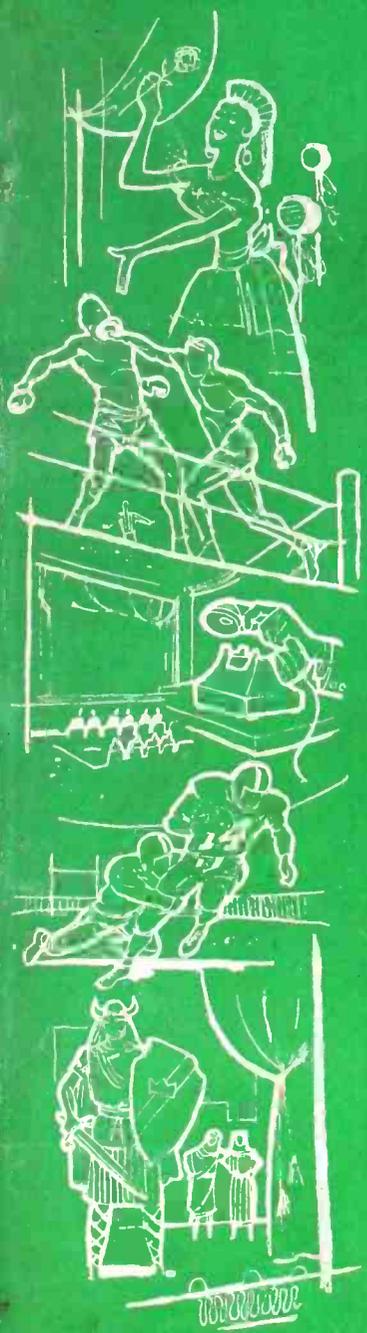


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RTJ

Radio & TELEVISION JOURNAL

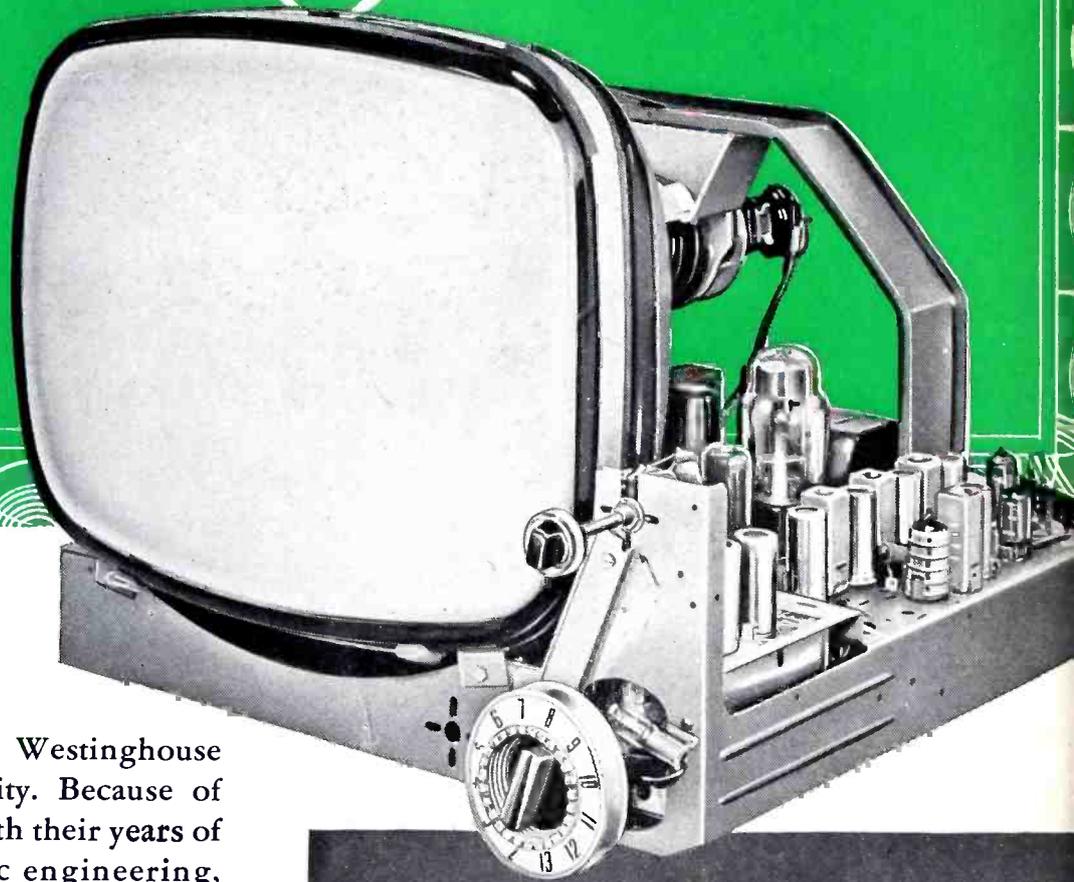


ZENITH'S MacDONALD AIMS FOR HIGHER TV GOALS....

APRIL 1951

IT PAYS TO DO BUSINESS WITH Westinghouse

This Westinghouse television chassis with exclusive Westinghouse Single Dial Tuning, is your assurance of profitable sales through the months ahead.



No matter how critical the times, Westinghouse never makes substitutions in quality. Because of their vast buying power, coupled with their years of experience in advanced electronic engineering, Westinghouse will maintain top quality and performance in television throughout these days of shortages and substitutions.

Changes will be made as they always have been . . . but these changes will *increase* the efficiency of the sets. New materials, which Westinghouse has been developing and testing for many months, are so great an improvement over former materials, that Westinghouse will continue to use them, even when the emergency is over.

This means BUSINESS AS USUAL for Westinghouse dealers . . . with top-quality merchandise . . . peak performance . . . fewer service calls . . . good mark-up . . . and GREATER PROFIT!

See your Westinghouse Distributor now!

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

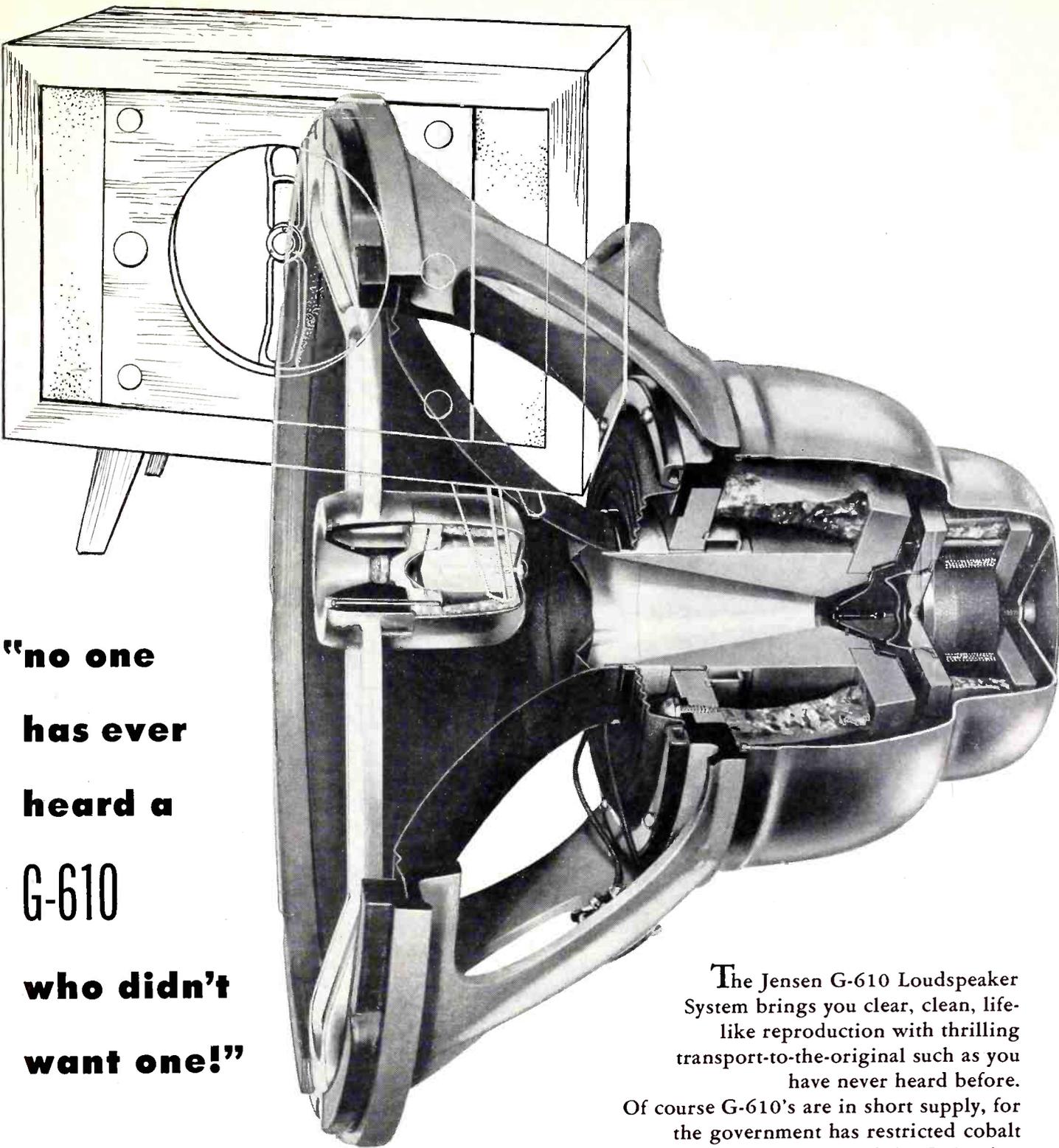
Westinghouse



NEW MODEL

The Rutledge . . . (654T17)

containing the superior Westinghouse chassis with big 17" black glass rectangular picture tube and Single Dial Tuning. Handsome, streamlined, lightweight, durable plastic case in mahogany color.



**"no one
has ever
heard a
G-610
who didn't
want one!"**

We believe this statement is literally true . . .

The Jensen G-610 Loudspeaker System brings you clear, clean, life-like reproduction with thrilling transport-to-the-original such as you have never heard before. Of course G-610's are in short supply, for the government has restricted cobalt for Alnico V magnets—and the G-610 has more magnetic energy than any speaker ever built. But when restrictions are relaxed and G-610's are again plentiful, then be sure you get a G-610 . . . NO ONE has ever heard one who didn't want one!

Illustrated with Blonde model M-253 cabinet showing accessory legs.



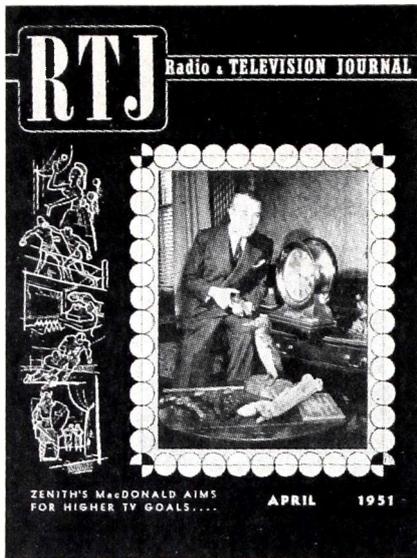
Jensen

MANUFACTURING COMPANY

DIVISION OF THE MUTER COMPANY

6601 SOUTH LARAMIE AVENUE

CHICAGO 38, ILLINOIS



The magazine dedicated to the business of television, radio, sound, servicing, phonographs and records

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OVER 30,000

Controlled Circulation Audit, Inc.

THE COVER—One of television's most colorful personalities is Cmdr. E. F. McDonald, Jr., founder and president of Zenith Radio Corp. Noted as a sportsman, patriot, and industrialist, McDonald continues to stimulate every aspect of the television industry by his aggressive promotion of his own brainchild 'Phonevision.' See story on page 28.

Vol. 68

No. 4

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RADIO & TELEVISION JOURNAL WITH WHICH IS COMBINED RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL IS THE COMPLETE BUSINESS MAGAZINE FOR RETAIL DEALERS WHO BUY AND SELL RADIOS, TELEVISION RECEIVERS, APPLIANCES, PHONOGRAPHS, RECORDS, MASTER SERVICING COMPONENT PARTS; AND IS PUBLISHED MONTHLY FOR RADIO & TELEVISION DEALERS, JOBBERS, AND SERVICE MEN BY KOLBE PUBLICATIONS, INC., RADIO CITY, 1270 SIXTH AVENUE, NEW YORK 20, N. Y. PHONE: CIRCLE 7-5842. ALEX H. KOLBE PRESIDENT AND TREASURER. SUBSCRIPTIONS \$3.00 PER YEAR IN U. S. A., ITS POSSESSIONS, SOUTH AMERICA, CANADA AND ALL OTHER COUNTRIES \$4.00 PER YEAR PAYABLE IN AMERICAN CURRENCY IN ADVANCE. PRICE 35 CENTS PER COPY. NO MATERIAL IN RADIO & TELEVISION JOURNAL MAY BE REPRINTED WITHOUT CONSENT OF PUBLISHER.

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100 MILLION

READERS

will learn of

“CUSTOM-TUNED”

TELEVISION

IN

LIFE

SATURDAY EVENING POST

HOUSE BEAUTIFUL

**LIVING FOR YOUNG
HOMEMAKERS**

Every Air King Television Receiver is “Custom-Tuned” to the individual neighborhood . . . This exclusive Air King feature is a powerful sales weapon developed for you . . . for increased sales!

One-half Actual Size

CLEARER, SHARPER PICTURE BECAUSE IT'S...

Custom-tuned
for your neighborhood!

Yes, Custom-tuning is important! The television set in your home must be exactly tuned to the local reception conditions of your own neighborhood for clearest, sharpest pictures. Only Air King television gives you neighborhood Custom-tuning . . . and at no extra cost!



Before you buy any television set for your home . . . Custom-tune your television set. Custom-tuned Air King television sets give you the clearest pictures in your neighborhood. For the clearest pictures in your neighborhood, send for a free home demonstration. Or send for a free literature kit.

AIR KING

America's only Custom-Tuned Television

AIR KING
TELEVISION

Custom-tuned
for your neighborhood

AIR KING PRODUCTS CO., INC., BROOKLYN 32, N. Y.
Subsidiary of

HYTRON RADIO & ELECTRONICS CORP., Salem, Mass. Manufacturers of Receiving Tubes Since 1925

AIR KING PRODUCTS CO., INC.
170-53rd STREET, BROOKLYN 32, N. Y.

SUBSIDIARY OF

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Fountain of youth*

A Zetka picture tube stays young . . . stays brilliant always . . . is sharply focused . . . safe . . . long lived. There's no old, dull, tired look on the face of a Zetka tube. It will always reflect the brightness of your reputation, because only Zetka utilizes the power-tube method of producing pace-setter picture tubes.

In addition, each and every Zetka tube (no spot checking permitted) is set-tested in the factory before being shipped. Here indeed is proof positive that Zetka is by far your best buy in picture tubes. Rectangulars and rounds in 16", 17", 19" and 20".

THE SAFEST PICTURE TUBE

IN THE WORLD . . .



zetka*

THE ARISTOCRAT OF TELEVISION TUBES

** Most Trusted Name in Picture Tubes*

zetka

TELEVISION TUBES, INC. 131-137 GETTY AVE. • CLIFTON, N. J.
For 37 years, Zetka has been a respected name in the radio and television industry.

LIFE-TESTED

Television
and Radio...

The Proof that **Emerson**

Gives Better Performance, Longer Life!



PERFORMING AT 37° BELOW—in Emerson's sealed-chamber climate tests. Here Emersons must perform perfectly from 37° below to a Super-Sahara heat of 180°!



DEADLY "DEAD-SPOT" TEST! Wherever reception is toughest, Emerson's laboratory-on-wheels field-tests new models. More proof that Emerson performs where others fail!



BRUTAL "EARTHQUAKE" TEST—gives sets brutal jolting in a man-made earthquake. One of the many Emerson scientific LIFE TESTS that your prospects are reading about.



TAKEN FOR A RIDE with ride-recording "Impactograph" attached. Sample Emersons must perform perfectly despite thousands of miles of jolts and jars.

Sell Longer Life for Longer Profits!

The biggest advertising campaign in Emerson history—33 million messages a month—telling your prospects the LIFE-TESTED facts. So tie in

to cash in—order the powerful new LIFE-TESTED display and promotional material now on its way to your Emerson distributor!



17-inch Rectangular
Model 687 . . \$379.95



14-inch Rectangular
Model 662 . . \$179.95



17-inch Rectangular
Model 696
\$299.95

20-inch
Rectangular
Model 694
\$499.95



3-Way Portable
Model 646 . . \$29.95
(less batteries)



AC-DC Radio
Model 652 . . \$19.95

Prices Include Excise Tax and Warranty

Every 5 Seconds Someone buys an Emerson . . . America's Best Buy!

Emerson LIFE-TESTED Television and Radio

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

Prices slightly higher in South and West.



TELEVISION ROUNDUP

TV for Education

"Television and radio are among the great natural resources of this country; by law they are in the public domain. National Welfare requires that they be used in the public interest. "With this ringing declaration, 15 leaders in the professions, arts, labor and other fields have asked the Federal Communications Commission to assign adequate outlets for non-commercial educational outlets of ultra-high-frequency TV Channels. This is part of the nationwide effort to get the FCC to open more channels for education now, because, as the letter goes on to state, "If the educational institutions of America are to get any of these frequencies, they must get them now or forever lose television as an important means for young and old." The bulk of the television spectrum is already assigned to commercial programs, and the educational folks want a sufficient amount of space assigned for the teaching of the 30,000,000 children and students in the schools and colleges, and the more than 30,000,000 men and women involved in adult education.

The Big Show

The week of March 19-23 was just about the greatest few days that television has yet experienced, from the standpoint of viewer interest. Everything in New York and the entire east coast for that matter, stopped cold, as TV's biggest audience watched in fascinated silence the Senate Crime Committee hearings. Talk about salesmanship! . . . why here was television's greatest salesman. People who had looked down their noses at some of the fare offered on television were caught up all at once in the drama of public figures baring their lives and doings before the TV camera. Frank Costello's hands became the most talked about hands of the century. Yes, it was quite a show, pulling a bigger TV 'gate' than the World Series or all the comedy shows put together. One report said that more than 70 per cent of all the sets in homes were tuned to the Kefauver hearings. Business in stores fell to a standstill. Beds remained unmade and husbands found no hot dinner when they came home in the evening to eye-weary wives who had been glued to their screen all day long. No business was done in the stores, but the impact of this week will, we predict, be felt in radio and TV stores for a long

No Service Licensing Allowed



Arguments of L. B. Calamaras, standing, right, exec. secty., NEDA, and Harvey Herman, Herman Radio Supply Co., before the Mayor and Board of City Commissioners, Miami, Fla., defeated proposal to license TV servicemen in that city.

time. In fact, three lawyers of our acquaintance went out and bought television sets. It's just as we always maintained; good programs are the heart of television. To the public, television is programming. Senator Kefauver should be voted TV's Man of the Year!

Partial Defrost

Coincident with the request for more channels to be allocated for education came the news at the end of March that the FCC has at long last proposed a partial lifting of its "freeze" on new TV stations. As of now, the Commission has announced that it will begin accepting applications for the 1,357 UHF stations which have been allocated, an increase of 13-fold in the number of very high frequency TV stations now telecasting. In the long run, of course, this expansion of television broadcasting will have a tremendous effect on the sales potential for new sets, but for the present, it may depress sales since customers may delay their buying until they are assured that the receivers they buy will be able to receive the new UHF frequencies. But the FCC action, long awaited by every segment of the industry, will finally cover the country—providing 1,965 stations for 1,256 communities. FCC wants every section of the nation to have at least one television station, and if possible, two stations.

It's obvious that the more stations we have, the greater the television audience and of course, the greater the sales potential.

This is of the greatest concern to the entire television industry, from the manufacturer right down to the dealer. At present, only 107 stations are operating, covering about 60 per cent of the nation. The FCC calls for a total of about 400 stations in 50 market areas—a 400 per cent expansion. Up until now, the manufacturers have been reworking the same sales ground—a situation which produced many undesirable results such as price cutting, special 'deals' and unbalanced inventories.

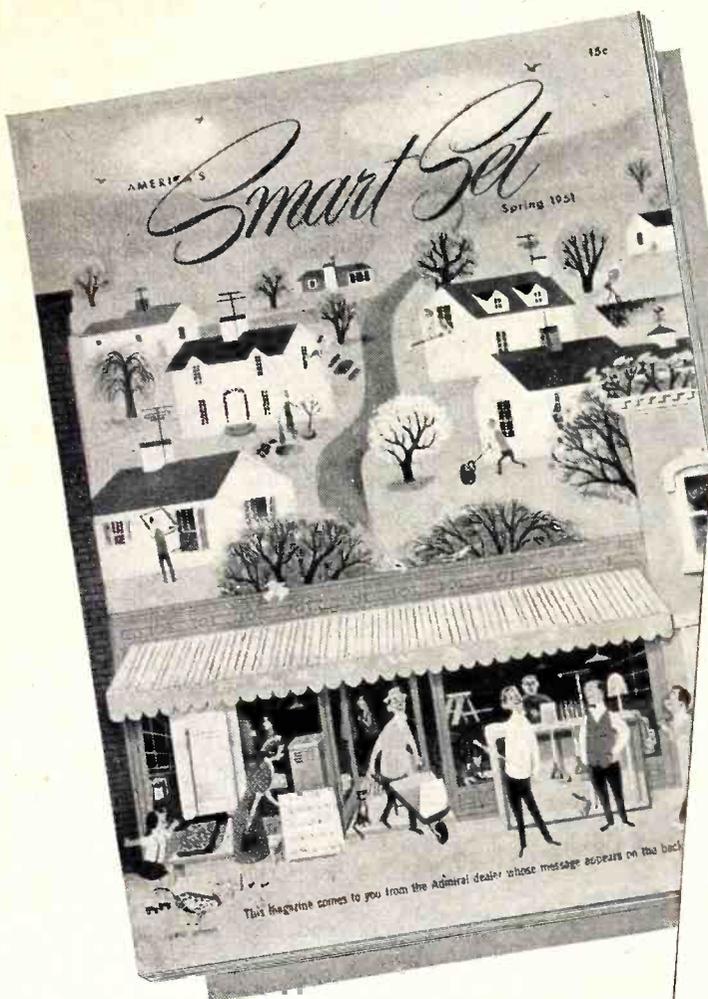
As an illustration, there are at this time 15 states which do not have any authorization to operate a TV broadcasting facility. These are Arkansas, Colorado, Idaho, Kansas, Maine, Mississippi, Montana, Nevada, New Hampshire, North Dakota, Oregon, South Carolina, South Dakota, Vermont and Wyoming. None of the United States Territories have television.

So the FCC action can be expected to lead to the greatest sales boom the industry has yet experienced in its meteoric career. However, that is for the future—for the present, the outlook is not so bright. For one thing, people may hold off buying until they are assured their sets can receive the new

(Continued on Page 10)

Best Sales Producer Ever!

say dealers everywhere



another dealer help from

Admiral

New 17" TV Combination

Admiral

AT LOWEST PRICE EVER WITH 4-DOOR CABINET!

Here, days, weeks, even... they'll be richer and more enjoyable with the Admiral 17" TV combination. Here, at the lowest price ever, you can have complete home entertainment. See how... beautiful, powerful Chromastone radio, and 11 speed record player... all in one beautiful and clever period cabinet. Choose Admiral now for the choice between... 11-11-11, very lasting, and today's most modern features. For details, come to local dealer with operators and... Admiral's... made by the world's largest manufacturer of television combinations.

Model 17622

DEALER NAME

your ad on back cover

And in your own magazine! Sells ten days for you, not just one or two, because that's *Smart Set's* average home-reading time.

Space permits only a few comments to show what thousands of dealers think of America's Smart Set

"Dollar for dollar, the best sales producer we have ever adopted."

"Our 5,000 subscription has received a wonderful reception from customers."

"We have increased our original order for 2,000 by 500. We are increasing sales through America's Smart Set."

"Our customers look forward to each issue."

"An exceptionally good medium of advertising."

"Has really paid off. We consider *Smart Set* a really good buy."

"*Smart Set* is tops."

"Everyone raves about *Smart Set* and we recommend it most highly."

Here's spectacular sales power... overwhelmingly proved by thousands of dealers who in a few short months have boosted the circulation of *America's Smart Set* to 1,500,000 copies per issue... bigger than *Time Magazine*.

Published every second month. Rivals the best national magazines in every way... articles, pictures, photographs and printing. In every issue is something of keen interest for every member of the family. As a result *Smart Set* has a reading life that averages more than 10 days per issue.

That means that for 60 days a year your own magazine... because that's exactly what *Smart Set* is... stays in your prospects' homes making sales and building prestige for you... and with your own ad dominant on the back page as shown above.

The cost is low. There isn't a thing for you to do but place your order, select your ads, furnish your mailing list, and then cash in. So contact your Admiral Distributor without delay!

TELEVISION ROUNDUP

(Continued from Page 8)

frequencies. New UHF stations will be slow in getting started because new stations always operate in the red for quite a while, and even more important, construction costs for TV stations are now so high that this economic factor might seriously hinder new ventures. But despite these negative considerations, the news from FCC came as a real stimulant to the industry which, in recent months, has been suffering from a bad case of the sales blues, even if its effects will not be felt for at least a year or two.

Military Electronics and TV

Latest figures on military electronics production indicate that this industry will not be so heavily loaded with war contracts but that it will be able to maintain a very substantial amount of civilian production, even when the defense program reaches its peak . . . except, of course, if a full scale war develops. Production of electronics equipment for defense will reach a peak rate of \$2.5 billion in the fall of 1952 and thereafter will decline to an annual rate of \$1.5 billion, says Robert Sprague, president of RTMA. We hope that Washington realizes the importance of these figures in their effects on the civilian economy. We hope, too, that dealers realize they will not be able to sit out this partial war by banking on shortages and a sellers' market.

TV Ad Double Talk

An upsurge of exaggerated and inaccurate claims in retail TV receiver advertising during the past few weeks has once again focused the attention of the Better Business Bureau in various cities on the situation. The ads were, of course, prompted by the unbalanced inventories, and in some cases (the vast minority, we're happy to say), they became pretty hysterical. Said the ad of Company X: "Full 35 per cent off—(and went on to list a large number of name brands) . . . Every set on the floor must go . . . FREE—A genuine General Electric kitchen wall clock will be given Free with every Factory and 'X' Company Double Guarantee installation and service policy . . ."

"Y" Company advertised: "Special at 'Y'—compare with sets selling at \$369.95 and more at 'Y'. 19 inch TV 46 per cent less than other famous 19 inch TV at 'Y'—\$199.95 . . . This famous make 19 inch console is yours

for the low price of \$199.95 . . . Take more than a year to pay at 'Y'.

When the BBB investigated, it found that the store's salesmen described the advertised set as "not a reliable make" or practically obsolete, and as obtainable only for cash. In fact, the original manufacturer of the set had never made a 19-inch receiver—it had been modified subsequent to its manufacture and certainly was not and had never been a famous make. And so it went—the BBB found many inaccuracies and falsifications. Maybe, as Abe Lincoln pointed out, "You can fool some of the people some of the time . . ." but in the long run, merchants who engage in such questionable business practices are fooling no one but themselves. There's nothing colder than a customer who's been given "the woiks."

The Perfect Plan?

Since so many problems arose in television service, every dealer and service organization has been looking for the kind of plan which would guarantee to him a fair margin of profit while at the same time permitting him to give adequate service. A Brooklyn, N. Y. dealer, Winn Television Corp., has recently developed a plan which might be the answer. According to Winn, who copyrighted the plan, the customer is charged for annual service on a flexible scale, depending upon the size of the screen. For instance, service on a 10-inch set costs \$45 and goes up to \$85 for a 20-inch screen. However, the novel part of the plan is the issuance of coupons in denominations of \$5 each to the set owner. The number of coupons issued are in proportion to the amount of contract. Illustration: a \$45 service contract calls for 5 \$5 coupons.

The plan works as follows: The customer with a \$45 service contract who has required only one service call during the year, turns in his 4 remaining coupons at the end of the year for a cash refund of \$20, or, if he wishes, he can use this sum as payment for the next year's contract. One of the plan's unusual features is that a sum of money equivalent to the refundable portion of each contract is placed in reserve in a bank by the dealer and held in escrow by the bank, thereby guaranteeing customers of cash refund on their unused coupons. Winn is also going to send out to his customers a weekly bulletin explaining why reception varies in different sections and how to get the best performance out of a set.

It is hoped that this will cut down unnecessary service calls. The whole idea sounds good. Can it be that a workable dealer service plan grows in Brooklyn?

Oppose Licensing TV Servicemen

Wisconsin radio-TV retailers have been added to the growing list of dealers throughout the country who are going on record as opposed to licensing radio and television servicemen and repairmen. A survey of 1,800 retailers, conducted by the National Appliance and Radio Dealers Association, disclosed that the dealers are opposed to the state licensing of their radio and television repairmen, as proposed in a bill before the Wisconsin state legislature.

This particular legislation would require all radio and television repairmen to pass an examination in theoretical knowledge as well as giving a demonstration in the manipulation of radio and television equipment and tools. Upon the successful fulfillment of these requirements, the repairman would be issued a certificate of registration to engage in radio and television electronics in Wisconsin. The examination fee would be \$25, and a yearly registration fee thereafter of \$15.

NARDA has already introduced the Certified Television Installation and Service program, which it is sponsoring nationally, to local groups in Milwaukee, Kenosha, and Racine. This program, originated in Hartford, Conn., calls for self-policing within the industry. It has proven successful in protecting the public against faulty servicing and installing malpractices in areas where it was introduced.

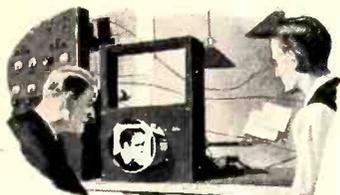
For Show Records

Distributors attending the 1951 Parts Distributors Show educational conferences at the Hotel Stevens, Chicago, May 21-23, will be able to keep full records of the proceedings. Conference note books containing complete outlines of each talk on sales, inventory and financial topics are to be presented at all of the nine seminars and discussion periods. Each subject for discussion will be outlined in the books, with space for notes and comments, charts or graphs, so that the volume may be kept for use as a handy reference book.

The speakers engaged for the seminars and discussion periods are nationally known in their fields, according to Jack A. Berman, educational chairman. They will conduct their sessions each morning from 9:30 a. m. to noon, prior to the opening of the exhibition hall and display rooms.

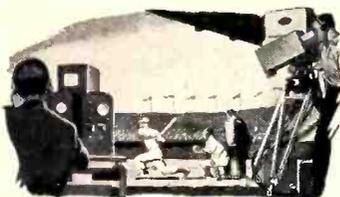
The Du Mont Story

the most exclusive, basic, effective sales story
in Television



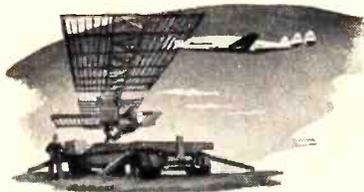
First in Development

In 1931 the Cathode Ray Tube was a very expensive laboratory curiosity. Dr. Du Mont developed this tube and made electronic television practical. Today . . . Du Mont is the foremost maker of precision electronic equipment utilizing the Cathode Ray Tube.



First in Telecasting

Du Mont operates the *first* television network, whose key station, WABD New York, was the *first* fully equipped station on the air. As foremost maker of high-fidelity, precision telecasting equipment, Du Mont has planned and built many leading television stations.



First in Radar

In 1933 Dr. Du Mont filed a patent which the Army asked him to withdraw for security reasons. The idea, developed in secrecy, became radar. Du Mont also contributed ideas for loran . . . and other electronic devices for national defense.

An Authorized Du Mont Dealer is much more than just another outlet for television receivers. His Du Mont Telesets* come straight from the laboratories where television itself was born . . . finely built by the world's foremost manufacturer of precision instruments utilizing the Cathode Ray Tube . . . a manufacturer who has always been and will always be first in electronic engineering development.

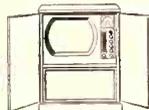
All the prestige that has been built around the name "Du Mont" by twenty years of electronic pioneering and leadership goes with the Du Mont Franchise. All the improvements discovered at the laboratories are reflected in Du Mont Telesets.

It all adds up to the most complete, the most logical, the hardest-hitting sales story in television, making a Du Mont dealership more than ever . . .

television's most coveted franchise

First in Home Receivers

Du Mont built the first commercial home receivers in 1939. In 1946 Du Mont brought out the first complete line of television receivers. Du Mont was first with the 19-inch tube, the 17-inch rectangular glass tube, the short-neck tube, now the giant 30-inch tube. No wonder the name *Du Mont* has come to mean "first with the finest in television."



DU MONT

first with the finest in Television

*Trade Mark

Copyright, 1951, Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J., and the Du Mont Television Network, 515 Madison Ave., N. Y. 22, N. Y.

Washington Report



Engineering Ethics, Morals And Common Sense

This is the first time that we have heard discussed ethics and morals of radio-TV engineers, but the occasion arose at the annual dinner of the Institute of Radio Engineers last month when RTMA president Bob Sprague defended radio-television engineers as possessing "at least as high moral, ethical, professional standards and mental qualifications as any other useful group of citizens."

This spirited defense of the industry's technicians came as an answer to the blast of F. C. C.'s Commissioner Robert F. Jones who had some rather tart remarks to make in the "annex" to the F. C. C.'s preliminary TV color findings of last September. Commissioner Jones had questioned the "good faith, truth and veracity" of prominent industry engineers. Mr. Sprague recalled. "If this wholesale indictment of your great profession were not so damaging and unfair, it would be ridiculous," Mr. Sprague told the engineers, adding, "Differences of engineering opinion can and should honestly exist. Changes in engineering opinion resulting from the passage of time and the gaining of experiences are healthy, and normally to be expected."

Pointing out that engineering includes the production of devices which, under existing and likely circumstances, will adequately serve the public at the lowest cost, Mr. Sprague emphasized that engineering includes common sense. Now, if the F. C. C. would also absorb some of that last-named ingredient, which is not so common!

Proposed Excise Would Slash Radio-TV Sales

The proposed Treasury excise tax of 25 per cent on radio and television sets would curtail sales approximately 40 per cent and would impose unfair price increases upon the lower income groups in the country. In his testimony before the House Committee, Bob Sprague, board chairman of RTMA, said, "This income group (below \$5,000) comprises 83 per cent of all taxpayers, and it is estimated that more than 50 per cent of this group are in the bracket under \$3,000. It is obvious that the impact of any increase in radio and television prices will fall more heavily upon the lower income

groups and on the segment of our economy which can least afford it."

Stressing the importance of the radio-TV industry to the national defense, Mr. Sprague pointed out that both radio and television are essential media of communication and in time of national emergency are extremely valuable in training for civilian defense, maintenance of moral and as a means of vital communication. The law should be revised, said Sprague, so as to impose a tax on those radio and television sets and parts designed and sold for use in the home, club and private car. Congress never before has imposed excise



SPRAGUE: TV tax unfair.

taxes until an industry has passed through its initial developmental period, and television is still very much in such a period, said Sprague, echoing the sentiments of the entire industry.

Supporting Mr. Sprague's testimony to the Committee was Mort Farr, a radio-television dealer from Upper Darby, Pa., and president of the National Appliance and Radio Dealers Association. "Dealers can ill-afford additional excise taxes on sets at this time," said Farr, who stated that the proposed tax will "stifle an industry... in its infancy."



FARR: Don't stifle TV.

New RTMA President



Glen McDaniel

Glen McDaniel has been elected president of the Radio-Television Manufacturers Association. Mr. McDaniel, who at 39 is one of the youngest vice-presidents of Radio Corporation of America, will be RTMA's first paid full-time president, succeeding Robert C. Sprague, who has been serving as both chairman of the board and RTMA president. Mr. Sprague resigns the presidency on April 1, when McDaniel takes over.

McDaniel has been affiliated with the radio-television industry since 1946, when he became vice-president and general attorney for RCA Communications, Inc. During the war he served as a special counsel to the Navy, later rising to the rank of Lt. Commander. Prior to his war service with the Navy, he practiced law with the well-known New York law firm of Sullivan and Cromwell. Mr. McDaniel was instrumental in obtaining concessions for the television industry under the "growth companies" formula as it affected the excess profits tax of 1950.

Materials Conservation

A long range program for the conservation of critical materials used in the production of radio-television equipment and parts has been inaugurated by the industry's engineers. Acting upon a plan submitted by Dr. W.R.G. Baker, director of RTMA's engineering department, the engineers pledged themselves to a "reduction in the use of critical materials to the maximum extent possible" but emphasizing that no deterioration in the quality of any radio or television receivers or their components will result from this conservation program. Regardless of whether the material is critical or non-critical, there is a need for maximum standardization of types, sizes, shapes, values, etc., it was pointed out. In fact, some improvements in efficiency and performance may result from the program, Dr. Baker said.

(Continued on Page 15)

Largest Selling booster at ANY Price!

ed TV Stations s Set Market

Location of Present Stations	FCC Recommendations			
	VHF		UHF	
	1949	1951	1949	1951
2	8	9	22	37
14	14	14	52	15
			34	28
				50
				6
				2
				3
				2
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				7
				1
				8
				0
				8
				20
				39
				0
				8
				38
				126
				10
				9
				25
				29
				40
				28
				16
				17
				36
				35
				17
				10
				37
				17

Regency

SIGNAL BOOSTER

Totals	—	497	557	1,683	1,357
U. S. Territories					
Porto Rico	6	9			
Alaska	18	19			
Hawaiian Islands	20	20			
Virgin Islands	—	3			
	44	51			

The comparative chart above shows how vast the television set selling market would become if the proposed partial lifting of the freeze would materialize. Many of the roadblocks to TV sales would be lifted just as fast as the television situation began to thaw. Dealers in one-station areas, or in areas where the receiving range is great, would find 'dead' prospects would suddenly come 'alive' again. Conversion problems would soon dissolve. The industry as a whole would simply get a new 'lift.' See editorial "The Thaw Begins" on page 56.

Washington Report

Engineering Ethics, Morals And Common Sense

This is the first time that we have heard discussed in a public forum the radio-TV industry. The industry arose in the early days of the Institute of Electrical and Electronics Engineers when the industry was in its infancy. The industry has since grown to a point where it is now a major industry. The industry has since grown to a point where it is now a major industry. The industry has since grown to a point where it is now a major industry.

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Largest Selling Booster at Any Price!

Proposed Excise Would Slash Radio-TV Sales

The proposed Treasury excise tax of 25 per cent on radio and television sets would curtail sales approximately 40 per cent and would impose unfair price increases upon the lower income groups in the country. In his testimony before the House Committee, Bob Sprague, board chairman of RTMA, said, "This income group (below \$5,000) comprises 83 per cent of all taxpayers, and it is estimated that more than 50 per cent of this group are in the bracket under \$3,000. It is obvious that the impact of any increase in radio and television prices will fall more heavily upon the lower income

Additional excise taxes on sets will be a "stifle an industry in its infancy," said Farr, who stated the proposed tax will "stifle an industry in its infancy."



FARR: Don't stifle TV.

Washington Report

(Continued from Page 12)

Tube Sales Jump

Sales of receiving tubes in February increased 48 per cent over sales in the corresponding month of 1950, the Radio-Television Manufacturers Association reports. February sales totalled 36,821,794 as against 24,865,546 tubes in the corresponding month of 1950. February sales, however, were slightly below the 37,042,303 tubes sold in January of this year.

A breakdown of the RTMA tube report showed 24,578,991 tubes sold for new radio and TV sets; 2,355,356 tubes sold for new equipment other than radio or TV; 8,237,372 for replacements; 1,429,783 for export; and 220,292 tubes sold to Government agencies.



Above, Miss Norita Newbrough, Baton Rouge, La., one of the four national 1950 Voice of Democracy Contest winners, is congratulated by James D. Secrest, general manager of RTMA. Miss Newbrough was presented with a GE radio-television set, a gift of the manufacturer to a Voice winner.

Ask 'W' Revise

The Federal Reserve Board has been requested by an industry group organized by the Radio-Television Manufacturers Association to modify Regulation W to permit TV set trade-ins to be applied against the 25 per cent down payment required on radio and television receiver sales.

The Federal Reserve Board was asked to accord the television industry the same privilege extended to the automobile industry whereby credit against the down payment is allowed on used cars to the purchase of new automobiles. The industry spokesmen contended that Regulation W in this respect discriminates against TV set purchasers as well as manufacturers and dealers by not permitting such credits.

Proposed TV Stations Widens Set Market

States	Location of Present Stations	FCC Recommendations			
		VHF		UHF	
		1949	1951	1949	1951
Alabama	2	8	9	22	37
Arizona	1	14	14	52	15
Arkansas	—	5	10	34	28
California	—	24	30	100	50
Colorado	—	10	10	50	26
Connecticut	1	1	2	9	12
Delaware	—	1	1	3	3
District of Columbia	4	4	4	1	2
Florida	3	18	23	52	33
Georgia	3	12	15	38	38
Idaho	—	14	15	46	13
Illinois	5	13	11	35	45
Indiana	2	5	6	22	39
Iowa	2	15	12	32	46
Kansas	—	9	12	43	37
Kentucky	2	3	5	21	27
Louisiana	1	11	12	25	30
Maine	—	9	9	25	20
Maryland	3	3	3	8	9
Massachusetts	2	4	4	12	19
Michigan	6	16	17	47	48
Minnesota	2	7	14	38	34
Mississippi	—	4	8	34	31
Missouri	2	15	17	31	36
Montana	—	20	22	73	17
Nebraska	2	10	13	37	21
Nevada	—	8	14	44	8
New Hampshire	—	1	2	8	10
New Jersey	1	1	1	9	8
New Mexico	1	15	15	55	20
New York	13	16	16	30	39
North Carolina	2	7	12	36	39
North Dakota	—	17	16	46	17
Ohio	12	14	13	33	44
Oklahoma	2	9	11	32	43
Oregon	—	11	11	52	21
Pennsylvania	7	9	9	28	43
Rhode Island	1	2	2	2	2
South Carolina	—	6	7	19	20
South Dakota	—	10	12	42	18
Tennessee	2	16	13	22	38
Texas	6	47	50	140	126
Utah	2	9	9	33	10
Vermont	—	1	1	8	9
Virginia	2	8	8	25	29
Washington	1	13	13	40	28
West Virginia	1	5	6	16	17
Wisconsin	1	9	9	36	35
Wyoming	—	9	10	37	17
Totals	—	497	557	1,683	1,357
U. S. Territories					
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TV Stars at IRE Show

Unveiling of a 14-foot scale model of the Empire State multiple TV antenna on the opening day of the recent IRE National Convention testified to the prominence television enjoyed during the record convention. The affair was attended by FCC commissioners and the heads of all broadcast stations slated to use the new antenna in the near future.

Following the ceremony, the model was placed on display at Grand Central Palace. Later in the convention a symposium was held by the IRE Professional Group on Broadcast Transmission Systems at which the electronic and mechanical constructional features of the new antenna were described and discussed in detail.

Television's prominence at this year's convention was doubly important, for it was reported as the largest meeting held in a single field of engineering or science. Over 23,000 radio engineers and scientists from the United States and 30 foreign countries gathered at the Waldorf-Astoria Hotel and Grand Central Palace, N. Y., March 19-22, to take in the 210 technical papers and 280 exhibits. These papers and exhibits covered every phase of the radio-electronic field. In addition to the special attention given television, the impact of the mobilization effort on the entire industry was highlighted throughout all discussions.

TV's Impact

A study conducted last November among 5,657 persons in urban homes, where the population was 2,500 and more, throughout the 48 states has disclosed Americans to be now possessed of voracious TV appetites. The average television viewer, according to the survey conducted by Batten, Barton, Durstine & Osborn, ad agency, spends three hours and twenty-four minutes daily in front of the TV set. Hardest hit by the TV medium was movie attendance. On a typical day some 18 per cent of non-TV owners attend movies. Television owners show a figure of 12 per cent movie attendance, a difference of 33 per cent.

Radio listening drops from 87 per cent in non-TV homes to 67 per cent in TV homes. The decrease in weekly magazine reading is from 69 to 60 per cent, while reading of the daily and Sunday papers runs about the same. B. B. D. O. points out that TV has not completely wiped out other activities in the home. "If this study does nothing else," B. B. D. O. points out, "it demonstrates again the amazing capacity of the American public to take a new medium in stride without any other activity taking the full brunt."

For the Ladies

While the men are engaged in serious business at this year's Parts Distributors Conference and Show, May 20-23, Stevens Hotel, Chicago, the ladies will be busy themselves. A four-



Gayle Hastings

day Ladies Program has been scheduled for the 'electronic lassies'. Gayle Hastings, internationally known European fashion designer, will be featured speaker at the luncheon, May 22, in the Casino Room of the Congress Ho-

tel. She will speak on "Style and Adventure," during her only Chicago appearance.

Service Activity

Television dealers and servicemen in the Milwaukee area have initiated activities for the establishment of local participation in the Certified Television Installation and Service program, it was announced recently by Jack Westley, Northern Supply Co., who is chairman of the NARDA CTIS committee in Milwaukee County. Organizational committees are being formulated to set the program in motion and representatives of the local radio stations and newspapers have promised full cooperation. At a recent meeting over 50 dealers were present to hear A. W. Bernsohn, managing director of the National Appliance and Radio Dealers Association, and Norman K. Brahmstedt, NARDA director of member services, outline the CTIS program.

Interest in the CTIS plan, which features self-policing of servicing within the television industry, has been spurred by the proposed bill before the Wisconsin legislature to require all radio and television servicemen and repairmen to pass an examination in theory and practice, and to maintain a license certificate.

An Award for Inspired Selling



William A. Blees, left, above, v-p of Avco Mfg. Corp. and general sales manager of its Crosley Division, receiving from Arthur H. Motley, N. Y. Sales Executive Club, a silver plaque for excellence in merchandising. The club's award to Blees was "for outstanding accomplishments as a leader in the development of new and better ideas in modern merchandising."

THE INCOMPARABLE

Capehart

GIVES YOU

4 OPPORTUNITIES TO MAKE MORE SALES

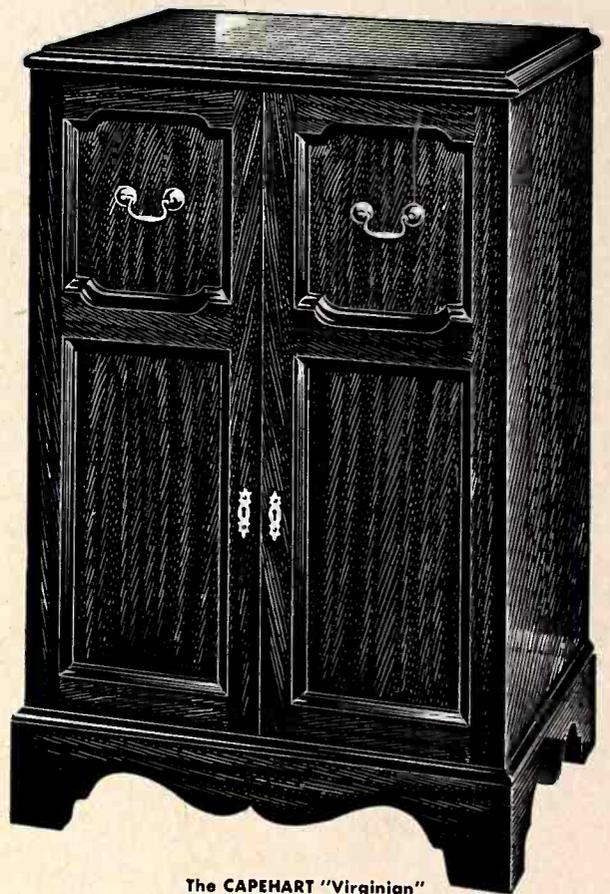
Finest cabinetry offered today—
distinguished Lee Stone designs,
heirloom quality cabinets.

Richer, clearer pictures from the
famous CX-33 chassis

The world famous Capehart
Symphonic-Tone System for true
timbre tone

Priced realistically so that more can
enjoy the finest

YES, it's four-ways easier to sell the world's finest instrument for home entertainment. That's because Capehart is its own best salesman. Its sharper, brighter pictures . . . its superb sound demonstrate at once its technical superiority. Its handsome cabinetry fairly shouts quality. Its remarkably reasonable price invites on-the-spot buying. For quicker and more lasting sales put Capehart through its paces every time. It's the sure way to build business . . . gain profit-winning success!



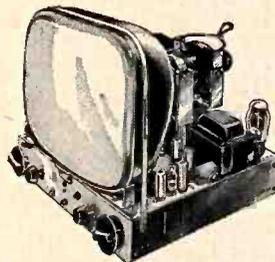
The CAPEHART "Virginian"

Chippendale styling at its very best. Deeply paneled doors fold against sides. 17-inch rectangular tube for pictures of photographic quality. Famed Capehart Symphonic-Tone System.



The CAPEHART "Nantucket"

Smart, clean modern styling in rich dark mahogany veneer. Big 16-inch rectangular tube gives full-picture to edge of screen. True-timbre Capehart Symphonic-Tone System.



New CX-33 Chassis

Produces sharpest, clearest, steadiest picture yet attained. Establishes new standards of performance. Gives new service-free operation.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

Study FM-AM Sets

FM broadcasters and set manufacturers have decided to collect specific data on the market for radio and television receivers with FM audio bands. A joint industry conference brought forth an agreement by broadcasters and set manufacturers that the present consumer demand for FM-AM radios now exceeds the supply. Opinion differed as to the cause.

Manufacturers pointed out that there is a current shortage of all types of radios, due to heavy buying since the outbreak of the Korean war. Broadcasters contended that the production of FM-AM radios has been short of public demand for some time.

Three committees were involved in the conference, RTMA FM Policy Committee, NAB FM Committee, and the FM Industry Committee. John W. Craig, vice-president and general manager of Crosley Division, Avco, headed the RTMA committee, Ben Strouse, WWDC-FM, Wash., headed the NAB group, and M. S. Novik, radio consultant, headed the FM industry committee.

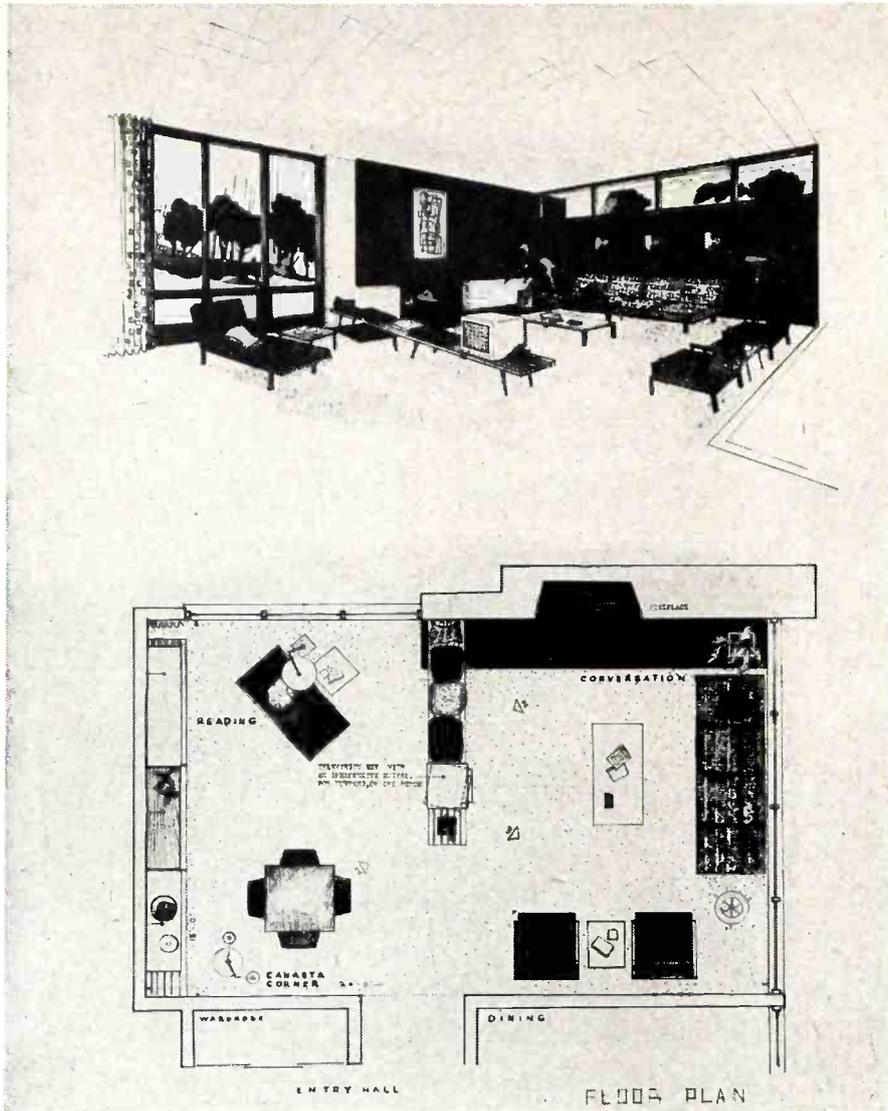
The matter is to be studied further and late April has been set for a second meeting. Data collected by broadcasters outlining shortages in specific areas is to be turned over to RTMA.

Vital Facts From Permo

The Permo Products Division of Permo, Inc., Chicago, Ill., manufacturer of long-life phonograph needles, has inaugurated a sweeping program to furnish vital information related to phonograph needles. In a series of bulletins titled, "The Permo Long-Life Phonograph & Needle Facts," the firm is trying to clear up the confusion as to 'what special type phonograph needle fits what phonograph record player.'

Permo has long felt there is a specific need for such assembled information, partly because many sales promotional charts do not give the specific information required by the existing market. The data which the firm presents in detailed form is illustrated in the first bulletin issued, "The Admiral Story."

In a 12-page folder, bound in a way so that it can be clipped into a permanent reference notebook, the Admiral section of the fact series outlines the complete story of Admiral's use of components which are furnished by Permo. Included in the information folder are details of record changers, of cartridges used in each record changer, original needles used in each pickup cartridge, and the Permo long-life replacement needles used in each cartridge. Distributors, dealers and servicemen will find the bulletins handy for reference.



Now Interior Decoration Starts with Television

Television has affected many aspects of American life, from attendance at the movies to the problem of whether it is harmful to children's schoolwork. However, it now develops that not the least of TV's terrific impact on every facet of our lives is the way it is rearranging living rooms and influencing the styling and manufacture of furniture, chairs, lamps and even dishes. Pictured above is the room which won the \$1000 first prize in the

Chicago Tribune Better Rooms Competition. Note how this design places major emphasis on the TV set as the most important item in the entire room. This results in a completely flexible type of furnishing. Importance of this interior decorating trend to the radio-television dealer is this: suggest to your prospective customers that they start with a television set and then build the rest of the furniture in the living room around that piece.

ANOTHER GOOD REASON WHY YOU SHOULD...

Switch to Hotpoint!

for **FULL-LINE LEADERSHIP!**

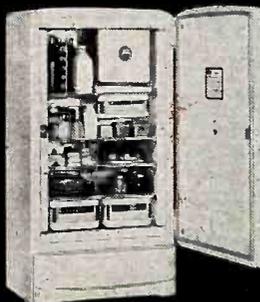


HOTPOINT SUPER-STOR REFRIGERATORS
MODELS E D 110-5 and E D 87-5

Now... with new, improved Full-Width Speed Freezers! Model E D 110-5 has cabinet volume (NEMA) of 10.99 cubic feet with Speed Freezer capacity of 49 pounds. Model E D 87-5 has cabinet volume of 8.7 cubic feet and Speed Freezer capacity of 43 pounds.

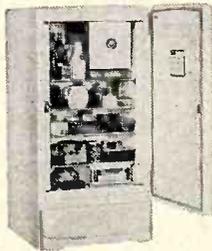
HOTPOINT SPECIAL DELUXE REFRIGERATOR
MODEL E C 82-5

Has improved horizontal evaporator of new full-width design. Cabinet volume (NEMA) is 8.22 cubic feet. Speed Freezer capacity is 43 pounds.



HOTPOINT DELUXE EIGHT
MODEL E B 81-5

Has an efficient Speed Freezer that holds 24 pounds of frozen foods. The cabinet volume (NEMA) is 8.11 cubic feet. Has two large vegetable pans on rollers. Plenty of room for fresh foods and tall bottles.



HOTPOINT STANDARD EIGHT
MODEL E A 83-5

Neither storage space or beauty is sacrificed in this economy-priced 8-foot refrigerator. Speed Freezer holds 24 pounds.



HOTPOINT STANDARD SIX
MODEL E A 61-5

Just the right size for small families. Room for 17 pounds of frozen food in the Speed Freezer.



HOTPOINT STANDARD FOUR
MODEL E A 40-5

Ideal for small apartments, lodges, offices and camps. Ample room for fresh food. Speed Freezer holds 9 pounds.



Hotpoint Super-Stor Combinations Models E G 106-5 and E G 87-5

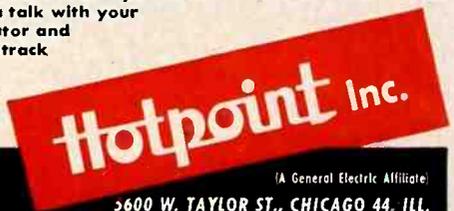
The world's finest combination Refrigerator and true Food Freezer. Model E G 106-5 has cabinet volume (NEMA) of 10.61 cubic feet. Freezer holds 70 pounds. Model E G 87-5 has cabinet volume (NEMA) of 8.7 cubic feet and freezer holds 52 pounds. Both have shelves in doors, butter bins and many other modern conveniences.

Hotpoint BRINGS YOU NINE MAGNIFICENT NEW REFRIGERATORS TO MAKE YOUR REFRIGERATOR LINE COMPLETE!

Among Hotpoint's complete line of the world's finest and most convenient refrigerators there is a size, type and price to fill every family's specific requirement. Hotpoint's nine magnificent new models include...

- ✓ 1. Two great new Super-Stor Combinations, at the top end of the line, combining full-size Refrigerators with true Food-Freezers—both in one handsome cabinet. These models feature two separate compartments, two doors and separate temperature controls.
- ✓ 2. Three magnificent new models, in the middle of the line, featuring the new, improved Full-Width Speed Freezers. Two models have door shelves and butter bins. All three provide proper air temperatures under all conditions, eliminate excessive sweating or condensation and have the popular Telefrost indicators.
- ✓ 3. Four popular models, in the lower priced end of the line, to fill out the complete range of styles and prices to fill every family's need. When you step up to Hotpoint Refrigerators you step up to the finest!

Hotpoint's complete line of the world's finest refrigerators is further proof of Hotpoint's Full-Line Leadership—a leadership which makes the Hotpoint Full-Line Franchise the industry's most coveted. Have a talk with your Hotpoint distributor and get on the right track to full-line profits—every month of the year.



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

(A General Electric Affiliate)
5600 W. TAYLOR ST., CHICAGO 44, ILL.



• Rentals are an added feature of Countner's aggressive selling from this modern TV center.

How to Pay Rent with Rentals

IF Seattle customers, all the way from staid music lovers to jiving hepcats, are looking for a particular selection of records, they usually turn to Countner's, Inc., 3207 Eastlake Ave. For Countner's boasts one of the largest stock assortments of records within the city of Seattle. Furthermore, the firm has kept itself in the public eye through an unusual method of promoting and stimulating sales.

This has been simply an extensive and elaborate system of rentals. For instance, the firm rents records to school groups, university groups, and for individual entertaining needs. Three local hotels take advantage of their rental service when holding receptions and teas. One reason is that the type of music supplied encompasses a wide and varied selection of recorded music. Another is that the price is right, only a deposit for the cost of the whole record being required upon rental.

Many Phases

Countner's has found many phases allied to the rental service. It also rents playing equipment, from conventional record players to juke boxes. The average cost runs from \$9.50 to \$15, with the firm picking up and delivering. Price varies according to location. In addition, the fact that the firm handles juke boxes adds an interesting sidelight to off-trail selling. After records are played on juke boxes, they are brought into the store, checked and graded. After a careful sorting, the records are placed on sale for half price.

Record lovers, because of careful grading, know that the records purchased will offer consistent service, and buy them with confidence. Once in the store—and here is the real significance of the novel idea—they invariably turn to the new record counter. To supplement their second-hand records, purchasers build their own library of new records, adding, at the same time, to Countner's sales volume. This, of course, is exactly the effect the juke box promotion aims at.

Television Rental

Even television is included in Countner's system of rentals. But the purpose is to overcome a major difficulty faced by every retailer in the radio and television business. It is a way out in answer to the perplexing question, "Should a TV dealer offer free home demonstrations?" Countner's has decided "No." At least for themselves. The reason is very logical, especially when it is remembered that Seattle was built on a series of hills. This means, of course, that reception in almost any portion of the city is likely to be poor without an antenna, properly installed and adjusted. Free home demonstrations under these circumstances, it is obvious, would be a very great drain. In fact, it would drain off any profits which should accrue from each sale.

So Countner's struck a balance and decided to rent television sets to customers over the weekend. The charge is \$15, with the understanding that, should the set be purchased, that money

shall be applied to the final purchase price of the set. This figure certainly does not represent a profit to the firm. But it does serve to cover the cost of delivery and installation. In the opinion of Frank Countner, president of the firm, this practical rental approach to demonstrating television to a prospect does not scare away the sincere prospect.

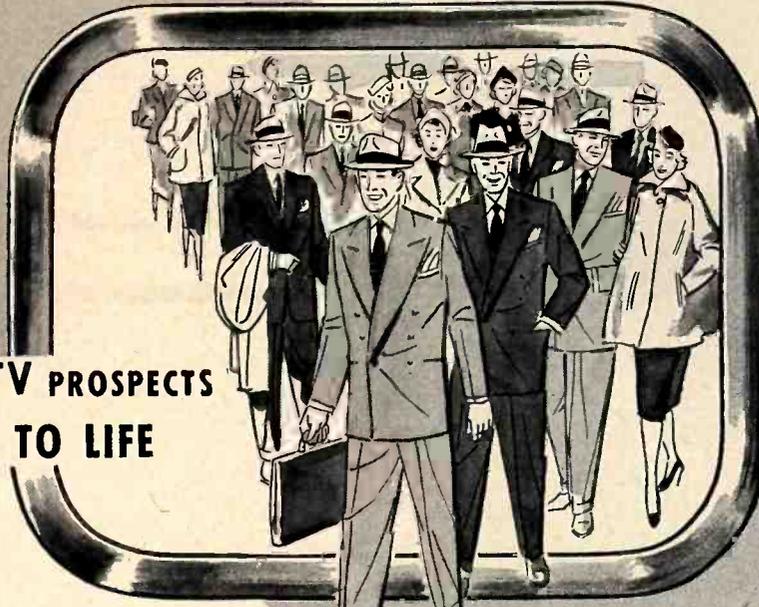
Meeting Objections

As a market area, Seattle, Washington, is still caught between television's arrival and television's expected growth. Many of the city's populace have succumbed to the wonder medium of entertainment, are now enjoying what is offered in the way of programming over the city's single TV station. Network programs from each net are supplied for viewing fare. But there is still a section of the buying public which is waiting for the second station before buying. The color situation has not made the selling of these prospects any easier. But Countner's is in no great rush to batter at these imaginary consumer barriers. The firm explains the adequate modification that can be made when color television becomes a reality and goes on from there. For the exceptional viewing which television offers, the tremendous range and scope of entertainment and education which its programs afford, add considerable weight to the selling argument.

For selling the family market, Countner's remains open until 9 o'clock every
(Continued on Page 41)

Look! They're

Alive!



MAKE TV PROSPECTS
COME TO LIFE

WITH

Sentinel *for '51*

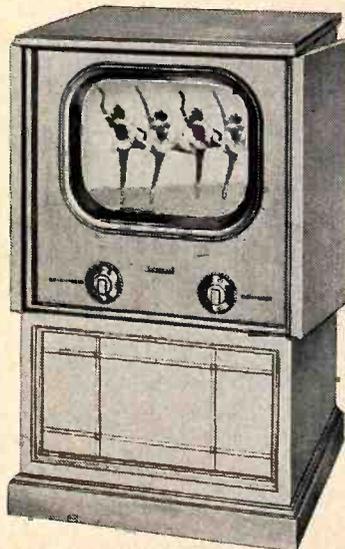
Something to talk about—something to demonstrate—something to win that coy cash from customers, no matter how reluctant—that's *Sentinel* for 1951. NEW, improved circuits mean (1) better pictures, (2) better sound and (3) truly life-like fidelity with complete picture stability.

Put *Sentinel* side by side with ANY other make, demonstrate it in direct competition and *Sentinel* will win your sale for you 4 times in 5. Ask your distributor for PROOF—or write *Sentinel*—TODAY!

*The Livest, Most
Natural Pictures
in All Television!*

*12 Lively Moving
Models Blanket
Your Market Fully!*

Model 431-CVB
Colorfast Korina
Model 431-CVM
Mahogany



Model 429-TVM
Mahogany
Model 429-TVB
Colorfast Korina

Sentinel *Television*

SENTINEL RADIO AND TELEVISION

Evanston • Illinois

A "Dealer"

This Eatontown dealer finds that standard selling techniques plus a real 'hometown attitude' works sales wonders



• Frangella, left, beams as Mayor Bliss Price of Eatontown cuts the ribbon to open his new radio and television center.



• The storefront is neat and proper for the small town in which the store is located. It has a homey appeal.



• Inside, the store reflects the same tidiness. Not spacious, still the store shows everything without crowding.

FORTY miles from New York City's Battery, due south as the gulls fly, across Lower New York and Sandy Hook Bays, thence over the dunes and flatlands around and beyond Red Bank, lies the modest hamlet of Eatontown, New Jersey — population 2,500. There diminutive James Frangella, proprietor of the Eatontown Radio & Television Co., has set up shop. There, almost within earshot of the ocean's roar, and basking in the reflected glory of such vacation playlands as Asbury Park, Monmouth Beach, Avon-by-the-Sea, Pt. Pleasant Beach, and even Barnegat Bay, this same diminutive, smiling and friendly dealer has built himself a real business. His "homespun selling" is something to savor, like home cooking which typifies towns and villages throughout the land. For his rudimentary approach to selling has enough flair and alertness to keep his volume pointer hovering above a third of a million dollars annually.

If a dealer with a long history in the radio and television business boasted such a volume for a modest operation, he would be regarded as a very successful businessman. When a dealer has been in the television business the short space of time since 1945, then it becomes nothing short of spectacular to report a total business volume of \$350,000 for 1950, and an expected volume of \$400,000 for 1951. But that is exactly what Jim Frangella, operating from a showroom no larger than 28 feet by 48 feet on the main street of Eatontown, reports.

Service Beginnings

This little store, with its capacity for aggressive selling in an over 40-mile radius of Eatontown, had humble be-

Dealer”

ginnings. When Frangella was in the service he spent considerable training hours in the Army Signal Corps. From this he garnered sufficient experience to enable him to launch into servicing as a hobby once he left the service. He was then in his mid-twenties. What started as a hobby soon blossomed into a flourishing business. So much so, in fact, that Frangella had to keep gathering in additional people to help him with the volume of servicing business he soon acquired.

Concentrating on television, since that was the product leader in the radio and television business when he first got his feet wet in the field, Frangella expanded to the point where he not only had 15 servicemen and five trucks to handle his TV service work, but also had taken on three salesmen in the bargain. His selling area ranged north to Red Bank, but the heart of Frangella's market encompassed the region to the south, including Asbury Park and other points more distant from the metropolitan telecasting centers. Distance from New York became significant for Frangella because of the nature of his service. To the north, in flatter areas where any type installation would bring in a signal, this Eatontown dealer had no decided edge. But when distance from New York deepened the interference and intensified the need for excellent installations, Frangella had a distinct advantage over competitors. For, he had built his reputation gradually, always on the firm bedrock of sound service. And, in the long run, his reputation for excellence of service kept the business flowing into his showroom and service shop.

Always Human

There was still another aspect of Frangella's selling which was unique in its way. It is something which many dealers cannot explain to others. In a way, it involves putting a heart in a business operation. This in itself, in the whirl of one of the most competitive businesses, is a notable achievement. And yet over and over again, Eatontown Radio & TV reflected its own personality and that of its owner.

Last year, during the World Series, Frangella provided the Red Bank High School with a 19-inch DuMont console

(Continued on Page 52)



• The service organization which has built Frangella a reputation for providing sound, efficient service.



• Hometown spirit wins Frangella many customers. His store sponsors the bowling team which won Long Branch League title.



• Celebrations for employees, like this Christmas party for staff and families, indicates Frangella sells from the "heart."



• A hectic moment during the program "What's Offered?", Boston dealers' experiment with sponsorship.

Can 'Giveaway' Shows Build Sales For Television Dealers?

RADIO and television program sponsorship is a delicate thing, especially among retailers. There is always the question of whether or not the budget can afford such sponsorship. Then there is the equally important question, "Are the results worth the expenditure?" Sometimes the mere enhancement of a dealer's good name and goodwill in a community through program sponsorship of any kind or description is not enough to satisfy some very realistic dealers. And for that kind of hardboiled, dollar-for-dollar thinking, a promotion now running its course in Boston, is demonstrating in cold and realistic terms what small and medium-sized dealers can do to enhance sales on the retail floor.

The Boston plan is called, for want of a better name, the TV Premium Plan. Through a local advertising agency the program is carried once a week over the local station, WBZ-TV. Radio and television dealers in the Hub city are among the leading sponsors of the program titled, "What's Offered?" The program is an auction-type show, featuring bidding by the studio audience as well as by home viewers for such valuable gifts as fur coats, paid vacations, and diamond rings.

The Show

Local announcer Stan Shaw acts as chief auctioneer on the show. He is assisted by a bevy of lovely models, who handle all the incoming calls and who maintain contact with home viewers

during the bidding. Shaw frantically keeps track of bidding that hits him from all sides at once. When studio bidding reaches its peak, a whistle signals the folks at home that they have 15 seconds to call in their final bids. No cash bids are allowed on the Saturday night show, but \$1,500 worth of prizes go to the lucky bidders each week.

All bidding on the program is confined to those persons in the studio audience and those home viewers who have the special sales slips permitting them to bid. These slips are receipts from purchases made at any one of the 200 or more Boston merchants who have enrolled in the plan. To check on the authenticity of the bids, a detective agency checks every winner for the valid receipts which correspond with the winning bids. Since the plan enables smaller retail merchants in many fields to participate—druggists, bakers, shoe stores, hardware stores, jewelers are numbered among the sponsors—television dealers are profiting from the plan in more ways than one. In the first place, by sharing sponsorship they are boosting their sales directly. Also, since television is at that stage where excellence of programming is a boon to set sales, then mere participation by radio and TV dealers in this plan will aid their retail sales.

Plan at Work

The TV Premium Plan is a very simple, though extremely effective one.

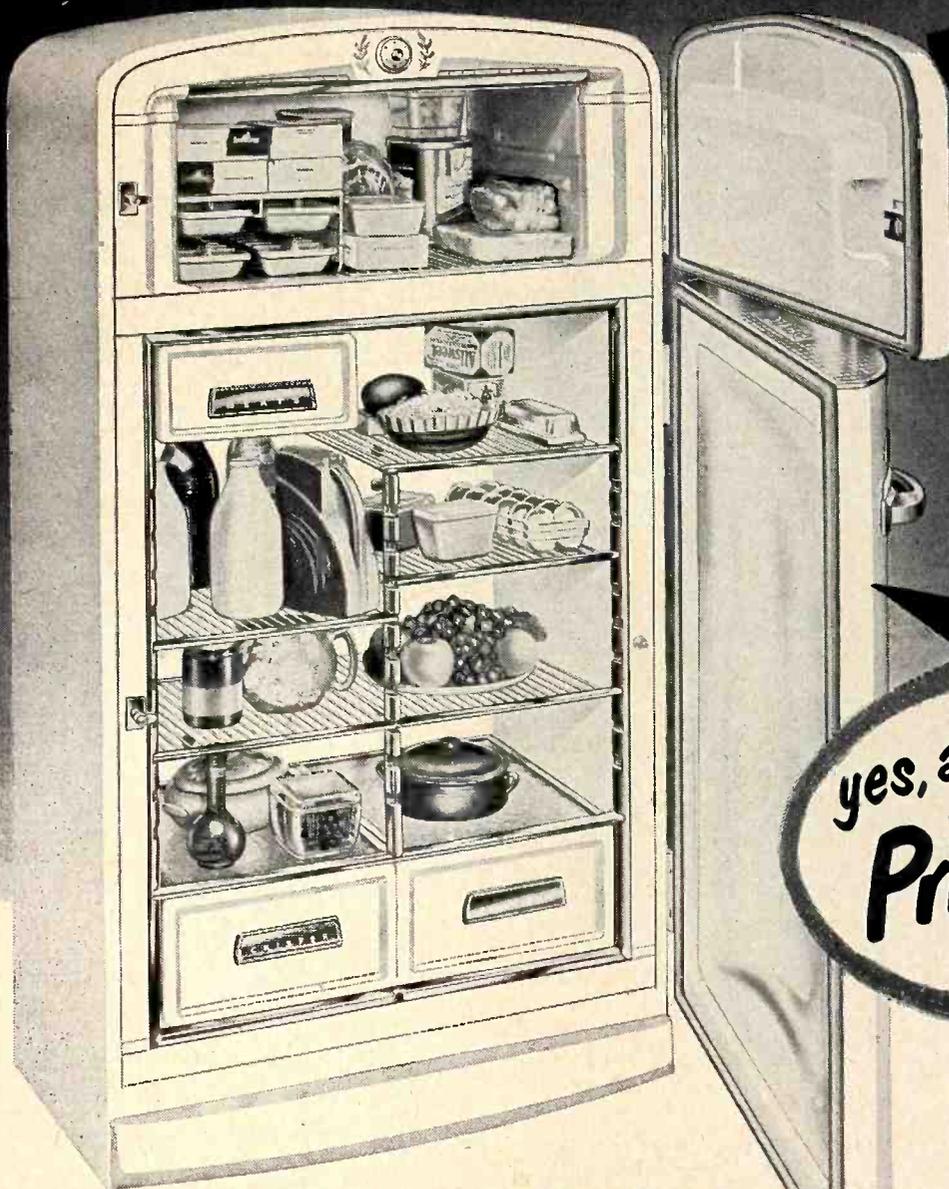
Each member merchant is charged a fee of approximately \$10 per week for a given period of guaranteed membership. On the first telecast immediately following membership in the plan, a retail merchant is welcomed as a TV Premium Member. When the program devotes time to salute his community shopping district his name receives prominent attention again. Special window stickers announce to the public the fact that a dealer is a member of the plan. The special receipts for purchase slips are supplied.

Purchase of any product provides a receipt necessary for bidding on "What's Offered?" Occasionally special sales are run to increase customer interest. All receipts are good only for a period of four weeks. No merchant may participate in the bidding, neither can any member of his family. Restrictions are also imposed which prevent employees of member merchants from using receipts obtained where they work. The prime purpose of such restrictions is to prevent any possible antagonism on the part of dealer customers.

The fact that lines to Boston TV station WBZ-TV are jammed each week when the bidding is in progress on "What's Offered?" testifies to the popularity of the program locally. Women in particular are considered susceptible to the program. The favorable comment, not only from winners

(Continued on Page 41)

ONLY PHILCO has it!



2 DOORS

...With
FULLY
Automatic
Defrost

yes, and
Priced Less
than ever before

Revolutionary New PHILCO DUPLEX \$379⁹⁵
8, 10 and 12 cu. ft. models... UP IN ZONE 1

In one sensational refrigerator, Philco combines the two most wanted features in public demand today—Two Doors and true, honest Automatic Defrost. Yes, no defrosting anywhere in the Philco Duplex. It's fully automatic—complete—so fast, frozen foods stay frozen... no chance of thawing. And at last, a dry 2-door refrigerator which automatically removes excess moisture. All at new low prices that bring the luxury of 2-door ownership within reach of many more buyers than ever before.

OTHER NEW 1951 MODELS FROM \$209⁹⁵
9, 11 and 13 cu. ft.—all with full UP
length door. Sensational values in IN ZONE 1
every size from 7 cubic feet up.

Prices subject to change without notice

PHILCO

Famous for Quality the World Over

PHILCO ELECTRIC RANGES
WITH THE EXCLUSIVE

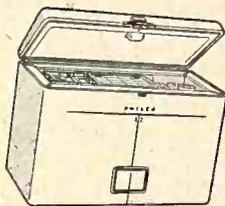
Built-In Jiffy Griddle

Like "Broil-under-Glass", it's another great contribution to electric cooking, offered only in a Philco.



ADVANCED PHILCO FREEZERS

More Food in Reach



without stooping
Philco's exclusive
sensationally
popular sloping
front design now
available in two
most wanted sizes.
8 and 12½ cu. ft.

Radios

Television

Consoles

Recorders

Phonographs

TV Accessories

TV Console by Fada

Mfd. by Fada Radio & Electric Co., Inc.,
Belleville, N. J.

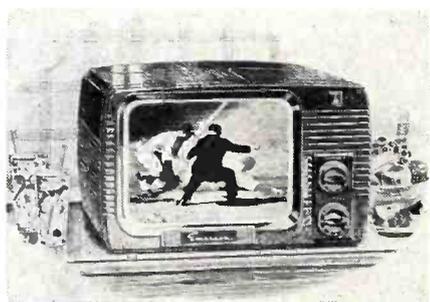


Featured in this deluxe console, of matched-grain mahogany veneer with crotch mahogany effect veneer doors, is a 17-inch rectangular picture tube. Fidelity speaker is 10-inch for full range quality. Has built-in "Fada-Scope" antenna. Sixteen tubes, plus picture tube and four rectifiers.

Say you saw it in *Radio & Television Journal*, April, 1951

Emerson Table TV

Mfd. by Emerson Radio & Phonograph Corp.,
111 Eighth Ave., N. Y.



Housed in a figured walnut Bakelite table cabinet, this TV receiver features a 14-inch rectangular cathode-ray tube. Has firm's special focus, contrast, tuning and long-distance circuit features. Lists at \$179.95.

Say you saw it in *Radio & Television Journal*, April, 1951

Majestic 17-inch TV

Mfd. by Majestic Radio & Television,
70 Washington St., Brooklyn 1, N. Y.



In this modern console of hand-rubbed blonde mahogany is featured 17-inch television on a rectangular "Sight Saver" picture tube. Set has single knob "Eagle Eye" tuning. Double doors are half length type.

Motorola Deluxe Combo

Manufactured by Motorola, Inc.,
4545 Augusta Blvd., Chicago 51, Ill.



Housed in a mahogany cabinet of modern design, this deluxe FM/AM radio-phonograph console features a 6- by 9-inch oval Alnico V dynamic speaker, eight tubes plus rectifier, new treble-bass tone control, and AC superhet circuit. Phono tone arm can be handled while in motion. Set sells for \$299.95.

Say you saw it in *Radio & Television Journal*, April, 1951

Stromberg-C's "Stafford"

Manufactured by Stromberg-Carlson Co.
Rochester, N. Y.



A table television receiver which features a 17-inch picture tube, "tru-lok" tuning, power-equalizer, and anti-reflection viewing. Cabinet is hand-rubbed mahogany veneer.

Say you saw it in *Radio & Television Journal*, April, 1951

Radio by Tele-tone

Manufactured by Tele-tone Radio Corp.,
540 West 58 St., N. Y.



Here is a consolette which combines AM/FM radio and a three-speed (78-, 45- and 33 1/3-rpm) record changer. The combination is modern in design and finish, and lists for \$169.95.

Say you saw it in *Radio & Television Journal*, April, 1951



New!

Radion

Model 2-G-10

"The Suburban"

Again, as so often in the past, *Radion* provides a terrifically effective "shot in the arm" for your TV set-sales! "*The Suburban*" cinches those outlying prospects for you as fast as close-in orders are cinched by that old established standard of the industry, *Radion* Model TA-49, "The Metropolitan."

Radion cuts installations from hours to minutes—kills that "high cost" bugaboo that slows up sales

—saves you time and money, helps build your sales volume. Ask your jobber! Or write direct. TODAY!

The Suburban—Model 2-G-10—Gull-wing conical antenna for up to 25 miles from transmitter, all channels. Copper coated steel with silver-gray baked enamel finish; plated hardware; universal mounting base for speedy installation on wall, roof, window or in the attic, with no tools needed except pliers and screwdriver.

Completely factory assembled with 300-ohm lead-in and necessary mounting hardware. Individually packaged. Packed six to a master carton; shipping weight, 28¼ lbs. List, \$12.50.

2,000,000 RADIONS

HAVE PAID GOOD PROFITS TO DEALERS!

Write:

THE RADION CORPORATION, 1137 MILWAUKEE AVE., CHICAGO 22, ILLINOIS

McDonald of Zenith

THE recent action of the Federal Communications Commission which greatly expanded the number of television stations in the UHF range, plus the FCC's thinly veiled warning to the motion picture industry that it had better start cooperating with television, has brought into focus once again a man named Eugene F. McDonald, Jr., one of radio's and TV's most colorful personalities. Commander McDonald is president of Zenith Radio Corporation, a company which chalked up a sales total of \$134,012,595 for the year 1950. This is an impressive sales record in any industry, but is especially significant in a business which has more than its share of ups-and-downs.

Commander McDonald together with other leaders in television has long been battling for an expansion of TV broadcasting facilities in the UHF range, but while he has had considerable support in this, he has fought a single-handed struggle with the motion picture industry to release its full-length feature films for television audiences through a device called Phonevision, his own brainchild, which recently enjoyed its first commercial test in Chicago. McDonald has always believed that the road to a greater television industry lay in the direction of providing it with Hollywood's almost limitless box office attractions via the telephone, which would, in effect, turn every living room into a private theatre where the TV viewer would have the choice of selecting his own program and paying for it through his local phone company. Each family would be charged a fee of \$1 for each picture selected and the amount of patronage by 300 test families would indicate the potential box office to be secured by Phonevision as a market for premium entertainment.

The tests began on January 1, 1951, and the response of the test families proved highly interesting. During the first week of the test, the participating families purchased pictures at the rate of 3.1 times per week per family, dropp-

ing later to an average of 1.5 per week, which still represented three times the estimated average rate of movie-going. While the final results of the test are not yet complete, some general conclusions have already become evident: if Phonevision should be authorized by the FCC, a considerable percentage of TV set owners would welcome an opportunity to become subscribers and pay "home admission fees" for the privilege of seeing good motion pictures and other types of premium entertainment on their screens *without advertising*.

It is also apparent that there would be a sufficient number of Phonevision subscribers to guarantee its being a successful commercial venture. But the greatest implication of the test is that Phonevision would open a tremendous new market for the entertainment industry among a vast audience which seldom or never attends motion pictures of legitimate theatres, sport events, etc., but would gladly pay to see this entertainment in the comfort of their own homes. But of even greater significance is the fact that Phonevision would broaden the already powerful potential of every television set, thereby making for an even greater television industry.

What manner of man is this McDonald whose multifarious interests and powerful drive have made his name a byword in American industry?

First, to Gene McDonald, land is merely something you tie a boat to—a place where you make a living. As a famous yachtsman, explorer, and Navy officer, he's as familiar with the reefs edging the Galapagos Islands, the shoals around Mackinac, or the ice floes of the arctic as he is in the swirl of Chicago's traffic. Early in life, McDonald decided to mix work and fun, business and boats—to the greater glory of each, but to the neglect of neither.

In 1910, he moved to Chicago and set up the first auto finance corporation with a time payment plan. Business boomed and McDonald prospered, and at the age of 29, he sold his company for



a tidy sum and enlisted in the Navy during World War I. It was this tour of duty that earned him the title "Commander."

In his early thirties, at a time when most men are trying to find their niche in life, McDonald became president of Zenith. The company's subsequent growth reads like the proverbial American saga of success.

But throughout Zenith's progress, McDonald turned to his first love—the sea—and took part in a number of Arctic expeditions which took him to within 11 degrees of the North Pole.

Business-wise, McDonald is a hard-hitting, hard-driving executive who brings an amazing amount of imagination and vision to his job as one of television's top producers. Early in TV's history, McDonald showed a marked preference for big pictures, simplified tuning and "black" picture tubes; all of these have become standard today.

It has been said that every enterprise is but the lengthened shadow of one man. In few instances is this more truly exemplified than in the case of McDonald's Zenith Corporation. This seafaring man has the clear, far-away look of a mariner, but he has never missed the little things close at home which go to make up a successful business. As head of Zenith's multi-million dollar dynasty, McDonald continues to carve his own dynamic personality and thinking on everything he does. Right now, he's aiming at a bigger and better television industry through Phonevision, and the rest of the industry knows that before he's through with it, things will have happened.

Floyd Makstein, field engineering manager at Emerson recommends

Simpson MODEL 480 GENESCOPE

FOR TV-FM SERVICING

This is what Floyd Makstein of EMERSON says about the Simpson Model 480 Genescope: . . . "The Simpson Model 480 Genescope far surpasses the standards required in the servicing and aligning of all TV-FM receivers.

The wide frequency response and the 25 millivolt sensitivity of the oscilloscope, combined with the required fundamental signal sources which are provided in the AM & FM oscillator sections, simplifies the accurate aligning of all TV receivers, including those with intercarrier systems.

In addition, the large, easy-to-read dials, having a 20-1 vernier control and 1000 division logging scale, cuts down on servicing time."

Mr. Makstein concludes . . . "The compactness of the complete unit will be a big factor in many of the service shops where space is at a premium. We are sure that the whole TV industry appreciated your efforts in raising the engineering standard in servicing." Emerson Service personnel know that modern FM and TV development and servicing demand test equipment made to the most exacting standards.

They prefer the Simpson Model 480 Genescope because it is the most accurate, flexible and convenient instrument available. The Genescope will render many years of uninterrupted service and always produce accurate results.

SIMPSON ELECTRIC COMPANY

5200 W. Kinzie St. • Chicago 44, Illinois • Phone: COLUMBUS 1-1221
In Canada: Bach-Simpson, Ltd., London, Ont.

THESE RANGES SHOW HOW MUCH THE SIMPSON GENESCOPE CAN DO FOR YOU

FREQUENCY MODULATED OSCILLATOR

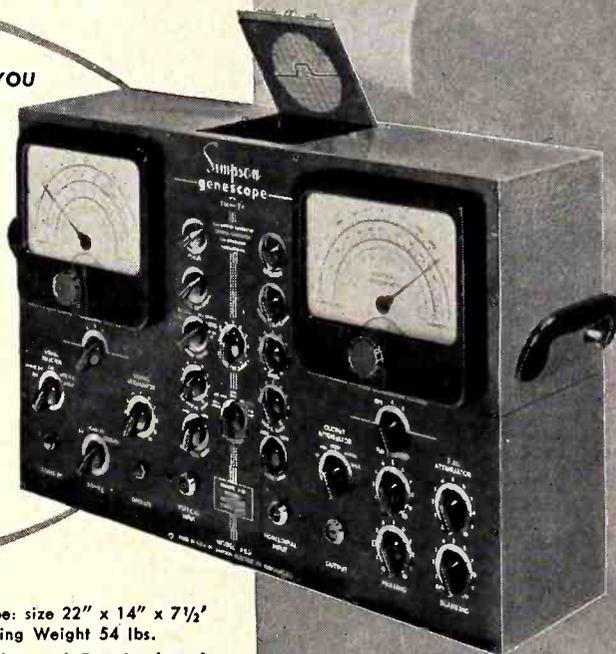
Band A: 2-120 megacycles
Band B: 140-260 megacycles
Sweep width variable from zero to 15 megacycles
Sweep rate 60 cycles per second
Specially designed frequency sweep motor
Continuously variable attenuator
Crystal calibrator: 5 megacycles \pm .05%
Audio Oscillator 400 cycles
Output Impedance 75 ohms
Step attenuator for control of output

AMPLITUDE MODULATED OSCILLATOR

Band A: 3.3-15.6 megacycles
Band B: 15-75 megacycles
Band C: 75-250 megacycles
30% modulation at 400 cycles or unmodulated
Continuously variable attenuator
Visual method of beat frequency indication

OSCILLOSCOPE

Vertical sensitivity: 25 mv per inch
Horizontal sensitivity: 70 mv per inch
Linear sweep frequency: 2 cycles to 60 kilocycles
60 cycle sine sweep
Frequency essentially flat to 200 KC. usable to over 3 megacycles



Simpson Model 480 Genescope: size 22" x 14" x 7 1/2"
Weight 45 lbs. Shipping Weight 54 lbs.

DEALER'S NET PRICE complete with Test Leads and Operator's Manual, \$395.00.



\$100,000 Store Modernization

Associated Stores believed so strongly in the sales value of an attractive store that it was willing to invest this huge sum to make its Miami outlet the most beautiful in the Southeast

OPENING of Associated Stores' new Miami, Florida, outlet caused dealers from far and wide to raise commendatory eyebrows. The new store may very well serve to set a pattern throughout the South.

The remodeling and redecorating of the 40 West Flagler St. outlet of the well-known chain cost well over \$100,000. But it turned the store into an ultra-modern dealer operation. Southern merchandisers are still talking about the renovation, and the gala opening will be talked about for many weeks to come.

Record Bar

Topping the list of items envied, discussed and eyed with relish, was the record merchandising bar. It was designed by Associated's engineers. The chief object was to provide a sort of supermarket record service. And the firm's engineers simply outdid themselves in turning out an ideal spot for merchandising records.

An entire record stock can be found on display in this new styled record department. The records are easily accessible to customers, be there only a few or a storeful. 'Counter players' are on hand to play all sizes, all makes and all record speeds without the use of gadgets. Three counter players and four stand-by booths are arranged near the record displays to take care of floor traffic. The booths have glass partitions and acoustically-perfected speaker cabinets which allow full-range reproduction even at very low volumes.

This self-service record merchandiser is so efficient in itself that it requires only one clerk to remain in attendance. The arrangement of vari-colored albums lends considerable color to the whole record section and makes it one of the smartest and most colorful areas of the new store.

Subtle Attractions

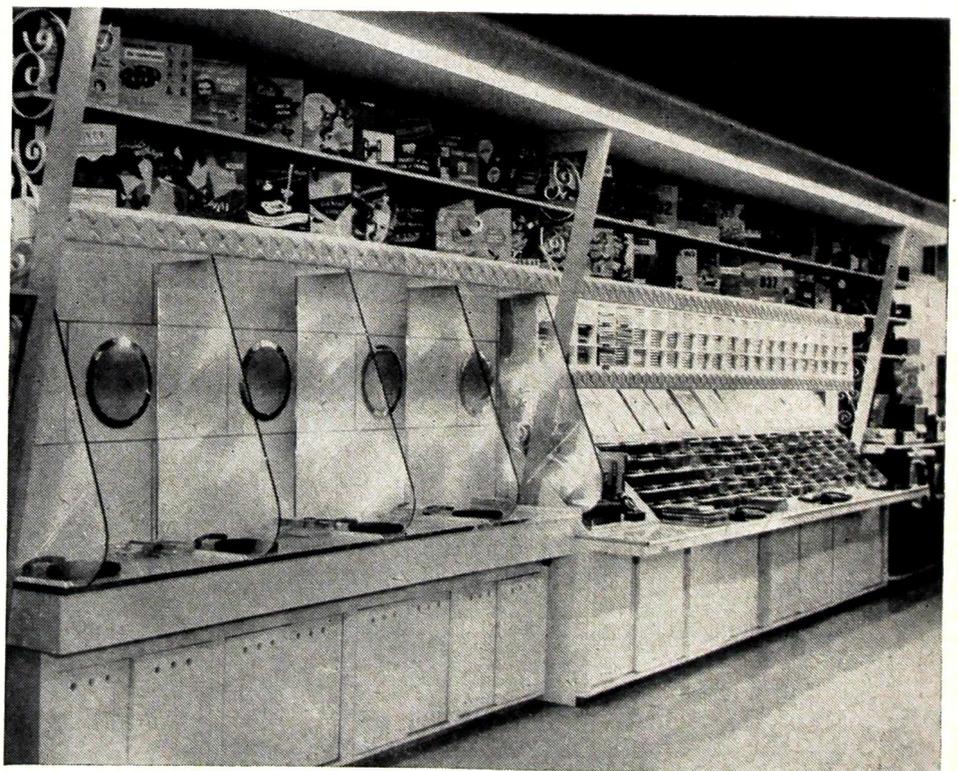
Because of its innate attractiveness, the record bar is occupying a featured spot in the Miami store, right up front, almost spilling into the window. At

night, this area is sprayed with light from a special lighting arrangement, while other lights in the store are turned off automatically. This little nook in itself has the power to attract hundreds of passersby.

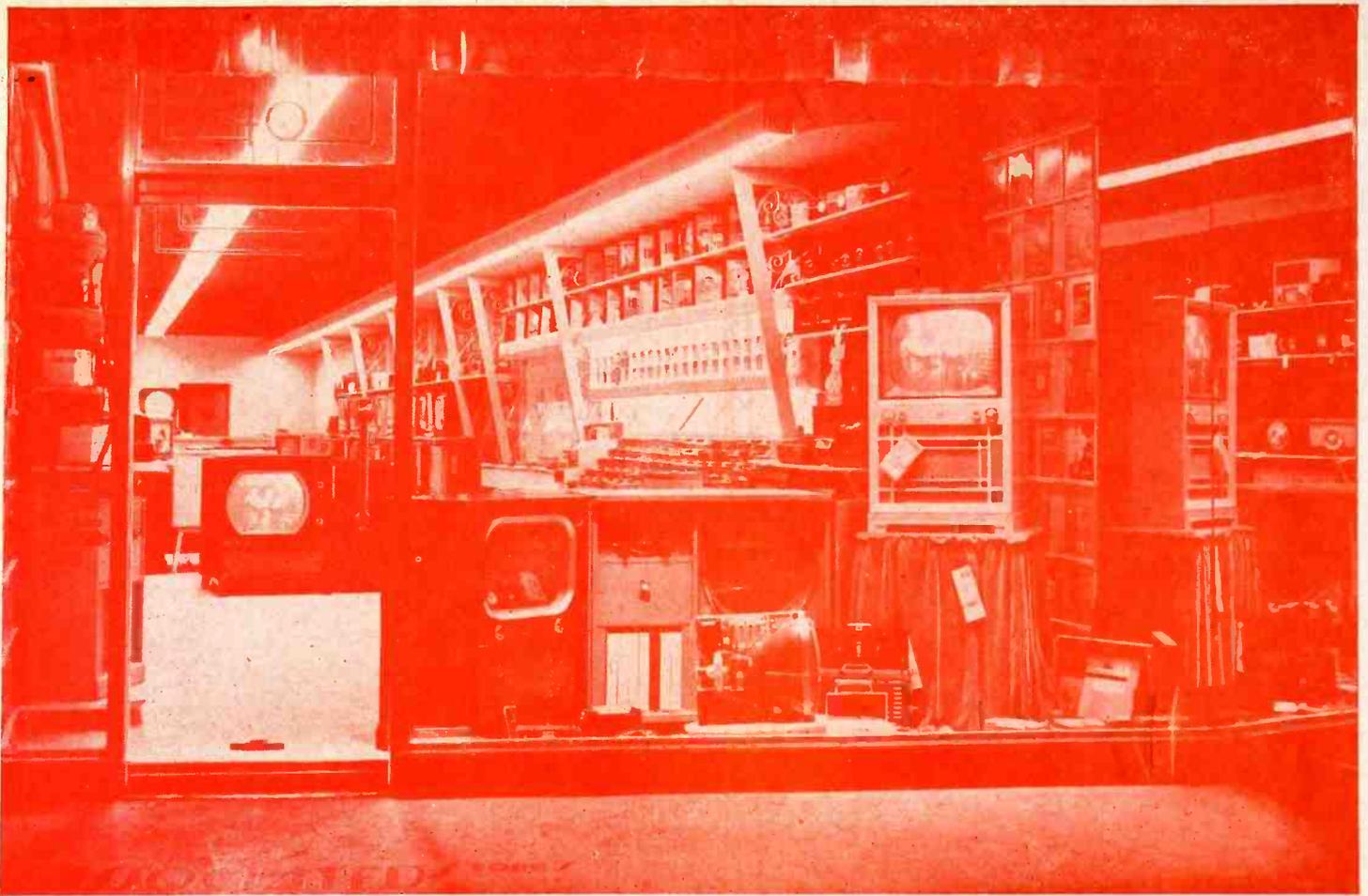
Just beyond the record bar lies a vast and appealing display of console and table television receivers. Dotting this display are representative products from all major television lines. Thrown in for good measure are some exclusive sets of special manufacture. All in all, what Associated has to offer can hardly be surpassed in any similar television center within the boundaries of Miami. For added shopping ease, over a hundred sets are centrally connected to an elaborate antenna system. As custom-

ers weave in and out among the TV sets on display, they can operate any of the sets at will. The fact that so many are at hand gives every shopper an opportunity to look, test and compare in complete shopping freedom.

Early reports from the new outlet indicate that television selling has only started and is in for a glorious future in the Florida area. More than one-third of the volume of the store is comprised of television sales. It is felt that Florida's west coast is only now beginning to feel in dealer sales the impact of television, and Associated's management has made plans for this situation. Already plans are under way to duplicate in other Florida cities what has been done in the Miami store. Next on



• *Album and record racks and shelves line the walls in the record department at the Miami outlet of Associated Stores. The glass enclosed booths nearby are designed for ease-of-listening. The whole record merchandising bar is a singularly attractive highlight of the store's modernization. It exemplifies selling in the 'modern manner.'*



• How the record merchandising bar all but spills into the showroom window at Associated Stores, Miami, is apparent in this view of the storefront at night. The special lighting system automatically turns off other store lighting after dark, basking the front in a striking glow. To either side of the expansive glass windows are the tinted mirrors.

the list for modernization are the stores in Orlando, Lakeland, St. Petersburg and Sarasota. For programs from Station WMBR-TV, Jacksonville, are being received quite well.

Striking Front

It has long been recognized by aggressive dealers that the physical properties of a store can be deadwood or can be a vital and living part of merchandising. A store interior such as that which Associated has come up with in Miami is an excellent example of a silent salesman. The record merchandising bar, with its self-service feature, actually cut down on the number of sales persons required to operate it. What applies so definitely to the interior of a dealer's store, applies equally as well to the exterior.

With the same acumen that prompted conversion and remodeling of the interior in the Miami store, Associated followed sound merchandising concepts in renovating the store's exterior. The exterior of the Miami store actually serves as a background for one of the largest television signs in the South. It extends from the overhead marquee to the top of the building. Outlined and

lettered in brilliant new colors, it can be seen for several blocks in either direction as it flashes its message day and night.

Peachy Mirrors

The addition of a new and striking sign to the storefront was in itself a singular alteration of Associated's Miami store. It was like the coming of a fresh breeze from the ocean, which swept away the dust and cobwebs of a previous selling day, giving the store the 'new look' in merchandising. But one accomplishment seems to have mounted on another, in the case of this flashiest of Florida stores.

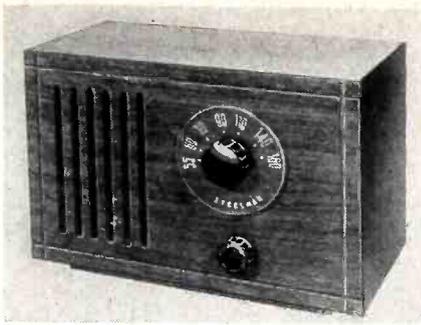
For beneath the blinking sign is another set of fixtures which borders the storefront on both sides. There peach-tinted mirrors go to make up the side walls of the glass front. Highly decorative, these mirrors give off very pleasing color tones in each reflection. Already it has become a spot of attraction for the ladies. Not only have they the advantages of sidewalk mirrors to use for last minute preening, but they can linger on the sidewalk in pleasant surroundings. Inevitably the countless feminine shoppers, who come and go

on the hundreds of buses which stop in front of Associated's door, gravitate to the pleasant surroundings inside the ultra-modern television centre.

Experience in Comfort

From front to rear, the over-all atmosphere of the Miami store's interior is one of comfort. Coral-colored wall covering of velvet lines both walls as far as the eye can see. It is part of the general appeal to the senses of all customers entering the store. This intention to appeal to customers' senses does not stop there. For it must carry over to instrument demonstrations. And in this store, customers will not find cause for complaint. All demonstrations are conducted in most favorable surroundings. The whole showroom is equipped to provide excellent acoustic response during all demonstrations.

All in all, this remodeled and redecorated unit of Florida's largest retail chain of radio and TV stores provides a shopping studio accenting beauty and comfort for the downtown Miami shopper. It is the South's newest challenge, at the dealer level, of merchandising ingenuity and sales aggressiveness.



Steelman's new radio. Details at right.

Steelman Table Radio

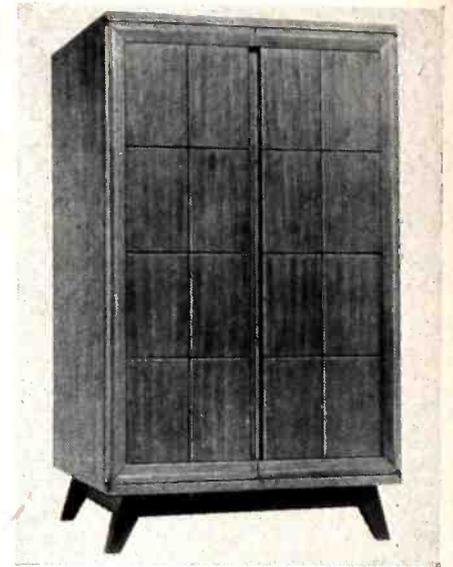
Mfd. by Steelman Phono. & Radio Co., Inc.,
12-30 Anderson Place, Mt. Vernon, N. Y.

With five tubes, including rectifier, AC/DC operation, high-fidelity Alnico V permanent magnet speaker, built-in antenna, and automatic volume control, this table model radio leads a new line of radios. Cabinet is finished for modern or traditional interiors.

Say you saw it in *Radio & Television Journal*, April, 1951

New TV by Mattison

Manufactured by Mattison Television & Radio Corp., 873 Broadway, N. Y.



Named the "Quadrillex," this television console is made with a 630-type chassis. The receiver incorporates either a 17- or 20-inch rectangular picture tube. Comes in a modern cabinet, finished in bleached mahogany, mahogany and gold, or ebony and gold.

Say you saw it in *Radio & Television Journal*, April, 1951

EVERY MILE OF TAPE RECORDED ON EICOR SELLS EICOR FIDELITY

EICOR is the new standard in tape recording quality and economy! Used by radio stations, schools. Selected over models costing five times as much! Yes, Eicor means SALES. The low-price tape recorder that has "high-priced" features and fidelity. 2-speed recording. Volume and tone control. Plus many other Eicor exclusives. Write today for complete information on becoming an Eicor dealer!

**Cash in with more sales . . .
more profit.**



EICOR INC. • 1501 W. CONGRESS ST. • CHICAGO, ILL., DEPT. 24

New V-M Phonograph

Manufactured by V-M Corp.,
280 Park St., Benton Harbor, Mich.



Incorporating the Tri-O-Matic 950 record changer, this phonograph has two tubes plus rectifier, amplifier and 4-by-6-inch speaker. Uses the turn-over type cartridge with needles for microgroove and standard groove records. Cabinet is of wood-grained, mahogany-colored leatherette.

Say you saw it in *Radio & Television Journal*, April, 1951



Music's immortals play again, sing again, in RCA Victor's "Treasury of Immortal Performances"

A treasury of Music's Immortals

Now artists whose names are musical legend live again for the modern listener. You can hear them, at their finest, in RCA Victor's "Treasury of Immortal Performances."

In recreating these performances on both 33 and 45 rpm, acoustical engineers drew on a vault of master records guarded for posterity by RCA Victor. But new electronic techniques, developed through RCA research, give the new records a quality far surpassing that of the originals.

Because RCA Victor could draw on so vast a storehouse of the past, there is something in the "Treasury of Immortal Performances" for listeners of every age and taste. Caruso sings light and serious music—as do Schumann-Heink, Mary Garden, and others . . . Paderewski is here . . . and, if your taste is for popular music, such greats as Berigan, Armstrong, Waller, in rare early records.

* * *

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.



The magic of RCA Victor's "45" system—as an independent unit, or combined with radio or television receivers—has already led 55 record-makers to adopt it.



RADIO CORPORATION of AMERICA
World Leader in Radio — First in Television

Unique "Tele-Trade" Plan Boosts Sales of Radio Combinations 350 Per Cent

Turnover on better-priced radios and radio-phonograph combinations at Nides General Electric Appliance Company, Denver, Colorado, has been increased more than 350% between March 25 and April 1—by means of a clever "tele-trade" idea developed by Sam Nides, Denver record shop-appliance dealer, to allay the apprehensions of Denver homeowners, who fear that any standard set will be rendered "antique" with the arrival of television in the Colorado capitol.

Along with other dealers in non-video equipped cities, Nides watched his radio-phonograph volume drop swiftly during the winter of 1948-1949, due almost entirely, to holding off of prospects interested in new radios, but fearful that investment in a radio would leave them unable to purchase a television set when video reception comes along in the mountain area. The situation was serious—to the point that except for table models sold as gifts, and an occasional deluxe radio-phonograph combination for new homes, the condition of the radio department was characterized as "depressing."

"We knew that it would take something drastic to put radios again into the rapid-turnover classification," Jack

Nides, nephew of the management, indicated. "Something besides price-cutting, or ridiculous markdowns, to keep the radio stock moving. What we felt would do the job most effectively was some form of trade-back offer which meant that the customer did not sacrifice his purchase funds by buying a radio, and something which would guarantee us television receiver sales in the future."

The result of much head-scratching and midnight oil burning was the development of the "tele-trade" offer, which has attracted attention throughout the West to the Nides store. Launched in March, but "held back" on a "teaser" basis, the promotion created more public excitement in all probability than any other merchandising stunt developed by a Denver appliance dealer since long before the war.

On the 7th day of the introductory period, Nides ran a double-truck, full-page ad in the Denver Post, which was headed "An open letter to all people waiting for television." Copy below explained the tele-trade plan thoroughly, which, reduced to basic essentials, makes it possible for customers desiring the ultimate in radio-phonograph combinations to purchase a top-notch cabi-

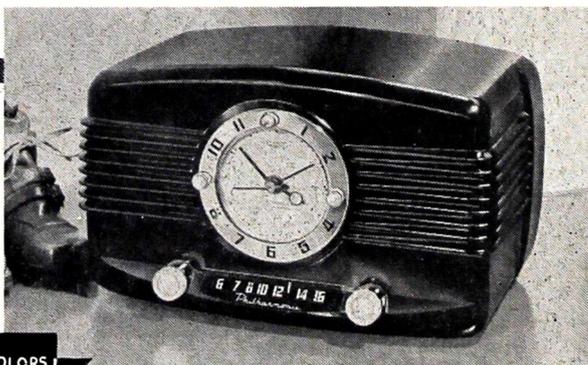
net model at \$283.95, being guaranteed a trade-in allowance of \$255.55 on the purchase of any combination television, radio-phonograph model to be offered by the store, within 12 months from the radio-purchase date. Copy likewise pointed out the difficulties of installing television in the mountain area, gave some hints as to steps being taken for video presentation in Denver, and pointed out that it is unwise for homeowners to give up the benefits of radio and phonograph entertainment, merely waiting for television to arrive. "This plan guarantees you adequate satisfaction from radio and phonograph ownership, while making it possible to trade back swiftly for a new television set," the copy continued.

The promotion, backed up with radio spot announcements, huge red letters on the Nides windows and the backwall of the store, etc., got sensational results from the outset, according to Jack Nides. Within a few days after release of the tele-trade information, a dozen customers who had been considering purchase of a radio-phonograph combination rushed in to complete the deal, while outside salesmen of the store found a much more welcome reception for calls on radio-phonograph prospects.

The big problem still remains television broadcasting," Jack Nides said. "Therefore, we have extended the trade-in allowance indefinitely, with no 'gamble' involved, such as offering the trade-in allowance only for a 12-month period. If it should take 4 years for television to arrive in Denver, the customer still benefits—for after 4 years, he is guaranteed at least 25% trade-in allowance on any radio-phonograph combination purchased during that time. Naturally, it will not be too long before television arrives in Denver. There is no one who can correctly answer that question at the present. It may be in 6 months or a year, or possibly even two years. Through tele-trade, however, the customer can buy a radio-phonograph with full surety that an excellent trade-in allowance is theirs on a television set."

Sales volume has been concentrated for the most part on better-priced radio-phonographs, according to Nides. Sets at \$300 and higher were selling where they had "warmed the floor" adamantly for months.

Beats All For Value The PHILHARMONIC Power-Packed Radio Clock



Suggested List
\$29.95
Model 511
Ebony



VARIETY OF
CABINET COLORS
SLIGHTLY HIGHER

Dealers—Distributors are invited to inquire about available territories.

Value, the secret of the PHILHARMONIC Story, makes this new 4-tube and rectifier Clock Radio your best-seller. A radio loaded with power . . . a clock that reaches perfection . . . skillful engineering to bring unsurpassed listening pleasure and service . . . and in a luxuriant bakelite cabinet befitting any decor. This PHILHARMONIC Clock Radio is just the set to arouse drowsy sales!

FEATURES: Extra-sensitive iron core stick-loop type antenna; Vernier tuning; Full vision slide rule dial; Automatically turns on pre-selected radio shows; Sleeper Switch automatically turns off radio in 90 minutes. DELUXE MODEL: Utility Socket automatically turns on radio and any appliance at a pre-set time; Absent-Minded Switch turns off radio in two hours. Special manual ON and OFF switch operates radio from appliance socket separately.

Philharmonic Radio and Television Corp. 

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

2 Great New 17's

show *why*

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

NEW
for
'51

the Stafford

Strides ahead in performance—
never a more beautiful table design.
17-inch "black" rectangular tube gives
clearest, steadiest pictures yet.
Easy Stromberg-Carlson TRU-LOK tuning.
World-famous Stromberg-Carlson audio
system. The charming mahogany veneer
cabinet is completely hand-rubbed to add the
final touch to its enduring finish.
Unusually compact cabinet: 20" high,
21½" wide, 19½" deep. \$299.95*, Zone 1.



the Pembroke

Beautiful combination with
17-inch rectangular "black" tube . . .
clear, steady, "big-as-life" pictures . . .
fully automatic 3-speed phonograph . . .
finest AM radio . . . magnificent
Stromberg-Carlson audio system with
12-inch speaker—and easy TRU-LOK tuning.
Graceful modern cabinet, in mahogany
veneer, completely hand-rubbed to a
satin-smooth finish. Compact dimensions:
37" high, 25¼" wide, 19½" deep.

NEW
for
'51

16 exciting 1951 Stromberg-Carlson receivers priced from \$299.95* to \$975.00*, Zone 1

*Includes excise tax. Installation, warranty additional.

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



This is the National Co.'s new radio.
For details see column at right.

National's Compact Radio

Manufactured by National Co.,
Malden, Mass.

Designed especially for short wave listeners and for standby amateur use, this compact radio, 11 inches long by seven inches wide by seven inches deep, covers the entire range from 540 kcs. to 30 mcs., voice, music or code. Uses miniature tubes and has plastic bandspread dial, with police, foreign, amateur and ship bands.

Say you saw it in *Radio & Television Journal*, April, 1951

Cadillac's 17-inch TV

Manufactured by Cadillac Electronics Corp.,
19 West 26th St., N. Y.



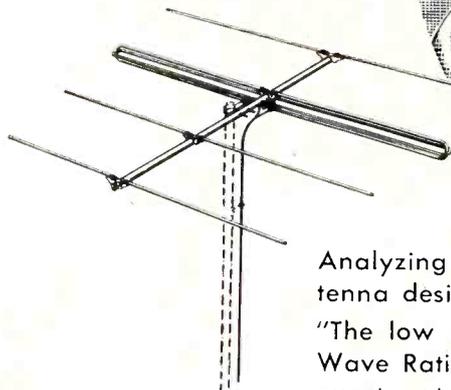
This "Sutton" features a 17-inch picture tube in a table model TV receiver. Has the firm's super-powered chassis for fringe area performance. Also has a phonograph attachment. Cabinet is hand-rubbed mahogany, and is priced at \$189.95.

Say you saw it in *Radio & Television Journal*, April, 1951

Famous for Firsts

DR. HIDETSUGU YAGI

World famous scientist,
originator of the YAGI
antenna principle.



Analyzing the Ward engineered YAGI TV antenna design, Dr. Yagi recently wrote:

"The low numerical value of Voltage Standing Wave Ratio as recorded is . . . the proof of the exact matching between circuit elements. In this regard, I highly esteem the excellent ability of your engineers."

Ward antennas are the result of over 20 years of design and production experience. Ward, the oldest and largest exclusive manufacturer, builds the world's finest antennas.

WARD
WORLD'S LEADING EXCLUSIVE
MANUFACTURER OF
ANTENNAS

THE WARD PRODUCTS CORP.

Division of The Gabriel Co.

1523 East 45th St., Cleveland 3, Ohio

GE Portable Radio

Manufactured by General Electric Co.,
Electronics Park, Syracuse, N. Y.



Five tubes, plus rectifier, and GE Alnico 5 Dynapower speaker are featured in this 3-way portable radio. Operates on AC/DC or battery. Weighs 11 pounds and is available in burgundy red plastic and cactus green plastic.

Say you saw it in *Radio & Television Journal*, April, 1951

For additional products see
pages 26, 32, 37, 42 & 43

SAVE CRITICAL MATERIALS!

Sheldon

ELECTROSTATIC

FOCUS*

"Telegenic" Picture Tubes

ARE
NOW AVAILABLE

FOR PROMPT DELIVERY

SHELDON ELECTRIC CO.

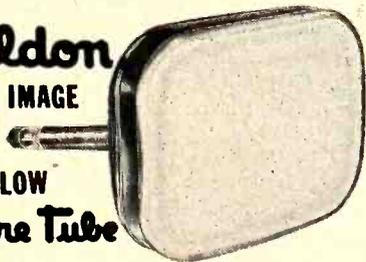
A Division of ALLIED ELECTRIC PRODUCTS INC.
68-98 Coit Street, Irvington 11, N. J.

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

*** GET COMPLETE DATA! MAIL COUPON TODAY**

Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube



Sheldon Electric Company, 68-98 Coit Street, Irvington 11, New Jersey A

Send me Complete data on Sheldon Electrostatic Picture Tubes
 Television Mis-Information No. 4 with its feature story on Color.
 Tube Characteristics & Dimensions Chart
 Bulletin T-2 on "Ion Burns—and How to Prevent Them".
(They're FREE—but please print your name)

Name..... Title.....
 Company.....
 Street.....
 City..... Zone..... State.....

© 1951—ALLIED ELECTRIC PRODUCTS INC.
 SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT LAMP STARTERS AND LAMPHOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
 PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

*** SEE IT AT BOOTH 201, PARTS DISTRIBUTOR SHOW, STEVENS HOTEL, CHICAGO, MAY 21-23**



• Executives of Graybar Electric Co., Inc., new Cleveland distributor for Sylvania television look admiringly at popular 17-inch console. Left to right: C. L. Nickening, C. A. Blakely, W. W. Hall, all of Graybar, and Walter Lefebre, Sylvania District Sales Manager.



• Giant 30-inch picture tube makes a swell cocktail table for DuMont executives at regional sales managers' meeting.



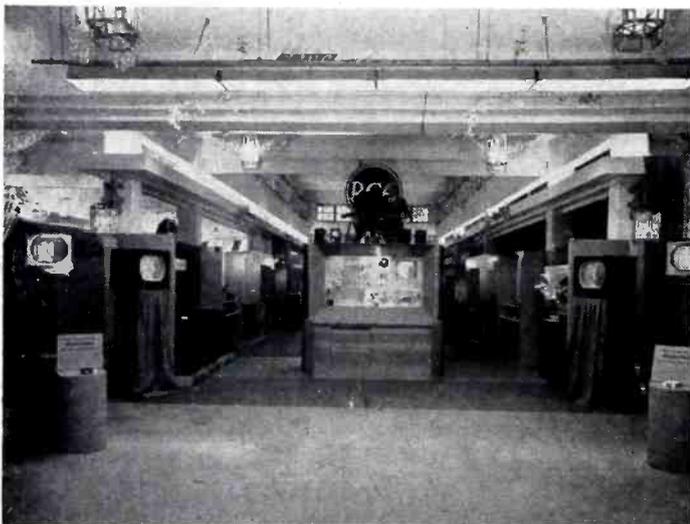
• George H. Lehleitner & Co., New Orleans, Emerson distributor, held a successful dealer meeting last month, attracting many dealers in the deep Southern region.

RTJ

Journal



• Several hundred Bronx (N. Y.) and Westchester servicemen and TV dealers turned out recently to hear Ira Kamen of L. S. Brach Mfg. Co., deliver one of his famous lectures on TV antenna installations. That's Ira standing in second row, third from right.



• Annual Florida State Fair held at Tampa attracted thousands of TV fans. One of show's highlights was the RCA Victor Dynamic Demonstrator, shown in foreground.



• Friendly Frost Stores, one of New York's leading television and appliance merchants, recently awarded citations for merchandising achievements to four topnotch salesmen for unusual service to the industry. Honored were G. O. Kaye of Bruno-New York, Martin Scher of Motorola-New York, Milton Chasin of Bedford Stores and M. P. Rosenblum of Retailing Daily.



• The new 1951 Starrett television line is shown to dealers at the Governor Clinton Hotel, N. Y.



• Homer Smith (left) buyer for Jackson Furniture Co., San Francisco, nods his approval of Scott Radio's "Chippendale", a six-way radio-phono-20-inch TV combination as Paul Rice (right) head of Paul Rice Co., factory distributor for Scott, looks on with evident pleasure.

Camera

RTJ



• Nostalgia and memories of the old days in radio were recalled at the luncheon when Clarostat Mfg. Co., honored Norman Simons and Ev Gordon of its export staff for 25 years of service. Both men received wrist watches from Vic Mucher, chairman of the board for Clarostat, shown at extreme left.



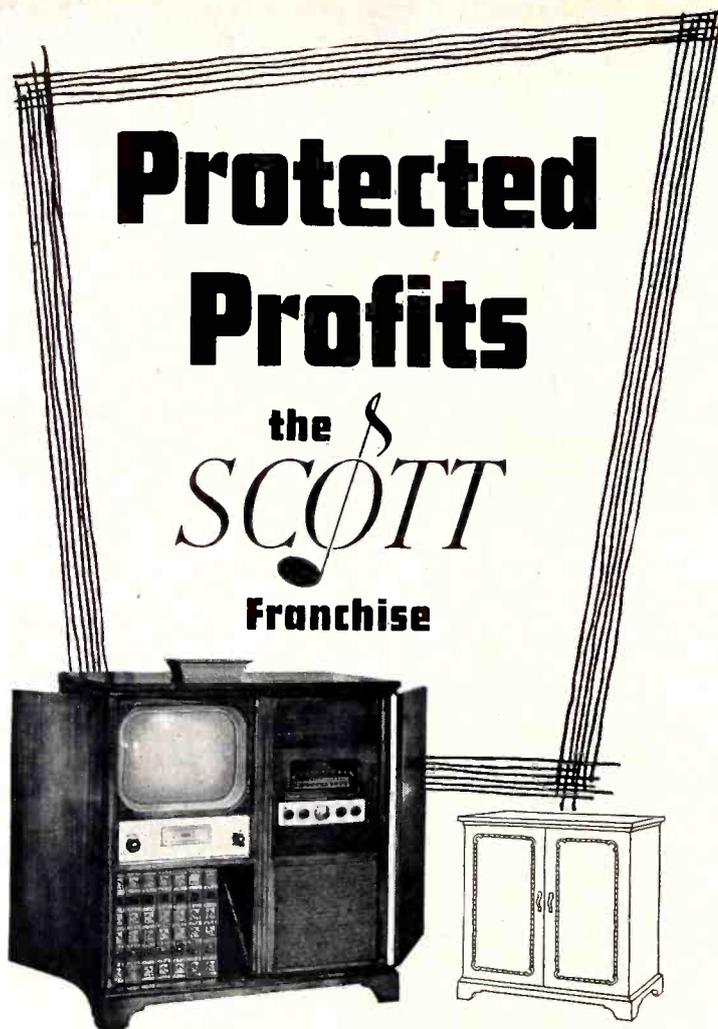
• Reverend Theodore Vogler, a retiring clergyman of Hinsdale, Illinois, who is calmly facing blindness, smiles happily at receiving a new Wilcox-Gay Recordette from Tommy Bartlett, emcee of a radio program.



• Jensen Mfg. Co., of Chicago launches a scrap drive to salvage Alnico V magnetics from discarded loudspeakers to help counteract the severe shortage. In the usual order, left to right, Bill Schoning of Lukko Sales, Burton Browne, Jensen's advertising counsel and Tom White, president of Jensen.



• Top salesman of Philco parts and accessories in the country is Walter Narucki, (center) of Strong, Carlisle and Hammond Co., Philco distributor in northern Ohio. Walt won a Studebaker. Congratulating him are Bob Trathen (left) and Bob Digges, both of Philco.



Get Set for the Big 1951 "Quality" Market

The quality products market is getting bigger!

Scott gives you quality merchandise for this quality market! The Scott "Distinguished Dealer" franchise brings you these extra advantages:

1. World's finest television, radio, phonograph combinations!
2. You are protected by restricted distribution!
3. Larger margin of profit to support effective selling.
4. Consumer acceptance of the established Scott trade name!
5. National and local advertising, selling aids, and powerful promotions!

Scott offers a complete line of television, radio-phonographs and television-radio-phonograph combinations from \$249, retail price.

SCOTT Radio Laboratories, Inc.

4541 North Ravenswood Ave., Chicago 40, Illinois

The 'Whys' of TV Prices

Why does television cost at least \$200 more than radio, model for model?

"More component parts and materials," explains Chas. J. Kayko, president of Sparton Radio-Television, makers of Sparton radio and television sets. "Few people realize just exactly how many costly parts go into a television receiver," says Kayko. "Take one of our popular 17-inch table models, for example:

"It contains 1,952 parts in all, ranging from the most minute condenser to the huge cathode-ray picture tube. An average radio has only 8 tubes . . . a Sparton TV receiver 26. There are about six times as many pounds of steel in a TV set as there are in radios. And were we to unwind the wire in this TV set we would be able to span the Golden Gate Bridge with it and have enough left over to reach to the top of the Empire State Building four times."

He pointed out that a 17-inch picture tube alone costs \$40 retail list . . . more than the total price of some radios. And the extra tubes and other parts which require nickel, tungsten, copper, aluminum, cobalt and other expensive and scarce materials zoom TV manufacturing costs higher still.

Other TV price boosters, said Kayko, include: 1) additional workers to handle about 700 individual assembly operations, 2) larger, more-expensive cabinets to house the bigger TV chassis, and 3) constant TV engineering research to bring the public bigger and better television at lower costs.

"In the face of ever-increasing material and labor costs, Sparton, like other TV manufacturers, is doing everything it can to cut costs," says Kayko. "Through technological development, we have been able to substitute materials that cost less but do as good a job and also conserve critical materials in the interest of national defense."

In Protest Against TV Tax

"We dealers appeared last year when the infant television industry was struggling to get started, to protest the proposed 10 per cent tax. The House Ways and Means Committee apparently felt that this tax was undesirable because the proposal was turned down. Then the emergency arose and when the President asked for \$5,000,000,000, we didn't even protest. We felt such a tax was fair as our share in cost of rearmament. . . .

"Now rising costs and the 10 per cent tax have brought prices up 40 to 50 per cent. With the high rate of saturation in some areas and with most prospects in lower income groups, sales are very poor now. . . .

"During the past 30 days sales at retail as reported to our Chicago office from all over the country indicate that the combination of stiffer credit terms, higher prices and general uncertainties has caused a decline in sales in many markets of as much as 40 to 50 per cent below last year at this time. . . .

"A 25 per cent tax will tend to pyramid retail prices. The nation's television retailers are working on the lowest margin in their merchandising history, discounts from list prices being substantially lower than prewar radio discounts or profits in comparable retail categories, and many times they still have to sell below list. . . .

"This proposed tax will tend only to make people buy smaller sets and less expensive sets and fewer sets, and may result in less revenue than the present 10 per cent. . . ."

From the testimony of Mort Farr, President, NARDA, before the House Ways and Means Committee.

How to Pay Rent with Rentals

(Continued from Page 20)

Friday evening. This creates an opportunity for husband and wife to drop in at the store and go over the advantages of each item of merchandise under consideration for purchase.

Sound Organization

Instead of devoting considerable sums to advertising, Countner's diverts an appropriation for furthering customer relations directly. It uses monies for gift items for customers. Any person purchasing a record album, for instance, is given a record brush. Gifts vary from an inexpensive letter opener to elaborate items costing as much as \$4.50 each. Of course, the 60 by 80 foot building is its own advertisement. Appropriate signs and the vast parking lot are added lures to passing traffic and to repeat customers. This on-the-spot advertising, plus the reputation the firm has built through its extensive rental program, serves to keep a steady flow of Seattle traffic passing through the doors at Countner's.

The organization behind all the unusual promotion ideas—rental of records, players, juke boxes and TV sets—is the solid core which adds stability to Countner's merchandising. The firm's radio and television departments are studded with brand names, from radios down through tape and wire recorders. In fact, considerable traffic at Countner's is comprised of children stopping by to have their voices recorded. The store is also frequented by entertainers who can rent equipment for testing. And, finally, the well-equipped service repair shop insures quality repairs on all radios, phonographs and television sets. Countner's has built that public confidence which now serves as the springboard for additional business—the profitable service of rentals.

Premium TV Selling

(Continued from Page 24)

but also from a vast number of television viewers, attests to the good business and goodwill which participation in this TV Premium Plan is bringing to each radio and TV dealer participating in the Hub plan. For other dealers elsewhere in the country, the Boston Premium Plan can serve as an example of how to sponsor television receiver sales—and, incidentally, radio, phonograph and accessory business—by sponsoring a low-cost television program.

Reach out **FARTHER...**
and bring 'em in **STRONGER!**

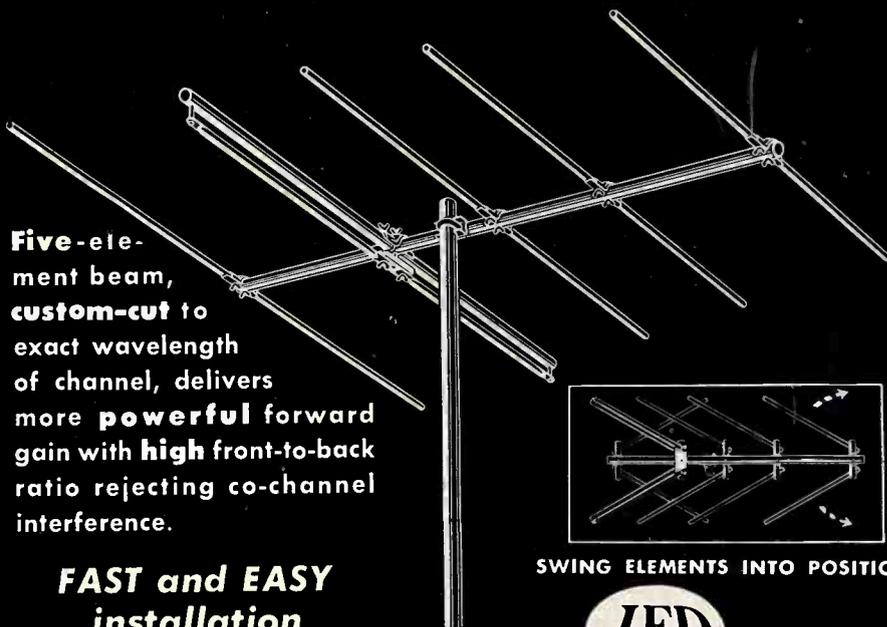


JFD

"Long Ranger"

YAGI TV ANTENNA ARRAYS

with High Impedance Driven Element for
Direct Match to 300 Ohm Lead-in.



Five-element beam, custom-cut to exact wavelength of channel, delivers more powerful forward gain with high front-to-back ratio rejecting co-channel interference.

FAST and EASY installation

JFD YAGI antennas are **completely pre-assembled** at the factory. Just **swing the "Quik-Rig" elements into position and tighten the wing nuts.**

These all-aluminum JFD "Long Ranger" YAGI antennas are something to shout about... because even the really remote stations are now being pulled in with satisfactory viewing results. And JFD advanced design plus sturdy construction assure durability and long-lasting, trouble-free performance. Let these superior JFD YAGI installations help you **e-x-p-a-n-d** your television market.

Write for **FREE**
Technical Data Sheet No. 59

SWING ELEMENTS INTO POSITION

JFD

5-ELEMENT YAGIS

LOW BAND	HIGH BAND
No. 5Y2 (Channel 2)	No. 5Y7 (Channel 7)
No. 5Y3 (Channel 3)	No. 5Y8 (Channel 8)
No. 5Y4 (Channel 4)	No. 5Y9 (Channel 9)
No. 5Y5 (Channel 5)	No. 5Y10 (Channel 10)
No. 5Y6 (Channel 6)	No. 5Y11 (Channel 11)
	No. 5Y12 (Channel 12)
	No. 5Y13 (Channel 13)

"Long Ranger" YAGI antennas for all of the high band channels are also available in stacked array. Jumper bars for stacking of low band "YAGIS" are also available.

JFD

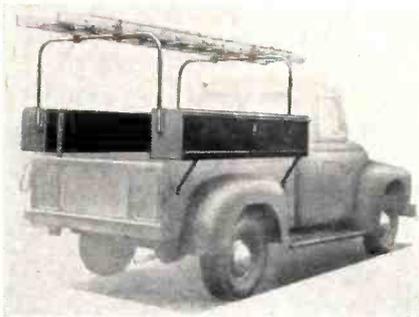
MANUFACTURING CO., Inc.
6113D 16th AVE., BROOKLYN 4, N. Y.
FIRST In Television Antennas and Accessories

New Equipment for Television Service and Installation

Artisan Service Rack

Mfd. by Artisan Products, Inc.,
3490 West 140th St., Cleveland 11, Ohio

This utility compartment can convert a standard pickup body to a service body. Compartment is of all steel construction, comes equipped with bins and shelf arrangement, compartment door locks and mounting brackets.

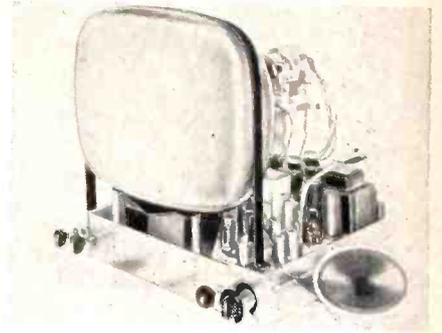


Artisan's rack, see left

Say you saw it in *Radio & Television Journal*, April, 1951

Tech-Master TV Kit

Manufactured by Tech-Master Products Co.,
443 Broadway, N. Y.



Featured in this television kit are quick-action keyed AGC circuit, "hi-sweep" voltage multiplier system, 12-channel turret tuner, full 4 mc. band width. Kit comes in one model with principle components mounted, in another unassembled. Comes with components, picture tube mounting brackets, speaker and tubes (less kine, wire and solder).

Say you saw it in *Radio & Television Journal*, April, 1951

insuline *Auto Radio* ANTENNAS and ACCESSORIES

sturdy

hi-quality

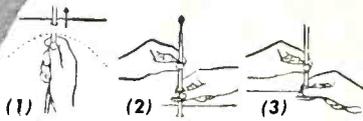
"jiffy-installed"

FENDER and COWL

"Solo-mount"

Patent Applied For

The auto radio antenna "one man" can install in three simple steps!



PLACE ADJUST TIGHTEN

... that is all there is to it!

Here is the antenna that is winning wide and enthusiastic acceptance! It embraces every desirable feature that could be poked in any auto antenna... and it takes practically no time to install. That is what your customers want! A labor-saving, time-saving auto radio antenna.

ALL THE DESIRABLE FEATURES

- Noise-free reception.
- Heavy chrome-plated Admiralty brass.
- Guaranteed rust-proof and rattle-proof.
- Equipped with Delco and Motorola fittings.
- 36" weather-proof, shielded loom cable.
- Three sections — extends to 60 inches.
- Fits all makes of cars, including latest models.

DISAPPEARING ANTENNAS

Closes to 6 1/2" and extends to 56". Swivel base for any angle adjustment.

SIDE COWL ANTENNAS

Varied styles and extension lengths. Complete, ready to install.

Fast Seller!

ANTENNA BOOSTERS

Quickly attached to present aerial. Clever designs.

ILLUMINATED AUTO ANTENNA

Lights up 24" shaft and discs on top. Fast Seller!

Do you have our latest catalog?

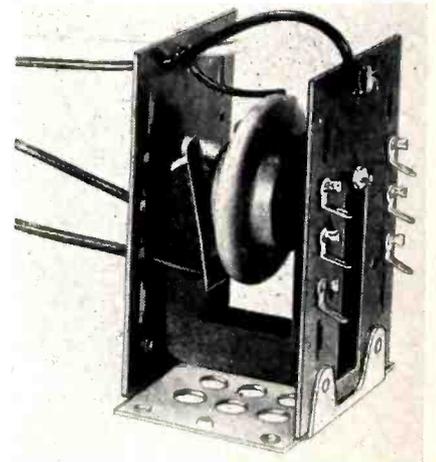
If not, write Dept. RJ-4 at once! Hundreds of items pertaining to auto antennas are fully described and illustrated.

On special request: Catalog of TV antennas and accessories. Catalog of general electronic parts and equipment.

If you plan to attend the PARTS SHOW in Chicago, visit with us at our Booth No. 406.

Ram Transformer

Manufactured by Ram Electronics, Inc.
So. Buckhout St., Irvington-on-Hudson, N. Y.



Designed for replacement and conversion purposes, this high-efficiency flyback transformer (Ram X045) is specifically suited for all TV receivers originally using 1B3 or 6BG6 tubes. Generates 12.5-14 KV and 13.5 KV respectively for 16- and 20-inch round and rectangular tubes.

Say you saw it in *Radio & Television Journal*, April, 1951

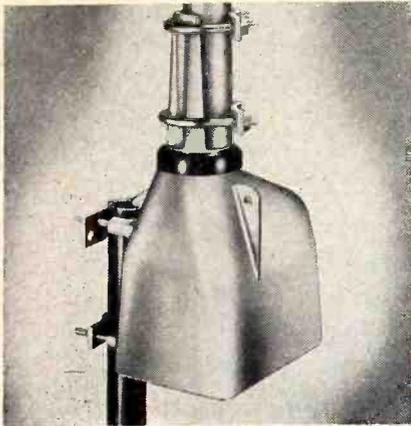


insuline CORPORATION OF AMERICA

INSULINE BUILDING • 36-02 35th AVENUE • LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse: 1335 South Flower Street, Los Angeles, Calif.
Exclusive Canadian Sales Agents: CANADIAN MARCONI COMPANY, Toronto

Crown Rotator Motor

Manufactured by Crown Controls Co., Inc.,
124 So. Washington St., New Bremen, Ohio

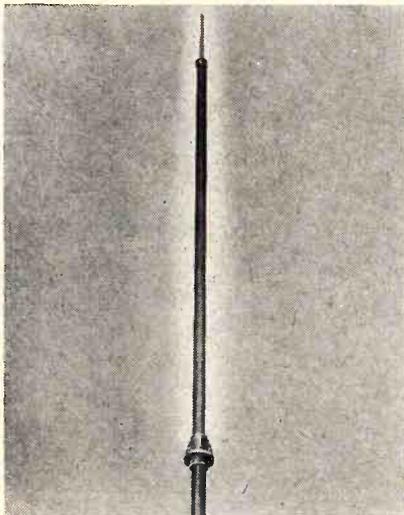


This new antenna rotator drive motor features 5/8-inch steel drive shafts, 3-inch final shaft steel gears for added strength and turning power. Available with mahogany-finish control box with "Electric Eye" to flash position, or "Compass" which gives reading of antenna position.

Say you saw it in *Radio & Television Journal*, April, 1951

New Workshop Antenna

Mfd. by Workshop Associates, Inc.,
135 Crescent Rd., Needham Heights, Mass.



A new high gain antenna designed for 450-470 mc. Consists of six half-wave dipoles with an over-all gain of nearly 8 db. Vertical radiation pattern is narrowed and horizontal radiation is non-directional. Impedance is 50 ohms.

Say you saw it in *Radio & Television Journal*, April, 1951

Javex Antenna System

Manufactured by Javex,
Garland, Texas



Designed to mount flush, with or without the use of wall box, this TV antenna connection incorporates a 300-ohm distribution system integral with a wall plate. Unit comes in ivory or brown, complete with plugs and mounting screws.

Say you saw it in *Radio & Television Journal*, April, 1951

● Chester A. Bejma has been named manager of distribution for **Capehart-Farnsworth Corp.**, Fort Wayne, Ind., according to an announcement by E. Patrick Toal, director of sales. Mr. Bejma will maintain close liaison between field and factory. He was formerly manager of the firm's Chicago region and before that was district representative of the receiver division of the General Electric Co. in the Chicago district.

● L. E. Septer has been appointed general sales manager for **Tele King Corp.**, N. Y., according to Louis I. Pokrass, chairman of the board. Mr. Septer was formerly sales manager of radio and television for the Crosley division of Avco, and before that was assistant sales manager of the radio and TV department of Westinghouse.

Magnificent

Is the picture quality in Eureka tubes . . .
unsurpassed for life-like clarity . . .
perfect shading . . . sharp
definition and thrilling
realism . . . make
it your choice!

3 Main Reasons
For Choosing
Eureka Picture Tubes .
**Clarity,
Durability,
and Long
Life.**

Careful testing of finished product assures you that every Eureka tube will give you unexcelled performance. Write today for full information on all round and rectangular tubes.

EUREKA TELEVISION and TUBE CORPORATION

Manufacturers of Cathode-Ray Tubes and Electronic Products
69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3908

GE Service Training

A new television servicemen training course has been started in San Antonio, Texas and 100 television servicemen promptly enrolled for specialized work. This course is sponsored by the General Electric Tube Divisions and the San Antonio Radio & Television Association.

Continuing for 18 months, the course will be conducted every second and fourth Tuesday of each month. Elmo Boham and Ora Fretz are the chief instructors. Both have had many years of experience in the radio and television service field, as instructors and as servicemen. D. F. Booth, GE district tube representative of the Houston office, will be working closely with Boham and Fretz.

Defense Ad Shield

Dr. Burton Browne, president, Burton Browne Adv., Chicago, Ill., has designed a shield for ad insertions during the defense effort, and which he is making available to all advertisers

who may be interested in giving a portion of their paid advertising to the government. The shield is in the form of an emblem or shield-type logo, and is available to any advertiser. An advertiser wishing to use it may have a cut made from the reproduction shown here, and may use it for as long as the defense emergency continues.

"Conserve Critical Materials," is the slogan presently carried on the shield. It will be changed from time to time as one defense effort after another is officially announced by the government. Any changes will conform with the present identifying shield shape.



Dr. Browne is well known for his cooperation in coordinating advertising with government needs, and has in the past made the resources of his agency available for aiding defense efforts.

TV Under "Frozen Markup"

The Office of Price Stabilization recently added television, among the ad-

ditional items of consumer goods, for pricing under the "frozen market" regulation CPR 7. Listed along with television were musical instruments, radio, phonographs and records, housewares, notions, luggage, sporting goods, and silverware, chinaware, glassware, jewelry, watches and clocks. OPS estimated that the amendment would affect about 76,000 retail dealers who do not sell any of the commodities originally included under the "pricing chart" regulation. The additional items account for seven billion dollars in retail sales annually.

Television and radios must now be priced by a chart, showing cost, selling price and markup in effect on March 31, "list date." Ceiling prices must be calculated according to the chart. Chart must be filed by April 30, 1951, and items cannot be sold after May 30 unless OPS acknowledges receipt of the chart.

Still BIGGER and BETTER than ever!

THE NEW 1951 LINE OF

DEWALD

High Definition TELEVISION
and Superformance RADIO

Bigger screens . . . better pictures . . .
finer performance . . . lovelier cabinetry.
14", 16", 17", 20"—choose your picture
size. ALL WITH BUILT-IN ANTENNAS.



Model ET-171
17" TV
RADIO
PHONOGRAPH
COMBINATION

DeWALD's proven quality and time-tested dependability are your assurance of satisfied customers, increased sales volume and greater profits.

PROVEN
QUALITY
SINCE
1921

JOBBER-REPRESENTATIVES: Some choice territories now available. Write for full information.

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

VEE-D-X for the finest
LIGHTNING ARRESTERS
at the Lowest Prices



New!
2-WIRE
RW-200

only **125** LIST

4-WIRE
RW-204

only **150** LIST

The first and only arrester that will accommodate 4-wire rotator line as well as regular 2-wire transmission line.

The new VEE-D-X Model RW-200 is the popular low-priced arrester. Similar in design and construction to the RW-204. Two saw tooth contact points assure positive protection for any 2-wire installation.



**The Original 2-Wire
RW-300**

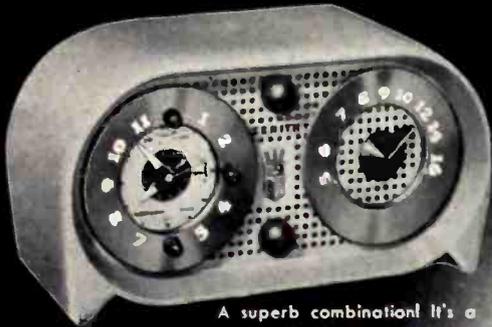
For use with 2-wire standard transmission line. An air gap plus resistor provide double protection. RW-300 is manufactured of moisture resistant Mica-fill Bakelite, RW-300A — highest quality thermo-setting plastic.



only **200** LIST

LA POINTE-PLASCOMOLD CORP., WINDSOR LOCKS, CONN.

Gift business is GOOD business!



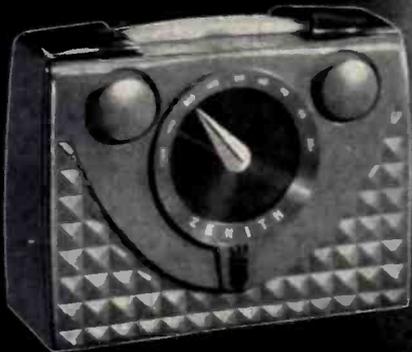
A superb combination! It's a "natural" gift item... the new Zenith Clock-Radio.

You're a SALES Headquarters on every gift occasion

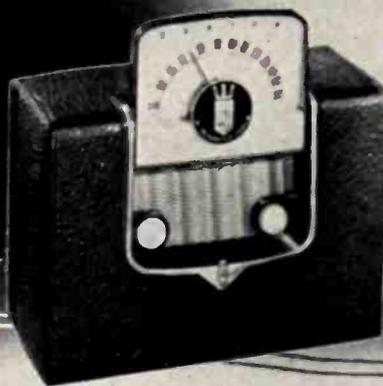
with **ZENITH** QUALITY GIFTS

Gift Headquarters... SALES Headquarters, indeed! For in critical times like these your customers can't afford anything less than ZENITH Quality. Yes, people know that the radionic gift that they give may not be replaceable for years... and that the superb, advanced styling and engineering, the costlier parts and material in a ZENITH... is their guarantee of satisfaction and real pleasure. It's a gift of good sense... a gift of good taste!

Whatever occasion... weddings, birthdays, graduations... you'll realize what a terrific volume can be had in GIFT-SALES when you sell Zenith. There's a ready demand and a good profit for you in your ZENITH gift traffic. REALIZE your share of it... NOW... during this heavy gift-giving season!



IN TIME... as a graduation gift... Zenith's brilliant NEW portable... the "401".



Plays anywhere... a "perfect" gift all year round! It's Zenith's powerhouse-portable... the UNIVERSAL.



A big SELLER! But then it's Zenith's Cobra-Matic plus powerful DiolSpeaker radio... the CABLETON.

there's a HARD SELLING package of special **ZENITH** Promotional Material for your gift campaign...

RIGHT! Zenith wants this GIFT Campaign to be the biggest, most PROFITABLE Sales Drive that any dealer ever had. And it will be... with a tremendous NATIONAL ADVERTISING schedule, hard-hitting NEWSPAPER campaign that definitely "ties-in"... PLUS... a special package of dealer material. There's new GIFT FOLDERS, GIFT CERTIFICATES, special AD-MATS, bright, attention-getting DISPLAY MATERIAL... everything you NEED and WANT for a real promotion!

KEY YOUR GIFT CAMPAIGN TO THESE MAY-JUNE GIFT OCCASIONS

- Graduations
- Anniversaries
- Weddings
- Mother's Day
- Father's Day
- Servicemen

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO 39, ILLINOIS

Sell to Offset TV Set Sale Decline

Termining the current television receiver sales situation "challenging," H. G. Baker, vice-president and general manager of the RCA Victor Home Instrument Department, expressed confidence that it could be met by old-fashioned, aggressive advertising and merchandising efforts and the promotional ingenuity which the industry in the past has demonstrated that it commands.

He made the statement in response to trade press queries as to what the industry could do in the current television sales situation.

Although television sales are currently running below levels established earlier this year, he said, the decline is seasonal in nature and follows an established pattern.

"Television business begins to fall off every year around this time," he pointed out. "There should be no cause for concern in a situation the radio and television industry has experienced in the past. From our own standpoint, RCA Victor's current television sales are considerably higher than they were during the like period last year.

New JFD Antenna

Manufactured by JFD Mfg. Co., Inc.,
6101 Sixteenth Ave., Brooklyn, N. Y.



The three-section, triple-chrome plated telescopic dipoles on the "Tip-Proof" antenna can be adjusted from 15 to 41 inches for rapid orientation. Tension design holds dipoles at any position. Base is balanced and weighted to prevent antenna from tipping or rocking. Made of engraved satin finish mahogany plastic.

Say you saw it in *Radio & Television Journal*, April, 1951

Masco's TV Booster

Mfd. by Mark Simpson Mfg. Co., Inc.,
32-28 49 St., Long Island City, N. Y.



Overloading of TV set is avoided by a two-knob control on this new 2-stage television booster. In "Off" position, booster permits set to operate through antenna connection without booster action. Has pilot light and switch. Eight tuned circuits, high gain all channels, 4 1/2 mc. band width. Price is \$75.55.

Say you saw it in *Radio & Television Journal*, April, 1951

WINDOW

Bazuka

A BROAD BAND ANTENNA
for all channels . . .

The Window Bazuka is of simple compact design . . . for use where roof installations are not practical. Our "quick rig" method makes it easy to install . . . eliminates vibrations and swaying . . . perched securely on the ledge to prevent sagging—strut on the side prevents vibration. The antenna is adjustable to all stock size windows and can be oriented 360 degrees.

The King of all Antennas

VERI-BEST
ELECTRONICS
COMPANY

233 spring street,
new york 13, new york

LETTERS

To the Editor:

"I was very interested in your February issue concerning the article on page 30 & 57. There is a direct need for licensing of the individual servicemen. There is also a need for stabilizing the service dealer picture. Without an examination by a confident board, the servicemens' license means nothing.

"The monetary value doesn't place him in the category of a technician. More thought should be given to proper examinations before rendering licenses. However, in reading the articles from time to time, that is the one point omitted.

"On page 57 in the article by Max Liebowitz, President of ARTS, he strongly opposes licenses but I think he is missing the boat by attacking it in the wrong manner. Also he is still talking about one year warranty. I still am of the opinion that no television set should carry more than a 90 day labor warranty. One year parts is O.K. To my knowledge, there is no profitable working labor warranty picture that protects the servicemen on a twelve month basis.

"Between you and me, there is a definite need for the manufacturers and distributors to raise their profit schedule a full 15%. At the present rate, we are all going out the back door. Through your magazine and your association with the RMA, you can render us as a service organization a great assistance.

"In our own store, we have to add to the service income (labor) a gross 10% of all sales for the service department to hold its own in maintaining service on sets within the 90 day period, without showing too much loss.

"In other words, with all of this income to them, we are still not able to show a profit in the service department, inasmuch as the manufacturers fail to build a product that lives up to their advertising.

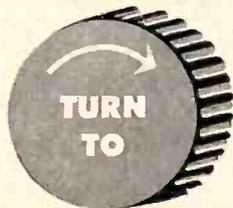
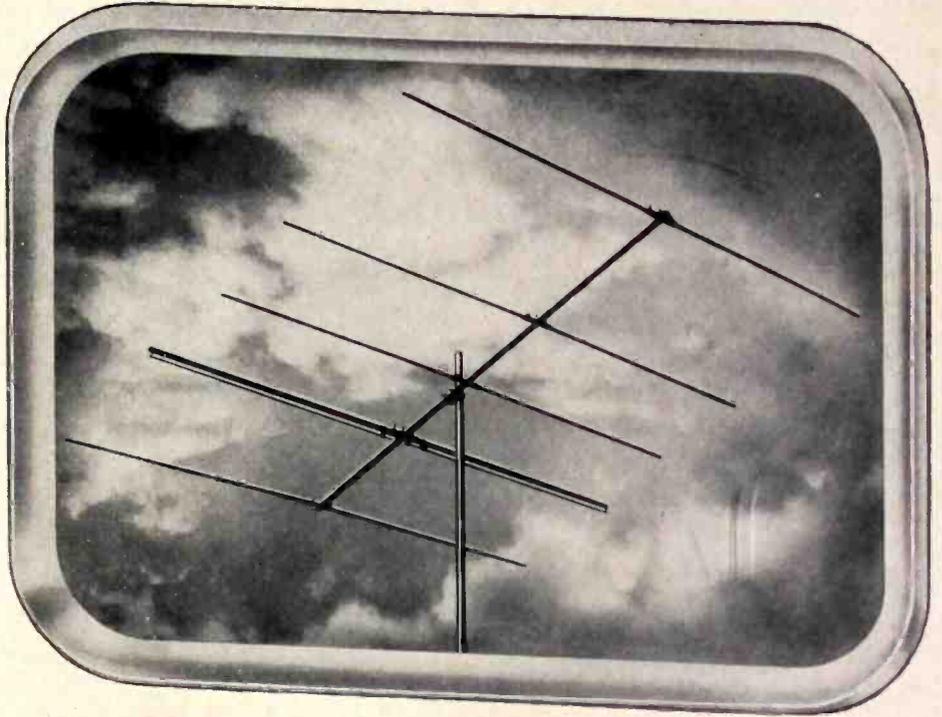
"Manufacturers are getting poorer and poorer instead of better and with the substitutions beginning, it will not get better.

Respectively yours,

Harry E. Ward
Long Beach Radio Technicians Assoc.,

Editor's note: Mr. Ward has made some telling points. We invite comment on this, and on all problems related to television servicing. Address letters to The Editor, Radio & Television Journal, 1270 Sixth Ave., N. Y. 20.

**OFTEN COPIED
— NEVER EQUALED**



The One and Only VEE-D-X "JC" YAGI

The Vee-D-X "JC" is by far the world's most popular Yagi. It outperforms and outsells all others. It is the pioneer pre-assembled Yagi — and still by far the best. Provides powerful signal at lowest cost . . . with minimum installation time. Why accept inferior copies when you can get the one and only "JC" Yagi?

HERE IS YOUR GUIDE TO THE WORLD'S FINEST ANTENNA SYSTEMS

It's the big new 1951 VEE-D-X catalog — a single source for all antenna requirements. For your copy write to The LaPointe-Plascomold Corp., Windsor Locks, Connecticut.



VEE-D-X

THE WORLD'S MOST POWERFUL ANTENNAS

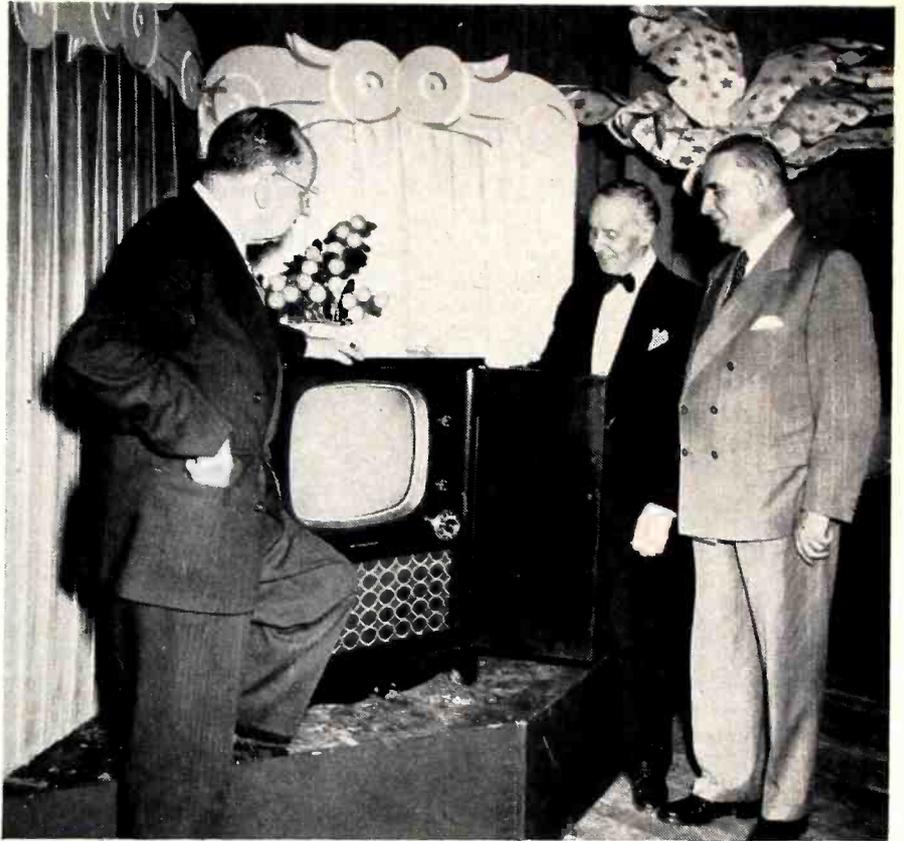
Dealers Want Ads to Continue Nationally

National advertising during the mobilization period, and in spite of any real or threatened shortages, must go on unabated, it is generally recognized by dealers throughout the land. This was revealed in a recent study of two-thirds of the nation's retail buying power made on behalf of the Association of National Advertisers. From high-level contacts at the dealer level, the study disclosed that dealers have a very high regard for the effectiveness of continual national advertising. It is reflected in their view that no curtailment of national advertising should occur at this time.

A similar feeling in regard to cooperative advertising programs was expressed at the dealer level. This was in accord with an over-all feeling that manufacturers should continue helping the nation's dealers through all forms of advertising.

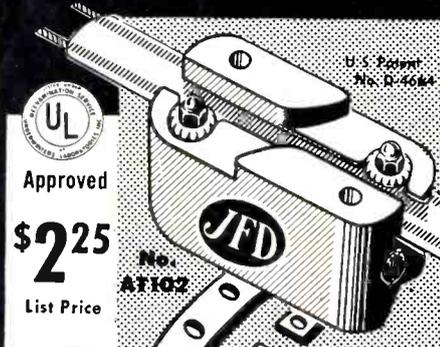
Very definite views on the nature of that advertising were also expressed at the dealer level. They feel ads should stick close to the facts, not avoiding telling the public when products may be available, what the quality will be like, and what substitutes may be expected.

TV . . . the Instrument of All Ages



Looking at the Westinghouse "Stratton," a fine instrument for any age, during the performance of "Through the Ages with Fashion and Art," a fashion and TV series of vignettes presented recently at Syracuse, N. Y. Left, above, E. Hadley, adv. and sales promotion mgr., Westinghouse radio and TV, with Melville Clark, noted harpist and owner of Clark Music Co., and H. H. Silliman, gen. mgr. of radio and TV for Westinghouse Electric Supply Co. Program was given in two performances at Museum of Fine Art. Each musical instrument which highlighted an era gone by had a corresponding popular fashion. When it came to demonstrating television, the new wonder instrument easily stole the show.

THE WORLD'S LEADING TWIN LEAD TELEVISION LIGHTNING ARRESTER



completely waterproof

JFD

SAFE TV GUARD

Protects television sets against lightning and static charges. Simple to install everywhere and anywhere . . . no stripping, cutting or spreading of wires. More than 500,000 in use today!

See your jobber or write to —

JFD

MANUFACTURING CO., INC.
6113D 16th Ave., Brooklyn 4, New York
FIRST in Television Antennas and Accessories

The **ULTIMATE** in Quality TV
Quality Crafted!
Profit Packed!

Cadillac
Television

presents

The Sulton

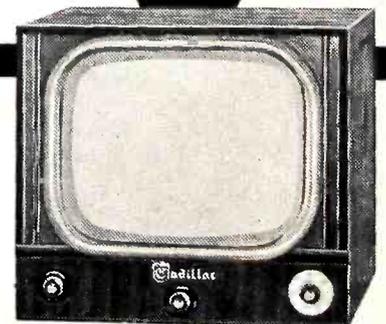
Model 1651

A Handsome 17" rectangular tube table model in beautiful hand-rubbed matched mahogany cabinet . . . Super-Powered for fringe areas. Phonograph attachment.

\$189.95
plus tax

Only **CADILLAC** offers all these features:

- Super Powered, Custom Crafted Chassis
- Selective Target Turret Tuner (UHF Adaptable)
- Gated Automatic Gain Control (Cuts signal variations)
- Built-in, All-Channel, Non Directional Antenna
- Single One-knob picture control
- New Synchro-Guide (Eliminates Fading and Flickering)
- Built-in phono-Jack
- Exclusive "Eye-Ease" Dark Screen Rectangular Tube
- Highest sensitivity, performance and dependability even in fringe areas.



The Aristocrat of Television

CADILLAC ELECTRONIC CORPORATION
19 WEST 26th STREET, NEW YORK 10, N. Y.

Must Television Service Lead to Bankruptcy?

In recent months, television service has been receiving some rather hard blows despite an increasing skill and improved management in the operation of many service organizations and dealers' service departments. The reason for the bad publicity is not hard to find: a number of television service contracting firms in various sections of the country have given up the ghost and gone into bankruptcy, leaving in their wake thousands of angry customers who were left 'holding the bag' with worthless service contracts.

The reasons for these failures are not unknown, and knowledge of why a particular organization failed should serve as a guide to every dealer who now has a service section or is thinking of establishing one. A careful study of the service industry was made by A. Alan Reich, an attorney, representing the law firm of Reich, Peller & Devaney, which has looked into the problem for the Radio-Television Manufacturers Association.

Mr. Reich points out that the selling and servicing of TV sets are so interlocked that it has become an integral part in the sale of a set to link it with service. This is a fact which *Radio & Television Journal* has been emphasizing for a long time — that service is an essential part of the dealer's retail operation, and that without some element of service, no dealer could long continue to hold on to his customers or expand his business.

With that as the background, Mr. Reich states a number of conditions which have brought about a dangerous situation affecting dealer solvency in its relationship to television service:

1. Dealers began stocking rather heavy inventories early last fall in preparation against the ten per cent Federal excise tax which went into effect on November 1, 1950.

2. Heavy consumer buying following the outbreak of the Korean War last June, detracted from the normally peak sales period before last Christmas.

3. Credit Regulation W, which required much higher down payments and a shorter period for amortization also served to reduce the number of buyers.

4. TV servicing which at one time meant certain profits for the dealer became a real headache when component supplies and tubes shot up in price and for awhile were almost impossible to buy.

5. The defense mobilization program is constantly draining off trained manpower, with the result that those who are available are demanding and getting more money.

6. In the vast store remodeling and modernization program which got under way after the war in 1945, many dealers opened stores in high traffic areas with consequent high rentals. High overhead means that a dealer must maintain his sales volume, and sales volume is also essential to a profitable service department.

Television service is here to stay — whether dealers want to face that fact or not. The important point is that everytime a dealer or a service organization folds, it affects the other dealers in the community. If television is going to continue its remarkable growth, it will have to mature, it will have to grow up and learn how to sell and service the customer without milking him or forcing himself into bankruptcy. These principles of successful service operation on the dealer level will be enumerated in following issues of RTJ.

Great News!

CAN'T BREAK

WON'T SAG

WALSCO

Model 4100

DOUBLE VEE

ANTENNA

WRITE FOR BULLETIN NO. 60— J

A great, new engineering ideal Walsco Double-Vee Antenna with "TWIN-TUBE" element construction eliminates sag . . . Guaranteed not to break. Elements stay firm in perfect alignment for lasting high gain performance. Highly directive . . . extra high gain on all channels. No mechanical failures even under severe weather. New molded insulators guaranteed unbreakable. Outstanding and lasting dielectric properties. Completely assembled . . . only 4 wing nuts to tighten.

WALSCO

Walter L. Schott Co.
Los Angeles 18, Calif.
Chicago 6, Ill.

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

• **Emerson Radio & Phonograph Corp.**, N. Y., has launched a nationwide 'million-dollar' promotion built around the performance and life of the firm's television and radio sets, according to Charles Robbins, vice-president in charge of sales. Mr. Robbins points out that the campaign is scheduled to continue for the balance of the year in national magazines, slanted to hit 80 million readers every month. Forty-six newspapers are to carry Sunday supplement ads, and dealers will be able to tie in with cooperative advertising.

• Robert W. Galvin, executive vice-president of **Motorola, Inc.**, Chicago, Ill., has announced that \$2,295,001.18 has been transferred to his firm's Employees' Savings and Profit Sharing Fund in 1950. The sum represents a contribution by the company of \$4.41 for every dollar contributed by participating employees. These figures, it was reported, show a considerable increase over those of 1949, when \$1,654,120.03 was transferred by the company to the fund, or a contribution of \$3.97 for each employee dollar contributed.

• President William Balderston, **Philco Corp.**, Philadelphia, Pa., announced the purchase by his firm of three new manufacturing plants in Bedford, Ind. The three new plants, some 65 miles southwest of Indianapolis, will add about 175,000 sq. ft. to Philco's over-all manufacturing facilities of 4,200,000 sq. ft.

• In a letter preliminary to publication of an annual report, Robert C. Tait, president, **Stromberg-Carlson Co.**, Rochester, N. Y., reported company net earnings of \$974,731 for 1950. Net sales were reported at \$37,672,385, as against 1949's total of \$29,597,011. Volume of sales for all manufacturing divisions of the firm increased 27 per cent as compared with the previous year, according to Tait's letter, and, after allowing for the preferred dividend requirements and adjusting for the 10 per cent stock dividend paid on February 1, 1951, earnings amounted to \$2.53 per share of common stock presently outstanding.

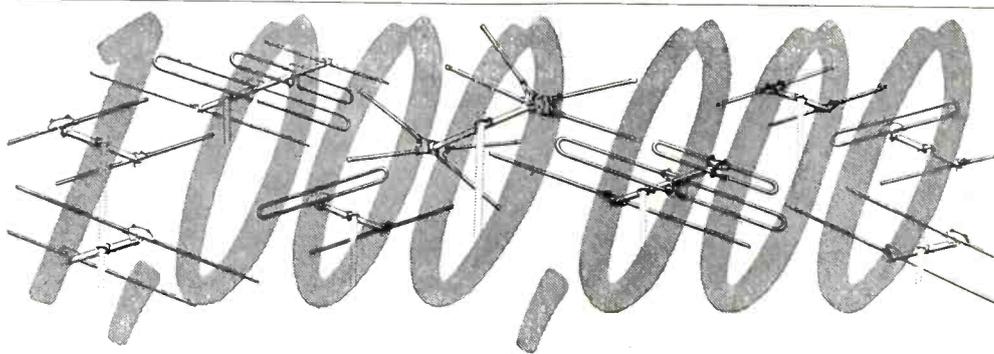
• **Raytheon Manufacturing Co.**, Newton, Mass., has appointed Main T. V. Supply Co., Akron, Ohio, a parts distributor, as the sponsoring distributor of the Raytheon Bonded Dealer Program in the area served by the Port Huron, Mich. branch operation.

• A net income of \$77,922,944 for 1950 was reported recently by Gwilym A. Price, president, **Westinghouse Electric Corp.** This was said to equal, after payment of dividends on preferred stock, to \$5.36 a share on 14,190,654 shares of common stock. Previous record year was considered 1949, when net income was \$67,268,555 or \$4.95 a share on the 13,144,519 shares of stock then outstanding.

• The **Insuline Corp. of America**, Long Island, N. Y., has taken over its third Long Island City plant, which contains 50,000 square feet of floor space on one floor and which is equipped with \$100,000 worth of new machinery.

• **Newcomb Audio Products Co.**, Hollywood, Cal., has announced the appointment of Grady Duckett as representative for the states of North Carolina, South Carolina, Georgia, Tennessee, Florida, Alabama and eastern Mississippi. Mr. Duckett makes his headquarters at 1145 Peachtree St., N. E., Atlanta, Ga. Newcomb's Virginia distributors will now be served by the Art Cerf Co., Newark, N. J., through Dave Brothers, 3851 Boarman Ave., Baltimore, Md.

(Continued on Page 51)



IN NUMBERS THERE IS STRENGTH!

It is the strength of purpose . . . and that purpose is to build quality products. Good quality, consistent quality — of products and of personal service to our customers . . . is the underlying reason why:

RMS has produced its one-millionth TV antenna!

RMS has produced over 250,000 TV Boosters and is the oldest booster manufacturer in the business!

RMS has made over 1,000,000 lightning arrestors for radio and TV!

RMS has manufactured over 25,000,000 pieces of essential TV hardware!

See us at the

CHICAGO PARTS SHOW

Exhibition Hall - Booth No. 3



RADIO MERCHANDISE SALES INC. NEW YORK 59, N. Y.

You need it! Get it...Now!

New Rider TV Manual... VOLUME 6



at your nearby Jobbers' today! Hurry in for your copy before the present supply is exhausted!

EXCLUSIVE FEATURES

- All TV Production Runs and Changes from August, 1950 Through January, 1951.
- Circuit Function Descriptions.
- Unpacking and Installation Data.
- Signal Waveforms for Trouble Shooting.
- COMPLETE Alignment Data.
- COMPLETE Parts List.
- Circuit Changes.

RIDER TV MANUAL...Vol. 6

ACCURATE . . . AUTHENTIC . . . FACTORY-AUTHORIZED TV servicing information direct from 66 manufacturers. BIG 12"x 15" page size, and all pages filed in proper place. Large, easy-to-read diagrams. Equivalent of 2320 pages, (8½" x 11") plus Cumulative Index Volumes 1 through 6.....\$2400

With all 6 RIDER TV MANUALS on your shelves you will have the world's greatest compilation of TV servicing information—right at your fingertips. This information will save you time, save you trouble, help you do a better servicing job, and help increase your profits. SEE YOUR JOBBER TODAY!

Now Available! RIDER Manual...Vol. XXI



Here's another RIDER volume that you must have on your shelves...another time-saver . . . another money-maker for you! Factory-authorized servicing information from 61 manufacturers . . . AM-FM,

Auto Radios, Record Changers, Disc Recorders, Tape Recorders. Coverage from December, 1949 through October, 1950. 1648 pages plus Cumulative Index Volumes XVI through XXI.....\$2100

Every Day, More and More Servicemen Buy RIDER MANUALS For PLUS Profits!

JOHN F. RIDER PUBLISHER, Inc.
480 Canal Street • New York 13, N. Y.

● Sales of **Philco Corp.**, Philadelphia Pa., reached the record total of \$335,318,000 in 1950 compared with \$214,884,000 in 1949, an increase of 56 per cent, according to the firm's annual report. Earnings in 1950 totaled \$15,484,000 and were equivalent, after preferred dividends, to \$4.50 per share on the 3,357,556 shares of common stock outstanding at the end of the year after the two-for-one common stock split in December. By comparison, 1949 net income was \$5,692,000 or \$1.58 per share on the same number of shares.

● James J. Hill has been named to head the modern research laboratory of **Telematic Industries, Inc.**, Brooklyn, N. Y., antenna, accessories and electronic components manufacturer. Mr. Hill, who operates Station W-2 JIH, Long Island, was formerly associated with Communications Products Co., as vice-president in charge of research.

● **Scott Radio Laboratories**, Chicago, Ill., recorded a net profit of \$155,065.17 on sales of \$1,563,127.78 during the first half of the 1950-51 fiscal year ended November 30, according to John S. Meck, president. Sales were 7.3 times as great as the \$213,738.98 of a year earlier, when a loss of \$87,663.34 was incurred.

● I. R. Ross has formed a new television manufacturing firm, **Cadillac Electronics Corp.**, 19 West 26th St., N. Y. The firm will market a line of table models, consoles and consolettes in tube sizes ranging from 16 to 20 inches. Mr. Ross, who is president of the new firm, was formerly director of sales at Atwater Television and before that was president of Major Television.

● Consolidated net income for **Avco Manufacturing Co.**, for the fiscal year ended Nov. 30, 1950, came to \$12,635,633, Victor Emanuel, president, announced through the firm's annual report. The year was considered one in which the corporation achieved the highest sales and earnings in its history.

● Despite the death on March 8 of Arthur J. Olson, founder-president, **Permo, Inc.**, Chicago, Ill., there has been no basic change in the ownership of the firm or in its subsidiary, Fidelitytone, Inc. Both corporations will continue all their operations under the same policies and practices which were established by Mr. Olson, according to an announcement by Permo's board of directors.

Beat the Tube Shortage!

This invaluable book shows you how to keep radio and TV sets working . . . even though exact replacements are unavailable.

RECEIVING TUBE SUBSTITUTION GUIDE BOOK



For TV-AM-FM Receivers and Allied Equipment
by H. A. Middleton

2500 Radio and TV tube substitutions listed: TV receiver filament wiring; heater substitution wiring instructions; tube types classified by functions. Other priceless data you must have in order to keep your shop as well as receivers going. Get this book without further delay.

215 pages, 8½ x 11, durable paper cover.

Only \$2.40

All About the Scope!

WHAT it is . . . WHAT it can DO . . . and HOW to use an oscilloscope PROPERLY for greater profit to you!

ENCYCLOPEDIA ON CATHODE-RAY OSCILLOSCOPES AND THEIR USES

by John F. Rider and Seymour D. Uslan

The ONLY book that so fully describes the oscilloscope . . . its applications in servicing, engineering, research . . . with thousands of time-saving and labor-saving references, charts, waveforms, etc. More than 70 different models are described with specifications and wiring diagrams. WE GUARANTEE that it will EARN many times its cost to you. 992 pages, 8½ x 11. 500,000 words, 3000 illustrations. 22 chapters. Completely indexed, easy to read. Cloth bound.

Only \$9.00

About Master Antennas

Master Antenna Systems are a big business. Make sure you get your share by making sure you know all about installations.



TV MASTER ANTENNA SYSTEMS

by Ira Kamen and Richard H. Dorf

More than 50 million dollars will be spent in 1951 for TV Master Antenna Systems installed in apartment buildings, hotels, hospitals, institutions, etc. . . in both new and old buildings.

This book provides a practical working manual that deals with installation, usage, maintenance, etc. It shows how the Master Antenna System is installed, how it works, and how you can capitalize on this fast-growing field.

356 pages, 234 illustrations. Cloth bound.

Only \$5.00

Time-Saving! Money-Making!

Stop wasting time, effort and money in trying to "dope out" difficult TV installations . . . order this book today.



TV INSTALLATION TECHNIQUES

by Samuel L. Marshall

The only book of its kind. Gives ALL the facts about such things as lce loading, wind surface, mounting requirements, etc. Accurate data on receiver adjustment in the home. Municipal regulations in all the major TV areas in U.S.A. Complete information on all mechanical and electrical considerations. Sure to be a great help to you.

330 pages, 5½ x 8½. 270 illustrations. Cloth bound. . . . Only \$3.60

At Your Jobber's or ORDER DIRECT on a 10-DAY MONEY-BACK GUARANTEE.

JOHN F. RIDER PUBLISHER, Inc.
480 Canal Street • New York 13, N. Y.

'A Dealer's Dealer' . . . Jim Frangella of Eatontown

Sound public relations brings him backing and business.

(Continued from Page 23)

television receiver. The set was installed in the school auditorium and from early afternoon until the conclusion of each game students drifted in to watch the baseball classic. Some 500 students enjoyed the pleasure of the nation's greatest national pastime games, just so long as they had free periods and their viewing did not interfere with regular classroom sessions. The installations and maintenance of the set for public high school viewing was borne by Eatontown Radio & Television. It was offered as a courtesy and public service. Not only did it foster good will for the firm, but it accomplished what Frangella had hoped it would when he extended the courtesy-aided school authorities in maintaining enrollment.

The same attitude in regard to all special events, such as presidential speeches, unusual celebrations and

ceremonies, is characteristic of Frangella's approach to good public relations. He has no expensive staff to look after these matters, but instinctively imbues his store with his own human warmth. The case of the John Franklin Hunts is a case in point.

Heart of Selling

The Hunts lived in a small bungalow off Pine Brook road in Eatontown, until one night an explosion of their kerosene heater sent the bungalow up in flames. When the smoke from the charred ashes of their home cleared, following vain efforts of firemen to squelch the flames in the face of a fanning southwest wind, the Negro family, husband, wife and 14-year-old son, John Herbert Hunt, were almost wiped out, even though all escaped without injury. Friendly neighbors began helping them rebuild, began offering furnishings and clothing.

Capping the donations to the Hunts in their effort to restore the loss of fifteen years' savings and virtually all their earthly possessions, was the donation by Jim Frangella of a gorgeous console television and radio-phonograph combination. When the set was delivered and installed, and the antenna set up, the Hunts were so stunned by the gift that they could merely stammer, "We hope you have a good business." And because the sentiment of the community runs something like the same humble sentiments expressed by the Hunts, Eatontown Radio & Television goes on enjoying the backing and business of the community.

No Trust to Luck

Even though Jim Frangella builds on a sturdy foundation of sound service plus sound human relations, he is too much of an alert merchant to trust his
(Continued on Page 53)

SENSATIONAL GAIN!
New PHOENIX YAGI

STURDY, TROUBLE-FREE CONSTRUCTION FOR LONG LIFE!

LICKS INTERFERENCE FROM GHOSTS AND NOISE!

EXCLUSIVE MAST-CLAMP DESIGN

MATCHES 300 OHM IMPEDANCE!

FAST, EASY QUICK RIG!

CUTS THE CALL-BACK NUISANCE!

HIGH GAIN FOR SHARPER AND STEADIER PICTURES!

PHOENIX
Speed-Tennas....
Speed-Mounts....
Hardware....

HIGH GAIN INLINE

HIGH GAIN INLINE

PHOENIX ELECTRONICS, Inc.
LAWRENCE, MASS.

300 ohm TV wire

NOW is the time to stock up! By next Fall, the demand will be terrific, and the dwindling supply will be almost priceless due to increasing controls on materials used in manufacturing T. V. wire, and curtailed production due to war work. Send your orders in now. Immediate shipment!

ALL POLYETHYLENE INSULATION

80 Mil Web 20 Gauge \$25.00 per/M ft. Metal Spls.
55-60 Mil Web 20 Gauge 23.50 per/M ft. Metal Spls.
55-60 Mil Web 22 Gauge 22.50 per/M ft. Metal Spls.
35-40 Mil Web 22 Gauge 17.50 per/M ft. C'db'd Spls.

TERMS: Check with order, or we will ship C.O.D.

Jersey Specialty Company, Inc.

LITTLE FALLS, NEW JERSEY

PHONES — L. F. 4-0784 — 1404 — 1405

EATONTOWN

(Continued from Page 52)

business and its growth to chance. So with infinite pains he combines solid selling methods with advertising programs that are just as solid. For instance, he trains his salesmen in a direct and frank sales approach. He tolerates no discounting, and refuses to be lured into discounting by stiffening competition. At best, he will only adjust the sales price on sets which are banged up a bit or which, for one reason or another, cannot be sold at full list price.

Newspapers regularly carry his advertising, planned on a constant basis to reach readers throughout Monmouth County with daily and weekly regularity. Such newspaper advertising constantly stresses home demonstrations of TV sets which are offered to customers. The same sales appeal is carried in spot announcements over the local radio station, WJLK, and the firm's promotion of the program "Fight of the Week," also adds its advertising and selling weight. In still another regular manner the Eatontown Radio & TV sales message reaches prospective customers within its selling range. That is through direct mail circulars, which are sent out about every three months.

Sales Eye

Still with a weather eye peeled for sales, Jim Frangella arranged to display his television sets prominently in the lobbies of the Walter Reade Theatres. This adds up to five theatres in Asbury Park, two in Long Branch and two in Red Bank. Not only are the sets of this Eatontown dealer in full view of all moviegoers, but these same movie addicts are exposed to stage drawings which are tied into the movie displays. At regular intervals from \$1,000 to \$1,500 worth of merchandise is offered to lucky winners.

To this already diversified and alert sales approach can be added still another characteristic of Jim Frangella which makes it felt in good will and increased business. Some of the most important events in the history of his store have been parties which he gives to employees. Staff dinner for Eddie Hooper when he left to become radar instructor with the Air Corps Reserve; Christmas dinner given for employees and family; dinner given for the bowling team, after it won first place in the Long Branch commercial league. Such events provide additional evidence of the great big heart that makes the Eatontown Radio & Television Co. tick . . . with business strength and vigor, and with continued prosperity.



Hi-Lo at the BALL GAME

Score a "hit" every time with the
Hi-Lo TV Spiral ANTENNA

Model 101*



...the finest for indoor TV reception!

\$9.95
LIST PRICE

You'll bat "1000" when you feature Hi-Lo, the indoor TV Spiral antenna which has everything . . . high fidelity, low cost, peak reception, gleaming gold appearance, revolutionary design.

Your profits will place you in the major leagues when you SELL HI-LO.

ORDER TODAY!

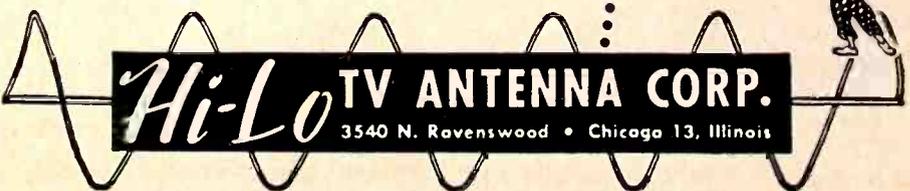
Don't forget . . . the HI-LO OUTDOOR TV SPIRAL ANTENNA!

*U. S. Patent No. 2,495,579
Canadian patents 1951

Hi-Lo TV Spiral Antennas are sold through recognized jobbers.

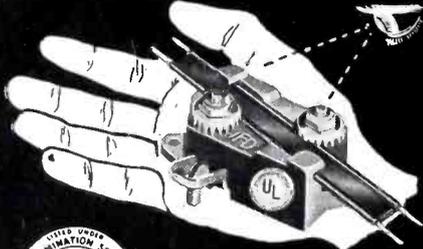


ONLY HI-LO provides complete powerful, localized advertising support. Write for full particulars.



Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

JFD "Little Giant"
TWIN LEAD LIGHTNING ARRESTER
 Protects TV Sets Against
 Lightning and Static Charges



UL
 RECOGNITION SERVICE
 UNDERWRITERS LABORATORIES
 APPROVED

No. AT105
\$1.25
 List

For Regular Twin Lead

At Your Jobber or Write Direct

JFD MANUFACTURING CO., Inc.
 6113D 16th AVENUE, BROOKLYN 4, N. Y.
 FIRST in Television Antennas and Accessories

"HAVE YOU HEARD THE SOUND OF QUALITY?"



NEWCOMB SOUND IS BETTER

Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.

Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.

NEWCOMB AUDIO PRODUCTS CO.
 DEPT. G, 6824 LEXINGTON AVE.
 HOLLYWOOD 38, CALIFORNIA

New Appointments



B. C. Tievy

In his former post he was communications consultant to South American governments.

• Bert C. Tievy, for 23 years with RCA Communications, Inc., has been named executive assistant to the president, **Jewel Radio Corp.**, Long Island, N. Y. Mr. Tievy also serves as general manager of the firm.



Henry H. Carver Stanley F. Patten

• Henry H. Carver has been named to head **Allen B. DuMont Laboratories, Inc.**, Florida Factory Distributor. Rear Admiral Stanley F. Patten, U.S.N., (Ret.) has been named Director of Mobilization Planning for the Government Department, it has also been announced.

Abrams to Head Israel Bond Drive



Benjamin Abrams, above, president, **Emerson Radio & Phonograph Corp.**, N. Y., will play a leading role in the forthcoming \$500,000,000 bond issue to be floated in the United States by the Government of Israel, it has been announced. Mr. Abrams has accepted the chairmanship of the Greater New York Committee for the State of Israel bond issue. He has announced that the issue has been made effective through registration with the U. S. Securities and Exchange Commission, and that the Israel Bond Prospectus would soon be available all over the country. The sale of bonds is expected to begin May 1.

TELEVISION CABINETS

Stock Line

16"-17"-19"-20" to fit RCA and other Chassis
AT THE RIGHT PRICE

Walnut, Mahogany, Blond, Chinese Chippendale
 Ebony, Maple, Inlaid Leather

QUALITY CABINETS FOR THE TRADE

Write for catalogue JR showing complete line & prices, or visit our showrooms and look over our new line.

Model RW-OF

ROBERT WOLFF WOODCRAFT CORP.

Manufacturers Since 1904
 1125 UNION AVE., N. Y. 59, N. Y.
 PHONE: KILPATRICK 2-6800

TOP DOLLAR \$ \$ \$

for your Surplus **TUBES**

Receiving • Transmitting • Industrial
 New or Removed from equipment. Immediate Payment. Send your List & Prices NOW. We buy all Surplus Gear.

"TAB"
 That's a Buy

Dept. J, 6 Church St.
 New York 6, N. Y.
 Wo. 2-7230

ATTENTION

• Mfr's. of 300-ohm TV wire, also 4-conductor wire, various types and grades

Prices and Samples on Request

T-E-L-E-W-I-R-E MFG. CO INC.
 2 Columbus Circle CI 6-0244 N.Y.19, N.Y.

New Appointments

Allemang v-p at Philco, Morey to new Wilcox-Gay post, Guthrie field asst. at Air King, Mills Tele-tone v-p, C. Volpe in new Starrett spot, Gunn and Bureau in Sylvania promotions.



● Herbert J. Allemang, widely known as a management consultant, has been appointed vice-president executive staff, **Philco Corp.**, Philadelphia, Pa. For the past 13 years, Mr. Allemang

was a senior partner of Stevenson, Jordan and Harrison, Inc., management consultant firm. During the past two years he has been increasingly active in consultation on long-range planning for Philco. He will head the forward planning program in his new post.

● Ed Morey will now be in charge of sales for **Wilcox-Gay Corp.**, Charlotte, Mich., with offices at the firm's plants. He will become assistant to Milton Benjamin, general sales manager of the



Ed Morey

Majestic division of Wilcox-Gay, and will direct the sales of recorders and recording blanks, together with a line of recording accessories. Mr. Morey joined the organization in 1946 as a field sales representative, became manager of the Recordio Disc division in 1949, and moved to a key administrative post in the sales division in 1950.



Frank Guthrie

ordination of field procurement on all purchases. Prior to his association with Air King, he was sales manager for six years of the Rauland Corp. During the war he was associated with the Chief Signal Officer, U. S. Army and was in charge of production for the Monmouth Procurement District.

● John S. Mills has been elected vice-president of **Tele-tone Radio Corp.**, N. Y., according to an announcement by S. W. Gross, president of the firm. Mr. Mills has been in the radio industry since 1922. During World War II, he worked in a civilian capacity as a production specialist for the U. S. Army Signal Corps. Prior to that he was associated with the Stromberg-Carlson Co.



John S. Mills

● Carl Volpe has been appointed technical assistant to R. D. Burnet, president, **Starrett Television Corp.**, N. Y. In his new position, Mr. Volpe has been assigned to coordinate technical requirements for engineering problems, quality control and service department activities.



Carl Volpe



D. W. Gunn G. V. Bureau

● D. W. Gunn has been named equipment sales manager, and G. V. Bureau government sales manager, of the radio and television tube division, **Sylvania Electric Products, Inc.** Mr. Gunn was formerly assistant to the general sales manager. He will direct the sales equipment organization and district offices. In his newly-created post, Mr. Bureau will manage the company's sales of radio and TV tubes and related products to the government, will review all government bids and act as sales coordinator.

Saraceni & Gentile, Inc. MANUFACTURERS OF MAJESTIC PRODUCTS



Featuring the Widest Selection of Magnificent Television Cabinets in the Most Beautiful Woods and Hand Rubbed Finishes. Created by Masters of the Trade, in Modern, Chinese, and Traditional Styles. Available in All Sizes, including 24". Ranging from Consolettes to Large Consoles. Inquiries Invited.

Descriptive Literature on Request

Manufacturers Representative
TELEVISION COMPANY OF AMERICA

Showrooms

192 Lexington Ave.

MU 4-5347

New York, N. Y.



The Thaw Begins

The snows of Winter usually start to melt at about this time of year, and folks in the northerly regions look with great eagerness to the first signs of Spring. It is a season of hope and anticipation.

The television industry has been through a long, cold and hard Winter, and the Federal Communications Commission 'freeze' on all new TV station construction has not added any comfort to the development of the business. While it is true that the coaxial cable and new radio relay facilities have constantly expanded the area of the nation's television audience, it nevertheless remains a fact that almost two-fifths of the country was excluded from the marvel of seeing television because of the FCC ban on new construction.

For a long time many industry leaders have been urging and prodding the Commission to lift the freeze and make TV nationwide. They saw the importance of this from several aspects: (1) While the 'freeze' remained, the manufacturers were compelled to continually re-work the same sales ground with their new production; (2) this meant that the sales effort in great metropolitan areas like New York and Chicago became almost too intense because the manufacturers were prevented from selling other lucrative areas where there were no TV stations.

So lifting the freeze really became the first order of the day, both to the public and the industry. Now comes the news that FCC has, at long last, proposed to lift its freeze on the entire UHF band (see page 15 in this issue). The Commission has decided that for the long term interests of the public and the industry, it is preferable to intermix both the VHF and UHF channels, even though this might temporarily cause some temporary problems for UHF broadcasters and set manufacturers.

However, in setting up its new table of station allocations, the FCC has tried to provide television service, as far as possible, to all people of the United States, and in doing so to provide a fair, efficient and equitable distribution of TV broadcast stations on the following basis:

- Priority No. 1 — To give each community at least one television broadcast station.
- Priority No. 2 — To provide a choice of at least two television services to all parts of the United States.
- Priority No. 3 — To provide each community with at least two television broadcast stations.
- Priority No. 4 — Any channels which remained unassigned under the foregoing priorities will be assigned to various communities depending on the size of the population of each community.

Eventually, it is planned that the nation will have more than 1,000 television stations, spanning every community and providing telecasts for all the people. How soon that goal will be reached it is impossible to predict at this time, what with restrictions on many vital materials which go into the construction of a new television transmitter. But this much is certain: the FCC announcement is the first step toward the achievement of that objective which will make it possible for television manufacturers, distributors and dealers to sell TV receivers anywhere in the United States, and that single fact will make television a multi-billion dollar industry.

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the 1951

REMEMBER . . .

May is Market Month!

PARTS DISTRIBUTORS CONFERENCE AND SHOW

"The only all-industry sponsored Conference and Show in Electronics"

MAY 21-23 1951 • STEVENS HOTEL • CHICAGO

TEL-O-TUBE

Symbol of Superiority



Porcelain vase executed by the brilliant Danish designer, Gerhard Henning; recognized by many of the world's most esteemed pottery experts as a true symbol of some of the finest porcelainware produced in the twentieth century.

Henning vase courtesy Metropolitan Museum of Art

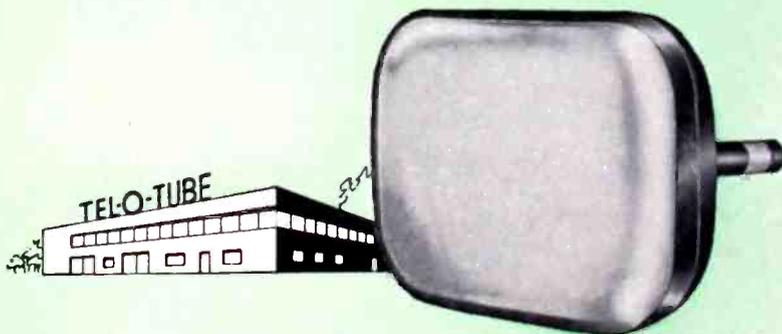
**tel-o-tube . . .
symbol of picture
tube superiority**

**All Sizes Immediately Available for
Conversion and Replacement**

As a symbol of picture tube superiority, Tel-O-Tube too, has gained the recognition and esteem of many of the world's most renowned television experts. Outstandingly superior craftsmanship, unmatched performance, and record-breaking longevity are only three of the many reasons why these men—men who know picture tubes—have come to recommend Tel-O-Tube as the ideal tube for both original and replacement equipment. Today, Tel-O-Tube's complete line of cathode ray tubes is being offered for immediate availability—an excellent opportunity to find out for yourself how truly fine a picture tube can be!

**The GREATEST Names In Television
PROTECT Their Names With Tel-O-Tube**

See Our Display at the
Chicago Parts Show, Room 632, Stevens Hotel



WRITE . . . WIRE . . . PHONE . . .
Please mention Dept. TJ



TEL-O-TUBE Corporation of America

EAST PATERSON, NEW JERSEY

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

Wham

Here it comes!

SPARTON'S BIG NEW NATIONAL AD DRIVE!

4-color pages

in
SATURDAY EVENING POST
COLLIER'S
plus junior spreads in
NEWSWEEK
featuring

Sparton's challenging "Ask all three" theme!
Sparton as the TV quality leader!
Sparton dealers as exclusive dealers!

to

Over 26,000,000 Post, Collier's and Newsweek readers regularly through 1951



Sparton Dealers! Add punch to your local advertising with Sparton's "Ask all three" tie-in material including mat ads, copy for TV and radio spots. Free upon request,

watch Sparton go...

Sparton

RADIO • TELEVISION

DIVISION OF

THE SPARKS-WITHINGTON CO., JACKSON, MICH.