

CALDWELL-CLEMENTS'

RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing

June • 1952



1 7/53
JAV
JK11
1A14
Matthews Radio,
Box 118,
Spring Arbor, Mich.

tm

LOW PRICED VALUES



2 Smart Table Models
Priced and Styled
for Action!

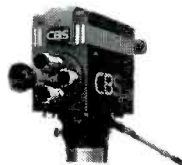
Strikingly designed metal cabinets with simulated mahogany grain picture frames in both 17 and 20 inch screen sizes. Contrasting mask and matching mountings. CBS-Columbia engineered for dependable performance. Powerful! Compact! Lively traffic builders. Order now from your CBS-Columbia distributor.

MODEL 20M1

CBS-COLUMBIA

CBS-COLUMBIA
THE MAGIC NAME IN
TV MERCHANDISING
HEARD BY MILLIONS
EVERY DAY
SEEN BY MILLIONS
EVERY DAY
KNOWN BY MILLIONS
EVERYWHERE

MODEL 17M1



CBS-Columbia

CBS-COLUMBIA INC.—A Subsidiary of COLUMBIA BROADCASTING SYSTEM

FOR VOLUME SALES!

RADIO & TELEVISION RETAILING

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

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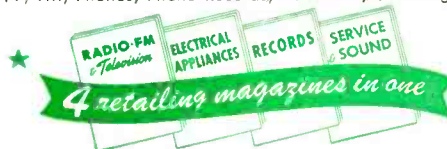
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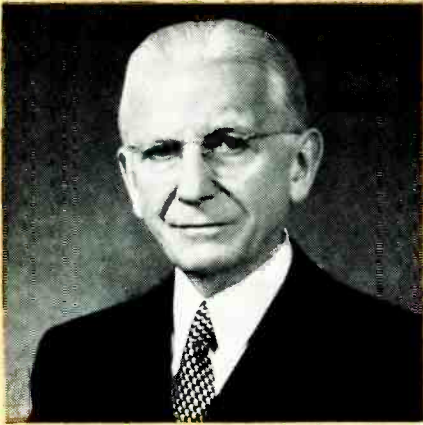
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ALEXANDER E. DUNCAN

*Chairman of the Board and Founder
Commercial Credit Company*

FORTY YEARS AGO, when I founded COMMERCIAL CREDIT COMPANY, a small group of people joined with me in providing our original capital of 300 THOUSAND DOLLARS.

The original COMMERCIAL CREDIT stock prospectus contained the words "THE FIELD OF OPERATIONS IS PRACTICALLY UNLIMITED." Yes, we started with confidence in our ability to succeed, but I know that none of us in our original group foresaw COMMERCIAL CREDIT COMPANY as it is today, for none of us could foresee the miracle of America's industrial growth in the last 40 years.

None of us could foresee, for example, how the pioneers in the appliance, radio and television businesses and their successors would develop them into giant industries that would change the living pattern of Americans.

On the occasion of our 40th Anniversary, I want to say "THANK YOU" to you men who build appliances, radios and televisions, to your distributors

Helping America
buy what
it wants

throughout America, and to your retailers in every city and town. Your cooperation and your confidence have helped write the COMMERCIAL CREDIT story of success. We cherish most highly the thousands of past and present customers and friends COMMERCIAL CREDIT COMPANY has had among you.

I also want to pay tribute to the men and women of COMMERCIAL CREDIT—our original group of five, three of whom are still with the Company, and to the thousands who with their hands and hearts and minds have and are still carrying on for COMMERCIAL CREDIT today.

Ours is a service business and as such is largely dependent for success on the intelligence of our employes and the enthusiasm they show in serving COMMERCIAL CREDIT customers. That we have grown substantially and soundly is ample proof that COMMERCIAL CREDIT men and women have done and are doing their jobs well.

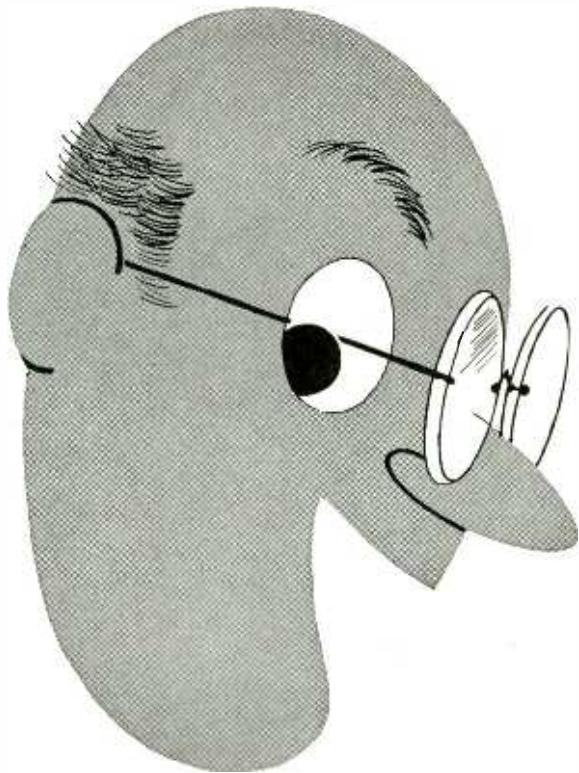
In 1951 gross receivables acquired by the Finance Companies of COMMERCIAL CREDIT were \$2,783,942,471; earned premiums of its Insurance Companies were \$39,464,036; and net sales of its Manufacturing Companies were \$99,115,875. These operations were carried on through some 12,800 employes located in more than 350 offices throughout the United States and Canada.

Because our experience has shown the American consumer to be an honest, dependable business risk we pledge the continuing use of COMMERCIAL CREDIT funds and facilities to HELPING AMERICA BUY WHAT IT WANTS.

Alexander & Duncan

FORTIETH  ANNIVERSARY





there's more to
meet the eye at
THE MART

2451 LINES UNDER ONE ROOF

at the international home furnishings show June 16 to 26

- 209 lines of furniture and bedding ●
- 948 china, glass, pottery and gift lines ●
- ▼ 476 lines of housewares, appliances, radios and televisions ●
- 174 lines of curtains, draperies and fabrics ●
- 134 lines of floor coverings ●
- 125 lines of toys, games and wheel goods ●
- 224 lamps, shades and lighting fixture lines ●
- 161 linens, beddings and domestic lines ●

52-WEEK MARKET CENTER
EXCELLENT PARKING AND TRANSPORTATION FACILITIES
ELEVEN AIR-CONDITIONED MODERNIZED RESTAURANTS
30 EXPRESS ELEVATORS EVERY MINUTE
PACE-SETTING HOME FURNISHINGS EXHIBITIONS AND ROOM SETTINGS

The Merchandise Mart

SHOW-PLACE OF AMERICA'S BEST-KNOWN BRANDS



RADIO & TELEVISION RETAILING • June, 1952



Philco will BLANKET AMERICA

with the Country's Biggest Coverage
of the Political Conventions

REPORTING FOR PHILCO

will be the Greatest Staff of
Commentators Ever Assembled for
a Single Public Event



The nation's spotlight will be on Philco's coverage of the political conventions over the combined NBC TV and radio networks. It's a great public service in which all Philco dealers will have a share.

Plan Now to CASH IN to the
Limit on this History Making
Sales Opportunity

IT'S the biggest news in the history of broadcasting and it's the BIGGEST sales opportunity in the history of the appliance business. During the political conventions, ALL Philco products—TV, radio, appliances and accessories—will be paraded before the largest combined TV and radio audience ever assembled. Coast-to-coast, ALL Philco dealers will be in the MAIN TENT for sales and profits. Make your plans now to *tie in* and *cash in* . . . yes, now and all year 'round to *concentrate on* Philco, the *one* name and the *one* franchise that offers you your best opportunity for volume and profits.

PHILCO

The Most Powerful . . . The Most Profitable
Franchise in the Appliance Field

SELL
Vacation
Music
 with



V-M tri-o-matic[®]
PHONOGRAPHS!



TEEN-AGER'S FAVORITE!
THE V-M TRI-O-SPEED 150 PORTABLE

Plays all records, all speeds, all sizes, *manually*. Its top quality amplifying system reproduces *faithfully* the complete tonal range of any record, just as it was pressed. Lightweight, compact, with a beautiful Mahogany Wood-Grain Leatherette Case, the V-M 150 Portable is a really fine record player at a modest price!



V-M TRI-O-MATIC
985 PORTABLE —

The perfect companion for music-lovers who are always on the go! Completely automatic operation for all records, all sizes, all speeds, with automatic Tone Arm setdown for all size records — 7", 10" and 12". Patented Spindle offers Positive Record Protection — records are LOWERED — NOT DROPPED — on spindle shelf, and flat air cushion dropped to turntable. Has famous V-M Siesta Switch, that shuts off *everything*, after last record plays, and Lazy-Lite, that lets you reject records without lifting lid. Two tube (plus Rectifier) Amplifier, with 4 x 6 speaker. Beautiful Mahogany Wood-Grain Leatherette Case.

YOU PAY LESS AND GET MORE WHEN YOU BUY V-M!



luxury styling —

V-M's new tri-o-matic 972 features smooth, modern, luxury styling — at no increase in cost! Here's the most popular unit in the V-M line — a complete 3-speed changer-player with a superb amplifying system. Has all V-M tri-o-matic features, including Siesta Switch and plug-in for lamp.



V-M's New 45 Spindle —
a real sale clincher!

Just put a V-M Spindle on your tri-o-matic demonstration unit, and watch the *extra* profits pile up! Package sales are easy to new customers — and don't forget, there are more than a million V-M 950 and 920 Series record changers *now in use*, that this new spindle will fit!

V-M CORPORATION FOR FULL DETAILS, CALL YOUR DISTRIBUTOR, OR WRITE
Benton Harbor, Michigan



WANTED

RADIO and TELEVISION DEALERS...

GET YOUR FREE

OFFICIAL PROGRAM and Political Atlas 1952

Republican and Democratic NATIONAL CONVENTIONS

at your Nearest **hallicrafters**

RADIO AND TELEVISION DEALER!
NO COST OR OBLIGATION!

Handsome, four-color program includes Ballot Tally Forms; master "Political Maps", extra pages on America's political history, and statesmen.

I'LL KEEP MY OWN SCORE AS I SEE AND HEAR THE BALLOTING ON RADIO OR TELEVISION.

CHECK EACH STATE AS THE DELEGATES VOTE

COVER EACH STATE WITH COLORED "JIG-SAW" TYPE LAYOVER... GIVING VISUAL RECORD OF HOW BATTLE IS GOING.

THE WHOLE FAMILY WILL ENJOY THIS

GEE! THIS IS EXCITING... LET ME KEEP THE TALLY, DAD!

LET ME COVER THE MAPS... PLEASE DADDY, PLEASE!

OH! THIS ATLAS TELLS ALL ABOUT FAMOUS AMERICAN STATESMEN, AND SHOWS HISTORY IN PICTURES! I'LL NEED THIS IN SCHOOL

TELEVISION AND RADIO PRESENT ITS GREATEST SHOW... THE REPUBLICAN AND DEMOCRATIC CONVENTIONS

WIN! TRIP TO PRESIDENT'S INAUGURAL IN WASHINGTON PLUS \$5,000.00 IN WONDERFUL PRIZES...

FORD SEDAN

ADS LIKE THIS! Will run in newspapers from coast to coast — yes, right in your own territory.

ADDRESS

Above newspaper advertisement is in reduced size and is one of a series.

to Give Out OFFICIAL DEMOCRATIC and REPUBLICAN CONVENTION PROGRAMS

To people in your neighborhoods. Allotments now being made. SEND FOR YOUR FREE ADVANCE COPY immediately to HALLICRAFTERS: Dept. P, 4401 W. 5th Ave., Chicago 24, Ill. You will also receive full details telling how you can use this...

TERRIFIC TRAFFIC BUILDER

Yes! Your store will be as busy as a first precinct polling place when you start giving out these convention programs.



*Something Different!
Unusual!*

... ONLY A LIMITED QUANTITY SO ACT NOW!

Wire HALLICRAFTERS or Mail This Coupon

The HALLICRAFTERS Co., Dept. P,
4401 W. 5th Ave., Chicago 24, Ill.

Please rush free advance copy of the OFFICIAL CONVENTION PROGRAM and full details to:

(Dealer — print name plainly)

Address _____

Town _____ City _____ State _____

Attention of: _____

hallicrafters

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO AND TELEVISION
4401 W. 5th Ave., Chicago 24, Ill.

For the **clearest** picture
of campaign progress...



Rauland PICTURE TUBES

Man, what a year for TV—and TV service profits! The richest menu of regular attractions ever offered to viewers... PLUS the party conventions, the campaign, the elections and inauguration! When viewers need replacement picture tubes, they'll want them fast—and good.

So remember that Rauland alone

offers these replacement profit advantages:

- The *most complete* line of replacement picture tubes... a far better supplement for your regular tube line than a second line of receiver tubes.
- The faster, *surer* installation adjustment made possible by the patented Indicator Ton Trap.

• The dependable, uniform *extra* quality that so many smart service men depend on for assured customer satisfaction.

Remember, Rauland research has developed more "firsts" in picture tube progress since the war than any other maker. And this leadership pays off... in your customers' satisfaction.

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



It's already happened on Sparton's new 21" line!

These three new Spartons started scoring profits before the show ever opened. And that's only the beginning!

All three models are designed for sensational value, for unmatched performance, for 30%-plus profit to Sparton dealers, and look at these prices.

Each model has Sparton's exclusive Ultra-Range Tuner with Cascade Circuit for true Cosmic Eye performance . . . performance so clear, so sharp *it's like having an eye in the sky*. Each model has Cosmic Eye Picture-Lock to hold pictures *always* steady. Each model has a master-engineered 21-tube chassis, including six dual-purpose tubes, to eliminate profit-eating service.

Here's proof that Sparton intends to keep Sparton the most profitable TV line to handle . . . that to Sparton the dealer is still the most important link in any sales operation.

If you haven't seen Sparton's new line, you're welcome at Space 509-B.

At the American Furniture Mart in Chicago, Space 509-B



The 21" Sparton Hawthorne

Mahogany finish. Powerful, 21-tube chassis, including six dual-purpose tubes. Easily, inexpensively adapted for UHF with simple tuner strips. Angle-Tilt tube face eliminates reflection glare. "Equasonne" Audio System. Ultra-Range Tuner with Cascade Circuit. Model 5240.

Only **\$299⁹⁵** Excise tax included



The 21" Sparton Lancaster

Ultra-Range Tuner with Cascade Circuit pulls in more signal, feeds more into the powerful Cosmic Eye chassis. Cosmic Eye Picture-Lock. 21-tube chassis, including six dual-purpose tubes, 10" speaker. Mahogany veneer. Model 5280.

Only **\$339⁹⁵** Excise tax included



The 21" Sparton Lindsay

21-tube Cosmic Eye chassis, including six dual-purpose tubes. Famous Ultra-Range Tuner and "Equasonne" Audio System. 10" speaker. Limed-oak veneer. Model 5281.

Only **\$359⁹⁵**

Excise tax included

THE SUPERB

Sparton

THE SET THAT STAYS SOLD



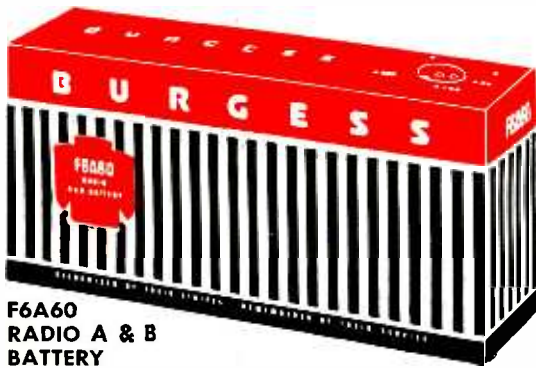
SIX
BIG REASONS WHY
BURGESS
IS THE PORTABLE RADIO
BATTERY LINE FOR '52!



**XX45
 RADIO B
 BATTERY**



**2R
 RADIO A
 BATTERY**



**F6A60
 RADIO A & B
 BATTERY**

1 Most Complete Line!
 Burgess has the only complete battery line. Because they make batteries for *every* dry battery use, consumer acceptance is greater for Burgess Radio Batteries.

2 Highest Quality!
 Burgess product quality is tops. More than 40 years of making *only* dry batteries, protects dealer reputations... Burgess quality control is your best guarantee of satisfied customers and repeat business.

3 Manufacturer Identity!
 There's no private label competition with Burgess... and there's no question about the manufacturing source, either. You can be sure that every Burgess Battery you sell is a product of Burgess Battery Company.

4 Nationally Advertised!
 Burgess advertising is a real sales help all along the line. Folks really remember those distinctive two-color ads in leading national magazines... you'll see it reflected on your profit sheet all through the year.

5 Oldest Line!
 Burgess is the *oldest* line for radio dealers and servicemen. Burgess was first to see the great future of portable radios... that's why it's the major radio battery line today.

6 Best Promotional Program:
 You'll like the aggressive way Burgess promotes sales for you in '52! For instance, the 1952 portable radio promotion... (the Burgess Portable Battery Prize Carnival)... is the soundest, most complete sales promotional program ever organized.

Order Your Stock from Your Burgess Distributor Today!

BURGESS BATTERIES
BURGESS BATTERY COMPANY FREEPORT, ILLINOIS

NEDA Conference Booklets

The National Electronic Distributors Association, 221 N. LaSalle St., Chicago, has mailed to manufacturers of electronic parts and equipment about 550 brochures, which include contract forms for booth applications and conference floor plans for the third annual convention and manufacturers' conference sponsored by the Association. The 1952 convention will be held at Atlantic City, Sept. 22-25.

Los Angeles Co. Celebrates

Radio Specialties Co., at 20th and Figueroa Sts., Los Angeles, Cal., celebrated its 20th anniversary as a distributor of electronic parts and equipment. S. K. Painter, president, opened an enlarged and remodeled 25,000 sq. ft. of warehouse and store space, which has a new type of wholesale display store that features, for example, all small parts displayed on sample boards located on walls and under glass on sales floor.

Gopher Summer Conference

The Gopher Representatives will hold their semi-annual conference at Breezy Point Lodge near Brainerd, Minn., on June 25-28. Approximately 200 manufacturers, upper Midwest distributors, and representative personnel are expected to attend. The upper-Midwest territory comprises Iowa, Minnesota, Nebraska, the Dakotas, and northwestern Wisconsin.

Reps Honor Dr. Power

The Los Angeles chapter of Representatives presented a satchel-type briefcase at a recent meeting to Dr. Ralph L. Power, its executive secretary-treasurer, as a token of appreciation for his activity in promoting chapter attendance in the past two years.

NEDA Group 5-Point Program

- A five-point program was recommended by the Old Dominion Chapter of NEDA when they convened for a two-day session in Richmond, Va. Points recommended include:
1. That advertising (or promotional) funds be made available by the manufacturers at dealer level.
 2. That rebuilt picture tubes be branded as such.
 3. That tube manufacturers stop the sale of sub-standard tubes from their production lines.
 4. That manufacturers consider the adoption of a uniform policy to channel all small orders from industrials through distributors.
 5. That the question of service licensing requires the concerted action of the industry against all licensing programs.

New Quarters for Estersohn

Harry Estersohn & Co., manufacturers' representatives, covering eastern Pennsylvania, southern N. J., Delaware, Maryland, the District of Columbia and Virginia, have moved their offices to larger quarters at 7135 Germantown Ave., Philadelphia 19, Pa.

Good news  for your
summer profit picture...



ZENITH quality brings you the portable with SELL BUILT-IN!



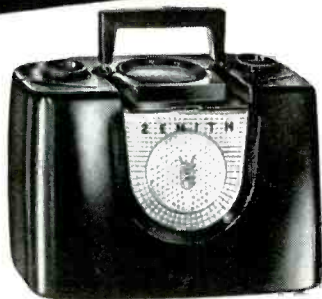
NEW Super-Powered

"HOLIDAY" Portable

with exclusive sales-clinching
Zenith styling and features...

Summertime—and the *selling* is easy when you let your customers know about this super-powered new Zenith portable. A real beauty in Maroon, Ebony or Grey plastic. One look at its sleek, streamlined styling, one listen to its mellow "console tone" . . . and that "prospect" becomes a buyer! It's custom-tailored to the needs of your many customers who'll be heading for beaches, picnics, vacations and want to take Zenith's luxury listening with them. Compact, lightweight, easy to carry, see how it pulls crowds into your store. See how its many exclusive, sales-compelling features—like the "top-side" tuning and "pick-me-up" handle—sky-rocket your summer volume. Zenith's new "Holiday" is your ticket to bigger big ticket profits!

Model J402



DEMONSTRATE THESE SALES-MAKING BENEFITS!

- Convenient "Top-Side" Tuning
- Shielded Speaker Design
- Smart "Pick-Me-Up" Handle
- Zenith-Built Alnico Speaker
- Wavemagnet® Antenna
- Instantaneous Operation
- Easy Battery Change
- Works on AC, DC, or Battery

R-291

REG. U. S. PAT. OFF.

ZENITH RADIO CORPORATION • Chicago 39, Illinois



You'll Hear Plenty...

about the coming up-trend in television sales, due to the lifting of the freeze, Regulation "W", Presidential Conventions, and other special events in sports and politics. We agree — it's bound to happen! *But*, to guarantee PROFITS and PERFORMANCE from the TV receivers you sell, better concentrate on

FADA

"POWER-PLUS"

Television

For with Fada "Power-Plus" your customers will get reception in distant areas where other sets won't even operate . . . better than ever pictures in local areas. Your service calls will be at a minimum — and your profit well above the average.



Don't forget — Fada's new *super-sensitive* "Cascode" Turret Tuner adapts for UHF reception in *seconds* by merely changing tuning strips! And Fada converters will also be available for all Fada TV receivers ever manufactured!



The PRESIDENT . . . Model 24T10
BIG 24" table model sets the pace for FADA's fine line of thirteen "Power-Plus" TV receivers — sensational performers all! All are priced for your customers' pocketbooks . . . and for you to make a profit! Model 24T10BM . . . same in Blonde Mahogany.

FADA

**RADIO AND
ELECTRIC CO. INC.**
BELLEVILLE, NEW JERSEY

ONLY \$ **29**⁹⁵

Plays all 3 Sizes • Plays all 3 Speeds



the NEW, LOW-COST **Webcor**[®] "midge" Fonograf

New Features

- Plays all 3 speed records—33 $\frac{1}{3}$, 45, and 78 rpm.
- Plays all 3 size records—7, 10, and 12 inch.
- Compact—smaller than a cosmetic case. Only 12" x 6" x 9". Light—weighs just 8 $\frac{1}{2}$ lbs.
- Handsome carrying case of two-tone leatherette in color combinations of green, tan or burgundy.
- All speed needle and cartridge.
- Beamed-power output stage amplifier with selenium rectifier power supply.
- Powerful 4" P.M. speaker.
- Shaded pole, constant speed, 3 speed motor.
- Extra-heavy turntable with thick electro-static flocking for soft cushion.
- UL approved.

Model F-136: Forest Green and Cream; B-136: Burgundy and Cream; T-136: Tan and Cream

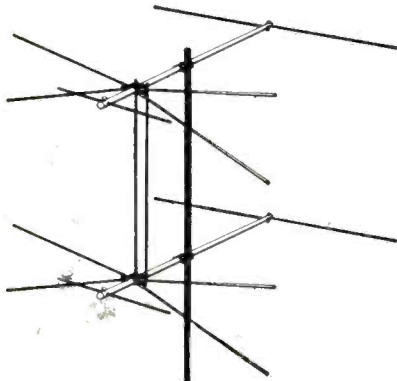


Manufactured by Webster-Chicago • Chicago 39, Illinois

OOG BONGO WALSCO FRINGO

(Translation)

“WALSCO MODEL M ANTENNA OUT-PERFORMS ALL OTHERS IN FRINGE AREAS”



Almost anywhere, the WALSCO Model M Signal King will out-perform, out-last any competitive antenna. It's a fact... the Model M brings fringe areas closer to the TV transmitter... produces sharper, crystal-clear pictures.

And once you install... *that's all*. No costly call-backs that quickly eat up profit. Guaranteed sturdier, more dependable in any *climate*. Chromate-coated, magnesium cross-arms have a structural strength almost equal to steel, yet $\frac{1}{3}$ lighter than aluminum. Positive corrosion resistance in severest weather. Elements are made of high-conductivity, super-strength aluminum alloy, reinforced with Swiss "Permalum." Here is quality you can trust *anywhere!*

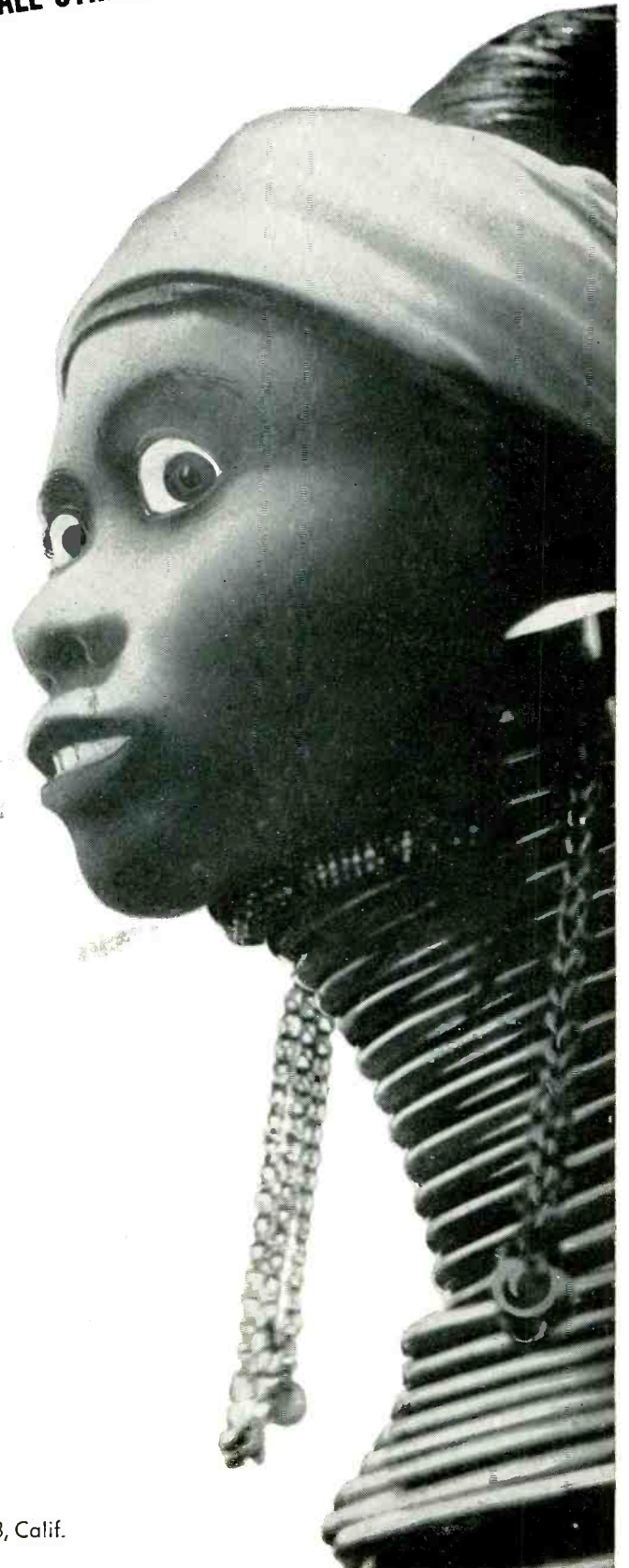


WALSCO

Walsco quality earned its reputation

WALTER L. SCHOTT CO.

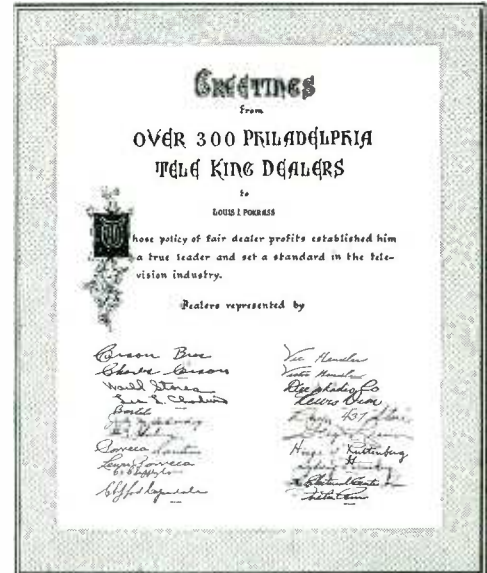
3225 Exposition Place, Los Angeles 18, Calif.
Branch: Chicago 6, Illinois



OVER 300 DEALERS IN PHILADELPHIA AREA ACCLAIM TELE KING FAIR DEALER PROFITS



Jack Joyce (center), representing over 300 dealers in the Philadelphia area, presents signed testimonial to Louis I. Pokrass (right), Chairman of the Board, Tele King Corporation, as Harvey L. Pokrass, President of Tele King, witnesses the ceremony.



IT'S GREAT PROFIT NEWS when dealers who carry all the leading brands make almost *twice their usual profits* selling Tele King! With Tele King you get the *highest markup in the industry* and a set that requires a *minimum of service calls*. Make television's *biggest profits*—make it your business to sell Tele King!

PHILADELPHIA DEALERS PROVE SUCCESS OF TELE KING GOLDEN 5 MINUTES SALES DEMONSTRATION!

Now Tele King retailers all over the country are selling more sets... in less time — than ever before! Tele King's sensational new GOLDEN FIVE MINUTES booklet takes the guessing out of selling by telling you how to turn shoppers into customers *in just 5 minutes!* Contact your local Tele King distributor or write us for your free booklet.



FREE BOOKLET

Learn how you can double your television profits with Tele King—America's No. 1 profit line!

Tele King

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

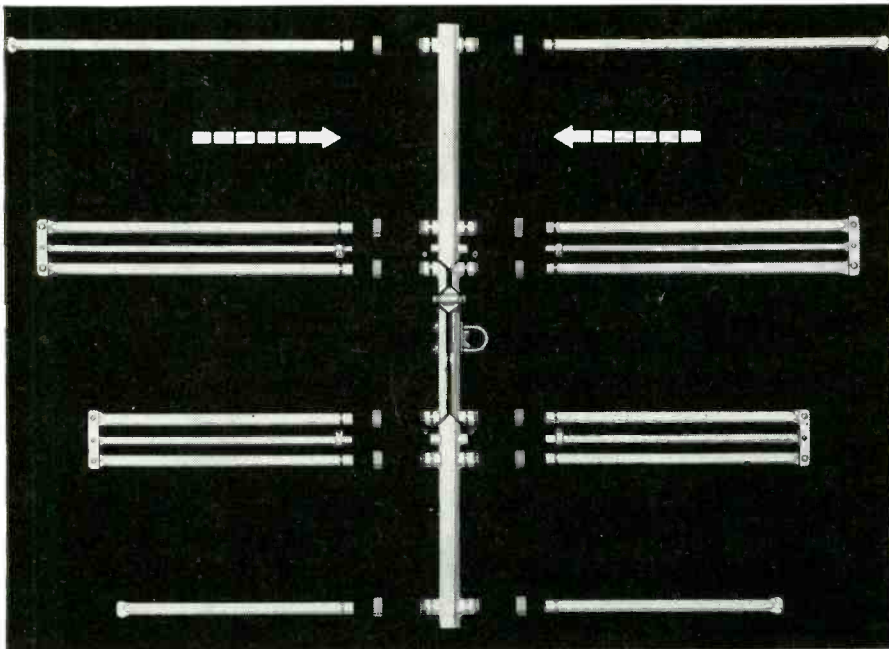
THE BEST IN TELEVISION—AT ANY PRICE!

You are cordially invited to attend our display at the National Association of Music Merchants Hotel New Yorker, Rooms 701 and 702, July 28th thru July 31st.

Announcing the New **TRIO 'MINIT-UP'**

STRONGEST TV ANTENNA EVER DESIGNED...

PLUS-ONE MAN/MINUTE ASSEMBLY!



This — is it!

The new TRIO MINIT-UP... a revolutionary TV antenna that combines "minute quick" assembly with strength never before attained in *any* TV antenna!

Strong statements, to be sure — but absolutely true. Take a good look at the illustrations... see how simple, how fool proof, how "minute quick" assembly is! Note well, also, the many superior construction details that make the new TRIO "MINIT-UP" a veritable tower of strength!

Feature upon feature makes this new TRIO MINIT-UP the biggest good news in TV antennas yet!

This "exploded" view graphically illustrates the extreme simplicity of MINIT-UP's assembly. Note the color code bands that show instantly where each element is attached. Note the serrated connectors that provide a firm grip with hand or glove — in any weather. Here, indeed, is the last word in TV antennas. Featuring easy assembly, rugged strength — it's the New TRIO "MINIT-UP"!

Model 445MU High Gain MINIT-UP for channels 4 and 5
Model 479MU High Gain MINIT-UP for channels 7 and 9

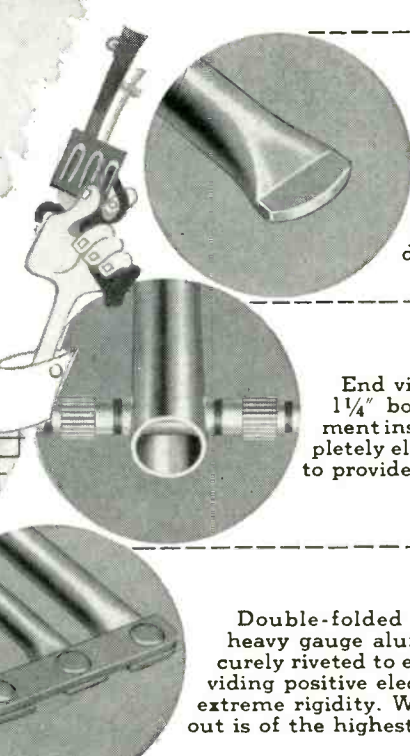
(TRIO's conventional single channel yagis also available with "MINIT-UP" construction)

Patent pending — no licensing arrangements granted for duplicating principle of this antenna.

MINIT-UP STOPS ANTENNA "CALL BACKS"!

TRIO TV Antennas have long been recognized as "leaders in performance"! Now — with new design features and "minute quick" assembly — TRIO is, easily, the "leader in construction"!

Dealers and Installers will find TRIO's MINIT-UP the most profitable TV antenna they can install. MINIT-UP goes up fast — and stays up! Every detail of design and construction is employed to make MINIT-UP the most rugged TV antenna on the market today!



Yagi elements of .035" thick seamless aluminum, are full 5/8" in diameter. Ends are crimped for greater strength and to cut down vibration. Prevents entrance of dirt and moisture.

End view of the heavy gauge 1 1/4" boom showing how element inserts are swaged to completely eliminate vibrations and to provide tremendous strength.

Double-folded dipole sections have heavy gauge aluminum brace bars securely riveted to element ends thus providing positive electrical connection and extreme rigidity. Workmanship throughout is of the highest order.

ONE MAN



TRIO Manufacturing Company
GRIGGSVILLE, ILLINOIS

HERE'S PROOF that Zenith's Built-in Provision for UHF really works!

Convert Video Set to UHF in 10 Minutes

Zenith Performs Operation in Bridgeport Store Selected at Random in Move to Disprove Competitors' Claims

By MARTIN P. ROSENBLUM

BRIDGEPORT, MAY 10.—Contrary to competitive criticisms, a Zenith television receiver was converted to receive ultra-high frequency telecasts in 10 minutes in a retail store selected at random here yesterday.

Competitors of Zenith Radio Corp. have claimed publicly for some time that in order to receive UHF on a Zenith receiver the job would take a serviceman from three to four hours; that the cost of conversion would be prohibitive; and that the entire set would have to be realigned after the conversion was completed. It appears that all of these claims are unfounded.

Members of Group.

A group composed of Herbert I. Wexler, radio-television buyer of Macy's, New York; Sheldon Wortzman, representative of Macy's Bureau of Standards; W. W. Boyne, vice-president, and George Keck, service manager of Zenith Radio Corp. of New York, and this reporter, traveled to this city yesterday for the purpose of seeing a Zenith receiver converted in a retail store picked at Dell's, 304 Fairfield avenue, and selected a table model receiver, model H232TR, a 17-inch rectangular unit.

Mr. Keck was timed in converting the receiver and accomplished the operation within 10 min-

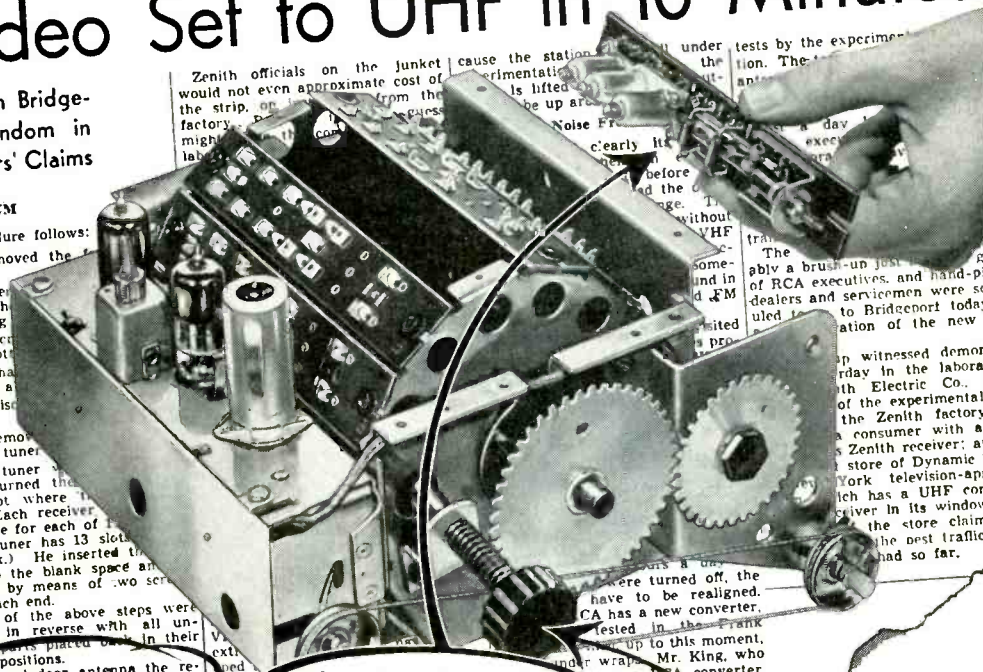
His procedure follows:

1. He removed the knobs.
2. He removed the screen on the front by removing the screws.
3. He inserted the strip into the blank spot where the turret tuner is located.
4. The cabinet was reassembled.
5. He disconnected the turret tuner and he turned the blank spot where the strip is located.
6. He removed the turret tuner and he turned the blank spot where the strip is located.
7. The tuner was reassembled and the turret tuner was turned to the blank spot where the strip is located.
8. All of the above steps were followed in reverse with all unscrewed parts placed back in their original positions.

With an indoor antenna the receiver then received the UHF experimental station, KC2XAK, clearly.

Problem All Firms Face

The ability to make a simple conversion to receive UHF is a problem that virtually all manufacturers are trying to solve at this time. Present receivers operate on VHF, while UHF transmission is expected to begin shortly after the FCC lifts the freeze sometime this fall.



Simply place this strip into this Turret Tuner and...

set for the new UHF Station

More TV Stations • More TV Programs • More TV Sales for YOU!

ONLY ZENITH DEALERS CAN GUARANTEE TO THEIR CUSTOMERS THAT EVERY ZENITH TELEVISION SET EVER BUILT AND SOLD TO THE PUBLIC HAS BUILT-IN PROVISION FOR TUNER STRIPS TO RECEIVE THE NEW ULTRA HIGH FREQUENCY CHANNELS WITHOUT A CONVERTER

Zenith predicted in 1947 that the day would come when Ultra High Frequency television transmission would become a reality. Now check the facts! The Federal Communications Commission, has just announced a new allocation plan which opens 70 new Ultra High Frequency channels to supplement the present 12 VHF channels and adds 1944 new television stations.

Zenith dealers have good cause to welcome this great news. For they are in the best position to cash in on this—the greatest opportunity since television itself—by telling the Zenith story to millions of interested television buyers.

If you are a television salesman or serviceman—especially of Zenith TV, but certainly of other makes, too—you will want to know more about this important new development. Write today, *now*, for your copy of Zenith's new easy-to-read booklet titled "UHF Television—What It is—And What It Means To You."

How



Don Gabbert Did A Half Million Dollar

Magnavox



Business In 1951

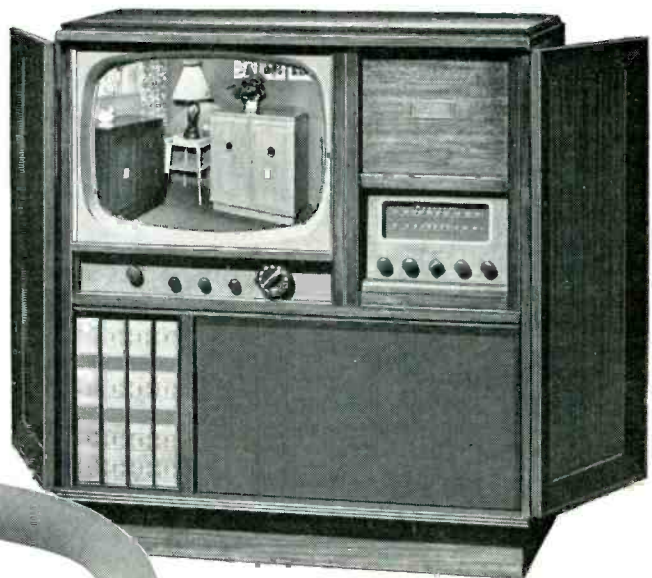
• **Don Gabbert** of Minneapolis knows that his best chance for top profit in radio and TV lies with Magnavox. That's why he concentrates on selling Magnavox to the tune of a half million dollars a year.

• **He says you can sell** Magnavox with the confidence that no fellow dealer is going to steal your sale by "discounting" or price-cutting.

• **Price protection** is only one of the vital factors in the Magnavox franchise which enables dealers to build up volume business for themselves—not for some chiseling competitor.

• **Every Magnavox dealer** enjoys this assurance. It is one of the "Big 7" fundamentals of the franchise that makes Magnavox your best profit opportunity. The Magnavox dealer is essentially a "partner" with the factory and his fellow dealers . . . and no partner cuts another partner's throat.

• **"I like the Magnavox way** of doing business," says Don Gabbert. "It has given me a profitable business over the years . . . a large list of loyal Magnavox customers, a happy selling organization and assurance of continued profits in the future."



The Magnavox Belvedere

Representative of the famous Magnavox line is the magnificent Belvedere, a complete home entertainment center with AM-FM radio-phonograph and 20-inch television. Available also as radio-phonograph to which Magnavox Television can be added. In hand-rubbed mahogany or blonde finish.

Better Sight
Better Sound
Better Buy

the magnificent
Magnavox
television - radio - phonograph

7 REASONS WHY **Magnavox** **is Your Greatest Profit Opportunity**

Each Magnavox dealer enjoys these positive and profitable advantages of the franchise

1. Protected Market
2. Direct Dealings
3. Longest Discounts
4. Reliable Prices
5. More Advertising Dollars per Dealer
6. Sound Merchandising Help
7. Staunchest Owner Loyalty

RADIO & TELEVISION RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

STAND YOUR GROUND— To Help Curb Price-Cutting and Losses

The dealer who is gullible enough to believe the statement of each and every customer who tells him that he can get so-much off elsewhere on a TV set or an appliance, and who meets the unconfirmed price, or goes below it, is in for a tough time.

The dealer who is too timid to ask a fair price for his service, *or who goes overboard in making good*, at his expense, on too many come-back repair jobs involving parts not involved in the original work, may find himself either slaving away for pennies, or worse, engaging in that ancient though not happy game of playing tag with the sheriff.

What with cut-throat competition running rampant, and a tremendous increase in the number of chiseling customers, merchants need to stand their ground.

They need, for instance, to try in dead earnest to sell merchandise and service at profitable prices.

There are several ways to do just that. Several ways to at least *try* to guard profits in these hectic times.

First, merchants can try to get the price bugaboos out of their minds by realizing that plenty of products are being sold at lists, and that a great deal of the talk about fantastically high cuts being offered consumers is hog-wash. (Even the wildest price-cutting chains have "floor prices.")

Second, reputable dealers can devote every effort toward trying to sell the merchandise on its own merits.

Third, when a prospective customer comes in and claims he can get a certain TV set at so-and-so's at 30 per cent off, ask him if there's any objection to an attempt to verify the price. In many cases, when the dealer asks such a question, the would-be customer will hedge.

Fourth, and this has to do with servicing, the dealer should have back-bone enough to sell his service at a profit. He can't compete on the same grounds with the Dollar-a-Call boys, and the gimmicked service advertising if he's a legitimate dealer. But he can give the best sort of service at a fair price, and build a reputation on doing just that sort of business.

Fifth, also regarding service, it will pay any dealer to itemize work done and parts furnished on any job. Such practice *will at least help* in explaining the situation when something else goes wrong. Not long ago, a dealer restored a picture to a customer's set, charging a reasonable sum for a receiving tube, and was, a few days later, forced to replace the picture tube at his own expense—or lose the customer.

While most of the average merchant's customers are honest, and also are utterly unfamiliar with sets, there are still numbers of sharpshooters around.

So the advice is—play safe. Try to itemize exactly what was done to make the repair and what part of the set was affected, and for how long the work is guaranteed. And, additionally, state that other parts are not guaranteed. Play fair with your customer and with yourself.

Since the merchant is in business to make money, and since conditions are laden with many problems and evils these days, the man who stands his ground stands to make a profit.

What's Ahead! — in Radio,

NUMBERS OF DEALERS HAVE SWITCHED THEIR THINKING ON FAIR TRADE. Talks with merchants reveal that a great many who had been opposed to FT are now for it. The dog-eat-dog price competition, now running full-blast, has caused this change of heart. At least, say the one-time antis, Fair Trade can help in a great measure to curb some of the largest operators. Throughout the country as a whole, the great majority of dealers of all sizes who sell TV, radio, appliances and phono records are in favor of Fair Trade.

DEALERS FROM ALL OVER THE COUNTRY will flock to the trade show and convention of the National Association of Music Merchants at the Hotel New Yorker, New York, July 28-31. Special editorial features, including a list of exhibitors, will appear in next month's issue of this magazine.

WHAT'S AHEAD IN THE MARKET. We'll go out on the proverbial limb with the following predictions: 1. Sales for July and August will be better than they were for the corresponding period last year. 2. Starting in September, business will go into a definite upswing, and will continue at a satisfactory rate to the end of the year, winding up considerably ahead of the last four months of '51.

AND HERE'S SOME COMMENT ON THE MARKET from merchandising experts: "Talk of a 'saturated market' in the appliance field is nonsense to people who have watched the consumption of electric power double in the last 10 years and know that another 100 per cent increase is indicated in the 10 years ahead."—J. M. McKibbin, Westinghouse VP. . . . "The latest available market surveys indicate that there is little danger of a repetition of the highly volatile inventory situation which occurred last year."—Commander E. F. McDonald, Jr., Zenith president.

A 250 PER CENT INCREASE IN THE NUMBER OF TV SETS within five years is predicted by Paul V. Galvin, president Motorola, Inc. . . . "There seems to be . . . fear that 'prices will fall out of bed.' We don't think there is a chance of that happening."—Bulletin from Harry Alter Co., Chicago distributors, on the appliance situation. In an optimistic vein, Kenneth C. Meinken, president National Union Radio Corp., foresees good business for the rest of the year, particularly in the last 6 months. He said increased personal savings of the people together with generally high employment would manifest itself in a solid market for TV, radios and appliances.

NEW TV SERVICE PROJECT IN THE EAST utilizes large-scale advertising to get "subscribers" (at \$15 per year) who, the ads say, have been "cheated" on TV service and don't want to get stung a second time. Actual work is handed out to franchised service contractors who do the repairs on a COD basis, also pay a fee for the privilege of being franchised, plus a percentage of their take. Advantages to the consumer are said to be standardized and supervised practices and prices, while the contractor gets customers handed to him, and prices which permit profitable operation.

TELEVISION SETS IN USE have reached 18 million as of June 1, which is approximately one set to every 1½ families in the 33 states which now have TV. Progress on new stations is as yet limited to the application stage, with the possibility that a few permits for construction will be granted next month, but more likely not until August. New coax cable connections expected to be completed in July will have a more immediate effect (than new stations) in bringing live broadcasts of the baseball games and the conventions to more cities.

SERVICE VOLUME DROPPING IN CERTAIN METROPOLITAN AREAS, notably New York and Philadelphia, report some of the larger dealers who up until quite recently had been busy night and day with maintenance and installation work. A number of factors are responsible for this decline in business, being viewed with alarm by store owners who have been depending heavily on their service departments to carry the load during the present and long-lived lull in merchandising.

FOLLOWING ARE SOME OF THE REASONS FOR DECLINE IN SERVICING: 1. Inroads being made by the ever-growing number of "Dollar-a-Call" boys who get business through advertising ridiculously low rates. 2. The large number of free-lancers out after repair jobs. Some do work in their spare time, being employed in other industries. But say, dealers, too many of such part-time servicemen are employed by radio-TV retailers who are losing out heavily due to the side-line activities of those who work all day for the merchant, and then go out after business on their own on nights and holidays. (Sometimes, such "side-liners" use the boss' equipment, and often his components.) 3. High costs of living cause certain set owners to "put up with" poor reception rather than spend the necessary money for repairs. 4. Wave of adverse publicity leading many people to believe that all servicers are gypps, and hence, making such consumers reluctant to call in repairmen except as a last resort such as complete loss of picture, sound or both.



JUST ABOUT EVERYBODY CUTTING PRICES in most of the big cities, with lots of "converts" being born out of sheer necessity. Nowadays, no one in the highly competitive areas wants to let a sale slip through his fingers, no matter how tough a deal the customer wants. Many dealers have to raise cash, and raise it immediately. Some who haven't been able to do just that have folded up. The price-cutting spree is a vicious circle, and it won't be broken up unless the market suddenly comes alive, or some drastic action is taken by leaders in the TV-appliance industry.

Appliances, Records and Television

WITH REGULATION "W" WIPED OUT, dealers can expect an increase in sales, particularly in the areas where time-buying predominates, though certain pessimistic merchandisers feel differently about it. Sales of TV sets and major appliances are bound to be stimulated by the lifting of all government credit restrictions in these days when consumers are most reluctant to part with comparatively large sums of cash as down payments. With credit barriers lifted, smart merchants will be able once again to make some extra profits in selling up to the better, big-ticket receivers.

SUMMARY OF MAIN FINDINGS IN NARDA's costs-of-doing-business survey: Dollar sales in '51 dropped 2% from 1950; net operating profit ratio skidded to 2.9 in '51 from 6.0 in '50; gross margin showed a slight rise; total operating cost ratio rose to 28.2 in '51 from 24.8 in '50; TV took first place in the sales standing; washing machines displaced refrigerators for second place. Service costs took a new high, and dealers cited price-cutting, excessive trade-in allowances, and shortage of good salesmen as major obstacles in 1951.

TV NETWORK EXTENSION. The Long Lines Dept. of AT&T has announced the extension of network TV facilities by radio relay to Tulsa, Okla., and San Antonio, Texas, effective July 1. This brings to eight the number of single-channel interconnected cities which will join the present 54-city network on July 1. Previously announced cities include New Orleans, Houston, Miami and Dallas (by coaxial cable); and Fort Worth and Oklahoma City (by radio relay). Thus 104 stations will be able to carry this year's presidential nominating conventions simultaneously to the largest TV audience in history.

SO FAR AS PHONO RECORDS ARE CONCERNED, many localities go in heavily for one certain speed. As pointed out in previous issues, such customer preferences are due to the pushing of a certain speed or speeds (and certain playing instruments) by outstanding dealers. On some recent visits we found that in a New Jersey town, a dealer's breakdown is as follows: 78 RPM, 10%; 45 RPM, 85%; 33½ RPM, 5%. In another nearby New Jersey city, a disc department sells 55% in 78's, 45% in 45's, and the remaining 30% in 33's. In a West Virginia city, a dealer sells 30% of his total in 78's; 70% in 45's; 33½—none. One Connecticut merchant sells 70% in 78's; 20% in 45's and 10% in 33's. In a Maryland town, a disc department sells 50% in 33's; 30% in 45's, and 20% in 78's. A New York dealer's breakdown is as follows: 78's, 10%; 45's, 30%; 33's, 60%.

HOW EIGHT LARGE FULLY EQUIPPED TV CONSOLE SETS, packed in their shipping cartons, can be lifted, moved, stacked, warehoused and shipped in a single, unpalletized load was one of the demonstrations unwrapped by The Yale & Towne Mfg. Company for the 17,000 visitors attending the 21st Annual National Packaging Exposition at Atlantic City. Yale gas and electric fork lift trucks with special attachments of newly designed television clamps were used in the demonstration.

FTC INVESTIGATION IN NEW YORK on discount methods, allegedly violating Robinson-Patman Act, said to be bogged down by reluctance of dealers to testify to knowledge of discriminatory practices, plus difficulty in getting documentary evidence. Law makes it mandatory that all competitors get same spread; allows additional monetary benefits only in cases where suppliers can effect savings in transactions. In latter case, Act requires that parties giving such additional benefits must document records to support them.

NEW RUBBER MAT WITH BUILT-IN RADIANT HEATING UNIT has been developed by United States Rubber Company. New product designed for use in theaters, hotels, warehouses, police booths, etc. Cord has a 3-way switch to control temperature.



A FORTHRIGHT RETURN TO ACTIVE OUTSIDE SELLING IN OUR FIELD appears to be the only answer to bum business. Consumers are hanging onto their money, and are not seeking out the dealer, so the salesman must go out and find them—and "sell" them the idea that buying a new TV set or appliance is a wise move. Lookers who visit stores these days often make firm pre-visit decisions to remain lookers. Out in the field, however, the salesman will often encounter such consumers in vastly different frames of mind—in their own homes where fear of store sales pressure doesn't exist.

Future Events of Interest to Readers

- June 8-12: 44th Annual Convention, National Association of Electrical Distributors, Ambassador Hotel, Atlantic City, N. J.
- June 15: Father's Day
- June 16-26: Int. Home Furnishings Market, Merchandise Mart, Chicago.
- June 16-26: American Home Furnishings Market, American Furniture Mart, Chicago.
- June 22-24: 1952 Mid-year Convention, National Appliance and Radio-TV Dealers Association, Sherman Hotel, Chicago.
- July 14-18: Western Summer Market, Western Merchandise Mart, San Francisco.
- July 28-31: National Association of Music Merchants, Trade Show and Convention, Hotel New Yorker, N. Y.
- Aug. 3-6: Western Gift, Toy and Housewares Show, The Mart and the Civic Auditorium, San Francisco, Calif.
- Aug. 27-29: 1952 Western Electronic Show, Municipal Auditorium, Long Beach, Calif.
- Sept. 14-17: 4th Western Housewares Show, Hotel Biltmore, Los Angeles.
- Sept. 22-25: 3rd National Convention, Nat'l. Electronic Distributors Association, Ambassador Hotel, Atlantic City, N. J.
- Sept. 29-Oct. 1: National Electronics Conference, Sherman Hotel, Chicago.
- Oct. 6-10: National Hardware Show, Grand Central Palace, N. Y.

Now...
 from RCA Victor
NEW Super
 "Personal" plays 10 times longer!

- **NEW BATTERY LIFE-SAVER SWITCH**
- **NEW "BALANCED LIFE" RCA BATTERIES**
- **NEW "DECORATOR" COLORS!**

The RCA Victor Super Personal radio (Model 2B400). The new "Personal" has room-sized volume, built-in antenna, and comes in a variety of 6 handsome colors.

Here's the portable they've all been asking for. It's an all-new "Personal" from RCA Victor . . . and it plays TEN times longer—without changing batteries!



RCA batteries are radio-engineered for extra listening hours.

(1) **New Battery Life-Saver Switch!** Operated in strong signal areas, this switch sharply reduces battery drain—thus increasing battery life up to 30%!

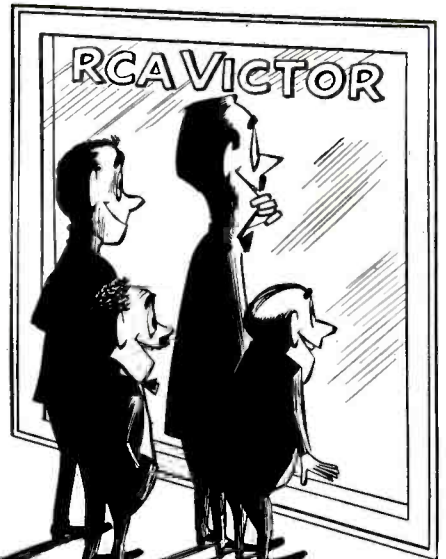
(2) **New RCA "Balanced Life" batteries!** So much better than previous batteries that the new Super "Personal" plays 10 times longer than

any other portable its size. The tiny "A" batteries are engineered to last as long as the "B" battery, both all newly designed, for "Balanced Life"!

(3) **New "Decorator" Colors!** The new Super "Personal" has a wardrobe of six stunning colors! Slate Gray (Model 2B400), Raven Black (2B401), Antique Ivory (2B402), Laurel Green

(2B403), Coffee Tan (2B404), and Wine Red (2B405).

And that's not all!—Coming your way soon is a brand-new RCA Victor television line designed to bring you more sales than ever before! We can't say any more right now, but we're expecting TV fans everywhere to look closely . . . right in your window!



and coming soon---

a Great **NEW**
line of **RCA VICTOR**
television

*Planned to help you put America's most wanted, most owned
most proved television into still more millions of homes*

Keep in touch with your RCA Victor Distributor

Tmks. ®

RCA VICTOR 

Division of Radio Corporation of America

World Leader in Radio . . . First in Recorded Music . . . First in Television

Why Is TV the Target

Everybody's Taking Potshots at the Industry,

• The television industry is faced today with what is probably the most paradoxical situation of all times. In TV we have one of the world's greatest inventions and certainly the most wonderful home entertainment medium ever known. And from an economic point of view, TV has raised our industry from millions of dollars, to billions. Looking ahead to a mere 1000 stations and 60 million sets (radio now has over 2000 stations and over 100 million sets in use), we see an industry more than three times as great as it is today. In other words, the present is tremendous and the future is staggering.

And yet the paradox is that TV at this moment is on its knees, gasping for breath, while it serves as a whipping boy for just about every person in the country with a voice to speak or a pen to write with.

We intend to examine here what some of the troubles of TV are, what causes them and what can be done about them.

Of course, all of us who are in it would like to find somebody else to lay the blame on: It's the dealer who cuts prices (not me!), or the screwdriver mechanic, or the sensation-seeking newspaper columnist, the broadcasters with poor programs (and the ubiquitous commercial), the \$1.00 service call, the distributor who sells out of his "back door," and who fails to replace parts in warranty. Also the manufacturer who misleads the public with his advertising, and who expects the serviceman to cover up his mistakes in engineering, the employe who is an order-taker instead of a salesman, the customer who expects his TV set to make ice cubes and play Dixie at the same time. And the public officials who want to tax and regulate TV so they can make jobs for some of the hangers-on who voted for them, the people who call all servicemen gyps, and the gyps who call themselves servicemen, etc., etc., etc.

Naturally, our trouble isn't any

ive sort. Everybody points the finger at the next fellow, and seems to figure that the solution will appear magically in the sky.

Well, it just won't happen that way, and we can be sure that if those inside the industry don't do something about it, somebody outside will. And by doing something, we don't mean calling a meeting at which a resolution is passed condemning something or somebody.

In probing the situation, it's obvious that one of the main troubles with TV is that it grew so fast. The situation is similar to the growth of the army in the early days of World War II. The new "citizens" army was so much bigger and more complex than the prewar regular army that there were inevitable mistakes, injustices, inadequacies. In a land of plenty, we had soldiers in some places without enough food or clothing (temporarily, to be sure). We had people in the wrong jobs and things in the wrong places (like a snow plow in Trinidad). And if you'll recollect, there was plenty of criticism, too. The syndicated columnists and the network commentators had a field day picking the army apart . . . and the opposition politicians did their part sticking a knife in and twisting it around. Also, we had opportunists who saw the chance to make a "fast buck" out of the war.

Many Current Problems

That last is one of TV's main troubles—people who see a chance to make a fast buck and get out. Not only do these people do us a lot of harm, but they are very short-sighted. TV has much more to offer than a fast buck. There are fortunes to be made (and many have been made already) for a long time to come. One of the things we have to establish and get across is the long-term objective in the future of TV, just as we had a single unifying purpose during the war which enabled us to pull together and overcome our problems.

Let's get down to cases with the "problems" of TV. It would be impossible to list them in the order of their importance, because they are



Probably one of the most basic troubles with TV is that it is a wonderful business which has enjoyed (?) tremendous and quick growth, and which can expect even greater things to come. Everybody wants to get into the act. And that's another point: it's the people who are *in* the act, as well as those on the outside, who are hurting it.

one of these things alone, it's all of them . . . and more. And "let him who is without sin cast the first stone!"

Why is it that everybody seems to desire to kill the goose that laid the golden egg (and has a lot more where that one came from)? Quite frankly, that's a \$64 question. We have a plethora of destructive criticism and very little of the construct-

of the Mud-Slinger?

But It's the Sniping From Within That Hurts

all important in that they contribute to the overall illness.

Since our readers are retailers, we'll start with them. When TV arrived after the war, there was very little merchandise and the people were begging for it (paying premiums, remember?). Many dealers never get over it. They still expect customers to come in and buy, and when the customers don't come in, or don't buy, a great many dealers don't know what to do. A seller's market is not a normal thing in this country with its tremendous productive powers (although if you were in business between 1942 and 1947 you might have thought so).

Ruinous Price-Cutting

Point 2: When TV wouldn't sell (for instance, in the temporary slump of 1949), dealers turned to a very poor sales stimulant, namely price-cutting. They quickly rubbed off the nice polish that TV had, and put it in a class with piece-goods remnants, which are sold by the inch. Nothing about the wonderful entertainment, the quality of the merchandise, or even the integrity of the brand—just so many inches for so many dollars.

The only trouble with this technique is that it isn't salesmanship, it debases the merchandise, and it isn't exclusive. When you cut price, the only difference between you and your merchandise and some other dealer and his merchandise is a few dollars. Remember what happened to the ball-point pens, which came on the market at \$15.00. Somebody made a "fast buck" on them, and where are they today?

Point 3: The broadcasters—and with this term we include the advertisers, their agencies, the stations and the networks—we ask you to



please consider we're all in this together and we hope it will last a lifetime. The day is not too far distant when TV will be your *only* livelihood, and whether it will be a business in millions or billions depends a lot on the good taste, the good judgment and the intelligence that you exercise now.

We have learned to take and to like commercial broadcasting. We know that it's the advertiser who foots the bill and brings us entertainment which we could never otherwise afford. But we cringe a little at the client who shows us (in our living room, yet) the underarm stains on a dress whose owner did not use a deodorant. We also blame the agency who wrote it, and the broadcasters who permit it to run. We are irritated by the broadcaster who sells three or four adjacencies on either side of a station break (plus

one on the station's identification pattern as well) . . . by the advertiser who insists on aural and visual plugs written into the program so that it seems like one long commercial instead of entertainment; by the commercial which is "turned up" twice as loud as the program so that it blasts us out of our seats; by the interminable "fluffs" which suggest lack of adequate rehearsal (or else inadequate pay for actors) and by the cameras intruding into the act, which give TV the appearance of an amateur performance at high school.

Dealers and servicemen are rightly provoked when stations fail to break in to notify viewers that technical difficulties are impairing the transmission—an outstanding example of this was the atom blast a month ago, during which sync troubles on the cable made the picture unusable for thirty minutes, during which time no announcement was made which might have relieved the dealer from some anxious phone calls from customers.

Point 4: The publications who apparently make no effort to see whether there is any truth in the ads or the editorial columns which they print and sell to the public. Not only are there many people who will
(Continued on page 87)

Many of TV's Problems Today Are Due to:

1. Meteoric growth hasn't allowed time to consolidate gains, establish standards, plan adequately for the future.
2. Billion-dollar sales have attracted opportunists who want to make a "fast buck."
3. Tremendous impact on the public entices outsiders into capitalizing on the publicity value of the word "television."



18 MILLION TV SETS IN USE!

At average service charge of \$14 per year—\$252,000,000! Millions of them need servicing, tubes, parts. Trade-in the small screen ones for modern, big-picture receivers!



90 MILLION RADIOS IN HOMES, BUSINESS PLACES!

At average service charge of \$4 per year—\$360,000,000! 1/3 of all these sets need servicing right now. Repair these sets or sell your customers new ones!—Build profit and prestige



22 1/2 MILLION PHONO RECORD PLAYERS!

At average of \$4.50 per service call—\$101,250,000! (And this doesn't count the big potential in replacement business, with 12 million of the above turntables unable to play 3 speeds!) Use ads to sell phono servicing

You can make big money with your

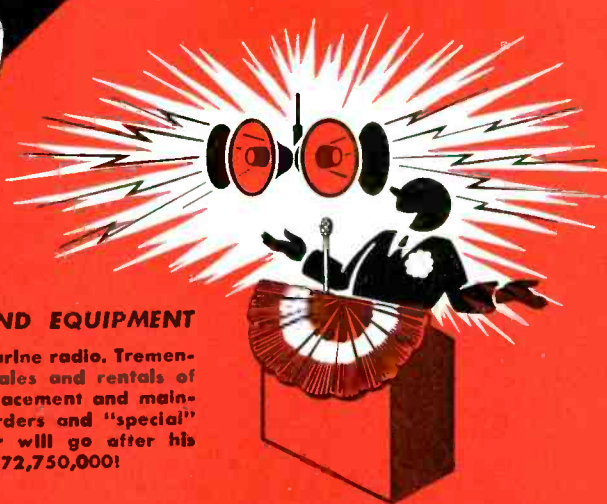
SALES and SERVICE geared to the

and by taking part in this nationwide



22 MILLION AUTO RADIOS!

At average annual service charge of \$7.00—\$154,000,000. Advertise a special car radio Tune-Up offer and build up service dept. revenue.



AND THERE'S SOUND EQUIPMENT

Recorders, mobile and marine radio. Tremendous opportunities for sales and rentals of PA systems, and for replacement and maintenance service on recorders and "special" radios. The alert dealer will go after his share of this business—\$72,750,000!

To Get the Most Out of the Campaign

- Solicit actively
- Stock adequately
- Repair Rapidly
- Advertise effectively
- Service completely
- (No patched-up jobs)

Profit-minded dealers tie sales and service closely together, using the reputation of their service departments to sell more TV sets and radios.

And nowadays, with so many uncertainties at hand, every smart dealer will want to strengthen his service department, making every effort to increase revenue and profits.

One of the best ways to build up a large following of customers, and to make more money in so doing is to run a Tune-Up, Tube-Up, Check-Up campaign. Such drive will also result in sales of new sets in many instances.

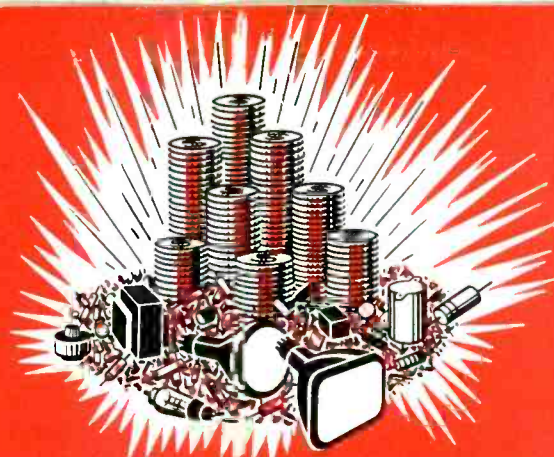
The potential for Tune-Up, Tube-Up, Check-Up business is great. The "maximum" potential figures shown on these pages vividly portray the tremendous possibilities in this billion-dollar service and installation business.

First step to take is the setting up of a program under which the dealer advertises and canvasses.

For instance, he makes special "flat-rate" check-up offers via newspaper advertising, direct-mail, radio time, etc. He launches a telephone canvass drive, inviting householders to take advantage of the special offer, "for a limited time only." He finds out through such telephone calls what products needing service the customer has on hand. He instructs his servicemen to ask householders about "anything else" needing repair, and to offer the customer the flat-rate check-up.

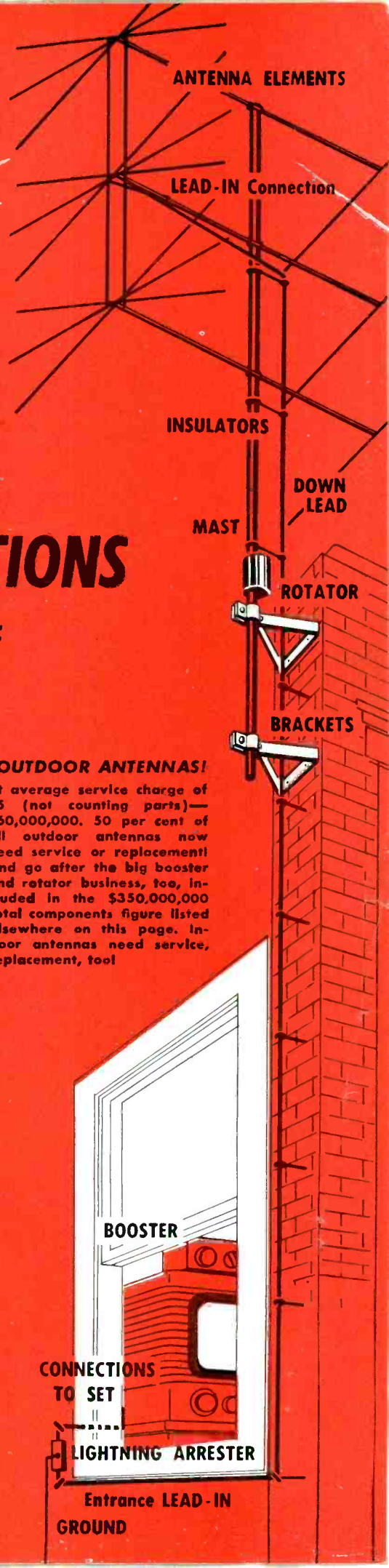
During the Tune-Up, Tube-Up, Check-Up campaign the dealer's salesmen can canvass in the field, ferreting out those rusted and busted TV antennas. They can make a trip through the business district where they may

With increased power, better antenna equipment and better sets, fringe areas offer new opportunities. And UHF will open many new, exciting markets all over the country!



A BILLION-DOLLAR YEARLY BUSINESS IN REPLACEMENTS AND SERVICING

<i>Replacement only</i>	
100,000,000 receiving tubes	\$167,000,000
1,500,000 picture tubes	75,000,000
Billions of component parts	350,000,000
123,700,000 hours of labor	408,000,000
	1,000,000,000



coming POLITICAL CONVENTIONS

TUNE-UP, TUBE-UP, CHECK-UP DRIVE

pick up a lot of work in radio repairs, PA, etc. Car dealers can be approached, too, for auto radio service.

Many dealers will be surprised to find out how easy it is to sell service once they've tried it. And they'll also find that selling service will also bring in lots of sales of new radios, TV sets and phonograph players.

A great many people who have inoperative radios, phonos and other products just keep putting off having the work done, and will be glad to have someone offer efficient service to them.

Now is the time to decide to launch a Tune-Up, Tube-Up, Check-Up drive in your community. Back the advertising promotion with personal solicitation, and phone calls, and you're bound to gain a lot of new friends, and make a lot more money.



"Flat-Rate" check-up offers can get real results for the enterprising dealer who advertises special offers to folk in his community

SOMETHING NEEDS SERVICING

In every home . . . and the dealer who goes after this business can sell plenty of new products, too

12 MILLION OUTDOOR ANTENNAS!

At average service charge of \$5 (not counting parts)—\$60,000,000. 50 per cent of all outdoor antennas now need service or replacement! And go after the big booster and rotator business, too, included in the \$350,000,000 total components figure listed elsewhere on this page. Indoor antennas need service, replacement, too!



Cash in on New Trends

Flurry of House Building Has Created a Home-Improvement-Minded

● Real estate "developments" are springing up all over the country. Thousands of improvement-minded families are moving to new communities in the housing projects to be found in a great many urban and rural communities. Such developments are creating new trends, and are affecting the way of life of the older residents.

In spite of the fact that such newcomers are potential customers, too few dealers in our field are out calling on them.

In many instances, dealers will tell you that there isn't any business to be had in that big block of new homes nearby because each is completely equipped with products bought by the builder in transactions under which the local merchant was bypassed. While such premise is true to a certain extent, there's still an opportunity to sell

extra radios, big-screen TV sets, record players, phono records and electric housewares. And quite often there are sales of major appliances waiting in cases where the "completely-equipped" homes doesn't have, for instance, washers, ironers, etc.

In contemplating the potential in any new real estate development, whether it's made up of low-priced, medium or high-priced homes, one shouldn't overlook a most salient fact, and this is that the folk who move into a brand-new home are almost always improvement-minded to a high degree. They buy new furniture, new cars, and, of course, *new TV sets, radios and appliances.*

Because such people are so receptive at the time they are making a fresh start in life, the dealer should call on them whether or not he believes the homes are "saturated"

with the products he sells. He should remember that even though the newcomer has a modern TV set, and a couple of radios, plus a kitchenful of electrical appliances, the family may be in the market for a portable—or for an extra radio in the playroom planned for the basement or the "expansion attic." Maybe they haven't a good vacuum cleaner—or even no cleaner. Quite likely they'd be interested in trying out a home recorder. In many cases they will have some equipment needing service.

At all events, the great majority of folk, even in the modern, brand-new home need something, and are highly receptive to ideas when intelligently presented to them by the salesman. Too, most newcomers like to talk with local dealers, and will appreciate a welcoming visit during which the salesman can an-

Greet the New-Comers!

Get names from local real estate men, builders, public utilities

Go out and call on the new residents. Welcome them personally

Offer your products and your services; without high-pressure



This Is a Tough Market—Plenty of Dealers in Other Fields Are After the Consumer's Dollar. Use Outside Selling to Get Your Share

Through Outside Selling

Public Ready for Visits by the Dealer Who Brings Them Ideas

swer questions they may have about transportation facilities, or what-have-you; questions for which the local man will have ready and helpful answers.

The writer recently moved to a new home in a development. Six months before taking occupancy, he commenced receiving direct-mail pieces from a variety of merchants and business men. Immediately upon moving in, salesmen from numerous and diverse firms made personal and phone calls. Circulars and letters flowed to the mailbox in an endless stream. Flyers were shoved under the door; small souvenirs were delivered as good-will builders.

But—among the “numerous and diverse” merchants and business men, so actively in search of new sales and new customers via personal and phone calls, the TV-appliance dealer was conspicuous by his absence.

In a large apartment house project which stressed “free TV outlets” and “free gas and electricity,” calls on newcomers were made by butchers, bakers, milkmen, tailors, auto dealers, insurance agents, and a great many others, but, so far as could be learned, there were no visits made by merchants in our field. Certainly, this set-up was a natural for the TV-appliance dealer, since a spot-check revealed that some of the families didn't own a TV set; that some others had sets needing service as a result of the “ride” in the van. And surely, the “free gas and electricity” angle should be a potent sales argument in favor of such folk buying electric housewares.

All over the country, the same situation exists. A great many firms in other fields are hot after the consumer's dollar while too many TV-appliance dealers just sit around getting callouses you-know-where, and crying about poor business.

We need to go out after customers. Outside selling is the answer to the slump in business. New developments offer the incentive, but there's plenty of opportunity, of course, in the older sections as well.

Though thus far we have dealt exclusively with “developments”

featuring new homes, the trend toward the new way of life in the new home has affected the residents in the older houses in one's community, and hence, the dealer should capitalize on such trend.

People who live in the older homes usually eye with envy the spic and span appearance of the new places in their community. They want the modern equipment the new house boasts. They feel out of place, and out of date. And a great many of those who live in old residences are undertaking moderniza-

tion programs as we know. Such folk can be sold, and should be called on. The salesman who *suggests* that the resident buy new equipment is furnishing the prospect with *ideas*, and ideas are what make sales.

In casting about for any ready answer to the sales slow-down, work in the outside field seems to be the top one. There is nothing new about outside selling, but it has always paid in the past, during good and bad times, and it will pay today in cases where the dealer is able to

(Continued on page 81)



Call on Your Old Friends!

Meaning your regular customers. They've been affected by the trend toward home modernization, and they'll be receptive to ideas

Check up on the radios, TV sets, appliances you've sold them in the past. Ask them for more business, and they'll appreciate your frankness

Thank them for the business they've given you in the past, and they'll keep on buying from you



Dough for Dealers as Donkey

Interest in Political Campaigns Growing by Leaps and Bounds. Smart Merchants



• Everybody and his brother is seeing, hearing and reading politics these days. The alert merchant can sell a lot of TV sets and radios as a result of this nationwide interest, which is bound to increase by leaps and bounds as time goes on.

The big political conventions get under way in Chicago next month. The Republicans start their battle royal on July 7, the Democrats on July 21. And these conventions are just the beginning because from then on the campaign will wax hot and furious.

Every dealer needs to stress the importance of owning efficiently operating, adequate receivers, radio or TV. He needs to identify his store as headquarters for sales and service in his locality.

In non-TV areas, folk will want their home receivers put in top condition. Some of the home sets, portables and car radios should be traded in for new ones. The dealer should ferret out those who don't own portables, and should show them the many advantages the carry-about sets have.

In TV localities, the merchant should go after the owners of small-screen sets, offering trade-ins. Naturally, too, he should solicit the non-owners, of which there are still plenty, even in what are sketchily described as "heavily-saturated" areas.

"Political" show-windows can be used to draw business. In TV areas, live demonstrators should be used. In non-TV places, the dealers can pipe news out to the sidewalks to stop the passerby. Numbers of manufacturers are spending large sums of money on sponsored broadcasting and on slews of dealer-aid ma-

terial. Merchants should tie in with such activities in order to get their share of the sales and service which will be stimulated by such advertising. Smart dealers are not neglecting baseball in their promotional activities, but rather are stressing the broadcasting of the National Game as a big plus.

All over the country, there will be an increasing demand on service as the Convention dates draw nearer and nearer, and merchants who send out servicemen have a real opportunity to get a great many sales if they will start right now to train their technicians to be sales-minded men. The other day, the writer was in the home of some wealthy folk in New Jersey where the owner of a ten-inch set had just spent good money on two service calls, and said that he was considering buying a larger and more modern receiver. Just suppose, for instance, that the technician, in whom the set owner has every confidence, suggested that the owner of the 10-inch set try out a big-screen model without any obligation. We'll agree that the serviceman's chances for making a sale for his employer in this case were very good. There are numerous instances where the radio or TV set being serviced is too old or is not adequate, and that the technician who suggests trading in the old unit for a new one is performing a genuine service to the customer.

It will pay any merchant to try out a new deal with his technicians,

under which they will get at least a minimum amount of sales training, and some sort of commission arrangement under which they will be able to make some extra money, and will feel more like partners in the business. The majority of technicians today can sell, and this goes particularly for the TV man who ranks alongside the family doctor in importance to young and old who make up any TV household.

Merchants who do everything in their power to cash in as heavily as possible on the political campaigns will leave no stone unturned in an aggressive drive for sales and service business. They will tie in with the activities of manufacturers in using dealer-aid material, in preparing special show-windows and ad copy, and in making their stores sing politics—with baseball as the something very big added for the enjoyment of TV and radio receiver owners and prospective owners.

Lots of Dealer Aids Ready

Manufacturers are making a drive for business through tying in promotional activities to the campaigns. There's already a lot of dealer-aid material available, with more on the way, and there will also be plenty of money spent by sponsors in this field in radio and TV broadcasting. Following are highlights from promotional drives announced by manufacturers at the time we went to press:

General Electric has launched a

People everywhere are talking about politics and political campaigns, and the alert dealer is right on the job to sell them TV, radio and service.



& Elephant Gird for Battle

Will Cash In on This All-Out Interest, Selling More Sets and Service

complete, hard-hitting promotional campaign, employing the political theme. Point-of-sale material includes streamers, banners, counter cards, line folders, and lapel buttons bearing the legend, "Our Candidate—GE Black Daylight Television" These buttons are for use by salesmen as give-aways. GE also has a 12-page booklet providing a listing of states for both major party conventions, plus information regarding the office of President. Dealers are also offered a complete mat supplement. Not overlooking the demand for radio coverage during the conventions and election, GE's merchants will be provided with additional material to promote the sale of their radio receivers.

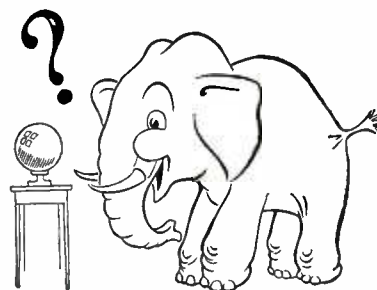
Motorola is running special advertising, geared to the interest in politics, using *Life*, *Saturday Evening Post* and other publications. Other Motorola promotions include special newspaper cooperative ads, and window display material, including streamers. More complete details will be available at a later date.

Belmont Radio Corporation has a number of dealer-aid pieces in the works, including streamers and signs. In addition, the firm is planning to provide dealers with newspaper ads in mat form, angled toward the campaigns. These mats will be offered to the dealer as a service, and will not be factory-paid advertising.

Admiral Corporation has contracted for a \$2,000,000 package that covers sponsorship of the radio and television coverage of the national political conventions and election night returns over the American Broadcasting Company. Top-flight reporters will be featured on the program. Dealer-help material is also in the works at Admiral.

RCA Victor has an ad campaign specifically hinged to the all-out interest in politics. It breaks nationally on June 7 with a full page, black and white ad in the *Saturday Evening Post*, and follows up, June 16, with a similar ad in *Life*. Theme of the copy—"Be a Davenport Delegate to the Conventions with an RCA Victor." The firm also has ready a wide-scale co-op ad campaign, and a variety of window streamers, counter and wall displays and mailing pieces. Starting in June, the two TV programs and the radio program sponsored by RCA Victor will tie in with the campaign.

Nationwide television and radio coverage of the 1952 presidential election campaign will be sponsored by Westinghouse Electric Corporation over the Columbia Broadcasting System TV and radio networks. These Westinghouse-sponsored CBS networks will cover the hundred largest population areas in the United States from Coast to Coast. It will be the first time the Repub-



lican and Democratic conventions, as well as the general elections, have ever been televised on a national hookup. The complete program package will include full coverage of both political party conventions in Chicago, a 13-week non-partisan "Get-Out-the-Vote" campaign and election returns the night of the election on November 4. The 13-week "Get-Out-the-Vote" campaign will start in August and continue until the night before the election. It will offer equal time to both major parties to present their campaign issues through their candidates and other leading political figures.

Special ads and promotional in-store displays have been prepared by Du Mont. The themes will sing politics, and will point out that the TV receiver gives the owner a ringside seat at the greatest political campaign in the history of the nation.

Zenith has available a complete "Convention window," adaptable for both radio and TV merchandise. The display is lithographed and contains 25 pieces. The firm also has a kit of three window banners. As part of the convention promotion package, Zenith has included a complete selection of retail ads for dealer use, radio and TV spots and a 3-color giant postcard for consumer mailing. There is also a special program for promoting FM coverage and the conventions for radio listeners. The firm has a special promotion for eight selected Southern cities where the coax cable has been scheduled to go into operation shortly.

Philco will sponsor the television and radio coverage of the Democratic and Republican conventions over the combined NBC television and radio networks. NBC predicts the largest

(Continued on page 83)

8 Ways to Make Money in This Greatest of All Election Years

1. Keep show-windows filled with the political battle atmosphere
2. Use live TV demonstrators in displays whenever possible
3. Pipe political speeches out to sidewalk via your PA system
4. Make the best use of manufacturer-supplied selling material
5. Publicize the broadcasts sponsored by manufacturers in this field
6. Use ads to sell new TV sets and radios and to urge folk to have old instruments put in good order
7. Make a telephone canvass of customers and prospects, urging them to get ready for the big events on the way
8. Train your servicers to sell receivers. Offer them commissions, and they'll bring in leads for new TV sets and radios

Complete OPERAS

Boom Big-Ticket Disc Sales



Pagliacci is one of six complete Metropolitan Opera performances released by COLUMBIA.

• The fact that the market for recordings of complete opera has grown by leaps and bounds in the past year is well pointed up by observing that a year ago there were 37 operas on long playing discs and as of this writing there are 88—more than twice as many—with the numbers growing every week. These are complete operas, exclusive of the many, many discs of arias, selections, highlights, etc.

One important reason why this present trend never came to pass in the days before long playing records is purely economic. To take an example, *William Tell* (Cetra-Soria) runs to 2 hours and 45 minutes on 4 records. On 78's, this would take 20 or 21 discs, probably in two very heavy albums, weighing a great many pounds, and would most likely have cost \$40-\$50. London's *Parsifal*, running to six long playing records, would stagger the imagination if it had been produced on 78's. In addition, such monumental works would have taken interminable stacking and turning on an ordinary changer (usual limit: 10 discs at a time), and the likelihood of warping and break-



URANIA scored a first with this release of Verdi's *Otello*, recorded in Rome.

Madame Butterfly is the most recent of many complete operas recorded in Europe by LONDON Records.



Monteverdi's *Orfeo*, recorded by VOX dates back to the 16th century.

Not a Factor Before the Introduction of Long Play Records, Operas Are Now Being Issued in Profusion, and Making Money for Aggressive Merchants

age would have made such albums a risky investment.

All this is changed now. Compact, reasonably priced units, attractively packaged (usually with complete libretto) have caught the eye of the American public (or rather, the ear) to the point that the sale of a new release often exceeds attendance at the "Met." One recording firm alone, Columbia, has sold \$2,000,000 worth of operas according to a recent news release, equivalent to a full New York season's box office receipts at the Metropolitan.

Now available to dealers are complete operas by 42 composers, offered by 15 different recording companies, with the list ever growing. Cetra leads with 39 operas (as of this writing), while Columbia and Urania are next with about 16 apiece, then Victor and London with 12 apiece.

Of the composers, Verdi is most completely represented, with 14 full-length operas available; Puccini and Mozart are next with 9 each, while 5 Wagnerian operas are available. Nineteen operas are available in more than one recording, Puccini's *Tosca* and *Boheme* heading the list at four recordings each. On the popular operas, considerable latitude of choice is offered to the customer, therefore, with fine casts, orchestras and conductors available in almost every case. Columbia, with whom the Met has an exclusive recording contract, tells us that *Boheme* has been a consistent best seller for five years, while their English version of *Fledermaus* was one of the ten best-selling Masterworks of 1951. Columbia plans to release the English version of *Così Fan Tutte* this month. Victor has recorded *Trovatore* for Fall release; meanwhile, their fine Toscanini recordings of *Traviata* and *Boheme* continue to prove very popular. They have recently released an Italian recording of *Tosca* (with Gigli) on the Treasury label which promises to do well.

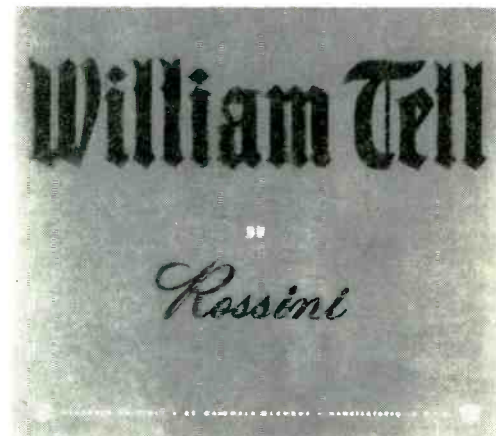
For the customer looking for something "different," we have re-



Met stars Stevens and Peerce, conductor Reiner and recording director Mohr huddle during RCA VICTOR's full-length studio recording of *Carmen*.

cordings of such rarities as the 17th century *Dido* by Purcell (Period), Monteverdi's *Orfeo* (Vox), Haydn's *Orfeo* (Haydn Society) and many early 18th century items by such composers as Gluck, Scarlatti, etc. On the modern side, we have a new, complete *Wozzeck* (Columbia) and several American operas such as Gershwin's *Porgy* (Columbia) and Menotti's *Medium* (Columbia, Mercury).

Considering the vast amount and variety of merchandise available in the opera category, the already proven salability of this merchandise, and the fact that the average sale runs to around \$18.00, dealers will do well to cash in on this boom in big-ticket disc sales.



CETRA-SORIA, with the largest opera catalog, recently added Rossini's *William Tell*.

DECCA offers American opera with this original cast album of *The Consul*.



Phono Record News

Pianist George Copeland, who has been hailed as "the world's finest interpreter of French and Spanish piano music," has recorded another album, "Modern French And Spanish Piano Music," for MGM Records. Among the outstanding records in the album are Debussy's "Hommage à Rameau," and Satie's "Gymnopédie No. 3." This is the third in Copeland's album series for MGM. Rossini's Overture to William Tell, and Il Signor Bruchino are also featured in an MGM album, played by the Royal Opera House Orchestra, conducted by Warwick Braithwaite.

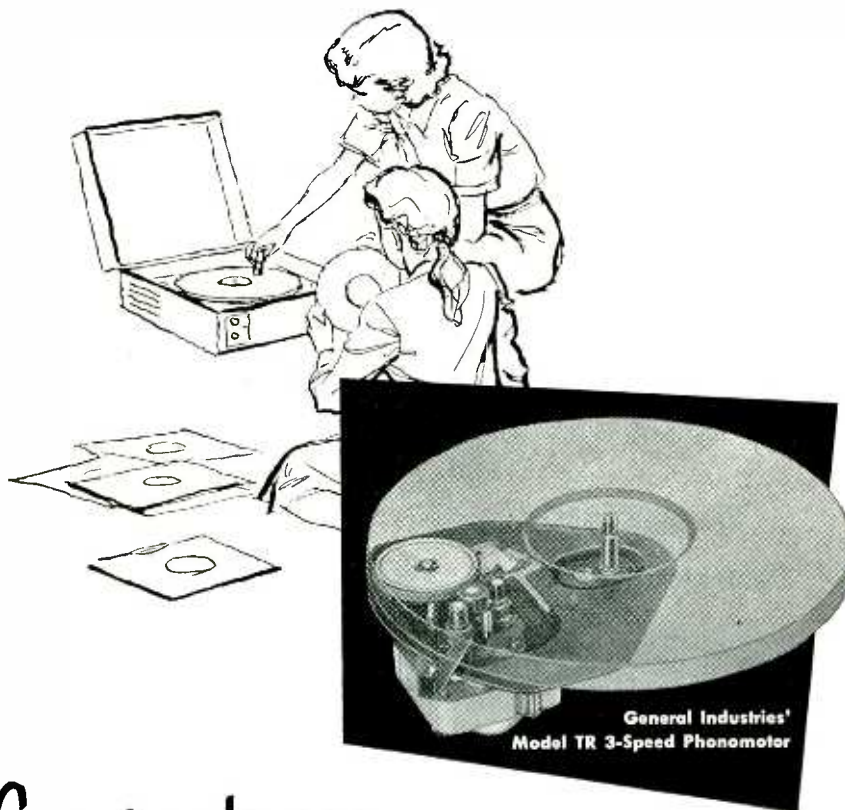
ABBEY RECORDS' "The Second Elizabeth," narrated by David Niven is the point of an unusual promotion set up by Abbey's Minneapolis distributor, Lew Bonn Co. "If I Were Queen" is the theme of a letter contest for girls aged 12-21. The contest will run through July 31 and involves obtaining an application from a local record dealer and writing a 50 word letter of "If I Were Queen." Entries will be judged by University of Minnesota professors. Prizes include a 1952 Ford convertible, a diamond ring, a \$300 scholarship to a school of the winner's choice, and the winner's record dealer, English teacher and favorite disc jockey receive \$50 or \$100 bonds from the Bonn Co., as do the DJ's program director, the theater

with the best tie-up campaign and the dealer with the best window display.

Ralph Flanagan and his Orchestra have several offerings on the RCA VICTOR label. "Be Anything," "Kiss of Fire," "I'm Yours" and "Forgive Me," all of which are enjoying much popularity, make very fine listening as played by the Flanagan ensemble. Dinah Shore, with Henri Rene's Orchestra and Chorus, has recorded "Delicado," with "The World Has A Promise" as the coupling. Erroll Garner plays "Stairway To The Stars" (based on "Park Avenue Fantasy") backed by "I Can't Escape From You" also for RCA Victor. "Cowboy Classics" is the title of a new 33 $\frac{1}{3}$ RPM recording on the RCA Victor label by the Sons of the Pioneers. "Cool Water," "Tumbling Tumbleweeds" and "Trees" are among the selections featured. "Pal Joey" and "Of Thee I Sing" are the source of songs for the new RCA Victor album "Song Hits From The Broadway Shows" played by Frankie Carle. Many of the tunes which enchanted audiences are now available on 45 RPM for home enjoyment. Included are "Bewitched," "Of Thee I Sing" and "I Could Write A Book."

Among the new CAPITOL releases are, the beautiful "Somewhere Along The Way," by Nat King Cole; Ella Mae Morse's follow-up to the "Blacksmith Blues," entitled "Oakie Boogie"; and Dean Martin's "I Passed Your House Tonight." The famous Capitol duo, Les Paul and Mary Ford are at it again with "I'm Confessin'" and "Carioca." Oldies are good material for these unique stylists.

Volume II of MGM's "Piano Playhouse" series features some outstanding numbers by Margaret and Forrest Perin. These include melodies by Rodgers and Hart, Irving Berlin and movie themes, "Stella by Starlight" and "Portrait of Jennie." CAPITOL's "With A Song In My Heart" album is really going places. Featuring songs from film of same name, Jane Froman's beautiful voice is thrilling on wax. COLUMBIA albums include Mary Martin in "Babes in Arms," with music by Rodgers and Hart. Such favorites as "Where or When" and "The Lady is a Tramp" are featured. Also on COLUMBIA is "Melodies For A Sentimental Mood" featuring "Embraceable You" and "Pennies From Heaven" among the lovely Paul Weston orchestrations. CAPITOL's "Big Band Bash" with Billy May and his orchestra is an album including "When Your Lover Has Gone" and "Tenderly." The French singing group, Les Compagnons De La Chanson (The Companions of Song) have released an album on COLUMBIA label. Collection features "Ave Maria," "The Three Bells" and "Whirlwind."



Compactness . . .

another reason why leading manufacturers prefer General Industries' 3-Speed Phonomotors

Because of their clean compact design, General Industries' *Smooth Power* Phonomotors are ideally suited for *any* phonograph application—portable record player, table-model combination or full-size console.

Write *today* for complete information about these trouble-free, performance-proved phonomotors, including specifications, design features and dimensions.

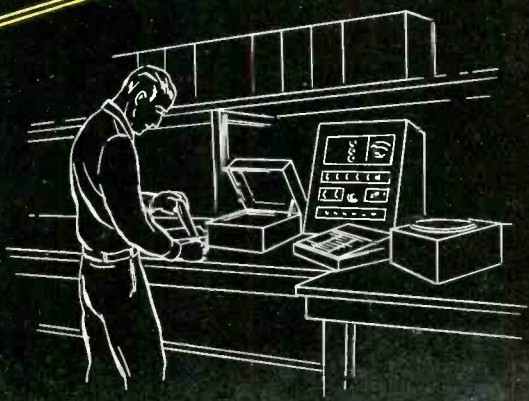


THE GENERAL INDUSTRIES CO.
Department MD • Elyria, Ohio

For more record news see
pages 60, 20-21, 32-33, etc.

for the
component
parts
trade

for
the
music
trade



PERMO

Fidelitone



First Choice of Millions....

...AND LEADING MANUFACTURERS, TOO

BOTH
MADE BY

PERMO, INC.

6415 Ravenswood

Chicago 26, Illinois

MANUFACTURERS OF "FIDELITONE", "PERMO-POINT", AND "PERMO" PRODUCTS.
LONG-LIFE PHONOGRAPH NEEDLES—RECORDING TAPE AND WIRE—RECORD BRUSHES

Westinghouse DEALERS HIT THE
GREATEST POLITICAL

**REPUBLICAN
NATIONAL
CONVENTION**

Televised & Broadcast
over radio by
Westinghouse
and its Dealers
July 6...July 7-11



**DEMOCRATIC
NATIONAL
CONVENTION**

Televised & Broadcast
over radio by
Westinghouse
and its Dealers
July 20...July 21-25



YOU CAN BE SURE...IF IT'S

JACKPOT OF PUBLIC INTEREST WITH THE SHOW IN HISTORY!

GET ON THE BAND WAGON

**CASH IN ON THE NATION-WIDE EXCITEMENT
WESTINGHOUSE IS CAPTURING FOR YOU**

● Yes, this is the big one. And as usual, Westinghouse and its retailers are again out in front . . . this time with complete TV and radio coverage over C.E.S. . . . of the two great national political conventions.

Throughout the thrill-packed hours of each convention, millions and millions of citizens will be sold over and over again on the name Westinghouse. Better still, they'll be seeing our famous products dramatically demonstrated by Betty Furness—America's most popular saleswoman.

To funnel the force of these

demonstrations right into your store, an exciting local promotion program is ready and waiting. Included is everything you need to keep your store in the spotlight all through the summer and fall.

For don't forget . . . Westinghouse coverage of the political conventions follows up the conventions with a "Pick the Winner" campaign of hot debates on TV and radio. A rousing election night party on November 4th winds it up with a bang. Get on the Band Wagon and play a star role in the greatest political show in history!

WESTINGHOUSE ELECTRIC CORPORATION
Television-Radio Division, Sunbury, Pa.



Westinghouse

To Keep Your Business Healthy You Must Know Where You Stand

It Pays to Have Professional Help on Tax, Inventory and Credit

Problems. Effective Record-Keeping Needed by Every Dealer

• Personal and business health are a lot alike.

When you are ill, you don't try to diagnose your illness yourself. You call in a doctor.

If your business has an illness, it's usually best to follow the same pattern—get a professional man's advice.

More dealers are learning this every day. The average small businessman can't be an expert in every phase of business operations. It pays to have professional help, especially in tax and similar problems where accounting is involved. A certified public accountant, who serves dozens of small and large concerns, is equipped to treat a variety of business ills—such as:

1. Hidden costs.
2. Shrinking working capital.
3. Tax troubles.
4. Credit difficulties.
5. Problems of government regulations.

Hidden Costs = Hidden Loss

Take the case of radio-appliance dealer Joe Vogel, who thought he was doing pretty well. His pricing technique? Simple. He knew what his items cost to buy, had a pretty good idea of his selling expenses, and merely topped the two with a reasonable markup. "But you know," he told the certified public accountant he had called in, "I don't seem to have the margin I figure I should."

The CPA worked out an analysis of Vogel's sales and costs, and made his report. First, he pointed out, Vogel had been placing special orders for customers which involved extra freight handling. The additional charges didn't amount to much, Vogel thought, so he didn't bother to bill the customers for them. Second, in reaching out for more business, Vogel was sending his servicemen on longer trips. It cost so little more for each jaunt beyond the usual territory that Vogel absorbed this too.

Not until the whole operation came under professional accounting scrutiny did Vogel realize that these special orders and extra service trips were cutting a surprisingly large slice off the profit he should have been making. The CPA helped Vogel set up his records so that he would catch all his costs, and price his sales and services more realistically. The extra charges didn't come to much for any single customer, but over a year they made a big difference to Vogel.

What Can a CPA Do for You?

The Certified Public Accountant meets rigid requirements in education and experience, and must pass stiff examinations before satisfying State officials that he's qualified to play a responsible role in modern business.

Here are some of his services which will help you run your business with less guesswork:

1. **Financial statements and audits.** He will draw up periodic profit-and-loss statements which tell you how you stand at the moment in sales, sales expense, and how much you made or lost from your business in the period covered. He'll give you a balance sheet (or check yours) telling you: your assets—such as cash, inventory, store and equipment, and money owed out; and your liabilities—such as debts, wages and taxes to be paid. The two give you a quick picture of your business.

2. **Loans and credit.** Accustomed to dealing with bankers—and respected by them—the CPA knows how to prepare information about your business in the manner banks require before granting loans.

3. **Tax returns.** In taking care of your tax returns, he helps you (1) to make all the economies possible and (2) to avoid mistakes that might cause trouble later.

4. **Special studies.** If any danger spots are suspected, he'll concentrate on anything from costs to inventories to credit problems in order to track them down.

5. **Consultation.** Once he's on your team for periodic visits, you can call on him for advice in special problems, or to work with your lawyer, banker, creditor or insurance agent.

6. **Records.** If your books are not adequate (a recent study of 408 business failures showed that 53% didn't have proper records) he'll set up a system that fits your needs. If at all possible, it will be one you can keep yourself.

Short of Working Capital

John Murphy opened a small radio store in the Midwest back in 1941 and did a small-scale business. In '46 things began to boom and Murphy expanded. However, he kept finding himself short of working capital. Fortunately his credit was good—that is, until the day he found his largest bills were overdue and he had to ask the bank for a second extension on his loan.

Murphy decided to seek accounting advice. After a thorough check, the CPA located the underlying trouble. It was in the inventory. When Murphy had been running a small operation, he never kept track of his purchases and sales by lines. He carried his inventory in his head, knew what he was selling, and did his ordering by "seat of the pants" judgment. But as his business grew, he took on more lines and new salespeople. The latter didn't have Murphy's instinctive feeling for the business. Customers were changing too, and buying different things.

Result: Murphy's inventory had grown badly lopsided. He was loaded with slow-moving lemons and outdated models. Not only was his capital tied up on shelves and in stock-rooms, but the stock itself was outdated and worth much less than he thought. The CPA was helpful to Murphy in two ways:

—By pinpointing the trouble, he gave the dealer the facts from which he could figure out what to do. Murphy held a clearance sale, which supplied some urgently-needed cash.

—By preparing Murphy's application for credit, the CPA helped him present it in a manner *expected* and *respected* by the banks.

Complicated Tax Problems

Like many small, unincorporated businessmen, a New England dealer didn't draw a salary or withhold his own taxes. Came March 15 one year and he wasn't sleeping well: no cash on hand to meet his taxes. He got an extension, but scraping together enough to cover the tax bill was one of the toughest jobs he'd tackled in years. It taught him a lesson. With an accounting approach to his business he could have planned ahead for Der Tag, and avoided last-minute troubles.

What with today's maze of federal, state and local taxes—forms and more forms—most small businessmen have far more complicated tax problems than this. Some even overpay their taxes, a more common occurrence than most people realize.

For example, a New York dealer who had called in a CPA for an audit learned that he and his wife were entitled to a tax refund of over \$500. "Your records," the CPA pointed out, "show that your wife has worked in the store for three years at \$60 a week, and you and she paid federal social security and federal and state unemployment insurance taxes on her salary the whole time. Those taxes aren't due on a wife. Both you and she can get a refund. I'll bring over the refund application forms in the morning."

But it's the dealer who makes good use of accounting the year 'round who benefits most at tax time. The government expects business to take proper advantage of legitimate tax saving opportunities. It doesn't want anyone to overpay. Constant vigilance in such matters

This article has been prepared with the cooperation of the American Institute of Accountants, the national professional society of Certified Public Accountants.



The dealer who relies on guesswork in his business may never know that his firm is headed for the rocks until it's too late. Periodic profit-and-loss statements will help any merchant steer along a safe course, and will give him more time to devote to administrative duties in his store.

as assignment of costs, valuation of inventory, and handling of depreciation—throughout the year—will mean maximum tax savings. Also, when the CPA sets up records and helps prepare the tax forms, he's better prepared to discuss the har-

dling of different phases if any honest difference of opinion should ever arise with the Internal Revenue Bureau.

A dealer in the South failed because he had been carrying too
(Continued on page 86)

Get Your Money's Worth from Your CPA

Just as your customers query you about products and maintenance, you should put basic questions to a professional accountant. Here are a few, suggested by the American Institute of Accountants.

1. *Where can I cut costs?* The CPA can indicate areas of savings—based on his experience with other businesses—where he sees your cost picture is out of focus. Once you know where to look, you can start tracking down specific items.

2. *Am I accepting—or giving—too much credit?* Either one is bad. Only your records, properly set up, can reveal when you are on safe ground.

3. *Am I taking advantage—through advance planning—of legitimate tax saving opportunities?* There are many ways to make legitimate tax savings. Your CPA can help set up records to point out and back up deductions.

4. *How does my inventory shape up?* When to liquidate and when to stash extra dollars into a more varied inventory is a ticklish decision on which expert accounting opinion will be of great help.

5. *Have I included everything I should in my overhead?* Hidden overhead costs can be more troublesome than you realize. Many dealers slip up on such simple but elusive costs as the time it takes to order stock, or spoilage of stationery. A CPA can help track down these items.

6. *What do you think of my business in general?* An opening and closing question, this will stimulate give-and-take between you and the professional accountant. It may yield new ideas for running a more profitable business.

Aimed at the Heart of the

Bendix

THE NAME MILLIONS TRUST

presents



TELEVISION'S CROWNING ACHIEVEMENT

offering retailers a king-size opportunity for . . .

**STEADIER SALES VOLUME
LONG-TIME CUSTOMER GOODWILL • BIGGER, FIRMER PROFITS**

Most Profitable Market!

Now, with Bendix® TV, greater all-around stability in sales, profits and customer goodwill are yours. Steadier sales volume . . . because the new Bendix line-up has been carefully tailored for widest appeal. Bigger, firmer profits . . . because long Bendix discounts let you *make more* and trouble-free Bendix per-

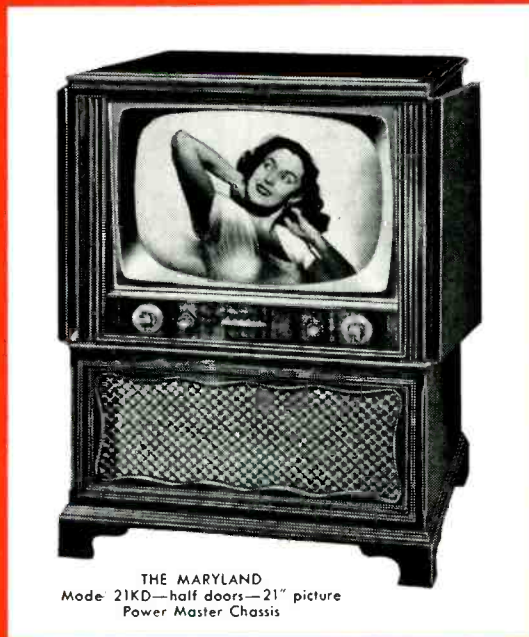
formance lets you *keep more*. Long-time customer goodwill . . . because built-in Bendix brilliance and dependability assure complete owner satisfaction. Find out about Bendix . . . the television for your customers who want and deserve quality at prices they can afford to pay.

*REG. U.S. PAT. OFF.

The exciting new Bendix line

featuring the
Brilliant Bendix
"21"
with the
finest picture
science has
ever produced!

King-pin in the profit-loaded Bendix line is the sensational new "21" series. With its unrivaled picture and matchless performance, the new Bendix "21" sets a new standard in TV reception. It's going to be "the talk of your town" for sure.



THE MARYLAND
 Model 21KD—half doors—21" picture
 Power Master Chassis



THE VIRGINIA
 Model 21K3
 21" picture
 Power Master
 Chassis



THE FLORIDA
 Model OAK3
 21" picture
 Power Master
 Chassis



THE MICHIGAN
 Model 21T3
 21" picture
 Power Master
 Chassis

PLUS THESE 5 OTHER VALUE-PACKED MODELS



THE DELAWARE
 Model 20K2
 20" picture
 Long-Range Chassis



THE CAROLINA
 Model 17K2
 17" picture
 Long-Range Chassis



THE BELAIR
 Model C172—full doors
 17" picture
 Long-Range Chassis



THE STONELEIGH
 Model C182—full doors
 17" picture
 Long-Range Chassis



THE RUXTON
 Model 1702
 17" picture
 Standard Chassis

THE NAME MILLIONS TRUST



Bendix Aviation Corporation has designed and built billions of dollars worth of radio, television, automotive, railroad, marine, aviation and industrial equipment,

including electronic devices for radar and guided missiles. Famous for reliability in every major industry, the Bendix name offers the finest pledge of quality in television.

SEE US AT

SPACE 545-D
AMERICAN FURNITURE MARKET

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

Builds

7-Year-Old Baltimore

Top-Flight Maintenance

Hamilton is now giving 90 days free service and parts with any new set it sells.

Television service must be fast, expert and honest, Forthuber says, and the department must be operated efficiently so that charges won't be excessive.

The Hamilton service department is geared for speed. All calls are handled the same day they come in.

Two skilled repair men make outside calls from 8:30 AM to 10:00 PM, with shifts overlapping in the early afternoon. Calls that come in too late are handled the following morning. In addition, two "delivery" men, less skilled, pick up and deliver in-shop repair jobs. Four trucks are constantly on the go, and the telephone operator at the Hamilton store keeps a check on their locations all the time.

The service department has six trained repair men. One spends all his time on outside calls. The others take turns on the outside, with each man usually making calls one day a week. In the afternoon, when the entire crew is on, there are four men in the shop and two making outside calls. In addition, the two delivery men are picking up and delivering shop jobs, making a total of four men out on trucks.

During day, serviceman turns over box in tube caddy each time he uses a tube. He replaces them in shop when he comes in. Every tube he takes from shop must appear on service report.



When technician goes out on first trip, he has only a few visits listed. During the day, he keeps in touch with Hamilton phone girl, is assigned more calls.

● How important is an efficient television service department?

"Good television service is what built this business," answers Norman J. Forthuber, owner of the Hamilton Radio & Appliance Center in Baltimore.

"Good service," Forthuber explains, is the fast, expert and honest work of his well-trained and well-equipped six-man department. By "this business," Forthuber means Hamilton's steadily growing sales of radio, television, records and all home appliances. Volume for this 7-year-old firm has grown each year, reaching \$386,000 in 1951.

"The key to a permanently successful business," Forthuber says, "is having satisfied customers. Our way of keeping customers satisfied and getting new ones is through our service department."

Service grossed \$76,000 in 1951, or about 20% of the firm's total volume.

This income was slightly more than the department's costs. Forthuber regards television service not as a profit-maker, but as a business-builder and an obligation to customers. Service prices are pegged to keep the department operating just a bit in the black.

The minimum charge for a service call is \$4.50 plus parts. For repairs that require more than a simple adjustment or tube replacement, the charge is \$4.00 per hour plus parts. For antenna installation, Hamilton gets \$35.00.

Service also is sold on one-year contracts, with the price depending on the picture tube size. For a 16-inch tube, the price is \$59.50. A package "installation and service" deal offers both for \$79.50 on a 16-inch set. Contracts are offered only on new sets, but they may be renewed after the first year.

As a weapon against price-cutting,

Visual stock control simplifies ordering, inventory, etc. Each shelf is marked to show how many should be on hand of each item. John Whipp writes order for distributor's salesman.



Big Sales via *Outstanding* SERVICE

TV-Appliance Store Grosses \$386,000 by Using

to Gain Reputation. The Facts and Figures in This Article Show How It's Done

Calls for service are entered on the triplicate "Television Service Report" when they come in. The telephone operator at Hamilton fills out the name address and complaint. If the customer has a contract, the telephone operator gets the card from the file and enters the date and complaint.

The 8:30-to-4:30 serviceman picks up the reports on the previous night's late calls when he goes out in the morning. He routes them for minimum driving distance, and the sequence is listed on an outside service call sheet, made out in duplicate. He carries one with him, while the phone operator keeps the other at her desk.

When the serviceman goes out in the morning, he usually has only a few calls listed. During the day, he checks back constantly, and the phone girl gives him names and addresses on the day's new complaints. He enters these on his outside call sheet, so it matches the one at the office when he comes in. If the firm's operator wants to add a call in a hurry, she telephones him at the home where the listing shows he should be, then works up or down the list if she has missed him. When the technician starts out, he has with him the reports on his few listed complaints, and he fills them out as he makes each call. On calls to which he is directed by 'phone, he fills in the reports and contract spaces when he returns to the store.

Every man in the shop can make any repair on any brand or model of television. All have good radio training and all have gone to television school. In addition, all have between 3 and 5 years of experience with television service. Salaries are in the \$80-\$85 range. A new man is given a 10-day trial, then hired permanently if his work is satisfactory.

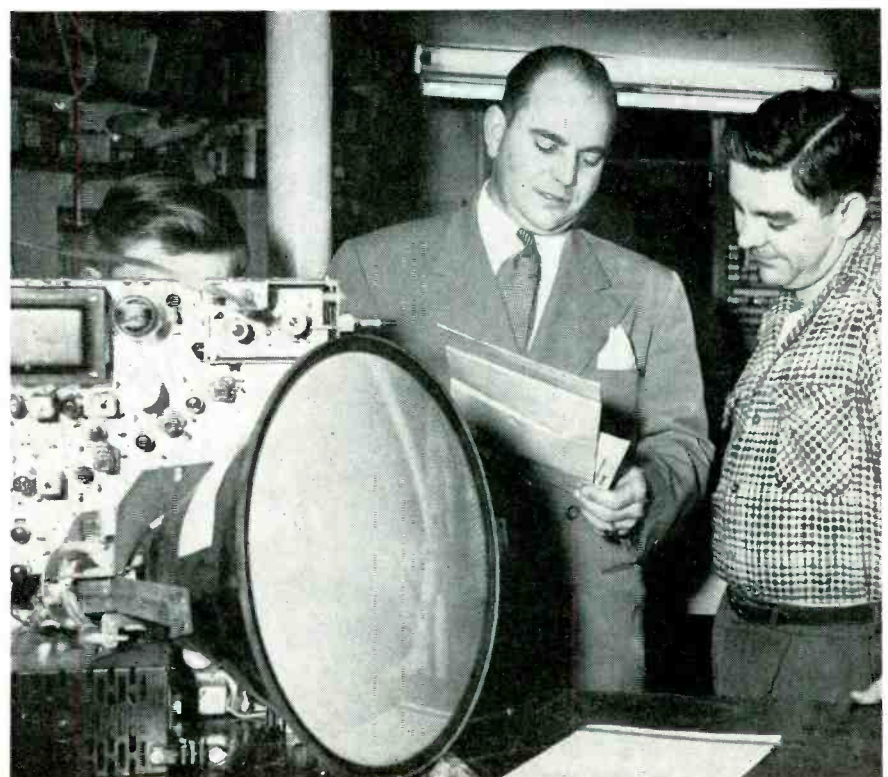
Problems of stock control and ordering of tubes and parts have been solved by a visual system that eliminates bookkeeping. At one end of the service department, a series of shelves holds a complete stock of tubes and parts. Under each item, the shelf is marked to show how

(Continued on page 44)

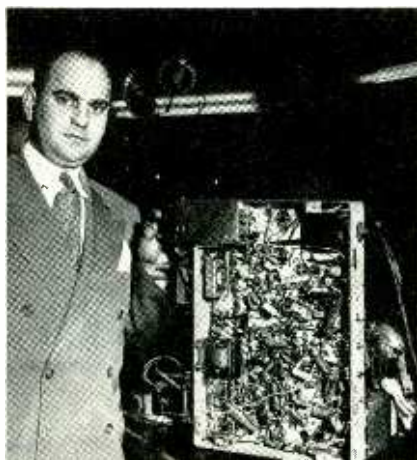


Girl at telephone takes complaints, integrates efforts of inside and outside servicemen and delivery men. File at left holds service contracts. Box in foreground holds reports on complaints just called in. Separate lists show sequence of calls being made by outside men. Young woman maintains constant contact with all outside men, is informed regularly by service shop on status of all in-shop repairs. Speed is a key factor in good television service, Forthuber points out.

Forthuber and John Whipp (right), service foreman, look over a report on a troublesome set in the service department. Forthuber gives his service department plenty of attention, regards it as a key to increased business. Honesty is important, Forthuber says.



Big Sales via SERVICE



Norman J. Forthuber opened a 15x15 foot shop seven years ago. Now the Hamilton Radio & Appliance Center, its volume is close to half a million a year. "Service built this business," says this enterprising dealer.

(Continued from page 43)

many of that item should be on hand. When stock gets down to 50% on an item, it is reordered. Minimum stock in any item is two.

Parts and tubes are bought from three local distributors, to fit every brand of television. Distributor salesmen come in once a week and pick up order lists made out by Whipp. He can write his parts orders on a piece of notepaper, merely by glancing at the shelves. Invoices with deliveries serve as permanent records of what was purchased.

Technicians returning after a day of calls go to these shelves to replace tubes they have used from their tube kits in customers' homes. A cross-check can be maintained by seeing that every tube a man takes from the shelves is listed as a parts charge on one of his service reports. If necessary, tubes used in the service shop can be checked the same way. There is no charge for parts that break down within the manufacturer's warranty period, but these are exchanged for new ones and the stock system is maintained.

Outside servicers try to make the necessary repairs in the home whenever possible. They do so on about 60% of their calls. The rest are brought to the shop. They are repaired and delivered the same day or the following day. On any repair job that takes longer the store lends the customer a replacement.

Shop repairs are usually immediate. Sets brought in late in the afternoon or evening are repaired and delivered the following day. Receiv-

ers that come in early in the day are delivered the same day.

The service department has about 800 feet of uncrowded space in the basement in the Hamilton store. Every man has his own instruments and tools, and space on his bench for two sets. There is enough test equipment for all. One man, who handles especially difficult alignment jobs, has a cross-hatch generator, a sweep generator, a videometer and a seven-inch 'scope.

Sets coming into the shop are put on the "incoming" rack, and the report is checked in by John Whipp, service foreman. The triplicate service report accompanies the set all the way through, and is kept on the bench where the set is being re-

paired. When a man finishes a repair, he puts the set on the "outgoing" rack, then picks up the next receiver awaiting repair.

The background and training of the servicemen, and good facilities for work, assure efficient repairs. Occasionally, some defect which pops up repeatedly troubles the whole crew. Through distributor contacts, it is arranged for factory engineers to visit the Hamilton service department when they are in Baltimore, and they talk to the men in a group. Expert work is a big point in Forthuber's program for keeping customers happy.

Another point is honesty, and Forthuber thinks it is a big one.

(Continued on page 51)

Service form used by Dealer Forthuber.

TELEVISION SERVICE REPORT				JOB NO.	DATE	No. C14395
SET OWNER		MAKE		MODEL		SERIAL NO.
ADDRESS				SERVICE CONTRACT		PARTS WARRANTY ESTIMATE
CITY	APT.	PHONE	BROUGHT IN BY		REPAIRED BY	
ANTENNA <input type="checkbox"/> BUILT IN <input type="checkbox"/> INSIDE <input type="checkbox"/> OUTSIDE			CABINET	DATE PROMISED	VIA	<input type="checkbox"/> IN HOME <input type="checkbox"/> IN SHOP <input type="checkbox"/> OUR DELIVERY <input type="checkbox"/> CUSTOMER PICK-UP
CUSTOMER'S COMPLAINT						
VERTICAL <input type="checkbox"/> OK		HORIZONTAL <input type="checkbox"/> OK		SOUND <input type="checkbox"/> OK		GENERAL <input type="checkbox"/> OK
<input type="checkbox"/> Hold <input type="checkbox"/> Drift <input type="checkbox"/> Sweep		<input type="checkbox"/> Hold <input type="checkbox"/> Drift <input type="checkbox"/> Sweep		<input type="checkbox"/> Hum <input type="checkbox"/> Nolsy <input type="checkbox"/> Weak		<input type="checkbox"/> Blows Fuses <input type="checkbox"/> Corona
<input type="checkbox"/> Linearity <input type="checkbox"/> Centering		<input type="checkbox"/> Linearity <input type="checkbox"/> Centering		<input type="checkbox"/> Distorted <input type="checkbox"/> Dead		<input type="checkbox"/> Channel Switch
<input type="checkbox"/> Size <input type="checkbox"/> Dead		<input type="checkbox"/> Size <input type="checkbox"/> Dead		<input type="checkbox"/> Intermittent <input type="checkbox"/> Fading		<input type="checkbox"/> Picture Jiggle
MINOR SERVICE CHARGE \$				DETAIL OF CHARGES		
Minor service is performed on each set brought in for repair and is charged to you at the flat fee shown above. The minor service procedure prepares the set for major service. If defects can be remedied by minor service only, no major labor charge will be made. Any materials used in minor service will be charged to you in addition to the minor service charge. Any other services rendered are also additional.				QUAN. PARTS, TUBES, MATERIALS PRICE		
PRELIMINARY				FINAL INSPECTION		
<input type="checkbox"/> Check and replace any tubes that are dead, gassy, weak, shorted or noisy.				Check and adjust the following controls.		
<input type="checkbox"/> Check for overheated parts.				HORIZONTAL <input type="checkbox"/> Hold <input type="checkbox"/> Width		
<input type="checkbox"/> Check and replace any blown fuses.				<input type="checkbox"/> Linearity <input type="checkbox"/> Centering <input type="checkbox"/> Size <input type="checkbox"/> Drive		
<input type="checkbox"/> Check ballast tube and replace if open				VERTICAL <input type="checkbox"/> Hold <input type="checkbox"/> Height <input type="checkbox"/> Linearity		
<input type="checkbox"/> Check interlock cord for intermittent or open.				<input type="checkbox"/> Focus <input type="checkbox"/> Contrast		
<input type="checkbox"/> Check picture tube for gassy, arcing in gun, or dead.				<input type="checkbox"/> Background <input type="checkbox"/> Brightness		
<input type="checkbox"/> Check anode lead for proper contact.				<input type="checkbox"/> Check tuner for proper audio-video tracking.		
<input type="checkbox"/> Check grid and plate cups for proper contact.				<input type="checkbox"/> Check channel switch for positive action.		
<input type="checkbox"/> Check tubes for proper socket.				<input type="checkbox"/> Check picture for flicker, distortion, snow, contrast, proper interlace, brightness, linearity, smear.		
<input type="checkbox"/> Remove dust from cabinet and chassis.				<input type="checkbox"/> Check sound for hum, noise, weak, fading, intermittent, distortion.		
<input type="checkbox"/> Clean face of picture tube and cabinet window.				<input type="checkbox"/> Check picture tube centering in cabinet.		
				<input type="checkbox"/> 30 minute final air test. (in shop only)		
DETAILS _____ hrs. _____ min. X _____ per hr. (labor rate) = \$ _____				TOTAL - PARTS, TUBES, MATERIALS		
OF MAJOR LABOR				TAX		
Set owner please note: The above charges cover this specific repair job only. We guarantee all parts installed by us for ninety days after date of repair, but do not guarantee or pretend to guarantee other parts in your set. If new repairs become necessary in the future they are subject to our regular rates.				MINOR SERVICE (see explanation and check list at left)		
				MAJOR LABOR CHARGE (see below)		
				<input type="checkbox"/> Pick Up and Delivery <input type="checkbox"/> Service Call		
				R. F. ALIGNMENT <input type="checkbox"/> Picture <input type="checkbox"/> Sound		
				ANTENNA REPAIR		
				TOTAL CHARGE (OUR TERMS CASH ON DELIVERY)		
The above is an accurate statement of minor and major services performed and material used to restore this set to proper working condition.				TELEVISION SERVICE ENGINEER DATE		
GUARANTEE All work performed by qualified technicians. All materials used in repair of this set are of first quality and guaranteed for a period of ninety days after date of set repair.				HAMILTON RADIO CENTER 5802 HARBOR ROAD CLifton 1200 HA milton 8211		TELEVISION SERVICE REPORT No. C 14395
CUSTOMER'S CLAIM CHECK - NOT RESPONSIBLE FOR SETS LEFT OVER THIRTY DAYS						

You're first with

Emerson!

Revolutionary Portable Radio

with extra long-life batteries that give you

10 times more playing time!



NEW, EXCITING FEATURES!

- 10-times more playing time
- New high-capacity, leak-proof batteries plus scientific balancing of A-B battery life
- Feather-touch tuning
- Automatic volume control
- Built-in Ferrisloop antenna
- Calibrated full-vision dial

ACTUAL SIZE

7 $\frac{3}{8}$ in. wide 5 $\frac{1}{2}$ in. high
2 in. deep

WEIGHS ONLY 3 $\frac{1}{2}$ LBS.
complete with batteries

ONLY **\$26⁹⁵**

less batteries
Prices slightly higher in South and West

MODEL 704

Sells on Sight! Good Discounts!
Attractively Priced! A Traffic Builder Just
in Time for the Summer Season!

Now start off the big-time, big-selling summer season WITH A BANG. Model 704 has terrific style...outstanding performance...and it's loaded with feature after feature. Not only that: *but all through the year you can offer it as the smallest portable of all—*

with the extra long-life batteries. It's the set everybody's been waiting for!

Make it your profit-leader of your line! Emerson is backing you with powerful advertising to BRING THEM IN... all you have to do is feature it...and it'll SELL ON SIGHT!



Emerson

*REG. U. S. PAT. OFF.

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

Trends in Today's Market

BBB-RTMA BOOKLET TELLS WHAT TO EXPECT FROM TV. Designed for distribution to the public by the BBB's and retail TV dealers, the new booklet entitled "Things You Should Know About the Purchase and Servicing of Television Sets" is a revised edition of one originally issued by the Better Business Bureau of New York City. Among the subjects covered are reception, interference, antennas, warranties, service, service contracts and types of service contractors.

NOTHING AS WONDERFUL AS TELEVISION IS SIMPLE, the booklet points out, but goes on to say, "Don't get the idea, however, that because a television set is an intricate thing, it is also a constant headache. Although it will usually require servicing somewhat more frequently than other appliances, there are certain ground rules that you can follow which will give you better results and help you avoid complications." Designed to overcome problems due to a misunderstanding of TV, the booklet is simply written and illustrated. Consult your local BBB as to how to obtain copies.

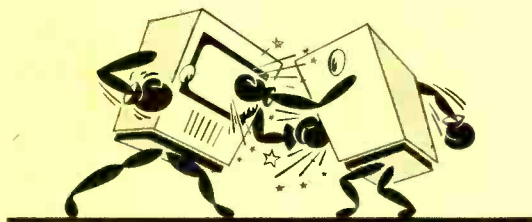
GRIST FROM THE RUMOR MILL. One big TV manufacturer taking more than a passing interest in projection television . . . Watch for some more firms to bring out dehumidifiers, the latest "sleepers" in the appliance field. (Incidentally, dehumidifiers and humidifiers are about the only products in our field which do not have sales potentials in all localities). Large set maker holding numerous conferences trying to dope out the combination picture. With very few units on the market, a killing could be made if the demand for radio and TV combinations increases. With the all-out interest in phono records these days, it does seem as though more combos could be sold.

AND STILL MORE RUMORS. Potential market for "sub-miniature" portables will probably be exploited by more manufacturers later on this year. . . . Don't be surprised to see some erstwhile makers of TV exclusively bring out radios, featuring portables and clock jobs. . . . Certain manufacturers and their distributors taking a new look-see at their dealer co-op ad set-ups, figuring that there are some hugger-mugger angles which need straightening out. . . . Big brass in some of the big chains out visiting their stores in person, lending a hand now and then to floor salesmen; authorizing cuts below the established "floor" price. . . . Flurry of deals offering (figuratively) Cadillacs, trips to the moon and what-have-you, expected to commence next month.

HOMING PIGEONS WERE USED TO CARRY MESSAGES from Philadelphia to Chicago at a recent meeting held by Radio Electric Service Co., Webster-Chicago's Philadelphia distributor. The occasion marked the premiere showing of the new Webcor phonograph. Attending dealers were invited to sign messages expressing their opinions of the new phonograph. These messages were inserted in capsules attached to the birds' legs. They were then released from the hotel window for their trip to the Webster-Chicago factory in Chicago.

COMBINATION FOOD-AND-FOOD FREEZER OFFERS SWEEPING THE COUNTRY at a time when the consumer is certainly highly conscious of the high costs of living, particularly so far as the problem of keeping food on the table is concerned.

BUSINESS IS BAD, QUITE BAD, BUT THE TV-APPLIANCE INDUSTRY isn't suffering alone as a great many other industries are in a slump too. Obviously, there is a nationwide buying slow-down by consumers, and this is being combatted with little more than the use of price-cutting offers in newspapers, on the radio, and in show-windows. Since customers have become so used to seeing and hearing about slashed-to-the-bone prices, few are responding to this technique.



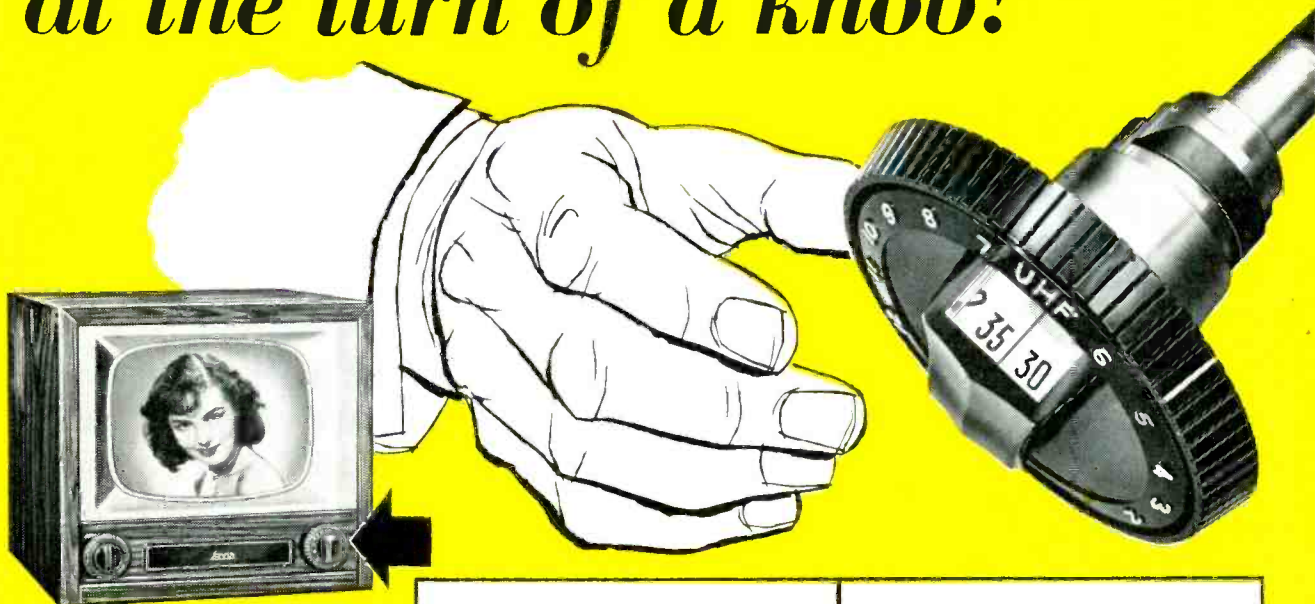
DEPENDENCE ON PRICE-CUTTING OFFERS ALONE, RESULTS IN A FED-UP PUBLIC. Use of this method can be worked to death as witness what has happened when certain old-established stores have quit business, and have launched selling-out campaigns. For a few days, response is terrific, then it begins to die down. And we all know what happens when more merchandise is brought in by a new owner who tries to keep the Gold Rush going. It just won't work.

THE DEALER NEEDS TO GIVE HIMSELF A NEW DEAL THESE DAYS in order to survive. Since he has found that that low price alone won't bring 'em in, he must go out after business, hammer and tongs. Additionally, of course, he needs to upgrade salesmanship in his store, and to buy most carefully in order to keep a balanced and fluid inventory. The public is fed up with price-cutting, so let's try something else!

THE STORY OF HOW AGGRESSIVE AND DOMINANT newspaper advertising based on a budget of 5% of sales successfully established a brand new independent department store—Dillard's of Texarkana, Ark., Tex.,—in the face of heavy competition from seven setablished department stores—six of them leading chain outlets—has been released in a brochure by the Bureau of Advertising, ANPA, 570 Lexington Ave., New York.

A NEW 100-WATT LAMP BULB which is expected to prove popular in homes, apartments, hotels, restaurants, and clubs, retails at 60 cents. Developed in General Electric's lamp laboratories, the new unit is a larger companion of the "50-GA" bulb, "the lamp with the built-in shade," introduced more than two years ago. It will be used in one- or two-socket ceiling fixtures when the 50-watt lamps are incapable of providing sufficient light.

Ready NOW! **Arvin** **all-channel tuning** *at the turn of a knob!*



Model 5175TM-UHF—17" Dual Power Custom Chassis, complete with built-in UHF-VHF Dual Tuner that gets *all* channels! More power, tubes and features than the three present top-selling makes! 28 tubes, including picture tube and rectifiers.

VHF CHANNELS
2 to 13...

UHF CHANNELS
14 to 83...

*All 82 channels combined in
Arvin's exclusive Dual Tuner*



Model 5218CM-UHF—21" Dual Power Custom Chassis console with famous Arvin styling, picture clarity, and tone. 28 tubes including picture tube and rectifiers. Built-in UHF-VHF Dual Tuner gets *ALL* channels!

NEWEST TV ENGINEERING MIRACLE!

Arvin is first to give you the complete answer to the whole revolutionary UHF situation. The exclusive Arvin Dual Tuner, developed by Arvin engineers, is now available in the famous Arvin Dual Power Custom Chassis, in table models and consoles, in 17-inch and 21-inch sizes.

What the Arvin Dual Tuner means to the user is this: He can receive *all* VHF and UHF channels within range, from 2 through 83, without calling in service man, without buying a converter, without installing strips. What's more, if he moves to another

location, he can still get all UHF channels in the new spot, wherever it may be. This is a tremendous sales advantage.

These magnificent Arvin models are your key to the whole UHF-VHF future of TV. Get all the facts from your Arvin distributor now.

Radio & Television Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana
(Formerly Noblitt-Sparks Industries, Inc.)

Distributors and dealers are invited to visit Arvin Showrooms at:

8-14 W. 30th St., New York City
150 N. Wacker Drive, Chicago

No service calls needed to install strips or other gadgets... IT'S COMPLETE!

Ready for the Retailer

Emerson NEW TV RECEIVERS

Two new 17-inch table models and a 21-inch console have been added to the Emerson line. The sets are designed for interference-free reception through the employment of 41 megacycle i-f system. The 17-inch table model 716, shown, lists for \$199.95 and is housed in a



matched-grain, pin-stripped mahogany veneer cabinet. The second 17-inch table model 717, introduces a new theme in authentic early American-Colonial styling. It is housed in a compact cabinet of maple veneers and solid maple front with matching base, and the complete ensemble lists for \$229.95. The 21-inch console model 720, lists for \$299.95. The contemporary styled cabinet is constructed of selected, matching pin-stripped mahogany veneers and is equipped with a 12-inch speaker and phono-jack. (All prices are slightly higher in South and West; excise tax and warranty charge, extra.) The new receivers embody the "Area Engineered" performance features. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

DeWald ECONOMY SET

Newest radio in the DeWald line is the Economy Set, model F-404, a 4-tube AC-DC radio, with standard AM and extended police band reception and self-



contained Hank antenna. The cabinet measures 8" wide, 5" high and 4 1/4" deep. List is \$16.95. DeWald Radio Mfg. Corp., 35-15 37 Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

RCA Victor SMALL PORTABLE

RCA Victor's Super Personal portable, model 2B400, features batteries which provide 10 times more playing time, and a "battery life-saver switch" which helps to increase the life of the batteries up to 30%. The switch, for use in strong reception areas, uses part of the batteries, delivering only the amount of power needed at the time. First models will be finished in slate gray, and will soon be available in five other colors: raven black, antique ivory, laurel green, coffee tan, and wine red. Approximately the size of the average book, the 2B400 weighs only 3 3/4 lbs. with batteries, and is 6" high, 9" wide and 2 1/4" deep. Also available will be a leather carrying case, with shoulder strap and a lid which may be opened to permit operation without removal from the case. RCA Victor Div., Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

GE TABLE MODEL RADIO

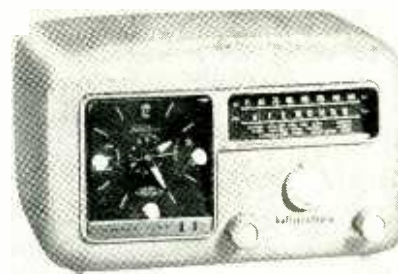
The GE five-tube AM table model radio, model 412, is the lowest priced of any in its line. It lists for \$21.95 with no zone differential. Other AM table models in GE's current line range in price from \$24.95 to \$32.95. Constructed of sturdy plastic, model 412 is designed to blend with the decorations of any room, and will be available in ebony color. It has a Dynapower speaker; large dial scale and built-in Beamscope antenna. Due to the high ratio of the tuning mechanism, model 412 is easily and accurately tuned. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Stewart-Warner FM-AM SET

The new Stewart-Warner FM-AM radio, model 9166-A, is a seven tube set that features an electronic drift suppressor which compensates for station drift on the FM band. It is not necessary to retune FM stations as the set warms up. A special RF stage on the FM band shuts out noise, increasing long distance reception. Concert Grand sound system takes advantage of high-fidelity FM programs and incorporates a heavy-duty 6" PM speaker and inverse feedback circuit with bass boost. The result is true reproduction of both high and low tones, elimination of distortion, and a rich, full tonal quality. Also has a plug-in socket for record player and built-in FM-AM aerial. Measuring 9" high, 14" wide and 8 3/8" deep, the cabinet is arctic gray, with tuning indicator and controls in contrasting maroon tenite. Lists at \$69.95. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Hallicrafters NEW RADIOS

Hallicrafters short wave or standard broadcast, 5-tube, AC-DC clock radio, model 5R50, offers a convenient "coffee-time" switch for appliances on the front of the set and "wake-up" switch with choice of soft tone or buzzer alarm in the deluxe Telechron movement. Broadcast band covers 535-1620 KC, and short-wave covers 5.7 to 18.5 MC. All



popular foreign stations are marked on the dial. Offered in aqua blue, mimosa yellow or shell pink, the cabinet is 7 1/4" high x 12" wide x 7" deep. List is \$49.95, slightly higher West and South. New Hallicrafter AM-FM radio, model 7R10, offers standard AM reception covering 535-1620 KC., plus FM from 88 to 108 MC. The 7R10 has eight tubes and operates on standard AC. Offered in blue, green, cocoa, and ivory, the cabinet is 8" high x 13" wide x 6 1/4" deep. List is \$59.95. The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

Webster-Chicago PHONOGRAPH

The new Webster-Chicago "Authentic" phonograph console has a Webcor three-speed automatic record-changer with a new ceramic cartridge, a large PM speaker and a bass reflex sound chamber. An AM or FM radio tuner or



a wire or tape recorder can be hooked up to it. List price of the mahogany model (shown) is \$168.50 (\$169.95 west of the Rockies) and a French Provincial model is \$178.50 (\$179.95 west of the Rockies). The Webster-Chicago Corp. Chicago 3, Ill.—RADIO & TELEVISION RETAILING.

Capehart Promotes McConnell



E. Hoy McConnell has been promoted to manager, radio sales, for the Capehart-Farnsworth Corp., Fort Wayne, Ind., L. J. Collins, director of sales, announced.

National Union Appointments

Kenneth C. Meinken, Jr., has been appointed vice-president in charge of equipment sales of cathode ray tubes, receiving tubes and government business, for National Union Radio Corp., Orange, N. J., it was announced by Kenneth C. Meinken, Sr., president. He will headquarter in Chicago. Meinken, Jr., has, in turn, announced the appointment of F. W. Timmons as Eastern sales manager.

In Stromberg-Carlson Post

Anthony G. Schifino has been elected an officer of the Stromberg-Carlson Co., Rochester, N. Y., with the title of general manager of the sound equipment division, it was announced by the firm's board of directors.

Big Burgess Prize Contest

A 1952 model Chevrolet is the grand prize being offered radio dealers and servicemen in the Burgess portable radio battery prize carnival. If you haven't received your entry blanks contact your distributor. He will give you full details on how you can qualify. It's an easy contest—one that any dealer can qualify for. It consists of writing out a statement in 25 words or less on why you like to sell Burgess portable radio batteries.

Belmont Names Theobald

Carl J. Theobald has been named Eastern sales manager for Belmont Radio Corp., manufacturer of Raytheon television and radio receivers, it was announced by William J. Helt, general sales manager.

Heads South River Sales

Max Cohn, president of South River Metal Products Co., Inc., South River, N. J., has announced the appointment of Martin L. Roth to the position of sales manager of the company.

Campbell in Zenith Post

William R. Campbell has been appointed a regional sales manager for Zenith Radio Corp. in the Midwest, it was announced by Ray Hoefler, Zenith's field sales manager. His territory includes Kansas City, Mo., as the headquarters city, Fort Smith, Little Rock, Oklahoma City, Springfield, and Wichita.

New Webcor Salesmanager



Norman C. Owen, above, has been named general sales manager of Webster-Chicago Corporation, manufacturer of phonographs, record-changers and magnetic wire and tape recorders, it has been announced by R. F. Blash, president. Owen has been sales manager of the distributor division. He replaces W. S. Hartford, vice-president in charge of sales, who retired May 15.



Model F-1000

TELE-TURN SERVER

21 1/2" diam. x 21" height. Shipped knock-down in corrugated carton. Complete with pottery. Shipping weight 17 lbs.

A NEW DESIGN IDEA ... a lazy susan on wheels THE TELE-TURN SERVER OPENS A NEW MARKET

Designers of Guy Hobbs, Inc. have given life, mobility, beauty; and added many uses to a generation old serving help. The Lazy Susan has been modernized.

The new Tele-Turn Server has a 20 1/2" top which turns at finger-touch. Gracefully tapered legs on large casters make serving easy, anywhere.

And the Tele-Turn Server has a beautiful, pastel tone, 5-piece pottery set in matching colored individual units which harmonize with the server's wood finishes.

The Tele-Turn Server is quality made of solid hardwoods, fine furniture finished in mahogany, walnut, maple or blond. It has strong and rugged construction throughout.

A new market opportunity is opened. Every TV set purchaser is a prospect. Buyers everywhere are enthusiastic about this "hot" promotion item—The Tele-Turn Server.

Guy Hobbs, INC.

DALLASTOWN, YORK COUNTY, PENNSYLVANIA

Contact Your Local Distributor
Warehouses From Coast To Coast

New Changers and Receivers

Phonola PORTABLE PLAYERS

Phonola three-speed automatic record changer, model TK-236-UL, shown here, plays all size records. Features a 3-tube precision-built amplifier, large Alnico V speaker and dual-needle turnover crystal pickup. This leader of the Phonola line is newly styled in gray leatherette with hardware to match.



Phonola model TK-146C-UL portable phonograph features all three speeds. It plays all size records with an all-purpose pickup arm containing a permanent-point needle; has a precision-built amplifier with 3 tubes and large Alnico V speaker; and is finished in gray simulated leather. Waters Conley Co., Rochester, Minnesota.—RADIO & TELEVISION RETAILING.

Columbia 3-SPEED PLAYER

Columbia Records' new three-speed manual record-playing attachment, model 105, is priced at \$12.95, the first low-cost three-speed machine ever marketed by a major manufacturer. It features a high compliance cartridge with an all-purpose sapphire needle, which permits the single needle to give excellent tracking on 33 1/3, 45 and 78 rpm records and also offers simplicity of



operation. There is a 30% decrease in needle pressure on the record, due to the use of a light-weight arm and a single needle slightly larger than those used on most record players. This offers longer record wear and longer needle life.—Columbia Records, Inc., 799 Seventh Avenue, New York 19, N. Y.—RADIO & TELEVISION RETAILING.

RCA Victor PHONOGRAPHS

RCA Victor has introduced its first three-speed record player. Chief feature is a new slip-on 45-rpm spindle, housing an automatic record-changing mechanism for 45's, that fits over the permanent 78 and 33 1/3 rpm spindle and converts the player into an instrument that has all the advantages of the 45 speed. With the spindle removed, the machine will play either 78 or 33 1/3-rpm records. The unused spindle is placed into a specially designed receptacle that conceals it.

Four all-speed fully automatic models are in the new line with the following specifications. A record player attachment, model 2JS1, complete with phono-jack cable, which can play through any radio or television set. Housed in a compact, maroon-colored cabinet, the instrument measures only 8" high to the top of the spindle, 13 3/4" wide x 13 1/4" deep. An AC phonograph, model 2ES3, which has its own speaker and amplifying system. It is housed in a mahogany-finish cabinet and measures 10" high to the top of the spindle, 13 3/4" wide x 13 1/4" deep. A portable AC phonograph, model 2ES38, housed in a luggage-type leatherette carrying case with handle. A powerful



instrument, this new phonograph features an 8-inch speaker and RCA Victor's "Golden Throat" acoustical system. It measures 9 3/4" high, 14 3/4" wide x 18 3/4" deep. A compact table radio-phonograph, model 2US7, pictured here, combining the new all-speed changer with a standard band radio with seven tubes and 3 watts of push-pull output. The modern wood cabinet is available in mahogany, walnut, or limed oak finish. This radio-phonograph features a built-in antenna, and a 3-point tone control for both radio and phonograph. It measures 9 1/2" high, 16 1/2" wide x 21" deep. RCA Victor Div., Radio Corp. of America, Camden 2, N. J.—RADIO & TELEVISION RETAILING.

**More New Products
Elsewhere in This Issue**

GE PORTABLE RADIOS

GE's additions of four new three-way portable radios to its line are models 614 and 615, operating on AC-DC or battery, carrying an Eastern list price of \$49.95, and models 608 and 607, also 3-way portables, carrying an Eastern list price of \$39.95. Prices include tax. Model 614, shown here, has a burgundy-



red plastic cabinet accented by a large ivory-colored handle. The dial scale and control knobs are protected by a cover which slips up when the portable is placed in use. An unusual feature is that the numbers on the dial scale are so designed that the radio may be used as a portable in an upright position or as a table radio when lying on its side. Model 614 has more sensitivity through a tuned RF stage, an iron core Beamscope built-in antenna, a large 4" by 6" Alnico 5 speaker with special mounting to give proper bass reproduction, 5 tubes plus a dry plate selenium rectifier, which allows the radio to operate with no warm-up period. One of the unique features is an automatic AC-DC battery switch. A receptacle inside the chassis, similar to a wall outlet in the home, takes the plug on the power cord when the portable is operated on batteries. Removing the power cord and plugging it into a wall outlet automatically switches the portable to AC-DC operation. Model 615 is the twin of model 614 in cabinet design and engineering features and is available in cactus green with dark green control knobs and handle. Model 608 has a cactus green cabinet with ivory colored control knobs and handle, and weighs only 5 1/2 lbs., complete with batteries. Like the larger models above, 608 is designed to serve as a table radio for the home as well as a portable. It has 4 tubes plus selenium rectifier, automatic AC-DC battery switch, iron core Beamscope antenna, large Dynapower speaker and measures 10 1/8" wide, 7 3/4" high, and 3 7/8" deep. Model 607 has the same cabinet and chassis as model 608, but comes in burgundy red. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Build Sales Via Service

(Continued from page 44)

"People are a little suspicious about parts and time charges on television service," Forthuber points out. "Once a customer has confidence in you, he's glad to call on you for everything he needs. Confidence in the honesty of the retailer is important to the whole business.

"How do customers know we're honest? Two ways. First, reputation—one person tells another. Second, we tell them we're honest. If a customer asks about charges, our man explains what was done, what parts were used and why they cost money. Our man doesn't hesitate to tell a customer: 'Look, we're not a phony gyp-joint. We charge for what we do and we do what we charge for.'"

Forthuber is not trying to increase the proportion of service in his all-over business. It now accounts for 20% of his volume, and he hopes to keep it in that proportion. Most of the other 80% comes from sales of leading brands of radio, television and appliances. Hamilton sells ten brands of TV, including Crosley, RCA, Emerson, DuMont, Philco, Admiral and Motorola.

The importance of television service and the reliability of service by Hamilton are plugged in every television ad the firm runs. An ad runs in the 'phone book. Every few months, a manufacturer-supplied service postcard is addressed from Hamilton's 12,000-name listing and sent out with the Hamilton name imprinted.

Forthuber estimates that the four trucks used by his service department cost a total of about \$7,500 a year for maintenance, fuel, insurance and depreciation. The service department has about \$15,000 of capital tied up in stock and equipment, much of which is subject to depreciation costs. Many of the firm's non-service personnel, such as office staff and executives, give part of their time to that department, making it hard to separate labor costs. Between 55 and 65% of the service gross is paid out to labor. A small percentage is paid to distributors for parts. In general, the service ledger works out this way: The slight mark-up on labor and the good mark-up (averaging 40%) on parts pay the expenses of trucks, promotion, non-service personnel, shop

(Continued on page 59)

Johnson in Craftsmen Post

A. S. Johnson has been appointed executive assistant, it was announced by John H. Cashman, president of the Radio Craftsmen, Inc., 4401 No. Ravenswood, Chicago custom TV, radio and electronics equipment manufacturers. He was formerly with Webcor.

Tele King Names Paulus Regional Sales Manager

George J. Paulus has been appointed regional sales manager for Tele King Corp. in the Southeast, it was announced by Duke Wellington, national sales manager of Tele King.

Belmont Names King Ray

King Ray has been appointed central regional sales manager for Belmont Radio Corp., manufacturer of Raytheon TV and radio receivers, it was announced by William J. Helt, general sales manager. He resigned as national field sales manager for Stewart-Warner to join Belmont Radio Corp.

Taylor Named by Motorola

Edward R. Taylor has been appointed to the newly created office of assistant to the president, it was announced by Paul V. Galvin, president of Motorola Inc. He will coordinate radio and television sales of the firm.

TELEVISION FURNITURE
That is
Selling!

Patented

Television Tables for every TV Table Model

Illustrated is one of our most popular-selling television table designs . . . your choice of three sizes: 21" x 21", 21" x 24" and 22" x 26". The functional beauty, fine quality appearance, hand-finished wood and excellent sales appeal of this table is indicative of our complete line. SELL television tables at a profit and sell more TV table models than ever before. ORDER TODAY!

Patent applied for

The NEW Engineered
ADJUSTA-BASE

Priced low enough that you can SELL more table models at a PROFIT!

Here is the UNIVERSAL BASE that you demanded . . . the one easily adjustable base to handle your complete line (extends to 26 3/4" wide) . . . the one base that transforms ANY table model into a beautiful console . . . the one base that is made of heavy grained, five-ply veneer in mahogany, limed oak and blonde. Packed KD in well-engineered shipping carton. WRITE for illustrated literature TODAY!

Sold through recognized distributors only.

Universal WOODCRAFTERS inc.
of LA PORTE, Indiana

The Nation's Leading Furniture Specialists to the Radio and Television Industry

Right Again in 1952!

CALDWELL-CLEMENTS TV-
RADIO STATISTICS PREPARED
SIX MONTHS IN ADVANCE OF
OFFICIAL TABULATIONS PROVE
UNCANNILY ACCURATE

Estimates prepared November, 1951
as published in January, 1952 issue of
RADIO & TELEVISION RETAILING

Caldwell-Clements' Annual Statistics on Radio,

ANNUAL BILL OF U.S. FOR RADIO-TV

Sale of Time by broadcasters 1951	\$ 565,000,000
Talent Costs	150,000,000
Electricity, batteries, etc. to operate	119,000,000
radio and TV receivers	400,000,000
13,500,000 radio receivers, at retail value	675,000,000
5,600,000 television receivers, at retail value	~000,000

RADIO AND TV SETS IN U.S.; WORLD

United States homes with radio*	January 1, 1952
Secondary sets in above homes	45,850,000
Sets in business places, institutions, etc.	30,400,000
Automobile radios	6,000,000
TV sets	21,000,000
	15,750,000

Time - Talent Total
\$715,000,000

Caldwell-Clements staff-prepared
TV-Radio-Electronic Statistics
are "the best in the business"

Official FCC release dated
April, 1952 confirming accuracy
of Caldwell-Clements data

FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

PUBLIC NOTICE
74918
April 17, 1952

1951 AM AND FM FINANCIAL DATA

Total revenues of the combined AM, FM and TV broadcast services attained a record high of almost \$700 million in 1951 as indicated by preliminary estimates filed by networks and stations with the Federal Communications Commission. Total revenues consist of revenues derived from the sale of time, talent and program material to advertisers.

Time - Talent Total
\$700,000,000

Statistical data and information on the radio-TV-electronic industries, as published in **RADIO & TELEVISION RETAILING** and **TELE-TECH**, are regularly reprinted by such standard reference sources as the Encyclopedia Britannica, World Almanac, Information Please Almanac and many others.

Caldwell-Clements, Inc.

480 Lexington Avenue, New York 17, N.Y.



New Lines for Dealers

Scott TELEVISION SETS

Scott Radio Laboratories' new 17-inch open console and table model TV sets are the Rothglenn console, pictured here, and the Renwick table model.



Both are available in blonde and mahogany, and are characterized by the Silver Anniversary chassis used in the higher-priced Scott instruments. This chassis is wired for future addition of UHF or for attachment of a color TV slave unit. There are four stages of IF video amplification, high-level video detector, a tuner that brings in a sharp picture in remote locations, and full-width glass safety screens, which are easily removed from the front to keep picture tubes free of dust. The mahogany model Rothglenn console lists at \$349, and in blonde finish at \$366.50. The table model Renwick is \$299 in the mahogany finish and \$316.50 in blonde. All prices include tax and warranty. Scott Radio Labs., Inc., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Hallicrafters NEW PRICES

Prices on Hallicrafters new television models, all mahogany cabinets, are as follows. All prices include Federal excise tax and one year's warranty on picture tube and parts.

Model number	Type	Price
1010P	17" table model	\$219.95
1018	17" table model	269.95
1012P	17" console	249.95
1013C	17" console	269.95
1021P	20" table model	269.95
1022C	20" table model	289.95
1026P	20" console	299.95
1027C	20" console	319.95

The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Ill.—RADIO & TELEVISION RETAILING.

Tech-Master TABLE MODEL

The Videola is a new DC-AC 17" TV receiver which permits people who live in DC areas to enjoy fine television reception. Does not require the use of additional equipment, such as inverters or vibrators, for conversion to DC. Housed in attractive hand-rubbed cabinets, the Videola is light in weight, and may be easily carried. Has built-in, super-sensitive "Magic-Tenna," and is ready for UHF through a simple, inexpensive substitution on the tuning coil. The new "Lum Bright" picture tube with superior DC-AC circuits overcomes the lack of brightness and stability usually inherent in DC TV sets. The 17" mahogany table model will retail for \$279.50. Tech-Master Products Co., 443 Broadway, N. Y.—RADIO & TELEVISION RETAILING.

Magnavox NEW CONSOLES

The new Magnavox 21" TV set is the Magnavox Normandy console model in authentic French Provincial styling. The Normandy 21 has a 12-inch high fidelity Magnavox speaker, and for better distribution of sound, the speaker, baffle and grille are inclined upward seven degrees. Features instant feather-touch tuning, Magna-Lok automatic frequency control, and removable front panel for easy dusting of the picture tube. Available in a rich hand-rubbed finish of either Savoy or maple, the cabinet measures 25 $\frac{3}{4}$ " wide, 38 $\frac{3}{8}$ " high and 23 $\frac{3}{4}$ " deep. It is provided with invisible casters. Lists at \$445.

Magnavox has re-introduced its Westover 20-inch console in a new stipple finish of rich red mahogany color. Except for construction and finish of the case, the new Westover is identical with its predecessor. It has a Magnascope picture tube with automatic controls and a third sound-dimensional 12-inch speaker, and measures 34" high, 23" wide x 20" deep. Lists at \$298.50. The Magnavox Co., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING.

Hobbs TELE-TURN SERVER

The Tele-Turn Server is a Lazy Susan which is attached to a strong serving table frame and gracefully tapered legs, which have large size casters. The Tele-Turn is constructed with a ball-bearing assembly part. The top turns easily, does not bind, and is always level; it is framed of solid hardwoods and turned with a rounded ridge edge and a wide edge. A five-piece ceramic set fits into the Tele-Turn top, which is 20 $\frac{1}{2}$ " in diameter. Furnished in a choice of mahogany, walnut, maple or blond, the Tele-Turn server retails at \$24.95. Guy Hobbs, Inc., Dallastown, York County, Pa.—RADIO & TELEVISION RETAILING.

Fada TV RECEIVER

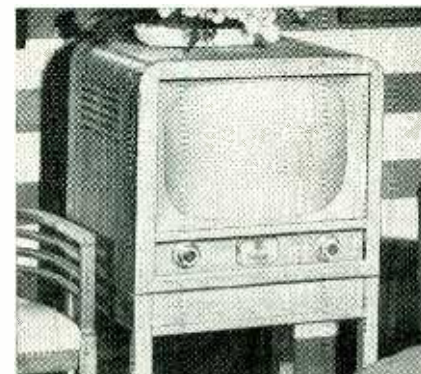
Newest Fada television receiver is the Mayfair, model A7C42BM, in a newly styled blonde mahogany console with a 17" glare-free black tube. The



Mayfair incorporates all the features of Fada's "Power-Plus" TV chassis which, the manufacturers say, has the ability to produce a superb picture in fringe areas where good reception is difficult to get. Fada Radio & Electric Co., 525 Main St., Belleville, N. J.—RADIO & TELEVISION RETAILING.

Hoffman 21" TABLE MODELS

21" table models have been added to the 1952 line of Hoffman Easy Vision television sets. Cabinets measure 22 $\frac{1}{4}$ " high, 24 $\frac{3}{4}$ " wide, and 20 $\frac{5}{8}$ " deep. The new model will be priced at \$349.95 in mahogany veneers and at \$359.95 in



blonde oak and maple, with prices including one-year warranty and federal tax. Matching stands also will be available in all three woods, priced at \$16.95.—Hoffman Radio Corp., 6200 S. Avalon Blvd., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

TV Isn't Hurting the Appliance Business!

• Television isn't having a bad effect on the appliance industry. The sales slow-down in appliances, *being shared by the television business, would be far worse if it weren't for the stimulating effect of aggressive merchandising on the part of TV dealers who also sell appliances.*

Television isn't a competitor of the appliance industry because television can and is being made to be the appliance industry's ace salesman.

Just because some of the appliance industry's fair-weather friends have lost a lot of interest in exploiting electrical appliances, neglecting them because they see a fast buck in television, is no reason for the appliance people to see anything ahead except the bright picture of TV retailing activities actually increasing the sale of electrical appliances!

People will continue to need refrigerators, ranges, laundry equipment, vacuum cleaners and other appliances. People will continue to buy such products in large numbers, too, if they are urged to do so by the merchants of America. Electrical appliances are necessities. Without them the modern home could not exist. Like television, they contribute heavily toward our better way of life.

The TV Man Has an In

As this publication has repeatedly pointed out, the television man with his magic entree can be a most important factor in selling more electrical appliances. The television man is one of the most welcome visitors to the home these days. Customers greet him at the front door. They respect his knowledge, they value his opinion, and they trust his judgment too when it comes to advice on electrical appliances.

Isn't it logical, then, to look on television as Golden Opportunity itself, knocking at the door of the electrical appliance industry?

Ever since TV merchandising commenced stealing the show, this publication has stood alone in consistently urging manufacturers, wholesalers and retailers to use the



TV man as a salesman to sell associated products. Long before TV became the modern Klondike, RADIO & TELEVISION RETAILING accurately predicted its present popularity, but continued also to urge its thousands of dealer-readers to diversify, and to devote equal attention to all departments of their stores.

Today, the editors of RADIO & TELEVISION RETAILING have directed the following message to electrical appliance industry leaders:

Don't permit your sales executives to knock TV at meetings for dealers or wholesalers.

Don't worry about the handful of opportunists who've recently deserted you when they finally came to realize that TV is big business.

Don't underestimate the strong position of the TV merchant today. Go to him, and work with him. Capitalize on his great new importance to the American home.

Don't over-estimate the number of outlets selling electrical appliances exclusively today. (They're that scarce!)

Market your products through America's Number One merchant-

diser—the TV man. Get new blood into your sales outlet veins!

In the strongly competitive radio market, the TV merchant is out after all the TV business he can get, and make no mistake about that! But this same TV merchant is also willing and anxious to sell other products, too, in order to round out his business, increase his yearly volume, and above all to make the most of his tremendous opportunity to sell in the home today.

Though TV is only a few years old, we find the TV merchant already Mr. Big in the American home. His stature will grow to undreamed of new heights when TV really gets rolling. (It's still in its infancy!)

Right now there's a great opportunity for the appliance manufacturer and wholesaler to tie in more actively with the TV man who holds exclusively television's magic "open sesame" formula.

Television and electrical appliances are natural partners in all instances where those handling both products practice the diversification program as stressed for many years by RADIO & TELEVISION RETAILING.

Advice to Retailers

Excerpts from a speech made by A. W. Bernsohn, managing director of the National Appliance & Radio-TV Dealers Association at a recent conference in Denver:

"Nothing in the experience of our industry can compare with television's ability to inspire salespeople in new TV territories to sell . . . It has every element necessary for glamorous merchandising . . . Television is not a business you can be half in and half out of. Try for volume, through rapid turnover and good customer service. Don't skimp on installations . . . on test equipment or parts. Get adequate capital behind this newcomer to your business, but, if at all possible, not at the expense of your appliance activities . . . Hold your appliance lines and make television 'in addition' rather than 'instead' business."

LOOK— NO NOISE!

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

Eliminates effect of
external interference!

Gives higher signal-to-
overall-noise ratio!

Tunes itself automatically
on all channels.

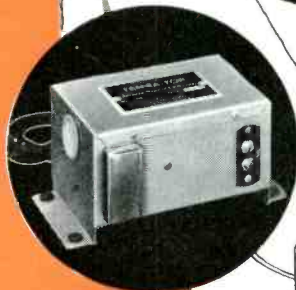
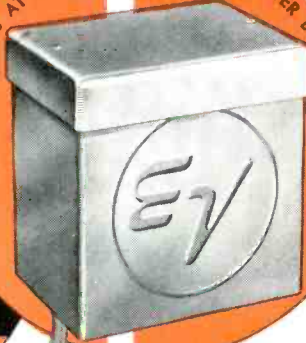
Lowest internal noise
factor—means less "snow."

Exclusive all-electronic
4-tube broadband circuit.

Uniformly high usable gain—
no limiting peaks.

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

MOUNTS AT ANTENNA WHERE A BOOSTER BELONGS



Junction Box
Concealed Behind
TV Set

AUTOMATIC SELF-TUNING

Tenna-Top TV BOOSTER



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 . . . \$88.00

Send today for Bulletins No. 163-165



E-V
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 \$57.50
Model 3002, Tune-O-Matic, 2-stage, List . . . \$39.50

Electro-Voice

422 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab
TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

*Patent Pending

Toal Joins Electro-Pliance

E. Patrick Toal, formerly sales manager of Capehart-Farnsworth Company, and before that Eastern sales manager of Hotpoint, Inc., has been appointed General Manager of Electro-Pliance Distributors, Inc., Milwaukee. Mr. Toal comes to Electro-Pliance Distributors with a background of 15 years in appliance, radio and television merchandising, of which 12 years were served with the GE organization.

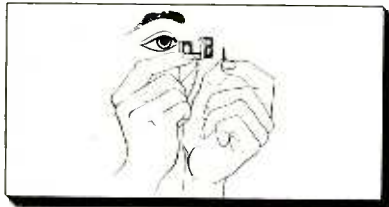
Gates is Tele King Rep

Alexander W. Gates has been appointed sales representative for Tele King Corp., it was announced by Duke Wellington, national sales director. His territory will be Massachusetts, R. I., Vermont, N. H., and the following N. Y. counties: Dutchess, Ulster, Sullivan, Columbia, Greene, Warren, Schoharie, Rensselaer, Saratoga, Clinton, Franklin, Essex, Hamilton, Herkimer, Fulton, Montgomery, Oneida, Otsego and Delaware.

Arvin Clock-Radio Gains Watts

The Arvin "Sleepytimer" clock-radio, model 657T, has been upped from 660 to 1100 watts in its appliance outlet rating, it was announced by Raymond P. Spellman, radio and TV sales division manager of Arvin Industries, Inc., Columbus, Ind. Spellman said that virtually all kitchen appliances can now be operated from the appliance outlet.

Duotone Offers Microscope



Duotone has announced a 14-power hand microscope which will enable the public to check their own phono needles for wear. "Duoscopes" are available to dealers on an attractive counter display card, 24 to the card. Retail at 50¢.

First-Place G-E Television Dealer in the Nation



Shown above is the staff of Virginian Electric Inc., Charleston, W. Va., named number one General Electric television dealer in the country by Paul H. Leslie, television sales manager of the G. E. receiver department at Syracuse, N. Y. Top row, left to right: E. H. Ballard, C. E. Thomas, H. W. Hall, C. N. Woodrum and T. E. McGinnis. Front row: R. M. McCormick, B. N. Weiskircher, M. S. St. John, H. E. Workman, radio and television sales manager of Virginian Electric, and C. A. Nickalaus.

What's New

TV, Radio Lines Showing At Merchandise Mart

The annual International Home Furnishings Show at the Merchandise Mart in Chicago will be held this month, June 16-26. A number of radio, TV and appliance manufacturers will be exhibitors, with some opening new lines at this time. In addition, makers of furniture and home furnishings of all types will be on hand to welcome buyers.

Amphenol Elects Directors

The American Phenolic Corp., Chicago, has elected Richard M. Purinton, vice-president and administrator of engineering of the firm, and William H. Rous, vice-president and sales manager, to membership on its board of directors.

Belmont District Manager

James A. Sumpter has been appointed district manager for the Southeastern territory of Belmont Radio Corp., Chicago, makers of Raytheon TV and radio receivers, it was announced by William J. Helt, general sales manager. He will headquarter at Atlanta, Ga.

First Andrea TV Set



The first TV receiver built by Frank A. D. Andrea, president of the Andrea Radio Corp., Long Island City, N. Y., in 1938, and valued at \$10,000 is delivered to R. H. White's in Boston where it was exhibited. Above (left to right) are Frank Dickey of White's, George Patton of U. S. Trucking Co., and J. J. Golumbo, Andrea TV distributor.

Voorhaar in TACO Sales Post



Fred Voorhaar has been appointed sales promotion manager for the Technical Appliance Corp., Sherburne, N. Y., it was announced by the firm.

D. W. May Resigns From Fada

D. W. (Winnie) May has resigned his position as general manager of both Fada metropolitan distributing organizations: Fada of New York, Inc., and Fada of New Jersey, Inc. May will vacation in Europe before going ahead with any contemplated plans.

New Hotpoint President

John C. Sharp was elected president, general manager and a director of Hotpoint, Inc., succeeding James J. Nance, who resigned to become president of the Packard Motor Co. Sharp, who has been with Hotpoint for 23 years, was vice president and chief engineer.

Wilcox-Gay Shows New Line

The Wilcox-Gay Corp. has introduced a new line of tape and disc "Recordios," including two new tape recorders and a combination tape-disc recorder. The two tape recorders feature push-button operation. Although tape recorders represent major sales volume for Wilcox-Gay, there has been an ever-increasing demand for the tape and disc type, according to Leonard Ashbach, president, who cited popularity of this instrument in the entertainment, educational and business fields.

Westinghouse Promotes Brook

Robert P. Brook has been appointed merchandising manager for electric ranges, it was announced by R. M. Beatty, manager of the electric range department, Westinghouse Electric Appliance Division.

Price Reductions on Washers

The General Electric Co. announced reductions in the nationally recommended retail prices for its two automatic clothes washers. Deluxe model AW-5B6 was cut to \$349.95 from \$379.95. The model AW-5B4, which was formerly priced at \$349.95, has been made a part of the standard home-laundry line at \$299.95.

AGAIN *Capehart*

THE INCOMPARABLE

surges ahead with the latest development in television

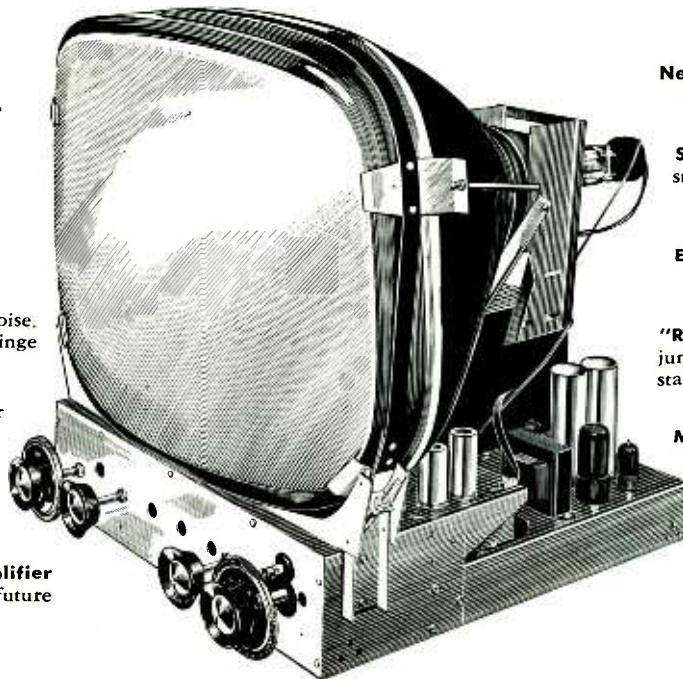
Ask your service man what these CAPEHART features mean in plus performance... easier servicing!

Exclusive Area Control cancels noise, assures maximum performance in fringe or local areas.

Cascade type tuner reaches out for signals... automatically controls signal variance.

All owner operated controls on front panel.

New intermediate frequency amplifier gives top results for present and future UHF channels.



New Video detector and amplifier step up power to higher limits.

Symphonic-Tone System eliminates station buzz... automatically compensates for true-timbre tone.

Easily adapted to UHF—individual channel coils a cinch to insert.

"Right Slant" tube mounting in conjunction with cylindrical face electrostatic picture tube eliminates reflection.

Maximum rated power supply of any chassis on the market.

Automatic focusing system gives constant clarity over complete picture area.

Phono-Jack for all record players.

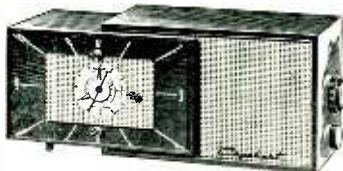
THE NEW *Capehart* CX-36 CHASSIS

- 26 TUBES* FOR**
- ★ MORE POWER
 - ★ MORE QUALITY
 - ★ MORE CLARITY

Trust Capehart-Farnsworth to keep strides ahead in the development of new television techniques. Now as the culmination of 25 years of pioneering in television... the CX-36 Chassis makes its bow! Here is POWER... power that reaches out to pull in stations near and far... power that captures an image of superb clarity and fineness of detail.

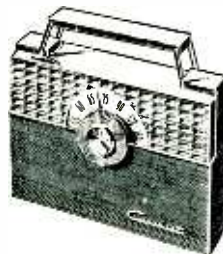
This new standard of picture quality... teamed with the world-famous Symphonic-Tone System... in cabinetry renowned for distinguished design makes possible a new concept of profit possibilities. A once-in-a-lifetime opportunity to join the selected list of Capehart dealers may be open in your territory. An investigation may be well worth-while. Check your Capehart distributor or write Fort Wayne.

**Including picture tube and 3 rectifiers.*



The CAPEHART Clock Radio (Model TC-20). The fastest selling clock radio on the market—the most wanted, the smartest styled. Plastic cabinet in choice of colors. Only **\$4995**

The CAPEHART Personal Portable Radio. Plays where you play. Weighs only 3½ pounds with batteries. Handsomely styled to lead its field for looks and performance. Choice of colors. Only **\$2995**



The CAPEHART Clock Radio (Model TC-100). Unique new design in clock radios—priced to cash in on the volume market. Superb tone. Plastic cabinet in choice of colors. Only **\$3295**



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation

NEWEST ELECTRICAL APPLIANCE MODELS

Gibson AIR CONDITIONER

The Gibson air conditioner is housed in a welded steel Modern-Air cabinet, finished in baffin beige, and provides air conditioning for rooms up to 400 sq. ft. Fresh air intake and stale air removal are individually controlled. Two cooler vents at the top of the unit, called Twin Top-Airs, diffuse the cooling air upward in any direction to elim-



inate undesirable drafts. The extra duty Gibson Filt-Air is removable, with one hand, from the lower front of the cabinet. The unit comes with a complete installation kit. A thermostatic control is available as an accessory. There is a five year protection plan on the hermetically sealed system and a one year warranty on other parts. Gibson Refrigerator Co., Greenville, Michigan.—RADIO & TELEVISION RETAILING.

Perfection DELUXE RANGE

Perfection's deluxe model in a medium-size electric range is a 36" range, model L302, and has all of the styling features found in 40" ranges, but has been designed for limited space. A divided-top range with generous serving area in the center, the model L302 has four fast-heating Chromalox surface units which have capacities from 1250 to 2100 watts, with one a 6" 1600 watt high-power unit, and a multi-use deep-well cooker with an auto-lift heat unit for extra surface cooking. The banquet-size oven is fully automatic, lined with a satin-black porcelain finish, and provided with non-tilt oven racks equipped with safety stops. Front, sides and top, the model L302 is finished in shining white titanium porcelain enamel. Built into the streamlined control-panel housing is an attractive glare free cooking-top lamp. Perfection Stove Co., 7609 Platt Ave. Cleveland 4, Ohio.—RADIO & TELEVISION RETAILING.

GE RANGE LINE

GE has added a deluxe push-button range, the Super-Stratoliner, with a warmer and a triple-purpose single oven, known as the Tripl-Oven, to the 1952 GE line of ranges. Designated as model D-21J, it is the single oven companion to the deluxe two-oven E-11J Liberator and has the same appearance design. As on the Liberator, the Super-Stratoliner has Calrod enclosed sheath type heating units, 14-inch backsplash, a built-in condiment set on the backsplash with electrically-heated salt conditioner to keep the salt dry and ready to pour, and a hooded light over the control panel. The broiler has a 4,000 watt Calrod unit. The upper left-hand storage drawer is heating-element equipped. The six-quart built-in pressure cooker converts to a thrift cooker or the raisable unit may be used as a fourth surface cooking unit. Other features of these push-button control models and of a fifth, the lower-priced C-31J Airliner, are automatic oven timers, convenience outlets and electric minute timers. Four single-oven ranges with rotary switch controls, the C-21J Stewardess, the C-11J Leader and the apartment house models A-41J and A-21J, complete the line. Recommended national retail prices of the ranges are as follows: E-11J Liberator, \$449.95; D-21H Stratoliner, \$389.95; E-10J Constellation, \$349.95; C-31J Airliner, \$289.95; C-21J Stewardess, \$229.95; C-11J Leader, \$209.95; A-41J, \$179.95; and A-21J, \$169.95. General Electric Co., Louisville 2, Kentucky.—RADIO & TELEVISION RETAILING.

Kisco ELECTRIC DEODORIZER

The Kisco Vitozone is a new electric deodorizer that destroys unwanted odors and freshens the air through the use of ozone generated by a Westinghouse Odorout lamp. It is mounted in an attractive modern metal fixture, which is finished in eggshell white with a polished aluminum reflector, and is equipped with an 8-foot cord. A key slot in the back of the unit provides simple mounting on the wall. The Vitozone is available in two models, both of which are built into the same fixture—the V-1, listing at \$7.95, equipped with one Odorout lamp for areas up to 1,000 cu. ft.; and the V-2, at \$10.95, equipped with two lamps to service up to 2,000 cu. ft. The Odorout lamps have an effective life of 4,000 hrs. Kisco Co., Inc., St. Louis, Mo.—RADIO & TELEVISION RETAILING.

Monitor TABLE WASHER

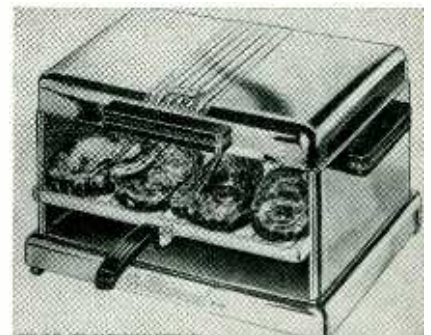
The new Monitor Aerator table washer, model 2, is made of stainless steel and weighs only 12 lbs. It washes clothes in 3 to 5 minutes, and individual batches can be quickly done to avoid mixing colors. Several loads can be washed without changing the wash water. Wringer and water pump are available as accessories. Lists at \$32.95. Monitor Equipment Corp., Monitor House, Riverdale-on-Hudson, New York 71, N. Y.—RADIO & TELEVISION RETAILING.

Victor TABLE WASHER And TUB-O-WASH

The Victor table size washer will handle 2½ to 3 lbs. of wash. Weighting 26 lbs., it is 17" high and 15" in diameter. It has a standard AC Victor electric motor, and the washer tub and skirt are of aluminum with a spun finish. The Victor Tub-O-Wash is a device, consisting of a ½ HP, standard AC motor and a full-size oscillating agitator, that can be clamped on any laundry tub. It is not bulky and can be carried easily from a storage place to the laundry. After the wash is finished, it can be swung upward out of the way. Has a white baked enamel finish, a rubber vibration dampener, and comes in two models: the W68 long agitator and the W68A short or shallow tub agitator. The Victor Co., 3300 W. Cermak Rd., Chicago 23, Ill.—RADIO & TELEVISION RETAILING.

Finders BROILER-GRILL

The Finders Hollywood model 420 is a portable broiler and grill. Broiling area, 136 sq. in. Grilling-frying area, 120 sq. in. Total cooking area, 256 sq. in. Model 620 has specially designed, even-heat, infra-red ray element, two heat control, six heating ranges, and the platter is adjustable to three positions. It has an open front for easy observation and greater air circulation. The broiling and



toasting rack has a folding handle. It is finished in chrome, with plastic Bakelite parts. Heating element is guaranteed for one year. It operates on standard AC-DC at 850 to 1450 watts. Measures 16¼" wide x 9¾" high x 11¼" deep and weighs 19 lbs. for shipping wt. Finders Mfg. Co., 3669 S. Michigan Ave., Chicago 15, Ill.—RADIO & TELEVISION RETAILING.

Build Sales Via Service

(Continued from page 51)

overhead and depreciation, etc. In addition, there is a slight profit.

Because parts, labor and trucks take more than three-fourths of the service department's income, and all these costs go up in proportion to service volume, expansion of the service department would not result in much increased profits. Raising of prices, however, could bring in very good profits. Increased prices probably would not hurt the department's volume, Forthuber feels, because of the very good reputation of the Hamilton service. But with service being a key business-builder, Forthuber feels his service volume and prices are properly set up in relation to the rest of his business.

"When a service contract is about to expire," Forthuber says, "we send out a renewal reminder. We want to hold onto our customers, and keep them coming in and bringing their friends. But we don't run any blaring newspaper ads on service, trying to get everyone in town."

Light Named CBS Ad Director



Gerald Light has joined CBS-Columbia, Inc., as director of advertising and sales promotion. He was previously ad manager at Emerson Radio and Phonograph Corp.

New Hoffman Chicago Outlet

The Graybar Electric Co., Inc., has been named exclusive distributor for Hoffman Easy Vision television sets in Chicago and Hammond, Ind., it was announced by Hoffman Radio Corp., Los Angeles, Calif.

South River Metal Names Reps

South River Metal Products Co., Inc., South River, N. J., has appointed three representatives: Gordon C. Le Roy, Rochester, N. Y., for upper New York, Anderson Sales Co., Boston, Mass., for New England, and the Dick Hyde Co., Denver, Col., for Rocky Mountain area.

Philharmonic



an instrument worthy of the name!



Top Value

Philharmonic Radio and Television Corp.

MAIN OFFICES and PLANT: NEW BRUNSWICK, N. J.

LAUNCH MORE SALES WITH "Tenna-Ship"

**INDOOR
TV ANTENNA**

**PRACTICAL
and BEAUTIFUL**

FOR EVERY ROOM



TENNA-SHIP is both ornamental and a fine electronic instrument. Sails are wrinkle-proof and washable, guaranteed against fading. The base of TENNA-SHIP is gleaming ceramic. For finer reception, the steering wheel in the cock-pit gives you variable control. Ship size: 14½" long, 6" wide. Striking colors to fit any color scheme.

FOR FURTHER INFORMATION WRITE TO

Gleam Manufacturing Company

740 NORTH LEAVITT ST., CHICAGO 12, ILLINOIS

- Ceramic ship in Ebony, Hunter Green, and Tropic Brown. Fibre-Glass sails in Sea Green, Lawn Green and Crimson.

LIST PRICE
\$12⁹⁵



News of the Record Industry

The Andrews Sisters have waxed "That Ever Lovin' Rag" and "Why Worry" for DECCA. Good to hear them again, although Patty has certainly made some solo hits. Tommy Dorsey and his Clambake Seven have "Trouble in Mind," with "The Dirty Dozens" on flipside also for Decca. Bing Crosby's renditions of favorites "Danny Boy" and "Dear Little Boy of Mine" are now available on Decca 45 RPM's—also "Be Mine" and "Tenderly" by Vic Schoen and his orchestra with June Hutton. Decca's Bill Darnell has two very fine sides in ballads "Lonely Wine" and "Alone and Forsaken."

Kay Brown does well on her MERCURY recording of "Homing Pigeon" coupled with "And So I Waited Around," while that effervescent stylist Billy Daniels sings "That's How It Goes" and "My Thrill Is Loving You" on the same label. The Harmonicats (remember "Peg O' My Heart?") are back again with a new Mercury disc. In collaboration with Ralph Marterie and his orchestra, Jerry Murad's "Cats" play "What Is This Thing Called Love" and "Frenesi." The talented three do another fine job on these favorites.

DECCA Records is introducing a new numerical catalog this month. This easy-to-use reference book, consisting of two new catalogs issued every six months, and cumulative numerical supplements issued every second month are available for \$5 per year. The first catalog is the June, 1952, edition; the second will be issued in December. The supplements contain all new releases, deletions and changes that are made between numerical catalog issues, and the service also includes a complete listing of retail prices and dealer's cost prices, including code numbers for checking invoices. Available through Decca Distributing Corp., 619 W. 54 St., New York 19, N. Y.

Robert Casadesus, celebrated interpreter of French music, has recorded for COLUMBIA Masterworks the first complete disc edition of the solo piano works of Maurice Ravel. A three-volume release, the collection includes Prelude in A Minor, Habanera, Ma Mere L'Oye, and A La Maniere De Emanuel Chabrier, to name a few. Casadesus is accompanied by his wife, Gaby, in the works for four hands.

Tchaikovsky's musical calendar, "The Months," has been orchestrated and recorded for the first time in its entirety for COLUMBIA Masterworks by Morton Gould. This work, which consists of twelve short pieces, each bearing the title of a month and conveying its characteristic flavor, presents Gould doubling as piano soloist and conductor. Side one of this 12 in. LP covers January to June, while side two presents July to December.

REMINGTON RECORDS has released Cesar Frank's "Variations Symphoniques" for piano and orchestra with Frieda Valenzi at the piano; and Debussy's "Prelude to the Afternoon of a Faun." Both are played by the Austrian Symphony Orchestra, conducted by Jean Moreau.

WESTMINSTER Recording Co., Inc. has announced several new releases including Haydn's Symphony No. 94 in G Major, Bach's Cantata No. 210, Scarlatti's Sonatas for Harpsichord, Vol. III, Beethoven's Quartet in A Major, Tartini's Sonata in G Minor, and Schumann's Romance, Op. 28, No. 2.

MGM Records presents Camilla Williams, leading soprano of the New York City Opera Company in her first recordings made under contract to MGM. Titled, "A Camilla Williams Recital," the album includes "Beau Soir" by Debussy, "Eglogue" by Delibes and "Pioggia" by Respighi. Borislav Bazala is featured at the piano. MGM is also featuring such classical albums as "Favorite Piano Encores," with Joseph Battista, Pianist; "Caucasian Sketches, Op. 10" by the Philharmonic Orchestra of London, conducted by Wilhelm Schuechter; and the "Music of Offenbach and Strauss," by the Strauss Orchestra conducted by Franz Lanner.

Arthur Fiedler conducts the Boston Pops Orchestra on the RCA VICTOR Red Seal label in a new album. Entitled simply, the "Boston Pops Program" the collection includes the "Capriccio Espagnol, Op. 34" by Rimsky-Korsakoff; "Marche Slav Op. 31" by Tchaikovsky; and "Fingal's Cave Overture, Op. 26" by Mendelssohn. The first recording of Camille Saint-Saens' "Sonata No. 1, in D Minor, Op. 75" in the RCA Victor catalog, with Jascha Heifetz, is among the new releases. In this recording, Heifetz is accompanied by Emanuel Bay at the piano. The album is available on 45 RPM discs only. "A Cavalcade of Musical Comedy" is the title of the new RCA Victor album in which Rise Stevens and Robert Merrill blend their voices in such tunes as "If I Loved You," (from "Carousel,") "If There Is Someone Lovelier Than You" and "You And The Night And The Music" (both from "Revenge With Music").

CETRA-SORIA records has released Rossini's "William Tell" (complete) starring Giuseppe Taddei and Rosanna Carteri with the Radio Italiana Orchestra conducted by Mario Rossi, in Album 1232, which sells for \$23.80; and Mascagni's "Cavalleria Rusticana," introducing tenor Achille Braschi in his American debut. This is Album 1233, and sells for \$11.90.

New RCA Victor Envelope for Long Play Records



Designed to simplify the system of finding desired long play selections stacked in a group in home music libraries or dealer's shelves the new RCA Victor long play "backbone" envelope (above) features a stiff book-type spine bearing album title and composer's name.

Catalogs and Bulletins

Littelfuse, Inc., 1865 Miner St., Des Plaines, Ill., has released a completely illustrated list price sheet on fuses. A four-page sheet contains actual-sized drawings of 25 fuse types and blowing characteristics. A companion sheet accurately illustrates and prices various assortments and kits as well as the complete line of fuse mountings for quick, sure identification.

RCA Victor, Tube Department, Harrison, N.J.: A handy, compact, flip-type index, less than six inches square, provides all data necessary for the installation of any one of 22 different RCA speakers. It can be mounted on a wall or atop a service bench. Each speaker is illustrated, and such basic electrical data as voice-coil impedance, power-handling capability, resonant frequency, and magnet weight are also included for each speaker. Index is available through RCA distributors.

Channel Master Corp., Napanoch Road, Ellenville, N.Y.: "Your Guide to Channel Master Television Antennas" is a new 12-page booklet describing more than 50 different types of antennas, accessories, and kits. The easy-to-read, two-color booklet describes the specific reception problems that each antenna is designed to solve. It includes Channel Master towers, mounting accessories, and "the world's most complete line of telescoping masts", including the new Big Top series. It is available to all installation and servicemen free of charge.

General Electric Co., Electronics Park, Syracuse, N.Y.: Additional information has been added to the GE television receiver service guide, the second edition of which is now available to distributors, dealers and servicemen. Two new charts have been added: one gives channel frequencies and antenna dimensions for all VHF channels—the other gives IF operating frequencies for all GE TV receiver models. A new section covering GE's line of phono accessories is also included. The Guide is priced at \$1.00.

P. R. Mallory & Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.: A complete Replacement Vibrator Guide, available to radio servicemen throughout the country, contains cross-reference charts, specifications, and illustrated installation instructions for replacing car radio and other types of mobile communication equipment vibrators. Original equipment receiver manufacturer and his model numbers with the numbers of the corresponding Mallory replacement vibrators are listed.



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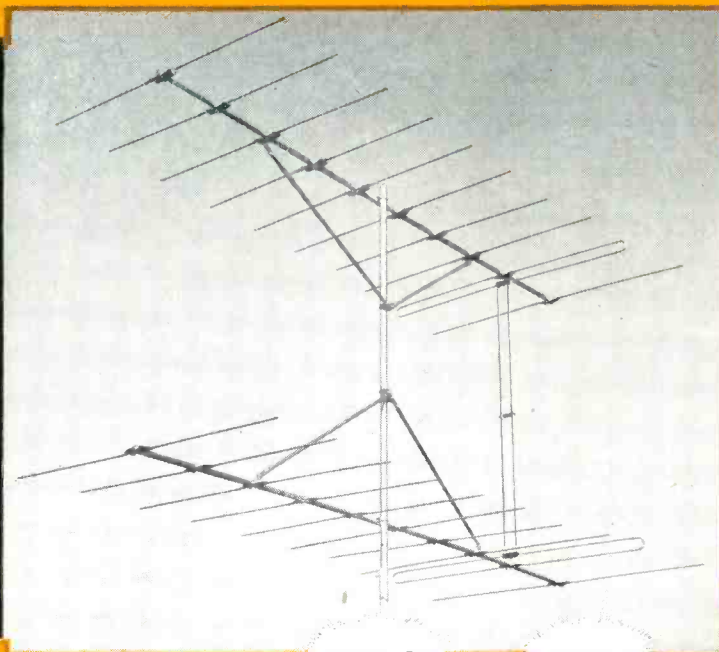
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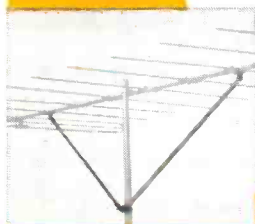


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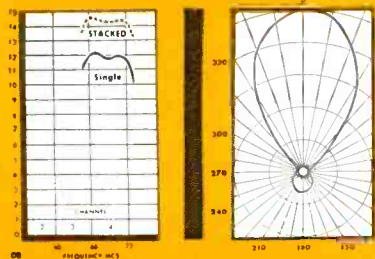
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List Prices	channel 7-13	\$13⁸⁸	channel 2 or 3	\$31⁹⁴
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SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

Don't Skimp on Service Aids

Inadequately Equipped Technicians Lose Lots of Valuable Time

• Letters received from some of our readers reveal the fact that many men are faced with the problem of servicing complicated receivers (especially TV) without adequate test equipment, replacement parts and tubes for substitution, and without schematics. Some of these men are self-employed, but the majority of them work for dealers whom we would describe as penny-wise and pound-foolish.

That the sets get fixed is a tribute to the ingenuity and skill of the servicemen, but the outstanding fact which strikes us is, What an appalling waste of valuable time!

Time is the principal commodity which servicers have to sell. It is precious. In many, many small businesses it is the chief limitation on the amount of work which can be done and the amount of money that can be made. And to the dealer, a skilled man's time is expensive these days.

Maybe it's not immediately obvious—though it should be—but the fact is that it takes longer to service without adequate equipment than it does with it. Any man worth his salt can trace out circuits on the underside of a chassis—but how much quicker with a diagram! And when he suspects a tube, he can hunt around for a chassis with one just like it (or even go out and buy one)—but, again, so much time is wasted. And the same argument applies to adequate test equipment.

The cost of adequate supplies and equipment would be quickly amortized by the quantity and quality of work turned out, and in addition (here we address employers) your help is less disgruntled and discouraged and more apt to stay on. We have no doubt that much of the difficulty of finding and keeping skilled servicemen these days is the result of the working conditions which are offered them.

With outside men (for home calls, that is), many are required by their employers to purchase their own tools and equipment, with the philosophy

that "this way they take better care of it." The trouble with this philosophy is that, with today's prices being what they are, the men will get along with the least possible equipment, and the dealer suffers because such men take longer to do their work and get less done as a consequence. Here again, we believe the dealer is practicing a false economy. It is quite possible to work out an arrangement so that the employer is protected against loss and pilferage—many companies have done so already and quite successfully.

Still another false economy, we believe, is the practice—still employed by many—of making complicated repairs and substitutions for parts easily and cheaply replaced. During the war this was a necessity, but today it is usually only a waste of time, which is money. We would not wish to seem to fly in the face of the conservation program which was instituted after Korea when we say this. The kind of work we're referring to is not done in the interests

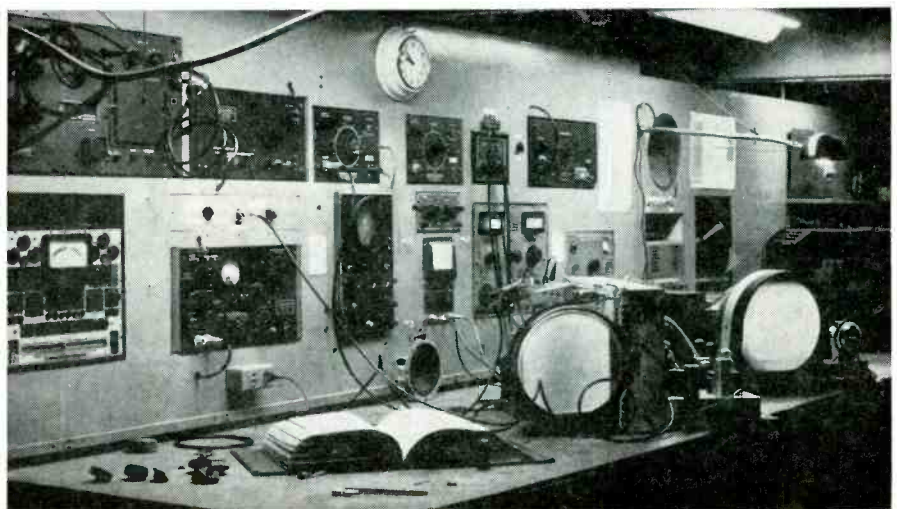
of conserving materials (which it often wastes) but rather to avoid having money tied up in an adequate inventory of replacements.

Our final point is one which we have mentioned in previous articles, but which still bears repetition—and that is the subject of "chassis jerkers." We have sometimes referred to a trend away from this practice, and we find that many forward-looking organizations have abandoned it. Nevertheless, there are still many who work that way, and we believe they are in most instances working against themselves.

There are two grades of chassis jerker: the first is told to make any quick repairs or tube substitutions that he can, but if it looks like a big job, jerk the chassis and bring it back to the shop. The second, or extreme, type is simply a messenger who brings in the chassis regardless of the complaint so that all work can be done in the shop.

The supposed economy in this practice
(Continued on page 93)

Below is an example of a well-equipped radio-TV service bench designed to save time and promote efficiency in servicing. (Freedman Radio & Electric Co., Inc., Springfield, Mass.)



Servicing Delayed AGC

Part 3: Need for Delay. How Typical Circuits Work.

By Solomon Heller

Former Technical Editor
Radio & Television Retailing

• Simple AGC circuits have a number of defects that have handicapped them in winning friends and influencing people. One of these defects lies in the reduction in receiver gain that the system always produces. Some AGC voltage, or negative bias, is developed by even the weakest received stations, and the gain of the controlled stages is thus reduced, at a time when such a reduction can least be tolerated.

One method of coping with this problem is by switching off the AGC system when weak signals are being received. Such a procedure is, however, unsatisfactory when the receiver is an area where both weak and strong stations are received, because the customer may have to do the switching, and giving the harassed consumer extra controls to manipulate is not considered polite (or profitable) by manufacturers.

An AGC system that makes believe it isn't there when weak signals are coming in, but stands up firmly in the presence of medium-level and strong signals, provides a solution to this problem. Such a system is called *delayed AGC*.

An example of a delayed AGC circuit is shown in fig. 1. The circuit consists of an AGC rectifier and an AGC amplifier. The DC output of the AGC rectifier is applied to the AGC amplifier, where it is inverted and amplified, then fed through decoupling networks to the grids of the controlled stages.

The AGC rectifier—V-108A—is a triode amplifier. Video signals, positive in

polarity, are injected at its grid. When these signals are weak, V-108A is at or close to cut-off, due to its high negative bias and relatively low plate voltage. The low-amplitude video signals applied to its grid are not large enough to drive V-108A out of the cut-off region.

The AGC amplifier is similarly at or near cut-off, due to its relatively low plate-to-cathode voltage and high grid bias. Current flowing from the -60V bus at the bottom end of R-133, passes through R-133, R-135 and R-125, to the +135V terminal, making V-107A's plate -2V negative towards ground. Possibly a very small current flows through V-107A's plate circuit as well, contributing to the development of this -2V. The AGC line connects to the plate of V-107A, therefore practically zero volts will be fed to the grids of the controlled stages at this time, and their gain will thus be maximum.

Requires Extra Tube

When medium-level or strong signals are coming in, the bias of the AGC rectifier is reduced, since these signals are positive-going. V-108A now conducts appreciably. Its plate current, which was zero or very low in the former case, but is now appreciable, flows through cathode resistors R-217 and R-216, causing the cathode voltage of the AGC rectifier to increase—i.e., become more positive.

A portion of the cathode voltage is fed through R-139 and the AGC threshold control to the grid of the AGC amplifier. Since the cathode has gone more positive, the positive-going DC voltage fed to the grid of the AGC amplifier will reduce the bias of the latter. V-

107A will now conduct, or conduct much more than formerly. The plate current of V-107A, flowing through R-125, a 6.8 megohm resistor, will produce an appreciable negative voltage across this resistor, and a negative bias (proportional to the strength of the incoming station) will be fed back to the controlled stages.

In simple AGC circuits, it was possible to use the video detector as an AGC rectifier as well. In delayed AGC circuits, a separate AGC rectifier is necessary, since the latter must be highly biased, and a highly-biased video detector would give insufficient video signal output.

Can Kill Pix and Sound

The highly-biased triode used as the AGC rectifier delivers a relatively low DC voltage output in the presence of medium and high-level video signals. This output would be insufficient to regulate the controlled stages satisfactorily. An amplifier must therefore be used in conjunction with the rectifier.

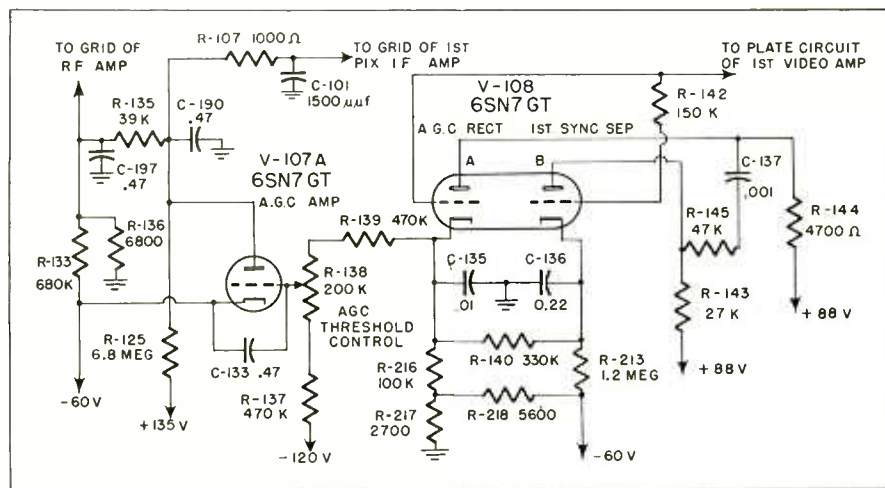
The AGC threshold control is used to adjust the bias applied to the AGC amplifier. When the arm moves closer to the cathode of V-108A, a less negative, or more positive voltage, will be tapped off V-108A and applied as a bias to V-107A, increasing the AGC voltage developed by the latter. If the arm is too close to the cathode, even weak signals may cause AGC voltage to be produced, since V-108A will conduct appreciably in their presence, under the circumstances. The sensitivity of the receiver will therefore be lowered, and these signals may not be satisfactorily received. Medium and strong signals, may cause pictures of insufficient contrast to be seen, since they will generate excessive AGC voltages.

If the AGC threshold control arm is too far from the cathode of V-108A, insufficient AGC voltage will be produced by medium and high-level signals. Overloading of the receiver, resulting in excessive contrast, impaired synchronization, picture smear and other symptoms, may result. Picture "jitter" is a sign that the control is too far advanced—i.e., too near the cathode of V-108A.

Servicing this delayed AGC circuit is facilitated by the manufacturer's provision of two sets of voltages—one set with a video signal coming in, the other with the signal shorted out at the antenna input.

Trouble in this circuit—as in a simple AGC circuit—may be present when picture contrast is either insufficient or excessive at normal contrast settings,

Fig. 1—Delayed AGC circuit used in RCA Victor TC124, TC125 and TC127 receivers.



Circuits in TV Sets

Symptoms of Trouble. Possible defects.

and synchronization is impaired. Negative pictures, resulting from the overloading of one or more stages when AGC bias is missing, may be due to a fault in the AGC circuit. It should be kept in mind that trouble in an AGC system can completely kill both picture and sound. If the AGC circuit, due to some defect, produces an excessive AGC voltage, and this voltage is fed back to an RF as well as an IF amplifier, the excessive bias on the RF amplifier may eliminate both video and sound signals.

In the circuit we have been considering, any change in the element voltages of V-107A or V-108A that causes an excessive AGC voltage to develop, may cut off the controlled RF and IF stages.

The AGC voltage may be checked between the plate of the AGC amplifier and ground, or between the grids of the controlled stages and ground. If no AGC voltage is present, or this voltage is improper, the possibility that an improperly operating RF or IF stage is producing the trouble must be filtered out. To do so, short out incoming signals at the antenna input, then measure the DC voltages at the different elements of the two AGC tubes. If these voltages are not the same as those cited by the manufacturer, the RF and IF stages should be checked for trouble.

C-137, C-135, C-133, C-190 and C-197 (as well as condensers in the AGC decoupling networks) filter out video and sync signals from the AGC circuit. If any of these condensers loses considerable capacitance, degenerative or regenerative feedback becomes possible (although not too likely), since video and vertical sync signals, rather than pure DC voltage, may be fed back in phase, or out of phase, to the grids of the controlled stages. A scope may be used to determine whether any point in the AGC circuit where a DC voltage alone should be present, has developed a substantial AC waveform, due to poor condenser bypassing.

Uses Clamping Circuit

Another delayed AGC circuit is shown in fig. 2. The grid of the AGC rectifier is attached to the grid of the 2nd video amplifier, V-14B, and is about -20V toward ground in the absence of video signal. Basic circuit operation is the same as in the circuit previously described.

A number of points are worthy of note. A voltage divider, consisting of resistors 172 and 156, is used to tap off a portion of the AGC voltage developed between plate and ground of the AGC

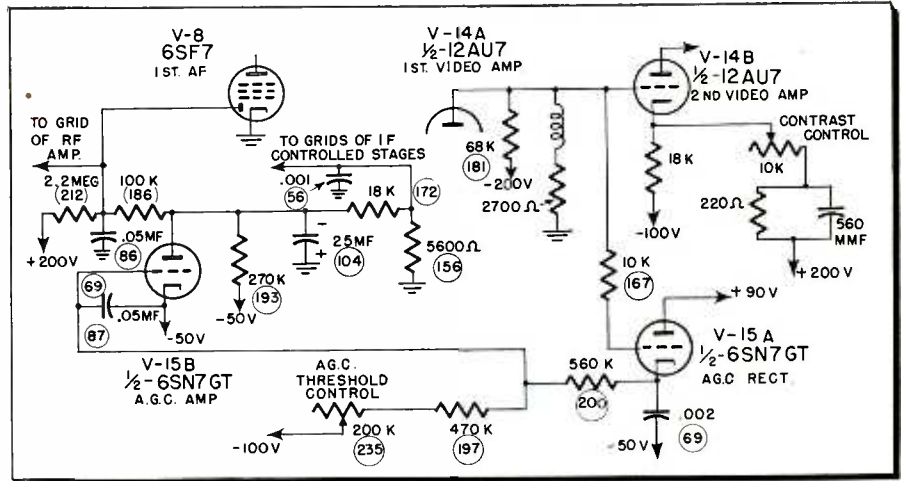


Fig. 2—Delayed AGC circuit used in Magnavox CT 219, CT 220 and CT 222 receivers.

amplifier, for application to the video IF amplifiers. Resistor 193, in conjunction with others in the plate circuit of V-15B, forms a voltage divider that keeps the plate of the AGC amplifier at about -4V in the absence of video signals. Approximately 1/4 of this voltage is tapped off across resistor 156, causing the AGC bias applied to the video IF amplifiers in the absence of video signals to be almost zero volts.

The AGC voltage applied to the RF amplifier is taken off across condenser 86. A diode section of V-8, the first AF amplifier, is pressed into service, possibly to help maintain correct voltages at the plate of the AGC amplifier and the grid of the RF amplifier; or perhaps to limit the amplitude of any vertical sync pulses not adequately filtered out by condenser 86 or 104.

Possible Troubles

If the AGC voltage developed between plate and ground of the AGC amplifier is not high enough, overloading of the controlled stages, as well as the video amplifier, is apt to occur, producing excessive contrast, and possibly negative pictures, at all settings of the threshold control (with contrast setting normal).

Possible sources of such a condition include: Short in 156, the resistor across which the AGC voltage supplied to the IF stages is tapped off; open in 172, the resistor in series with 156. A short-circuit between resistor 172 to chassis could also be responsible; or a short in condenser 104, which would ground out the AGC voltage. Other possible sources of the condition include non-conduction in the AGC amplifier, due to a defect

in the tube or its socket, or an open in the connections to the different elements; insufficient conduction in the AGC amplifier, due to an excessively negative grid bias, excessively negative plate voltage, etc.

If the AGC rectifier does not conduct, or conducts too little in the presence of medium or strong signals, the AGC voltage will be insufficient.

Excessive AGC Voltage

When the picture contrast is too low, and cannot be made satisfactory by resetting the threshold control, or no picture at all is present, excessive AGC voltage may be present. If present, it is probably due to excessive conduction in the AGC amplifier or rectifier. Such a condition can be caused by a radical increase in the value of resistor 193. The plate voltage of the AGC amplifier would become less negative, or more positive, in such a case. A short in the AGC rectifier or amplifier tubes could be responsible for excessive conduction in both. Reduced value in resistor 200 might be responsible. In the latter case, the bottom of resistor 200 would become less negative than it should, reducing the bias of V-15B. An increase in resistor 197, making its upper end more positive with respect to its lower end, and thus reducing the bias of V-15B, could be the source of the trouble.

Excessive AGC voltage could also be due to a radical decrease in the value of resistor 172, causing a greater portion of the AGC amplifier's output to appear across resistor 156; or a radical increase in resistor 156.

Voltage and resistance tests should readily locate all of these defects.

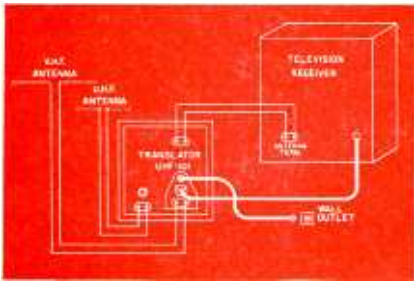


Fig. 1—Connection of the GE UHF Translator to a GE receiver, showing facilities for switching antennas, as well as provision for a single AC power connection controlled at receiver.

● The TV serviceman may be called upon to recommend a good UHF converter or tuner, or possibly he may buy one to install in a customer's set. A knowledge of the factors or points that must be considered in judging a converter or tuner should consequently prove helpful. This knowledge is apt to prove particularly useful in those instances where the serviceman must decide whether poor UHF reception is due to a fault in the antenna system or the VHF receiver, or the converting device. In addition, servicemen will eventually need to repair these units, and should therefore know a good deal about their operation.

The UHF tuning inductances, as well as the symbols used to represent them, may be unfamiliar to many servicemen. A tuning unit is shown in fig. 4, which is a photograph of the UHF converter made by the Kingston Products Corp. Note the symbols for the variable inductances, shown in fig. 3.

The preselector circuit in the UHF converter or tuner must adequately separate UHF and VHF signals. It should help prevent radiation from the UHF oscillator from getting into the antenna. Such radiation may impair the reception of TV receivers in the immediate vicinity—it may, in some rare cases, also interfere with the operation of the converter or tuner producing the radiation.

The mixer used in practically all cases is a crystal. Interestingly enough, no RF amplifier precedes it. One might think that an RF amplifier would improve the signal-noise ratio in the UHF tuner, and help prevent oscillator radiation to the antenna. This is true enough at VHF. At ultra-high frequencies however, the noise factor of an RF amplifier increases with frequency. There is an increase of 3 db when the frequency of operation is raised from 100 to 500 MC; it goes up to 10 db when the frequency is raised to 890 MC. An RF amplifier cannot therefore be counted on to improve the signal-noise ratio at UHF.

Furthermore, an RF amplifier—even a tuned RF amplifier—will not effectively suppress oscillator radiation at UHF. Better, more economical suppression is achieved with a good preselector and crystal mixer circuit (combined with adequate shielding of the converter).

A crystal rather than a tube is used

UHF Reception on

UHF Converting Devices Part I: Block Analysis of UHF

as a mixer because it costs much less than a tube would; it makes a simpler circuit possible (fewer connections, no filament needed, etc.); its noise characteristic is better than that of a tube; and its performance in general is quite satisfactory. The oscillator output can be lower when a crystal mixer is employed—a factor that helps minimize oscillator radiation.

Silicon or germanium crystals are employed. The silicon crystal is regarded as superior to the germanium in that it will generally introduce less noise, and will deliver a higher, more uniform output. The germanium crystal, on the other hand, is far less expensive, will withstand a higher inverse voltage, and has the ability of healing itself after an electrical breakdown.

oscillator stability occurs. The TV serviceman may have to instruct the converter owner that such an unusually long stabilization period is to be expected of most, probably all converters used with split-sound TV sets.

When the line voltage varies, oscillator drift will be enhanced. If the line voltage should vary between 95 and 125 V, a maximum drift of 70 MC may take place in the UHF oscillator. Constant-voltage transformers may prove necessary adjuncts to converters, in localities where severe fluctuations in line voltage take place.

Resonant suck-outs are a problem in the UHF range. Since the frequency of operation is so high, the tuning inductors present have very small inductive reactances, and can readily resonate at undesired frequencies with the small capacitances introduced by nearby wiring. The resultant suck-out can kill the oscillator output at certain frequencies. Special circuit arrangements are made to avoid such undesired resonances, in the oscillator as well as in other UHF circuits.

The UHF oscillator is generally operated at a frequency lower than the incoming UHF signal, to present an inversion or reversal of the sound and picture carrier positions on the video IF response curve of the TV receiver.

Oscillator tubes used on the UHF band are apt to be sources of microphonics. The microphonic problem is less severe when the set to which the converter or tuner is attached is intercarrier in type. TV servicemen should remember this, when they find a converter performing without noticeable microphonics on an intercarrier set, while an identical-type converter attached to a split-sound receiver produces quite audible microphonic effects in picture and sound.

A screwdriver or other adjustment of the oscillator tuned circuit may have to be made in converters or tuners when the UHF oscillator tube is replaced. One series of tests showed that a maximum detuning of 6 MC took place in the oscillator circuit, when a number of identical-make tubes were used to replace the original oscillator. Most of the tubes produced a frequency change of 3 MC or less.

The choice of the first intermediate frequency involves a design compromise. If a high 1st IF is chosen, oscillator radiation through the RF tuned circuit to the antenna will be reduced. Oscillator microphonics will also be cut down. On the other hand, better gain will be realized at a low IF.

The gain of the 1st IF amplifier sec-

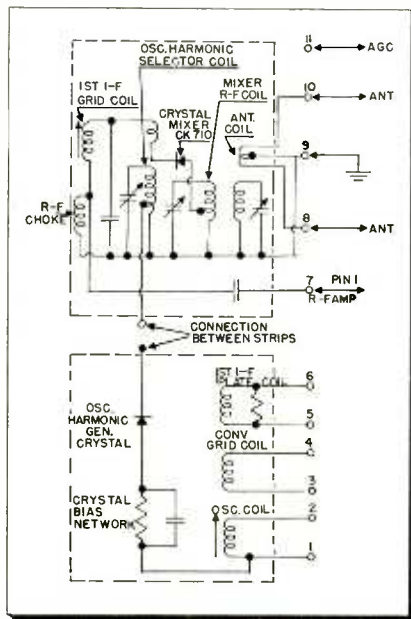


Fig. 2—A UHF strip circuit. (see text)

One of the primary factors in UHF oscillator performance is stability. Since the UHF oscillator is operated at a much higher frequency than a VHF oscillator, the allowable frequency drift, on a percentage basis, must be much smaller.

The stability of the UHF oscillator is much better when the TV receiver to which the converter or tuner is connected is intercarrier in type, than when it employs a split-sound system. When the set is intercarrier, the converter stabilizes during the time the set is warming up (app. 1 minute). In the case of a split-sound receiver, a 3 to 5 minute interval may elapse before os-

VHF Television Receivers

Converters and Tuners. Important Design Factors. UHF Strip Circuits.

tion is very important, since this is the only part of the UHF tuner or converter which provides a gain. The crystal mixer causes a loss in signal amplitude; so does the preselector circuit. The IF must therefore be low enough to permit adequate gain in the converter or UHF tuner to be attained.

"Gain" is really a misnomer here. If the signal comes out of the converter as strong as it went in, it can pat itself on the back. The converter tends to introduce a signal loss (since the small IF gain may not equal the signal losses in the preceding circuits), and this loss must be minimized.

To keep the noise in the converter as small as possible—a very vital point, since the UHF signal-noise ratio is established in the converter—a cascode (low-noise) IF amplifier is often employed. A 6BK7 is generally found in this section, due to its relatively low cost and favorable noise factor. The dual-triode construction of the 6BK7 makes it possible to economically obtain two stages of IF amplification. Two stages, rather than one, are considered necessary, not only because of the requisite gain they provide, but also because the VHF oscillator is better isolated from the UHF oscillator under these circumstances, preventing undesired interaction between the two.

The bandwidth of the 1st IF amplifier is very broad—approximately 7 MC or more—to allow for mistuning and drift in the UHF oscillator. Designers try to keep the bandwidth as narrow as possible, because higher gain and better attenuation of undesired VHF signals

can be obtained with a narrower bandpass. Due to the broad bandpass present, either of the two alternate channels to which the TV receiver may be switched for VHF reception can be selected, without the necessity of retuning the UHF IF circuits.

The IF trimmer or other adjusting device must be reset, however, in cases where it is desired to change the 1st IF. The need for such a change may arise when interference is noted on the VHF channel setting on which converter operation is recommended.

Retuning Converter IF

Let us suppose that the manufacturer has recommended that the converter be operated at Channels 9 or 10. (A choice of two adjacent channels is generally provided because one of these channels is most likely not being used to receive on; the transmission on that channel is very weak in such a case, making the possibility of interference more remote). A VHF station is, let us say, coming in at Channel 9, so 10 is switched in on the VHF receiver. What if interference is present at this setting, as well as at Channel 9 setting?

Channels 8 or 7 may be tried in such a case, provided the 1st IF in the UHF converter or tuner is capable of being suitably retuned to the new frequency range.

Types of interference that can occur when the choice of 1st IF permits them to get through, are worthy of mention. One kind can take place when a har-

monic of the VHF oscillator feeds back to the RF circuits. Suppose the desired VHF carrier is 630 MC, and the VHF oscillator is operating at 158 MC. The fourth harmonic of 158 MC is 632 MC. The UHF RF circuits will not reject the interfering signal in such a case, since they are tuned to it.

A similar trouble, called osc-2nd-harmonic image response, can be produced by the beating of the UHF signal against the UHF oscillator signal, and the 2nd harmonic of the UHF oscillator signal. Suppose the desired UHF signal is 630 MC, and the oscillator is working at 420 MC, and the 1st IF is 210 MC. The beating of the 630 MC signal with the 420 MC signal will produce the desired 210 MC IF. But the beating of the 630 MC signal against the 2nd harmonic of 420 MC, or 840 MC, will also produce a 210 MC difference frequency. Both the desired and undesired IF signals will be accepted by the 1st IF amplifier, and interference will therefore occur.

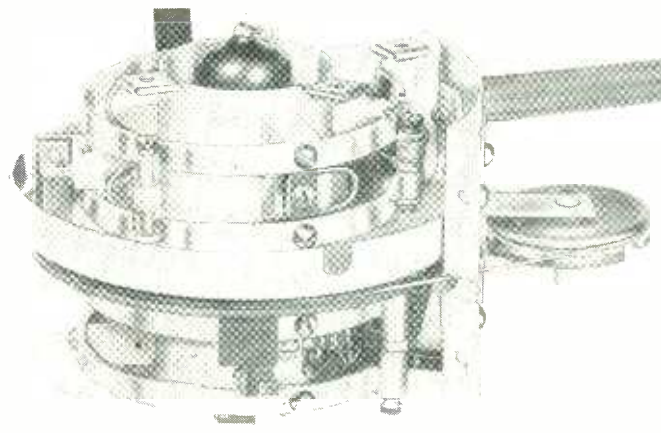
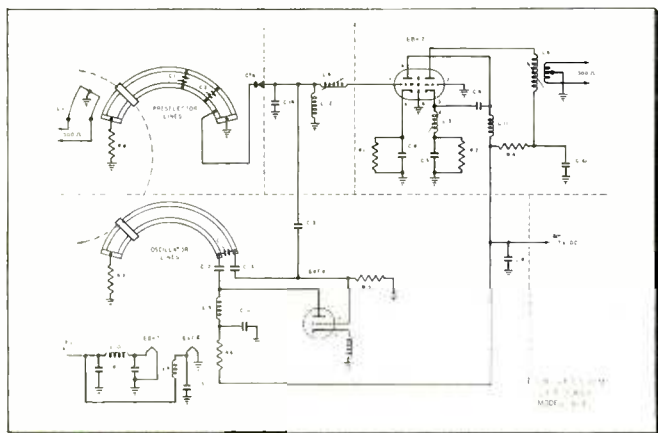
The type of interference just described is possible when a channel between 7 and 13 is used for the 1st intermediate frequency.

A simple solution that can be tried for the cases of interference cited is the substitution of a different 1st IF. This is done by switching the VHF channel setting, and retuning the IF adjustment on the converter.

We can now start to consider specific circuits used in UHF conversion devices. The simplest such device is the UHF strip, which is employed in VHF

(Continued on page 80)

Fig. 3—Schematic circuit of the tuner shown in Fig. 4. G7A is the mixer crystal. The 6AF4 is the oscillator. The 6BK7 acts as the IF amplifier. Fig. 4—Top view of UHF Tuner Model 5-3, manufactured by the Kingston Products Corp. The tuner's upper shield has been removed. Note the circulator inductors, the shorting sliders, and the trimmers. The antenna coupling loop is at the rear. The uppermost part of the cascode IF amplifier tube is visible in the center of the tuner. The low noise twin triodes, 6BK7 and 6BQ7, are used in many of the UHF tuners and converters.



How to Interpret AF

Useful Information Can Be Obtained Without Accurate Laboratory Equip-

• It would be a great convenience if we could say that, in making service tests, one would either get the correct result or no result at all. This, unfortunately, is not the case. By making tests the wrong way, or by using the wrong equipment (or defective equipment) it is possible to produce a set of results which bear no resemblance whatsoever to the actual conditions. Or, as they say in the movies, any resemblance to actual persons living or dead is purely coincidental.

In making service tests, extreme accuracy is not so important, but it is

important that all the results bear more than a coincidental resemblance to what is going on in the equipment.

Most servicemen learned a long time ago that a meter with 2% accuracy is more than competent to determine the value of a resistor whose accuracy is plus or minus 20% . . . and especially when you're mostly interested in whether it's shorted, open or greatly changed in value. Similarly, when reading DC plate and screen voltages, something near the voltage on the diagram is a pretty good indication that there's no trouble in the circuit.

When reading small DC voltages (such as bias) or AC voltages (AF, RF), a VTVM is indicated, not so much for extreme accuracy as to avoid the loading and detuning effects which are obtained with the usual non-electronic voltmeter, even 20,000 ohms/volt, which like as not will indicate nothing at all on small voltages, especially in high resistance circuits. These effects (loading and detuning) have been amply covered in previous articles, and we won't bother to go into details about it here.

At high frequencies, capacitance becomes important—in the probe, probe leads, probe connections to the circuit, etc.—and special RF probes are indicated. At audio frequencies, however, the writer has found that the common garden variety AC probe associated with the general run of VTVM's is quite adequate.

As a matter of fact, although some RF probes are stated to be usable over such ranges as 20 cps to 200 MC, we have found them to be quite unreliable at audio frequencies. By unreliable, we mean extremely non-linear and non-uniform.

Referring back to our remarks about accuracy, it isn't mandatory that any of your equipment be perfectly linear, but it is important that it produce the same results under the same conditions every time it is used. If it does this, you can then use it with a correction table, much in the same manner that a mariner corrects his compass readings, or a flyer his air-speed indications.

But when the results are extremely non-linear, corrections become cumbersome, and in addition, one is led to suspect that something is wrong with the equipment.

Therefore, naturally, the first thing one should do is to check the equipment which will be used for testing. This means the signal generator, the VTVM and the oscilloscope, if any.

The precise frequency which the generator puts out is not too critical as long as it covers the range you

desire, and you use the same check points every time. If you have a fairly good ear for music, you can establish check points by comparing the output of the generator (on earphones) with a known frequency and then marking the harmonics.

Three standards which may be used (and have been used by the writer) are (1) 60 cycle hum, (2) Tuning fork—one can be obtained from a music store for a dollar or less, and (3) the NBS broadcasting station WWV in Washington puts out a 440 cycle tone (A above Middle C), and so do some TV stations with their test patterns.

Once you have the known standard—60 cps, 440 cps, or whatever it may be—you can pick out by ear the octaves of this tone. Each octave above the fundamental is double the frequency of the one preceding it (that is: 60, 120, 240, 480, 960, etc.). These are harmonics, or rather, some of the harmonics. The term "harmonic" means any multiple of the fundamental (that is: 60, 120, 180, 240, 300, 360, etc.).

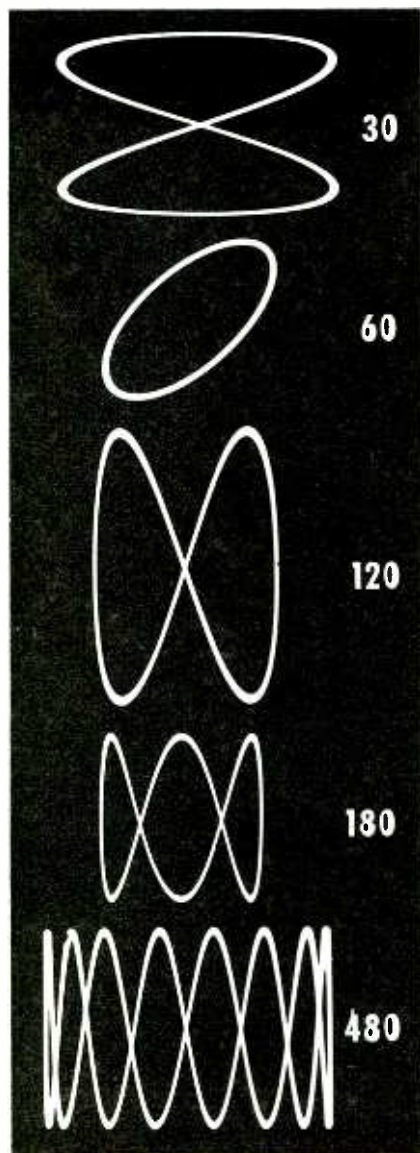
It is also possible to check frequency by Lissajous figures on an oscilloscope, using 60 cycle AC on the horizontal input and the signal generator on the vertical. Above 480, however, it gets difficult to count the loops. These figures are shown in figure 1.

So much for the frequency, the exact calibration of which, as we said before, is not too important. In making amplitude-vs-frequency measurements with your generator, there are three things which you must consider: (1) the setting of the gain control, (2) the setting of the attenuator, and (3) the resistive termination across which the measurements are taken.

Frequency response and purity of the sine wave output may be affected by the setting of the gain control. On high quality equipment this need not be so, but it's a good idea not to take it for granted without checking. The same thing may be true of the attenuator setting, and the resistive termination.

The latter is the first thing which must be attended to before making any tests. Every generator works most efficiently and effectively when properly terminated in a load equivalent to its internal impedance. The output voltage will, of course, increase with increased load resistance up to a certain point. The open circuit voltage of a generator (or an amplifier) may not correlate at all with the output across the proper load with respect to amplitude, linearity and distortion, so this must always be attended to. When testing a power amplifier, the load resistor which is substituted for a voice coil must also be of

Fig. 1: Waveforms obtained with 60 cps horizontal input and AF oscillator on vertical, at frequencies indicated.



Response Measurements

ment But Care Must Be Exercised in Making Tests and Analyzing Results

AUDIO RESPONSE CHECK POINTS

Signal Generator: Is it properly terminated; is it linear at all settings of gain control; is it linear at all settings of attenuator; is it properly matched to the unit under test; is there hum or harmonics in output?

VTVM: Is the response of the voltmeter and its probe linear over the audio range?

Amplifier: Is proper input being applied to it (no overloading); is it properly loaded on the output side; is there hum or harmonics in output?

adequate wattage to accommodate the output of the amplifier.

If the signal generator does not have an output attenuator (and many of the less expensive ones do not), the technician would do well to install one if he intends to make useful employment of the unit. The reason for this is one of the cardinal points of testing of this type, namely that the input voltage to the unit under test should be proper for its design. If the unit under test is overloaded, the results may be absolutely meaningless.

An example of this is a preamp for a magnetic pickup—or for that matter, any low level input stage. The output of a GE magnetic pickup is about 10 millivolts and the input to the preamp is therefore of that order. Where the output of the signal generator may be anywhere from a volt to 10 volts, the preamp is obviously extremely overloaded. That is to say, with the bias set for small input voltages, the tube will in effect operate with insufficient bias, and saturation, clipping and distortion (production of harmonics, among other things) will occur. You can easily observe this by observing the output of such a stage on a scope. With exces-

sively high input voltages, the output waveform becomes an almost perfect square wave (see fig. 2).

Which fact brings us to the generator's gain control setting. In the first place, it may not be possible to reduce the gain sufficiently with the gain control (in the absence of an attenuator, that is). In the second place, the generator may not operate satisfactorily at very low settings of the control.

As an example, the writer one time made a frequency run on an amplifier with a very low gain control setting of the generator. The results obtained were so linear that they were suspect, since the amplifier had compensation circuits which would have precluded such results. The tests were then repeated with an oscilloscope and it was discovered that all the signal generator was putting out at this setting was 60 cycle hum, and therefore the entire "frequency run" was actually done at a single frequency.

The output attenuator, of course, must also be checked at different settings, as mentioned earlier, since such devices are usually frequency sensitive. This is especially true if the attenuator is only a "volume control" type unit. Such a unit reflects different impedances at different settings, and also varying distributed capacitance due to the wiring. A constant impedance T-pad is a better solution.

Not only should the generator be properly terminated, but also the input impedance of the device under test should be properly matched. To connect a low impedance device across a high impedance generator will seriously affect the operation of the generator. To merely mismatch the output of the generator will, of course, affect its output voltage.

Several frequency runs on the generator itself, at different gain settings and different attenuator settings, while tedious, will clear the atmosphere for

all future work. The technician will either find that the output of the generator is linear to a useful degree over the main part of its ranges, or else he will find out what allowances must be made for non-linearities in future tests.

There is yet one big "except" to the foregoing statement, which is that the results depend on the reliability of the VTVM. It is highly desirable that some comparative tests be made in order to establish the validity of the VTVM readings. For instance, the same tests can be made with some other meter; or the meter can be tested on some other generator; or the observed readings on the VTVM can be compared with visual results on a scope. Any two sets of

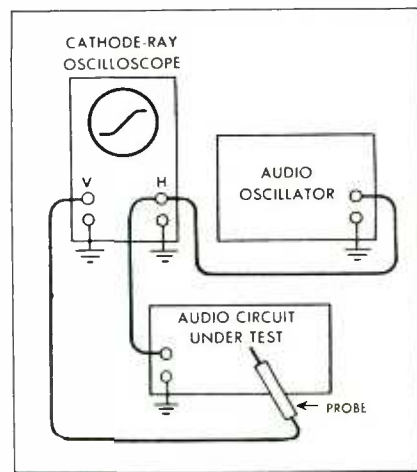


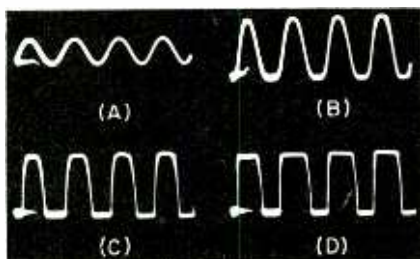
Fig. 3: Arrangement for estimating both frequency and amplitude distortion at a glance, making it easy to monitor oscillator output for uniform input to the device under test.

readings which were close to being the same would put the technician's mind at rest on this score.

The usefulness of an oscilloscope for audio testing cannot be overemphasized, for the scope reveals distortion and amplitude at the same moment. As mentioned before, it is practically impossible to tell whether (for instance) the voltage on a meter contains a lot of 60 cycle hum, or whether it contains harmonics, etc. In this respect, the writer recalls a frequency run on a 3 or 4-year-old tape recorder. Fairly good (voltage) output was observed to 10,000 cycles, but when the results were observed by listening to the tape, it was found that above 6000 there was nothing but a wild jumble of whistles and birdies which resulted from intermodulation between the signal input and the bias, which was in that case 20 KC. In

(Continued on page 81)

Fig. 2: B, C, D show distortion of sine wave input (A) with too large an input signal. In the extreme (D), squaring of the wave results.—Illustrations from "Encyclopedia on Cathode Ray Oscilloscopes and Their Uses," published by John F. Rider.



Shop Shortcuts Speed Servicing

Tips for Home and Bench Service Contributed by Readers

Use for Old Batteries

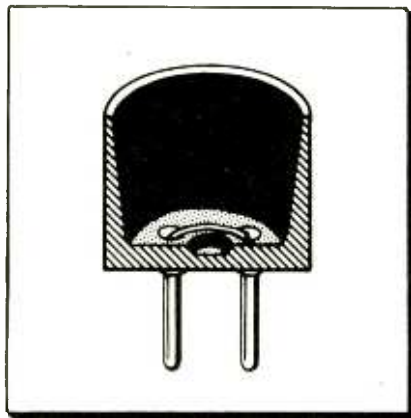
Small discarded portable batteries make fine chassis blocks on the work bench. Many different heights can be obtained by turning batteries different ways. Paper on the batteries makes fine insulation so that it doesn't matter if blocks touch wiring on tube caps. R. J. Oja, *Bob's Radio Service, Laurium, Mich.*

Alignment Tool Repair

Most fiber and plastic alignment tools have a small steel tip fitted into a slot in one end, and when undue pressure is applied the shaft develops a split, allowing the insert to fit loosely and rendering it useless for further service. Repairs may be made by flowing liquid glue into the hollow shaft end, positioning the tip and allowing the glue to dry thoroughly. For better results and lengthened usefulness of the tool, this repair should be made when the tool is new and shaft is not split or weakened. *Lewis Lounsbery, Valley Radio Repairs, Stone Ridge, N. Y.*

Interlock Cheater

On some TV sets we've had experience with, the line cord goes directly into the chassis and does not disconnect when the back is removed. However, one side of the line comes back to a safety disconnect, which does break the circuit when the back is removed. My "gimmick" consists of a shorting plug as a means of completing the circuit so the



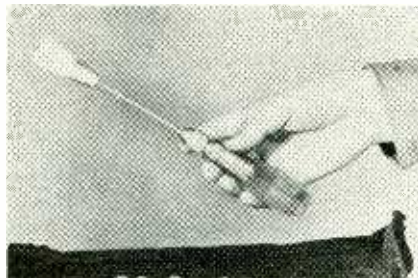
technician can work on the set with back off. This gadget is made by cutting in half a 4-prong radio tube base so that each half contains a big and a small prong. A shorting wire is soldered in place between the prongs. *Vernon Kennedy, Amherst Radio & Television, Amherstburg, Ontario, Canada.*

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, New York."

Versatile Socket Holder

The holder of your socket set of wrenches will accommodate other serviceable tools which may be carried with the wrenches. (1) A small brush may be clamped in the holder and will be useful in removing drillings and reaching into otherwise inaccessible places.



(2) An ordinary pencil may be clamped in the holder and used as a marker through holes which the pencil alone would not reach. (3) A pen holder with a thin piece of flexible metal forced into place instead of a nib may be used to reach small screws on light work or where insulation from the object worked on is necessary. *H. Leeper, Canton 3, Ohio.*

Worn Screw Holes

To permanently repair a screw hole enlarged by wear (such as are used for holding a back or lid of a radio), simply take your spool of solder and stick the end of it in the hole as far as it will go, then cut it off flush with diagonals. When screw is driven into the hole it causes the solder to lead up the hole, and no further trouble of this sort will be encountered. If your solder is the very thin type it may require more than one piece. I find this much more effective than match sticks or plastic wood. *Gilbert H. Doty, Doty Radio Sales & Service, Dayton 8, Ohio.*

Intermittent Radios

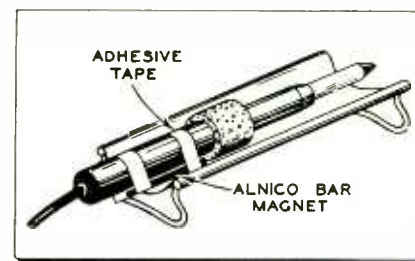
On radios which go completely off and on intermittently or flicker, I test the line cord and plug and tubes before plugging the set into the 110, since an operating check may fail to disclose the intermittent trouble. I first check the cord and plug for shorts, opens and high resistance with an ohmmeter. Next I check tube filaments with the ohmmeter before placing in a tube tester, as sparking might weld a connection on the various tests. I also check series pilot lamps the same way. These tests often reveal a very simple trouble which might be difficult to locate otherwise. *Beryl Bass, The Bass Radio Shop, Lamoni, Iowa.*

Good to the Last Drop

After having to discard half full bottles of service cement because of thickening and inability to dissolve, I finally hit on a solution. Instead of keeping the bottle in an upright position when not in use, I store it on its side so that the cement and solvent are better distributed. Now I find that the cement is good to the last drop. *S. Sandler, 29 Niagara St., Providence, R. I.*

Solder-Iron Holder

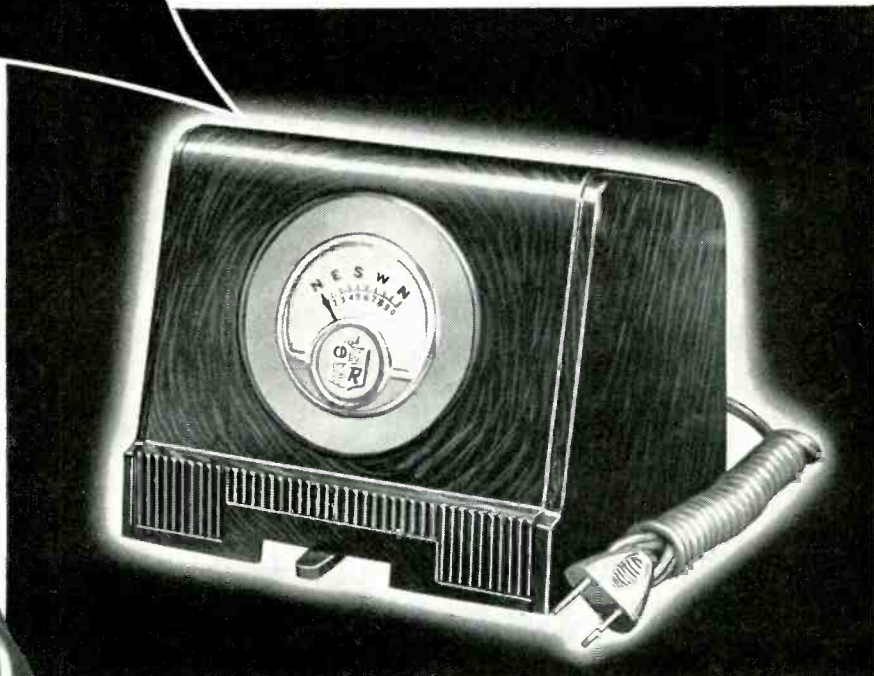
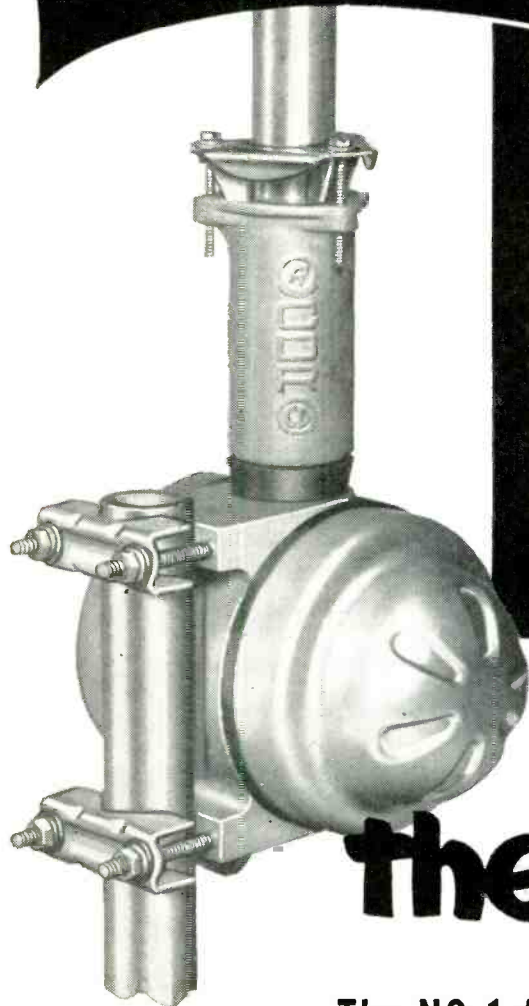
Pencil-type soldering irons (useful on midget radios) have an annoying habit of falling off the stand—the slightest movement of the cord often causes them to roll off the stand, onto the bench, and sometimes to the floor. The iron can be held securely in place by attaching a magnet as shown. This procedure also



keeps the iron from touching the metal sides of the stand, thus preventing dissipation of the soldering iron's heat; also enables the iron to come up to full heat more quickly when it does not touch metal. *J. Amorose, Amorose Radio, Richmond, Va.*

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Vee-D-X LIGHTNING ARRESTERS

Additions to the RW series of lightning arresters include a strap mount for masts and pipes (RW-200-S and RW-204-S), a heavy duty open-wire model (RW-310) and a single screw type for simplified installation in wood (RW-210 and RW-214). All Vee-D-X arresters are UL approved, the maker states. La Pointe Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

G-C CORONA DOPE

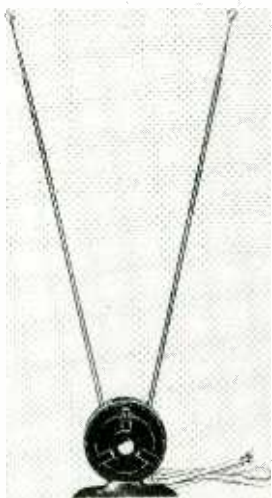
"Red-X" (No. 50-2) Corona Dope is designed to prevent picture and sound interference from corona leakage, and is easy to apply to all solder connections and any sharp edges, such as tube caps. Packaged in 2-oz. bottle that lists for \$1.20. General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—RADIO & TELEVISION RETAILING.

Spico INDOOR ANTENNA

New triple section telescopic indoor TV antenna carries a written guarantee that it will not break, rust or tilt under normal use. Equipped with brass dipoles, the model is known as TV-8, measures 18" x 2" x 4" (closed) and weighs 1½ lbs. It is said to be competitively priced. Spirling Products Co., Inc., 64 Grand St., New York 13, N.Y.—RADIO & TELEVISION RETAILING.

JFD INDOOR ANTENNA

A new indoor antenna, the TA137, is an economy companion to the "Panorama" and "Standard," the two other indoor antennas produced by JFD. The TA137 will be sold for \$5.50 list. The TA137 possesses two three-section telescoping dipoles of extruded aircraft



aluminum. Almost an exact replica of its brother models, the TA137 is tip-proof. Dipoles may be set in any position. A ratchet contour inside the molded Bakelite housing insures a firm grip and sure hold. JFD Mfg. Co., Inc., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Astatic BOOSTER

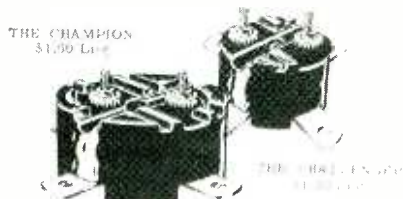
"Scanafar" TV booster model CT-1 is claimed to provide a lower noise figure and higher gain, whether used with new or old style receivers. The circuit is a balanced, cascaded type, with a neutralized 6J6 driving a 6BQ7, both tubes used over the entire band. Bandwidth is said to be over 7 MC on all channels. On-off switch, low/high band selector and fine tuning control are provided. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

EpcO ANTENNA COUPLER

Model TS-4 TV antenna coupler is designed to operate 4 TV sets from 1 antenna. A transformer-type coupler, the TS-4 is said to operate without interaction between receivers. Screw terminals simplify installation. List price is \$8.75. EpcO Electronics, Inc., 140 Liberty St., New York 6, N.Y.—RADIO & TELEVISION RETAILING.

Radion LIGHTNING ARRESTERS

Champion model QLA2 and Challenger model LA2 are designed to provide an arrester that will fit all types of 300-ohm lead-in, including open, jumbo,



oval, perforated or standard. Both are suitable for indoor and outdoor use, and the LA2 includes a mast-mounting strap. Champion is priced at \$1.50 list, Challenger is \$1.00. Radion Corp., 1130 W. Wisconsin Ave., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Javex TV-2 PLATE

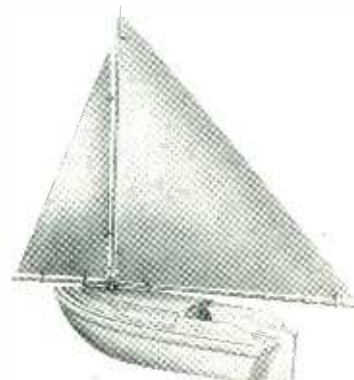
Feeding 2 TV receivers on the signal received from one antenna and employing compact embedment circuitry, the new TV-2 plate is designed for maximum service distance of 50 to 65 miles and is capable of flush mounting anywhere. The unit can be connected in series and used where small amounts of attenuation are necessary to obtain optimum performance, and will match signal strength to receiver requirements.—Javex, Garland, Texas.—RADIO & TELEVISION RETAILING.

Telrex YAGI ANTENNA

"Fishbone," model WB-1 features 10 working elements and is said to be easily installed and ruggedly constructed for lasting installations. For TV, UHF and FM reception, the Fishbone antenna is recommended by the manufacturer for suburban and outlying fringe area single channel reception. Telrex, Inc., Asbury Park, N.J.—RADIO & TELEVISION RETAILING.

Gleam TV ANTENNA

Built with a ceramic base resembling the hull of a ship with colorful sales of fibre glass, "Tenna-Ship" is an indoor TV antenna designed to add an ornamental effect to the television set. It can



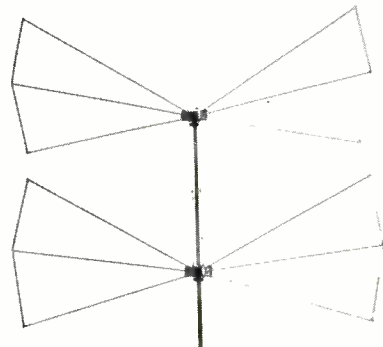
be tuned for best reception by maneuvering the wheel in the ship's cockpit. Overall dimensions are 22" high by 20" wide. Made in three color combinations, Tenna-Ship retails at \$12.95. Gleam Mfg. Co., 740 N. Leavitt St., Chicago 12, Ill.—RADIO & TELEVISION RETAILING.

Sprague 20KV CAPS

New type 20DK-T5 molded case ceramic capacitors for high voltage (TV) applications are rated at 500 mfd., 20,000 volts. The new filter condensers are equipped with female threaded brass inserts on both faces and furnished with a complete set of thread-in terminals which fit the insert. Thus only one Sprague universal capacitor need be carried to assure exact replacement in most sets. Sprague Products Co., Marshall St., N. Adams, Mass.—RADIO & TELEVISION RETAILING.

Brach TV ANTENNA

The "stacked bow-tie V" is designed to provide superior performance without reflectors or directors, while the "closed end" feature increases gain, minimizes side lobe pickup and elimi-



nates vibration of elements, the maker states. Simplicity of construction makes possible extremely low price. Brach Mfg. Corp., Newark, N.J.—RADIO & TELEVISION RETAILING.



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Hickok TV VIDEOMETER

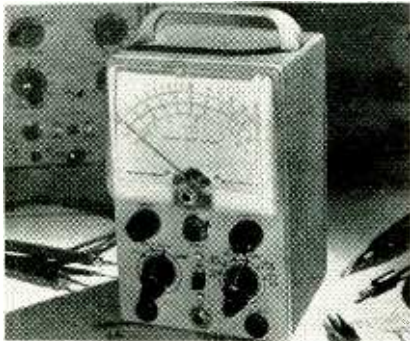
Model 650 television videometer is an all-purpose video generator designed to test, identify and localize trouble in any section of a TV set independent of station operation. RF output is calibrated in microvolts for receiver sensitivity checks. Special scale for checking line



voltage fluctuations. Provides vertical and horizontal sawtooth voltages which can be used to drive TV set and can be used as a TV transmitter to simultaneously transfer a program to any number of TV receivers, on any channel. Hickok Electrical Instrument Co., Dupont Ave., Cleveland 3, Ohio.—RADIO & TELEVISION RETAILING.

Heathkit VTVM

The new vacuum tube voltmeter Model V5 utilizes a large 4½" 200 microampere meter and a two-color meter scale which indicates DB, AC volts, DC volts, ohms, and mid-scale zero set mark. This instrument reads from ½ V to 1000V on either AC or DC in six different voltage ranges. It also measures

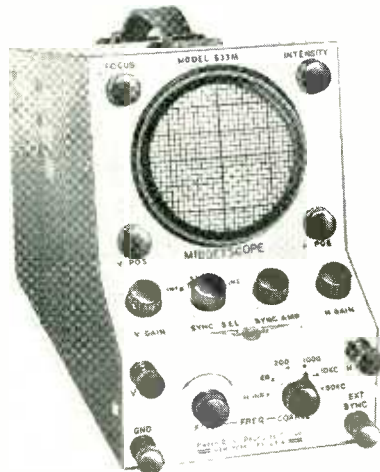


resistance from .1 ohm to 1 billion ohms in six ranges. The kit comes complete with all parts including tubes, meter, transformer, test leads, cabinet, etc. Construction manual includes step-by-step assembly instruction, pictorials, schematic, and circuit description, thereby making assembly simple and clear.—Heath Company, Benton Harbor, Michigan.—RADIO & TELEVISION RETAILING.

**More New Products
Elsewhere in this
Issue**

RCP MIDGETSCOPE

Model 533M is a compact 3-inch oscilloscope, stated to have high sensitivity, (.02 volts for 1" vertical deflection) and wide band response (2 DB from 20



cycles to 150 KC); push-pull deflection, .5 megohm/50 mmfd input impedance. Weight is 9 lbs., dealer's net (complete ready to operate) \$99.50. Radio City Products Co., Inc., 152 W. 25th St., New York 1, N.Y.—RADIO & TELEVISION RETAILING.

Irvington PLASTIC TAPE

Temflex 105 tape is claimed to have excellent chemical resistance and unusual dielectric strength, is calendered, giving it perfect uniformity of thickness, and has high tensile strength. Further information and samples available at Irvington Varnish & Insulator Co., Irvington 11, N. J.—RADIO & TELEVISION RETAILING.

EMC VTVM

Model 106, specially designed for field alignment of radio and television sets, is completely electronic on all functions and ranges and has five AC, DC and



ohms ranges. Featuring a 1½ volt range for both AC and DC volts, this instrument is priced at \$35.90. Electronic Measurements Corp., 280 Lafayette St., New York 12, N. Y.—RADIO & TELEVISION RETAILING.

Simpson CAPACITY BRIDGE

Model 381 capacity bridge is designed to simplify capacity measurements, and provides a compact, low-priced instru-



ment for direct reading of capacity on a meter. Dealer's net is \$28.50. Simpson Electric Co., 5200 W. Kinzie, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Insuline TIP JACK

The new high-voltage tip jack, designed expressly for stability in sensitive electronic test equipment, has nylon insulation, withstands 10,000 volts, and has negligible moisture absorption. Spring contact is made of one piece of phosphor bronze and takes all standard phone tips and test prods. The jack is furnished with a molded washer that affords positive protection against "shorts" to a metal panel. Catalog No. is 1899; dealer cost is 45 cents. Insuline Corp. of America, 36-02 35th Ave., Long Island City 1, N.Y.—RADIO & TELEVISION RETAILING.

EICO MULTIMETER

Model 536 1000 ohms-per-volt multimeter is the price leader of the new Eico 1952 line. It has 31 different 1000 ohms-per-volt ranges, with AC/DC voltage ranges from 0-1 up to 0-5000 volts.



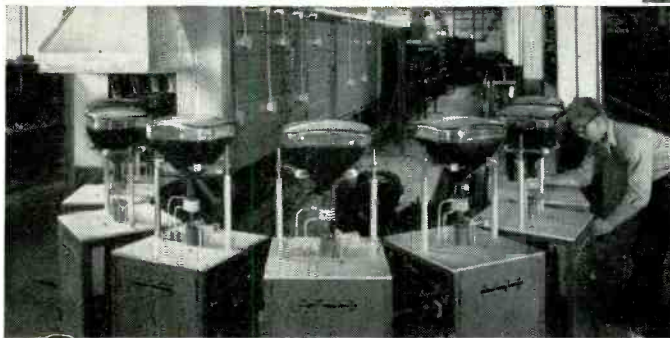
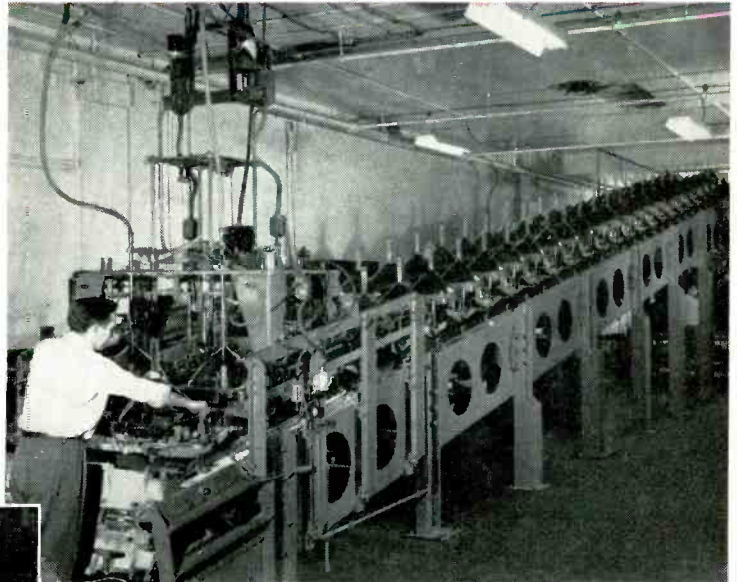
Model 536 specifications are: DC/AC volts: 0-1, 5, 10, 50, 500, 5000; DC/AC current: 0-1, 10 ma; 0.1, 1 amp.; Ohms: 0-500, 100 K, 1 meg.; 6 DB ranges: — 20 to + 69. Model 536-K, Kit, \$12.90. Model 536, wired, \$14.90. Electronic Instrument Co., Inc., 84 Withers St., Brooklyn 11, N. Y.—RADIO & TELEVISION RETAILING.

"Let Me Tell You How It Happened..."

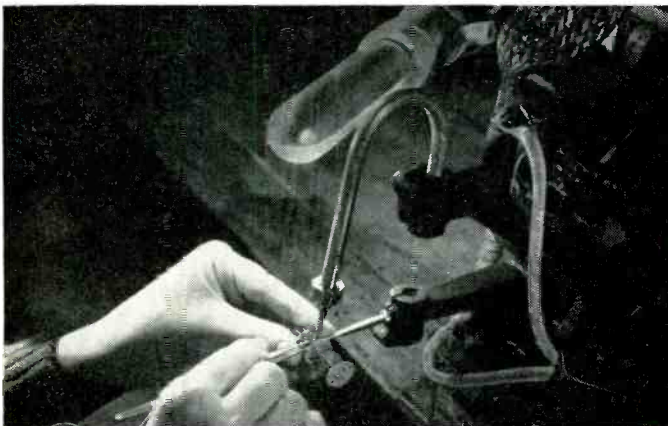


Carl Vineglass,
Al's Radio,
Lawrence, Mass.

"FOR YEARS I'VE BEEN BUYING TUBES... A LOT OF THEM CBS-HYTRON. But I didn't know too much about CBS-Hytron. Sure, I'd seen their ads. Read about their original rectangular tube. Their IX2A, 6BQ6GT, 12BH7, 12BY7, etc. Their handy service tools. (I just couldn't get along without my Soldering Aid.) Their Budget Plan. And so on.



"I like to know the fellows I buy from though. So last week I drove over to Salem. The CBS-Hytron gang, from President Bruce A. Coffin down, gave me a real welcome. Also the low-down on CBS-Hytron tubes, and what's behind them.



"First off, I discovered that CBS-Hytron is big... and getting bigger fast. I saw receiving tubes rolling out of their combined Salem and Newburyport plants at 300 a minute. With their new Danvers plant, it'll be 600 a minute! And their picture tubes run at 5000 a day! You may already know that CBS-Hytron is now a division of Columbia Broadcasting System, Inc.



"CBS-Hytron has a saying, 'Tubes are known by the company they keep.' In their shipping rooms, I saw tubes being rushed out to most of the top manufacturers and jobbers I ever heard of... and lots I don't even know.

"The reason for all the popularity wasn't hard to find. I never saw such painstaking manufacturing and testing in my life. From raw materials to finished tube. Every single tube gets the works.

"And it's making tubes complicated! That ingenious machinery does everything but talk. The flying fingers of the girls assembling the tubes, though, are what caught my eye. I just couldn't believe you could get that watch-like precision with that amazing speed. And talk about engineers! I saw electronic, mechanical, chemical, metallurgical, production, industrial engineers by the score.

"I've read that CBS-Hytron's picture-tube plant is the most modern in the world. I believe it. It's really something the way that push-button, automatic plant handles those big bottles. And that new Danvers receiving-tube plant is more of the same. Floor space covers approximately five acres. Main production floor is longer (500 feet) than the longest home run ever hit by Babe Ruth. That plant has everything. They tell me the whole idea was to produce at economical top speed the finest receiving tubes in the world. To my way of thinking, they succeeded.

"Believe me, I'm glad I made that trip to CBS-Hytron. They're a real on-their-toes outfit. Before I never was too fussy what standard brand of tube I bought. But now I want CBS-Hytron, and that's that! You would, too, if you'd seen what I have."

AN OPEN INVITATION...

to all service-dealers and their distributors. You are mighty welcome to drop in at CBS-Hytron any time. How about this summer?

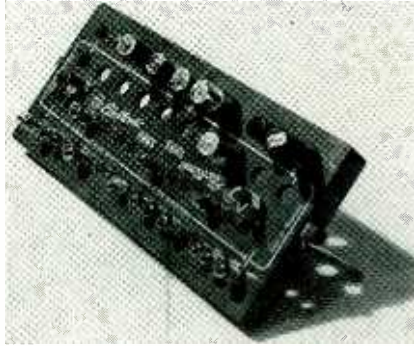


MAIN OFFICE: SALEM, MASSACHUSETTS

New Tools for Servicers

GE TUBE RACK

The new serviceman's aid, known as a "tubesaver," contains holders for as many as 52 tubes, including 22 seven-pin miniatures, ten nine-pin miniatures, and 20 octal base tubes. The tubesaver also includes pin straighteners for seven- and nine-pin miniatures. Three uses are suggested for the tubesaver. It



can be used on the service bench as a holder for the serviceman's test tubes, as a tube holder for use at the tube tester, and to maintain correct tube order when testing all tubes in a TV receiver. The tube rack is available to servicemen through GE tube distributors. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Sylvania SCREWDRIVER

The new tool for radio-TV servicemen is a magnetic screwdriver with three interchangeable bits for slotted and Phillips screws. The magnetized bit



holder may be used as a magnetized socket wrench for driving $\frac{1}{2}$ " hex head bolts or nuts. Three of the bits are carried in a compartment in the plastic handle when not in use. Sylvania Electric Products, Inc., Emporium, Penna.—RADIO & TELEVISION RETAILING.

Perma-Power TUBE BRITENER

Designed to add increased brilliance to any TV picture tube by increasing electron emission, the TV tube britener can be installed in either 5 or 6 pin base. Features include isolated filament; automatic on-off with switch of any TV set. Suggested list price is \$9.75. Unit has three boost positions on selector for correct degree of brilliance for picture tube. Said to extend life of low brilliance tubes using the duodecal base. Perma-Power Co., 4721 N. Damen Ave., Chicago 25, Ill.—RADIO & TELEVISION RETAILING.

C and G WIRE CUTTER

Called the "Jim-Handy Wire Cutter," this tool snips copper wire of 18 gauge or less. A trigger type lever operates the tip of the tool. A new feature is the wire stripper which is housed in the tool handle. It pushes into the handle,



out of the way when not in use. Because of its compact size, "Jim-Handy" fits into any repair kit. During soldering work, it is ideal for holding wires and strands.—The C & G Mfg. and Sales Co., Columbus, Ohio.—RADIO & TELEVISION RETAILING.

Grayburne TUBE CARRIER

A new type Tube and Tool Carrier offers 2 units in one, a top section for tools and pocket type instruments and the lower section for tubes and small components. The unit is all wood and masonite material with construction features such as slide supports glued



and nailed into grooved side pieces. All bottoms are of thick strong masonite. A large mirror is set into a removable cover which may be placed at any convenient position so that the pic tube may be focused from the rear of chassis. Grayburne Corp., 103 Lafayette St., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Batson HIGH VOLT TESTER

Model 220 Hi-Volt Tester is used for a fast spot check, indicating the presence of high voltage in resistors, condensers, horizontal output tubes, horizontal output transformers, etc. Pocket-sized, it is self-contained, and eliminates shock and blown fuses, and



is useful in locating corona leaks. Net price to dealers and servicemen is \$1.95. J. A. Batson Electronics Corp., 1031 S. 27th St., Omaha, Neb.—RADIO & TELEVISION RETAILING.

Columbia TV SERVICE LIGHT

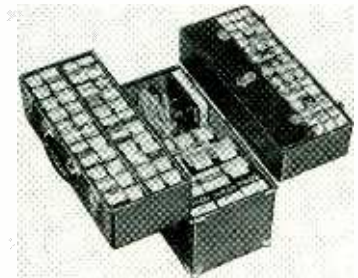
This handy television service light features a 7-watt 100 V bulb, non-breakable reflector for handy illumination, 6 foot cord with plug and a rubber suction cup which holds firmly to any flat surface. The TV Service Light



is ideal for servicing, takes very little room inside the TV cabinet, throws light where needed and leaves both hands free to work. Each service light comes individually boxed in a lightweight durable container, easy to carry on service calls. For details, write to Columbia Wire & Supply Co., 2850 W. Irving Park Rd., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

Vis-U-All TUBE AND TOOL CASE

This new case accommodates 45 miniature, 44GT and 18 large, or a total of 107 tubes, which covers all tubes used in postwar television receivers. It holds the tubes snugly and protects them against breakage, in addition to making it easy to find and get the tubes needed for each home service job. The new Vis-U-All Tube and Tool Case is made



of strong plywood with durable leatherette covering, sturdy clasp fasteners and convenient luggage-type handle. A $15\frac{1}{2}$ by 3 by $2\frac{1}{2}$ inch compartment, with snap-lock door, accommodates all tools ordinarily needed for home service work. Net price to servicemen is \$14.95.—Television Engineers, Inc., 1539 W. Harrison St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Allied MECHANICS CASE

The Mechanics Case provides space for the radio-TV repairman to carry his complete set of tools, plus special metal trays that slip out of the bottom and have compartments for carrying parts. Available in 2 styles, with and without full-length outside pocket. Either style available with 2 or 3 metal trays that slip into the bottom of the case. Style T-10 without pocket and with 2 trays is priced at \$22.00. Allied Brief Case Co., 186 Fifth Ave., New York, N.Y.—RADIO & TELEVISION RETAILING.

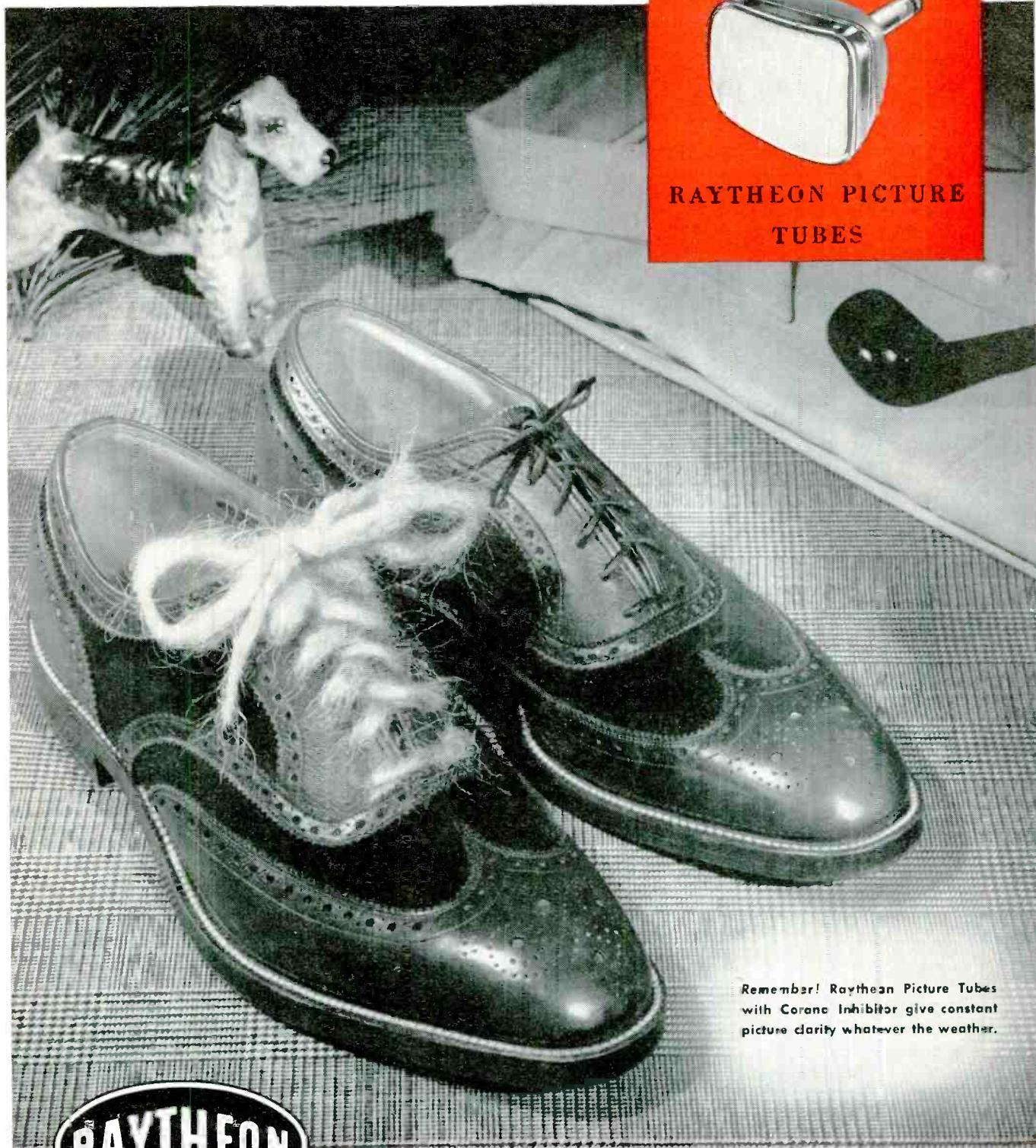
Makeshift replacements...reduce picture quality

Replacements with Raytheon Television Tubes assure picture quality

Right for Sight



RAYTHEON PICTURE TUBES



Remember! Raytheon Picture Tubes with Corane Inhibitor give constant picture clarity whatever the weather.



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

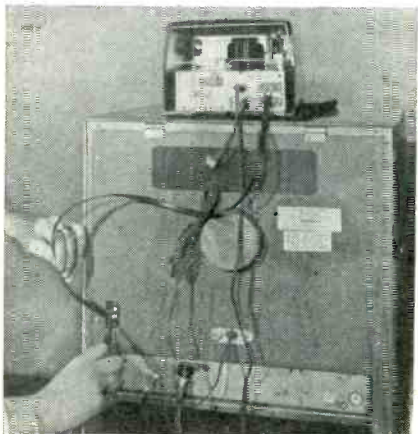
RECEIVING AND PICTURE TUBES • REMIABLE SUBMINITURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • RADIAC TUBES • MICROWAVE TUBES

Spico "Super-Phantom" at Macy's



One of the displays attracting enormous crowds at the Macy TV and Music Festival was the demonstration of the Spico "Super-Phantom" indoor TV antenna, model TV-503. Shown in the photograph (left to right): I. Kamins, Macy's radio and TV assistant buyer; Milton Spirt, president of Spirling Products Co., New York City; the manufacturer, and Eve Edwards, demonstrator. The Spico "Super-Phantom" antenna promotion, said Mr. Kamins, was one of the most successful Macy's has ever run.

Crosley UHF-TV Ultratuner



After more than four years of research, the Crosley Div. of the Avco Mfg. Corp. announces the Ultratuner, shown above on top of the Crosley TV cabinet. It will receive all UHF stations on any Crosley TV set ever built. Has a built-in UHF antenna and features an installation so simple that only a screw driver is required to hook up the inner-connection wire (flat wire) to the set's antenna terminals. Price is \$39.95.

New Majestic 21" Console

A new 21" console TV receiver has been announced by Majestic Radio & Television, Division of The Wilcox-Gay Corporation, Brooklyn, N. Y. The model 21C86 featuring a 21" cylindrical face tube retails at \$319.95. The tube and front mask are tilted downward at several degrees from the vertical, eliminating reflected glare. The front mask is removable, permitting cleaning of the tube face and inside of the mask. The cabinet is hand-rubbed mahogany veneer.

New RCA Victor Battery

A new radio "B" battery and especially designed "A" battery, which will enable personal type portable radios to be designed to play up to 10 times longer without change of batteries, have been announced by the tube department, RCA Victor Div., Radio Corp. of America. The "B" battery, the RCA VS216, is a 67½-volt battery of the alkaline dry-cell type. It is the first radio battery to employ alkaline cells, formerly restricted to wet-type, non-portable batteries. The VS216 is 22% smaller than present comparable batteries. The "A" battery, the RCA VS236, is a redesigned version of the sealed-in-steel type RCA VS036. Less than twice the length of the VS036, the VS236 gives four times the playing hours.

Sarlin in Du Mont Post

Irving Sarlin has been named manager of the New Jersey Factory Distributor, Allen B. Du Mont Laboratories, Inc., it was announced by Irving G. Rosenberg, director of operations.

Jet 99 Teaser Ads Make Sales for Wichita Dealers

Readers of the Wichita, Kansas, "Wichita Eagle," were surprised and interested to find scattered throughout their morning paper ten blind ads, 2 columns by 2 inches high, with this suggestion in big white letters: "See page 48 in this week's *Life* if you want to clean up." This challenging statement was run by promotionally minded Sam Boothe, advertising manager, of Seibert & Willis Distributing Co., 149 N. Rock Island, Wichita, the distributor for Landers, Frary & Clark, makers of the Universal Jet 99. These teaser ads were Seibert & Willis' way of assisting their dealers to introduce the Jet 99. And it worked. The teaser ads made customers

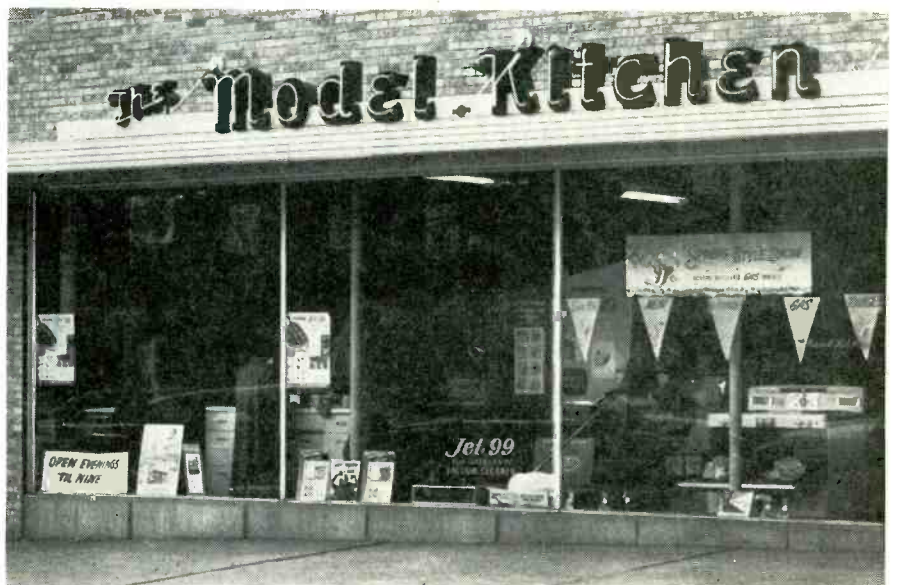
2 Million G-E Clock Radios!



General Electric at Utica, N. Y. celebrates the production of its two millionth clock-radio and compares it with number one of this specialty item, first made at the G. E. Bridgeport, Conn., plant.

and opened sales leads. Many people read the ad in *Life*, and when a dealer identifying advertisement, with Jet 99 copy, was run the day after the ten teaser ads, the telephones were busy throughout the day. Four dealers participated in the introductory *Life*-Jet 99 program and \$1100 in vacuum cleaner sales resulted in the Wichita area in one day alone.

At the Model Kitchen Co.'s Wichita East Side store, 45 to 50 calls were received, resulting in ten Jet 99 sales plus many leads. This company has a store at 3238 E. Douglas St. and one at 1551 S. Emporia St. With ten trained salesmen, the company was busy day and night giving home demonstrations, and store traffic was very heavy.



The Model Kitchen Co., Wichita, Kan., uses a full window display of the Jet 99 to tie national advertising in *Life*, 10 local teaser ads and a big dealer identification ad into one big promotion.

It's Tung-Sol for radio and tv



Quality -that keeps pace with the growth of the electronic industry
-that meets fully the performance requirements of all
radio and tv set manufacturers
-that safeguards dealer service work

TUNG-SOL
RADIO, TV TUBES, DIAL LAMPS

TUNG-SOL ELECTRIC INC., Newark 4, N. J. • Sales Offices: Atlanta • Chicago • Culver City • Dallas • Denver • Detroit • Newark
Tung-Sol makes All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.

New Model—

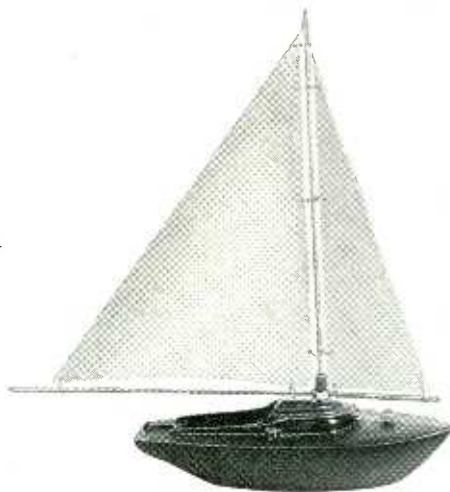
A sure seller—

"TENNA-BOAT"^{Pat. App. for}

Indoor ANTENNA

Model TB 400

List Price **\$12.95**



- BEAUTIFUL CERAMIC—available in dark green, crimson and harvest moon. Sails of plastic in pastel shades to match.
- TUNING CONDENSER assures perfect impedance match.
- EXCELLENT PERFORMANCE
- EASE OF OPERATION—move boom of boat to orient for peak reception.

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

UHF Converters

(Continued from page 67)

receivers with turret-type tuners.

A strip circuit is shown in fig. 2. It is similar in design to the UHF converter or tuner, except that it omits two stages of IF amplification. The possibility of interference due to the beating of the UHF and VHF oscillator output signals is enhanced by such a design. Radiation of the UHF oscillator is sometimes a problem, due to the absence of sufficient preselection and inadequate shielding of the strips. The signal-noise ratio for incoming UHF signals may be much poorer (than in UHF converters or tuners). UHF oscillator frequency drift has been observed to be greater, due to lack of suitable drift-compensating units (omitted because of lack of space).

There are two strip sections in each UHF strip. One section is made up of the antenna input circuit, a crystal mixer with its tuned circuit, and a 1st IF grid coil. The other strip section contains coils for the 1st IF plate, converter grid and oscillator. (The stages referred to are the VHF receiver's RF amplifier, converter and oscillator, respectively.) An oscillator harmonic generator crystal and its accompanying bias network is also present.

The oscillator crystal generates a fundamental frequency, a harmonic of which is used as the oscillator signal. The UHF signal is fed into the balanced antenna input coil and transformer-coupled into the mixer tuned circuit, where it is mixed with the oscillator signal, causing an IF signal to be produced. This 1st IF signal falls into the section of the spectrum that lies between the low and high VHF bands.

The 1st IF is coupled to the VHF receiver's RF amplifier, and then processed like a conventional VHF signal.

UHF strip circuits have been considerably improved of late, but the circuits employed are, at the time of writing, not available. One strip manufacturer dispenses with a dual conversion system, and converts the UHF signal directly into a 40 MC video IF signal. By switching in suitable tuned circuits, he is enabled to use the VHF oscillator and mixer to amplify the UHF signals.—S.H.

Changes at Tricraft

Joseph Marks, general manager for Tricraft Products Co., manufacturers of television antennas and accessories, has announced that he will personally handle all sales of the firm's new indoor "Boat Antenna." He also announced that Lou Potashnik is no longer associated with the company.

Promoted by Stromberg-Carlson

Martin T. Zegel has assumed responsibilities of district manager covering New England and New York City for Stromberg-Carlson, Rochester, N. Y.

A Full Size
LIGHTNING ARRESTER
at the Price of a Midget



LIGHTNING ARRESTER

MODEL TA5 Real protection against lightning and static charges—the RADIART Lightning Arrester has all the features! Fits anywhere... inside or out... handles standard or jumbo leads... no wire stripping necessary... does not unbalance the line... low internal capacity... no loss of signal... internal resistance "leaks off" static discharges! UNDERWRITERS LABORATORIES APPROVED.

THE **RADIART** CORPORATION
CLEVELAND 13, OHIO

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

Audio Response

(Continued from page 69)

addition, there was some hum.

The oscilloscope has a very critical eye for such details, on the other hand. When reading amplitude of the trace, it should be remembered, of course, that the trace is a peak-to-peak indication which is 2.83 times RMS readings obtained on the VTVM. It should also be borne in mind that the average VTVM does not respond accurately to non-sinusoidal waveforms, whereas the scope gives a complete picture (depending of course, on its own accuracy) of whatever is put into it. The scope will thus detect distortion in the output of the signal generator as well as distortion introduced by the amplifier under test.

The scope can also be used for square-wave testing, of course, which is a terrific shortcut in audio amplifier checking, since it covers amplitude, frequency and phase all at one time over a fairly wide range. This subject was completely covered in a previous article, "Using An Oscilloscope to Service Audio Equipment," in the January 1951 issue of RADIO & TELEVISION RETAILING.

Outside Selling

(Continued from page 29)

get good men, train them properly, and pay them on compensation bases which are profitable to dealer and salesman alike.

Let's make an effort to go after the new business in our communities. Such business lies in the just-built home in the development, and it lies in the older home, affected, as pointed out previously, by the trend toward modern living.

Don't let merchants in other fields take all of the initiative. Let's get back to the techniques we used in the hard-selling days when things were much worse than they are today.

Accompanying panels offer some suggestions as to how the dealer can do business today with activities in the outside field.

South River Metal Reps

Max-Cohn, president of South River Metal Products Co., Inc., South River, N. J., has announced the appointment of two new sales representatives to handle South River line of television antenna mountings and accessories. The Anderson Sales Co. of Boston, Mass., will have exclusive coverage for the South River line in New England. Gordon C. LeRoy is now exclusive South River representative for all of New York state north and west of Westchester and Sullivan Counties.

G-C
not one line
but **5!**

1 RADIO-TV CHEMICALS



More than 85 different products, like this Television Tube Kote, comprise the G-C chemical line. And they're available in convenient sized bottles and tubes as well as handy sampler kits.

2 ALIGNMENT TOOLS AND EQUIPMENT



Everything needed for the service bench or on the job, available in kits or separately. The Speedex Automatic Wire Stripper, shown here, is a time and labor saver on stranded and solid wires.

3 ACCESSORIES AND SERVICE AIDS



Dial drives, cables, belts, knobs, reels, recording wire and tape connectors, tube sockets, switches, terminal strips—literally hundreds and hundreds of necessary items are included in this G-C line . . . and available in displays and kits.

4 RADIO HARDWARE



G-C's big line of nuts, bolts, set screws, and all the rest of these much-in-demand items are conveniently packaged in jars, envelopes, boxes, displays and racks. Easy to stock, easy to service!

5 TV ANTENNAS AND HARDWARE



There are no finer antennas on the market than the G-C Master-Line. Back this up with a complete line of stand-offs, chimney and wall mounts, tools, and all the other components . . . all made by G-C . . . for greater profit and customer satisfaction.

Write Today! for G-C's big new 80-page catalog which gives you complete details on all G-C products. It's Free!



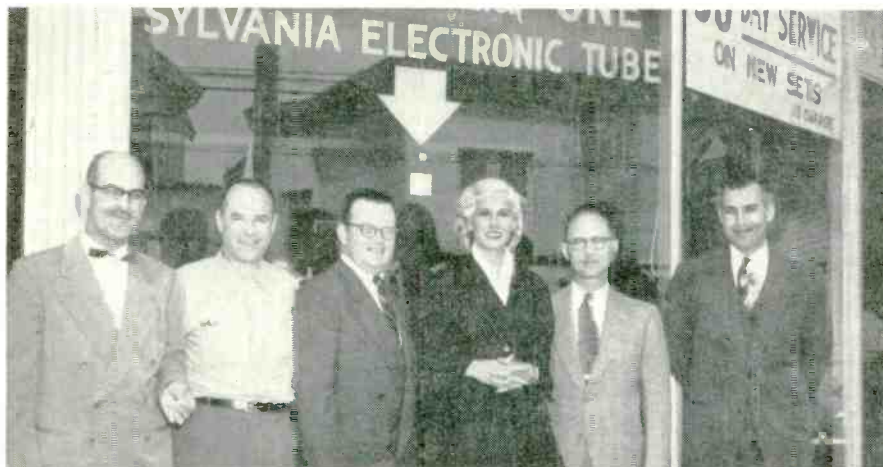
GENERAL CEMENT MANUFACTURING CO.

902 Taylor Avenue, Rockford, Illinois



Successful Tube Promotion

Dayton Radio Dealer Sells Lucky Tube



Srepro, Dayton distributor received the lucky 1,000,000,001 tube, sold it to Rankin Radio, I to r, Buck Arnold, Srepro; Marshall Rankin; Bruce McEvoy of Sylvania; Roxanne; Lyndon Francis and John Hain of Srepro in front of the Rankin Radio store.

Presented Tube to President

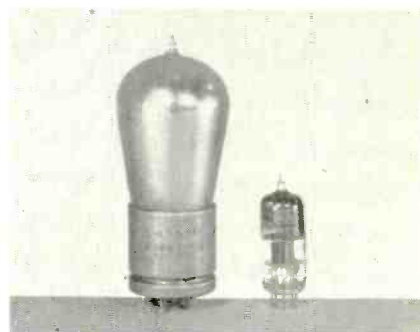


Don G. Mitchell, president Sylvania Electric Products, Inc., presented the billionth tube to President Truman at the White House.

TV Star Launches Promotion



The First & The Billionth



Twenty-eight years after the 201A above was made in the Sylvania plant at Emporium, Pa., the firm noted their billionth receiving tube, a 6J6. The event touched off a successful national promotion, as shown in these photos.

Program Aids Servicemen



Sylvania's "Beat the Clock" TV show revealed complicated innards of TV set, advised owners not to try home repairing.



TV program periodicals throughout the nation participated in the promotion by carrying news of Sylvania jingle contest.



At billionth tube ceremony, l to r: Harold Rainier, mgr. renewal sales, George Sommers, gen. sales mgr. of the radio tube div., George Rishell, who developed the first tube, Matt Burns, mgr. radio tube div. and H. Ward Zimmer, executive vice pres., Sylvania Electric Products.

Roxanne, of Sylvania's "Beat the Clock," packs the tube which was sent out with a normal shipment and wound up in Dayton, Ohio.

Dollars for Dealers

(Continued from page 31)

lineup of television and radio stations ever assembled by a single network to carry the more than 60 hours of convention coverage. In addition, Philco will sponsor pre-convention broadcasts prior to the actual conventions, and will also sponsor the NBC coverage of the November election.

NBC has assigned its combined television and radio staffs of more than 100 nationally known news reporters, commentators, analysts and writers to the two conventions. They will be supplemented by 200 technical staff members, thus assuring the listening and viewing audience the most comprehensive coverage possible. Philco also has a big kit of dealer-aid material available, which includes all sorts of banners, streamers, counter cards, and other point-of-sale material, plus a 200-page book, explaining the workings of the Conventions, for dealers to give their customers. The firm has also made a big drive to boost business for service departments in a "tune-up" campaign. Kits, plugging service are available to dealers.

Hallicrafters has a full-color sixteen page "Convention Program and Political Atlas" for dealers to give customers. The program contains everything needed to keep a running record of voting for both Republican and Democratic candidates at the Conventions. Details of Hallicrafters' national contest—an all-expense trip for two to the presidential inauguration and a \$5,000 jackpot of other prizes to the winner, also appear in the Program. Dealers can win prizes to the inauguration as well as consumers.

Sparton Presents TV Facts

The Sparton Radio-Television division of the Sparks-Withington Co., Jackson, Mich., is outlining for dealers the basic factors that determine profit or loss in television. The presentation shows how quality of parts and set engineering spell the difference between profit-eating service charges and sets that stay sold. The Sparton franchise and effective merchandising are then discussed.

Austin at Egert & Fields

Joseph Austin, formerly assistant purchasing agent at Regal Radio & Television Co., Inc., has joined the staff of the Egert & Fields Co., New York representatives.

Alprodco

ALUMINUM TOWERS

TV • FM • AM

BROADCASTING
AND
RECEIVING

The Height of
Perfection

ALPRODCO AIRCRAFT
ALUMINUM TOWERS

Lower Cost per Installation
Easy to Install
Light Weight
Strong
Long Lasting
Attractive

Alprodco Towers are sold
through local parts distributors.

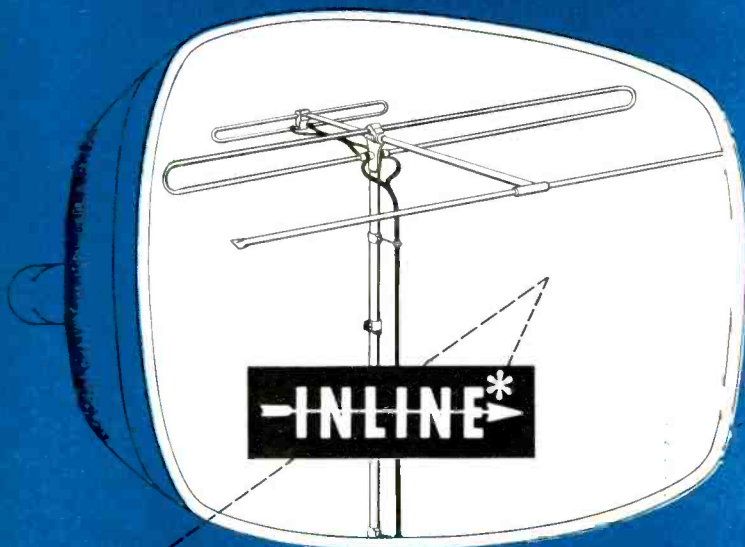
Write for literature and
full details.

ADDRESS DEPT. A

Alprodco, Inc.

KEMPTON, INDIANA
MINERAL WELLS, TEXAS
DUBLIN, GEORGIA

Picture Proven!



*U. S. PATENT NO. 23,273

RECOGNIZED PERFORMANCE

Even after four years in the highly competitive television market, in which many antennas have come and gone, the Amphenol Inline Antenna is still recognized as the best all-channel TV antenna. Proven by every mechanical and electrical test, the Inline Antenna is established as the *quality* TV antenna on the market today!

Point by point, even when compared with competitive manufacturers' own test data, the Amphenol Inline is indisputably the superior TV antenna.

see this Book...

for a complete presentation of the various types of antennas, their test reports and performance charts. Your Authorized Amphenol Distributor has a free copy of this book for you, get yours today!



AMPHENOL

AMERICAN PHENOLIC CORPORATION
1830 SOUTH 54th AVENUE • CHICAGO 50, ILLINOIS

Do you carry GE or ZENITH?

Carry them with safety, ease and greater economy. USE WEBB WRAPABOUTS.

Readily ADJUSTABLE TO accommodate ALL LEADING BRANDS

Rugged, quilted canvas cushions jolts and jars and safeguards fine finishes from weather damage. Soft flannel lining prevents cabinet scars and scratches. Wrapabouts slip on quickly and can be used repeatedly to pay for themselves over and over again.



Write now for full information and low prices

WEBB MANUFACTURING CO.
2920 N. 4th Street, Philadelphia 33, Pa.

For All Tape Recorders MAGNERASER*



ERASES FULL REELS OF TAPE WITHIN SECONDS—WITHOUT REWINDING

The ideal tape demagnetizer — *guaranteed* to erase sound recording tape *quieter* than brand new, unused tape! No matter what model tape recorder, or the brand of tape, or the size of the reel, and whether it's metal or plastic—no matter how severely overmodulated the tape may be, the Magneraser* is equally effective. Every purchaser of a tape recorder is a prospect for the Magneraser*. Every owner of a tape recorder who has erasure troubles, or simply wants quiet, easy and complete tape erasure, will welcome this efficient tape eraser.



Write for literature and attractive jobber discounts.

Samples gladly sent on memo to rated companies.

The Magneraser* offers the dealer many sales features. It's small, light and portable, and can be carried and operated wherever there's a source of AC power. It offers *positive* insurance against failure of the erase head or erase tube. Also useful for erasing sound-on-film and demagnetizing record and erase heads.

\$24.00 list

*Trade Mark Reg.

AMPLIFIER CORP. of AMERICA
398 Broadway • New York 13, N. Y.

Kamen Promoted at Brach



Ira Kamen has been appointed vice-president of the Brach Manufacturing Co., Newark, N.J.

New Masco Tape Recorders

A series of six new tape recorders with fast forward speed and new duomotor drive has been announced by Masco Electronic Sales Corporation of Long Island City, N. Y. Of the 6 models the 52R, 52LR, and 52CR have built-in AM tuner. 52 and 52R have carrying case; 52C and 52CR have self-contained metal cover; 52L and 52LR have no cover.

Kaplan Promoted by Zenith

Sam Kaplan, vice-president of Zenith Radio Corp., Chicago, has been elected treasurer of the firm, it was announced by Commander E. F. McDonald, Jr., Zenith president.

Industry News

Siragusa Hails Lifting of Reg. W

Suspension of installment buying controls brought the following comment by Ross D. Siragusa, president and chairman of Admiral Corporation:

"The lifting of Regulation W should act as a powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a log-jam of television receivers, refrigerators and other electrical products from piling up in retail outlets throughout the country."

Du Mont Service Seminars

The Teleset service control department of Allen B. Du Mont Laboratories, Inc., has scheduled service seminars in cooperation with its receiver sales distributors. One of the features is the dynamic demonstrator, a schematic layout with actual parts imposed upon the diagram, which greatly simplifies trouble-shooting and component familiarity.

Emerson Price Protection

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., New York City, has announced a new price protection policy that guards Emerson dealers against depreciation in value of their Emerson radio and television inventory until October 1, 1952.

Leykum V-P at Majestic



Robert J. Leykum has been appointed vice-president in charge of manufacturing by Majestic Radio & Television, a division of the Wilcox-Gay Corp., Brooklyn, New York, it was announced by Leonard Ashbach, president. He formerly served as plant superintendent in the company's Brooklyn TV and radio receiver plant.

Andrea Sees "W's" End as Boon To Receiver Sales

Commenting on the dropping of Regulation W, Frank A. D. Andrea, president of Andrea Radio Corp., states that there is no question that the change will stimulate sales considerably in the radio, TV and allied fields, particularly at this time, when there is a good percentage of middle and low income bracket families who will buy at today's low prices, if payment facilities are increased to meet their present budget.

RTMA Service Committee Meets to Plan Consumer Booklet, Jointly Prepared With Better Business Bureaus



Meeting to plan the joint RTMA-BBB release of the consumer booklet, "Things You Should Know About the Purchase and Servicing of Television Sets," RTMA Service Committee members are (standing, left to right): Albert Coumont, RTMA service mgr.; A. W. Kramer, R. H. Schneberger, G. F. Hoppmann, Crosley Div., Avco; Harold J. Schulman, Allen B. DuMont Lab. Inc.; Fred Abrams, Emerson Radio & Phonograph Corp.; John M. Woodland, Motorola, Inc.; John F. Rider, publisher; F. B. Ostman, Capehart-Farnsworth Corp. Seated: C. R. Creato, RCA Service Co., Inc.; F. L. Granger, Stromberg-Carlson Co.; E. W. Merriam, Sylvania El. Products Inc.; Joseph S. Durant, GE Supply Corp.; David Davis, General Electric Co.; R. W. Felber, Stewart-Warner Electric Div.; Ray J. Yeranko, Magnavox Co.; C. E. Hoshour, Belmont Radio Corp.; Guest: A. H. Kuttruff, Westinghouse Electric Corp.; N. J. Cooper, The Hallicrafters Co.; Frank E. Smolek, Zenith Radio Corp.

Healthy Business

(Continued from page 39)

many outstanding accounts. He had no efficient method of following up or collecting bills, and he was always afraid that he might lose a customer by pressing for payment. Instead, he lost his business. A good accounting system could have warned him of serious danger—as well as point out that a customer whose

account is well overdue is often already a lost customer.

Giving too much credit means risking dollar shortages. Taking too much may be equally harmful. Dealer Bill Fox had a chance to pick up a good buy in some merchandise, but it would cost quite a bit. He decided to talk it over with his CPA. It was fortunate he did. For it kept him from badly over-extending himself.

The CPA worked out a careful financial forecast first. It showed that if Fox snapped up his bargain he wouldn't get his money back for

several months. The purchase would strap him for payments he needed for regular purchases and expenses. So Fox passed up the deal.

From then on, Fox used the accounting approach to help with financial planning. He decided it would be especially helpful in showing him how much he should keep at hand in order to be able to take advantage of the next bargain that might come along.

Watch Government Regulations

"It's getting so I can't raise my awning without violating something or other," a dealer complained at a chamber of commerce luncheon. He was thinking of the last holiday rush, when he kept his store open late and asked his salespeople to work overtime. They all agreed to put in a 56-hour week in return for two days off, later on. In examining the dealer's records the following week, the CPA wanted to know why the dealer didn't pay overtime.

"I know it seemed like a fair set-up to you and your employes," he told the dealer, "but the government probably will take a dim view. In the location you're in you sell and ship outside the state. So you're subject to federal wage-hour regulations. You could be made to pay double what you owe in overtime. Let's check with your lawyer on this." The store-owner's lawyer agreed that paying the overtime would be cheap, compared with the possible penalty.

The list of pitfalls which the average dealer must avoid is endless, but the moral is clear:

Professional accounting guidance can prevent mistakes which will prove needlessly costly.

Andrea Honored

Frank A. D. Andrea, president of the Andrea Radio Corp., Long Island City, N. Y., has been added to the "Newspaperboys' Hail of Fame", a book being published by House-Warven, Hollywood, Cal. The book will salute successful men in every walk of life who were once newspaper boys, and royalties go to a nationwide Newspaperboys' Scholarship Award. Andrea helped support his widowed mother by selling newspapers on the lower East Side of New York.

Du Mont Price Protection

Walter L. Stickel, national sales manager, Allen B. Du Mont Laboratories, Inc. has announced Du Mont's price guaranty protecting distributors until July 13, 1952 against any reductions by Du Mont below the published price schedule effective April 21, 1952. Stickel also announced that Du Mont suggested list prices would now include Federal excise tax.

But - NOT 8
10 ELEMENTS!

IN THIS
**SUPER DIRECTOR
YAGI by Clear Beam**



FEATURING THE NEW
"FLIP-OPEN" ASSEMBLY

- NO NUTS!
- NO BOLTS!
- NO TIGHTENING!

Simply "FLIP-OPEN" — and Install!

Maximum Directivity!

Clear Beam's Super Director with 10 elements offers the maximum in peak signal gain and highest front-to-back ratio ever developed in an antenna.

Clear Beam

TV ANTENNAS AND ACCESSORIES

The largest and most complete antenna line manufactured under one roof

100 PROSPECT AVENUE • • • BURBANK, CALIFORNIA
ROCKWELL 9-2141 CHARLESTON 0-4886

ENGINEERED ANTENNAS FOR ANY PROBLEM - ANYWHERE

TV the Target

(Continued from page 25)

make unscrupulous claims, but there are many who will print them.

When it comes to the editorial columns of the papers and magazines, it's up to the publishers alone to see that "yellow journalism" techniques are not used to get circulation, with a complete disregard for truth and the many people who are making a living in TV and who may be hurt.

We don't recall ever having read a diatribe against certain gyp auto servicers, many of whom insist on a ten or fifteen dollar "tune-up" before they'll tackle a problem like stalling, bucking, poor gas mileage, etc., and who (if you'll let them) will replace the whole car, part by part, until they find the one which was causing the trouble. Nor has anybody attacked the sharpshooting watch repairmen who hit you for a six to twelve dollar "cleaning" job before they'll make a minor adjustment on a watch.

Why? Apparently because the columnists and the editors think that watches and autos are complicated gadgets which rightly cost a lot to fix. We'd like to turn a watchmaker or an auto mechanic loose on a TV set! Probably the most complex thing that was ever placed in a home, and the serviceman is supposed to fix anything for a dollar or two!

The trouble is that a lot of them claim they will fix sets for a buck . . . which really should be point 5. Dealers in the big cities are all concerned about the dollar, two-dollar and three-dollar servicemen. An examination of this situation reveals that there are a lot of small ads in the newspapers, with no firm name—no name at all in some cases—just a phone number; and some ads with "plus parts" in the small print.

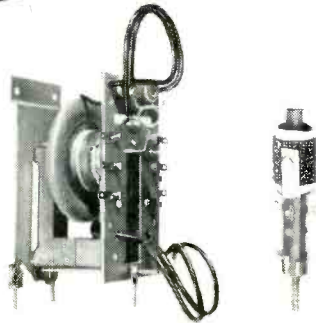
Many dealers say that some of these are their regular servicemen, working from home at night, and taking many of the dealer's customers away after hours. If this is so, it suggests that either the dealer isn't paying his men enough, or he isn't exercising close enough supervision over them, or both.

Why people should be deluded into thinking that they actually can get competent service for a dollar or two (regardless of the trouble, too!) is beyond us. But it seems it should be the job of the dealer and the distributor and everyone they can get to help them to educate the customer

(Continued on page 89)

MERIT

tv full-line* components
give universal coverage



NEW IMPROVED HVO-7 FOR GREATER COVERAGE
Tapped AFC Winding. Covers Admiral Chassis 21-24 Series.

MWC-1 UNIVERSAL WIDTH COIL
(3-27 MH) A Tapped Secondary For AGC or AFC.



"COSINE" YOKES
Complete with leads & network.



KIT NO. 1000
MATCHED SET FOR SPEEDY PROFITABLE SERVICE!

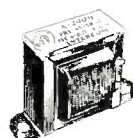


IF-RF COILS
Only complete line of TV replacements.

MATCHED FOR DIRECT DRIVE
MDF-30 HVO-8



A-3080 Vert. Mtg.
A-3081 Horiz. Mtg.
Autoformer



MERIT . . . HQ for PRACTICAL TV Service Aids

MERIT'S 1952 Catalog No. 5211 with new MERIT IF-RF Coils.

Other MERIT service aids: TV Repl Guide No. 404, 3500 models & chassis.

Cross Ref Data, IF-RF Coils, Form No. 14.

See your Jobber or write: Merit Coil and Transformer Corp., 4425 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 Sams Photofacts.



*Merit is meeting the TV improvement, replacement and conversion demand with a line as complete as our advance information warrants!

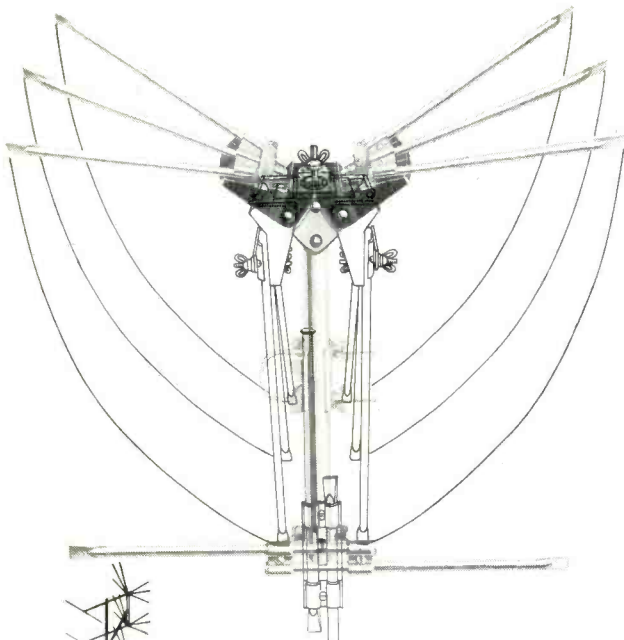


Imitation may be the sincerest form of flattery!

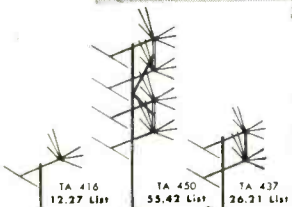
But there's a definite limitation on any imitation. Let's take your Brach antenna. It's so good — it's the most copied antenna on the market today.

But . . . here's what Brach features that no other antenna can match!

- 48" forward elements and 56" reflector which assures superperformance on the lower and upper channels.
- Improved non-hygroscopic high impact insulator.
- New streamlined 3S hard aluminum elements.



Brach antennas are sold to exclusive jobbers only. Write for the Brach exclusive jobber plan in your area. Assure your sales effort with a guaranteed exclusive jobber plan.



Brach

MANUFACTURING CORP.

200 CENTRAL AVENUE · NEWARK 4, NEW JERSEY

(Division General Bronze Corp.)

Trav-Electric

MIGHTY MIDGET CONVERTER

2½" x 2½" x 3½" 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.

TWO BIG SPRINGBOARDS

for the fall and winter selling season in phonographs, records, TV, radio, recorders, musical instruments and accessories.

1952 MUSIC INDUSTRY TRADE SHOW

Hotel New Yorker, New York, July 28-31

and the July Music Show Issue of RADIO & TELEVISION RETAILING

Nationwide mailing to subscribers 4 weeks in advance; special distribution at the show.

49%

of your 1952 volume will be done in the last four months of the year. Remember—If you have a worthwhile product for the music merchandise field, there are thousands of dealers who can TAKE IT ON and other thousands who can PUSH IT HARDER if you tell them about it in the July Music Show Issue. Closing date, June 10. Extensions arranged on firm orders if sent immediately to CALDWELL-CLEMENTS, INC., 480 Lexington Ave., New York 17, N.Y.

TV the Target

(Continued from page 87)

about the wonders and the complexities of a TV set, as well as what it requires to render really good service. By "anyone they can get to help," we mean such as the press and the BBB's.

Has it ever occurred to any dealer or service company to invite a columnist into his shop to see the equipment he needs and has invested in? . . . to take a peek at the volumes of diagrams he has, and the production changes and manufacturer's service notes he must note and file . . . to watch a serviceman repair a set and see just how perplexing it is to the uninitiated.

Such a "tour" is but one of the public relations jobs which a dealer might do to get favorable publicity. Or he might compile facts, which he could suggest as a story to an editor, to show the relatively small number of service calls he is called on to perform in a year as opposed to the potential represented by all the sets sold. Publishers are as interested in good news as they are in bad (though you might not think so) and will be receptive to individuals and associations who have news to offer. Bad publicity, like bad business, won't just go away if we pay no attention to it. Let's start now to do something *positive* to overcome the problems of TV.

Emerson Has New Portable

Shipments of a new Emerson 'Personal' portable radio have been announced by Stanley M. Abrams, director of sales of Emerson Radio & Phonograph Corporation. The new portable model 704 is powered with Emerson batteries which are said to provide 10 times longer playing time than batteries heretofore used. It carries a list price of \$26.95, less batteries.

New Bendix Distributor

The R. L. Whitner Company, 723 North 19th St., Allentown, Pa., has been appointed distributor for Bendix TV and radio, it was announced by R. W. Fordyce, general sales manager.

Free Admiral UHF Offer

Admiral Corp., through Richard A. Graver, vice-president, electronics, has announced that it will give free to any of its present owners of TV sets with turret tuners and to any purchasers of sets in 1952, a tuning strip that will bring in telecasts of the newly authorized UHF stations. No outside converter is required; servicemen remove one of the unused VHF tuning strips in the turret tuner and insert a UHF strip.

Permo-Fidelitone Brush

A tiny record brush, priced nationally at 50 cents, is getting enthusiastic reception, according to Gail Carter, vice-president in charge of sales, the Permo-Fidelitone Co., Chicago. The Permo brush solves an old problem of eliminating dirt and dust on the record by an automatic pre-cleaning of the record, as it is played. After Permo engineers made the brush from the hair of the ears of Chinese mountain goats, the big difficulty was attaching it permanently and easily to any tone arm. Mystik Adhesive Products, Chicago, makers of Mystik Brand Self-Stik Tapes, designed special Mystik tape for the brush.

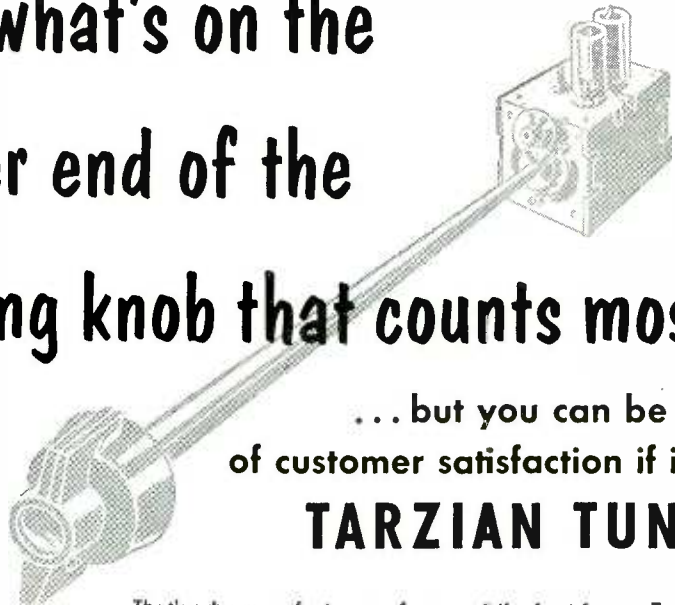
Year Guarantee by Thomas

Thomas Electronics, Inc., Passaic, N.J., now guarantees the firm's Thomas Phototron TV picture tubes for a year from date of tube installation, instead of the previous guarantee of six months, it was announced by Robert E. Burrows, general sales manager.

Video Products Expands

Video Products Corp. has acquired two additional buildings in Red Bank, N. J., it was announced by Richard A. Marsen, president. The firm's facilities with its affiliate company, Sheraton Television Corp., now number eight buildings.

It's what's on the other end of the tuning knob that counts most!



... but you can be sure of customer satisfaction if it's a **TARZIAN TUNER**

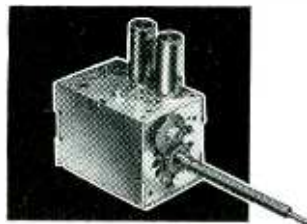
That's why manufacturers of some of the best known Television sets on the market today rely on the trouble-free TARZIAN TUNER for the excellent performance of their sets.

The buyer of a TV receiver very rarely—if ever—sees the real "brain"—the tuning mechanism—of his television set.

In the case of the TARZIAN TUNER, it's a compact, precision-built unit, scientifically-engineered and produced to assure unexcelled selectivity and reception . . . especially in fringe areas.

No other commercial unit possesses so many of the desirable features found in the TARZIAN TUNER.

Engineers of leading set manufacturers are quick to appreciate, too, the sensible—but simple—approach to UHF through the TARZIAN TUNER.



SARKES TARZIAN, Inc., Tuner Division, Bloomington, Ind.

TARZIAN MADE PRODUCTS

Tuners Air Trimmers Selenium Rectifiers Cathode-Ray and Receiving Tubes

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

Texas Store Designed to Sell More Receivers

Effective Layout Makes the Show-Room a "Salesman" for The House of Television

The House of Television, 1972 W. Gray St., Houston, Texas, owned by William A. Galbreath, is a show-place store combining beauty and efficiency. The following description of the store interior was written for **RADIO & TELEVISION RETAILING** by Josh Tillinghast, A.I.A. architect, the designer.

● In designing the interior of "The House of Television" we hoped to make the store as much of a salesman as any one in it.

We started with an open building thirty feet wide by one hundred twenty eight feet long. We divided this into a sales room (30' x 52'), two offices and a sound room, all within an eleven by thirty foot area, and a receiving and used set sales-room from the back of the offices to the back wall. The repair department and storage room were placed above the offices and receiving room.

The salesroom is divided into four areas. One area is a long aisle from the general office to the front door. This allows direct viewing of the entrance from the office through a window into the salesroom. This aisle is wide enough to display miscellaneous equipment against the wall. The other three areas are for

television receiver display and are placed in a row from the show-window to the offices. They are divided by display platforms with backs forty two inches high, which allows the entire area to be viewed at once. Combinations are placed in the front area, consoles in the second and table models in the rear. Each of these is divided into two sides so that two groups can be in each area at once. Eight salesmen can be showing sets without conflict because of this grouping.

The colors in the display area were selected to harmonize with the sets. The front and side walls are blue green, greyed, which is a fine blending color. The ceiling is slightly off-white to flesh color. This adds life to the light in the store. The floor is a terra-cotta color asphalt tile that blends with the maroon lower portion of the back wall. The upper part of the back wall is white acoustical tile with the name of the store in red raised letters.

The lighting was done in haste and is now being revised. The present two rows of fluorescent fixtures throw too much glare on the screens.

The new fixtures will be indirect incandescent lights which will give a soft illumination for better picture viewing.

In addition to the general office there is a private office for the owner and a sound-treated room for listening to deluxe sets, and sound systems. This room has one curved and three straight walls. Sets are placed opposite the curved wall so that sound is thrown against the curve and deflected to an adjacent draped wall. The ceiling is acoustically treated and only seven feet, two inches high. The sound qualities are very good in spite of the small size of the room.

The back room is used for receiving and for storage of used sets, keeping them off the sales floor, yet placing them where they are easily shown. Receiving is convenient to the repair department which is located on the mezzanine and is served by an elevator. Its second floor location is a great advantage since it separates shop work from the public.

After 10 month's operation the store has proved itself to be a good salesman.



The symbol of
QUALITY and PERFORMANCE



CORNISH

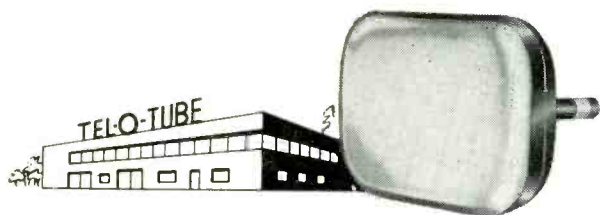
*Flexible
Cords*

in convenient lengths, on smart metal spools for fast and profitable "footage" business... well known to your trade as the choice of leading manufacturers... also U-L approved Cord Sets that put an end to CORDelirium.

For exacting uses requiring special resistance to oil, heat and light, our SO and SJO cords are supplied with Neoprene jackets... both 40% and 60%

CORNISH WIRE CO., INC.

50 Church St., New York 7, N. Y.



TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 27 inches Round and Rectangular

Electrostatic Focus Tubes

Send Today For Complete Specifications

TEL-O-TUBE CORPORATION OF AMERICA

E. PATERSON NEW JERSEY

Sales Office: Tel-O-Tube Sales Corporation

580 5th Ave. New York 19, N. Y.

Yes! Over 5,000,000

indoor TV Antennas now in use

are to be replaced

with

Spico
Super-
Phantom

indoor TV

ANTENNAS



Model
TV-503
Patent Pending

PROFIT by this new demand for over 5,000,000 SPICO Super-Phantom indoor TV antennas which means millions of dollars of additional profits for distributors and dealers.

REPLACEMENT MARKET! Rusty steel sections, breakage and obsolescence demands that these 5,000,000 unsatisfactory antennas of various makes now in use be replaced immediately by the **Super-Phantom**. It outperforms all others... gives TV set owners the maximum reception—offers distributors and dealers new unprecedented profits.

If it's not a SPICO Super-Phantom it's Obsolete!

NEW MARKETS! Sell the Super-Phantom with new TV sets for permanent customer indoor installations and eliminate expensive outdoor jobs. Make set sales easy—save service and have a satisfied customer.

SPICO SUCCESS STORY

SUPER-PHANTOM record-breaking promotions in these leading department stores:

MACY'S, New York City	•	FAMOUS-BARR, St. Louis, Mo.
as featured in: New York Times		as featured in: St. Louis Post-Dispatch
WILDEROTTER'S, Newark, N. J.	•	BURDINE'S Miami, Fla.
as featured in: Sunday Newark Star-Ledger		as featured in: Miami Herald
GERTZ, Jamaica, L. I., N. Y.	•	as featured in: New York Sunday News

All these promotions were handled thru the SPICO distributors in their respective territories.

GET YOUR FACTS—Write or phone about your local cooperative consumer newspaper and TV station promotion in your city!

Exclusive **ADJUSTA-KNOB** with finger tip control for pin-point tuning. Helps eliminate ghosts and interference.

Exclusive **IMPEDANCE MATCHING STUB** matches exactly the 300 ohm impedance of any TV set—for maximum reception.

SPICO Super-Phantom antennas are tilt-proof and rust-proof—made of plated brass tubing (not steel) and most attractively designed and finished.

Model TV-503 **\$7.95** List

LOWEST PRICE EVER!

New, Conventional Economy Model—TV-8

Only Spico can make this Unconditional Guarantee

UNBREAKABLE RUSTPROOF TILTPROOF

SPICO Indoor-Tenna

WILL NOT BREAK even when dropped from heights of 6 ft. Top plates are made of solid bakelite mounted on a harmonizing brass crackle-finished metal base.

WILL NOT RUST. Triple section brass telescopic dipoles (not steel) assures permanent contact, easy telescoping.

WILL NOT TILT with any combination of extended elements.

ALL CHANNEL RECEPTION: Full size, triple section telescopic dipoles—skillfully engineered to give fine performance.

UNCONDITIONALLY GUARANTEED! Factory Warranty is enclosed with each unit which is individually packed in an attractive 2-color carton. Shipped 25 to a master carton.



Model TV-8
Patent Pending

Sold Only Through SPICO Distributors

Competitively Priced
for Volume Sales!

SPIRLING PRODUCTS CO. Inc.

Pioneer manufacturers of TV & FM Indoor Antennas

62 GRAND STREET • NEW YORK 13, N. Y.

Electrical Appliance News

Landers, Frary & Clark Promotes White, Neece and Bross



Promotion of Richard L. White (left) as chairman of the board of directors. Bret C. Neece (center) as president of the company, and Albert S. Bross (right) as vice-president in charge of sales has been announced by Landers, Frary & Clark, New Britain, Conn. Other promotions were Donald F. McManus as treasurer and William J. Russell as vice-president in charge of engineering.

In G. E. Appliances Post

James J. Slattery has been made vice-president and general sales manager of General Electric Appliances, Inc., with headquarters in Bridgeport, Conn., it was announced by P. A. Tilley, president.

Whirlpool Names Sparks

Jack D. Sparks has been appointed sales promotion and advertising manager for the Whirlpool Corp., St. Joseph, Mich., it was announced by John M. Crouse, sales manager.

Big Westinghouse Promotion

Backed by the three million dollar Westinghouse political television and radio programs from July 6 to election night returns on November 4, the appliance specialties department of the company's Electric Appliance Division will launch an intensive sales drive in July. The program, called "Get on the Bandwagon," is the biggest industry promotion ever staged for electric housewares, bed coverings, fans and vacuum cleaners said R. M. Oliver, manager of the appliance specialties department, who reported the new program. Details are now being told to distributor executives by two teams, one headed by R. Z. Sorenson, manager of electric housewares, and the other by C. E. Anderson, merchandise manager of the fan department. Distributor salesmen meetings are scheduled to begin May 12 and will be completed by May 31. Plans call for distributors to hold similar meetings for their dealers.

Deepfreeze Appoints Two

Richard B. Stranahan and William G. Alles have been appointed to newly created posts of sales specialists to work nationally with distributors and dealers on promotion and merchandising, it was announced by Ben G. Sanderson, general sales manager of Deepfreeze.

Lewis & Conger Safety Awards

At its seventh annual home safety awards dinner in New York, Lewis & Conger, Avenue of the Americas and 45th St., N. Y., made awards in the electrical home appliance field. Grand prize among all safety awards was given to the General Electric Co. for improved safety achievement in the wiring of its electric blanket. Casco Products Corp., Bridgeport, Conn., won an award for its new "M-T Spout" safety feature of the Casco steam and dry iron, and Monowatt, Providence, R. I., an award for its twin night lamps—bright and dim lights for all-night protection in household danger spots.

Proctor Partnership Plan

The partnership plan of the Proctor Electric Co., Philadelphia, introduced last February, will be continued, it has been announced by Joseph Tiers, general merchandising manager. For a certain time only, special combinations are offered. An example is model 61 Mary Proctor Hi-Lo ironing table with wheels and the Mary Proctor custom-fit, pad and cover set, offered at a saving of almost \$3.00, for a two and half month period until June 30. This combination encourages customers to buy a complete Mary Proctor ironing set.

Gibson Appoints Two

W. J. Browne has been appointed manager of range sales and C. F. Pearson, manager of freezer sales, for the Gibson Refrigerator Co., Greenville, Mich., it was announced by F. L. Sacha, manager of Gibson sales.

GE Promotes Slattery

James J. Slattery has been made vice-president and general sales manager of General Electric Appliances, Inc., it was announced by P. A. Tilley, president. He will headquarter in Bridgeport, Conn.

GE Completes Tube Survey

The GE tube department has announced the completion of one of the broadest surveys ever made of the market for replacement tubes for TV sets and home and car radios. John T. Thompson, manager of GE replacement tube sales, said the survey showed that about 1,100,000 picture tubes worth \$44,000,000 and 110,000,000 receiving tubes worth \$220,000,000 will be sold this year for television and radio replacement purposes. The survey also indicated that the receiving tube industry has passed a major landmark. More than one billion receiving tubes are now in operation in TV receivers and home and car radios. Results will be distributed to GE tube department sales representatives, who will distribute the information to individual GE distributors.

Changes at Stromberg-Carlson

Stromberg-Carlson Co., Rochester, N. Y., has announced that Sidney R. Curtis, former vice-president and general manager of the radio-television division, is now vice-president in charge of government contracts, and that Clifford J. Hunt, former general sales manager of the radio-television division, is now general manager of that division.

Eleven New Arvin Outlets

Raymond P. Spellman, radio and TV sales manager of Arvin Industries, Inc., Columbus, Ind., has announced the following two distributors for Arvin radios and TV sets: Adams Sales Co., Inc., 424 E. Commerce St., San Antonio, Texas, for San Antonio and surrounding area and Oakman Electric Supply, Inc., 12 Wales St., Rutland, Vermont, for Rutland and adjacent counties. The following nine distributors are handling Arvin radios: Southwestern Drug Corp., 812 Ohio St., Wichita Falls, Texas, for Wichita Falls and surrounding area; Ace Hardware Corp., 2355 South Blue Island Ave., Chicago; Smith Bros., 422 N. Fourth St., Clarksburg, W. Va. for Clarksburg and surrounding area; Olson and Co., 2514 N. Broad St., Philadelphia, for the metropolitan Philadelphia territory; Henry O. Berman Co., Inc., 12 E. Lombard St., Baltimore, Md., for Maryland and area; U. S. Electrical Supply Co., 55 Warren St., N. Y., N. Y.; Thelsen, Inc., 519 E. Erie Blvd., Syracuse, N. Y., for Syracuse and area; Albany Hardware & Iron Co., Broadway and Arch St., Albany, N. Y., for Albany and area; and Denahy-Fexson Stores, Inc., 1595 Bailey Ave., Buffalo, N. Y.

DiMeglio Joins Sparton

Aldo M. DiMeglio has been appointed district merchandiser for the Sparton radio-television division of the Sparks-Withington Co., Jackson, Mich., and will travel the eastern counties of Massachusetts, Rhode Island and Connecticut, it was announced by B. G. Hickman, general sales manager.

Service Equipment

(Continued from page 63)

tice is that (1) we save money by not having to equip the men out in the field, and (2) we save money by having a few high-priced men in the shop instead of a whole staff of them out making calls.

We believe such premise is false because it overlooks the high cost of transportation (truck, gas and oil, depreciation, maintenance, insurance, licenses, etc.) plus the labor involved in 4 trips to the shop (two to bring it in and two to return it). It also irritates the customer to be without a set, which is another subject again.

Naturally there will be jobs which must be brought into shop for really big work. But it is amazing what a high percentage of the work can be done in the home if the men are properly trained and equipped. And with the variety of good miniaturized test equipment available today, this is quite feasible.

We believe that if the dealer will analyze every operation with the question, "Which will cost more in the long run, the equipment or the time lost?" he will agree with us that the "economies" some practice are not really economies. And if every time-saving aid is used, not only will a larger volume of work be turned out, but more satisfied customers will also result, which in the end brings more business.

Hartford Retires at Webcor

W. S. Hartford has retired as vice-president in charge of sales of Webster-Chicago Corp., it was announced by the firm. A veteran of 25 years in the electronics industry, Hartford has been with Webster-Chicago for 12 years.

Assists Emerson President



The appointment of Ernest Lewis Hall, above, as assistant-to-president, has been announced by Benjamin Abrams, president of Emerson Radio and Phonograph Corporation. Mr. Hall comes to the Emerson organization after 17 years' association with the Pilot Radio Corporation where, for the past ten years, he served as executive vice-president. He has been connected with the electronics industry in executive capacity for approximately 25 years.

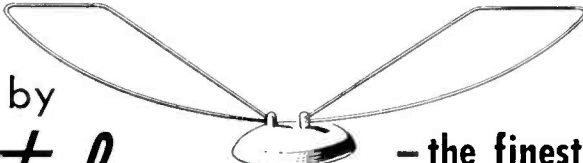
Stancor Promotes Flesch

Jerome J. Kahn, president of Standard Transformer Corporation, Chicago, has announced the appointment of Eugene J. Flesch as assistant to the general sales manager. Flesch, who has been chief specification engineer of Stancor, will assist Gilbert C. Knoblock, general sales manager, in all phases of sales and distribution.

RCA Victor Tube Drive

Aimed at the television set owner, an RCA Victor promotion drive to sell more RCA television and receiving tubes for any set is now in effect, it was

announced by L. S. Thees, general sales manager of the RCA tube department. The program includes national TV advertising on the "RCA Victor Television Show" and the "Kukla, Fran, and Ollie" series; radio advertising on the "Phil Harris-Alice Faye" show; a special flasher-action window display, 30" x 24", with an action picture and the slogan "RCA Kinescopes Bring Out the Best in Any Set"; an illustrated booklet designed especially for the consumer, "The Magic RCA Picture Tube,"; and many other features, including a promotion plan booklet for the dealer, listing all 1952 promotion material available.




"CONICAL-V-BEAMS"*

*REGISTERED TRADE MARK

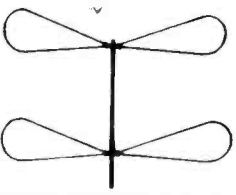
"BAT WING"

by *Telrex* — the finest **TOP-OF-SET** antenna ever produced!

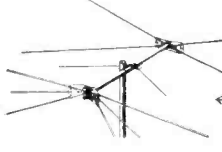
SUPER-PERFORMANCE!
Beyond a doubt, the finest top-of-set TV antenna ever offered the trade. Outperforms any other indoor type and requires no tuning or pruning. No fuss, bother or time consuming adjustments. **SUPERIOR STYLING!** Featuring modern design that enhances any living room. Rich aluminum elements are mounted on a finely finished, tip-proof base. **WRITE FOR NEW LITERATURE** with complete information on the whole Telrex line for TV, UHF and FM.



NEW! Telrex "FISHBONE". Ten WORKING elements. Guaranteed to outperform any yagi on the market.




CLOVER-V-BEAM E-Z RIG design. A high gain, compact array for attic or outdoor installation.



NEW! "CONICAL-V-BEAMS" WITH HI-V-REFLECTOR Standard on all Monarch and Universal Series antennas.

"CONICAL-V-BEAMS" are covered by Patent No. 23,346
CANADIAN and FOREIGN PATENTS PENDING



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CONICAL-V-BEAMS

AMERICA'S
OUTSTANDING
TELEVISION
BEAM

Originators and
Manufacturers of
"CONICAL-V-BEAMS"
—INSIST on
the original!

ASBURY PARK 2, N. J.

Baird in New Crosley Post



Murray Baird (left) has been appointed manager of the electronics division of Crosley Distributing Corp. and is shown with Loyd Dopkins, branch manager of the Crosley Distributing Corp. at New York.

Fordyce Leaves Bendix

R. W. Fordyce, general sales manager of Bendix radio, television and broadcast receiver division of Bendix Aviation Corp., Baltimore, Md., has resigned to enter the distributing business in Miami, it was announced by W. A. Mara, general manager of the firm. Fordyce is opening his new distributing company, the R. W. Fordyce Co. at Miami, with three branches in Orlando, Tampa and St. Petersburg, Florida, and will handle Bendix products.

Admiral Branches Make Changes

Thomas J. Hodgens, former vice-president and general manager of the New York branch of the Admiral Corp., has returned to his permanent post of vice-president and general manager of the firm's Boston branch, it was announced by W. C. Johnson, vice-president and general sales manager. E. R. Glauber, director of all Admiral branches in the East, will supervise the New York branch.

Magnavox Ready for UHF

The Magnavox Co. is ready for UHF, it was announced by the firm. Models with the LD-105 chassis have provision for installing a Magnavox all-channel UHF tuner right on the chassis, making it self-contained within the cabinet. The tuner will retail at \$35. Owners of earlier Magnavox models may obtain this same UHF service through the addition of an external UHF converter.

Du Mont Cathode-Ray Rep

Cliff Landis Sales Company, 8-11 Roosevelt Ave., Jackson Heights, New York, has been named sales representative for the cathode-ray tube division of Allen B. Du Mont Laboratories, Inc., in the New York Metropolitan area, it was announced yesterday by Bill C. Scales, the division's national sales manager.

Richardson Joins Fordyce Co.

Robert L. Richardson has been appointed director of advertising and sales promotion for the R. W. Fordyce Co., newly created firm which will distribute the products of Bendix Aviation Corp. in southern Florida with headquarters in Miami, it was announced by R. W. Fordyce.

Zenith Appoints Barnes



Mathew F. Barnes has been appointed regional sales manager for Zenith Radio Corp., Chicago, in the Southwest, it was announced by Ray Hoefler, the firm's sales manager. He will head quarter at Dallas.

THE MOST COMPLETE LINE OF TV CABINETS IN THE COUNTRY

River Edge . . . superb quality by skilled craftsmen. All cabinets are custom made, all with hand-rubbed finishes . . . table models, open face consoles, combinations, with bars, sliding doors, swivel bases, and many other fine features.



'W 36" x D 25" x 41" \$40 to \$400. Write for catalog.

A typical example is the M-111 shown, which will accommodate up to 27" tube with or without record drawer, made of solid mahogany veneers. A complete line of conversion cabinets available with adaptable masks made to fit all name brand chassis. River Edge Industries defies all competition with complete price range retailing from \$40 to \$400. Write for catalog.

See our companion line of highly styled radio, phonograph, speaker cabinets and baffles in traditional and modern design for greater performance for high fidelity sound.

New territories open for Representatives, Distributors and Jobbers.

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MORE

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There's a reason—Recoton's Reputation for Quality is world famous. Music lovers ask for Recoton needles. Give them what they want!

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CLOSING DATES FOR

RADIO-TELEVISION RETAILING

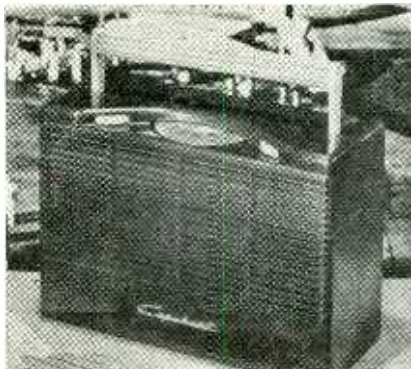
- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting.
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell - Clements, Inc.

480 LEXINGTON AVENUE
NEW YORK 17

Capehart "5-WAY" SMALL RADIO



Capehart "5-way radio," model 15, is a six tube table and portable radio, operating on batteries or AC-DC. Unit is lightweight, only 7½ lbs. with battery. New dial design permits one-finger tuning when the set is carried. It is housed in a maroon or sand plastic cabinet, with a ferrite rod antenna, shock-mounted to prevent breakage. Lists at \$39.95, less batteries. Capehart-Farnsworth Corp., Fort Wayne 1, Ind.—**RADIO & TELEVISION RETAILING.**

WILL NEW HAM FREQUENCY CAUSE TV INTERFERENCE?

Effective May 1, amateurs were authorized by the FCC to use the 14 meter band (21-21.4 MC), a move which had been planned several years ago. Since millions of TV sets made since 1946 have used a sound intermediate frequency in the 21 MC band (and many current models still do), hams in this band represent a possible source of TV interference—a fact the news value of which has been extensively exploited by the consumer press. It is unlikely that thousands of hams will immediately rush into the band (especially since, we are told, the band is at present unfavorably affected by sun spots). Furthermore, such interference as may arise will be difficult to distinguish from the many other forms of RF interference already extant. If a ham does cause trouble in any area, however, it won't be up to him to do anything about it. There are five methods of eliminating this interference: (1) Set manufacturers can use the RTMA authorized 41.25 MC IF (many are already doing so, and others are in the process of change). (2) Set manufacturers can change IF's slightly to get out of the band, and servicemen can retune sets in the field to a slightly higher IF (21.6, 22 etc.). (3) A high-pass filter can be installed at the receiver. (4) The receiver chassis can be shielded and (5) A power line filter (for 21 MC) can be installed. Method 3 wouldn't be much use if the ham were very close by; in such a case, methods 4 and 5 would probably be necessary, depending on how the interfering signal wormed its way into the set's IF amplifier. Interference would be seen as a beat pattern; in extreme cases (where the ham is very close by) it might block out reception altogether.

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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 20 years of experience in Vibrator Design, Development, and Manufacturing.

ATR

NEW MODELS
NEW DESIGNS
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See your jobber or write factory

AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931

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SO IMPORTANT — it was
Featured in Special Article
in

The New York Times

Jan. 28, 1952
FREE copy
of article on request

**UNIT REACTIVATES
TV PICTURE TUBES**

Small Electronic Device Tests
Sets at Home and May Add
Year or More of Use

By T. R. KENNEDY, Jr.

A small electronic device that can be applied to home television receivers to test and reactivate the picture tube without removing the tube from the set, resulting in renewed brightness in many and considerably longer useful life, has been placed on the market for the first time by a New York manufacturer.

In some cases, it was said, the picture tube may be made almost as good as new and given as much as a year's useful life before replacement is necessary.

The instrument is small and compact. It weighs three pounds, costs little and is simple to operate. Picture tubes, some of them new and never in a receiver, have shown remarkable improvement in brilliance and definition after a few minutes of reactivation. In the last few days, although the principle of its operation is not new—cathode ray tube manufacturers have used it for years in the initial making of picture tubes—its incorporation in a small

The almost immediate urgent need for such an instrument, which also soon may be produced in kit form for home assembly, is apparent. Eight to ten million TV picture tubes, Transvision engineers estimate, have now been in use for three to four years or more, and "probably are in need of reactivation to 'renew' their brightness." Unfortunately, seldom can be detected short of comparing the old tubes with new ones in lately produced sets. Furthermore, picture tubes in their original cartons, and those which have been described as "kind of aging process" to which all large cath-ray tubes and similar devices are subjected. Such tubes today cost from \$25 to \$65. New picture tubes can be tested and reactivated without removing them from their cartons, and tubes in TV sets without removing the picture tube from the receivers. It is indicated by wires from the instrument, turning a switch as the glow of a small neon bulb as a direct on a dial of the receiver, which is plugged into an AC home electric socket. The receiver, meanwhile, is not turned on. In some cases the test and reactivation is accomplished in less than two



**TRANSVISION CR TUBE
TESTER - REACTIVATOR**
performs 2 vital functions:

- Tests Picture Tubes
- Renews Brightness of Dim Picture Tubes

It's a TESTER:

Without removing picture tube from set, you apply this precise instrument to:—

- Measure Cathode emission
- Locate shorts between elements
- Locate high resistance shorts or leakage as high as 3 megohms

It's a REACTIVATOR

for dim CR Picture Tubes

Revives dim TV Picture Tubes, without removal of tubes from sets. Reactivation works on tubes with low light output, if there's no mechanical break in tube. 110 V—60 cycles. Weighs only 3 lbs. One or two applications pays for instrument.

SATISFACTION GUARANTEED
or money refunded if you return the instrument in 10 days in good condition. **\$19.95 NET**

RUSH THIS COUPON
TRANSVISION, INC.
DEPT. RR6 NEW ROCHELLE, N. Y.

() Send me _____ CR Tube Tester-Reactivator(s).
() Enclosed find \$_____ deposit. Balance C.O.D.
() Enclosed find \$_____ in full. Send prepaid.

Name _____
Address _____
City _____ State _____

New Capehart 20" Console

A new 20-inch open-face television console, the "Potomac", has been added to the Capehart line. The Potomac employs the Capehart CX-33 Long Distance chassis with a 20-inch rectangular picture tube and the famous Capehart Symphonic-Tone System. Modern in styling, the cabinet is finished in mahogany. The Potomac, model 4C20M, carries a recommended Zone 1 list price of \$299.95.

New Westinghouse Tube Rep

Robert G. Lyon of Arlington, N. J., has been appointed representative for the middle Atlantic area of the electronic tube division, Westinghouse Electric Corp., it was announced by H. G. Cheney, sales manager.

Forms New Rep Firm

Oden F. Jester, formerly vice president of Utah Radio Products and Meissner Mfg. Company, and during recent years a member of a firm of manufacturers representatives in the Chicago area, is now operating under his own name with headquarters at 510 N. Dearborn Street, Chicago, Ill.

"Parlo-Tape" Recorder

The "Parlo-Tape" is a completely portable, two-speed tape recorder operating from self-contained batteries. Recordings can be made anywhere with its own electric power—no need to plug into an electrical outlet—no need to wait for tube warm-up, as this is instantaneous. Recordings can be started instantly by turning the knob to "Record" position, or played back by turning the knob to "Listen" position. Operator can listen to the recording either by



holding the microphone to the ear, or by plugging an amplifier into the microphone socket. By using a microphone equipped with push-to-talk switch, recording can be started instantaneously or stopped with the switch on the microphone. Automatic volume control feature provides for a stable recording level at various distances from the microphone. All or part of the type can be "erased" right on the machine and re-used again and again. Ectro, Inc., Delaware, Ohio. Exports through M. Simons & Sons, Inc., 25 Warren St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.



NEW!
Transformer Catalog and TV Replacement Guide

Halldorson's new one-source catalog has the components you need, well classified for easy use.

This highly active line has been super-charged with 114 new items. Special attention is given to TV replacements. A self-contained guide section tells you where they are used.

Here's extra value, too. Halldorson prices actually have been reduced, but Halldorson quality is even better than ever.

Ask for a copy at your distributor, or write direct.

The HALLDORSON COMPANY
4500 N. Ravenswood Ave., Dept. R-6
Chicago, 40, ILL.



South River NEWS

DUO-MOUNT ANTENNA BASE Model DM-36
(U.S. Patent 2482575)

A low-priced, two-piece mount of alloy steel with rivet construction... hot-dip galvanized. Specially designed "U" bolts will accommodate masts from 5/8 to 1 1/2" O.D. With hardware. (Available with or without "Kwik Klip" feature. ALSO AVAILABLE WITH STAINLESS STEEL STRAPPING.)

South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

New catalog mailed to all Dealers and Service Men. Write, if you haven't received yours!

SOUTH RIVER METAL PRODUCTS CO., INC.
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER OF FINEST LINE OF ANTENNA MOUNTS

VEE-D-X

revolutionizes the all-channel antenna

THE ALL CHANNEL

Q-TEE



Look for the bright red electronic channel separators, distinguishing mark of the dramatic new Q-TEE.

FEATURING

*PATENTED BUILT-IN

Electronic Channel Separators

for

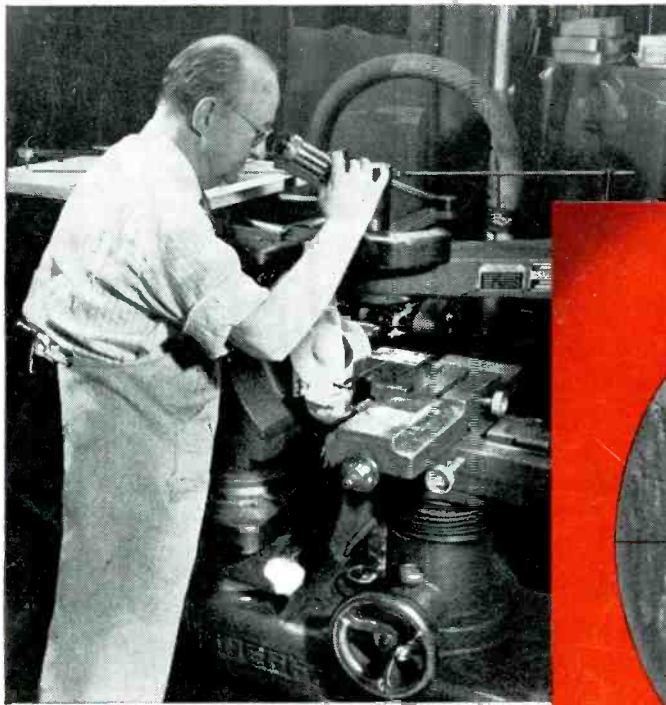
Super Power All-Channel Performance

VEE-D-X engineers have done it again! Here is the antenna that brings to all-channel reception the brilliant performance and clean design of the famous VEE-D-X single channel arrays, the "JC" and the "Long John". Add the outstanding new feature, patented electronic channel separators, plus amazing newly engineered all-channel power, and it is easy to see why VEE-D-X is proud to present the Q-TEE. With these dramatic developments, the Q-TEE is destined to revolutionize broadband reception, not only in large metropolitan areas, but also in the near fringe and fringe with two and four stacked arrays. Your cue to brilliant TV reception is the Q-TEE.

THE LaPOINTE-PLASCOMOLD CORP., WINDSOR LOCKS, CONNECTICUT

ANOTHER VEE-D-X ORIGINAL—WITH PATENTED FEATURES

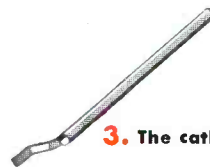
* Lic. A.A. K. Pats. 2,422,458; 2,282,292; others pending.



1. The machine that grinds the die.



2. The die that forms the cathode sleeve.



3. The cathode sleeve that helps make the tube.



Take a look at **quality** being born

DIMENSIONAL ACCURACY of the cathode sleeve is a vital factor in providing top-quality tube performance. And cathode-sleeve accuracy begins with the forming die.

What you see above are the two sections of a typical cathode-sleeve forming die, just as it is viewed by the die maker through a 30-power microscope. The die is finished in a

"profile grinder" which employs a 50-to-1 pantograph that traces a template and precisely guides the grinding operation. The result is a die accurate to better than one ten-thousandth of an inch!

Such painstaking precision finishing of dies used to stamp, punch, and form critical tube parts is one more step contributing to the top

quality of RCA Tubes. In this way, RCA closely guards its own reputation for quality ...and yours as well.

With RCA Kinescopes, as well as with RCA Receiving Tubes, **TOP-QUALITY CONTROL** makes the difference.



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N. J.

TMKS. (R)