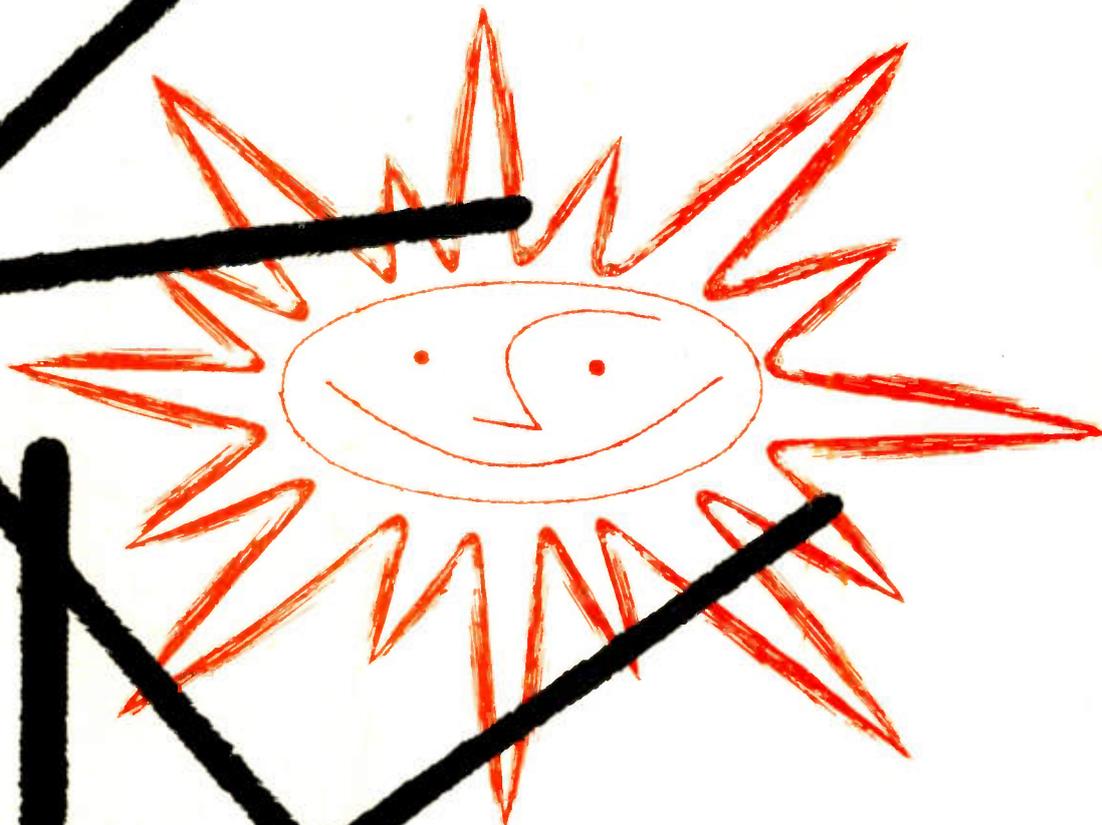


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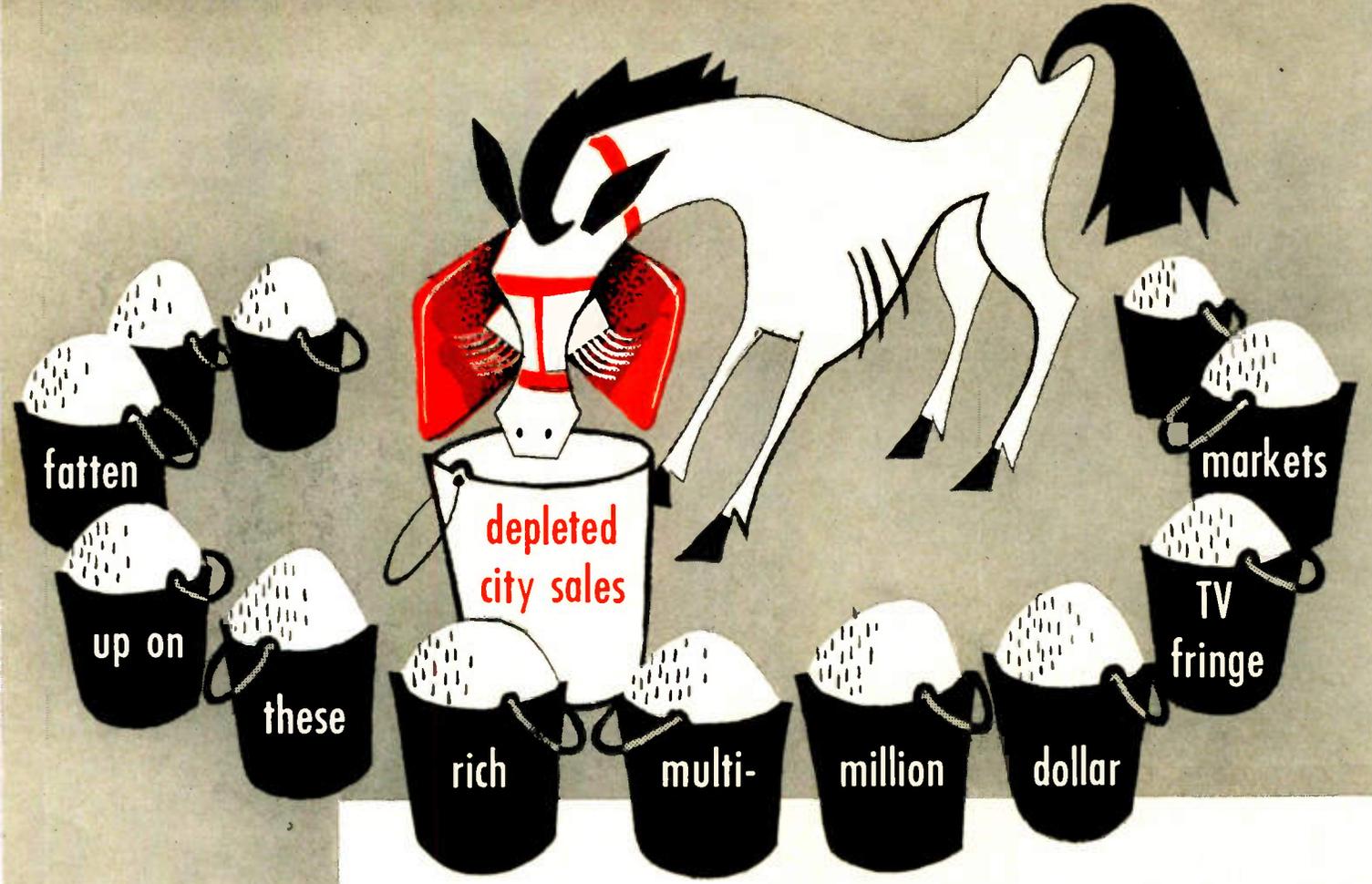
Radio & Television JOURNAL



***Television Business
Will Bloom Again
This Fall***

SEPTEMBER 1951

Take off the *blinders* and **EAT** again!

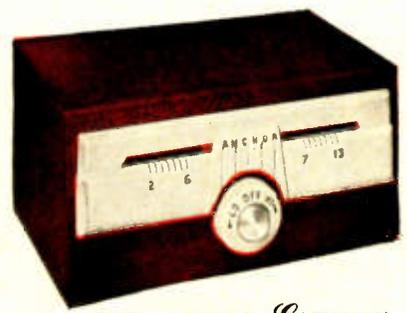


ANCHOR BOOSTERS

make it possible!



THE ANCHOR *Suburbanite*
For Intermediate Reception



THE ANCHOR *Granger*
For Fringe Area Reception

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

TAKE A LONG LOOK AHEAD!



FROM
Retailing Daily
April 19, 1951

We who are in the television business—whether as manufacturers, distributors, or retailers—are fortunate, indeed.

Here is a business as sure of its future as the automobile industry, and for an identical reason: *television fills a fundamental human need.*

Nothing can stop it—not Regulation W, station freezes, material shortages, taxes, competition from other consumer products, or any other specter evoked by the prophets of gloom.

What the public wants it gets—and it is now beyond question that the public regards television as an essential of living. As sure as sunrise every home will have it, for the obvious reason that—unlike almost every other necessity—it has no substitute.

The hodge of market saturation also vanishes before the facts revealed by a nearly perfect business parallel.

The radio business is nearly thirty years old. Ninety per cent of American homes have radios. Yet, despite the competition of television in radio's major outlets, in 1950 this old and allegedly saturated market absorbed 14,500,000 new radio sets—more in a single year than all television sets sold to date.

The future is brighter still for television. For the past decade, population increase in the United States has averaged 1,900,000 a year. Simple mathematical progression should increase that figure in coming years to well over 2,000,000 brand new prospects annually. Wealthier prospects, too—

buying power is up 50% per capita over 10 years ago.

Normal replacement of small picture sets, worn out sets, and sets outmoded by improvements now in prospect, plus multiple set ownership, assure a steady yearly market of many millions more—a total far in excess of radio's annual output today. And this is assuming a static, saturated market, which is still many years away.

Actually, the lifting of the station freeze will eventually multiply the number of television buyers many times, and benefit today's television centers immeasurably by opening up sales to the millions in the marginal regions around present broadcasting areas. Phenomenal as its volume has been to date, the business is still but a shadow of what it will become.

In fact, a business opportunity as broad as television has appeared only two or three times in this century. As far as thought can reach the market is big and prosperous. It is one of the richest bonanzas of all time.

If you have a soundly hacked and soundly financed television franchise, hang on to it—you own a gold mine. If you have television sets in storage, don't be panicked into price-cutting. The radio industry, stampeded by every seasonal change in the selling pace, threw away untold millions of dollars in profits by unnecessary dumping. We know better today. The market is there. Take a long look ahead, then get back to good old-fashioned, aggressive, intelligent selling.

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

Now TAKE A LOOK AT THE **RECORD!**

The widely quoted Bendix message repeated above is more than an expression of faith in a great and growing industry. Its long range viewpoint exactly mirrors the entire Bendix* Television program and shapes all its policies, practices and products.

During the past months this thinking has been tested as never before. Its value to you is no longer a matter of guesswork. The facts are written in the record for all to read.

Thanks to the long range viewpoint Bendix did not force sales. As a result, dealers were not overstocked early in the year, and are not today. In fact, no single case of an excessive Bendix inventory has been reported to date.

Long range planning on prices has had the same fine result. Bendix sets are priced for peak value at the outset.

No padding is included for slashing later on. In consequence, dealer inventories have not been depreciated by price cuts. Bendix has maintained prices and discounts at normal levels right along.

Above all, the past months have proved the worth of the Bendix selective dealer program. This franchise feature permits Bendix to sense immediately the conditions of retail trade and plan production accordingly. For this reason neither the Bendix factory nor Bendix retailers found it necessary to disturb the market by dumping. *Bendix held the line on every important front.*

Keep these facts in mind when you plan *your* future in television, and build your program around Bendix—the line that is soundly built, soundly backed, and soundly sold.

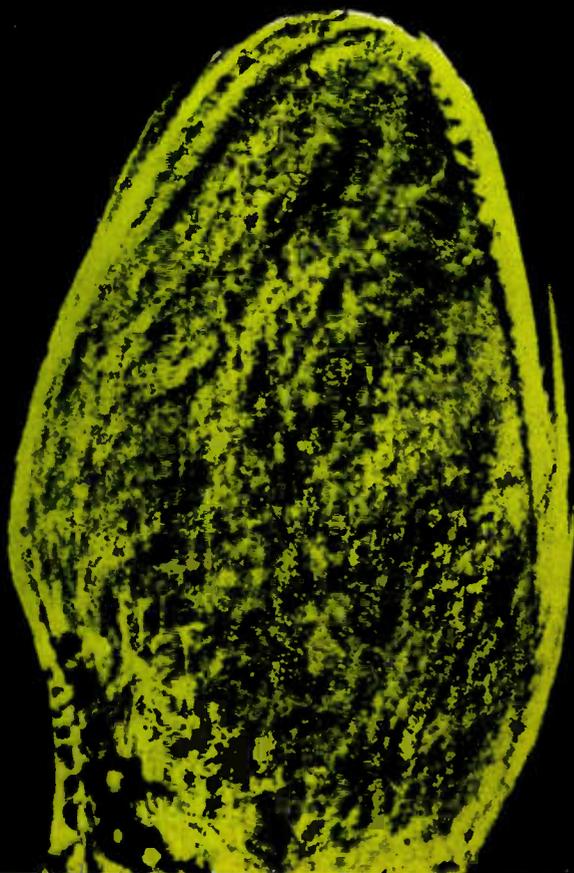
*REG. U. S. PAT. OFF.

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





Servicemen can cover 94% of fuse replacements with this kit



*One-Call Kit Contains 45 TV fuses
(6 most in demand types) and 6 TV
snap on fuse holders in a clear
plastic hinged-cover bench box.*

*Another **LITTELFUSE** first.*

*Call your jobber today. Littelfuse, Inc.,
4757 Ravenswood, Chicago 40.*

LONgbeach 1-4970.

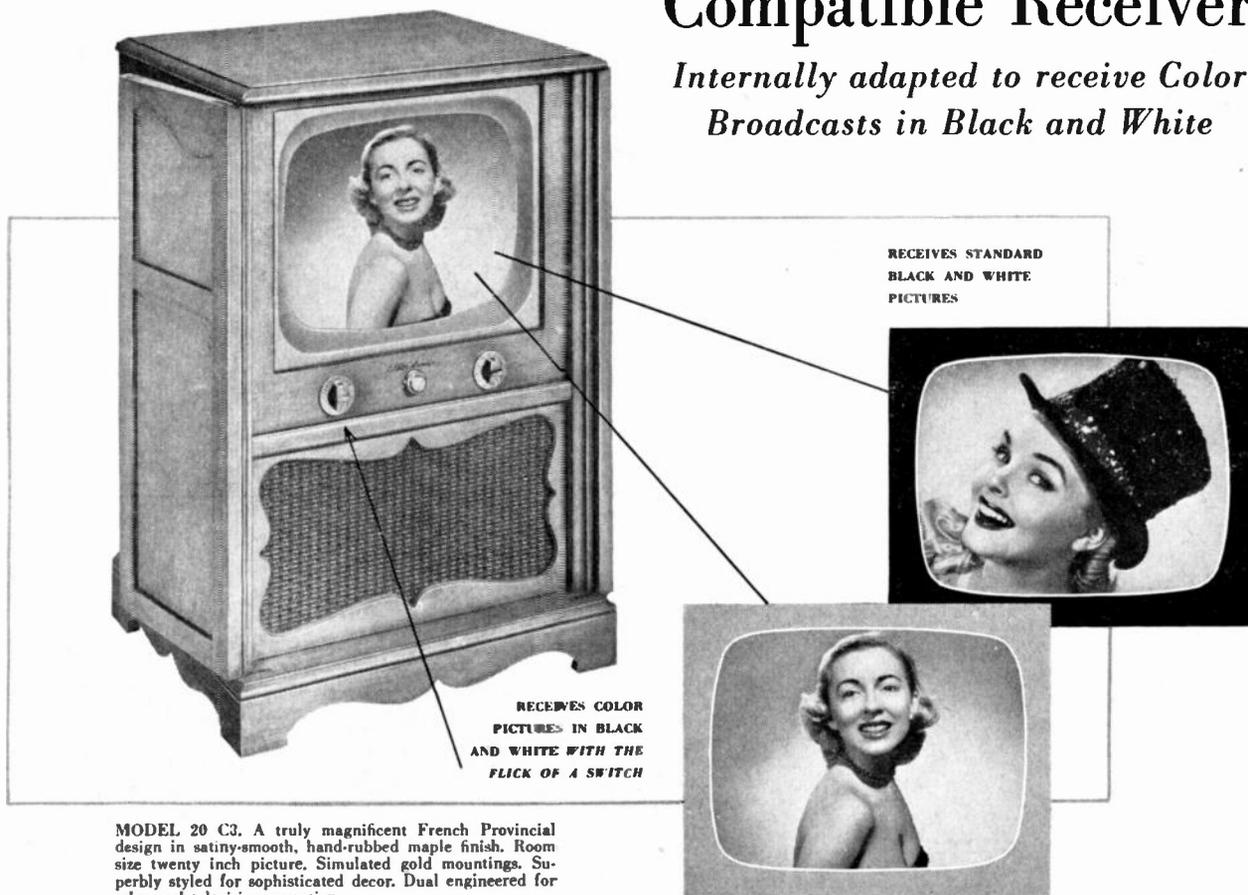


Get ready for **COLOR** with the new

CBS-COLUMBIA

Compatible Receiver

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



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

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

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

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

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

The Greatest New Name in Television Receivers

CBS-Columbia Inc.
formerly Air King Products Co., Inc.
170 53rd Street, Brooklyn 32, N. Y.



America's Color Pioneers



Television Review
Will Show Again
This Fall
SEPTEMBER 1951

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

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Controlled Circulation Audit, Inc.

THE COVER—Six months of darkness is a long time for any industry, but television had the resilience to weather the "long night." The edge is wearing off the acute, seasonal slump, and indications are that TV is bouncing back again for a healthy swing at selling . . . one which may hit highs that will even astonish the viewers-with-alarm.

Vol. 68

No. 9

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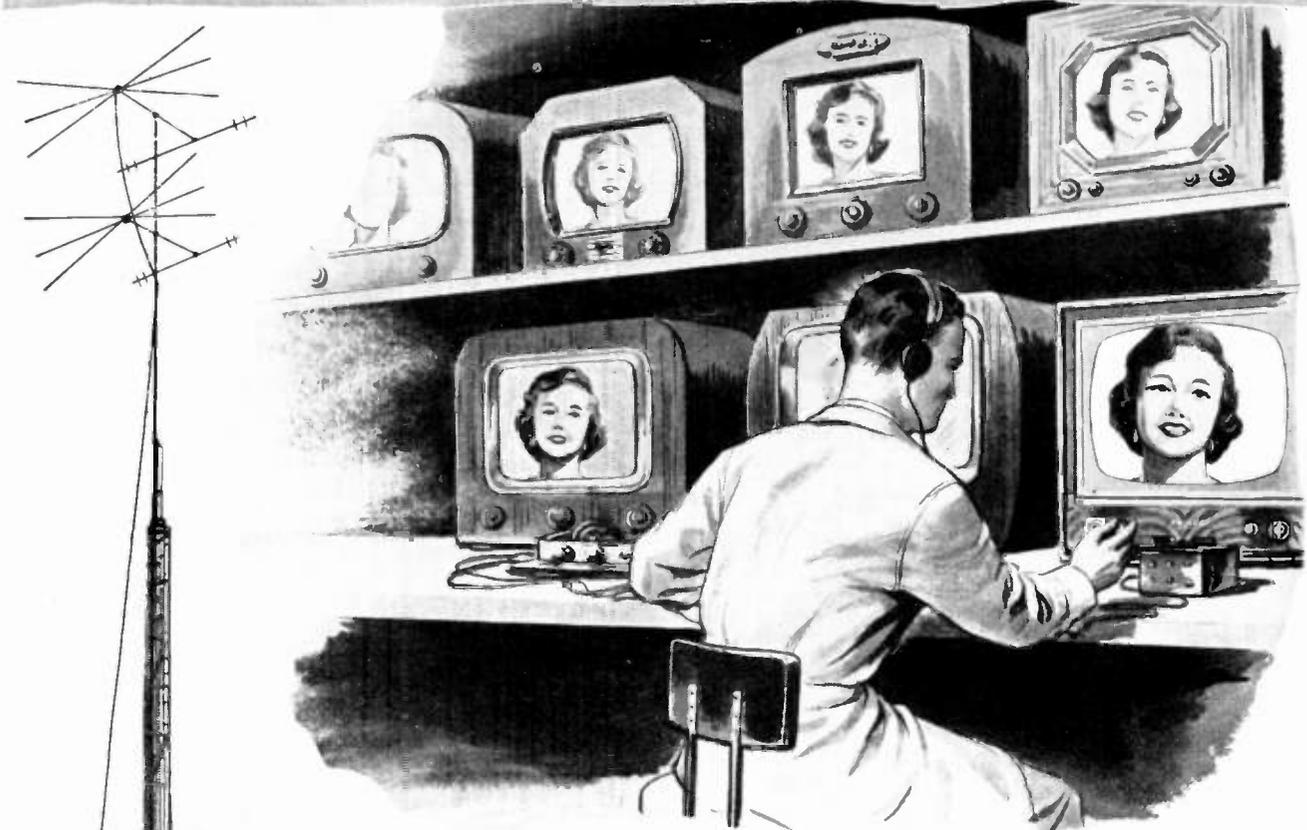
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RADIO & TELEVISION JOURNAL WITH WHICH IS COMBINED RADIO & APPLIANCE JOURNAL and ELECTRIC APPLIANCE JOURNAL IS THE COMPLETE BUSINESS MAGAZINE FOR RETAIL DEALERS WHO BUY AND SELL RADIOS, TELEVISION RECEIVERS, APPLIANCES, PHONOGRAPHS, RECORDS, MASTER 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.

PRINTED IN U. S. A.

QUALITY FIRST... A PHILCO POLICY



COMPARATIVE TESTS PROVE PHILCO

TV DESIGN IS UNMATCHED ANYWHERE

YES, PHILCO **QUALITY** IS TESTED AND PROVED IN THE FIELD! ONLY WHEN EVERY PHILCO TELEVISION MODEL MEETS RIGOROUS STANDARDS AND **OUTPERFORMS COMPETITION** UNDER ALL CONDITIONS ARE PHILCO QUALITY EXPERTS READY TO GIVE THEIR "O.K." SUCH EXHAUSTIVE TESTS TYPIFY THE **EXTRA CARE**, THE **EXTRA "KNOW-HOW"** THAT MAKE PHILCO THE QUALITY LEADER OF THE TV WORLD.



PHILCO *Famous for Quality the World Over*



TIM ALEXANDER

Motorola



MAX SCHINKE

Admiral



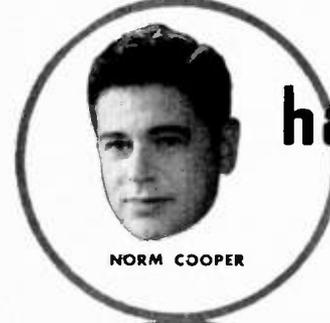
FRANK SMOLEK

ZENITH



FLOYD MAKSTEIN

Emerson



NORM COOPER

hallicrafters



DON ANDERSON

Hoffman



LEADING EXPERTS
RECOMMEND

Simpson Model 480 GENESCOPE for TV-FM Servicing

These leading manufacturer's service managers agree — the Simpson Model 480 Genescope is perfectly designed for proper testing, servicing and alignment of all TV and FM receivers!

THE SIMPSON MODEL 479 TV-FM SIGNAL GENERATOR

Exactly the same circuits, ranges and functions as the Model 480, with the exception of the oscilloscope.



BURTON BROWNE ADVERTISING

Simpson ELECTRIC COMPANY

5200 West Kinzie Street • Chicago 44, Illinois • Phone: COLUMBUS 1-1221

In Canada: Bach-Simpson, Ltd., London Ontario

Emerson's \$20,000,000 BET is a sure thing for you!

Time Magazine, The Wall Street Journal and other publications call Emerson's breath-taking color trade-in guarantee "a \$20,000,000 gamble." But it's a sure thing for you—because it gives every TV prospect who's been hesitating over color a compelling reason to BUY NOW!

Here's the most talked-about TV sales idea of the year to build your volume NOW!

Sell new 1952 Emerson TV now. Emerson enables you to take it back for full credit against any make color TV your customer buys from you within 2 years.

Your customers can have color when it's ready . . . and still not miss a minute of today's multi-million-dollar TV entertainment. Their dollars are as safe in a 1952 Emerson as in the bank . . . and a million times more fun! Emerson is back-

ing that guarantee . . . and backing you to the limit in putting it across!

Read Emerson's amazing guarantee and you'll see why it's today's greatest action-getter in TV!

This Sales-Building Guarantee is offered for a limited time only.

Phone your Emerson Distributor NOW for details. Your distributor has Newspaper Mats and Display Material for you to tie in with this dramatic promotion.



Emerson DEALER GUARANTEE
Color Television Trade-In Plan

Dealer Name _____ Dealer Address _____

Guarantees to accept for trade-in the 1952 Emerson Television receiver in good operating condition as indicated by model and serial number shown below for full credit of the purchase price, by consumer, at any time before August 31, 1953, toward the purchase by said consumer of any make color television receiver available at that time.

Model 696 Model 697 Model 680 Model 687 Model 693
 Model 692 Model 694 Model 699 Model 666

Serial No. _____ Purchase Price _____ Date of Sale _____

Sold to _____
 Name of Consumer _____ Street Address _____
 City, State & Zip _____ Telephone _____

Dealer Signature _____
 Dealer's Name _____ Dealer's Address _____

**Join the Emerson Profit Parade
led by the Most Sensational Promotion
this Industry has Ever Seen!**

Emerson LIFE-TESTED Television and Radio

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



TELEVISION ROUNDUP

What's Ahead

A warning that the American retailer, including radio and television dealers, may soon be ranged with the farmer as a target of a campaign of "vilifying innuendos" was voiced by James D. Shouse, vice-president of Avco Manufacturing Corp. and chairman of the Crosley Broadcasting Corp., before a recent convention of the National Association of Meat and Food Dealers.

He praised the strong sense of proprietorship of most farmers but reminded his audience that attempts will be made to try compelling the farmer into a position of conformity. Most retailers, as proprietors of their own businesses, face a similar "menacing situation," he said.

He reviewed the criticism of "big business" leaders in the American past, pointing out that independent farmers may be the next group to be labeled "princes of privilege." Controls on wages, prices and credit, plus many other regulations, are smothering independent businessmen, Shouse said, and "there is little consolation in knowing that you were the last who lost." He was referring to the right of businessmen to manage their own affairs.

Resisting the influences which bring more centralized government control, more taxes, more regimentation is a job for all independent businessmen, he felt. The need for preserving a free economic system is seen in what the system has already done in giving this country the highest standard of living in the world, Shouse pointed out.

Monopoly Caution

C. F. Craig, president, American Telephone & Telegraph Co., has been cautioned through Jerome W. Marks, chairman of the group known as the Fair Television Practices Committee, not to discriminate against the some 12 million TV set owners by allocating coaxial cable time for box-office television.

Mr. Marks told the A. T. & T. president in an open letter that sponsors of sporting and entertainment telecasts to theatres throughout the country may be creating an illegal monopoly. It is the view of the committee that the growth of theatre TV has already deprived private set owners of the opportunity of witnessing important sports events.

Clearly making known that he did

Urging Congress to Go Easy on TV Dealers



Mort Farr, right, president of NARDA, tells, left to right, Sen. Harry Byrd (D-Va.), Sen. Eugene Millikin (R-Colo.), and Sen. Edward Martin (R-Pa.) of Senate Finance Committee not to spoil good effects of relaxing Regulation W by increasing excise tax.

not wish to interfere with A. T. & T.'s business relationships, Mr. Marks nevertheless expressed the hope that, in the public interest, not too much of the limited facilities be leased for purposes of theatre television.

Let the Advertiser Beware

Hugh R. Jackson, president, Better Business Bureau of New York City, has urged the discontinuance of television advertisements which flatly assert that no money or cash is required as down payment with a trade-in purchase of a TV set.

While the amended Regulation W allows a dealer to accept trade-ins and to deduct the allowance from the down payment required, such allowances are not always sufficient to meet the required initial payment. The Bureau therefore urged that flat assertions of "No Money Down" or "No Cash Required" with trade-ins be discontinued. It also suggested that the practice of asking one price with a trade-in and another without be stopped. Proper qualifying statements, to prevent customer deception, should be included in advertising, the Bureau further recommended.

Dealers who persist in deceptive advertising tactics must know where it all leads. They are cutting their own throats by undermining customer confidence.

Against Excise Tax

Eased restrictions on consumer credit through the partial relaxing of regulation W was a step in the right direction, but this favorable action of Congress may be cancelled by another action of injustice against the radio and television industry. This was the view expressed by Mort Farr, president, National Appliance & Radio Dealers Association, before members of the Senate Finance Committee, which held hearings recently on the proposed 25 per cent appliance and television excise tax.

"On behalf of the nation's appliance and television retailers," Farr said, "I am imploring you not to supplant this (Congress' "W" action) with another injustice which has comparable capacity for destruction."

Farr urged as a substitute source of revenue that tax-free business enterprises, including cooperatives and businesses owned and operated in behalf of theological and academic institutions, "be required to make their just contributions to the Federal revenue." Conditions already harassing dealers, according to Farr, include income taxes, the 10 per cent excise tax, FRB's interpretation of Regulation W, and new TV developments which created a wait-and-see attitude among prospects.

Largest Selling Booster

AT ANY PRICE !



Regency

TELEVISION ROUNDUP

TV Output Off

In an estimate given shortly after the launching of the new "two-year plan," Benjamin Abrams, president, Emerson Radio & Phonograph Corp., N. Y., set the 1951 TV set production potential at six million. This was one and one-half million under the approximate seven and one-half million sets produced in 1950. Heavy inventories and restrictions on critical materials were considered factors affecting the final production figures.

Mr. Abrams held the view that color had more to do with retarding TV set sales than Regulation W. He also felt that during the next two years, the length of Emerson's new plan, possibly as many as a million color sets might be produced. The New York TV firm's head did not alter his position on color set manufacture, however. He reaffirmed his faith in the compatible, all-electronic system, planning not to make sets with the CBS system. Lack of faith in the average buyer's desire to purchase the color sets which are and will be made available in the next two years was apparently a principal reason.

Subscription TV Illegal

Charges that box-office television provides no affirmative public service as required by the Communications Act of 1934 and therefore would violate the purpose of the Act were carried in the preliminary report of the non-affiliated Fair Television Practices Committee.

The committee is comprised of 15 attorneys and labor people, and was formed recently to oppose the growing use of theatre television for sporting and other events. Its chairman is Jerome W. Marks.

Interpreting the meaning of the Communications Act as to be the assurance that radio and television be made available to "all the people of the United States," Marks said no precedent of any kind exists for granting to theatre television exclusive use of any publicly-owned TV channels. However, he did point out that the future pattern of television and radio depend on the procedure of the FCC in this matter.

Color and UHF

The country's leading electronics engineers will discuss the latest television developments during its coming three-day gathering at the annual Radio Fall Meeting, October 29-31. Color and UHF converters will therefore come in for some considerable discus-

sion. This year's session will be held at the King Edward Hotel, Toronto, Canada.

The annual meeting of radio-television engineers is sponsored jointly by the Institute of Radio Engineers and the Radio Television Manufacturers Association's Engineering Department.

RCA Stages TV Show for Berliners



This amphitheater in Schowenedergstadt Park in West Berlin, largest outdoor theatre in Europe, was the point of origin of RCA Victor-produced TV programs last month. RCA's crew took along a complete TV transmitter and over 100 TV sets.

Tax Opposition

Two witnesses for the Radio-Television Manufacturers Association recently opposed the Treasury's proposal to increase to 25 per cent the 10 per cent excise tax on radios and TV sets. Appearing before the Senate Finance Committee, RTMA Board Chairman Robert C. Sprague and Leo G. Horney, Bendix Radio Division, Bendix Aviation Corp., urged that, instead of increasing the excise tax, the Congress consider removing the excise tax on radio and TV. They urged that commercial radio-TV equipment also be exempt from such a tax.

Mr. Sprague pointed out four factors favoring the removal of the tax. First, that TV as a new industry not be taxed during its formative years. Second, TV is a great instrument of public communication, capable of opening a new era of governmental participation by ordinary citizens. Third, that the tax, coupled with other industry happenings, has brought TV's growth to a virtual standstill. Finally, that burdening television with a tax so that it is available only to the well-to-do would constitute a serious mistake.

If a tax is unavoidable, then the Congress should impose an emergency tax on all household durable goods, Mr. Sprague felt.

Veteran Merchandiser Refuses to 'Fade Away'



D. W. May, radio industry veteran who retired last year, has returned to the radio-TV field as regional manager in metropolitan New York and northern New Jersey for the Hoffman Radio Corp., Los Angeles, Calif. May is intensifying sales activity on the Hoffman line in his area.

For Fair Trade

A nationwide drive to organize a million retailers in all Fair Trade industries in an all-out drive for a new Federal Fair Trade legislation has been announced by Dr. John W. Dargavel, executive-secretary of the National Association of Retail Druggists and chairman of the Bureau of Education on Fair Trade.

Dr. Dargavel made known that Fair Trade committees are to be organized in every state in the country and in as many as possible of the 435 Congressional districts. Nucleus of each committee is to consist of every type of retailer.

Cooperation is already being developed among 20 national trade associations representing retailers and wholesalers supporting Fair Trade. The secretaries of cooperating state drug associations are spearheading the initial field work to organize the friends of Fair Trade for grass roots action.

The primary purpose of the mobilization is to procure full distributor support for legislation in Congress to restore the Fair Trade laws to the full effectiveness they possessed before the U. S. Supreme Court's decision in the Schwegmann case. That decision held that the present Miller-Tydings Act does not legalize the state Fair Trade statutes' non-signer clause in interstate commerce.

"G-E TELEVISION COSTS LESS TO SERVICE

than any of the other brands we handle!"



Says **NORM LIBERMAN**
Tele-Care Television and Radio Co.
San Fernando, California

"Our company installs and services television for 9 dealers who sell 14 different brands. Our records show that G-E television requires less service and has the lowest service cost of them all. For that reason we charge 12½% less on all G-E installation and service contracts."



1772. 17-inch rectangular black tube. Handsome mahogany veneered cabinet. A price leader.

★ Yes! G-E requires less service—and here's why! G-E is BUILT TO OVERPOWER INTERFERENCE. Actual showdown comparisons are made with other best known brands in areas where TV meets its toughest tests. Whether far from the transmitter . . . or in areas of electrical disturbance—G-E GIVES OUTSTANDING PERFORMANCE. So it's no wonder that G-E gives such dependable service . . . so much customer satisfaction. See the G-E line at your General Electric TV distributor, now!

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



17-INCH
BLACK-DAYLITE
TELEVISION



17C109. Powerful 17-inch set in luxurious 18th century style cabinet veneered in genuine mahogany. Finely-figured doors. Concealed casters for easy moving.



17C103. 17-inch console at low price. Rectangular black tube. Smart mahogany veneered cabinet.

17C110. 17-inch rectangular black tube. 18th-century styling. Genuine mahogany veneers. Luxurious half-doors. Concealed casters.



You can put your confidence in—

GENERAL  ELECTRIC



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

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

For Today the clearest, steadiest picture
... plus the enduring beauty of
authentically styled cabinets.
For Tomorrow quickly, inexpensively adaptable
to all forthcoming UHF channels ... and equipped with
color connections for FCC authorized color.

Here is television engineered for the finest and clearest performance *today* ... adaptable quickly and inexpensively to all forthcoming UHF channels and FCC authorized color *tomorrow!* Authentically styled for every home décor from traditional to modern—in lastingly beautiful cabinets of mahogany or maple veneer,

or blond wood finish ... with Ultra-Proved Chassis that provides 100% increase in reserve sensitivity—adds new brilliance and range to performance ... Permaclear Pictures on wide-angle screens, pictures that stay sharper and brighter longer ... Unituner that makes Crosley Television as simple to tune as a radio—a single control tunes both picture and sound automatically ... Glare-Deflecting Removable Picture Window that keeps glaring reflections from viewer's eyes, and is easily and safely removable by the owner for cleaning the picture tube face. These and many other advancements make the new Crosley Duo-Frequency Television line for 1952 THE television of today and tomorrow!

Keep your eye on **CROSLEY!**

You remember the fall of 1949 when Crosley made its history-making move in refrigeration. A move that resulted in sales gains that brought Crosley right up among the top leaders in the refrigerator field—gains that brought increased sales and profits to Crosley Dealers everywhere—gains that made the Crosley name one of the standouts in the business!

Now, in television, Crosley is repeating the strategy that changed the picture in refrigerators—giving the public a television line it really wants, backing that line with unusual, unconventional, hard-selling-at-the-retail-level advertising and promotional support.

The emphasis in 1952 Crosley Television is strongly on the magnificent and authentic styling of our cabinetry. More than ever before, American housewives are keenly conscious and selective about the furnishings in their homes. A “good picture” alone is no longer enough—they want fine *furniture*, too . . . furniture that expresses their personal tastes and fits in with their present home furnishings.

The twenty-one new Crosley TV Models for 1952 offer your customers a complete selection of traditional or modern cabinets in the finest mahogany or maple veneer, or blond wood finish—furniture that will harmonize with the interior of any home—modern, French Provincial, Early American, 18th Century, any style of furnishing.

With powerful and well-timed advertising, promotional and point-of-sale support behind Crosley's superlative styling and performance, this may well be the greatest television sales opportunity you have ever seen. Keep your eye on Crosley!

← **The ENRICO CARUSO—Model DU-20 PDM.**

Georgian Combination. 20-inch picture tube.
Hand-rubbed mahogany veneer.



The SARAH BERNHARDT—Model DU-17 PHN.

French Provincial Combination. 17-inch picture tube.
Maple veneer. (With TV only—DU-17 CHN)



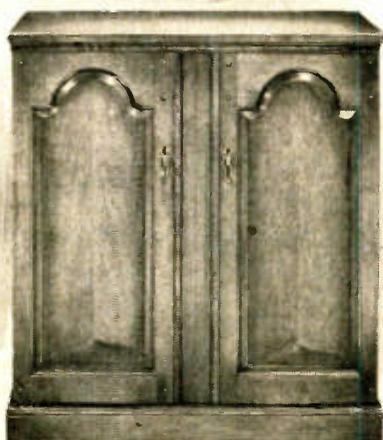
The JOHN PHILIP SOUSA—Model DU-17 TOB.

Modern Table Model. 17-inch picture tube.
Blond finish. (Mahogany veneer—DU-17 TOM)



The GEORGE ARLISS—Model DU-17 PHB.

Modern Combination. 17-inch picture tube.
Blond finish. (With TV only—DU-17 CH3)



The OTIS SKINNER—Model DU-17 PDB.

Early American Combination. 17-inch picture tube. Maple. (Mahogany veneer—DU-17 PDM)

CROSLEY



Better Products for Happier Living

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



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



PINEHURST. 17" console. Inclined safety glass. Phono jack. 12" speaker. Model 317 CM, mahogany veneers, \$349.95*. Model 317 CO, comb-grain oak, \$369.95*



IMPERIAL. 17" console. Mahogany veneer cabinet. Phono jack. 12" speaker. Model 17 CM2, \$389.95*



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

New 1951-52

Dual-Beauty line

DUAL-BEAUTY MEANS:

1. BEAUTIFUL PERFORMANCE

- Matchless pictures—new brightness
- Steadiest, sharpest pictures with new A. G. C.
- Superb Stromberg-Carlson tone
- Electronic superiority a man appreciates.

2. BEAUTIFUL CABINETRY

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

You can see the beauty—you can sell the beauty in every one of the twenty-one 1951-52 Stromberg-Carlson models on these pages. Feature Stromberg-Carlson. Let Dual-Beauty sell for you.

Now . . . powerfully advertised in 10 great magazines to convince *your* best prospects, "There is nothing finer than a Stromberg-Carlson."

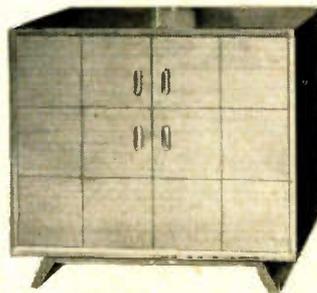
Stromberg-Carlson Company, Rochester 3, N. Y. — In Canada, Stromberg-Carlson Co., Ltd., Toronto.



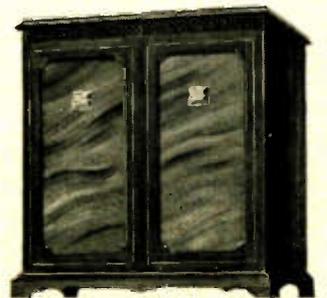
PEMBROKE. Beautiful combination 17" TV—AM radio—3-speed automatic record-player. Inclined safety glass. Mahogany. Model 317 RPM, \$439.95*



CHIPPENDALE. Superb period combination. 17" TV—AM radio—3-speed automatic record-player. Inclined safety glass. Authentic cabinet. Model 317 RPM4, \$495*



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



18th CENTURY. 20" or 19" TV with AM-FM, 3-speed automatic record-player. Model 119 RPM, \$750*. Model 20 RPM, \$785*



CAVALIER. 20" console. Inclined safety glass. 12" speaker. Phono jack. Mahogany veneers. Model 321 CM2, \$419.95*



FUTURA. 20" modern console, full-swing doors. Inclined safety glass. Mahogany veneers. Model 321 CD2M, \$459.95*. Oak veneers. Model 321 CD2O, \$479.95*



EMPIRE. Beautiful 19" console in mahogany veneers. 12" speaker. Phono jack. Model 119 CM, \$499.95*



CATHAY. 24" console in exclusive Chinese design. Inclined safety glass. Exclusive top tuning. Lovely hand-decorated door panels. Model 324 C5Dec., \$795*

proves "There is nothing finer than a
Stromberg-Carlson"



FRENCH PROVINCIAL. New 20" console in select cherry veneers. 12" speaker. Model 321 CF, \$495*



GEORGIAN. 19" console, full-length doors. Period cabinet in mahogany. Model 119 CDM, \$599.95*



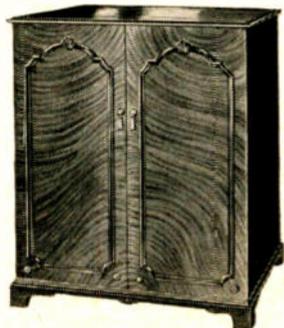
RADCLIFFE. Huge 24" TV in period cabinet. Phono jack. 12" speaker. Model 24 CM, \$675*



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



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



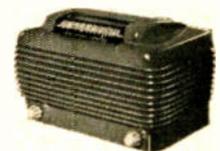
STANCLIFFE. First receiver with huge 24" TV. AM-FM radio. 3-speed automatic record-player. Model 24 RPM, \$975*



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



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



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

*Zone 1. Includes federal excise tax. Installation, warranty extra.

Outlook for Inflation and Its Meaning for the Dealer

By Paul H. Nystrom

Professor of Economics, Columbia University

Editors Note

The progress of inflation and its effects on the economy of the nation are no longer subjects for academic discussion by economists. Inflation has a profound effect on the business life of every television dealer; on his prospective customers and their continuing ability to buy. For that reason alone, the following article constitutes "must" reading for every dealer.

THIS country at the present time is threatened both from without and from within. There is the prospect of more war and there is the growing menace of inflation. This country could probably hold its own against either of these two problems by itself, but there is a more serious question as to whether it can successfully meet both. I shall not attempt to add anything to the discussion about the war.

There can be no doubt that inflation is just as dangerous as, perhaps more dangerous than, war. Indeed, inflation is a form of war. Whatever causes or promotes inflation works on the side of our enemies. Unchecked, inflation could be the first and most important step towards the defeat of this country.

Before launching into this subject, let us get clear on a few fundamental facts. The present inflation is not due entirely to the impact of war. It began back in the middle 1930's. The war gave it extra stimulus. Even if there had been no World War II, there would still have been an inflation.

A great deal of ground has been lost to inflation since it began. Let us see what has happened since 1939. The Consumers' Price Index, compiled by the Bureau of Labor Statistics, based on the average for 1935-1939-100, as of April 15, 1951, registered 184.6. This means that the average of all consumers' prices was 84.6% higher in April than it was back in the base period, ending in 1939. This, in turn, means that the April, 1951 dollar had a purchasing power, as compared with 1935-1939, of less than 54 cents.

My next statement is not a forecast. However, if this inflation is not stopped, if the current trends of inflation continue unabated, the value of the dollar and of everything measured by dollars, will, by 1955, be down to 25¢ and with the prospect of still further declines to follow. It certainly is not necessary to emphasize that the continuation of this inflation and the decline in the value of the dollar will, if not stopped, end in the collapse of the American economy.

Hope to Stop Inflation

Our only hope of economic salvation is to stop the inflation. To cure an inflation it is necessary to stop its causes. Much of what is being done by the government at the present time is almost purely an attempt to deal with its effects. Price, wage, rent and other controls are attempts much like trying to control the summer heat by prohibiting the mercury from rising in the thermometer.

Like most other inflations in the past, this inflation has several causes. The causes of this inflation include the following:

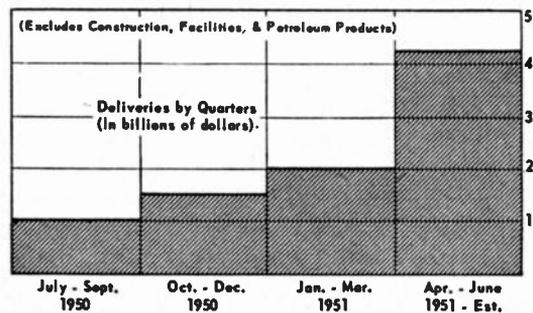
1. Excessive government spending for goods in competition with the civilian economy, has sharply increased the supply of money.

2. Our government's deficit spendings over a long period of years has not merely increased the public debt, but has also affected, to some extent, the confidence of the people in the government's securities. A firm policy of a balanced budget would promptly correct this lack of confidence.

3. Credit, particularly bank credit, has been overextended for speculative, rather than for productive purposes. The U. S. Treasury Department's policy of forcing the Federal Reserve System and its member banks to purchase bonds, which are, in turn, used as legal reserves against which bank credits may be extended on the average of five or six times, is, of course, highly inflationary.

4. The farm parity price system contributes to inflation. Parity prices assure farmers increasing dollar revenues as the prices of the goods they buy rise. Meantime, costs and prices of the products farmers sell continue to rise. This is inflation and needs to be stopped.

MILITARY PROCUREMENT: the rate of delivery is commencing to climb



5. Wage increases unaccompanied by increases in productivity constitute a substantial cause of inflation.

New Factor Involved

There is a new factor in the present inflation that was not a part of former inflations, namely, excessive increases in money wages unaccompanied by increases in productivity. Monetary and fiscal policies have little or nothing to do with this cause of inflation. Other specific remedies must be found and applied to stop this overflow of money in the form of unearned, uneconomic and unsound wage rates.

Here are the changes which have occurred since 1939. You will note that increases in each of these three important indexes, expressed as percentages, have increased 146%; Consumers' Prices have increased 86%; and Factory Output per Man-Hour, up to the end of 1950, had increased but 18%.

U. S. Purchases Stay Crisis

Wage inflation would normally have resulted, long before 1950, in increasing unemployment and economic crisis, but for the fact that the government during the past 11 years during both war and peace has been the largest purchaser of goods. Shortages have been the rule and consumers have been willing to pay whatever was asked. In the history of inflation increasing wage costs have never before played so important a part.

This inflation has laid heavy burdens upon most Americans. Among them are all persons with inflexible incomes, whether in the form of white collar salaries, of interest, annuities, pensions or white collar salaries, of interest, annuities, pensions or relief payments. All purchasers of government bonds and all owners of everything else bearing the dollar sign, including all dollar savings, have in the last 11 years lost half of their values.

Recommended Cure

Since this inflation has several causes, its cure demands vigorous, thorough-going, over-all remedies. Here is a schedule of things that need to be done:

1. The basic need is for an increase in productivity, an increase that will overtake and balance the present over-supply of nominal money.

2. Bank and other forms of credit should be restricted and regulated, at least for the period of the emergency, in order to discourage speculation and to cut down over-purchases of goods not presently needed. Credit should be extended rather than restricted wherever its uses may result in increased productivity.

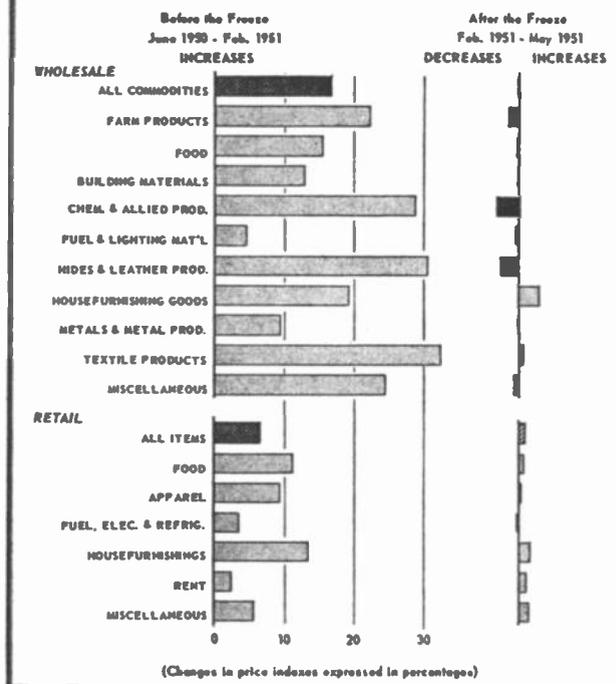
3. The banks of the country should not be forced to become agencies of inflation by requirements to buy government bonds which may, in turn, be used as reserves for the extension of further credit.

4. Artificial price supports such as farm parity prices and cost of living or escalator wage clauses contribute directly to the upward spiral of inflation. Public subsidies are intended to keep prices down but they also contribute to the upward spiral of inflation and should be avoided.

5. The people of this country need some effective reassurance that the government is doing, and will do, its utmost to establish a strong solvent position, and that there will be an end to the repayment of its obligations in depreciated money.

6. When a sound plan has been developed for the assurance of government solvency, including the elimination of wasteful and unnecessary spending, and when operation is established on a pay-as-you-go basis, then the people of this country should be encouraged to postpone the purchases of goods not immediately needed and, instead, to save their money.

Since the freeze . . . price increases have been slight and some prices have declined



7. Wage increases unaccompanied by increases in productivity must somehow be stopped, for no matter what other measures may be taken to check the inflation, if wage costs continue to rise, this inflation will continue to grow steadily worse.

Two Actions Needed

Two general courses of action are necessary. First, business must stiffen its back and resolve that wage payments must henceforth be based solely on merit and productivity. Second, there is urgent need for the outright repeal of the legislation that started these wage trends, namely, the Walsh-Healey and the Wage and Hour Acts. The restoration of some employers' rights in collective bargaining under the Taft-Hartley Act has partly corrected the evils of the old Labor Relations Act of 1936.

If these proposals seem drastic, then take a realistic look at the alternatives. Since 1939 the value of the dollar has declined 50%.

By 1955, if the inflation is not checked, and if the present inflationary trends continue, the value of the dollar will be down to 25¢, with the prospect of still further declines. Which do you want?

8. What about price control? Every one who has had experience with, or who has observed price control in actual operation, must know how intrinsically weak and how difficult to administer price control is. This has always been the experience wherever price control has been tried.

The economy of this country was for many years committed to the high policy of producing wanted goods in large quantities and at as low costs as possible. It was found that this could be done by the cooperation of labor and management. In return laborers received higher and higher wages, but always in relation to gains in productivity. During the past 15 years we have somehow lost our adherence to this policy. We need to rediscover and to reestablish the policy of greater production at lower prices, with higher real incomes for all who participate.

Now added to the profit-packed

Million Proof line

RCA VICTOR'S newest



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



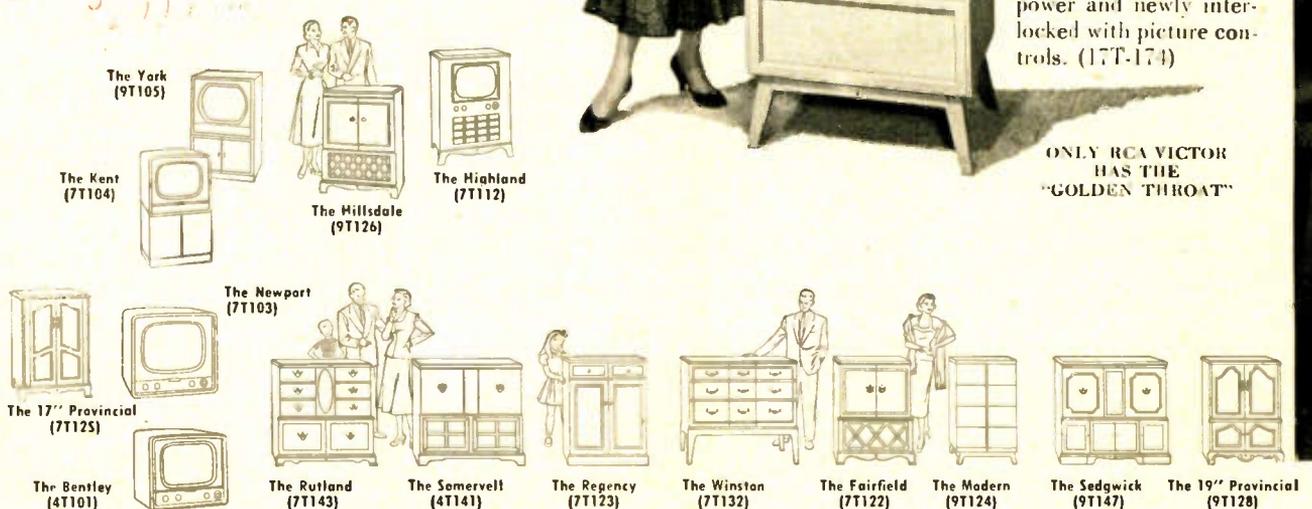
The Preston—17-inch Picture Power Super-Set—designed to capture the cream of the table-model market. Superbly styled cabinet, mahogany, walnut or limed oak finish. One-dial automatic station-selector. (17T-155)

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



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

ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"



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

achievement — super-sets with



The Hampton—17-inch *Picture Power Super Set*—compact Consolette perfect for today's market. New in everything but its Million Proof quality—already customer approved in over two million homes. (17T-160)

Picture! Power.

FROM THE ELECTRONIC SUPER CHARGER

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

What it is:

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

The strongest, clearest pictures ever.

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

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

What it does:

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

Cuts interference to produce steady, clear, sales-catching pictures.

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

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

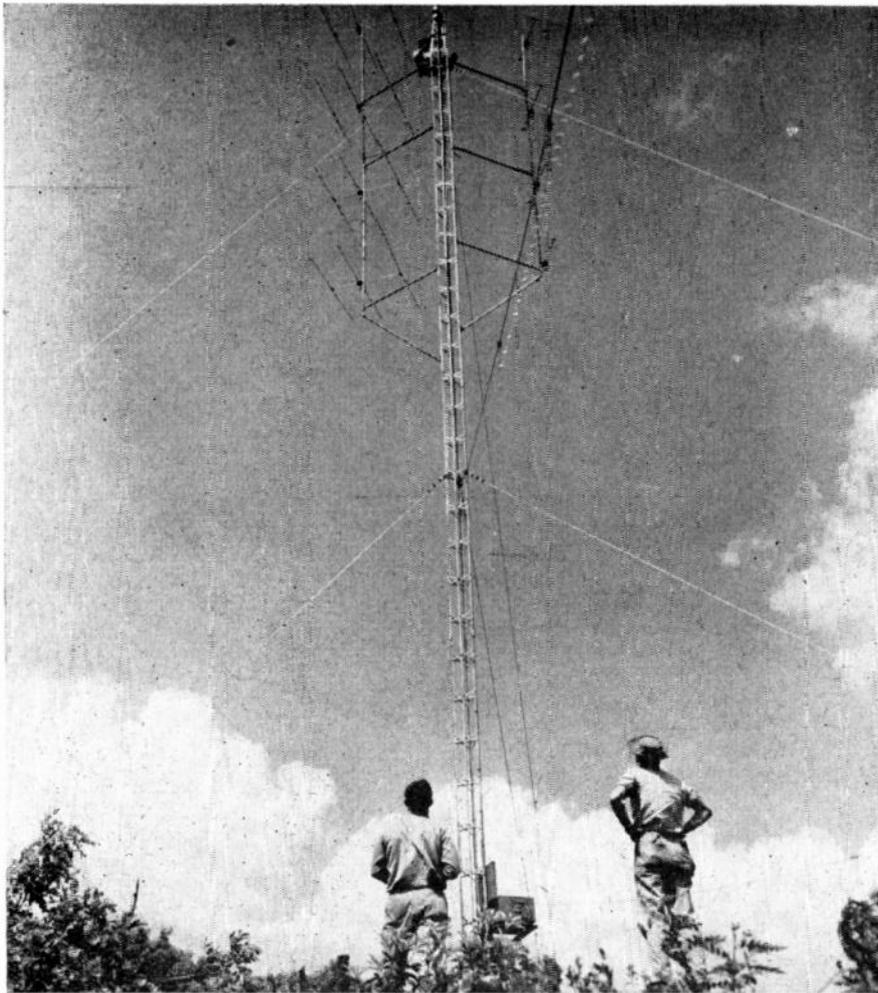
At your service—The vast facilities of the RCA Service Company.

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



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



• Three antennas were installed atop the 65-foot tower.



• Coaxial cable sweeps down 1000-foot slope to mining town.

In the normal course of television's development, the miracle of the age would have provided Hazard, Kentucky with television programs. But Dewey Daniels and E. J. Davis could not wait so they took matters into their own hands. How they scaled a mountain with coaxial cable, towers and receiving antennas demonstrates for dealers what inventiveness and initiative can do . . . even when problems seem insurmountable.

They Become

THE mining community of Hazard, Kentucky is 90 airline miles from the nearest television station and lies in a valley ringed by hills which form an impassable obstacle to television reception. Hazard, Kentucky had heard all about the wonders of television, and some of the leading citizens had even seen some sets in other cities, and after seeing them, they thought even more about the glowing prospects of television, but there remained the mountain and the 90 mile distance from the nearest TV station.

But the magic of television is too powerful to remain blocked by something as simple as distance or mountains, and in the town of Hazard there were two gentlemen, a banker and a coal mine operator who were anxious to bring the benefits of television to their community of 10,000. The banker, Dewey Daniels and the coal mine operator, E. J. Davis, also wanted to get into the sales end of television, but what was the use of getting lines or opening a store if no television signals came through?

So Dewey Daniels and E. J. Davis decided, in typically aggressive American fashion that if television wouldn't come to Hazard, they'd bring Hazard to television!

Hazardous Outlook

They formed the Hazard Television company and erected a tower and receiving antennas on one of the mountain peaks surrounding their town. An



• Tapping into the main cable line was a simple matter.



• Twenty receivers were promptly installed in homes. Customer enthusiasm ran high.



• A day at the bank was not complete without a TV demonstration.

Scaled a Mountain to Television Dealers . . .

employee of a charter air service owned by Davis, Dail Matheny, who had an electronic background and plenty of foresight, supervised the assembly and installation of the 65-foot surplus tower and three standard receiving antennas on a peak 1000 feet above town. He also supervised installation of the first receivers in homes. One antenna was oriented to receive programs from Huntington, Virginia, another from Cincinnati on channel 4 and a third from Cincinnati on channel 7. A road was carved to within a couple of hundred feet of the peak and materials were carried by hand the remaining distance.

A Coaxial Story

An amplifier at the base of tower was installed, capable of boosting the signal strength, and the signals are then carried down the mountain by 3000 feet of Gonset wire. At the bottom, coaxial cable mounted on poles of the local light and power utility carries the signals along the streets of Hazard. From these poles, smaller coaxial cable is strung into each home desiring television and connected directly to the home receiver.

At the present time, about 600 feet of the heavy cable has been installed on power company poles, and about twenty receivers have been installed in homes. As soon as it can be delivered, about 8000 feet of heavy cable will be strung through the town of Hazard, and many hundreds of receivers will

be installed in homes which are anxiously awaiting them.

The Hazard Television Company has been appointed a television dealer by General Electric, and undoubtedly additional franchises will follow. Initially, the company is charging TV set purchasers between \$150 and \$175 for connecting their receivers into the system, plus a monthly service charge of from \$4 to \$6. Daniels and Davis say these charges will be reduced as the system grows and their large original investment is amortized. Their contract negotiated with the power company specifies a nominal annual charge for each pole used in the television system.

Needless to point out that interest in television is extremely high in Hazard, and it's safe to "hazard" a guess that this will increase as time goes on. Right now, with only a fraction of sets out in homes, many men and boys gather in the Davis-Daniels combination game and demonstration room every day to see the baseball game telecast. The children of the town are fascinated by Howdy Doody and the other horse opera programs broadcast regularly.

Solving the "Freeze"

But above all, the little community of Hazard, Kentucky which had been by-passed by the FCC and the television industry refused to wait for television to come to them via normal channels, and, taking time by the fore-

lock, literally moved mountains to get the blessings of the Twentieth century's greatest invention.

And the two men who had enough faith in television to warrant the outlay of a great deal of money in sponsoring network television programs for their small town because they wanted to become television dealers—these two men are justifiably going to reap the rewards of imagination, enterprise, and business acumen.

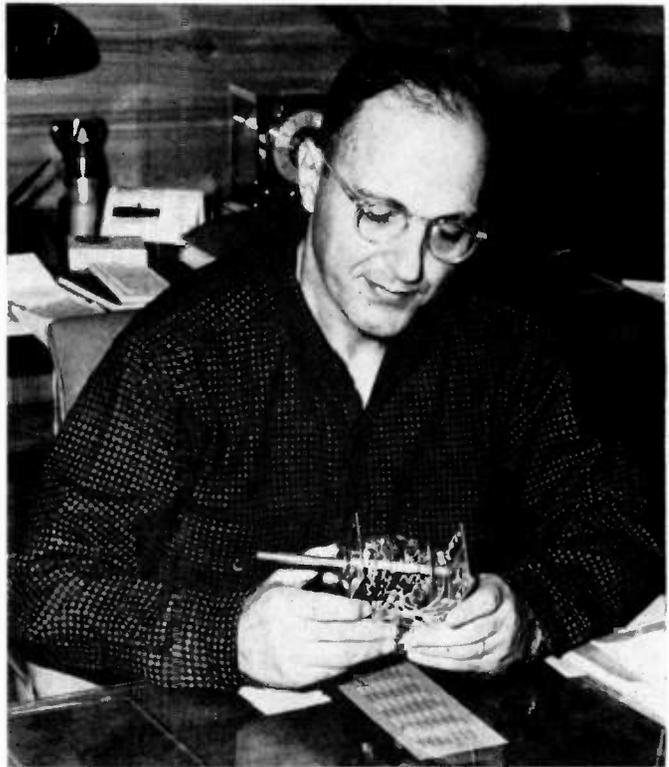
It just goes to show you how powerful this television business can be once it captures a fellow's mind. In what other business has anyone ever moved a mountain to become a dealer . . . ? As the sage sayeth—television hath power to moveth mountains.

Community antennas have become the 'open sesame' to television profits for those dealers living in communities outside the range of TV transmitting stations. More and more dealers in fringe areas throughout the country are literally "moving mountains" of obstacles in order to provide their communities with television programming, and, of course, to sell TV sets. Dealers who have similar problems are invited to send their queries on this subject to the Editor of RTJ.

*You Should Know
More About*

SARKES TARZIAN

This is another in RTJ's series of articles about leading personalities in radio and television who are contributing significantly to the development of the industry. Editor



ADD to your list of American success stories the name of Sarkes Tarzian.

That's pronounced Sar'-kis Tar'-shun. He lives, or rather, maintains his residence and home office in—of all places—Bloomington, Indiana. Bloomington, you may or may not know, is in the heart of Indiana's famous limestone center; it's the home of Indiana University; has a population of 29,000, and is rapidly becoming known as headquarters for Sarkes Tarzian, Inc.

Trying to catch Mr. "T" in Bloomington isn't always easy. In addition to his three manufacturing plants, a TV station and AM station in Bloomington, he has a Tuner plant in Philadelphia and a tube plant in Batavia, Ill., which he visits frequently. And, he's continuously commuting—usually by plane—to New York, Washington, the West Coast, or wherever business takes him.

The Tarzian story is an interesting one and his rapid rise in the electronics manufacturing business is somewhat of a modern Horatio Alger yarn.

Armenian-born, Sarkes Tarzian grew up in Philadelphia. He attended the U. of Pennsylvania; was graduated with a BS in electrical engineering, and later got his Masters at Penn.

He was with Atwater Kent in the early days of radio as design engineer. It was here that he developed the first commercial, single dial radio receiver and the first radio receiver in a metal cabinet. For four years, from 1936 to '40, Tarzian was with RCA Victor in Argentina where he had charge of radio receivers and transmitters and the recordings on film for the movie industry in that country. He also spent some time in Europe during this period, serving in similar capacities for various radio manufacturers.

Returning to the U. S. in 1940, he became chief engineer and helped organize the RCA plant in

Bloomington, where table model and auto radios were designed and produced. In '41 the plant completed a record of something over a million receivers, which was no small accomplishment.

Along came World War II and Tarzian worked on top secret projects such as the proximity (VT) fuse. He was product manager and chief engineer of the entire RCA (VT) fuse program... a program amounting to over 50 million dollars.

In June, 1944 he left RCA; rented a modest-sized building in Bloomington, and went into business for himself as a consulting engineer. At the same time, he laid the ground work for his manufacturing business, the design and production of electronic parts.

He was also consultant for the U. S. Navy on the McKay-Norris (VT) fuse project, St. Louis. And, in 1945, he worked with the Polaroid Corporation, Cambridge, Mass. in the design of a mechanical electronic device involving the development and manufacture of sub-miniature electronic components.

With the expanding popularity of television after World War II, Tarzian began producing the Tarzian front-end tuner for TV set manufacturers. From a modest beginning of 50 units a day, production skyrocketed to over 5,000 a day. And, the annual gross jumped from \$15,000 to a multi-million dollar business.

Another plant in Hawthorne, N. J., started production of cathode ray tubes in '49. Facilities in Hawthorne are now devoted entirely to electronic design and development laboratories. A larger plant in Batavia, Ill., now is producing both picture tubes and receiving tubes.

In 1949, the Tarzian Rectifier plant in Bloomington started producing selenium dry cell rectifiers of various voltages and currents.

(Continued on Page 80)

NOBODY ELSE BUT WESTINGHOUSE

Brings you NCAA college football on television

NOBODY ELSE BUT WESTINGHOUSE

Brings you television sets with the

Electronic Clarifier

NO STREAKS!

NO FLUTTER!

NO FLOP-OVER!

Here's the new line of High-Style—
High-Performance Westinghouse Television
with *Electronic Clarifier*

17 Beautifully Styled Westinghouse TELEVISION



WITH *Electronic Clarifier*

Built to out-perform, outlast and *outsell* any previous make or model of television available for home use! See your Westinghouse Distributor *now* about floor-planning and deliveries on this top-quality line.



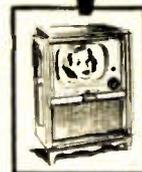
17" PICTURE . . . the Linfield . . . full-size mahogany finish console, with every new Westinghouse feature. Model 664K17.



17" PICTURE . . . the Bainbridge . . . full console cabinet of selected hardwoods, mahogany finish. Model 651K17. Also available in blond finish, Model 657K17.



17" PICTURE . . . the Brentwood . . . rich-looking mahogany-finish console. Outstanding value for its price. Model 641K17.



17" PICTURE . . . the French Provincial . . . most beautiful cabinet you've ever seen. In fruitwood, Model 655K17. Also mahogany, Model 656K17.



20" PICTURE . . . the Wellington. Luxurious fine-furniture mahogany console with beautiful matched-grain doors. Model 652K20.



20" PICTURE . . . the Wadsworth. True decorator piece in frosted blond oak console cabinet. Model 662K20.



20" PICTURE . . . the Stratton . . . superior in design and performance. This luxury console of fine mahogany with full doors gives magnificent 20" pictures. Model 642K20.

Models



SPOTLIGHT SINGLE DIAL TUNING... still the simplest, easiest, most reliable you've seen... now SPOTLIGHTS the number of the channel tuned in!



16" PICTURE... the Weston... handsome black plastic table model. Model 665T16.



17" PICTURE... the Medford... quality table model of selected mahogany veneers. Model 649T17. Also in blond, Model 650T17.



17" PICTURE... the Andover... premium quality and performance in a distinctive mahogany table model. Model 640T17.



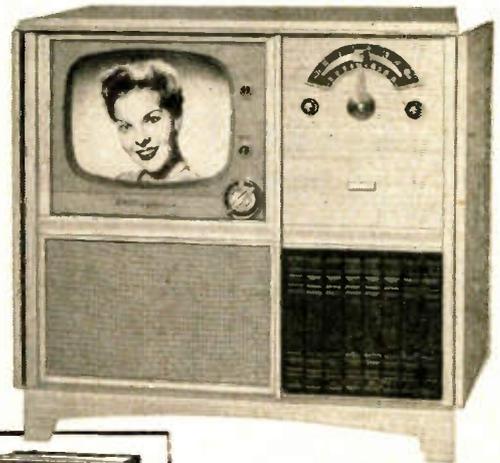
20" PICTURE... the Kingsley... huge pictures from this table model of choice mahogany veneers. Model 648T20.



17" PICTURE... the Shelton... distinctive mahogany-finish hardwoods. Big value! Model 646K17. Also blond, Model 647K17.



17" PICTURE... the Eastchester... with powerful AM-FM radio... top-quality 3-speed record changer... 12" concert speaker... big record storage space. Handsome mahogany console. Model 660C17.



17" PICTURE... the Standish... modern blond combination console. Powerful AM-FM radio. Fast, silent 3-speed changer, 12" concert speaker, and automatic shut-off. Model 661C17.



24" PICTURE... the Carlisle. Superb console of finest mahogany, with the sharpest, clearest 24" picture yet produced! Model 653K24.

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

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



NEW WESTINGHOUSE

Radios →

Westinghouse Radios



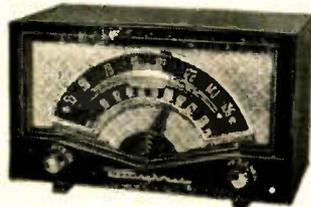
RISE AND SHINE CLOCK-RADIO. Turns itself on or off. Extra alarm-signal. Starts percolator, toaster, other appliances. 4 tubes plus selenium rectifier. Model 355T5 in maroon, Model 356T5 in ivory. AC only.



"EXTRA" SET, SUITS ANY ROOM . . . Model 345T5. 4 tubes plus selenium rectifier. Amazing power and tone. Maroon with ivory. AC-DC.



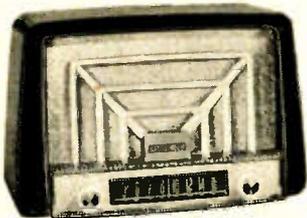
AM-FM DELUXE TABLE Model 350T7. 7 tubes plus selenium rectifier. Excellent speaker. Double built-in antennas. Super performer. Maroon with ivory trim. Model 351T7, ivory with gold trim.



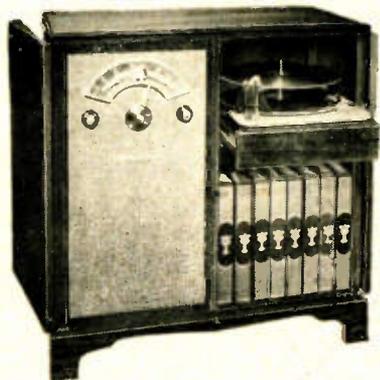
ALL-PURPOSE PORTABLE, Model 348P5. Amazing "reach," power, tone. Handle lies flat to make handsome table model. 5 tubes plus selenium rectifier. Ferrocore antenna. 3-gang condenser. Bass compensation. Instant play on AC-DC batteries. Two-tone maroon and gray. Model 349P5, green and tan.



SPACE-SAVING CONSOLE . . . Model 354C7. Radio-Phonograph with huge record storage and extra compartment for 7" 45 rpm discs. Big, powerful AM-FM Radio . . . easy-to-operate high-speed changer. Single tone arm plays all three speeds. Selected hardwoods and mahogany veneers.



LONG-DISTANCE OPERATOR . . . Model 327T6. Pulls in distant stations clearly. 3-gang condenser, bass compensation, heavy speaker. 5 tubes plus rectifier. AC-DC.



MUSIC LOVERS PRIDE, Model 328C7. Deluxe console combination. Powerful AM-FM radio with flawless range and tone. Unusually sensitive and selective. Heavy-duty concert speaker. Double antennas. Fast, silent, automatic 3-speed changer. Single Tone Arm. Plays intermixed 10" and 12" records. Reject button. Automatic shut-off. 7 tubes plus 2 selenium rectifiers. Hand-rubbed crotch mahogany, matched-grain doors.



YOU CAN BE SURE...IF IT'S

Westinghouse

Where We Stand In Television Today

By Glen McDaniel, President

Radio-Television Manufacturers Association

TELEVISION has so much to offer that it is here to stay and nothing is going to stop it. I know, however, that you are interested in certain problems which are now affecting its rate of growth. Some of these may be regarded as obstacles in the path of television's growth.

These factors are (1) Regulation W, (2) material scarcities under the mobilization program, (3) the FCC "freeze" on television stations, and (4) color television.

I think many people tend to over-emphasize the importance of the slump in television set sales which occurred this year, and before discussing these four factors I should like to try to put the events of this year in proper perspective as I see it.

It is true that a noticeable slowing up of sales of television sets began in March and has continued until this time. People have not been coming into the stores to buy to the extent they had previously. The result is that factory production has declined from an all-time peak of 218,000 a week in October and from a first quarter weekly peak of 190,000 to 26,000 sets in the last week of the second quarter. Production in July has been even lower but has been affected by vacation shutdowns. Factory inventory figures are even more startling because they progress from a figure of around 50,000 sets in November to a staggering total of 744,000 the week ending July 13.

In the month of June we produced 326,000 sets of which 140,000 still remain in factory inventory. Thus we see that industry has had to curtail its production sharply and even so is not able to sell the sets it is producing.

On the surface this story seems a shocking one, but the situation is not nearly so bad as one might think from contemplating the figures. Consider the following points:

1. Television's experience was not very different from the experience of automobiles and other household appliances. True, its slump was somewhat more severe than other appliances, but I think it is a safe generalization to say that the differences between the experience of television and other consumer durables goods is wholly accounted for by the unnatural susceptibility of television to Regulation W. This unnatural sensitiveness arises because of an artificial government "freeze" upon the construction of new television stations. This "freeze" has confined television's growth during the last three years to one-half of the families of the United States. Within this limited market the people with money tended to buy early and for cash. The figures of the Federal Reserve Board itself show that of the prospective purchasers of television sets in 1950 65% have incomes under \$5000 whereas in 1949 52% had incomes under \$5000. Thus the market for television sets is abnormally sensitive to anything which affects the pocketbooks of people in the medium and low income brackets. It is a condition which will not remain forever.

2. The buying of consumer durable goods generally in the latter part of 1950 was unusually heavy. This buying resulted from the fact that our Nation had entered a war and launched a rearmament program. There were ominous reports from Washington of material shortages that would restrict production of civilian goods and of higher prices. It was only natural that people

should make purchases that normally would have occurred in 1951.

3. Over-production and over-stocking of inventories by distributors and dealers occurred after the Christmas buying season. Normally as the first quarter begins production is reduced and inventories are not increased. This year the factories continued producing at the high rates of the autumn and distributors and dealers stocked heavily. These were the acts of prudent business men who contemplated material shortages and higher prices.

4. The accumulated effect of these factors was suddenly felt at a time which almost coincided with a normal seasonal drop. People who had done anticipatory buying were not there demanding further purchases. People realized that material shortages were not as serious as had been depicted in the propaganda issued on that subject. At the same time, following the vigorous price control action taken by Mike DiSalle, people gained some confidence that prices could be controlled.

In retrospect, therefore, there is nothing very surprising in what has occurred. Once a buying slump starts it must go through a certain phase before the movement turns upward again, but in my opinion it will not be long before the upward movement starts.

With this background I should like to discuss the factors affecting the future which I mentioned above.

Material shortages have so far not delayed deliveries of either military or civilian electronic goods. So far as television sets are concerned, RTMA's industry-wide program for the conservation of critical materials through the exchange of information among the companies gives great promise of more

(Continued on Page 76)



• At The Video Store, modern design is considered a "natural" for TV selling.

This dealer instructs his salesmen not to make a closing sales pitch the first time the customer enters the store to inquire about a television set. Amazing? Yes, but Leo Papernow has learned that it's better business in the long run.



• Manager Leon Papernow uses a storefront sign to publicize his radio program.

How to Sell in Without Resorting to

TELEVISION merchandising in fringe reception areas needn't be characterized by the gouging, price-cutting tactics sometimes used to boost sales volume.

In a year and a half San Diego's Video Store at 801 Garnet Avenue has proved that the public responds even better to the appeal of technical skill and adequate service. An advertising expenditure amounting to 5 per cent of total sales carries this seemingly unromantic message to prospective buyers.

"We've learned that selling engineering knowledge is the surest way to merchandise sales," comments manager Leon Papernow, who is an electronic engineer. "Floor salesmen are instructed not to make a closing pitch the first time a customer visits the store. Instead we offer suggestions and advice aimed at ultimate satisfaction, which can't be had in San Diego with cheap sets installed by amateurs."

As the customer leaves he's given an attractive booklet to read over be-

fore reaching a decision. This literature is a powerful selling tool. Only a negligible percentage of those who get a copy fail to return.

Papernow calls the 20-page booklet a "guide for confused shoppers." It has a cartoon on the front cover and line drawings on inside pages to increase readability. Feature spot is given to a complimentary letter from Jack Gross, president of KFMB-TV—San Diego's only television broadcasting station. As Gross points out, the booklet serves to answer many of the questions which owners and prospective purchasers of TV ask.

One section points out the fallacies involved in comparing the performance of two different sets, which may vary a great deal even though they're only a short distance from each other. There's also a discussion of color TV and an explanation of the firm's guarantee policy.

Although the purpose is obviously to deliver a sales punch, enough impartial information is included to make



• Careful arrangement has made this small showroom appropriate for displaying TV.

Fringe Areas Price Cutting

the booklet well worth reading. A similar device should prove equally effective in any area which depends on signals from a different city. Most San Diego residents are able to get programs from Los Angeles, 125 miles to the north.

The Video Store depends on a television contract servicing club for routine maintenance. Navy electronic experts are also employed on a part time basis for tougher jobs.

Papernow's insistence on low pressure selling does not mean that he overlooks the necessity for well planned advertising. He's convinced on the basis of experience that radio is the best medium. Between three and five short newscasts a day were sponsored while interest in Korean hostilities was at a high pitch. A few months ago emphasis was switched to a disc jockey program running from midnight until six in the morning.

Since he started this series with an institutional approach, Papernow wasn't sure whether he was getting any

response. In order to test the program's value, he decided to run a "sight unseen" auction on used merchandise.

Results were startling. In an hour and a half he disposed of 13 radios and five television sets to people who called in and placed their bids. Every unit was sold without the purchaser seeing what he was buying. The stunt was so effective that it will be repeated twice a week, or as often as merchandise is available.

The Video store is housed in a small building which has only about 450 square feet of floor space. Limited size is no handicap, says Papernow, pointing out that modernistic architectural design is a tremendous advantage in selling a new item like television.

Despite the small floor area of the store itself, a fact which would seem to be a great handicap to those dealers who are used to working with thousands of square feet of floor space at their disposal, The Video Store makes every inch count and pay for itself in productive sales. Efficient display is the answer. It enables prospective customers to see comparative models of many sets at a glance and makes the job of demonstration that much easier. The Video Store is proof that a powerful, but low-pressure sales campaign can be made in a small store.

This is what the "guide to confused shoppers" booklet devised by Leon Papernow, The Video Store, looks like on the cover. Its 20 pages go on to carry the TV store's sales message, in addition to carrying some informative material of interest to every television purchaser and every television prospect. As part of an organized selling plan, the booklet has thus far proved instrumental in keeping alive customer interest and return calls.

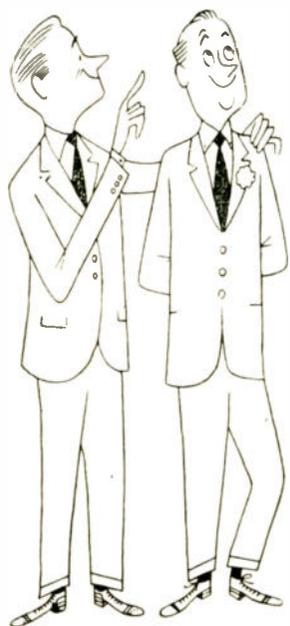
INSIDE...OUTSIDE...all around the store, we put this



Now! Get the

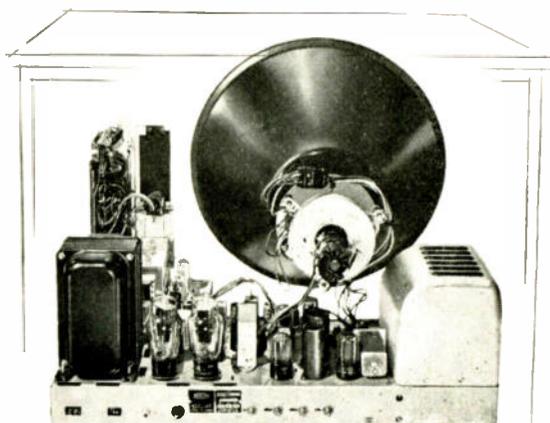
"INSIDE STORY"

on faster television selling

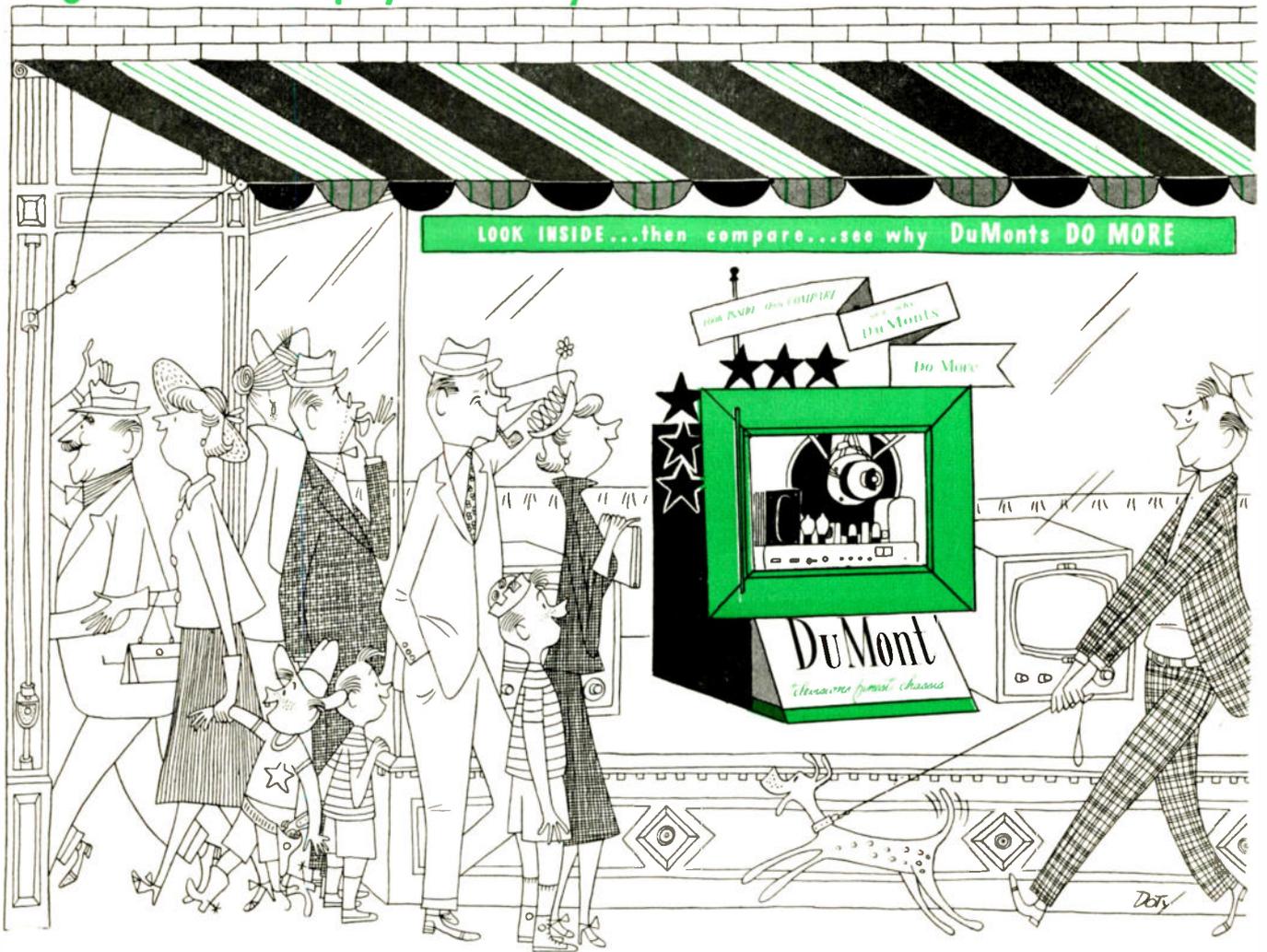


Today in television retailing, the greatest sales story is an *inside story*. It's the story of the DuMont *chassis*—the electronic triumph *inside* every Du Mont Teleset* that makes Du Monts Do More.

It's a powerful story. It's a fresh story. It's the convincing reason why Du Mont television performance is the finest ever achieved... why, dollar for dollar, a Du Mont is the market's best buy.



together to help you sell your Du Mont "INSIDE STORY"!



Here, then, to help you tell it, is the dramatic sales promotion package of your "Inside Story."

★ **Die-Cut Display—**

Green frame, gold stars, white banner. This is your main display—novel, eye-catching, something really different.

★ **Window Streamer—**

Green and black on white. Here is the keynote of your promotion. Look "Inside" to see why Du Monts Do More.

★ **Wire Hangers—**

Striking, attractive pennants, black and green on gold, to give your Du Mont department a lively air and carry out your keynote.

★ **Consumer Folder—**

A full line folder. Tells your "Inside Story" with words and pictures for mailing or pickup.

★ **Novelty Folders—**

Action folder with revolving wheel to illustrate your "Inside Story" graphically, memorably.

★ **National Advertising—**

Your "Inside Story" is supported with insertions in top nationally circulating magazines.

★ **Radio Scripts—**

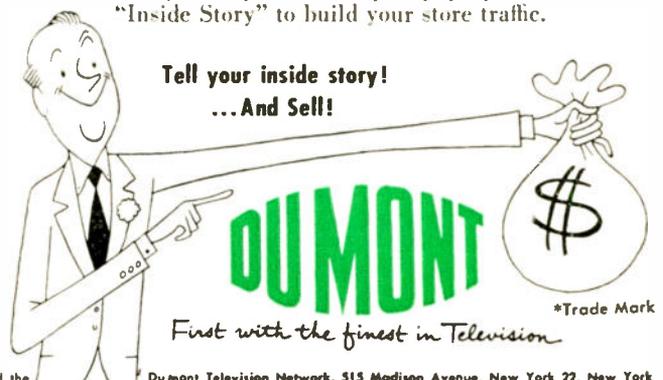
For locally placed spot commercials to tie your store name to the national advertising program.

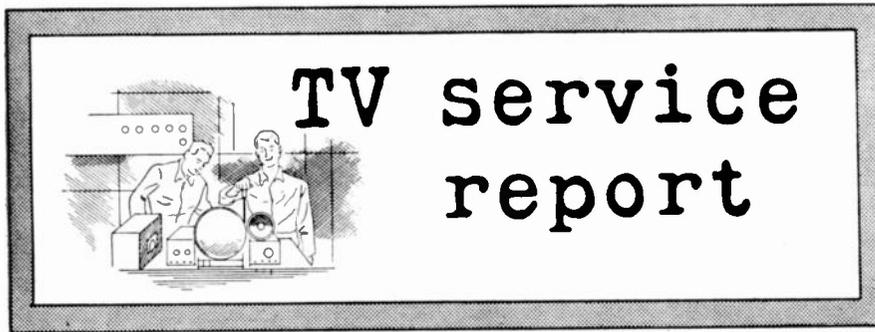
★ **TV Spots—**

Open-end commercial spots for dealer tie-in. One-minute and station breaks.

★ **Newspaper Mats—**

For your signature. Expertly prepared to use the "Inside Story" to build your store traffic.





TV Service Club

George Fried, one of the founders of Authorized Manufacturers Service Co. of Brooklyn, N. Y. has devised a non-profit television service plan which he considers as the answer to the problems which have beset the television service industry in the eyes of the public.

Fried has been in television service right from the start of television, knows most of the angles and like most of us, has been seeking the right answers for television's most vexing problem—adequate customer service. Fried believes that the television industry must give set owners the best service available at the lowest possible cost.

The new plan offers the services of experienced union TV technicians to members at cost. The way the plan works is: the plan "member" pays an initial \$10 membership fee for a year. This entitles him to exactly the serviceman's rate of pay service plus expenses without the customary profit.

Fried initiated the novel plan after discovering that the public had lost confidence in annual service contract renewals and had become cautious about many so-called service companies and their ability to deliver good service, and even more important, remain in business. It was also found that many set owners lacked the sizeable cash outlay for a service contract, and that many dealers were trying to peddle service contracts at a cost which was almost the equivalent of the set itself—with very few buyers.

Fried and his associates felt that the only way to combat this situation was to set a scale of rates which would actually amount to no more than the serviceman's labor, time and materials on each call. A home service rate was established by calculating the number of calls that a technician could be expected to make in a week, then dividing the number of calls into the union salary of a TV technician, and adding such other costs as car expense, union vacations, etc. Under this formula, the service-cost schedule involved these costs:

Service call to the home, \$2.35.

Service shop labor (no delivery charge) \$2.85 per hour.

Antenna and installation charge, \$3.90 per hour.

All parts and components furnished on service and installation are made available to subscribers at 20 per cent discount.

But who takes care of all administrative and overhead expenses involved in the operation of such a plan? Ah, that's where the \$10 membership fee comes in. This sum plus whatever profits are made on parts over and above the members 20 per cent discount are sufficient to carry all inside and administrative expenses.

Fried and his associates believe that this plan is assured of success based on nothing else but the "law of averages." To make the plan a going business, they estimate they require only four-tenths of one per cent of the more than 2 million TV owners in the greater metropolitan area. Actually, it's the first application of the famous AAA automobile service which has been so successful in the automobile field to the television industry. Whether it can work with equal precision remains to be seen. We'll have more to report of this development next month.

More on Licensing

The question of licensing for TV servicemen has been batted around for a number of years now. Various forms of licensing regulations have cropped up in numerous cities with varying degrees of support from the industry itself. Now, members of the Television Contractors Association of Philadelphia have voted for various bills which would legalize licensing and examinations for radio-TV servicemen. "We believe these bills would raise the standing of capable technicians and give them the status of professionals," says Paul V. Forte, executive secretary of TVA. The bills provide for registration of dealers, distributors and manufacturers and others engaged in electronic servicing. Under proposed legislation, a board of seven members would be set up to administer the program, and would include four members from the service industry. Applicants for examinations and licenses would have to pay \$25; technicians with proven experience could obtain a license for \$15 a year.

Improving 'Fringe' Area Reception

A recent issue of "Philco Service" carries a rather interesting article on "Improving TV performance in Fringe Areas." The article begins with this significant opening: "With the present economic conditions, tremendous interest has arisen on television sales in the fringe area. With that in mind this article tells how an even better job can be done in those cases where just a little better picture will give an additional sale." The article goes on to point out that there is no sure cure or all-around remedy for making a strong television signal out of a very weak one. Nevertheless there are several expedients which can improve reception in the so-called fringe or weak signal areas. When a manufacturer designs a television receiver he designs its characteristics so that it will give good performance in an average location. It is not desirable for many reasons to design the TV receiver specifically for one particular area, whether it be a weak or a strong signal area. The problem therefore becomes: what can be done to the RF system and the video system to convert a normal set into a fringe receiver?

The article points out that as much as 65 per cent extra gain may be made available by certain circuit changes in the video amplifier. However, it should be realized that video gain is only useful up to, and not beyond, the point where the picture tube grid is overdriven. In areas of extreme noise and very low signal, usually less than 100 microvolts, it is often extremely beneficial to be able to suppress the white retrace lines caused by the electron beam during vertical retrace time. These white lines are apparent only when there is not sufficient contrast available. To accomplish vertical retrace suppression it is necessary to feed a positive pulse to the cathode of the picture tube.

But for a complete report on this all-important subject, we suggest you write to the Philco Corporation Service Department, Philadelphia, Pa. and ask for a copy of their June, 1951 summary report on "Improving TV performance in Fringe areas."

Do you have a service problem?

Efficient, profitable TV service is an integral part of every dealer operation. Please send your inquiries to The Editor, Radio & Television Journal, and we will have them answered by outstanding experts in the field.

The Incomparable
Capehart
TELEVISION

In a class by itself for
Prestige and Profits



The CAPEHART "CORDOVAN"
 Features 20-inch rectangular picture tube for bright, sharp Capehart Crystal-Clear picture. Capehart Symphonic-Tone. Provincial styling in cherry cabinet with luxurious cordovan finish.



20 INCH Television for only \$499^{95*}

In every field there is one name that stands alone as a symbol of quality. In television the name is "Capehart." Backed by a reputation that was years in the building, this famous line bows to none as a top drawing card for prospects who want the best—and are ready to pay for it!

The reasons are evident to anyone who has seen a Capehart in action. The CX-33 chassis assures top performance . . . provides a Crystal-Clear picture that can't be beat. The renowned Capehart Symphonic-Tone System is approached by none. Capehart cabinetry sets the standards for the industry.

These quality features have made the Capehart franchise the most valued in the industry by hundreds of profit-wise dealers. There may be a place among them for you in one of the choice locations still available. See your local distributor or write E. Patrick Toal, Director of Sales, at Fort Wayne.

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

20 INCH Television for only \$359^{95*}

*Includes Federal Excise Tax.
 Warranty extra. All prices for Zone 1.



The CAPEHART "BOSTONIAN"
 Luxury television at a realistic price. 20-inch Crystal-Clear picture. Mahogany veneer cabinet. Capehart Symphonic-Tone. The set of the year for sales and profits!



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

**G-E Announces Lowered Prices on TV,
But May Raise Them on 24 Hours Notice**

The Receiver Division of the General Electric Company has notified its distributors of price reductions on thirteen models of its current line of television receivers. The new established list prices range from \$249.95 to \$495.00 and cover price reductions up to \$100. According to W. H. Sahloff, general manager of the Receiver Department, the price slashes were made in order to meet market conditions now current within the television industry and to enable General Electric distributors and dealers to meet the present situation by being in a fully competitive price position. The news of the price reduction also contained the statement that the new lowered prices are in effect for a limited time only and are subject to upward revision on 24 hours notice.

**Dr. DuMont Declares
"Freeze" Still TV Problem**

There will be an upturn in receiver sales in October and November and a normal Christmas season can be anticipated by the nation's set makers, according to Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories, Inc.

Government restrictions on materials, he feels, will cut down TV receiver production during the last quarter of the year. Estimates are that the industry will be able to make approximately 940,000 sets, Dr. DuMont says. This compares with an approximate two million produced during the first three months of 1951.

Hailing the completion of the radio-relay system linking the west and east coasts for TV transmission, he nevertheless declared that the television industry's biggest problem was still the lifting of the "freeze" on construction permits for new TV stations.

Pittsburgh, he pointed out, is especially hard hit by the freeze, having only one TV station. The more than 300,000 TV set owners in the Pittsburgh area are entitled to service from at least three more VHF stations, he felt.

Good color pictures, in Dr. DuMont's opinion, are still some years away. The high cost of color receivers, he claims make their purchase prohibitive. As an example, he cited that a 10-inch color receiver was listed at approximately \$500. For less money, he pointed out the American consumer can purchase a 19-inch set, and be able to see all the present black and white programming.

In another department, Dr. DuMont feels there is high praise due the electronics industry. Next to steel and aircraft, he maintains that the electronics industry will make the greatest contribution to America's defensive effort in the current military buildup.

He pointed out that modern airplanes, battleships, tanks, automatically-controlled missiles and counter-defensive weapons are almost wholly dependent on electronics equipment.

An increasing emphasis is placed on electronics by American military planners in their blueprint for national defense, Dr. DuMont feels. Under the new concept of military thinking, he said, electronics devices will play a part which will make World War II electronic accomplishments pale by comparison. Superiority in electronics must be counted a decisive factor under modern military strategy and tactics, he declared.



with the **TELEMATIC**
FULL RANGE
FILTER KIT

ELIMINATES —
Interference caused by short wave, F.M. Amateurs,
Diathermy atmospheric disturbances, etc.

CORRECTS —
90% of all types of antenna fed interference

THE CAUSE OF ANY SPECIFIC INTERFERENCE IS USUALLY AN EXPENSIVE GUESSING GAME. In the majority of cases the interference is brought into the set through the antenna and lead. This interference can be eliminated by the use of the proper filter or wave trap. Since the location and cause of the offending interference are usually unknown, a lot of time and trouble can be saved by using the Telematic "Full Range" Filter Kit, which covers the complete range of interfering signals that can be eliminated before they enter the receiver. The filter or wave trap used to do the job can be replaced in the kit individually.

KIT No. 600 contains—2-WT 300—1 ea. WT 14, WT 15, WT 16, WT 17
KIT No. 601 contains—1-WT 300—1 WT 072—1 ea. WT 14, WT 15,
WT 16, WT 17



ONE JORALEMON ST.

BROOKLYN 2, N. Y.



Coming Soon!

- NEW STYLING!
- NEW FEATURES!
- NEW LOW PRICES!



Tele King

PERFECTED TELEVISION
FOR 1952

Reserve Space On Your Sales
Floor for the Line that has been
Designed, Engineered and Priced
for Greater Consumer Acceptance

*The Great TV Independent
Serving the
Independent Dealer*

See Your Local Distributor
or Write Direct to Factory

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

Cooperative Group-Sponsored TV Service Campaign Brings Excellent Results

The old, historic town of Lawrence, Massachusetts, first received television broadcasting in June, 1948. As happened in all other communities, the people of Lawrence took television to their bosoms, and everybody was happy. Except for a small group of independent radio service shops which felt locked out of the TV service picture because they now had little opportunity to cash in on the great new service field unless they made some reciprocal arrangement with one of the town's large dealers. And most of these dealers were operating their own service departments or had made arrangements with a servicing organization affiliated

with a manufacturer. This condition lasted for about a year, when most of the original service contracts began expiring. Then the group took aggressive action and started sponsoring a joint newspaper campaign. Results were almost immediately successful. The ad series, entitled "Television Topics" measure three columns by nine inches and appear every Monday on the same page where radio and TV programs are listed. The copy is plain, straightforward, and stresses the importance of good reception, proper installation, etc. Their slogan is: "A Television Set is Only As Good As The Service Behind It!"

In TV Service Know-How Counts

By John F. Rider

The matter of licensing the television industry involves two issues. One of these is safeguarding the people's funds when they pay in advance for services to be delivered in the future. The second is technical competency.

We are interested in the question of technical competency in TV servicing. How does one achieve technical competency?

Not by any one thing alone. Rather, it is a combination of a number of things, a result of complete understanding of the entire activity. It would be so much pleasanter and simpler for all, if the development of television receivers were at a static level so everyday servicing operations would be conducted on receivers which contained similar circuitry. In other words, if nothing but experience were necessary to increase competency.

Such is not the case however. TV receiver circuit design is in a state of flux and will more than likely remain that way for a while.

Under such circumstances how does one achieve technical competency in TV servicing? Is it just schooling? Obviously, the school lays the foundation. It is then up to the graduate to perform labors necessary to build on that foundation. Every day the TV service man is forced to expose himself to the technical ideas which underlie operations in the field. Every repair job is capable of teaching him something. More than just pay must be realized from each task in TV service.

Reading and studying is the lot of the television serviceman. It simply cannot be avoided. Technical competency is nourished by experience, but it grows much more rapidly when the food is ever-increasing knowledge. The more one learns about what is inside a TV receiver, the more rapidly will a defect be diagnosed.

The reading of technical articles that appear in the different journals circulating in the servicing industry is important, but it is even more important to read the circuit description or the circuit analysis found in receiver data. Manufacturers service notes teach, and everything learned makes interpretation and diagnosis easier. A sign of technical competency is knowing where to look for a fault and instantly recognizing circuit reorganization when examining a schematic.

AT LAST A PRACTICAL 3-WAY TELEVISION BASE

Entire base swivels to insure perfect viewing from any angle

Storage space for record player

Fits all table model sets

Here is your opportunity to really convert table model TV sets into consoles on a profit making basis. Just forward coupon for full particulars.



Ridgeway

D I V I S I O N

Gravely Novelty Furniture Co., Inc.

RIDGEWAY, VIRGINIA

●
SEE OUR COMPLETE DISPLAY AT
NEDA EXHIBIT PUBLIC AUDITORIUM
CLEVELAND—SEPT. 10-13

Name _____

Address _____

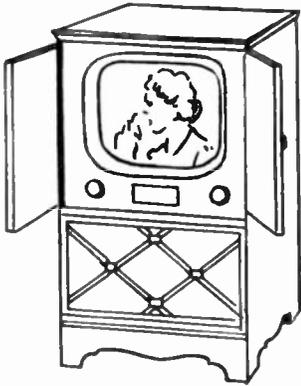
City-State _____

Please send full particulars on your swivel bases and adjustable base.

Please send full data on TV tables.

Check which you are interested in

BUSINESS IS GOOD



at *Starrett*

The NEW Starrett Stole the Show!

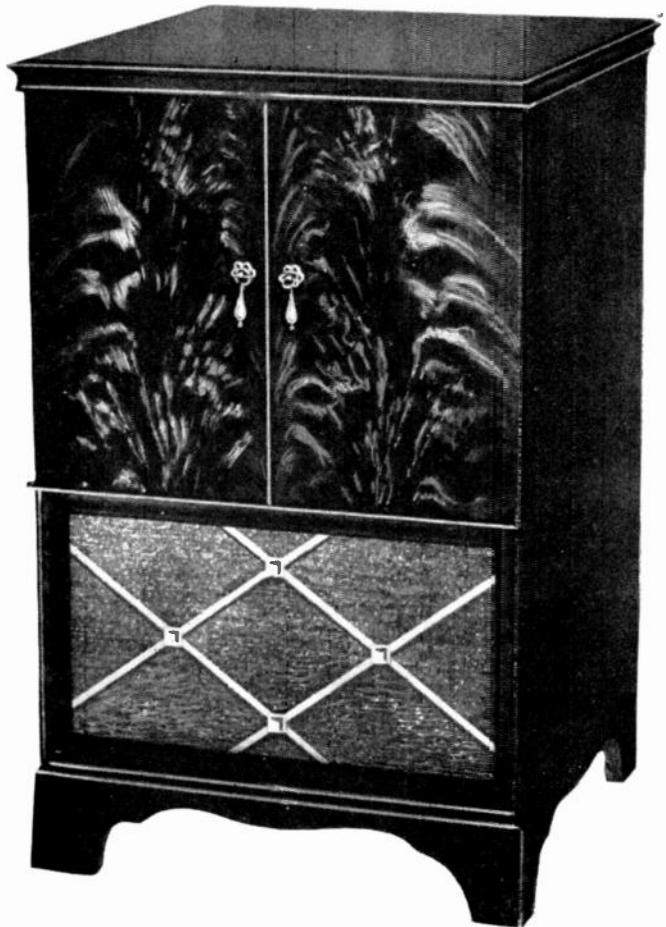
From all over America, buyers came to look, remained to buy sets with built-in Quality, Performance, Dependability . . .

They Bought Starrett!

They placed the largest single month's business in Starrett history . . .

Today they're leading the sales parade in their respective cities with television that will not be obsolete Tomorrow.

They Are Selling Sets Made by Starrett!



**STARRETT TELEVISION CORPORATION
601 West 26th Street, New York**

Starrett . . . the Brightest Star in the Firmament of Private-Brand Television

Radio & Television JOURNAL

merchandising memo



for
October
Sales

By Nat Boolhack, Editor
Radio & Television Journal

Columbus Day

Many things have happened in the 459 years since Columbus discovered America, but in these times Columbus Day has come to be recognized as the opening gun for the Fall buying season. Vacations are over; there's a tang in the air; folks are putting up storm windows; the women folk are thinking about their living rooms and the whole family is looking forward to many warm, cozy evenings at home . . . with television, phonograph and records. Try creating some special advertising appeal featuring the home as the background for television. In other words, make the **home** the center of your advertising pitch starting with Columbus Day.

College Year Begins

The boys and girls are back at college and university campuses starting with October. Many are freshmen, away from home for the first time in their lives, and they're kind of lonesome. What an opportunity for proud parents to send them a portable phonograph, or clock-radio to help them get up in time for classes. Are you making a special sales effort on these items? How about a special promotion, appealing to parents and slanted towards gifts for their college sons and daughters?

Gifts for Convalescents

People are always wondering what to give folks who are convalescent or compelled to remain shut-in. The marvels of the electronic age have really made being shut-in not so bad, what with television, radio, records, recorders. "If you want to help some one get well quickly . . ." would make an appealing headline to any advertisement which sought to cultivate this much-neglected market.

Windows Gathering Dust?

The start of the Autumn selling period contains so many grand opportunities for stimulating customer interest and sales that it is essential that you take a fresh, new look at your display windows. When were they last changed? Are your displays professional, attractive, would they cause you to STOP if you were passing by? Remember, your window is your showcase to the public and it makes that first, important impression on your customers. Arrange that new display today. The biggest waste in selling is time lost getting started.

October 15th

Third Installment Income
Tax

In order to meet today's high taxes, dealers must keep on selling every month of the year.

Getting Your Share of the Recorder Business?

As a dealer who sells the most marvelous electronic product of the age—television—your store is a 'natural' for selling associated electronic equipment such as tape recorders. The market for tape recorders hasn't been scratched; the business is there but you've got to go after it. Students, teachers, doctors, dentists, ministers, public officials, lawyers, institutions . . .

these are just a few of the vast potential group of customers who can be sold a good tape recorder. Don't pass up this fine sales opportunity. If you would like specific information about the names of recorder manufacturers, please write to The Editor of Radio & Television Journal, 1270 Sixth Avenue, New York 20.

Competitors Cutting Prices?

It's an awful feeling, to be sure, when you're sitting on a high-priced inventory and the price structure keeps sliding away from under. But remember that your competitor has his overhead too, and he can't keep doing it forever. Besides, a high price is a real opportunity for salesmanship because buyers are seldom as poor as they think they are. A real convincing demonstration about a product's superiority will often make customers buy at a higher price.

Get A Slogan

If you want your store to have an easily recognizable personality, then get a good slogan and stick to it. One of New York's biggest dealers, Frost Stores, has a slogan "Your Friendly Frost Stores" which it uses in all its advertising. Find something about your store which will make people remember you with pleasure.

Customer Lists

Direct mail is one of the most effective forms of advertising for television dealers, but you can't use it unless you have a good, up-to-date customer list available. Actually, your past customers are your best bet for repeat sales. Do you keep a record of all sales. Use it . . . it's a gold mine.

Halloween!

Pumpkins, lanterns, witches and skeletons . . . October means Halloween. How about a special display window showing a witch on a broomstick riding right out of a TV screen while a group of youngsters gaze in fascination? That would be a real stopper . . . make your store the talk of the town.

Alibis

Alibis are the excuses offered by chicken-hearted salesmen who haven't the guts or the ability to sell in a buyers' market.



• Prompt pick-up and delivery of TV sets is essential to smooth service.

A dealer cannot forever ignore his customers' clamor for prompt TV service. As with other dealers, customer insistence upon immediate TV repair service plagued the Stateside Radio-Television Co. of Seattle. Few patrons realized that prompt service required, on the shop's part, inefficient use of labor, duplicate routing of service trucks and prolonged travel in bottlenecks during traffic peaks. How could customers be told diplomatically about additional costs which immediacy involved—costs which had to be passed on to them?

Ed D. Sablin, shop owner and one of the first to enter TV service in Seattle, "attacked the problem" by establishing a graduated rate structure "tailored to meet individual needs." During March, he ran a tell-'em-the-truth ad in the Seattle Times which explained the features of a new custom-cost service. Although results were not staggering, the ad produced a customer awakening which still is pulling service returns.

Blunt Ads

"Yes . . . we're sticking our neck out," the ad was headlined: a picture of a giraffe emphasized an awkward neckline position. "But the longer you wait the shorter your bill," it continued. Text, arranged diagonally, explained

Flexible TV Service Makes Friends Out of

A sliding scale of prices, based upon customers' patience, is this Seattle dealer's answer to the clamor for prompt service.

why service charges were based upon time allowances made by customers.

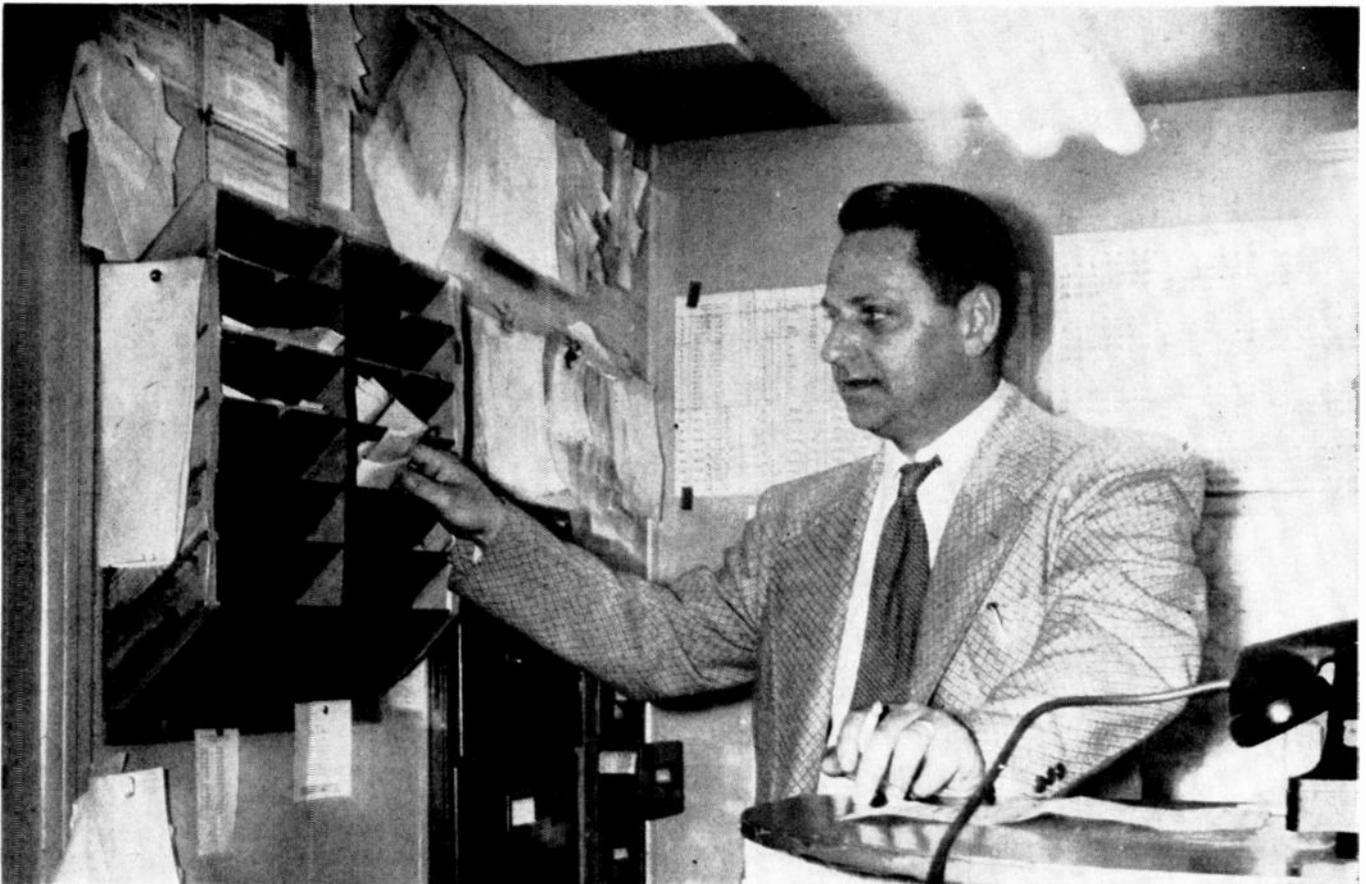
"Our accountant discovered that if we use our original system of charging for labor, we will:

1. Increase our profits by more than 20%—which means savings passed on to you.
2. Increase our production capacity at least 20%—which means more work for us—and lower costs to you.
3. Increase "effective" overall efficiency by at least 25%, perhaps even 50%—and efficiency means time—and time in any man's language means money!

Readers, ensnared by a promise of savings, further read "Stateside's orig-

inal labor-saving service saves you money and gives more listening and viewing pleasure. We feel that labor and service charges should be tailored to fit the individual job, and so:

1. If you desire immediate service within 24 hours, add 20% to our estimate.
2. If you desire service between 24 and 48 hours, add 10% to our estimate.
3. If you desire service between 48 hours and 5 workdays, our regular charge and estimate to you is effective.
4. IF YOU DESIRE SERVICE BETWEEN 5 DAYS TO 10 DAYS DEDUCT 10% FROM OUR ESTIMATE.



Charge System Impatient Customers

5. IF YOU DESIRE SERVICE ANYTIME AFTER 10 DAYS DEDUCT 20% FROM OUR ESTIMATE!

(When you come in, please specify which schedule you wish.)"

Word to Skeptics

So far, the text was fine. Still—some skeptics might question elasticity of the word "estimate" which recurred in each of the five rates. To eliminate all guesswork, Mr. Sablin tabled estimates as follows:

"If parts removed from cabinet, minimum charge 50c.

All table model radios and phonographs left for estimates will be repaired if the cost is less than \$5. If repair charges will be more, we will verify with you as to the amount and receive your okay.

Console models will be repaired if under \$12.50, otherwise we

will consult you first.

Stateside's regular charges are \$5 per hour for radio and \$5.75 per hour for TV. These are basic minimum rates, association and manufacturer approved."

Mr. Sablin, commenting on the ad said, "It was run solely to acquaint people with the facts. We did not expect it to produce service calls but it did."

Fast Response

Readers, puzzled over the unique offer, phoned for additional information. The ad produced 11 service jobs and the shop "still gets returns from it." Many TV owners clipped and kept the ad which Stateside servicemen still find in households; some pasted it into telephone directories, others filed it away. Unlike most institutional copy, it produced sustained impact.

Contrary to expectations, the shop experienced no dissatisfaction with the adjustable structure. To customers un-



• Owner Sablin likes to feel Stateside's service efficiency makes above cartoon true-to-life.

familiar with graduated rates, the shop offers regular service—between 48 hours and five days. When protesting delay, customers are told about the special rate set-up for accelerated service.

"A psychological factor works," Mr. Sablin pointed out. "When told about higher rates, customers feel it would appear cheap and rarely reverse orders from now-service to a ten-day rate. About 95% say 'okay!'"

While immediate service is understandable for taverns, restaurants, motels and hotels, Mr. Sablin reports the larger percentage of "urgent calls" come from homeowners who dislike interrupted programs. Once a time-limit is agreed upon, the shop delivers a set when promised. Rarely, except for sickness, has it failed to do so. Punctuality is a key to the maintenance of public confidence.

(Continued on Page 46)

Admiral
now brings you...

COLOR TV OPTIONAL.



Now! Another terrific "first" from Admiral... the most exciting news since television took America by storm. It's Color Television Optional... a revolutionary achievement by Admiral engineers. Admiral's sensational, new television receivers have been specially engineered so that color can be added tomorrow... a year from now... any time!

Color Television Optional by Admiral offers three distinct advantages:
Bigger Pictures... Lower Cost... Freedom from Obsolescence.

Bigger Pictures because Admiral brings you today's big name black-and-white programs on a big 16, 17 or 20" picture screen... not just a 10" tube as in sets with color built-in.

Lower Cost because even with color added to a 20" Admiral Table Model, the combined investment will be *substantially less* than the cost of a 10" color set.

Freedom from Obsolescence because these amazing new Admiral television receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted.



20" Model 221K26 Admiral
20" Console with Color TV
optional. Beautiful, double-
door mahogany cabinet.

BUILT FOR UHF All Admiral TV sets are equipped with famous Turret Tuner. Provides for reception on all present as well as future UHF channels by means of readily interchangeable tuning strips.

17" Model 27K85 Admiral
17" Console with Color TV
optional. Choice of walnut,
mahogany or blonde cabinet.



20" Model 221K46 Admiral
20" Console with Color TV
optional. Choice of walnut,
mahogany or blonde cabinet.



20" Model 121K15 Admiral
20" Table Model with Color
TV optional. Walnut, mahogany
or blonde wood cabinet.

17" Model 37K55 Admiral
17" TV Combination with
Dynamagic radio and triple-play
phonograph. Color TV optional.
Walnut, mahogany or blonde.

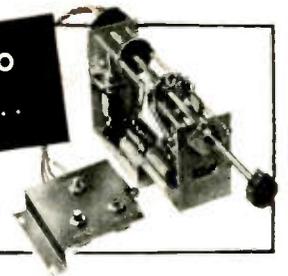


20" Model 321K67 Admiral
20" TV Combination with
Dynamagic radio and triple-play
phonograph. Color TV optional.
Walnut, mahogany or blonde.



20" Model 321K13 Admiral 20"
TV Combination with Dynamagic
radio and triple-play phonograph.
Color TV optional. Exquisite
French Provincial cabinet.

HERE'S HOW COLOR CAN BE ADDED TO
Admiral's NEW TV SETS ...



WITH 3-WAY ELECTRONIC ADAPTER-CONVERTER

Specially engineered for easy installation within any Admiral television receiver. Three-position control switch does three things: (1) Receives black-and-white programs in usual way; (2) Adapts set to receive color programs in black-and-white utilizing full size of tube; (3) Reduces picture to 10" for conversion to color by means of color wheel.

... OR WITH 10" COLOR TV COMPANION CONSOLE

This completely self-contained unit with built-in adapter-converter and color wheel is simply plugged into the "master" set from which it derives its power. Nothing else required.

Everybody Stays Happy With This TV Service Plan

(Continued from Page 43)

"It shows we aim to please," Mr. Sablin said, "if the customer is willing to pay higher rates."

The influence of distances upon rate determination is often pointed out to customers since service calls normally are scheduled to avoid traffic bottlenecks. Sometimes the time involved for pickup and delivery on now-calls counts more than that on service. When so informed, customers do not resent the additional sum; the shop still gets calls from Everett and Snohomish outlying towns.

Varied Ads

Successful as was the giraffe ad, Mr. Sablin put it to pasture. Repetition, he has found from four years' experience in his present shop, is not effective; the shopowner who drafts all his own advertising copy employs versatility in consistent newspaper advertising. No two ads bear any resemblance; many pull results due to departure from conventional advertising patterns.

High returns, for instance, were produced from a cartoon showing an irate husband throwing furnishings at his spouse and saying, "I told you time and time again to call STATESIDE Radio TV Service, SE 4455." More recently, an ad showed a STATESIDE GM truck with an eager-beaver driver racing off the wheels to give Seattle's own specialized service."

Mobile Shop

The truck, incidentally, is a new unit symbolizing another venture into better service relations. The unit, whose broadsides are painted grey and maroon, is being outfitted as a "mobile shop" complete with work bench, tools, and a selection of standardized parts. As customers phone in, the driver-mechanic will analyze the nature of breakdowns, supplementing existing truck inventory with those parts believed necessary for specific calls.

Ready-to-go service trucks, Mr. Sablin believes, will greatly speed up customer service through elimination of duplicate travel (for pickup and delivery). Reduced travel time, while increasing labor output, will cut truck operation costs and related overhead accordingly—benefits which can be passed on to customers in lower service costs.

As a trouble-shooter for TV ailments, Mr. Sablin demonstrates keen administrative ability in shop procedure. Two features, in particular, distinguish his shop. First, servicemen have sound-proofed compartments arranged in a horseshoe shape with low benches for easy set-handling. Tools, parts, electri-

cal outlets and testing equipment are all located within arm reach, enabling higher labor output through elimination of dissipated effort.

Secondly, overhead costs on service operations were pared to a minimum by relocation of an auxiliary service department in an outlying low-rent district where, at an earlier time, as many as 17 mechanics were employed. Although equipped for full service at the retail-service outlet, 419 Denny Way, "space is more costly." So efficient is the arrangement of work areas that department stores have copied service layout.

The Books, The Books

Scarcely less important than good public relations and first-rate service is proper bookkeeping. Although simplified, Stateside paper work is arranged for quick handling; cards, made at the time of a pickup indicate the model and its failure in performance. Duplicate cards in the front office are filed in a five-day wall rack, indicating due delivery date. When costs exceed \$5, customers are notified by phone for a verbal authorization, noted on the data slips. As service completes a unit, service tickets are stapled to the office cards, ready for billing. Assuming the graduated rate structure continues in popularity, Mr. Sablin contemplates using multi-colored tickets distinguishing the time ratings.

Another problem, a scarcity of journeymen, is being met through attempts, with union cooperation, to stabilize the industry. Mr. Sablin who got his start in radio at a Michigan High School advocates putting radio instruction back in the schools. He predicts, because of Seattle's overwhelming transient population compared with stabilized communities in eastern TV zones that the industry is due for sustained growth.

Face the Future

Provisions for getting two more channels in to Seattle, which has a single outlet now, already are under way. Mr. Sablin is predicating his operations upon this development, planning to run service advertising on TV outlets which, despite higher costs, will reach a highly select audience. Until approaching TV customers in this manner, he is distributing business cards with "phone numbers you should know"—numbers include police, sheriff, newspaper and, of course, that of STATESIDE.

The maintenance of good public relations, despite a scarcity of supplies and related war-economy problems, is securing the highest priority from Mr.

Sablin who, through graduated charges, demonstrated his firm's willingness to adapt services to today's needs. Enlightened customers unwilling to wait for "shorter rates," seemingly do not mind "longer bills"—thanks to a proper, truthful presentation.

Lines Are Drawn For Coming Battle On Subscription TV

The pros and cons of subscription television, as developed by the recent 90-day phonevision test in Chicago, are analyzed in an article entitled "What About Pay-as-You-Look TV?" in a recent issue of The Saturday Evening Post.

Among other things, author Victor Ullman finds that the individual stations could be placed squarely in the middle of this greatest controversy in the history of the industry. Subscription TV, he says, might gain them more revenue than the networks offer, but they are dependent upon the chains for the best programs television now offers.

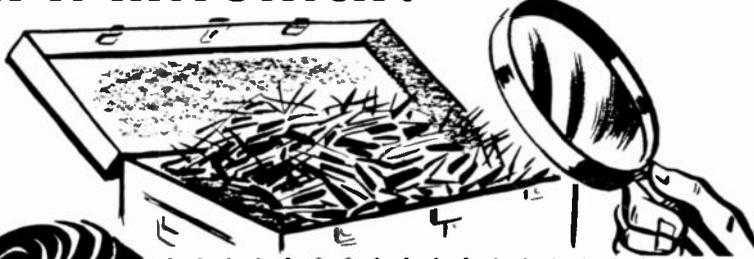
If and when more video stations are added, this could be an important factor in the competition for the eyes of the public and it boils down to whether the audience prefers watching Milton Berle for free, or Clark Gable for the price of admission.

Meanwhile, the networks themselves might oppose Federal Communications Commission approval of the pay-as-you-go plan because today their audience exceeds the highest capacity of the movie theaters and it would be a matter of relinquishing a part of this audience. On the other hand, boxing promoters and college officials are interested in the subscription variety because they feel it would repay them for the attendance loss they attribute to television.

To get the full picture, Ullman went into the homes where experimental sets were installed, interviewed television executives, and dug into the history of the situation. He found that back in 1931 Eugene F. McDonald, Jr., president of Zenith Radio Corp., told radio manufacturers that the future of television was in the telephone wires. The executive, whose company owns the world patent rights to phonevision, still believes that advertising revenue alone cannot support all the entertainment.

All this, Ullman concludes, makes the forthcoming battle for FCC approval of the new medium well watching.

**LOOKING FOR A NEEDLE
IN A HAYSTACK?**



THEN YOU'D BETTER SWITCH TO

**PERMO
long-life
PHONO NEEDLES**

COMPLETE MAKE THE DIFFERENCE!

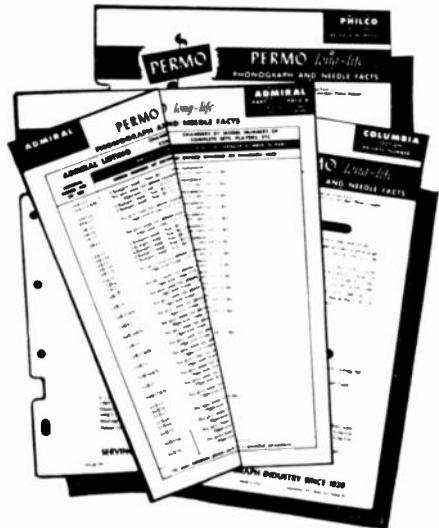
Facts

**YOU GET COMPLETE INFORMATION
—MANUFACTURER-BY-MANUFACTURER**

—when you use Permo Long-Life Phonograph and Needle Facts. It's fast—easy—no fumbling—no failures—no guesswork. Permo "Facts" tell you what needle goes where! Current releases cover Admiral, Columbia and Philco sets; giving EXACT, COMPLETE information regarding record changers, cartridges and needles used in those sets.

PLUS THESE "EXTRAS" TO HELP YOU SELL!

Permo Long-Life Needle Replacement Kits for all Admiral or Philco models are yours for less than \$6.50. Here's what you get: (1) Admiral, Columbia or Philco Section, Permo Long-Life Phono and Needle Facts. (2) Complete opening stocks of superb Permo Long-Life Phono Needles—to fit all post-war Admiral and Philco sets. (3) Convenient display cards that fold to fit into handy pocket-size packets. (4) Needles are individually packaged with *installation tools* where necessary, and *spare parts* (nuts, screws, etc.) This kit is bound to make you a best seller of replacement needles!



Admiral, Columbia and Philco "Facts" now available. Write for your FREE copies. Additional "Facts" covering other manufacturers will be released progressively. Get your profit by selling Permo Long-Life replacement needles!



PERMO, INC. *Champion of Perfection*

6401-33 N. RAVENSWOOD AVE. CHICAGO 26, ILLINOIS

Why I Believe In Television's Future Prosperity

By Louis I. Pokrass
Chairman of the Board, Tele King Corp.

TELEVISION manufacturers in this country haven't even scratched the surface of the potential market and I foresee a tremendous growth in the business during the next five years. The corner is already turned and the industry has learned important lessons from the experiences of past production.

Inventories of the accepted standard sets are down and those who have inventories will be in a good position during the coming year. Now that the electronics manufacturers are tooled up for government contracts, as they get into production there will be a shortage of skilled labor and critical materials. In spite of this I predict a healthy autumn for the business and a record breaking year for 1952.

Among the lessons which television makers should have learned from past experience is the importance of being dealer-wise. In the past, the industry did not realize what a vital part the dealer plays in the success of television set sales. The average unit cost of his stock is \$250 and expensive, bulky items like these sets can be sold only by good salesmanship. The dealer must make a substantial investment in his business, he requires large space; still, formerly he was the forgotten man in the industry and it is time that manufacturers realize they must protect the dealers at all times.

Among the contributing factors to my optimistic outlook for the business are the relaxations in Regulation W, which for a time made purchases of television sets prohibitive for many prospective customers; the opening of new channels by the FCC and an expanding foreign market, particularly in Latin America.

It is my opinion that the industry, having learned its lesson, will produce only the volume of sets it believes it can sell and this will make for a permanently stabilized market. The FCC freeze on television has deprived a large part of the country's population of television reception and the lifting of the freeze will mean greatly expanded sales potentials.

Tele King is convinced of the great possibilities of the Latin American market and we are already operating in Brazil and Mexico and arranging for distribution in Argentina and other countries on that hemisphere. Also, I believe that Europe, in the next few years will provide great potentials for American set manufacturers. Regardless of how many domestic sets are made in foreign countries, a large share of the markets in those countries will go to the American manufacturers who have the know-how of mass production which foreign manufacturers can never match.



RCA Victor Announces TV Price Reductions

In a move to revitalize the television market and achieve maximum customer traffic in dealers' stores, RCA Victor has announced a new merchandising program called the Market Stimulation Plan.

The plan, as described by J. B. Elliott, Vice President in charge of RCA Victor Consumer Products, provides for substantial reductions in the suggested retail prices of several of the most popular models in the company's current "Million Proof" television line for a limited time only.

"With millions of people employed and billions of expendable dollars available," Mr. Elliott said, "this country may be approaching the biggest retail season in its history. Economists say the sales potential is higher than ever before. The purpose of our Market Stimulation Plan is to start the television sales ball rolling."

Most dealers will recall, he continued, that when the company introduced its television line at attractively low prices in the summer of 1950, television sales skyrocketed.

The price reductions, which become effective Sept. 1 will apply to nine models in the current line and will result in substantial savings to customers, varying from \$30 on the 17-inch table model, the Newport, to \$115 on the big-screen console, the Hillsdale. The Fairfield, RCA Victor's 17-inch console will be reduced from a suggested retail price of \$389.50 to \$229.95.

The RCA Victor Vice President pointed out that the Market Stimulation Plan is, in a way, a companion piece to the Market Stabilization Plan, introduced by RCA Victor last May. Under the latter, the company guaranteed prices until August 1, thus providing dealers with the opportunity to ease what at that time was a pressing inventory problem.

The Market Stimulation Plan will be supported with an extensive advertising and promotion campaign, which will break September 16 with 2,100-line newspaper ads in every major market in the country.

The promotion campaign will be one of the most extensive in recent RCA Victor history. Dealers are being offered complete packages of promotion material, including counter and window displays, streamers, mailing pieces, wall signs, banners, radio and television spot announcements, and a variety of co-op ads.



New Products for Autumn Business

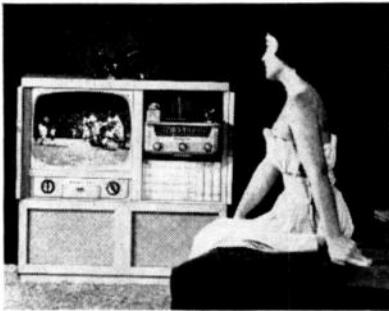
*Radios
Television*

*Consoles
Recorders*

*Phonographs
TV Accessories*

New Admiral TV

Manufactured by Admiral Corp.,
3800 Cortland St., Chicago 47, Ill.



"Dynamic" radio and automatic triple-play phonograph form part of this new television combination. The phonograph is equipped to play all speeds, all size records. Picture tube size is 20-inch. Combination is equipped for ultra high frequency.

Say you saw it in Radio & Television Journal, September, 1951

Sylvania's "Jefferson"

Mfd. by Sylvania Electric Products, Inc.,
500 Fifth Ave., N. Y.

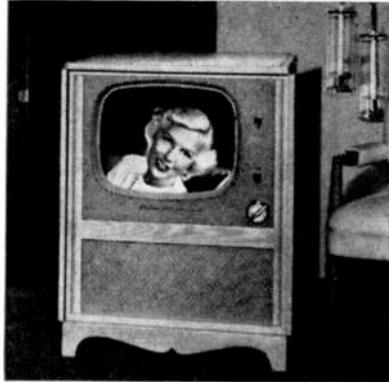


"Halolight," a frame of soft light surrounding the picture tube, is built into this television console with doors. Set features a 20-inch black picture tube, and this firm's "Movie-clear" picture and "Studio-clear" sound. Cabinet is Hepplewhite mahogany.

Say you saw it in Radio & Television Journal, September, 1951

"Wadsworth" by Westinghouse

Mfd. by Westinghouse Electric Corp.,
Home Radio Division, Sunbury, Pa.



This television console with full length doors features a 20-inch rectangular black glass picture tube. Equipped with the electronic clarifier, combination engineering circuit feature for clear and steady picture. Single dial tuning for simultaneous picture and sound tuning. Cabinet comes in frosted oak.

Say you saw it in Radio & Television Journal, September, 1951

Crosley's "Otis Skinner"

Manufactured by Crosley Division,
Avco Mfg. Corp., Cincinnati, Ohio

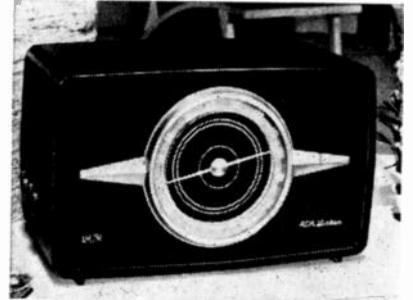


One of 21 models in a new 1952 line, this television combination features Early American design cabinetry in either maple veneer or mahogany veneer. Picture tube offered is 17-inch. The combination also incorporates radio and three-speed phonograph with automatic record changer.

Say you saw it in Radio & Television Journal, September, 1951

RCA's "Livingston"

Mfd. by RCA Victor Division,
Camden, N. J.



This new table model AM/FM radio receiver features an 8-inch loudspeaker, largest ever incorporated in this firm's FM table units. Has shielded FM tuner and three-gang tuned RF circuits, built-in FM antenna, and sensitive version of ferrite antenna for AM. Also has built-in phono jack. Cabinet is in deep maroon plastic.

Say you saw it in Radio & Television Journal, September, 1951

Arvin 17-inch TV

Manufactured by Arvin Industries, Inc.,
Columbus, Indiana

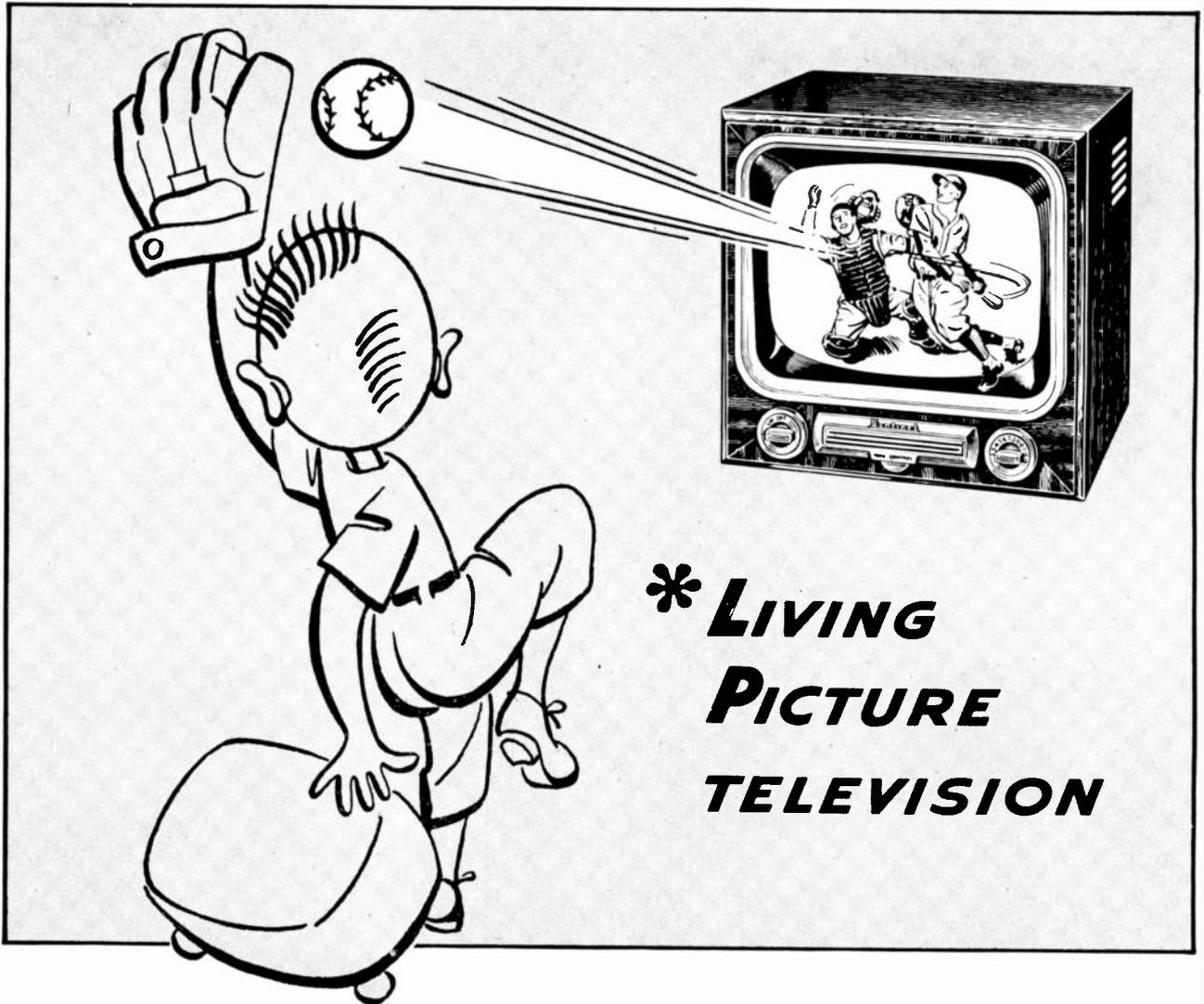


A 17-inch screen is featured in this new table model television receiver, which is 20 inches high and 23 inches wide. "Dual power" custom chassis has 26 tubes, including rectifier and picture tube, and local distance switch to "step down" or "step up" power for picture clarity and detail.

Say you saw it in Radio & Television Journal, September, 1951

It's
NEW

L.P.*



Sentinel

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

TTV!

Nothing else like it! A picture so sharp, so clear, so well defined that your prospects see their favorite TV personalities "as they live and breathe." What a demonstration! What a sales-closer! Outperforms rivals in actual side by side comparison on your own floor.

And the Cabinetry! Styled to fit modern living and entertaining, Sentinel cabinets are superb in design, construction, woods and finishes—a joy to sell, a pride to own.

Contact your *Sentinel* distributor or *Sentinel* direct!

← Model 438-TVM
Mahogany
Also available in
Colorfast Korina

Model 440-CVML
Mahogany
Also available in
Colorfast Korina →

Yipe! They're Alive!



Television



Stage Set for Second NEDA Convention; Top Industry Leaders to Discuss Current Problems

Prominent men from government, industry and banking will address NEDA's 1951 Annual Electronic Parts Distributor Show, opening September 10 in the Cleveland Public Auditorium, Cleveland, Ohio for a four-day session.

Electronic parts distributors, manufacturers, sales managers, and representatives of electronic parts and components will hear facts and forecasts on immediate and future trends of the industry from men highly qualified to give advice.

Other features of the NEDA convention will include an OPS information center, with a booth on the exhibition floor of the Cleveland Public Auditorium, manned by analysts from OPS who will explain and interpret regulations as they apply to the distributor and answer questions; special recreation headquarters and entertainment program for women visitors to the convention; presentation by General Electric Company of their famous House of Magic science show on Tuesday, September 11, at 5 o'clock p.m. in Music Hall of the Cleveland Public Auditorium.

On Monday, September 10, at 8 o'clock p.m., NEDA's Annual General Meeting will be held in the Grand Ballroom of the Cleveland Hotel. Non-members of NEDA are invited to attend this meeting which climaxes a year of notable activity and achievement by the association.

Calamaras' Preview

In a pre-convention bulletin, L. B. Calamaras, executive vice-president of NEDA, circulated the NEDA membership and raised the question "What's Ahead?" for independent parts distributors.

"INVENTORIES: It appears that inventories are high. As best as I can personally gather, inventories with a number of distributors are a little too high.

"FINANCES: With inventories moderately high and in some cases slightly unbalanced, it would appear that the financial position of some distributors has been and may even now be a matter of concern.

PRICES: Nobody at the moment is in a position to predict or estimate in which direction our price structure will hold, nor can anyone safely state how and to when prices may be affected.

DIRECTORY OF EXHIBITORS

National Electronic Distributors Association Convention - - Exhibition

SEPTEMBER 10-13, 1951

CLEVELAND PUBLIC AUDITORIUM, CLEVELAND, OHIO

Name of Company	Booth No.	Name of Company	Booth No.
AEROVOX CORP.	213	OXFORD ELECTRIC CORP.	316
THE ALLIANCE MANUFACTURING CO.	426	PENN BOILER & BURNER MFG. CO.	305
AMERICAN PHENOLIC CORPORATION	237-336	PENN TELEVISION PRODUCTS CO.	327
ARGOS PRODUCTS COMPANY, INC.	216	THE PENTRON CORPORATION	218
THE ASTATIC CORPORATION	209	PERMO, INC.	416
BAKER MANUFACTURING CO.	317	PERMOFLUX CORPORATION	219
BELL SOUND SYSTEMS, INC.	215	PHILMORE MFG. CO., INC.	330
BURGESS BATTERY COMPANY	208-210	PHILSON MFG. CO., INC.	429
CAMBURN, INC.	135	PHOENIX ELECTRONICS, INC.	206
CELOMAT CORPORATION	329	PRECISE DEVELOPMENT CORP.	434
CENTRALAB	107	THE RADIART CORPORATION	119-121
CHANNEL MASTER CORPORATION	224-226	RADIO CORPORATION OF AMERICA	104-200
CHEMICAL ELECTRONICS CORP.	420	RCA VICTOR DIVISION	201-300 301-407
CLEVELAND ELECTRONICS, INC.	326	RADIO-ELECTRONICS	227
COPPERWELD STEEL COMPANY	432	RADIO KITS, INC.	229
CORNELL-DUBILIER ELEC. CORP.	409-411 413-415	RADIO MERCHANDISE SALES, INC.	212
ALLEN B. OUMONT LABS, INC.	205-207	RAM ELECTRONICS, INC.	420
ELECTRO-VOICE, INC.	123	RAYTHEON MFG. CO.	321-323
ELECTROVOX COMPANY, INC.	427	JOHN F. RIDER, INC.	312
FRETCO TELEVISION CO.	428	HOWARD SAMS & CO., INC.	414
GENERAL DRY BATTERIES, INC.	211	SANGAMO ELECTRIC COMPANY	319
GENERAL CEMENT MFG. CO.	231	SONAR RADIO CORP.	129
GENERAL ELECTRIC CO.	106-108-110 112-114-116	SONIC INDUSTRIES, INC.	319
GENERAL INDUSTRIES CO.	306	SOUTH RIVER METAL PROD. CO. INC.	302
GRAVELY NOVELTY FURNITURE CO.	125	SPRAGUE PRODUCTS COMPANY	111
GREENLEE TOOL CO.	328	STANDARD COIL PRODUCTS CO., INC.	106
HALLICRAFTERS CO.	425	STEVENS WALOEN, INC.	303
HAYGREN ELECTRONIC MFG. INC.	431	STROMBERG-CARLSON	102
THE HICKOK ELECTRICAL INSTRUMENT CO.	436	SYLVANIA ELECTRIC PRODUCTS, INC.	400-401 402-403 404-405 406
HYTRON RADIO & ELECTRONICS CORP.	418	TECHNICAL APPLIANCE CORP.	232
I. O. E. A., INC.	134-136	TELEMATIC INDUSTRIES, INC.	324
INTERNATIONAL RESISTANCE CO.	410-412	TELEVISION-ELECTRONIC RESEARCH LABS.	202
J. F. D. MANUFACTURING CO., INC.	113-115	TELREX, INC.	214
JACKSON ELEC. INSTRUMENT CO.	318	THOMAS ELECTRONICS, INC.	103
JAY SPECIALTY PARTS CO.	127	TRIO MANUFACTURING CO.	304
JENSEN INDUSTRIES, INC.	325	THE TRIPLETT ELECTRICAL INST. CO.	307-309
LAPOINTE PLASCOMOLD	122	TUNG-SOL LAMP WORKS, INC.	433-435
LENK MANUFACTURING CO.	222	TV DEVELOPMENT CORP.	225
LITTLEFUSE, INC.	118-120	TV PRODUCTS	423
P. R. MALLORY & CO., INC.	311-313	UNIVERSITY LOUDSPEAKER, INC.	422
MERIT COIL & TRANSFORMER CORP.	417	V-M CORPORATION	400
MITCHELL INDUSTRIES, INC.	430	VACO PRODUCTS COMPANY	331
MODERN-AIRE MFG. CORP.	124	VAN CLEEF BROTHERS, INC.	109
NATIONAL CARBON OIV.		VERI-BEST ELECTRONICS CO.	335
UNION CARBIDE & CARBON CORP.	221-223	WARD PRODUCTS CORPORATION	203
NATIONAL COMPANY, INC.	308	WEBSTER-CHICAGO CORP.	424
NATIONAL UNION RADIO CORP.	220	WORNER ELECTRONIC DEVICES	117
OAK RIDGE PRODUCTS	204		
OHMITE MFG. CO.	217		

NOW IN ITS GREAT NEW PLANT,

South River

IS YOUR BEST SOURCE FOR TV & FM ANTENNA MOUNTS AND ACCESSORIES

In its new, magnificently equipped plant, staffed with specialists in the production of its line, South River is ready to supply you with the finest of antenna mounting materials—made to the exacting standards for which this Company has become famous.



Section of Tool and Die Shop



Section of Stamping Dept.



Section of Stockroom



Main Office

These augmented facilities make it possible for South River to fulfill its commitments on prime contracts for the Government and to continually expand its line.

Now being added to the line are many new antenna accessories. These new products will make the South River line by far the most extensive and complete in the industry. The regular line and the new products will soon be incorporated in a forthcoming catalog.

All leading wholesalers throughout the country feature South River antenna materials and accessories. Compare the South River line with all others and see for yourself why it has become the standard of the industry. In quality, in design, in ease of installation and in cost, South River products are unexcelled.



Write for your **FREE** copy of the complete, new, South River catalog to bring you up to date on the regular line and the many important, new additions.

Visit Our Informative Exhibit at the NEDA Show. Booth No. 302.

SOUTH RIVER METAL PRODUCTS CO., INC.

South River, New Jersey

Dept. RJ

PIONEER MANUFACTURER AND OUTSTANDING PRODUCER OF THE FINEST LINE OF ANTENNA MOUNTINGS

Stromberg-C's "New World"

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

Featuring a 17-inch rectangular direct-view picture tube which offers 158 square inches of viewing surface, the "New World" provides TV, radio, and phonograph in a modern, hand-rubbed oak cabinet. Refined features in TV-radio, single unit chassis. Record changer plays 10- and 12-inch records intermixed at 33 1/3- or 78-rpm.

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



Stromberg-Carlson's 'New World'
Specifications in left column.

New TV by Philco

Manufactured by Philco Corp.,
Tioga & C Sts., Philadelphia, Pa.



Nineteen tubes plus four rectifiers are included in this television console which features full remote control for 215-square-inch picture on 20-inch rectangular tube. Has firm's custom duplex chassis, "Colorado" tuner, built-in aerial, 10-inch speaker, and provision for UHF. Cabinet is contemporary Georgian solid mahogany.

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

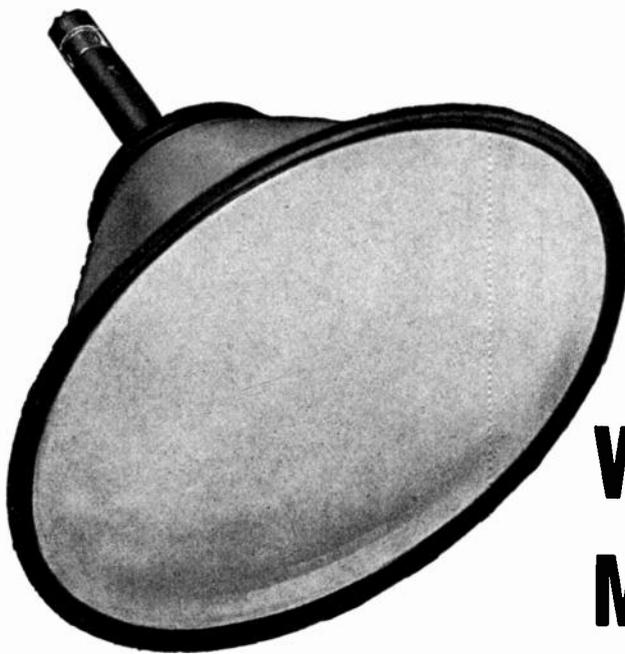
Bell's Tape Recorder

Mfd. by Bell Sound Systems, Inc.,
555 Marion Road, Columbus 7, Ohio



Designed for professional, business or home users, this portable, three-speed tape recorder records for immediate playback through direct connection to radio, phono or microphone. Amplifier gives frequency response of 70 to 8,000 cycles, plus or minus 3 db. Output is 3.5 watts. Internal speaker is 6-inch.

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



YOUR DUD IS WORTH MONEY

THE GENUINE
CUSTOMBILT TUBE

NOW YOU CAN TRADE YOUR OLD TUBES FOR NEW *Custombilt* TUBES

GLASS OR METAL

NEW "Plus Money" OPPORTUNITY FOR MANUFACTURERS,
AND DISTRIBUTORS

Diamond and Custombilt Television Tubes

Now . . . in the face of imminent shortages . . . you can assure yourself of an unlimited number of cathode tubes—the same Custombilt tubes that are purchased by prominent manufacturers for their finest TV sets.

The TV "Q" Custombilt Corp. Exchange Plan works very simply. We will replace your old tubes with brand new ones of identical size and style . . . from 10" to 20" in glass or metal and guaranteed for one year.

(Reflection-Free Screens, Mirrored Screens, Receiving Tubes Are Now Available)

A FEW TERRITORIES ARE OPEN FOR MANUFACTURERS REPRESENTATIVES

NOTE: For more information write to Tube Division.

TV-"Q" *Custombilt* CORP.

469 STRAIGHT ST. • Phone ARmory 4-6220 • PATERSON, N. J.

Send 'em Back to School the Zenith Way

♪ School days, School days, ♪
♪ they are Zenith selling days —

There's something for everyone here on this page—high-flying students, book-wormish profs. It's famous Zenith Quality in Radios, Radio-Phonographs and Portables. Just showing 'em sells 'em . . . and lets you capitalize on an August bonanza of back-to-school prospects you'll treasure the rest of your Dealer Days. Try it and see! Send 'em back to school the . . . Zenith way!



The new Zenith "Saratoga" with Cobra-Matic Record Player and 7½-Inch Speaker—The largest speaker ever in a Zenith table radio-phonograph! With the famous Cobra-Matic for new record-playing thrills . . . powerful Zenith AM radio. Perfect for on or off the campus fun! Model H664



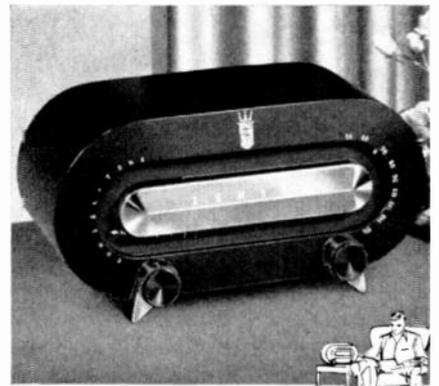
The famous Zenith Super Trans-Oceanic for world-wide entertainment and information—Better than ever before! Features six Short Wave Bands, famous Zenith Long Distance AM and Marine and Weather Coverage. Tunes in the war capitals and listening posts of the world. Keeps students up-to-date on international news and events! Model H500



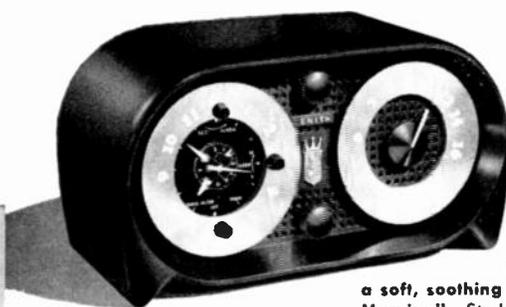
Write Your Distributor for Zenith's Complete Back to School Promotion Package Now!



The new Zenith "H401" Portable with tone and performance incomparable—A joy to behold—to hear—to carry anywhere . . . that's what the young folks say. Its brand new Dial Speaker design and tone circuits bring a revelation in tone and sensitivity unmatched in a portable so small. Model H401

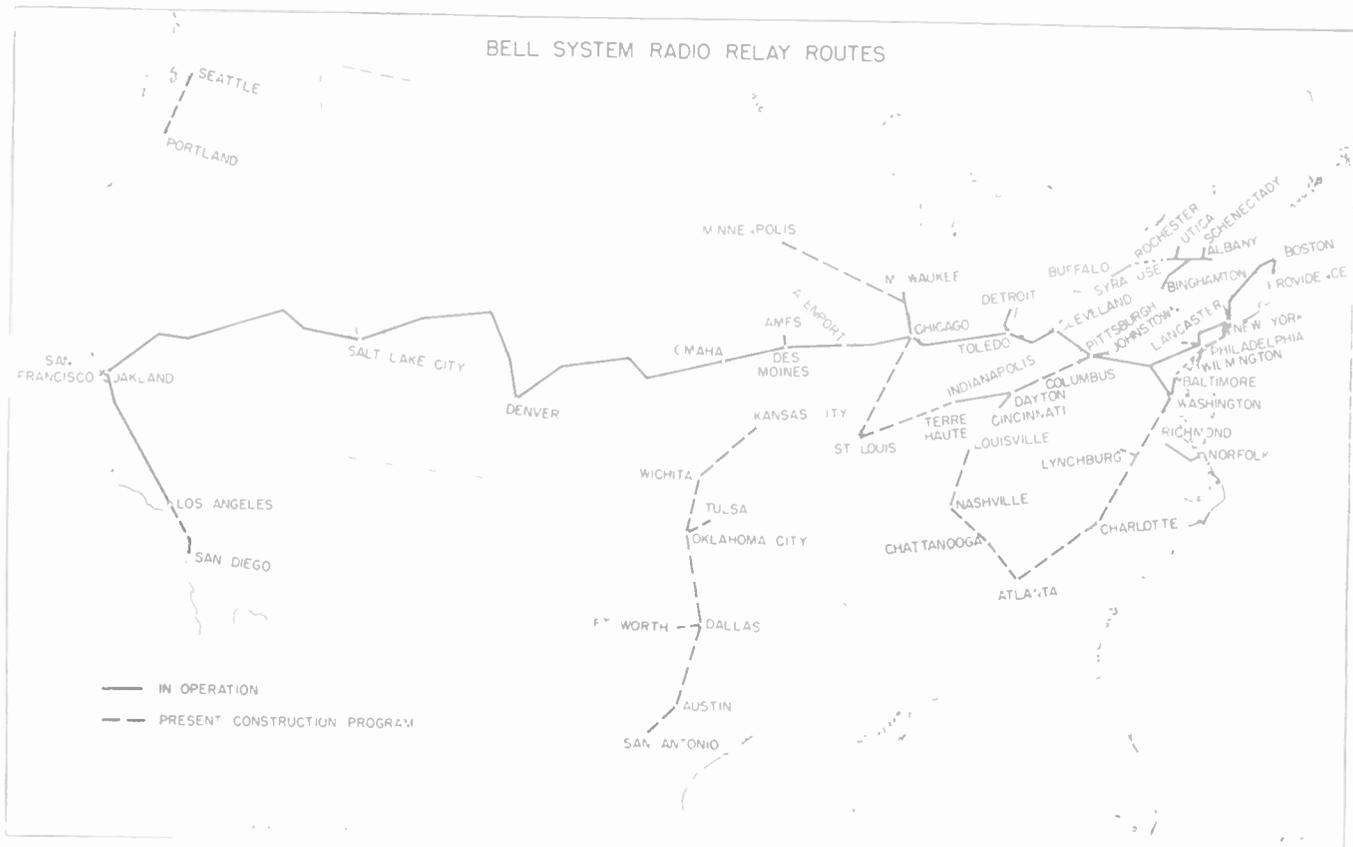


The new Zenith "Tournament" for all around good looks and rich tone—Bound to be radio's most copied design! Scientifically created to turn all its power into rich, glorious new tone quality and volume. Plenty of eye-appeal for school boys and girls in its Black, White or Swirl Walnut Plastic cabinet. Model H511



The popular Zenith Clock-Radio for a soft, soothing "Good-Night" and a cheery "Good Morning"—Students love it! A superbly-toned radio that lulls them to sleep at night . . . wakes them gently in the morning. Automatically turns coffee maker, bed lamp, heating pad or electric fan on and off. Sells on sight! In Ebony, Ivory or Walnut plastic. Model H516

Zenith Radio Corporation, Chicago 39, Illinois · Also Makers of Fine Hearing Aids



• The new radio-relay system has opened up coast-to-coast television programming.

Transcontinental Radio-Relay Widens TV's Sales Frontiers

TELEVISION has reached the wide Missouri and has stretched its wide arm to the Pacific, making coast-to-coast television transmissions possible, and opening the door for greater fall TV set sales.

By means of a chain of towers stretching from New York, through Chicago, Omaha and the Sierra Nevada to San Francisco, the American Telephone & Telegraph Co. has opened up long-distance telephone service from coast-to-coast over its new microwave radio-relay system. Atlantic-to-Pacific television transmission was simultaneously made possible.

Radio-television industry spokesmen, spearheaded by Radio-Television Manufacturers Association officials, have been pressing for the early opening of the transcontinental system, originally scheduled for completion late in December this year. The hope was that this year's World Series might be able to be carried to the West Coast. Sports events have long been a powerful TV set selling point and offering the baseball classic, plus a long string of sub-

sequent sports programs, was felt to be a significant shot-in-the-arm for sagging TV sales.

Timetable Change

Dealers' hopes for spurred sales rose when the opening date of the radio-relay system was advanced to September 30. This timetable was suddenly altered on request of the U. S. State Department. With the Japanese Peace Conference in San Francisco, Calif., scheduled to open on September 4, it urged that the actual coast-to-coast TV transmissions start as of that date. The world's longest microwave channel was opened on that date, President Harry Truman's telecast speech, carried on that date over the National Broadcasting Company's television network, marking the occasion. Complete TV network coverage of the Peace Conference in the West followed.

It remains now for dealers in all television areas to capitalize on the great event. In the earliest days of television, programming offered was a big pulling force which attracted people to the

purchase of TV sets. Starting in the taverns and the higher-income brackets, the marvels offered in program fare by the new medium became a potent tool in the hands of aggressive radio and television dealers in all TV areas.

Coupled with the wide variety of programs were tremendous strides made in the perfection of TV chassis and the increase in the size of the viewing area through bigger and bigger, better and better picture tubes. Dealers have had a series of favorable research and development events as another selling weapon in their approach to TV prospects.

The same perfection in sets still exists. More perfections are to come. Program improvement is constant. More and more reports are trickling out of Hollywood, indicating a definite exodus of name personalities from the film colonies. Stars are more and more amenable to tours, not always on their own terms, hoping that that way lies their security in the TV-dominated years ahead. AM radio programs this fall are already feeling the axe, suc-



• A link in the A. T. & T. system at Creston, Wyo., showing receiving and sending microwave antennas at two levels.



• This unusual view shows the Cisco-Butte, Cal., station nestled in a valley high in the Sierra-Nevada Mountains.

Coast-to-coast television is a big step forward but TV's continued growth still hinges on the lifting of the "freeze"

cumbing to the inroading TV advertising budgets.

Dealer Bonanza

All this means that the television dealer is put in a more enviable position. Regulation W restriction may come and then be lifted; personal income taxes may increase, but the average American soon finds a way to have what he wants to have; the color controversy may rage, even though the CBS system has had the FCC nod, cutting into television sales. But television, and the desire of Americans to own a TV set, is like death and taxes, relentlessly grinding on. Only dealers everywhere stand to profit from the high-riding destiny along which television's path lies.

Now, to widen television's frontier once more comes the transcontinental radio-relay system. The isolated West Coast network is isolated no longer. Television manufacturers, distributors and dealers need no longer feel that there is an almost arbitrary division in their pursuits at Omaha, Nebraska, up to now the last outpost for westward-moving television. Even the FCC's "freeze" no longer seems so formidable. The lifting of that "freeze" would send the TV industry into another spiralling ecstasy of sales, and would free the radio-bound non-TV areas. But now that coast-to-coast television is a reality, dealers can feel reassured that there is a slow chipping at the major hindrances

to wider and wider TV sales. And, in the face of ceaseless widening of TV's frontiers, as in A. T. & T.'s microwave system, the factors retarding the growth of the industry will slowly be worn away.

Those Who Wait

For those dealers in non-TV areas, the new radio-relay system may be the last step, the springboard from which figuring and calculations put to paper may soon be transferred to business and cash register figures. Consider what the A. T. & T. project did.

It opened up a new chapter in telephone history, at the same time opening up new vistas for television. Built at a cost of \$40,000,000, and three years in the making, the system will relay calls along a chain of 107 microwave towers, spaced about 30 miles apart. Initially the system will handle TV transmissions beyond the Omaha, Neb. limits heretofore existing, providing one east to west channel for TV. Another channel, west to east, is to be ready a short time later.

Dealers who now watch the map and know what the likelihood is of getting TV soon, may find that they are in a position to intensify or advance their preliminary preparations for the great event in their communities. It is never too early to start preparations for television selling. Dealer groups, which are represented by dealers who have been selling television for many

months, are cognizant of this fact. More than one such group has established an information-exchange system, whereby dealers in TV areas advise dealers in non-TV areas as to the best way to avoid selling and service pitfalls.

Ask the Seller

One typical slogan used by many salesmen is the familiar one referring to the user. Television set owners who are happy over their set performance sometimes shape up into a dealer's most significant salesmen. In a like fashion, those dealers who have been selling television are the ones in the know. They have had good times and they have had bad times. None of them would claim to know all the answers. But they do know some facts about how to sell television and how not to sell television. They know about demonstrating, about keeping the store modern, about using advertising to the best advantage. Above all, they know the headaches and heartaches.

The lessons these dealers have learned from service, for instance, can spare dealers new to selling TV receivers the same painful heartaches. It is time non-TV area dealers paved their way to the coming selling profits. If the transcontinental radio-relay system has opened the door for brighter fall set sales in TV areas, it has also brought nearer the day when non-TV area dealers will share in TV's prosperity.

S-W Combination

Mfd. by Stewart-Warner Corp.,
1826 Diversey Pkwy., Chicago 14, Ill.



Latest among 17 radio sets, ranging in price from \$19.95 to \$289.95, is this combination receiver console. Set features AM/FM radio, and phonograph with three-speed changer to accommodate all speeds, all sizes of records. Combination is available in either mahogany or blond korina. Say you saw it in *Radio & Television Journal*, September, 1951

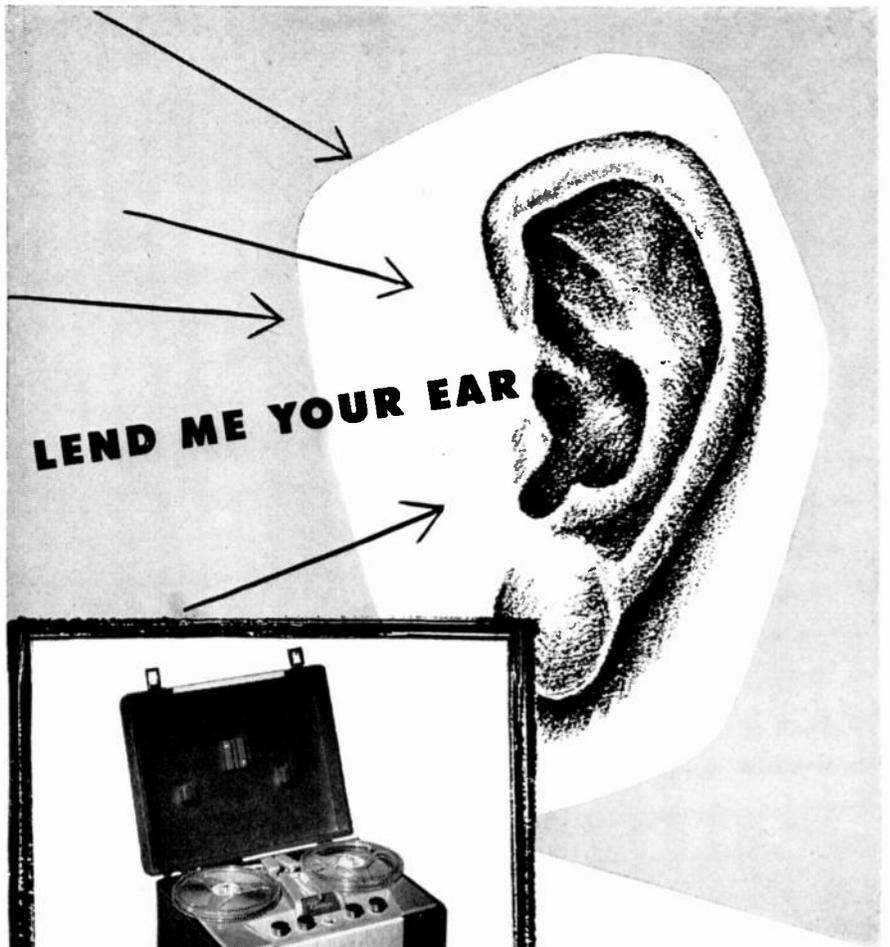
DuMont's "Brookville"

Mfd. by Allen B. DuMont Laboratories, Inc.,
515 Madison Ave., N. Y.



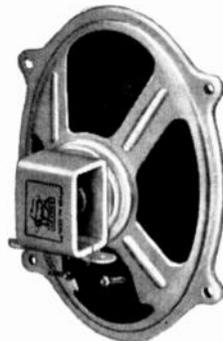
The 17-inch rectangular glass tube featured in the "Brookville" provides a direct-view picture of 150 square inches. Console also features FM radio, automatic phono-jack attachment and provision for attachment of automatic record player. Contains 26 tubes, including three rectifiers and picture tube. Cabinet is in mahogany veneer, also in blonde. Say you saw it in *Radio & Television Journal*, September, 1951

Additional new products will be found on pages 49, 54, 60, and 74. For further information, dealers should write direct to manufacturer.



*EKOTAPE
Tape Recorder
manufactured by
Webster Electric Co.
Racine, Wisconsin*

We, at Oxford, would welcome the opportunity of "borrowing your ear" to tell you about OXFORD SPEAKERS, manufactured by speaker specialists for over a quarter of a century—to show you how OXFORD SPEAKERS meet the specific need of the Webster Electric recorder for smooth, clean performance.



We cannot tell you in person, but we suggest you test a Webster Electric recorder—notice the fine tone quality—the excellent reproduction, and hear for yourself why OXFORD SPEAKERS are used in Webster Electric products.

Leading jobbers carry the complete OXFORD line... for TV, FM, AM, AUTO, PA, and outdoor applications.

Our latest catalog is available upon request.



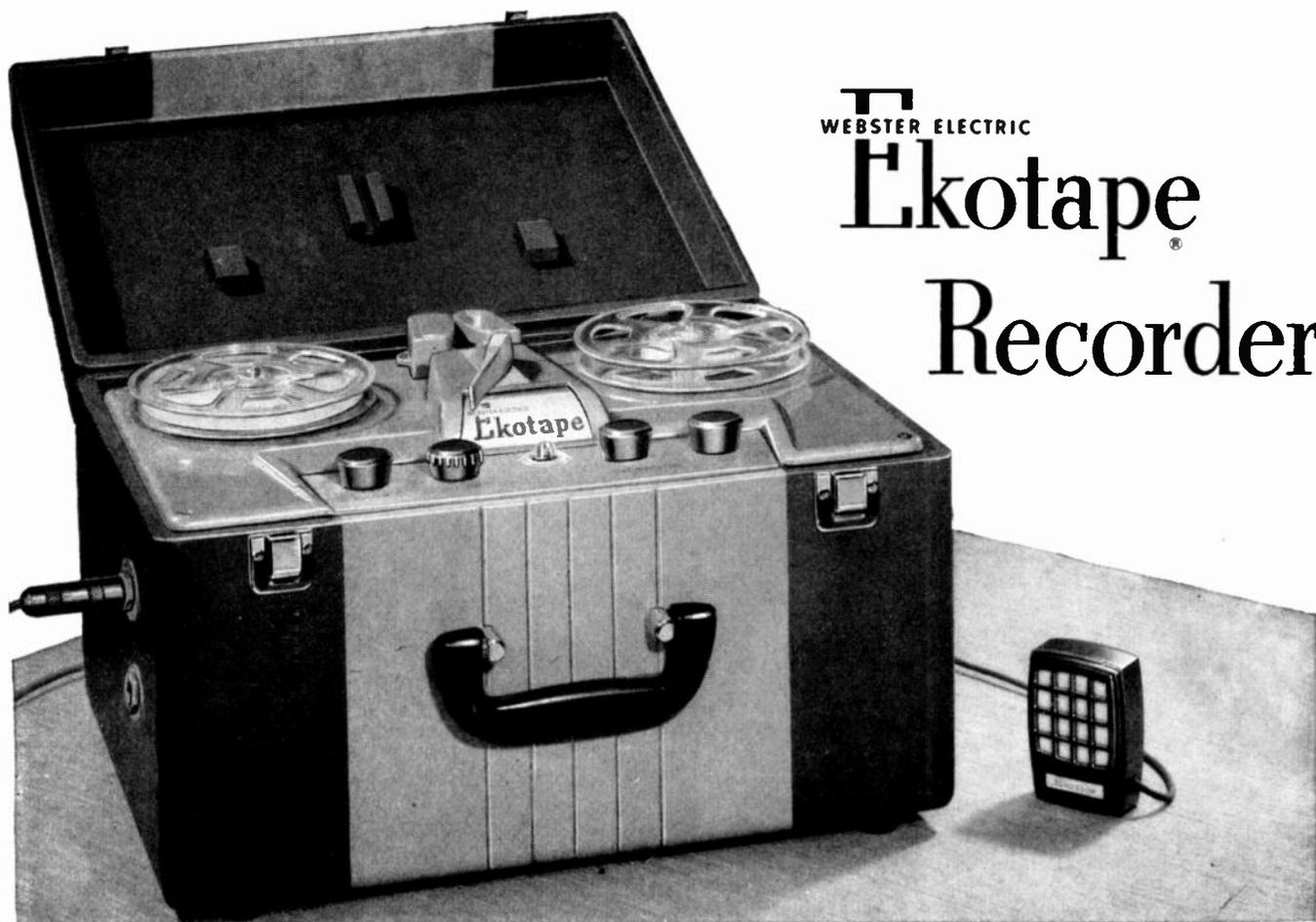
ELECTRIC CORPORATION

3911 South Michigan Avenue • Chicago 15, Illinois
EXPORT: ROBURN AGENCIES, NEW YORK CITY

WEBSTER ELECTRIC

Ekotape[®]

Recorder



Simple to operate...foolproof...economical!

**Two Speeds Available . . . Model 109 at 3 $\frac{3}{4}$ "
per second . . . Model 111 at 7 $\frac{1}{2}$ " per second**

Simple, easy operation is an important feature of Ekotape . . . one single control selects tape speed and direction . . . fast forward . . . standard forward for recording and playback, or fast rewind. Tape feeds through smoothly and evenly . . . it's foolproof . . . anyone can operate it.

Ekotape is smart in appearance . . . light in weight . . . tone quality is excellent.

The Ekotape tape recorder has demonstrated its utility value all over the country as it has hundreds of practical uses.

To appreciate Ekotape fully, ask for a demonstration. Write Webster Electric Company, Racine, Wisconsin for descriptive literature.

WEBSTER  **ELECTRIC**
RACINE ♦ WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

**DEALER SALES are made
in many fields . . .**

FOR CHURCHES

For recording Sunday services so that the sick and the aged who can't attend church may enjoy them.

For recording marriage services performed in the church.

Let the choir pass judgment on its own effectiveness, by occasionally recording the anthems and then letting the choir be the "hearers." It does wonders in correcting defects.

FOR SCHOOLS

For teaching music—recording and playback gives opportunity to correct errors.

For teaching speech and for speech correction.

For recording outstanding programs and playing them back to groups at a later date.

For general teaching purposes.

FOR BUSINESSES

For taking inventory.

For recording business conferences.

For recording phone conversation (with special arrangement) on order desks.

For sending verbal suggestions to branch offices or sales meetings.

New Equipment for Television Service and Installation

The efficient use of the latest equipment in the installation and servicing of television receivers is one of the major factors in deciding whether the service operation will be profitable. Each month, *Radio and Television JOURNAL* carries a large volume of advertisements from manufacturers of TV picture tubes, boosters, antennas, rotators, and all types of service accessory equipment which can help you in your business. We suggest that you study these advertisements carefully, cut out those which are of interest to you, and write directly to the manufacturer. The intensive use of our advertising columns is the key to operating in the black.

Buy Appeal

For Home Entertainment Units

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

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



Model 250—TAPE-DISC RECORDER ASSEMBLY

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

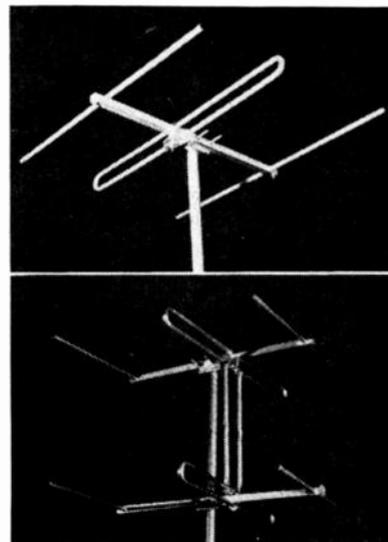
The GENERAL INDUSTRIES Co.

Department F • Elyria, Ohio

®

Antennas by Fretco

Mfd. by Fretco Television Corp.,
1041 Forbes St., Pittsburgh 19, Pa.



Two of the line of antennas made by this firm. Antenna line features low cost, sturdy construction, ease of assembly, strong forward pick-up, hi front to back ratio. Designed for fringe area performance, and can be stacked for extra gain.

Say you saw it in Radio & Television Journal, September, 1951

New Phoenix Mount

Mfd. by Phoenix Electronics, Inc.,
Lawrence, Mass.



Type PAM-12 is a new roof mount for antennas. It is the latest addition to the firm's line of Speed-Mounts, and is designed for quick easy mounting on flat or peaked roofs. Made of heavily plated steel, and braced to remain permanently in place in all kinds of weather. Clamps hold any size mast from one inch to one and one-half inches in diameter.

Say you saw it in Radio & Television Journal, September, 1951

3 Important Rauland Policies

...Are they
paying off for you?

1 Did you know that Rauland's Replacement Picture Tube Warranty and Adjustment Policy provides a 6 months warranty from the date of purchase by the consumer? And that all Rauland replacement tubes now carry a triple registration card providing protection for jobber, dealer and consumer?

2 Did you know that Rauland provides a full 120-day price protection on distributor inventory of replacement picture tubes? That Rauland distributors can carry a stock adequate for their territories without risk of loss through price adjustment?

3 Did you know that Rauland offers valuable premium points for the prompt return of warranty registration cards? Each card returned promptly entitles dealer and distributor to premium points redeemable in valuable merchandise prizes.

• • •

If you have not received full details on all of the above, write, phone or wire your distributing contact on Rauland tubes. If you have not received your prize merchandise catalog, use the coupon below today.

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVE. • CHICAGO 41, ILLINOIS



The Rauland Corporation
4245 N. Knox Ave., Chicago 41, Illinois

Please rush premium merchandise catalog and full information on:

Earning Premium Prizes 6 Months Warranty
 Distributor Price Protection

Name _____

Address _____

City _____ State _____

Sylvania to up ad program
 An ad appropriation for the last 6 months this year double the size of the original schedule for TV sets is in the works at Sylvania Electric Products radio and television division.

New Video Sets Feature Picture Framed in High
 The new models of high quality sets feature a new principle of lighting to the picture screen.

Sylvania Introduces 'Halolight' TV!
 Sylvania introduces 'Halolight' TV! The new 'Halolight' TV sets feature a new 'round lighting' feature to be available in 20" TV sets for \$39.95.

THE GREATEST SALES FEATURE IN TELEVISION!

HALO

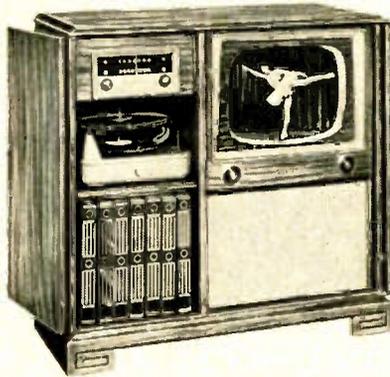
HEADLINES

All the Features they ask for:

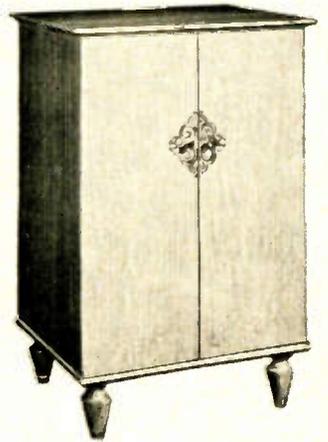
- Movie-Clear* Pictures
- Studio-Clear* Sound
- "Triple-Lock" Locks Out Interference
- Black Tube
- Wide-Angle Viewing
- Perfect Interlace
- Simplified Tuning
- Wider Band Width
- Slanted Picture Window
- Big Cool Long-Life Chassis
- Superior "Fringe Area" Reception

SYLVANIA
GOLDEN JUBILEE TV

*COMPELLING FEATURES • COMPLETE LINE • CONSOLES • COMBINATIONS
 TABLE MODELS • SYLVANIA-ENGINEERED THROUGHOUT*



THE LINCOLN. Model 75M. 17" Mahogany Combination. A smart, modern Movie-Clear* TV - AM-FM radio. Hand-rubbed mahogany cabinet illustrated. Also available in Blond.



THE MCKINLEY. Model 74B. 17" Console with Doors. All the famous TV features of the Golden Jubilee line. Available in Mahogany.

Golden Jubilee TV

Backed by the greatest advertising and merchandising campaign in Sylvania history.



THE COOLIDGE. Model 2221M. 20" life-size TV Mahogany Table Model. For those who want the finest in a Table Model, this giant 20" TV brings remarkable reception in "fringe areas."

NEW • DIFFERENT • DESIRABLE SYLVANIA RADIO-CLOCK



AC-DC Table Radio with superior performance. Durable plastic cabinet available in five attractive Guild colors, also Ebony, Ivory and Mahogany. Model 511.



Absolutely new and completely different radio-clock. All controls on one knob. Alarm, timer, appliance outlet. Here is a clock with no competition. Model 541.

THE HEAD LINE FOR FALL AND YOUR

Washington Report



An Informed RTMA

Board Chairman Robert C. Sprague of RTMA recently named a Promotion Committee for the Association, with J. J. Kahn, president, Standard Transformer Corp., as chairman. Formation of the group was authorized by the RTMA board of directors at the annual convention in Chicago last June 7.

Mr. Kahn and his group will provide members and non-members with information on the services of the Association.

Other members of the Promotion Committee are: Max F. Balcom, chairman of the board, Sylvania Electric Products, Inc.; Paul V. Galvin, president, Motorola, Inc., and Leslie F. Muter, president, The Muter Co. Ex-officio, Glen McDaniel and James D. Secrest, RTMA president and general manager and secretary, respectively.

RTMA Reappointments

Dr. W. R. G. Baker, General Electric Co., was recently reappointed chairman of the RTMA Television Committee for the ensuing year. Robert C. Sprague, chairman of the board, also named 13 members to the top-level committee.

Following is the complete membership of the RTMA Television Committee: W. R. G. Baker, chairman, General Electric Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; John W. Craig, Crosley Division, Avco Mfg. Corp.; Allen B. DuMont, Allen B. DuMont Laboratories Inc.; J. B. Elliott, RCA Victor Division of RCA; E. K. Foster, Bendix Radio Division; Paul V. Galvin, Motorola Inc.; W. J. Halligan, The Hallicrafters Co.; L. F. Hardy, Philco Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

Also reappointed by Mr. Sprague were H. N. Henrye Saller, John E. Fast & Co., as chairman of RTMA's Credit Committee, and D. F. Reed, Raytheon Manufacturing Co., as eastern vice-president. A. D. Sigler, Crucible Steel Co. of America, was named western vice-chairman of the committee.

Tube Sales Up

Sales of receiving tubes in the first half of 1951 came to 215,902,325

units as compared with 170,375,921 tubes sold during the corresponding period in 1950, RTMA reports.

The report showed that 153,957,766 tubes were sold for new equipment, 50, 105, 634 for replacements, 10, 358, 858 for export and 1,480,067 tubes sold to Government agencies.

For the month of June, 1951, sales were down to 27,677,099 from the 32,480,668 in the corresponding month of 1950.

Section Revived

R. G. Zender, chairman, Parts Division, has announced the revival of an Amateur Radio Activities Section. Albert Kahn, president, Electro-Voice, Inc., was named chairman of the section.

Objective of the Amateur Radio Activities Section is to advance the interests of radio amateurs, particularly through the provision of equipment and parts.

Electronics Orders at \$3.8 Billion

Military procurement of electronics and communications equipment is currently at the annual rate of \$3.8 billion, Glen McDaniel, president of the Radio-Television Manufacturers Association, disclosed recently in a talk at the Pacific Electronic Exhibit sponsored by the West Coast Electronic Manufacturers' Association.

Contracts actually let by the military services during the first fiscal year after the Korean outbreak totalled \$3.8 billion, Mr. McDaniel said, and defense officials estimate that another \$3.8 billion in electronics-communications contracts will be awarded in the current fiscal year. The combined procurement total for these two years is three-fourths as large as electronics-communications expenditures throughout the entire period of World War II.

"Information submitted recently by RTMA member-companies," Mr. McDaniel said, "indicate that, on an average, set and parts manufacturers in June 1951 were utilizing only half of their plant capacities in both defense and non-defense production. This was broken down roughly as 11 percent for defense work and 39 percent in non-defense manufacturing. An earlier RTMA survey showed losses of employment of 50,000 among Association members alone in an industry that normally employs about 200,000."

Admiral Announces Plant Expansion Plan



John B. Huarisa

A \$7,000,000 plant expansion program for the Admiral Corporation, manufacturers of television, radios and appliances, was announced today by John B. Huarisa, executive-vice president. It affects factory and distribution facilities in Chicago, Galesburg, New York and Boston.

Expansion plans, part of a long-range program, call for over 500,000 additional square feet of floor space at the Chicago and Galesburg factories and 240,000 square feet at distribution centers in Chicago, New York and Boston. The extension of factory facilities and parking space already is underway. Some of the building necessarily will be undertaken after the lifting of present restrictions.

The new program, said Mr. Huarisa, will include a \$2,000,000, multi-story building, with 300,000 square feet of floor space for defense work, located at the southeast corner of Cortland and Springfield; a \$1,500,000, seven story office building at Cortland and Hamlin, and a \$1,000,000, 120,000 square foot expansion in Galesburg, Illinois.

Additional distribution facilities in Chicago, New York and Boston will amount to \$2,500,000. These will be single story distributing plants, with roof parking for employee and dealer cars, involving 100,000 square feet of floor space in Chicago, 100,000 square feet in New York and 40,000 in Boston. This entire program will be financed from existing working capital, no borrowing will be required.

Significant of Admiral's long-range planning, said Mr. Huarisa, are the 95,000 square feet of ground which have been purchased for parking lots at the southwest corner of Cortland and Hamlin, and the Hamlin, McLean and Armitage corner.

-for Greater Clarity!
-for Longer Durability!



Superb...
PERFORMANCE!



This deserving reputation accredited to Eureka is due to the efforts of Eureka's electronic engineering staff. Their primary objective has been to produce and maintain "the finest picture tube on the market".

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



• "The Ole Redhead" Barber is signed for the fall "G.E. Football Round-Up," CBS Saturday night feature, by W. H. Sahloff, seated, gen. mgr., GE's Receiver Department.



• A feast for the eyes. This model is enraptured by the sound of this new Arvin Industries radio, top of the 1952 line of sets. Radio has five tubes, is finished in rosewood plastic cabinet with gold, and has sweep-type dial pointer.



• At the unveiling of the 1952 line of Arvin TV sets, Moraine Hotel, Highland Park, Ill. Distributors showed real enthusiasm.

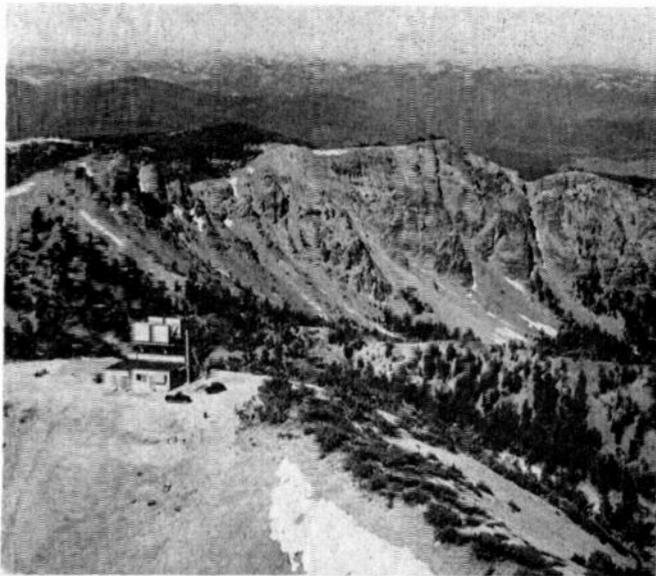
RTJ *Journal*



• Scenes from the new South River Metal Products Co. plant, South River, N. J. Production of antenna mounting brackets has been started, along with chassis and chassis parts.



• This pretty girl is waking up to the sweet music coming from her Admiral clock-radio. The timing mechanism can serve as a morning alarm, and automatically turns on any chosen programs during the day. Ebony, mahogany and ivory are finishes.



• An air view of the American Telephone & Telegraph Long Lines radio-relay station at Mt. Rose, Nevada, part of the coast-to-coast radio-relay system now open. At an elevation of 10,000 feet, this is the highest station on the system.

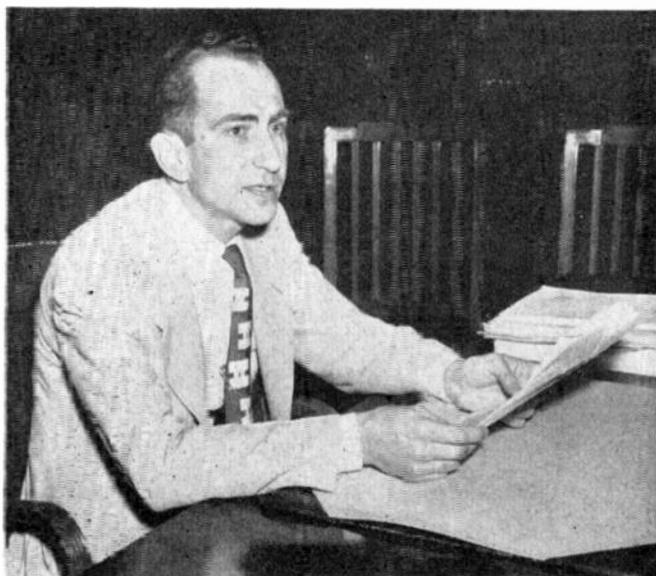


• One of the most active groups at the recent Music Show, held in Chicago's Palmer House, was the newly-formed Phonograph Manufacturers Association, above at annual banquet.

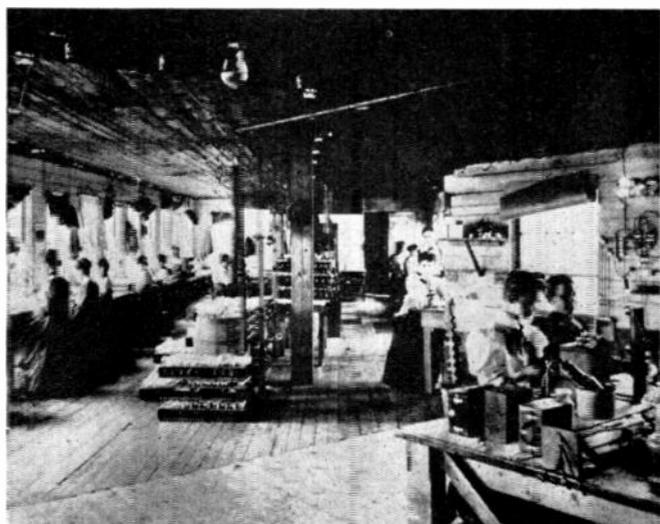


• Special police detail had to handle the milling crowd which flocked to view Duotone's "Kolorvision" screen at the recent NAMM show in Chicago where it was introduced.

Camera RTJ



• Abcos, Leo G. Horney, Bendix Radio Division, Bendix Aviation Corp., testifying before the Senate Finance Committee on behalf of RTMA against the proposal to increase the excise tax on radio and television equipment. He also asked that commercial-type receivers and equipment be exempt from the excise tax.



• As Sylvania Electric Products, Inc. observed the 50th anniversary of its founding, this resurrected photo depicts women on a production line in Middleton, Mass., refilling lamps, far cry from picture tube making.



At

EVERY YEAR A "BANNER" YEAR IN

← 1949

PENN TOOK THE LEAD
with Teletower . . .
World's Best Seller!

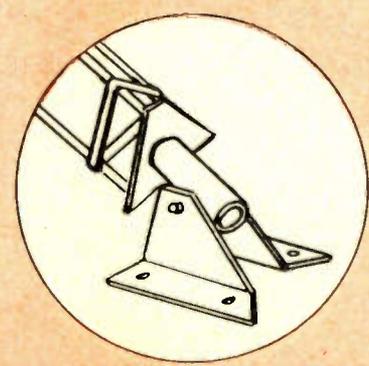
In 1949, Penn got the jump because of engineering and construction advances offered by Teletower. Among these are universal motor mount easily adaptable to *all* antenna rotors . . . exclusive long-life Telecote finish . . . built-in climbing rungs . . . semi-automatic pilot-hole alignment . . . improved T-X section.

BUILT-IN BASE. Permits
Raising Tower on Slope
After Fastening Base to Roof.

1950



Big boon to installers . . . Penn's introduction in 1950 of a new type built-in base. Heavy plate takes thrust of tower welded to section of pipe. Tower can be raised on severest slope *after* base is fastened to roof. Installation time is saved . . . hazards reduced. Base is permanently attached and non-removable. Protected by Telecote.

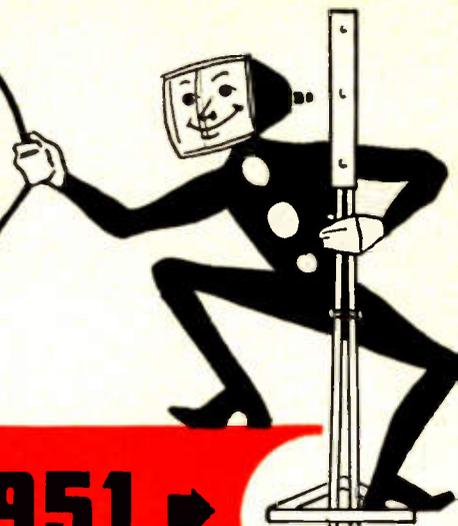


PENN Teletowers
Whistowers
enna-Mast

PENN BOILER & BURNER MFG. CORP.
LANCASTER, PENNA.

"STAY TUNED IN

Penn PRODUCT DEVELOPMENT ENGINEERING



**NEW TOWER. Supports
250-lb. Head Load
Without Guying**

1951 →

A truly revolutionary development in antenna supports . . . Penn's new tower that maintains 250-lb. head load without requiring a single strand of guy wire. Erection time: 30 minutes! Sensation of the recent RTMA convention at which it was exhibited. Get the facts on this one while it's "hot" . . . write Teletowers.

1950
↓

**COMPLETE LINE of Tested
Tenna-Mast Hardware**

In 1950, Penn introduced its popular Tenna-Mast Hardware. Pole-base mount illustrated is made of durable aluminum. Special construction permits mounting on peak of roof so that erection can be made from either ridge or side. Penn various models of Base mounts accommodate pipe or tubing from 1" to 2".



Canadian representative:
Atlas Radio Corp., Ltd.
560 King St. W.,
Toronto, Canada.

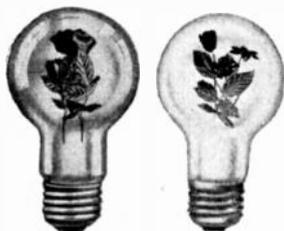
WITH TELETOWERS"

PENN *Teletowers*
Whiftowers
Tenna-Mast

PENN BOILER & BURNER MFG. CORP.
LANCASTER, PENNA.

If you own an Aerolux
you will know why it's

"THE WORLD'S MOST LOVED PRODUCT"!



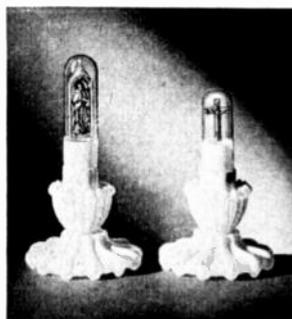
FLOWER
LIGHTS
to charm
Milady



TOY
LIGHTS
to happy
the young



CHEER
LIGHTS
for festivals
and special
occasions



PRAYER
LIGHTS
to comfort
and cheer

THE SOFT COLORFUL LIGHT OF AEROLUX
ENHANCES YOUR RADIO AND TELEVISION

Write for catalogue

AEROLUX

LIGHT CORPORATION

653 Eleventh Ave., New York

INDUSTRY NEWS

→
Joseph H. Kerner has been appointed sales manager, **Blonder-Tongue Labs.**, Mt. Vernon, N. Y. He will direct the sales, merchandising and advertising of the B-T Antensifier, high-gain TV booster, as well as other of the firm's products. Kerner was formerly s-m of TV Development Corp.



←
Malcolm V. Fields has been named head of the Special Products Division, **LaPointe-Plascomold Corp.**, Windsor Locks, Conn. He will coordinate defense contracts for the Windsor Locks plant and for the new Aircraft Division in East Hartford, Conn. Fields has spent 15 years in production engineering.

→
Raymond K. Burnet has been appointed Cleveland district sales manager for the radio and television division of **Sylvania Electric Products, Inc.** Formerly with Sylvania from 1944 to 1948 in the Radio Tube Division as salesman for original equipment in Chicago, Burnet's territory will include Toledo, Grand Rapids, Akron and Detroit.



←
B. G. Hickman, formerly assistant sales manager, has been named general sales manager of **Sparton Radio-Television**, division of the Sparks-Withington Co., Jackson, Mich. With Sparton since 1941, Hickman had 16 prior years of experience in sales work at the distributor level.

→
Bernard Hecht has been appointed general manager of **Starrett Television Corp.**, N. Y., according to an announcement by Frank D. Langstroth, president. Hecht, a specialist in quality control, management, specifications and standards for electronic equipment and components, was recently with RCA Victor in Camden and formerly with International Resistance Co. He will direct and coordinate all phases of management at Starrett, with special emphasis on quality control for government operations.





OVERCOME CUSTOMER RESISTANCE!

Hold it, Mr. Dealer . . . there's a better way!
When your prospect balks
at the add-on for outdoor installation, let
RADION clinch the sale! The quality-performing
Radion TA-49 has helped sell over 2-million TV sets
by powering a sure-fire "Free Installation"
promotion or sold over-the-counter
at a profit-packed \$6.95 list. And look . . .
you profit even more because the Radion TA-49
can be installed by *one deliveryman* . . . in a fraction
of the old installation time. You can
save money . . . save manpower . . . *save customers*
with Radion! Mail the coupon NOW for details.

The Radlon Corp., 1130 Wisconsin Ave.
Dept. RTJ-9, Chicago 14, Illinois
Send me free "How to Profit with Radion"

Name _____

Firm _____

Address _____



Dealer's Survey Reveals TV Buying Habits

Sixteen and seventeen-inch TV sets are the popular screen sizes in Baltimore and approximately 75% of the receivers there are covered by service contracts, according to figures recently released by the Television Company of Maryland, DuMont television dealers of 115 West Fayette Street, Baltimore. The independent survey covered 6923 families in all areas of the city.

Equally interesting is the TV company of Maryland's finding that of the 4744 respondents who owned television receivers, 2940 or more than 60% answered they had purchased them within the past year.

The survey, under the direction of Milton Rabovsky, president of the Television Company of Maryland, and one of the nation's outstanding television retailers, was part of Rabovsky's "Golden Key" promotion covering all of his five stores in the Baltimore area.

Specially trained personnel conducted the survey over a period of

several months in Baltimore. The findings of the survey have been turned over to the Henry O. Berman Company, DuMont distributors in Baltimore, and will be used as market research material for other DuMont retailers in the area.

Of the 6923 persons contacted, there were 4744 set owners and 2179 non-set owners. Results showed that the set owners, 2940 had their sets less than a year; 1302 had them less than two years and 502 had them less than three years.

Figures on the service contracts showed 3539 owners with contracts and 1205 sets without.

Only about 5% of the set owners polled had 19-inch receivers or larger. Among those polled, there were 244 19-inch sets; 1773 sets with 16 or 17-inch screens; 1543 with 12 and 14-inch screens, 1020 sets with 10-inch screens and 164 with 7-inch screens.

According to Rabovsky, a general rule of the thumb radio exists between

screen size and the age of the set. The 7 and 10-inch sets were the oldest; the 12 and 14-inch receivers were next oldest and the 16, 17 and 19-inch receivers were the later models, showing definitely the pronounced trend toward big-screen television.

The "Golden Key" promotion, of which the survey was an important part, was built around the DuMont 19-inch Mount Vernon receiver.

After making their survey calls, interviewers presented respondents with a golden key and invited them to take it to their nearest Television Company of Maryland store to try it in the golden lock placed on the Mount Vernon receiver. If the key opened the lock, the set was delivered and installed free in the home of the lucky key holder.

The promotion according to Rabovsky, was a distinct success with gratifying results. Store traffic was increased, prospect lists built up and there was considerable favorable local publicity and good will engendered for the Television Company of Maryland through this promotional-survey effort.

An Important Announcement to Every Television Dealer In America!

You have just been through the roughest, toughest period in the history of the television business. Through bitter and costly experience you have learned that when it comes to buyer resistance and heavy inventories, there are no "sacred brands" which will protect your investment. You also know that in addition to having a good, trouble-free product to sell, you need a fair margin which will allow you to operate profitably under today's high cost conditions. Jackson Industries knows your problems well and for the past year has devoted all of its engineering research and production "know-how" towards the design, construction and pricing of a new line of television receivers which for the first time will enable YOU—the television dealer—to compete profitably against the big operators and still remain in business. The new Jackson 1952 line of television is beautiful and in our opinion they are just about the finest performing group of receivers being made today. The Jackson line will make it possible for you to trade up or down, to fight the fast-moving competitive battle on your own terms, to sell your price-wise customers with complete assurance and at a PROFIT!

We invite your inquiries. Please write today for information about Jackson Television—"The Hottest TV Line in the Country."

JACKSON INDUSTRIES, INC.

500 East 40th

Chicago 15, Illinois

**Trade-In Allowances
As Down Payments
Under Regulation W**

On July 31, 1951 the Board of Governors of the Federal Reserve issued amendments to Regulation W which, in accordance with the recently enacted extension of the Defense Production Act, not only reduce the minimum amount of down payment required in the purchase of some consumer items and lengthen the possible period of installment payments, but also permit the acceptance of trade-in allowance as part or all of the down payment.

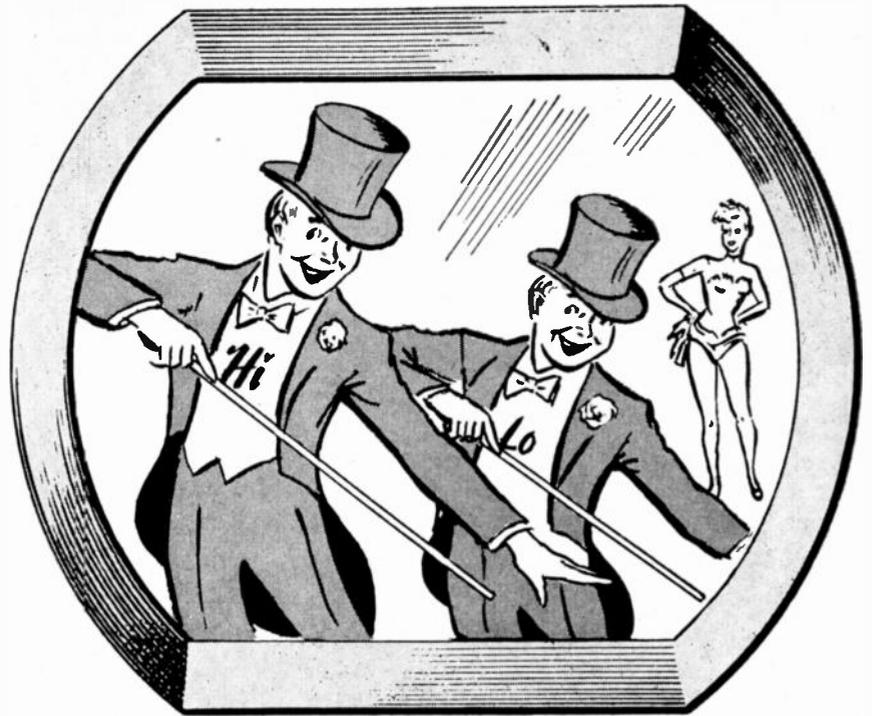
Beginning August, a large number of television and appliance advertisements featuring credit terms have stressed "No Cash Required," "No Money Down," etc., with a trade-in allowance. Some of these claims were qualified to indicate, in varying degrees, and often in much smaller type or otherwise obscured, that it was possible in only some cases for the trade-in to cover the full amount of the allowance, but a substantial majority have made the flat claim that only the trade-in allowance was needed.

To prevent misleading the public and to curb the abuses already apparent in the offering of trade-in allowances as applicable to down payments, the Bureau therefore makes the following recommendations:

1. That any claims that no money or cash may be needed as a down payment, with a trade-in, be qualified, in immediate conjunction with such claims, and in type large enough to prevent deception, to indicate clearly that this is true only in some cases and that the allowance may cover part or all of the required down payment.

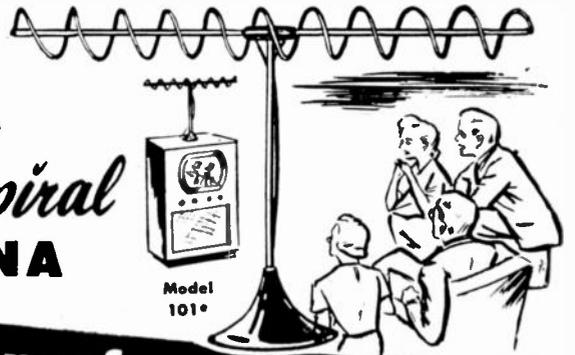
2. That no claims of "No Down Payment," "No Deposit," or any terms of similar meaning, be used, because under Regulation W, a down payment is required, in cash or trade-in, or both.

3. That no retailer, in either advertising or selling, ask a higher price for an item which will be sold with a trade-in allowance applied toward the down payment, than he would sell the same item for without a trade-in.



**Hi-Lo at the
MUSICAL**

**Stock the
Hi-Lo TV Spiral
ANTENNA**



**...peak performance
for indoor TV reception!**

Each high note, lively tune, clever word, cute step, is received remarkably true with Hi-Lo, the indoor TV spiral antenna which is in a class by itself. Design, appearance, engineering, cost, fidelity . . . all add up to the most revolutionary antenna with the best reception imaginable.

Every performance reaches its peak when Hi-Lo brings in the scene. Try Hi-Lo in your own home and see why other alert merchandisers are "humming a tune" with the profits from Hi-Lo!

ORDER TODAY!

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

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

\$9.95
LIST
PRICE

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



ONLY Hi-Lo provides complete powerful, localized advertising support. Write for full particulars.



Sees Unprecedented Demand and Firm Prices for TV Components

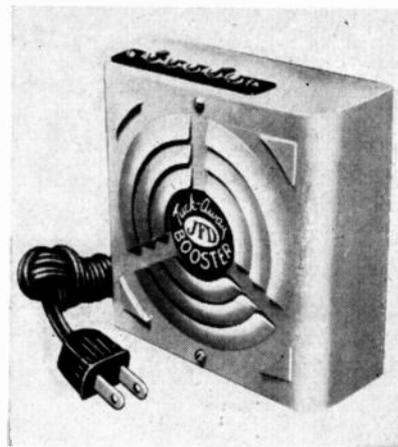
That an unprecedented demand for TV components is building up to a peak this fall and winter, regardless of any momentary dumping, is the opinion of Ed Hinck, Sales Manager, Electronic Parts Department of Allen B. DuMont Laboratories, Inc., East Paterson, N. J.

"Distributors need not draw any hasty conclusions from the few price-cutting examples encountered occasionally in the jobbing trade today," states Mr. Hinck. "Such practices are no indication of special price concessions by DuMont or other leading component manufacturers. Rather, price cuts are usually in connection with components dumped by TV set manufacturers who (a) may have over-bought, (b) who may have changed their circuitry or picture tube, or (c) who may be desperate to convert a parts inventory into ready cash. In some instances the components may be of somewhat ancient vintage and therefore not to be compared with present TV components supplied to and through the jobbing trade. Price cutting, even for the purpose of raising quick cash or making a quick 'buck', is doing the participating distributor little good because (1) it chops down his profit, and (2) it creates a questionable price structure he may have to live with in the future when business is really good.

"Furthermore, despite the fact that the present market is slow, there are ample indications that the fall and winter trade will be normal. For one thing, television is entering the era of replacements and conversions. Sets now in use for several years need replacements to keep going and even to restore initial performance. Small-sized screens are being replaced by larger tubes. Those jobbers now price-cutting will be sorry!"

New JFD Booster

Mfd. by JFD Manufacturing Co., Inc.,
6101 Sixteenth Ave., Brooklyn 4, N. Y.

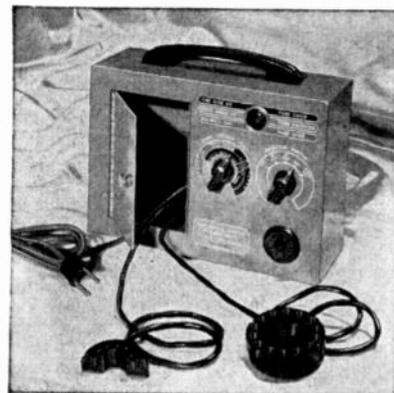


Known as the "Tuck-Away," this pre-tuned booster requires no tuning and has automatic on-off switch which works through TV set. Delivers 20 db gain of full mc band width. Housed in gold Hammertone finish metal case which acts as electrostatic shield. Housing is isolated from AC line.

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

N. U. Tube Checker

Mfd. by National Union Radio Corp.,
Orange, N. J.



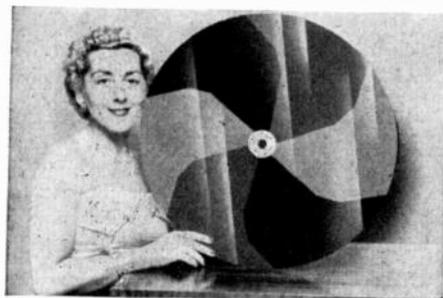
This portable picture tube checker enables a serviceman to check in the home whether or not a picture tube is defective. Utilizes a beam current test which is proportional to the light output capability of the tube. No complicated switching is required and tubes may be tested in cartons or in a set.

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

INTRODUCING THE AMAZING, NEW Deitz Color Wheel

Scientifically
Engineered and
Precision Made
to Function with the
CBS Color System

Mounting Hubs for
color wheels available
in all sizes



Compare These Outstanding Features

- SOLID, ONE PIECE CONSTRUCTION . . . not laminated, cannot fly apart
 - DYNAMICALLY BALANCED . . . insures smooth, quiet operation; prevents vibration
 - TRUE COLOR REPRODUCTION . . . hue and density properly matched to the CBS system
 - LIGHT FAST COLORS . . . will not fade
 - PRE-DRILLED MOUNTING HOLES . . . mounts to spindle or hub
- Available for 7, 10, 12½ inch sets — For Prices WRITE . . . WIRE . . . PHONE

DEITZ SALES COMPANY

Dept. RJ ● 120 S. Orange Ave. ● Newark, New Jersey ● MArket 3-5294

Fun and Comfort For NEDA Ladies

Extensive entertainment and hospitality plans are being made for wives of NEDA distributors attending the Second Annual Convention and Parts Distributor Show in Cleveland, Ohio, September 10-13.

Highlight is the luncheon-party at celebrated Caminati's Restaurant, Shaker Square, Tuesday, September 11 at 1 o'clock P.M. Door prizes and a program will follow the luncheon.

The group will then tour Cleveland by chartered busses. At 5:00 P.M. the ladies will be transported to the Music Hall of the Cleveland Public Auditorium where they will join the men for the Hour of Magic show presented by General Electric Company.

A special Ladies' Lounge in Assembly Room "B" of the Cleveland Hotel will be available to guests during the 4-day session. Registration will take place on Monday, September 10. Attractively furnished and air-conditioned, the lounge will have hostesses on hand to answer questions and to organize games. Cards, music and refreshments will be a part of the lounge features.

Some Reasons for Optimism

"Fortunately, the outlook is encouraging for a steadily rising production of TV receivers during the approaching fall and winter, with greater increases to follow as the 'freeze' is lifted and new TV areas open.

"Recent upswings in sales of television receivers at the retail level have followed the relaxation of consumer credit controls which Congress effected at the behest of our industry. All indications are that this improvement will continue and that inventories will gradually get back to normal. *In fact, in the light of tightening materials controls, TV receivers may again be in short supply before Christmas.*

"From a long range point of view, we have every reason to be optimistic. Many new TV areas will be opened up within the next few years, and better service will be offered in numerous areas now having only one or two TV stations. Higher power for TV transmitters, now being allowed by the Federal Communications Commission already is expanding present markets.

"New export markets are opening up as other countries, especially in Latin America, are turning to television as they did formerly to American movies. American manufacturers, with a head start on most foreign radio-television producers, should be able to supply these new world markets as well as the expanding home markets.

"Thus it appears that while the pattern of military production of electronics equipment is changing, there will be enough civilian business to keep the industry busy once television is permitted to extend its boundaries."
(Glen McDaniel, President of RTMA)

Radio & Television JOURNAL

has gained more advertisers and advertising pages in the first nine months of 1951 than at any other time in its 35 year history of continuous publication.

Why? Because each issue of "RTJ" is read by one of the largest radio-television dealer audiences ever assembled... an audience of 30,725 (Latest CCC Audit report). Because advertisers can reach this vast, important dealer market with sales messages at a lower cost per thousand readers than in any other publication reaching the television-radio dealer field.

For advertising which completely covers your market; for advertising that brings results, you can look with confidence to

Radio & Television JOURNAL

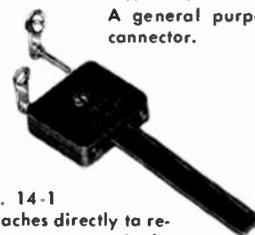
1270 Sixth Avenue

New York 20, N. Y.

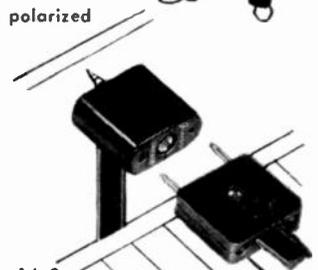
THREE TYPES OF
TWIN LINE CONNECTORS GIVE
YOU A CHOICE FOR ANY
INSTALLATION
PROBLEM!



No. 14-0
A general purpose polarized connector.



No. 14-1
Attaches directly to receiver screw terminals. Eliminates cutting line to install a connector.



No. 14-2
A baseboard connector; serves as junction for antenna lead-in and inside lead to set. Mount them in parallel to accommodate the receiver in various locations.

Grayhill

4540 W. Madison St.

GET DETAILS — Write for
the Grayhill Catalog
NOW

Chicago 24, Ill.

Where We Stand in Television Today

(Continued from Page 29)

television sets with fewer pounds of critical material and without loss of quality. The RTMA program assures that the ingenuity of the whole industry can be utilized in the public interest.

We may expect some shortages to pinch civilian production in the fourth quarter but it is very difficult to learn the facts and make predictions with any accuracy. Material allocations for our industry are being ably administered by the Electronics Division of NPA, under the direction of Edmund T. Morris, formerly of Westinghouse. The industry feels that it can do its part in the mobilization effort and still have enough materials for a healthy and active civilian production.

The Television "Freeze"

Just recently the FCC took steps to shorten the television allocation hearings by dispensing with oral testimony. This is a commendable move which will greatly hasten the lifting of the "freeze." I still believe, however, that the lifting of the "freeze" will not come before the end of the year and that new stations will not be on the air until a year from now or more.

The Commission's action in opening the question of increased power for existing stations is also an encouraging step, and one that may help set sales relatively soon.

In the long run we have a bright prospect of some 2,000 television stations in place of the 107 now operating, and of reliable service in the UHF band. The recent RTMA demonstration of UHF equipment to the FCC at Bridgeport proved that the engineers have solved the problems of giving good service on UHF and that equipment to enable present set owners to receive UHF pictures will be available at a reasonable price.

Color Television

The development of color television will be slow, as the Chairman of the FCC has remarked. Since the system chosen by the FCC cannot be received on present sets without adapters, regular programs cannot be telecast in color without losing most of the audience. Special color broadcasts have to be made. Naturally these are limited in time duration and normally cannot be expected to occur during the hours of the day when most people look at television sets.

Another problem is the absence of an electronic color viewing device. There are a number of tri-color picture tubes in various stages of development. It is generally considered that the RCA tube is in a more advanced stage than the others, but only last week CBS-Columbia, Inc., said that the RCA tube was not suitable for manufacture. RCA itself has indicated that mass production of the tube is two years away. This seems to mean that for the foreseeable future color sets and color converters will have to be based on the mechanical disc. Both types of color sets, whether mechanical or electronic, will cost much more than comparable monochrome sets.

Manufacturers are proceeding to make sets and converters of the mechanical type and I am sure there will be plenty of these to supply the demand that arises. There will also be adapters for those who want to receive the color telecasts in black and white.

Meanwhile, the efforts of the industry to devise a system of color television which it considers better than the one adopted by the FCC are proceeding. When the tests are completed there will no doubt be applications to the FCC for authority to operate an improved system. The FCC has invited such applications to be made, because of the importance of carrying on further developmental work in this very difficult field of engineering. It is still too early to predict when applications for hearings will be made to the FCC or when any decision might be expected upon such applications.

Hallicrafters to Build "Color Transcender"

William J. Halligan, President of The Hallicrafters Company, has announced plans for building a "Color Transcender" to sell for under \$20.00 which will permit Hallicrafters set owners to receive in black and white telecasts made over the CBS color system.

These units will be optional on new Hallicrafters models or can readily be installed on Hallicrafters sets now in use. It is believed they are the first of their kind on the market.

In making this announcement Halligan said "We are taking this step to provide a way for Hallicrafters set owners to receive on their present sets any special broadcasts such as certain east coast football games now scheduled only for color telecasting. We want our set owners to be able to receive all the telecasts made over the free air.

IF IN DOUBT,

THROW IT OUT!

That is our rule for raw materials going into Planet electrolytic capacitors. The manufacturing standards set for high-quality Planet capacitors will not allow compromise in the matter of materials and components.

Aluminum foil, condenser paper, chemicals — all items used in our electrolytics — are purchased against strict specifications from thoroughly reliable sources, then subjected to exhaustive analysis and tests before usage.

Screening out all possible trouble at the source makes the finished product trouble-free — eligible to bear the Planet trademark.

For complete information, write for the latest Planet Catalog, C-2.

PLANET MANUFACTURING CORPORATION
225 Belleville Avenue, Bloomfield, N. J.



One-Piece Color Wheels Now in Production

The same color wheel which was used recently in conjunction with the Colortone color TV demonstrations has been made available to jobbers and distributors by the Deitz Sales Co., Newark, N. J.

Made especially for the CBS color television system, the wheel shown here is a solid, one-piece product. It is not laminated and cannot fly apart. One one-hundredth of an inch in thickness, the wheel is dynamically balanced to prevent vibration and to insure smooth, quiet performance.

Other features of the new color wheel include true color reproduction, with hue and density properly matched to the CBS color system; light fast colors which will not fade, and pre-drilled mounting holes for assembly to either spindle or hub. This mounting arrangement conforms to CBS specifications and further insures proper balance.

The one-piece color wheels are available for 7-, 10- and 12½-inch TV sets.



**VEE-D-X
"JC"
YAGI**

**VEE-D-X
Outboard
BOOSTER**

See Us at Booth 122
NEFA SHOW

the MOST COMPLETE TV CONTROL REPLACEMENT MANUAL

- ★ Almost 3000 control listings of 350 different TV set models and chassis, produced by 75 different manufacturers.
- ★ Alphabetically and numerically listed.
- ★ Replaced by 327 different controls — 222 RTV or Exact-Duplicate and 105 Standard numbers.

Clarostat's done it again! Here's the outstanding compilation of TV control replacements. In a jiffy, you can spot the *right replacement* for any wornout or defective TV control. Simple as ABC — like this:

1. Look up particular TV set manufacturer listed alphabetically.
2. Find given TV set model or chassis, arranged in numerical order.
3. Identify defective or wornout control and/or description or function.
4. Note Clarostat Standard or RTV (Exact-Duplicate) replacement avail-



able. As a double check, listing includes manufacturer's stock and parts numbers.

5. Order Clarostat replacement from nearest or favorite Clarostat distributor.

GET YOUR COPY!

Send us a dollar bill and start saving time, trouble, money, in TV servicing. Or get your copy from your Clarostat distributor.



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE
IN CANADA: CANADIAN MARCONI CO. LTD., MONTREAL, P. Q., AND BRANCHES

**MOST
POWERFUL
COMBINATION
for
SINGLE
CHANNEL
RECEPTION**

VEE-D-X

THE LaPOINTE-PLASCOMOLD CORPORATION
Windsor Locks, Conn.

Recent Midwest Floods Hit TV Hard



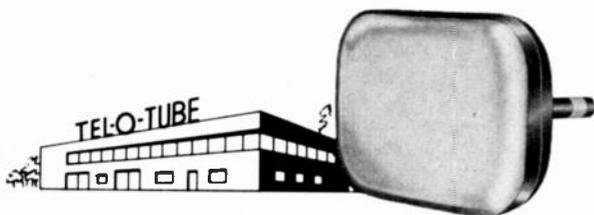
After nature's fury was spent in the recent Kansas City floods, the mopping up chore was a tedious and disheartening one. Here, Pat Brune, left, Installation and Service Supervisor, RCA Service Company's K. C. branch office, and Bill Robinett, are moving a damaged TV set from a wrecked home in the Armourdale district. Set was moved to branch office in Kansas City where it was inspected for possible repairs. The service company offered such inspections free to RCA products damaged in the flood. Some instruments brought in were double their normal weight because of mud and other debris collected inside the cabinet.

Western Union Expands Its TV Service

Western Union Services, Inc., the new subsidiary of Western Union now installing and servicing television sets, is expanding its field of operations.

Thomas F. McMains, president of Western Union Services, Inc., advises that the company will now install and service all standard makes of television receivers. The present territory of the company in New Jersey is being extended to include Bergen and Hudson counties. The service, which started May 1, was initially confined to Essex, Passaic and Union counties in New Jersey. Western Union Services, Inc., maintains a staff of trained television installers and technicians at its headquarters office, 1-11 Evergreen Place, East Orange, N. J. Service calls are answered regardless of whether or not the set owner has a contract with the company. When the maintenance center is closed at night, and on Sundays, a telephone-answering service receives and relays such calls to the center the following business day.

"The entrance of Western Union Services, Inc., into the television installation and servicing field has met with a most favorable public response," says Mr. McMains. "Our aim is to provide a dependable and competent television service."



TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 20 inches Round and Rectangular

Electrostatic Focus Tubes

Send Today For Complete Specifications

TEL-O-TUBE CORPORATION OF AMERICA

E. PATERSON NEW JERSEY

Sales Office: Tel-O-Tube Sales Corporation
580 5th Ave. New York 19, N. Y.

COLOR TV FILTERS

Sensational Tri-Color Film to Go Over the Face of the CR Tube

**BLUE SKIES
SEA GREEN
FLESH TONES**

WIRE NOW FOR IMMEDIATE DELIVERY

Model	Size	Price
1920	16" x 20"	List \$4.95
1617	17" x 13 1/4"	List 4.15
1214	13" x 11 1/2"	List 3.75
810	12" x 10"	List 2.95

NATIONAL AGENCY

RAINBOW PLASTICS COMPANY

883 Boylston Street
Boston, Mass.
Copley 7-5620

5% Discount If Check Or Money Order Accompanies Order



HOW RMS HI-GAIN * TRANSMISSION LINE HELPS YOU SELL SETS!

With new improved RMS HI-GAIN LINE, clear television pictures can be obtained where normal line losses might otherwise deteriorate reception.

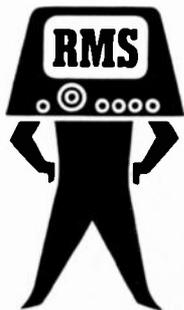
This means your *fringe-area prospects*, for whom TV reception has been unpractical, can now get signals through the Hi-Gain line *with virtually no loss!*

In these installations, Hi-Gain is comparable in cost to 300 ohm twinex. Thus Hi-Gain helps you overcome the main deterrents to set ownership in extreme fringe areas.

*Reg. TM—HI-Gain Line, Cat. No. HG 450 is an improved open transmission line with a steel core within the copper wire, to prevent stretch and breakage of the line.

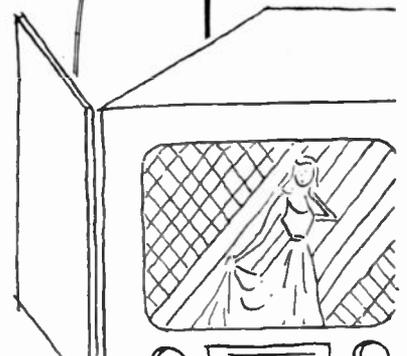
Loss is 1/6 that of 300 ohm twinex.

Ask your jobber for RMS HI-GAIN LINE—or for complete details write:



RADIO MERCHANDISE SALES, INC.

1145 SOUTHERN BOULEVARD • NEW YORK 59, NEW YORK



The single forward lobe of the
AMPHENOL

—**INLINE***—

ANTENNA

which receives peak signals from only
one direction . . .

Plus

the accurate pointing of this
lobe in the direction of the
strongest signal by the

AMPHENOL
"AUTO-DIAL"
ANTENNA ROTATOR

Assures



Best PICTURE QUALITY

The Amphenol INLINE Antenna has no minor lobes to pick up reflected signals that create poor picture quality. When its single forward lobe is directed at the strongest signal, the best TV picture a set is capable of producing is received. When used in combination with an Amphenol "Auto-Dial" Rotator, the best picture possible can be received on all channels. The "Auto-Dial" performs so accurately the antenna positions which receive the best pictures on each channel can be recorded and exactly returned to when desired.

The best combination for the best TV picture on any channel — from any direction!

*Reissue Pat. No. 23,273

AMPHENOL

AMERICAN PHENOLIC CORPORATION

1830 South 54th Avenue

Chicago 50, Illinois

He Does his Own 'Unfreezing'

Mel Collier, proprietor of the music store of the same name at 1530 Broadway, Denver, Colorado, reports that he has found a way to thaw the television freeze without waiting for action by the FCC. Collier, who has been selling radio-phonographs and fuming over the numerous delays that prevented local TV service in the largest American city that is without television, finally became impatient and decided to see what TV reception would be like in this mile-high location, even though the nearest broadcasting stations are hundreds of miles away. He ordered one of the new Scott Silver Anniversary long-range television chassis, which he installed in his home, using two-stack conical antenna on a 20 foot mast above his house. On the very first evening he succeeded in bringing in pictures from Detroit, Miami, Milwaukee, Cincinnati and San Francisco. His description of the first night's operation as "a little bit startling" might well qualify as the understatement of the year. He admits that this is all freak reception, but says that during the summer months and in high, unobstructed locations such as his home, enough of it is available to be very interesting. In the meantime, he is now installing a higher and more elaborate antenna, in the hope that he can pull in even more long distance reception.

Sarkes Tarzian

(Continued from Page 24)

Completing the Tarzian enterprises is the full-fledged operation of an AM radio station, WTTS (5000 watts) and a "custom-built" TV station, WTTV, now on the air some 80 hours a week. So, the Tarzian organization covers these important phases of the radio and television industry: engineering and design; manufacturing, broadcasting and telecasting.

What kind of a fellow is this man Tarzian? Now, at age 50, he's like every other Bloomington businessman. He belongs to Rotary, the Chamber of Commerce; takes an active part in civic activities; he's devoted to his wife and two young children. Incidentally, Mrs. Tarzian holds a PhD in International Law; is secretary of the corporation, and has charge of human relations at Sarkes Tarzian, Inc. She is greatly responsible for the existing, excellent employee-employer relationship within the organization. Mr. T. is the same, mild-mannered person he has always been. Success hasn't "gone to his head." The Tarzian family still lives in the little white cottage in Bloomington, although they are planning a larger home. Mr. T still puts in 12 to 18 hours a day. He admits his one luxury is a Cadillac. If he wants to wear a sports shirt (and no tie) he does.

How does he account for the success? He'll tell you it was partly "luck" in hitching on to a growing industry. Too, he has gathered about him an unusual group of competent people in their respective fields. Some of the names on the Tarzian staff sound like a UN roster. Names such as Alarico Valdettaro, Biagio Presti, Mahigian, Eannarino, and Miciejewski give something of an Interinternational twist to the Tarzian operation.

No one is more amazed with his success than Sarkes Tarzian himself, who in just a few years time, parlayed his \$40,000 in life savings into a multi-million dollar empire!

How to Turn TV Reception Headaches Into Accessory Profit-Makers

IF television does nothing else to the average viewer it convinces him that picture clarity goes hand in hand with sound fidelity. That means that more and more dealer customers are becoming perfectionists, demanding better and better performance of their TV sets. It means also that more and more dealers, installation and servicemen are being taxed to provide what customers want in terms of picture clarity and sound fidelity.

Interference problems have topped the list. And whenever interference enters the picture attention must be focused on filters and wave traps. No single filter is efficient enough to satisfy demands of existing interfering signals for all locations in the country, and this has kept dealers and servicemen in a turmoil. Sometimes wave traps were installed where high pass filters should have been used, and vice versa.

Attacking Source

Intelligent dealers are starting from this viewpoint and working on each problem as it comes up. Using stock filters for every occasion simply has not proved profitable, for too much customer dissatisfaction can result. Instead interference elimination is now being tackled in an expedient and practical way.

Detecting the source of interference is the answer. The next step is to eliminate them. Filter detection kits have been devised to aid the dealer's installation and servicemen in the first step noted above. Such kits promptly determine the nature of the interfering frequencies and allow for proper steps to lower their strength beyond detection in the picture screen of the receiver.

One such kit is made up by Telematic. It contains a 72-ohm high pass filter and a 300-ohm high pass filter plus four tunable wave traps, which cover the entire interference spectrum. The filters are attached to the set until the appropriate proper high pass filter is found. Then traps are attached across the antenna terminals of the receiver, until the trap which tunes to the frequency of the interfering signal is found. This kit makes an inexpensive detecting instrument and is a valuable aid for a dealer's staff in installation and repair.

Complex Interference

The complexities of interference and noise on TV frequencies make such filter kits invaluable. Early TV sets had RF oscillators which were unshielded and caused spurious radiated signals. In such sets that are still causing trouble a booster is sometimes a good cure.

FM carrier interference can be counteracted by the use of high pass filters, which offer no detectable loss of signal strength and trap all unwanted signals below 50 mc. They also eliminate the weak signal coming from the IF section, clearing up the definition of the picture.

Commercial short wave and amateur AM stations operating on frequencies of from 13 to 65 mc are sources of trouble in suburban areas. A complete line of wave traps covering a continuous range of frequencies from 10 to 120 mc has been packaged in a complete kit by Telematic Industries Lab. for tackling this specific type interference.



Telematic's hi-pass television filter combats TV interference.

Diathermy Blues

The RF signal generated by a Diathermy machine is of a complex wave form, with many parasitic frequencies developed, several of which fall into the IF and RF range of a TV receiver. A trap tunable over the frequency range of 60 to 90 mc, or a trap tunable from 30 to 60 mc should

(Continued on Page 82)



New 3rd Edition SPRAGUE TV CAPACITOR REPLACEMENT MANUAL

Here—just off press—is the new Sprague Manual that tells you in a jiffy just what capacitor to use on practically any television replacement job. Includes complete electrolytic capacitor replacement data on 964 TV receivers—saves you time, paves the way to better work on practically every job!

GET YOURS... TODAY!

Ask your Sprague distributor for a FREE copy of this new Manual M-473. Or, write your name on the attached coupon and enclose 10c to cover handling and mailing and we will rush your copy directly to you!

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Enclosed is 10 cents for your M-473 TV Manual.

Name _____

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State _____

TV Headaches into Accessory Profit Makers

(Continued from Page 81)

in most cases eliminate this interference.

In locations where ignition interference is extremely severe and receivers with a 300-ohm input are being used, a 72-ohm to 300-ohm matching transformer will lower this interference to a level where detection is at a minimum. A high pass filter will also aid in the reduction of ignition interference, since all frequencies below 50 mc will be highly attenuated, leaving only weak signals in a spectrum above 50 mc for interference. Ignition entering the receiver by way of the antenna and transmission line can be eliminated by an ignition trap, such as Telematic's WT-28.

Where appliance motors of the brush type are creating spark radiations similar to that caused by automobile ignition, some interference may be found in the AC line cord. A fully-shielded low pass line filter, capable of carrying line loads of one-half horse power, will eliminate such interference. This type low pass filter is designed to highly attenuate all frequencies above 70 cycles, while not impeding the 60 cycle component of the AC line.

Tougher Problems

Where RF interference is extremely severe, poorly designed and poorly shielded TV sets pick up interference directly in the tuning circuits and component parts of the chassis. Complete shielding of the interior of the TV cabinet is usually the answer.

their only reward was trouble. In the first place, initial installations can be made more efficient and satisfactory, reducing costly call-back service trips. And, in the second place, customer dissatisfaction—the sure death of future sales—can be reduced to a minimum.

Bendix TV Announces New Financing Plan

Bendix Television and Radio Division, Bendix Aviation Corporation has announced a nationwide financing arrangement with Commercial Credit Corporation for financing the sales of its consumer goods products to its dealers and to retail purchasers.

In making this announcement, Mr. R. W. Fordyce, general sales manager for the television division said, "We believe that this arrangement will speed the flow of our products from the factory to the buyer's home. Not only will this financing plan provide capital to the dealers for stock purchases, it will also provide a liberal, low payment means of buying for the consumer.

"The fact that Bendix Radio Division and Commercial Credit's Home Office are both located in Baltimore, makes it possible for top officials of the two organizations to work closely together in supporting this modern progressive financing program."



PLATCO
RADIO, INC.
for MILITARY ELECTRONIC PRODUCTION

"COMPLETE FACILITIES UNDER ONE ROOF"

ENGINEERING FINISHING
ASSEMBLY PROCUREMENT
FABRICATING EXPORT PACKING

PLATT ELECTRONICS CORP.
for Surplus Electronic Equipment

Platt Electronics Corp., the parent company of Platco Radio, Inc., is one of the largest distributors of government surplus electronic equipment. Thousands of radio men all over the U. S. have come to rely on Platt for top-notch merchandise at low, low cost. In many cases, Platt carries items that are not available elsewhere at any price.

All reconditioning of equipment is done in Platt's own plant by experienced, highly skilled personnel now working on defense contracts. So why not tell us what you need? Your letter or wire will be promptly answered.

Write, Wire, Phone Today for Complete Information

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PHONE: WOrth 4-6227

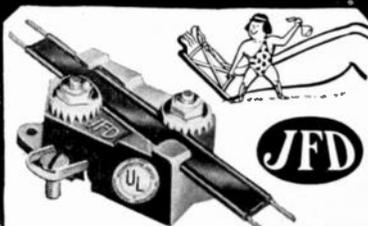


This wave trap is from the Telematic detection kit.

Ghost interference cannot be cured by high pass filters and wave traps. This type of interference originates from multipath reception of signals re-radiated from a source other than the transmitting antenna. Some of these multipath signals can be reduced by such things as a shielded down lead or feeder from antenna to the set, and by adjustable resistance pads inserted in the line at the antenna terminals for altering the time of arrival of desired and ghost signals.

Picture flutterings caused by airplane interference cannot be cured by traps and filters either. But even with the many complexities of interference, intelligent analysis of such interference and alert use of filter kits, with filters and traps, now being made, can help dealers profit where once

PERFORMANCE
Not Size
IS WHAT COUNTS



"LITTLE GIANT"
LIGHTNING ARRESTER

PROTECTS
Against Lightning Hazards

No. AT 105 \$1.25 LIST
For ribbon-type and oval jumbo twin lead.

ONLY JFD Lightning Arresters offer you these exclusive patented features . . .

1. Strain-relief Retaining Lip prevents pulling or straining of lead against contact points.
2. You actually see positive contact made with lead-in wire.
3. No wire stripping or cutting.

Write for Form No. 34 showing the damage lightning can do to a Television Installation.

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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

● The **McCordi Corp.**, 312 Fifth Ave., N. Y., are exclusive distributors of the Kolorvue Television screen manufactured by Kolorvue, Inc. The screens range from 10- to 20-inch in size and are color TV filters. Heading the McCordi Corp. are: C. Porter Dietrich, president; Dudley B. Follansbee, vice-president; Leonard J. Lucier, vice-president, and Edward J. Kelly, secretary.

● **Electronic Supply Corp.**, Battle Creek, Mich., announces the assumption of the duties of vice-president and general manager of the firm by Carl A. Zehnle. Mr. Zehnle was formerly director of purchases for Motorola, Inc. and was also an inactive member of Electronics Supply. The firm opened its new, modern, enlarged display facilities at 94 Hamblin Ave., Battle Creek, on August 27.

● **Clearbeam Television Antennas** has centralized its West Coast operations in a new \$100,000, three-acre plant in the heart of the manufacturing district of Burbank, Calif. The new factory and assembly plant which will house the manufacturing facilities of Clearbeam antennas and of its two subsidiaries, TV Wire Products and Tempo Products, manufacturers of TV lead-in and antenna masts, according to Peter S. Wald, president.

● A new policy of warranting its replacement picture tubes for six months after the date of installation has been announced by the **Tel-O-Tube Corp. of America**, E. Paterson, N. J. The new policy gives the jobber and distributor protection by allowing unlimited shelf time for all tubes purchased from Tel-O-Tube. Previously, warranties were effective as of the date

of manufacture, making it possible for out-of warranty tubes to pile up.

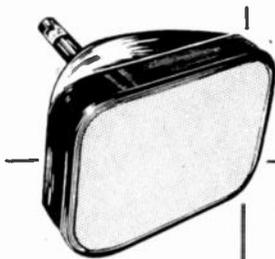
● An additional 8,000 square feet of space at 187-189 Varet St., Brooklyn, N. Y., has enabled **Kent Television**, 808 Driggs Ave., Brooklyn, to add to its console finishing division. Modern facilities in this three-story location will enable the manufacture of Kent Custom-Craft TV and combination receivers to provide dealers with styling in French Provincial, Regency, and Chinese motif in various shades and finishes.

● **Scott Radio Laboratories**, Chicago, Ill., recorded its first profit in four years in the 12 months ended May 31, 1951, according to an annual report to shareholders made recently by John S. Meck, Scott's president since April, 1950. Net profit came to \$167,811, or 40 cents a share, on net sales of \$2,775,795.

● **Colortone Television Co.**, 238 William St., New York, has turned over its complete facilities to the manufacture of their Colortone Color Adapter, designed to convert black and white TV sets to color. Present plans call for stepping up of production to 25,000 units a month, according to Allan Gitelson, president, in order to meet the demand for the unit.

● **Sylvania Electric Products, Inc.**, N. Y., has announced the organization of a subsidiary, Sylvania Electric of Puerto Rico, Inc., to fabricate mica for use in radio tubes. Arthur L. Chapman, vice-president in charge of the Radio & Television and the Parts Division of Sylvania, said the new subsidiary had leased a 10,000-square-foot plant in San Piedras, suburb of San Juan, and will start production within the next two months. Chapman is manager of the new plant.

● Sales of the **Philco Corp.** increased 16 per cent to a total of \$171,023,000 in the first six months of 1951, as compared with \$147,012,000 in the same period a year ago, according to William Balderston, president of the firm. Net income after Federal and State income taxes and excess profits taxes in the period came to \$6,342,000. After preferred dividends, this amounted to \$1.74 per share on the firm's 3,525,372 shares of common stock outstanding. In the same period last year, with no excess profits tax, net income was \$6,672,000.



**NOW! We Can Rebuild Your
METAL or GLASS Tubes!**

VISIT OUR PLANT & SEE THEM PROCESSED

**Don't Throw Away The Metal Or
Glass Blanks . . . They're Worth Money!**

- Guaranteed for one year.
- Processed in the same manner as our new tubes.
- Subjected to over 20 testing operations, same as in

- our new tube manufacture.
- New gun.
- New screen.
- Nineteen manufacturing operations.

Select territories open . . . Write for details.

GENERAL VACUUM TUBE CORP.
Manufacturers of CATHODE RAY PICTURE TUBES
45 ELM STREET, ARDSLEY, NEW YORK • Phone: DOBBS FERRY 3-4735

FRETLINE

SEE OR WRITE US

BOOTH 428
CLEVELAND AUDITORIUM
during NEDA Show . . . Sept. 10th to 13th

ON DISPLAY: New Open Wire Transmission Line
ANTENNAS (Yagis and Conical)

AN IDEAL LINE, HIGHLY RECOMMENDED FOR FRINGE AREAS

● Ask Your Jobber or Write ●

FRETTECO TELEVISION CO., 1041 Forbes St., PITTSBURGH, PA.
Manufacturers of practical and special antennas and Fretline.

SEE OR WRITE US

New Appointments

Onorati joins Crosley, Epstein v-p of Royal Wood, May and Parks promoted at Sentinel, C. J. Ward in new post with Crosley Distributing, Charles Robbins heads new Emerson subsidiary, Stanley Abrams now Emerson's acting director of sales.



H. Onorati

● Henry Onorati has joined the **Crosley Division**, Avco Manufacturing Corp., as director of electronics advertising, V. C. Havens, asst. general sales manager of Crosley, has announced. Mr. Onorati resigned as asst. advertising manager and national promotion manager of RCA Victor Records and, after 13 years with RCA, left to supervise all electronics advertising for Crosley.

● Max Epstein has been elected vice-president and member of the board of directors, **Royal Wood Products Mfg. Co., Inc.**, wholly-owned subsidiary of CBS-Columbia, Inc. Mr. Epstein has been general manager of Royal Wood Products for the past three years, and has been associated with the radio and television industry for many years in the manufacturing of receivers and cabinets. Expansion at Royal Wood coincides with an expansion program of its parent company, CBS-Columbia, Inc.



Max Epstein



E. G. May



R. B. Parks

● E. G. May and Robert B. Parks have been promoted to director of sales and sales manager, respectively, **Sentinel Radio Corp.**, Evanston, Ill., according to an announcement by E. Alschuler, president. Both executives will market and merchandise the firm's line of TV and radio receivers.

● C. J. Ward has been named Albany branch manager of **Crosley Distributing Corp.** Formerly New York zone manager of the Crosley Division of Avco Mfg. Corp., Mr. Ward held several factory field positions with Crosley and prior to that served with Zenith and Motorola. He will manage the CDC Albany operation. CDC distributes the full Crosley TV, radio and appliance line in Albany and in 12 trading areas in northeastern New York.



C. J. Ward



Charles Robbins

● Charles Robbins, for many years vice-president in charge of sales, **Emerson Radio & Phonograph Corp.**, N. Y., now heads the new Emerson-Midwest Corp., subsidiary company to the New York firm, according to an announcement by Benjamin Abrams, Emerson's president. The new company will distribute Emerson products in Chicago and northern Illinois, and Mr. Robbins will be its president. The entire organization, sales and office personnel of the predecessor, S. E. Schulman Co., has been retained under the new organization.

● Stanley M. Abrams has been named acting director of sales, **Emerson Radio & Phonograph Corp.**, N. Y. The appointment was made, according to an announcement by Benjamin Abrams, president, to fill the post recently held by Charles Robbins. Mr. Abrams has been with the corporation since 1945.



S. M. Abrams

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

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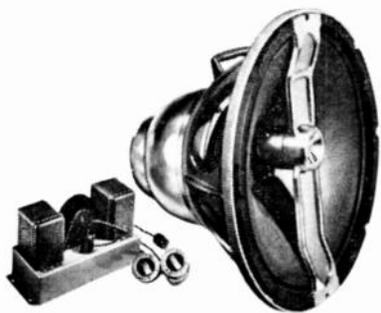
Showrooms

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MU 4-5347

New York, N. Y.





**G-610 Triaxial 3-way
World's Finest Loudspeaker (15")**



**H-510 Coaxial with Acoustic Lens
World's Finest Coaxial (15")**



K-310 Coaxial (15")



K-210 Coaxial (12")



**Single-Unit Direct Radiator Types
(5-15")**

how to choose a high fidelity loudspeaker



This trademark* denotes the most comprehensive series of high fidelity loudspeakers available today. Every unit has been designed with the same objective . . . the achievement of the finest possible reproduction of music attainable for the size and type. Every model in the series sets a new high standard of performance . . . a new value . . . makes listening a thrilling new experience.

what GENUINE JENSEN WIDE-RANGE means

Mere extension of response to high frequencies is not enough to insure truly satisfying reproduction . . . good listening which improves with closer acquaintance. Much more is required to make music come to life, free from annoying factors which might mar the illusion of reality. So, by application of the most modern principles of acoustics, confirmed by precise measurements and checked by exhaustive quality judgments and comparative listening tests, Genuine JENSEN Wide-Range loudspeakers give you all 7 Performance Points for enhanced listening pleasure: (1) Wide Frequency Range, (2) Balanced Frequency Response, (3) Smooth Reproduction, (4) Wide-Angle Distribution, (5) Low Distortion, (6) Good Efficiency, and (7) Adequate Power-Handling Capacity.

Thus Genuine JENSEN Wide Range means much more than wide frequency range — it means superior performance all the way — in every attribute that makes for enhanced listening pleasure.

Whatever the limitations on cost or size, the choice of a loudspeaker from the Genuine JENSEN Wide-Range series automatically insures a maximum of performance to today's new high standards . . . a judicious choice to meet exact needs. Only in the Genuine JENSEN Wide-Range series can you make such an exact choice.

*Write today for free booklet, "Let Music Come to Life."
It includes a complete listing of
Genuine JENSEN Wide-Range loudspeakers.*

Jensen
MANUFACTURING COMPANY
Division of The Muter Company

6601 SOUTH LARAMIE AVE., CHICAGO 38, ILLINOIS

BURTON BROWNE ADVERTISING

Competition

"Videotown" is a real city with a population of about 40,000 located 35 to 40 miles from metropolitan New York City. For the past four years, Videotown has been the subject for an intensive study of the television audience by the advertising agency of Cunningham & Walsh, Inc. The agency has been analyzing everything about Videotown from the standpoint of television—its size, characteristics and buying habits. The latest report in this remarkable series, entitled "Videotown IV" has just been released and contains a veritable mine of useful information. But one section throws light on dealer competition which should be of the keenest interest to every television merchant in the country.

In 1950, 81 per cent of the buyers bought their sets from Videotown dealers. Last year the four top dealers in Videotown did 48 per cent of the television business in the community; this year the top four accounted for only 43 per cent. *Only two dealers remained in the same top four classification for both years!* Last year the next four dealers divided 26 per cent of the television business; this year the next five dealers will divide 25 per cent. One new store last year gained seven per cent of the total business and rose to 8.3 per cent of the total (tied for third) this year.

These are bare statistics, but like all statistics, they don't emphasize what is between the lines: that the competitive struggle between dealers for the remaining share of the consumer television dollar is still increasing; that a few dealers in the community get a lion's share of the business, and that being successful one year is no guarantee that the dealer will continue to enjoy that position in the following year.

The meaning is not hard to find: selling television is a fascinating business but it's also a tough one. To stay on top, the dealer must be constantly alert to every merchandising device, to what his competition is doing, to changing trends. He must aggressively promote . . . promote . . . and then promote some more if he wants to stay in the race.

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guaranteed
for

6

months from date of installation



REGISTRATION
No. 10861

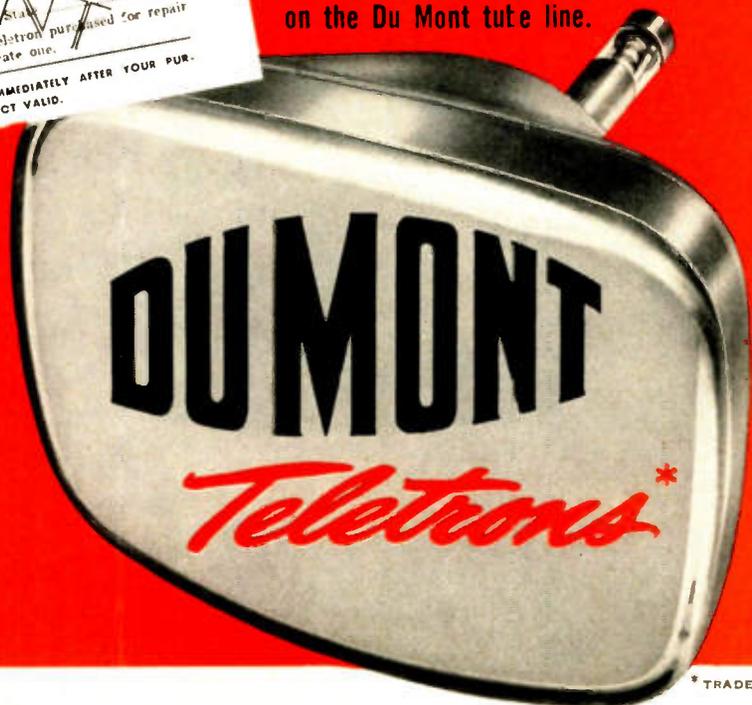
USER'S REGISTRATION

DUMONT
REPLACEMENT TELETRON WARRANTY

Teletron Serial Number _____
Purchased From _____ (Name of dealer) _____
User's Signature _____
Street Address _____
City _____ State _____
Make of TV Set _____
replaced by conversion replacement Teletron purchased for repair replacement . Indicate one.

USER—COMPLETE. SIGN AND MAIL THIS SECTION IMMEDIATELY AFTER YOUR PURCHASE. UNLESS YOU DO SO YOUR WARRANTY IS NOT VALID.

Write for complete information
on the Du Mont tube line.



* TRADE MARK

Here is a warranty with sales appeal — with your customer participating in the registration of his Teletron. A series of three cards are supplied with each Teletron. One copy is retained by you, a second is retained by the set owner and the third is sent to Du Mont providing complete protection for the set owner for a period of six months from the date of installation against any defects in the Teletron.

CATHODE-RAY TUBE DIVISION, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

THE QUALITY OF RCA TUBES IS UNQUESTIONED



It's fundamental...

**the best established brand name
is your biggest stock in trade**



Every RCA picture tube you install sells the idea of long-term, high-quality performance . . . and helps develop a permanent customer. Stocking and recommending RCA picture tubes is good business, because no other brand enjoys greater customer confidence . . . and customer confidence is your stock in trade.

Remember—more RCA picture tubes are now in active service than those of any other manufacture . . . over 5 million since the advent of commercial tele-

vision, when RCA pioneered the first large-scale production of picture tubes. Yes, RCA picture tubes of all types have consistently given outstanding performance.

And, today, RCA kinescopes carry a factory warranty that guarantees your customers against any defect *for six months from the date of installation.*

Your local RCA Tube Distributor carries a complete line of RCA kinescopes. Whether you want one or a hundred . . . he's ready to serve you.

Keep informed . . . keep in touch with your RCA Tube Distributor



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N. J.