

CALDWELL-CLEMENTS

RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing

720,000 Additional Sq. Miles
covered by TV with NEW POWER

720,000 Sq. Miles
covered by old power

Av. 60 miles, old power

Av. 85 miles with NEW POWER

108 TV Stations
in U. S. today

NEW MARKETS WITH NEW TV POWER

24 Million Families
13 1/2 Million TV Sets

7,000,000 Additional
reached by TV with

Matthews Baddo,
Box 118,
Spring Arbor, Mich.

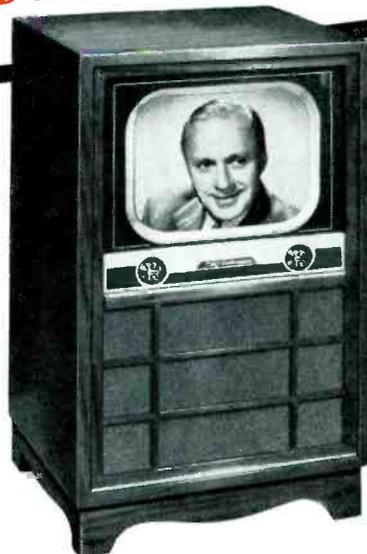
November • 1951

FOR IMMEDIATE VOLUME SALES!
CBS-COLUMBIA
COLOR CONVERTIBLES



MODEL 17 M 3

Beautifully styled ebony black metal table model with gold mask and knobs. 17" black rectangular tube with glareless filterglass screen. Dimension: 18 15/16" wide, 17 1/2" high, 20" deep.



MODEL 17 C 5

Big 17" screen in a smartly-styled console cabinet that will harmonize with the decor of the finest home. Available in hand-rubbed dark mahogany or blonde finish. Dimensions: 22" wide, 36 1/4" high, 20 1/2" deep.

Here are black and white receivers that are *really* geared and engineered for the addition of full color . . . by the pioneers in color television . . . CBS-Columbia. No double talk! No promises for the future! They are ready for full color, now!

model, is equipped with a special "built-in" color receptacle for the easy addition of a Companion Color Receiver.

Color-conscious consumers who have been delaying purchase can buy a CBS-Columbia Color Convertible with full confidence that it will not become obsolete when color comes to your area!

Convertibles, we call them, because every one, regardless of screen size or

CONVERT TO VOLUME SALES WITH CBS-COLUMBIA COLOR CONVERTIBLES!

**CBS-COLUMBIA
 COMPATIBLE
 RECEIVER**

*Internally adapted to receive
 color broadcasts in
 black and white*



MODEL 20C3—This CBS-Columbia Compatible receives all standard black and white programs on its big 20 inch screen. Then *with the flick of a switch* it receives color broadcasts in amazingly sharp and brilliant black and white. It is also equipped with a built-in color receptacle for the addition of a CBS-Columbia Companion Color Receiver. A truly magnificent French Provincial cabinet in satiny-smooth hand-rubbed maple finish. Simulated gold mountings. Smartly styled for sophisticated decor. Your customer is ready for color with a CBS-Columbia Compatible Receiver.



CBS-Columbia
First with Color Television Receivers

CBS-COLUMBIA INC.
170-53rd STREET,
BROOKLYN 32, N. Y.

RADIO & TELEVISION RETAILING

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

IN THIS ISSUE

NOVEMBER, 1951

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* A.M., F.M., Television

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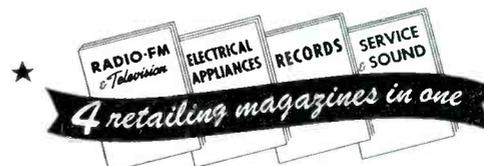
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Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.

You'll see better..

NATIONAL
TELEVISION

Demand the
N.V.C. trade mark
on every picture tube.



*America's largest
Independent*
Manufacturer*

**PRODUCING THE WORLD'S
FINEST TELEVISION TUBES**

*Independently sound engineering, carefully selected quality materials and tightly controlled precision workmanship make N.V.C. television tubes the finest—for at N.V.C. all efforts, all personal attention is given to a single thing alone—better tubes—designed for conversion and replacement in every standard set to give a better, more clearer picture.

Write for name of Representative nearest you
3019 West 47th Street, Chicago, Ill.

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

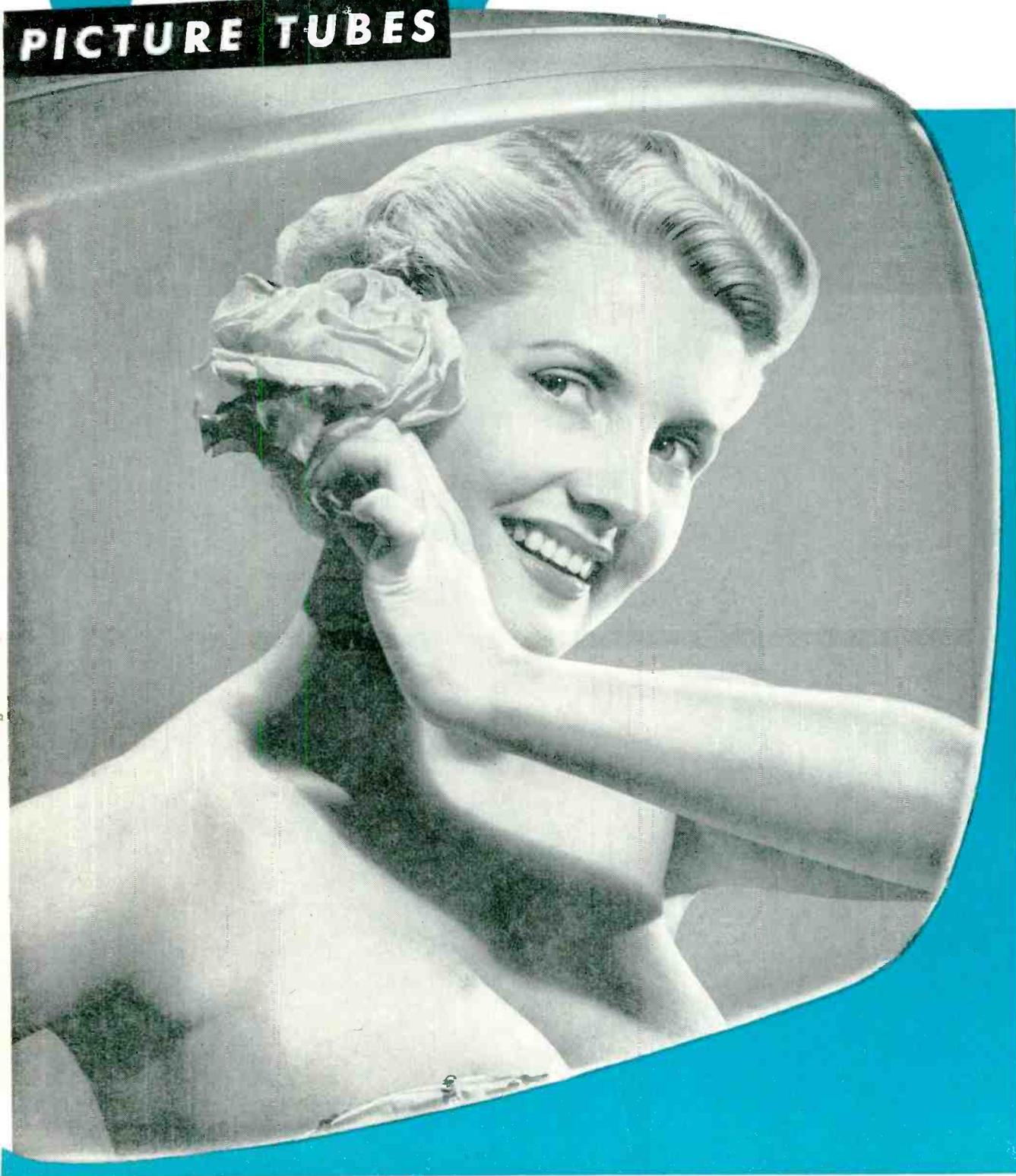
Grays Lake
Illinois

901 W. Huron St.
Chicago

.. You'll see more....

V **VIDEO** **C** **CORPORATION**

PICTURE TUBES





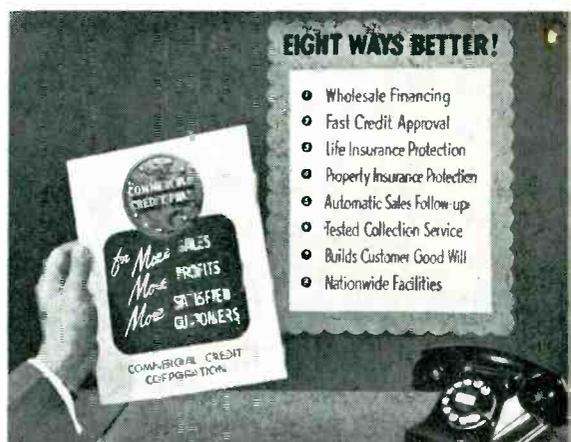
Insurance Protects Customers—Property Insurance cancels the unpaid balance in event of damage to, or loss of, merchandise, as defined in the policy. COMMERCIAL CREDIT PLAN also features Life Insurance Protection, which cancels unpaid balance in event of purchaser's death.



Speedy Credit Approval Through Nationwide Service—Hundreds of COMMERCIAL CREDIT offices help speed credit checks . . . offer dealers complete service down to last details of collection, adjustment and prospect follow-up. You get national service on a local basis.



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Commercial Credit "KNOW HOW" means more sales, more profits for dealers

THOUSANDS of appliance dealers all over the country use the time-tested COMMERCIAL CREDIT PLAN to help them buy, stock and sell all types of home appliances. That's because COMMERCIAL CREDIT has earned the reputation for *financing as usual*, year in, year out . . . whether in times of peace or war, prosperity or depression, shortages or surpluses.

The *complete* COMMERCIAL CREDIT package offers dealers financing from a wholesale plan down to the last details of retail financing . . . eliminates the necessity of tying up needed capital in inventories or instalment sales. Dealers control the financing of their stock from distributor to customer through one dependable source.

Your customers will like this plan too . . . because of the many benefits they receive. Ask your distributor about COMMERCIAL CREDIT today . . . or contact the COMMERCIAL CREDIT office nearest you for complete details.

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.

HERE'S HOW TO SELL MORE **Arvin TV** WITH PLAIN, HARD-FISTED FACTS!

CHECK THESE SALES FEATURES	ARVIN Dual Power 17" table model	Three present top-selling makes of TV			WHAT IT MEANS TO THE OWNER:
		Make "A" 17" table model	Make "B" 17" table model	Make "C" 17" table model	
Number of tubes (including rectifier tubes and picture tube)	26	23	21	23	More tubes mean more power and greater range.
Tone Control	YES	YES	NO	NO	As much treble or bass as wanted.
Local-Distance Control	YES	YES	NO	NO	"Distance" setting pulls in remote stations with full power. "Local" subdues strong signals to prevent distortion.
Keyed Automatic Gain Control	YES	NO	NO	NO	Checks "airplane flutter" and other interference.
Synchro-Sound Tuning (Inter-Carrier)	YES	YES	YES	NO	Tune for best picture; sound is right automatically.
Number of Rejecting Traps	7	3	1	3	Traps reject interfering signals.
I.F. Circuit	41.25MC	41.25MC	21.25MC	21.25MC	Intermediate Frequency Circuits in 41 megacycle spectrum minimize interference, facilitate UHF conversion.
Video I.F. Stages	4	4	3	4	Four picture I.F. stages provide extra sensitivity and selectivity.
Color TV Plug	YES	NO	YES	NO	To plug in Color Converter.
UHF Provisions	DUAL TUNER OR CONVERTER	CONVERTER	TUNER STRIP OR CONVERTER	TUNER STRIP OR CONVERTER	Dual Tuner (optional at extra cost) permits immediate reception of UHF when broadcasts start.
Phono-Jack	YES	YES	NO	NO	Permits connecting record player.

ARVIN outperforms other sets everywhere!



This is a strictly factual comparison chart of the features that are most important in any TV set. It is based on the latest information available to our engineers. (All specifications, of course, may be subject to change without notice.) Sets "A", "B", and "C" are top-selling, nationally advertised makes. Not one of them can compare with Arvin TV in the total of features that mean best results, greatest satisfaction for owners. And Arvin is just as outstanding in cabinet styling, finish and construction—in range of models for every requirement. Let your customers know the FACTS—and they'll instantly recognize Arvin's greater quality, greater value!

TYPICAL ARVIN VALUE—17-inch Perma-Focus picture; Dual Power Custom Chassis. Includes all famous Arvin features. Model 5170CB, blond, \$319.95; 5170CM, mahogany, \$299.95.



Television & Radio Division, ARVIN INDUSTRIES, INC. Columbus, Indiana
(Formerly Noblitt-Sparks Industries, Inc.)

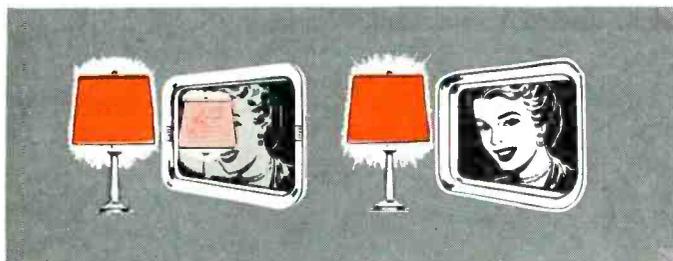
A few protected distributor franchises still available. Write Ray Spellman, Sales Manager

Prices shown are suggested retail prices in Zone 1, including Federal tax, and are subject to change in accordance with OPS regulations

COMPLETE FOR THE Motorola

- ★ DESIGNED FOR COLOR RECEPTION
- ★ ALL-CHANNEL CONTINUOUS UHF TUNING
- ★ PROTECTED FROM OBSOLESCENCE
- ★ YEARS OF ASSURED DEPENDABILITY

... and the only TV with
anti-reflection **GLARE-GUARD**



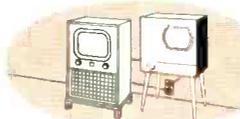
ORDINARY TV reflects light from a flat mirror-like screen surface, creating disturbing glare and annoying eye strain.

GLARE-GUARD eliminates reflection glare, directs it out of the picture for easier viewing, greater enjoyment.

GLARE-GUARD is the *exclusive* optically-curved TV screen and non-reflecting Absorbalite tube which eliminate 98% of all reflected light glare from the Motorola TV picture!

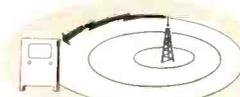
Specifications Subject to Change Without Notice

EASILY CONVERTED OR ADAPTED



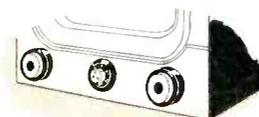
to receive color TV in color or in black and white on its own screen, or in color on a companion set.

SUPER-POWER "FRINGE" PICKUP



Sharp, clear pictures even in those "difficult" areas where picture fade is common with many other sets. Adds extra miles of reception range because of increased sensitivity.

ALL-CHANNEL UHF TUNING



factory or locally installed into any new Motorola TV at slight extra cost...

... or STRATA-TUNER UNIT



may be attached to set by owner. Motorola TV is the **ONLY** TV offering complete, all-channel continuous UHF tuning for all future stations — requiring no future additions of tuning strips.

FILTERED-CLEAR PICTURES



Razor-sharp edge to edge with new Electro-Lock Focus; filter circuits prevent self-generated interference annoyance.



Motorola TV THE TV WITH EVERY FEATURE
FOR THE FUTURE!

NEW LOW PRICES FOR 1952

See Your Distributor Now!

RADIO & TELEVISION RETAILING • November, 1951

FUTURE...

TV

★ PROVED DEPENDABILITY...

the result of rigid quality control during production and thorough performance testing at Motorola factory and field laboratories. *Proved* most dependable for continuous, outstanding performance by nationwide surveys of both dealers and TV owners! Designed for years to come, with complete assurance that no set will become obsolete during its entire lifetime! Engineered with circuits that eliminate many service problems.

**14, 17, 20 INCH FULL-VIEW SCREENS
A CABINET STYLE FOR EVERY HOME!**

*Retail Prices Include Federal Excise Tax Some Prices Slightly Higher South and West



MODEL 14T4

Mahogany
Table Model
14 inch screen
with Glare-Guard

\$169⁹⁵*

Limed Oak \$189.95*



MODEL 17T5

Mahogany Plastic
Table Model,
17 inch screen.

\$199⁹⁵*



MODEL 20T2

Mahogany 2-Way
Off-the-Floor
Console, 20 inch
screen.

\$299⁹⁵*

Limed Oak \$329.95*



MODEL 20K4

20 Inch Mahogany
Console, sharp,
steady pictures.

\$389⁹⁵*



MODEL 17K8

Mahogany Console
17 inch screen.

\$299⁹⁵*

Limed Oak \$319.95*



"FADA
greet's you NOW for 1952
with the **FASTEST MOVING**
TV line in its history!"



*Model S20I20 "The Rodney"—
20 inch table model. In mahog-
any veneer*



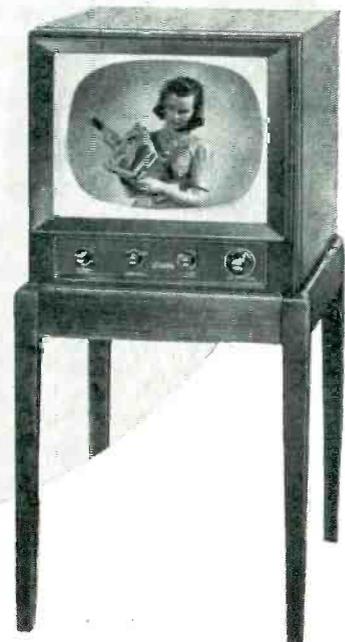
*Model S20C10—20 inch console.
In genuine dark or blonde
mahogany veneers.*



*Model S7C30—De Luxe mahogany veneer
with full doors. Large 17 inch screen.*



*Model R7C15 "The Dorset"—
17 inch console in blonde or
dark mahogany veneers.*



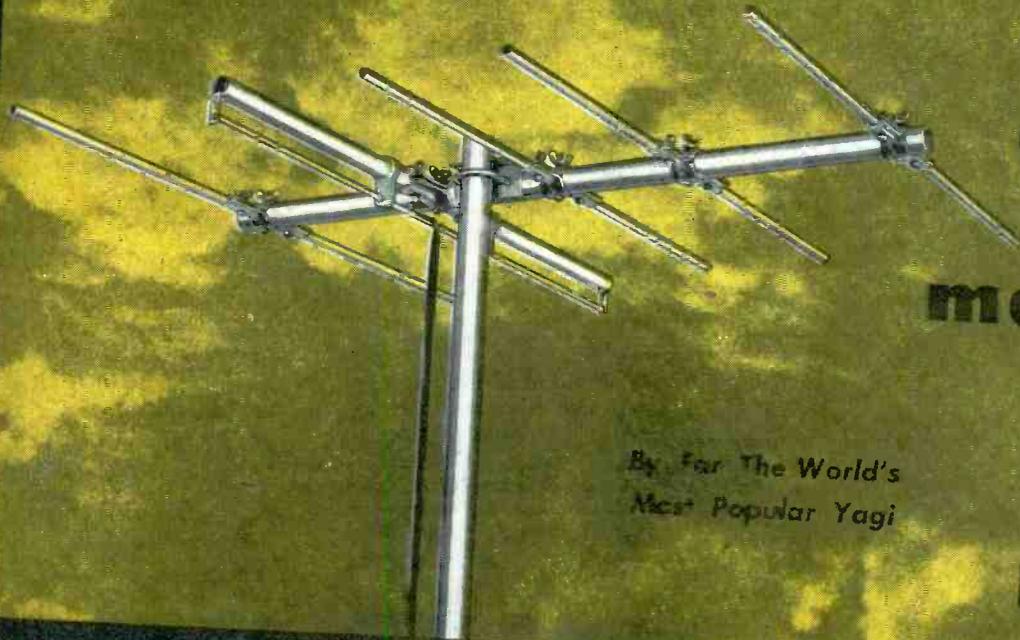
*Model 1070 "The Avon"—17
inch table model. In mahogany
veneer. Matching table available.*

**FADA RADIO &
ELECTRIC CO. Inc.**

BELLEVILLE, N. J.

*"Pioneers in Radio &
Television Since 1920"*

there are
many
chinese copies

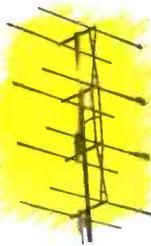


...but
ONLY
VEE-D-X
makes the
JC

By Far The World's
Most Popular Yagi

限
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假
冒

also
VEE-D-X
Originals



THE COLINEAR



LIGHTNING ARRESTER



OUTDOOR BOOSTER



ROCKET BOOSTER

BEWARE OF CHINESE COPIES . . .

INSIST ON

Genuine

VEE-D-X

ORIGINATORS

of The World's Most Powerful
Antenna Systems

Nobody but

BUILDS ALL OF ITS TOP TV FEATURES
INTO EVERY MODEL REGARDLESS

OF PRICE!

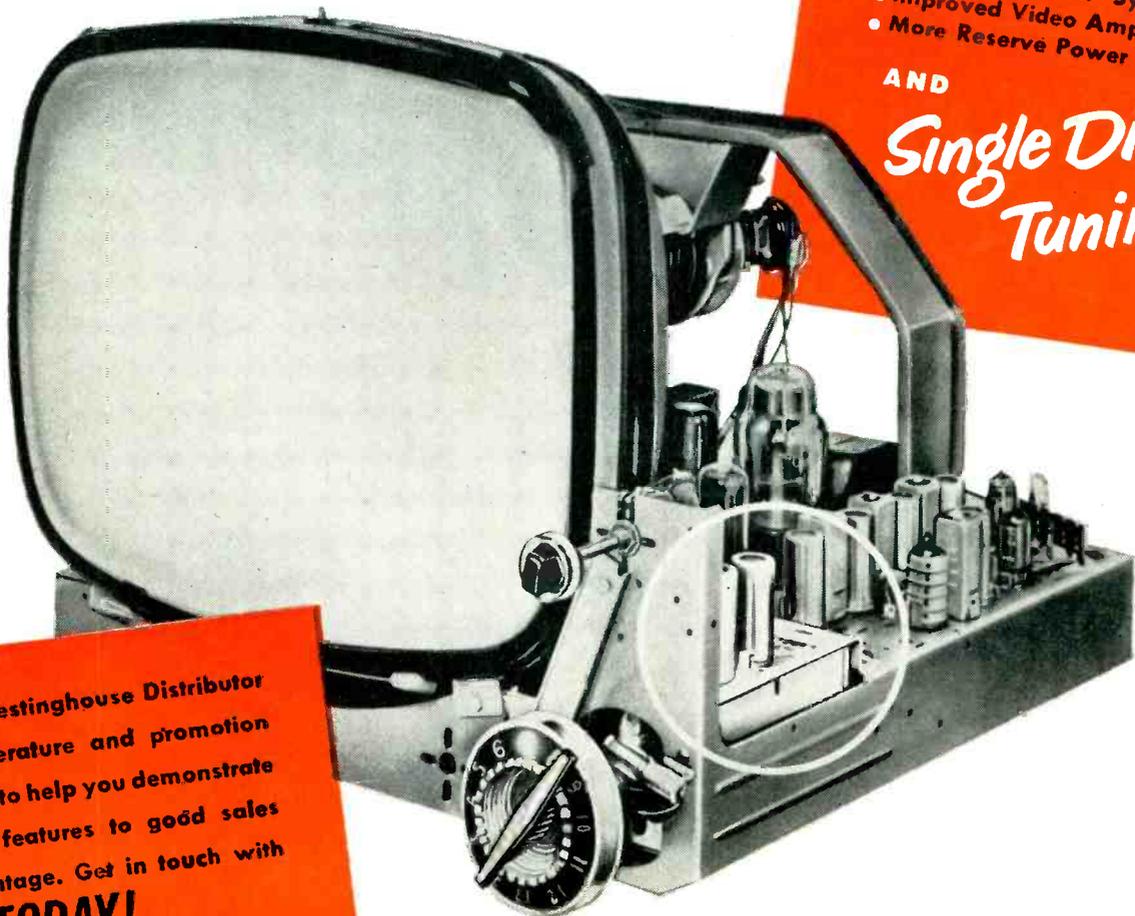
Westinghouse puts its amazing new Electronic Clarifier . . . its famous 8 key circuit features . . . and its better-than-ever Single Dial Tuning . . . on every model in the line, from the 16" plastic leader to the big luxury 24" console. There's no such thing as a "stripped-down" Westinghouse receiver. The line *starts* super-powered, and builds from there. No matter how little or how much the customer can afford to pay, Westinghouse guarantees strong, interference-free reception and CLEAR PICTURES THAT STAY CLEAR!

THE *Electronic Clarifier*

- High Gain Tuner
- Direct Coupled Circuits
- True Focus Yoke
- Improved Keyed AGC
- Special Noise Diode Tube
- Super-Channel IF System
- Improved Video Amplifier
- More Reserve Power

AND

Single Dial Tuning



Your Westinghouse Distributor has literature and promotion pieces to help you demonstrate these features to good sales advantage. Get in touch with him **TODAY!**

YOU CAN BE SURE...IF IT'S

Westinghouse

The **MEDFORD**, model 649T17. Mahogany-finish table model with 17" picture and super-performing chassis with all the famous Westinghouse features.

\$259⁹⁵*



The **LINFIELD**, model 664K17. Full sized mahogany console, concert speaker, strong, interference-free 17" picture.

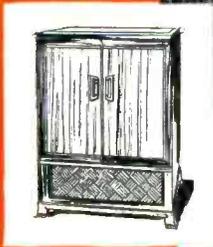
\$299⁹⁵*



The **CARLISLE**, model 653K24. Luxury mahogany console with colossal 24" picture. Clearest, sharpest big-screen picture you've ever seen.

\$675⁰⁰*

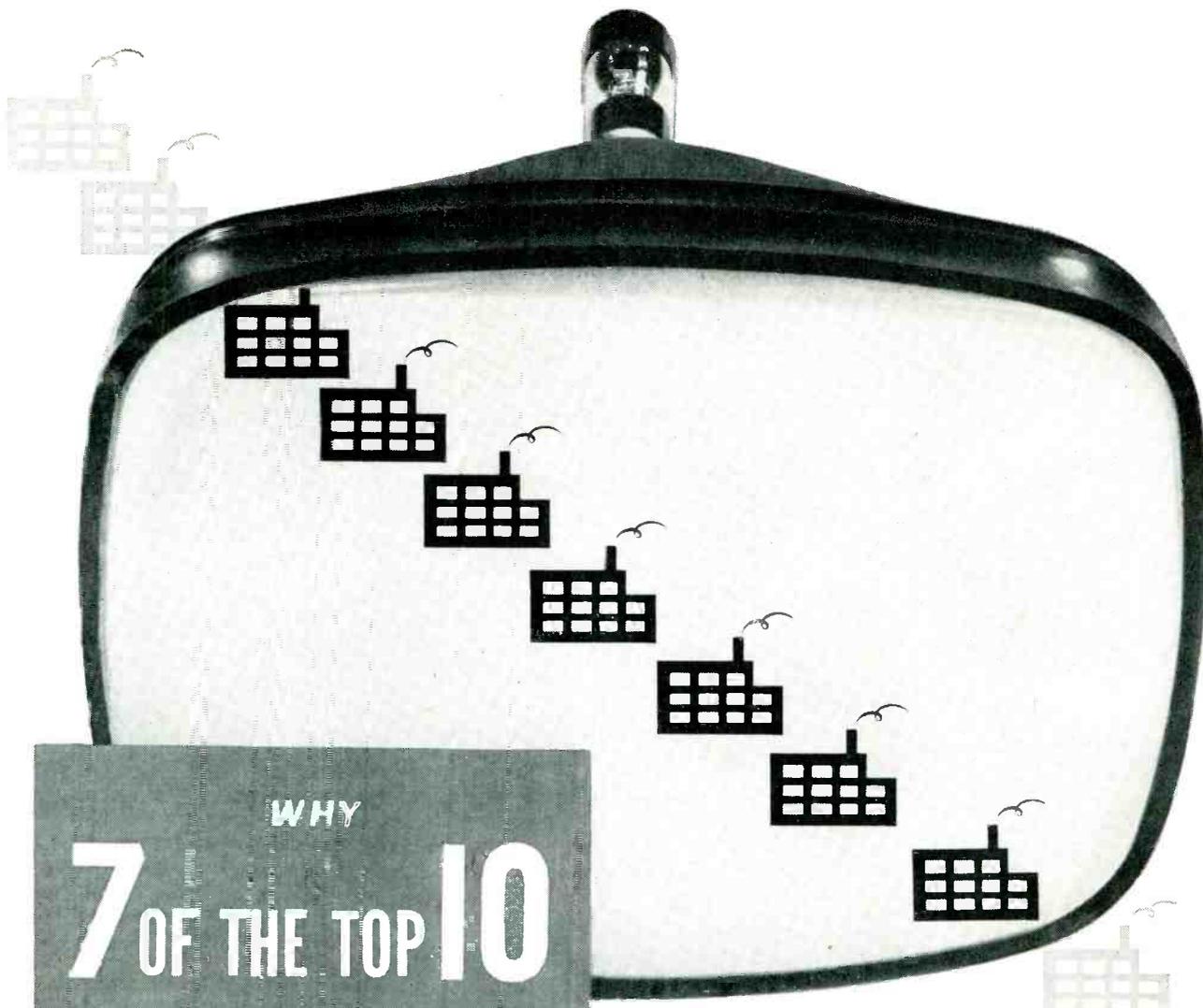
*Prices include federal tax. Warranty extra. Prices slightly higher West and South. Subject to change without notice.



Look to Westinghouse for TV's top entertainment, too! Exclusive telecasts of outstanding COLLEGE FOOTBALL GAMES . . . plus WESTINGHOUSE STUDIO ONE every week.

Westinghouse

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



WHY

7 OF THE TOP 10

TELEVISION SET
MANUFACTURERS USE

SYLVANIA

PICTURE TUBES

A Sylvania tube engineer, for example, invented the famous Ion Trap now generally adopted, under special Sylvania license, by other leading picture tube makers.

Sylvania's 25 years of lighting research, including advances in phosphors and filamentary wire techniques and coatings, has also contributed to the outstanding clarity and long life of Sylvania picture tubes.

Popular TV show tells millions

Set owners are being kept informed of Sylvania's leadership by the big, popular television show, "Beat the Clock," on CBS-TV. Every week this program emphasizes Sylvania's unique background and the fine quality of all Sylvania products, thus assuring you of an enthusiastic acceptance of Sylvania Tubes used as replacements in the sets you service.

To help you choose the right Sylvania Tube for each service job see your Sylvania Distributor now for your free SYLVANIA TV TUBE SELECTOR, a handy wallet folder which explains the differences between more than 100 types of picture tubes. Sylvania Electric Products Inc., Dept. R-2211, Emporium, Pa.

The important reasons behind the steadily increasing demand for Sylvania TV Picture Tubes are: (1) high quality performance, (2) broad national recognition.

Sylvania's picture tube experience includes leadership in 4 specialized fields . . . all basic to TV picture tube production. These are *radio, electronics, lighting, and phosphors.*



SYLVANIA



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



3-way
 protection
 FOR RAYTHEON DEALERS!

Raytheon tv

IT'S FUTURIZED
 for 3-way
 television performance



THE PACER
 Model M-1626

Nationally advertised to help you sell!

RADIO—every Sunday afternoon John Cameron Swayze highlights the news over the full NBC network for Raytheon TV.

MAGAZINES—in big national magazines read by your customers—LIFE, POST, TIME, GOOD HOUSEKEEPING and others!

Plus plenty of unusual and selling merchandising aids for dealers. For further information on Raytheon TV and what it can do for you, contact your Raytheon distributor or write us.

BELMONT RADIO CORPORATION

5921 W. Dickens Ave., Chicago 39, Illinois

Subsidiary of RAYTHEON MANUFACTURING COMPANY

★ **ALL PRESENT TV CHANNELS**—Raytheon TV brings 'em in sharp, clear and steady—gives the finest performance of any television set ever built. Extra easy to operate, quality built, truly dependable.

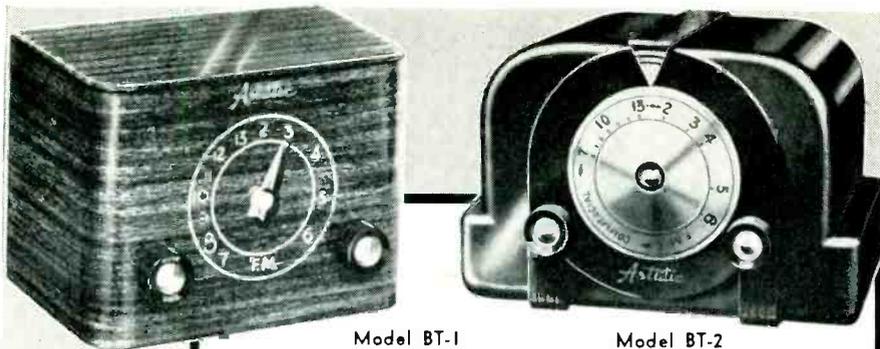
★ **ALL NEW UHF CHANNELS**—Every Raytheon TV with the continuous VHF tuner can be equipped with the new Raytheon UHF continuous tuner—the finest, simplest, most accurate tuner ever built. No gadgets outside the set—no readjustments needed—dials all stations like a radio!

★ **OK FOR COLOR TV**—Every Raytheon TV is OK for color now—you can attach a Raytheon color adapter to receive color transmissions in detailed black-and-white—or the new Raytheon "Color Companion" can be connected to receive full, brilliant color programs.

LISTS FROM **\$199⁹⁵**

Including Federal Excise Tax
 —warranty extra.
 Slightly higher
 South and West.





Model BT-1
List Price \$32.50

Model BT-2
List Price \$34.95

**GREATER IMPROVEMENT OF
TV RECEPTION
IS ONLY ONE OF THE REASONS**
*"It's easier to sell
Astatic Boosters"*

WHEN YOU SELL Television Boosters, of course you want to sell the boosters that can do most to improve TV reception. That's Astatic! And Astatic Boosters have held this position since their first revolutionary four-tube model hit the market early in the game. But Astatic Boosters also are easier to sell on the basis of wider selection of handsome receiver-matching cabinet styling . . . and on the basis of price range, from competitive to finest class equipment for those who want the best. Why not write for complete details on the complete booster line that's designed to outperform, outsell all others?



Model AT-1, List Price \$54.50
(Also available in blond wood cabinet—Model AT-1B, List Price \$56.50)

THE
Astatic
CORPORATION
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD. TORONTO, ONTARIO

Is Selling a Lost Art?

Last spring, when appliance sales began to slump, K. C. Carpenter, national sales manager of The Salt Lake Tribune-Telegram had a sobering thought. If sales dropped enough, he reasoned, hard-up stores could cut their advertising budgets to fit and The Tribune-Telegram would be the loser. He figured the ads he had been running were attracting usual attention, so that something else had been the real cause of the slump.

After talks with friends and business associates had failed to produce a valid answer, Carpenter called in a survey firm and gave it two jobs: (1) to interview Salt Lake citizens on their buying intentions and (2) to check the selling practices of the stores. Last week, the results of the twin checks disclosed the villain of the piece—the selling techniques of the stores and their salesmen.

The survey uncovered a Salt Lake City demand for 11,224 TV sets, 5,217 kitchen ranges, 4,110 refrigerators, 6,323 washing machines, 5,375 clothes driers, 4,426 vacuum cleaners, 7,430 home freezers, 3,478 garbage disposal units, and 1,739 automatic dish-washers. With this kind of potential, the city's appliance dealers were face-to-face with a veritable bonanza. What they were doing about it was another story.

Check: The surveying firm had sent out three shoppers for six days, covering all types of appliance stores, at all times of the day. The first question the test shoppers were asked was: "Did a salesman verbally acknowledge your presence in the store?" Fifty-five per cent reported "no." The second query: "How much time elapsed before a salesman approached and engaged you in conversation?" It took 11 per cent of the shoppers a minute to attract personal attention; 33 per cent waited two minutes, and 11 per cent tapped their shoes for three minutes. "Did the salesman take your name and address?" Seventy-nine per cent said "no." Sixty-seven per cent of the salesmen didn't bother to explain the store's credit plan, 65 per cent didn't offer a trade-in plan for an old appliance, and 64 per cent didn't even ask if the prospective customer had an old model already.

Last week, Carpenter was showing his survey to appliance dealers, in an effort to promote a genuine fall selling drive. "These statistics speak for themselves," he said. "These guys have just forgotten how to sell."

Reprinted from the October 1 issue of Newsweek.

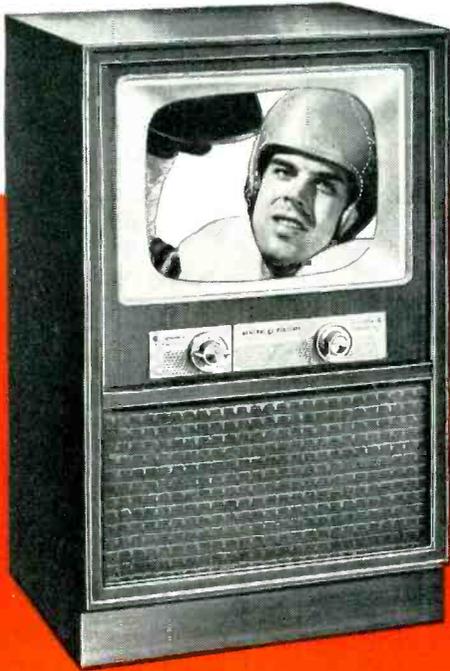
NAED Issues Booklet

The position and services of the electrical distributor in a defense economy are set forth in a pocket-size booklet issued by the National Association of Electrical Distributors, 290 Madison Ave., New York 17, N. Y.

"Our records show it . . . and our 135 dealers know it!"

G-E TELEVISION COSTS LESS TO SERVICE

than any other make!"



Model 17C112. Distinctive new console in genuine mahogany veneers with 17-inch rectangular tube. Concealed casters in base.

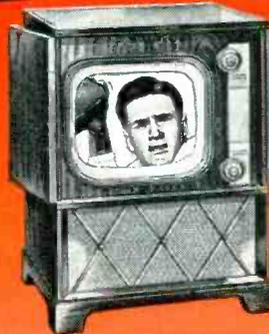


Says SAMUEL L. BARRIETTE
President, Abington Service Corporation
Garden City, L. I. and Forest Hills, L. I.

"We service just about every well-known make of television for 135 different dealers—and we found out fast that our costs are far lower on G-E Black-Daylight Television than any other make. G-E is built better—parts and replacements are easier to get—and G-E sets need less service. That's why, in our new Washington, D. C., company, we service General Electric TV exclusively!"



**BLACK-DAYLITE
TELEVISION**



Model 20C150. Finest 20-inch screen TV today. Genuine mahogany veneered cabinet. Easy-moving casters concealed in base.



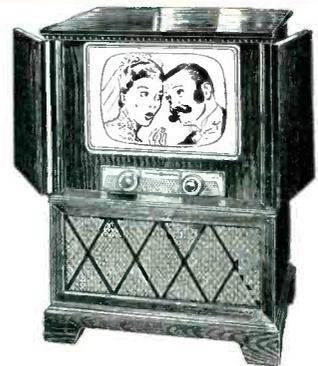
Model 17C120. Luxurious cabinet of genuine mahogany veneers. Highly-figured doors. 17-inch rectangular tube. Easy-moving casters.

Sam Barriette's convincing experience is just one more proof that General Electric is "the quality name of the industry." Not only his 135 dealers, but G-E dealers everywhere know the distinct advantages of their G-E TV franchise. It gives them all the prestige of the General Electric name . . . super-quality merchandise that outperforms leading brands in side-by-side comparisons in difficult TV reception areas . . . *proved* low cost service. A G-E franchise meant real price protection when prices were reduced this fall. The new G-E line includes models with hand-rubbed genuine mahogany veneers, big 17 and 20-inch rectangular screens, and field-tested chassis that assure the same time-proved low service costs. See your General Electric television distributor for all the details.

General Electric Company, Receiver Department, Syracuse, N. Y.



Model 17T4. Smart, new! 17-inch tube. Genuine mahogany veneers. Same chassis as in consoles.



Model 17C114. Beautiful new 17-inch console in genuine mahogany veneers, with casters.

Prices range from \$249.95 to \$775.00 including Federal Excise tax. Installation and picture tube protection plan extra. Prices subject to change without notice, slightly higher West and South.

You can put your confidence in—

GENERAL



ELECTRIC

Admiral 17"

TELEVISION — RADIO — PHONOGRAPH

Color TV optional

Equipped for UHF!

All Admiral TV sets are equipped with the famous Turret Tuner... originated and developed by Admiral engineers. Provides for reception on all present as well as future UHF channels by means of readily interchangeable tuning strips. As easy as plugging in a light fixture.

Model 37K55 Walnut

\$379⁹⁵

Admiral's exclusive Color TV Optional has *terrific* sales appeal! No wonder! Color can be added to *any* Admiral set *any time* desired by means of Admiral's sensational 3-way electronic-adaptor-converter... or with the new color TV companion console. This offers three distinct advantages: Big 17" or 20" pictures instead of just a 10" tube... lower cost... and freedom from obsolescence. Get the whole story from your Admiral distributor. See the new line today!



leads all others in sales!

Admiral

world's most powerful TV!

Prices slightly higher south or west—subject to change without notice. Excise tax included. Parts and tube warranty extra.



regency boosters are still being allocated!

They have been for 13 months!
While we are striving to end
this condition, most distributors
are also filling orders on an
allocation basis. For your supply
of genuine Regency Boosters,
get your orders in early!

Edward C. Tudor *president*

You get all five

...with RCA Batteries

1. Radio-Engineered Quality

(for extra listening hours)

2. Radio Trade Distribution

3. Top Brand Acceptance

4. Greatest Array of Selling Aids

5. Completely Rounded Line



What is "radio-engineered quality"?

It's the extra performance you get from batteries that are specifically designed for radio use and built to exacting quality standards of RCA's tube and battery engineers.

For your customers, "Radio-Engineered Quality" means extra listening hours, greater satisfaction.

For you, it means more repeat sales, greater profits.

You get plenty of other benefits, too, when you stock and sell the RCA line . . .

You get Radio Trade Distribution . . . RCA Battery distribution steers customers back to radio dealers and servicemen . . . away from the non-radio outlets. Repeat sales come back to you, again and again.

You get Top Brand Acceptance . . . a pre-sold name that's known to every radio and TV set owner in America, a name that sells itself.

You get the greatest array of Selling Aids . . . signs, displays, merchandisers, servicing aids . . . all helping you to make sales right at the point of purchase.

You get a Completely Rounded Line . . . for example, there are seven batteries designed to meet most of your demand. The complete line provides a type for almost every portable and farm radio need.

Call your local RCA Battery Distributor now. Get full details on how you too can join in the radio-trade switch to RCA Radio-Engineered batteries. Hundreds of other radio dealers and servicemen are finding they are the batteries geared to their radio trade. You will too. So call your RCA Battery Distributor. Get lined up for more battery sales, better profits . . . today.



RADIO CORPORATION of AMERICA

RADIO BATTERIES

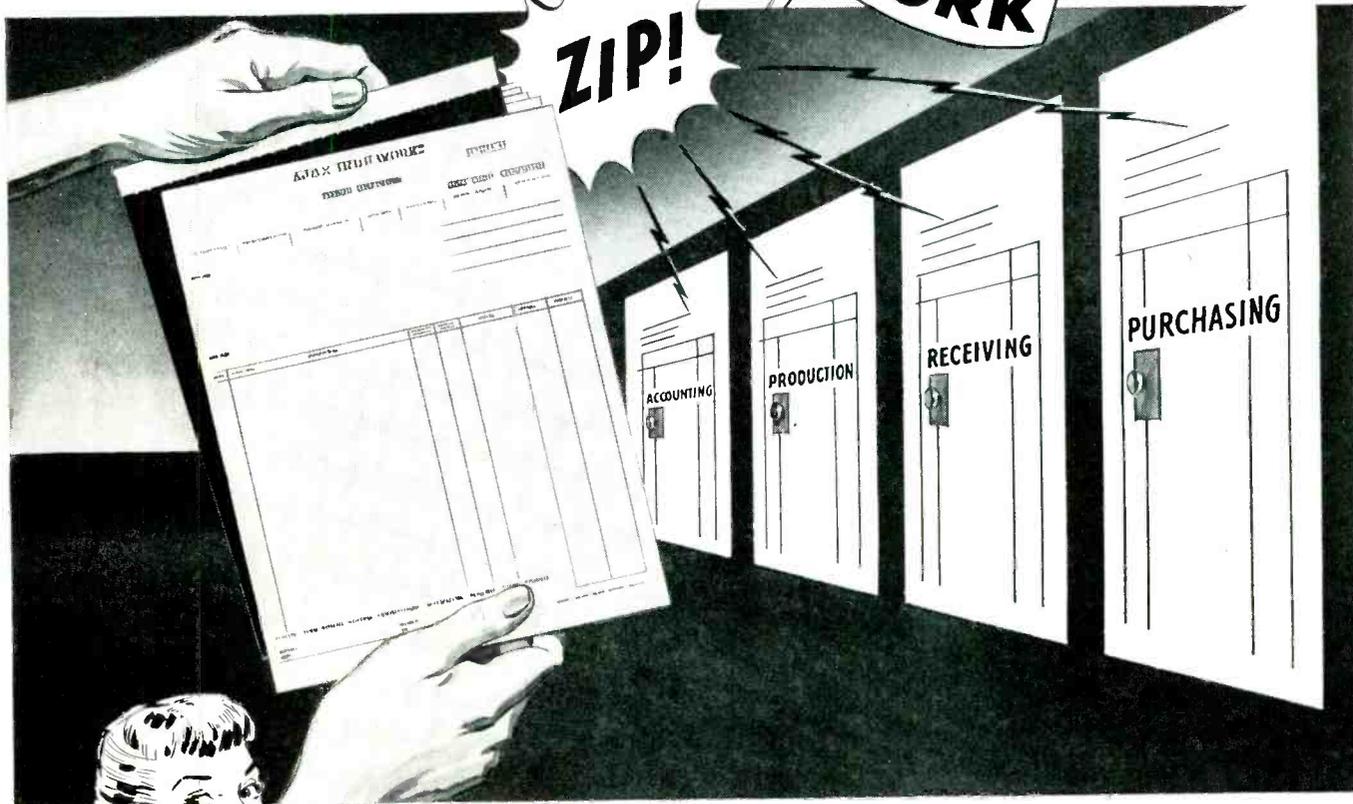
HARRISON, N. J.

How to cut

PAPER WORK

AS MUCH AS 75%

ZIP!



Look at the difference a **UNIT ZIPSET SYSTEM** can make... designed by *Standard Register*

FORMERLY:

- 4** separate sets of forms
- 4** sets of papers and carbons to gather
- 4** repeated writings of same information
- 4** distributions of copies to make



One set, one writing, one distribution instantly gives complete, exact information to all parties concerned.

FREE! Actual systems stories in *Business Aids*. See why one company can now handle 2,000 more accounts per office clerk! How another cut billing time one half. Another reduced forms writing two-thirds. And many more. Plus sample forms, other exclusive information.

Of course your business is different. So is every Zipset

system we design. Let a Standard Register specialist in simplifying paperwork analyze your particular record needs. Ring our local office (see telephone directory) or mail coupon.

UNIT ZIPSETS 
Standard Register
 KANT-SLIP CONTINUOUS FORMS

The Standard Register Company
 1311 Campbell Street, Dayton 1, Ohio
 Send, without obligation, your ZIP-PACKAGE of aids to Paperwork Simplification.

Name _____
 Company _____
 City _____ Zone _____ State _____

Emerson Television

**AREA
ENGINEERED**



Here are your leader models for greater store traffic, turnover, profits. Order them from your Emerson distributor today!

SPECIALLY ENGINEERED FOR EACH TV AREA

The most important SELLING feature in television history!

Emerson Area Engineered Television gives the finest picture of all because it is *specially engineered for each television viewing area.*

How? First, Emerson field engineers check reception in *each and every television area.* Difficult reception problems are analyzed under complete and precise laboratory conditions. A staff of trained engineers is constantly in the field checking on-the-spot performance in direct contact with the design engineers at the factory.

Then, Emerson Television is individually adjusted for absolutely best reception of TV stations *right in each viewing area.*

This is the secret of Emerson's miracle of reception... the *essential extra* that Emerson — and only Emerson — offers you. That's why Emerson Television has the brightest, clearest pictures and sound of them all. What a difference it makes in customer satisfaction! And what a difference it makes in **TV SALES!**

17-INCH

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.

\$199⁹⁵



20-INCH

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.

\$279⁹⁵



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

Order these EXTRA SALESMEN from your Emerson Distributor NOW!

Local newspaper ad mats available in all sizes.



Traffic-stopping, colorful streamer for your windows and store interior.



Set tags—on-the-spot salesmen.



Eye-catching carton label.



Multi-purpose gum labels for letters, envelopes, packages, etc.

Better Performance...

LONGER LIFE!

Emerson LIFE-TESTED Television and Radio

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



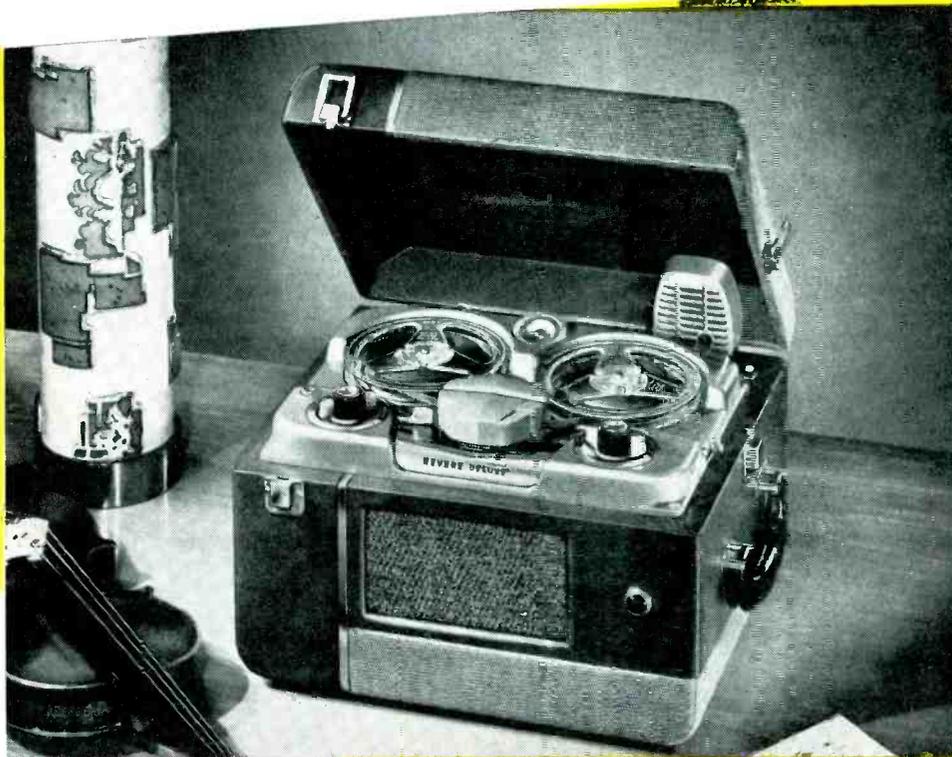
GET AN EXTRA SHARE OF PROFITS WITH

the "different" gift for Xmas!



Feature Revere Tape Recorders—Perfect Gift for All the Family

For Christmas shoppers looking for a gift that's unusual . . . that will be enjoyed by *every* member of the family from junior to grandpa . . . that will be used often and in many different ways . . . nothing fills the bill more perfectly than a Revere Tape Recorder! A phenomenal profit-builder all year, it's a natural to break all records during the Christmas season, because it's the gift that has *everything*, the gift *everyone* enjoys. Display and demonstrate the new Revere now, for sensational holiday sales!



MODEL T-500 DeLuxe, 2-hour play. Complete with microphone, radio attachment cord, 2 reels (one with tape) and carrying case. **\$179.50**

MODEL TR-60C DeLuxe, with built-in radio. **\$219.50**

Revere DeLuxe **LONG PLAY Tape Recorder**

A miracle of electronic achievement, the amazing new Revere DeLuxe LONG PLAY Tape Recorder opens a new world of entertainment and education for the whole family—opens a new world of extra sales and profits for you! In addition to all the regular Revere sales-clinching features, it embodies outstanding advantages no other recorder offers!

ULTRA-LIGHTWEIGHT—Lightest weight of any automatic long-play recorder on the market—

amazingly compact and easily portable!

EXCEPTIONAL FIDELITY—Superb tonal quality, especially on difficult musical passages, has won praise of leading musicians and critics!

EXTRA-ECONOMICAL—Records two full hours of voice and music on a five-inch reel, using only half the ordinary amount of tape!

Write today for complete information about the new Revere DeLuxe Long Play Tape Recorder.

REVERE CAMERA CO., CHICAGO 16



MODEL T-100 Standard, 1-hour play. Complete with microphone, radio attachment cord, 2 reels (one with tape) and carrying case. **\$169.50**

MODEL TR-200 Standard, with built-in radio. **\$209.50**

Revere **TAPE RECORDER**

WORLD'S LARGEST SELLING TAPE RECORDER

Big-Picture receivers for every taste in the

Dual-Beauty line by Stromberg-Carlson

DUAL-BEAUTY MEANS:

1.

BEAUTIFUL PERFORMANCE

- Matchless pictures — new brightness — 17", 19", 20" and huge 24" tubes
- Steadiest, sharpest pictures with new A.G.C.
- Superb Stromberg-Carlson tone
- Engineered for performance a man can appreciate

2.

BEAUTIFUL CABINETRY

- Enduring designs, modern and period
- Fashioned from choicest hard-woods
- Ten-step finish with complete hand rubbing
- Decorative perfection every woman demands for her home



STAFFORD. Value-packed table model. 17" TV. Inclined safety glass. Phono jack. Compact cabinetry in mahogany veneers. Model 317 TM, \$289.95°

MANDARIN. 17" TV in Chinese design. Inclined safety glass. Phono jack. 12" speaker. Model 317 C5M, \$395°. Hand-decorated, Model 317 C5Dec., \$445°



CHINESE CLASSIC. World-famed hand-decorated combination. 19" TV—AM—FM—3-speed automatic record-player. 119 M5Dec., \$975°. Mahogany, 119 M5M, \$850°



NEWCASTLE. Exclusive top tuning... huge 24" TV—newspaper-size pictures. Inclined safety glass. Exquisite period cabinet. Model 324 CDM, \$725°



WOODSTOCK. Radio combination. AM Radio 3-speed automatic record-player. Generous album space. Choice mahogany veneers. Model 1608 PFM, \$289.95, Zone 1.



MUSICLOCK. Smartest thing in clock-radios. Wakes you up... lulls you to sleep... times appliances. Beautiful cabinet. Ebony, red and silver-gray. \$38.95, Zone 1.



DYNATOMIC. Smart table radio in modern plastic cabinet. Model 1500 HB, brown, \$34.95. With maroon (1500 HR) or ivory (1500 HI), \$37.50. Prices Zone 1.

and in Radio too...

*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

More TV Power Means More Sales!

Seven million *additional* families reached by TV, with the increased TV-station powers!

720,000 *additional* square miles covered by the new power. And the 60-mile "fringe" average of yesterday pushed out to an average of 85 miles!

And a *plus* to all of the foregoing exciting features of upped TV power is the fact that TV pictures and sound have been greatly improved in *high-signal areas*, bringing greater enjoyment to vast numbers of TV set owners, helping dealers to make more effective demonstrations, and generally serving to boost television.

More Customers—More Business for Merchants

With the extension of the TV fringe, thousands of merchants have new opportunities to add new customers to the store's list, and to sell many more TV sets, boosters, antennas, and service.

Year by year since the end of World War II, we have seen the fringe creep farther out. But with this new power it has taken a 25-mile jump almost over night!

The new opportunities resulting from increased TV power are by no means confined to sales of TV receivers and accessories. All over the country dealers are capitalizing on the magic entrée to the home resulting from the sale of a television receiver, and they are selling a great many large electrical appliances, electric housewares, and phonograph records to satisfied users. The same opportunity for add-on selling exists in the new areas.

How to Cash in on This New TV Feature

In fringe areas where stations are operating under increased power, dealers should immediately become familiar with the new "boundaries" of possible reception and should contact all prospects within range of the station or stations. They should also contact all their users who are now receiving stronger signals to make sure that antenna and booster set-ups as well as receivers are getting the most out of the new power.

In high-signal areas, dealers can feature the increased power in ads, and in sales presentations, and here again, they should make sure that their users are getting the best possible reception.

Upped power has opened up great new markets for the TV industry, and the merchants who go after the new business with effective sales methods, backed up by technical know-how and adequate equipment, are going to round up a lot of new business and a lot of new friends.

What's Ahead!—in Radio,

SHORTAGES OR NO SHORTAGES? Picture in the radio-TV-appliance field still puzzling as ever, but look for a clearer view after the first of the year when inventories should be quite low. While some government officials predict no shortages of consumer durable goods in sight, numbers of prominent manufacturers who certainly know their own materials situations feel differently, with some willing to say that acute shortages are almost at hand.

SO FAR AS MAJOR APPLIANCES AND ELECTRIC HOUSEWARES are concerned there are few manufacturers who foresee enough merchandise to supply the demand in 1952. Right now, for instance, one of the top makers of electric irons hasn't any inventory on hand and no irons on the production line. Another has stopped production of roasters and waffle irons. Some makers have cut down on models in their ironing machine lines, with one or two manufacturers recently reporting no units in inventory. Washer makers are worried too; and some units are coming through once again with plastic agitators. Some refrigerator firms optimistic, but one cynical expert's view of this is that such manufacturers are thinking in terms of present fairly large inventories—not future.

CONTRACT FORMS AND BROCHURES for the 1952 Electronic Parts Show, at the Hotel Stevens, Chicago, May 19-22, are being mailed to member-exhibitors, according to Kenneth C. Prince, Show manager. The booth space drawing will be held in New York, December 14th. Now that the industry will have but one show, a record attendance is expected for the 1952 event.

DESIGNED TO CATCH YOUR EYE!



This is an illustration of an old-time set, (and note that it's a portable!) and it's being run to invite all old-timers to send in old pictures, old anecdotes, and old-anything about old-time radios, appliances, phono records, etc., for our big 30th Anniversary Issue coming January, 1952! The issue will mark the 30th anniversary of radio, and will feature the growth of FM, television, and, incidentally, will mark the 30th anniversary of the firm of Caldwell-Clements as pioneer publishers in the field. Just address your contributions to "30th Anniversary Issue" Editor, Radio & Television Retailing, 480 Lexington Ave., New York 17, N. Y. Photos, clippings, etc., will be returned to senders, and will be carefully handled. Let's hear from the pioneer manufacturers, wholesalers and retailers!

SALES IN THE NEW YORK METROPOLITAN AREA spotty, but there's a general feeling of optimism among dealers. October started off with considerable activity in TV and appliances, but buying was coming in spurts, with veteran merchants unable to explain the peculiar situation. Crowds of shoppers on the streets, but dealers say they're buying carefully, and doing a lot of looking. Meanwhile, in the New York area, TV and radio service work continues to pour in, with a great many departments far behind in answering calls.

BRIG. GENERAL DAVID SARNOFF RECENTLY CELEBRATED his 45th anniversary in the field of radio, which he entered as a pioneer on September 30, 1906. Gen. Sarnoff, chairman of the board of Radio Corporation of America, has been an outstanding figure in the development of radio, TV and electronics, and is still looking ahead, urging RCA scientists to make three important inventions before he reaches his 50th anniversary. The three inventions: An electronic amplifier of light for TV; a TV picture recorder, and an electronic air conditioner for the home.

PRESENT LIQUIDATIONS OF INVENTORIES of television receivers is "ironic" in the face of government enforced production curtailments, according to Frank Freimann, president of The Magnavox Company. "While there are some isolated bulges throughout the industry, inventories generally are not large enough to compensate for the production curtailments in the future," Mr. Freimann said.

IN TV AREAS, ALL OVER THE U. S. there's a huge potential replacement business in antenna installations. Dealers who want to increase service revenue are urged to take a drive through their trading areas for the purpose of examining the condition of outdoor aerial equipment, much of which needs immediate replacement in order that TV set owners get the best possible reception.

MORE THAN 850,000 AMERICAN FARMS will not have electric service as of June 30, 1951, according to the annual estimate released by U. S. Dept. of Agriculture. The estimate shows that 84% of the farms were electrified—4,522,637 connected to power lines out of a total of 5,380,909 farms shown in the preliminary 1950 census reports.

MICHIGAN HAS THE HIGHEST PERCENTAGE of electrified farms, with 97.6 percent. It is followed by Iowa with 95.8 percent. At the other end of the list are New Mexico, with 60.5 percent, and Nevada, with 61.3 percent. Texas has the largest number of electrified farms, 265,195; and the second largest number without service, 66,299. Texas figures are tentative, however. Mississippi has the largest number of un-electrified farms, 94,046.

EDUCATIONAL CHANNELS ON TELEVISION are a mistake, California school superintendents were told by the executive producer of "Science and Action", the San Francisco award-winning TV show. Draper said that "The competition which the entertainment field will offer educational channels will be so great as to render them of only limited effectiveness."

Appliances, Records and Television

ONE HAND WASHES THE OTHER WHEN it comes to merchandising of phono records and record playing equipment. One can't sell records to persons who don't own players. The first step is to get the customer to buy a phonograph or a combination. The potential for sales of records and equipment is very large, and its successful exploitation depends chiefly upon the activity of the merchant with the diversified store, who now accounts for more than 85% of total sales of records and playing equipment.

BIG JOB TO BE DONE BY RECORD-PHONO people in getting more modern turntables and more secondary players into the homes. There's a big virgin market and a big replacement market. About half of all the homes in the country have no phonograph record playing equipment, and about 65% of the players now in homes are single-speed 78 RPM jobs, 50% of which are ten years or more old.

A PROPOSED MUNICIPAL ORDINANCE WHICH WOULD have required firms to obtain a license from the city clerk's office was unanimously killed by the Milwaukee Common Council's license committee. Nearly a hundred persons opposed the ordinance. Points emphasized by the speakers were: The television industry should be permitted to "clean up its own back yard"; "licensing would not eliminate the repair firm which has larceny in its heart," and the proposed ordinance, which suggested a license fee from \$100 to \$500, would put the "small operator out of business."

REALIZING THE VALUE OF DUMMY FOOD DISPLAYS in selling refrigerators, Arlie Fridley, president of Fridley Bros., Coolerator distributors in St. Louis, approached some of the leading food and beverage organizations in his area, such as Armour, Borden, and Pepsi Cola and secured sufficient dummy packages to assemble 250 sets of refrigerator food displays. Since Fridley obtained the material without cost, he was in a position to furnish his dealers with displays on a gratis basis, too.

WITH ITS ELECTRONS STILL FIRING, an RCA-8D21 tube, 9,254.8 hours old, died quietly during business hours at Seattle's television station KING-TV, thus establishing what is said to be a longevity record for this type of tube.

TELEVISION IS RAPIDLY GAINING popularity with residents of trailer-coaches! Arthur E. Jacob of Milwaukee, Wisc., who recently opened a modern trailer court in that city, says 90 per cent of the residents of his court have TV sets. The court, located on Highway 100 was built at a cost of \$100,000. There is space for seventy trailercoaches.

THIS IS A MODERN YACHT! \$200,000 luxury cruiser built by Stephens Brothers, Stockton, California, has ship-to-shore radio, radio-telephone (100W), radio direction-finder, electronic depth-finder, and a television set.

GIMMICKED ADVERTISING BY high-pressure retail outlets has helped some of the neighborhood dealers, according to reports from some of the little fellows, who say that they've sold receivers to folks who have shopped around in response to "spectacular offers" only to become thoroughly disgusted, and ending up paying list to their local merchant for a receiver.

IN SPITE OF THE UP-AND-DOWN SALES MARKET, look for a firming up this month with increased activity lasting well into the first part of 1952. The Christmas season is bound to make a big dent in existing inventories, and if such condition creates genuine shortages, the New Year could be ushered in by a wave of buying by consumers.

INCREASING INTEREST, AND UPPED SALES OF FINE TV SETS noted in a number of New York's "carriage trade" stores, some of whom are also presently doing a big business with phono records.

RUMORED TO HIT THE MARKET SOON, if the materials situation permits, is a new automatic washer, another new type vacuum cleaner, both by big manufacturers. Also, it's said that a large electric fan maker plans to come out with a room air conditioner. (And please don't ask us who they are! Wait for announcements).

IN DIVORCE ACTIONS, THE TV SET IS IMPORTANT, so say judges of the Domestic Relations Court at Providence, R. I. They have found that everything concerning property division in divorce actions goes well until it comes to the TV receiver. Then a real verbal war starts. Frequently, the family set is the only piece of property specifically mentioned.

RETAILERS IN THIS FIELD ARE STRONGLY in favor of fair trade as protection against established brands being used for promotional lures, to put small dealers on an equal footing with large ones, to protect margin on products requiring service, and to bolster the ethics of the industry, a check of a 100-dealer panel reveals. The survey was made by the National Appliance & Radio Dealers Association.

SCALE MODEL WASHER brought out by Speed Queen. The doll-size unit really washes clothes; retails through S-Q dealers at \$9.95.

Future Events of Interest to Readers

- Nov. 1-3: Third Annual Audio Fair, Hotel New Yorker, N. Y.
- Nov. 5-8: 7th All-Industry Refrigeration and Air Conditioning Exposition, Navy Pier, Chicago, Ill.
- Nov. 12-16: Nat'l. Electrical Mfrs. Assoc. Annual Meeting, Haddon Hall Hotel, Atlantic City, N. J.
- Jan. 7-18: International Home Furnishings Market, Merchandise Mart, Chicago, Ill.
- Jan. 13-15: Appliance and Radio Dealers Assoc. Annual Convention, Hotel Stevens, Chicago, Ill.
- Jan. 13-18: New York Lamp Show, Hotel New Yorker, N. Y.
- Feb. 11-12: NAMM Southeastern Regional Conference, Hotel Ansley, Atlanta, Ga.
- May 19-22: 1952 Electronics Parts Show, Hotel Stevens, Chicago.

RCA VICTOR

has outsold every other make since

... And new Super Sets are selling fast
in fringe areas—in cities—in all TV areas—
because they outperform all other television

When you sell new Super Sets—

You sell the most interference-free television

The Picture Power big-screen image has the most amazingly sharp detail in television—regardless of local interference or "problem areas."

You sell the clearest reception possible

Sales results and side-by-side demonstrations under the toughest field conditions prove that new RCA Victor television is tops in weak-signal areas.

You sell the sharpest, clearest picture detail

Picture Power means the most powerful pictures in television—regardless of location!

You sell the matchless "Golden Throat" tone system

This RCA Victor exclusive is the best-known tone system in radio and television.

You sell the benefits of RCA Victor's unsurpassed engineering and manufacturing know-how

No other manufacturer can match RCA Victor's research and experimental facilities which contribute to RCA Victor's leadership.

You sell the most beautiful cabinetry and styling

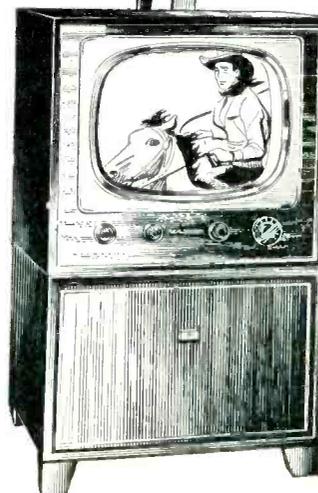
Modern, traditional, or period styling. A choice of fine finishes and no extra charge for mahogany.

You sell the world's most popular television set

More people own RCA Victor than any other set.



↑ The Hampton—17-inch Picture Power Super Set—a console-style television set designed to sell in today's market. Sophisticated styling at a truly economical price. (17T160)



↑ The Preston—17-inch Picture Power Super Set—tops in table model television. (17T155)



↑ The Bristol—17-inch Picture Power Super Set—the price leader in this value-packed line. Metal cabinet with maroon finish. (17T153)

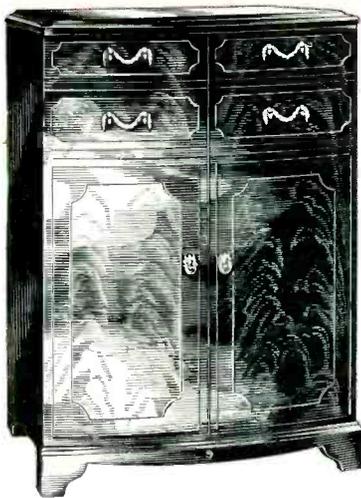


Only
RCA Victor
has the
"Golden Throat"

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

TELEVISION

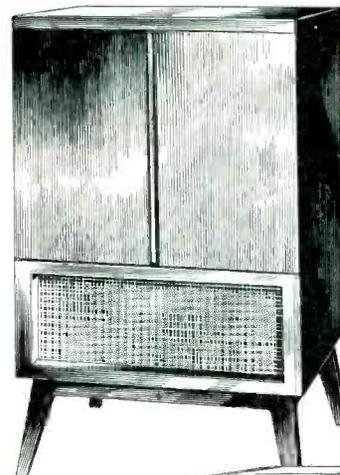
modern television was launched.



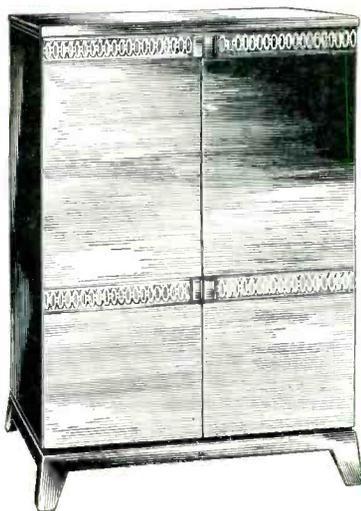
◀ The Clarendon—21-inch Picture Power Super Set—the ideal blending of giant-screen clarity, superb tone, and distinguished cabinetry. 4-door cabinet. (21T179)



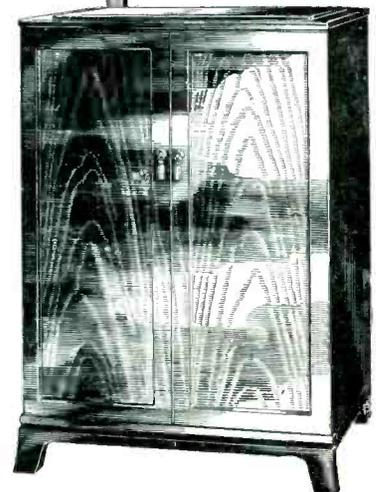
▶ The Rockingham—21-inch Picture Power Super Set—RCA Victor's sales-stirring improvements—housed in a superbly fashioned Regency design. (21T178)



▶ The Kendall—17-inch Picture Power Super Set—suits the modern taste to a T—for television! Has RCA Victor "Golden Throat" tone system, built-in antenna, phono-jack. (17T174)



▶ The Donley—21-inch Picture Power Super Set—you'll find a best seller in this gracious beauty. Walnut, mahogany or limed oak finish, full-length doors. (21T177)



▶ The Suffolk—21-inch Picture Power Super Set—never have you offered your customers more. Extra-powerful, fringe-area reception, a huge 21-inch picture tube, a built-in antenna. (21T176)

Super Sets offer small-screen owners the best reason ever, for trading in now.

Now RCA Victor gives your customers the kind of big-screen television they've been waiting for. Offer small-screen owners a side-by-side demonstration of new Picture Power Super Sets—let them see for themselves that RCA Victor television gives them the sharpest, strongest, clearest pictures in television.

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

RCA VICTOR  

DIVISION OF RADIO CORPORATION OF AMERICA

First in Television

RADIO & TELEVISION RETAILING • November, 1951

Selling Big-Ticket

Large TV Sets, Radios and Major Appliances Are Usually

• Many big-ticket TV and radio sets, and major electrical appliances are sold each Christmas as gifts. Smart dealers know this, and do all they can to get such business.

In a great many instances families pool their gift money to buy a new range, a washing machine, a television set or a combination radio. In this way all members of the family get something out of the product, and as a general rule there is no "surprise" associated with the purchase as there is in the case of the small gifts people hide in various parts of the house. Such "family" purchases of big-ticket items are nearly always planned

well in advance of Christmas, hence the dealer needs to get on the ball early and plug for sales of high-profit items.

Go After Family Sales

From here on, salesmen should be talking "Christmas" to customers. Holiday window displays should be set up right after Thanksgiving, and advertising should stress one's store as gift headquarters. Such early activity will help line up those big "family" sales, and will also attract a number of buyers of big-ticket items who want late deliveries as "surprise" gifts. As

pointed out before, where entire families chip in to buy a TV set or a major appliance they will often accept delivery some time before Christmas, but "surprise" purchases can be handled via suggestions contained in the Number One panel accompanying this article.

So far as the "surprise" purchases are concerned they may be transacted by Dad and the kids, without the knowledge of the woman of the house. Or, the situation may be reversed with Mother and the children buying a TV set for Dad. Then there are many men who make major purchases for late delivery to surprise their family.

5 SALES-CLINCHING IDEAS

- 1. CHRISTMAS EVE DELIVERY** offers are powerful sales clinchers so far as big-ticket items are concerned. The man of the house can hide small packages, but he can't hide a TV set or a washing machine, and many customers won't go for early delivery because they feel that the "newness" of the gift will have worn off by Christmas. Dealers who can gear up to handle last minute deliveries should capitalize on such service in ads, window cards, and in-store signs. Merchants can agree to make permanent installations on some products *after Christmas*, as well as arranging for after-Christmas demonstrations.
- 2. GIFT-WRAPPING** offers can stimulate sales for the dealer who is willing to go to the extra trouble, and slight additional expense in agreeing to deliver big TV sets, refrigerators, washers, vacuum cleaners and other large units wrapped in cellophane, tied with ribbon. For the merchant who wants to use such technique in promoting early sales of big-ticket items, the suggestion is made that several large units be Christmas "wrapped" and displayed on the salesroom floor, and the extra, free service stressed in ads, on signs, and by the store salesmen.
- 3. SPECIAL TRADE-IN** offers will help many a hesitating customer to make up his mind to buy a TV set or a big appliance as a Christmas gift. The fellow who, for instance, is debating with himself concerning the wisdom of buying a new, bigger-screen receiver when his present one is still bringing in good pictures, will often sign on the dotted line when the salesman makes an attractive allowance offer. So far as trade-ins go, never take it for granted that the customer knows you're willing to "buy" his old set or appliance. Many ultra-conservative or sensitive people will be reluctant to ask about trading in old merchandise, particularly so in the "conservative" type store. "Special" trade-in offers can consist of agreement by the dealer to deliver the used product to a hospital, club or other institution, or to arrange a transaction whereby the used merchandise will be put in good shape in his service department and delivered to a friend or relative of the former owner. Of course, all such "deals" should be profitable to the firm.
- 4. EASY PAYMENT TERMS** offered to all customers, even to the ones who appear to be wealthy will help increase sales volume of de luxe radios, TV sets and appliances. While this advice may seem to be a bit on the obvious side, let's face the situation on credit selling as it actually exists: The out-and-out "easy-credit" stores always stress the small down payment, the long-term contract, but a great many other stores fail to even advise customers that time-payment facilities are available. Nowadays, people are money-conscious to a high degree, and many of the folk in the upper income brackets are strapped for ready cash. In order to make sure that no customer will walk out *because he dislikes asking about obtaining credit*, make certain that all your salespeople tell all customers that the firm can arrange credit terms.
- 5. OFFER SOMETHING BETTER** to the customer in an endeavor to "sell up." All right, that's old advice, but still good, and *very important* to observe during the Christmas selling season when too many salesmen on busy salesfloors fail to take the time to sell the customer the best he can afford. We're emerging from a *price market* where a great many salesmen specialized in selling the low-end products on price alone. The smart dealer will make sure that his salesmen have snapped out of such rut.

Products as Xmas Gifts

Bought Well in Advance. Here's the Way to Get Those Early Sales

Promotion and sales effort must be aimed at all sorts of customers in order to get the most out of Christmas, 1951.

On these pages are some suggestions for boosting Christmas business in a market promising to be good but *tough*. Five accompanying panels are associated with *offers* designed to stimulate business, while two other panels feature "do's" and "don'ts" for store personnel.

Let's try to interest all classes of buyers, all age-groups, and those in all income brackets in order that we can sell them the best they can afford. Selling up will bring more good-will than selling down. It's a natural instinct of human beings to want the best, and a little extra salesmanship, a little extra courtesy, and the offering of a little something extra can win a lot of new customers this Christmas, and keep the old ones coming back.

To Sell More Big-Ticket Units

DO

- Take time to "sell up"
- Take time to demonstrate
- Offer gift suggestions
- Offer special service
- Justify higher price of your deluxe products
- Sell with the proper Xmas spirit
- Urge early buying of large units to insure pre-Xmas delivery
- Set up sparkling displays in show-windows and in the store

DON'T

- Beat down value of lower priced products you carry
- Urge people to buy because of impending shortages
- Let people guess about store hours; post notices conspicuously
- Permit dirty, finger-marked merchandise on show-room floor
- Let prospects leave without leaving name for future follow-up
- Don't brush off the small fry. Maybe they're "scouting" for Dad or Mother. (And they are your customers tomorrow)

Those Planning to buy expensive Christmas presents usually do a lot of show-window "reading" early. The store that's ready with attractive displays and effective merchandising methods can sign up a number of early-bird shoppers



Here's How to Sell More

Small Radios, Phonos,

Special Christmas Sections Will Help Move a Lot of High-Profit Merchandise

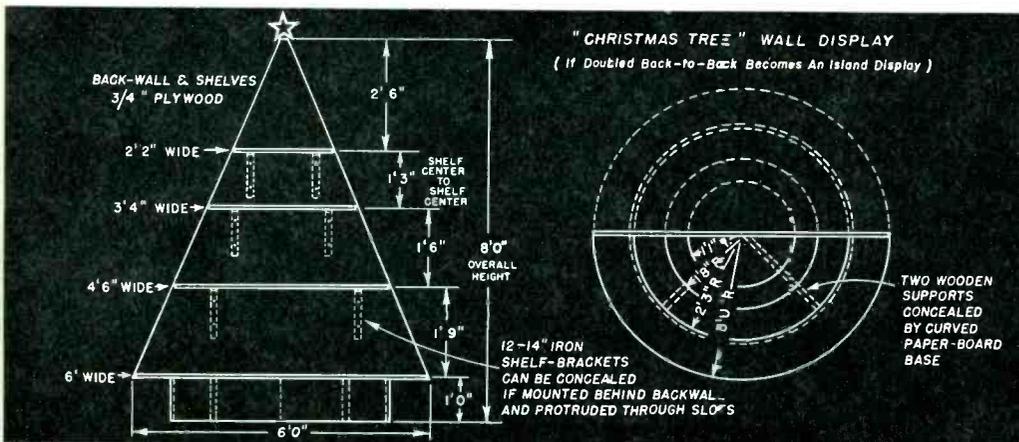
• Here's a sure-fire way to sell more small radios, phonos and electric housewares during the Christmas season! Set up special displays in a special section of the store, away from other merchandise. In these special sections show small AM radios, small AM-FM sets, clock-radios, portable radios, portable phono players and small appliances, but keep them separate, radio products in one mass display, housewares in another.



The small sets or housewares can be placed on existing store fixtures, or on a pyramid unit built in the shop.

Accompanying this article, below, is a display set up for the showing and sales speed-up of small radios. Originated by the editors of RADIO & TELEVISION RETAILING and photographed from "mod-

(Left) Make silver flittered star from 1 x 2 inch lumber. Insert shelf for merchandise. Suspend from satin ribbon.



Designed by Radio & Television Retailing editors and easily constructed by local carpenters or display craftsmen these units can be used as single wall displays or doubled up as an island display. Decorated further with Christmas greenery, snow and draped tinsel-rope these "Christmas Tree" shelves are ideal for attracting attention to portable radios, clock-radios, table radios and portable phonographs. Undecorated these units have year-round utility value.

Electric Housewares



Make overhead sign and angel from wallboard. Decorate sign with Xmas ornaments. Hold sign up with candy stripe wood poles.

els" made in the art department of this magazine, this unique Christmas sales "center" can be made at low cost for dealers. The display pieces can be used for radios or for electric housewares.

Because the small radios, phonos and electric housewares to be displayed in the special sections are low-ticket items, each should be priced via a neatly lettered sign.



Make arch from gift packages. Decorate sign with Xmas ornaments and branches.

Also, each unit should be clearly and briefly described. Features of the clock-radio, for instance, should be listed as follows: "A fine radio that's also an accurate, self-starting clock. It automatically wakes you up to music; puts you to sleep with music. Automatically operates electrical appliances." Features of the AM and FM sets should be outlined briefly. Portables should be described as year-round sets which play on AC-DC house current; outdoors on batteries. Receivers having FM should be featured by use of such lettered phrases as "static-free," "improved tone", etc.

Accompanying this article are some valuable display ideas furnished by the Electric Housewares Section of the National Electrical

Manufacturers Assn., 155 E. 44th St., New York 17. The association is offering a large "How-to Make More Money" brochure on selling housewares as gifts for 50 cents.

Here and there among the small products displayed, attractively made up gift packages should be shown. A card offers "gift-wrapping" service to customers.

Some of the receivers and phonographs should be plugged in ready to demonstrate. The use of a spotlight on the display will greatly enhance the appearance of the entire set-up and will set off the colorful cabinet finishes.

In order to speed up selection, and to give customers means of rapid identification, keep the different items separate in each display center. For instance, all of the "straight" radio models should be placed together as should the clock-radios, AM-FM sets, and phono players. The same method should be used in the appliance display, where, for example, toasters would be grouped, as would irons, clocks, grills, etc. Use of such method will



Attach large cardboard sign to candy striped cane cut out from plywood. Attach cane to shelves.

narrow down the choice of products to a question of color, price and so forth on the part of the shopper.

Where space permits, some sort of seating arrangement should be provided so that weary shoppers

The small sketches on these pages are from a "How-To" Merchandiser brochure available to dealers from Electric Housewares Section, Nat'l Assn. of Electrical Mfrs., 155 E. 44 St., New York 17, N.Y. Price 50¢.



Cut out circle from wallboard sign. Insert shelf for merchandise. Attach satin bow. Decorate sign with Xmas ornaments.

can relax while looking over the small units. Tired people will welcome a chance to sit down, and will, on the average, buy more under comfortable conditions.

In addition to the small receiver and housewares nooks, dealers should set aside portions of their show-windows for displays similar



Flitter two wooden rings. Insert shelf for merchandise. Attach satin bows and suspend from Xmas branches.

to those in the store, stressing the point that small radios, clock-radios, portable phono players and electric housewares are ideal gifts for all members of the family, as well as for relatives and friends.

(Continued on page 58)

Item #	Description	How Many	Price F.O.B. N.Y.C.	Total
1	2 NEW Display Streamers		FREE	
2	Turntable Display		*69.50 ea.	
3	Tier Table Display		*57.50 ea.	
4	Permanent Gift Display		*349.50 ea.	
5	Overhead Sign		*39.50 ea.	
6	Calendar Display		*39.50 ea.	
7	Cellophane Tape		2.25 roll	
8	53-Pc. Xmas Display		13.95 ea.	
9	Dennison Gift Wrap Kit		8.50 ea.	
10	Dennison Gift Wrap Bklt.		25 ea.	
11	Gift Certificate		9.00 per 100	
12	Campaign Buttons		2.00 per doz.	
13	Lago Mat		.50 ea.	
14	Campaign Stickers		3.50 per 1000	
15	Postage Meter Plate		12.50 ea.	
16	Poster Blow-Up		3.00 ea.	
17	Additional Copies of This 20-Pg. Fall-Xmas Merchandiser		.50 ea.	
	Include 50¢ handling and postage charge to cover your order excepting items #2, 3, 4, 5, 6, 17			50
			TOTAL	

Above is a list of dealer aid material now available to help sell more small appliances. Send check or money order to Electric Housewares Section, NEMA, 155 E. 44 St., New York 17, N.Y.

Is "Inducement Selling"

The "Something-for-Nothing" Gimmick Has Been Used for

• We've all heard about the fellow who finally agreed to buy the car when the dealer offered to throw in the clutch.

The art of "throwing in" something extra—something for nothing—is old as the hills, but is still being used *profitably* by numbers of merchants in selling. And, it's being done on an over-board scale by still others.

Outright price-cutting is, of course, a form of "inducement selling", but it will not be discussed in this article because, over the whole picture, price-cutting has nothing in its favor whereas certain other forms of inducement selling often do. As one example of profitable operation, the dealer who gives a customer a "premium", costing him say \$7.50, instead of a cash allowance on a vacuum cleaner trade-in will be ahead of the game, since he would probably have had to make at least a \$10 allowance otherwise.

Offers by merchants to accept used products to apply against the purchase price of new ones is also a form of inducement selling, and it is well-known to all dealers. In trade-in selling transactions, the aim of the smart retailer is to steer clear of unprofitable deals, and to endeavor to resell, at a profit, the used merchandise he does take in.

Premiums Are Effective

But in addition to price-cutting and trading-in there is another technique used in inducement selling, and this is the giving of something "extra" in the way of merchandise or service to the customer in order to clinch a sale.

The give-away may be a premium the dealer buys especially for the purpose, or it may be some product he stocks for sale, such as an electric clock or a mixer. Then again, he may give some sort of extra service, such as the installation without cost of an electric outlet for a refrigerator sale, or an antenna with a TV set.

The something-extra gimmick has been used in selling for centuries, and has resulted from the knowl-

edge that human beings the world over can often be influenced into making buying decisions by some added inducement, often an item of trifling value.

A short time ago, the writer was talking with a man who used to be a piano sales executive in the days when pianos were a must in American homes.

He relates an incident he saw happen years ago in a piano store in the Middle West which aptly illustrates the potency of inducement selling then as now.

A farmer walked into this particular store and said he wanted to look at a piano. The salesman first asked the farmer how much money he had to spend, and having been told, pointed to an instrument. "You can have that one," the salesman said.

The farmer fidgeted about for some time, scarcely looking at the piano, whereupon the salesman said, "We're giving away a very valuable premium with that piano today, and he produced three silk piano scarfs, each a different color, and handed them to the customer.

"Take your choice," said the salesman.

After some minutes of careful inspection, the farmer said, "This yellow one is mighty pretty."

"Good," said the salesman. "It's yours," and he proceeded to write out a receipt for the instrument. The customer, in this case, hardly looked at the piano. He wanted that *something extra*, got it, and was satisfied.



Thousands of folk rush to the phone when it rings hoping that it's a radio or TV give-away show calling to announce the answerer as the winner of a flock of prizes. People react to "something extra" offers much the same way, and the smart dealer can often capitalize profitably on this known psychological trait.

Today's customer won't do business quite like that piano-buying man, but he will often be persuaded to buy on the basis of receiving a "gift."

Many a woman has purchased a vacuum cleaner because, in addition to knowing that the product was good, she got a hassock for her old cleaner.

Remember the magic in that free sample the Fuller Brush Man left with the prospect! Note how successfully the drug industry promotes those something extra deals, such as toothbrushes and cream in a combination package at the regular price of the toothbrush.

Better Than Price-Cutting

Consumers will go for "deals", and in our field it is often good business to offer them. However, inducement selling shouldn't be carried out too far. The dealer who gives something away to each and every customer will soon have a following of patrons who will expect to get something for nothing each time they buy.

The first rule to observe in profitable use of inducements in closing sales is to see to it that the firm makes money on the deal.

While it wouldn't be good business to throw in a \$4.95 electric clock on the purchase by a customer of a \$19.95 radio, if such clock could clinch the sale of a television receiver, then the deal would be a profitable one.

Some washing machine manufacturers have offers wherein dealers can give customers supplies of soap powder free, and this gimmick has been quite successful. Merchants who haven't such plans available by their suppliers, can, nonetheless, often increase sales of washers on profitable bases by buying soap powder, dishcloths, etc., to be given as premiums.

Some merchants have been quite successful in offering a selection of phono records to purchasers of combinations.

Of course, no sensible retailer wants to give away any part of his profit, but often he has to do just that in order to clinch a sale, and

Good Business?

Centuries. Here Are Its Good and Bad Points

the "giving away" of premiums or products he buys at wholesale prices is definitely better than the direct cutting of real dollars off a price.

There is a psychological difference between an established "deal," and a spontaneous offer by the dealer to throw something in. A customer looking at a combination hand iron and ironing board, selling at a total price of say \$19.95, doesn't figure that he's offered anything for nothing, but is merely getting a reduction on either the board or the iron. However, if the dealer offers a customer an iron at \$15.95 list, and then proceeds to show the customer a fireproof iron pad, valued at \$2.00, free of charge, then the customer reacts differently. He feels that he is getting something extra, for which he doesn't pay. For this reason, the spontaneous offer is more effective than the combination deal. The combination deal, however, is a result-getting technique, but even so it doesn't have the effect of the offer wherein the list price of the chief product remains the same, and the gimmick that's extra is given free.

Following are a few of the hooks dealers have used in the past and are using today in closing sales via the inducement route:



"Premium selling" has long been a successful method, and it can be profitable if not overdone. "Gifts" have always been prime door-openers.

Refrigerator buying decisions have been speeded by offering sets of colorful left-over-food-keeping ware of china, plastic, etc., by giving the customer an extra vegetable crisper, a drinking water dispenser, as well as by the installation of an electric outlet. In some cases, dealers give extra accessories not cus-

Smart Dealers Who
"Throw In" Something Extra —

- Make sure they're making a profit on the deal**
- They use premiums in place of price allowances on trade-ins whenever possible**
- They carefully supervise salespeople to prevent over-board sales gimmicking**

tomarily included in the price, taking these from other models and replacing at a later date.

TV buying decisions have been favorably influenced by throwing in an indoor antenna, by throwing in an outdoor antenna installation, and even in agreeing to render a year's free service. (One dealer reports the latter technique a profitable method for him).

Premium giving has long been associated with the vacuum cleaner business. In addition to manufacturer-supplied items such as hassocks, dealers often provide supplies of insecticides, extra paper bags, etc., to stimulate buying decisions.

In many sections of the country, dealers have been giving assortments of food free with the purchase of a home freezer. Some of such merchants have made deals with local grocers and butchers wherein they get provisions at reduced prices.

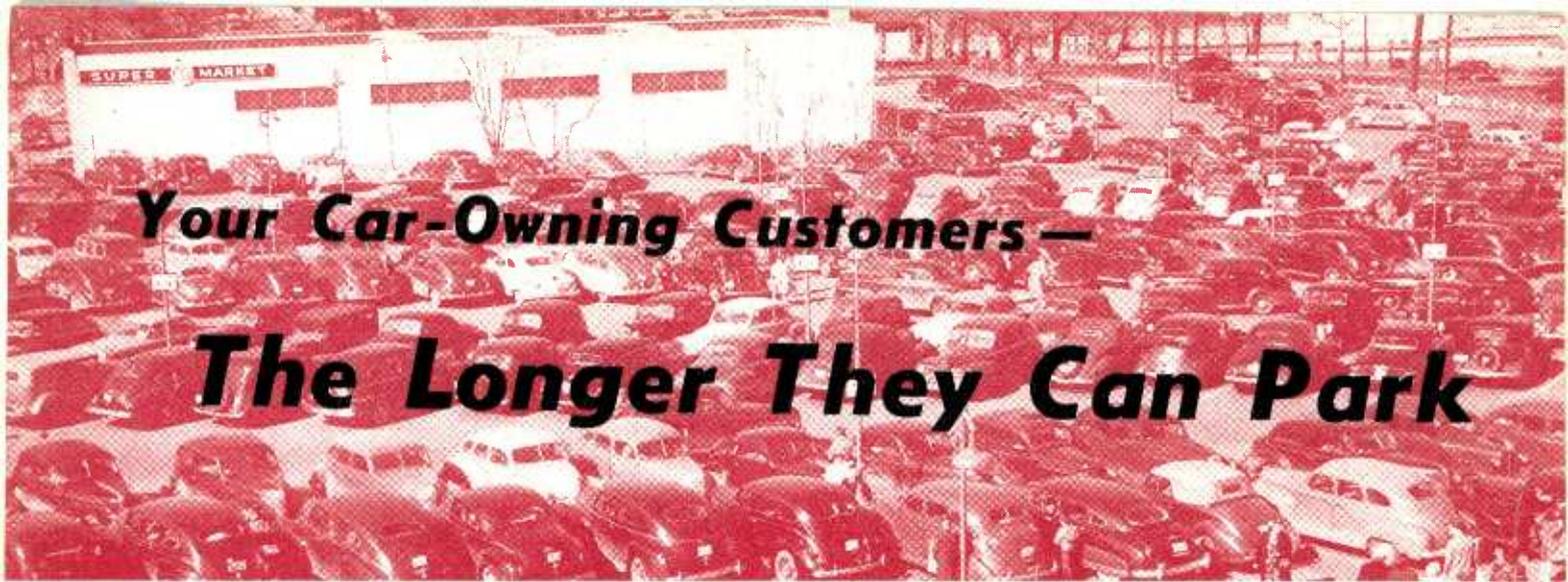
The decision whether or not to engage in inducement selling rests with the individual dealer. Many swear by the efficacy of this technique. However, as previously stated, inducement selling must be carried out profitably whether it is used in an advertised campaign on a specific item, or in individual cases where the gimmick would swing the sale.

One of the pitfalls of the fre-

quent throwing in of something for nothing, particularly so far as the large dealership is concerned, is the possibility that the salesmen will go hog-wild and give away the whole store.

To prevent wholesale gimmicking by salespeople, dealers should set up some hard and fast rules. One way to play safe would be to set up a list of "gifts" and other inducements to be used on last-resort bases by salesmen, grouping such "throw-ins" in relation to the price of the article sold. Another method would be to charge a portion of the salesman's commission against the cost of the give-away, as is sometimes done in the case of trade-ins.

Inducement selling has a great deal in its favor, and can build good-will and extra sales in many instances. Whereas direct price-cutting has a bad moral effect on salespeople, and certainly educates customers to become chiselers, other forms of inducement selling such as trading in, which is an established practice, and the giving of small premiums and assortment deals can often be profitable to the merchant. After all, merchants are in business to make a profit, and many can do so via the ethical inducement route, while few can survive once the store and its personnel substitute direct price-cutting for salesmanship.



Your Car-Owning Customers — The Longer They Can Park

But the Big Problem Is Where to Find Space Near the Store.

• House trailers are increasing in popularity and we can see why. They give the motorist a place to live while he is looking for a place to park.

There are 13 million more cars than there were 10 years ago. Your store may thrive or not in relation to how much parking space is available to your customer. Here are the facts:

There is one car for every 3½ people in the country. Surveys show again and again that these car owners will not shop where convenient parking is not available.

Study of Shopping Habits

Legs are becoming obsolete. Nationwide studies of the shopping habits of car-owners show that car owners demand parking space within these distances:

1. The errand parker (defined as a person who shops for 20 minutes or less) *demands parking space within 300 feet of your store.*

2. The 20-minute to one-hour shopper will park slightly farther from the store. *But even the one-to-three-hour parker will settle only for parking space within 600 feet of his main stop.*

3. On a national average *9 out of 10 drivers will not walk one long block to get to a store.*

4. In large cities (50,000 or over) shoppers will walk twice as far as they will in smaller towns.

Lincoln said a man's legs should be long enough to reach the ground. Today, he'd say they should be long enough to reach the gas pedal.

The radio-appliance retailer who can meet current parking needs will

do the most business with car owners. We have talked to dealers, city planning engineers and parking meter salesmen. We have discussed the problem with Leslie Williams, the nationally known traffic engineer. Here is their advice to you.

What the Dealer Can Do

If you are fortunate enough to have good parking facilities, advertise that fact for the great asset it is.

One West Coast radio and television retailer is known for his slogan, "Always ample parking at our door."

Another dealer advertises on the sides of his trucks, "You can always park at our store."

In Rockford, Illinois a group of businessmen run a map of their parking lot in the Sunday papers each week, showing entrances, exits and location of each store.

If you do not have good parking facilities, you *can* usually improve your situation.

The most important thing to do is: Move your own car!

Parking studies reveal the amazing fact that 90% of the time—anywhere in the U. S.—the car in front of a given store is the merchant's own or belongs to one of his employes.

The unspoken agreement between many a storekeeper and cop is that the policeman won't tag the car. This is like hiring a policeman to keep customers out of your store.

If you want the police to do you a real service, insist that they enforce the parking limit in your neighborhood. The all-day squatter costs you important money.

Figures are generally boring, but spend a moment with these. A 300-

foot curb will accommodate perhaps 15 cars. If each car stays a full hour—but no longer—135 cars can park within errand distance of your store in a 9-hour day!

Think of it. *In six days 810 cars—all carrying potential customers—will be parked close to your store.* You'll get more business from those 810 cars than you will from your own and the cars of 14 other merchants.

Advice From the Experts

That's why the experts advise dealers:

1. Park your own car away from your block.

2. Try to keep your delivery truck from the front of your store.

3. Insist that parking regulations be strictly enforced.

4. Request your suppliers to make deliveries in slack hours.

5. If you have parking meters, protest "meter feeding" (illegal in some cities) to the police. Meter feeding is a practice whereby one person monopolizes parking space by feeding money into the meter. Cities are apt to wink at this since the city gets as much revenue from one man putting in 10 nickels as it does from 10 men putting in one nickel.

But bring this fact to the attention of the police. Parking meters are installed, not primarily to bring revenue, but to make it easier to enforce a parking limit . . . to create a turnover of parked cars.

You shouldn't allow your city to settle for revenue only. If meter feeding is allowed, you are paying heavily for it in lost business.

Auto shoppers are the best customers in the U. S.! *They spend*



the More They'll Spend

How Some Merchants Are Licking the Present Acute Situation

on an average twice as much per trip as non-car shoppers. A 1951 survey made by AAA in Mt. Vernon, N. Y., showed that people who shopped by car spent an average of \$14.60 per shopping trip as contrasted to an average of \$7.10 for bus shoppers.

Off-street parkers, since they can usually stay longer, spend more than curb-parked shoppers.

Here are some ways you may be able to provide off-street parking for your customers:

Dealer Sam Smith made an arrangement with a nearby parking lot whereby he leased a portion of the space for his customers. The lot displayed a sign, "One hour free parking for customers of Smith's Radio and Television Center." The customer receives a slip from the attendant, gets it validated at Smith's.

Sometimes the agreement is that the dealer pay the parking lot a flat fee per car parked.

The average cost to stores of all types which provided customers with parking on lots which the store did not own or lease was 14.2 cents per car. This was in 1941, but the cost is probably not much higher today.

You might do as Williams did. Williams' store was in a heavy traffic area. When the building next door was razed, he bought the land as a parking lot for his customers. It was an expensive move, but it pays handsomely. Taxes are low on the land, and Williams now has far greater store traffic, selling dozens of smaller items which he never stocked before in quantity. Thus proving one of the important business facts of our time—that the auto shopper will buy as much as

possible when he has a good parking space. Naturally, the store traffic has increased Williams' sale of radio, TV sets and appliances.

Cooperative Parking Plans

Many dealers in our field have joined with neighboring merchants to buy or lease a parking lot for joint use of their customers. This is becoming a popular practice. Often the space behind the stores is cleared to create a parking court, facing which merchants usually build new display windows and entrances.

The cost of such a cooperative arrangement is apt to be low. On lots owned or leased by radio-appliance dealers and other merchants—either alone or cooperatively—the cost in '41 averaged 6.9 cents a car.

A survey of 26 cities (75,000 to 900,000) showed that the cost per store to provide customer parking was $\frac{1}{8}$ of 1% of net sales.

In downtown Oakland, California where space is expensive, the Downtown Merchants Parking Association which operates 7 parking lots for free use of customers found the cost (in 1946) to be 6 cents per car. Here, incidentally, the parker does not have to make a purchase to have his parking ticket validated.

In 1949 motorists drove 30 billion miles more than they did in 1948 (we imagine they were looking for a place to park), and no retailer can overlook what the effect of this is likely to be on his business district.

Many TV-radio-appliance dealers are located in a downtown area. In almost every city, property values in downtown areas are declining—due in a large measure to poor parking facilities and traffic congestion in such localities.

This decline has been as much as 30% in 10 years in some cities. The blight is extending to secondary shopping areas. Here are some municipal measures which may help to save your business area.

Parking meters—Usually enthusiastically supported by the merchants of the 1730 cities which now have meters. Also enthusiastically supported by parking meter companies who claim they increase business up to 50% if properly enforced. Revenue from well-placed meters averages up to \$100 a year and should be used to finance municipal parking lots.

Municipal Parking Lots—Almost a necessity. Curb parking can no longer accommodate enough cars, and private business can't fill the gap alone.

If your city has reached its debt limit, perhaps you could follow the lead of many other cities: your merchants' association could buy the lots and lease them to the city on a basis which pays for them in 10 years at which time they revert to the city.

Zoning Laws—Many cities are now passing zoning laws requiring new residential buildings to provide off-street parking for tenants, and new commercial buildings to provide off-street loading space.

Air Raid Shelters—If your city or state builds air raid shelters, plug for dual purpose shelters which can be parking lots when not needed for defense.

Civilian defense may prod your city to quick action on some of these measures. Help get the good ones passed. When parking facilities are made available, property values usually climb up instead of down, so the fight is worth it.

It's Time to Sell More

Big Opportunities Are Presented in This Fast Expanding Field

• The time is ripe for building more sales of children's phono records. With the cooler weather creating a demand for more "stay-at-home" entertainment, and the Christmas gift season quickly drawing near, the fertile field presenting itself is evidenced by the fact that manufacturers are increasing their sales aids and promotion of children's records. Many new releases have been announced by manufacturers, and they'll be backed by extensive store displays and consumer advertising.

Another factor favoring new highs in sales of kiddie discs is the overall trend of recent years. More and more, as manufacturers and dealers alike come to appreciate the sales potential in this field, the number of releases has increased and the grade of material has improved. Consumer activity is up too, with more and more folk becoming aware of kiddie records and the wealth of material available.

There are kiddie records available now under just about every heading or classification of interest to children. Many new story book-record album combinations have been introduced, as well as record-games. The educational angle, too, is being used, with many stories from history books now being released on records.

With so many factors pointing the way to increased sales of children's records, the dealer who is on his toes will get on the bandwagon, take advantage of the promotional aids and advertising being done by the manufacturers, and build up his sales of children's records into a year round profit building activity. And he'll do it now—when the time is ripe!

Remake Those Good Contacts

A good way to start off such a program would be to renew the contacts which were made in the Spring. Look into the schools and movie houses which have cooperated in tie-ins and demonstrations in the past, and make some new contacts for expanding your field of prospects in this way. One good thing about the prospects in the kiddie record field: there's a constant turnover. Each year brings a new group into the "prospective customer" age. And each year brings changes in the interests and desires of all children. This is certainly one field where sales will never reach saturation, at least not for very long!

This constant turnover includes the parents, too. Members of the local parent-teacher association change regularly, as the children

grow older and move on to new classes and new schools. Check into your local group and consider staging another demonstration for them. You might also urge the permanent installation of a phonograph in the school library, or recreation hall. If you can accomplish the setting up of a player, with records being played by the school authorities, it's as good as staging a perpetual demonstration. If you can find out which specific records are being played regularly at the school, you'll find that your own sales on those same records are particularly high. In many cases it happens that the dealer is completely sold out on these same records, which shows the tremendous pulling power of such an arrangement.

Plug Gifts By Giving Gifts

A gift of some records or a player for the school library should help a lot in paving your way with the parent-teacher group. In a sense this is just like giving away free samples, except that the samples are relatively few in number, and they're used in a way that brings them to more prospects than could be reached in any other way.

With the gift-buying season coming on, now is the time to suggest children's records as gifts. Suggest this in as many ways and places, and as often as you can. So many adults just don't realize what is available in this field. In fact, this is about the only obstacle the dealer has to overcome. Once a person has become acquainted with kiddie records, and has seen the wide choice which is presented, as well as listened to the excellent quality, there's very little sales resistance left in him. But the one big thing waiting to be done by the dealer is the initial introduction. Constant suggestion of kiddie records as gifts will get many folk to consider them and at least arouse their curiosity enough to look over your selection. Not only will these folk be introduced to the kiddie record field in this way, but perhaps they'll present their gift to another "convert." It's in this way

To Spur Your Kiddie Record Sales—

1. Take advantage of all the promotional aids being offered by the manufacturers.
2. Be sure to contact and establish yourself with local PTA groups, clubs, etc.
3. Devote a section or display in your store exclusively to kiddie discs.
4. Devise an overall sales drive or contest to run from now until Christmas.
5. Get busy with local advertising and direct mail, with copy suggesting the "gift" theme.

Children's Phono Records

for the Dealer Who Acts Now to Take Advantage of Them

that a good, worthwhile product becomes established in an area.

Excellent means for making gift suggestions are presented in your store and show window. Any dealer who's worth his salt can think up a hundred ways to make a suggestion, with signs, posters, streamers, stickers, displays, handouts, package stuffers, mailing pieces, etc. None of these cost much money, but they're effective. Especially so if you use repetition, suggesting the same general idea by many different means. Deciding on a gift for a youngster is much the same as choosing a gift for anyone else. It usually resolves itself to "What in the world shall I get them?" Anyone in this predicament (and there will be many during the next month or so) will appreciate any suggestion you have.

For ease and efficiency in making kiddie record sales, devise a system of classifying the records according to subject matter. Use broad titles, such as "Adventure," "Stories," "Fairy Tales," "Games," etc., which will permit a wide selection under each heading.

A Typical Promotional Plan

A good promotional program being used by some progressive dealers is described here as a typical example of what the enterprising dealer can do by way of increasing sales of kiddie records. One member of the sales staff, or even an extra salesperson, hired for a specific season (such as the "gift" season ahead), is designated as "kiddie record consultant." Perhaps a real "authority," such as a grade school teacher, can be hired, but let us assume that a regular salesperson is to be used. This person must become familiar with the entire kiddie record catalog and the store's method of classifying or grouping the records. A good classification system, with some method of cross-indexing, will be of inestimable help in a program like this.

Newspaper advertising and other forms of local advertising carry some such message as "See Mr. Jones, our consultant on children's

records," or "come in and ask for Mr. Jones." Mr. Jones is advertised as a special "expert" who knows exactly what will appeal to each specific child. The entire advertisement emphasizes that coming in to "see Mr. Jones" will not only assure special help with difficult decisions, but that the recommended records will be especially appropriate. The customer appeal of such a setup is great, especially for those prospects who are considering kiddie records as gifts, but are at a loss as to what would be appropriate.

A program such as this can be adapted to fit your individual operation, and will pay off well, not only in kiddie record sales, but in establishing your store as a headquarters for kiddie records. It will help to create a reputation, too, for extending customer service and giving advice in any purchase, a

reputation it would be good for any store to acquire.

Many tie-in sales can be made by asking what kind of a phonograph the kiddie records are to be played on. If it's a regular adult phono, the prospects are good for a kiddie phonograph sale. And whether or not this sale is made, there's the chance of selling some additional pop or classical records. Another pointer worth mentioning for the coming gift season is this: inasmuch as many of the gifts will be made to children who have not previously had kiddie records, this is a good time to collect names and addresses for your mailing list. These "newly found" kiddie record customers are excellent prospects for you. In fact, this same idea applies equally to all your record sales, especially those you know are to be presented as gifts.

"Listening to stories" is always a great favorite with all children. But this parent, and other parents too, will eventually lack the talent, time, patience, or supply of stories to completely satisfy their children. Parents and youngsters alike will welcome the excellent material available on children's records. It's up to you, Mr. Dealer, to introduce them.



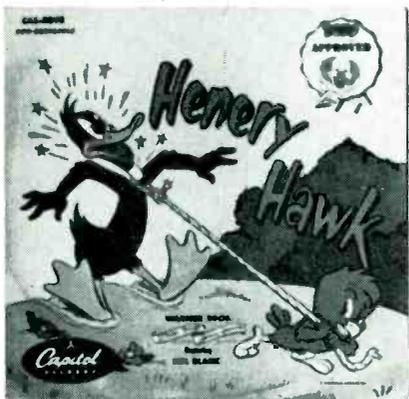
New Disc Sales Builders

RCA Victor Records' new release "Mario Lanza Sings Christmas Songs," is timed for boosting sales during the Christmas season.



The album offers the popular tenor singing six favorite traditional Christmas songs: "The Lord's Prayer," "The First Noel," "O Come, All Ye Faithful," "Guardian Angels" (written by Harpo Marx), "Silent Night," and "Oh! Little Town of Bethlehem." Lanza is accompanied by the Jeff Alexander choir, Ray Sinatra conducting. Album is available on 45 and 78 RPM.

Capitol Records' new group of kiddie record releases include "The Flying Mouse," "Ferdinand," "Three Orphan Kittens," "Henery Hawk," and "Elmer Elephant."



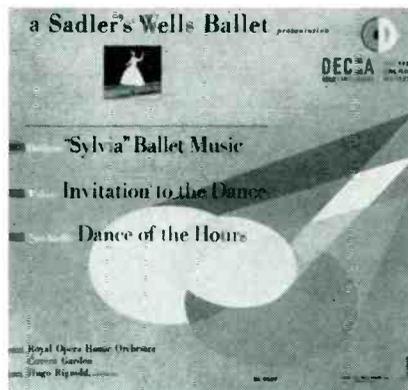
Available in 78 and 45 RPM, the records all feature characters taken from childrens' cartoon movies. Group will be backed by an extensive consumer ad program scheduled for the next two months, as well as point-of-sale promotional material.

MGM Records' new album "An American in Paris," joins with the previously released album of Gershwin music by David Rose in enjoy-



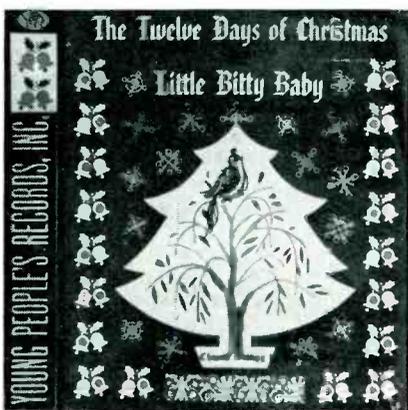
ing many tie-in possibilities with the motion picture. "An American in Paris" captures the feeling of Paris as portrayed in the film by Gene Kelly, Georges Guetary and Johnny Green.

Decca Records has released four long playing albums featuring music as played for the Sadler's Wells



Ballet by the ballet orchestra, Covent Garden. Advance box-office sales for the Ballet's 65-city tour, which has just begun, are setting all-time highs, promising big sales activity for these four albums.

Young People's Records recently released recording of the old



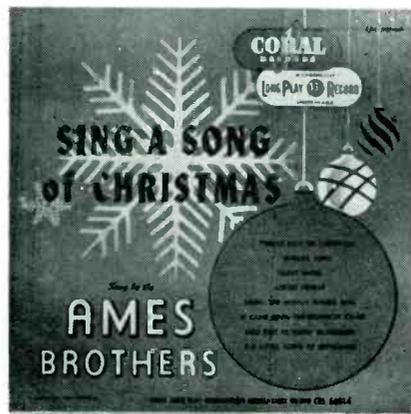
English Christmas carol, "The Twelve Days of Christmas," backed by "Little Bitty Baby," should come in for high sales during the next two months. Tom Glazer does the singing to musical settings by Hershy Kay. The disc is not marked for any specific age group.

Columbia Records' new recordings of Mozart's "Marriage of Figaro" and "The Magic Flute" are performed by the members of the



Vienna State Opera. "Figaro" is sung in Italian, "Magic Flute" in German. Each is issued on 3 LP records, with complete libretto. These are the fifth and sixth additions to the popular series of operas Columbia has released this year.

Coral Records' album called "Sing a Song of Christmas," by the Ames Brothers, should enjoy good sales as a result of the increasing popularity of this singing group. Album contains eight stand-



ard Christmas songs, including "Adeste Fideles," "Hark! The Herald Angels Sing," "God Rest Ye Merry Gentlemen," "Silent Night," "It Came Upon a Midnight Clear," and "Twelve Days of Christmas."

We could fill a page with words...adjectives...
and catchy phrases...about a **REVELATION** in
the retail record needle business. Our story
is **SMALL**...our **PRICE** even **SMALLER!**

HERE IT IS...The DUOTONE Shock-Proof Nylon Phonograph Needle for \$1.75 retail. The LOW-EST price in all America! Drop the record arm...throw it...and the DUOTONE Patented flexible spring steel shaft and cushioned nylon bumper... GUARANTEES FULL PROTECTION to the record and the needle...

GUARANTEED . . .

Faithful fidelity . . . longer life . . . no surface noises . . . that's **NO** surface noises. Write . . . Wire . . . or Phone your nearest DUOTONE Jobber . . . or direct to us.

FREE . . . Available to dealers everywhere . . . is a **DUOTONE** full color **IN-MOTION** Display . . . that lets your customer **TEST** the **AMAZING DUOTONE** Shock-Proof Nylon Phonograph Needle. 12 needles mounted on a card . . . each individually packed in a Lucite container . . . with built-in magnifying glass. Your customer sees it . . . tries it . . . buys it!

Anticipate the **DEMAND** . . .
for we're telling your customers . . .
through the pages of Life Magazine . . .
the **FABULOUS** story of the **DUOTONE**
Shock-Proof Nylon Phonograph Needle
. . . that retails at **\$1.75**. You see,
Mr. Dealer, we've **PRE-SOLD** this
AMAZING needle for you.
Just stock it and see!



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MGM "Popular Classics"

With the recent addition of four albums to the "Popular Classics" series, MGM Records places the series on a regular monthly release schedule. It is planned to bring out at least four new items a month in the future. The new list includes "Spanish Piano Music", "Rosamunde", "Arias of Bach", and an omnibus recording of selected favorites.

RCA Victor Kiddie Phono



A new model children's phonograph has been announced by RCA Victor. Called model 45EY26, the new 45 RPM phono is decorated with "Alice in Wonderland" characters. List price is \$29.95.

Capitol "Bozo" Promotion



Show window display above was part of a recent "Bozo the Capitol Clown" promotion staged by John Wanamaker, Philadelphia. It includes 16 mm. film "Bozo's Circus," and "in-person" appearance of Bozo. Children received Bozo masks and balloons. Bozo record albums were given away as prizes.

Westminster Release

Westminster Recording Co., 233 W. 42 St., New York, has announced among its albums scheduled for November release, works by Mozart, Bach, Beethoven, and Tchaikovsky. A timely item is WL5100, "Christmas Carols" by the Randolph Singers, under the direction of musicologist David Randolph.

Young People's Display

Three special Christmas titles, "Little Bitty Baby", "Round and Round the Christmas Tree," and "Pussycat's Christmas" are being promoted by radio and newspaper publicity by Young People's Records, Inc., 920 Broadway, N. Y. Free with cash 24-record order is a 3-section full color counter display box which holds 8 of each of the discs.

Miller Appoints Suits

The M. A. Miller Mfg. Co., Chicago, phono needle manufacturer, has announced the appointment of Kermit Suits, 48 Stanley St., Dumont, N. J., as eastern sales manager.

Columbia Names Four Division Managers

To strengthen Columbia's nationwide sales supervision, the promotion of four district managers to the posts of division managers has been announced by Paul Wexler, vice-president and national sales manager. Terry Southard will now supervise New York, New Jersey, and New England. The Middle Atlantic and Southeast areas will be supervised by Bill O'Boyle. Bill Neilsen will cover the entire Middle West, and Paul Peppin becomes division manager for the West Coast as well as the Northwest and Southwest.

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.

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

Television Receiver Specifications

MAKER'S NAME and MODEL NUMBER	LIST PRICE (Incl. Tax)	TUBE SIZE (Inches)	TYPE	AM, FM, PHONO, JACK	MAKER'S NAME and MODEL NUMBER	LIST PRICE (Incl. Tax)	TUBE SIZE (Inches)	TYPE	AM, FM, PHONO, JACK
Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.					CBS-Columbia, Inc., 170 53rd St., Brooklyn 32, N. Y.				
15K22X	\$159.95	14	TP		17M1, 17M3	\$199.95	17	TM	
17K22	199.95	17	TP		17M2	209.95	17	TM	
121K15	279.95	20	TW		17M5	189.95	17	TM	
121K16, 17	289.95, BL + 10	20	TW		17T1	239.95	17	TW	
27K85	259.95	17	CW		17C7	269.95	17	CW	
27K86, 87	269.95, BL + 20	17	CW		17C5, B	289.95, BL + 10	17	CW	
221K45	329.95	20	CW		17C2	349.95	17	CW	
221K46, 47	339.95, BL + 20	20	CW		17K1	399.95	17	CW	AM-FM-PH
37K55	379.95	17	CW	PH, FM (optional)	20M1	279.95	20	TM	
37K56, 67	399.95, BL + 20	17	CW	PH, FM (optional)	20T1	299.95	20	TW	
321K65	469.95	20	CW	PH, FM (optional)	20C1	349.95	20	CW	
321K66, 67	499.95, BL + 20	20	CW	PH, FM (optional)	20C2	389.95	20	CW	
					20C3	469.95	20	CW	Compatible.
					12CC2	499.95 Magnified to 12 1/2		CW	Receives full color
Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.					Conrac, Inc., 19217 E. Foothill Blvd., Glendora, Calif.				
T-VL12	\$259.95, BL + 10	12-0	TW	FM-J	27M40, W40	\$499.95	20	CW	J
C-VL16	440.50, BL + 17	16-0	CW	FM-J	28B40, 29P40	514.95	20	CW	J
CO-VL16	482.70, BL + 30	16-0	CW	FM-PH	32M44	699.95	24-0	CW	J
CO-VL19	766.50, BL + 50	19-0	CW	AM-FM-PH	34P44	714.95	24-0	CW	J
C-VL17	360.95, BL + 25	17	CW	FM-J	40	374.50	20	Ch	
T-VL17	325.95, BL + 11	17	TW	FM-J	44	499.95	24-0	Ch	
Arvin Industries, Inc., Columbus, Ind.					Crosley Div., Arlington St., Cincinnati 25, Ohio				
4080T	\$129.95	8 1/2-0	TM		DUI7TOL	\$249.95	17	TW	
5173TM	249.95	17	TW	J	DUI7TOM, B	279.95, BL + 10	17	TW	
5171TM, B	269.95, BL + 10	17	TW	J	DUI7COM, B	329.95, BL + 10	17	CW	
5211TM, B	369.95, BL + 10	21	TW	J	DUI7CHM	369.95	17	CW	
5170CM, B	299.95, BL + 20	17	CW	J	DUI7CHN, B	389.95	17	CW	
5172CM, B	329.95, BL + 10	17	CW	J	DUI7CHB, DM	389.95	17	CW	
5204CM, 06CB	449.95, BL + 10	20	CW	J	DUI7CDB	409.95	17	CW	
5210CM, B	399.95, BL + 20	21	CW	J	DUI7PHM	469.95	17	CW	AM-PH
5212CFP	499.95	21	CW	J	DUI7PHB, N	489.95	17	CW	AM-PH
					DUI7PDM, B	575.00, BL + 20	17	CW	AM-PH
Atwater TV Corp., 360 Furman St., Brooklyn, N. Y.					DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.				
316	\$229.95	16	TW		ET140	233.95, BL + 11	14	TW	
717	299.95	17	TW		ET170	286.58, BL + 8	17	TW	
817	369.95	17	CW		ET172	380.65, BL + 21	17	CW	
1017	409.95	17	CW		ET171	424.80, BL + 21	17	CW	AM-PH
2201	439.95	20	TW		ET190D	424.45, BL + 21	20	CW	
2001	519.95	20	CW		Prices include 1 yr. parts and tube warranty.				
4200	795.95	20	CW	AM-FM-PH	Allen B. DuMont Laboratories, Inc., E. Paterson, New Jersey				
					Sumter	\$289.95	17	TM	J
Bendix TV & Radio, E. Joppa Rd., Baltimore 4, Md.					Carlton	329.95	17	TM*	J
T170	\$239.95	17	TW		Strathmore	379.95	17	CW	J
T190	249.95	17	CW		Park Lane	429.95, BL + 20	17	CW	J
T173	279.95	17	TW		Andover	439.95, BL + 26	17	CW	J
T171	299.95	17	TW		Brookville	419.95, BL + 20	17	CW	FM-J
C174	299.95	17	CW		Revere	469.95, BL + 25	17	CW	FM-J
C176B	319.95	17	CW		Burlingame	459.95, BL + 20	17	CW	FM-J
C182	349.95	17	CW		Ardmore	469.95, BL + 20	19-0	CW	FM-J
C172	399.95	17	CW		Westerly	519.95, BL + 31	19-0	CW	FM-J
C200	479.95	20	CW		Westbury II	625.00	19-0	CW	FM-J
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.					Sherbrooke	795.00, BL + 30	19-0	CW	AM-FM-PH
PJY	\$229.95	17	TW	J	Westminster II	1750.00	19-0	CW	AM-FM-PH, Tape Recorder
Brunswick Div., Radio & TV, Inc., 119 W. 57th St., New York 6, N. Y.					Royal Sovereign	1870.00	30-0	CW	FM-J
120M	\$229.95	20	TLe		*Note: Carlton above has wood doors.				
620M	279.95	20	TW		Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.				
6120M	329.95	20	CW		696	\$199.95	17	TW	
Cadillac Electronic Corp., 19 W. 26th St., New York, N. Y.					680	199.95	17	TW	
1651	\$223.25	17	TW		697	279.95, BL + 20	20	CW	
1652	248.55	17	CW		686	299.95, BL + 10	17	CW	
1653	336.55	20	CW		687	329.95, BL + 20	17	CW	
1654	294.75	17	CW		681	279.95, BL + 20	17	CW	
Calbest Eng. & El. Co., 828 N. Highland Ave., Hollywood 38, Calif.					690	319.95, BL + 30	19-0	CW	
1916, 17, 20, 24		16-24	Ch	J	692	399.95	20	CW	
1916R, 17R, 20R, 24R		16-24	Ch	Remote Control	693	429.95, BL + 20	20	CW	
C-5117	\$325.00	17	TM	Coin Operated	694	459.95, BL + 30	20	CW	
C-5120	375.00	20	TM	Coin Operated	665	359.95	12-0	CW	AM-PH
					666	429.95	16-0	CW	AM-FM-PH
Capehart-Farnsworth Corp., 3702 E. Pontiac St., Fort Wayne 1, Ind.					699	349.95, BL + 20	17	CW	PH
T117M	\$249.95	17	TW		Emerson prices shown do not include excise tax.				
321AM	299.95	17	TW		Fada Radio & Electric Co., Inc., Belleville, N. J.				
321B	319.95	16	TW		1070	\$199.95	17	TW	
331M, B	359.95, BL + 20	20	TW		S7T65	224.95	17	TW	
320M, B	339.95, BL + 20	17	CW		S20T20	299.95	20	TW	
319M, B	359.95, BL + 20	17	CW		S7C30	349.95	17	CW	
332M, B	389.95, BL + 20	16-0	CW		S7C20	299.95	17	CW	
333M	389.95	17	CW		S20C10	379.95	20	CW	
339M	389.95	20	CW		R1045	224.95	12-0	TW	
322RAM, B	379.95, BL + 20	17	CW		R7C25	359.95	17	CW	
324M, B	449.95	17	CW		R7C15	379.95	17	CW	
325AF	475.00	17	CW		Fada prices shown do not include Federal excise tax.				
326M	469.95	17	CW		(Continued on page 44)				
334M	449.95	16-0	CW						
335M, B	550.00, BL + 10	20	CW						
336C	499.95	20	CW						
328M	750.00	17	CW	AM-FM-PH					
337M	1000.00	19-0	CW	AM-FM-PH					

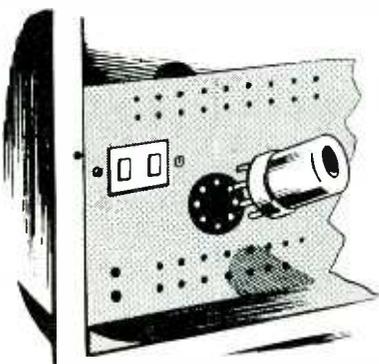
0—Round T—Table C—Console Ch—Chassis K—Kit W—Wood P—Plastic M—Metal L—Leatherette PH—Phonograph J—Phono Jack
 Note: All tubes rectangular unless shown as 0—Round. In some instances, prices are slightly higher in certain localities. + —Dollars extra for special finish. < BL—Blond

Precision Pays off in TV!

hallicrafters

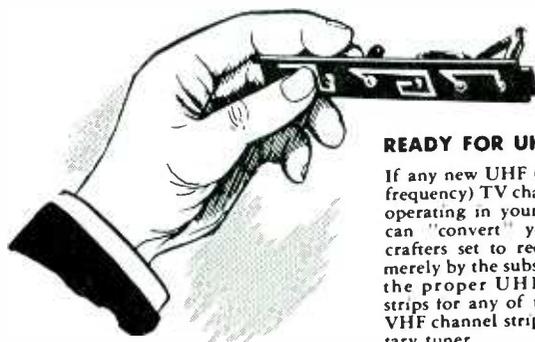
Ready for Color!....

Ready for UHF!....



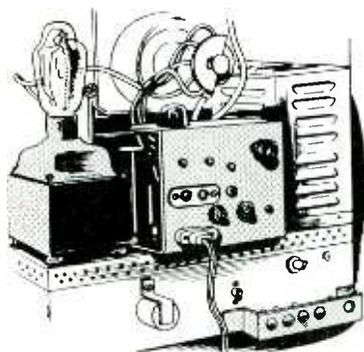
COLOR

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.



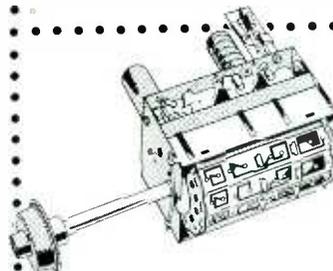
READY FOR UHF

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 \$69⁹⁵
U. S. A. Broadcast
and Short Wave**



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

Television Receiver Specifications

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

(Continued from page 42)

General Electric Company, Syracuse, New York

17T1, T2	\$249.95	17	TW		
17T3	259.95	17	TW		
17C103, 105	289.95	17	CW		
17C104	309.95	17	CW		
17C107	299.95	17	CW		
17C108	319.95	17	CW		
17C109	369.95	17	CW		
17C110	299.95	17	CW	J	
17C111	319.95	17	CW	J	
20C150	475.00	20	CW	J	
20C151	495.00	20	CW	J	
24C101	775.00	24-0	CW	J	

Hallcrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.

14808B	\$149.95	14	TLe	J	
17905	179.95	16	TLe		
17906	199.95	17	TLe	J	
17908	249.95	17	TW	J	
17922	259.95	17	TW	J	
21980	279.95	20	TLe		
17930	289.95	17	CW		
17931	329.95	17	CW	J	
17932	359.95	17	CW	J	
17933, 34	369.95	17	CW	J	
21980	279.95	19-0	CW		
21923	339.95	20	CW		
21940	359.95	20	CW		
21939	379.95	21	CW		
21943	399.95	21	CW		
21941	469.95	21	CW	AM-PH	

Hoffman Radio Corp., 3761 S. Hill St., Los Angeles, Calif.

637, 36	\$259.95, BL + 10	17	TW	J	
887, 86	299.95, BL + 10	17	CW	J	
880	359.95	17	CW	J	
881, 82	349.95	17	CW	J	
883	410.00	17	CW	J	
884, 85	395.00	17	CW	J	
897, 96	369.95, BL + 10	20	CW	J	
893	475.00	20	CW	J	
894, 95	465.00	20	CW	J	
24M708, 07	635.00, BL + 15	24-0	CW	J	
954, 53	595.00, BL + 15	17	CW	AM-FM	
963	610.00	20	CW	AM-FM	
964, 65	595.00	20	CW	AM-FM	

Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.

776	\$199.00	17	TW		
1176	279.00	17	CW		
1376	389.00	20	CW		

Jackson Industries Inc., 500 E. 40th St., Chicago 15, Ill.

17XT	\$229.95	17	TW		
17XC	259.95	17	CW		
20XT	269.95	20	TW		
20XC	299.95	20	CW		
1700T, B	249.95, BL + 15	17	TW		
1700C, B	289.95, BL + 30	17	CW		
2000C, B	369.95, BL + 20	20	CW		
3170C, B	369.95, BL + 20	17	CW	AM-PH	
5120C, B	499.95, BL + 40	20	CW	AM-FM-PH	

Kaye-Halbert Corp., 3623 Eastham Dr., Culver City, Calif.

046	\$499.95	20	CW	J	
074M, B	459.95, BL + 10	20	CW	J	
076, 077	469.95	20	CW	J	
424W	569.95	24-0	CW	J	
424M, B	579.95, BL + 10	24-0	CW	J	
014W	279.95	20	TW	J	
014M, B	289.95, BL + 10	20	TW	J	
024W	369.95	20	CW	J	
024M, B	379.95, BL + 10	20	CW	J	
044W	449.95	20	CW	J	
044M, B	459.95, BL + 10	20	CW	J	
045	499.95	20	CW	J	

The Magnavox Co., Bueter Rd. Fort Wayne 4, Ind.

MV21J	\$269.50, BL + 10	17	TW		
MV47J	279.50, BL + 10	17	CW		
MV33J	329.50, BL + 10	17	CW		
MV41J	359.50, BL + 10	17	CW		
MV45J	375.00	17	CW		
MV80J	498.50, BL + 21	17	CW	AM-FM-PH	
MV72J, 77J	498.50	17	CW	AM-FM-PH	
MV48H	359.50, BL + 10	20	CW		
MV29H	395.00, BL + 10	20	CW		
MV43H	419.50	20	CW		
MV45H, 50H	450.00	20	CW		
MV41H	425.00, BL + 10	20	CW		
MV42H, 46H	450.00, BL + 10	20	CW		
MV82H	595.00, BL + 15	20	CW	AM-FM-PH	
MV76H	695.00	20	CW	AM-FM-PH	

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

Magnavox (Continued):

MV83H, 85H	595.00	20	CW		AM-FM-PH
MV165H, 68H	795.00	20	CW		AM-FM-PH
MV163H	895.00	20	CW		AM-FM-PH
MV35F	495.00	16	CW		
MV, 307P	1330.00	16	CW		AM-FM-PH

Majestic Radio & TV (Div., Wilcox-Gay Corp.), 385 Fourth Ave., New York 16, N. Y.

70	\$179.95	17	TLe	J	
712	239.95	17	CW	J	
72, 73	219.95, BL + 10	17	TW	J	
700, 701	259.95, BL + 10	17	CW	J	
20T82	259.95	20	TW	J	
20C82	289.95	20	CW	J	

Mars Television Inc., 112-33 Colonial Ave., Corona, N. Y.

Warwick, Regent	\$569.95	16-0	CW	J	
T-241	895.00	24-0	CW	PH	
T-200	319.95	20	TW	J	
T-240	495.00	24-0	TW	J	
Versailles	554.95	16-0	CW	J	
Regent	639.95	20	CW	J	
Hampton	614.95	20	CW	J	
Dartmouth	1195.00	20	CW	J	AM-FM-PH

Mattison TV & Radio Corp., 893 Broadway, New York 3, N. Y.

20X-AB-2	\$269.95	20	CW	J	
20X-BB-5	399.95	20	CW	J	
17X-BB-5	369.95	17	CW	J	
17X-CFD-5	429.95	17	CW	J	
20X-DD-5	495.00	20	CW	J	
17X-CFOS-5	495.00	17	CW	J	
20X-CFOS-5	550.00	20	CW	J	
17X-CF00-5	550.00	17	CW	J	
20X-CF00-5	595.00	20	CW	J	
20X-CC-5	525.00	20	CW	J	
24-HE-5SRB	725.00	24-0	CW	J	AM-FM-PH
20X-R1-5SRB	650.00	20	CW	J	
630-5SRB-20	250.00	20	CH	J	

John Meek Industries, Inc., 1020 N. Rush St., Chicago 11, Ill.

JM-720C	\$381.22	20	CW		
JM-720T	319.90	20	TW		
MM-620C	331.22	20	CW		
MM-620T	269.80	20	TW		
JM-717C	293.00	17	CW		
JM-717T	250.70	17	TW		
MM-616C	249.90	17	CW		
MM-616TL	199.90	17	TLe		
MM-614TL	155.90	14	TLe		

Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, Ill.

T17M, T17B	\$285.00	17	CW	J	
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Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.

14T4, B	\$169.95, BL + 20	14	TW		
17T5	199.95	17	TP		
17T6, B	239.95, BL + 20	17	TW		
17K8, B	299.95, BL + 20	17	CW		
17K9, B	329.95, BL + 20	17	CW		
17K10	349.95	17	CW		
17K11, B	269.95, BL + 20	17	CW		
20T2, B	299.95, BL + 20	20	TW or CW		
20K3	359.95	20	CW		
20K4	389.95	20	CW		

MP Television, Fairfield 10, Conn.

12T491	\$188.00	12-0	TW		
16T503	329.00	16	CW		
17T504	379.00	17	CW		
20T508	865.00	20	CW		

National Co. Inc., Malden, Mass.

TV-1701	\$269.95	17	TW		
TV-1725	319.95	17	CW		
TV-1729	339.95	17	CW		
TV-2029	419.95	20	CW		
TV-2030	439.95	20	CW		

North American Philips Co., 100 E. 42nd St., New York 17, N. Y.

PT-200	\$399.50	X	CW		
PT-300	469.50	X	CW		
588	660.00	X	CW		Remote Control
1200	985.00	X	MW		Remote Control

X—Projection

Olympic Radio & TV, Inc., 34-01 38th Ave., Long Island City, N. Y.

758	\$199.95	17	TLe		
752, B	269.95, BL + 10	17	TW		
773, B	319.95, BL + 20	17	CW		
764, B	369.95, BL + 20	17	CW		
764 CH	449.95	17	CW		
970	369.95	20	TW		
967, B	459.95	20	CW		
968, B	489.95, BL + 30	20	CW		

(Continued on page 46)

O—Round T—Table C—Console Ch—Chassis K—Kit W—Wood P—Plastic M—Metal Le—Leatherette PH—Phonograph J—Phono Jack

Note: All tubes rectangular unless shown as O—Round. In some instances, prices are slightly higher in certain localities. + —Dollars extra for special finish. BL—Blond

Starrett Success

in **PRIVATE BRAND TELEVISION**

is no accident

IT WAS PLANNED THAT WAY!

It was inevitable that from our intimate first-hand knowledge of department store merchandising should come the planned production and co-operative servicing of Starrett sets on which stores can place their own names with absolute assurance of dependable performance — even in fringe areas.

Starrett is now the first choice of more than **60** leading department stores in more than **50** important cities.



Time you talked it over with *Starrett*

● **The Brightest Star in PRIVATE BRAND TELEVISION**

601 West 26th Street, New York 1

Television Receiver Specifications

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

Olympic (Continued from page 44)

785	429.95	17	CW	
765, B	499.95, BL + 20	17	CW	AM-FM-PH
769, B	569.95, BL + 30	17	CW	AM-FM-PH

Above Olympic prices, with exception of 758, are O.P.S. list., incl. excise tax.

Packard-Bell Co., 12333 W. Olympic Blvd., Los Angeles 64, Calif.

2115	\$239.95, BL + 10	17	TW	
2113-A	289.95, BL + 15	17	CW	
2117	339.95, BL + 15	20	CW	
2116 DLX	319.95, BL + 15	17	CW	
2117 DLX	389.95, BL + 15	20	CW	
2118 DLX	550.00, BL + 25	24-0	CW	
2612 DLX	475.00, BL + 20	17	CW	AM-FM-PH
2811-A DLX	615.00, BL + 25	20	CW	AM-FM-PH

Philco Corp., C & Tioga Streets, Philadelphia 34, Pa.

1610	\$199.95	16-0	TM	
1612	229.95	16-0	TM	
1804	229.95	17	TM	
1808	249.95	17	TM	
1810	259.95	17	TM	
1810L	279.95	17	TM	
1812, L	279.95, BL + 20	17	TW	
2106	299.95	20	TW	
2108	319.95	20	TW	
2110, L	339.95, BL + 20	20	TW	
1839	279.95	17	CM	
1831, L	299.95, BL + 20	17	CW	
1841, L	299.95	17	CM	
1842, L	319.95, BL + 20	17	CW	
1844 W	369.95	17	CW	
1844 M, L	399.95, BL + 20	17	CW	
1845, L	499.95, BL + 30	17	CW	Remote Control
2140	359.95	20	CW	
2142, L	379.95, BL + 20	20	CW	
2144	449.95	20	CW	
2145 X	479.95	20	CW	
1882 W	399.95	17	CW	AM-PH
1882 M	469.95	17	CW	AM-PH
2182	599.95	20	CW	AM-PH
2175	750.00	20	CW	AM-FM-PH
2176	800.00	20	CW	AM-FM-PH-Remote Control

Philharmonic Radio & Television Corp., 235 Jersey Ave., New Brunswick, N. J.

520	\$199.95	20	TLe	
620	228.95	20	TW	
6120	269.95	20	CW	
5820	299.95	20	CW	

Pilot Radio Corp., 37-06 36th St., Long Island City 1, N. Y.

TV-271	\$299.50	17	TW	J
TV-273	369.50	17	CW	J
TV-293	425.00	20	CW	J
TV-167B	475.00	17	CW	FM-J
TV-191, 192	585.00	19-0	CW	FM-J

Raytheon TV (Belmont Radio Corp.), 5921 W. Dickens Ave., Chicago 39, Ill.

M-1711, 1712	\$229.95, BL + 10	17	TLe	J
M-2007, 2008	259.95	17	TLe	J
M-1725	279.95, BL + 10	20	TW	J
M-1626	199.95	16	TLe	J
C-1714, 1715	299.95, BL + 30	17	CW	J
C-1724	329.95	17	CW	J
C-2001, 2002	429.95, BL + 10	20	CW	J
C-2006	349.95	20	CW	J
RC-1718	399.95	17	CW	AM-PH
RC-1720	349.95	17	CW	AM-PH
RC-2005	750.00	20	CW	AM-FM-PH

RCA Victor Div., Camden, N. J.

4T101	\$179.95	14	TP	J
16T152	225.00	16-0	TM	J
7T103	239.95	17	TM	J
7T104	259.95	17	CM	J
17T153	279.95	17	TM	J
17T155	299.95	17	TW	J
7T111	329.95	17	CW	J
7T112	289.95	17	CW	J
17T160	329.50	17	CW	J
7T122	299.95	17	CW	J
7T123	329.95	17	CW	J
7T125	359.95	17	CW	J
17T174	389.50	17	CW	J
7T132	395.00	17	CW	P
9T105	339.95	19-0	CW	J
9T126	359.95	19-0	CW	J
21T176	425.00	21	CW	J
21T177	450.00	21	CW	J
21T178	475.00	21	CW	J
21T179	495.00	21	CW	J

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

Regal Electronics Corp., 603 W. 130th St., New York, N. Y.

17T22N	\$189.95	17	TW	
17C22N	209.95	17	CW	
20T22N	229.95	20	TW	
20C22N	249.95	20	CW	
2031,*-36	220.00*	17-24	Ch	*AM-FM-J, \$50 add.
17HD31,*-36	382.00*	17	CW	*AM-FM-J, \$48 add.
20HD31,*-36	417.00*	20	CW	*AM-FM-J, \$50 add.
20C31,*-36	367.00*	20	CW	*AM-FM-J, \$50 add.
20D31,*-36	483.00*	20	CW	*AM-FM-J, \$50 add.

*Above models available, where indicated, with AM-FM-J for additional amounts shown.

Scott Radio Laboratories, 1020 N. Rush St., Chicago 11, Ill.

720A	\$279.00	17	Ch	
720X	299.00	17	Ch	
920A	375.00	20	Ch	
920X	395.00	20	Ch	
515-T	815.00	17	CW	AM-PH
AT-17	299.00	17	TW	
AC-17	349.00	17	CW	
910	695.00	20	CW	
924W	645.00	24	CW	
310T	665.00	17	CW	AM-FM-PH
510T	765.00	17	CW	AM-FM-PH
520	785.00	20	CW	AM-FM-PH
1000TC	495.00	24	CW	AM-FM-PH

Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.

429TVB	\$259.95	17	TW	
438TVM, B	269.95, BL + 10	17	TW	
430CVM, B	299.95, BL + 10	17	CW	
439CVM, B	319.95, BL + 10	17	CW	
440CVM, B	349.95, BL + 10	17	CW	
440CVM, L	349.95	17	CLe	
440CVBL	359.95	17	CLe	
431CVM, B	349.95, BL + 20	17	CW	
441CVM, B	369.95, BL + 20	17	CW	
446TVM	369.95	20	TW	
432CVM	379.95	20	CW	
443CVM, B	399.95, BL + 10	21	CW	
443CVM, L	399.95	21	CLe	
443CVBL	419.95	21	CLe	
435CVM, B	399.95, BL + 10	20	CW	
444CVM, B	449.95, BL + 20	21	CW	

Setchell Carlson, Inc., New Brighton, Minn.

151-A17LR	\$279.50	17	TW	
151-A17	299.50	17	TW	AM-J
151-B17LR	299.50, BL + 10	17	CW	
151-B17	319.50, BL + 10	17	CW	AM-J
151-B20LR	329.00, BL + 10	20	CW	
151-B20	349.00, BL + 10	20	CW	AM-J
151-C20LP	399.00, BL + 16	20	CW	AM-J
151-C20	438.00, BL + 16	20	CW	AM-PH

Sheraton TV Corp., 2061 Broadway, New York 23, N. Y.

Windsor	\$469.00	24-0	CW	J
Sussex	449.00	20	CW	J
DXCM, CB	359.00, BL + 10	20	CW	J
DXTM, TB	329.00, BL + 10	20	CW	J

Harold Shevers Inc., 123 W. 64th St., New York 23, N. Y.

1263	\$249.95	12-0	CW	*
2271	299.95	17	TW	*
2273	339.95	17	CW	*
2275	399.95	17	CW	*
2160T	179.50	17	TW	
2160C	199.50	17	CW	
2161P	149.50	8 1/2-0	TLe	*
2161T	159.50	8 1/2-0	TW	*

*AC-DC Models

S.M.A. Co., Div. of Lytle Co., 4721 N. Kedzie Ave., Chicago 25, Ill.

TV-121		16	CW	J
CT-120		16	CW	FM-PH
TV-111		16-0	CW	FM-J
TV-117		19-0	CW	FM-J

Sonora Radio & TV Corp., 2023 W. Carroll Ave., Chicago 12, Ill.

TV305	\$229.50	16	TW	J
TV317	289.50	17	CW	J
TV321	349.50	21	CW	J

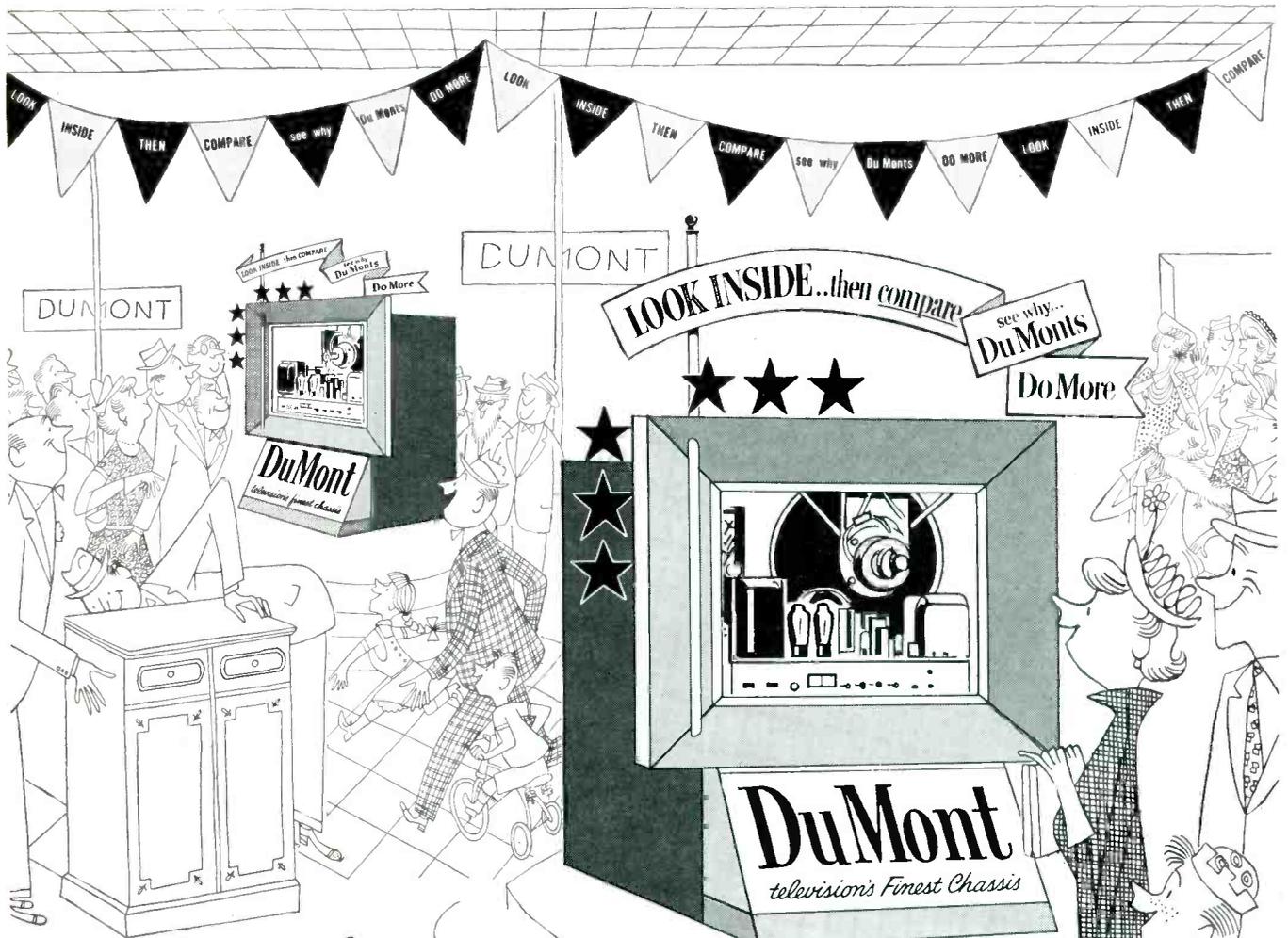
Sparton Radio-Television, Jackson, Michigan

5107	\$289.95	17	TW	
5108	294.95	17	TW	
5110	259.95	17	TW	
5125	289.95	17	CW	
5162	349.95	17	CW	
5163	359.95	17	CW	
5165	379.95	17	CW	
5168	399.95	17	CW	
5175	429.95	17	CW	
5178	419.95	17	CW	
5170	499.95	20	CW	

(Continued on page 48)

0—Round T—Table C—Console Ch—Chassis K—Kit W—Wood P—Plastic M—Metal Le—Leatherette PH—Phonograph J—Phono Jack

Note: All tubes rectangular unless shown as 0—Round. In some instances, prices are slightly higher in certain localities. + —Dollars extra for special finish. BL—Blond



Look inside—

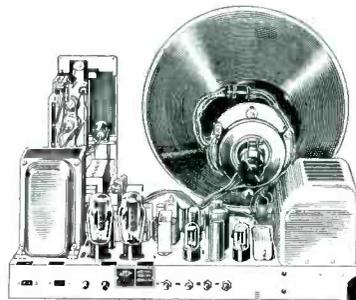
SEE HOW THE

DU MONT "CHASSIS STORY"

creates customer interest...moves merchandise!

Yes, the Du Mont Chassis is the greatest sales clincher ever devised. The Du Mont "Chassis Story" is not just sales patter. It's an actual comparison of value . . . made by your customer himself. He need not be an expert . . . when he looks inside, when he compares a Du Mont Chassis with another . . . he sees for himself just why Du Mont turns in the finest performance in television!

So pick up the phone now. Your Du Mont Distributor has the promotion package all wrapped up. Get on the inside of the Du Mont "Chassis Story."



DU MONT

First with the finest in Television.

*Trade Mark

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Television Receiver Specifications

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

(Continued from page 46)

Spartan (Continued)

5171	509.95	20	CW	
5191	429.95	20	CW	
5192	439.95	20	CW	
5183	534.95	17	CW	AM-FM-PH
5182	524.95	17	CW	AM-FM-PH

Starrett TV Corp., 601 W. 26th St., New York, N. Y.

17BM1		17	TW	
17TW		17	TW	
17TG-1		17	TW	
17C3		17	CW	
17CG-1		17	CW	
17CD		17	CW	
17CD-1		17	CW	
17CD-B		17	CW	
20TW		20	TW	
20TG		20	TW	
20C		20	CW	
20C1		20	CW	
20CP		20	CW	
20CD		20	CW	

Stewart-Warner Electric, 1300 N. Kostner Ave., Chicago 51, Ill.

9292-DA, DB	\$239.95	17	TW	
9202-DD	229.95	17	TW	
9202-DAX	269.95	17	CW	
9202-DDX	259.95	17	CW	
9202-C	299.95	17	CW	
9202-E	369.95	17	CW	
9202-F	319.95	17	CW	
9204-A	369.95	20	CW	
9126-A	279.95	17	TW	
9126-B	349.95	17	CW	
9122-A	609.74	19-0	CW	AM-FM-J
9124-A	575.00	20	CW	AM-FM-J
9127-A	399.95	20	CW	
9121-A	508.98	16	CW	AM-FM-PH
9121-E	499.95	17	CW	AM-FM-PH

Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.

317-TM	\$289.95	17	TW	J
317-CM, Co	349.95	BL + 20	CW	J
17C2M	389.95	17	CW	J
317C5M	395.00	17	CW	J
317C5D	445.00	17	CW	J
321C2M	419.95	20	CW	J
321CD2M, CD20	459.95	BL + 20	CW	J
321CF	495.00	20	CW	J
119CM	499.95	19-0	CW	J
119CDM	599.95	19-0	CW	J
24CM	675.00	24-0	CW	J
324CDM	725.00	24-0	CW	J
324C5Dec	795.00	24-0	CW	J
317RPM	439.95	17	CW	AM-PH
317RPM4	495.00	17	CW	AM-PH
317M20	575.00	17	CW	AM-PH
119RPM	750.00	19-0	CW	AM-FM-PH
20RPM	785.00	20	CW	AM-FM-PH
119MSM	850.00	19-0	CW	AM-FM-PH
119MSR, G. I. B.	975.00	19-0	CW	AM-FM-PH
24RPM	975.00	24-0	CW	AM-FM-PH

Sylvania Elec. Prod. Inc., Radio TV Div., 254 Rano St., Buffalo 7, N. Y.

4120M	\$189.95	14	TW	FM
1110X, 1210X	199.95	16-0	TW	FM
7110X	219.95	17	TW	FM
7111M, 71M	239.95	17	TW	FM
72M, B	269.95	BL + 20	TW	FM
2221M, 22M	319.95	20	TW	FM
4130M	229.95	14	CW	FM
7130M, B	309.95	17	CW	FM
2130M	399.95	20	CW	FM
23M, B	469.95	BL + 20	CW	FM
74M, B	369.95	BL + 20	CW	FM
2140M, B	429.95	BL + 20	CW	FM
24M	499.95	20	CW	FM
7150M	499.95	17	CW	AM-FM-PH
75M, B	519.95	BL + 20	CW	AM-FM-PH
25M	625.00	20	CW	AM-FM-PH
73M	319.95	17	CW	FM

Tech Master Products Co., 443 Broadway, New York 13, N. Y.

2430, 1930	\$189.50	16-24	Ch	
2431P	199.95	16-24	Ch	J
2431C	199.95	16-24	Ch	FM-J
1931T	197.50	12-20	Ch	J
1931D	197.50	12-20	Ch	FM-J
630S19	154.50	14-24	Ch	
5116	105.75	10-14	Kit	AC-DC
17U-SS	279.50	17	TW	AC-DC

Note: Techmaster prices do not include picture tubes, which may be either round or rectangular. Above are net resale prices.

MAKER'S NAME and MODEL NUMBER LIST PRICE (Incl. Tax) TUBE SIZE (Inches) TYPE AM, FM, PHONO, JACK

Tele King Corp., 601 W. 26th St., New York 1, N. Y.

K73L	\$179.95	17	TLe	J
K72, B	249.95	BL + 20	17	TW
KC71, B	289.95	BL + 20	17	TW
K21, B	299.95	BL + 20	20	CW
KC21, B	339.95	BL + 20	20	CW
KD71, B	329.95	BL + 20	17	CW
KD21M	449.95	20	CW	
KD22, B	399.95	BL + 20	20	CW

Tele-tone Radio Corp., Bayway Terminal, Elizabeth, N. J.

TV 379	\$169.95	16	TLe	
TV 357	269.95	17	TW	
TV 365	279.95	17	TW	
TV 355U	319.95	17	CW	
TV 385	299.95	20	TW	
TV 386	349.95	20	CW	

Trad TV Corp., 1001 First Ave., Asbury Park, N. J.

C2020	\$229.95	20	CW	J
C2420	349.95	24	CW	J

Transvision, Inc., 460 North Ave., New Rochelle, N. Y.

A17TRM, TMD	\$269.00*	17	TW	J,*FM \$30 add.
A20TM, TMD	359.00*	20	TLe	J,*FM \$20 add.
A19TM, TMD	359.00*	19-0	TW	J,*FM \$30 add.
A17B1, BD1	299.00*	17	CW	J,*FM \$30 add.
A17G4	429.00	17	CW	FM-PH
A19G1, GD1	459.00*	19-0	CW	J,*FM \$20 add.
A19G4	579.00	19-0	CW	FM-PH
A19E4	679.00	19-0	CW	FM-PH
A201, 01D	539.00*	20	CW	J,*FM \$30 add.

* Above models available, where indicated, with FM for additional amounts shown.

Trans-Vue Corp., 58 E. Cullerton St., Chicago 16, Ill.

17XT	\$229.95	17	TW	
17XC	259.95	17	CW	
20XT	269.95	20	TW	
20XC	299.95	20	CW	
1720T	249.95	17	TW	
1750C	289.95	17	CW	
1785C, B	309.95	BL + 20	17	CW
2000CD, B	369.95	BL + 20	20	CW
3170C, B	369.95	BL + 20	17	CW
5120C, B	499.95	BL + 40	20	CW

AM-PH
AM-FM-PH

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, Ill.

217-10	\$149.95	17	TLe	
217-11	169.95	17	CLe	
217-12	199.95	17	TW	
217-14	229.95	17	CW	
219-8, B	229.95	BL + 20	19	CW
220-9, B	249.95	BL + 20	20	CW

Video Corp. of America, 229 W. 28th St., New York, N. Y.

711-CM	\$279.95	17	CW	
750-CDM	309.95	17	CW	
2020-CM	329.95	20	CW	
2091-CDM	359.95	20	CW	
P-20	575.00	20	CW	
C-20	595.00	20	CW	
M-20	550.00	BL + 20	20	CW

Westinghouse Electric Corp., Sunbury, Pa.

H-665T16	\$199.95	16	TP	
H-663T17	229.95	17	TP	
H-659T17	239.95	17	TP	
H-649T17, 50T17	259.95	BL + 10	17	TW
H-648T20	319.95	20	TW	
H-664K17	299.95	17	CW	
H-651K17, 57K17	329.95	BL + 20	17	CW
H-655K17, 56K17	399.95	17	CW	
H-652K20	449.95	20	CW	
H-662K20	469.95	20	CW	
H-653K24	675.00	24	CW	
H-660-C17	499.95	17	CW	AM-FM-PH
H-661-C17	525.00	17	CW	AM-FM-PH

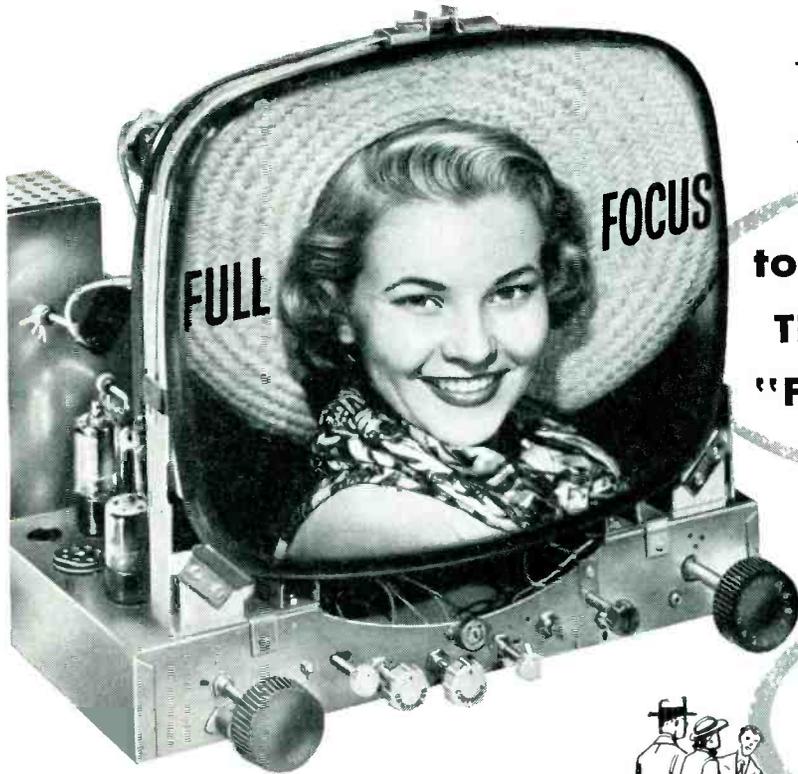
Zenith Radio Corp., 6001 Dickens Ave., Chicago 39, Ill.

J2030R, E	\$229.95	BL + 10	17	TLe
J2029R, E	249.95	BL + 10	17	TLe&W
J2027R, E	269.95	BL + 10	17	TW
J2044R, E	299.95	BL + 10	17	CLe&W
J2049R	329.95	17	CW	
J2042R	349.95	17	CW	
J2040E	369.95	17	CW	
J2043R	379.95	17	CW	
J2868R	549.95	17	CW	AM-FM-PH
J3069E	649.95	17	CW	AM-FM-PH
J2026R	299.95	20	TLe	
J2055R	369.95	20	CW	CLe&W
J2053R	399.95	20	CW	
J2051E	429.95	20	CW	
J2054R	459.95	20	CW	

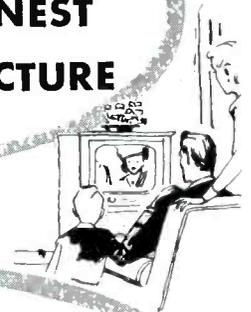
O—Round T—Table C—Console Ch—Chassis K—Kit W—Wood P—Plastic M—Metal Le—Leatherette PH—Phonograph J—Phono Jack

Note: All tubes rectangular unless shown as O—Round. In some instances, prices are slightly higher in certain localities. + —Dollars extra for special finish. BL—Blond

Here's what Zenith "Electronex" Tube TV means -



to your Customers...
THE WORLD'S FINEST
"FULL FOCUS" PICTURE



to You...
FASTER SALES
LOWER SERVICE COSTS
MORE PROFITS



A picture that stays *entirely* in focus—all the time! That's what this spectacular new invention from Zenith means to your customers.

But to you, Zenith's "Electronex" Tube means more sales, faster sales—with less dissipation of your profits through costly "call-back" servicing. It teams up with Zenith's new "Fringe Lock" Control Circuit, provision for UHF, connection for color receiver, and Zenith's long-famous *built-in* quality—to sell your customer quickly and keep him sold!

Here's "Electronex" Tube TV in four models from Zenith's sensational new line. See your distributor about them now! They're your key to faster-than-ever sales—to profits you can keep!



New Zenith "Walton" Console with 17-inch "Electronex" Tube. Sleek design in Mahogany Pyroxylin, Mahogany finish woods. Model J2044R



New Zenith "Thackeray" Console 20-inch "Electronex" Tube—big picture television at its best! Handsome Mahogany veneers. Model J2054R

New Zenith "Walpole" Table Model with 17-inch "Electronex" Tube. Mahogany color Pyroxylin, Mahogany finish woods. Also in Blonde. Model J2029R

New Zenith "Hawthorne" 20-inch "Electronex" Tube Table Model. A sales natural! Handsome crackle-grain Mahogany Pyroxylin. Model J2026R



ZENITH RADIO CORPORATION • Chicago 39, Illinois • Also Makers of Fine Hearing Aids

Specifications of Current IRONERS

ABC., Altorfer Bros. Company, Peoria, Ill.

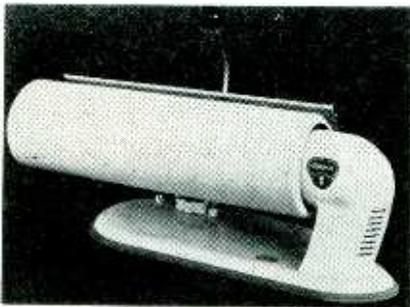
De luxe model XF retails at \$219.95. Attractive cabinet has two open usable ends. Operating features include safety switch box control, thermostatic heat controls at either end of shoe marked for ironing different types of fabrics;



oscillate control lever starts "to-and-fro" rocker finishing action; knee control leaves both hands free. The shoe surface is of hardened steel, rust proofed and scratch-proof. Pressure mechanism is placed below the table on rigid steel chassis, entirely independent of ironer head.

APEX Electrical Manufacturing Co., Cleveland 10, Ohio.

Model 4400, shown, is a portable ironer selling at \$59.95. (Shipping weight—33 lbs.) Thermostatically controlled, model 4400 features self-adjusting, scratch-resistant shoe. The roll,



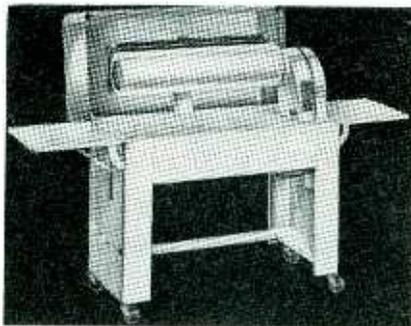
open on both ends is 22 inches long; 6 inches in diameter.

Model 700 "Fold-A-Matic" is a console selling at \$249.50. The shoe draws a maximum of 1500 watts; has knee and finger-tip controls, pilot light. 2-speed motor is 1/12 HP. Two thermostats calibrated from 300 to 500 degrees. "Floating Roll" presses against shoe rather than against roll, and is 26" long by 6 1/2" diameter. Dimensions, closed: 18" wide; 25" deep; 36" high. Unit folds away into a compact table-top cabinet.

BARTON Corp., West Bend, Wisc.

Model B84 automatic console sells at \$119.95. Has 2 open ends, "Free Rolling" ironing roll, 22 inches long by 5 inches in diameter. Heating element 1200 watts. Has adjustable thermostat, knee control, pressing feature, and pilot light. Measurements: 31" long; 13" wide; 33 3/16" high.

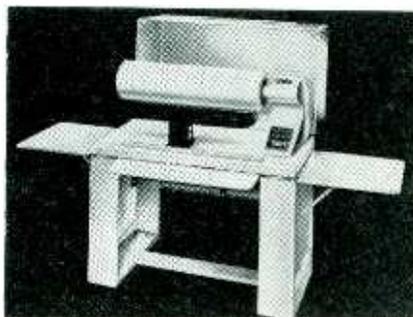
Model B09, below, is a de luxe 2-speed ironing machine retailing at \$189.95. Has table top cover, two end shelves, scratch-proof Curvex shoe pro-



viding 136 sq. inches of ironing surface. Additional features: 4-point pressure, two-speed motor (3 RPM and 6 RPM) dual thermostat controls, emergency release lever, knee and finger-tip controls, mercury master control switch, shutting off heat and power when cover is closed. Dimensions: 16 1/2 by 37 1/2 inches. Height to table top—36 1/4 inches.

BENDIX Home Appliances, Inc., Div of Avco Mfg. Co., South Bend, Ind.

De luxe model D-150 retails at



\$249.95 is a two-speed console. Roll length, 25" by 6 1/4" diameter. Has 2 separate elements with maximum wattage 1250. Forming board is of Bakelite construction. Has adjustable knee control, finger-tip control, illuminated heat and motor switches; dual temperature indicator lights. Motor is 1/6 HP. Has two shelves and lap-tray. Overall dimensions: (closed, with casters in low position) 36 1/2" high; 34 1/2" wide; 18 1/4" deep.

BLACKSTONE Corp., Jamestown, N.Y.

Model 180 is a portable ironer selling at \$99.95. It has selective thermostat, stainless steel shoe, and both finger-tip and knee control. Heavily padded roll is 22 inches long with a 6-inch diameter. No switches. Element is "off" when thermostat is turned to 0. Overall dimensions: 11 1/4" deep; 28 1/2" wide; 13 3/4" high (over handle).

Model 180C automatic ironer is a companion piece to the Blackstone washer and dryer. It consists of the portable ironer mounted on counter-balanced brackets which pull out of the

cabinet when the single hinged door is opened. Can be used independently, 180C operational features same as 180. Sells at \$160.00.

Model 3N cabinet ironer, shown, retails at \$179.95. "Utilitop" design equipped with compound-pivotal hinge which opens cabinet to position shown in accompanying illustration. Roll is 26



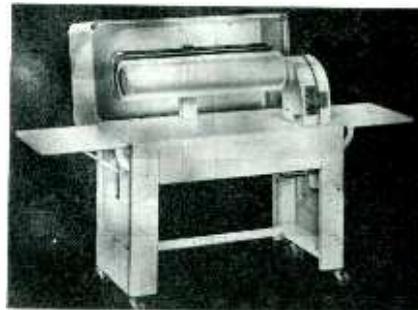
inches long by 6-inch diameter. Features 2 thermostats, 2 ribbon-type elements, 1300 watts total; finger-tip and adjustable knee controls. Has two switches. Motor is 1/6 HP. Large cushion rubber wheels; one locking caster.

DEXTER Company, Fairfield, Iowa.

Table model 33A retails at \$59.95. This portable unit features free-wheeling shoe, 1200-watt heating element, thermostat with range up to 450 degrees. Has a press control, heat switch, and weighs 36 pounds. Roll is 22" long by 5" diameter. Overall dimensions: 27" long X 9 1/4" wide X 10" high.

Model 66 cabinet type sells at \$119.95. Has features same as 33A with addition of pilot light. Dimensions: 32" long X 14" wide X 33 1/3" high.

Model 99A retails at \$189.95. The roll is 26" long by 6" diameter. Features



two-speed motor, 1350-watt element, knee-press and fingertip controls, heat and motor switch on ironer head. Has end shelves, lap board, ruffler plates, dual thermostats. Like other Dexter units it has a scratch-proof shoe. Dimensions: 16 1/2" X 37 1/2". Height 36 1/2".

EASY Washing Machine Corp., Syracuse 1, N.Y.

Model 150, selling at under \$200, is a fully automatic console model. The 150 features new heavy duty stainless steel shoe, 1500-watt ribbon-type element, two thermostats, 3-way heat control, full clearance under roll, double open ends. Has clothes adjustment shelf, double

(Continued on page 52)

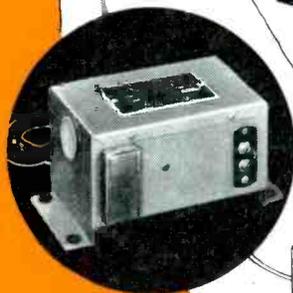
LOOK- NO NOISE!

Boosts the signal . . .
not local lead-in noise!

Eliminates effect of
external interference!

Gives higher signal-to-
overall-noise ratio!

MOUNTS AT ANTENNA WHERE A BOOSTER BELONGS



Junction Box
Concealed Behind
TV Set

AUTOMATIC SELF-TUNING

Tenna-Top TV BOOSTER



Tunes itself automatically
on all channels.

Lowest internal noise
factor—means less "snow."

Exclusive all-electronic
4-tube broadband circuit.

Uniformly high usable gain—
no limiting peaks.

Single twin-lead line* carries
power up—signal down.

PICTURES ARE SHARPER, BRIGHTER! SOUND IS CLEARER!

You can see and hear the difference when you hook up the TENNA-TOP. Because it is mounted at the antenna ahead of the lead-in... it amplifies only the wanted TV signals, not any local noise interference produced by automobile ignition systems, neon signs, diathermy, or other external noise picked up by the lead-in. You have the further advantage of E-V low-noise circuit. All this guarantees the best possible results with any TV set anywhere... even in toughest fringe areas or in all noisy locations. The TENNA-TOP is completely automatic. Turns "On" or "Off" with the TV receiver switch. It is easy to install, highly stable, trouble-free.

Model 3010 Tenna-Top TV Booster. List Price . . . \$89.50

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**Tune-O-Matic
TV BOOSTER**

First with completely automatic self-tuning. Turned "On-Off" by TV receiver switch. Instantly boosts signal on any channel selected on TV set. Uniform high gain—low noise circuit assures better pictures and sound. Easily concealed in or behind TV set or elsewhere. All-electronic. Insures long-life service. Proved in thousands of installations.

Model 3000, Super Tune-O-Matic, 4-stage. List \$59.50
Model 3002, Tune-O-Matic, 2-stage. List \$39.50

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TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

*Patent Pending

IRONERS

(Continued from page 50)

EASY (Continued)

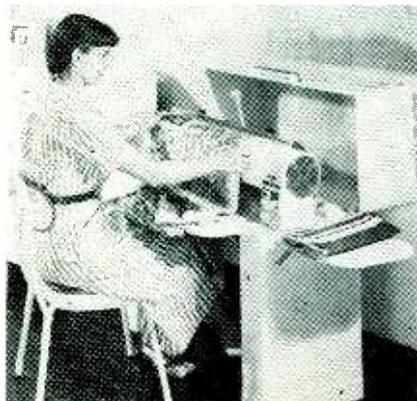
end shelves, swinging table top, knee control, hand-control roll stop, handy



table switches and pilot light. Overall size: 36" high; 37" wide; 21" deep. A safety-bar shoe guard keeps fingers from hot shoe edge.

FRIGIDAIRE Div., General Motors Corp., Dayton 1, Ohio.

Manufacturer's suggested list price of the cabinet ironer shown is \$229.95, which includes delivery, placement and



one year warranty. The features include Prestoe-Matic foot control, Pressure-button-saver edge, sag-proof ironer roll, open-roll drive, adjustable heat control and two-speed ironing.

GENERAL ELECTRIC Company, Bridgeport 2, Conn.

Model AR 30 retails at \$59.95, is a portable weighing 33 lbs. Provides 96 inches of ironing surface. Ironing roll is 22" long by 5" diameter. Has adjustable fabric-labeled dial to control thermostat. Maximum current draw—1300 watts. Dimensions: 29 $\frac{1}{4}$ " long; 12 $\frac{3}{4}$ " deep; 13 $\frac{1}{2}$ " high.

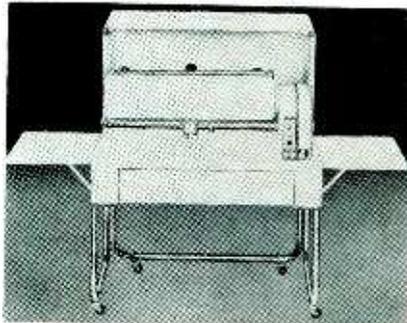
Model AR 50 sells at \$119.95 and is a cabinet type. Roll same size as AR 30; same wattage, same ironing surface. Has same controls as AR 30; has toggle switch and pilot light. Overall dimensions, closed: 32" long; 14" deep, and 32 $\frac{1}{2}$ " high.

Model AR 51 sells at \$119.95 and is a cabinet type with chromium plated legs. Roll size same as AR 30 and AR 50; same wattage and controls as AR 50. Dimensions, closed: 32" long; 16 $\frac{1}{2}$ " deep; 32 $\frac{1}{2}$ " high.

Model AR 60 retails for \$159.95 and is

housed in a de luxe cabinet. Provides 136 sq. inches of ironing-shoe surface; roll, 6 X 26". Has two thermostats, heat and motor switches, pilot light, knee and finger-tip controls. Has folding lap board, and hinged shelf on left side. Maximum current draw—1500 watts. Overall dimensions, closed: 36 $\frac{1}{2}$ " long; 16 $\frac{1}{2}$ " deep; 36 $\frac{1}{2}$ " high.

Model AR 61 lists at \$164.95 is housed in a de luxe cabinet, and has chromium plated legs. Has same controls,



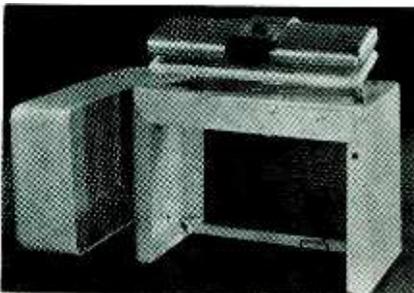
operating features, wattage draw as AR 60. Overall dimensions, closed: 36 $\frac{1}{2}$ " long; 18 $\frac{1}{2}$ " deep; 36 $\frac{1}{2}$ " high.

Model AR 70, cabinet type retails at \$189.95. Has 2-speed motor at 3 RPM and 6 RPM. Operational features and capacities same as AR 61. Overall dimensions, closed: 36 $\frac{1}{2}$ " long; 16 $\frac{1}{2}$ " deep; 36 $\frac{1}{2}$ " high.

Model AR 71, shown, console with chromium plated legs has same operational features, same wattage as AR 70. Has two end shelves. Overall dimensions, closed: 36 $\frac{1}{2}$ " long; 18 $\frac{1}{2}$ " deep; 36 $\frac{1}{2}$ " high.

Model AR 20 is a console type retailing at \$219.95. The roll is 30 inches long, with left end open. Shoe provides 195 inches ironing surface. Has knee and hand controls, 2 thermostats, end shelves, and all operating features found on model AR 71 except the 2-speed motor. Draws a maximum of 1575 watts. Overall dimensions, closed: 37" long; 18" deep; 35" high.

Model AF 20A is a flat-plate type retailing at \$249.95. Shoe is made of polished cast aluminum, and provides 300 sq. inches of ironing surface. The



aluminum casting which supports the ironing surface condenses the steam that is driven through the padding. Single heating element draws maximum of 1575 watts. Has single thermostat. Ironer provides pressures up to 400 lbs. Operated by automatic foot control. Has fabric-marked dial control.

HORTON Manufacturing Co., Fort Wayne 1, Ind.

Portable ironer, model 640 A retails at \$54.95. Has but one control lever. Fan forces cool air through roll, "exhaling" steam. Has pressing button, automatic heat control. Roll is 22" in length, with

6" diameter. Has completely open ends. 2,156 sq. inches per minute are ironed. Overall dimensions: 27 $\frac{1}{4}$ " long X 9 $\frac{3}{4}$ " wide X 12 $\frac{3}{4}$ " high. Shipping weight 36 lbs.



Horton model 151 (above), automatic console, retails at \$129.95, has "breathing roll", chrome foot rest, fan-cooled GE motor, on and off switch, safety release and cord hooks. Table top can be used when closed. Shoe is 26" long by 4 $\frac{3}{4}$ " wide; roll 26" long by 6" diameter. Overall dimensions when in use: 37 $\frac{1}{2}$ " long X 26" wide X 41 5/8" high. Only one lever; cushion and knee control.

HOTPOINT, Inc., Chicago 44, Ill.

Ironer model LRI, a portable model, retails at \$59.95. (Shipping weight 33 lbs). Features a 22 X 6 inch roll, one-lever control for all operations, finger-tip adjustments of the thermostat.



Maximum current draw—1275 watts. Overall dimensions: 13" high; 27 $\frac{3}{4}$ " long; 9 $\frac{3}{4}$ " deep.

Model LR 4, shown above, is a de luxe cabinet ironing machine selling at \$129.95. Has knee control, one thermostat, foot rest, master switch, 26-inch roll, folding lap board. Maximum current used—1375 watts. Dimensions, closed: 37 $\frac{1}{2}$ " wide; 17" deep; 34" high. Dimensions, open: 30 $\frac{1}{2}$ " deep; 48 5/8" high.

IRONRITE, Inc., Mount Clemens, Mich.

Model 80 sells at \$224.95 in Zone 1; \$229.95 in Zone 2, and \$234.95 in Zone 3. 80 is an open model with modern solid end panels; comes with plastic cover. Has utility pockets on inside of legs. Has heavy cast iron shoe which will not warp or score, and will not scorch clothes; thermostatic heat control. Both ends of the roll are open, and supported on oilless bearings. Fully automatic, and has knee pressing control. Equipped with safety pilot light. Pressure is set at 200 lbs. Speed—3,816 square inches ironing area per minute. Measurements (when in

(Continued on page 54)

Sentinel
LP* TV
 * **LIVING PICTURES**
 * **LIVE PROFITS**
 merchandise that's

ALIVE!



Model 443 CVML
 The Lauderdale
 21" Screen

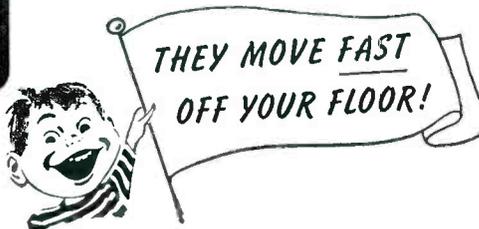
"How soon can you deliver it?"
 That is what delighted prospects ask when you finish demonstrating a new *Sentinel LP*-TV* set. It gives you **Living Picture* television and fully automatic tuning—brings in favorite TV personalities "as they live and breathe," at a mere switch-flick.

And the cabinetwork! Such styling! Such craftsmanship! Such smart designs so superbly worked out in colorfast blond Korina wood or rich, lustrous Mahogany that no woman can hold her purse closed when she sees them. Sales come fast and sure!

Ask your *Sentinel* distributor or write *Sentinel* direct... **AT ONCE!**



Model 438 TVM
 The Deerfield
 17" Screen



Sentinel
Sentinel Radio Corporation
 Evanston • Illinois

IRONERS

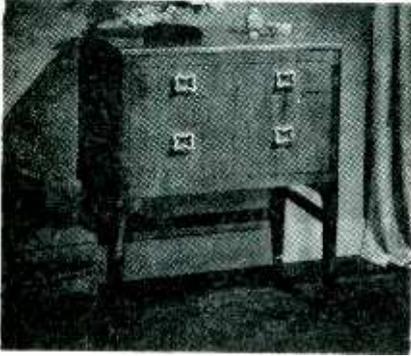
(Continued from page 52)

IRONRITE (Continued)

use) 49" wide X 35" high X 18" deep. Maximum demand in watts—1400.

Model 85 measures 49" wide X 40" high X 34" deep (when in use), and is a cabinet model with same operating features as model 80. It retails at \$249.95 in Zone 1; \$254.95 in Zone 2; \$262.45 in Zone 3.

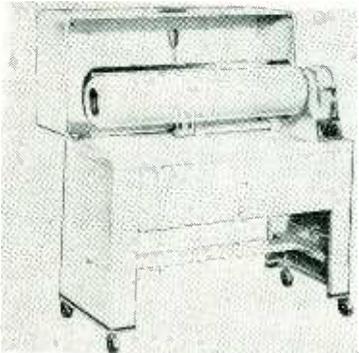
Model 88, shown with cover closed,



comes in a cabinet of honey-blond finish hardwoods, or in mahogany, at same prices: \$279.95 in Zone 1; \$284.95 in Zone 2; \$292.45 in Zone 3. Has all Ironrite operating features; soft rubber casters. Makes attractive furniture piece. Dimensions when in use: 49 1/2" wide X 41 1/2" high X 39 1/2" deep.

MAYTAG Company, Newton, Iowa.

Model B-10 sells at \$199.95. This cabinet console unit features end shelves and lap tray, two-speed roll control, dual operating controls, double heat selectors, emergency release, and a double-end roll. The ironing shoe is 6 1/2 inches deep, hardened, chrome-



plated steel, and is rustproof and scratch-proof, and provides 195 inches of ironing area. The maximum element draw is 1300 watts, and the temperature is adjustable between 250 and 450 degrees F; motor is 1/6 HP. The ironing roll is 30 inches long. Overall dimensions, closed, and with shelves lowered: 16 5/8" wide X 35 5/8" long X 34 9/16" high.

SIMPLEX Ironer Div., Speed Queen Corp., Algonquin, Ill.

S-503 portable sells at \$59.95; weighs only 30 lbs. Has 22-inch roll with a 5-inch diameter; two open ends. Adjustable thermostat. 1250 watts. Dimensions: 29 1/2" long; 9 1/4" wide; 12 1/2" high.

Model S-524 sells at \$89.95, and is a console. Has knee press control, pressure adjustment, table top. Has adjust-



able thermostat. Dimensions: 32" long; 15 1/2" wide; 33 3/16" high.

Model S-525 cabinet ironer retails at \$119.95. Features release lever, single adjustable knee-operated shoe and press control, heat switch, motor switch, pilot light. Dimensions: 32" long; 15 1/2" wide; 33 3/16" high.

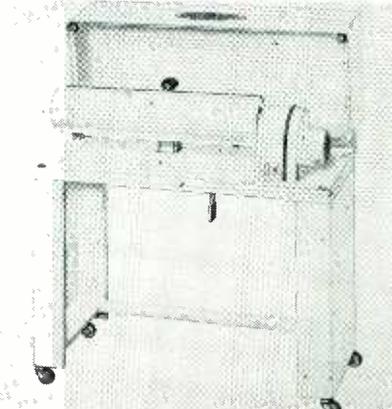
Model S-527 sells at \$159.95. This cabinet unit has end shelf, lap board, 26 by 6 ironing roll, "free wheeling" clutch, ruffler plates, 2-point pressure and a Curvex shoe. Heating element—1350 watts. Dual thermostat controls, finger-tip and knee controls, knee press control, etc. Dimensions: 18 x 37 inches. Height to table top—36 1/4 inches.

The "Royal Deluxe", Model S-529, shown, has end shelves, lap board, 2-speed motor, master switch and all other features found in S-527. It sells at \$195.50. Has master switch, release lever. Floor space required: 18 by 37 1/2". Height to table top, 36 1/4 inches.

SPEED QUEEN Corp., Ripon, Wisc.

Model BP-5 "Ironette" retails at \$59.95, and is portable, weighing but 30 lbs. Both ends are open, and the ironing roll is 22" long, 5" in diameter. Has adjustable thermostat with temperature range up to 450 degrees. The maximum element current draw is 1200 watts. Overall dimensions: 29 1/2" long; 9 1/4" wide; 12 1/2" high.

Model BJ-15 is a cabinet unit retailing at \$89.95. Has knee control, pressure ad-



justment feature, scratch-proof shoe, 22" long by 5" diameter. Has heat switch, adjustable thermostat and pilot light. Current draw 1200 watts. Measurements: 32" long; 14" wide and 33 3/16" high.

Model BW-10, cabinet type, shown, retails at \$119.95. Has emergency release lever, single adjustable knee-operated shoe and press control. Ironing roll is

(Continued on page 56)

New Electric Appliance Models

Hotpoint RANGE

Shipments to dealers have been stepped up on the automatic two-oven electric range model RB45. The ovens on this model operate automatically by an electric timer and clock. Interior lights go on when the user opens the door. Each oven has a fast broiler located at waist height. Selling aids on this model include silk window display banner, "instant heat" demonstrator, a demonstration kit illustrating the efficiency of electric cooking, and a series of mailing pieces. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Westinghouse HAND IRON

The Westinghouse open handle iron is shown here. The name literally describes its appearance, and the open front treatment is a new styling of the traditional iron. The handle is designed to eliminate physical strain during all ironing operations. Pressure of forefinger or thumb moves handle to right or left. Open front design also permits slipping the iron into deep pockets, pleats, etc. Features also include "touch-click" fabric control, 1,000 watt



Corox heating element, and 7 foot side mounted cord. It will be ready for national distribution this month. Price is set at \$12.95. Westinghouse Electric Corp., Appliance Div., Mansfield, Ohio —RADIO & TELEVISION RETAILING.

GE ELECTRIC CLOCKS

Nine new clocks, including six alarm models, two kitchen clocks and a moderately priced occasional clock have been added to the line. Alarm models include the Tweed, metal case finished in gold color, \$9.95; the Drummer, plastic case, \$7.95; the Morning Star, ivory-plastic case, \$7.95; and the Beau, also in ivory-plastic case, \$6.95. The Cue, an occasional clock as well as an alarm, is \$4.95; the Purr-A-Larm, for night table use, \$5.95; and the Concord, the newest occasional clock, \$19.95. The two kitchen clocks are the Domestic, with rounded modern lines, \$7.95; and the Clansman, with plaid design dial face, \$5.95. General Electric Company, Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.



Features **THAT CLINCH SALES**
Quickly!

- TWO SPEED CHANNELS
- AUTOMATIC PUSH-BUTTON SELECTORS
- 2-HOUR CONTINUOUS RECORDING
- LIGHT, EASY-TO-CARRY PORTABLE

MODEL
2A10

WILCOX-GAY

**2 Speed-Push Button
TAPE RECORDIO**

Four-Minute Demonstration Sells It!

The Wilcox-Gay "2A10" has the exciting features you can dramatize. The finger-tip-magic of push-button selectors clinches sales — fast! A four-minute demonstration is a convincer.

Important point-of-sale resistance overcome!

It's really easy to record on the "2A10." Wilcox-Gay, pioneers in "simplified" recording, is the first to bring push-button ease to tape recording.

Don't Miss this Over-The-Counter "BEST SELLER"!

Wilcox-Gay's exciting new Tape Recordio Model 2A10 has the popular features that everyone wants. The Wilcox-Gay sales program will be sparked by a powerful national advertising program using color ads. Get traffic, turn-over and profits with the finest, most versatile instrument ever offered by Wilcox-Gay.

Two out of Three Different Speed Channels are featured in the new Wilcox-Gay tape recorder. Flexibility — the feature every recording fan wants — is provided for in the new Wilcox-Gay recorder. The "2A10" has both $3\frac{3}{4}$ and $7\frac{1}{2}$ speed channels. $3\frac{3}{4}$ gives one full hour of recording time. The "2A11" — identical in every respect — features a $1\frac{1}{8}$ speed channel in place of the $7\frac{1}{2}$. This provides two hours of continuous recording on a five-inch reel of tape.



COMPACT—PORTABLE

No larger than a portable typewriter — weighs less than twenty pounds.

SMART APPEARANCE

The "2A10" has a handsome maroon and grey leatherette carrying case. The "2A11" is done in blue and grey.

ONLY

149⁹⁵

Slightly higher west of the Rockies

WILCOX-GAY CORPORATION

SALES OFFICES: 385 Fourth Avenue, New York 16, N. Y.

FACTORY AND SERVICE: Charlotte, Michigan

IRONERS

(Continued from page 54)

SPEED QUEEN (continued)

22" long by 5" diameter. Has open ends, scratch-proof shoe, adjustable thermostat 32" long; 14" wide; and 33 3/16" high.

Model BX-20 is the "Standard" automatic console ironer. Has lap board, "free-wheeling" clutch, ruffler plates, 2 point-pressure, and draws maximum 1350 watts. Has dual thermostat controls, finger-tip control, knee control, heat and motor switches, pilot light. Dimensions: 16 1/2 by 37 1/2 inches. Height to table top, 36 1/4". Ironing roll is 26 inches long by 6" diameter. Retail at \$159.95.

Model BD-1 is a de luxe automatic console, selling at \$189.95. Features 2 end shelves, lap board, "Free Wheeling" clutch, ruffler plate, 4-point pressure, master control switch as well as all other features found in other models. BD1 has a 2-speed motor, with slow speed of 3 1/2 RPM or high speed of 7 RPM. Maximum current draw is 1350 watts. Dimensions: 16" by 35 1/2". Height to table top, 36 3/4".

THOR Corporation, Chicago 50, Ill.

Model 300, "Automagic Gladiron" retails at \$99.50. Ironer folds up, taking only 1 3/4 sq. feet of floor space. Has automatic heat control, single knee control, patented sleeve-size roll. Has

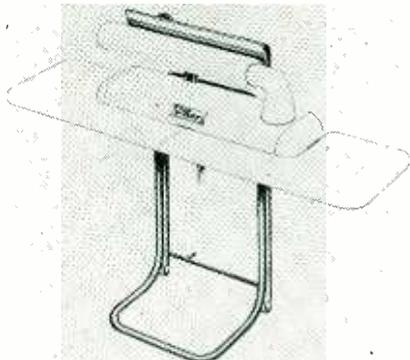
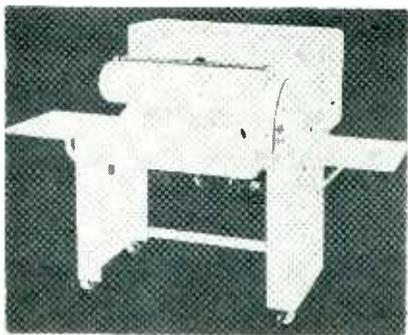


table extension wings, cord compartment in base. Roll speed is 105 inches per minute at 9.6 RPM. Roll length is 21 inches, diameter, 3 1/2 inches. Dimensions, open: 15 X 50 inches.

UNIVERSAL, Landers, Frary & Clark, New Britain, Conn.

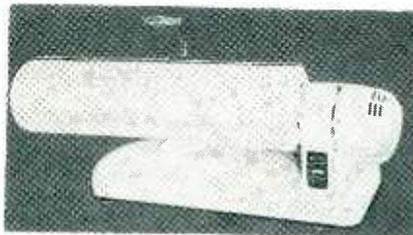
Model WM4515, below, is a de luxe



two-speed cabinet ironer retailing at \$189.95. It features open ends on roll, pilot light, ruffling plates, release-Kwik pressure control, knee and finger-tip

controls, on-off heat switch, three-way motor switch, shelves and lap board. The motor draws 125 watts, the shoe element, 1500 watts. The shoe surface is 6 1/2 x 26 inches. Floor space required, 37 1/2" x 18 1/4"—overall height—36 inches.

Model WM4511 is a cabinet ironer selling at \$119.95. Element draws 1200 watts. Has a number of features including adjustable thermostat, emergency



release lever, pilot light, knee control, pressure adjustment. Floor space required: 32" x 14". Overall height—33 inches.

Model WM4514, shown, is a portable ironer, weighing only 30 lbs. Has a 22" roll. Retailing at \$59.95, this ironer is thermostatically controlled, is designed for low current consumption (1050 watts). Hand lever control stops and starts roll, and switch on back of shoe regulates heats. Overall dimensions: 10" high; 9" wide; 28" long.

De luxe single speed ironer, model WM4512 retails at \$159.95. Has single drop-end table, 26" ironing surface, duo-thermostat control, knee and finger-tip controls, ruffling plates, lap board, table top cabinet. Maximum shoe wattage—1500. Floor space required, 36 x 17 inches. Height overall—36 inches.

WHIRLPOOL Corporation, St. Joseph, Mich.

De luxe Model at \$189.95. Features selective roll speeds, 4 1/2 RPM and 6 1/2 RPM., dual heat controls, shoe at back of roll, ample space between roll and

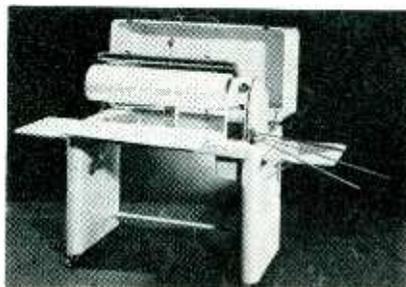


table. The roll is 26" by 6". Highly polished chrome shoe operates under 135 lbs. pressure, and provides 120 sq. inches of ironing surface. Has finger guard, pilot light, end shelves, lap shelf and three long hanger bars and roomy bin. Floor space occupied, 16 1/2" X 34 1/2". Table top cover is 36" high when closed. Has knee and manual shoe controls, 1/10 HP motor, dual heating elements, full 2-inch casters.

Outstanding selling features of all makes of electric hand irons will appear in the December, 1951, issue of RADIO & TELEVISION RETAILING.

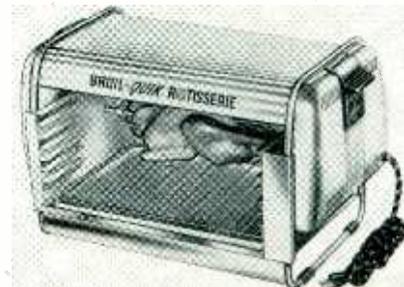
New Electric Appliance Models

GE VACUUM CLEANER

New vertical tank cleaner model AVC-815, has been added to the line. Cleaner weighs only 17 3/4 lbs. Comes in two-tone gray with chrome and Velvagleze trim. Features a swivel attachment on top of tank, which permits hose to turn in all directions without moving tank. Low-built motor. Model is being promoted by "Easy Reach Cleaning" campaign, plugging the idea of cleaning the entire room without having to move the cleaner. List price is \$99.95. General Electric Company, Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Broil-Quik ROTISSERIE

A new infra-red Rotisserie and infra-red broiler combination, featuring streamlined styling and a completely concealed Rotisserie motor has been announced. The Rotisserie unit, consisting of spit and skewer, is revolved automatically at a fixed speed by an AC motor. When removed, the unit becomes an infra-red broiler with six heating levels. Other features include



unbreakable spatter shield of polished aluminum, which covers front while in operation, removable Kool-Grip handle, rectangular shaped heating element. Constructed of heavy gauge steel and triple chrome plated. List price, complete with cord and plug, is \$54.95. Broil-Quik Company, 2330 Fifth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Royal CIRCULAR

A portable room heater which features copper reflectors and more than 200 heat reflecting facets, has been introduced. Outside of heater is finished in heavy chromium. Two extra long heater elements. Can be converted from a radiation heater to an air circulation heater by pressing foot pedal. List price is \$15.95. Apex Appliance Mfg. Co., 170 Dyckman St., New York 34, N. Y.—RADIO & TELEVISION RETAILING.

Sessions CLOCK SET

A new clock set, called the "Shadobox," has been introduced. Consists of electric clock and two matching shadow boxes. Promotional backing plugs "1000 decorating opportunities." List price for the set is \$6.95. The Sessions Clock Company, Forestville, Connecticut.—RADIO & TELEVISION RETAILING.

Tune in to bigger volume, bigger profit by tying in with

THIS FOUR-COLOR SPREAD

appearing in the November 26th **LIFE** magazine

what a gift to wake up to... a clock radio

THREE GIFTS IN ONE. You get a famous brand radio... a Telechron electric clock that can't run wrong... and an automatic Telechron timer that wakes you to music, automatically turns on your favorite radio program, the dependable Telechron Synchro-Scaled Motor to synchronized perfectly with electric power plants, so it has to run right.

TAKE YOUR CHOICE of the handsome clock radios shown here... on sale at leading stores. Most of them are yours to keep, many have an appliance timer that permits saving electric appliances on an on-off. All are timed by Telechron timers. Telechron is a trade-mark of the Telechron Department, General Electric Company, Ashland, Massachusetts.

...timed by Telechron
CLOCK RADIO TIMERS

CHOOSE FROM THESE FAMOUS BRANDS ON SALE AT LEADING STORES EVERYWHERE



You're in... on the most unusual clock radio gift promotion ever to hit the news-stands!

Actual models of famous-brand clock radios are illustrated in four colors in the Telechron timer advertisement appearing November 26th in LIFE. What's more, a powerful 4-color Telechron timer advertisement, also featuring clock radios, appears in the November BETTER HOMES AND GARDENS.

Plan now to use these striking advertisements to your advantage. Build your window and in-store displays around the basic theme — "What a gift to wake up to!" Follow through with newspaper advertisements, radio "spots." Let the local folks know that YOU'RE the one who carries clock radios timed by Telechron timers. Make this Christmas the biggest sales year in your history!

Remember, these advertisements are part of a continuing series of 4-color, full-page ads or 2-page spreads on Telechron timers and electric clocks making more than 208 million impressions on the readers of LIFE, THE SATURDAY EVENING POST, and BETTER HOMES AND GARDENS. Remember, too — The constantly advertised Telechron trade-mark is the low-cost plus that helps you clinch the sale. Telechron is a trade-mark of Telechron Department, General Electric Company, Ashland, Mass.

Telechron[®]
TIMERS
The Low-Cost Plus that Clinches the Sale

Selling Small Radios, Appliances, for Xmas

(Continued from page 31)

and that they are reasonably priced.

Because the small sets and appliances will be handled by customers it is necessary to keep them spotlessly clean at all times. Dirty merchandise sets up resistance to sales. Someone in the store should be assigned the simple task of dusting the units, wiping off finger-marks, and making sure that the "live" sets are operating at peak.

Salespeople should be instructed to invite each and every customer to visit the special displays of small receivers and appliances, and to suggest that the colorful products make ideal gifts. Such practice may not always result in an immediate sale, but will, in a great many cases, bring about "call-back" visits by customers.

While small sets and electric housewares may be scattered throughout the store as "suggestion" items, and to add to display, it is difficult to sell them under such conditions because most customers will want to make com-

parisons. The mass display, isolated as a section, will provide selection at one spot, and will eliminate the necessity for customers to walk all over the show-room floor in order to make a choice.

Where small products are placed hither and yon in a store it often happens that the salesman will have to bring all of them to a central point, where the customer can view all the models together. Often, this central spot is on top of a console receiver, or a major appliance, and is seldom an advantageous spot to show and demonstrate small receivers or appliances.

The small receiver and electric housewares section set-up will pay any merchant, and it will be especially effective at Christmas. Time spent in arranging such displays will result in a greater volume in the profitable little models, and it will save time, too, by speeding up sales.

Heads GE Freezer Sales

The appointment of Arthur T. Milot as sales manager for food freezers has been announced by A. G. Chaffer, marketing manager of the General Electric Company's household refrigerator department.

RCA Victor to Market Home Air Conditioners

The RCA Victor Division of Radio Corporation of America plans to enter the home air conditioning field, it was announced by Frank M. Folsom, president of RCA. The first units to be sold under the RCA Victor name and trademark will be placed on the market in January, 1952. Present plans call for the introduction of three models:— a 1/3, 1/2, and 3/4 horsepower unit. New designs and specifications for units will be made under arrangements with the Fedders-Quigan Corp. of Buffalo, N. Y.

Plans for Coolerator

General William H. Harrison, president of International Telephone and Telegraph Corporation has told distributors and dealers of Coolerator Company, IT&T's newest associate, that IT&T's acquisition of Coolerator means: 1. Remodeling, expansion, and complete modernization of Coolerator manufacturing facilities. 2. A new and greatly improved line of refrigerators, home freezers, and electric ranges, to be ready for 1952. 3. Strong support for dealers now and in the future through national advertising, sales promotion, and merchandising programs, and 4. Strengthening and expansion of the distributor and dealer organization.

NOW!

2 great new SPARTON FEATURES to chalk up more TV SALES

Look! Two more great features now added to an already feature-packed, superbly engineered TV line.

The latest color conversion circuit of them all . . . plus the finest tuner made, the Sparton ULTRA-TUNER for UHF and superior long-range reception. Both built-in. Both great to bring Sparton dealers more sales and profits by bowling over those customers who've been holding back, pending arrival of color and UHF.

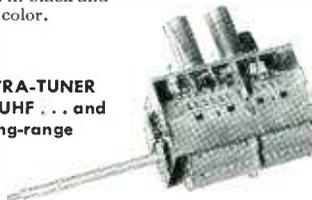
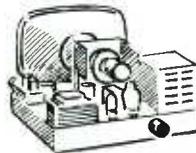
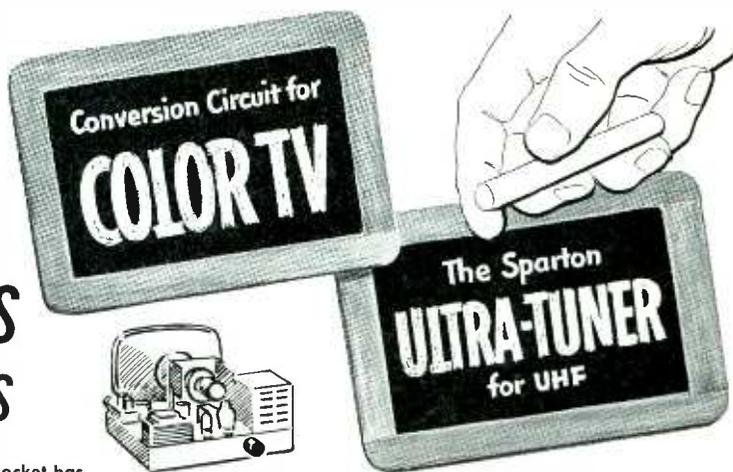
Come what may, Sparton dealers are set with the set of the future . . . SPARTON. They're sitting pretty, too, with famous SCMP—the plan that assures an exclusive Sparton franchise in a shopping area.

Built-in color socket has real buyer appeal!

Let color come, electronic or mechanical. Sparton is ready! Sparton receivers contain a built-in conversion circuit to operate the required unit, when available, to receive any color system in black and white or in color.

Built-in ULTRA-TUNER for instant UHF . . . and superior long-range reception!

When UHF arrives, this advanced tuner is ready to receive it merely by the quick, simple replacement of inexpensive tuner strips. Needs no converter of any kind. Sure-fire feature for sales and profits, right now!



MODEL 5265, equipped with color conversion circuit and ULTRA-TUNER. Similarly equipped models are: 5207-8; 5262-3. Most other Sparton models will soon have these 2 great features, too!





The most wanted home tape recorder in America

Webcor[®]

Electronic Memory Tape Recorder

There are many good reasons why so many people want only a Webcor tape recorder—and, in many cases, they are willing to wait for one.

Consumers recognize the quality in products made by Webster-Chicago. It is this acceptance that makes Webcor products sales leaders in their field.

Ask your Webcor distributor to tell you about the exciting "Precious Memories" promotion—the national campaign that *sells* more and more magnetic recorders.



WEBSTER-CHICAGO

5610 W. Bloomingdale, Chicago 39

For Fall and Winter Selling

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.

RCA Victor TABLE RADIOS

Two new AC-DC table radios have been introduced. The Gladwin, with 8-inch speaker, is available in maroon finish at \$34.00 and in ivory for \$36.50. It is designated model 1X591. The other



new set is the Blaine, shown here, is available in seven colors: maroon, ivory, white, green, tan, blue and red. Maroon model lists for \$23.95. The other six colors list at \$24.95. RCA Victor Div., Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

Symphonic PHONO

Called the campus trio model 623, this 3-speed phonograph accommodates 7, 10 and 12-inch records. Features



lightweight arm with two-way turnover crystal, and two-tube amplifier. Case is solid wood, portable type, covered in blue alligator leatherette. List price is \$37.50. Symphonic Radio & Television Corp., 292 Main St., Cambridge, Mass.—RADIO & TELEVISION RETAILING.

Ridgeway TV TABLES

Three TV tables, made of hardwoods and mahogany veneers, are offered. Available sizes include 21 x 21, 22 x 24, and 22 x 22 inches. Also offered is an adjustable console-base which opens from 16 to 22½ inches to accommodate most table model receivers. Ridgeway Div., Gravely Novelty Furniture Co., Inc., Ridgeway, Va.—RADIO & TELEVISION RETAILING.

Wilcox-Gay TAPE RECORDER

A new model tape recorder, the model 2A10, is being introduced. Features include push-button automatic operation, two-tone leatherette carrying case measuring 12 by 14 inches and 7 inches high, and 3¼ and 7½ speeds. Companion model, the 2A11, is



identical except for speeds, offering 3¼ and 1⅞ speeds. The latter speed gives two hours of recording on a five inch reel of tape. List price is approximately \$150. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & TELEVISION RETAILING.

Marvel-Lens INDOOR ANTENNA

An ornamental indoor antenna which provides decorator design to keep the top-of-the-set antenna out of sight is being made in a choice of three colors. Said to incorporate a special new development, this antenna provides a solution to the problems of where to put the indoor antenna so it can be oriented when necessary, and still not provide an eyesore for the homeowner. Listing for \$14.95, it is made by Marvel-Lens Industries, Inc., 12 S. 12th St., Philadelphia 7, Pa.—RADIO & TELEVISION RETAILING.

Esquire CLOCK-RADIO

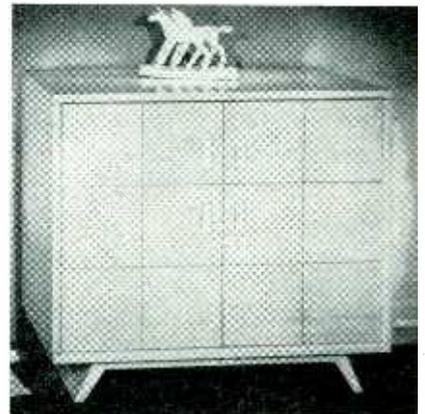
New clock-radio model of a new company is shown here. This is the first model to be announced, other related



products now being developed. The new firm is Esquire Radio Corp., 62-01 15th Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Stromberg TV COMBO

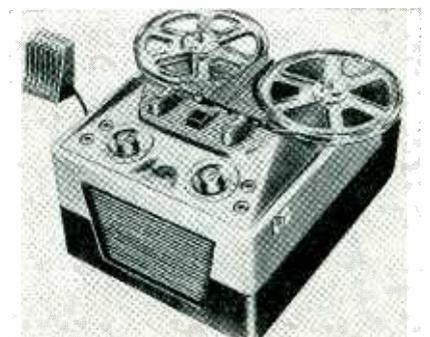
The new New World (model 317 M20) shown here, is a 3-way combination, with 17-inch television, radio, and 3-speed phono. Cabinet is blond oak



veneers, with silver-plated hand-holds. Cabinet measures 35 inches high, 39 inches wide, and 20 inches deep. Provides storage space for records, with separate shelf for 7-inch albums. List price, including Federal Tax, in eastern zone, is \$575. Also announced was the Chippendale (model 317 RPM4), another combination, in mahogany veneer cabinet. The Chippendale lists for \$495 in zone 1, including Federal Excise Tax. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

Pentron TAPE RECORDER

A new two speed tape recorder which is available in either dual-track or single track models is now being marketed by Pentron. Employing sepa-



rate record and erase heads, with input jacks for microphone, radio, phono, or TV, and output jack for connection to other amplifiers or an external speaker, in addition to its own 6-inch speaker, this recorder has a 20-to-1 rewind speed, or only 70 seconds for a full reel. List price of the 9T-3C is \$179.50. The Pentron Corp., Chicago 16, Ill.—RADIO & TELEVISION RETAILING.

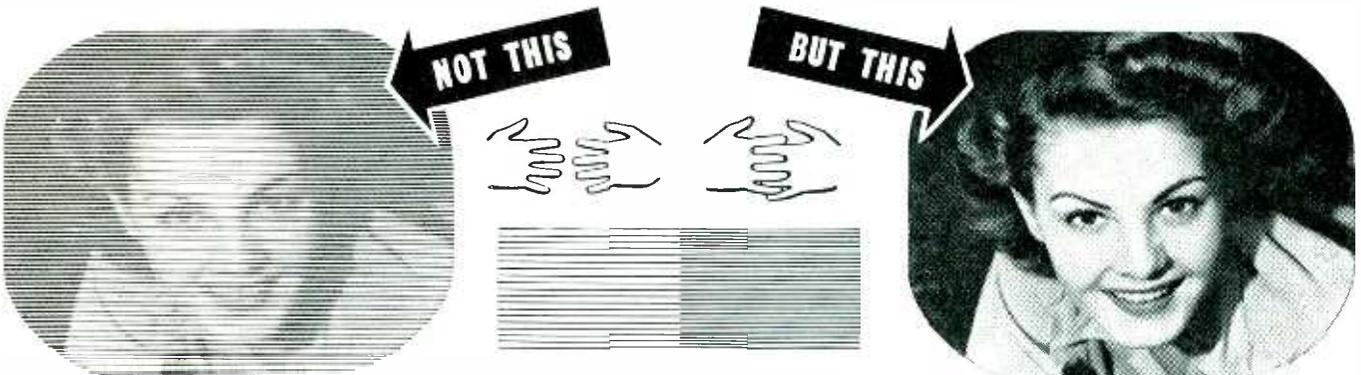
THE PICTURE WITH THE



BILLION DOLLAR BACKGROUND

Bendix Magic Interlace

MAKES A BIG DIFFERENCE— They Can See and You Can Sell!

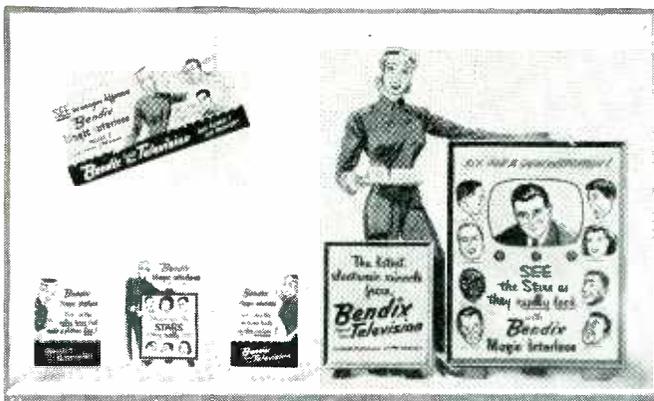


Here's what people see when you turn on a set without Bendix Magic Interlace. The picture is coarse, dull, and incomplete, because the set shows only one of the two series of horizontal lines broadcast from the studio. For a perfect picture, both must be clearly visible.

Look at the sensational difference when you turn on a Bendix Magic Interlace 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.

IT'S THE MOST COMPELLING DEMONSTRATION IN TV!

FREE DEMONSTRATION KIT!



Seeing is believing—and that is why the Bendix Magic Interlace demonstration is such a sure-fire business-builder. For this is no hidden value that can only be covered with words. It can be described and proved visually with pictures . . . with your hands . . . with the fascinating salesman's pocket demonstrator that is part of the free promotion kit . . . or by direct comparison. It is another big reason why you ought to have the Bendix line on your floor—an extra reason to place beside the fact that the special features of the Bendix franchise mean that you not only make more with Bendix, but you keep what you make. Get the facts, get the Magic Interlace demonstration kit and get business now.

Do Business with **Bendix**—IT PAYS!

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

Television & Appliance Retailing

Section of RADIO & TELEVISION RETAILING

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.

Kaye-Halbert TV SET

A new half-door model has been announced to complete the 1952 line of 20 and 24-inch sets. Called the Hollander, the set offers 20-inch TV in mahogany cabinet at \$429.95, and in natural blond



oak at \$439.95. Turret type tuner is adaptable to UHF and compatible color. Chassis is Kaye-Halbert's newest, most powerful. Kaye-Halbert, 5729 W. Jefferson Blvd., Los Angeles 16, Calif.—RADIO & TELEVISION RETAILING.

Jay Kay BROILERS

A complete line of electric broilers is offered. The "Speedee" AC-DC model, open front, 4 position rack, lists at \$19.95. The model C, also AC-DC, lists at \$29.95. Two rotisserie and broiler combinations, AC only, list at \$47.50 and \$49.50. Jay Kay Metal Specialties Corp., 340 Stanton St., New York 2, N. Y.—RADIO & TELEVISION RETAILING.

Gilbert EXTENSION

Extension cord assembly includes outlet, plug, 9 ft. cord and cord switch attached at end. Used for remote control of appliances, Xmas tree lights, etc. List price is 98¢. Catalog no. 444. Gilbert Mfg. Co., Inc., Long Island City 3, New York.—RADIO & TELEVISION RETAILING.

Colorversion TV GLASSES

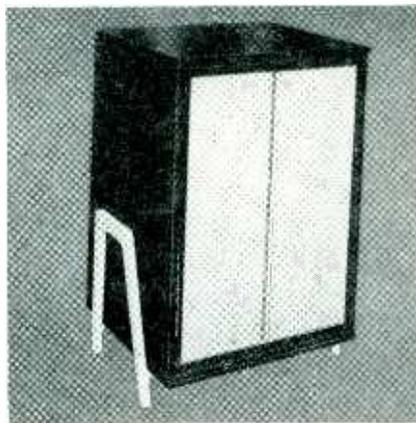
An unusual item recently announced is a pair of TV-viewing eyeglasses having one green lens and one amber lens. Closing one eye or the other gives "indoor" and "outdoor" effects when viewing black and white TV. With both eyes open, the colors blend to give a "sepia" effect. List price: \$1.50 a pair. Colorversion Co., 333 N. Michigan Ave., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Packard-Bell TV LINE

Called the Founder's Masterpiece line, 31 styles of television sets are offered. Heading the line is a 24-inch console. Also featured are 2 rectangular black tube sizes, 17 and 20-inch. Both sizes are available as open face consoles, deluxe consoles (with full doors), and radio-phonon-TV combos. The 17-inch will again be available as table models in mahogany and blond. Packard-Bell Co., 12333 Olympic Blvd., Los Angeles 64, Calif.—RADIO & TELEVISION RETAILING.

Mattison "SOVEREIGN" TV

Twelve new cabinets are being offered in Mattison's "Sovereign" line. Price range for the line starts at \$650 retail. All models are equipped with



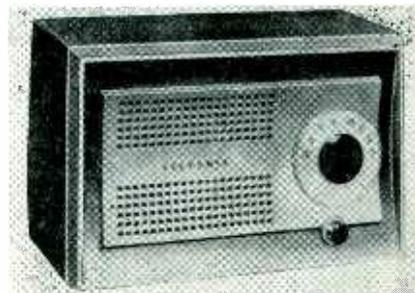
the Mattison Silver Rocket 630 chassis which includes tuneable, built-in booster. Shown here is the "Riviera" model, in cordovan and bleached mahogany. Is also available in any combination of finishes. Mattison Television & Radio Corp., 893 Broadway, New York 3, N. Y.—RADIO & TELEVISION RETAILING.

Vidaire COLOR ADAPTER

Recently announced is a new color adapter to be used with existing black and white television sets for the reception of field sequential color pictures. Adapter has provision for adjusting height, vertical linearity, focus, width and phase, horizontal frequency and vertical frequency. Models are available for sets using syncrok, syncroguide or multivibrator (CA-400, CA-401 and CA-402). Vidaire Television Co., 576 W. Merrick Rd., Lynbrook, N. Y.—RADIO & TELEVISION RETAILING.

Sylvania TABLE RADIO

Recently introduced table radio is the "Golden Jubilee" set shown here. Available in seven colors: \$22.95 in ebony, \$23.95 in mahogany, \$24.95 in ivory, and \$27.95 in red, yellow, brown, chartreuse, or green. Features built-in



antenna and five-inch speaker. Sylvania Electric Products, Inc., Radio & Television Div., 254 Rano St., Buffalo, N. Y.—RADIO & TELEVISION RETAILING.

Colortone CONVERTER

The new Colortone converter unit is shown here. The assembly includes an electronic synchronization unit; is de-



signed for use with a 10-inch picture tube. Colortone Co., 503 E. Walnut, Des Moines, Iowa.—RADIO & TELEVISION RETAILING.

"MAKE IT SNOW"

Dual purpose item, for dealer's own use as well as for resale, is a product called "Make It Snow." Packaged in 12 oz. gas-pressurized cans, the "snow" sprays out when button on can is pressed. One can will decorate a 10 to 12 foot Xmas tree. For indoor or outdoor use. Retail at \$1.95 per can. Dealer's cost is 40% less on 12-can carton which includes counter display, window streamer and one free can for demonstration. Make It Snow, Inc., 1841 Broadway, New York 23, N. Y.—RADIO & TELEVISION RETAILING.

SPECIALLY DESIGNED

To meet your customers demand for 20" TV-AM-FM Radio
Without Phono!



★ 12" PM Speaker

★ Exclusive
*"Synchro
Brain"*
Circuit

★ "Gated" AGC

★ 31 Tubes

★ Adaptable
for Color TV

★ Ready for
U. H. F.
with *Miracle
Turret Tuner*

Model 9124-A (20" TV-AM-FM Radio)

Powerful Stewart-Warner Full-Page Full-Color Ads appear in the Saturday Evening Post and Collier's

The Saturday Evening
POST

throughout the fall

Collier's

STEWART-WARNER

STEWART-WARNER ELECTRIC—1300 North Kostner Avenue, Chicago 51, Illinois, Division of Stewart-Warner Corp.

It Pays to Train Salesmen

Allowed Free Rein, the "Hungry" Ones Will Seek Jobs in Other Fields

*By Fred A. Lyman, sales training director,
Receiver Sales Division,
Allen B. Du Mont Labs. Inc.*

• It is an oft-repeated phrase among sports followers that today's crop of fighters are "not what they used to be." Oldsters bemoan the calibre of present day boxers with the explanation that the 'kids today aren't hungry enough." They point out that only those with humble, poor beginnings who were forced into the ring in order to eat regularly have made the grade as champions.

"The best fighter is a hungry fighter" is the axiom of the prize ring, they say.

This "hungry" expression over the years has persisted as part of the vocabulary of sales managers as well. You've heard that "the best salesman is a hungry salesman." That unfortunate individual who was so efficient because he was hungry is especially associated with the early thirties. It is true that at that time he could find no relief in other forms of work. He had to sell to eat. Now however, we're observing a contradiction to that old theory.

Personnel Turn-over

The fact remains that during this becalmed period the television industry has plenty of hungry salesmen. They're hungry because they are not selling—or is it because people are not buying television sets? But they're not staying hungry for long. They're getting work elsewhere. Just as the prize ring is losing "hungry" fighters, so is the television sales field. These hungry salesmen are turning to other pursuits. The build up of the defense program and its manpower needs are luring sales people away from the sales field. The Bureau of Labor Statistics reports that unemployment during May stood at a postwar low. If a salesman finds that floor traffic and sales aren't enough to maintain his standard of living he starts looking. That's where sales training on the part of dealer, distributor and manufacturer must get together. The salesman must be shown that he is the most important creative artist in



Fred A. Lyman

American business. He must be convinced that he is America's contemporary entrepreneur. And he must be shown in a way that will pay off for him.

The answer is not in academic sales training programs alone. Revival or institution of elaborate easel presentations, slide-films, charts, booklets and leaflets is not the answer. The real shortcoming is that the retail salesman has not been forced to find the business and thus hasn't acquired the methods for doing so. He hasn't learned how to pursue prospects, or how to develop a sale from scratch.

Many salesmen have been too busy selling screen sizes and price tags—picture postcards in three or four different sizes. The price tag has carried a coded latitude of margin for his employer and a variable commission for himself. Because he hasn't been selling product benefits all the way the salesman is unaware of the real income potentialities of his profession.

Well-Informed Salesmen

Certainly we must continue to stress the fundamentals. At Du Mont, we try to get across the idea of product and manufacturer prestige. The salesman should know the manufacturer. We stress Du Mont's important position in the field—its reputation, its quality aspect, the magnitude of its research, its pioneering in all things television—receivers, instruments, the Du Mont Network.

We want the salesman to be thoroughly conversant with the career and achievements of Dr. Du

Mont, and his position of eminence in the electronics field. All this adds up to one simple point—the salesman should know everything there is to know about the manufacturer and product so that he can sell name, prestige, and that product. Not just a big screen picture.

A retail salesman today should be well up on his reading concerning color television, UHF and VHF. With all the voluminous material available there is nothing worse than for a salesman to tell a prospect that he "knows only as much about VHF and UHF as the prospect because all he knows is what he reads in the newspapers." And, of course, he should be able to discuss Regulation W and the rates, and amounts of monthly payments on a television receiver.

Product Knowledge Pays

We urge salesmen to work in the service shop—at least along-side personnel—to become familiar with chassis, types of circuits, types of sets designs, number and quality of tubes, components, types of speakers, etc. We urge the salesman to become thoroughly familiar with our cabinetry, the various woods and finishes, and how different styles of cabinets fit into different home decoration schemes.

Full knowledge of his product gives him more time for creative thinking toward closing a sale, toward selling up, increasing his commissions, rather than embarrassed confusion about a product with which he is not familiar.

The real application of a salesman's creative aggressiveness is the manner in which he obtains leads. This is not a new idea, but certainly he should have many people thinking of him in terms of sending him business—if even at a small commission to themselves, specifically servicers, gas and utility workers, milk delivery men, the grocery man, the dry cleaner, the moving and storage people, plumbers and painters—anyone who has access to the interior of a home. He should work with contractors and with new housing developments. He should join local service organizations — Red Cross and

(Continued on page 67)

BETTER SALESROOMS EVERYWHERE

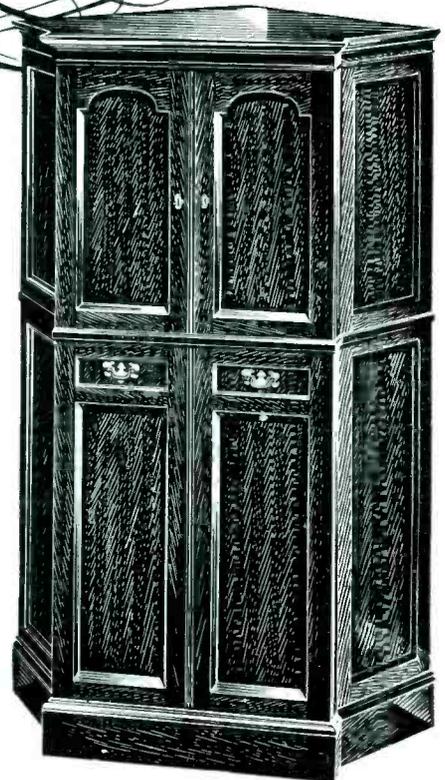
FEATURE THE INCOMPARABLE

Capehart
FOR
Prestige and Profits

It pays to put your best foot forward. That's why hundreds of successful dealers bannerline the incomparable Capehart to attract the trade that wants the best.

And now Capehart presents two more great 20-inch television instruments with immediate appeal to the discriminating. The Capehart "Cortland" corner cabinet and the Capehart "Bennington" have been created to meet the needs of the problem buyer who has difficulty visualizing television as a part of his living room.

Remember, there may be room for you among the prosperous dealers who star Capehart and get star results. Why not investigate? See your local distributor or write E. Patrick Toal, Director of Sales at Fort Wayne.



The CAPEHART "Cortland"

Unique corner cabinet in mahogany finish gives theater height viewing. 20-inch tube for Crystal-Clear picture. Symphonic-Tone. Convenient utility drawer. True Capehart value for only

\$6500*



The CAPEHART "Bennington"

Huge 20-inch rectangular tube for Crystal-Clear picture. Capehart Symphonic-Tone. Early American styling in cherry with maple finish. Traditional Capehart performance for only

\$4695*



CAPEHART-FARNSWORTH CORPORATION

Fort Wayne 1, Indiana



An Associate of International Telephone and Telegraph Corporation

*Includes Federal Excise Tax. Warranty extra. Prices for Zone 1.

To GE Seattle Post

Robert T. Skeer has been appointed Seattle manager of major appliance sales for the General Electric Company, it has been announced by H. G. Smith, Pacific district manager.

New Gibson Refrigerators, Ranges, and Home Freezers

Gibson Refrigerator Company has brought out 9 refrigerators in its "Diamond Jubilee" line. 7-foot model 702 sells at \$209.95; model 722, with freezer locker, retails at \$249.95; the 9-foot model 942 sells at \$319.95, and the 962 model, featuring automatic defrosting, lists at \$369.95. The top

9-foot model 982 sells at \$379.95. Gibson's 10-foot model 1072 is priced at \$459.95; the 10-foot model 1052 at \$499.95, and the 1082 at \$549.95. Eight ranges are priced at \$174.95, \$184.95, \$229.95, \$284.95, \$319.95, 2 models at \$399.95, and one at \$449.95. New food freezers were also introduced to dealers.

Waring Ad Manager

Waring Products Corp., a subsidiary of Claude Neon, Inc., has announced the appointment of John Kroder Becker as advertising manager to handle product advertising for the company's lines of Waring and Durabilt irons and Waring Blenders.

Universal Promotion

Landers, Frary & Clark, in its home cleaning equipment promotion campaign, is using "Convince Yourself" as a theme. Based on the theory that the homemaker can sell herself without solicitation by coming into the dealer's store or by trying the cleaner in her home, the plan is to get consumers to try the model 6702 vacuum cleaner at home or in the store.

NAED Joint Meeting

The establishment of commodity committee projects and agendas for the coming year were discussed at a meeting of all committee chairmen of the National Association of Electrical Distributors recently held at the new headquarters offices, 290 Madison Ave., New York 17, N. Y., according to Chas. G. Pyle, executive director of the association.

Plan Scott-Meck Merger

The board of directors of Scott Radio Laboratories has approved a plan for a merger with John Meck Industries, Inc., Plymouth, Ind. The plan calls for Scott to absorb the Meck organization by issuance of 1.3 shares of Scott stock for each Meck share. As part of the plan, John Meck Industries will surrender its holdings of 131,600 shares of Scott.

Teldisco Takes Zenith

Teldisco, Inc., through its president, Col. Edgar N. Bloomer, has announced that the New Jersey distributing firm will no longer handle Du Mont. Teldisco is now exclusive distributor for Zenith products throughout northern New Jersey.

New Symphonic Rep

Symphonic Radio and Electronic Corp. has announced the appointment of Harold L. Newnan, 420 Market Street, San Francisco, California, as sales representative on the Symphonic line of record players and radio combinations for northern California and Nevada.

Stewart-Warner Appointment

The appointment of Frank Staples as regional sales manager of the south Mid-West territory has been announced by Edward L. Taylor, general sales manager of Stewart-Warner Electric, the radio and television division of the Stewart-Warner Corporation.

Staples will represent Stewart-Warner television and radio products in the St. Louis, Kansas City, Wichita, Memphis, Springfield, Mo., Fort Smith and Little Rock, Ark., and Evansville, Ind., areas, Taylor said.



**SELL
POWER
PLUS!**

THE NEW *Rauland* "Green Gem" 60 WATT P. A. AMPLIFIER

You can "give the gun" to the new RAULAND Bi-Power (biased power) amplifier without a sign of "crack-up" even at peak output. Here's complete P. A. application, brilliant styling, maximum flexibility. Features 4 mike inputs (each convertible for use with low-impedance mike by use of a plug-in transformer); 2 phono inputs with dual fader; true electronic mixing and fading on all 6 inputs; separate bass and treble tone controls; provision for remote mixing of 3 mikes. Housed in new dark green hammerloid cabinet, with metallic bronze control panel set in a perforated aluminum finish front section.

SPECIFICATIONS:

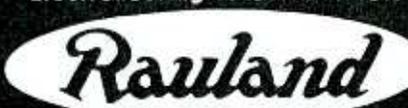
Power Output: 60 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles. 85 watts peak output.	Frequency Response: ±1 db, 40 to 15,000 cps.
Gain: Mike—130 db (2 meg); 120 db (100,000 ohms); 120 db (150 ohms). Phono—83 db (½ meg). Voltage required for rated output: High imp. input—.005; low-imp.—.0004; Phono—.5 volts.	Output Impedances: 4, 8, 80 (70 volts), 250, 500 ohms.
	Hum and Noise Level: 70 db below rated output (unweighted).
	Tubes (15): 5-6SQ7, 2-6SC7; 2-6SN7GTA; 2-6L6; 2-5U4G; 2-5Y3GT.

The new RAULAND 1960 P. A. Amplifier gives you high-power to sell, along with complete P. A. facilities, maximum flexibility, superb tone and distinctive styling—the plus selling edges you want. Available for immediate delivery. Get the full details today on the new "Green Gem" Bi-Power Amplifier!

See your RAULAND-BORG Distributor for full information on the complete years-ahead RAULAND "Green Gem" Public Address Line. Build a solid, profitable Sound business around RAULAND's dependability and quality.

Electroengineering is our business

SOUND
EQUIPMENT



INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, Ill.

Training Salesmen

(Continued from page 64)

Community Chest Drives — make every effort to make himself known to his community. People have a natural satisfaction in helping a person make a sale and also in advising a person what and how to buy. Every advantage should be made of this by the retail salesman. Every television owner in his territory should be the subject of a friendly call.

Follow-up is by all means as important as the foregoing. Each salesman should check the sales and service lists of those users of not only television receivers but appliances sold by his store. There can never be too much follow-up. Aside from common courtesy, it is definitely good business.

To sum up, "hungry salesmen" is not the answer. If they are hungry we won't have them long as salesmen. Instead they should be encouraged to appreciate their vitally important position in our industry, the need for creative thinking in developing prospects, and along these lines we can help by stressing:

- 1—Solid knowledge and background on the manufacturer whose products you handle.
- 2—Solid knowledge of the product itself.
- 3—Planned system for getting new prospects.
- 4—A planned, workable system of followup.

Given these tools, encouraged to sell with full markups and full commissions and having developed an habitual system for the development of new prospects, the salesmen in our industry will contribute substantially to greater volume and a more stable business.

Magnavox Sales Aid

The Magnavox Company's new monthly house organ for retail dealers and salesmen appears this month with a new name chosen from hundreds of suggestions made by Magnavox salesmen. The Magnavox Intercom was the name selected by the company as best expressing the purpose of the house organ, which is the exchange of sales and promotion ideas in the selling of Magnavox TV sets. Miss Marjorie E. Cobbe of the Claude Chess store, Monrovia, Calif., won a Magnavox Traditional Concerto radio-phonograph for submitting the winning name.

Honor Harry Ehle

Harry Ehle, vice-president of the International Resistance Company, and prominently associated with RTMA activities, was honored recently by IRC executives at a luncheon in celebration of his 20th anniversary with the Philadelphia manufacturing firm.

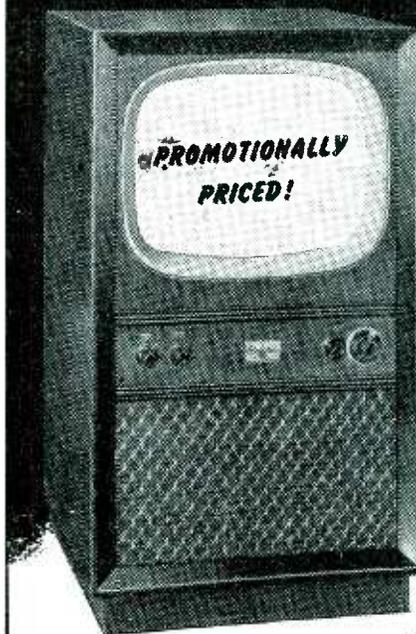
Philco Names Craig

The appointment of Palmer M. Craig as vice-president-engineering of the Television and Radio Division was announced by Leslie J. Woods, vice-president-director of research and engineering of Philco Corporation.

Bulletin on Selfocus Teletrons

An informational folder on the characteristics of, and installation procedures for the new DuMont automatic-focus picture tubes is now being mailed out. These tubes, a further development of the electronic focus, magnetic deflection picture tubes, require no external focus coil or focus potential. They are designated as the 17KP43, and the 20JP4, gray, rectangular tubes, which replace most other tubes of those sizes, both the electromagnetically and electrostatically-focused types. Write to CRT Division, A. B. DuMont Labs., Inc., 750 Bloomfield Ave., Clifton, N. J.

SHERATON SUPER VIDEO DX TELEVISION REACHES OUT FOR WEAK SIGNALS



Yet costs no more than ordinary sets

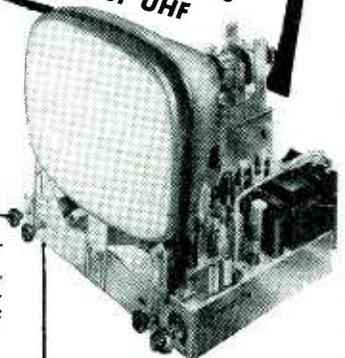
UP TO 200 MILE RECEPTION!

NEW!
CASCODE CIRCUIT TUNER
Latest TV Development
Minimizes "Snow"
Expressly Designed for
Problem Reception Areas
Adaptable for UHF

The Sheraton Super Video DX

TV receiver will bring in better reception up to 200 miles, without the use of boosters. It will work where other sets have failed . . . in fringe areas with an ordinary antenna—in the city with merely an indoor antenna.

The Amazing High Powered Super Video DX 26-Tube Chassis (Incl. 2-Rect.) with 4-Microvolt Sensitivity—TEN TIMES THE SENSITIVITY OF STANDARD SETS.



SHERATON TELEVISION CORP. Red Bank, N. J.

Affiliate of Video Products Corp.

DISTRIBUTORS - REPRESENTATIVES Choice Territories Now Available!
CONTACT OUR NEW YORK SALES OFFICE, 2061 B'WAY, N. Y. C.

To Du Mont Sales Post



John S. Lanahan, above, newly appointed assistant Eastern states regional sales manager for the receiver sales division, Allen B. Du Mont Laboratories, Inc. He will open a Du Mont sales office in Washington, D. C.

New AMA Officers

The Antenna Manufacturers Association recently elected Harold Harris as president and Ken Brock as vice-president. Harris is sales manager of Channel Master Corp. and Brock is in charge of advertising and publicity for the Workshop Associates and Ward Products Div. of the Gabriel Co. Edward Finkel of J.F.D. Mfg. Co. continues as treasurer of the association.

Tuner Replacement Bulletins Offered

Sarkes-Tarzian, Inc. makers of replacement and original equipment TV tuners, are offering an informational sheet on the step-by-step installation of the Tarzian TV tuner in the 630-type chassis. This sheet is the first in a series on various sets which the company will issue. The firm would like to hear from dealers regarding installation of the tuners in other sets. Write a card to the company at 539 S. Walnut St., Bloomington, Ill. telling them what sets you'd like to have tuner replacement information on. They will send the 2-page replacement and alignment sheet on the 630 to you.

Hoffman Ad Manager

Philip S. Beach has been appointed to the newly created post of advertising director of the Hoffman Radio Corporation, Los Angeles, according to H. Leslie Hoffman, president.

To GE Sales Post

D. S. Beldon has been appointed national account sales manager for the General Electric Company's receiver department, it was announced by Arthur A. Brandt, general sales manager. Beldon has been with the GE receiver department since June, 1950, as radio sales manager.

Joins Sound, Inc.

Ray R. Hutmacher has been elected vice-president in charge of the contract division of Sound, Inc., 221 E. Cullerton St., Chicago, Ill., it was announced by president Theodore Rossman. Sound Inc., together with its affiliated companies, Star Products Co. and The Pentron Corp. are manufacturers of magnetic tape recorders, tape players, amplifiers, and other electronic products.

Named Trad Executive



Ricardo Muniz, above, formerly with the Allen B. Du Mont Laboratories, has been appointed vice-president in charge of operations of Trad Television Corp., Asbury Park, N. J., it was announced by Victor Trad, president.

more TV
set outlets
per dollar!

with
easy-to-install
BLONDER-TONGUE

ALL-CHANNEL MASTER ANTENNA SYSTEMS

- No signal loss
- For systems supplying up to 2000 TV sets
- No "Extras"—Transformers built in, Coax Connectors not needed

Required for Installation

- 1 good antenna
- 1 screwdriver
- 1 pair of pliers

Literature on Request write Dept. F



Distribution Amplifier
8 TV Set Outlets
Model #DA8-1-M
List Price \$87.50



Distribution Amplifier
2 TV Set Outlets
MODEL #DA2-1-M
List Price \$39.50



Model #CA-1-M
List Price \$77.50

Commercial Antensifier
(30 Times Gain)
Use As Pre-Amplifier, Line
Amplifier or de-luxe Booster

BLONDER-TONGUE LABS. 38 N. Second Ave., Mt. Vernon, N.Y.

CLINCH that
TV Sale

WITH

SELECT · A · BEAM

Extra-Rugged . . . HAND-OPERATED . . . Extra Low Cost
TV Antenna Rotator!

STURDY, WEATHER-PROOF CONSTRUCTION—Made for long service. Operates like new, after 9-year (equiv.) test. Long-wearing bushings. Weather-sealed working parts.

PRECISION ANTENNA ALIGNMENT—360°-rotation in seconds. Simple metering device. Positions lock automatically.

WORKS SO EASILY—Ball-bearing suspension. Inside or outside control.

TROUBLE-FREE—Nothing to break. Factory-lubricated for life! Only 4 extra pounds on mast.

LOW COST INSTALLATION—All Installation hardware furnished.



It Always
Works!

SELECT · A · BEAM
COMPANY

ERIE, MICHIGAN

NOW
\$16.95
(Retail)

FITS ANY AERIAL . . . HOME OR HAM
FITS ANY PURSE . . . THICK OR THIN

Big Crosley Contest

The Crosley Division of Avco Mfg. Corp. claims to be smashing all records with its "American Way" contest by distributing more than \$2,000,000 in cash and merchandise to winners and their chosen churches or charities. A thousand and one entrants will win prizes in the national contest. Many thousands more will win in local contests to be conducted simultaneously throughout the nation by Crosley dealers. Contestants, must fill out a brief "true and false" quiz on a Crosley product and tell in 50 words or less "What the American Way of Life Means to Me." A first prize of \$10,000 in cash tops the list of national prizes. In addition, Crosley will award another \$10,000 in cash to the church or recognized charity named by the first prize winner.

The many merchandise certificate prizes will be redeemed by any Crosley dealer for company products at any time prior to June 1, 1952. The contest ends midnight December 1. Winners will be announced by January 31, 1952. Every certificate is sufficient to cover the cost of one or more complete Crosley products and winners are not required to buy anything. The rules permit a winner to apply all or part of the value of his certificate to a down payment on a higher-priced Crosley product. Any balance of \$15 or less remaining due

on a certificate after the major portion has been applied to the purchase of a product will be redeemed in cash.

In addition to the national prizes, participating Crosley dealers will each award a \$300 Crosley merchandise certificate locally, plus \$100 in cash to a church or recognized charity selected by the winner. The winner may redeem his certificate at the store of the dealer whose contest he entered, in the same way as the national winners. To participate contestants need only visit a Crosley dealer, obtain two entry blanks, fill them out, and submit them. The entrant is required to answer only one of the simple 10-statement "true and false" quizzes and to write out the statement. Winners in the national contest will not necessarily be winners in the dealers' local contest.

Hallcrafters Appointees

The Hallcrafters Co. has announced the following new executive appointments: Michael D. Kelly named TV manager, William J. Halligan, Jr. named radio sales manager, William S. Wright named operations manager, Fred T. Page named controller, Randolph W. Westerfield named to the executive staff and J. C. Matthews named chief purchasing agent. William J. Halligan, president of The Hallcrafters Co., announced the appointments.

Regency Booster Display

A distinctive new counter card in the Regency colors of yellow and black has been designed for the Regency TV Signal Booster. The card is cut to frame the booster and emphasize the sleek and polished lines of the cabinet. I.D.E.A. reps have a supply of these cards or they may be had by writing to the I.D.E.A. factory in Indianapolis.

GE Names Hulett

Harold T. Hulett has been appointed assistant manager of marketing of the General Electric Company's Major Appliance Division, it has been announced by L. H. Miller, manager of marketing.

New Setchell-Carlson Sets

Eight new Setchell-Carlson receivers include a 20" Grandview model with radio and without record changer; a 20" Grandview model with radio and 3-speed changer, a 20" consolette with and without radio, a 17" consolette with and without radio and a 17" Table model with and without radio. Blond models are available in all but the 17" Table View. A new deluxe finish has been developed to lend outstanding appearance to the newly designed cabinets.



choice territories
open for
franchised
distributors

An Instrument Worthy of the Name

Santa himself couldn't give you
a bigger-better **TV LINE**

Philharmonic

What makes a TV line bigger? Better? Proven Sales.

PHILHARMONIC with an enviable record of successful selling is now available *nationally* as a result of their new plant, increased production. With PHILHARMONIC you get these *bigger-better values* at practically *give-away prices!*

In PHILHARMONIC you'll find:—

Wonderful wide angle picture	Stabilized vertical hold
Adaptable to UHF	Stabilized brightness control
Standard turret tuner	Super sensitive — no special arrangements needed for top performance in fringe areas
Converter for color	12 channel coverage
Built-in antenna	Two knobs—dual controls
Black Picture tube	Furniture quality, deluxe cabinetry
FM audio circuit	
AFC horizontal hold	

Wire or call at once!

Get all the amazing facts . . . record breaking sales, immediate delivery, franchised territories.

Philharmonic Radio & Television Corp.

Main Offices and Plant: New Brunswick, N. J.



HOW TO STACK YAGIS WITH 100% EFFICIENCY

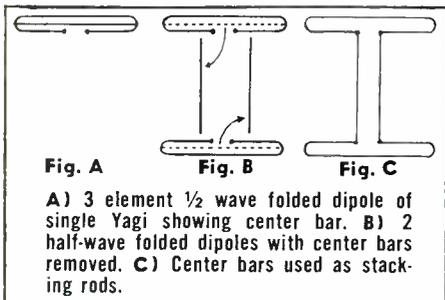
New System Eliminates Mismatch; Provides Higher Gain For Yagis

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)

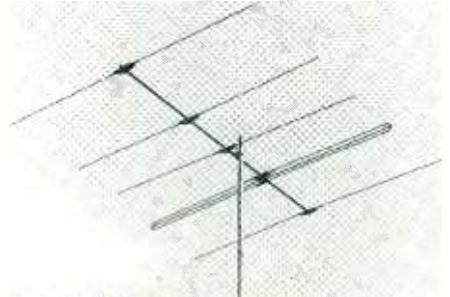


The new Z-MATCH system automatically provides for lowering the impedance of each Yagi when preparing it for stacking. A 600 ohm, 3 conductor folded dipole (Fig. A) is used on the single Yagi to provide a perfect 300 ohm impedance. In stacking, the center bar is taken out of the folded dipole which lowers 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.

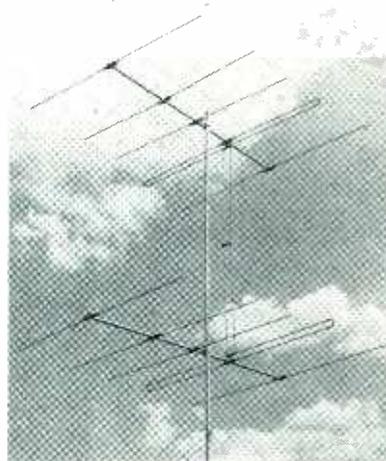
Tests Reveal Serious Mismatch in Stacked Yagis!

New Z-Match Yagi 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.

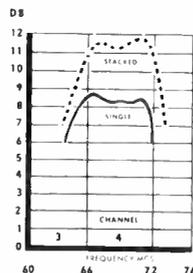


Now! Stack Yagis without extra stacking bars!

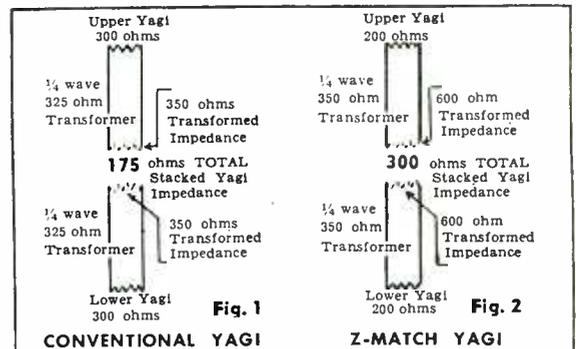


Mismatch eliminated! Now Channel Master proudly introduces the Z-Match Yagi—a new antenna that guarantees 100% perfect match in both single and stacked Yagi installations.

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



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Write for complete technical literature.



SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

New Parts in the New Sets

• If a 1950 radioman were to awake after a year of Rip Van Winkling near a TV chassis production line, he might well think he was viewing some new sort of secret weapon. For there are a sizable number of component changes which have come about in the design of receivers, and although no spectacular improvements have been made by any single one of these changes, taken all together they mean better sensitivity, greater reliability, and usually, lower cost to the consumer.

Our granddad, who used to fix crystal sets in 1923, would never recognize the rectifiers they're putting in sets today.

Non-vacuum Rectifiers

Selenium cells are hardly new to TV, having been used for several years in transformerless sets as alternates to 25Z6 tubes. But they are now appearing in sets of some of the biggest manufacturers in place of 5U4 rectifiers. So a reminder as to their polarity marking (which is *not* according to what many radiomen consider consistent!) is in order. See the diagram. Note that the polarity marking is *not* the same as that used on crystal diodes.

Crystal diodes, which a couple of years ago were used in only a couple of sets, are now used in a large percentage of TV receivers as video detectors. Typical of these is the germanium type 1N60, widely employed for video demodulation. There are over 30 types of germanium diodes in use today in radio and TV sets, and the latest is a silicon (until recently used mainly in making sand, in case anybody wants to make some sand) diode type 1N82, which is for use in the mixer circuit of UHF tuners.

When functioning properly these diodes will usually test on the order of a few hundred ohms in the forward, conducting, direction. Their back resistance, in the non-conducting direction, should read at least 20 times higher, or over 10,000 ohms.

New types of tubes are beginning to make their way into sets, too. One of the most recent new designs uses the 6X8 triode-pentode converter tube as a local RF oscillator and mixer.

The triode section is equivalent to one-half of a 6J6, and the pentode does the job of a 6AG5. This tube, coupled with the 6BQ7, a recently-marketed twin-triode for VHF, makes a particularly effective combination in a well-known tuner, since the 6BQ7 is similar to a low-noise 6J6. The use of the two triode sections in *cascade* gives the advantage of low noise which is a triode's edge over a pentode, and the two stages of RF (in the one glass envelope) give as much gain as the noisier pentode RF amplifiers.

The 6BK7 tube, just announced, is similar to the 6BQ7, and the 6U8 is much like the 6X8.

Some manufacturers have had to go into foreign markets to get certain sizes of resistors. Although the wattage and resistance values are usually correct, these resistors are often not nearly so well insulated as U.S. production standards dictate. So when you come across an unusual-looking resistor in a new radio or TV set, dress it away from any lugs or leads.

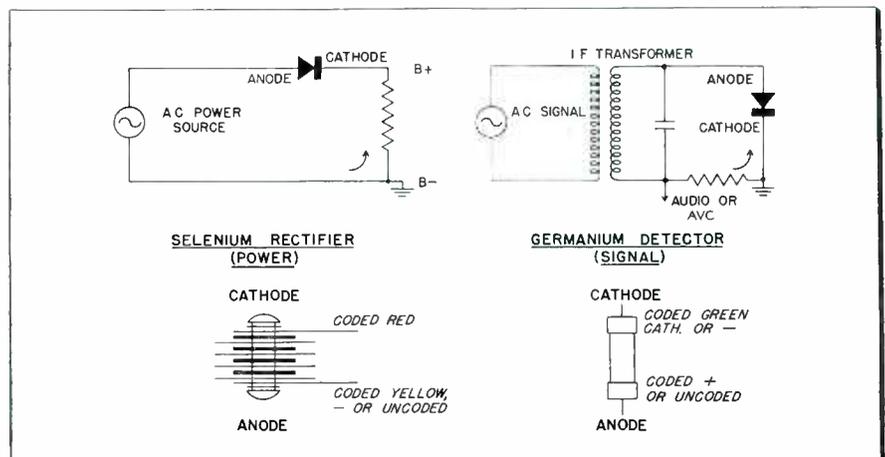
Many sets are using the electrostatic-focus picture tubes as initial equipment. But now being marketed is a picture tube which uses neither focus coil nor focus voltage (requiring 1 pot, 1 tube, fil, winding, etc.). It is an automatic focus tube, and can be used as a direct replacement for either the electromagnetic or the electrostatic focus types. Focus is

almost entirely independent of line voltage changes, anode current (brightness adjustment), warm-up.

Most likely to puzzle the Rip Van Winkles among us are the printed circuits which have made their way out of military applications into domestic TV sets and even the lowly five tube AC-DC receivers. The most familiar form that printed circuits have so far taken in such applications is that of the one-piece vertical integrating networks. These small (approx. 1" x 1½" x ¼") components combine *eight* (count 'em) resistors and condensers into a very compact package, and require making only *three* connections —input, output, and ground. They are used in a large number of TV sets, and find their counterparts in radios when similar units are employed to make a diode load filter (normally 3 parts, 7 solder connections) into one part with 3 connections. There are also coupling networks for both triode and pentode audio stages which give comparable savings in space and connections, and an eight-part pentode output stage similarly constructed.

With UHF and color in the foreseeable future it should be apparent that the technician who doesn't want to be left wondering what kind of critters inhabit the underside of the new chassis had better start studying in order to keep up with what's new in this fast-moving field.

These two types of non-vacuum tube rectifiers are marked according to their use. Thus the selenium is marked + at its cathode, because it produces B plus there.



The Video Amplifier

Part II—Effects of Phase Shift—Compensating Methods—

By Solomon Heller

• In our last article, we considered low and high-frequency compensation in the video amplifier. In this piece, we will discuss the phase shift that tends to occur in the video amplifier; what kind of a gremlin this is, and how it is conjured away.

Phase is a word used to describe the time relationship of two signals having the same frequency. When signals of identical frequency start and end their respective cycles at the same times, they are said to be *in phase*. If they start and end their cycles at *different* times, they are out of phase. When signals are out of phase, we want to know how much out of phase they are. The unit used to measure such differences in phase is the *degree*.

Now, how do phase differences arise? Well, when a signal passes through a circuit containing a condenser or a coil, its phase is changed. That is, the phase of the signal voltage in the output circuit is not the same as its phase in the input circuit. Current in a circuit that contains capacitance (but no inductance) tends to *lead* the applied voltage; current in a circuit that contains inductance (but no capacitance) tends to *lag* the applied voltage. A leading or lagging signal current will produce a leading or lagging signal voltage in the resistor it flows through, thus introducing a change in the phase of the signal voltage.

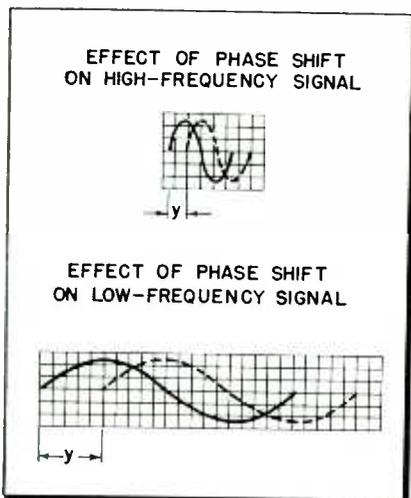


Fig. 1. Differing effects of phase shift.

What does this mean in practice? Well, it means that a signal voltage will, because of the lead introduced into it by say, coupling condenser C_c , fig. 4, arrive at the CRT screen some time *before* it would have arrived there if C_c had not been present to in-

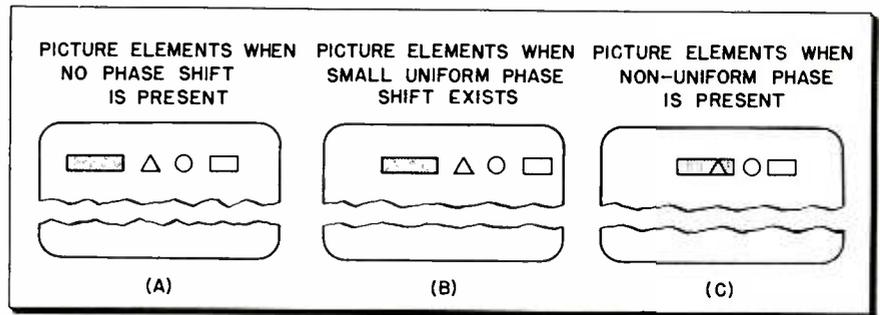


Fig. 2. Above picture screens represent various conditions of phase shift.

produce a *leading* phase shift, or *time advance*. In fact, *direct coupling* is often employed just to eliminate one source of phase shift: in this case, the coupling capacitor.

Now, if this *advance* in *time* was the same, or uniform, for all the frequencies in the video bandpass, nothing much would happen besides an easily remedied shift of the entire picture toward the right of the CRT screen (fig. 2b). Engineers would, in such a case, let *phase shift* shift for itself. Unfortunately, however, the advance in time is *not* uniform for all video frequencies. C_c 's capacitive reactance varies inversely as the frequency of the signal applied to it. Different frequencies will therefore encounter different amounts of capacitive reactance. Since the amount of capacitive reactance present determines the amount of phase shift introduced, different frequencies will be shifted in phase by different degrees. Thus, the same amount of phase shift will displace a signal a far greater distance on the CRT screen when its frequency is low, than when its frequency is high (see fig. 1). Such a condition would, if uncorrected, cause a change in the spacing of different elements in each scanning line, causing an overlapping of picture information, and a distortion of the picture (fig. 2c).

Circuit Examination

Since the effects of phase shift are different at low and high frequencies, let's consider the effects in each case separately.

At high (and middle) frequencies, the reactance of C_c in the $C_c R_g$ coupling circuit (fig. 3) is so negligible that it introduces practically no phase shift. As the frequencies get lower, however, the $C_c R_g$ circuit introduces a progressively larger phase shift. The effects of this progressively larger phase shift in producing a displacement of picture information towards the right of the CRT screen

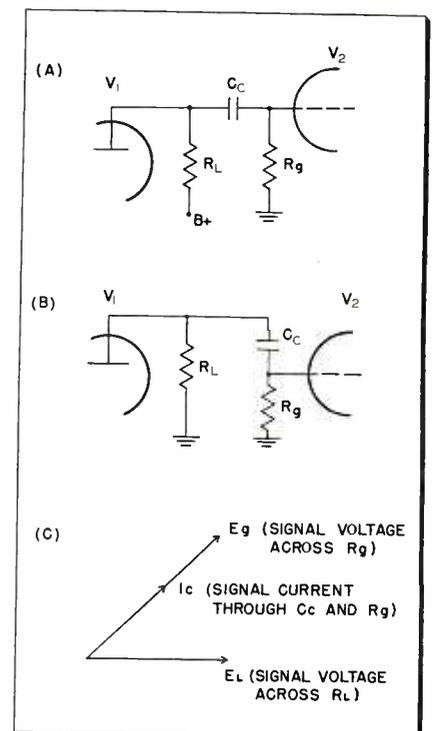
become proportionately greater, as the frequency becomes lower (fig. 1).

The leading phase shift that the $C_c R_g$ coupling network tends to introduce at low frequencies is counteracted by a lagging phase shift, produced by the low-frequency compensation network ($R_1 C_1$ in fig. 5). Why a lagging voltage is introduced into the plate circuit of the video amplifier by the action of this network may be explained as follows (see fig. 5):

1—The signal current through C_1 — I_c —will lead the voltage across C_1 — E_c (current always leads voltage in a capacitive circuit). Another way of saying this is that voltage lags current, or E_c lags I_c .

2— I_c is a component of the plate signal current through R_3 , which divides at point X between C_1 and R_1 .

Fig. 3. Simplified video amplifier.



in Modern TV Sets

Common Faults and Where They are Likely to Occur

3—The voltage across R_3 (E_3) will tend to be in phase with I_c (because current in, and voltage across, a resistor, are in phase).

4—Thus if E_c lags I_c , E_c will also lag E_3 (which has the same phase as I_c).

5— $E_3 + E_c$, combined, = the output signal voltage in the plate circuit.

6—Since E_c is a lagging voltage compared to E_3 , a certain amount of lag is thus introduced into the output signal voltage. At high and middle video frequencies, C_1 is practically a short-circuit, and therefore introduces practically no lag. As the signal frequency decreases, however, C_1 's reactance increases, and an increasing lag is imposed on the signal. This increasing lag counteracts the increasing lead introduced into the signal by the coupling network, as the signal frequency becomes lower.

At high frequencies, a lagging phase shift occurs in the plate circuit of the video amplifier, which would tend to shift high-frequency picture information towards the left side of

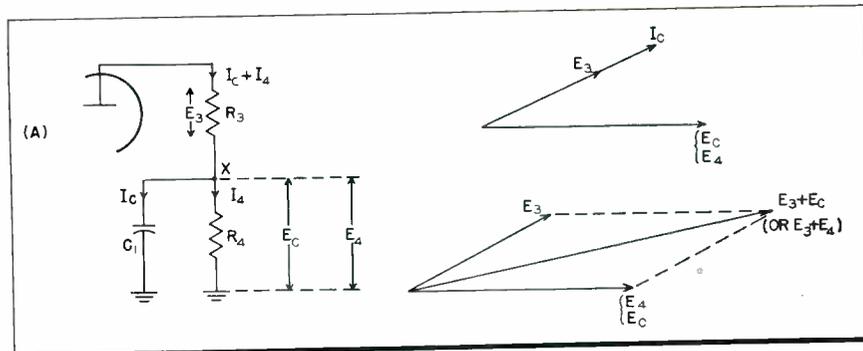


Fig. 5. Video amplifier showing low frequency compensation.

the appearance of a voltage across R_1 . At high frequencies, however, the considerable shunting effect of C_T on R_1 is equivalent to the presence of a relatively large condenser across R_1 . The voltage across R_1 cannot build up any faster than C_T can charge. If the capacitance of C_T is relatively large, it will take longer for a voltage to appear across R_1 . Thus, the voltage will tend to build up across R_1 more slowly for high frequencies than

strange coincidence is it that the low and high-frequency compensation networks also correct for phase shift. The answer is, no coincidence. The amount of reactance (in proportion to resistance) encountered by a signal of a certain frequency in passing through the grid and plate circuits of the video amplifier determines the amplitude loss and phase shift it will suffer. The amplitude loss and phase shift are directly linked, and the same network that corrects for the one, will automatically correct for the other.

Phase shift at low video frequencies may occur because of the appreciable and non-uniform reactances offered by cathode and screen by-pass condensers in the video amplifier. Such phase shift is minimized by making the condensers relatively large in value, so that their reactance even at low frequencies is too small to produce objectionable phase shift.

Now that we have some idea of the functions of the video amplifier, we can briefly consider the troubles that may inhabit it. These defects may be classified according to the symptoms they produce. A summary of the most common symptoms of trouble, and their possible causes, is presented below.

No picture (raster present): Loss of the picture may be caused by any defect in the video amplifier which removes one or more element voltages
(Continued on page 88)

Fig. 6. Simplified video amp. plate circuit.

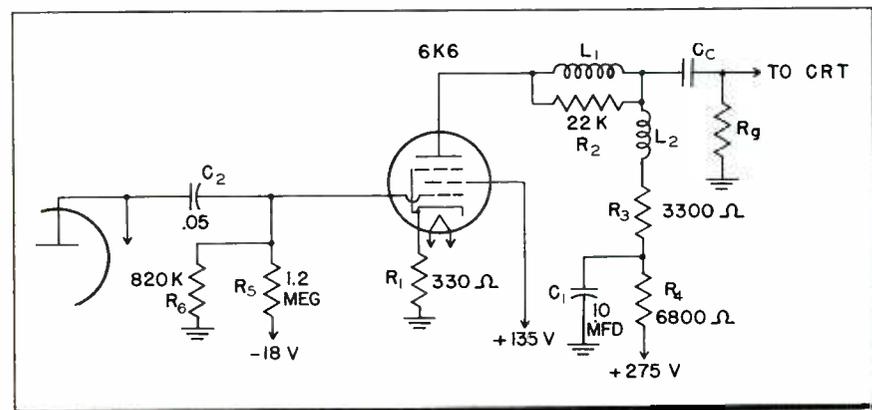
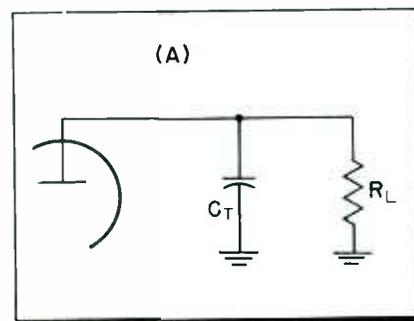


Fig. 4. Video amplifier circuit showing low frequency and high frequency compensation details.

the CRT screen. The development of this phase shift may be explained as follows:

The plate load resistance of the video amplifier is represented by R_1 in fig. 6. C_T represents the total stray capacitance in shunt with R_1 . Signal current in the plate circuit will divide between R_1 and C_T . The higher the frequency of the signal, the less will be the reactance of C_T , and the greater the flow of signal current through it.

At low and middle frequencies, the shunting effect of C_T on R_1 is so small, that C_T acts just as if it were a very small condenser in parallel with R_1 . Such a small condenser would charge up very quickly when a signal voltage was applied to it, and would not delay

middle and low ones, and a lagging phase shift, that increases with increasing frequency, is introduced at high signal frequencies.

This non-uniform lagging phase shift at high frequencies (which, if uncorrected, would cause overlapping and impairment of high-frequency picture information) is counteracted by the action of the shunt and series peaking coils. These coils, through their inductive reactance, tend to cause an angle of lag between current and voltage in the plate circuit, proportional to the angle of lead introduced by the action of C_T . The phase shift for high frequencies is in consequence made low as well as uniform, and therefore unobjectionable.

The reader may wonder by what

Servicing and Maintenance

Part II of an Article On Principles and Problems of Tape;

• The radioman of today, it is often said, has to be an accomplished plumber, steeplejack, tinsmith, and cabinet-maker, in addition to his abilities in electricity and electronics. Certainly in the repair of recording machines his skill as a mechanic is called for as often as is his knowledge of the electron art.

Most recording machines are complicated electro-mechanical devices. So a brief examination of the mechanical operations which magnetic recorders must perform is in order, before we go after the faults which can arise in the performance of these operations.

The tape must be transported evenly past the recording, playback, and erase heads. The tape must be wound fairly closely on the *take-up* reel, and must unwind easily from the *supply* reel, without *spilling*. In addition, it must be possible to stop all three of these operations at once, smoothly and quickly, without breaking or tearing the tape (which is made to withstand a pull of from five to eight pounds). Finally, it must be possible to start these three movements quickly and smoothly, either in the normal, forward direction, or in reverse.

At the same time that the tape is being moved forward, stopped, or run in reverse, the heads (most often *two*: record-playback, and erase, but sometimes *all-in-one*, and in a few recorders, *three* separate) have to be in close, but not binding, contact with the tape, and they must in some machines even shift vertical position.

It is difficult to design a machine which will go through these various

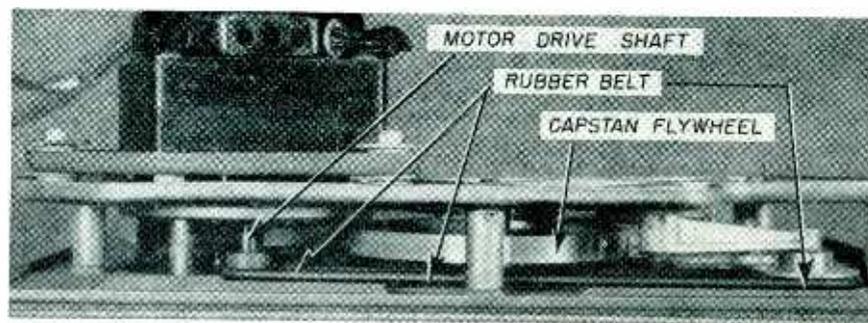


Fig. 2. In the Eicor mechanism above is shown the rubber belt which transmits motor force to takeup reel and capstan. Maintenance of proper belt tension and friction is important.

motions, and still make the machine foolproof, easy-to-operate, and cheap to produce. Design engineers have shown a great deal of inventiveness in producing transport mechanisms to do these jobs. But nevertheless these machines must sometimes come into the shop for repair or overhaul due to their necessary complexity.

The tape is pulled past the recording (or playback) head at a very steady even speed. Usually this is 7.5 inches-per-second, though many home machines have a speed of 3.75 ips, or allow a choice of either speed (professional machines are usually 7.5 and 15 ips, or 15 and 30 ips, for extreme high-frequency response and optimum signal-to-noise ratio). The tape is pulled by a metal or cork-covered capstan which is attached to a fairly heavy flywheel. The flywheel is used to smooth out small rapid periodic variations in the speed of the capstan. When these variations are present, they cause *flutter*. The fly-

wheel is driven by an electric motor, either coupled to its shaft through a pulley-and-idler combination, or by means of a rubber belt.

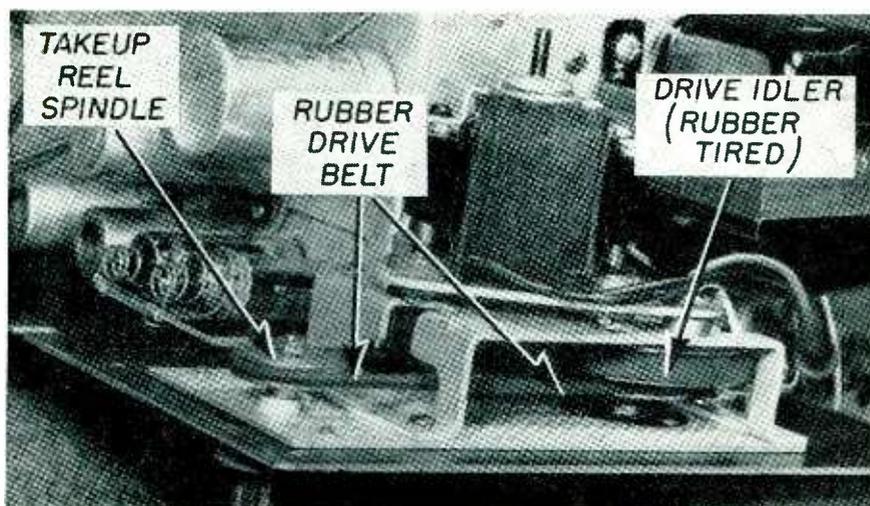
Since the tape moves at a constant speed, the *take-up* reel must take up a constant linear amount of tape, but it must take it up with a constantly increasing diameter which means a constantly decreasing rate of turning. Meanwhile, the *supply* reel must pay out the tape at a constant speed, but from a constantly decreasing diameter, which requires that it turn at a constantly increasing speed. And when the transport goes in the reverse direction, the roles of the two reels (!) are reversed.

The only way which has been found to accomplish this variety of functions is to keep the tape moving steadily, and let whichever reel is taking-up at the moment *slip*, while the reel presently pulling *drags*. The tensile strength of the tape is therefore seen to be a limiting factor in determining how much slipping or dragging pressure there is between each reel and the capstan. The most expensive recorders use separate electric motors for the capstan drive, take-up reel, and supply reel. A slight DC is applied to the field of the supply motor, and this provides light but constant braking, or drag. For smooth quick stopping, a stronger DC is applied to the fields of all motors. Unfortunately this is an extremely expensive way of doing the job. Mechanical clutches are used on most home recorders, and if not allowed to go too long without adjustment, and if not mis-adjusted, they function well.

These mechanical clutches are usually felt clutch plates, or cloth or rubber (slipping) drive belts. The felts must occasionally be cleaned or replaced, and the belts become smooth or stretched after protracted use, and so require replacement.

The record-playback head and the erase head often get dirty, due to the

Fig. 1. Below is bottom mechanical assembly of Ampro machine. Motor is atop drive housing.



of Magnetic Recorders

Mechanical Service Procedures Are Discussed

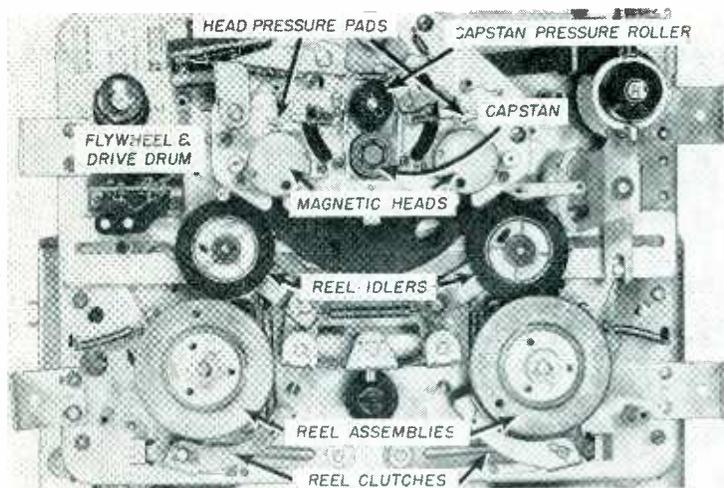


Fig. 3. Instantaneous dual track design of Webcor recorder uses symmetrical setup of reel assemblies, drive idlers and heads, which function both in play-record and erase.

collection of oxide (recording material) from the tape. Cleaning of the heads is the first of all standard maintenance procedures.

Alcohol* and a brush (or drugstore "Q Tips") are required for cleaning the heads and other parts. The drive capstan should be cleaned, although it will not require attention as often as the heads. Care must be exercised not to injure the capstan with excessive cleaning. Early recorders had capstans covered with cork, and special care must be taken with these. Today most machines use idlers having neoprene rubber surfaces, and capstans are precision ground.

Most important maintenance is keeping the mechanism clean. Many of the mechanical motions are transferred by neoprene idlers and pulleys, which does produce a certain amount of rubber particles and dust. This can get into bearings and cause wow, flutter, and in some cases even stalling, if not cleaned out after excessive periods of use.

The diameters of the various pulleys, idlers, flywheel (if it is a bearing surface) capstan, and drive shafts, are all critical. They are generally ground or turned down in production (not simply cast, as are similar parts on many phonographs, which are an entirely different class of mechanism) to tolerances of one or two thousandths of an inch. This means that sandpaper, files, or other abrasives are strictly forbidden from touching any bearing or driving surfaces. There is no reason for the serviceman to treat these surfaces at

all, except to clean them of grease or dirt.

Where a belt is used to transfer power from motor shaft to take-up reel, the belt may after a time become dirty and allow too much slippage, or it may bind. Chemical cleaning of the belt may be attempted, but replacement is recommended. When such items are ordered from the manufacturer, it is wise maintenance procedure to order two belts even

though only one may be needed at the moment. (Manufacturers' charges for these parts are nominal, ordinarily.) Thus one is prepared the next time the same difficulty crops up.

If a recorder has not been dropped or otherwise mishandled, there is little likelihood that any mechanical work other than cleaning or replacement of idlers or belts will be required. When real damage has been done, such as the warping of the main motor board, bending of drive shaft, injuring of idler or pulley bearing surfaces, then it is best to return the mechanism to the manufacturer or his authorized factory maintenance center for rebuilding.

Manufacturer's service notes are very detailed concerning any mechanical repairs which the maker deems OK for the serviceman. In the absence of specific instructions, no mechanical work should be done on tape recorders other than cleaning and replacement of worn idlers, belts, felt brakes, or clutch faces.

Felt brakes are used in most recorders to stop or to slow down the take-up and supply reels. When it is necessary to replace these, they may be removed with cement solvent and new ones reglued in their place. On

(Continued on page 92)

Troubleshooting Common Mechanical Faults in Magnetic Recorders

Trouble	Cause or Symptoms	Checks and Remedies
I. Distorted playback	Sounds "slow" or "sick" Sounds weak or uneven in volume	Check with tape made previously, known to sound OK. "Flutter"—clean all bearing and driving surfaces as mentioned in text. Ensure no parts are worn or binding. Dirty play-record head—clean. Tape not making good contact—guide pins or rollers bent—pressure pads worn, bent, or loose.
II. Distorted recording	Previously recorded tapes play OK, present ones sound distorted	See other chart, page 79, Oct. RADIO & TELEVISION RETAILING—II—bias weak or absent. Tape needs pre-run—sticks on reel, failing to unreel smoothly.
III. Insufficient erase	Previous material stays partly or wholly on	See other chart—part III—Dirty erase head (if magnet, old, weak). Erase head not making good contact with head.
IV. Poor response	High frequencies weak or uneven but speed OK	Play head dirty—picking up dirt, grease, dust, from tape. Or play head worn badly. See part III, 2 other chart—check for excessive erase current.
V. Tape moving too slowly "Wow" or "Flutter" Tape breaks at capstan Tape fails to move, or fails to takeup properly	Check with previous—OK recording "Wow" is periodic speed variations a few times/sec. "Flutter" is same, but many times/sec. Power on, motor running	Too much or insufficient pressure of pads or pinch rollers or wheels against tape. Takeup reel dragging—check clutch pressure and/or surface. Capstan worn or binding. Motor shaft binding. Also check No. I, above. Supply reel sticking, takeup reel or clutch worn or oiled; drive belt or pulley oiled or badly worn.

*Carbon tet is OK for cleaning heads. Some types of rubber are affected by carbon tet, however, so alcohol is recommended.

Television Boosters—

When Properly Installed and Adjusted They Can Really

By Charles Raham, Technical Editor

• The booster as employed in TV is simply an additional radio frequency amplifier. (It is abbreviated to *RF amp.*) Before installing a booster all reasonable steps should be taken to increase the signal input from the antenna. This is because no installation can be any better than its antenna. Once the maximum signal is delivered from the antenna, the objective is to make the most of it, with a minimum of extraneous noise (snow).

Bandwidth Vs. Gain

In designing boosters (and other RF amplifiers) engineers have tried to achieve the greatest gain and bandwidth, without increasing the *noise factor*. As with most design problems, it is a matter of compromising, of choosing how much of each quality is needed, and trying to get that amount without losing too much of other, conflicting, desirable qualities. The old axiom, "You can't get something for nothing," is as true here as anywhere. To get more gain, bandwidth must be cut. Or to achieve low noise, the gain is often reduced.

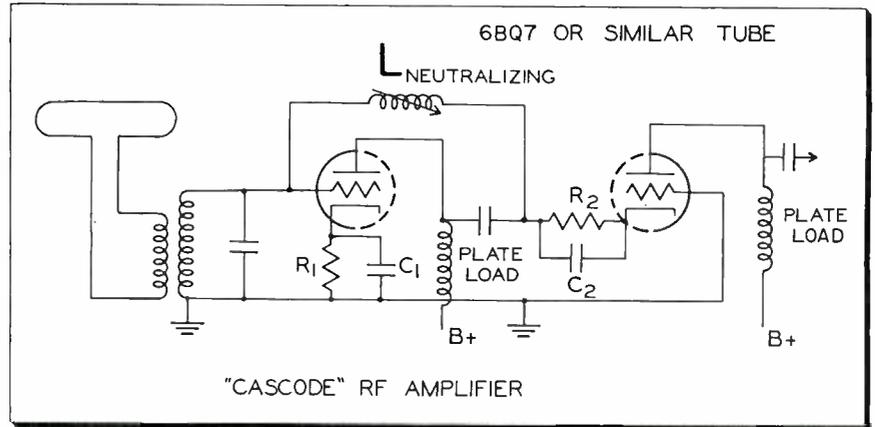
The majority of boosters today have triode input stages. This is because it is believed that triode amplifiers inherently generate less noise. In other words, a pentode amplifier stage, though capable of giving greater gain, will also generate more noise internally.

Consider a weak signal at the very beginning of the chain of amplifying stages. If the local noise and random electrical impulses make up enough interference to be comparable in strength to this signal, any slight additional noise created in the amplifier will be added to the noise already present, and will be amplified, thus degrading the quality even further. But further on in the amplifying chain it is OK to use stages which generate some noise, as this noise will be much smaller in amplitude than the signal.

Do Different Jobs

There are several different types of boosters currently on the market. They are designed to do different jobs, which many of them do very well. Yet indiscriminate use of just any booster to correct a bad picture is resorted to at times, and almost always with poor results.

The most elaborate boosters are those used for amplifying the signals picked up by community antennas in



Circuit gives extremely low noise figure at high frequencies. L-neutralizing is critically adjusted for particular frequency amplified. Second stage is grounded grid amplifier.

extreme fringe areas where the TV station signals are out of reach of regular antennas. These boosters are mounted at or on top of the antennas, and may be either for one channel (in extreme cases) or for the entire band. When used for the entire (two) TV bands, high and low, the boosters are of the type called "distributed," or "chain amplifiers."

The distributed amplifier is very nice in theory, but too expensive in practice except for apartment houses, stores, or community installations. It works on the simple enough principle of having a number of tubes all operating in parallel, each amplifying a small section of the frequency spectrum. The products of these paralleled amplifiers are combined in the output to give amplification over the entire band. The big difficulty with working out such a system is that ordinary paralleling of tubes would result in an input capacitance so great that the high frequency signals would disappear. Engineers have worked out a means for isolating the input of one tube from the next, while still combining the output signals. But this is expensive. Also, to provide appreciable gain from each tube, the bandwidth has to be kept fairly narrow. So it takes a lot (8 to 25 tubes in typical commercial models) to give good results over the whole band with this system.

At the other end of the scale we find the simple single tube booster which is very similar to the RF stage of the tuner it precedes. If such a booster is carefully aligned at the factory, and if it is not subsequently misadjusted in the field, it can help bring in a better picture in many ways. First, by correcting a possible mismatch between the antenna and the

input to the TV set, it can sometimes help eliminate lead line reflection smears. In addition the booster may be used to tune out adjacent channel interference and nearby FM receiver oscillator signals. This local FM receiver radiation is severe in some areas. Or if there is misalignment or inadequate bandpass in the TV tuner, resulting in the poor detail of high frequency carrier losses, or vertical instability due to poor low frequency response, these can sometimes be overcome by tuning the booster. Often, though, the *booster* has been misadjusted and it serves only to increase the troubles in reception due to improper installation or use.

Another problem has been that of providing enough gain in the RF stage (here, the booster and the regular RF amp.) to override the noise generated in the local RF oscillator stage of the receiver. The input signal level must be raised as high as possible to minimize the effect of the oscillator's own considerable noise level when the combined, or IF signal reaches the intermediate frequency amplifiers.

Design Factors

If a booster is used in a very noisy location, it often does not improve the signal-to-noise ratio because the noise is picked up mainly on the lead-in, in front of the booster, and is therefore amplified just as much as the signal is. In such cases, putting the booster on top of the mast, close to the antenna, *will* help, assuming that it is a good booster, and is not misadjusted.

More and more boosters today are being designed with push-pull circuits. They have balanced input stages, and usually are balanced throughout. This has several advan-

Principles and Practice

Help Bring Better Television Reception in Fringe Areas

tages, such as partial cancellation of the noise picked up on the line, lower input capacitance than an unbalanced input, and greater amplification.

Boosters may be tuned or untuned. In the tuned types the tuned circuits are varied just as in the front end tuners of TV sets, or the circuit may be set for one particular channel. In the so-called untuned types the whole band of TV channels is amplified, and there are no adjustments for the set owner to make.

"Super-Circuits"

Recently there has come into prominence a circuit called the Wallman Cascode (not *cascode*) in which, it is said, the gain of the pentode is combined with the low noise figure of the triode to obtain a "super-circuit." Another is the "driven-grounded-grid" circuit. In both of these circuits great care has been taken to obtain the absolute maximum signal-to-noise ratio. However, the Cascode circuit does not lend itself readily to use in RF stages which are to cover various frequencies, because it must be neutralized for best results, and when properly neutralized for one frequency, it is no longer properly neutralized for others. The driven-grounded-grid circuit holds much promise, but is not at present incorporated in a commercial design, having been engineered not long ago.*

The question the field technician may well ask at this point is, "How does all this affect me in my selection of a booster for use in this area?" The answer is that he must be careful in his testing of boosters, and not expect miracles of any booster. An inexpensive booster may be helpful, but the customer should not be promised too much when being advised to buy one.

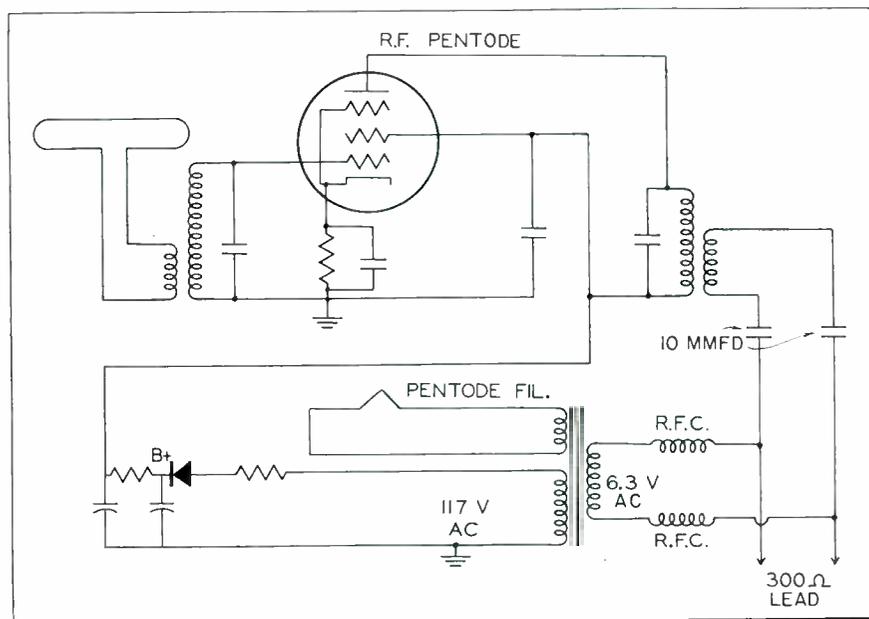
Recently we asked an engineer to list some of the things which he would have in a booster if he were designing it for himself. The booster he described would use eight triode sections, and would combine a number of the features described earlier in this article. Instead of attempting to amplify the entire TV spectrum as one band of 200 megacycles width, this booster would be designed to amplify two separate bands, the low and the high, with the outputs and inputs combined. By careful use of compensating coils and capacitors, the gain over each of the two bands would be kept comparatively uniform without sacrificing too much gain. By using grounded grid input, and using

*RCA Review, March 1951.

push-pull design all the way through the booster, the eight sections would actually provide four stages of amplification as might at first be expected. Remember, the tuned circuits must be staggered to amplify two fairly broad (40, and 50 mc. wide) bands. With such a booster used in a location where not too much local noise is picked up on the lead-in it could be expected to give real improvement. It would be necessary to have a switch in the booster in most cases, to allow turning it off and bridging the

only one station. And finally, means must be provided for turning it on and off and using the antenna without the booster when desired.

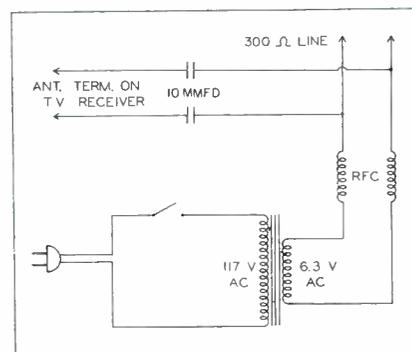
There are, however, a number of excellent boosters available on the market at this time. The one you use for your customers depends on what the local problems are. It is best to try out several different makes and models before picking one. Take care to compare the results by testing them at the same location and with all the other factors being equal. Comparing them in different situa-



Above, typical circuit showing how transmission line is used to supply power to booster on top of antenna. Below, power unit at TV set supplies 6.3 volts to booster, and takes off TV signal for tuner input.

signal directly from the lead-in over to the set without sending it through the booster, in the case of strong stations. Such a switch can introduce capacities which will help set up line reflections, and produce ghosts which might not otherwise appear, unless precautions, in the form of compensating inductances, are engineered in conjunction with the switch.

Antenna-mounted boosters are desirable, of course, since they amplify more signal and less local noise than boosters used at the set. However, it is often impractical to mount the booster on the antenna. First of all, it requires a weather proof box. Second, it requires sending power up to the top of the antenna. And such a booster must either be a broad-band booster (which we have seen must be a fairly elaborate affair, if it is to do its job well) or it should be used for



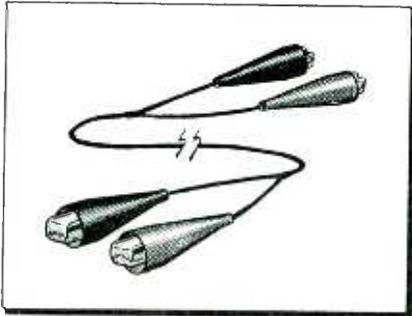
tions will not be nearly so accurate a guide to the right one for your locality.

When you have thoroughly investigated and tested a number of boosters you will be able to intelligently select or recommend the best one for your customers.

Shop Shortcuts Speed Servicing

Universal Patch Cords

Anyone who has been in the middle of making a test set-up and wanted to connect two units together, and found he had to take time out to make a cable to do the job has wished he had a few patch cords at hand. The properly equipped shop will save



several minutes every day always having two or three double patch cords around. These cords require four small battery clamps, four rubber or plastic clamp covers (two black and two red), and about five

Isolation Supply from Junk

If you've ever been kicked by 110 V while working on an AC-DC receiver you have reminded yourself that you should have an isolation transformer so you could work in safety on those sets. But how often does one actually go out and buy one?

For those who can't see spending the money, there is a way of doing it with nothing but about an hour's labor, and some junk-box parts. All that is needed are two good-sized junked power transformers, from TV or console radio receivers. They must have primary windings and at least one filament winding still OK. To get about 110 V out, isolated from ground,

SHOP HINTS WANTED

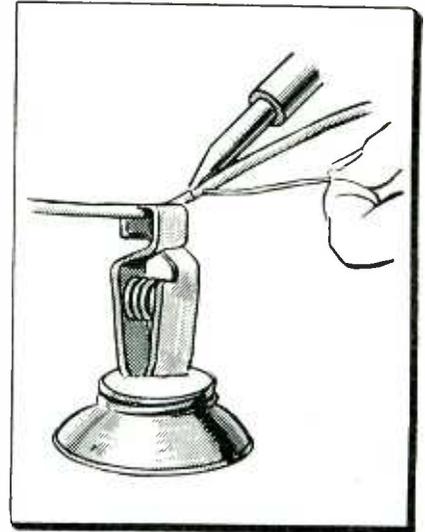
Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, N. Y."

or six feet of heavy flexible rubber coated wire. The wire is cut into pairs of equal length, taped together every foot or two, and the covers and clamps attached at the ends, matching red and black on the same conductors of course so that the patch cords may be used in extending not only AC signals, power, etc., but DC potentials, speaker lines whether grounded on one side or not, etc. *McDonough's TV Service, Rockville Centre, Long Island, New York.*

hook the transformers back-to-back, as shown in the diagram. Whether two 6.3 V windings or two 5 V windings are used is unimportant. If a slight step-down is desired, as for checking 3-way portables for RF oscillation on reduced line voltages, hook the 5 volt winding of the supply transformer to the 6.3 winding of the other. (*Ed. Note: A more convenient way of getting the lower voltage, though, would be to use a double outlet, and plug a soldering iron into one outlet. This will draw enough current to lower the isolated supply to 90-95 volts.*) *R. Schriebl, Lucette Electronics TV, Fairlawn, N. J.*

Radioman's Third Hand

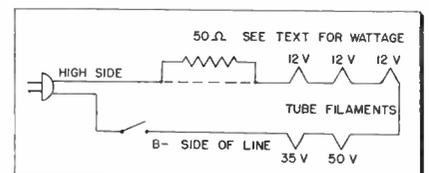
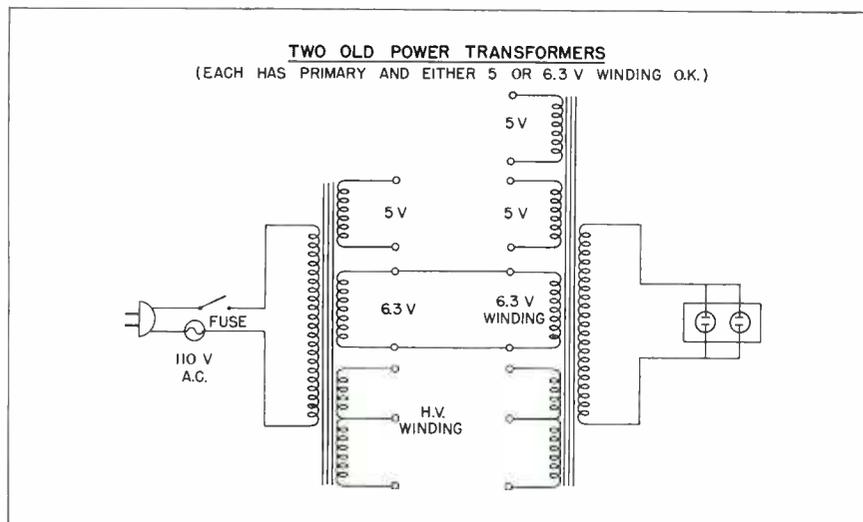
A heavy battery clamp which has had the teeth filed down makes a handy small table vise for freeing one hand in doing small soldering jobs, as shown in the drawing. One easy way to mount the clamp is by melting some lead into any metal jar lid, and



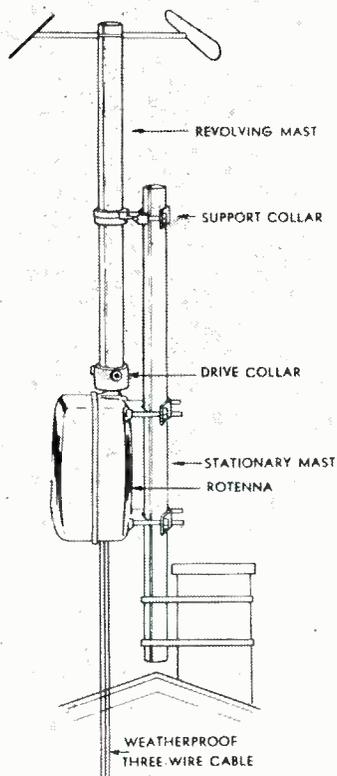
letting the lead (or solder) solidify while the end of the battery clamp is held in it. This "third hand" is a good item to carry along in the tool kit for those outside calls, too. *M. Quisenberry, Bucks Radio & Appliance Co., Lexington, Va.*

Protect AC-DC Filaments

Many AC-DC radios of past years have had trouble with frequent filament burn-outs. To prevent this, when such a set has come into the shop, I insert in series with the high side of the AC line (in the filament string only, of course) a resistor of about 50 ohms to limit the initial surge of current which normally takes place when the set is first turned on. The



reason this current is so much greater is because the filament resistance when cold is very low, and a great deal of current flows for a few seconds, before warming up, when the resistance rises to its normal fairly high value, limiting the current flow. The resistance during operation totals over 700 ohms, so the extra
(Continued on page 102)



3

reasons
why

THE
VIKING
ANTENNA
ROTATOR
is tops!



Antenna Direction Indicator and Plastic Control Box in attractive modern design

CHECK THESE IMPORTANT FEATURES

- Rotor Measurements, 4" x 4" x 7 1/2"
- Weight of Rotor, 3 1/2 pounds
- Guaranteed Minimum Starting Torque, 50 Inch pounds
- Turns Any Antenna Array in Any Weather
- Equipped with Dial Indicator that Shows Exact Location of Antenna at All Times
- Tried and Proven for Durability by 3-Year Endurance Test by Leading Independent Laboratory
- Standard RMA One Year Guarantee

it's new...

latest precision engineering design in Antenna Rotators

it's advanced.

operates on powerful, ice and wind-defying impulse motor... full power torque at instant of starting

it's better....

only the finest materials used throughout to resist corrosion—Stainless Steel, Bronze Bearings, Aluminum Housing, Heavy Plated Hardware

Easy to Mount—Trouble-Free Performance
No Maintenance Problems

..and

At a Price That Is PROFIT-PACKED for Dealer and Distributor!
ONLY \$34.95 including Control Box
with Antenna Direction Indicator **\$44.95**

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Television Technician

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JFD REPAIRACK

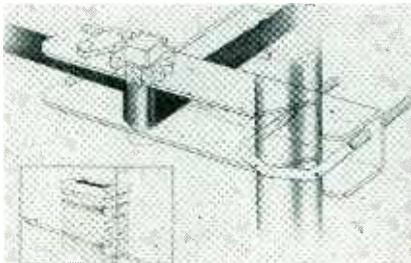
A chassis rack which will hold any radio or TV chassis and most phonograph or recorder mechanisms for work on the bench is now available. It is the no. 79-3 JFD Repairack, which will accommodate chassis up to 32 inches wide, and is fully adjustable. Literature may be had from the manufacturer, JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.

RCA KINESCOPE

The new 17-inch kinescope, RCA-17TP4, focuses at low voltage and takes very low current. The focusing voltage can be obtained from a fixed or adjustable tap on the receiver's DC supply. Focus is said to be automatically maintained, despite variations in line voltage and adjustment of picture brightness. The electrode has its own base-pin terminal to permit choice of focusing voltage. A metal-shell type, this kinescope utilizes magnetic deflection and an ion-trap gun which requires an external, single-field magnet. RCA Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING.

Radiart CHIMNEY MOUNT

This chimney mount is swiftly installed and features the absence of the usual nuts and bolts for tightening the



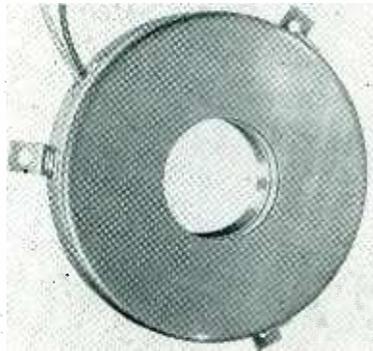
straps around the chimney. A slip-proof aluminum ratchet lock winds up the straps and locks them tightly in place. For masts up to 1 3/4" O.D., complete with galvanized steel strapping, from the Radiart Corporation, Cleveland 2, Ohio, or your local Radiart distributor.—RADIO & TELEVISION RETAILING.

Hytron-CBS PICK-UP STICK

A convenient tool for picking-up screws, nuts, and other small parts which have fallen into tight, out-of-the-way spots, and for placing small parts where ordinary tools cannot reach, is being made available to servicemen. This tool is made in the form of a pencil which has a special wax tip in place of the usual eraser. The tip will pick up and hold most small metal objects, releasing them easily when the job is done. Distributors have the pick-up sticks for their customers. Or write directly to Hytron Radio & Electronics Co., Div. of CBS, Inc., Salem, Mass.—RADIO & TELEVISION RETAILING.

Stancor FOCUS COIL

The FC-11 focus coil, for use with picture tubes requiring external magnetic focusing is equivalent to RCA 202D2. It has a DC resistance of 470 ohms; maximum ma. 140, and diameter of 4 3/4". This focus coil, and 74 other TV replacement impedances and trans-



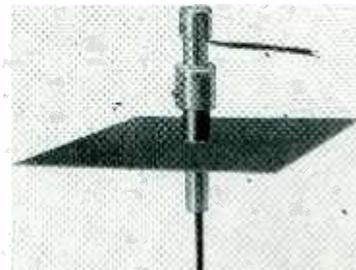
formers are made by Standard Transformer Corp., 3850 Elston Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

Insuline TV SERVICE TOOLS

The no. 6247 dual-bladed "Kleer" aligner is a rod of low-loss transparent plastic, 4 1/2" long and 7/32" in diameter, fitted with corrosion-proof steel blades .018" and .025" thick, respectively. The no. 6249 tuning wand, is a brown phenolic rod 4 3/4" long and 1/4" in diameter. One end contains a molded powdered iron core having a permeability tolerance of 2% and a "Q" tolerance of 10%; the other end contains a silver-plated brass core. These tools are made by Insuline Corp. of America, 36-02 35th Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Mosley TV LEAD-THROUGH

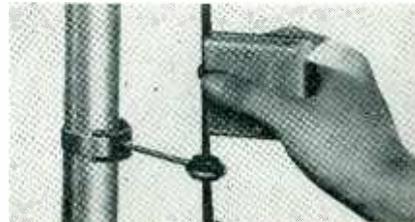
Called Roof-Thru, the new device consists of an acrylic plastic bushing combined with a copper flashing plate. It is readily installed in buildings under construction or may be installed in existing structures by lifting a few shingles, drilling a hole of 1" diameter through the roof sheathing, inserting the Roof-Thru and 300 ohm lead, and



then replacing the shingles. More information may be obtained from Mosley Electronics, 2125 Lackland Road, Overland, Missouri.—RADIO & TELEVISION RETAILING.

Easy-Up TV LEAD TESTER

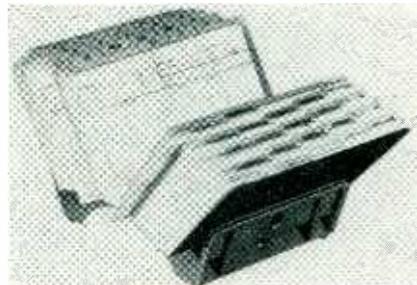
A testing device for quickly locating breaks in 300 ohm twin lead has been introduced to the TV service trade under the name of "Twin-Test". It is a continuity checker which makes contact with each side of the twin line by means of small needle-points which pierce, but do not damage, the insulation. A small lamp lights to indicate the



condition of the lead, which may be that attached either to a shorted-type antenna, such as a folded dipole, or dc open one, like the conical. "Twin-Test" is made by the Easy-Up Tower Co., Racine, Wisc.—RADIO & TELEVISION RETAILING.

Diebold SERVICE RECORDS

A handy system for keeping inventory or service records of appliances and receivers which includes provision for removal of insertion of cards, quick



reference, filing to left for special attention, and other features. Called the Cardineer desk tray appliance service record system, it includes 1000 service records, 50 guides, and a desk tray, for \$36.95, F.O.B. the factory, Diebold, Inc., Canton 2, Ohio.—RADIO & TELEVISION RETAILING.

Shure PHONO REPLACEMENTS

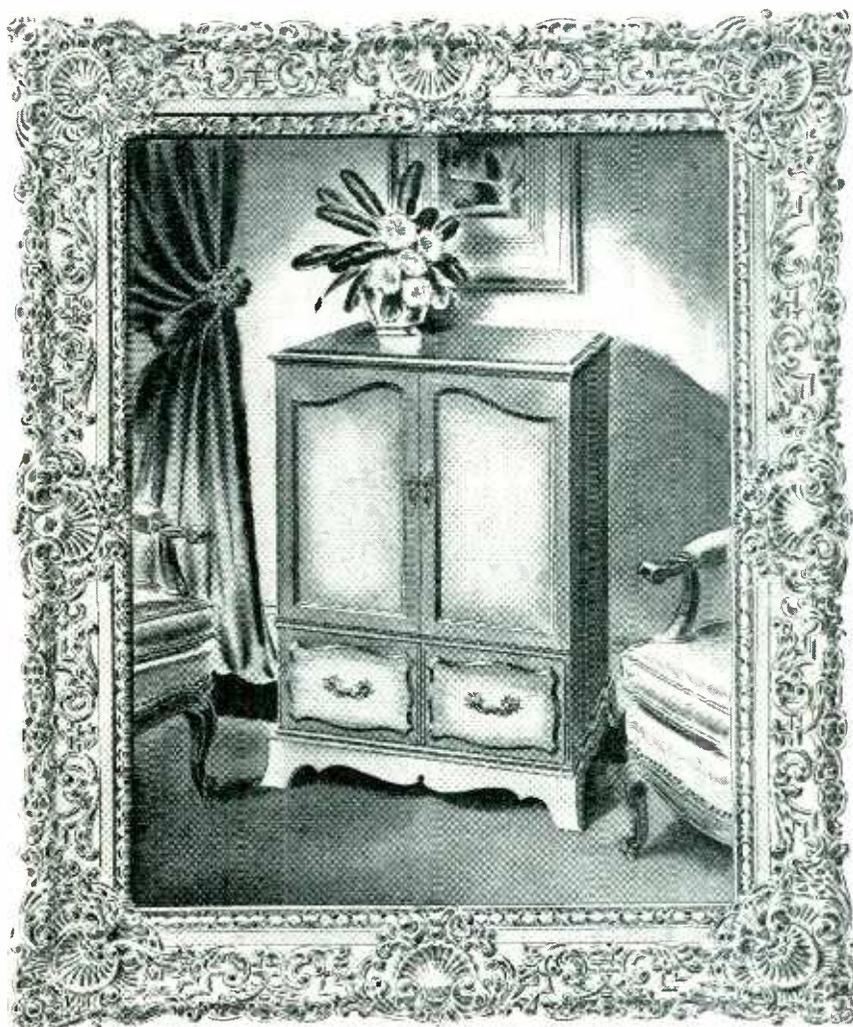
Model W22AB-T turnover cartridge is a high quality extended range "vertical drive" cartridge complete with positive turnover mechanism. Model W42BH, dual-voltage cartridge is described as a low cost "lever-type" cartridge for 78 RPM records. Equipped with unique "slip-on" condenser-harness for dual-voltage output, 1.5 volts or 3.75 volts is thus obtained in one cartridge. Manufactured by Shure Brothers, Inc., 225 W. Huron St., Chicago 10.—RADIO & TELEVISION RETAILING.

Tele King

STYLE MASTERPIECES

America's Smartest TV Line for 1952

★
Tele King for 1952 has been styled for the American Home. Leading designers translated proven consumer style preferences into cabinets that blend with and enhance any home decor. The result is a combination of beauty and quality that will win immediate consumer acceptance.



★
Tele King for 1952 is America's greatest profit line! Every Tele King, from the lowest priced table model, offers the dealer an unbeatable profit mark-up. Every time you ring up a Tele King television sale you earn a bigger profit and build greater consumer acceptance in the process.

★
Add your name to the ever growing list of franchised Tele King dealers, America's No. 1 profit line. For full information see your distributor or write direct to factory.

Attention Distributors! A number of distributor franchises available in profitable areas. Write for details!

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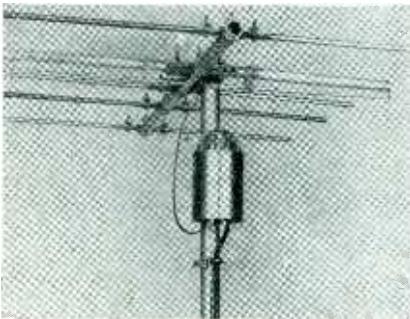
New Antennas and Boosters

Telrex YAGI SERIES

Designed to operate on only one channel each, for maximum gain and proper bandwidth, a series of yagi TV antennas has been engineered and built to help fill the demand for a high quality fringe antenna. Stacking harnesses are available for stacking these antennas where absolute maximum gain is desired. Made in models for each channel by Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

Vee-D-X BOOSTER

Housed in a streamlined aluminum case, the Vee-D-X "Rocket" booster is simple to install at the antenna and easy to service. Power is supplied from a separate power pack on the back of the set which is automatically turned on and off by the TV receiver. This new booster, model OS, contains all of the advantages of the Vee-D-X model OB, including the RF assembly, using a 6J6 push-pull cross neutralized amplifier, and providing, it is said, 18 db gain with full 5 megacycle band width. The



"Rocket" is stated to be ideal for single channel installations, especially in fringe areas. Made by The LaPointe-Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

Triangle IN-LINE AERIAL

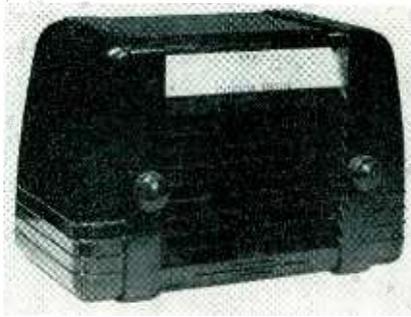
Supplied in 4 different models, with choice of mast, transmission wire, or both, this completely pre-assembled antenna can be installed in less than a minute. Stated to be the most durable antenna ever built, it lists for \$13.95. For further information, contact the manufacturer, Triangle Products Corp., 1548 W. 64th St., Chicago 36, Ill.—RADIO & TELEVISION RETAILING.

Wamco TV ANTENNA

Featuring a special design which stacks four dipoles and four parasitic elements, with a phasing harness to connect the elements together for maximum gain and directivity, this antenna is reported to be ideal for TV DX. Designated the Wamco DX-7, it is one of several TV antenna items manufactured by the Walnut Machine Company, 1525 S. Walnut St., South Bend 14, Ind.—RADIO & TELEVISION RETAILING.

Oak TV BOOSTER

A booster which incorporates the Inductuner, thus including the FM band on its dial, and with a control which allows the gain vs. bandwidth characteristics of the booster to be varied for the station being received, is being



marketed at \$39.50. This RF amplifier is housed in a mahogany plastic case which will match most TV sets. Provided with both 72 and 300 ohm inputs and outputs, it also incorporates the automatic feature which allows it to be switched on and off by the operation of the TV set switch. Descriptive literature is available from the manufacturer, Oak Electronics Co., 144-64 Oak St., Buffalo 3, N. Y.—RADIO & TELEVISION RETAILING.

B-T Labs TV AMPLIFIER

These new 8-outlet units have 4 TV set outlets on the front, and 4 on the rear of the unit. Their screw-type terminals will handle both 75 and 300 ohm line. Model DA-18-1-M employs 4



tubes, 3 6J6s and 1 6BC5, and lists for \$87.50. Blonder-Tongue Labs., 38 N. Second Ave., Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

Sargent-Rayment TUNER

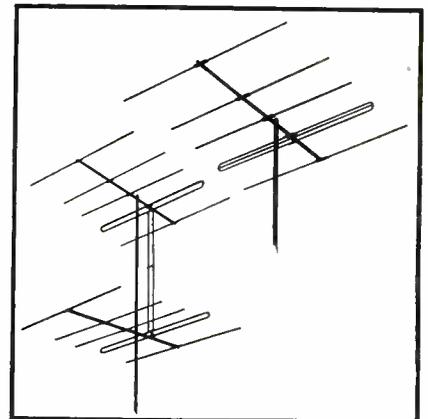
Featuring extremely low distortion in the AM detector, this AM-FM tuner is aimed at the high-quality custom market. Including a "null T" 10 KC whistle filter, this 14 tube tuner includes a dual tone control, four position AM-FM-phono-TV switch, and claims 5 microvolt sensitivity on the FM band. List price \$149.40. Engineering literature and description are available from the Sargent-Rayment Co., 212 9th St., Oakland 7, Cal.—RADIO & TELEVISION RETAILING.

Electro-Voice BOOSTER

E-V model 3010 antenna-mounted booster provides automatic pre-amplification of TV signals to improve reception in low signal fringe areas. This booster uses four separate 6J6 tubes in a twin channel circuit which will handle high and low band aeriels either separately or together, depending on type employed. Through use of a novel circuit arrangement 110 volts AC is used in the booster, but only the TV signal and 6 VAC are sent along the transmission wire. A relay is included in the junction box at the viewing location which switches the booster automatically on and off along with the set. Electrovoice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING.

Channel Master Z-MATCH YAGI

Development of a new type of yagi antenna, the Z-Match, which achieves a proper match to 300 ohm line for both single and stacked arrays, has been announced. No extra connecting rods are needed with the Z-Match. When antennas are stacked, the center bars of the



folded dipoles are removed. This reduces the impedance of each antenna and automatically keeps the impedance ratio correct for the complete stacked array. The removed center bars are then used as 1/2 wave connecting rods. Made by Channel Master Corp., Ellenville, N. Y.—RADIO & TELEVISION RETAILING.

JFD YAGI ARRAYS

Double-stacked 4-element and 5-element yagi arrays for 7-13 include low-loss jumper feeder systems providing a good match to 300 ohms, and boost the gain, it is stated, up to 20 db (over a tuned dipole). Half-wave spacing increases signal pick-up resulting from larger intercepting surfaces and takes advantage of gain increases resulting from in-phase interaction between bays. Sky-Ranger yagis are constructed of all-aluminum tubing and incorporate high impedance collector elements. For brochure write JFD Manufacturing Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

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-that meets fully the performance requirements of all
radio and tv set manufacturers
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RADIO & TELEVISION RETAILING • November, 1951

83

Bamberg Transferred

Richard Bamberg has been transferred from the advertising department of Admiral Corporation and named assistant to Paul Dye, in charge of Admiral distribution, according to announcement of W. C. Johnson, vice-president in charge of sales. Mr. Bamberg formerly was assistant to Seymour Mintz, director of advertising for Admiral.

New Rep Company

Paul Eckstein, sales manager of Hallicrafters, has resigned to establish his own electronic manufacturers sales representative organization. His offices are The Pure Oil Building, 35 E. Wacker Drive, Chicago, Ill.

Assoc. Stores Appointees

Welburn Guernsey, owner of the Florida chain of Associated Stores, announced through his vice-president and general manager, C. R. Courtright, two key management appointments: Theodore A. Simmons, as sales promotion manager covering all six stores of the chain; William G. Berry, as manager of the newly remodeled Miami store operation.

Named Hudson Consultant

Robert W. Gunderson, the remarkable 32-year old blind radio engineer who designs, builds, and repairs electronic equipment of all kinds, has been retained as a consultant by the Hudson Radio & Television Corp., of New York, to handle technical problems presented by its customers. The firm has two large stores, at 48 W. 48th St. and 212 Fulton St., New York.

Viewing RCA Color TV



Grouped left to right around experimental 21-inch RCA Victor tri-color TV set are: (standing) Jack Barton, TV Service Contractors Assoc. Detroit; Mort Farr, NARDA, Phila.; Al Haas, TV Contractors Assoc., Phila.; Bob Roach, TV Service Contractors Assoc., Pittsburgh; Al Saunders, Radio Technicians Guild of Boston; and James Burns, Television Associates, Wash., D. C. Kneeling before set are Dave Krantz, Federation of Radio Servicemen's Assoc. of Penna., Phila.; and host E. C. Cahill, president of RCA Service Company.

S-W Names Schwartz

David Schwartz has been appointed regional sales manager for all of New England plus the Albany, Schenectady, Utica and Newburgh, N. Y., territories for Stewart-Warner Electric, the radio and television division of Stewart-Warner Corporation, Edward L. Taylor, sales manager has announced.

GE Dealer Booklets

Two booklets to help dealers increase profits from the sale of both new and used refrigerators have been released by General Electric. One, entitled "Plus Profits" discusses ways of making the dealer's classified newspaper advertising more effective. The other, "What About Trade-Ins?" contains information on the appraisal, reconditioning and merchandising of trade-in refrigerators. "Plus Profits" may be obtained for 2¢ a copy; "What About Trade-Ins?" for 15¢.

To Distribute Raytheon

G. L. Hartman, general sales manager of Belmont Radio Corporation manufacturer of Raytheon television, has announced the appointment of Providence Electric Company as the Raytheon distributor for the Providence R. I., territory. Also announced was the appointment of the E. K. Rogers Company as the Raytheon TV distributor for the Seattle, Wash. area.

New Chicago Reps Members

Five new members have been elected to the Chicagoland Chapter of "The Representatives" of Radio Parts Manufacturers, Inc., announces L. W. Beier, national treasurer. Senior members include: Roger Clark, 6349 N. Clark St., Chicago 26, Dave Dolin, 2635 S. Wabash Ave., Chicago 16, Ralph T. Sullivan, 542 S. Dearborn St., Chicago 5, and Wesley L. Wilson, 2750 W. North Ave., Chicago 47. Frank Gassner, of Gassner & Clark Co., 6349 N. Clark St., Chicago 26, was named an associate member.

New Cash Register



The new model, low cost cash register shown above has been introduced by Remington Rand, Inc., 315 Fourth Ave., New York. Records transactions by department, or clerk, or product classification. Called model 71-CR, it offers complete record system control of daily business transactions.

New Products

RCA JR. VOLTOHMYST

A new addition to RCA test equipment, the Jr. VoltOhmyst is made with an electronic bridge circuit similar to that in the senior model VoltOhmyst, and it employs a high-impedance diode as an AC signal rectifier. This new test unit has a suggested user price of \$47.50. At RCA test equipment distributors.—RADIO & TELEVISION RETAILING.

TACO YAGI ANTENNA

An antenna designed for extreme fringe area reception, this new yagi features two driven dipoles and three parasitic elements. Assembled in the TACO Jiffy-Rig manner for quick installation, the TACO 5-element twin-driven Yagi is available either single or stacked. Technical Appliance Corp., Sherburne, N.Y.—RADIO & TELEVISION RETAILING.

Merit OUTPUT TRANSFORMER

The HVO-8 "air-core" horizontal output transformer is designed for use in direct drive systems. Used with the merit "cosine" yoke, it will replace the drive system in a large number of TV units. Complete technical data is supplied with each unit. Carried by Merit jobbers, or from Merit Transformer Corp., 4427 N. Clark St., Chicago 40.—RADIO & TELEVISION RETAILING.

Newcomb CABINET RACK

To aid in assembling custom-built sound units for churches, stadia, schools, factories, etc., this rack is now being supplied. Standing 59½" high, 23" wide, and 16" deep, it accepts standard RMA rack panels. Ventilated rear door for service, and space for 9 conduits. Finished in dark gray hammertone, welded for strength, it is made by Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Cal.—RADIO & TELEVISION RETAILING.

Astatic CARTRIDGE

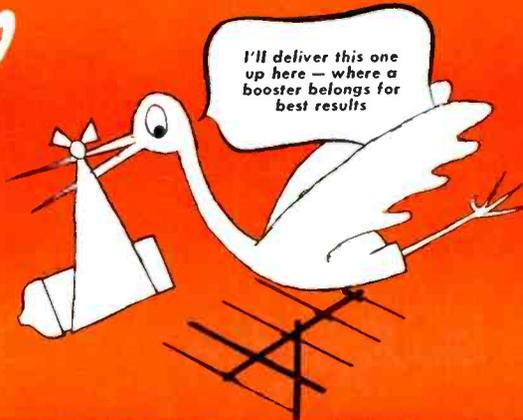
A new high output crystal, model L-12, which will replace many standard cartridges and give increased output, this cartridge is rated at 4 volts output. It is designed to operate at 1 oz. pressure. The Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Natkin WORK BENCH

An all-steel work bench with either a steel top or a composition-wood-plastic top, called "Nat-Flex", is being made for use in repair and other shops. Streamlined construction and extreme strength are among the features of this work bench, made by Natkin & Co., 1601 S. Hanley Road, St. Louis 17. RADIO & TELEVISION RETAILING.

New Arrival

**GIVES SINGLE CHANNEL RECEPTION
A BIG BOOST IN PICTURE QUALITY
AT GREATER DISTANCES**



THE SENSATIONAL **ROCKET** A POWERFUL MAST MOUNTED BOOSTER

- 18 DB GAIN
- EASY TO INSTALL
- LOW IN PRICE

MODEL RB

\$34⁹⁵
LIST

**Pre-amplifies Signal at Antenna Height — Prior to Line Loss
— Where Most Favorable Signal-to-Noise Ratio Exists**

The control unit is quickly attached to back of TV receiver and provides exact voltage needed for any length of transmission line.



The Rocket Booster is utterly new by every standard of comparison and is destined to further revolutionize single channel television reception at far greater distances. Research and laboratory tests have long proved that the best point to boost a TV signal is at the antenna — prior to line losses — where the most favorable signal-to-noise ratio exists — not at the TV receiver after the transmission line has picked up noise and interference. It remained, however, for VEE-D-X engineers to perfect this mast mounted booster that is high in performance — easy to install — low in price — and using only the **single standard 300 ohm transmission line**. The Rocket Booster has two components — 1) the booster itself which is mounted directly on the mast below the antenna and 2) the control unit. The Rocket is extremely powerful, delivering an 18 db gain with full 5 megacycle band width. It is factory pre-set for peak performance on any desired channel and once installed needs no further adjustments. For complete information on the sensational new Rocket Booster see your distributor or write direct.

*Another
Great Product
by*

VEE-D-X

THE LaPOINTE-PLASCOMOLD CORPORATION, WINDSOR LOCKS, CONNECTICUT

MERIT

TV full-line*
Components
For Improvement,
Replacement, Conversion



SELL IMPROVED RECEPTION

MERIT "TV" Kit #1000 for edge to edge focus—contains MDF-70 Cosine Yoke, HVO-7 Universal Flyback and MWC-1 Width Linearity Control. Keep a Kit handy—you'll get plus business and a reputation for "know-how."



MDF-70 . . . original of the "cosine" series—low horz, high vert inductance. Used by such famous sets as Radio Craftsman. Cosine Yokes will improve 10,000,000 sets now in use!

MERIT . . . HQ for TV Service Aids

MERIT'S 1952 Catalog #5211 now available . . . introducing MERIT IF-RF Coils, includes Coil & Transformer data, listings. Other MERIT service aids: TV Repl Guide #404, Sept. '51 issue—covers 3000 models, chassis of 82 mftrs; Cross Ref Data on IF-RF Coils, Form #14. Write: Merit Coil and Transformer Corporation, 4425 North Clark Street, Chicago 40.

These three MERIT extras help you:

- Exclusive: Tapemarked with specs and hook-up data
- Full technical data packed with every item
- Listed in Howard Sam's Photo-facts



Merit is meeting the TV improvement, replacement and conversion demand with a line as complete as our advance information warrants!

BURTON BROWNE ADVERTISING

RCA Victor UHF Antenna



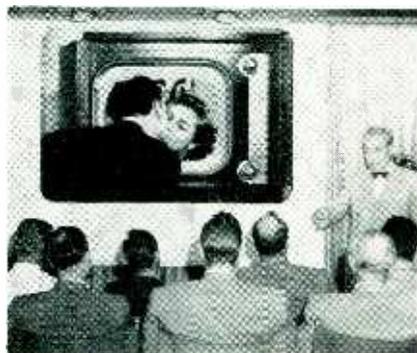
Frank M. Folsom, left, president of the Radio Corp. of America, displays experimental model of new fan or bow-tie receiving antenna for use in the proposed UHF TV channels, for Wayne Coy, chairman of the Federal Communications Commission.

To S-W Sales Post



George M. Johnson, above, has been appointed manager of the Chicago sales branch of Stewart-Warner Electric, the TV and radio division of the company.

GE TV Film Commercial



The receiver department of the General Electric Co. is introducing to its dealers a new series of TV film commercials on the GE TV line. Employing an unusual technique, the commercials actually bring the screens of the TV sets to life. Arrangements for the films will be made by dealers through their local distributors.

Hallcrafters Distributor

Rollie J. Sherwood, vice-president in charge of sales of the Hallcrafters Company, Chicago, has announced the appointment of the Edgar Morris Sales Company as exclusive Hallcrafters television and home radio distributors for Washington, D. C.

Introducing...

THE MAGIC OF MODEL M

"The Magic of Model M" ... a new trend for TV antennas! And Walco introduces the first antenna with chromate-coated Magnesium cross-arms. Structural strength is almost equal to steel, and yet is 1/3 lighter than aluminum. Once you install, that's all! No costly call-backs that eliminate your profit. Chromate-coating assures positive corrosion resistance. Elements are made of high-conductivity, super-strength aluminum alloy, reinforced with Swiss "Permalum." Guaranteed sturdier, more dependable under severest weather conditions. Equipped with famous Walco "signal director" and unbreakable insulator. Same high standards of Walco crystal-clear TV reception.

*** NEW**
WALSCO
TV ANTENNA Model M

Once you install... that's all!

WALTER L. SCHOTT CO., 3225 Exposition Place, Los Angeles 13, Calif.

Branch: Chicago 6, Ill.

M*

M

Structural strength almost equal to steel

M

One-third lighter than aluminum

M

Chromate-coating for positive corrosion resistance.

AVAILABLE AT PARTS JOBBERS EVERYWHERE

Model 4090 M—Single Bay — List \$ 9.25

Model 4092 M—Dual Array — List \$19.85

Model 4094 M—4 Bay Stack—List \$44.50

All prices without mast.

Walco quality earned its reputation

WALSCO

Named to GE Sales Post

Robert T. Skeer has been appointed Seattle manager of major appliance sales for the General Electric Company, it has been announced by H. G. Smith, Pacific district manager.

Harris Joins Chamberlin

Roderick R. Harris has joined the staff of Harold A. Chamberlin, 31 Milk St., Boston, manufacturers' representative for New England and New York State. Harris will be responsible for the Connecticut and western Massachusetts territories.

Coolerator Officers

Announcement has been made of the appointment of Fred D. Wilson as president of the Coolerator Company. Other officers of the company are: O. C. Buchanan, treas.; Charles D. Hilles, Jr., vice-pres. and secty.; C. D. Webb, asst. secty.; S. W. Skowbo, vice-pres., operations, and G. L. Rees, vice-pres., sales.

Leaves Tele-tone Post

The resignation of Louis Grodsky as comptroller and assistant treasurer of Tele-tone Radio Corp., was announced by S. W. Gross, president.

Video Amplifiers in New TV Sets

(Continued from page 73)

from the tube. Examples (see fig. 4): Open in R_3 , the plate load resistor; open in R_1 , the cathode resistor; short in C_1 ; burnt-out filament in tube, loss of tube emission, shorted tube, etc.

When an intercarrier sound system is present, and the sound signal is taken off at the plate of the video amplifier, inoperation of this video amplifier stage will kill both picture and sound. When a conventional sound system is employed, the sound is not likely to be affected noticeably by video amplifier inoperation.

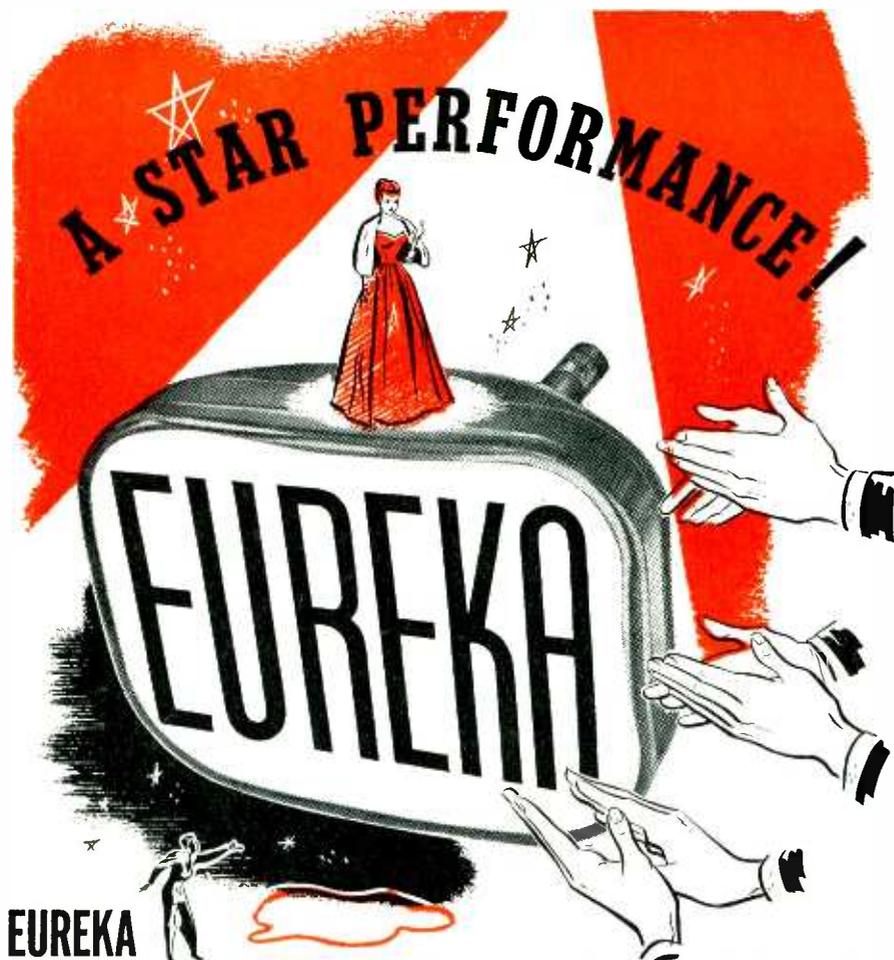
Picture with insufficient contrast: Any component defect which lowers the gain of the video amplifier will reduce the picture contrast. Such a reduction in gain will result when a defect causes the amplifier's bias voltage to rise, or its plate or screen voltage to fall. Opens in screen, decoupling or cathode by-pass condensers will reduce the gain of the video amplifier, as will a loss in tube emission. An open coupling condenser (C_2) will cut the gain down very greatly, and cause a weak picture (in some cases it may eliminate the picture entirely). In the case of an intercarrier receiver, picture and sound will be weakened if the video amplifier through which they both pass suffers a loss in gain.

Picture not sharp enough: When the vertical wedges in the test pattern are not cleanly separated at least $\frac{2}{3}$ of the way toward the center of the pattern, poor high-frequency response in the video amplifier may be responsible. A defective peaking coil, or an increase in the value of a plate load resistor, may be the source of the trouble.

Picture smear: When a defect in the low-frequency compensation network (such as a loss in C_1 , or an increase in R_4) develops, phase shift as well as inadequate low-frequency amplification is apt to occur. Large objects in the picture will have smeared edges in such a case. The tonal values in large objects may be uneven. The background shading is apt to be darker. In some cases, a gradual change in illumination from the top to the bottom of the picture may be noticeable. Black letters in the test pattern may look as though they were mounted on white bases, and the white bases may have black trailers right beside them. Possible sources of such trouble (besides an increase in the value of R_4 , or a loss in the value of C_1) include loss in capacitance of screen or cathode by-pass condensers (when present).

Smearing may be due to insufficient

(Continued on page 90)



**EUREKA
TELEVISION
and TUBE
CORPORATION**

What makes a star performance? Concentrated effort of all concerned to give you superior quality . . . careful attention to the smallest details of construction and assembly . . . that's the story at Eureka . . . that's what makes every Eureka Picture Tube a really star performer!

Write today! for full information on all round and rectangular tubes!



Manufacturers of Cathode-Ray Tubes and Electronic Products
69 Fifth Avenue, Hawthorne, New Jersey . . . Telephone Hawthorne 7-3907



LOOK MA,

NO HANDS!

Well, *almost* no hands are required to install TV with the Radion "Metropolitan". A single delivery man can take the place of the usual two technicians . . . can do the job in a fraction of the time, with great savings to you . . . and to your customer! The "Metropolitan" has proved its fine performance and sales-getting ability over 2-million times . . . sells well over the counter to built-in antenna and second set owners too. Let RADION give your TV sales and service a hand . . . mail the coupon today!

Radion

The Radion Corp.,
1130 Wisconsin Ave.
Dept. RTV-11, Chicago 14, Illinois

• Send me free "How to Profit with Radion"

Name _____

Firm _____

Address _____

Video Amplifiers

(Continued from page 88)

bias, which permits grid current to flow. Any defect that reduces the grid-to-cathode voltage can cause this condition.

Hum in picture. Cathode-to-heater leakage in a video amplifier tube will cause non-uniform picture illumination. Several horizontal bars, alternately black and white in shading, will be seen superimposed on the picture in such a case. Substitution of a known good tube for the suspect video amplifier will verify whether

or not the trouble is in this stage.

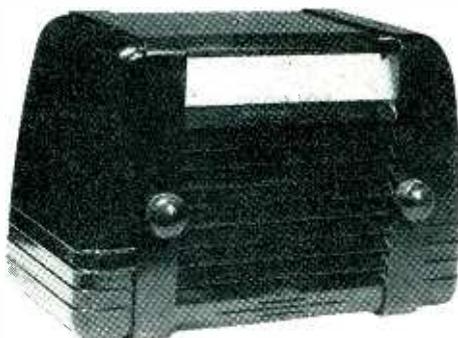
Poor holding due to weak video amplifier. Some receivers use two video amplifiers in series, with the plate circuit of one of the amplifiers serving as the sync take-off point. When the sync pulses are taken off at the first video amplifier, and the second video amplifier is weak, the sync pulses will be adequately amplified, but the picture signals won't. At normal settings of the contrast control, the picture will hold, but picture contrast is apt to be inadequate. When the contrast control setting is advanced, contrast may become satisfactory, but the excessive sync pulse amplification that results may cause the picture to tear out of synchronization. The service-

man should look for trouble in the video amplifier, not in the sync section, in cases of this sort.

Transients. When the resistor in shunt with a peaking coil opens, or increases radically in value, excessive peaking at the high-frequency end of the video bandpass tends to occur. The trouble will reveal itself by an intensification of certain sections of the vertical wedges. That is, certain sections of the vertical wedges, representing the frequencies at which excessive peaking occurs, will be excessively black and white. *Transients* are said to be present in such a case. High-frequency picture information will be distorted in the picture as well as the test pattern, but the defect is more readily detected in the pattern. To verify whether this condition is present, try using another peaking coil (of the correct inductance), in cases where the coil is wound over the resistor. If the resistor is separately connected, check its resistance.

The New Precision Engineered OAK BOOSTER!

for **TV-FM**
by **OAK ELECTRONICS**
\$39.95



▲ KNOB DOES IT:

- A. Turns on Booster & TV set.
- B. Changes "Q" of circuit from 50 to 300 thru new "Q" multiplier circuit (See May "Electronics")
- C. Varies bandwidth from 0.5 MC. to 12 MC.
- D. Allows gain to be controlled from a low value comparable to any other booster, to a high value no other booster can match.

Other boosters use this knob only for On-Off switch, or to switch from low to high channels. OAK REALLY USES THIS KNOB.

- ✓ Highest gain of any booster
- ✓ Dual Input
- ✓ Dual Output
- ✓ Gain adjustable from front knob
- ✓ Automatic On-Off
- ✓ Variable bandwidth controllable from front panel

Kaye-Halbert Ad Director

Ed Altshuler has been appointed national director of advertising and public relations for Kaye-Halbert Corp., Los Angeles. Previously associated with advertising and sales promotional activities of such firms as Admiral, GE, Tele-tone, and Sentinel, Altshuler is presently conducting a marketing survey for the company relative to preparing a new promotion.

Eicor Texas Rep

G. W. Delzell has been named Eicor representative for tape recorders in the Southwest territory. Delzell has a background of many years in the radio and electrical field. In his new capacity, Delzell will handle the shipment and sales of the Eicor tape recorder in Texas and the adjoining states.

Walco Stati-Clean

A new product marketed by Walco Products, East Orange, N. J., called Stati-Clean, is an odorless, colorless compound which eliminates static electricity on plastic phono records. Packaged in push-button aerosol spray container, one can will permanently treat hundreds of records.

Change in Motorola's New York Distributor

Motorola, Inc., Chicago, will sell its TV sets and radios in New York through a wholly-owned company subsidiary, it has been announced by Wm. H. Kelley, general sales manager of Motorola, Inc., and Nathan Cooper, president of Motorola-N.Y. Mr. Cooper will continue to distribute Motorola products in northern New Jersey.

The booster that finally satisfies your demands by succeeding where others have failed. The OAK BOOSTER uses Mallory INDUCTUNER (same as used in Dumont, Crosley and Stromberg Carlson TV sets) in a newly engineered circuit on which patent is pending. Provides variable bandwidth to control adjacent channel interference and reduce noise to a minimum. Uses new "Q" multiplier circuit to increase gain enormously.

Only Oak has all the features that count.

FEATURES	BOOSTER CHECK LIST						
	Oak Booster	A	B	C	D	E	F
Automatic On-Off	Yes	Yes	No	No	No	No	No
Variable Bandwidth	Yes	No	No	No	No	No	No
Amplifies Fm	Yes	Yes	Yes	No	No	No	Yes
75 or 300 Input	Yes	No	No	No	No	No	No
Variable Sensitivity	Yes	No	No	No	No	No	No
Highest Gain 2-6	Yes	No	No	No	No	No	Yes
Highest Gain 7-13	Yes	Yes	Yes	No	No	No	No
75 or 300 Output	Yes	Yes	Yes	No	No	No	No
Widest bandwidth of any booster	Yes	No	No	No	No	No	No
Square Wave Type Band Pass Characteristic	Yes	Yes	No	Yes	No	Yes	No

No untuned boosters are rated, as performance is not equal to any tunable boosters.

Write for specifications
and discounts

OAK ELECTRONICS
150 Oak Street, Buffalo, N. Y.

Order Oak Booster from your jobber today

SALES REPRESENTATIVES

Atlanta, Ga. — HENRY BURWELL Co.
Chicago, Ill. — JEROME KLEKER Co.
Cleveland, O. — EDWARDS & LOHSE
Fort Wayne, Ind. — WALTER BIEBERICH
Houston, Tex. — H. H. WILLISON
Los Angeles — CARL A. STONE ASSOCIATES
New York City — BURLINGAME ASSOCIATES



here's how **V-M** helps you sell

**V-M tri-o-matic[®]
phonographs with
Siesta Switch[®]
for Lasting XMAS GIFTS!**



V-M tri-o-matic 971 Phonograph

PRESTIGE

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 (27 of them!) 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!



**AIM FOR BIG VOLUME SALES IN
DECEMBER — GET FULL DETAILS NOW
FROM YOUR V-M DISTRIBUTOR!**



POWERFUL NATIONAL ADVERTISING

FULL COLOR, Half-page advertisement, December 2nd issue, American Weekly Sunday Newspaper supplement,

PLUS

Black and white insertions in

- Collier's — December 15th
- Esquire — December 15th
- Holiday — December 15th
- House Beautiful — December 15th
- Elks — December 15th
- Ebony — December 15th

Total circulation — 16,700,000



COMPLETE SALES PROMOTION KIT

Colorful new brochures on the complete V-M tri-o-matic phonograph line—display pieces to go with demonstration units—colorful wall banners—newspaper mats—there's a complete promotion package to help you take full advantage of the smashing impact of V-M's December national Advertising!



FEATURES

*Only V-M has the exclusive, handy Siesta Switch! No jumping up to turn off your V-M tri-o-matic amplifier after the last record plays! Siesta Switch does it for you automatically, completely, after as much as five hours of uninterrupted music.

Plays all records, all speeds (33 1/3, 45, 78 rpm), all sizes (7", 10", 12"). Automatic intermix of 10" and 12" records of same speed. Positive Record Protection (Patented Spindle Design). Simple, centralized controls. Dual-needle Reversible Cartridge. Child Proof Operation. Automatic Tone Arm Set-Down, all size records. Siesta Switch.

V-M CORPORATION
BENTON HARBOR, MICHIGAN

Tape Recorders

(Continued from page 75)

some machines felt clutches are used which consist of large felt pads glued to metal plates. These fit against other, matching, metal plates. The pressure of the felt pads against the plates is varied, depending on whether slipping or stopping action is desired.

The accompanying chart of common mechanical difficulties will serve as a guide in the absence of manufacturer's service data on the specific recorder involved. In all cases, the

recommendations of the manufacturer should be followed carefully.

A few tape machines have unfortunately been put on the market in which some of the parts were not within the designer's tolerances, with the result that a small percentage of machines in use have flutter troubles which no amount of cleaning and adjusting can correct. In such cases, the makers are usually glad to receive information on the difficulties and will cooperate in taking care of the trouble by fixing the mechanisms at the factory. A word of caution, however: never send a machine back to the maker without first writing to request authorization, disassembly instructions (in some cases they will

want only the mechanism, while in others the entire machine must be shipped), and packing instructions.

There are two ways of winding tape on the reels, and so there are two methods of threading the tape onto the mechanisms. Most machines today use the "A" wind, in which the oxide coating faces in *towards* the center of the reel, but a few still use the "B" wind. In the "B" wind the magnetic oxide coating (the duller side) faces *away* from the hub.

A request to the Technical Editor, RADIO & TELEVISION RETAILING, will bring a handy reference table showing which manufacturers use "A" wind, and which ones use "B" wind. In addition, those writing in will receive a trouble-shooting chart for tape and wire recorders. This chart is more comprehensive than space limitations allow us to print here.

Included on the table of "A" and "B" wind recorders are the full names and addresses of the manufacturers of tape recorders for home use, so that those interested may contact the companies for additional information.



Available with BUILT-IN RADIO

MODEL D-37

SOUND-REEL

Dual Speed-Dual Track
MAGNETIC TAPE RECORDERS

All 5 Points of Superiority Plus
Many More

- Instantaneous push button speed selection, 7.50 in./sec. or 3.75 in./sec., with Automatic Tone-Equalization for each speed
- Full frequency range—professional tone quality
- Up to 2 hours recording and playback time
- Proved Performance, thoroughly field tested and acclaimed everywhere
- Amazingly light weight, yet rugged. Cast zinc & aluminum components

AVAILABLE IN 6 MODELS

LIST PRICES

D-37 (illustrated) Complete portable recorder with carrying case	\$243.00
D-37R Complete portable recorder with carrying case, with AM tuner	*286.20
DC-37 Complete portable recorder with metal cover and lock	243.00
DC-37R Same as above but with self-contained AM tuner	*286.20
LD-37 Complete recorder less carrying case	221.40
LD-37R Complete recorder, less carrying case, with AM tuner	*264.40

*Plus Federal Excise Tax
West of Rockies add 5%

Write for your copy of Tape Recorder Catalog #TR-51

MASCO *Masco Electronic Sales Corp.*
32-28 49th Street, Long Island City 3, N.Y.
Products of MARK SIMPSON MANUFACTURING CO., INC.

Telephone: RAvenswood 8-5810

Additional Features

- Capstan driven—negligible wow and flutter.
- Volume level indicator.
- Monitor speaker built-in.
- Record pushbutton prevents accidental tape erasure.
- Inputs... for microphone, for external radio or phonograph.
- Outputs... for earphone monitoring, external speaker or for existing audio system.
- Finish beautiful spruce green hammertone.

New RMS Antenna

Radio Merchandise Sales, Inc. has designed a new, very high gain antenna for use on the upper channels in weak TV reception areas. In engineering this antenna it was hoped to approximate the gain of a parabolic reflector antenna as nearly as possible. RMS engineers believe they have done just that, and their field tests, notably in Altoona, Pa., back them up in this belief.

Since a parabolic reflector of customary design would not be practical, due to the problem of wind resistance with a "dish" large enough for TV frequencies, RMS engineers developed a corner curtain array for TV. This array has one receiving element, cut to a full wave length, fixed at the focal center of a number of parasitic elements which form a corner around the driven element.

Because of its high resonant characteristics on the channel it is cut for, the Corner Array has a very high front-to-back ratio, and falls off sharply on each side of the desired channel, thus cutting down on possible adjacent-channel interference.

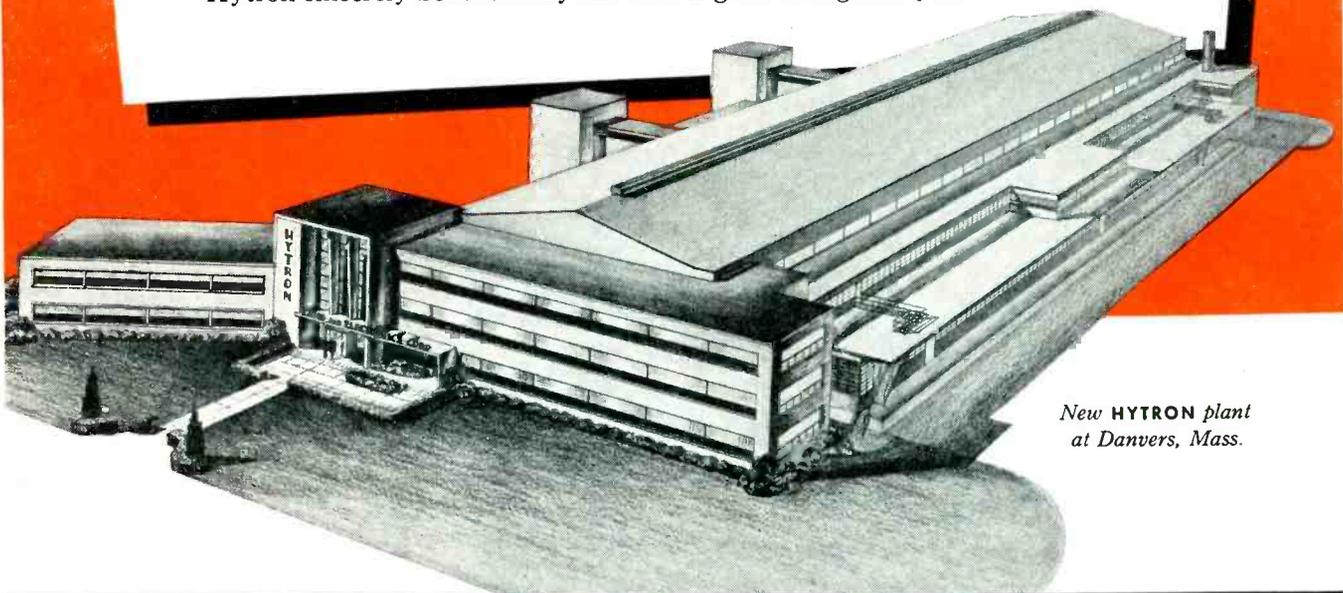
At Altoona tests were made with the corner array on channel 13, in place of a four bay yagi. Results are said to have been so satisfactory that the Corner Curtain has been retained at the trial location in place of the yagi. Curves drawn on the gain of the Corner Curtain, comparing it with a true parabolic reflector show that there is about 1 db difference between the two, it was stated.

Since the antenna is cut as a full wave unit, it is intended for use primarily on the upper channels, due to the large size it would reach when made up for lower channels.

YOU ARE HELPING TO BUILD THIS PLANT!

Your increasing demand for Hytron tubes is helping to build this fine, ultra-modern plant. Located at Danvers, Massachusetts, it will be the most modern receiving-tube plant that engineering know-how can build.

And this is more important to you. Its advanced equipment and skilled staff will — we promise — give you the best tubes your money can buy. Because Hytron sincerely believes only the best is good enough for you.

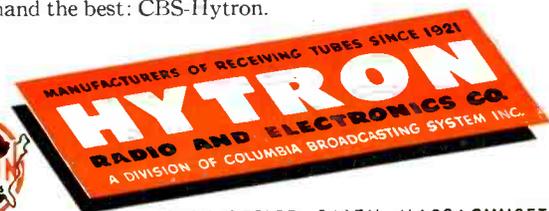


New HYTRON plant at Danvers, Mass.



NEW NAME ADDED

The famous red-white-and-blue Hytron carton has added a famous symbol: CBS. Yes, Hytron is proud to be a division of the Columbia Broadcasting System, Inc. — with greatly expanded opportunities to grow in service to you. Two respected names now guarantee you unsurpassed tube performance. CBS-Hytron is your sign of the very best in electronic tubes. Look for the attractive carton. Be sure to demand the best: CBS-Hytron.



MAIN OFFICE: SALEM, MASSACHUSETTS

Officers Plan 1952 Components and Equipment Show



Newly elected officers of the Radio Parts & Electronic Equipment Shows, Inc., sponsors of the 1952 Electronic Components and Equipment Show scheduled for Chicago, week of May 18: (L. to r.) Lew W. Howard, Triad Transformer Mfg. Co., Los Angeles, treasurer; Sam L. Baraf, United Transformer Co., New York, vice-president; W. D. Jenkins, Radio Supply Co., Richmond, Va., secretary, and Charles A. Hansen, Jensen Mfg. Co., Chicago, president.

Color Set Making, Color Broadcasts Ended by CBS

In response to Defense Mobilizer Charles E. Wilson's request that CBS suspended its color television receiver manufacturing plans, Frank Stanton, president of Columbia Broadcasting System, Inc., said, "In the national interest, CBS and its manufacturing units will comply immediately with ODM's request to suspend manufacture of color television equipment for the duration of the emergency. CBS Television will also suspend its regular schedule of color broadcast in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such a broadcast service. CBS-Columbia, Inc., our manufacturing subsidiary, will continue to manufacture black and white television sets and electronic equipment for the defense program."

Recorder Sales Plan

Rudolph Wurlitzer Co., Chicago retailer, is boosting sales of Webcor tape recorders with a promotional program which emphasizes the recording of "precious memories," a series of tape recordings of children and family life, to be made and collected much in the fashion of the already traditional family photo album pictures.

GE Service Course Offered to TV Men

An advance course in television service, including data on set conversion, is offered by General Electric Company's Tube Department, Syracuse, N. Y. The lessons on set conversion were described as unique in the television service industry by G. A. Bradford, advertising and sales promotion manager for the department. "As far as we know," Bradford said, "such detailed material on set conversion has never before been made available to radio and television servicemen."

Crosley Zone Manager

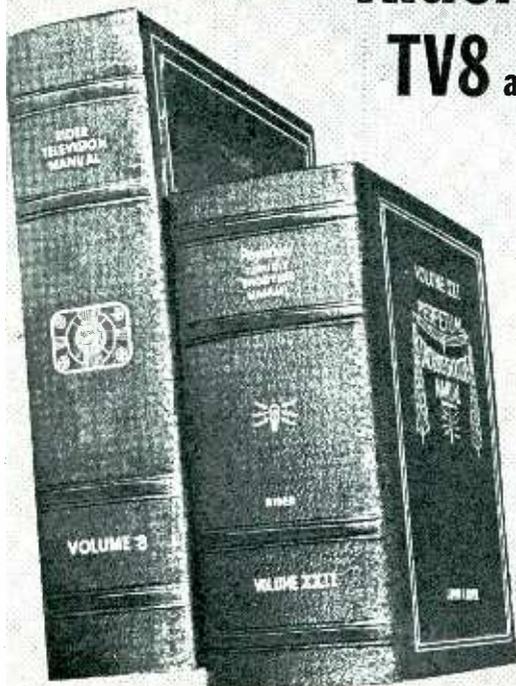
Jack Frietsch has been appointed zone manager of Cincinnati Zone, Crosley Div., Avco Mfg. Corp., M. R. Rodger, central divisional manager, announced. Frietsch formerly was zone manager at Dayton.

New Thomas Equipment

Thomas Electronics, Inc., of Passaic, New Jersey, has received its first piece of European made machinery for the manufacture of small TV tubes. Thomas has, until now, limited its production to the "Phototron", the cathode ray TV picture tube. The new machinery now equips its plant for the production of small, vacuum tubes for original equipment within the set and for the components replacement market.

2 Great New

Rider Manuals TV8 and VOLUME 22



Now available...TV8, the largest, information-packed Television Manual ever published by Rider. Contains approximately 600 models of 52 manufacturers. This manual completely covers all the vital data on production runs through September 1951. Included are chassis views, voltages, resistance readings, troubleshooting test patterns, complete alignment procedures...All this and much more...indexed and organized to make your servicing faster...easier...more profitable.

2,684 pp., 12 X 15.....\$24.00

Just published also...Rider's AM-FM Volume 22. Completely covers all production runs of 62 manufacturers from November 1950 through August 1951. Includes all available authorized service data on AM-FM, auto radios, record changers, tuners and recorders... plus an up-to-date index for Volumes 16 through 22.

1,520 pp., 9 X 11 1/2.....\$18.00

See your jobber now...for these two, new additions to the Rider line of AM-FM-TV-PA MANUALS that covers 32,855 Models - 17,038 Chassis - 53,230 Pages in 31 volumes to date.



JOHN F. RIDER PUBLISHER, INC.

480 Canal Street New York 13, New York

IF YOU'RE LOOKING FOR NEW PROMOTIONAL ITEMS—HERE'S THE BEST

World's Lowest Price Tape Recorder

AMPRO

RETAILS
AT
\$119⁷⁵
Complete



COSTS YOU
\$71⁸⁵

ONE TO
THREE
UNITS
SLIGHTLY
HIGHER

**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

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.

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-11-51
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.....

Raytheon Displays Popular

Dealer interest in specially designed Fall and Christmas window decorations for displaying Raytheon television receivers was reported by Charles R. Lunney, assistant advertising manager of Belmont Radio Corporation, manufacturer of Raytheon television.

"These displays were developed at the suggestion of a Raytheon distributor," Lunney said. "They make possible attractive dealer windows at low cost by using specially designed, factory-produced materials."

Decorations for the Fall windows include multi-colored leaves and other accessories suggesting the season. The

Christmas display offers two stand-up replicas of decorated Christmas trees, pine cones, attractively tied holiday ribbons and a Christmas card addressed "To the Family—Raytheon TV—It's Futurized."

Commercial Credit Corp. Opens New Office

Commercial Credit Corp. has opened a new office at Elmira, New York. Located in Room 304, Merchants Building, 109 W. Water St., the office is managed by Harold E. Wilcox. Gerald J. Kelly, presently of Binghamton, N. Y., will be brought to Elmira as assistant manager.

Graybar Appointees

F. A. Sjogren has been appointed manager of the Graybar Electric Company's Duluth branch, Minneapolis district manager C. H. McClean has announced. He replaces P. D. Barber who has been transferred to Portland, Oregon, as manager. Also announced was the appointment of John Reine as Minneapolis district manager to succeed C. H. McClean, who is retiring. This announcement came from A. H. Nicoll, company president.

Robert M. Oliver Resigns

Associated with the electrical industry for 26 years, Robert M. Oliver has announced his resignation as general merchandising manager, electric housewares division, Landers, Frary & Clark. Prior to his association with the New Britain manufacturing firm, Oliver was vice-president and general sales manager of Proctor Electric Company.

Lewyt Ad Program

New Lewyt Corporation dealer billboard advertising plan offers one month's posting free when dealers buy one month on the regular Lewyt 50-50 plan. Billboards play up the theme "No Dust Bag to Empty."

GE "Calling Cards"

A combination business calling card and catalog is now available to General Electric dealers, E. H. Norling, manager of sales education for the company's Major Appliance Division has announced. The card, which is slightly larger than the average calling card, is a 16-page booklet printed in four colors. Each page pictures and gives the principal sales points on a major appliance. Space has been left for the dealer's name and address on the first page. The cards, priced at \$2.50 per hundred, without imprint, are available through GE distributors.

Wins Easy Contest



Herdman Electric Co. of Greeley, Colo., was awarded the national prize of \$300 for Class 2 dealers in Easy Washing Machine Corp.'s Annual Window Display Contest which, this year, brought a response of 4960 dealer photograph entries.

"CONICAL-V-BEAMS" REGISTERED TRADE MARK

NOT JUST A WISE CHOICE —
BUT THE ONLY CHOICE
for **SUPERIOR PERFORMANCE**
telrex "CONICAL-V-BEAMS"
FOR THE ULTIMATE IN
TV RECEPTION

- Full Audio and Video Bandpass
- High Gain and High Signal to Noise Ratio
- Telrex designs and manufactures antennas for all requirements. See your Telrex distributor.

DELUXE SERIES—World's most famous, most powerful, most sturdily constructed antenna. Superior to any for TV-FM and UHF reception. WRITE today for your Telrex catalog.

"CONICAL-V-BEAMS" are produced under Re-issue Patent No. 23,346

CANADIAN AND FOREIGN PATENTS PENDING

THE SKILL TO DESIGN...
THE FACILITIES TO PRODUCE...
THE ABILITY TO DELIVER

telrex INC.
CONICAL-V-BEAMS

AMERICA'S STANDARD OF COMPARISON
ASBURY PARK 2, NEW JERSEY

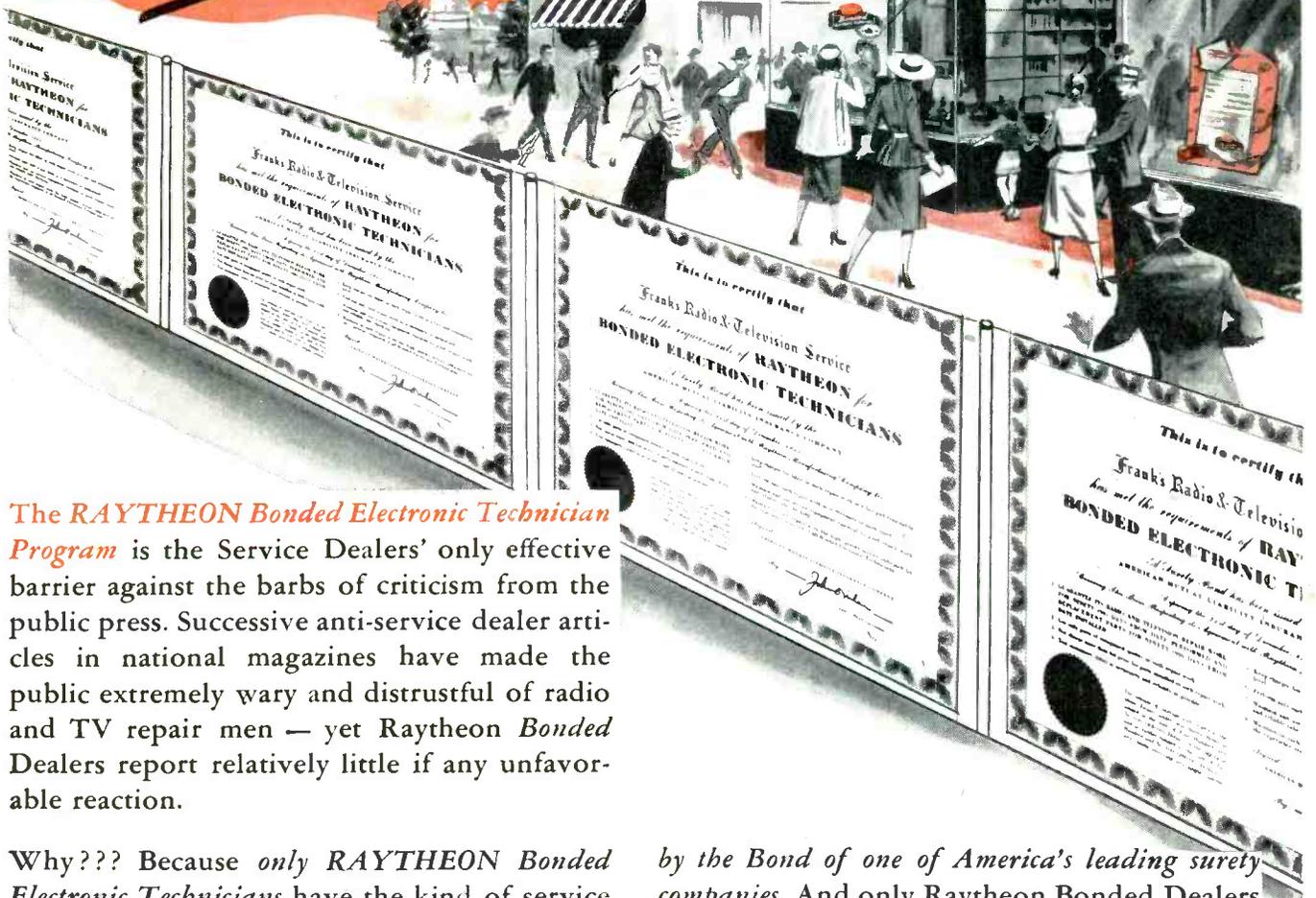
THOUSANDS OF RADIO & TV SERVICE DEALERS
ARE ON THE

*Right side
of the Fence!*

RAYTHEON

BONDED ELECTRONIC TECHN

TELEVISION
AND RADIO SERVICE
RAYTHEON RADIO AND TELEVISION TUBES



The *RAYTHEON Bonded Electronic Technician Program* is the Service Dealers' only effective barrier against the barbs of criticism from the public press. Successive anti-service dealer articles in national magazines have made the public extremely wary and distrustful of radio and TV repair men — yet Raytheon *Bonded Dealers* report relatively little if any unfavorable reaction.

Why??? Because *only RAYTHEON Bonded Electronic Technicians* have the kind of service in which the customer can have complete confidence — *cash-protected, guaranteed service backed*

by the Bond of one of America's leading surety companies. And only Raytheon Bonded Dealers operate to a "Raytheon Code of Ethics" which completely satisfies their customers and protects themselves.



This tremendous business asset—The Raytheon Bond—costs service dealers nothing if they can qualify for it. Better ask your Raytheon Tube Distributor if you can join the ever increasing number of Service Dealers who are reaping the benefits of this priceless Bond.

RIGHT...FOR SOUND AND SIGHT®



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

Rider Offers New Service

John Rider, Publisher, Inc., 480 Canal St., New York 13, is readying for early publication a continuing series of monthly "Tek-Files", which will bring service information to the technician almost as soon as it is released by the manufacturer. Each monthly Tek-File will contain several different sets, with the material for each set stapled together to keep it from being mixed up with other sets. Thus the serviceman will be able to take with him on outside jobs the single folder for that particular set, replacing it in Tek-File when he re-

turns to the shop. Each Tek-File comes durably boxed, 8½" x 11", 128 pages or more, and costs \$2.00. Rider TV Manuals will continue to be issued as previously.

Kaye-Halbert Service Corp.

A new national service company has been announced by Harry Kaye, president of Kaye-Halbert Corporation, Los Angeles, manufacturer of television sets. Formed for the purpose of better serving Kaye-Halbert distributors and dealers, the company headquarters is 5729 W. Jefferson Blvd., Los Angeles.

Distributor Open House



G. L. Hartman (right), general sales manager Belmont Radio Corp., Chicago, manufacturer of Raytheon TV, discusses the new Raytheon line with Karl Trukenbrod, vice-president and general manager of Belmont Distributor, Inc., at a recent three-day "open house."

SURE . . . you can get TARZIAN Tuners for replacement jobs

And your customers will thank you for it. They'll appreciate it because the overall performance of their receivers will be improved. Tests have shown that you can step up the operation of many receivers by substituting a TARZIAN TUNER. It's the same famous Tuner, which until recently, was available only to original set manufacturers.

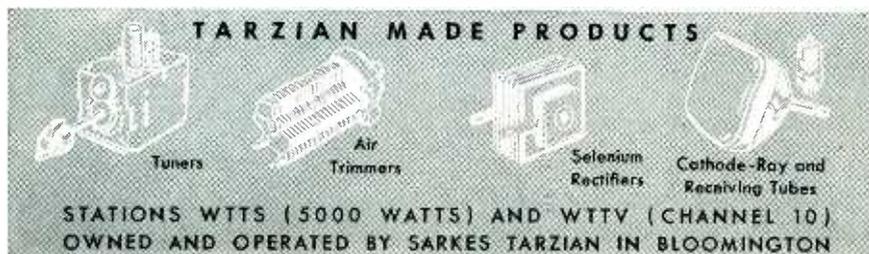


The TARZIAN TUNER, Model TT-5R

- Built for easy conversion
- Adaptable to either split-sound or inter-carrier
- Shaft easily cut to required length
- Available either 21 or 41 megacycles IF
- Top screw adjustments on traps, IF, RF, and mixer circuits.
- Rear terminal connections easily accessible with extra tie points provided.

Contact your distributor, or write direct for instruction sheet for installation in a 630 type chassis.

SARKES TARZIAN, Inc., Tuner Div., Bloomington, Ind.



Recoton Offers Guide

Jack Karns, sales manager of Recoton Corporation, has announced that a special mailing of the Recoton Simplified Reference Guide has been made to all dealers. The Recoton Simplified Reference Guide contains complete, invaluable information on all replacement needles, including phonograph manufacturers' cross indexes. Recoton wants every dealer to have a copy for ready and easy reference. The Recoton Guide can be secured by writing to Jack Karns, Recoton Corp., 251 Fourth Avenue, New York 10, N. Y.

Named Javex Reps

Javex Company, Garland, Texas, has appointed the following as manufacturers reps for the company's high voltage test equipment and line of specialized radio hardware: Harold A. Chamberlain Co., 31 Milk St., Boston 9, Mass., and Gassner & Clark Co., 6349 N. Clark St., Chicago 26, Ill.

McCormick Joins Burns

In line with the expansion program recently announced by Samuel S. Glass, president of Judson C. Burns, Inc., Philadelphia, wholesale distributor, is the appointment of J. J. McCormick as manager of the newly organized electric housewares division.

To NVC Sales Post

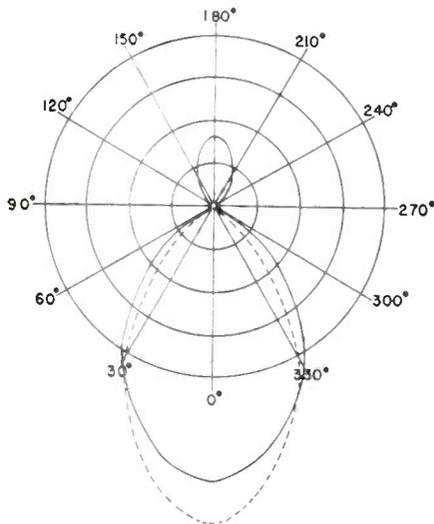
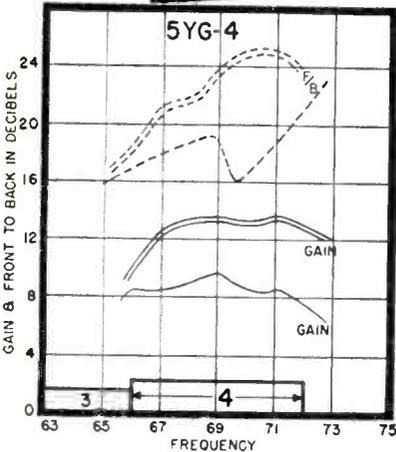


D. C. Stixrood, above, seated, general manager of National Video Corp., Chicago, has announced the appointment of Louis Selsor (standing) as jobber sales manager. Selsor will be in complete charge of NVC television picture tube sales through jobbers and dealers.

Assured Balanced
Performance On
Both Audio and
Video Signals



When You Buy A
RADIART YAGI
TV ANTENNA



YAGI response curves for all channels available from your RADIART distributor . . . or write direct to us . . . Specify Form F885.

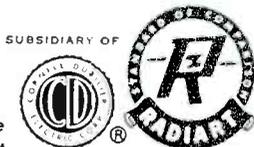
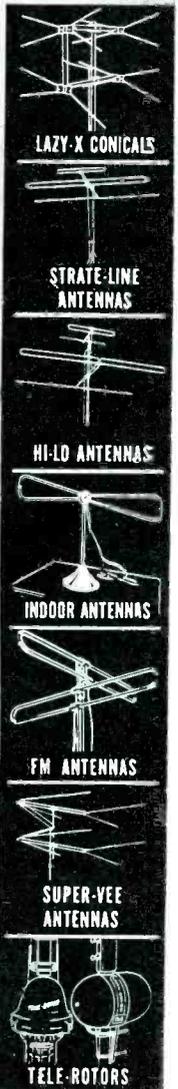
You **KNOW** it covers the entire **6 Megacycle Band** width in the specific channel for which it was designed

The perfect answer to the need for maximum signal pickup in "fringe" areas. Each YAGI is cut for a specific channel and may be used singly or doubly stacked. Nothing skimpy or shortcut in their manufacture either — each RADIART YAGI covers the full band width of its channel.

CHECK THESE FEATURES:

- Pre-assembled Fold-out Design for FAST Installations
- Over 8 lb. Forward Gain
- Excellent Front-to-Back Ratio
- Narrow Beam Width That Develops High Signal-to-Noise Ratio
- Low Standing Wave Ratio
- Sturdy Construction For Lasting and Dependable Performance.

**You Can't Beat A RADIART Antenna
On A TELE-ROTOR . . . It's Tops!**



THE RADIART CORPORATION
CLEVELAND 2, OHIO

VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTATORS • POWER SUPPLIES

MOSLEY Low Loss TV Accessories . . .



provide **BETTER TV PICTURES**
through more efficient installation!

ROTATOR CONTROL CABLE PLUGS AND SOCKETS

MOSLEY multi-wire plugs and sockets provide efficient and neat connections for 4 and 5-wire antenna rotator cables. Their precision design and rugged construction make them suitable for many other applications in ham shack, experimental lab, etc. Made of high quality acrylic resin plastic with non-rusting metal parts, these plugs and sockets provide excellent electrical and mechanical connections and are easily installed without the use of solder.

MOSLEY 4 Conductor Plug and Base Socket Combination. Polarized connection for up to four wires. Plug is acrylic plastic. Four extra large non-ferrous set screws hold cable wires firmly. Will also fit MOSLEY F-14 Flush Socket. Base Socket is made of same material and mounts to wall or base-board with three wood screws furnished. Solderless connections to strip type terminal. Catalog No. C-124 (Plug and Base Socket). **List \$2.00**

MOSLEY 4 Conductor Polarized Plug only. Cat. No. C-104. **List \$.84**

MOSLEY 4 Conductor Base Socket only. Cat. No. C-114. **List \$1.16**

MOSLEY 5 Conductor Plug and Base Socket Combination. Same as C-124 illustrated right but designed for 5-wire cable connections. Cat. No. C-125 (Plug and Base Socket). **List \$2.50**

MOSLEY 5 Conductor Polarized Plug only. Cat. C-105. **List \$1.09**

MOSLEY 5 Conductor Base Socket only. Cat. C-115. **List \$1.42**

MOSLEY 4 Conductor Line Socket. Use with C-104 plug above to extend 4-wire cable. May be used in place of C-114 if base mounting is impractical. Cat. No. C-134. **List \$.84**

MOSLEY 5 Conductor Line Socket. Same as C-134 but for 5-wire cable connections. Cat. No. C-135. **List \$1.09**



C-124



C-134

MOSLEY
W O F Q Y *Electronics*

2126 LACKLAND OVERLAND, MISSOURI

A SINGLE SOURCE OF SUPPLY

MOSLEY ELECTRONICS manufacturers the only complete line of antenna transmission line connectors, plugs, sockets and other accessories. MOSLEY products are solderless and designed for maximum electrical efficiency. Install MOSLEY accessories with complete confidence. Write for new Catalog No. 50-51.

It's SENSATIONAL!

CLEARBEAM'S

NEW ALL-CHANNEL

R H O M B I C

Electronically Engineered for
**LONG DISTANCE
(DX) RECEPTION**
and unusually
SHARP DIRECTIVITY
Over the Entire TV Spectrum

Clear Beam

TV ANTENNAS & ACCESSORIES
100 Prospect Ave., Burbank, Calif.
Rockwell 9-2141



New Andrea TV Set



Interested in the new Andrea Brewster, "Bud" Dimmick (left) manager of appliances and TV at the H & S Pogue Co. of Cincinnati, Ohio, shows interest in the new Andrea Brewster TV set. Sales features are being pointed out by Lynn Eaton, Andrea general sales manager and Claude W. Johnson, Jr., president of Johnson Electric Co., Andrea's Cincinnati distributor.

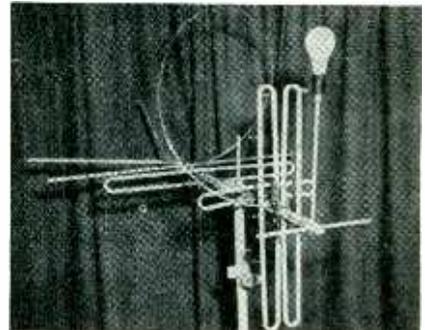
Now Tung-Sol Electric

Tung-Sol Lamp Works, Inc., Newark, N. J., has announced that it has officially changed its corporate name to Tung-Sol Electric, Inc. All products and operations of the company remain unchanged.

New Radio Firm Producing

A. R. Lieberman, president of Esquire Radio Corp., 62-01 15th Ave., Brooklyn, N. Y., announces that the company's new plant is in operation, producing clock-controlled radios. Lieberman, formerly chief engineer and general manager of Jewel Radio Corp., has a background in radio and electronics that includes positions with Air King Prod. Corp. and an earlier Esquire Radio Corp. in an executive capacity. Another principal in the new venture is Mr. Lieberman's brother, J. P., a former owner of Air King.

Super-Duper Antenna!



Fretco Television Company of Pittsburgh, antenna manufacturers, had a lot of fun with this Rube Goldberg TV aerial at the NEDA Show. "Technical" description of the gimmick: Features a polystyrene rod which doubles the signal as it passes through. Two folded dipoles have more gain than one. The tail assembly was patterned after the P80 Shooting Star. It has a vertical stabilizer to calm down any jittery signals; a special filter to take color out to see black-and-white TV. The antenna comes equipped with a spigot to be used to turn the signal down. The light bulb increases the signal strength, and also serves as a warning light to passing airplanes.

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

4245 N. KNOX AVE. • CHICAGO 41, ILLINOIS



The Rauland Corporation
4245 N. Knox Ave., Chicago 41, Illinois

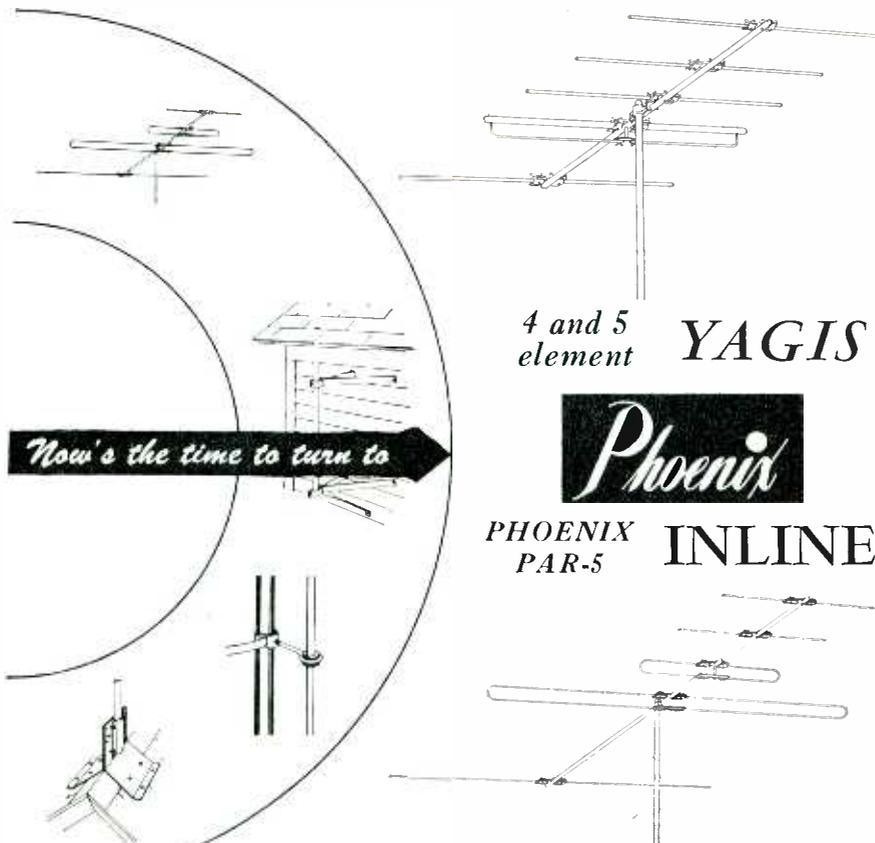
Please rush premium merchandise catalog and full information on:

Earning Premium Prizes 6 Months Warranty
 Distributor Price Protection

Name _____

Address _____

City _____ State _____



Now's the time to turn to

4 and 5 element YAGIS

Phoenix

PHOENIX PAR-5 INLINE

Send for catalog of Antennas, Mounts, Accessories

PHOENIX ELECTRONICS, Inc. LAWRENCE, MASS.

Shop Shortcuts

(Continued from page 78)

50 produces little change in current flow during normal operation, but does serve to limit the initial current and increase the life of the tubes.

The wattage rating of resistors in .150 amp strings (128, 35Z, 50, etc.) is (minimum) 2 watts. Preferable would be 5 watts. In sets using 6 volt tubes, with their 300 ma drain, a 5 watt resistor is minimum, and close. Better use a 10 watter. A. Westlund, Topeka, Kansas.

To CBS-Columbia Post

D. H. Cogan, president of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System has announced the appointment of I. E. Christman as district manager in the Ohio, western Pennsylvania, Kentucky, and West Virginia territory.

Belmont Names Haines

W. L. Dunn, vice-president, Belmont Radio Corporation, recently announced that Don Haines had joined Belmont in an administrative capacity to assist in the development of research and engineering facilities. In this capacity, Haines will assist William Garstang, administrative director of engineering and research.

New Brach Antennas

The Branch Manufacturing Corp. of Newark, N. J. announces the introduction of a new antenna—the Air Special, as their new price leader, at a list of under \$9.00. This antenna is a conical with a single bar reflector whose length is adjustable for peaking gain on any channel from 2 to 6. Known as the model TA-462, and in the stacked model, as TA-466, which will list for under \$20.00, the antenna is of the quick-rig assembly type, with dowel supported elements.

New Crosley Display



Crosley point-of-sale display "catalog-in-motion" shown above, accentuates the decorative aspect of Crosley TV sets. Pictures eight different room settings in full color. Display is 24 inches wide, 36 inches high.

Oldtimers— LET HISTORY SPEAK!

30th Anniversary Issue of RADIO & TELEVISION RETAILING

JANUARY, 1952

Tell about the pioneering that led to your 1952 product, policies or organization.

A memorable issue to commemorate 30 years of manufacturing and broadcasting, simultaneously with the 30th anniversary of Radio & Television Retailing.

Thousands sold . . . making possible a . . .

NEW LOW PRICE!

on the new **Tele-Tune** ★
TV BOOSTER ANTENNA



Greatly reduced price will give you a greater retail sales volume.

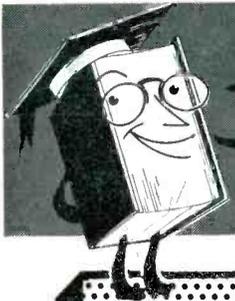
TERRITORIES STILL AVAILABLE FOR LIVE WIRE DISTRIBUTORS — WRITE!

CITY TOOL ACCESSORIES CORP. • 3831 W. Lake St. • Chicago 24



4 QUICK-SELLING FEATURES

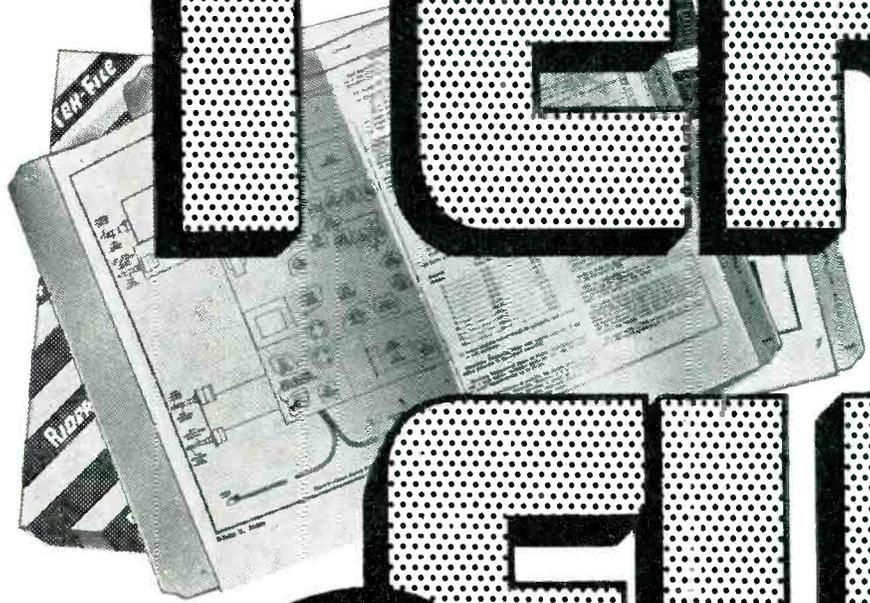
- Vastly improves reception of television sets.
- Rejects and reduces "Ghosts," Noise and "Snow."
- Provides additional pickup.
- Enhances any room with its rich appearance.



IT'S COMPLETE!

Announcing a new service that only RIDER could bring you!

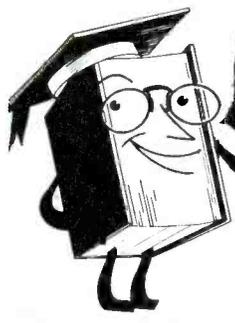
TEK-FILE



IT'S COMPACT!



IT'S FACTORY AUTHORIZED!



FILE

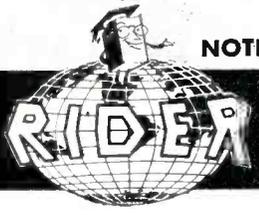
Now—the new Rider TV8 Manual available two ways. First as the standard single volume—or the sensational, new Tek-File way!

For the first time you can have the complete Rider TV data you need . . . bound separately by individual manufacturers. You order only what you need—when you need it . . . at a low, low price that will amaze you!

Tek-File comes in individual sealed, tamper-proof boxes. Each box contains a minimum of 128, 8 1/2" x 11" pages folded and bound in one or more standard folders for easy filing. The folders are indexed by manufacturers . . . for quick, easy reference. Ideal for service calls and for separate set servicing in the shop.

See your jobber today. Learn how Tek-File can make your servicing job—faster—easier—more profitable!

NOTE: Starting in November all RIDER TV data will be available the new TEK-FILE way!



JOHN F. RIDER Publisher, Inc.
480 Canal Street, New York 13, N. Y.

Profit The Indoor Antenna for YOU in '52

- ▼ **Tops in performance**
- ▼ **Excellent reception on Hi and Lo bands**
- ▼ **No dangling, unsightly wires (lead wire is concealed)**
- ▼ **Two-toned leatherette blends with any TV set**
- ▼ **Creates "impulse buying" — sells itself!**

Sold through jobbers only!



Tricraft Products Co.
1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories



Model T-52*

List Price
\$9.95

*Licensed by
Hi-Lo TV Antenna
Corp., U. S. Pat.
No. 2,495,579; Ca-
nadian Pats. 1951

South River Merchandiser

Distributors of the antenna-mounts line of the South River Metal Products Co., Inc., of South River, N. J., are featuring a colorful, 7-ft. floor merchandiser that displays the entire line. Actual mounts and accessories are attached to the display to show how the various products are used and to do an educational job for both the distributor and his customers.

New Rep Firm Formed

Ken E. Ross, formerly of Leo J. Meyberg Co., has joined with Charles N. Meyer as factory representatives for northern California, covering the territory from Fresno, north to the Oregon line and eastern Nevada. The new firm name will be known as "Meyer and Ross", with offices in the Western Furniture Mart in San Francisco.

Steelman Names Volpe

The appointment of Ignatius Volpe as chief engineer of the Steelman Phonograph Company, Inc., has been announced by Morris J. Steelman, president. Volpe, currently assistant to Roland J. Kalb, vice-president, will assume full charge of radio and research activities.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946.

Of RADIO & TELEVISION RETAILING, published monthly at New York, N. Y., for Oct. 1, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, M. Clements, Rumson, N. J. Editor, Orestes H. Caldwell, Catrock Road and Bible St., Cos Cob, Conn. Managing Editor, John L. Stoutenburgh, 564 Riverside Dr., New York, N. Y. Business Manager, M. H. Newton, 583 W. 215th St., New York, N. Y.

2. The owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given). Caldwell-Clements, Inc., 480 Lexington Avenue, New York 17, N. Y. M. Clements, O. H. Caldwell, Charles A. Petersen, Trustees, 480 Lexington Ave., N. Y. C. M. Clements, Trustee, Rumson, N. J. O. H. Caldwell, Trustee, Catrock Rd. and Bible St., Cos Cob, Conn. Charles A. Petersen, Trustee, 474 Senator St., Brooklyn, N. Y. (The above-named individuals acting as trustees for M. Clements and O. H. Caldwell.)

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

(Signed) ORESTES H. CALDWELL
Sworn to and subscribed before me this 26th day of September, 1951.

BELLE M. PHILLIPS,
Notary Public New York and
Westchester County.
(My commission expires March 30, 1952.)

CLOSING DATES FOR

**RADIO-TELEVISION
RETAILING**

- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month..

Caldwell-Clements, Inc.

480 LEXINGTON AVENUE
NEW YORK 17

THE Bogen BATON!

Model H010 High Fidelity Amplifier and Model RXPX Remote Controller
YOU LEAD THE ORCHESTRA with your favorite easy chair with complete remote control of function selection, volume, tone and record equalization. Permits instant adjustment for maximum enjoyment of each selection on radio or phonograph. Handsome, compact remote control unit complements every decor.

Write for FREE catalog E-11

David Bogen CO., INC.
663 BROADWAY, NEW YORK 12, N. Y.

PIONEERS IN HIGH FIDELITY FOR OVER 20 YEARS

NO OTHER TELEVISION MANUFACTURER CAN MAKE THIS CLAIM OR OFFER YOU THESE SALES ADVANTAGES



The JEFFERSON
20"
with HALOLIGHT

SYLVANIA brings you a complete line of television sets with chassis and picture tubes engineered and manufactured by one company with 50 years of background in lighting and electronics.

Only Sylvania brings you power-packed Movie-Clear* Pictures . . . "Triple-Lock" that locks the picture in—minimizes interference . . . Studio-Clear* Sound . . . and the greatest sales feature in television—

That Amazing NEW Development...

HALOLIGHT*

The Frame of Light for Greater TV Viewing Comfort

SEE THE NEW 1952 SYLVANIA LINE AT YOUR SYLVANIA DISTRIBUTOR NOW! CASH IN ON THIS EXCLUSIVE PROFIT OPPORTUNITY!

SYLVANIA—The chassis that sells on performance . . . the cabinets that sell on styling . . . and the feature that builds window traffic—store traffic—department traffic and "sells on sight."

SYLVANIA

Established 1901—Great Name in Electronics

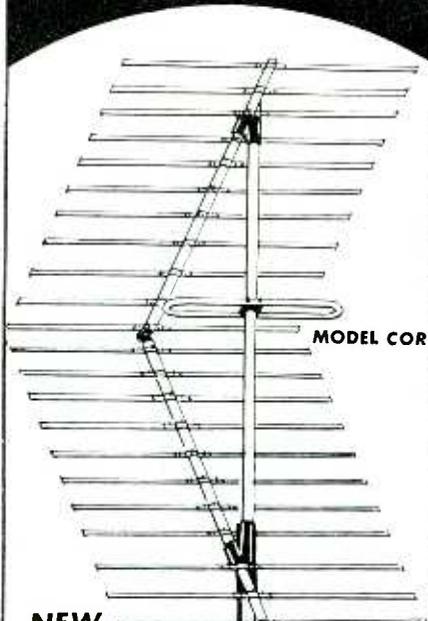
*Sylvania Trademark

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 & TELEVISION DIVISION, 254 RANO STREET, BUFFALO 7, NEW YORK

IF YOU SERVICE IN ANY OF THESE AREAS . .

BINGHAMTON, BIRMINGHAM, BLOOMINGTON, BUFFALO, CHARLOTTE, DAVENPORT, ERIE, GRAND RAPIDS, INDIANAPOLIS, JOHNSTOWN, KANSAS CITY, LANCASTER, NEWARK, NEW HAVEN, PROVIDENCE, RICHMOND, ROCHESTER, ROCK ISLAND, ST. LOUIS, SAN DIEGO, SCENECTADY, SEATTLE, TOLEDO, TULSA, UTICA AND WILMINGTON . . .

or in areas
fringe to these cities . . .



MODEL COR

NEW RMS CORNER ARRAY

WILL GIVE YOU AMAZING
TV RECEPTION RESULTS!

fringe and extreme fringe areas of these cities and similar locations throughout the country can now obtain snow-free television pictures with the Corner Array.

doubles television entertainment by producing sharp pictures from signals of a station fringe to these cities.

Example: adds channel 13 (Johnstown) to the TV fare of Pittsburgh set owners.



RADIO MERCHANDISE SALES, INC.
NEW YORK 59, N. Y.

Galanek Heads Gem Radio

The management of Gem Radio & Television Corp., 900 Passaic Ave., East Newark, N. J., announced the appointment of Leo J. Galanek as



Leo J. Galanek

president. Galanek was formerly associated with Regal Radio Corp. as chief engineer. During the war years, he served as director of government contract work for Fada Radio. Galanek will also serve as managing director for Gem and will be in complete charge of production.

NU Service Signs

Two different models of an electric fluorescent service sign are now being made by the National Union Company. Using a 20-watt fluorescent lamp, these signs can rest on the four rubber feet provided, can hang by their chains, or can be wall-mounted. Reading either "Television Repairs—Installation", or "Radio & TV Repairs—Installation", they are supplied through NU distributors at a cost of \$8.95.

Astatic Cartridge Guides

Two new phono cartridge replacement guides are being furnished by The Astatic Corporation, Conneaut, Ohio. One is designed to aid servicemen and dealers in finding Astatic replacements for Columbia Phonographs, (form 53) the other giving similar guidance on Philco models (form 52).

New Shure Pickup Manual

Demand for the new Shure Brothers Phono Pickup Replacement Manual has been so heavy that a new supply has been made available, Jack A. Berman, vice-president in charge of sales of Shure Bros., has announced. The manual contains over 1500 phonographs and radio-TV combos which use or can use Shure crystal or ceramic cartridges. The manual, No. 66, lists sets made by 123 manufacturers dating from 1938 to 1951.

Named to Jerrold Posts

The appointment of Henry J. Arbeiter to the post of vice-president and Daniel J. McCarthy as assistant secretary-treasurer was announced by Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia.

Four Mitchell Divisions

The establishment of separate divisions responsible for the various manufacturing activities of the Mitchell Manufacturing Company, Chicago, was announced by B. A. Mitchell, company president. The new plan creates four main divisions, air conditioning, portable lamps, commercial and industrial fluorescent lighting, and radio and television.

Bendix "Blue Book" Issued For Dealers

Aimed at the humorous as well as the serious side of the average TV serviceman, a cartoon booklet entitled "Blue Book of TV Servicing" has been prepared by Bendix Television and Radio for free distribution to all members of the trade throughout the United States. An initial mailing of the booklets to 40 thousand TV and radio retailers has already begun. Requests for additional free copies will be handled within two weeks immediately after the first general mailing has been completed.

"Blue Book of TV Servicing" contains on its 40 pages the chief "do's and don't's" or tips to the TV serviceman about getting along harmoniously with the customers he visits.



Sample cartoon from Bendix "Blue Book"

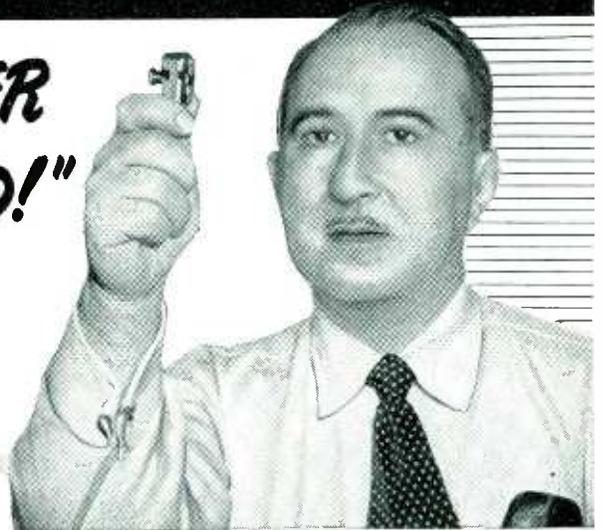
Each point of servicing conduct has been illustrated by cartoonist Yardley of the Baltimore Sunpapers and Pathfinder newsmagazine. Printed in two colors, the Blue Book is of convenient size for easy reading, and promises to be one of the most popular novelty booklets found in the TV business.



VARIABLE RELUCTANCE CARTRIDGE

**"OUTSELLS ALL OTHER
MAKES COMBINED!"**

Reports ARNOLD DEUTSCHMANN
Vice President, RADIO SHACK Corporation
Boston, Mass.



MORE customers ask us for G-E than for all other cartridge brands combined. In our business that's an important tip-off because people who come to us usually know exactly what they want in audio performance. They demand that we stock the best. We handle every commercial cartridge—and G-E Variable Reluctance units outsell them all by at least 4 to 1!"

Famous the world over as a "quality" store for audio accessories, Radio Shack on Boston's Washington Street is typical of finer dealers everywhere in its

support of General Electric parts and components.

Every stylus in every G-E cartridge is double-damped to absorb virtually all mechanical noise. Diamond or synthetic sapphire tips are available for standard or microgroove records.

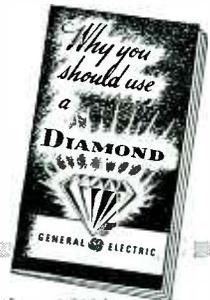
A Sales Point to Remember—Replace with a G-E stylus and you get the equivalent of a whole new pickup! Here's why:—General Electric's single-package stylus assembly contains stylus, cantilever, and damping blocks—the only parts of your pickup that are affected by time and use. No other cartridge gives you this advantage.



SPEAKER PERFORMANCE THAT SELLS—

and stays sold! Lew Kornfeld and Arnold Deutschmann, Radio Shack experts, agree that G.E.'s 27 sizes of speakers bring quality sound within the range of every taste and budget.

**SEND FOR THIS
NEW BOOKLET!**



General Electric Company, Section 26111
Electronics Park, Syracuse, New York

Yes—send me new booklet with complete information on General Electric diamond styli.

NAME
ADDRESS
CITY STATE

You can put your confidence in—

GENERAL  ELECTRIC



VIBRATORS!
By every test



is Best!

ATR
AUTO RADIO
VIBRATORS
have Ceramic Stack Spacers



A COMPLETE LINE OF VIBRATORS . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

Backed by more than 19 years of experience in Vibrator Design, Development, and Manufacturing.

ATR PIONEERED IN THE VIBRATOR FIELD.

NEW MODELS **NEW DESIGNS**
NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
Auto Radio Vibrators
See your jobber or write factory



AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931

SAINT PAUL 1, MINNESOTA-U.S.A.

Show Committees Named

Newly appointed committees for the 1952 Electronics Components & Equipment Show to be held in Chicago the week of May 18th, are as follows:

Credentials—Arthur C. Stallman, Stallman of Ithaca, Ithaca, N. Y., chairman; Sam L. Baraf, United Transformer, N. Y.; Herbert W. Clough, Belden Mfg. Co., Chicago; H. E. Ruble, Srepc, Inc., Dayton, Ohio; L. W. Waelterman, Interstate Supply, St. Louis, and John H. Cashman, Radio Craftsmen, Inc., Chicago.

Budget—Lew W. Howard, Triad Transformer Mfg., Los Angeles, chairman; Arthur C. Stallman; Jerry Kirshbaum, Precision Apparatus Co., Elmhurst, L. I.; W. D. Jenkins, Radio Supply Co., Richmond; George Wedemeyer, Wedemeyer Elect. Supply Co., Ann Arbor, and Herbert W. Clough.

Entertainment—W. D. Jenkins, chairman; Sam L. Baraf; Jerome J. Kahn, Standard Transformer Corp., Chicago, and Aaron Lippman, Aaron Lippman & Co., Newark.

Housing—John H. Cashman, chairman; Lew W. Howard; Arthur C. Stallman and Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wis.

Publicity—Jerry Kirshbaum, chairman; J. J. Kahn; W. D. Jenkins and Anthony Dybowski, Dymac Radio, Buffalo.

Educational—Jack A. Berman, Shure Brothers, Inc., Chicago, chairman; A. W. Greeson, Jr., Johannesen Elect. Co., Greensboro, N. C.; W. D. Jenkins; Jerry Kirshbaum; J. J. Kahn; L. W. Waelterman; H. E. Ruble and Lew W. Howard.

New Walsco Antenna

Walsco model M antenna, said to be the first antenna to use a magnesium alloy with one-third the weight of aluminum, and strength almost equal to steel, has been announced. The new model is designed for long wear and sturdy installation, eliminating call-backs for the installer.

Leslie TV Sales Head for General Electric

Paul H. Leslie has been appointed television sales manager in the General Electric Company's Receiver Department, it was announced by Arthur A. Brandt, general sales manager. Leslie succeeds David Davis who has been named New York district manager for the department, with headquarters in New York City, Brandt disclosed. He also announced Joseph A. Kerr as district manager for New Jersey, with headquarters at Newark.

Announce Du Mont Contest

A chassis display contest for distributor salesmen to encourage the widest possible use of Du Mont chassis display material among dealers was announced by J. Calvin Affleck, sales promotion manager, receiver sales division, Allen B. Du Mont Laboratories, Ind. The contest is open to all Du Mont receiver distributor salesmen.

Walco Replacement Data

Howard W. Sams & Co., Inc. will include in all Photofact Folders on phonos and radio phono combos starting with series #144, the information contained in the Walco C-I Plan, namely, the exact Walco needle recommended for replacement.

New Bendix TV Feature

Bendix Television has launched a new sales promotion program. Using the theme "See the Stars as They Really Look," W. C. Lederer, advertising manager, stated that "the entire promotion will be highlighted by a new feature called Magic Interlace. It is an electronic feature that interlaces both sets of broadcast lines instantly and automatically, and locks them in place. As a result, the picture is always clear, solid, and complete. The new Magic Interlace feature will be incorporated in all models."

Airplane to Speed Wright-Zimmerman Shipments



Joseph D. Zimmerman, above, president of Wright-Zimmerman, Inc., of New Brighton, Minn., recently purchased this Tri-Pacer four passenger airplane to speed up deliveries of speakers and microphones made by the company, which include the new 3-inch reproducer used for bed radio sets.

Trav-Electric

MIGHTY MIDGET CONVERTER

2 1/2" x 2 1/2" x 3 1/2" Converts 6 volt D.C. to 60 cycle A.C. 40 Watts, 110 volts. Just plug in cigar lighter. Fully Guaranteed. Trav-Electric operates small Radios, Electric Shavers, Phonographs, Small Electric Soldering Irons, Small Dictating Machines. Popular with Salesmen, Truckers, Sportsmen, Service men.



Model 6-1160
List Price \$15.95



Trav-Electric Sales prove its popularity. Small inventory, good turnover, fine profit. Write for details today.

1000's in use
Attractive Discounts to Jobbers and Dealers

TERADO COMPANY
1068 Raymond Ave., St. Paul 8, Minn.

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

Protect YOUR CUSTOMER'S HOME and TV SET



with an AMPHENOL LIGHTNING ARRESTOR

The National Fire Protection Association has set up the National Electrical Code to prevent needless loss of life and property by fire. The Code states: "Each conductor of lead-in from an outdoor antenna shall be provided with a lightning arrester approved for the purpose. . . ." Are you doing your part in this campaign?

The Amphenol Lightning Arrester meets all the requirements of the National Electric Code and carries the Underwriters' Laboratories Seal of Approval. It combines the best qualities of two basic arrester principles — the gap type, for unfailing protection against lightning, and the shunt-resistance type which prevents loss of signal strength and at the same time improves TV reception by carrying static discharges to ground. It is compact, easy to install inside or outdoors.

To protect the home owner, recommend a lightning arrester as part of the antenna installation. To give your customer the best installation, specify AMPHENOL!



AMERICAN PHENOLIC CORPORATION
1830 SOUTH 54TH AVENUE • CHICAGO 50, ILLINOIS

Push Battery Products

The industry's radio battery dealers were urged to capitalize on the popularity and stepped-up distribution of portable radios by putting more merchandising and sales promotion effort behind their battery products.

Pointing out that portables currently account for about 20 percent of radio unit sales, L. S. Thees, general sales manager of the RCA Tube Department, stated that the portable market represents for battery dealers a major source of sales and profits. More than nine million battery-operated portable radios have been sold in this country since the end of the war, he said, and portable sales are still rising.

Rider TV Manual

TV manual Vol. 8, scheduled for publication in November, contains approximately 600 models. The coverage is for the period June through September 1951. 12" x 15" in size, all pages are systematically prefled, and include a single index covering the complete TV series. All manufacturers' production runs and chassis modifications are presented with original and modified schematics. It is priced at \$24 by John F. Rider, Publisher, Inc., 480 Canal St., New York 13.

Voice of Democracy Contest Under Way

The Voice of Democracy contest, now in its fifth year, opens in conjunction with the celebration of National Radio and Television Week, ending Nov. 3, under the sponsorship of the National Association of Radio & Television Broadcasters, Radio-Television Manufacturers Association, and the U. S. Junior Chamber of Commerce. The four final winners will be announced Feb. 1.

EP & EM Committees

The Association of Electronic Parts & Equipment Manufacturers has elected the following committees for the coming year:

Catalog—W. J. Barron, Merit Transformer, chairman; Charles Hahne, Thordarson Co.; Robert Mueller, Centralab; Roy Laird, Ohmite; Jerome Prince, Waldom Electronics, and Ben Boldt, Amphenol.

Credit—Joe Morin, Shure Bros., chairman; Don Shaw, Howard Sams & Co.; Helen Staniland, Quam-Nichols, and Dick Mitchell, I.D.E.A.

Social—Ken Hathaway, Ward-Leonard, chairman; Bill Halligan, Jr., Hallicrafters; Irving Rossman, Pentron and R. M. Gray, Rauland-Borg.

Educational—Les Thayer, Belden Mfg., chairman; Jack Berman, Shure

Bros., Milt Roth, Radiart; P. N. Cook, Chicago Transformer and M. H. Fink, Hi-Lo Antenna.

Publicity—Frank Florsheim, Columbia Wire, chairman; Helen Staniland; Walt Kuehl, Drake Electric and W. L. Larsen, Switchcraft.

Mobilization—S. N. Shure, Shure Bros., chairman; Arie Liberman, Talk-A-Phone, co-chairman; Jerry Kahn, Standard Transformer; Herb Clough, Belden Mfg.; Larry Kunz, Sangamo and Frank Florsheim.

Industrial Relations—Jerry Kahn, Standard Transformer, chairman; Frank Rowell, Guardian Electric; Walt Kuehl; A. N. Haas, Bud Radio and Jim Blackledge, Gramer Transformer.

Membership—Charles Hansen, Jensen Mfg., chairman; Al Crossley, Electro Products; Joe Marks, Tricraft and R. A. Elliott, Standard Coil.

RCA Tube Promotion

The RCA Tube Department has announced a "gold rush" promotion campaign complete with treasure chests and "golden" coins, designed to spur sales of the company's line of TV kinescope tubes. Heart of the promotion is an offer of an RCA "Treasure Chest" to each dealer or serviceman who purchases 10 RCA kinescopes during the campaign. The promotion will continue until November 16, 1951.

TELE-EX-PAND

An Original Expansion Type

TV TOWER

A Real Money Maker!

ONE SWIFT-EASY OPERATION

\$79.50 - \$99.50 - \$164.50 LIST

F.O.B. Factory — Berwick, Penna.

27'-37'-55' EXPANDED HEIGHTS

No Assembly — Sturdy steel tubular construction all electrically welded — All cables are 2600 lbs. test — Aircraft cable, weatherproof aluminum or grey enamel finish — Angle base mount fits any pitch roof or flat surface. Available at your jobber or write for information on our complete line.

Manufactured and Sold by

BOOTH WELDING SHOP

119 E. 15th St. Berwick, Penna.

Telephone Berwick, Pa. 6191

Jobber Inquiries Invited



NO BOOSTER
LIKE... **SEC**
BOOSTER



LIST PRICE \$34.95
(Unusual trade discounts apply)

The extremely high efficiency of SEC'S newly designed tuned circuits eliminates the usual loss of gain on high channels, provides the ultimate gain and picture clarity on both high and low channels. SEC'S superior design and rigid inspection by qualified engineers assure you the highest performance—actual records show less than one return for every 1,000 boosters shipped.

SPECIFICATIONS

- Tube complement: Single 6J6
- Coverage: Channels 2-13 Incl.
- In-put: 75-300 OHMS
- Out-put: 75-300 OHMS
- Current: 110-120V 60 cycles
- Size: Height 4 1/4" Width 6" Depth 4"

- Unsurpassed low channel gain
- Superb high channel gain, with maximum picture clarity
- High amplification with low snow level
- Unequaled performance

STANLEY SALES

600 WEST THIRD

NATIONAL DISTRIBUTORS

OWENSBORO KENTUCKY

THE RIGHT WAY...



FRETLINE
THE
WORLD'S
LEADING
OPEN WIRE TRANSMISSION LINE

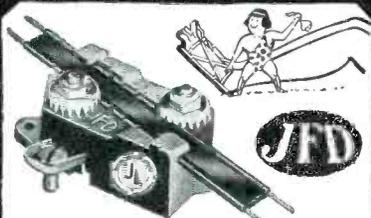
- 1/10 THE LOSS • LONGER LIFE
- MORE PROFITS • BETTER PICTURES

Fretline is the best in transmission line because of its low loss and its ability to withstand atmospheric conditions permanently. In remote signal areas Fretline has been the answer to installation problems. Ask anyone using Fretline.

Immediate Delivery from Your Jobber or Write for information, Dept. R-1.

FRETCO TELEVISION CO., INC.
1041 Forbes Street
Pittsburgh 19, Penna.

PERFORMANCE
Not Size
IS WHAT COUNTS



"LITTLE GIANT"
LIGHTNING
ARRESTER

PROTECTS
Against Lightning Hazards

No. AT 105

For ribbon-type and oval
jumbo twir lead.

\$1.25
LIST

ONLY JFD Lightning Arresters offer you these
exclusive patented features...

1. Strain-relief Retaining Lip prevents pulling or straining of lead against contact points.
2. You actually see positive contact made with lead-in wire.
3. No wire strapping or cutting.

Write to Form No. 84 showing the damage
caused by lightning to a Television Installation.

JFD MANUFACTURING CO., Inc.
6-05 - 611 AVENUE, BROOKLYN 4, N. Y.
MAST in Television Antennas and Accessories

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

how to
choose a
high
fidelity
loudspeaker



Jensen
WIDE RANGE



↑ G-OLD TRIAXIAL 3-WAY

← SINGLE-JUNIT DIRECT RADIATOR TYPES (5"-15")

"Genuine Jensen Wide Range" means much more than wide frequency range—it means superior performance all the way—in every attribute that makes for enhanced listening pleasure: 1. Wide Frequency Range . . . 2. Balanced Frequency Response . . . 3. Smooth Response . . . 4. Wide Angle Distribution . . . 5. Low distortion . . . 6. Good Efficiency . . . 7. Adequate Power-Handling Capacity.

Whatever the cost or size, a choice from the Genuine Jensen Wide Range series insures a maximum of performance to today's new high fidelity standards.

Write for free booklet—"Let Music Come to Life"—it includes a listing of Genuine Jensen Wide Range loudspeakers.

Jensen

MANUFACTURING COMPANY
Division of the Muter Company
Export Department at the Factory
6601 S. Laramie · Chicago 38, Illinois

BURTON BROWNE ADVERTISING

Challenge to Inventors

Brig. General David Sarnoff, chairman of the board of RCA, speaking at a ceremony at Princeton commemorating his 45th anniversary in radio, told RCA research scientists that there are three important inventions he would like to have them make before he reaches his 50th anniversary in 1956. He asks them to invent an electronic amplifier of light for television, a television picture recorder, and an electronic air conditioner for the home. The occasion of the challenge was the dedication of RCA's Princeton, N. J. laboratories as "David Sarnoff Research Center."

Named Sales Manager

Myron Blackman has been appointed general sales manager of National Electronics Mfg. Co., 314 W. 58th St., Los Angeles, maker of Natalie Kalmus and Cinema TV sets, according to an announcement by Herman Krissman, president of the company.

Burlingame Sales Manager

Burlingame Associates, 103 Lafayette St., New York, N. Y., manufacturers' representatives, announce the appointment of Henry Vitarelli as sales manager for the distributor and merchandising divisions.

Packard-Bell Ad Director

Robert H. Thompson, Jr., has been appointed director of advertising and sales promotion for the Packard-Bell Company, according to general sales manager Kenneth R. Johnson. Formerly with Southwestern Engineering Company, Los Angeles, where he served as director of advertising, Thompson comes to Packard-Bell equipped with a thorough background for his new post.

Transvision Sales Manager

Transvision, Inc. announces the appointment of David Gnessin as sales manager at the New Rochelle, New York home office. Gnessin was representing Transvision in the Ohio area as factory representative for some years.

To Distributor Post

Leonard Oxenberg, formerly advertising and sales promotion manager of Bartel's Appliance Store, Philadelphia, has been appointed to a similar post at Raymond Rosen and Co., appliance-TV distributor, Thomas F. Joyce, Rosen's vice president and general manager, made known. In his new post Oxenberg succeeds Richard Andrews, who recently resigned from Rosen's.

TV Trouble Shooting Method

By H. G. Cisin. Published at 200 Clinton St., Brooklyn 2, N. Y., price \$1.00.

This is a new method of classifying TV troubles according to the symptoms on the screen and coming from the loudspeaker. Mr. Cisin, a well-known teacher and engineer, has arranged hundreds of component faults in a quick reference system which allows rapid diagnosis and repair of most set failures. This is a practical manual which is not written for the amateur, but for the radioman or TV serviceman who still has something to learn.

Scott Contest Winners

Walter N. Levin, of Metropolitan Furniture Co., Waterbury, Conn., has been awarded the first prize of \$50 in the "How I Sold a Scott" letter-writing contest for dealer salesmen held by Scott Radio Laboratories, Inc., according to L. M. Sandwick, vice-president in charge of sales. Second prize of \$25 went to C. A. Buck, Better Home Appliances, Battle Creek, Michigan. Third prizes of \$10 each went to C. E. Richardson, Clark Music Co., Syracuse, N. Y. and to C. A. Salie and R. Neal Sinclair, Rudolph Wurlitzer Company, Cincinnati, Ohio.

SPIDER ASSORTMENT
12 asstd. popular types, \$1.98

UNIVERSAL TYPE CONES
to fit most popular speakers. Less voice coils.
4"x6" oval, 9/16" V.C. ea. 10c. 12/1.00
4" O.D., 9/16" V.C. ea. 7c. 15/1.00
4 1/2" O.D., 9/16" V.C. ea. 10c. 12/1.00
5 1/2" O.D., 9/16" V.C. ea. 6c. 20/1.00
6" O.D., 3/4" V.C. ea. 10c. 12/1.00
7" O.D., 1" V.C. ea. 12c. 10/1.00

SPEAKER CEMENT and THINNER
3 ozs. ea. and brush, \$.89

JUST OFF THE PRESS!! LEOTONE

YOUR FREE COPY of LEOTONE'S "Speaker Replacement Parts Manual"—Your handy reference to the nationally-famous line of LEOTONE precision-made Replacement Cones, Voice Coils and Spiders. Write for your copy today.



SERVICERS' KITS
cones less voice coils. KITS OF 12 ASSORTED CONES:
4" O.D., \$.89 5" O.D., \$1.25
6" O.D., \$1.49
4" to 12" ASSORTMENT incl. free-edge. Kit of 12 asstd. popular types \$1.98
SPEAKER REPAIR KIT.
Liberal assortment of Spiders, V.C. forms, Felt Rings, Chamois Leather, Cement, Shim Kit and Instructions \$2.49
SPECIAL! Both \$1.98 Cone & Repair Kits for only \$3.95

CARD BOARD MOUNT RINGS
1 1/2" 4" to 5" asstd. \$1.49

"A Better Cone — Buy Leotone"

LEOTONE RADIO CORP. 65 DEY STREET New York 5, N. Y.
Min. Order \$3.00 25% deposit req. on all orders

"Factory Speaker Repair Service"
Prompt handling and return of every job is a "MUST" with us.



BUY A BETTER ANTENNA



It's Circle-X for clear, sharp pictures on all channels, compare it and note the superiority.

Buy Circle-X chimney mounts, twin lead, guy wire, ground rods, wrenches, etc.

TRY A CIRCLE-X ON YOUR NEXT INSTALLATION

Air express or parcel post, special delivery direct from factory to you through your distributor.



CIRCLE-X ANTENNA CORP.
511 MARKET ST., PERTH AMBOY, N. J.

ANTENNA CORPORATION

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.





ELECTRONIC MANUFACTURING, Inc.
436 18th St., Brooklyn, New York

Coming in January!

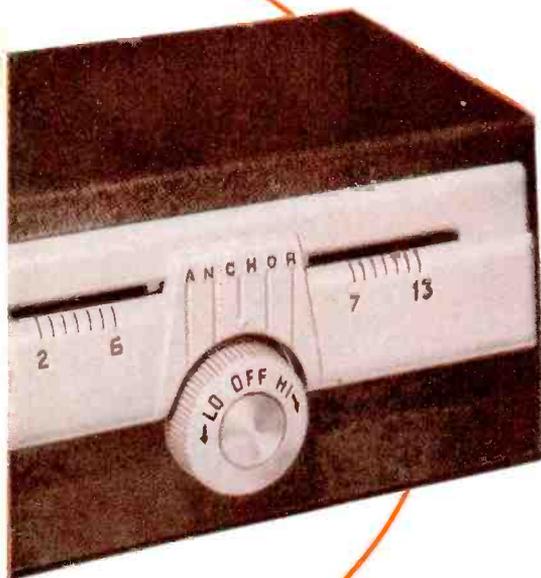
1952 DISTRIBUTOR DIRECTORY

The most complete directory of radio-television-appliance distributors . . . New names, new features, new usefulness . . . published as a section of "Radio & Television Retailing" in January . . . brought to you by

CALDWELL-CLEMENTS, INC.
480 Lexington Avenue, New York 17

ANCHOR Boosters

First in Preference!
First in Fringe
Reception!



REACHING NEW

horizons

*Anchor engineering
always a year ahead!*

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE
CHICAGO 23, ILLINOIS

THE QUALITY OF RCA TUBES IS UNQUESTIONED



It's fundamental...

**the best established brand name
is your biggest stock in trade**



Every RCA picture tube you install sells the idea of long-term, high-quality performance . . . and helps develop a permanent customer. Stocking and recommending RCA picture tubes is good business, because no other brand enjoys greater customer confidence . . . and customer confidence is your stock in trade.

Remember—more RCA picture tubes are now in active service than those of any other manufacture . . . over 5 million since the advent of commercial tele-

vision, when RCA pioneered the first large-scale production of picture tubes. Yes, RCA picture tubes of all types have consistently given outstanding performance.

And, today, RCA kinescopes carry a factory warranty that guarantees your customers against any defect *for six months from the date of installation.*

Your local RCA Tube Distributor carries a complete line of RCA kinescopes. Whether you want one or a hundred . . . he's ready to serve you.

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