

200

RTJ

Radio & Television JOURNAL

(7)



Season's greetings

DECEMBER 1951

Tel-a-Ray's



BIG



FOUR

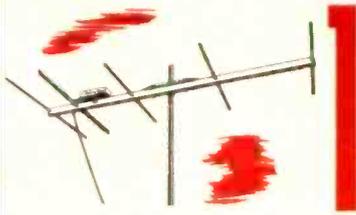


of TV reception

For television that's
bright and clear
Wherever you are . . .
far or near

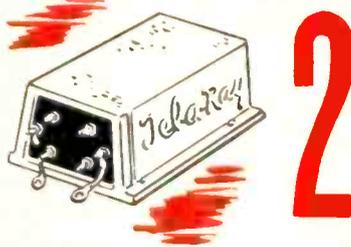


Good reception up to 200 miles or more!



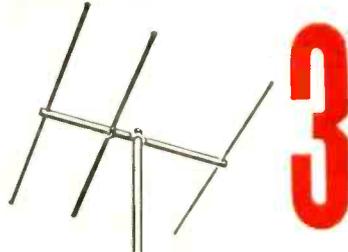
Models T and TD Antennas . . . famous for providing clear, stable, interference-free reception at almost unbelievable distances. With the Pre-Amplifier, they give up to an amazing 300 times gain over dipole. Rugged, weatherproof construction.

Signal amplification without noise!



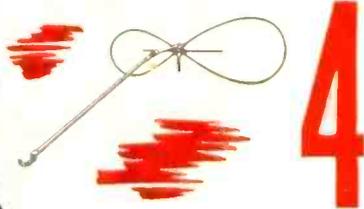
The unique, research-perfected Pre-Amplifier . . . the only device of its kind . . . an antenna- or mast-mounted installation that dramatically multiplies the signal gain while keeping noise at a minimum. Eliminates snow and makes signals strong and stable. Sold as a weather-sealed unit and guaranteed against weather damage.

Middle-distance champions!



Models R and RD Antennas . . . designed to give the finest TV reception to the outer service areas at low cost . . . America's champion middle-distance performers. Same quality construction features as Models T and TD.

**Now, primary area reception benefits from
Tel-a-Ray Antenna know-how!**



Butterfly Swivel-Positioned TV Antenna . . . low cost, high gain . . . easy to adjust for best primary area reception . . . self-mounted on three-way bracket for quick installation almost anywhere . . . an all-channel antenna designed and priced for the mass market.

HOW TO INCREASE VOLUME AND PROFITS NOW

A huge market is opened up for you by Tel-a-Ray long-distance antennas and the Pre-Amplifier. With them, you can sell television in areas where it could not otherwise be sold successfully. For the big, established primary area market, the Butterfly has the features needed for capturing replacement sales . . . for building profits and volume against the strongest competition. These are products of the finest construction and appearance . . . ruggedly made of corrosionproof materials and unconditionally guaranteed against wind and weather damage. Let us send you full details.

Tel-a-Ray. America's most progressive antenna manufacturer, has applied to the FCC to operate a UHF television station on Channel 50 . . . Tel-a-Ray's research engineer is keeping pace with America's fastest-growing industry, has developed an effective UHF antenna. Such progress assures you finer television.

Send the coupon

for full information and
free sales literature



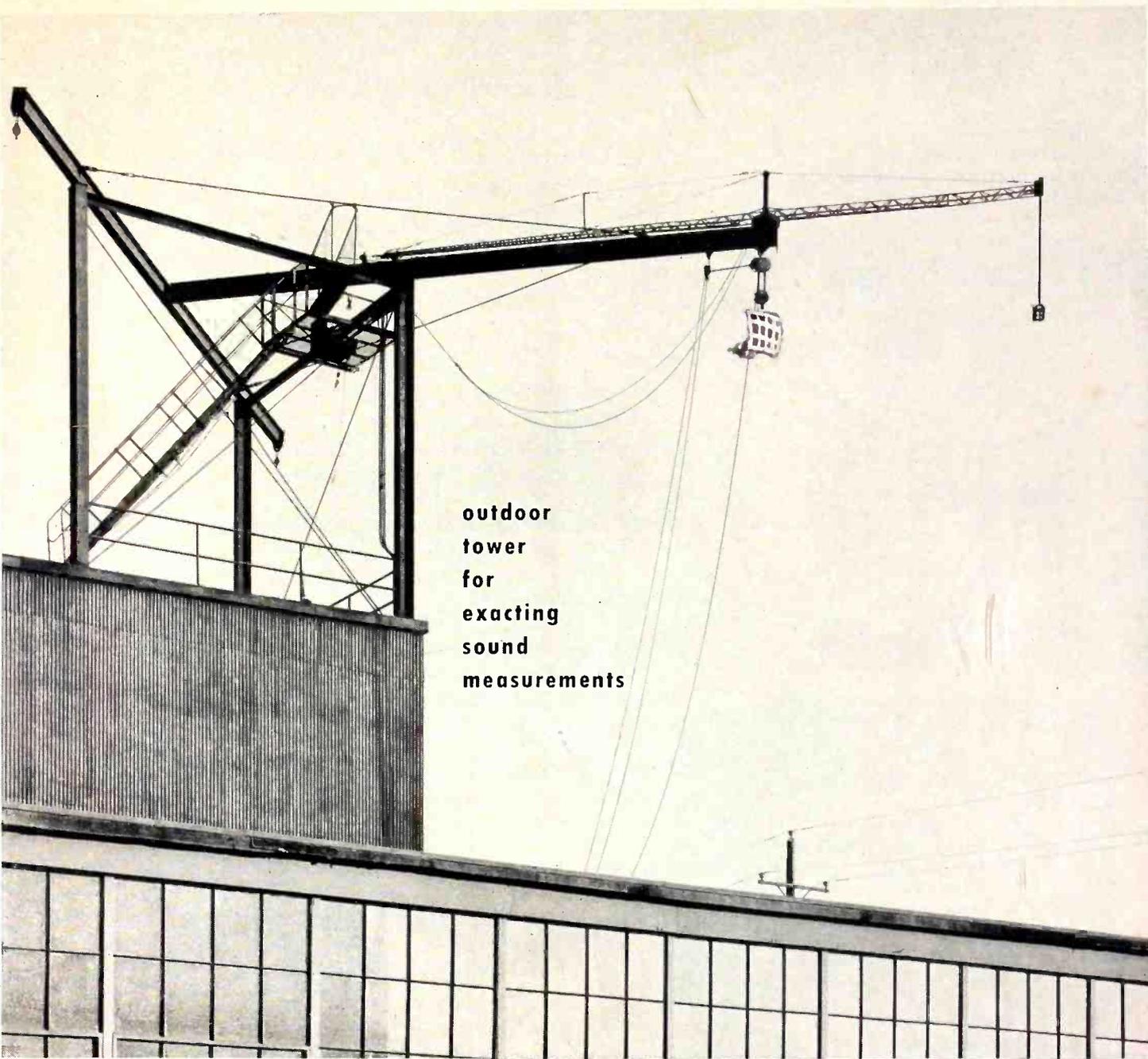
Tel-a-Ray ENTERPRISES, INC. P. O. Box 332E, Henderson, Kentucky

Yes . . . send me full information and descriptive literature on
 Models T and TD Antennas; Models R and RD Antennas;
 Butterfly Swivel-Positioned Antenna; The Pre-Amplifier.

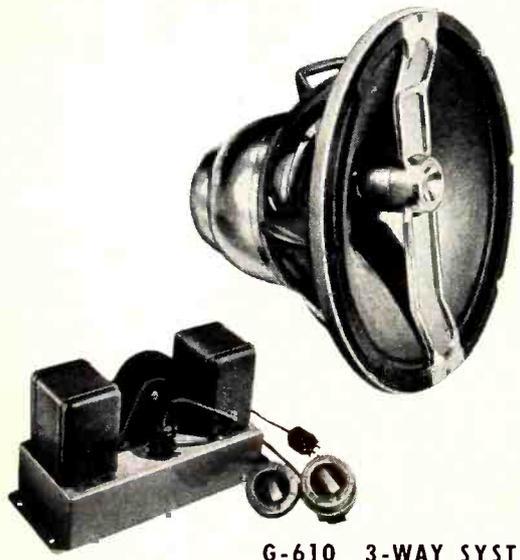
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COMPANY.....

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outdoor
tower
for
exacting
sound
measurements



G-610 3-WAY SYSTEM
World's Finest Loudspeaker

Jensen

*... foremost
in advanced-design loudspeakers*

Jensen's history is the history of the sound reproduction art itself. Dedicated to the purpose of making fine loudspeakers, Jensen engineering has led in the introduction of new basic developments, types and models . . . has been first most often throughout almost 25 years of progress in sound.

Typical of the engineering tools brought to bear on loudspeaker research, is Jensen's outdoor tower . . . high in the air, away from reflecting surfaces . . . used for precise measurements of acoustic performance.

JENSEN MANUFACTURING COMPANY · 6601 S. LARAMIE, CHICAGO 38
Division of the Muter Company · Export Department at the Factory

BURTON BROWNE ADVERTISING

From all of us to all of you—

Season's Greetings

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



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Vol. 68

No. 12

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

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For your best Christmas business...

Stromberg-Carlson



has the right combination

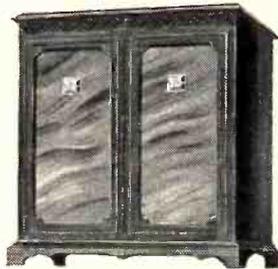
The right combination is a Stromberg-Carlson. Six Dual-Beauty combinations from which to choose. Beautiful performance that comes only from famous Stromberg-Carlson engineering . . . *plus* beautiful cabinetry.

It's the convincing, easy-to-tell, all-inclusive story of Stromberg-Carlson superiority. Your customers can *see* the beauty. You can *sell* the beauty.

And remember: Stromberg-Carlson combinations are furniture styled for every customer preference . . . with every wanted tube-size from 17" to huge, newspaper-size 24" . . . and priced from \$439.95 to \$975.



18TH CENTURY. 20" TV . . . AM-FM Radio . . . 3-speed automatic record-player. Exquisite period cabinet, completely hand-rubbed. Model 20 RPM, \$785*



PEMBROKE. Handsome compact combination 17" TV . . . AM radio . . . 3-speed automatic record-player. Inclined reflection-free safety glass. Mahogany veneers. Model 317 RPM, \$439.95*



STANCLIFFE. Huge 24" tube — newspaper-size pictures. AM-FM radio . . . 3-speed automatic record-player. Model 24 RPM, \$975*

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

Stromberg-Carlson television is priced from \$289.95 to \$975 including excise tax, warranty extra. Radios and radio-phonograph from \$34.95 to \$289.95 (Slightly higher South and West)

"There is nothing finer than a STROMBERG-CARLSON"

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

TELEVISION ROUNDUP

TV "Freeze" Studied

Dr. W. R. G. Baker, chairman of the RTMA Television Committee, director of RTMA's Engineering Department, and a vice-president of General Electric Co., has named a Task Force to study and report on the effect on materials and manpower if the TV "Freeze" is lifted and the effect on the television industry if construction of additional TV stations is not permitted.

Composing the Task Force are: William H. Chaffee, Philco Corp., chairman Keeton Arnett, Allen B. DuMont Laboratories, Inc., Admiral Edwin D. Foster, RCA, and C. W. Michaels, General Electric Co.

Dr. Baker has asked the study group to forecast the number of new television transmitters to be started during 1952 and the first half of 1953, and the effect on the demand for new TV sets.

"It is of critical importance," Dr. Baker told the Task Force members, "that your group furnish authoritative, well researched, soundly reasoned answers to the questions involved in this problem in order that you can make a significant contribution to the resolution of perhaps one of the most serious

Last Word In Portable TV



Motorola, Inc. has introduced the first 14-inch rectangular tube portable television receiver, a set enclosed in a tan simulated leather case fitted with a removable cover. Designed with Motorola's "Glare-Guard" anti-reflection process, improved circuits, and simplified controls, set has a folding dipole antenna which plugs into a special socket on top of the case. Price is \$199.95.

First "Silvias" Awarded to Outstanding TV Shows



Recognizing that the health and growth of television depended on excellence of programming, Sylvania Television embarked on a TV awards program to honor top performers and shows. Above, Deems Taylor, center, presents an award to Robert Swezey, right, of Station WDSU, for first telecasts of Kefauver crime hearings. Looking on is Rudolph Halley, newly-elected president of New York's City Council, who surged into national prominence as a result of subsequent crime investigation hearings.

issues which the electronics industry—as a major segment of the civilian economy—faces today."

He was referring to expressed concerns over the heavy demand for steel, copper and other materials if the freeze lifts, and also over possible depression and unemployment in the electronics industry if the freeze is not lifted.

Possibilities

Meanwhile, at a recent RTMA panel discussion, Curtis Plummer, chief of the broadcast bureau, Federal Communications Commission, sketched in what could happen if the freeze were lifted.

Addressing a 108-man gathering in the Wardman Park Hotel, Washington, D. C., during a discussion of "What I See for the Electronics Industry in the Year 1952," Mr. Plummer indicated speedy action would be forthcoming. If the TV freeze is lifted by April, 1952, according to Mr. Plummer, some 50 to 80 construction permits will be granted for UHF and

VHF television stations by July 1, 1952.

At the same panel, E. T. Morris, Jr., director of the electronics division, National Production Authority, pointed out that it takes 12 months for a TV station to go on the air following issuance of a construction permit. An additional three months is consumed in securing NPA construction approval. However, since equipment orders have been placed in anticipation of FCC action, this time would be cut down considerably. Mr. Morris estimated that very few, if any, new stations would be on the air by January, 1953, many would be operating by the end of the first quarter of the year, and as many as 80 on the air by the middle of January, 1953.

If that came to pass, Mr. Morris suggested, 80 new markets would open up within about five months, creating an overnight demand for construction materials, transmitting and studio equipment, television receivers and an-

(Continued on Page 12)

GET AN EXTRA SHARE OF PROFITS WITH

the "different" gift for Xmas!



Feature Revere Tape Recorders—Perfect Gift for All the Family

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



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

MODEL TR-600 DeLuxe, with built-in radio. **\$219.50**

Revere DeLuxe LONG PLAY Tape Recorder

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

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

amazingly compact and easily portable!

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

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

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

REVERE CAMERA CO., CHICAGO 16



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

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

Revere TAPE RECORDER

WORLD'S LARGEST SELLING TAPE RECORDER



To all our dealers and distributors

A very Merry Christmas

The RCA Victor Blaine 1X51



The RCA Victor Personal B411



The RCA Victor Carlisle A108



RCA VICTOR

"The Gift That is better"

"Victrola" 45 Complete Automatic Phonograph 45EY2



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

RCA VICTOR—

... And A Happy, Prosperous New Year

New TV Super Sets

with "PICTURE POWER"



17" RCA Victor
Caldwell 17T116



21" RCA Victor
Rockingham 21T178



21" RCA Victor
Clarendon 21T179



17" RCA Victor
Covington 17T172



17" RCA Victor
Kendall 17T174

*Keeps on Giving[®]
than ever this year.*



ONLY RCA VICTOR HAS
THE "GOLDEN THROAT"

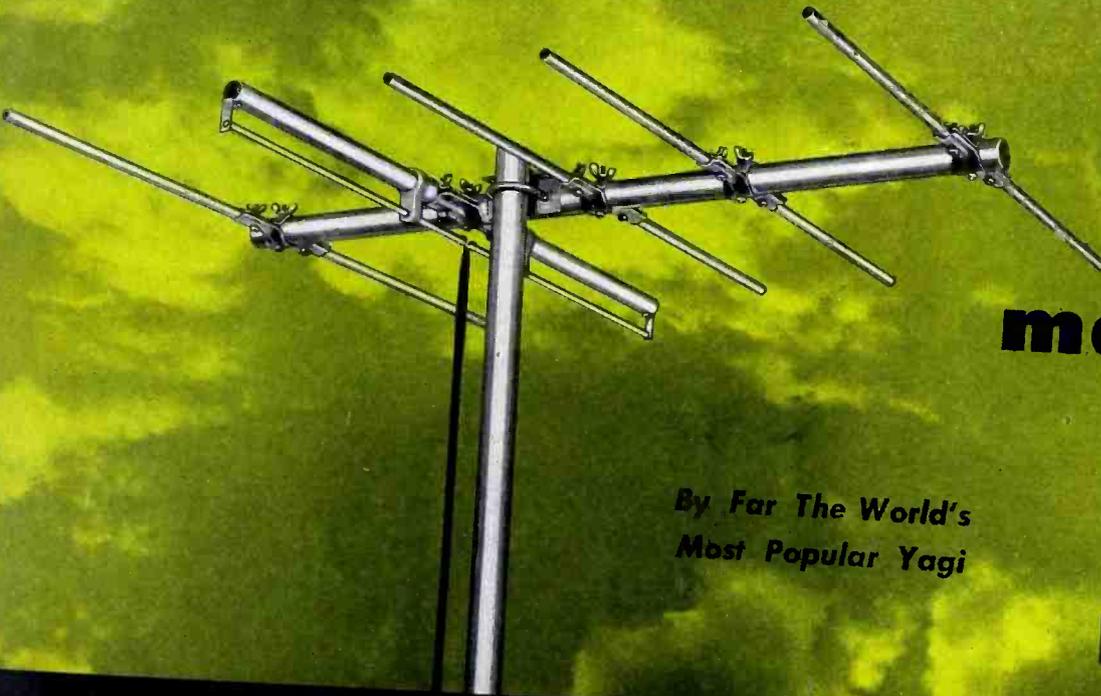
RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

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

**there are
many
chinese copies**

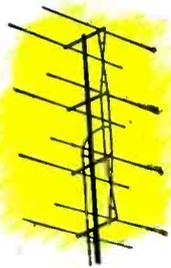


**...but
ONLY
VEE-D-X
makes the
JC**



*By Far The World's
Most Popular Yagi*

*also
VEE-D-X
Originals*



THE COLINEAR



LIGHTNING ARRESTER



OUTBOARD BOOSTER



ROCKET BOOSTER

BEWARE OF CHINESE COPIES . . .

INSIST ON

Genuine

VEE-D-X

ORIGINATORS
of The World's Most Powerful
Antenna Systems

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World Travel Theme Sparks Portable Window Contest

LAST June, through a broadside mailing to some 27,000 Emerson dealers throughout the country, the Pan-American window display contest was announced by Emerson Radio & Phonograph Corp., N. Y. The conditions of the contest required that participating dealers display current Emerson portable radio models in their windows and that they feature the firm's "Pan-American" three-way portable model, together with streamers and displays designed by Emerson for this promotion. The display had to be exhibited during the two weeks from June 15 to August 31.

Pan-American World Airways provided performance tests of the Emerson portable "clear 'round the world," and national publicity and display material was used by both Emerson and Pan-American.

The flood of contest participants as a result reached tremendous proportions, leading Gerald Light, sales promotion manager of Emerson to remark that, "Never before have our window trim contests produced so many contestants with such evidence of originality of ideas and talent."

The displays of five top dealers, who won a seven-day, all-expenses-paid Mexican holiday for two, are shown on this page.



• This window display at Hay's, in Coshocton, Ohio, won first prize for the mid-western section in the Emerson Pan-American window display contest. Raymond Hays, owner of the store, arranged the window himself.



• South-western section first prize in the contest went to the Parker Music Co., Houston, Texas. Notice the range of scenes, the streamers, and the featuring of portable radios. "Pan American" portable was key feature.



• For the western section, Raskin's, of Oklahoma City, Okla., ran off with top honors, thanks to E. W. Lichter, window designer and assistant manager, who created the breezy, colorful, and casual window above.



• Webb's City, Inc., St. Petersburg, Fla., entered this window display in the Pan-American contest and ran off with first prize for the southern section. Window was arranged by Joe E. Thomas, owner of the store.



• The novel yet simple display of the A. Victor Co., Buffalo, N. Y., was arranged by Marshall Linder, display director, and netted the first prize for the eastern section. Mexican holiday, all expenses paid, was award.

TELEVISION ROUNDUP

(Continued from Page 6)

tennas, installation materials, servicemen's equipment, and stocks of replacement parts and tubes. He felt in that case TV would be available to a potential 2,500,000 homes by the middle of 1953.

As if to confirm what was sketched in earlier in November, Wayne Coy, chairman of the FCC, predicted at a November 27 TV conference sponsored by the radio commission of the Southern Baptist convention in Washington, that the freeze on new TV stations would be lifted by the first of April. Mr. Coy said that the commission expects to issue its new assignment table of VHF and UHF channels for the country within the next 60 days or so.

Just when it seemed nobody was frightened of TV's great possibilities save the FCC, the commission spiked that idea with signs of new "freeze" life.

Vigilance for Tomorrow

In the opinion of Frank H. Ruth, of the National Appliance & Radio

Dealers Association board of directors, careful vigilance by organized groups of retailers will be necessary in Washington next year if the dealers hope to prevent being hamstrung by controls. He expressed this conviction to a recent luncheon meeting of the Akron Appliance Dealers Association.

Materials restrictions, disproportionate tax burdens, and price, wage and credit controls were some of the fields which he felt dealer groups should study for their own protection.

At the same time, Ruth urged dealers to undertake other activities to serve their best interests. These included more careful business records to serve as barometers of trends, full use of costs-of-doing-business studies of the industry, careful studies of new regulations, taxes and laws affecting them so as to prevent inadvertent violations, and local and national inventory and market analyses, to prevent distortions to inventories and merchandising efforts.

Ruth felt that 1) tighter credit imposition at the dealer level, 2) tighter consumer credit controls, 3) continu-

Emerson's Mobile Lab Makes Area TV Tests



This Mobile Field Laboratory of Emerson Radio & Phonograph Corp. is staffed by a corps of field engineers who "area test" television reception in various localities under all sorts of conditions. Field engineers and design engineers pool their knowledge to produce firm's "area engineered" television receivers.

East Meets West To Boost TV Sales



Phil D'Alessio, owner of Phil's Television Center, Norwalk, Conn., decided to promote the DuMont 30-inch "Royal Sovereign" in style. So he borrowed the Tournament of Roses, Pasadena, California technique and enlisted the aid of several stars of the DuMont Television Network for his promotional purposes. Left to right on the float are: DuMont's chief announcer, Don Russell, TV shopper Maggie Johnson, Phil D'Alessio, William Tamburri, prominent Connecticut civic official and artists' representative, and Fred Scott of the "Captain Video" TV program. Show was a big hit and sales stimulus.

ance of the buyers' strike, and 4) elevated excise taxes might have increased the number of dealers who went out of business in 1951.

He considered self-improvement the greatest challenge for every dealer. "He must learn to sell more," he told his audience, "in less time, at a larger markup than today. He must recall the days when prices were set on what goods cost and on operating expenses, rather than solely on what competition was doing, and operate his business so so efficiently that he can still best his competition."

World TV Hookup

A two-way television hookup to the rest of the world would enable this country to place before the eyes of millions "the actual, convincing pictures of the unparalleled living standards and ideals existing here," in the opinion of Charles Penk, newly-elected president of Allied Electric Products, Inc., Irvington, N. J. It could help deal a death blow to Communism, he felt.

The hookup, Mr. Penk visualized, was technically possible within two years.

"If one per cent, or one billion dollars of the \$100 billion the United States is spending for defense and foreign aid this year were used for this

(Continued on Page 48)

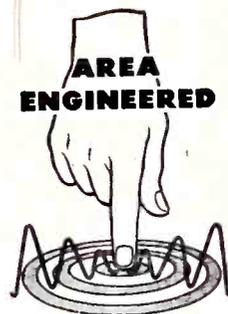
Emerson gives your TV sales



Emerson TV

specially engineered

for each TV area!



PROVED! THE MOST IMPORTANT SALES FEATURE IN TELEVISION HISTORY!

Emerson's Area Engineering promotion is only weeks old... but the sales results *prove* that *here* is the biggest sales-maker ever!

As often as you demonstrate Emerson Area-Engineered TV, *you yourself* will be amazed at the sensational Emerson TV picture and sound. There's never been anything like it... and no wonder! Emerson — and *only* Emerson — is *specially engineered for your own viewing area.*

Emerson field engineers have checked reception in your area... checked *local* reception... and have individually adjusted Emerson television for best reception of your TV stations.

This is the secret of Emerson's miracle of reception... the *essential extra* that Emerson offers *you and your customers!*

*Prices slightly higher in South and West.
Prices plus federal Excise Tax and warranty.*

Emerson LIFE-TESTED Television and Radio

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



20"
ENSEMBLE

EMERSON MODEL 697. Built-in antenna. Super-powered Long Distance Circuit. One-knob *Simplimatic* Tuning. Mahogany veneer cabinet ensemble complete with revolving-top table.

\$279⁹⁵



17" VALUE LEADER

EMERSON MODEL 696. Built-in antenna. Super-powered Long Distance Circuit. One-knob *Simplimatic* Tuning. Graceful, curved-top mahogany veneer cabinet.

\$199⁹⁵



Washington Report



Sports Program—1952

Encouraged by the experience of the foregoing year, radio and television manufacturers and their nationwide distributors plan to cooperate more fully with organized baseball and other sports organizations and promoters to encourage public attendance at sports events in 1952, RTMA has announced. To that end, J. B. Elliott, chairman of the Sports Broadcasting Committee of the association, and vice-president of the RCA Victor Division, Camden, N. J., has released the 1952 program which was approved by the committee.

The approved program follows:

1). That RTMA decide now to cooperate with baseball in 1952 with an effective program similar to that of 1951, but with more sustained follow through at the distributor-dealer level promoted by the RTMA Sports Subcommittee on Promotions through Distributor Sports Committees in each television market.

2). That RTMA be represented at the meetings of the Association of minor league clubs in Cincinnati, December 6-8 and the major league meetings in New York, December 8-10.

3). That the RTMA adopt a policy of encouraging any individual, club or institution to make a decision as to televising events without restraint and in open competition.

4). That racing and boxing be seen on home television wherever practical through local Sports Committee promotion as well as network telecasts.

5). That each company in the industry not only include the opening of major and minor leagues in 1952 advertising and promotion, but also that the 1952 World Series be mentioned in consumer literature, promotion and advertising.

6). That local Industry Sports Committees of Distributors be energized to contact local college officials, alumni friends, newspapers and broadcasters prior to the NCAA convention in Cincinnati early in January, 1952.

7). That RTMA, as in the past, publish the 1952 Jerry N. Jordan's report on sports attendance and its relation to television.

8). That this report signed by the President of RTMA—as was done in 1951, be published and mailed to college and university presidents and directors of athletics, baseball club offi-

cial, football and other sports promoters, daily newspaper and sports writers, radio and television stations, and RTMA members and their distributors.

9). That a brief program for action by the Distributors Sports Committee in each television market consist of a request that distributors meet with local television broadcasters to ascertain what sports will be seen on television in 1952 and decide on a local program to ascertain how each local college president will be represented in the policy on television to be adopted at the NCAA meetings in Cincinnati, January 6, 1952.

10). If colleges agree to unrestricted television in 1952, that Distributors Industry Sports Committees agree to help promote college football in 1952.

11). That RTMA be represented at the annual meeting of college presidents in April, 1952.

12). That each RTMA member's Public Relations Department be fully posted on this activity in order that all industry contacts and possibilities be fully developed.

For More Servicemen

As part of its constant effort to expand the supply of highly skilled television servicing technicians, representatives of the RTMA Service Committee maintained a booth at the recent American Vocational Association Convention at the Municipal Auditorium, Minneapolis, November 26 to 30.

One phase of the committee's program is to improve the supply and quality of TV technicians by incorporating television servicing courses in vocational high school. Representatives told the vocational school instructors of the serious shortage of TV servicing personnel now facing the country and pointed out the part they can play in alleviating the condition. A three-year course on Television Technical Training is in preparation by the Radio Corp. of America Institutes, Inc., at the request of the RTMA Service Committee. It will be designed for use in vocational high schools. Instructors will be asked to consider it for incorporation in the curriculum of their schools after the syllabus is edited by Gilbert Weaver, Director of Instructor Training, New York State Board of Education.

At the committee's exhibit at the AVA convention was a 24-inch television receiver and a gold-plated TV chassis. A leaflet, "Opportunity in Television," which explained the Service Committee's program, was distributed to the educators.

RTMA's Ten-month Report on TV and Radios

More than four million television receivers and 10.9 million radios were manufactured in the first 10 months of 1951, the Radio-Television Manufacturers Association reports. This represented a decrease of more than two million of both radios and TV receivers under the production in the corresponding period of 1950, according to RTMA.

In the first 10 months of 1951, radio production totaled 10,953,201 sets with 11,974,300 receivers in the same 1950 period. TV production in the 1951 period dropped to 4,382,724 sets from 5,872,000 in the corresponding 10 months of 1950. October set production comparisons were 411,867 TV sets in 1951 and 838,300 in October, 1950, and 874,723 radios for October, 1951 and 1,229,900 radios in the same month in 1950.

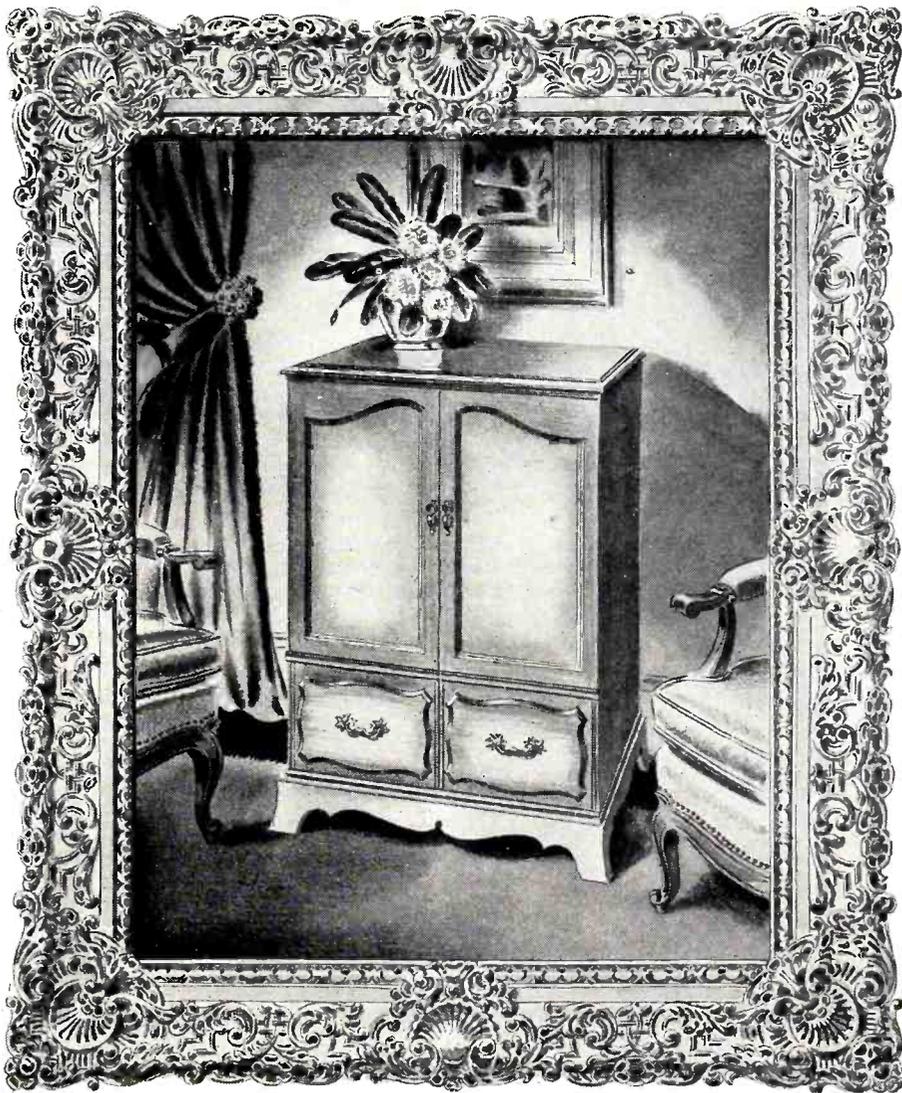
Following is a table of radio-TV production for October and the first 10 months of this year:

	Television	Home Radios	Portables	Auto Sets
January	645,716	750,289	75,294	346,799
February	679,319	764,679	79,859	437,779
March (Five Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (Five Weeks)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
August	146,705	295,587	77,568	190,252
September (Five Weeks)	337,341	603,055	103,355	393,836
October	411,867	513,609	94,053	267,061
TOTAL	4,382,724	5,646,642	1,191,823	4,114,736

Tele King

STYLE MASTERPIECES

America's Smartest TV Line for 1952



★
Tele King for 1952 has been styled for the American Home. Leading designers translated proven consumer style preferences into cabinets that blend with and enhance any home decor. The result is a combination of beauty and quality that will win immediate consumer acceptance.

★
Tele King for 1952 is America's greatest profit line! Every Tele King, from the lowest priced table model, offers the dealer an unbeatable profit mark-up. Every time you ring up a Tele King television sale you earn a bigger profit and build greater consumer acceptance in the process.

★
Add your name to the ever growing list of franchised Tele King dealers, America's No. 1 profit line. For full information see your distributor or write direct to factory.

★
Attention Distributors! A number of distributor franchises available in profitable areas. Write for details!

TELE KING CORPORATION ●

601 WEST 26th ST., NEW YORK 1, N. Y.

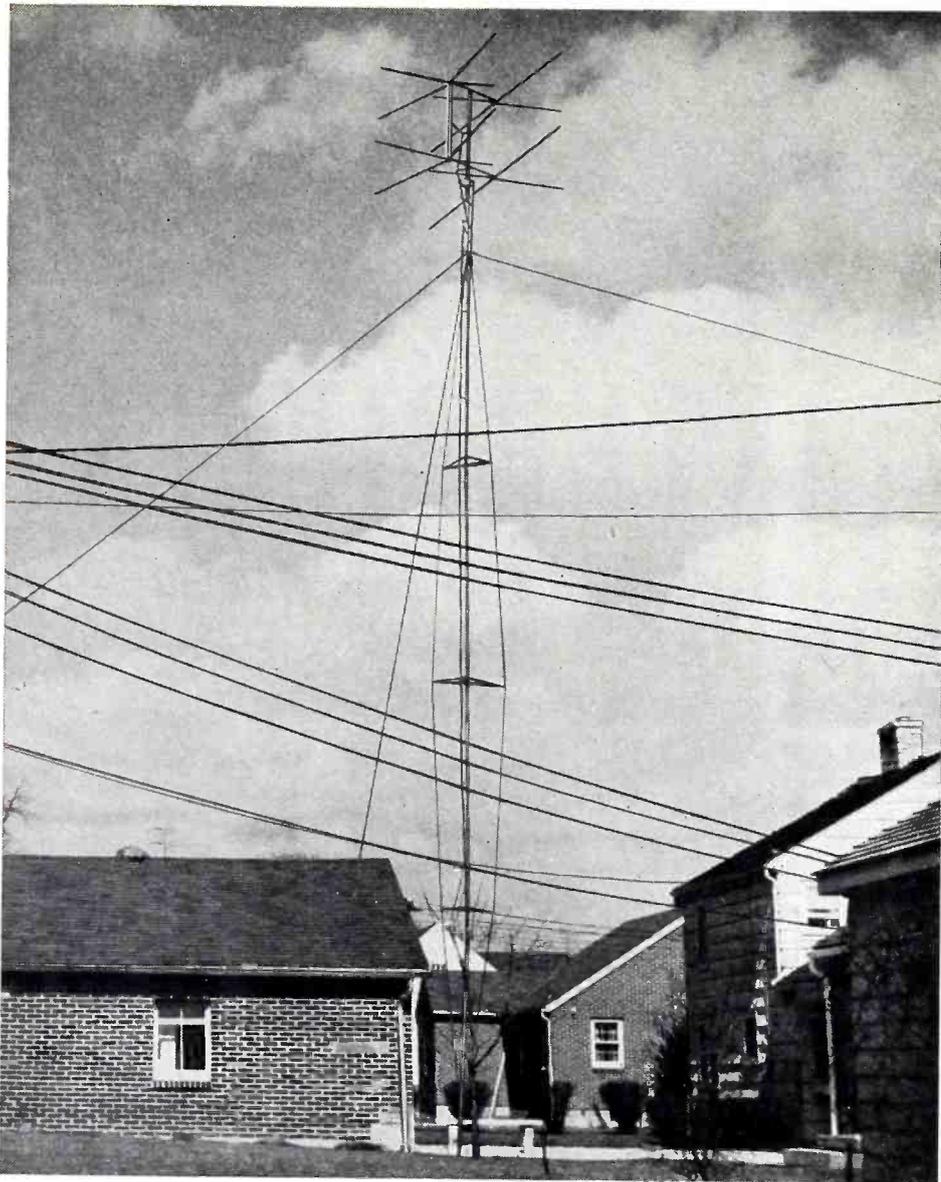
Faulty Death...

NO service rendered to television customers by radio and television dealers is more important than the television installation. And yet every day there is new evidence accumulating which tends to demonstrate that dealers are either negligent, lax or just plain careless about the TV installations which they, through their service organizations, are providing to customers.

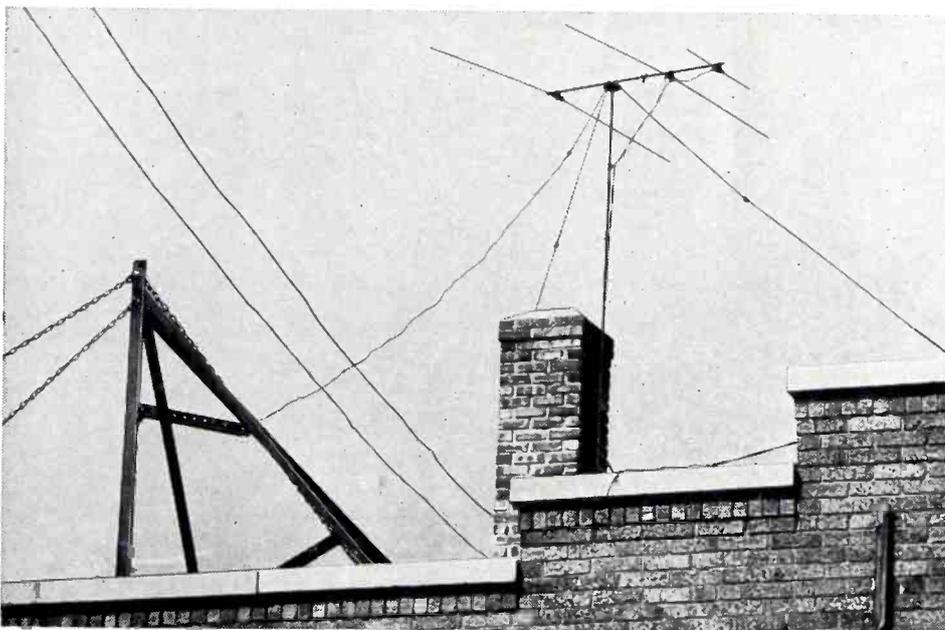
Both the National Fire Protection Association and the National Safety Council have growing files testifying to shoddy and sloppy television installations. In many cases, the basic protections against damage by wind, ice loading, lightning and other hazards was not assured by the installation. In other cases, serious threats to loss of property and life have brought on programs to tighten nationally recognized standards.

Increase of Accidents

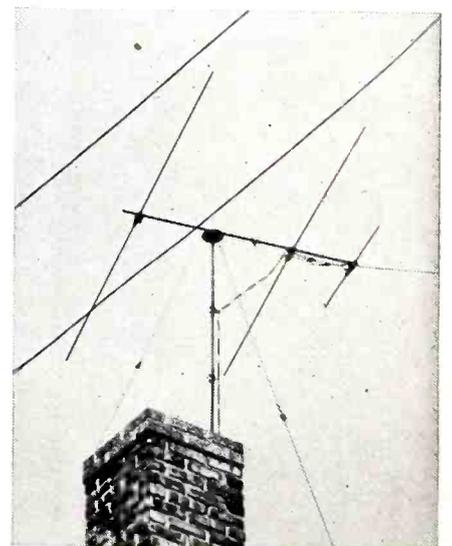
George MacDonald, senior safety engineer of the National Safety Council, has reported an increase of accidents over the past year and a half or more. Faulty installations caused TV antennas to fall across power lines, sometimes resulting in interruption of power service, sometimes causing considerable property damage and personal injury. Fires often started from such unexpected contacts, causing fatalities.



• In this installation, the installer failed to measure clearances from the power line in case the antenna collapsed. This was an actual instance where guy wires broke loose. The antenna fell and power and communication lines were burned.



• When the janitor of this building made his own installation, he invited serious trouble. Note the loose guy wire thrown over the power line and hooked to the metal framework.



• These antenna rods overlap power lines with only a four-inch clearance, causing life and property hazard.

Installations Can Mean to People and Sales

Dealers' negligence in providing safe TV installations may result in serious loss of life, property and customer goodwill.

Where extra long antenna elevations were required, extensions were attempted without proper support and guy wires. Where such antenna towers did not fall across power lines during installation, they often collapsed in subsequent storms or high winds, causing considerable trouble. Even accidents occurring to installers, such as falling off roofs and off ladders, either suffering from high falls or from shock and burns due to direct contact with electric lines grew to alarming proportions.

The reports from the National Fire Protection Association are not any more encouraging. The NFPA has a picture story of one installation which violates the fundamental rules of sound antenna installation. One photo shows a high antenna array which is supported on a structural tower. This tower in itself is sturdy enough to support the antenna array. However, it is of such a height that it could crash down. The fault of the installation was that the tower did not have enough clearance for a high tension

wire nearby. In an actual case, where an improperly guyed tower fell across a utility line, the house was gutted by fire right where the antenna lead-in conductor entered the building. Stray currents, in such cases, bring damage to unexpected areas. In one instance, current attempting to reach the ground through a path from sanitary stack vent-pipes to the water pipes reached the kitchen sink. When the accident occurred, the lady of the house was standing at the sink and was burned seriously about the face and arms.

Pointers for Installers

The incidence of antenna wires and large dipole structures interfering with the efforts of firemen, especially in closely-built areas, has been so common that NFPA found it necessary to pass on a word of caution to TV antenna installers. Where antennas and wires overhang or bridge space between buildings, this is a particular hazard. Rotators, properly supported, and master antennas for apartment houses, were considered by NFPA to be constructive steps toward better TV installations.

Major problems, according to NFPA, however, remained the continued installation of antennas and masts on parapet walls and chimneys, and improperly supported high antenna arrays, particularly in rural areas. High

arrays present the usual danger of property damage and possible fire damage, if installations are close to utility lines. Wind and ice-loading on chimney-mounted antennas are life and property hazards.

Tips on Arresters

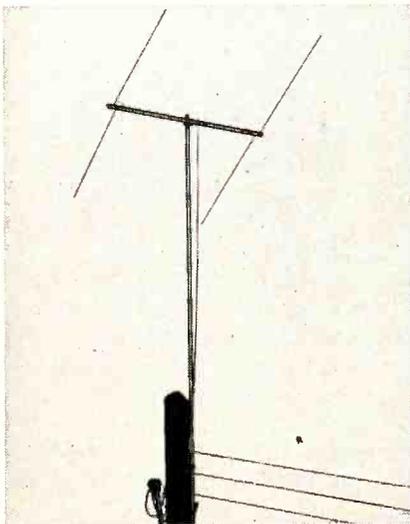
The position of the lightning arrester on television antenna systems is not a point to be ignored, in the view of the NFPA. Should the arrester be mounted on the antenna mast, using the ground lead which protects the antenna mast? NFPA considers this inadvisable, believing that this type of installation leaves the receiver entirely without protection. Direct lightning strikes on a TV antenna are infrequent. When charges accumulate due to lightning, maximum protection from the lightning arrester comes from having the arrester located at a point in the transmission line which is physically near the earth or at least as near the earth as the receiver. If the antenna mast has a direct connection with the ground a major portion of the discharge will be carried to the ground via that circuit. Some energy will be passed down the transmission line and if the lightning arrester is situated properly, a major portion of the transmission line discharge will go to the ground through the lightning arrester.

Dealer's Role

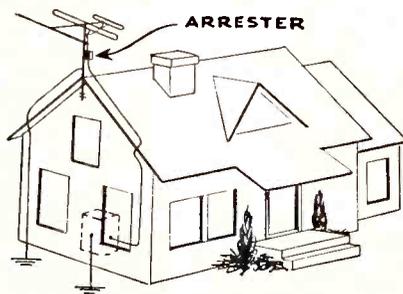
At one time the installation of a television receiver was considered the work of a skilled and meticulous serviceman, who had spent many hours at learning this special work. That was back in the days when television had to be sold as a new medium of entertainment. Then, set performance was the key to increasing buyer interest and to broadening the potential TV market. During those days, the dealer with a crack service organization took the initiative and piled sale upon sale.

When competition stiffened and the great TV buying rush was on, cracks began to appear in the service front.

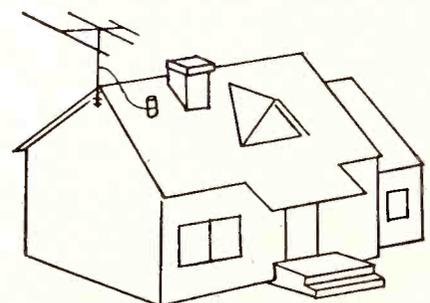
(Continued on Page 18)



• The holding bolts of this antenna, which is attached to a 245-volt light pole, are rubbing against a live wire. This is a potent source of trouble.



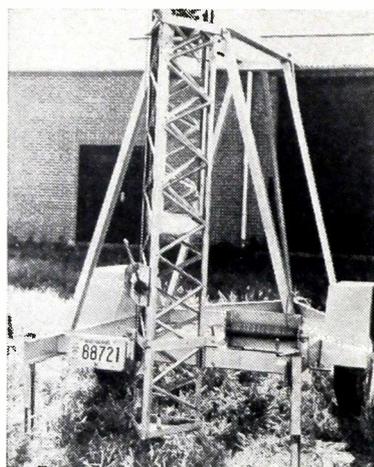
• An arrester installed on an antenna mast leaves set unprotected. It should be nearer the earth, to lead off lightning-induced charges



• This sanitary stack-vent pipe is no proper grounding electrode. Any television antenna thus connected is a serious life and fire hazard.

Telescoping Aluminum TV Tower Can be Raised to 72 Feet in 15 Seconds

A telescoping aluminum TV tower, mounted on a two wheel trailer, that can be raised to 72 feet in 15 seconds is the latest device designed to help television dealers and installers demon-



• *A closeup of the rig with the tower in an upright position. The trailer has three jacks used to level and steady the rig. The windlass on the left side of the tower is used to raise or lower the telescoping towers. The windlass fastened to the right side of the trailer frame is used to raise the permanent tower into position. All cables furnished with the rig as standard equipment are airplane cables.*

strate in fringe and other difficult areas.

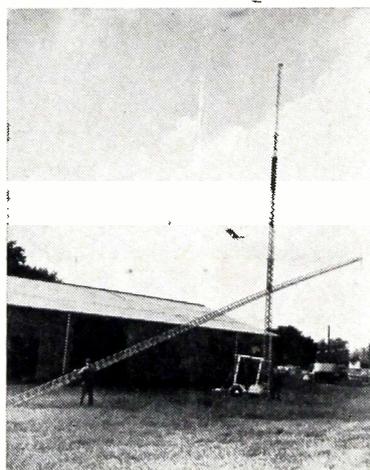
Created and manufactured by the firm of Alprodcos, Inc., of Kempton, Indiana and Mineral Wells, Texas, the complete unit consists of three twenty-four foot lengths of aluminum towers that telescope together, all mounted on a framework that is fastened to a two wheel trailer. The trailer is equipped with jacks which are used to level and steady it while being used.

According to Eugene Cox, president of the company, this rig will prove invaluable to fringe area TV dealers and installers. In actual use, it has a threefold

purpose: It can be used for demonstrating television right in a prospect's home; equipped with a 12-foot mast, it can be used for testing signal strength up to 78 feet and it can also be used to erect the permanent tower.

According to the manufacturer, two men can erect a permanent tower of any size up to 120 feet, in a very short time. To accomplish a similar job formerly took from six to twelve men.

The rig in travelling position is an extremely compact unit which weighs only 400 pounds and measures 28 feet in length overall. It is so constructed that it easily clears the top of any car



• *Going up! A 100 foot Alprodcos permanent aluminum TV tower being raised into position. Using the Alprodcos Rig, only two men are needed as shown. Formerly, it took six to twelve men to erect a 100 foot tower.*

or truck that would be used to tow it.

The ability to test TV in a fringe area which previously would have involved time-consuming and expensive installations is considered the greatest single asset of the telescoping tower.

Faulty Installations

(Continued from Page 17)

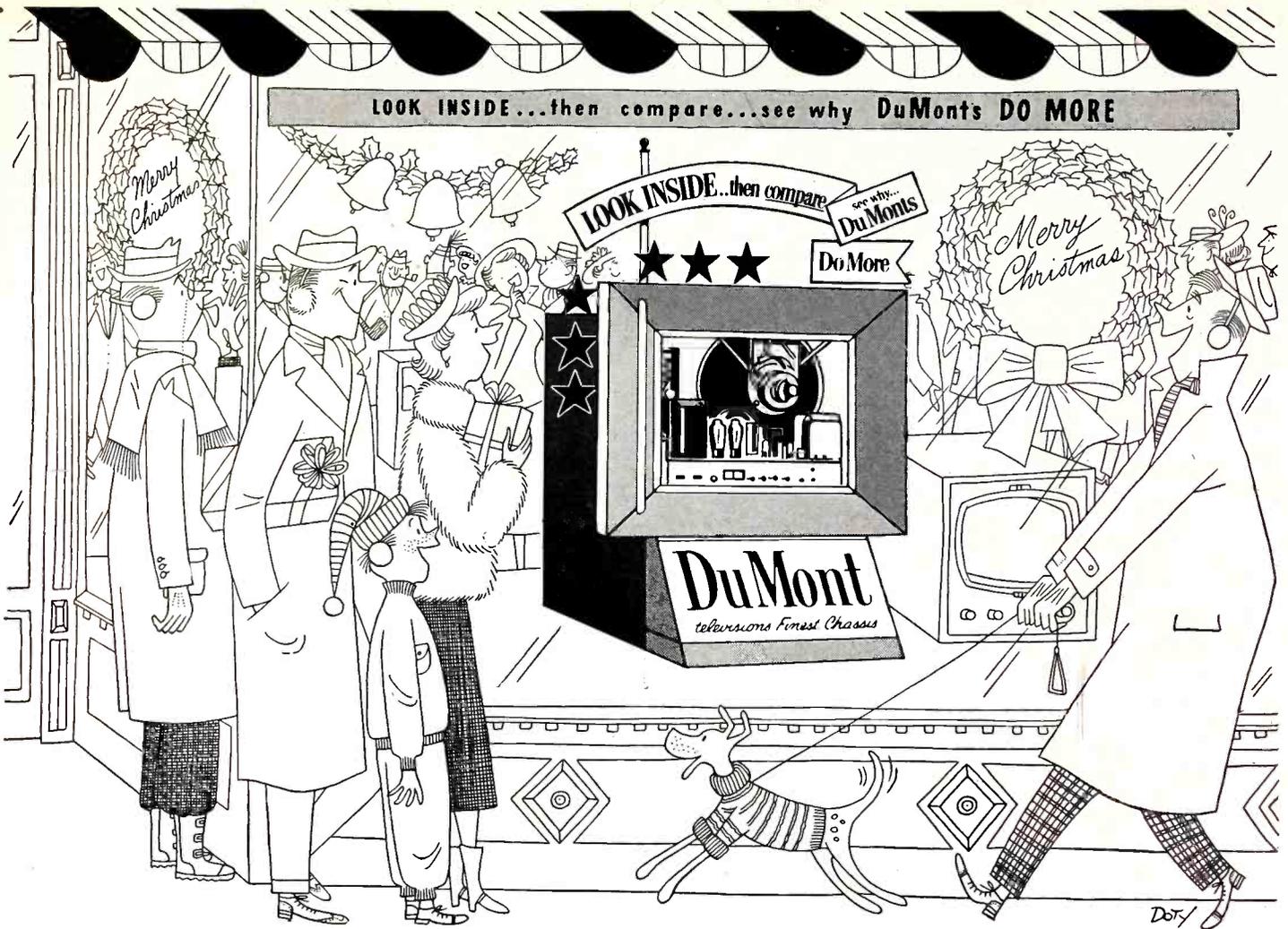
"Quickie" technicians took over some of the technical chores previously done by none but the most highly skilled TV technicians. Dealers themselves, intent on making the most out of the television boom, forgot to see to it that their service—handmaiden to all sales—kept pace with their increased business. In all too many instances, service just about fell by the wayside. Dealers who refused to keep their own service house in order, passed on service headaches to TV service contractors, who could not bear the full weight of the problem without an equitable share of the sometimes elusive lump-sum TV service contract payments.

Today every dealer is looking for a way out of the service dilemma. Some are seeking for a substitute to the standard service contract. Others flirt with the idea of ridding themselves of the service problem completely, by disbanding their service organizations or curtailing their operations. But those with a nimble mind and a sharp eye on future business are hanging on for dear life to their service departments, trying to improve them rather than scuttle them.

In the light of reports coming from the National Safety Council and the National Fire Protection Association, the dealer should have both feet planted squarely in the service business. The NSC and NFPA evidence of TV installation hazards makes it more imperative than ever that dealers shoulder their responsibility in furnishing excellent, hazard-free TV installations. They must convince every customer of the fact that the TV installation is not a job for amateurs. They must sell service with every television set. From the long-range view, that way lies better and safer TV installations, better set performance, and greater goodwill and profits for every TV dealer.

Dealer Stature

The most needed element in the radio, TV and appliance industry, in the opinion of H. B. Price, Jr., vice-president of the National Appliance & Radio Dealers Association, is greater stature among dealers. At a recent meeting of Shreveport, La., radio and appliance dealers he suggested that concentration of the following areas was important: more aggressive promotions, advertising programs and store layout; more careful study of national developments affecting the industry; planning ahead, and working together against such common enemies as unnecessary taxation.

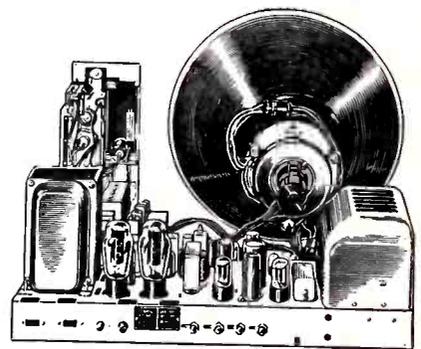


Look inside — SEE WHY THE
DU MONT "CHASSIS STORY"
 brings customers inside to buy!

LIKE MOST good promotional ideas, this one is simple. It's been a terrific success from the start with DuMont dealers from coast to coast. People are flocking in by dozens and scores—to look inside—to compare—to see why! The more they see of the DuMont chassis—the more questions they ask—the more they want a DuMont. They like seeing for themselves just *why* DuMont always comes through with television's finest performance. A chassis that can

stand up to this test has to be good!

This is a striking example of why a DuMont dealership is the most coveted franchise in television today. If you haven't taken advantage of this outstanding promotion, get in touch with your DuMont distributor . . . who has the package all wrapped up for you. There is still time to have that cash register beating out good Christmas business.



DU MONT

*First with the finest
 in Television*



When it's time for a new tube—it's time for a DuMont Teletron* in any set

Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, N. J., and the DuMont Television Network, 515 Madison Ave., New York 22, N. Y. *Trade Mark

By **Richard M. Bellamy**
Architectural Consultant of
Radio & Television Journal

SOME months ago in RTJ I presented a discussion entitled "Does Your Store Have Personality?" In that article, I set forth the thesis that a store depends on atmosphere and method of selling to give it personality, and that a store must cater to its surroundings and clientele in determining what its personality shall be. In suburban stores I recommended an informal "country home" atmosphere utilizing materials and decor suggestive of the home. However, for the store in the busy metropolitan location I suggested "streamlined efficiency" and a moderate sophistication.

Consequently when I was engaged to design the Lehman Radio Salon in New York City on busy Madison Avenue and 60th Street, catering to a select, well-to-do East Side clientele, I had to "practice what I preach." In this new location, the client's requirements was that the store should not only reflect all the latest advances in store design in the record, radio and TV field, but that it possess the sophistication and good taste that would appeal to his clientele. An existing branch store at Madison Avenue and 77th Street selling records, radio and TV had acquired a sophisticated clientele of serious music record collectors, who purchased high priced, custom-built radio-phonographs for their listening enjoyment.

For Advanced Design

To satisfy the client's first requirement that the store reflect the latest advances in store design, I introduced the following features:

- 1). An acoustic plaster ceiling throughout, plus over-all carpeting for sound-deadening purposes.
- 2). Incandescent recessed down lighting and incandescent "Lumaline" strip lighting in indirect coves. No fluorescent lighting was used so as to eliminate any possible interference with perfect radio reception and record reproduction.
- 3). Sound proof partitions of the radio studio type: a partition made up of a gypsum block wall separated from a plaster on metal lath wall by spring steel clips. This partition does not permit the transference of sound vibrations from one wall to the next. This type of partition was used for the record listening booths as well as for the demonstration salon at the rear. The windows of both the listening booths and the demonstration salon are made soundproof by the use of two panes of ¼-inch plateglass,



A Store Designed to Please

with a 2-inch air space between. Each pane of glass is set in felt, which further eliminates sound vibration transference.

- 4). The new "Multiplex" hinged panel record display, which enables a record department to show for self selection its entire catalog of albums in a space of 12 feet. Each swinging panel is capable of showing 12 albums of 10- or 12-inch records, or 30 albums of 7-inch records. The panels may be spaced as close as 1½-inch centers, demonstrating the great number of records which can be accommodated in 12 feet of space.
- 5). Edge Lighted Neon Sign: As the facade of the new office building in which Lehman's was locating was of white marble, I designed the store's sign to realize its full advantage. The letters are stainless steel channels open at the back and closed at the face. They are held two inches away from the marble by stainless steel rods. The neon tubing is concealed in the back of the channel and throws its light onto the marble thus causing the letters to stand out in dramatic silhouette.

For Fine Taste

Now, to fulfill the requirement that the atmosphere of the store appeal to a well-to-do sophisticated clientele, I took this approach:

- 1). Cabinet work or fixtures: I de-

signed all fixture work as though it were fine furniture for the home. The waiting counter and showcase are set on graceful tapered legs. The finish of the fixtures throughout is a fine hand-rubbed, limed-gray oak, which is the equal of the finest home furniture. All columns in the walls are concealed by subtleties such as the slight V-shape in the plan of the record shelving. Air condition ducts are concealed in a sweeping drop ceiling, which gives a sense of intimacy to the record department.

- 2). Decor: In selecting the decor of this store, I was always conscious that it must be the epitome of elegance and good taste. Consequently, a warm gray broadloom carpet was selected and a basic wall color was matched to it. A secondary wall color of soft pastel wine was added, with an accent color of chartreuse to give zest. Draperies were tailored of a forest green fabric with a gold free tracery. These colors, in combination with the gray oak, proved to be satisfactory in fulfilling the need for a tasteful interior.

The over-all atmosphere or personality of the new Lehman Radio Salon has achieved, through the above treatment, an attractive elegance which has general appeal, and which more directly will attract a sophisticated clientele.



Sophisticated Customers

This Madison Avenue dealer tailors his sales methods to appeal to the "smart set."

A STORE that is catering to music lovers must be able to understand the tastes and aspirations of its customers. It must be designed to serve those tastes. In addition, it can at no time depend on sidewalk traffic alone. It must develop business over and above that which mere payment of the rent has brought into the store.

In a nutshell, that summarizes the approach to selling of Harry Colt, store manager of the new Lehman Radio Salon at 655 Madison Avenue, New York City. And Colt ought to know. Within the short space of 10 months, as manager of Lehman's newest music center, he invaded the heart of the world's cosmopolitan hotel district, inaugurated a whirlwind promotional and sales program, and sent the new salon into a dizzy spiral of steadily increasing sales. The selling pace at the new location was so terrific that within that two and one-half month period, Lehman's new radio salon was matching the sales volume of its parent store, headquarters of the Lehman organization at 985 Madison Avenue. This location, 17 city blocks north as the buses, subways and taxis run, also taps a solid core of sophisticated clients. But it had a slight head start—22 years, in fact.



Harry Colt, energetic store manager of the new Lehman Radio Salon, in New York City

Basic Understanding

To grasp the full significance of what Colt's highly personalized approach to selling is, you have to know something about the locality in which he now supervises the operation of Lehman's new store. Located at New York's 60th Street and Madison Avenue, the new salon lies athwart Fifth and Madison Avenue traffic, across surface and subterranean transportation

arteries, and in the heart of a new hub of cosmopolitan hotel traffic—that brought about by the arrival of swank Carlton House at Madison and 61st Street.

Pedestrian traffic now gravitates up-town above busy 59th Street, flowing up toward the Carlton House. It flows right in front of Lehman's and the store is exposed to this cream of pedestrian traffic. As a result, personages who are world famous in the arts, in the field of science, in politics, and in sports frequent the new salon of a well-known name. Not only do such sophisticated clients fall within the orbit of the new store's operation, but executives from the hotels and business establishments, and employees within such establishments form the hard core of prospective customers for the new Lehman salon. The hinterland market cannot be excluded either. For there are countless customers who make the long trek in from New Jersey and from Westchester, drawn by the magic of the Lehman name.

Rudiments of Selling

To tap the prospects from within this market group and turn them into customers required a three-point long-range program, agreed upon by M. Lehman, store owner, and Harry Colt, his new store manager. They agreed that the new store had to be designed specifically to suit customer tastes. Selling would have to be geared to the tastes and aspirations of their customers. And, finally, a continuous effort would have to be made to extend the fertile customer market, which fell within the physical orbit of the store's operation. Technical competence in offering the highest level of technical service was taken for granted. Mr. Lehman is himself a radio engineer and his long history in the radio industry reflected constant efficient and competent service to customers.

Architectural consultant, Richard Bellamy, specializing in radio and television store design, was engaged to work out the details of the new Lehman salon. His primary job was to see to it that over-all design enticed the cream of pedestrian traffic into the store. The interior then had to carry its own selling impact. That this was accomplished is evident when one walks into the new Lehman store. It is a cozy retreat off the busy thoroughfare, where a music lover can feel right at home. Every department is just right for its specific selling purpose.

Since the large proportion of Lehman's Madison Avenue trade is of a sophisticated sort, the classical album

(Continued on Page 22)

section occupies a centerpiece spot in the new salon. It takes up the center portion of one wall. The eye is diverted to other store sections, depending on individual interest. The store is replete with varied wall angles and many color hues, but none of the angles are sharp to the point of distraction, and none of the color areas

In 1949, while with the Garden City Music Center, he had to study the tastes of leisurely Long Islanders. At that time, he became convinced that to sell successfully in the radio and television field, selling had to be geared to the tastes and aspirations of customers. This attitude toward selling must necessarily take into account

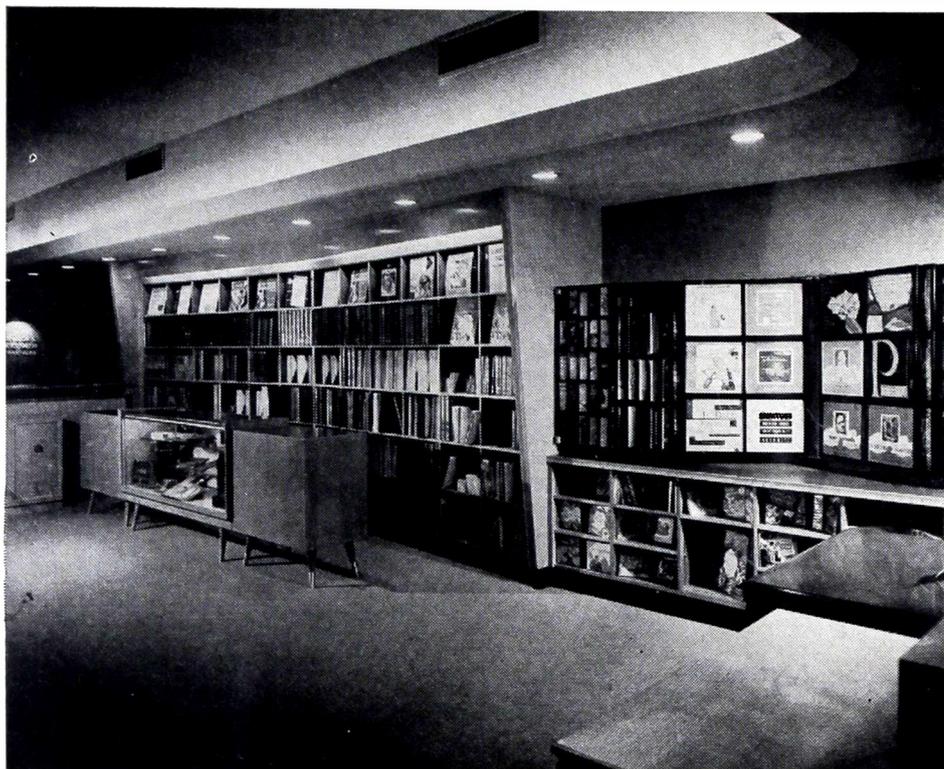
into Lehman's and the repeat business which materialized through knowledge of the Lehman name. The store had to reach out for additional business.

Colt inaugurated regular Sunday advertising in the New York Times, and ran special ads for Thursday night business. He also organized an outside selling program which had his salesmen rotate on outside calls during the morning hours when business was not so brisk. At that time, salesmen made neighborhood calls, contacting executives and heads of departments. Each was familiarized with what Lehman's had to offer, how the store could take care of their needs and those of their employees. In the days before Christmas, a special offer to fill their gift requirements was extended to the same executives. Salesmen merely informed them that "We are equipped to fill the requirements of your gift-living lists."

The same care that goes into selling is also exercised in the selection of salesmen to represent Lehman's. All salesmen must have the selling experience to cope with a sophisticated type client. They must understand the approach to selling and they must be able to fit into the personality of the Lehman salon. One salesman wrote up orders at a fast clip, but he left a long trail of disagreeableness, misunderstandings and headaches. He was quickly replaced. Even though a salesman must be aggressive, one of the rules of selling at Lehman's is that the customer must never have the sense of that aggression. He must never seem to be attacked with a sales pitch in an effort to write up an order.

Backing up the selling effort is the efficient Lehman service department, headed by Louis Simone, service manager. Simone has two delivery and installation trucks, each with a 2-man crew, which operate throughout the five boroughs of New York City and reach out to a 50-mile radius of the city. Five additional outside service men, three driving cars, the other two afoot, round out the customer-contact personnel. Four benchmen take care of inside service work at the warehouse-service location, 91st Street and York Avenue. At the same location is a cabinet refinishing shop, where old and new finishing jobs are handled.

The new Lehman's Radio Salon spares no effort in keeping its sophisticated clientele a satisfied clientele. It is serving the tastes of music lovers in surroundings designed for that purpose. With the energetic Harry Colt managing it, the new Lehman salon is methodically widening its sales horizons in the heart of the world's cosmopolitan hotel district.



• Focal point at Lehman's is the classical album section to which select clients gravitate upon entering the store. Wall angles and interior layout do not interfere with customer's natural interests and allow for leisurely browsing.

are out of harmony with the total color scheme.

Toward the store's front, popular record racks supplement the collection of classical albums. Along the opposite wall are listening booths and a small, entrance showplace for TV-radio-phonograph combinations. Farther back, beyond the album racks, rows of television sets are surmounted by a neat shelf array of small radios and recorders. At the far end of the shop is an intimate television salon. It has just the right amount of coziness, but not so intimate that a business interest cannot be kept alive. On a lower floor additional showplace areas for television sets and other instrument combinations are provided.

Careful Analysis

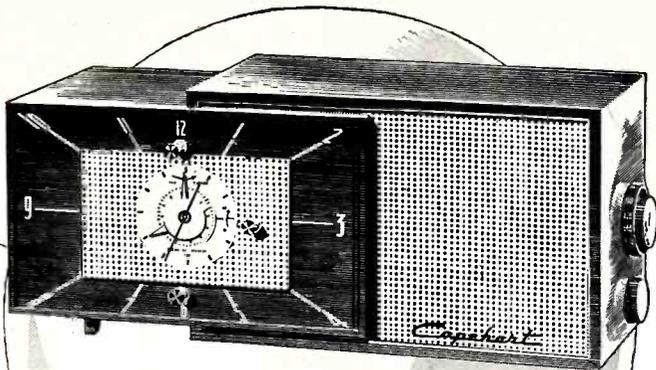
A store with such a definite personality has to have a customer approach to match the excellence of design. When Harry Colt approached the problem of selling at the new uptown Manhattan location for Lehman's, he had the advantage of having gone through a similar analysis of customer temperament a short time previous.

the fact that you can only sell a person something if he has a conscious or subconscious desire or affinity for that product. The real job for the salesman, under such circumstances, is to understand a customer's taste, sometimes even before the customer himself is aware of it.

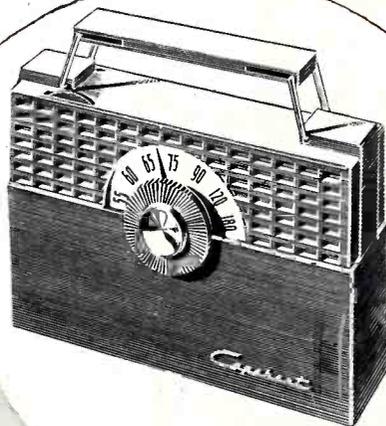
What Colt learned about the tastes of Long Island families he put to good use when interpreting the tastes of the executives who comprised the employers of the heads of those families. For the Lehman store traffic consisted, in large part, of such a category of customer. This executive group was moving at a swifter pace and had just a little finer taste. They were, in the main, music lovers who preferred radio-phonographs and TV-radio-phonograph combinations for the very best in performance. They were the type who would call heavily for classical record albums. Out of this emerged the emphasis at the new Lehman location on finer instruments and classical records.

Reaching Out

It was not enough just to cater to the tastes of the ready market which exists in the pedestrian traffic flowing



The CAPEHART Clock Radio. The fastest selling clock radio on the market—the most wanted, the highest-styled now available. Beautiful plastic cabinet in choice of colors. Only \$49.95*



The CAPEHART Personal Portable Radio. Plays where you play. Handsomely styled to lead its field in looks and performance. Modern design in choice of colors. Only \$29.95*



The CAPEHART Table Radio—True Capehart quality in miniature. Distinguished design beyond compare. Unbelievably beautiful tone. Choice of colors. Only \$32.95*

Capehart

SALES GOING UP!

Get set with goods that **SELL**
in the selling season

● Here they are—"small goods" items that mean more holiday profits for you! There's nothing else like them on the market. None can match the Capehart Clock Radio, the Capehart Table Radio and the Capehart Personal Portable for beauty of design . . . for reliable performance. None can touch them as sure sight-sellers. Be sure your stocks are adequate for the selling season ahead. Check your Capehart distributor or write E. Patrick Toal at Fort Wayne.

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

*prices for Zone 1.

AN **ITT**
ASSOCIATE

New Products for 1952 Business

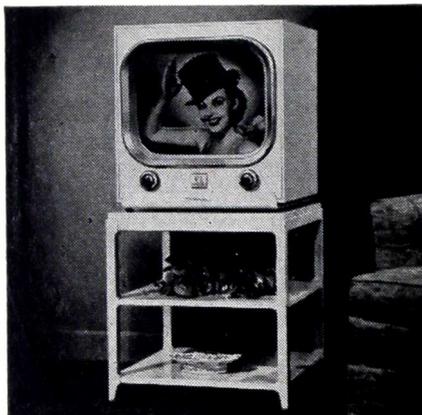
Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

20-inch Motorola TV

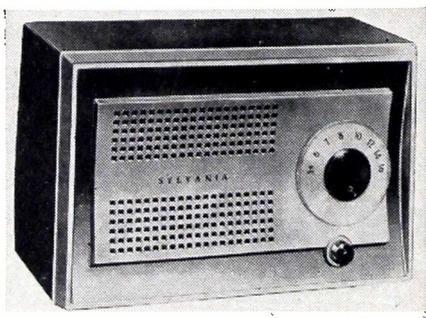
Mfd. by Motorola, Inc.,
4545 Augusta Blvd., Chicago 51, Ill.



Either a table model or an off-the-floor console when matching legs are attached, this new 20-inch television set has a "Glare Guard" process for eliminating room light reflections. Cabinet is in limed oak. Also available in mahogany with attachable legs. Factory-installed, all-channel UHF tuning unit also available at additional cost.

Sylvania's New Radio

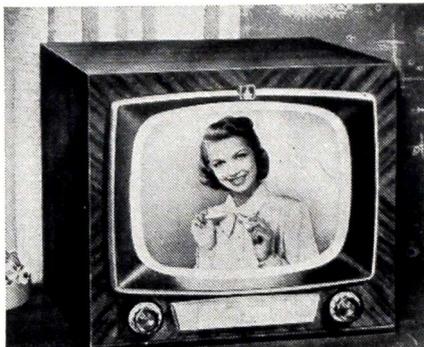
Mfd. by Sylvania Electric Products, Inc.,
500 Fifth Avenue, N. Y.



With four receiving tubes, including two dual purpose tubes, plus rectifier, AM loop, built-in antenna, and 5-inch Alnico speaker, this table radio is representative of the firm's Golden Jubilee radio line. Has tuning range for 540 to 1600 kc. Selector dial is clear transparent plastic. Plastic case available in cardinal red, primrose yellow, hickory brown, chartreuse, bottle green, mahogany, ivory and ebony.

Emerson 17-inch TV

Mfd. by Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.



Latest table model television in this firm's 17-inch picture group. Features the new area engineering principle. Has pre-tuned, built-in antenna, 'Black Magic Contrast,' and 'Simplimatic Tuning.' Uses Alnico 5 PM dynamic speaker, long-distance circuit, and edge to edge picture focus.

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

New Philco Clock-Radio

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



This new clock-radio has four tubes, plus rectifier including Loktal to provide higher output. Clock not only turns radio on and off but also controls any electric appliance as well. Radio turns on at pre-set time, as does any automatic appliance. Louvered cabinet in white, ivory or mahogany plastic.

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

DuMont's "Burlingame"

Mfd. by Allen B. DuMont Laboratories, Inc.
515 Madison Ave., New York



Seventeen-inch glass rectangular tube with a direct-view picture of 150 square inches is featured in this "Burlingame", a television console of modern design. Set has automatic phono-jack attachment and electronic-tuning eye. Finished in hand-rubbed mahogany veneers. Has 26 tubes plus three rectifiers.

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

New V-M Phonograph

Manufactured by V-M Corp.,
Benton Harbor, Michigan



Siesta Switch and appliance outlet are the latest features on this new record changer. Switch provides for automatic and complete shut-off of unit, including amplifying system. Appliance plug allows lamp or radio to be attached to changer. Automatic, 3-speed operation and other standard features of "Tri-O-Matic."

New ZENITH "FRINGE-LOCK" CONTROL CIRCUIT



**New Zenith Invention
Brings World's Finest
Fringe Area Picture**

See the picture at left above? That's fringe area reception on ordinary TV. Vertical "wobble" and horizontal "roll" are caused by ordinary fringe area interference. New Zenith "Fringe Lock" Control Circuit blocks out interference, concentrates on picture signal alone, gives you far better picture shown at right.



Only Zenith has it!

**Sells television's toughest customers on sight!
Means faster, easier sales, more profits for You!**

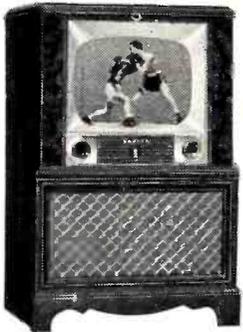


They're television's toughest customers . . . the folks who live in remote "fringe areas." But show them Zenith's remarkable new Distance-Reception, and, brother, you've made yourself a whole stack of sales!

It's Zenith's new "Fringe Lock" Control Circuit in action . . . bringing the finest fringe area picture in television! What's more, this sensational Zenith invention teams up with Zenith's "Electronex" Tube, Custom-Tuned Miracle Turret Tuner . . . and with long-famous Zenith

built-in quality . . . to sell *all* your prospects quickly and *keep* them sold! You get *more* sales, *more* satisfied customers, *less* dissipation of your profits through costly customer complaints and "call back" servicing.

Check your Zenith Distributor now about these three new 1952 models. See them. Demonstrate them. They'll prove to you beyond a doubt that—in fringe area and TV center alike—Zenith sales are easier sales. Zenith profits are profits you can keep!



1952 Zenith "Galsworthy" Console. 18th Century motif in Mahogany veneers and hardwoods. 17-inch Electronex Tube for world's finest "full-focus" picture. New Dust-Proof Picture Screen. Model J2042R



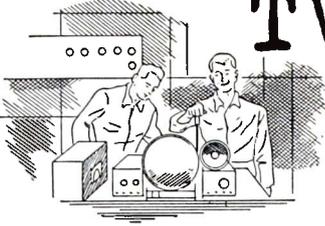
1952 Zenith "Kipling" TV-Radio-Phonograph—17-in. "Electronex" Tube. Cobra-Matic Record Player, Super-Sensitive FM and Long Distance AM. Mahogany solids and veneers. Model J2868R



1952 Zenith "Fielding" Table Model. A sales sensation! Mahogany Pyroxylin. 17-inch "Electronex" Tube. Also in Blonde Model J2030R

ZENITH RADIO CORPORATION • Chicago 39, Illinois





TV service report

TV Licensing Hits N. Y.

The law to license television service which has been kicking around in the New York City Council for many months was finally passed last month. Created for the specific purpose of correcting those practices which have been giving television service and the television industry a black eye in the eyes of the public, the new law requires that all TV technicians, service dealers and contractors be licensed at fees ranging from \$5 to \$25 if they are to continue doing service work after February 1, 1952.

The bill establishes two types of licenses. Type "A" requires that the servicing company prove financial responsibility and the ability to make refunds on television service contracts if the company goes out of business. Type "B" makes it mandatory that the licensee pass certain requirements as a legitimate TV service operator. The service company or dealer will be required to print the type of license under which he conducts his business

plainly on all his contract forms, store windows, trucks, etc.

The license bill also sets up an eight-member board which will administer the law and establish qualifications for licensing. This commission will authorize issuance of licenses to qualified technicians and apprentices for a fee of \$15 for the technician and \$5 for the apprentice, with a \$5 renewal fee for each.

Industry Reaction

Significantly enough, one of the favorable reactions to the bill came from the television service industry itself through a statement by Max Liebowitz, who, as president of the National Electronic Technicians & Service Dealers Association, said: "We are happy to have played a part in supporting this bill and in suggesting some of the provisions incorporated in it. The bill will protect the public and is also in the best interests of the service industry itself. Honest technicians, service dealers and contractors have nothing to fear from this bill and

have much to gain from it."

Reactions from other segments of the service business were not quite so favorable. One large television dealer who operates a sizeable service department expressed the opinion that the bill "closes the stable after the horse has been stolen." He went on to explain that the legislation has no real teeth in it, and stated that it would be chaotic trying to set up testing facilities for every TV technician now engaged in servicing.

Some additional comments: "It's just another way to milk more money for the city treasury." "You can't legislate honesty or proficiency. We've got a lot of laws in Washington, but just take a look at some of the things going on there!"

Educational Program to Expand TV Service

A triple-pronged educational and information program designed to provide more trained service technicians to improve service practices in the radio-television industry has been launched by RTMA. A new Service Committee led by E. W. Merriam, will spearhead the program to bring order out of chaos as far as servicing the 15 million TV receivers which have been manufactured since the end of World War II. One part of the new RTMA program will involve the recommendation of television servicing courses in about 2,500 vocational schools and in as many adult education centers throughout the country. Other phases of the program involve cooperation with various associations of TV servicemen and other television technician groups which are also endeavoring to improve the service situation.

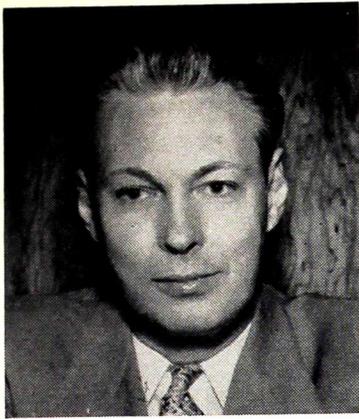
Tackling Television Service Problems



On the panel of Philadelphia station WCAU-TV's program, "In the Public Interest," are left to right: E. W. Merriam, service manager of RTMA; A. D. Steinberg, chairman, Joint Electronics & Radio Committee on Service (sponsoring group); Mrs. K. DeReeder, for the public; Gary Geers, station moderator; A. M. Haas, president, Television Contractors Association, and H. Ehle, vice-president, International Resistance Co. Discussion centered on TV service problems.

New Book by Kamen and Dorf

"TV and Electronics As A Career" is the title of a new book just published by John F. Rider Publisher, Inc., 480 Canal Street, N. Y. The authors of the timely and informative volume are Ira Kamen, sales manager for the Brach Division of General Bronze Corp., and Richard H. Dorf. While the book covers all phases of television, of particular interest are those chapters which deal with television servicing. An appendix on pay scales for TV service branch personnel should be especially helpful to those dealers who operate their own service departments. Written in an easy-to-read style, "TV and Electronics As A Career" contains a veritable mine of helpful information to anyone who is now in television and contemplates entering any phase of the nation's fastest growing industry. The book contains 136 illustrations in a cloth binding and is priced at \$4.95.



REPORT from Frank D. Langstroth, Pres.

Starrett Television Corp.

SUBJECT: Announcement of NEW 1952 Starrett Line
for NATIONAL DISTRIBUTION — to be exhibited at
The Conrad Hilton Hotel, Chicago, from Jan. 7th

“Everybody at Starrett wants to get into this announcement.

Our Sales Manager said: ‘Tell them about our unbeatable profit mark-up.’

Our General Manager said: ‘Tell them about our factory-wide quality controls.’

Our Engineer said: ‘Tell them about our newest chassis features.’

Our Production Manager said: ‘Tell them about our fine cabinets and superior assembly work.’

Our enthusiastic Assistants pointed out that we should talk about the clear pictures and fine reception—even in far off fringe areas.

Our Advertising Manager said: ‘Let me go to work on the copy and the layouts—our ads will be sensational.’

But I stopped them all with this reasoning:

Every quality television manufacturer can say the same things about his sets that we can truthfully say about ours—so, why don't we just offer the line for inspection and leave the decision to the distributors, whose own needs and experience and judgment will determine selection.

Let's make it a plain announcement . . . simply say—and say it simply — that the New Starrett Line is ready for national selling through franchised distributors, and that we invite inquiries from recognized distributors — everywhere.

Tell them we have fine territories available for immediate appointment.

Tell them they can be sure of utmost cooperation.

Tell them to be sure to see the line at The Conrad Hilton Hotel, in Chicago, beginning Jan. 7th.

Get such a plain announcement ready and I'll sign it.”

★ ★ ★

SIGNED:

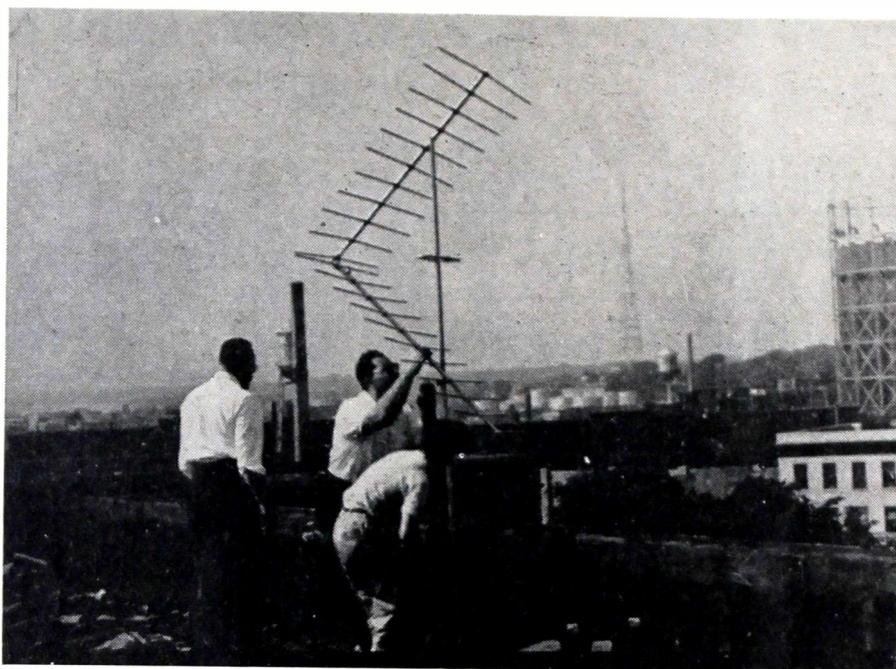
Frank D. Langstroth...

President

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

Starrett ... Television Quality Constant as the Stars!

High Gain Antennas Can Broaden a Dealer's Sales Arc by Hundreds of Square Miles



- Above, Marty Bettan, sales manager of Radio Merchandise Sales, is shown installing his firm's Corner Array on a Syracuse, N. Y. rooftop. The COR was used to get reception on Channel 13 from Utica, some 55 miles away.

Semi-fringe television areas have consistently posed problems for television salesmen. TV accessories like boosters and high gain antennas have made possible many TV set sales in areas ranging from 25 to 80 miles from the TV transmitter. But there is that market area which is just outside the reach of the TV signal, even with the use of boosters and high gain antennas. Fertile sales areas have thus gone untapped, even though potential customers are ripe for a sale. All they want is reception of a good signal.

In such areas, the use of high gain antennas has not proven sufficient to produce the desired result. Using multiple boosters often results in higher noise level rather than any increase in signal. Sales have come as a result of such efforts at providing a clear picture, but such sales have been spotty.

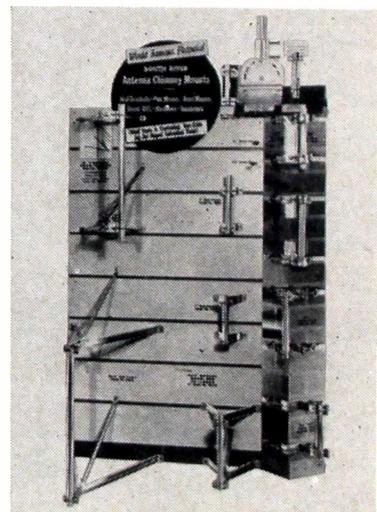
One answer to increased sales in this outlying area lies in the use of higher gain antennas. Such an antenna, the Corner Array, shown above, has been developed by Radio Merchandise Sales, Inc., N. Y. TV antenna manufacturer. It has the characteristic response of a parabolic antenna, is cut specifically to channel, has a very high forward gain, and has a very high front-to-back ratio.

The gain of the Corner Array is such that it is capable of opening a band of 10 to 15 miles additional radius from the transmitter. Even though a booster may still be required, the gain from the antenna will help keep the noise level down, giving a good picture in this band. Reception in this broadened fringe area, even with snow, noise and intermittent signal conditions, is sometimes the difference between a sale or no sale with on-the-fence buyers who are just longing to have television in their homes.

"Unknown" Replacement Factor May Boost TV Sales in '52

The "unknown factor" of the television industry — the replacement age for receivers — will play an important part in determining the sales potential for television in 1952, according to John S. Meck, president of Scott Radio Laboratories. Pointing out that no figures are available yet on the age at which TV sets will be replaced since few sets were in use before 1948, Mr. Meck predicts that many of the early sets will require picture tube replacements next year, and this need for tube replacement will force the set owner to decide whether to replace his small tube with an equally small tube or whether it would be wiser to buy a new large-picture set. Since there were about 3,450,000 sets in use on January 1, 1950 — mostly with tubes of 12½ inches or smaller — as compared with less than 1,000,000 a year earlier, 1952 will be the first year to find a substantial number of sets passing the two-year-old mark, says Mr. Meck.

Novel Display Rack



With this novel floor merchandiser, the entire line of antenna mounts of South River Metal Products Co., Inc., South River, N. J., can be displayed on a distributor's floor. Actual mounts and accessories are attached to the display to show how the various products are used and to do an educational job for both the distributor and his customers. The colorful, 7-foot display piece also makes for ease of ordering.



Sentinel
**Living Pictures*
 mean a floor stock
 that's truly
Alive!



Bursting at the seams, that's the condition of the public's pockets today—income is at a new high level. Savings deposits are bulging. Banks' "statements of condition" prove it. So does the sales-volume of *Sentinel* dealers! For these new *Sentinel LP*-TV* sets (*Living Picture Television*) are alive with exciting beauty of cabinets, thrilling fidelity of sound, dramatically "living" pictures. Make your profit-sheet throb with new life, too! Call your *Sentinel* distributor—or *Sentinel* direct—TODAY.



Model 443 CVML
 The Lauderdale
 21" Screen



Model 438 TVM
 The Deerfield
 17" Screen

Sentinel

Television

Sentinel Radio Corporation
 Evanston, Illinois

It's Been A Long, Long Time

The year was 1916 and the month was November. World War I was on in Europe but the United States was not yet in. Enrico Caruso was the toast of the "Met" and the wind-up phonograph was the greatest invention in the world of entertainment. What brings these nostalgic memories to mind is that last month marked the 35th anniversary of the founding of Radio & Television JOURNAL and its forerunner, The Talking Machine Journal.

Thirty-five years is a long time in any field, but for a business magazine to be able to boast of 35 years of continuous publication without ever missing an issue is a notable achievement because the business press of America is not much older. In fact, 35 years ago, there were very few business publications in existence, and The Talking Machine Journal was the first industry magazine designed to help the retail dealer conduct his business more efficiently and profitably.

Throughout the past three and a half decades, the JOURNAL has reflected the amazing growth of the industry from the talking machine into a multi-billion dollar business in electronics covering everything from records and one-tube radios to television and magnetic recording. The personalities affiliated with The JOURNAL during the years have been as colorful as the history of the industry itself.

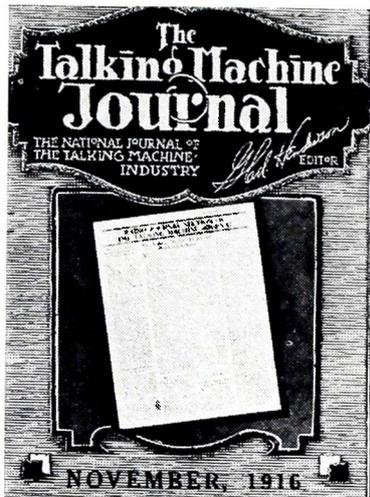
First there was the inimitable Glad Henderson, founder and publisher

of The JOURNAL, whose memory is still remembered and revered by countless 'oldtimers' who can recall his pungent editorials which were must reading for every executive in the industry. Associated with Glad through all the years was Alexander Hamilton Kolbe, who a decade ago became publisher of the JOURNAL. "Alex", as he is affectionately known to a legion of friends throughout every branch of the industry, has been intimately associated with the phonograph, record, radio, television business since 1908. In the earliest days of the 'talking machine' Alex used to call on Thomas Alva Edison and can fondly remember bringing

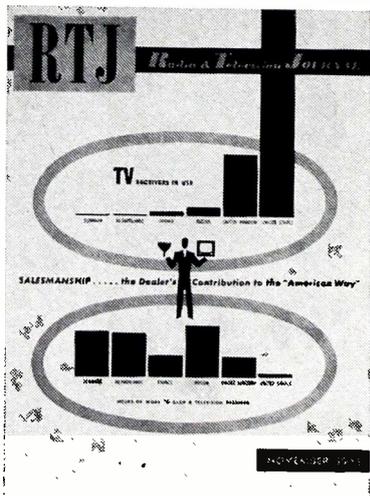
lunch to the great man who did so much to develop the entire field of home entertainment.

Keeping pace with the tremendous changes which have taken place in the industry during the thirty-five years of its existence, "RTJ" has constantly modernized its format, reflecting the rapid development of the nation's fastest growing industry—television. Outstanding in this respect have been The JOURNAL's unique cover designs, each one specially created by a well known artist and telling a story in itself. Yes, 35 years has truly seemed like a long, long time, to para-

phrase the current song hit. We look forward to the next 35 years with a sense of humility at the wonders still in store for this phenomenal industry.

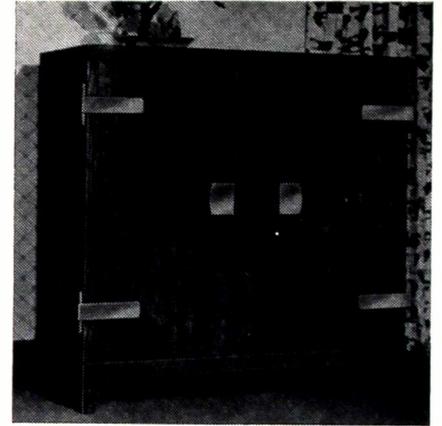


• The Journal's first cover bore the dateline November, 1916.



• Thirty-five years later the Journal's cover reflects the streamlined pace of the electronics age.

Zenith's "Conquistador"
Mfd. by Zenith Radio Corp.,
6001 W. Dickens Ave., Chicago 39, Ill.

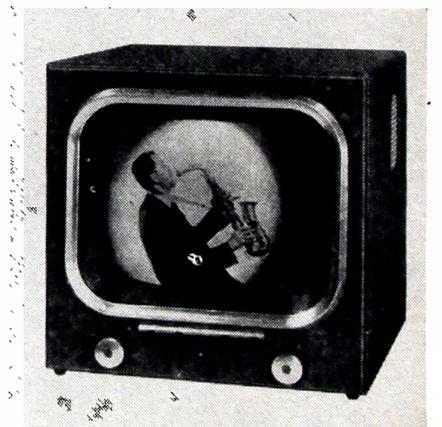


Hand-crafted television console combination of natural solid walnut with solid brass hinges and hardware. Round or rectangular picture shapes are afforded by a 19-inch screen. Has remote control station selector, built-in provision for UHF, 15-inch Jensen speaker, AM-FM radio, and Cobra-Matic record changer.

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

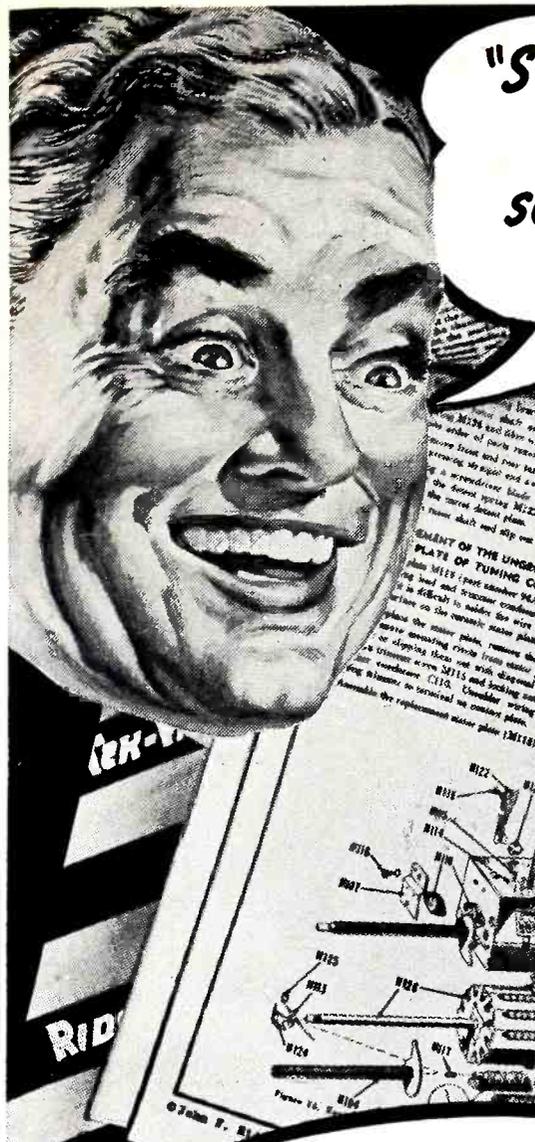
Argos TV Cabinet

Mfd. by Argos Products Co.,
Genoa, Illinois

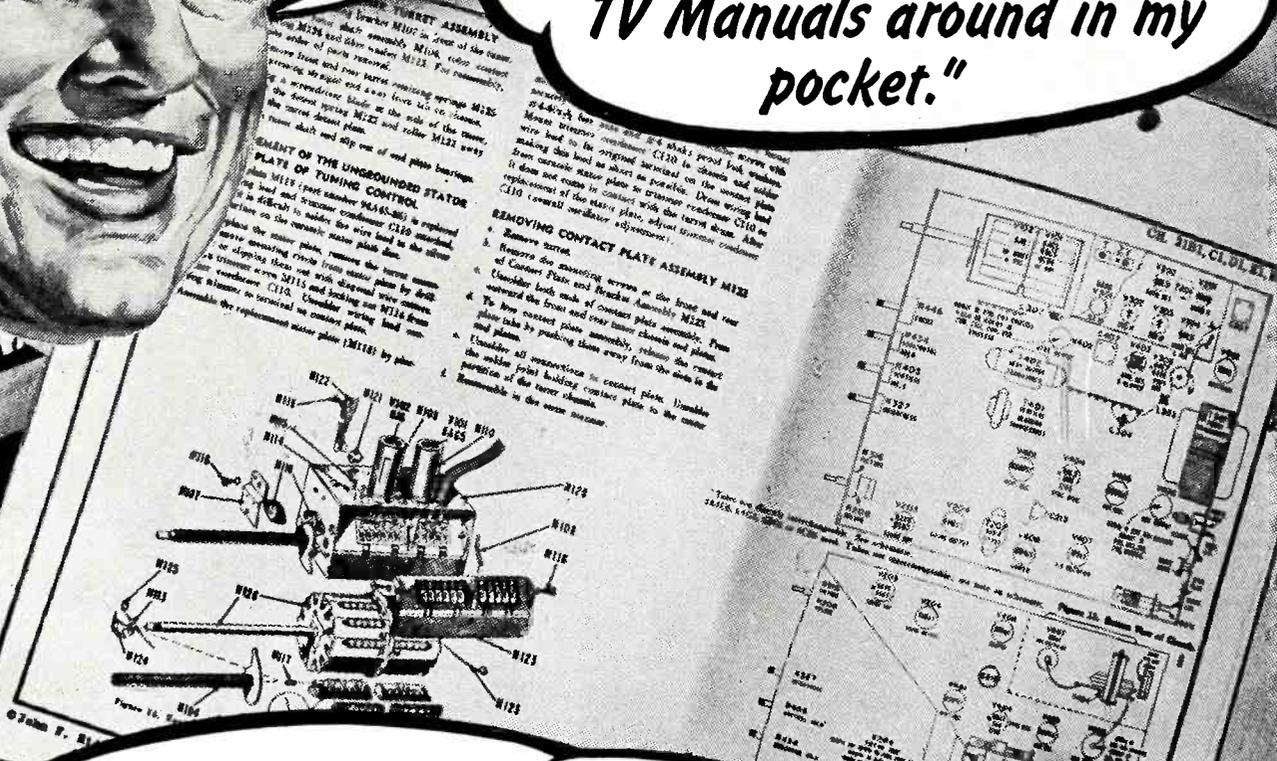


Leatherette, table model television cabinet which is ready-cut for TV chassis ranging from 16- to 21-inch. Constructed with 3/8 inch, 3-ply sides and 1/2 inch, 5-ply bottom. Speaker grilles are plastic. Two wire-mesh panels in bottom provide extra ventilation. Leatherette is pyroxylin-coated.

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

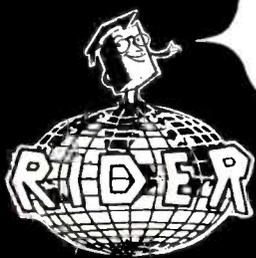


"Say, Bill! Have you subscribed to Rider's NEW monthly TEK-FILE service? It's the hottest thing to ever hit the servicing field. It's just like carrying Rider TV Manuals around in my pocket."



"You're right, Ed! I've never seen so much really useful TV information....and each manufacturer's data is individually bound in separate file folders. An average of 160 pages for only \$2.00! All production runs are covered—and the data matches the set I'm working on!"

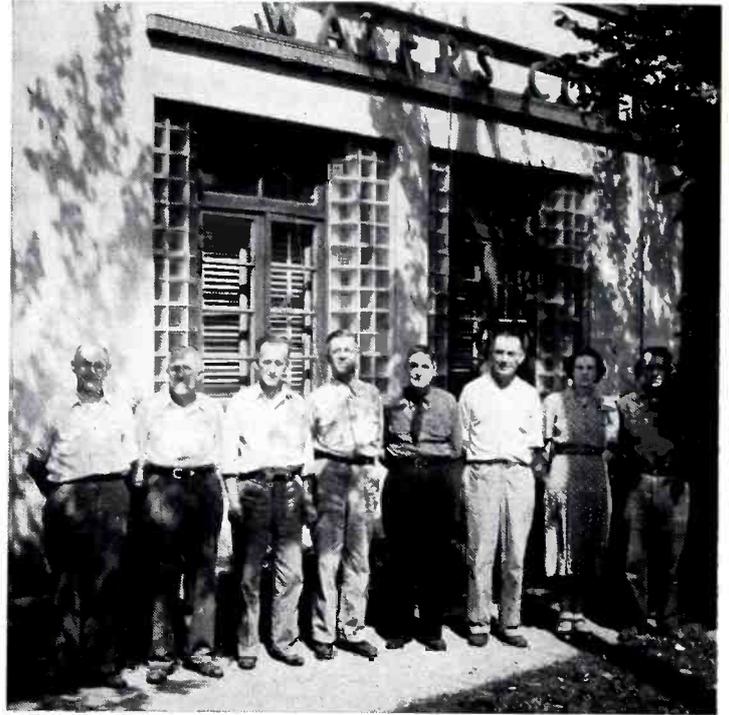
Listen friends: take a tip from Bill and Ed—ask your jobber for Tek-File, today!



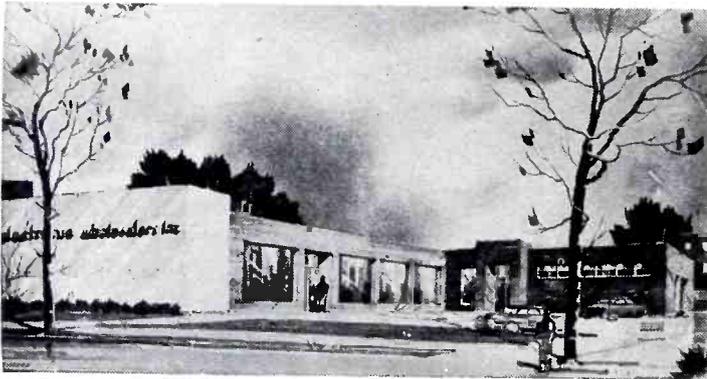
JOHN F. RIDER Publisher, Inc.
480 Canal Street, New York 13, N. Y.



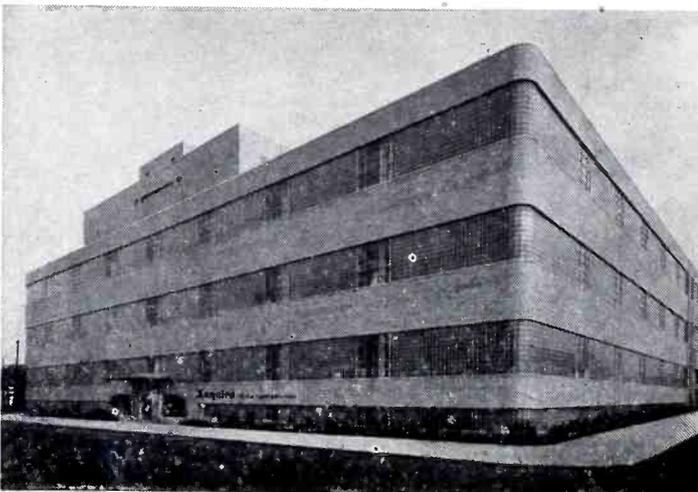
• Mr. Grossman of Concourse Radio wins first prize in the Emerson "Portable Radio Window Display Contest." Charles M. Auerbahn, sales promotion manager of Emerson-New York, Inc., is presenting the \$100 check to the winner.



• These eight foremen of the Waters-Conley Co., Rochester, Minn., had a hand in the first Phonola portable phonograph and have experience amounting to 376 years of craftsmanship. The firm is celebrating its 35th anniversary.



• An architect's rendering of the new quarters of Electronic Wholesalers, Inc., Washington, D. C. Three-year-old firm outgrew old space and expanded into modern building.



• Above is the new plant of the Esquire Radio Corp., 61-01 15th Ave., Brooklyn, N. Y., a modern glass-brick building where the firm produces clock-controlled radios.



• Dr. Allen B. DuMont, left, receiving a citation from Mayor Pashman of Passaic, N. J., at recent ceremonies marking adoption of official slogan, "Passaic, Birthplace of Television." Scroll was signed by Gov. Driscoll.



• Lyle Polito, left, starts his Sylvania distributorship appointment off with a bang as he orders a carload of Sylvania "Golden Jubilee" TV sets through J. W. Shackleford, southern district sales manager for Sylvania.



• This new, Long Island City manufacturing plant purchased by CBS-Columbia, Inc., adds 275,000 square feet of manufacturing space to the firm's TV and radio receiver manufacturing facilities.



• Some of the hundred combat veterans, back from Korea, who were guests of Harvey L. Pokrass, Tele King president, at "Guys and Dolls" performance.



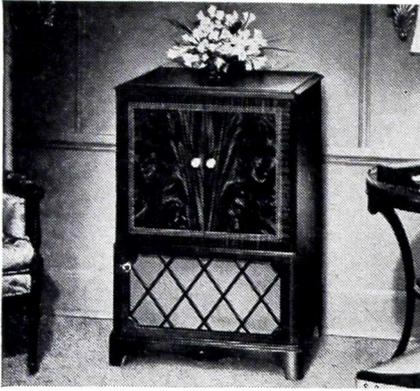
• Left to right, above, Commissioner G. Titus, Mayor Louis Bay, Victor E. Havers, president of TV "Q" and Commissioner A. Boomstra, Hawthorne, N. J., at opening of new TV "Q" plant in Hawthorne.



• The Hi-Lo Antenna Corp.'s high-ranking bowling team is stirring the bowling leagues in Chicago with its performances and is creating goodwill for the firm's products. One loyal roter is the firm's president, Frank Klanecnik, right.

RCA's "Covington"

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



Using a 17-inch rectangular tube, the "Covington" is powered by the "Super Set" chassis. Freedom from interference in sound and picture is provided by the double-shielded tuner and completely shielded chassis. Phono-jack for phonograph attachment is standard equipment. Cabinet comes in mahogany, walnut and limed oak.

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

Crosley's "Jenny Lind"

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

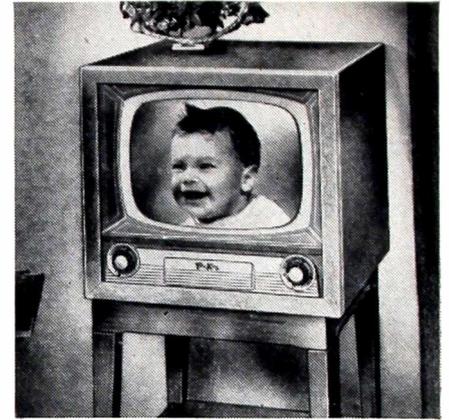


Another headliner in the 21-model line of "Duo-frequency" television receivers is the "Jenny Lind." The set uses a 17-inch picture tube. Features elaborate modern decorator design executed in blond-finished mahogany veneer.

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

Tele King 17-inch TV

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

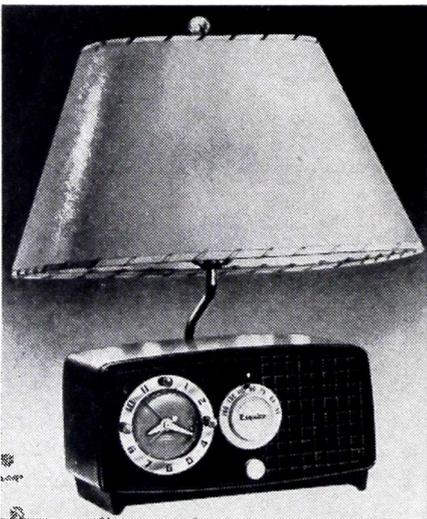


This table model television receiver is one of a new line of television sets exhibited by this firm at a recent distributor-dealer showing. Features the newly-perfected Tele-Tuner developed in the firm's laboratories. Cabinet is of leatherette.

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

Esquire Clock-Radio-Lamp

Mfd. by Esquire Television & Radio Co.,
275 Ridgewood Ave., Brooklyn, N. Y.

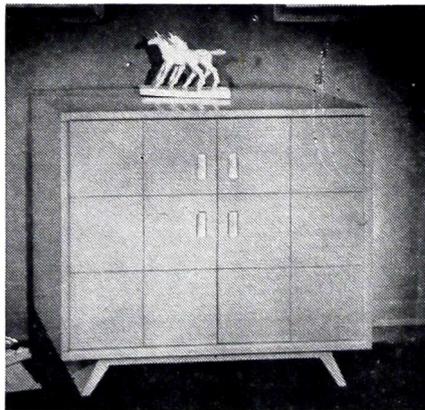


Superheterodyne radio and a clock with a Sessions electric movement has an added feature of a table lamp, with Fiberglass shade and a swivel. Radio can be pre-set. Clock can also turn on lamp, with or without the radio. Clock also serves as appliance switch and has special turn-off feature.

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

Stromberg-C's "New World"

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



The "New World" cabinet has been re-introduced, now equipped with 17-inch picture tube, along with radio and 3-speed record changer. Has 12-inch concert-type speaker. Exclusive "Power Equalizer" for transference of unused wattage from video to audio section and vice versa. Cabinet in comb-grain oak veneers and solid oak.

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

New Arvin Radio

Mfd. by Arvin Industries, Inc.,
Columbus, Indiana



Latest, top-of-the-line radio by this firm is this new hand-rubbed mahogany console model. Features top AM and FM radio reception qualities. Provides, in addition, high-fidelity phonograph reproduction on three-speed record player installed in pull-out drawer.

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

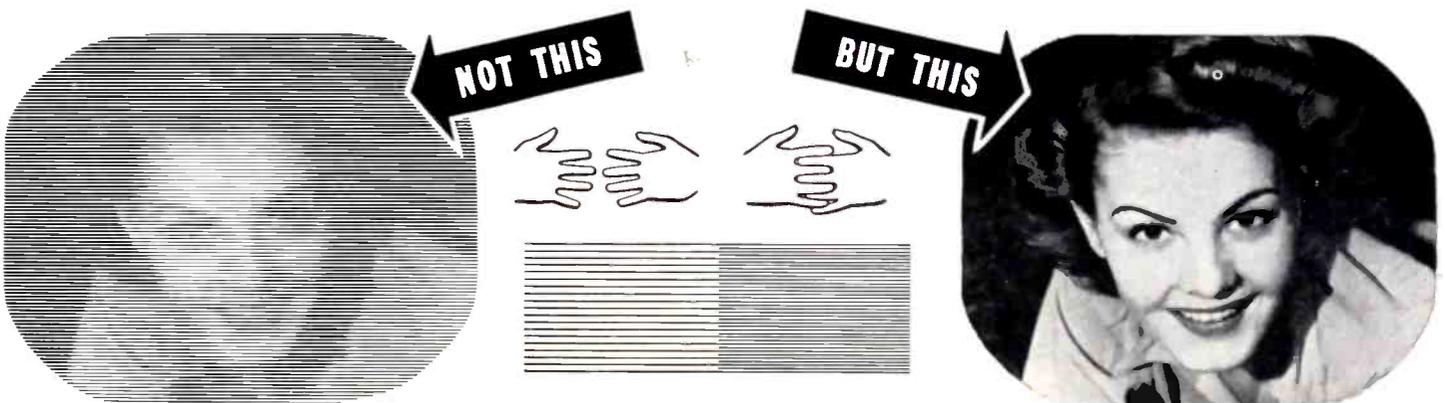
THE PICTURE WITH THE



BILLION DOLLAR BACKGROUND

Bendix Magic Interlace

GIVES YOUR CUSTOMERS THE BEST VIEWPOINT Gives You the Best Sales Point!



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

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

Showmanship Sells T-V... HERE ARE THE "PROPS" THAT WILL PUT YOU IN SHOW BUSINESS!

FREE ★ DEMONSTRATION KIT!



Back up your selling with a real touch of showmanship. Bendix gives you the stage-settings in this big promotion kit. Bendix also gives you a fascinating story that once more makes television new and dramatic. It's the Magic Interlace story! Tell it! Explain it with your hands (see illustration above) and with the intriguing pocket demonstrator. Then turn on a Bendix set and show your prospects the vivid, living pictures it presents. These selling steps turn the spotlight on Bendix Magic Interlace... the headliner that will pull in the sales.

Bendix* TV sets are designed so that both UHF and Color Converters may be attached. This is your protection against obsolescence.

*REG. U.S. PAT. OFF.

Do Business with Bendix—IT PAYS!

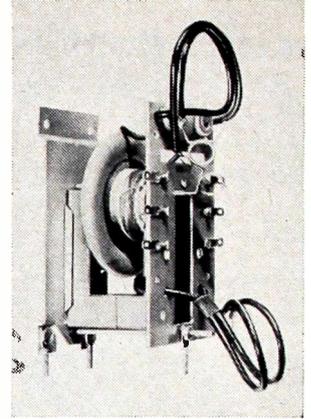
Product of Bendix Aviation Corporation

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

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 manufactures 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.

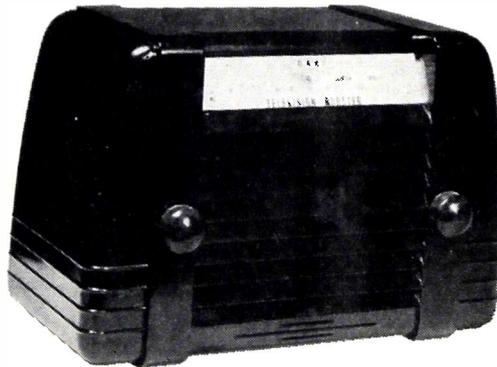
New Flyback by Merit
Mfd. by Merit Transformer Corp.,
4427 North Clark St., Chicago, Ill.



This new flyback can be mounted above and below the chassis horizontally or vertically or on the side wall of the hi-voltage cage within a TV set. Electrically identical with model HVO-6, advantage of universal mounting affords added versatility to servicemen.

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

The New Precision Engineered **OAK BOOSTER!** for TV-FM by OAK ELECTRONICS **\$39.95**



↑ **THIS KNOB DOES IT:**

- Turns on Booster & TV set
- Changes "Q" of circuit from 50 to 300 thru new "Q" multiplier circuit (See May "Electronics")
- Varies bandwidth from 0.5 MC. to 12 MC.
- Allows gain to be controlled from a low value comparable to any other booster, to a high value no other booster can match.

The booster that finally satisfies your demands by succeeding where others have failed. The OAK BOOSTER uses Mallory INDUCTUNER (same as used in DuMont, Crosley and Stromberg Carlson TV sets) in a newly engineered circuit on which patent is pending. Provides variable bandwidth to control adjacent channel interference and reduce noise to a minimum. Uses new "Q" multiplier circuit to increase gain enormously.

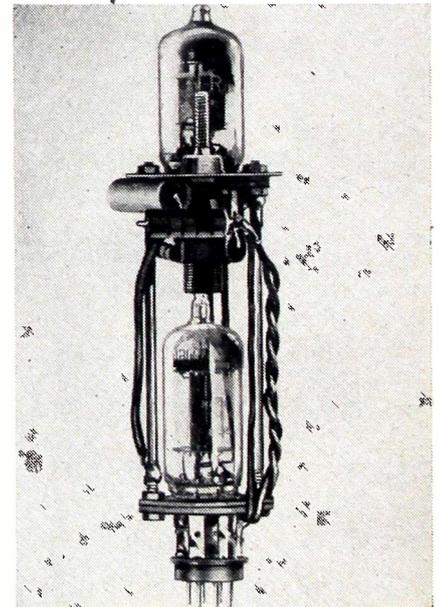
Only Oak has all the features that count

FEATURES	BOOSTER CHECK LIST						
	Oak Booster	A	B	C	D	E	F
Automatic On-Off	Yes	No	No	No	No	No	No
Variable Bandwidth	Yes	No	No	No	No	No	No
Amplifies Fm	Yes	Yes	Yes	No	No	No	No
75 or 300 Input	Yes	No	No	No	No	No	No
Variable Sensitivity	Yes	No	No	No	No	No	No
Highest Gain 2-6	Yes	Yes	Yes	No	No	No	No
Highest Gain 7-13	Yes	Yes	Yes	No	No	No	No
75 or 300 Output	Yes	No	No	No	No	No	No
Widest bandwidth of any booster	Yes	No	No	No	No	Yes	No
Square Wave Type Band Pass Characteristic	Yes	Yes	No	Yes	No	No	Yes

No untuned boosters are rated, as performance is not equal to any tunable boosters.

Other boosters use this knob only for On-Off switch, or to switch from low to high channels. OAK REALLY USES THIS KNOB.

- Highest gain of any booster
- Dual Input
- Dual Output
- Gain adjustable from front knob
- Automatic On-Off
- Variable bandwidth controllable from front panel



Grayburne's Signal Booster
Manufactured by Grayburne Corp.,
103 Lafayette St., New York 13, N. Y.

A new TV-IF signal booster specifically designed for use in metropolitan and suburban areas where moderate signal increase is needed. Booster is a precision-engineered complete IF stage ready for insertion in receiver circuit. No external housing cabinet needed. No on-off or channel switches required.

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

Order Oak Booster from your jobber today
SALES REPRESENTATIVES

- | | |
|------------------|----------------------------|
| Atlanta, Ga. | • Henry Burwell Co. |
| Chicago, Ill. | • Jerome Kleker Co. |
| Cleveland, O. | • Edwards & Lohse |
| Fort Wayne, Ind. | • Walter Bieberich |
| Houston, Tex. | • H. H. Willison |
| Los Angeles | • Carl A. Stone Associates |
| New York City | • V Sales |
| New Jersey | • Jack Brown |

Write for specifications and discounts

OAK ELECTRONICS
150 Oak Street, Buffalo, N. Y.



German crowd, part of the 1,250,000 from East and West Berlin, sees a typical RCA television program.

"Freedom's window in the Iron Curtain"

You've read the story of last summer's TV demonstrations in Berlin. It attracted a million and a quarter Germans—including thousands who slipped through the Iron Curtain to see Western progress at work.

Behind this is another story: How RCA engineers and technicians broke all records in setting up these Berlin facilities. The project called for a TV station and studio, a lofty batwing antenna, and the installation of 110 television receivers at strategic points. Such a program would normally take several months to complete. It was

installed and put to work by RCA in a record-breaking 85 hours!

Programs witnessed by Berliners included live talent shows, sports events, news commentaries, and dramatizations of the Marshall Plan. Observers pronounced reception fully up to American standards—another impressive demonstration of democracy's technical ingenuity and leadership.

* * *

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



Part of the 401 cases of RCA equipment shipped to Berlin for television demonstrations.



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

**Counter Card Highlights
Booster's Sleek Lines**



A distinctive new counter card, especially designed to boost sales on dealers' counters, shelves or in windows has been designed by Burton Browne Advertising for the Regency TV signal booster. Bearing the Regency colors of yellow and black, the card is cut to frame the booster with a modern and fluid design known as "free form" which emphasizes the sleek and modern lines of the cabinet. The cards may be obtained by writing to I. D. E. A., 55 N. New Jersey St., Indianapolis, Indiana.



**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.

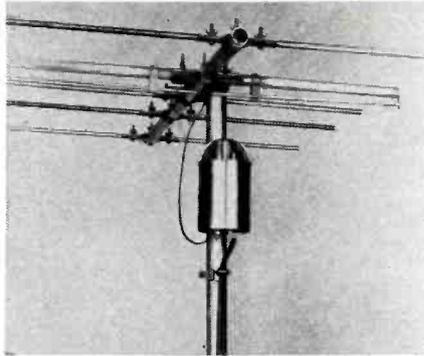
So why not tell us what you need? Your letter or wire will be promptly answered.

Write, Wire, Phone Today for Complete Information

PLATCO RADIO INC.
489 BROOME STREET • NEW YORK 13, NEW YORK
PHONE: WO 114 4-0827

New Booster by LaPointe

Mfd. by LaPointe Plascomold Corp.,
Windsor Locks, Conn.

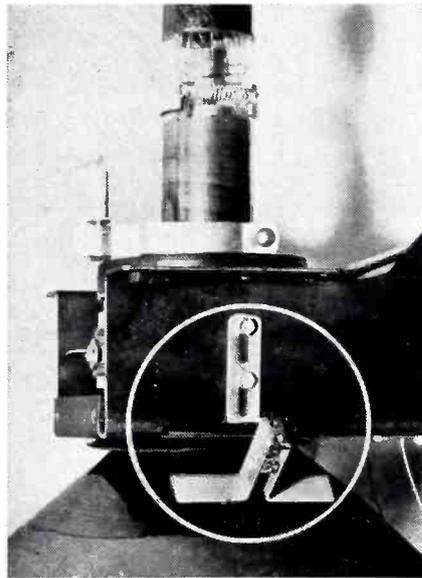


Named the "Rocket," this new, mast-mounted, single-channel booster has power supplied from the back of the set, which is automatically turned on and off by the TV receiver. Uses 6J6 push-pull cross neutralized amplifier, and provides 18 db gain with full five megacycle band width. Housed in a streamlined aluminum case.

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

All-Star Corrector

Mfd. by All-Star Products, Inc.
Defiance, Ohio

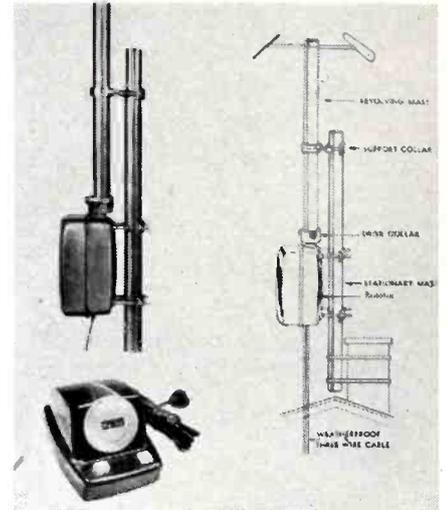


This pin cushion corrector set is designed to eliminate TV image distortion in the corners of the picture tube caused by errors in the deflection fields and in the picture tube geometry either separately or in combination. PK-1 set consists of small piece of Alnico V magnet material with correctly designed pole pieces. Two units in set for mounting on deflection yoke mounting bracket on each side of the picture tube.

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

Viking Antenna Rotator

Mfd. by Viking Tool & Machine Corp.,
Belleville, N. J.



Powered by a simply-designed impulse motor, this new antenna rotator assures full starting torque of 50 inch pounds to give it maximum advantage in icy and adverse weather conditions. Made of corrosion resistant materials throughout. Unit comes with plastic remote control box. Also available with antenna direction indicator.

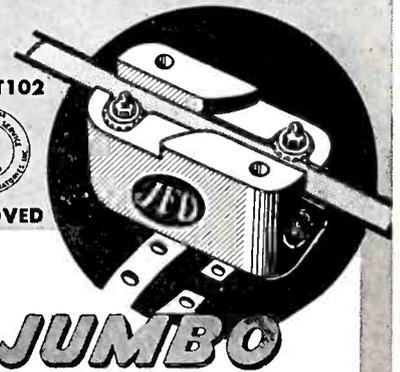
Say you saw it in *Radio & Television Journal*, December, 1951

**The Largest Selling
LIGHTNING ARRESTER
At Any Price!**

NO. AT102



APPROVED



Protects Home and TV
Set Against Lightning
Hazards **\$225** LIST

U.S. Patent No. D-4664

- Installs anywhere
 - No wire stripping, cutting or splicing
- (Complete with strap and ground wire.)
OVER 1,000,000 IN USE TODAY!

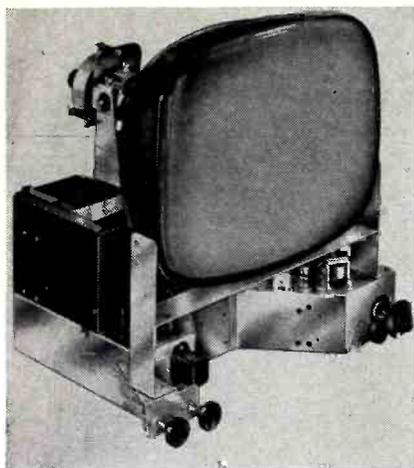
See Your Jobber or Write for
Form No. 84



MANUFACTURING CO., Inc.
513M 14th AVENUE, BROOKLYN 4, N. Y.
FIRST in Television Antennas and Accessories

New Regal TV Chassis

Mfd. by Regal Electronics Corp.,
605 W. 130 St., New York, N. Y.



Incorporating an independent, built-in, AM and FM, 6-tube radio, this 630 television chassis is capable of driving cathode-ray tubes from 16- to 24-inch. Has keyed AGC for picture stability, latest turret type tuner for better image rejection, higher signal to noise ratio, increased stability and greater signal strength in fringe areas. Also has 300-ohm input for antenna.

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

Electro-Steel's "Picboost"

Mfd. by Electro-Steel Products, Inc.
641 Arch St., Philadelphia 6, Pa.



This new device is designed to restore brilliance to worn out television picture tubes. Can be installed permanently in a TV set and overcome low emission for increased brightness. Installation takes no longer than replacement of picture tube.

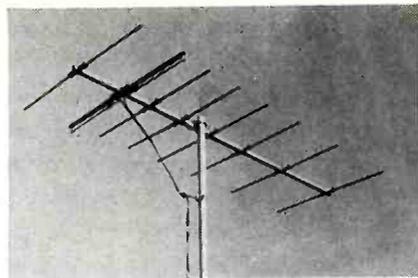
Say you saw it in *Radio & Television Journal*, December, 1951

LaPointe's New Yagi

Mfd. by LaPointe Plascomold Corp.,
Windsor Locks, Conn.

The "Long John" is a single-bay, 8 element Yagi designed to produce 41 per cent more gain than a 5-element Yagi. Equals gain of 5-element Yagi. Higher front-to-back ratio eliminates co-channel interference. Made in pre-assembled construction and has reinforced boom on low channels for added sturdiness.

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



SHERATON SUPER VIDEO DX TELEVISION REACHES OUT FOR WEAK SIGNALS

Yet costs no more than ordinary sets

UP TO 200 MILE RECEPTION!

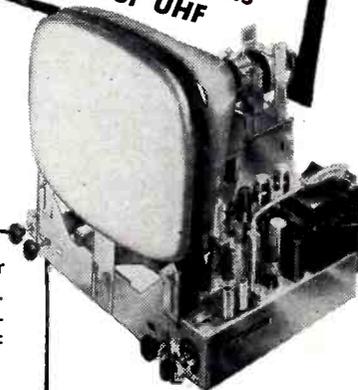


NEW!
CASCADE CIRCUIT
TUNER

Latest TV Development
Minimizes "Snow"
Expressly Designed for
Problem Reception Areas
Adaptable for UHF

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

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



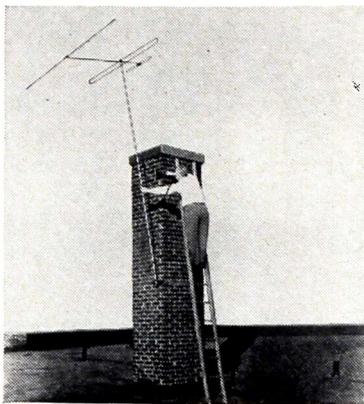
SHERATON TELEVISION CORP. • Red Bank, N. J.

Affiliate of Video Products Corp.

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

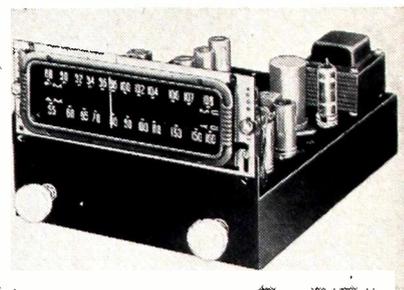
New Chimney Mount Permits 'One-Man' Installations

Bud Radio, Inc., of 2118 East 55th Street, Cleveland, Ohio has just developed a new chimney type antenna mounting which is unusual in that the entire assembly may be installed by one man, safely in a minimum amount of time. Ordinarily the installation of an antenna requires the services of two men, but this method developed by Bud reduces the hazards of roof installations through use of a new type of bracket.



Bogen's AM-FM Tuner

Mfd. by David Bogen Co., Inc.,
663 Broadway, New York 12, N. Y.

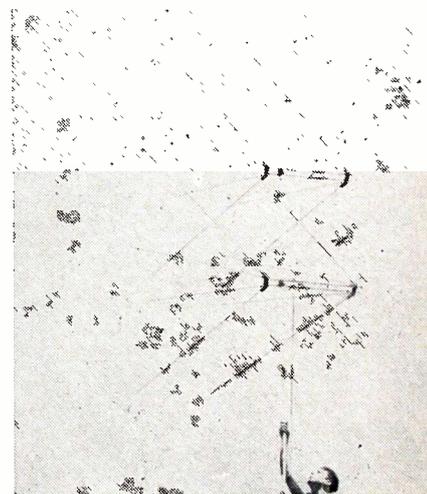


A new superheterodyne AM-FM tuner designed to deliver excellent signal to a high fidelity reproducing system. Automatic frequency control and temperature stabilized oscillator prevent drift and eliminate warm-up period. Six-section gang capacitor provides tuned RF stages on FM and AM to reduce image interference. Appropriate for custom or cabinet installation.

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

Kay-Townes' TV Antenna

Mfd. by Kay-Townes Antenna Co.,
P. O. Box 92, Rockmart, Ga.

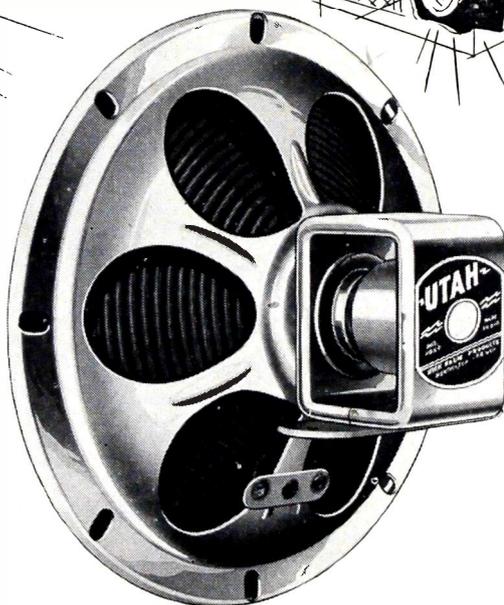


This stacked 16-element television antenna is twin driven and is designed for maximum gain. Phasing of elements provides improved front to back ratio. High band has unusually high gain. For distances up to 100 miles.

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



These four numbers spoken as the announcer tests his speaker equipment are familiar to all of us. If you test **Utah** speakers . . . "One, Two, Three, Four", you'll find



- One . . .** UTAH gives full reception over the entire listening area.
- Two . . .** UTAH reproduction is clean and clear—no flutter.
- Three . . .** UTAH meets the wear test under all climatic conditions.
- Four . . .** UTAH'S 30 years of testing, improving and pioneering have resulted in a complete line of replacement speakers that are unsurpassed for performance.

The Speaker that Speaks for Itself . . .

Export Dept. Rocke International Corporation, N. Y. C.

utah

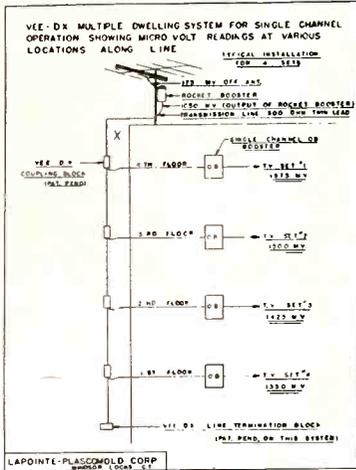
RADIO PRODUCTS CO., INC.
HUNTINGTON, INDIANA

A WHOLLY OWNED SUBSIDIARY OF NEWPORT STEEL CORPORATION

OPS Postpones Date of Ceiling Filing

The Office of Price Stabilization has announced Amendment 4 to Supplementary Regulation 12 of CPR 22 which adds certain commodities, including phonograph records, radios, TV receivers, electronic phonographs and combinations, to those commodities whose manufacturers may elect to remain under the GCPR instead of CPR 22 until further regulatory action is completed. The action postpones indefinitely the mandatory effective date on which such manufacturers were to have made their choice to price either under the General Ceiling Price Regulation or under general manufacturers' regulation, CPR 22. The action was to relieve manufacturers of a possible double burden — computing ceilings under CPR 22 and re-computing them under special regulations drawn to cover their products.

New Multiple Antenna System Broadens Sales Base



Sketch shows installation for 4 sets but the VEE-D-X "MDOB" system may be extended to 12. Another main line can be run down the side of the building for more sets by attaching an extra coupling block and line booster at "x".

A new single channel multiple dwelling antenna system has been developed by Vee-D-X engineers of the LaPointe Plascomold Corporation, Windsor Locks, Connecticut that enables TV dealers and installers to use materials regularly carried in stock. Called the "MDOB" system, the installation requires only one Vee-D-X antenna, one "Rocket" booster, coupling and termination blocks, regular 300 ohm transmission line and a Vee-D-X "Outboard" booster at each receiver. No conduit wiring with attendant complications is necessary, claim the engineers who devised the ingenious system.

In operation, the booster amplifies the signal at the antenna to provide a high signal to noise ratio. The amplified signal is then fed down the transmission line and coupled off through special coupling blocks that provide just the right amount of voltage transfer without affecting line balance. The line is then terminated in its characteristic resistance by a special block that also minimizes the standing waves on the line. The transferred signal is amplified by an OB booster mounted on the back of each set, eliminating re-radiation from one set to another. The system is advantageous because one good antenna installation may be used on the roof, overcoming landlord's objections.

By any standard of comparison, whether it be

**PRICE—
QUALITY—
PERFORMANCE...**



**You can't beat
The TARZIAN TUBE**

There just isn't any better picture tube than the TARZIAN Tube. "The Fine Beam Means Fine Screen." Yes, the smaller dot makes for a better picture. And, the rigid quality control assures complete customer satisfaction.

Want to know how greater profits await you in the replacement field? Write—Wire—Call

SARKES TARZIAN, Inc., Tuner Div., Bloomington, Ind.

TARZIAN MADE PRODUCTS

Tuners Air Trimmers Selenium Rectifiers Cathode-Ray and Receiving Tubes

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

New Patterns in Distribution in Southwest Region

Modern television and appliance distribution has become big business in more respects than merely the huge dollar volume being done today by many distributors. One of the elements of this trend in distribution is the careful attention given to the design and efficiency factors which are becoming more and more characteristic of the industry. Symbolic of this development is the new 35,000 square foot building recently opened in Houston, Texas by J. A. Walsh & Company, DuMont distributor for that region. Dr. Allen B. DuMont was the main speaker at opening day ceremonies which were attended by more than three hundred manufacturer representatives.

Offices and display space of the new building are completely air conditioned. The interior features a combined display area and auditorium which will seat 350 persons. Another area provides display and demonstration



space for some 40 DuMont television models. A parts department is conveniently located with a separate entrance for customers desiring parts service only. Offi-

cial of the company are: James A. Walsh, president, John C. Rose, vice-president, James W. Derr, vice-president in charge of sales, and J. Trivette, controller.

Quality Proven for Over a Quarter Century!



DEWALD HIGH-DEFINITION **TELEVISION** and Superformance **RADIOS**

The integrity of DeWALD products is known throughout the world. Its the line that offers trouble-free satisfaction to every customer — makes friends and profits for every dealer. Full 1 year warranty on all TV tubes and TV set parts.

JOBBERS and REPRESENTATIVES
Some choice territories now available.
Write today for full information.

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

If you haven't
received your
copy of the new
1952
SOUTH RIVER
CATALOG

on the world's finest
antenna mounting
materials just mailed
to all Jobbers, Dealers
and Service Men,
write

SOUTH RIVER METAL
PRODUCTS CO., INC.
South River, New Jersey

HIS CHOICE IS

Regency

CHARLIE GOLENPAUL
EMINENT DISTRIBUTOR SALES MANAGER
AEROVOX CORPORATION
PHOTOGRAPHED IN HIS HOME

LARGEST SELLING BOOSTER
AT ANY PRICE

BURTON BROWNE ADVERTISING

New Appointments

Stamm adv. mgr. of RCA Tube, Roberts in Fada post, Davis in advertising spot of Arvin Distributors, E. Weintraub with CBS-Columbia, Martin gen. sales mgr. of Standard Coil, Luten takes over as editor of Sylvania News



Harold S. Stamm

• Harold S. Stamm has been named manager of advertising and sales promotion of the **RCA Tube Department**, Harrison, N. J. Mr. Stamm, who has been a member of the department since 1945, succeeds Lawrence LeKashman, who resigned. Formerly administrative assistant to the advertising manager, Mr. Stamm has been in advertising and merchandising since 1936.

• Franklin R. Davis has been appointed advertising manager of **Arvin Distributors, Inc.**, metropolitan New York distributors of Arvin radios, television and home appliances. Mr. Davis was formerly associated with the Hearst newspapers, general outdoor advertising, and, most recently, with the New York Daily Mirror advertising sales department.



F. R. Davis

• Louis Martin has been appointed to the newly-created post of general sales manager of **Standard Coil Products Co., Inc.**, of Chicago, Los Angeles, and Bangor, Mich. In the electronics field for over 25 years, Mr. Martin was formerly general sales manager of the Elizabeth and Sickles Divisions, General Instrument Corp. He will direct all sales operations for Standard Coil from the Chicago main office, 2329 North Pulaski Road.



Louis Martin



Charles Roberts

• Charles Roberts has been appointed advertising and sales promotion manager of **Fada Radio & Electric Co., Inc.**, Belleville, N. J. Prior to his joining Fada, Mr. Roberts held a similar position at General Electric Supply Corp. and the Zenith Radio Corp. of New York. He has been in advertising for 12 years.

• Emanuel Weintraub has been named manager of the commercial service department, **CBS - Columbia, Inc.**, manufacturing subsidiary of Columbia Broadcasting System. Mr. Weintraub was previously associated with Garod-Majestic Corp. and Belle Electronics. He will assist R. D. Payne, manager of sales, in distributor relations and sales programming.



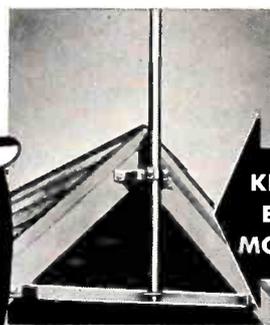
Emanuel Weintraub

• C.J. Luten has been appointed editor of **Sylvania News**, according to Terry P. Cunningham, director of advertising, **Sylvania Electric Products, Inc.**, N. Y. Mr. Luten succeeds Robert A. Penfield, who edited the 21-year-old service dealer magazine since 1947, and who has been promoted to the position of advertising and sales promotion supervisor.



C. J. Luten

Kenco Mounts
 ...are engineered
 for the JOB!
 KENWOOD ENGINEERING CO., Inc.
 265 Colfax Avenue
 Kenilworth, N. J.

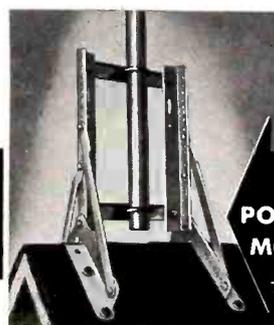


**KENCO
 EAVE
 MOUNTS**

Easily mounted on hanging rafters or trim boards of eave. Eliminates need for drilling into brick or masonry walls. Ideal for buildings with extended roofs. Hot dip galvanized.

Available in 3 sizes:

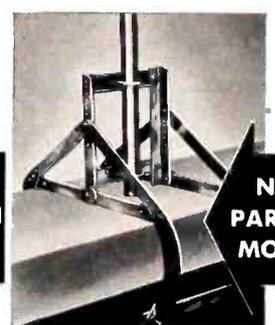
- Model #135 22" Eave Mount
- Model #136 28" Eave Mount
- Model #137 48" Eave Mount



**ALL
 POSITION
 MOUNTS**

A strong, self supporting mount for peak, slope, side wall, corner or flat mountings. Positive locking braces eliminate need for guy wires in many installations. No blocking or shimming necessary.

- Model #105 . . . For masts up to 1 1/2".
- Model #101 . . . For masts up to 2".



**NEW
 PARAPET
 MOUNT**

The KENCO Parapet Mount gives positive anchorage to apartment house walls without damage to building. Powerful clamping action insures safe installations. Shipped assembled. Quickly installed. Hot dip galvanized.

- Model #106
- For walls up to 13 1/2" thick.



RCA VICTOR
Announces the
RCA ROOM
AIR CONDITIONER

The expansion of RCA Victor's activities into the room air conditioning field is destined to represent a major element in your profit picture as an appliance dealer. Look for more information to be released in January by your distributor of RCA Victor products.

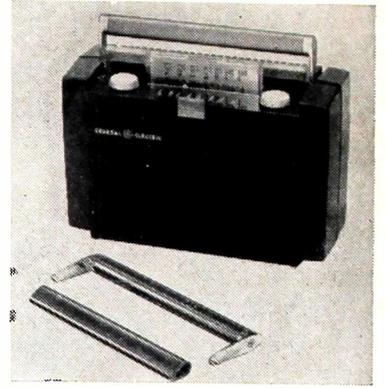
Radio Corporation of America
RCA Victor Division



New TV Service Manual Lists Data On All GE Sets

A new, comprehensive television service guide has just been completed by the General Electric Company and is being made available to servicemen, dealers and distributors. Consisting of 80 pages, the new publication has been designed for easy "on-the-bench" reference, each page opening flat, and with a special paper which is dirt and fingerprint-resistant. The new guide contains schematic diagrams with circuit symbol numbers, tube locations, top and bottom chassis views and cabling diagrams on combination sets.

Lucite Adds To Portability of Portables



An extruded Lucite handle is an added lightweight feature of this new General Electric portable radio weighing only five pounds. The handle is comprised of an extruded plastic tube, die-cast and plated brass pieces for hinges and end pieces, and a metal rod which passes through the tube and end pieces. Two hollow end screws on the end of the rod hold the assembly together. Extruded tube, finished handle and set, made by Anchor Plastics, are shown beside radio, above.

ALLEN BRADLEY RESISTORS

also

SPEER, IRC and STACKPOLE

5% — 10% — 1/2 Watt — 1 Watt — 2 Watt

IMMEDIATE DELIVERY

and

ALLEN BRADLEY "POTS"

Write, wire or phone your electronic needs

WE'LL LOCATE IT FOR YOU!

EDRU DISTRIBUTORS CORP.

326 Seventh Avenue, New York 1, New York

A SHORT, SHORT STORY. . . .

"HOW TO MAKE MONEY AND INFLUENCE SALES"

BY TRANS-VUE - JACKSON

1. You buy at "direct from factory" prices!
2. You eliminate middleman's profits . . . they're yours!
3. You sell for less than other brands!
4. You have greater mark-up than on any other line!
5. You buy the finest engineering possible!
6. You sell the smartest furniture!



You buy and sell the finest television obtainable—at prices that are incomparable—anywhere—by anybody.



YOU MAKE MONEY WITH TRANS-VUE-JACKSON!

Be sure to see our new 1952 line at the Furniture Market, January 7th thru January 18th. Space #118 and 119, 17th floor, Chicago Furniture Mart.

TRANS VUE-JACKSON
58 E. CULLERTON ST., CHICAGO
Manufacturers of Customized Television

What Makes a Good Salesman?

"Sales managers should not hire men whose maximum potential is only in accordance with the job for which they were hired.

"Salesmen should be selected with the thought that eventually they will be capable of stepping into the sales manager's role. Sales managers are continually looking for men who are willing to take on additional responsibility, men with incentive, who look ahead to the future and its potential, both for them and their organization. . . .

"There is no better method to keep sales incentive up, and to keep a feeling of esprit de corps in a sales force than a policy of promoting from within the ranks of the organization. . . .

"Salesmen today must not only be able to move merchandise, but they must be prepared to function as administrators, advertising managers for their territories, promotional men, retail display experts, and act as general over-all counsel for their accounts.

"Sound supervision of salesmen does not require any magical tricks, 'gimmicks' or gadgets. It is simply a question of setting up a rounded program and following through on it."

From a recent speech by Walter L. Stickel, national sales manager for the receiver sales division, Allen B. DuMont Laboratories, Inc.

INDUSTRY NEWS



Keeton Arnett

• Keeton Arnett has been named general assistant to the president of **Allen B. DuMont Laboratories, Inc.**, Clifton, N. J., according to an announcement by Dr. Allen B. DuMont, president. Mr. Arnett re-

signed as Senior vice-president of the Fred Eldean Organization to accept the new post. He had directed the establishment and operation of the oil industry public relations program with the Eldean Organization.



John Hunt

• John Hunt has been appointed manager of the newly-formed New Jersey Factory Distributorship of the receiver sales division, **Allen B. DuMont Laboratories, Inc.** Mr. Hunt joined DuMont in

1944 as southern regional manager of the transmitter division and transferred to the receiver sales division in 1947. He will handle distribution in Northern New Jersey in his present post.

• Frederic M. Comins has been appointed vice-president in charge of sales for **Krich-New Jersey, Inc.**, Newark, N. J., exclusive N. J. distributor for RCA. Mr. Comins was formerly vice-presi-



Frederic M. Comins

dent in charge of sales for Associated Distributors-New Jersey, Inc., and prior to that was sales manager of the radio and television department for Krich New Jersey, Inc. He will have complete charge of sales and merchandising programs in his new position.

• William H. Jarvis has been named sales manager for the New Jersey Factory Distributorship of **Allen B. DuMont Laboratories, Inc.**, Mr. Jarvis has been in the elec-



William H. Jarvis

tronics industry in the New Jersey area for the past 22 years and has had wide experience in both sales management and merchandising at the distributor level in the appliance field.



A. G. Williams

W. W. Cone

• William W. Cone has been appointed vice-president in charge of sales for **Motorola-New York**, and Allan G. Williams has been named vice-president in charge of operations with the same organization. Mr. Cone was formerly with Krich-New Jersey, Inc., in a similar post and has been in the industry for some 27 years. Mr. Williams has been associated with Motorola since 1935 and was the firm's regional sales manager for the New York New Jersey Connecticut region since 1948.

• James L. Brown has been appointed sales manager for receiving tubes and cathode-ray tubes, **Westinghouse Electronic Tube Division**, Elmira, N. Y. Prior to joining Westinghouse, Mr. Brown was for 14 years an electronic tube and apparatus sales executive and engineer for the General Electric Co., and was central regional sales manager for tubes since 1949, headquarters Chicago. His current headquarters will be Westinghouse's new tube plant, Elmira, N. Y.



James L. Brown

Saraceni & Gentile, Inc. MANUFACTURERS OF MAJESTIC PRODUCTS



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

Descriptive Literature on Request

Manufacturers Representative
TELEVISION COMPANY OF AMERICA

Showrooms

192 Lexington Ave.

MU 4-5347

New York, N. Y.



STAY TUNED IN!

Always
There's a NEWS Program
from the TELETOWER!



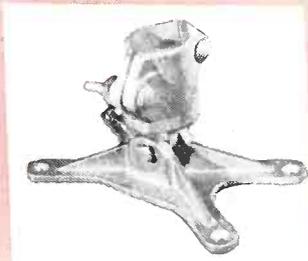
Teletower always has... does... and always will... place "high priority" upon development engineering. It was constant design study that pushed Teletower to top position in sales. *Continuing* design study will keep it "the tower in your future".

Penn's newest development is a "revolution"—a *new* self-supporting tower that carries two hundred and fifty pounds of head-load without using a single strand of guy wire! You'll be hearing *plenty* more about this one soon... from Penn... from dealers... from set owners.

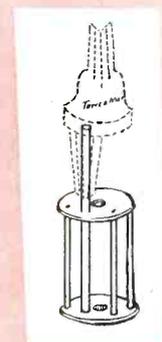
Watch this publication for our advertising... and watch your mail for timely messages from Teletower.

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

A FEW DEVELOPMENT ENGINEERING ACHIEVEMENTS OF JUST ONE YEAR!

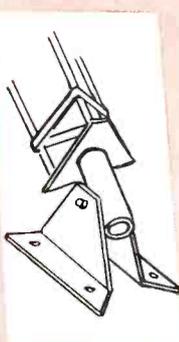


Pole Base Mount.
Durable aluminum base with adjustable socket to accommodate 1" O.D. tubing to 2" pipe. Competitively priced.



Universal Motor Mount.
Easy to adapt to all antenna rotors.

Built-In Base permits raising tower on slope after base is fastened to roof.



PENN

Teletowers
Lift towers
Antenna-Mast
Hardware

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

• Dr. Constantin S. Szegho, director of research of the **Rauland Corp.** and one of the pioneers in cathode-ray tube research, has been awarded the grade of Fellow in the Institute of Radio Engineers. Dr. Szegho has been with Rauland since May, 1942, and has directed its research program on cathode-ray and special defense equipment tubes since then. He developed the "Black" picture tube and has some 50 issued patents in the TV tube field to his credit.



Dr. C. S. Szegho



• Harry C. Chrobot has been appointed assistant to the general manager of **Zenith Radio Distributing Corp.**, Chicago, Ill. Mr. Chrobot continues in charge of advertising and sales promotion for

the sales subsidiary. He has been in the electrical appliance industry for the past 20 years, and joined the Zenith subsidiary five years ago.

World TV Hookup

(Continued from Page 12)

hookup to as many foreign countries as possible," he said, "this would not only complete co-axial cables or other necessary methods for the hookup but also would enable free distribution of at least five million TV sets to those lands.

"Telecasts originating here would enable the people of other lands to see America in action. They would carry such scenes as Congress in session, our courts, our factories, our open forums, games at Yankee Stadium and the Rose Bowl... It is the cheapest possible plan for eliminating future wars and advertising the advantage of following the American Way."

Mr. Penk made known that Allied Products, Inc. has available sufficient surplus equipment for its use in many foreign countries in the manufacture of TV picture tubes to take care of 90 per cent of the demands in those lands. He also said his firm plans to open plants in four such lands—Canada, Mexico, Cuba and Brazil—with the possibility of opening one in Argentina if conditions warrant such action.

Good Time for the Holidays

SYLVANIA RADIO-CLOCK

is NEW...it's a NATURAL...it's a SYLVANIA EXCLUSIVE

YOUR CHRISTMAS SHOPPERS will go for this exciting Sylvania Radio-Clock. They've been reading about it in national magazine advertising... they know it's good... they will be wanting it.

For here's a real clock—a BIG clock, easy-to-read, classic in appearance, beautiful, and desirable because it's different.

One knob controls the radio, manually or automatically. There's also a plug-in for automatic appliance operation.

Radio is a UL approved AC-DC radio with 4 tubes and rectifier giving 6 tube performance, featuring Studio-Clear* sound from a five-inch speaker. This is a larger, better quality speaker than used in most radio-clocks—gives you a strong competitive advantage.

Eight different exquisite colors for every taste—and colors that will add a festive touch to your display: Bottle Green, Cardinal Red, Char-treuse, Ebony, Hickory Brown, Ivory, Mahogany and Primrose Yellow.



Get these on display quick—ready for the very first of the Christmas Shoppers

You'll find added sales power in the matching Sylvania Table Radio. It has the same chassis, same super-power sound and speaker equipment as the Radio-Clock... and comes in the same colors. Interesting new design catches the eye... and sells!

BOTH the Radio-Clock and Table Radio, in all eight colors, are being nationally advertised in a full-page, four-color advertisement designed to create gift buying.

Put this high-power promotion to work for you—feature it in your store.



CALL YOUR DISTRIBUTOR NOW! Get the full story on this line... and plan your stock on a fast mover for the holidays



The JEFFERSON 20" with HALOLIGHT

Another Sylvania Exclusive...Greatest Sales Feature in TV SYLVANIA HALOLIGHT*

Prospects can see HALOLIGHT—it sells itself as the greatest development in viewing comfort since TV began.

It's another Sylvania first, and exclusive. You are always ahead with Sylvania.

SYLVANIA



Established 1901—Great Name in Electronics

©Sylvania Trademark

TELEVISION SETS; RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES, LIGHT BULBS, PHOTOLAMPS. RADIOS. SYLVANIA ELECTRIC PRODUCTS INC., RADIO & TELEVISION DIVISION, 234 RANO STREET, BUFFALO 7, NEW YORK

RADIO & TELEVISION JOURNAL

EDITORIAL

DECEMBER • 1951 • VOL. 68 • No. 12

Operation Readjustment

During World War II it became popular, first with the military, and then with the press to refer to various big campaigns under the label "Operation" . . . a term which quickly summed up the major essence of the problem involved. The practice has been carried over into many phases of civilian and postwar military activity. Today, we have "Operation Retooling" and "Operation Europe" in process to describe the vast effort being made to make ourselves strong.

We can think of no better way of describing what has been happening in the television industry during recent months than to call it "Operation Readjustment." Following the great sales slump which began last Spring, TV production hit a low point in June and dragged along at a minimum point throughout the Summer months when it began to show a sharp upward trend during August. Since then, production has leveled off at about 400,000 sets a month, which is just about the capacity of the industry under current restrictions on the use of critical materials.

At about the time when sales hit the dust last Spring, television receiver inventories in the hands of manufacturers, distributors and retailers totalled about 2,500,000 sets. During the process of the readjustment, receiver inventories dropped about 1,000,000 units, so that there are now only 1,500,000 units in the pipelines as compared with 2,500,000 earlier this year.

These facts were disclosed recently by Ross D. Siragusa, president and chairman of Admiral Corporation in a talk before the National Credit Conference of the American Bankers Association. When Mr. Siragusa speaks of readjustment, he knows whereof he talks, because Admiral, being one of the "Big Three" television manufacturers, was affected as much as anyone by the powerful sales drop. Therefore, Mr. Siragusa's prediction that "Operation Readjustment" has been completed will be welcomed by everyone in the industry.

Now, what about 1952? First, concerning prices, Mr. Siragusa believes that TV prices now are at an irreducible minimum, especially since costs are again edging upward. In addition, production is now adequate to maintain a reasonably even balance with sales for the next three to six months. Under present CMP restrictions, the industry's annual production rate is 5,000,000 sets, and even this rate is possible only because engineers have devised important savings of materials.

The FCC "freeze" on new telecasting stations has been in effect since September, 1948 and has been the greatest single deterrent to the continued growth of the television industry. It is expected that FCC will partially lift this embargo next year, authorizing about 80 new TV stations by July 1, 1952. This will be a long-awaited 'shot-in-the-arm' to the entire television business and should further complete the 'readjustment' which is happily coming to an end as 1951 draws to a close.

It's YOUR MONEY they're spending

The Air Force has decided that after all it doesn't need 1,500,000 pairs of grey dress gloves it had ordered. This decision followed a convincing argument by the Senate Preparedness Committee that grey gloves would not be fashionable this year.

\$ \$ \$

In 1950, approximately \$1 out of every \$6 paid to individuals in the United States came directly from federal, state, and local treasuries.

\$ \$ \$

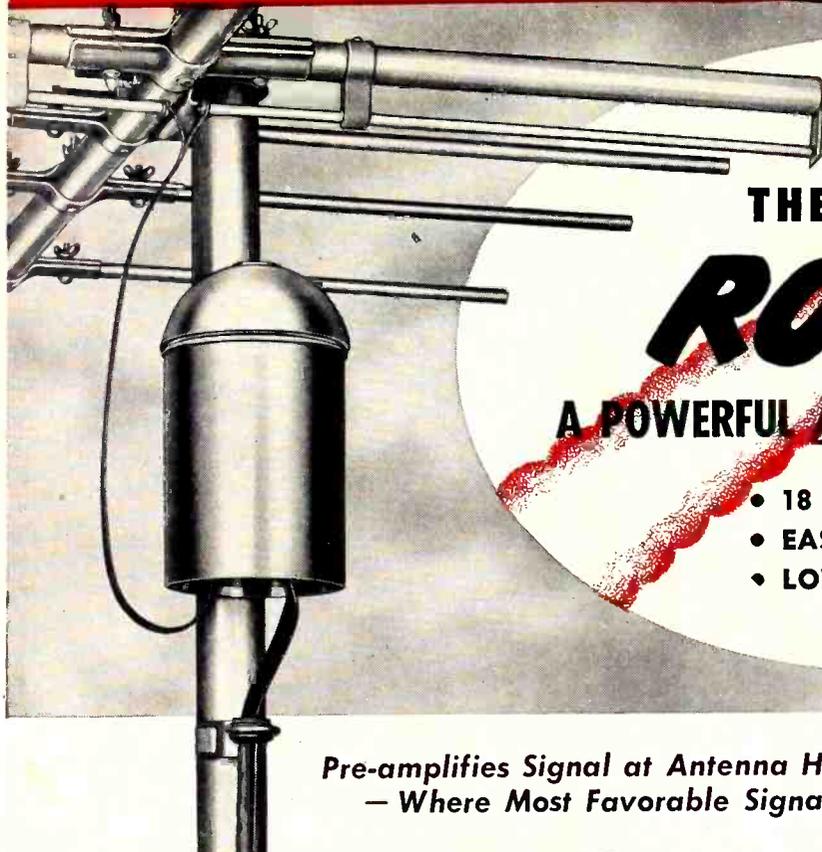
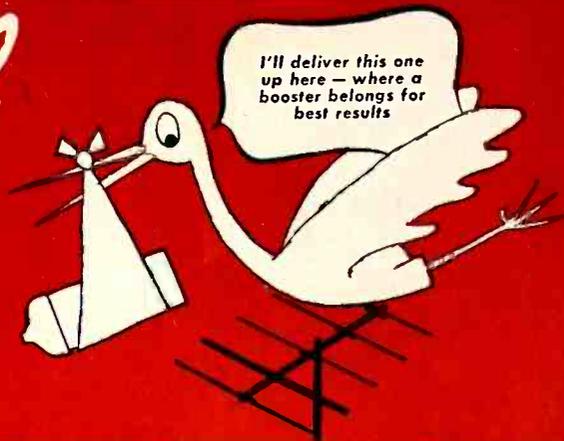
According to the Chamber of Commerce of the United States, President Truman has collected more taxes from the American people than all other Presidents combined. The present administration has spent more than one-third of all the money ever spent by the United States Government.

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New Arrival

GIVES SINGLE CHANNEL RECEPTION
A BIG BOOST IN PICTURE QUALITY
AT GREATER DISTANCES



THE SENSATIONAL **ROCKET** A POWERFUL MAST MOUNTED BOOSTER

- 18 DB GAIN
- EASY TO INSTALL
- LOW IN PRICE

MODEL RB

\$34.95
LIST

*Pre-amplifies Signal at Antenna Height — Prior to Line Loss
— Where Most Favorable Signal-to-Noise Ratio Exists*

The control unit is quickly attached to back of TV receiver and provides exact voltage needed for any length of transmission line.

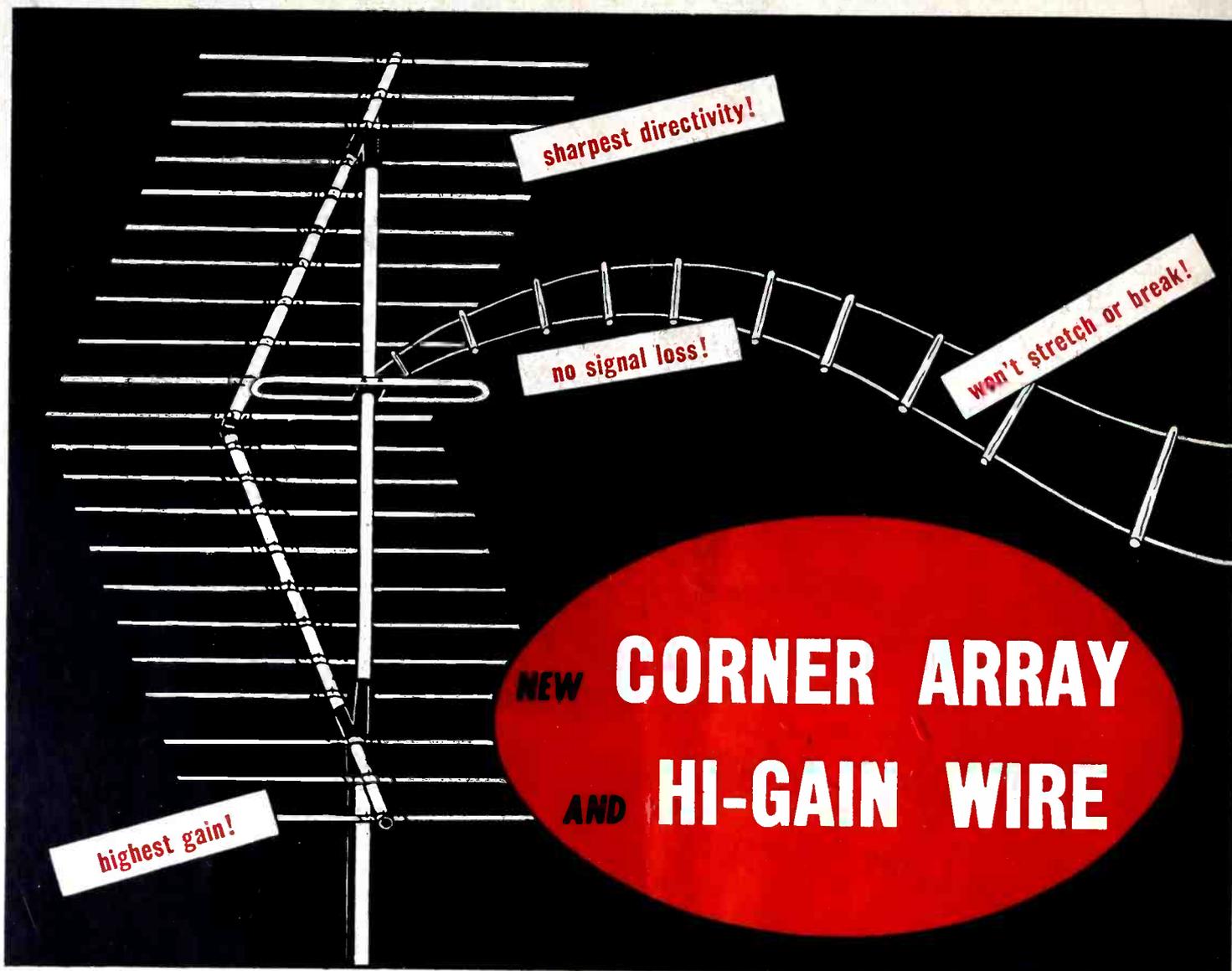


The Rocket Booster is utterly new by every standard of comparison and is destined to further revolutionize single channel television reception at far greater distances. Research and laboratory tests have long proved that the best point to boost a TV signal is at the antenna — prior to line losses — where the most favorable signal-to-noise ratio exists — not at the TV receiver after the transmission line has picked up noise and interference. It remained, however, for VEE-D-X engineers to perfect this mast mounted booster that is high in performance — easy to install — low in price — and using only the single standard 300 ohm transmission line. The Rocket Booster has two components — 1) the booster itself which is mounted directly on the mast below the antenna and 2) the control unit. The Rocket is extremely powerful, delivering an 18 db gain with full 5 megacycle band width. It is factory pre-set for peak performance on any desired channel and once installed needs no further adjustments. For complete information on the sensational new Rocket Booster see your distributor or write direct.

*Another
Great Product
by*

VEE-D-X

THE LaPOINTE-PLASCOMOLD CORPORATION, WINDSOR LOCKS, CONNECTICUT



TEAM THEM UP FOR **SNOW-FREE** TELEVISION

Use RMS Corner Array (Model COR—) . . . world's most powerful single-channel antenna. It has the characteristic curve and gain of a Parabolic Reflector . . . a truly ingenious design capable of obtaining the greatest amount of available signal in fringe installations. Cut to full wave for channels 7 through 13; low bands cut to half wave.

Use RMS Hi-Gain open line to transmit the television signal from the antenna to the receiver with virtually no loss. Several homes can receive the TV signal from a common antenna by running Hi-gain from the antenna to individual sets. Used this way, Hi-Gain installation costs very little more than twinex.

Team them up for snow-free fringe area TV today! Keep your eye on Corner Array and Hi-Gain Wire for the ultra highs!

Send for Literature . . . See Your Jobber.

RADIO MERCHANDISE SALES, INC.

1165 SOUTHERN BOULEVARD

NEW YORK, N.Y. 10019

