pick-Up Stick. A slight pressure of its special wax tip picks up screw pronto.

Trying to start a machine screw in a tight spot? Press head of screw into wax tip of your Pick-Up Stick. Push screw into position and start nut. As easy as that!

Use this Contest winner once and it pays for itself. Triples in brass as pencil too. Only 5¢ at your Hytron jobber. Get your Hytron-CBS Pick-Up Stick today!

STARTS SCREW  
IN TIGHT SPOT

PICKS UP  
SMALL PARTS



**HYTRON-CBS**

**Pick-Up Stick 5¢ net**

NINTH MEMBER OF  
HYTRON SERVICE TOOL FAMILY!



MAIN OFFICE: SALEM, MASSACHUSETTS

# we had problems, too!

— the problems of countless manufacturers of the finest equipment who needed speakers for their specific requirements. We, at Oxford, have effectively solved these problems for over 25 years by manufacturing the outstanding speaker line.

If you have a replacement problem and it involves speakers, relax as so many countless others have done. Select the speaker or speakers you need from the most complete speaker line, OXFORD. There are no obsolete numbers . . . each will prove of utmost importance to your needs . . . each will eliminate any speaker problem you may have.



"Master" Audograph  
Electronic Soundwriter  
manufactured by  
the Gray Manufacturing Co.,  
Hartford, Connecticut



OXFORD manufactures speakers  
for TV, FM, AM, AUTO, PA  
and outdoor applications  
. . . available at leading jobbers.

A copy of our latest  
catalog is available.



**OXFORD ELECTRIC CORPORATION**

3911 South Michigan Avenue • Chicago 15, Illinois  
EXPORT: ROBURN AGENCIES, NEW YORK CITY



## Servicing Recorders

(Continued from page 92)

If the waveform is OK but the amplitude is less than the manufacturer recommends, a new tube is often the answer to the problem. In the troubleshooting chart shown it will be noticed that the first step in checking for distorted and weak recordings is trial of a new bias and erase oscillator tube.

Another way to measure the AC bias, if a scope and calibrator are not at hand, is to insert a 10 ohm resistor in series with the record head, put the recorder in record position, and measure the AC voltage across the resistor. If the proper bias current at the head is 4 ma., then the voltmeter should read .04 volt. In some cases the manufacturer does not specify the bias current in the service literature, but instead gives the proper value of AC voltage at the plate of the oscillator tube or at the recording and erase heads. In such case, direct measurement can be made.

Often recorders come into the repair shop with a complaint of "hum". When this is a correct description of the trouble it is often found that it is merely a small amount of hum which was there all the time, due to the extremely high gain of the amplifier, but has only lately been noticed. This hum can usually be lessened by one or more of the following steps.

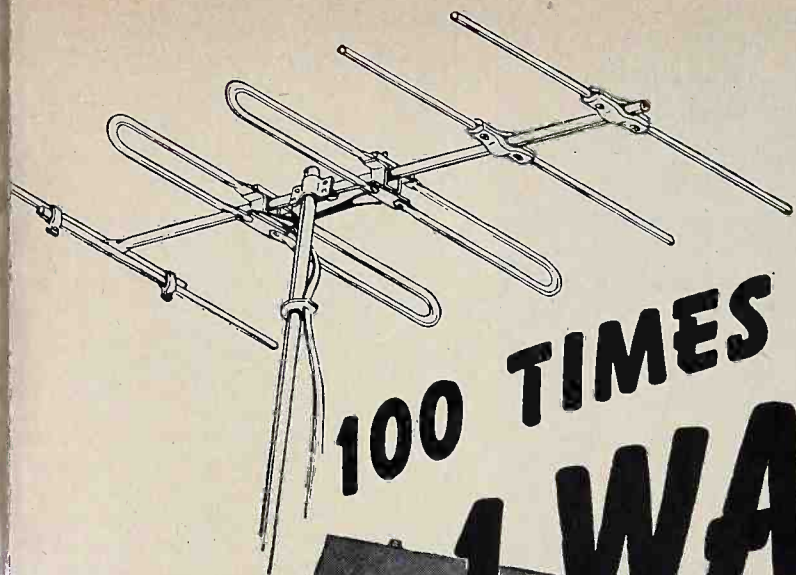
First the recorder is put in play position, with the volume control at maximum, with no tape. Let the motor run, and after removing the mounting screws from the power transformer, try changing its orientation slightly for minimum hum. (Some recorders have the power transformer mounted so that it can be rotated by simply loosening the screws.) If the power transformer is already mounted at an oblique angle, as in some late models, it can be assumed that it has already been oriented properly at the factory.

Examine the lead from the playback head to the first grid. In many cases this lead is protected with cotton or plastic and is grounded only at the grid return of the first amplifier tube. If the shield of this lead touches ground accidentally elsewhere it will often create bad hum. Also watch the dress of this lead. Its placement near filament, 110 V and other leads can often cause hum. Simple experimentation with redressing it may correct the trouble.

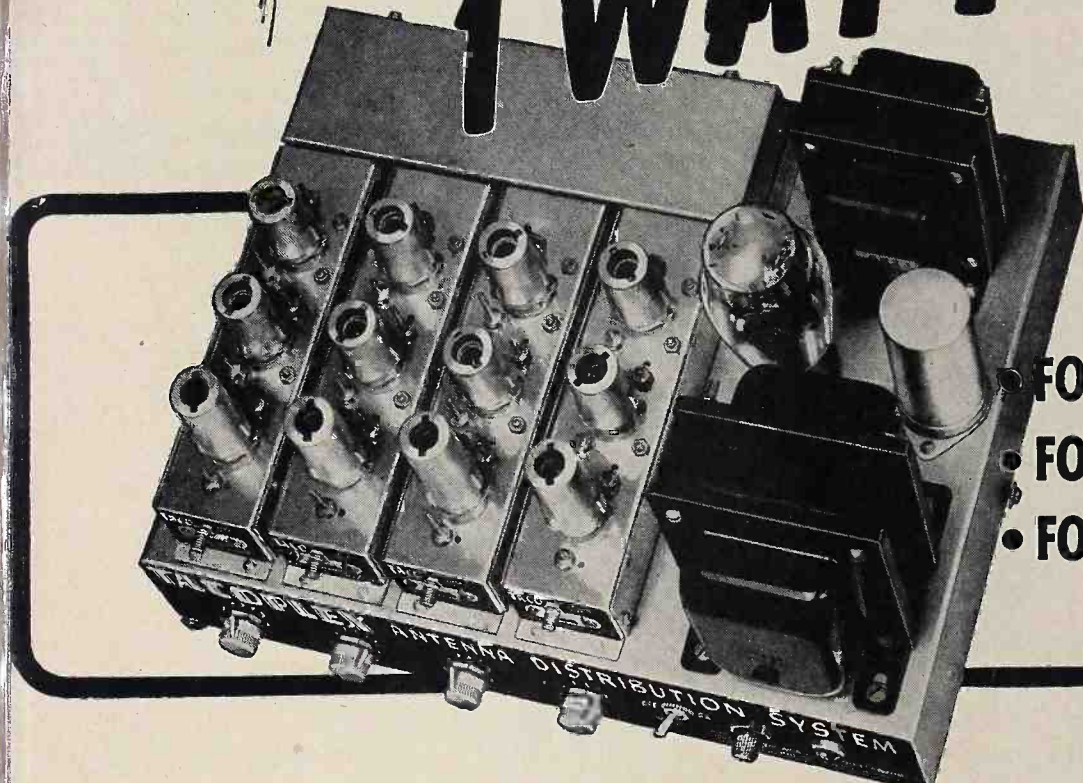
A first amplifier tube can often develop a slight amount of heater-to-cathode leakage. Though not nearly enough to show on a tube tester, in a high gain amplifier of this sort it can cause a lot of hum. Therefore the first check is to try at least two, and preferably four, new tubes in the first voltage amplifier, meanwhile leaving the volume turned up full, recorder

(Continued on page 96)





**100 TIMES THE POWER -**  
**1 WATT** *Output*



- FOR COMMUNITIES
- FOR APARTMENTS
- FOR STORES

# TACOPLEX

## MASTER ANTENNA DISTRIBUTION SYSTEM

The master antenna system that fills all needs — Up to one full watt of undistorted power output for those long runs necessary in community and larger apartment house installations. The high gain of the Tacoplex System is ideal for fringe area use. A full line of component-assemblies provides great flexibility in initial setup as well as future growth of the system. Fully UL Approved.



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**TECHNICAL APPLIANCE CORPORATION**  
**SHERBURNE, N. Y.**  
 TV, FM, and AM, Antennas and Antenna Systems

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 Toronto 4, Ont.

# STAY TUNED IN!

*Always*  
There's **a NEWS Program**  
from the **TELETOWER!**

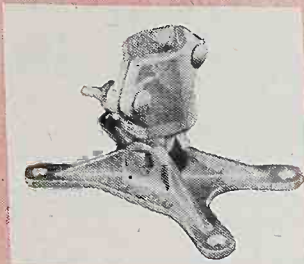
Teletower always has... does... and always will... place "high priority" upon development engineering. It was constant design study that pushed Teletower to top position in sales. *Continuing* design study will keep it "the tower in your future".

Penn's newest development is a "revolution"—a *new* self-supporting tower that carries two hundred and fifty pounds of head-load without using a single strand of guy wire! You'll be hearing *plenty* more about this one soon... from Penn... from dealers... from set owners.

Watch this publication for our advertising... and watch your mail for timely messages from Teletower.

**STAY TUNED IN...  
WITH TELETOWERS!**

## A FEW DEVELOPMENT ENGINEERING ACHIEVEMENTS OF JUST ONE YEAR!

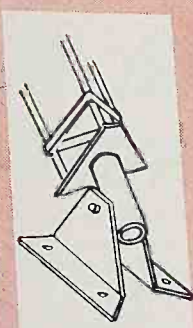


**Pole Base Mount.**  
Durable aluminum base with adjustable socket to accommodate 1" O.D. tubing to 2" pipe. Competitively priced.



**Universal Motor Mount.**  
Easy to adapt to all antenna rotors.

**Built-In Base** permits raising tower on slope after base is fastened to roof.



# PENN

Teletowers  
Lift towers  
Antenna-Mast  
Hardware

PENN BOILER & BURNER MFG. CORP., LANCASTER, PA.

## DuMont Introduces Color Adapter Switch

Introduction of the DuMatic switch, an adapter for color television which will allow reception, in black-and-white, on DuMont (and some other) receivers of the CBS 405 line transmissions, has been announced by Walter L. Stickel, sales manager, receiver sales division, Allen B. DuMont Laboratories, Inc. The announcement was made at a meeting of DuMont distributors in New York City.

The DuMatic switch will be installed on the rear of the set by the local TV serviceman, either in the home or shop, and will cost about \$20, plus installation. The switch has 19 leads to be soldered into the set, and will require adjustment of only two potentiometers and two trimmers by the installer.

## Scales Addresses NEDA

Bill C. Scales, general sales manager, cathode-ray tube division, Allen B. DuMont Laboratories, Inc., in addressing sales representatives at the National Electronics Distributors Association convention in Cleveland, pointed out that more than four million TV sets, two years old or more, constitute a tremendous potential picture tube replacement and conversion market.

## Trad Names Muniz

Ricardo Muniz, formerly with the Allen B. DuMont Laboratories, has been appointed vice-president in charge of operations of Trad Television Corp., Asbury Park, N. J.

## Servicing Recorders

(Continued from page 94)

in play position, with no tape.

Finally, hum in the first tube can be cut to an absolute minimum by installing a 100 ohm pot across the filaments, removing the filament winding centertap (if any) from ground, and grounding the arm of the pot. Adjustment of the arm is then made for minimum hum. Or alternately, a small B voltage is applied to the first filament by using a voltage divider network across the B supply. Two ¼ watt resistors of 20 to 30 and 200 to 300 K will do. For a more detailed description of these circuits, refer to the article in Sept. RADIO & TELEVISION RETAILING entitled "Improving the Sound of FM-AM Combinations."

The chart shown here does not list mechanical troubles since they will be treated in an article to appear in the next issue of RADIO & TELEVISION RETAILING. Also in that article there will appear a list of recommended tools and supplies for tape recorder maintenance.

# TUNG-SOL CHANGES ITS NAME . . .

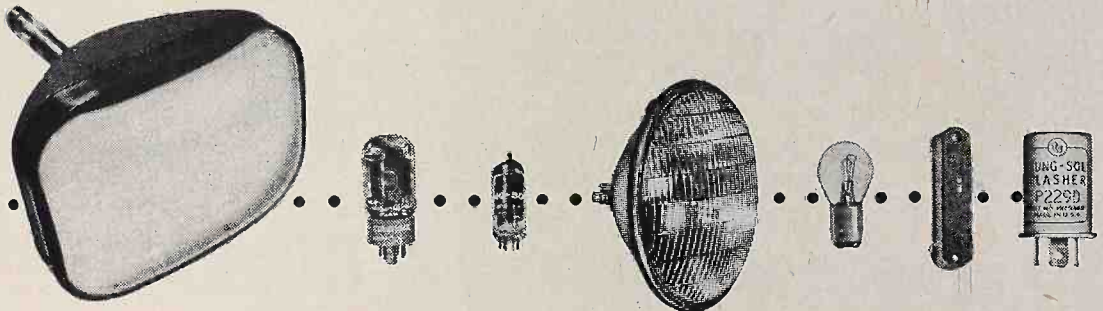
same trademark . . . . .



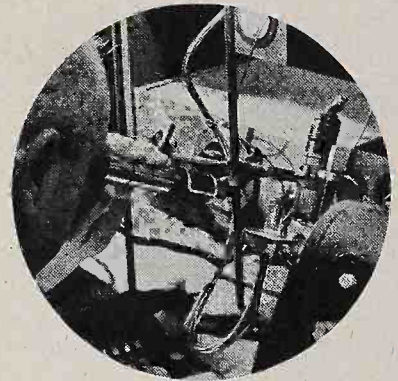
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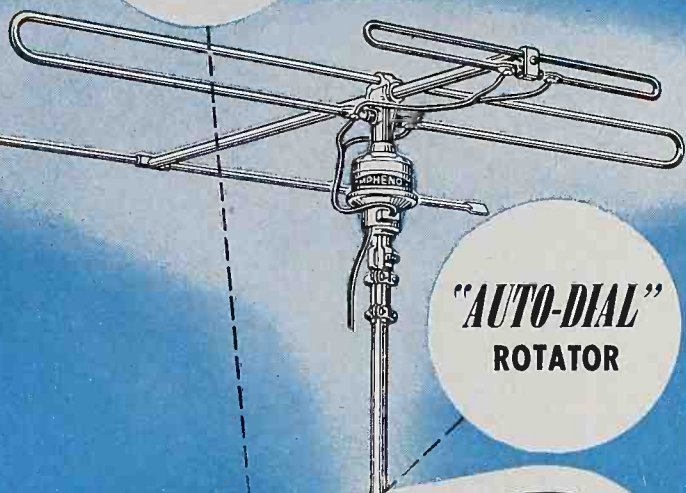


out a brand new corporate name . . . . .

## TUNG-SOL ELECTRIC INC.

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**—INLINE\***  
ANTENNA



**"AUTO-DIAL"**  
ROTATOR

**Perfect  
TV Picture  
COMBINATION**



Technical men know that Amphenol's patented "Inline" antenna construction means superior electrical characteristics i.e., a single forward lobe to "pick up" the strongest signal — no minor lobes to receive reflected or spurious radiations. When this single lobe is accurately pointed to the desired signal by Amphenol's "Auto-Dial" antenna rotator, technical men know what any layman can see . . . the picture is the best there is!

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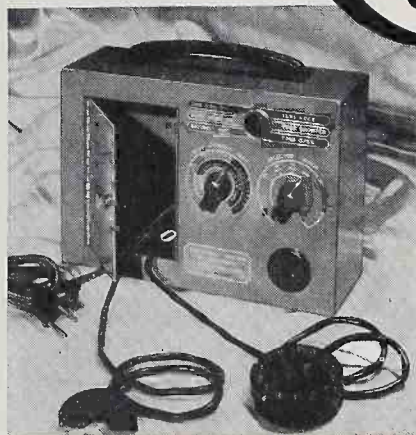
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**28<sup>75</sup>**  
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- Uses beam current principle of test.
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- Checks tubes in carton or set without removal.

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**30** years of publishing service by **RADIO & TELEVISION RETAILING** and its publishers —O. H. Caldwell and M. Clements.

*January also brings . . .*

the 1952 Distributor Directory, 2nd annual edition, containing complete information on nearly 3,000 distributors—a veritable manual of marketing. Here's a rare occasion for radio and appliance manufacturers to turn reminiscent, telling the story of their progress on a then-and-now basis . . . for the Distributor to tell of his organization, service, territory or lines featured. The directory provides regional and national promotion over a 12-month period.

**FULL DETAILS** of this notable issue will be sent to the industry shortly.

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# Television Technician

Section of RADIO & TELEVISION RETAILING

## TACO ANTENNA AMPLIFIER

A booster which is designed to be mounted at the TV antenna for maximum signal-to-noise ratio is now being marketed by the Technical Appliance Corp. Using only the regular 300 ohm lead to send the amplified signal down to the set, and also to run the 24 volt power up to the amplifier, this booster incorporates a relay to turn it on and off automatically when the TV set is switched on and off. Technical Appliance Corp., Sherburne, N.Y.—RADIO & TELEVISION RETAILING.

## ITI AUTOBOOSTER

A new Auto booster Model IT-90A, is now in production. Using the new 6BQ7 twin triode in the Wallman Cas-



code circuit, the booster is said to provide much-improved signal-to-noise ratios. Designed to handle the entire TV band. Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

## Trojan CRT TESTER

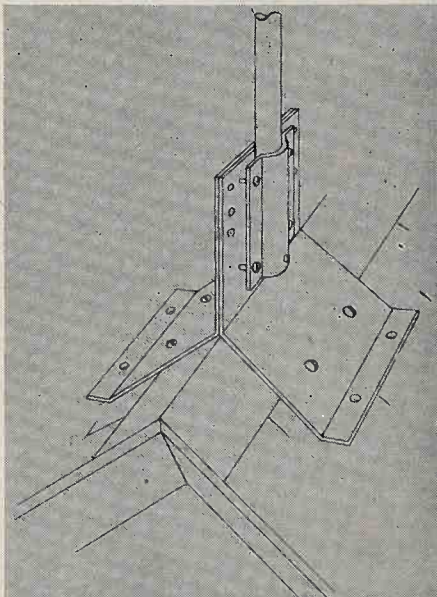
A miniature CRT tester, model 601, made to test all cathode ray tubes produced since the war by simply attaching its socket to the tube and allowing the tube to heat up. The tester reads beam current, which is an indication



of the condition of the tube. Fused with a 1/200 amp. fuse, weighing under 3 lbs., it costs \$25.50 from Trojan Electronics, 3706 North Halstead St., Chi. 13, Ill.—RADIO & TELEVISION RETAILING.

## Phoenix ROOF MOUNT

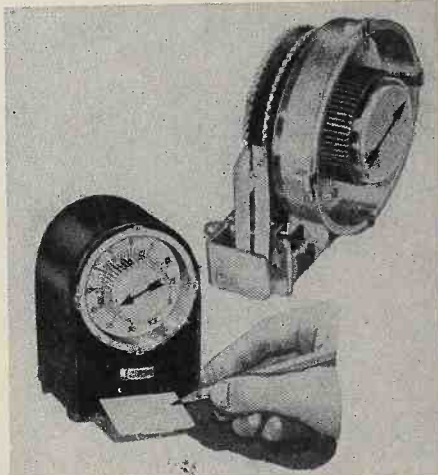
Especially designed for quick and easy mounting on either flat or peaked roofs, the PAM-12 is made of heavily plated steel and strongly braced to re-



main in place in all weather conditions. Made to take masts from 1" to 1 1/2", by Phoenix Electronics, Inc., Lawrence, Mass.—RADIO & TELEVISION RETAILING.

## Amphenol AUTO-DIAL ROTATOR

A high-quality system which permits exact return at any time to pre-logged points of the compass is this model 509 "Auto-Dial" rotator. The control unit has a knob which can be set to any of



sixty positions, and to which the antenna swings, with its travel shown by a moving arrow mounted on the dial. A convenient log card is supplied at the base of the control unit. Twin-lead connection to antenna is made through silver slip-rings in rotator, eliminating customary wire loops. It comes complete with control unit, rotator, 100 ft. of three conductor cable, and instructions, from American Phenolic Corp., 1830 S. 54th Ave., Chicago 50.—RADIO & TELEVISION RETAILING.

## Hy-Lite CONICAL ANTENNAS

This new series of conical TV antennas features dowelled elements, seamless aluminum rods with ends pinched, snap-out pre-assembled reflectors, and no loose hardware in the package. Thus they are very quickly and easily assembled. They are available in any desired combination of stacked arrays, with or without high frequency elements, for various field-strength areas. Hy-Lite Antennae, Inc., 242 E. 137th St., New York 51, N. Y.—RADIO & TELEVISION RETAILING.

## Oak Ridge CATHETTE

A miniature CRT tester which plugs in series with the CRT socket and tube by means of two adaptors, this is a companion to the other miniature Oak Ridge test equipment. The tester checks all magnetic and electrostatic tubes, it is said. Literature and prices



may be had from Oak Ridge Products, 37-01 Vernon Blvd., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

## T.V. Development Booster

A new booster, the "General" has been announced by the T.V. Development Corp. It carries an unconditional



guarantee for 6 months, and has the UL stamp of approval. Claimed to have a full bandwidth gain of 5 times, it is sold through regular distributors. Full descriptive literature, including circuit diagrams, may be had from T.V. Development Corp., 2024 McDonald Ave., Brooklyn 23, N.Y.—RADIO & TELEVISION RETAILING.

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A geographical listing of "representatives" serving radio-TV and electronic manufacturing, arranged alphabetically under states and cities. These representatives are independent "reps," handling two or more lines; not including factory staff salesmen sometimes called "representatives." Asterisk (\*) signifies member of "The Representatives."

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 \*Van Groos J C 1436 N Serrano HU 2-7209

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 \*Becker Herb 1406 S Grand Ave RI 7-0371  
 \*Davis George W 5127 Whittier Blvd AN 2-6569  
 \*Dempster Burgess 180 S Alvarado St Dunkle B 2506 W 8th  
 \*Ealy Co M D 633 S La Brea WE 7353  
 \*Feldman Co Henry 400 W Pico Blvd PR 8803  
 Fox Associates 2519 W 7th St DU 3-2148  
 Frazar & Hansen Ltd 225 W 23 St PR 2538  
 \*Hardie R M 134 N Edgemont St DU 3-6851  
 \*Harmon Co W S 1638 S La Cienega Blvd BR 2-3321  
 \*Hill Sales Co J T 800 W 11 St RI 7-5384  
 \*Hitt Co W C 1169 S Broadway PR 2105  
 \*Kittleson Harold A 7614 Melrose Ave WH 1167  
 \*Knight Co W Bert 10373 W Pico Blvd BR 2-5647  
 Landes & Co W G 1807 E Olympic Blvd VA 8834  
 \*Lasure Co Harry A 2216 W 11 St DU 3-2128  
 \*Loukota Co Douglas H 1052 W 10 St MA 6-4505  
 Lynch & Son C R 210 W 7 St VA 3805  
 Lynn & Brooks 1401 S Hope St PR 3221  
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 \*Marshank Sales Co 672 S Lafayette Park DU 7-8235  
 Maynard's Inc 6214 W Manchester Blvd OR 8-2134  
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 \*Osborne Richard E 1127 Wilshire Blvd MI 1727  
 \*Owens Co Lee H 2331 W Washington Blvd RE 0203  
 Perlmuth-Colman & Associates 1335 S Flower RI 7-5524  
 \*Power Ralph L 767 Castelar St MU 5277  
 \*Reid Co Ralph K 1911 W 9 St DU 8-1143  
 Renz Roy E 1406 S Grand Ave RI 6191  
 \*Rissi Al J 1169 S Broadway PR 2105  
 \*Roberts & Assoc E V 5068 W Washington WE 3-5731  
 \*Rupp Co V T 1150 W Olympic Blvd PR 7595  
 \*Saul & Assoc Howard M 5720 Wilshire WE 1-8901  
 Sievers Edward S 5171 Hollywood Blvd NO 2-1105  
 \*Stone Carl A 1102 S Western Ave RE 2-8105  
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 Thorson Co 1644 N Orange Grove HE 3007  
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 Van Luven H H 537 Ceres Ave MU 5173  
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 \*Hines Co Russ 234 Ninth HE 1-2825  
 \*Hitt Co W C 1355 Market St KL 2-2311  
 \*Lewis Associates Dean 1355 Market St KL 2-2311  
 \*Logan Sales Co 530 Gough St HE 1-5127  
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 Marshall Harry E 104 Olive St OR 3-2173  
 \*Marsh Co J W 1355 Market St KL 2-2311  
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 \*Newman Harold L 420 Market St YU 6-3897  
 \*Nickerson & Rudat 381 Brannan St YU 2-2982  
 \*Nott & Co L A 1061 Howard St HE 1-4733  
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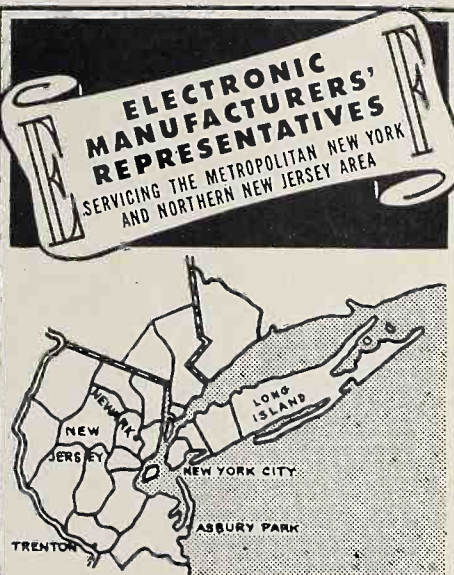
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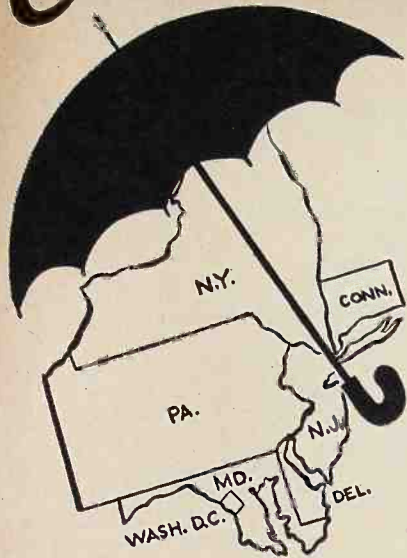
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 \*Olsen Co John O 1402 Carolina Ave ME 1361

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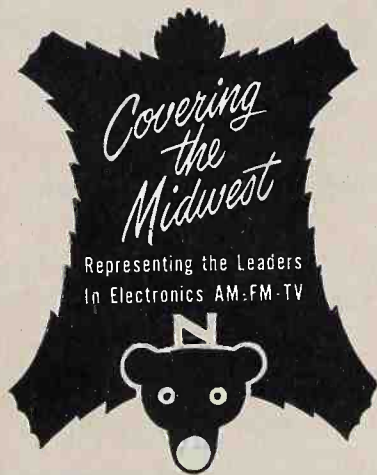
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 Blumenstein Assoc 5040 W City Line TR 7-4116  
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See other Neal Bear listings  
 on pages: 103, 104, 109, 110



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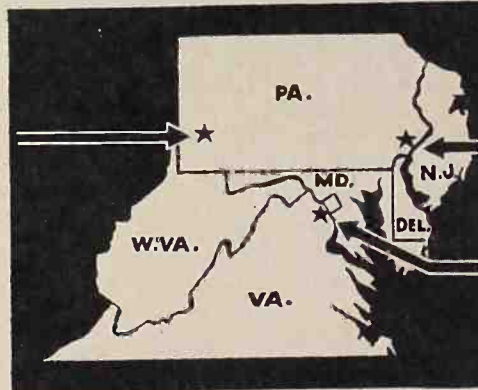
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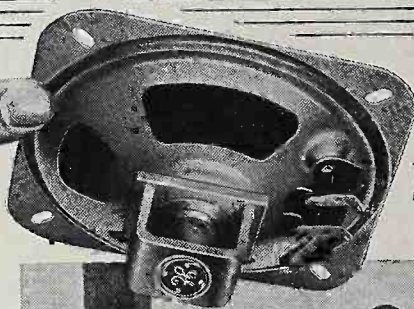
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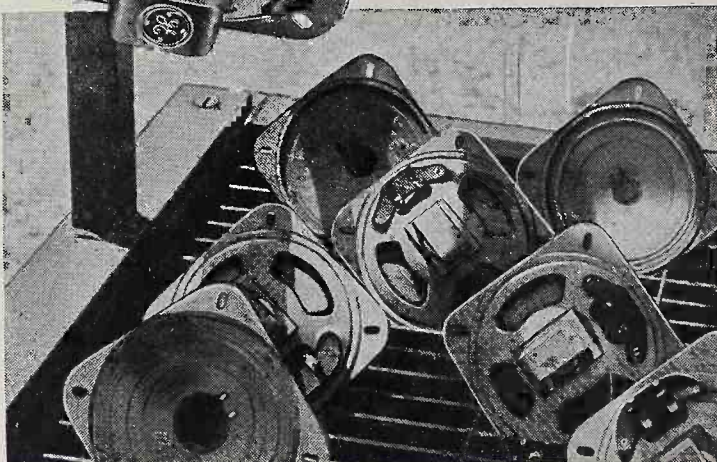


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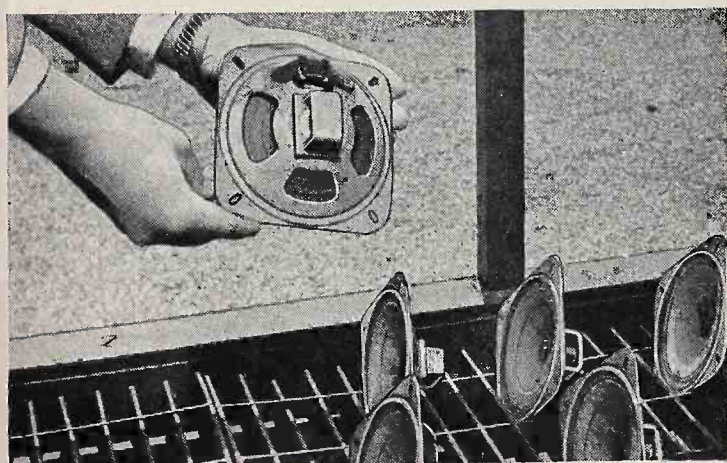


▲ Unretouched photo shows only slight tarnish on speakers. Special G-E plating gives excellent protection to steel frames, none of which were corroded after grueling tests.


★ After two years exposure to hot sun, rain, sleet and snow — with no shelter whatever in any season — 7 out of 8 General Electric speakers played well enough to perform in your radio set!

These recent tests at Electronics Park subjected the speakers to many times the abuse they would receive under years of actual playing conditions, indoors or out. It boils down to one more dramatic proof of this fact: *You can depend on General Electric quality — in design, in engineering, in construction.*

Your customers are entitled to this quality. How are your stocks of General Electric speakers?



◀ Racked on exposure tray, speakers were checked at intervals for 2 years, then taken apart and examined for wear. Outdoor-type cones were warped only slightly, G-E aluminum voice coils were like new.



General Electric Co., Section 2691  
Electronics Park, Syracuse, N. Y.

Yes — send me latest speaker information plus new booklet on G-E Stylus and Cartridges.

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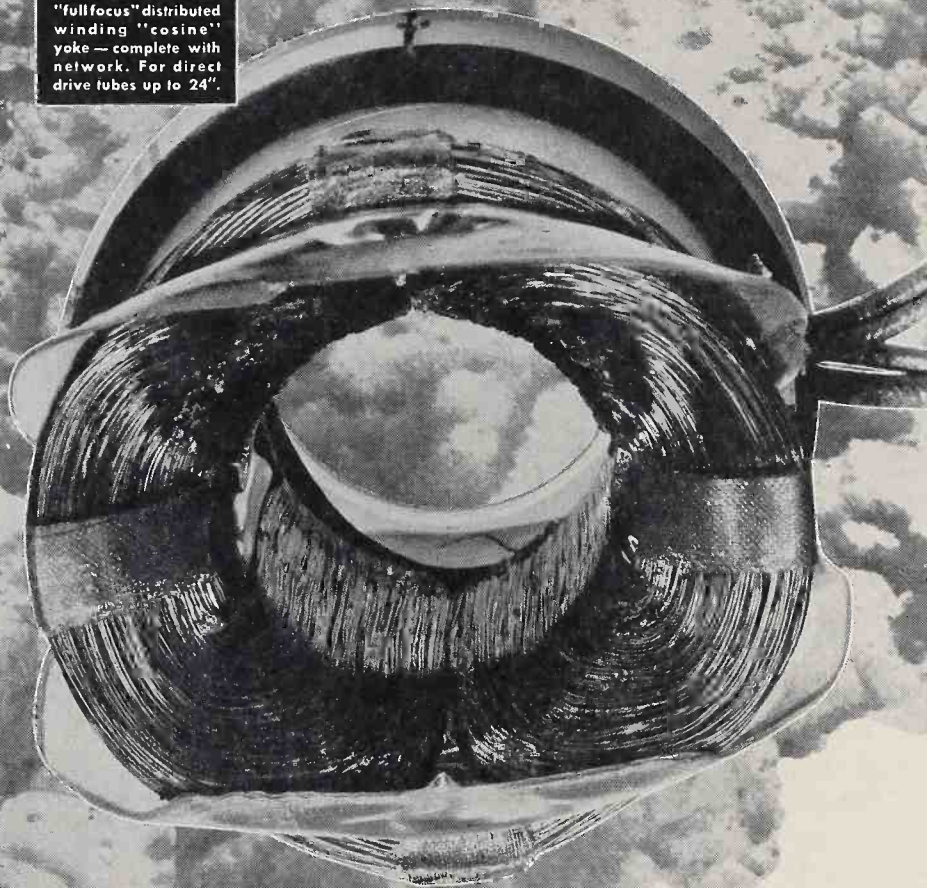
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Listed in Sam's Photofacts.

\*Merit is meeting the TV replacement component and conversion demand with a line as complete as our advance information warrants!

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4425 N. Clark St., Chicago 40, Illinois

## Diversified Store

(Continued from page 46)

In Springfield, Freedman's customers aren't worried about UHF. The occasional person who asks is told that his set can be adapted for UHF when there are stations. They have confidence in what he tells them because he's been steering them right for twenty years. Color is no problem, either. He just tells them the facts, as given in *RADIO & TELEVISION RETAILING*, (July '51, pages 34-35. "What to Tell Your Customer About Color—and UHF").

The service department is as well-equipped and efficiently operated as the rest of the store. Occupying a large basement running all the way under the main floor, it is connected to the office by intercom, and also has its own outside telephone. It will be described in detail in a future issue, in the *Service & Sound Section*.

## Cerf Sends Catalog Binder to Customers

Art Cerf & Co., Manufacturers' Representatives, of 744 Broad St., Newark, N. J., are in the process of sending to the purchasing agents of all its jobbers a leatherette catalog binder which will contain catalogs of all the lines the firm represents in that particular customer's area. The binder is imprinted with the name, address, and phone number of the firm and the various members of the organization will make it a point to keep the binders up to date at all times with new catalogs, prices, etc. as they come out.

## Heads South River Sales

The South River Metal Products Company, Inc., of South River, N. J., announces that Max Cohn, president, in addition to his duties as general manager, will also supervise the sales department of the Company. Kim Oman has been appointed production supervisor and Marty "Lou" Roth has been named Eastern representative of the company to call on all South River distributors on the Atlantic seaboard.

South River now has in preparation a complete new catalog of its regular line and many important new additions. Distributors and dealers are invited to write to the firm for copies.

## New Ward Sales Rep

The Ward Products Company, Cleveland, Ohio, manufacturer of antennas, announces that the Anderson Sales Company, 172 State St., Boston, will represent the Ward line throughout the New England States.

# America's No. 1 Profit Line for '52!

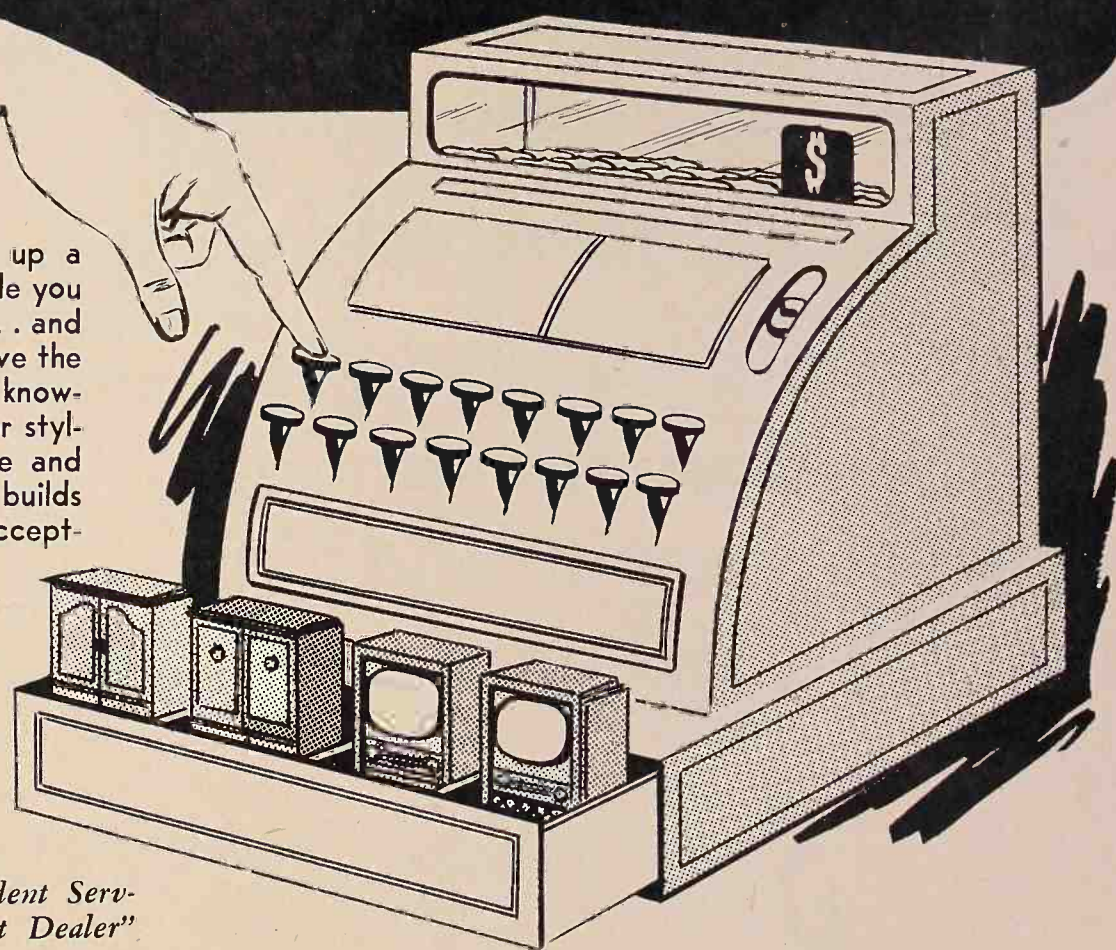
# Tele King

## PERFECTED TELEVISION

Every time you ring up a Tele King television sale you earn a bigger profit . . . and in the process, you have the added satisfaction of knowing Tele King's smarter styling, finer performance and incomparable values builds increased consumer acceptance for the dealer.

For full information about America's No. 1 profit line, see your distributor or write directly to the factory.

*"The Great Independent Serving the Independent Dealer"*



TELE KING CORPORATION • 601 WEST 26th STREET, NEW YORK 1, N. Y.

# Starrett

THE  
BRIGHTEST STAR  
IN PRIVATE BRAND  
TELEVISION



Now...serving the finest  
department stores in the  
country, who are proud  
to put their names on  
STARRETT merchandise.

We salute these stores...  
and pledge our continu-  
ing cooperation and high  
quality performance.

# Starrett

601 WEST 26th STREET, NEW YORK 1, N. Y.

## Dealer's Position

(Continued from page 43)

top service before they are placed in the home.

So far as some of these products are concerned, merchants, because of what they claim is lack of quality control, must install new parts, and spend hours of valuable time putting the merchandise in properly operating condition, or in repairing damage which affects the appearance of the product.

So far as replacement parts are concerned, the dealer is the super-duper king-pin. He buys the parts and accessories *solely without suggestion by his customer*, who accepts the tubes, condensers, resistors and so forth installed in his set without question. This is a further tribute to the esteem and trust the average consumer holds for the alert dealer in his section.

Certainly, the manufacturer needs to do national advertising to keep his brand name in front of the public, and to help dealers break down sales resistance. But, as pointed out before, he can't successfully "pre-sell" in all localities even the most famous brand if the dealer doesn't handle it, or won't push it.

Those manufacturers and distributors who have a sound dealer policy, and who spend the time ferreting out the best dealerships, are the ones who, while they may not always lead in national sales volume, will have the most consistent "coverage" in the country as a whole.

Instead of spending all time and money in trying to "pre-sell" the ultimate consumer, the smart manufacturer is out to also "pre-sell" the retail merchant so that the latter will say "*this is it*" to the customer in that last mile of merchandising.

### Appoint Earl Woods

Victor E. Havers, president of the TV-"Q" Custombilt Corporation, 469 Straight St., Paterson, N. J., has announced the appointment of Earl Woods as national sales manager.

### Veri-Best in New Plant

The Veri-Best Electronics Company is now in full production at its new plant located at 655 Main St., Westbury, N. Y. Veri-Best will announce a series of electronic products for the TV trade shortly. These products will be added to the present line of TV antennas.

IF YOU'RE LOOKING FOR NEW PROMOTIONAL ITEMS—HERE'S THE BEST

# World's Lowest Price Tape Recorder

# AMPRO

RETAILS  
AT  
**\$119<sup>75</sup>**  
Complete



**COSTS YOU**  
**\$71<sup>85</sup>**

ONE TO  
THREE  
UNITS  
SLIGHTLY  
HIGHER

### Gives You 40% Markup!

● Put this new low cost tape recorder on your counter—you'll be mighty pleased how easily it sells. Let your customers work it themselves. Once they see how simply it operates—how much *real* fun it is—all you need do is suggest a few uses and you've made a sale! Parents want it for keeping baby's voice, recording family events, party fun, music—professional folks use it for record keeping, dictation, training employees and students. Everyone in town is a potential prospect for this new self-seller.

**Records Anything  
Plays back instantly!**

- Two Full Hours on One 7 inch reel
- Light, Compact; Weighs Only 17 Pounds
- Easy to Thread, Operate
- Big 5" x 7" Speaker
- Motor Rewind and Fast Forward

**MAIL THIS  
COUPON  
TODAY**

## AMPRO Corporation

2835 N. Western Ave., Chicago 18, Ill.  
(General Precision Equipment Corporation Subsidiary)

8mm Cameras and Projectors • 16mm Sound-on-film  
Slide Projectors • Tape Recorders



AMPRO CORPORATION RTR-10-51  
2835 N. Western Ave., Chicago 18, Ill.  
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..... State.....

## Permo "Dealer's Choice"

Permo, Inc., 6415 Ravenswood Ave., Chicago, has announced two "dealer's choice" deals. To dealers ordering five dozen of the \$1.00, \$1.25 and \$1.50 Fidelitone conventional type phono needles, a choice of bonus merchandise valued at from \$6 to \$60 is given. To dealers ordering eight dozen of the 50c and \$1.00 needles, a bonus of one dozen \$1.00 deluxe needles is given.

## Ferro Will Make Antennas

Ferro Electric Products, Inc., Kirkland, Ill., will expand its range of products through the addition of a line of TV antennas. R. A. Weaver, chairman of the board of Ferro Corporation, Cleveland, O., announced that Ferro has purchased all patents, inventories and facilities of the T. & H. Engineering Co., also of Kirkland, and will merge the two firms.

## Ampro Appointments

Howard Marx, vice-president and general sales manager of Ampro Corporation has announced the promotion of R. B. Phillips to Government sales coordinator and division manager for Ampro's Eastern sales territory consisting of Pennsylvania, Delaware, Maryland, Virginia and District of Columbia. Mr. Phillips has been Ampro's Southeastern division manager for the past five years. In his new position, Mr. Phillips will headquarter in Washington, D. C. E. J. Seifried has been appointed division manager for Ampro's Metropolitan New York sales territory with headquarters at Ampro's New York office, 92 Gold Street. Mr. Seifried formerly handled sales for Ampro in the Mid-Atlantic territory. L. F. Fallon will continue to handle Ampro's New England territory, also with headquarters at 92 Gold Street, New York.

## First Meeting of Intra-Industry Committee of NAED



The organization meeting of the newly-formed Intra-Industry Television Committee of the National Association of Electrical Distributors was recently held at the Warwick Hotel, Philadelphia. Attending were, seated (l. to r.) George Bryant, Graybar Electric Co., Inc., New York; Harry Alter, The Harry Alter Company, Chicago, committee chairman; W. G. Peirce, Jr., Peirce-Phelps, Inc., Philadelphia, NAED president; Raymond Rosen, Raymond Rosen & Co., Inc., Philadelphia, chairman of NAED's radio and television committee; Samuel Roskin, Roskin Distributors, Hartford. Standing (l. to r.) William C. Pirie, NAED's public relations manager; Benjamin Gross, Gross Distributors, Inc., New York, chairman of NAED's appliance division; Chas. G. Pyle, executive director of NAED; S. F. Louchheim, Stuart F. Louchheim Co., Philadelphia, and John J. Campbell, association counsel. Also serving on the committee but unable to attend are R. J. Brown, General Electric Supply Corp., Bridgeport, and B. M. Kane, The Kane Co., Cleveland.

## In Hoffman Sales Post

Howard L. Bredlow has been appointed Chicago district manager for the Hoffman Radio Corp., Los Angeles, according to R. J. McNeely, director of sales.

## CBS-Columbia TV Sets

Model 17M5, is a rectangular 17-inch tube receiver in black metal cabinet with a suggested list price of \$189.95, and model 20M1, a 20-inch rectangular tube receiver in mahogany finish metal cabinet with a suggested list price of \$279.95. Both new receivers incorporate the new CBS-Columbia "Dual-Engineered" features.

## Name F. A. D. Andrea, Jr.

The appointment of Frank A. D. Andrea, Jr., to the engineering staff of the Andrea Radio Corp., Long Island City, N. Y., has been announced.

## Electronic Devices Buys Precision Rectifier Corp.

Herman Weissberger, president of Electronic Devices, Inc., has announced the purchase, for purposes of expansion, of Precision Rectifier Corporation which will be operated as the Precision Rectifier Division of Electronic Devices. This division will produce high-quality, long-life selenium rectifiers for all civilian and military applications, with a minimum guarantee of 1,000 hours, and in many cases with a guarantee of 2,000 hours.

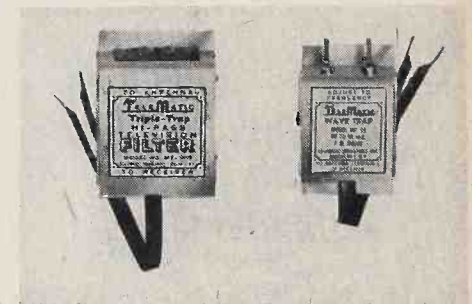
The Precision Rectifier Division is already in production at the main plant of Electronic Devices, Inc., at 429 — 12th Street, Brooklyn 15, N. Y. In these large facilities a modern mass production selenium rectifier plant, headed by a skilled engineering and technical staff, is being set up.

## B-T Labs TV AMPLIFIER

The Commercial Amplifier, a 4 tube, 4 stage broad-band amplifier, gives a gain of 30 db over the entire TV band. Utilizing the new 6BQ7 dual triode tubes in a special low-noise circuit, the Commercial Amplifier matches both 75 and 300 ohm lines at both input and output. Screw terminals make connections easy in any TV distribution or master antenna system. The list price of the Commercial Amplifier is \$77.50. Blonder-Tongue Laboratories, 38 N. Second St., Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

## Telematic TV FILTERS

A set of filters for eliminating various kinds of TV interference in all the different frequency ranges, starting at 3.6 mc. and going up through the FM band. Using powdered iron cores, fully shielded, these filters are connected between the lead-in and tuned to remove



unwanted signals. Also being offered are high pass filters for either 300 ohm or for 72 ohm receivers. WT-300 and WT-072 are three section filters which eliminate all reception below 50 mc., where most interfering signals originate. Made by Telematic Industries, Inc., 1 Joralemon St., Brooklyn 2, N. Y.—RADIO & TELEVISION RETAILING.

## Fretco CONICAL ANTENNA

A new all-aluminum conical antenna which incorporates a particularly heavy type of construction is being manufactured now for the quality TV market. Using a square cross arm, with all elements butt-seamed, it will withstand the heaviest storm and winter weather conditions. Prices and details are available from the manufacturer, Fretco Television Co., Inc., 1041 Forbes St., Pittsburgh, Pa.—RADIO & TELEVISION RETAILING.

## H. H. Scott NOISE SUPPRESSOR

Model 112-B Dynaural preamplifier is an adjustable dynamic noise suppressor which includes a preamp for variable reluctance cartridges. This four tube unit obtains its power by being plugged in under any (octal) beam power output tube. It includes an adjustment for volume output, and three controls for varying the range of the high cutoff, the point of bass turnover frequency, and the amount of dynamic noise suppression. The controls are mounted on a small remote control panel so that the unit may be placed near the chassis it controls. Response is from 20 to 20,000 cps. Bulletins on request from H. H. Scott, Inc., 385 Putnam Ave., Cambridge 39, Mass.—RADIO & TELEVISION RETAILING.

# The Television and Radio Service

Dealer who can point with pride to his Raytheon Bonded Electronic Technician Certificate . . .



who can create

customer confidence with his Bonded, cash-



protected method of doing

business . . . who can instantly

identify himself to his customers with the



Raytheon Creed Display, the

Bonded Decal and the Raytheon

Bonded Identification Card



. . . is the Service Dealer whose business is booming.

If your business

is bogged down, better ask

your Raytheon



Tube Distributor if you can

qualify for this Raytheon

Bond that costs you nothing, but

adds plenty to your cash receipts.



RIGHT... FOR SOUND AND SIGHT<sup>®</sup>



**RAYTHEON MANUFACTURING COMPANY**

Receiving Tube Division

Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

*Excellence in Electronics*

RADIO AND TELEVISION RECEIVING TUBES, CATHODE RAY TUBES, SPECIAL PURPOSE TUBES, SUBMINIATURE TUBES, MICROWAVE TUBES

# History speaks... to commemorate the

MAJOR  
FEATURES  
OF THE 30th  
ANNIVERSARY  
ISSUE

## HOW TO TAKE ADVANTAGE OF THE INDUSTRY'S 30th ANNIVERSARY

You need not have been in business for 20 or 30 years. Even if your company is much younger but has a worthwhile record as to product or trade policies, you can easily capitalize the anniversary. Here are a few things you can do:

- 1—Tell your historical story in the January issue of **RADIO & TELEVISION RETAILING**, using enough space to do justice to your product and company.
- 2—Print the story, or reprint the advertisement, for mailing to the trade.
- 3—Furnish dealers with a consumer version for their own distribution, mailings, handouts, etc.
- 4—Arrange for dealer window displays.
- 5—Use the historical theme in radio, magazine and newspaper advertising.
- 6—Designate one or more models as Anniversary Models and organize a drive on those models.
- 7—Plan a celebration for company personnel.
- 8—Prime your own personnel for maximum participation.

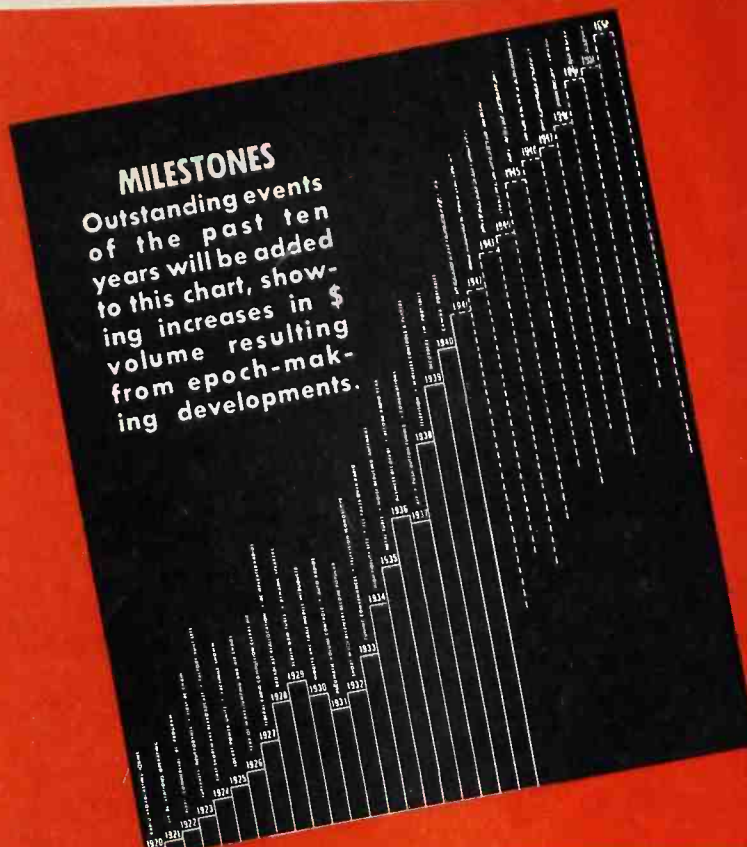
## RADIO & TELEVISION RETAILING

The overwhelming preference of  
the dealer in surveys year after year.

**30,000 CIRCULATION (CCA)**

*including*

- 27,000** dealers and distributors
- 10,000** largest dealers in U.S.A.
- 23,206** dealers and distributors with service departments.
- Average readers per copy..... **4**
- Estimated total readership..... **120,000**



### NEW YORK CITY

Admiral Corp 625 W 54 St J T Hodgens VP PL 7-7500 TRE1E2  
Apex Electronics Sales 225 W 17 St Al Jacobs WA 9-7650 TRM  
Arrow Electronics 82 Cortland M Goldberg DI 9-4714 PS\*  
Barth Feinberg 17 Union Sq W AL 5-7060 TRE1E2  
B & D Distr 639 Tompkins Ave R Malnati Prop GI 7-2660 Rosebank  
Staten Island PSTR  
Belle Electronic Corp 385 4th Ave  
Ben-Her Industries 11  
Bonafide Radio 89 1/2  
Bronx Wholesale Rad  
Bruno-New York 460  
Campbell Parts Distr

### CHICAGO

Allied Radio 833 W Jacks  
Alter Co Harry 1728 S Mi  
American Sales 1811 W 4  
Appliance Distrs 444 Lake  
Arvin Distrs 150 N Wacker  
Bard Co J F 220 W Locust  
Belmont Distr 153 W Hur  
Bercraft Corp 444n

### LOS ANGELES

Calif Electronic 11801 W  
Ceazan Co J N 1700 S Fi  
Century Distributing 133  
Corwin Co 1147 S Hope L  
Dunkle Radio Parts 2506  
Figart's Radio 6320 Con  
General Electric Supply 7  
Gough Industries 819 E First P G Gough MA 6-2474 TRE1E2  
Grant Supply Co U S 2900 E 11 St AN 3-7171 TRE1  
Graybar Electric 210 Anderson H L Harper AN 3-7282 TRE1E2  
Henderson Co 630 N Alvarado R A Henderson DU 2-8301 PS

### 1952 DISTRIBUTOR DIRECTORY

The only complete  
directory of radio-  
television - appliance  
distributors, giving  
them an advertising  
opportunity for trade-  
wide promotion of  
their facilities, lines  
carried, territories and  
services.

PUBLISHED BY *Caldwell-*  
ADVERTISING OFFICES—480 Lexington Avenue,





## GE Drops TV Prices; Protects Dealers, Jobbers

The Receiver Department of General Electric Company has notified its distributors of price reductions on thirteen models of its current line of TV receivers. The new established list prices range from \$249.95 to \$495.00 and cover price reductions up to \$100.00.

In making this announcement, W. H. Sahloff, general manager of the Receiver Department, stated:

"Our program includes full price protection to both the distributors and dealers, in accordance with our policy announcement, dated May 25. This means that every distributor and dealer will be fully rebated for every one of the General Electric sets on which the price has been reduced."

## New Circle-X Sales Rep.

Arthur B. de Laski, sales manager for Circle-X Antenna Corp., Perth Amboy, N. J., has announced that Howard C. Elliott Company, 11808 Shadeland Ave., Cleveland 6, Ohio, has been appointed manufacturer's representative for the states of Ohio excluding Lucas, Ottawa and Wood counties; western Pennsylvania, west of a north and south line drawn through Williamsport excluding Williamsport and excluding Erie County.

## "How-To" Merchandiser Sells to Dealers for 50¢

A new 20-page "How-To" Merchandiser, showing dealers the way to sell more electric housewares as gifts during Fall and Christmas, is now being distributed by the Electric Housewares Section of NEMA.

Dealers should order copies of the Merchandiser at 50¢ each from: Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th St., New York 17, N. Y.

## Reps' Officers for '51-'52

Wilmer S. Trinkle, president (Mid-Lantic)  
Norman B. Neely, 1st vice-pres. (Los Angeles)  
Russ Diethert, 2nd vice-pres. (Chicagoland)  
Wally B. Swank, 3rd vice-pres. (Empire State)  
Leroy W. Beier, treasurer (Chicagoland)  
Grant Shaffer, secretary (Wolverine)  
1951-52 Board of Governors:

R. W. Farris (Mo. Vly.) (re-elected chairman)  
Irvin Aaron (Chicagoland)  
Robert Breuer (New York)  
William E. McFadden (Buckeye)  
S. K. Macdonald (Mid-Lantic)  
David N. Marshank (Los Angeles)  
Maitland K. Smith (Dixie)

President Trinkle has announced 1951-52 standing committees:

(1) Industry Relations: Walter Hannigan (New England); John F. Thompson (Dixie); Jim Wright (Hoosier); Dave Ross (California); Gerald Wilson (Wolverine); John Kopple (New York); and Joseph Marsey (Empire State), subsequently elected chairman.

(2) Nominating: H. Courtney Roes (Mo. Valley); Dan Bittan (New York), subsequently elected chairman; Dean Lewis (California); John Crockett (Southwestern); Charles Southern (Hoosier); and Paul Sturgeon (New England).

(3) Membership: Ralph James (Pacific Northwest); Ward Paden (Miss. Valley); Fred Hill (Gopher); Gordon Moss (Rocky Mountain), subsequently elected chairman; and Jules Bressler (New York).

## "Siesta Switch" on VM's

The "Siesta Switch" is now on three VM changer models. With the switch, it's possible to read, relax, even go to sleep to soothing music. After the last record has been played, everything shuts off, including the amplifying system. VM models 920 and 971 will turn out the light. VM Corporation, Benton Harbor, Mich., is launching a big ad campaign, and offers dealers a wide selection of point-of-sale material.

**1 x BTA = 12 x Ord U \***

\* One Blonder-Tongue antensifier replaces 12 ordinary boosters. Automatically amplifies all channels 16 times

Blonder-Tongue Home Antensifier Model HA-2-M

TV boosters and master antenna systems

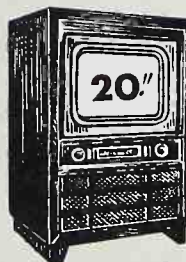
BLONDER-TONGUE LABORATORIES • 38 n. second ave., mt. vernon, n. y.

## A SHORT, SHORT STORY . . . .

# "HOW TO MAKE MONEY AND INFLUENCE SALES"

BY TRANS-VUE - JACKSON

1. You buy at "direct from factory" prices!
2. You eliminate middleman's profits . . . they're yours!
3. You sell for less than other brands!
4. You have greater mark-up than on any other line!
5. You buy the finest engineering possible!
6. You sell the smartest furniture!



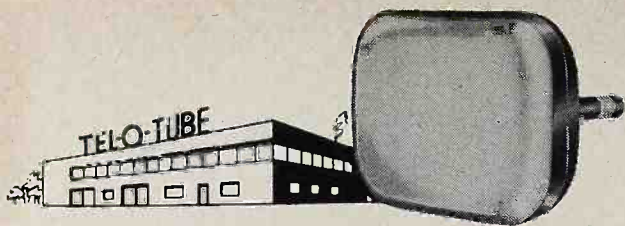
You buy and sell the finest television obtainable—at prices that are incomparable—anywhere—by anybody.



**YOU MAKE MONEY WITH TRANS-VUE-JACKSON!**

Give us the opportunity to prove this short, short story. Write, wire or phone. A Trans-Vue-Jackson salesman will show you "How to Make Money and Influence Sales."

**TRANS VUE - JACKSON**  
58 E. CULLERTON ST., CHICAGO  
Manufacturers of Customized Television



# TEL O TUBE

The World's Finest Television Picture Tube

10 to 20 inches Round and Rectangular

## Electrostatic Focus Tubes

Send Today For Complete Specifications

**TEL-O-TUBE CORPORATION OF AMERICA**

E. PATERSON NEW JERSEY

Sales Office: Tel-O-Tube Sales Corporation

580 5th Ave. New York 19, N. Y.

## ON THE BEAM



### Stationary Wall Mount

Model WM-12, with 12" extension  
Model WM-15, with 15" extension  
Model WM-18, with 18" extension  
Model WM-24, with 24" extension

Sturdiest wall mount in the field. "ALCOTE" finish, constructed of heavy gauge steel tubing, assembled with GIANT SOLID RIVETS which will NOT SNAP! . . . Write for FREE catalog and name of nearest distributor.

**Haygren** ELECTRONIC MANUFACTURING, Inc.  
436 18th St., Brooklyn, New York

## 1/6 the LOSS WITH PERMANENT OPEN LINE

BY T. V. WIRE PRODUCTS

Guarantees lowest loss . . . holds the signal stronger on short or long runs (1/2 mile to mile with minimum loss) . . . resists disastrous atmospheric conditions indefinitely!

Through Your Distributor — or Write:

### T. V. WIRE PRODUCTS

THE PERFECT FINAL TOUCH TO QUALITY INSTALLATIONS



NOW AT A NEW LOW PRICE!

102 PROSPECT AVE., BURBANK, CALIF.

Rockwell 9-2562

# BRACH MUL-TEL COUPLERS GUARANTEED for LIFE!

Over 1/4 million sets in operation . . . without a single equipment failure!

That's a record you can rely on! When you specify a Brach precision-engineered Mul-Tel, you're getting the original TV coupler. The only one that's been field-tested . . . and proved best with over 1/4 million sets. Because the Brach Mul-Tel is built to such rugged specifications, it just will not wear out. That's why every Mul-Tel is guaranteed for life against any mechanical failure!

### CHECK THESE IMPORTANT MUL-TEL FEATURES:

1. No loading effects between connected TV sets.
2. Components have lowest standing-wave ratio.
3. High-pass filter action.

### THE FOUR-SET COUPLER #300-72 OR #72-72

. . . operates four sets from one antenna.

Offers new profits as original equipment in new homes, and master antenna installations in apartments, etc. Also ideal for installation in dealer showrooms for demonstrating TV sets. Alert dealers are cashing in on its home builder acceptance . . . plus adding new sales in apartment house master installations. (When used with Brach's low-cost, broad-band amplifier, this unit feeds any number of sets . . . all from one antenna!) — Order 300-72 for 300 ohm download; 72-72 for 72 ohm coaxial download.



### MATCHING TRANSFORMER #72-300A



. . . is the only one with these two big features: no transfer loss at any TV frequency, plus a high pass filter action which discriminates against diathermy and short wave interference! The perfect transformer for matching 72 ohm download to 300 ohm set or 300 ohm download to a 72 ohm set.

### THE TWO-SET COUPLER #300-300

. . . operates two sets from one antenna

Stops undesirable trade-ins! Dealers report outstanding success in selling customers on keeping their old sets for the children's room, or basement. The big feature is that with the two-set coupler the customer has no second antenna installation . . . actually improves reception by filter action.



FREE:

Send for these Brach Mul-Tel promotions.

1. "How to sell home TV systems to the Building Industry."
2. Brach 51T promotion catalog on TV antennas and accessories.
3. "How to avoid unprofitable trade-in TV sales."

**BRACH MANUFACTURING CORP.**

DIV. OF GENERAL BRONZE CORP.

200 Central Avenue • Newark 4, N. J.



# Xmas Selling

(Continued from page 41)

Each Christmas in all communities in the country numbers of people give certain used products they own to others, chiefly to relatives, as gifts.

Mrs. Smith will purchase a new automatic washer, for instance, and plans to give the old one to her married daughter. Jones, who just bought a big-screen TV set will

keep his old receiver to surprise Junior, who'll find it in his room on Christmas morning.

Many a smart merchant gets in on numbers of such "deals". He offers to recondition the old TV set, radio or appliance, putting it in perfect shape to be used as a gift. Sometimes trade-ins are involved, wherein the dealer proposes some special reconditioning service on the customer's old equipment in order to get the sale of a new item.

Retailers interested in getting all of that early Christmas business they possibly can, set up facilities to repair and recondition radios,

TV sets and appliances owned by customers who want to use them as gifts. Via signs, copy for display in show-windows or in the store can read something like the following:

**"Have You an Old Radio, Television Set, or Electrical Appliance You Want to Give Someone for Christmas?"**

**If So, We Can Thoroughly Recondition It for You—Make It Look and "Act" Like New—And at a Very Low Cost. Ask Us for Details."**

There are numerous opportunities for dealers who visualize special angles to get people thinking about their stores early in connection with Christmas shopping. Merchants who put off everything until the last minute will find their Christmas season so short that the volume will be as small as the effort they devoted to it.

Christmas is almost here, and it's high time to have planning well organized so far as buying, selling, display and advertising is concerned. While Christmas business should be very good, it's going to be highly competitive, so some real action, started at an early date, is in order.

## Bendix Finance Plan Uses Commercial Credit

Bendix Television and Radio Division, Bendix Aviation Corporation has announced a nationwide financing arrangement with Commercial Credit Corporation for financing the sales of its consumer goods products to its dealers and to retail purchasers.

In making this announcement, R. W. Fordyce, general sales manager for the television division said, "We believe that this arrangement will speed the flow of our products from the factory to the buyer's home. Not only will this financing plan provide capital to the dealer for stock purchases, it will also provide a liberal, low payment means of buying for the consumer. This plan, together with the recently modified Regulation W, should prove stimulating to anticipated seasonal sale activity."

## New Acro Location

Acro Products Company, makers of Acrosound output transformers, have moved their administrative and production divisions to the newly acquired Acro Building, 369 Shurs Lane, Roxborough, Philadelphia 28, Penna. This location permits a large expansion of facilities to take care of the increased demand for both the standard line of Acrosound output transformers and specialized transformer components utilized by industry and government.

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 Tel. phone Hawthorne 7-3908

PARTY FUN



MUSIC STUDY



HOME MOVIES



CONFERENCES



DOCTORS



# FLEXIBILITY

## OF THE EICOR TAPE RECORDER GIVES YOU A SOUND SELLING PICTURE



LANGUAGE STUDY



MINISTERS



DRAMA



No matter what variations in customer needs you must fulfill, the Eicor offers you the dependability and adaptability which assures you of trouble free, repeat sales. By selective and exacting engineering, Eicor has developed the ultimate in quality of sound fidelity and mechanical efficiency in the low priced magnetic recording field. Such features as two-speed recording and play-back, volume control and tone control, have been incorporated into a chassis built for exacting and rugged long life. It will pay you to handle Eicor.

Conversion Kit which changes the Eicor Model 115 from standard 7 1/2 in. per sec. to 3 3/4 in. per sec.

LAWYERS



Write for this folder showing and describing some of the many uses to which the Eicor can be put. Address your inquiry ATTN: RTR Dept. 24 for information on how to become an Eicor dealer.



PIONEERING IN MAGNETIC RECORDING

**EICOR, INC.**  
1501 WEST CONGRESS STREET  
CHICAGO 7, ILLINOIS  
DEPARTMENT 24

SPOT INTERVIEWS



RECORD LIBRARY



PUBLIC SPEAKING



## Stromberg Launches Big Ad, Sales Campaign

Stromberg-Carlson's new line of quality television and radio instruments will be supported with a quality theme in the company's heaviest national advertising campaign which will run throughout the Fall season in 10 leading consumer magazines, according to Stanley H. Manson, Director of Advertising and Public Relations.

This "confidence-building" series of 51 appealing advertisements began in September and will continue through October, November and December with full-color pages in Life, Satur-

day Evening Post, Time, Newsweek and the New Yorker and a full schedule of black and white fractional and full pages during the Fall months in National Geographic, House & Garden, Better Homes & Gardens, House Beautiful and American Home.

The campaign is being merchandised to the limit, according to Mr. Manson, with giant eased-back blow-ups and large full-color wall posters of each advertisement provided all dealers; a complete package flip-over presentation now being used by distributor sales representatives to tell the story of the month by month circulation impact in their respective territories with breakdown by cities of 10,000 population and greater.

## In Sylvania Sales Post



Barton K. Wickstrum, above, has been elected to the post of vice-president and director of sales for Sylvania Electric Products. The announcement was made by Don G. Mitchell, Sylvania president.

# HICKOK Announces new television VIDEOMETER



QUICKLY-ACCURATELY  
IDENTIFIES TROUBLE  
IN ANY SECTION OF A TV SET

Covers all TV channels,  
all on fundamentals.

Metered RF output 1 to 10,000 micro-  
volts for precise sensitivity checks.

Crystal controlled  
for highest accuracy.

A TV transmitter in miniature. Provides  
substitute video amplifier, 5 cycles  
to 4 mc. with gain of 0 to 10.

Delivers video pulses of 60, 900, 15,750 cycles  
and 315 kc, singularly or in any combination.

Pulses can be used directly, metered in peak-to-peak  
volts or to modulate the self-contained RF oscillator.

The HICKOK Model 650 Videometer is the first instrument of its kind to accurately and rapidly solve your servicing problems with the necessary tests to visually identify trouble in any section of a TV receiver.

An all-purpose video generator. Provides an electronically accurate bar or dot pattern on the screen of any TV receiver— independent of station operation. Can be used as a TV transmitter to simultaneously transfer a program to any number of TV receivers— on any desired channel.

### THE HICKOK ELECTRICAL INSTRUMENT CO.

10523 DUPONT AVENUE

CLEVELAND 8, OHIO

Send me full information on the new HICKOK Model 650

NAME \_\_\_\_\_

STREET & NO. \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## Here's Miss Kolorvision!



A study in dazzling color contrast, Sandu Scott of New York was awarded the title of Miss Kolorvision by the Duotone Company, Keyport, New Jersey, manufacturers of magnetic tape, phonograph needles and the original and exclusively processed Kolorvision screen for adding color to all black and white TV reception. Sandu Scott was selected from more than the 1000 color photographs submitted by dealers throughout the nation.



Play This  
Winning Combination  
OF

# TV PROFIT MAKERS

50-STATIONS-50



**MODEL HIR TENNA-ROTOR** is the only fully automatic rotator. Just set it and forget it. Your antenna turns to the proper position and stops. North—East—South—West—direction indicator dial shows exact antenna position at all times. Extremely accurate!

**NATION-WIDE TV ADVERTISING PRE-SELLS!** Tenna-Rotor is the only TV accessory backed by a powerful, sustained television campaign—national in scope. Alliance Tenna-Rotor offers faster installation with 4-conductor "Zip" cable. Works in any weather. 1-year guarantee. U. L. approved.

**THIS NEW TV BOOSTER** features one simple control. Automatic on-off switch gives maximum, uniform high gain on all channels—quick to install. An excellent companion item to the Tenna-Rotor. The New Alliance Tenna-Scope!

**ALLIANCE MANUFACTURING COMPANY · Alliance, Ohio**

**Top Value**  
in TV  
Towers

# Easy-Up

## MODEL 300 "ROTA-TOWER"

- ★ Strong steel tube construction, all-electrically welded
- ★ Multiple cross-braces—90 in each 10 foot section
- ★ Saves many man-hours. Shipped pre-assembled—only 5 minutes to complete
- ★ Entire assembly hot-dip galvanized
- ★ Rotatable 360° to orient antenna after installation
- ★ Built-in ladder—safe to climb
- ★ Light—less than 1½ lbs. per foot of height
- ★ Quiet in the wind—all rounded surfaces
- ★ Hinged base—fits peaked or flat roof—tip up from any of four directions
- ★ Neat, trim, unobtrusive
- ★ Wide choice of heights
- ★ Minimum guy support needed

ONLY \$44<sup>55</sup> Dealer Price Basic 30-ft. model complete with rotating feature.

Actual photo of Easy-Up "Rota-Tower" with two extensions, elevating stacked Amphenol antenna and Alliance rotator 50 ft. above 30 ft. rooftop.

Also, extra-heavy-duty square towers for heights to 100 feet.

### AND POLE ACCESSORIES TOO.

Where pole installations are adequate, Easy-Up provides all the fittings for a workmanlike, professional set-up. This includes foot mounts, rotating and stationary pole rings, thimbles and clamps.

See your jobber, or write

## Easy-Up Tower Co.

3800 KINZIE AVENUE  
RACINE • WISCONSIN

## Sylvania Reduces Prices on Entire TV Set Line

A general price reduction in Sylvania television sets is now in effect, John K. McDonough, general sales manager of the Radio and Television Division has announced. The cuts range from \$30 to \$90 retail.

"In the face of rising labor and material costs," said McDonough, "we have taken a firm stand against the pressure to sacrifice quality in meeting price competition. In fact, the quality of our merchandise has steadily improved. And now, to meet current selling conditions, we have established new price levels which more than ever before make Sylvania television receivers the outstanding dollar values in the industry."

McDonough pointed out further that these price reductions apply to its Golden Jubilee line featuring the new HaloLight, which was recently introduced.

A comparison of the old and new suggested retail prices, with former prices first, is as follows:

Model		Old List	New List
4120M	14" table	\$219.95	\$189.95
110X	16" table	199.95	199.95
1210X	16" table	199.95	199.95
7110X	17" table	249.95	219.95
7111M	17" table	269.95	239.95
72M	17" table	299.95	259.95
72B	17" table	309.95	279.95
2221M	20" table	399.95	319.95
4130m	14" console	269.95	229.95
7130m	17" console	369.95	309.95
7130b	17" console	379.95	329.95
2130M	20" console	469.95	379.95
23M	20" console	499.95	449.95
23B	20" console	519.95	469.95
74M	17" console	399.95	359.95
74B	17" console	419.95	379.95
2140M	20" console	489.95	429.95
2140B	20" console	509.95	449.95
24M	20" console	529.95	499.95
7150M	17" combo	549.95	499.95
75M	17" combo	549.95	499.95
75B	17" combo	569.95	519.95
25M	20" combo	659.95	599.95

## Starrett General Manager



Bernard Hecht, above, has been appointed general manager of Starrett Television Corp., New York City. Announcement of Hecht's appointment came from Frank D. Langstroth, Starrett president.

THE PROOF IS  
IN THE PICTURE!

# Bogen TELEVISION BOOSTER

performs  
WHERE  
OTHERS FAIL!



In the final analysis it is the picture received under difficult conditions which proves the value of a television booster. Hundreds of thousands of television viewers have daily proof that the Bogen Television Booster provides sharp, clear pictures in areas where others fail. Are your TV installations performing at their potential best? See Bogen—for the proof in the picture.

Write for literature to Dept. E-10

**David Bogen**  
CO., INC.  
663 BROADWAY, NEW YORK 12, N. Y.

SPECIALISTS IN ELECTRONIC  
INTERCOMMUNICATION FOR OVER 20 YEARS

## Let us send you The KIPLINGER LETTER

to help you plan ahead  
13 weeks' trial, only \$3

You'll profit when you use the Kiplinger Washington Letter, because:

- You'll find out *what to expect* in government policy, business trends, taxes, production, controls, shortages.
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You can have the Washington Letter on your desk every Monday morning for 13 weeks for only \$3.00. (Regular full-year rate is \$18.)

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**KIPLINGER** Letters

Room 102, 1729 H St., NW, Washington 6, D. C.



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## THE TV ANTENNA

that SELLS and STAYS SOLD

When you equip a television receiver with a GOLDEN WAND Antenna you're not bothered by call-backs to repair broken connections. Each sale is clean and permanent.

### Look For These Features

1. Positive jamless action. Perfect electrical connection at all telescopic joints.
2. Three-section satin finish Admiralty brass dipoles.
3. Polystyrene insulators with terminals and connections completely enclosed to prevent breakage.



Recommended by leading parts wholesalers

Two Models  
\$6.95 list.

**GOLDEN WAND**  
INDOOR Television ANTENNA

PEERLESS PRODUCTS INDUSTRIES

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# VIBRATORS!

By every test

**ATR**

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.

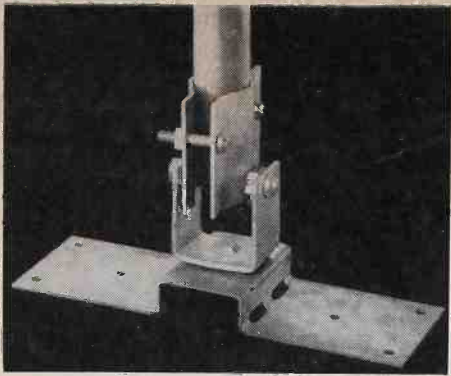
NEW MODELS NEW DESIGNS  
NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters  
Auto Radio Vibrators

See your jobber or write factory

**ATR**

**AMERICAN TELEVISION & RADIO CO.**  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA-U.S.A.



Pat. applied for

Put 'em up **EASIER, FASTER, BETTER,** and save money with the

**WAMCO**

#177

**UNI-BASE**



Real one-man mounting — fits any surface — flat, gable or ridge — only 3 parts and 4 bolts — 360° rotation — Full hinge action for raising mast and guying — strong, durable, rust-resistant. Packed — in carton. List Price, \$3.25. Single sample \$1.95 post-paid. See your local distributor or write for quantity prices.

**WALNUT MACHINE CO.**

1529 SOUTH WALNUT STREET  
SOUTH BEND 14, INDIANA

## THERE'S ONLY ONE SUPERTUBE

The Rebuilt

Cathode Ray Tube

that is *Unconditionally Guaranteed for 18 Months.*

Large service organizations, chains, department stores and manufacturers now using our Supertube Service, find it completely satisfactory.

You, too, should let us rebuild your defective and damaged TV tubes.

Write for details and prices

Manufacturers  
&  
Distributors  
of  
Electronic  
Equipment

**TRADE  
ASSOCIATES  
INC.**

128 So. 1st St., Brooklyn 11, N. Y.  
Phone EVergreen 8-9720

### Audio Guide and Catalog

The Concord Radio Corp., 901 West Jackson Blvd., Chicago 7, has issued its "High Fidelity Guide" which is a 47 page catalog of audio equipment and suggestions for custom-built audio setups. Includes tape recorders and cabinets. Free on request.

### Rider's Vol. 22 Out Soon

John F. Rider Publisher, Inc. reports that Vol. 22 of its radio troubleshooter's series will be available during October. Covering the products of 62 manufacturers of AM-FM sets, phonos, auto radios, disc and tape recorders, it will have 1,520 pages. Included will be an index covering vols. 16-22. Its price will be \$18.00.

### Booklet on UHF by RCA

A revision of an earlier booklet on UHF has been published by the RCA Service Company. Including the latest information on the ultra high frequencies, and on equipment maintenance for UHF, it sells for 75 cents. Write to the Government Service Division, RCA Service Company, Gloucester, N. J.

### Sams Tube Location Guide for TV Sets

Vol. 2 of TV Tube Location Guide is now available at distributors, the Howard W. Sams Co. announced. Taking up where Vol. 1 left off, this book includes many sets sold in 1951. In the index are included the reference numbers for all the sets carried in the first volume, which covered sets sold in 1949 and 1950. The price is \$2.00.

### GE to Make Zero-Focus Picture Tubes

The 17RP4 will be the first GE electrostatic zero-voltage focus tube in a line of 17 and 21 inch electrostatic focus picture tubes which require no focus voltage. Earlier types of electrostatic-focus tubes eliminated the focus coil, but required addition of a medium-high voltage source for the focus electrode.

### 30-Inch Tube Available

DuMont's Cathode-Ray Tube Division is now offering the 30-inch Teletron, world's largest picture tube, to the trade through regular DuMont distributors. The 30BP4 has a usable picture area of over 500 square inches.

### Shura-Tone Catalog

Shura-Tone Products, Inc. 440 Adelphi St., Brooklyn, N. Y., has released its new three color catalog showing the complete line of phonographs and attachments, including the three new Howdy Doody Phonodoodles.

## The Largest Selling LIGHTNING ARRESTER At Any Price!

NO. AT102



APPROVED



Protects Home and TV Set Against Lightning Hazards **\$225** LIST

U.S. Patent No. D-4664

- Installs anywhere
- No wire stripping, cutting or splicing

(Complete with strap and ground wire.)

**COVER 1,000,000 IN USE TODAY!**

See Your Jobber or Write for Form No. 84



MANUFACTURING CO., Inc.  
6103K 14th AVENUE, BROOKLYN 4, N. Y.  
FIRST in Television Antennas and Accessories

## Lowest Price in the Industry!

- dealers
- distributors
- manufacturers

The Colortone three-color Television Filter attracts attention and creates store traffic. Immediately available at absolutely the lowest price ever offered.

Write for Quotation

Can be washed or handled  
Each Color Tone screen fully guaranteed

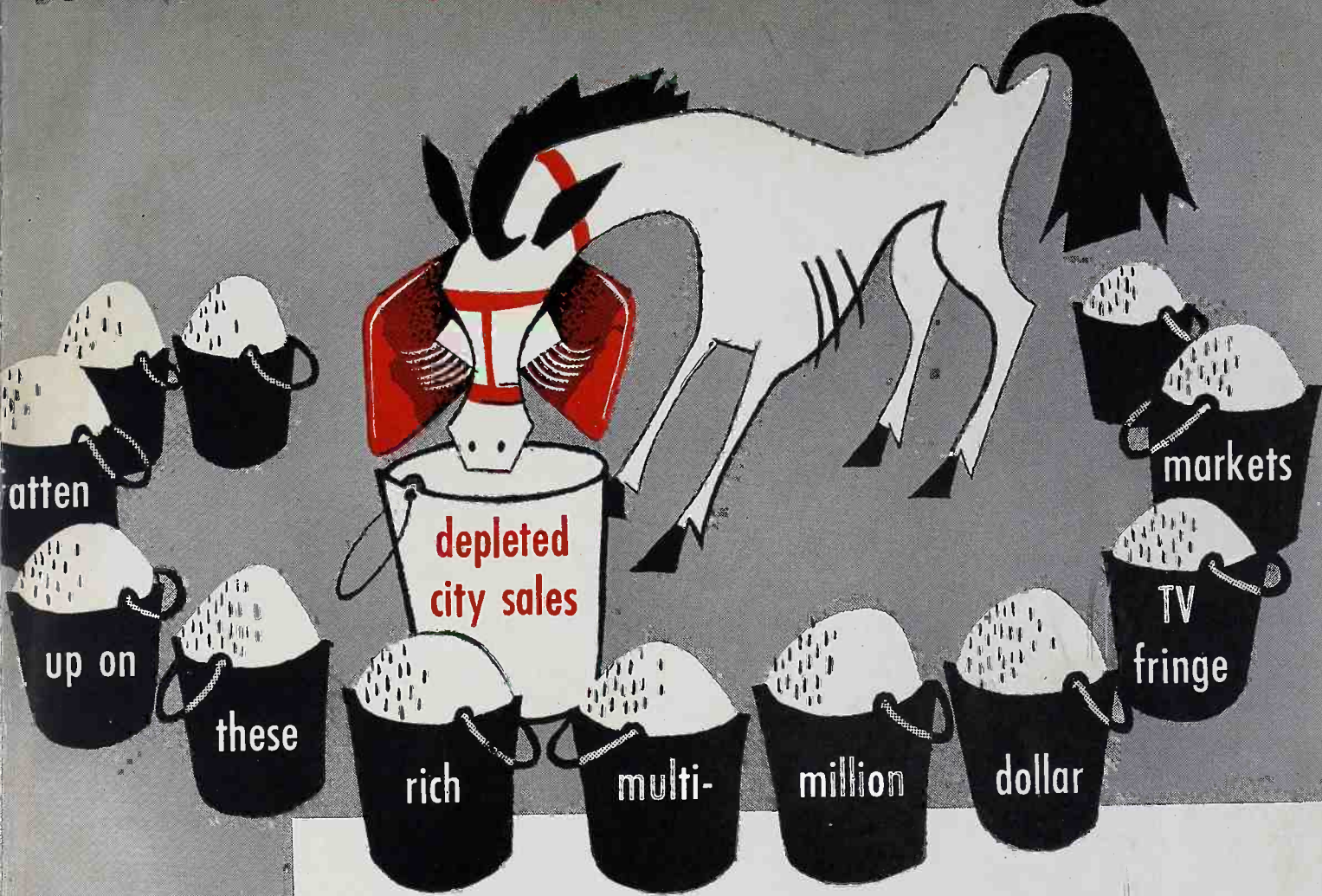
Beautiful, Blue, Amber & Green colors

REPS:

Still some good territories open

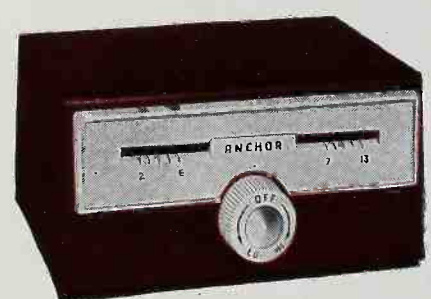
**COLORTONE CO.**  
503 E. Walnut Pl 4-1811  
DES MOINES, IOWA

Take off the *blinders* and *EAT* again!

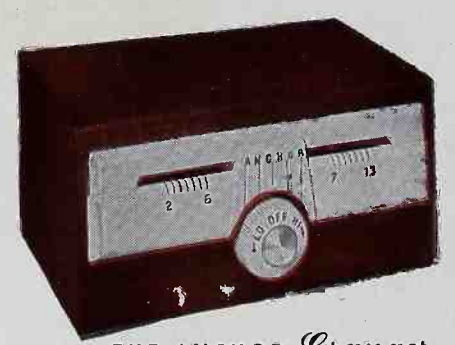


# ANCHOR BOOSTERS

make it possible!



THE ANCHOR *Suburbanite*  
For Intermediate Reception



THE ANCHOR *Granger*  
For Fringe Area Reception

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

# Now! Stake out your claim for the Giant RCA "TREASURE CHEST"

... to help you do a better job in less time and  
in the "professional" manner that inspires respect

You get all these valuable servicing aids for  
only **10 RCA golden "TREASURE TOKENS"**



- ✓ Handsome, sturdy Tube and Tool Carrying Case ... holds over 100 tubes to meet every normal service call.
- ✓ Big 48" Red-and-White Drop Cloth ... a magic carpet to "customer confidence."
- ✓ Handy 6-Piece Ratchet-type Screwdriver Kit ... all the sizes you need for everyday service work.
- ✓ New Improved RCA Tube Movement and Inventory Guide ... a yearly record of your business.
- ✓ New "RCA Kinescopes" Booklet ... complete conversion, interchangeability and characteristics data.
- ✓ 5 Leatherette TV Program Holders ... ideal souvenir gifts for your service calls.
- ✓ Plus an extra dividend of the 24-page bulletin "Receiving Tubes for AM, FM, and Television Broadcast"—Form 1275-E—together with latest tube price lists.

## Here's all you do

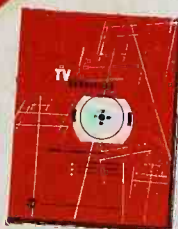
With every purchase of an RCA kinescope, of any type, you will receive a golden RCA "Treasure Token." *Save these coins* on the key chain provided. When you have collected 10 coins, present them to the RCA Tube Distributor from whom you obtained them, and receive, *without cost*, the complete RCA "Treasure Chest" of outstanding service aids.

The RCA "Treasure Chest" is *not for sale*. You can earn it *only* by presenting 10 RCA "Treasure Tokens" to your regular RCA Tube Distributor.

Start prospecting for your golden coins *right now!* This offer expires on November 16, 1951. Your RCA Tube Distributor has a sample RCA "Treasure Chest" for your inspection. See him today!

### Extra Bonus!

With every 2 RCA kinescopes you buy, you will receive, along with your "Treasure Tokens," a bonus copy of a new book, "TV Servicing" ... a compilation of the famous "Radio Service News" articles, together with brand-new material by RCA Television Specialists.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES  
HARRISON, N. J.