

RTJ



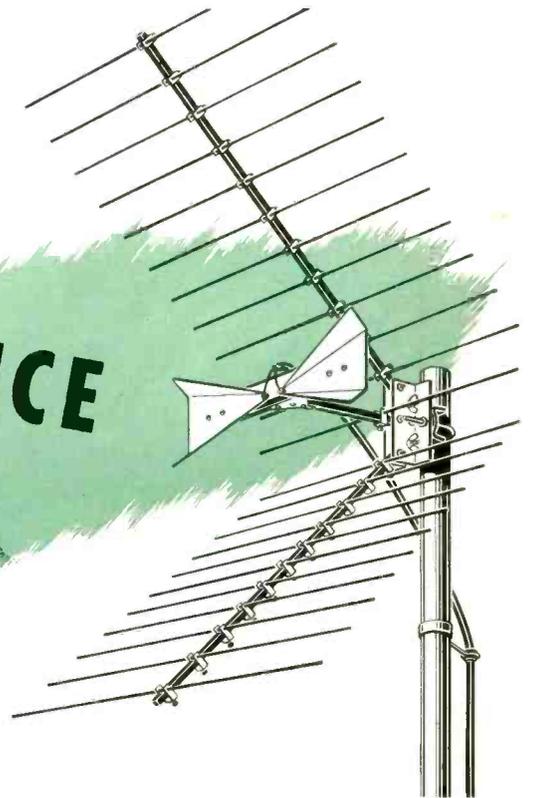
radio & television JOURNAL • AUGUST 1953



educational TV will open new sales horizons

Walter Frank

see the **DIFFERENCE**

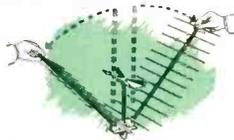


THE **VEE-D-X** CORNER REFLECTOR

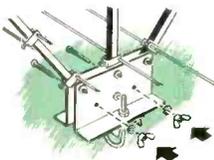
MINIMIZES PROBING... for UHF fringe... and areas where noise or reflection problems exist... ideal for rotator use!

LUCKY THE INSTALLER!

The VEE-D-X Corner Reflector is ready for installation in less than half a minute.



Reflectors simply swing open.



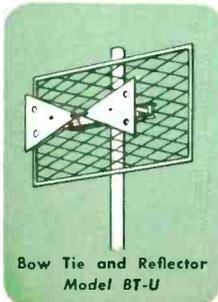
Two screws lock reflectors at correct angle. Tighten wing nuts and the VEE-D-X Corner Reflector is ready to install.

The new and vitally important VEE-D-X Corner Reflector is an exceptional UHF antenna in performance and quality of construction.

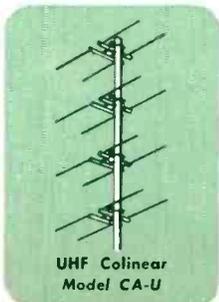
It has extremely high uniform gain across entire UHF band — 40% higher gain than a single bow tie and equal or better in gain to a double stacked bow tie. Its precision qualities guarantee excellent directivity

with high front-to-back ratio. Small diameter, solid aluminum elements are ice-resistant—far superior to screen type. Thanks to its solid aluminum elements and tough fiberglass boom, it is extremely rugged—yet light in weight. Fastens to mast with single U-bolt and special mast clamp that holds it securely. Order Model COR-U.

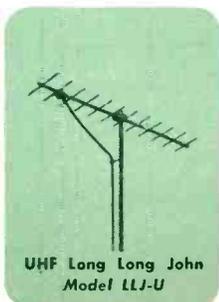
LaPointe **ELECTRONICS INC.**
ROCKVILLE, CONNECTICUT



Bow Tie and Reflector
Model BT-U



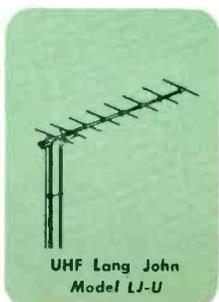
UHF Colinear
Model CA-U



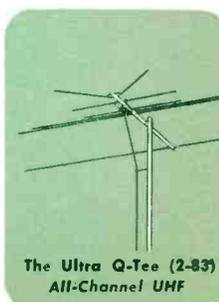
UHF Long Long John
Model LLJ-U



All-Channel UHF "V"
Model VR-MM-30



UHF Long John
Model LJ-U



The Ultra Q-Tee (2-83)
All-Channel UHF

For those who can afford the finest

Regency PROFESSIONAL HIGH FIDELITY ENSEMBLE FOR THE HOME

UNIQUE in physical and electronic design, the Regency High Fidelity Ensemble has been developed and built without regard to cost for the ultimate in performance and maximum in "concert hall presence." The ensemble consists of three separate units: the pre-amp-equalizer, the power amplifier and the power supply. All units are non-hygroscopic—providing complete protection against all adverse effects of moisture. Each unit is individually calibrated and each has an individual response curve which is supplied with the ensemble. The equipment is guaranteed forever against defects in material and workmanship (tubes—standard RTMA 90 day guarantee). Exceptional care and research have gone into locating and testing the most advanced, precise and long lasting components. All transformers and chokes are hermetically sealed for life-time operation. Precision low noise 1% carbon film resistors assure permanent accurately balanced circuits. Non deteriorating oil filled capacitors are used in all high voltage circuits. This selection of components assures a lifetime of optimum performance.

An outstanding innovation is the variable cross-over compensator which provides much closer matching to crossover characteristics of the better loudspeaker systems.

One low impedance and two high impedance inputs are provided, each with a continuously variable level compensator.

Equivalent noise input level 10 microvolts.

In addition to a flat response across a range both ends of which are far beyond the limits of audibility, the equipment has an unusual characteristic flexibility which allows precise adjustments not only for the source of the sound but for the particular room acoustic and individual psycho-acoustics. This is achieved by an extraordinary range of controls which are: a continuous variable loudness control which selects proper Fletcher-Munson curve to a particular listening level; gain control (which is a recording level compensator); six position cross-over selector for adjustment to various recording characteristics; low frequency response equalizer (step control—each position provides approximately 1.2 db per octave compensation); high frequency response equalizer (step control—each position provides approximately 1.2 db per octave compensation). The flexibility assured by these controls makes each Regency owner his own impresario.

An utterly new concept in appearance, Regency's Professional High Fidelity Ensemble is designed with such striking simplicity that it need not be housed in a cabinet. The gold and black units are show pieces worthy of display in modern or traditional surroundings. Regency designed the set to be functional as well as beautiful with handsome perforated gold shields to protect the unit...protective plate glass tops reveal the impressive component assembly.

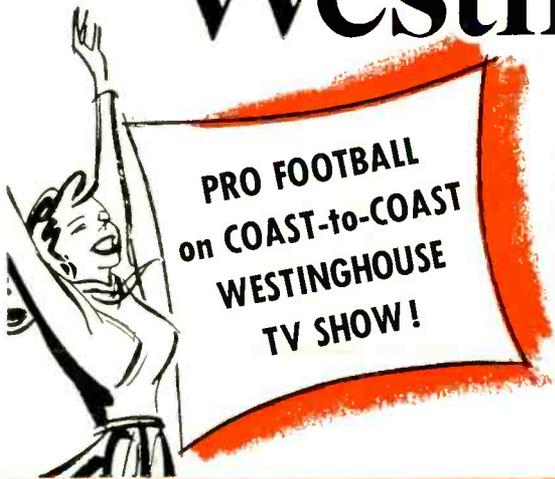
by the makers of the Regency VHF TV booster and UHF TV converter

Regency 7900 Pendleton Pike, Indianapolis 26



Westinghouse '54

THE LINE WITH THE



Now, Westinghouse kicks off a record-breaking fall merchandising program that tops 'em all . . . for dealer traffic-building . . . for dealer sales-getting . . . for dealer sales profits. Yes, Westinghouse is backing its dealers all through the fall selling season with Westinghouse Pro Football TV Show plus \$100,000 in prizes. And there's a hook

that pulls 'em into your store. They must register at your store for a chance at those wonderful Westinghouse prizes. Make your store headquarters for prizes with new 1954 Automatic Westinghouse Television—hottest TV line of all! Packed with "demo" features and pre-sold by bigger-than-ever advertising. So get set—CASH IN—now!



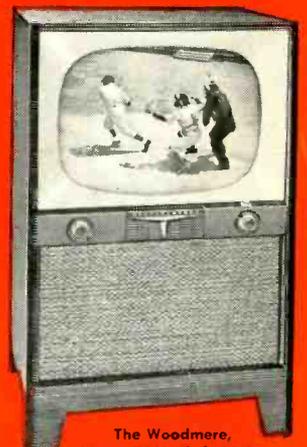
The Burton, Model 765T17 \$179.95



The Winston, Model 766T17 \$219.95



The Harmon, Model 840T17 \$239.95



The Woodmere, Model 793K21 \$299.95



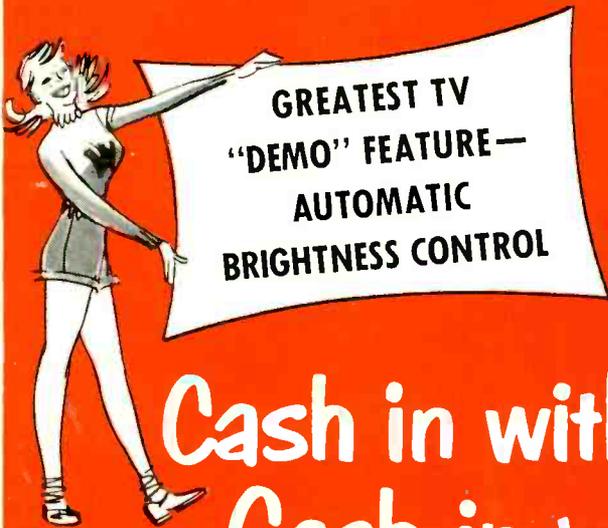
The Elmont, Model 769T21 \$229.95



The Wharton, Model 776T21 \$249.95



The Denfield, Model 770T21 \$279.95
In blond, The Beekman, Model 771T21 \$289.95



The Tremont, Model 780T21 \$349.95



The Allerton, Model 786K21 \$379.95
In blond, The Borlow, Model 787K21 \$399.95

Cash in with the Pros!
Cash in with Westinghouse!

TV AND RADIO

MOST ON THE BALL!

**\$100,000 IN PRIZES!
THE PAYOFF'S
ON YOUR FLOOR!**

**BACKED BY BIGGEST
TRAFFIC-BUILDING
PROMOTION in the INDUSTRY!**



The Stockton, Model 774K21 \$399.95
In blond, The Farnwick,
Model 775K21 \$429.95



The Granville, Model 791K21 \$499.95
In blond, The Sulgrove,
Model 792K21 \$499.95



The Middleton, Model 784K21 \$479.95
In blond, The Lansdale,
Model 785K21 \$499.95



The Shelby, Model 772K21 \$339.95
In blond, The Easton,
Model 773K21 \$359.95

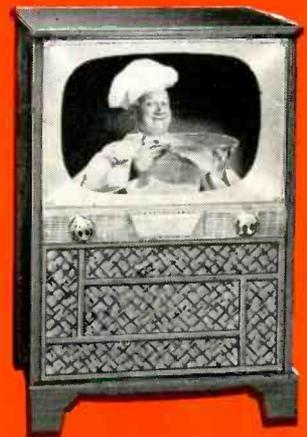


The Westford, Model 788C21 \$549.95



**"POWERPAK" RADIO
SCORES HIGH ON IMPULSE BUY**

Compact, trouble-free complete
radio line, styled to sell on sight.
Advertised and merchandised to
SELL FAST, MOVE FAST!



The Maybridge, Model 782K21 \$399.95
In blond, The Bradleigh,
Model 783K21 \$419.95

**Tune in our two big TV shows:
Westinghouse Studio One and Pro Football**

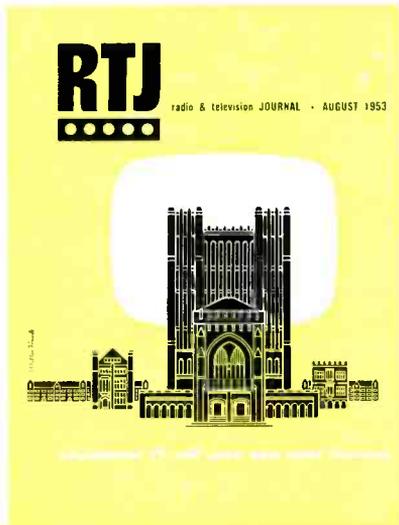
WESTINGHOUSE ELECTRIC CORPORATION,
TELEVISION-RADIO DIVISION, METUCHEN, N. J.

Prices slightly higher in the south and west.

YOU CAN BE SURE...IF IT'S

Westinghouse

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



Publisher
ALEX H. KOLBE

Editor
NAT BOOLHACK

Associate Editor
JOHN A. RICHARDS

Advertising
AARON LAFER

Art Director
VINCENT T. COSTELLO

Business Manager
VALERIE SCHMIDT

Circulation Manager
DOROTHY BLOOM

Member of
CCA

OVER 30,000

Controlled Circulation Audit, Inc.

THE COVER—Up until now television's primary attraction has been its entertainment value. This is fine, but TV also holds an amazing potential as an educational medium. Anything which broadens the value of a TV receiver is a spur to sales. See page 20, this issue.

Vol. 70

No. 8

IN THIS ISSUE

What Is a Transistor?	15
Television Roundup	16, 18
A concise review of the month's happenings in radio and television.	
Educational Television	20
Every dealer has a direct stake in educational TV.	
Complete Hi-Fi Units Are Busting Out All Over	22, 23
A wide range of complete hi-fi combinations for enthusiasts.	
How Color Will Affect TV Set Sales Within the Next Five Years	24, 25
A look ahead at selling prospects when color arrives.	
Nothing Sells the Fringe Area Like 'On-the-Spot' Demonstrations	26, 28
This Florida dealer refused to let spotty reception curb his sales.	
Square-Dealing Dealer	30, 32
Boone, Iowa's leading TV dealer built his firm on reputation.	
New 'Eye' Camera Makes Every TV Set a Potential Closed-Circuit System	34
TV Service Report	36, 38
What Is Good Credit?	40
Merchandising Memo	44
Have You Tried Suggestion Selling?	46, 52
Do You Know Your Tele-Language?	56, 57, 59
Speaking of Sales Promotion Letters	60
Illustrated Industry News	62, 63

Departments

New Products	42, 45, 47, 48, 49, 50, 51, 53, 55
(Radio, Television, Consoles, Phonographs, Accessories)	
Picture Pages	62, 63
People	64
Editorial	66
Advertisers' Index	66

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. ACCEPTANCE UNDER SECTION 34.64, P. L. and R. AUTHORIZED. PRINTED IN U. S. A.



What Is a Transistor?

The transistor is more and more in the news and in the product information which is reaching every dealer in the radio and television business. This tiny device is destined vitally to affect the future design of radio and television products which every dealer will sell. For that reason it is important for dealers to understand what the transistor is and the function it performs.

In the early days of radio the small device used to detect radio signals was known as a crystal detector. This was usually a galena crystal with an adjustable wire known as a "catwhisker." Today the same function is performed in radio and television by modern sealed-in glass germanium crystals, factory adjusted for permanent high sensitivity. Radar equipment uses a silicon crystal as a detector for microwave signals. Both the germanium and silicon diode crystals employ a single wire "catwhisker."

These crystals are semiconductor devices which detect electrical signals because they have the unique property of permitting current to flow readily in one direction and of restricting the flow of current in the other. The heart of the semiconductor device is a small piece of a substance that is neither a good conductor like copper, nor a good insulator like glass. Hence the name semiconductor. Today the most commonly used semiconductor materials are germanium and silicon.

When a pointed wire is placed in contact with a piece of germanium, current flow is strong in one direction and weak in the other. If a second wire is placed in contact with the germanium, small signals on this wire greatly affect the current flow between the first wire and the germanium. This is how a transistor amplifies. The transistor, then, is a new type of electronic valve that controls current flow in a solid material, the solid material being the semiconductor. The value of the transistor, most recent one developed by Sylvania's electronics division and shown on this page, is its ability to magnify a tiny signal into a large signal.

The transistor operates in a manner similar to a vacuum tube, except that in a tube the electrons move through a vacuum, and in a transistor the electrons move through a solid substance. The electrons in a semiconductor substance like germanium can be controlled by the addition of two catwhiskers.

In the development of semiconductor electronics there are multi-element types of transistors bound to be made for circuits yet to be designed. The transistor shown is a sealed-in-glass germanium diode type, used in a wide range of electronic equipment. What is known as a tetrode, a four element transistor, now emerging from the laboratory, is considered an improvement over a triode in that it permits a better control of a circuit. Pentodes and dual pentodes, advanced forms of transistors, are now in advanced stages of engineering.

TEAR OFF HERE

TELEVISION ROUNDUP

GE for NTSC Color

The General Electric Co., Electronics Park, Syracuse, N. Y., has requested the Federal Communications Commission to adopt the standards for color television proposed by the National Television Committee. In a petition filed recently in support of these color standards, General Electric stated that it is convinced that the work of the NTSC has resulted in "scientific development of the highest standards within reach of the industry's experts."

Robert M. Eates, counsel for General Electric's electronics division, said in the petition that the company has no facilities for arranging a demonstration in Washington, and offered to conduct a demonstration at Electronics Park, Syracuse, N. Y. or to cooperate with any demonstration arranged in New York City. The company also offered to send one or more of its color television sets to the FCC laboratory at Laurel, Md.

Pointing out that it had invested "millions of dollars" in color television research and contributed more than 1,000 man months to the work of the NTSC, the firm also stressed that Dr. W. R. G. Baker, general manager of the company's electronics division, served as chairman of the NTSC and that other GE scientists and engineers served as chairmen of various technical panels.

Earlier RCA had independently petitioned FCC for approval of color TV standards said to coincide with those approved by NTSC. Industry sentiment is that color TV approval may be forthcoming sometime around the first of next year.

Over One Million Sets

Admiral Corp. of Chicago, Ill., is headed for the "biggest and best year in its history" and expects to produce and sell over one million television sets in 1953, Ross D. Siragusa, president, predicted recently.

Speaking at a meeting of Eastern distributors at the Hotel Plaza in New York, Siragusa said Admiral will reach a record sales figure for the first half of the year. He expects the company's TV sales to beat the previous 1950 record by a good margin. He also said his firm's TV sales for the first six months of the year will be near the half million mark and pointed out that the company's percentage of the nation's TV market is the highest it has ever been.

'Jamboree' Theme Sparks Sylvania Program



Windows like this one decorated in Indian motif form part of the nationwide "Jamboree" with which Sylvania is introducing its TV line for 1954. Giveaway head-dresses for kids and a radio-clock prize for guessing kernels of corn in a bag are store traffic builders. National consumer advertising and dealer sales aids support promotion.

Among other things Siragusa emphasized were:

1) It will be at least a year and a half, probably two years, before satisfactory color television sets will be on the market, even in sample quantity. Present 16-inch color tubes, which give only a 12½-inch picture, cost Admiral more than the retail price for its complete 17-inch black and white receiver.

2) The fundamentals in the general business situation for the remainder of 1953 still are very strong.

3) Consumer credit is anything but over-extended. In the opinion of many economists, it can increase with complete safety to finance purchases of durable goods such as television receivers and appliances.

Siragusa took a shot at TV saturation by dubbing it a myth. He admitted four out of five families in many communities own TV, meaning that 80 per cent of the families are already sold on television.

"The sales job in these markets, therefore," he drove home, "is not to sell television but to sell progress in

the form of modern, large screen television and to promote two set ownership."

Room for TV

A survey by Allen B. DuMont Laboratories, Inc., discloses that a "second living room for television" is now being included in some newly-built homes along the Eastern seaboard. The vogue may very well carry over into other parts of the nation.

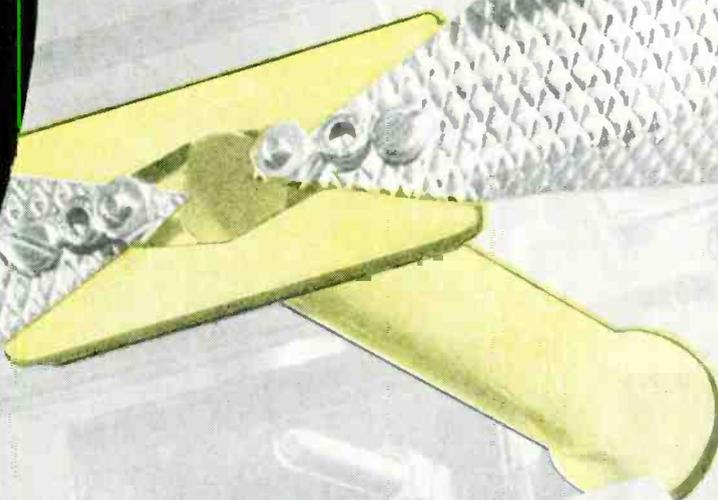
The DuMont survey shows prospective home buyers very much like the idea of a second living room for TV, in some instances it being considered a 'must.' Builders have come to look at the new home features as a strong selling asset, some of them calling it "the new home's biggest single asset."

This second living room is included in the basic unit, has a specially-constructed TV outlet, and the lead-in wires are installed inside the walls for better appearance and as a barrier against hazards. The TV antenna is permanently installed in the attic.

Any such special accommodation for
(Continued on Page 18)

WALSCO HAS THE ONLY UHF ANTENNAS WITH AMAZING **X-77** INSULATOR

Hollow, unbreakable X-77
Insulator used exclusively on
Walsco Corner Reflector and
Reflecto-Fan.

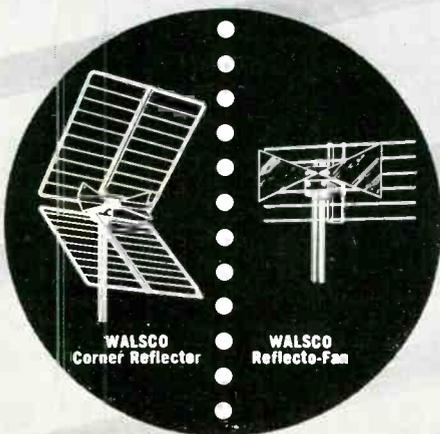


X-77 insulator makes Walsco the most efficient, all-band UHF antennas in America. Nothing compares with it!

X-77 is hollow, allowing lead-in wire to pass through the center. Wire is kept completely out of field pattern. It eliminates broken wires caused by strain of wire on antenna terminals.

X-77 can't break . . . ever! It's 5 times stronger than polystyrene. Silicone treated to shed dust and moisture . . . not affected by extreme heat, cold or wind.

X-77 is non-hygroscopic. Outstanding insulating qualities will last indefinitely.



Largest in demand everywhere

Catalog No.	Description	Avg. Gain (db)	List Price
Reflecto-Fan	4400 Single Bay	7.0	\$ 6.75
	*4402 Dual Stack	11.0	14.25
	*4404 4 Bay Stack	14.5	35.00
Corner Reflector	4450 Single Bay	11.2	14.50
	*4452 Dual Stack	16.4	32.00

WALSCO

Walter L. Schott Co.

Los Angeles 18, Calif.
Chicago 6, Ill.

* Supplied with complete stacking kit.
† Mast not included in prices.

Overseas Representative: Ad Auriema, Inc., 89 Broad St., New York 4, N.Y.

TELEVISION ROUNDUP

(Continued from Page 16)
the television receiver will open the door wider for the TV set sale.

Launching a Station

What has been said over and over again about the need for dealers to do the spadework for selling a new TV area by laying the groundwork well in advance of a station opening finds new corroboration in the case of KIVA-TV in Yuma, Arizona. In fact KIVA-TV is a notable example of advance cooperation which indicates that television dealers do not necessarily have to go it alone.

Operating on the theory that the best way to enjoy a high degree of public approval of a new TV station is to cultivate good will in advance, Park Dunford, principal owner of KIVA-TV, Walter Stiles, station manager, and Harwood Advertising, public relations counsel, outlined their plan to the Chamber of Commerce. This body promptly rounded up TV dealers and service firms for a big meeting back in the middle of April of this year.

Reviewed at that meeting were the "do's" and don'ts" of TV selling as established in other TV areas. Cases for disciplinary action by Better Business Bureaus in other parts of the country were giving a thorough airing. Dealers were cautioned about overstock-

ing. They were urged to form trade associations to protect themselves. They were reminded to follow a high standard of selling, of installation and service, to keep complaints at a minimum. Advance preparations went ahead without a hitch. Dealers held their own meetings, spruced up their displays and sharpened their sales approach and their promotional material.

Thanks to foresight and cooperation, TV dealers and KIVA-TV representatives started TV out on the right foot in Yuma.

Canadian TV Boom

Sale of television receivers in Canada will be at least two and one-half times as great in 1953 as last year, according to Dr. Courtney Pitt, vice-president-finance, Philco Corp., Philadelphia, Pa. Dr. Pitt made the prediction at a recent ground-breaking ceremony in Toronto, Canada, for a new Philco manufacturing plant.

Philco Corp. of Canada, which has conducted operations in rented quarters in Toronto since 1929, is now erecting a modern, 80,000 square foot plant at Don's Mills, Toronto suburb, in which it will manufacture television receivers, radios and other electrical equipment. The firm expects to occupy the plant early in 1954.

"There were 137,000 TV receivers sold in Canada last year," said Dr. Pitt. "TV manufacturers plan to produce and sell 350,000 sets in 1953." It was this anticipated increase which prompted his prediction.

Everything learned by Philco in building the latest 650,000 square foot plant in Philadelphia will be incorporated in the new Canadian plant, making it one of the most modern in the world. With employment and demand for goods up, Dr. Pitt indicated Philco looked ahead for good business both in the U. S. and Canada for many years.

Six-foot Screens

The special demonstration of a new color television development, which employed a six-foot screen, given at the recent American Medical Association meeting gives a fair indication of the tremendous possibilities still to be realized in the realm of television. What is being developed and demonstrated on closed circuit television today portends a richer and fuller life with TV tomorrow.

Until now all such demonstrations in color before assembled doctors of the association were seen on a 12½-inch screen. With new, projection-type

Semco Introduces Remote Control Unit



Semco Engineering & Mfg. Co., Los Angeles, Calif., has introduced a complete TV remote control unit designed for use with existing television receivers. It features cascade channel tuner and signal booster amplifier. Provision is made to receive UHF stations by the installation of snap-in UHF coil strips in unused channels. Sound output connections for headphones are at the control box. Pictures and sound can be adjusted at viewing distance.

Fada Trophy Award



J. M. Marks, second from left, president of Fada Radio & Electric Co., Inc., Belleville, N. J., is shown presenting an achievement award to Fred P. Pursell, right, distributor of Fada radios and television for northeastern Pennsylvania. President Marks made the presentation to Pursell for the highest achievement in national television sales of Fada TV for the year 1952. Looking on are Stanley Marks, left, v-p of Fada, and Kenneth Watson, general sales manager of the Fred Pursell organization.

equipment it was shown to be possible to teach medicine and surgery in color television on six-foot screens.

The Philadelphia pharmaceutical firm of Smith, Kline & French Laboratories and CBS Laboratories were instrumental in bringing about the demonstration. Pick-up equipment was developed and built by CBS Laboratories for use by SKF at postgraduate meetings of the medical profession. Two color cameras, each employing a single camera tube, were located in New York Hospital, one to pick up the operation—a strabismus operation to correct a disorder of the optic axis of the eye—the other to pick up clinical scenes. Pictures were transmitted over a radio relay link to the Hotel Roosevelt, where two projectors accommodated over 1,000 physicians. The projectors had a 7-inch projection tube and a Schmidt optical system.

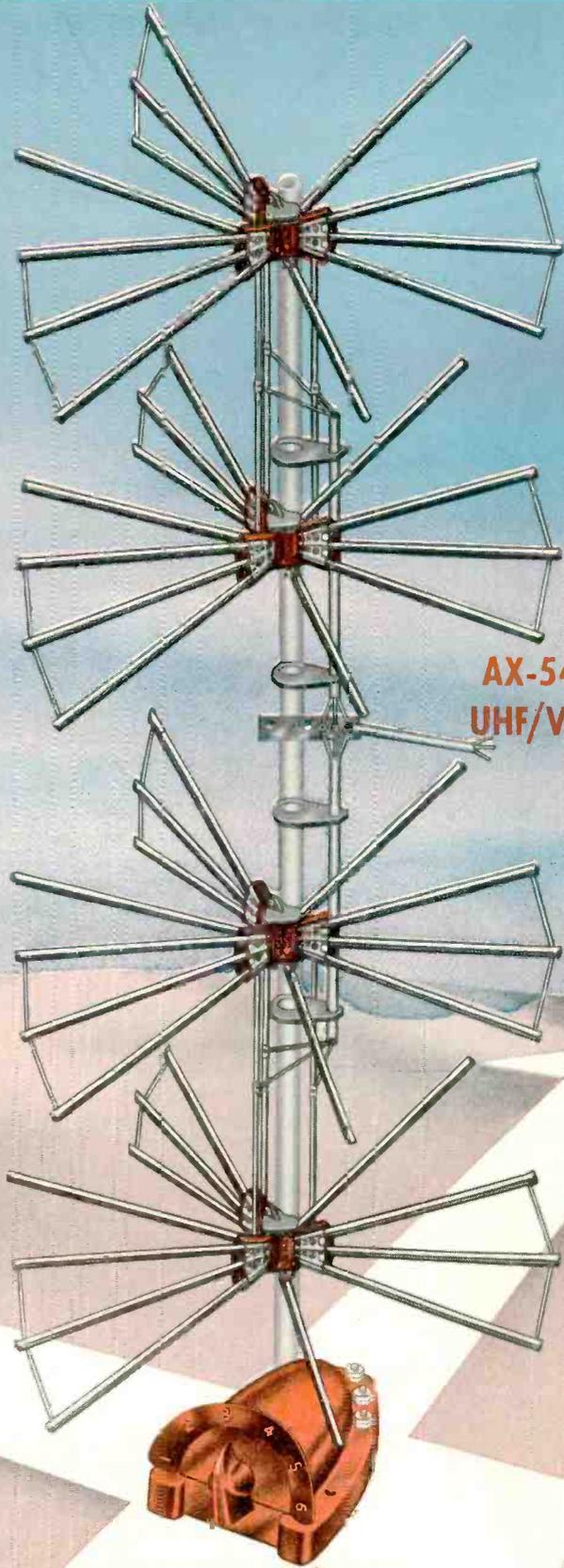
Daily use of such color TV installations, such as at the Universities of Kansas, Pennsylvania and Chicago, portend future utilitarian uses of TV which will ultimately accrue to the benefit of the millions of present TV set owners and the millions still to be sold by dealers.

Snyder
PHILADELPHIA

SUPER
Directronic
ULTRA-FRINGE
TV AERIAL SYSTEM

Designed to give the finest reception in ultra fringe areas where signals arrive from more than a single direction... without motors, moving parts or electric power.

\$100 COMPLETE WITH
"AIR-CORE" TRI-TUBE
TRANSMISSION LINE



AX-548
UHF/VHF

SNYDER MFG. CO.

ANTENNA ENGINEERS[®]
PHILADELPHIA

Every TV Dealer has a direct stake in furthering

EDUCATIONAL TELEVISION

WHEN the National Appliance and Radio-TV Dealers Association announced the formation of the NARDA Educational Television Foundation at its Mid-Year Meeting at the Conrad Hilton in the closing days of June more than an organization was born. An idea was given fresh impetus and the organization was to translate the idea into practical and tangible terms.

The idea concerned itself with educational television and making that service a concrete contribution to the public. Don Gabbert, NARDA director from Minneapolis, Minnesota, and chairman of the association's Educational TV Committee, in announcing the formation of the NARDA foundation put into words those concepts which industry spokesmen have come out in favor of ever since the question of educational television became a matter with which the industry had to grapple.

Gabbert pointed out that educational television is still at that delicate early stage when every bit of energy and aid given to it can be of maximum worth, for everything done helps nourish the infant. Because NARDA is a vital part of the television industry and because educational TV is something created by the industry that is good for the public, Gabbert indicated it was imperative that NARDA join those industry leaders who have spoken up in favor of the service. He was speaking of men like Benjamin Abrams of Emerson, Dr. W. R. G. Baker of GE, Dr. Allen B. DuMont, Brig. Gen. David Sarnoff of RCA, and Max Balcolm of Sylvania.

Strong Backing

Strong backing for an all out NARDA effort to do something constructive about educational television came from that organization's Educational Television Committee. It had in mind showing clearly that it had the public's interest at heart and when the final plan was announced it indicated it was not confining the effort to dealers alone but was inclined to make any effort one which was spread over the broad base of the whole TV industry.

A separate corporation called the NARDA Educational Television Founda-

tion was established so that, acting as a separate agency under the direction of NARDA's leaders and its managing director it could be controlled by them without in turn detracting from the work done by the organization in other fields of endeavor. Also this organizational structure would permit contributions being made to the work without the contributors having to suffer an additional tax burden.

In his announcement Gabbert gave clear indication that at NARDA they were aware of the pitfalls of trying to launch a program that was under-financed. A minimum of \$200,000 was set as the necessary amount to start a three-year program to help the industry spearhead a drive for educational television in each of the 194 areas in which the service proves practical. Industry-wide participation in the fund will be welcomed by NARDA and the organization has outlined how the money collected will be used.

Diverse Activity

It intends to hire the necessary personnel to develop and execute a practical program of activities for the dealer, suggested ads, prepared talks, organizational programs, reports on educational television work done by members of the industry in the various regions around the country, and whatever else is found necessary and helpful in selling the public on educational television and in getting positive action established for station applications.

In each of the areas to which television channels for education have been assigned the NARDA group intends to establish committees to explore the most practical methods for getting educational television in their areas and to do all in their power to stimulate strong public interest in educational television and then to move the agencies they feel have the best prospects of operating educational television in the maximum public interest to apply for stations. State-owned over private educational institutions, or vice versa, will not be the question. Local conditions alone, plus prospects for success, will dictate where the most effort is placed.

The NARDA group has no intention of participating in the actual program

material offered by any of such stations, except to use its influence to keep the standards as high as possible.

The educational television personnel finally selected by NARDA will travel the country, meeting with dealers, helping to build enthusiasm and interchanging information and techniques. Strong committees are to be formed for the national phases of the work, and periodical information will be supplied local and national committee members through NARDA's own educational television bulletins. Similarly timetables will be carefully worked out and a dynamic drive will be simultaneously set in motion.

In Don Gabbert's words he gives essentially the educational television program NARDA is undertaking. "We aren't aiming it at the sale of big quantities of sets," Gabbert's announcement ran. "It'll sell some, I'm sure, but we hope we will hold the effort out of all proportion to those moderate sales. Our goal is bigger than that. Our goal is an industry doing the best job it can for the most deserving people in the finest country in the world. We're not doing it for dollars, much as we'd like to have them. We're doing it because we're going to like ourselves and each other a lot better for having put effort behind educational television's success."

With his announcement, Gabbert extended an invitation for industry-wide participation in the proposed program. "We hope that hundreds within the industry will want to participate in this work. We invite anyone who wishes to make contributions to the NARDA Educational Television Foundation which is our first step. Volunteer for committee work in your own community and on a national basis. Be a part of this thing. It's a great feeling, and a great thing to do."

NARDA's fresh enthusiasm for the idea of educational television in the public service, plus its practical organization plan to make it a reality, may give a new lift to the entire subject of educational TV which has foundered for lack of a major, concentrated effort on the part of all interested groups within the industry.

Again

First and Foremost in the Vast Fringe Area Market!

the NEW FINCO 400-A

Fringe area TV buyers demand Quality installations... **FINCO** is Quality!

Undeniably the No. 1

ALL CHANNEL fringe antenna

UHF-VHF

- Perfect Reception 120 miles to 150 miles from Station — We Can Prove This!
- Double CO-Lateral — 32 Driven Elements.
- One antenna. One transmission line.
- Rugged all aluminum construction. Completely pre-assembled. Light weight — total weight only 8 lbs.

To help you sell... **FINCO** is advertising in

LIFE

Your Local Newspaper

Radio

Farm Magazines

Television

Tie-in with this Powerful National Program...

Ask your jobber for the free LIFE DISPLAY CARDS AND WINDOW STREAMERS — and "ADVERTISED IN LIFE" AD MATS. Ask about the Co-op Newspaper ads that enable you to tie-in with LIFE ADVERTISING.

THE FINNEY COMPANY

4612 ST. CLAIR AVENUE • CLEVELAND 3, OHIO

YOU CAN WRITE US DIRECT

THE FINNEY COMPANY
Dep't. TJ-18
4612 St. Clair Ave.
Cleveland 3, Ohio

RUSH

- information on the new Finco 400-A
- LIFE merchandising material
- Co-op newspaper ad mat brochure

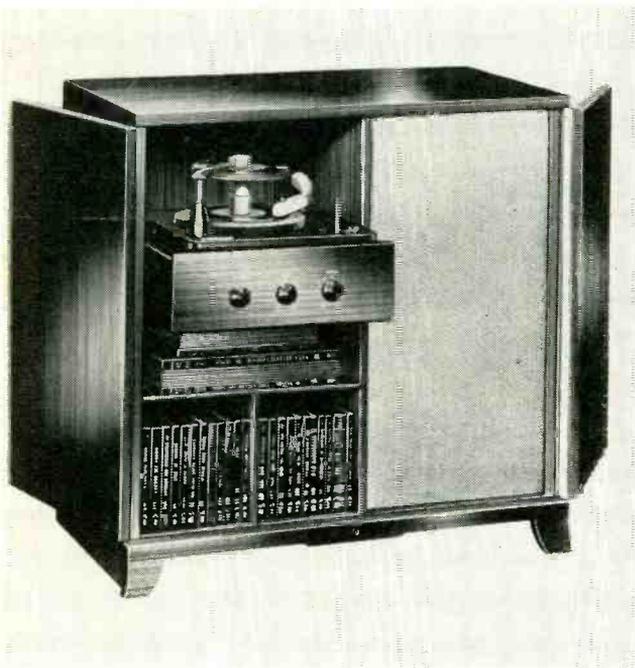
Name

Company Name

City..... Zone..... State.....



Three speakers are featured in the "Musical," Webster Chicago's hi-fi table model phono. Provides uniform audio response of from 50 to 12,500 cycles. In mahogany at \$149.50 or blond korina at \$159.50.



With a range of 40 to 13,500 cycles, this new RCA console Victrola has a 12-inch speaker and a special record changer to reduce rumble and hum. Amplifier specially designed for wide-range reproduction, and provides 5 watts of distortion-free, push-pull amplification. Sells for \$275.



Two large and two small speakers, for reproducing both high and low frequency sounds, permit Magnavox's "Magnasonic" faithfully to reproduce sound comparable to the range of the human ear. Console strikes 'acoustical balance.' Under \$200.

New All-American Hobby

There's one wonderful thing about American consumers (Lord bless 'em) and that is that it doesn't take them a couple of decades to decide that something is good, and then go ahead and buy it. First it was the automatic clothes washer; then followed in rapid succession the dryer, television, the dishwasher . . . and now it's "hi-fi" record players. As a result of 30 years of radio, and movies and television, the American music lover now wants only the finest in sound reproduction. No question about it . . . it's becoming a real business. Editor.

Complete Are Busting

UP until now, everybody was talking about the future prospects of the hi-fidelity market, and quite a few manufacturers of speakers, pick-up arms, amplifiers and pre-amplifiers, record changers and other sound reproducing equipment were turning out products to satisfy the mushrooming demand.

Whether there was some hidden sales magic in the words "hi-fi," or whether the public demand had simply come of age did not seem important. The essential truth was that an ever-increasing number of people were buying and demanding finer and more costly recording equipment.

Of course, the business realists in this industry kept careful watch of all developments and while they murmured "interesting . . . very interesting"—they predicted that the hi-fi business would never really get into the big-time money until the manufacturers offered a complete, compact, sensibly-priced unit which would incorporate the best developments in sound reproduction while at the same time have the intrinsic advantage of sales appeal without creating special problems for dealers.



High-fidelity radio and phonograph are combined in this CBS-Columbia combination. The 360 sound system uses two speakers and two sound outlets to create 'hemispheric' sound, which seems to radiate around listener. Suggested list is \$299.95.

Stromberg-Carlson's hi-fi radio-phonograph combination has selective, drift-compensated FM-AM radio tuner amplifier with frequency response from 20 to 20,000 cycles per second; audio system with patented Acoustical labyrinth, with Alnico 5 coaxial 12-inch speaker; and Garrard 3-speed record changer. Priced at \$575.



Console combination by Zenith offers AM and FM plus the new high-fidelity Cobra-Matic record player with stroboscope indicator. Automatically changes any standard size record and plays any speeds, 10 to 85 rpm, including talking book speed. Cabinet is mahogany. Cost is \$309.95.



Hi-Fi Units Out All Over

Well, it appears like they were right. Because if they guessed wrong, then quite a few of the top manufacturers have put a lot of work on planning, styling, tooling and manufacturing which will be for naught. This summer, as the industry introduced its new TV and radio lines for 1954, there suddenly appeared a series of phonograph and radio-phonograph combinations which have been specifically built to bring hi-fi to the mass market. Seven of these complete units are pictured on these pages.

While some sound 'purists' may argue that these units are not "true hi-fi"—we'll let them argue among themselves, because the term itself is anomalous. How high can fidelity soar?

The important thing is that here is a revolution in sound. Here, as represented by these and other players now being manufactured, is the finest phonograph yet produced and at prices which heretofore were extremely costly on a custom tailored basis. And most wonderful of all, these are complete units, ready to plug in and play. You won't need an Einstein to sell or service them. How's about climbing on that hi-fi bandwagon yourself?

Wilcox Gay's '400' is a table automatic player for all type records. Uses two side-mounted speakers with extra-heavy Alnico magnets. Four tube amplifier delivers 3 watts of audio output, and frequency response is 40 to 12,000 cycles. Cabinet has built-in acoustic chamber. Retail at \$129.95.



How Color Will Affect TV Set Sales Within Next 5 Years

ONE of the thorniest problems facing the television industry, and one which will affect every segment of the business, is: How will the advent of color affect sales of black-and-white receivers? There have been many predictions as to when color will finally hit the market; how much the first sets will cost, and how many sets will be produced during the first six months; the first year, etc. Most of these have been intelligent 'guesstimates'—but no reliable, factual data has been available.

Nevertheless every TV manufacturer, distributor and dealer, not to omit the general buying public, is vitally concerned over the impact which color will have. The correct answers can mean the difference between profit and loss; between planned merchandising or disastrous dumping.

Factual Analysis

Now, for the first time, some factual analysis of the situation is available as a result of surveys just completed by the firm of Boni, Watkins, Mounteer & Co., a New York firm of consulting economists. This firm was recently commissioned by a client in the electronics industry to draw up a five-year sales forecast of TV color receiving sets. The forecast was prepared under the direction of Dr. A. R. Oxenfelt, who is recognized as an authority in the field of marketing. Boni, Watkins, Mounteer & Co. have kindly given permission to Radio & Television JOURNAL to present their findings to the entire industry. Two estimates are presented: one assumes that general business will continue prosperous while the other assumes that a moderate recession will occur during this period. These forecasts are presented in the following table:

	1953	1954	1955	1956	1957
	(in millions of black and white and color sets)				
Prosperity Forecast	6.51	7.00	7.51	7.68	7.70
Recession Forecast*	6.51	5.25	6.20	7.41	7.99

* These forecasts assume that a down swing commences at the beginning of 1954 and terminates at the end of 1956. At its minimum point, gross national product is assumed to be 20 per cent below the previous peak.

Black and White Set Sales, 1953-1957, by Major Sub-divisions (Assuming no color television before 1958)					
	1953	1954	1955	1956	1957
	(millions)				
Replacement of "junked" and "destroyed" sets	0.53	0.79	1.02	1.65	2.32
Upgrading of small screen	1.25	1.40	1.08	0.77	0.47
of cabinet and style	0.10	0.20	0.40	0.60	0.80
Opening of new areas	2.37	3.15	2.93	2.47	1.85
Saturation of old areas and second set	2.66	2.08	1.81	1.51	1.20
Growth of new households	0.40	0.51	0.57	0.53	0.53
Total all sets	7.31	8.13	7.81	7.53	7.17
Less second-hand sets sold	0.60	0.70	0.65	0.60	0.55
Total new sets (prosperity)	6.71	7.43	7.16	6.93	6.62
Estimated recession sales ("20% decline")	6.71	5.54	6.14	6.65	6.85

Recent color developments will affect total set sales in various ways. A detailed analysis of their expected major effects is set forth in the following table. This analysis rests upon two major assumptions: First, the price differential between color and black and white receivers will be very large at the outset—color sets costing more than three times as much as black and white sets of the same size and cabinet style—and dwindle substantially so that in 1957 color sets are about double the cost of equivalent black and white sets; second, productive facilities, particularly for tubes, will be the major check on sales before 1956.

Estimated Effect of Color on Total
Television Set Sales, 1953-1957

	1953	1954	1955	1956	1957
(1) Estimated purchase of new black and white sets if color were not an issue (in million sets)	6.71	7.43	7.16	6.93	6.62
(2) Number withholding purchases because of color	200,000	550,000	500,000	400,000	350,000
(3) Withholders (2) who decide to give up withholding	75,000	200,000	150,000	125,000
(3a) Net new withholders during year	200,000	475,000	300,000	250,000	225,000
(3b) Gross number of withholders at end of year (cumulative)*	200,000	660,000	660,000	510,000	235,000
(4) Purchases of second-hand sets in anticipation of color	50,000	100,000	75,000	75,000	50,000
(5) Total color sales	50,000	800,000	1,600,000	3,500,000
(5a) Purchases of color sets by those who would not have bought sets in absence of color	30,000	350,000	600,000	800,000
(5b) Previous withholders who buy color television	15,000	300,000	400,000	500,000
(5c) Persons buying color who would have bought black and white in that year in absence of color (residual)	5,000	150,000	600,000	2,200,000

* Represents (3b) of preceding year plus (3a) of current year minus (5b) of the current year.

The initial forecast, prepared before the recent reopening of the color television question, has been revised to take recent color developments into account. Inasmuch as the influence of the introduction of color television is uncertain, at best, there is presented for the purposes of comparison a forecast of black-and-white set sales, based on the assumption that color would not be introduced within the next five years. These estimates are presented in detail for major market subdivisions in the following table. (Here, too, separate totals are given for prosperity and for recession.)

Sales Forecasts

Of course, it should be made clear that these sales forecasts are based upon certain assumptions as to how consumers will behave both immediately before the first color sets come on the market, and in the period which will follow. It is now estimated that the price of the first color TV sets with approximately a 14-inch screen will be two to three times as much as that of a current black and white set with a 21-inch screen. According to John K. McDonough, general manager of the radio and television division, Sylvania Electric Products, Inc., if compatible color is approved by the Federal Communications Commission before the end of this year, the expected cost of the first color receivers on the market,

Net Effect of Color on Total Television Set Sales
(in millions of sets)

	1953	1954	1955	1956	1957
I Estimated sales of new sets in absence of color	6.710	7.430	7.160	6.930	6.620
II Buyers of color sets who otherwise would not have bought any030	.350	.600	.800
III Previous with holders who buy color sets015	.300	.400	.500
Total I-III	6.710	7.475	7.810	7.930	7.920
IV Net new withholders	.200	.475	.300	.250	.225
Estimated sales total	6.510	7.000	7.510	7.680	7.695
Estimated sales of color sets050	.800	1.600	3.500
Color sets as per cent of total	0.7%	10.7%	20.8%	45.5%

probably in the fall of 1954, will be between \$800 and \$1,000.

There are many industry observers who believe that there is nothing inherent in color TV that will drive black and white television into obsolescence. These trade sources are of the opinion there will be definite market potentials for both types of sets for years to come for the same reason that black and white motion pictures continue in popularity in spite of the fact that technicolor pictures have been shown for many years.

Considering that color sets will cost a great deal more for a smaller picture, that color programming will be expensive and will come slowly, that monochrome receivers will give many years of service because color telecasts will be compatible—it is felt that the market for conventional black and white will continue excellent. However, in view of the uncertainty which exists, it is well for dealers, distributors and manufacturers to study these forecasts and to watch the market closely.



• Fos Hendrick, right, prepares his trailer rig for an on-the-spot TV signal demonstration.

This aggressive Florida dealer found that

Nothing Sells the Fringe Area Like 'On-the-Spot' Demonstrations

SINCE Sarasota, Florida, borders on the fringe area of television station WSUN on Channel 38 at distant St. Petersburg, television dealers must grapple with a natural customer reluctance to buy and a constant, low-ebb TV sales and service predicament in this winter town of the Ringling Circus empire. The stubborn sales resistance, which forces dealers into extraordinary efforts to pry loose a commitment to buy and the subsequent dollars for the purchase, stems from a natural skepticism. It is simply that they know that television pictures in the fringe area tend to be snowy and develop quirks which are not always readily ironed out.

Dealers who make rash promises, assuring prospects that once they get a set in their home there will be no

screen "snow," fail to bring down an immediate flurry of sales. More often



• Water pressure is used to boost the top two antenna tower sections into position.

they tend to bring forth a flurry of scoffs and snickers, for the fringe customer has learned it is sometimes far too easy to plank down his money and too difficult to get peak reception. Therefore they prefer to take no chances with promises. They prefer to see results.

Until the power of the single station on which they are dependent is stepped up or until a stronger signal penetrates to Sarasota, dealers there are inclined to view dimly hopes for avidly developing an expanding TV market.

Tackling Problems

Undaunted by this thorny barrier to sales, "Fos" Hendrick, a spare, intense dealer who refused to be either startled or stymied at the attitude of TV pros-

pects, ingeniously devised an effective method for taking people out of the skeptic classification and putting them definitely into the live prospect category. What's more, in the face of dipping sales among other dealers, he has racked up a sales curve which indicates a definite spurt in his sales activities.

Hendrick rigged up a long, two-wheeled trailer which hitches to the tail end of his personal car. The trailer carries a sixty-foot antenna tower which is collapsible in three sections. The first section is raised off the top of the auto and the trailer by manual cranking. The next two sections are boosted skyward by means of water pressure conducted through a garden hose attached to home plumbing faucets.

Atop the trailer is a cart containing a signal strength meter and a 17-inch television receiver, plus the needed control cables. The moment a customer indicates a definite interest in a television set Hendrick is alert for any hesitation or skepticism about reception. Anticipating an objection he will assure a prospect that he can provide a quick answer to the question and promptly arranges an evening appointment at the customer's home.

Good Will Builder

This approach seeks to find the very answer a customer is looking for. There is nothing of greater importance than the nature of a set's reception in a given location. In addition, it provides a customer with evidence of Hendrick's sincerity and good faith. It is acknowledgement that this dealer has uppermost in his mind the customer's eventual satisfaction with his purchase. So far as Hendrick himself is concerned, he argues that this procedure of demonstrating on location saves him time and money in the long run. Further it creates an enormous amount of good will for himself and his business. Since he considers such good will a long range necessity for a successful business, Hendrick finds that his demonstrating technique suits his operation just fine.

"What's the use of selling a set to somebody," he quickly points out in explaining his sales approach, "when there's no guarantee that he'll get a picture after the set is installed?"

To forestall any such devastating reflection upon his shop and upon his 'know-how,' Hendrick sets up his equipment either in the front or rear of a customer's home, depending on where the aerial installation is contemplated.

"There's no use in even talking sales unless we can determine what the signal strength is at the site where the set is to be used," Hendrick insists.

In full sight of assembled curious onlookers, the trial antenna is cranked up; water pressure applied, and as the tower slowly lifts, Hendrick adjusts its position with respect to the distant transmitter, and keeps an eagle eye on the field strength meter. The tower is lifted, turned and lowered until the meter indicates signal strength at the location.

Then the twin lead is hooked up to the set on the trailer and the receiver tuned in to achieve a bright and satisfactory picture. This is generally the signal for whistles and wolf-howls from the spectators, since TV is still a prime novelty in this resort town, and because most of the TV sets already installed provide pictures with inter-

(Continued on Page 28)



• "It's no use trying to sell a receiver," maintains Hendrick, "unless you're sure there's enough signal strength at a customer's house." Here he checks signal strength and picture on trailer-mounted TV set.



• The first section of the mobile demonstration antenna is cranked up by hand. The total height of the antenna tower is sixty feet. As a sales aid, it answers initial reception question and clinches sales in one Florida fringe area.

This aggressive Florida dealer found that Nothing Sells the Fringe Area Like 'On-the-Spot' Demonstrations

(Continued from Page 27)

ference sufficient to justify non-purchase by critical customers.

With the tower at the right height for good reception, Hendrick can better estimate the cost of an adequate antenna installation for the particular location.

Complete Follow-through

The set on the trailer provides convincing proof that the customer will get a satisfactory performance from his set. To go a step further, Hendrick either takes the set right inside the prospect's home, or lugs along the receiver of the customer's selection. This he sets up in the house, disconnects the twin lead from the trailer set, and brings the plastic lead-in inside the house where it is connected to the set the customer has in mind to buy.

Adjusted to provide the same satisfactory picture the mobile set produced out on the trailer, this is the final clincher. At this point, customers are satisfied.

In addition, Hendrick reports that since the demonstration out on the street is seen by many passers-by, it has often resulted in further sales. The dramatic appearance of the flitting electrons on the screen of the receiver seems to exert a powerful influence on sales.

"It pays us to spend the time needed for our demonstration," says Hendrick, "since the customer is convinced our technique is equal to the job of providing him with a set and antenna installation that will satisfy him.

"It suits us, too, since we thus know in advance whether our installation will be worthwhile, before we go to the trouble of making it. It eliminates guesswork and assures us of a satisfied patron. Besides it saves us a lot of headaches in call-backs with consequent ill-will, in cases where the lack of our kind of demonstration might have resulted in unsatisfactory borderline reception."

No Stone Unturned

Because Sarasota is a resort town with many hotels, motels and other

hostleries catering to tourists, such a demonstration as Hendrick puts on has often led to expensive, multi-set sales.

And it seems Hendrick is convinced of the efficacy of his idea of keeping a large receiver right in the window of his store turned on for hours each evening, right up to the last minute of the last TV program broadcast by the St. Petersburg transmitter. The window is invariably ogled by town-folk beguiled by the new-to-Sarasota entertainment medium and leads to queries.

A time switch knocks the set off every night at the conclusion of the broadcast.

Since winds of hurricane force that range up to 80 and 90 miles are common to this Florida town during certain seasons, Hendrick attempts to sell antenna installations that can be lowered promptly when danger threatens. These are generally mounted on prefabricated concrete blocks sunk shallowly in the ground and braced with guy wires extending to eave brackets or supports strongly anchored to the house structure.

Hendrick says, "It's a mistake around here to make antenna installations on the rooftop. You can't get the proper support for an aerial of the height required in most of the locations hereabouts without danger of damaging the roof. And if the wind takes them down it'll take most of the roof with it." Florida roofs are too expensive to risk such damage.

For this reason most of the Hendrick set-ups are designed to be cranked up or down by hand, or with the application of low water pressures from city water mains or house electric pumps. The towers, equipped with Ampliverter, are made locally, after plans formulated by Hendrick.

Simply by taking the fringe problem by the horns, this dealer has overcome customer objections step by step. He has adjusted his selling approach to the practical realities of the locality wherein he sells. And instead of complaining about skeptic customers who refuse to buy because they are uncertain of the kind of picture they will receive, Hendrick boasts a continuous spurt in his television sales.

letters

Mr. Nat Boolhack, Editor
Radio & Television JOURNAL
1270 Sixth Avenue
New York, New York
Dear Sir:

Inasmuch as I have been in the radio business for over twenty-five years, and in television since its inception in this territory, I would like to say that I am very much in accord with the letter of Mr. Harry E. Ward, of Long Beach, California. I firmly believe, as he has pointed out in his letter, that until the radio service business is licensed as with electricians, plumbers, physicians, lawyers, auditors, etc., it would be impossible for the service industry to be looked upon as a respectable, and legitimate business.

I further believe that legitimate manufacturers of a quality radio or television receiver would be very glad to see this idea of Mr. Ward's put into actual practice. I would further state that any man who has spent some two to four years' training for this field, should be regarded as a professional, just the same as others are recognized for their schooling in their field. It is high time for radio and television technicians to be elevated above the hobbyist, and tinkerer's category.

As your Radio & Television JOURNAL is very instructive, and informative, and widely read by the trade, I should think that you would give this due consideration, and that you would concur the same idea that Mr. Ward and I have reference in the above matter.

Yours truly,

BUCKELS RADIO SHOP
C. C. Buckels
202 St. Anthony Street
Mobile, Alabama

The above letter by Mr. Buckels is in answer to a letter from Harry E. Ward, representing the Long Beach Radio & Technicians Association of Long Beach, California, which first appeared in the June, 1953 issue of "RTJ." In his original letter, Mr. Ward made a plea for the licensing of servicemen "because I can see no progress whatsoever without licensing." Mr. Ward feels that this billion dollar TV business has no identification as an accepted profession and that "the faster we could become established under the business and professional codes as a licensed profession, the sooner would the TV service business make progress." Editor.

BRAND NEW 23 G-E HEADLINERS

Priced Competitively from \$179.95*

● Covering every taste and price range. One line a year for simpler cleaner inventories... for profits right through the year. Two all-new G-E Chassis for the finest all-channel VHF and UHF reception ever achieved in any price range. See your G-E TV Distributor today!

General Electric Company, Radio & TV Department, Syracuse, N. Y.



Model 21C225



BLACK-DAYLITE Ultra-Vision

● Compare — see the proof in black and white! Compare G-E Ultra-Vision — the TV voted best picture by 7 to 1 nationwide. Eleven decorator styled models.

**Includes Federal Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Prices subject to change without notice. All 70 channel UHF at additional charge.*



Model
21C116



BLACK-DAYLITE TV

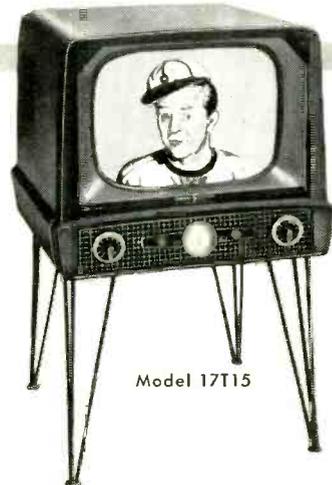
De Luxe

● Six models with real step-up sales features you can demonstrate — G-E Aluminized Tube, tilted deep-tint safety glass.



BLACK-DAYLITE TV

● Six new G-E models — every one under \$300.* ... yet with many selling advantages of sets priced near \$500.



Model 17T15

You can put your confidence in—

GENERAL ELECTRIC



• Sternquist erected this tidy radio-TV sales room alongside the auto service shop he started 20 years ago.

**Boone's leading TV merchant
has achieved success because he's a**

Square-Dealing Dealer

DIOGENES the Greek Cynic Philosopher is said to have once gone abroad in Athens at midday in a vain search for an honest man. If the caustic old man with the lighted lamp were suddenly resurrected and went abroad in the noonday heat in Boone, central Iowa, demanding to be directed to such an intrepid citizen, chances are a goodly portion of the populace would point in one direction. And at the end of the pointing fingers would be Leonard Sternquist, an ordinary local citizen with an extraordinary business and the folksy look about him reminiscent of Will Rogers.

Sternquist is a radio and television dealer with an uncommon record for integrity. The rest of his story is a quiet and unpretentious one, scarcely warranting screaming eight-column banked heads in a metropolitan paper. It is a story not far removed from the commonplace, an ordinary story of a small business man in a small town smack in the middle of Iowa.

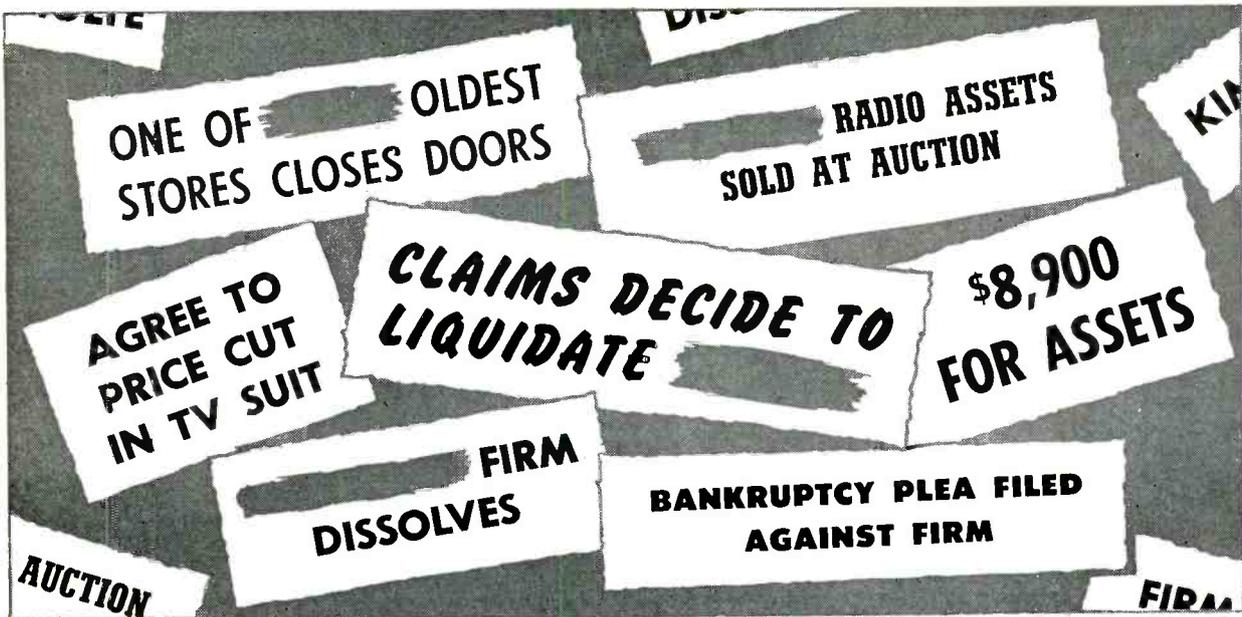
Nor is the Sternquist place of business in the swim of things in Boone, either. It's off down a side road and neatly removed from the lanes of commerce, a fact which makes his success all the more remarkable. Down that out-of-the-way road is no impressive,

physical monument to industry. There's just a plain clapboard building which, Topsy-like, "just grewed." Next

to it is a mild shocker, a sleek bit of modern architecture. The two build-
(Continued on Page 32)



• Inside the pleasant showroom down a side street of Boone, Iowa, the entire TV line of this dealer is neatly arranged. Here Sternquist, right, discusses with Dave King, center, "sales ambassador" for Radio Trade Supply Co., Des Moines distributor, and Fred Kimball, district sales manager for Arvin Industries, full plans for selling, merchandising and promoting his TV line.



NOT ONE WOULD HAVE GONE BROKE

...if they had used the Bendix TV Finance Plan!

The Bendix Finance Plan means that you can give your customers 24 months to pay and you get all your money at once. It takes the gamble out of TV selling.

**RICHMOND
BANKER REPORTS:**

"Greatest increase in consumer TV paper since the advent of Bendix TV Finance Plan"

WRITE TODAY
FOR BOOKLET



- *No reserve... no recourse!*
- Gives you full sale price immediately.
- Allows you to operate with *all* of your working capital.
- No reserve deposit required from you by banks.
- You can accept paper for 24 month payment.
- The Bendix TV Finance Plan gives dealers complete protection against loss.
- Bendix guarantees you and the bank against loss *through repossession.*
- Pick up the phone and call your nearest Bendix TV Distributor! Get all the details today.

**BENDIX* TELEVISION & RADIO
BALTIMORE 4, MD.**

A DIVISION OF BENDIX AVIATION CORP.
TRADE MARK

**Bendix Television and Radio
Towson 4, Md.**

Gentlemen:
Please send me more information about the Bendix TV Finance Plan.

Name _____

Address _____

Town _____ State _____

(Continued from Page 30)

ings constitute the enterprise of Leonard Sternquist. The older of the two buildings houses the original venture of Sternquist, an automobile repair shop now under the supervision of his son, and the new structure houses a television sales salon which features television and radios.

Early Days

Strange bedfellows, TV and brake linings? It may be. But the story of how it all began is not at all strange. It is one which illustrates how perseverance and absolute honesty pays off beyond anything else.

For the twenty years prior to his entry into TV sales, Leonard Sternquist worked hard servicing automobiles. While his shop was medium-sized, his reputation for good workmanship was enormous. Leonard turned out the best work he knew how. And when something went wrong with a repair job, he was always willing to make the adjustment.

Then, three years ago, TV came upon the Iowa landscape. The TV station in nearby Ames could be received clearly in Boone. And at that juncture an automobile supplier persuaded Leonard to add a line of TV receivers to his business. Soon the shop was an incongruous conglomeration of carburetors, TV antennas, grease racks and console models. Along with TV, of course, came the mixed blessing of the fly-by-night operator who set up shop, peddled his devious wares, and while everyone was looking the other way, stole off into the night leaving his snow-filled screens behind him. So many of the wary citizens of Boone, customers of Leonard's, began to buy their TV sets from a man they knew they could trust.

A New Field

Leonard, of course, had bitten off a large order. Tracking down mischievous electrons in the picture tube of a TV set is a whale of a distance from changing the oil filter in a car. So Leonard set himself to studying the weird complications of electronics. What he could not fix himself, he hired a competent service man to repair. Hence, his reputation for service and satisfaction carried over from the auto repair shop to his TV service.

And the word was out. More and more of the citizens were coming to Sternquist's auto repair shop to buy their TV sets. It was apparent that something would have to give. There was no use trying to force the grand



• It may be small and off the beaten track, but Sternquist's sales room features an attractive window display that coaxes customers inside. A long reputation for sound and honest service does the rest.

piano into the telephone booth. So Leonard started to build Sternquist Sales, his TV outlet, in a modern 24' x 28' building next to the garage.

When Sternquist Sales opened its doors hard by the Sternquist auto repair shop, now under Leonard's son's management, more than seven hundred people drove the mile and a half out one of the back roads of Boone to attend. None of them just happened to be driving by. All were there by the bright new building with the big new sign on top at considerable inconvenience to themselves.

Now two enterprises flourish on the back road out of Boone; the original auto repair shop and the new TV salon. Both continue to serve the public with Leonard Sternquist's stalwart reputation looming behind them like a shadow.

Building Reputation

And that reputation has been in the making for better than twenty years. It didn't just happen. It was built up slowly and carefully with a basic set of principles giving it direction. Leonard Sternquist tells about it this way in his own words:

"I'm not what you call a 'big operator' here in Boone. I'm outside of town, removed from the main shopping area. But a lot of people come out here to do business with me and what's more they keep coming back and they bring their friends. I have tried, first of all, to use good materials in my work. I buy repair parts for cars I know I can trust and now I

handle a TV line which I am sure is a good one. Secondly, I try to be fair with my customers. People have been cheated so long by unscrupulous repairmen that they are suspicious of all repairmen. I don't blame them. Then, I fix what's wrong, as good as I know how. If, after the work is done, the car or the TV set still doesn't operate properly, I'll take it back in and find out why. This costs money in the short haul, but over the years, this practice has increased my business. I charge fair prices for my work. Above all I try to treat the customer just like I like to be treated. Sounds a little corny, but it certainly produces."

In these times when *caveat emptor* might seem to be the order of the day in both the car and TV sales and repair business, Leonard Sternquist's simple honesty is a refreshing break. The good a dealer like Mr. Sternquist can do for a TV manufacturer is simply incalculable. The integrity of one rubs off on the other.

There is a profitable lesson in the Leonard Sternquist story. It is a lesson that many another dealer might well learn. It is this: no matter who you are, the multi-branch metropolitan dealer or the little guy on the back road; no matter what you sell, locomotives or light bulbs, as long as you practice unimpeachable honesty in dealing with your customers, before, after or during the sale, you are on the road to success.

For supporting evidence we give you Leonard Sternquist, television dealer, Boone, Iowa, U.S.A.

Win a 7-day all-expense paid trip-for-two to BERMUDA and NASSAU!

Enter the big RCA Victor Bermuda "45" CONTEST NOW! You could be one of the RCA Victor dealers who will be aboard the RCA Victor-chartered "Ocean Monarch" when she sails on the gala mid-winter cruise

HERE'S WHAT THE WINNERS GET!

- Air or Rail Transportation from Home to New York City and Return.
- Double Occupancy outside stateroom (For Two Persons) Aboard the magnificent "Ocean Monarch" (which is exclusively RCA Victor's for the duration of this cruise).
- Superb meals, drinks and all gratuities paid.
- Full use of lavish recreational facilities aboard the "Ocean Monarch."
- Use of the "Ocean Monarch" as a floating luxury hotel in Bermuda and Nassau.
- Thrilling entertainment and recreation in Bermuda and Nassau.
- Return voyage to New York City aboard the "Ocean Monarch."

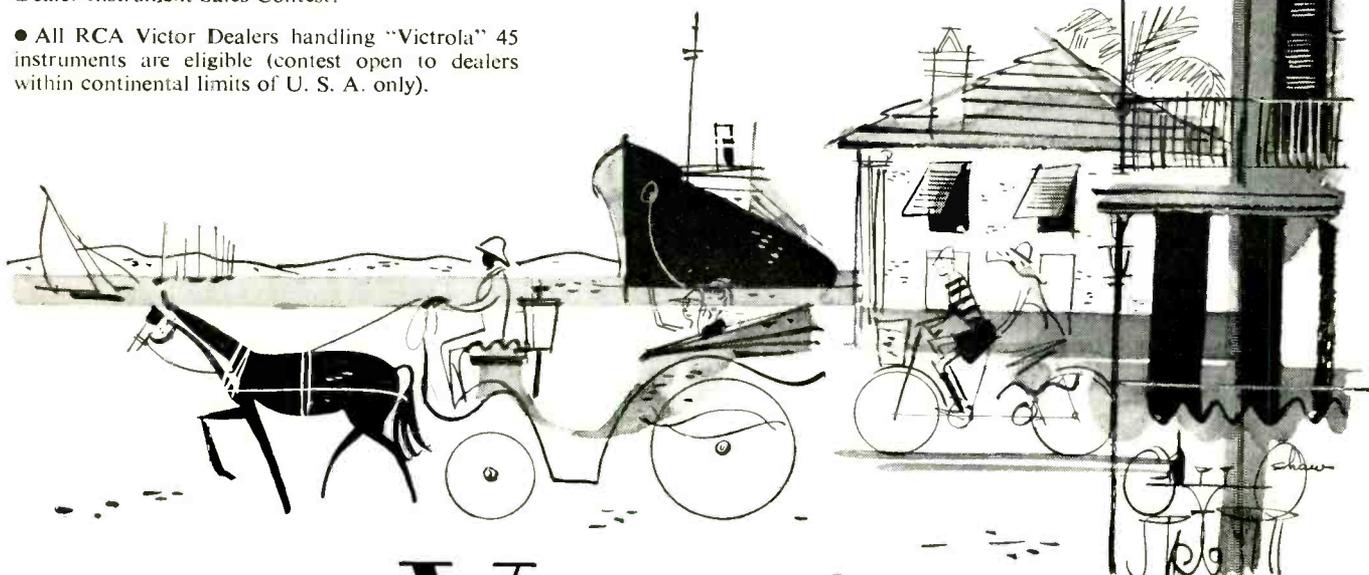
- There will be at least one dealer winner in each distributor area.
- Dealer prize awards will be based on dealer purchases of models 45J2, 45EY2, 45EY3 and 45EY4 from distributors. Their quotas will be set by the distributor and final determination of dealer winners is in distributor's hands.
- Dealer winners will be determined by percentage attained against quota for the last six months of 1953 (dealer purchase quotas are set by the distributor).
- Each dealer winner will be provided with one double occupancy cabin (for two persons). All cabins on the "Ocean Monarch" are outside cabins and will be assigned by lot.
- There will be no cash refund in lieu of the cruise or of transportation to and from New York City. Stop-over accommodations before or after the trip will not be paid for.

Contest Began July 1, 1953 and ends December 31, 1953. Contest Winners Will Be Announced Early in January, 1954 in Time to make ready to board the "Ocean Monarch" in New York, February 6, 1954.

HERE'S HOW YOU WIN!

Complete Rules for the RCA Victor Bermuda "45" Dealer Instrument Sales Contest:

- All RCA Victor Dealers handling "Victrola" 45 instruments are eligible (contest open to dealers within continental limits of U. S. A. only).

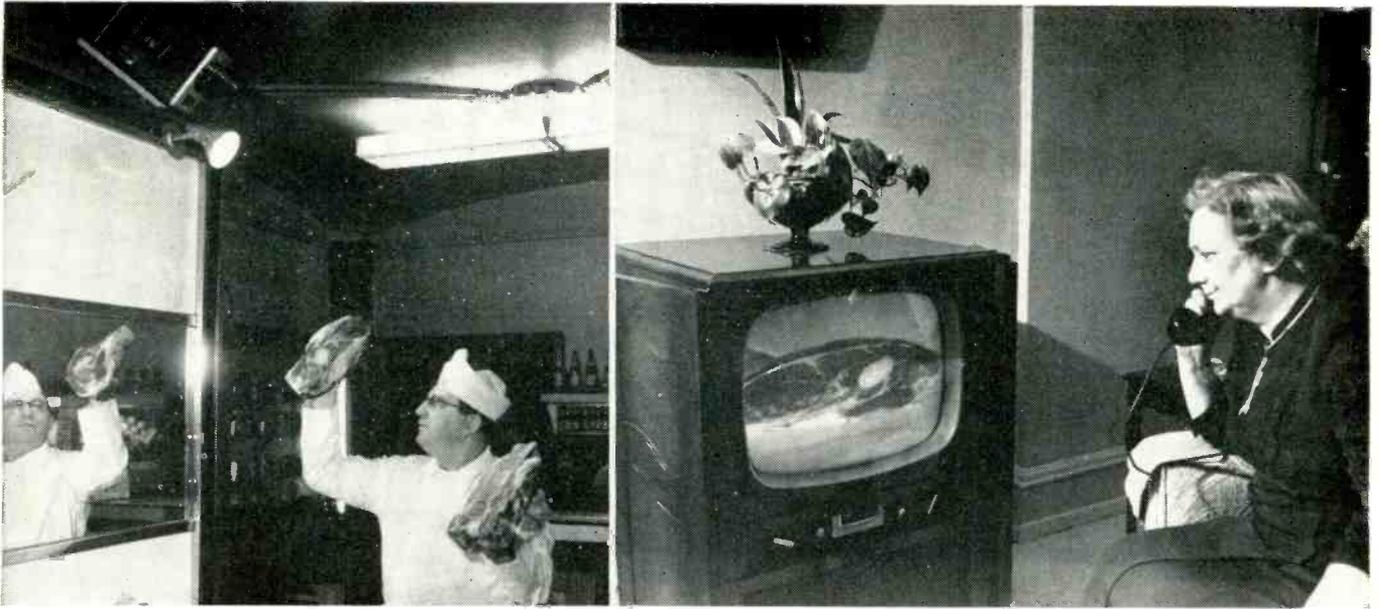


Tmks. ®

RCA VICTOR



Division of Radio Corporation of America



• The electronic eye camera installed in the food market focuses on choice cuts of meat. • By tuning in on unused Channel 2, this hotel resident was able to order from her room.

New 'Eye' Camera Makes Every TV Set A Potential Closed-Circuit System

When the electronic eye and its marvelous performances was first announced people had to stand in its beam and see a door open in front of them before they could fully realize the marvel of it all. Now when industry spokesmen speak about the ingenious uses to which television eventually will be put the doubters may well raise their eyebrows in groggy disbelief.

But already some of the advanced uses of television are being demonstrated, and this portends future adoption in the home and the possible auxiliary sales to dealers which will spring from such uses. Most recent such demonstration was that at the Belden-Stratford Hotel in Chicago by Central Television Service, Inc.

This firm which distributes television cameras installed cameras at strategic locations in the Belden-Stratford. As a result the television service firm was able to demonstrate how a television user could see who was at the door and how a similar user could phone the butcher shop and actually see the meat he was ordering.

How It Was Done

At the hotel a visitor using the house phone at the hotel desk had his picture transmitted through a television camera. While the hotel resident listens to the caller he is also at the same time able to see just who is downstairs in

the lobby. This was accomplished at the Belden-Stratford by having the hotel resident switch his television set to Channel 2 (an unused channel in Chicago).

For the resident of the hotel who wished to order groceries and meat without stirring from the hotel room there was a second camera installed in the Belden-Stratford food market. The camera could focus on the counter at which the resident wanted to buy and the items could be readily shown so that they were seen on the television screen.

This was accomplished by feeding the camera's picture into the master antenna system in the hotel and by using one of the unused channels to show the pictures on all the television sets in the hotel.

Wide Interest

Already a number of Chicago's hotels are considering using this system to supplement the services which they offer to their guests. Especially do they see how they could augment their services, through the systematic use of such TV camera arrangements hooked in to feed to the television sets in the rooms of resident and transient guests. As a supplement to business conventions such an extended service would allow guests to participate in selected gatherings by the transmission of key speeches and discussions direct to television sets in individual rooms.

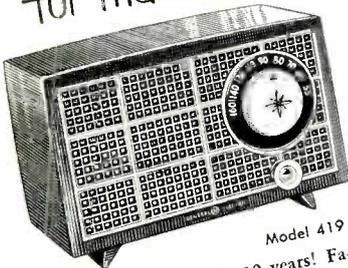
A system such as was arranged for demonstration by Central Television Service at the Belden-Stratford could provide a closed circuit arrangement whereby hotel menus, messages and announcements could be shown. Even a preview of the floor show and other entertainment offered for the convenience of the guests would be possible.

The industrial and educational ramifications of the use of the television eye are manifold. Not only does the television set serve as a medium of entertainment, but coupled with the type of camera eye use demonstrated at the Chicago hotel it indicates the myriad utilitarian uses to which television can be put.

The net effect of wider and wider use of television as a utilitarian as well as an entertainment medium can only redound to every television dealer's benefit. Such practical application of TV will lead to newer and broadened areas of application, from the biggest industrial users to the small grocery store around the corner. And with such widened use will go a wider and wider appeal for the television receiver, the unit which after all makes it all possible. Television, the magic mirror the world, bringing news, special events and entertainment to TV owners, become a utilitarian device of proportions—the magic eye in the —much sooner than was anticipated.

G-E makes the BIGGEST NEWS IN RADIO!

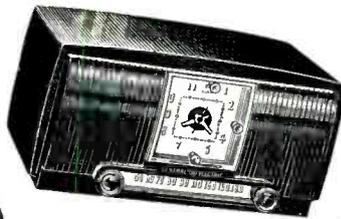
New! \$17.95 Radio
for mass sales!



Model 419

• Lowest G-E price in 10 years! Famous G-E features—G-E Dynapower Speaker, G-E Beamscope antenna. Attractive, compact cabinet.

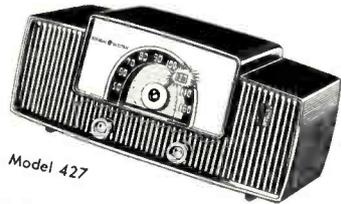
New! America's best-selling Clock-Radio with phono-jack!



Model 546

• New added feature—no added cost. G-E Audio-Magic Switch—one-knob volume control for radio, records. 4 colors—one low price. \$39.95*

New! Dial-Beam Model with radio's brightest selling feature!



Model 427

• Now with phono-jack and G-E Audio-Magic Switch—one-knob volume control for radio, records. Famous G-E Dial Beam. 3 colors, same low price. \$26.95*

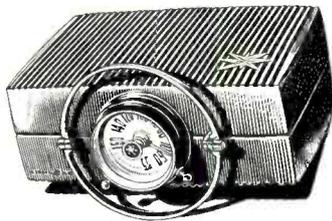
• General Electric gives you a complete new line to outsell, outgross and outnet them all. Prices range from \$17.95—the lowest G-E radio price in 10 years—to \$69.95...for a 7-tube (plus rectifier) AM-FM radio. Now you can offer a G-E Radio to fit every purse—and there's no extra charge for choice of colors! See your G-E Distributor today.

Prices subject to change without notice.
* Slightly higher West and South

New! 2-in-1 All-Year Radio!

A powerful portable and a smart table model too!

• AC-DC or batteries. Plays upright or on its side. New finger-tip controls for easier, more accurate tuning. \$49.95*



Model 614

New! Double Feature Radios!



Model 436

• Standard and Short-Wave. Full 6-18-megacycle short-wave band. Finely engineered for sharp, precision tuning. \$39.95*



Model 440

• G-E FM-AM Radio. 7 tubes plus rectifier—phono-jack with Audio-Magic Switch and tone control. \$69.95

General Electric Company, Radio and TV Department, Syracuse, New York

You can put your confidence in—

GENERAL  ELECTRIC



TV service report

Biggest Service Confab

Television service leaders from throughout the state of Texas will gather at Fort Worth's Texas Hotel during August 28-30 for the Texas Radio & TV Service Clinic and Electronics Fair. The event, which is being billed as the largest gathering of radio-TV service leaders ever held, is expected to attract more than 1,000 persons. One of the features of the 3-day clinic will be a panel discussion by leading authorities on all phases of television service. The fact that such sessions are being held is growing evidence that television service is maturing and gaining the attention which it deserves as a vital part of the electronics business.

How Does Your Service Business Compare?

Every radio-TV service dealer would like to know how his own operation compares with thousands of others who are in the same business. Knowledge of how the other fellow operates his business is important in developing new techniques. The answers will be provided soon as a result of a survey just being concluded by General Electric's Tube Department which mailed 40,000 copies of a business questionnaire entitled "How's Your Business?" to service dealers in every major television area in the country.

According to John T. Thompson, G-E Replacement Tube Sales Manager, the results of the survey will be compiled to present a picture of an "average service dealer." By establishing the business characteristics of the so-called average dealer, the survey will give the service dealer a 'benchmark' by which he can better evaluate his own operation. Typical survey questions ask the service dealer how his business is divided on a percentage basis—for home and portable radios, TV sets, and other electronic equipment—how many technicians he employs, number of jobs handled a week, etc.

They Love Us

Despite all the adverse criticism heard about TV service, the television service industry continues to receive

the hearty endorsement of TV set owners across the country. This is encouraging conclusion to be drawn from a nationwide survey recently completed by Elmo Roper, noted market research expert, in a study conducted by RCA and the RCA Service Company. Results of the study show an even higher regard for television technicians than was revealed in a similar survey taken by Roper last year. "The results of this study," says E. C. Cahill, president of the RCA Service Company, "represents a rousing vote of confidence from the people best able to evaluate TV service—television set owners themselves. The great majority of the 5,000 television families interviewed found TV servicemen competent, courteous, and prompt in answering calls, and fair and reasonable in their charges.

Almost 90 per cent of the set owners questioned indicated approval of the quality of work performed; 88 per cent stated that technicians who called to service their set were pleasant and courteous. Questioned on cost of

service, more than two out of three customers described the serviceman's charges as entirely reasonable. Only one out of ten considered service bills excessive.

If, as this report points out, the vast majority of TV set owners are so happy with the kind of service they're getting—what's all the yelling and shooting about? The results certainly don't jibe with the number of complaints received by the various Better Business Bureaus throughout the country. Perhaps the chronic complainers are always the most vocal.

"Captive Service Companies"

A new phrase has come to light in the fast-moving TV service business: "captive service company"—so called to describe a distributing or service unit which is owned or under the direct jurisdiction of a television manufacturer and which are thus able to offer repairs on sets for less than they can be repaired by an independent firm operating without such an affiliation. The situation has become so bad that a group of TV servicemen, distributors and dealers in Kansas City, Mo., recently sent letters to the heads of various leading TV manufacturers protesting the condition and stating that a legitimate mark-up on service should be made by a manufacturer and that this would result in healthy competition.

Mapping Southwest's Biggest Service Clinic



• The planning committee arranging the Texas Radio & TV Service Clinic and Electronics Fair for August 28-30 at the Texas Hotel, Fort Worth, Texas, includes, standing, left to right, W. J. Inman, Texas Electronics Association treasurer; L. Smith, TEA president, and M. Branum, president of the Southwestern district of Reps. Seated are R. M. MacDonald, finance chairman of the Clinic; T. Kimzey, Clinic chairman, and L. Bradley, TEA secretary.



MAKE IT EASY FOR YOURSELF

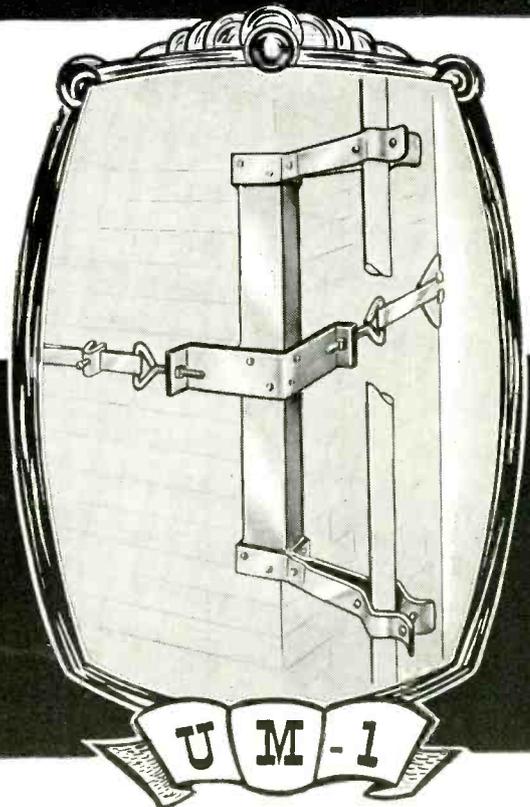
...Better for your Customers

BY USING THE NEW

**South River
CHIMNEY
UNI-MOUNT**

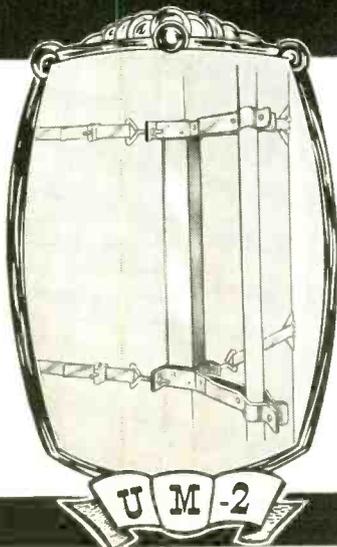
Here's a combination every service man will find unbeatable. The new South River Chimney Uni-Mount offers you every advantage—quicker, easier installation—because of the convenience of a one-piece mount. The snap-in feature makes inserting the mast a simple, quick operation. And, the unique, sure, banding closure—the exclusive South River Kwik-Klip—enables you to speedily tighten the banding to complete a perfect installation.

Your customers will appreciate the solidity, extra rigidity and permanence of the Uni-Mount, with heavy-gauge, stainless-steel strap. You can point with pride to another South River installation that has made money for you and has enhanced your reputation as a first-rate service man.



SOUTH RIVER CHIMNEY UNI-MOUNT MODEL UM-1

is constructed of heavy-gauge steel, riveted for extra strength. It is hot-dip galvanized for lasting weather-proof coating and features the snap-in mast holders with flared lips. Generous 18" spacing between mast holders provides firm support. This model is available with one heavy-gauge, stainless-steel strap, the Kwik-Klip Banding Closure and clever new Chimney Corner Guards.



MODEL UM-2

with two heavy-gauge, stainless-steel straps, is complete with all of the other features listed above.

Sold by leading parts jobbers from coast to coast.

Write for your copy of South River's complete 1953 catalog.

South River

METAL PRODUCTS CO., INC.

South River, New Jersey

Booth 780—Display Room 632A, Chicago Show

PIONEER AND OUTSTANDING PRODUCER OF THE FINEST LINE OF ANTENNA MOUNTS

TV service report

(Continued from Page 36)

Fixing the "Fix-it" Boys

The Better Business Bureau of New York City has long looked askance at the advertising claims of many of the promoters of "fix-it-yourself" books for television set owners. Of course, it is well known that claims that any reader of one of these books without the slightest experience or skill in electronic repairs can save up to \$100 per year in TV repair bills, is silly, if not downright dangerous. Now the Federal Trade Commission has at long last taken issue with these wild claims by filing a complaint against the publishers of "TV Owners Guide," charging that the respondents advertisements (follow instructions in the book and you will be able to repair sets without danger; you can prevent major breakdowns and keep your set in perfect operating order; you can convert your set to color; you can obtain 40% discount when purchasing a new set, etc.) are false and misleading. It's high time that some action was taken on this score.

Big and Strong Enough

"The television service is big enough and strong enough to tell its own story to the public," believes L. B. Calamaris, executive vice president of NEDA. In a recent address to a group of TV and electronic service associations, Mr. Calamaris strongly urged the servicemen to organize and assume the primary responsibility for getting their story across to their customers.

Purpose of such a program, says Calamaris, is to counteract the unfair criticism which has been levelled at the service industry since the advent of television. "An ungrateful public and an unappreciative industry permits the serviceman to be kicked from pillar to post. It's shameful. . . . If service groups will show more responsibility, they might get some of the help they have been hoping for from other levels of the industry," said Calamaris.

Keep It At Home

Out in Hailey, Idaho, folks evidently believe in taking care of their own first. This applies to television too, as shown by a recent editorial written

by the editor of the Hailey Times in which he cautioned his townsmen to buy with great care and to deal with local dealers only when TV comes to their town. Seems that the editor strongly believes that "It would be a shame if outside firms were to come in and skim the cream off the TV set sales. We hope our Blaine County merchants get prepared in advance to not only sell TV sets but to *install and service them.*" Why, Mr. Editor, that's what we've been preaching all along.

Explain Service

That customer relations can be aided by those dealers who have the foresight and take the trouble to secure their pipelines of information to their customers and prospects has found new substantiation in a situation reported in Sylvania News. The case which the News reports is the one involving a Mrs. F. Laura Hunt of Westfield, N. J.; Station Radio, a Westfield service organization, and Sylvania's distributor tube sales department, metropolitan New York district.

Back a few months Mrs. Hunt, favorably impressed by "Beat the Clock" commercials, remembered Sylvania when she was in need of service. So she checked the Westfield classified and found Station Radio advertised the Sylvania service emblem. She called the service firm, told him the set was not working properly.

"I was told," said Mrs. Hunt, "that it would cost five dollars if I had no more than simple repairs involving no replacement parts. The serviceman arrived the next day, checked the set and replaced four or five tubes—not even Sylvania ones. He said the set needed further repairs, thought the transformer was gone, and estimated taking it to the shop for complete service would cost about \$25.

"Two business days later he called and said the work would cost \$40. After I hung up, I thought it curious that he had not explained the \$15 difference. Next day I called Station Radio and cancelled my service order and asked them to return my set. I was told it would cost \$15 to return the set. Isn't that a dishonest way to treat me?"

When Mrs. Hunt wrote these details to Sylvania's New York office, Harold Rainier, manager of distributor tube sales had his office investigate the matter immediately.

The service dealer's side of the story cleared up the matter and explained the cause of the misunderstanding. A list of parts and labor charges disclosed that Mrs. Hunt's set had to have 10 tubes replaced, also a condenser and vertical blocking oscillating transformer. The complexity of the required labor showed clearly why the charge would

LaPointe Acquires Printed Circuit Firm



Discussing printed circuits after the recent purchase by LaPointe Electronics, Inc., Rockville, Conn., of Circuitron, Inc., New Jersey corporation which makes printed circuits, are Jerome E. Respass, right, president of LaPointe, and Stellan C. Wollmar, vice-president. Wollmar holds a TV chassis and Respass has a complete radio chassis. Acquisition of the new firm will assure LaPointe of a continuing supply of printed circuits and the manufacture of circuits for a wide variety of fields within the electronics industry.

be \$40 and not the \$25 originally estimated by the service dealer before the set ever got to his shop.

When all these things were explained by Justin McCarthy, manager of distributor tube sales in the New York City area, Mrs. Hunt was completely satisfied and was glad to pay the charge Station Radio had set. At the same time she raised a legitimate question. "Why didn't that serviceman tell me all this?"

This story illustrates two significant points which service dealers must always keep uppermost in their minds. The first is that the power of a firm's entertainment program, such as "Beat the Clock," is almost inestimable and is constantly working to the benefit of dealers. And the second is that dealers cannot sit back and relax, feeling that once the customer is hooked all they have to do is the routine job required of them. The job of maintaining sound customer relations is continuous. And even though technically-minded servicemen feel they should not be bothered with explanations, it is true that those who combine top service with smooth customer relations are performing their job better in the end. And in the long run they profit more from it.



Servicemen! Here's Your Sylvania

T-N-T CHEST

(TUBE AND TOOL)

The Most Valuable Service Aid You've Ever Seen!



Talk about a useful servicing aid . . . this Sylvania T-N-T (Tube and Tool) Chest is really it! Carries more tubes, tools and parts than any chest on the market!

LOOK AT THESE FEATURES:

- Bass and fir plywood case
- Waterproof Du Pont Fabrikoid cover
- Holds 187 receiving tubes
- Lightweight folding aluminum tool and parts tray
- Unbreakable plastic handle
- Brass-plated hardware
- Room for mirror and ohmmeter
- It's a complete, portable service shop!

ACT NOW . . . Offer Limited!

This chest is now yours for only \$5.00 and 30 Sylvania Premium Tokens. Offer good only between August 1st and November 15th. See your Sylvania Distributor who has these kits now.

SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

LIGHTING • RADIO • ELECTRONICS • TELEVISION

In Canada: Sylvania Electric (Canada) Ltd.
University Tower Building, St. Catherine St., Montreal, P. Q.

Remember, you get 1 Sylvania Premium Token with every 25 receiving tubes or with every picture tube you buy.

What is Good Credit?

The extension of retail credit to your customers is a sacred trust that must not be given carelessly. Here, an expert outlines the basis for a sound credit policy

By Joseph Fleischaker
*Director, National Appliance and
Radio-TV Dealers Association*

Number one, it is important that our financial structure of our organization is strong enough to extend credit to our customers. Secondly, it is important that our manufacturers and distributors understand our problem so that their merchandising policy be in harmony with the policy we have to offer. Their policy must first embody good discounts and I don't mean marginal discounts. Secondly, their product must stand up under the normal wear and tear so that it is a serviceable product after the customer has finished paying for it. We then come into a field in which the dealer can extend the maximum amount of credit. I do not subscribe to the principals of Regulation "W" or any of the guided economic strangle holds which have been forced upon our industry and other industries to regulate credit at periodic intervals during these last twelve years. I believe that you will agree with me, after I give you an intelligent analysis of how credit should be extended, that each deal should be taken upon the merit of the contract.

After a customer has been sold, the following questions must be answered in detail: 1. His full name, not initials. 2. His age. Thereby hinges the important subject of dealing with a minor or someone who is, by his or her age, not competent to make a contract. 3. Is the person married? 4. What is the present address of your customer? 5. Is he a householder, a lodger or a boarder? 6. Does he own an automobile? 7. How long has he lived at his present address? From whom does he rent or from whom is he buying a house? Then the address of the party. Now comes a very important question. What is the former address of this customer, who did he rent from and what was their address? How long did he live at the former address? In our particular part of the country we ask the nationality because some of our people have better paying habits than others.

The second part, the following questions are important: 1. Name of the firm you work for and its address, what position do you hold and how long have you been in the present position and what is the badge or clock

number. So important and so necessary is this part of the contract that no piece of merchandise should be delivered without definite verification of all these questions. Another part of this contract, you should find out the firm's business and, if at all possible, the name of the foreman, superintendent, steward or department manager. A good control should also include the name of the former employer and how long the person worked for that concern. Now, you have two legs in which to base your credit. Your next question is the wife's name, where she is employed and how long she has been employed in her position. That further adds stability to your contract. We are now going to put the third leg under our credit table and these questions must be answered. The name of the husband's parents and their address and the name of the wife's parents and their address. You should also include the question, the name of someone who has had an account with you before and their address. That will very often help you avoid a skip. Another important question is if a person has had an account and if it is paid out, how long since it has been paid out? Your date must be put on the contract to make it legal and how long you have lived in a particular city or county.

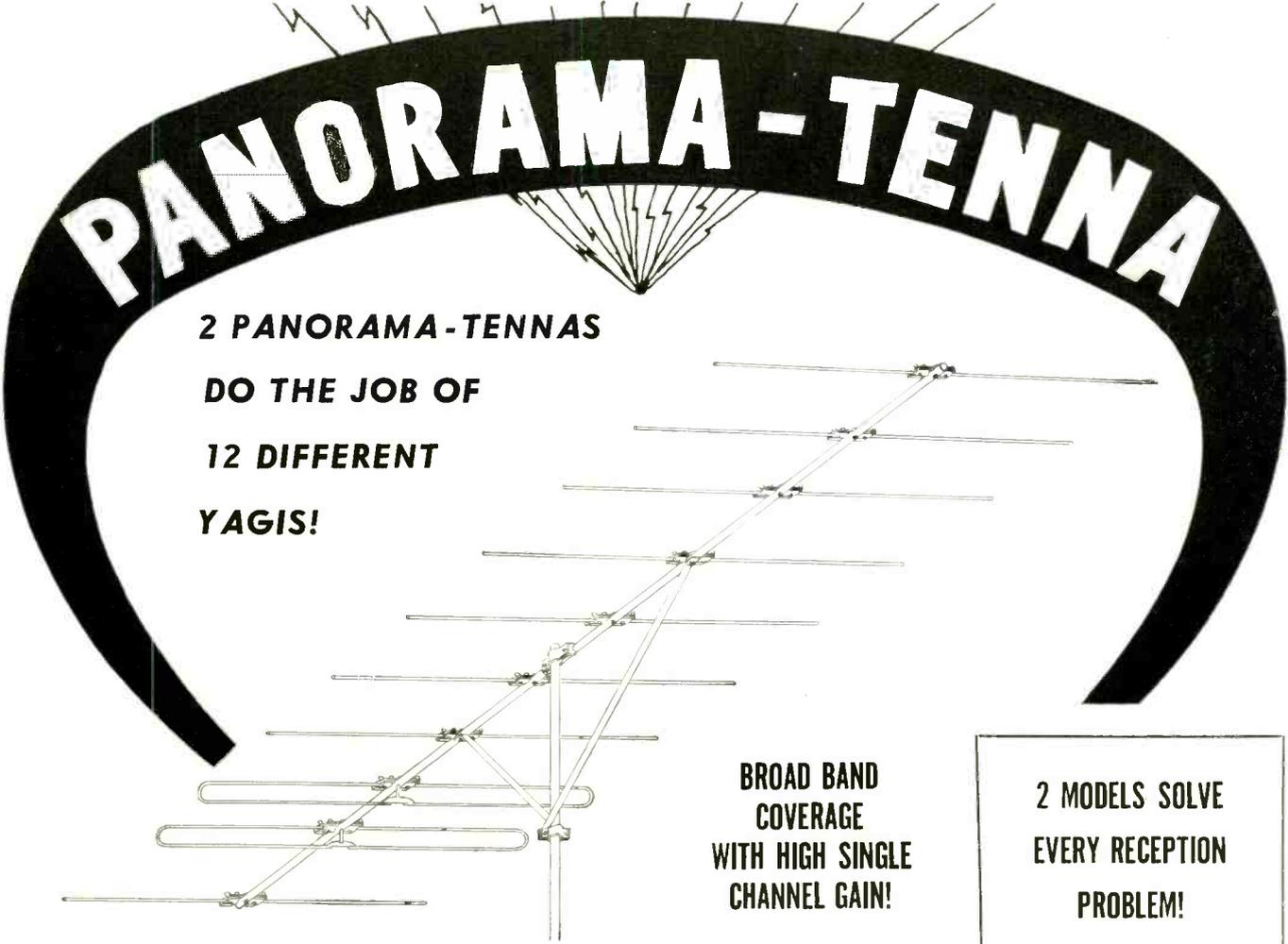
You must ask them, number one, for definite credit and bank references and, when you ask for bank references, be sure to include branches, savings, loan or checking account. When you ask for business references, ask for the account number if possible to help your credit department expedite the information. The salesman must then list the article purchased with the model number and stock number, explaining the price, the interest fee or carrying charge, any warranty charges and everything that they are responsible or contracting to pay for. You then have to ask and explain your trade-in allowances and put that on the contract. Your agreed deposit in cash or c.o.d. and now we are at the threshold where credit really begins. It is important that the terms be made weekly or bi-monthly. My firm and myself are dead set against monthly payments which I

will explain a little later on. The customer must definitely know the day and date when his payments start and you must tell him exactly what the delivery instructions must be to the date when he can expect the product in his home. At that time you will then ask him for a personal reference and tell him that we now completed a bona-fide contract which he will seal with his signature in his name, or if his wife is buying it, in her given name. That contract should then be turned over to the credit department for investigation.

My friends, this is only the beginning in extending retail credit to your customer. Once the article has been approved and delivered it is necessary for you to send out to the customer by mail, a book or a coupon book showing their correct purchase price less down payment and trade-ins and explaining again on black and white the customer's contractual obligation to your firm. Your problems have not ended. You must then be ever watchful that the customer makes the payments as agreed and if he misses one week on a weekly payment or two weeks on your bi-monthly payment, he should receive a letter reminding him of his obligation to pay for the product purchased. Delinquencies must be followed up in a series of strong simple letters and by the end of sixty days, if no payment has been made, it is your duty to go out and repossess the merchandise. There are different theories on repossessions but it is my personal belief that you must be firm, steadfast, courteous and intelligent so that the products that are not being paid for are back on your floor, put in re-salable condition and sold once again. The manufacturer's obligation in this type of operation is very important. He must have a product that will stand up and give service and then comes the big bugaboo that is troubling our industry. He must not change his models so often that the product becomes old and outmoded before the customer has real equity in his purchase.

Credit and its extension is a sacred trust that must not be given promiscuously or dealt with haphazardly.

WHY STOCK 12 WHEN 2 WILL DO THE JOB?



**2 PANORAMA-TENNAS
DO THE JOB OF
12 DIFFERENT
YAGIS!**

**BROAD BAND
COVERAGE
WITH HIGH SINGLE
CHANNEL GAIN!**

YOUR PROFITS GO UP . . . BUT YOUR INVENTORY GOES DOWN!

**SENSATIONAL PHOENIX PANORAMA-TENNAS
ARE 3 WAYS BETTER FOR BUSINESS!**

1. THE PANORAMA-TENNA WILL NOT BECOME OBSOLETE WHEN CHANNELS CHANGE!

When VHF stations on the same band change, single channel Yagis become immediately obsolete. The Panorama-Tenna gives more brilliant reception than Yagis on TODAY'S channels and will provide equally brilliant reception when shifts are made.

2. THE PANORAMA-TENNA WILL PULL IN ADDITIONAL CHANNELS!

A Panorama-Tenna installed NOW will bring in new stations! Eliminates having to put up additional single channel Yagis—costly switching arrangements—cluttered roof tops. The Panorama-Tenna does the work of two and more Yagis with spectacular results at lower expense!

3. IN AREAS WITH TWO PRESENT STATIONS, THE PANORAMA-TENNA COVERS BOTH FAR BETTER THAN OTHER TYPES OF ANTENNAS!

The Panorama-Tenna combines tremendously high gain with easy, quick, low cost installation; it's a true broad band antenna and with single channel Yagi features!

2 MODELS SOLVE EVERY RECEPTION PROBLEM!

-
- MODEL PD**
Multi-Channel Covers
Channels 2 thru 6
-
- MODEL PA**
Multi-Channel Covers
Channels 7 thru 13

WRITE TODAY FOR COMPLETE DETAILS

PHOENIX ELECTRONICS, Inc. • Lawrence, Mass.

New Products for Autumn Business

Radios
Television

Consoles
Recorders

Phonographs
TV Accessories

New Stromberg-C Combo

Mfd. by Stromberg-Carlson Co.,
Rochester 3, N. Y.

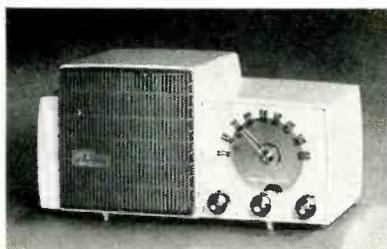


The "Royale" is one of two recently introduced 24-inch television Custom 400 hi-fi combinations, with both FM and AM radio and deluxe three-speed record changer. Speaker is 12-inch. Kinescope is aluminized for picture brilliance and clarity. Cabinet with full doors is in comb-grain limed oak veneers to harmonize with modern decorating schemes.

Say you saw it in *Radio & Television Journal*, August, 1953

GE's "Musaphonic"

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

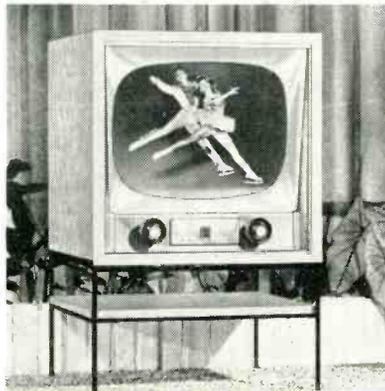


Marketed under the name "Musaphonic," this and a companion table radio is the latest in the firm's line. Features dial beam tuning, a six-tube chassis including rectifier, and tuned RF stages to increase sensitivity. Utilizes a 6½-inch speaker with firm's Alnico 5 permanent magnet. "Audio-Magic" switch and built-in phono jack. In plastic cabinet which comes in ivory or brown.

Say you saw it in *Radio & Television Journal*, August, 1953

Motorola's "Beverly"

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

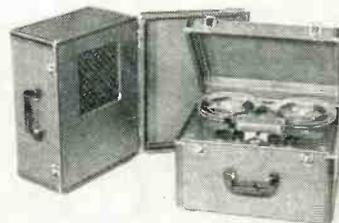


This consolette fashioned of straight grained birch in a natural finish and mounted on a wrought iron and birch stand, is designed not only for peak TV performance but also as a set with accent on styling. Features a 21-inch TV screen and engineering advances for picture clarity and contrast. Scaled for use with or without stand in modern sectional furniture grouping.

Say you saw it in *Radio & Television Journal*, August, 1953

Crestwood by Daystrom

Mfd. by Crestwood Recorder Div., Daystrom
Elec. Corp., 837 Main St., Poughkeepsie, N. Y.



The recorder and pre-amplifier, 401, right, is designed for use with its companion 402, or any other high quality amplifier and speaker. Has a frequency response of 30 to 13,000 cycles, push button touch control system, including push buttons for microphone or radio-TV recording, record or playback operation and base and treble response. Recording speeds are 7½ and 3¾ inches per second on two tracks.

Say you saw it in *Radio & Television Journal*, August, 1953

Thorens Changer

Manufactured by Thorens Co.,
New Hyde Park, Long Island, N. Y.



In a cast aluminum frame, this "Symphony" double-sided record changer has removable turntable plate and uses two motors with precision governor. Plays both sides of all micro-groove and standard records at all three speeds; successively both sides or one side, and records inter-mixed. Single control knob for start and stop operations and for rejecting or repeating a record.

Say you saw it in *Radio & Television Journal*, August, 1953

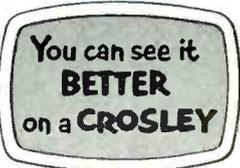
During the first five months of this year, over 2.3 million television sets and 2.5 million radios were sold at retail, the Radio-Television Manufacturers Association reported. Retail television set sales during the January-May period totaled 2,44,811 units while 2,568,080 radios, excluding automobile receivers, went into the hands of the public.

For the month of May, the RTMA report showed 244,191 TV sets and 16,40 radios sold through retail outlets. This compares with 319,721 television receivers and 412,802 radios sold in April.

The monthly RTMA survey on retail sales is conducted with the cooperation of dealers throughout the country as a service to the radio-television industry.



ON THE BEAM WITH CROSLLEY TV



AVCO MANUFACTURING CORPORATION American Kitchens Division, Connersville, Indiana • Bendix Home Appliances Division, South Bend, Indiana; Clyde, Ohio • Crosley Division, Cincinnati, Ohio; Richmond, Indiana; Nashville, Tennessee; Carrollton, Kentucky; Batavia, Illinois • Crosley Broadcasting Corp. (Radio Stations WLW, Cincinnati, Ohio, and WINS, New York, and Television Stations WLWT, Cincinnati, Ohio; WLWC, Columbus, Ohio; WLW-D, Dayton, Ohio, and WLWA, Atlanta, Georgia) • Bridgeport-Lycaming Division, Stratford, Connecticut • Lycoming-Spencer Division, Williamsport, Pennsylvania • New Idea Division, Coldwater, Ohio; Sandwich, Illinois • Horn Manufacturing Co., Fort Dodge, Iowa • Ezee Flow Division, Chicago, Illinois

Distributors Cheer Crosley Plans at Cincinnati Convention

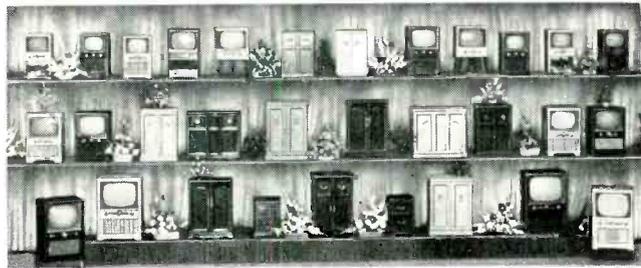
CROSLLEY '54 LINE FEATURES EXCLUSIVE "PICTURE-SENTRY"

New electronic development wipes out roll-over, streaks and flutter

Crosley distributors actually stood up and cheered when they saw Crosley's new TV line, its advertising program for '54, and the stars of "Your Hit Parade" presented at the Cincinnati convention. And Crosley gave them plenty to cheer about.

This is the most complete TV line Crosley has ever produced—30 beautiful new models, 20 custom sets, 10 de luxe models—including the first commercially produced remote-control television-radio-phonograph combination.

More than that, Crosley has a terrific new feature in its exclusive "Picture-Sentry," an advanced electronic circuit that automatically guards against interference. "Picture-Sentry" wipes out roll-over, streaks and flutter, brings in amazingly true-to-life pictures.



Part of the most complete TV line in Crosley history, these beauties lead the '54 Crosley list of 20 custom sets and 10 economy-priced de luxe models.

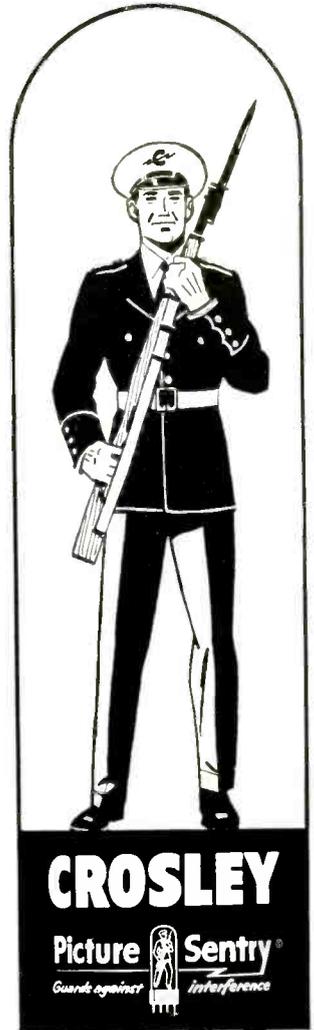
This year again every Crosley cabinet is made only of the finest, rich wood: mahogany, select veneers, or comb-grain white oak with limed oak finish.

Crosley screen sizes are big, too—from 17 to 21, 24, and 27

inches!

With Crosley gaining a bigger percentage of the TV market each year, the '54 "Picture-Sentry" line promises to lead Crosley TV dealers on to their best year yet.

© 1953, Avco Mfg. Co.



Exclusive "Picture-Sentry" Gets Biggest Crosley Promotion Ever!

Not only will you see the Crosley "Picture-Sentry" on "Your Hit Parade," on Garroway's "Today," and hear "Picture-Sentry" radio spots in 99 top markets, but you'll see Crosley's "Picture-Sentry" practically march out of magazines in the first 3-page "fold-over" TV ads ever to appear in The Saturday Evening Post, Collier's and Look!

Add to that major promotions in Holiday, The New Yorker, Sunset, House Beautiful, House & Garden. Ads in 154 key-city newspapers, billboards, displays.

Better call your Crosley distributor and find out all about it!

CROSLLEY SPONSORS "YOUR HIT PARADE" ON TV THIS FALL

Top-Ranking Musical Show Has Won 11 TV Awards!

Saturday punch in Crosley's '54 campaign is the sensation-ally popular "Your Hit Parade."

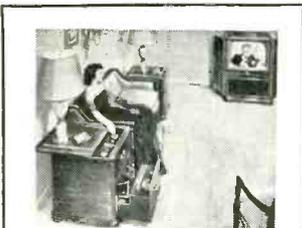
Winner of the Peabody Award for the best entertainment in all TV, "Your Hit Parade" was cited for its "consistent good taste, technical perfection, and unerring choice of performers . . . a model of charm and good taste, appealing to every age group . . . A credit to producers, sponsors and the entire television industry."

Watch for "Your Hit Parade" starting September 19



Dorothy Collins and Snooky Lanson, stars of "Your Hit Parade"

on NBC-TV. Week after week the Hit Paraders will be bringing the Crosley story right into your customers' homes, telling them about the exclusive Crosley "Picture-Sentry," building your TV sales throughout the year.



CROSLLEY "FIRST"! REMOTE-CONTROL TV-RADIO-PHONOGRAPH COMBINATION

It's the first commercially produced remote-control combination, and literally it has everything: 27-inch screen, all-channel "Picture-Sentry" reception, V-FM radio, 3-speed record player, and remote-control unit. It's all in three exquisite pieces of fine furniture, available in mahogany or grain white oak.

Radio & Television JOURNAL

merchandising memo



for
September
Sales

*By Nat Boolhack, Editor
Radio & Television Journal*

Pleasant Reminder

We know an Eastern TV dealer who appreciates the value of reminder advertising. To make sure his customers don't forget him while he's off on an extended business trip, he buys life insurance from those automatic insurance vending machines found in airport and station-waiting rooms. **He makes his friends the beneficiaries!** (It's hard to forget a man when you get an official policy on his life for \$5,000. The cost of each policy: 25 cents plus postage.)

Charity Begins At Home

If you feel that donating to worthy causes has been too much of a financial burden on you lately, give this idea a try the next time you're approached for a "generous contribution." **A Michigan dealer hands out Service Vouchers . . . each good for \$5 worth of TV or radio service when some organization asks for a donation or program advertising.** The charitable group can then sell the vouchers among its membership. This way the organization gets the money—the service dealer gets new customers.

People Are Funny

Offers customers a big discount (something practical) and they hold off from buying because they think prices will go even lower. But give them a discount in terms of free entertainment (a luxury) and they'll be quick to grab the offer. Consider the case of the dealer who teamed up with a local theatre manager and offered his customers a 52-week book of movie tickets with the purchase of a television set. **(The gimmick was: don't stop taking your wife out just because you buy a television set).** Value of the ticket offer was about \$30, also . . . yet people practically stampeded his store.

Takes Two To Tango

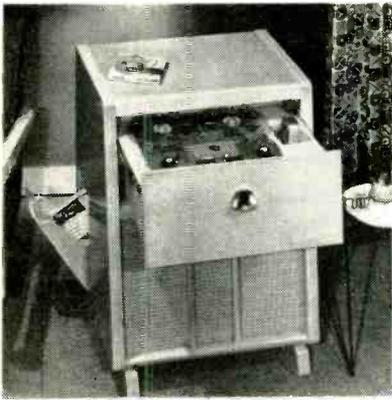
Cooperative selling between two businessmen in unrelated fields can boost volume for both. Here's an example of some team work . . . A bank in Colorado has a lobby display featuring television sets and major appliances. No . . . the bank isn't that hard up that it has to enter another field of business. But the display does inform all passersby that the bank will lend up to \$350 toward the purchase of such merchandise from a certain local TV-Appliance store. This is showmanship. **A loan, of itself has no dramatic impact, but a loan visualized as a 24-inch TV—boy, that packs a wallop!**

A dealer who has no enthusiasm for his products or the business he's in had better call it quits. Enthusi-

asm is one of the vital ingredients of salesmanship . . . and it adds salt and zest to life too.

New Wilcox-Gay Recorder

Manufactured by Wilcox-Gay Corp.,
79 Washington St., Brooklyn 1, N. Y.



Called the "Recordio Grand," this new automatic, push-button tape recorder is a two-speed, dual track magnetic tape instrument with maximum recording time of two hours on both tracks of a 7-inch reel at $3\frac{3}{4}$ inches of tape per second. Housed in a furniture-styled console cabinet, it has a "prestomatic" push-button keyboard, uses a 12-inch PM speaker, and has radio-phono-TV jack. Comes in lined oak and mahogany.

Say you saw it in *Radio & Television Journal*, August, 1953

21-inch TV by Arvin

Manufactured by Arvin Industries, Inc.,
Columbus, Indiana



Featuring this firm's new automatic electronic stabilizer which minimizes interference, "aluminized" picture tube for increased screen size and picture clarity, automatic contrast control for greater picture detail, increase of power to 18 kilovolts, and built-in UHF-VHF antennas, this TV model is one of 15 new 21-inch screen size sets. Cabinet is mahogany. Built-in dual tuner is additional.

Say you saw it in *Radio & Television Journal*, August, 1953

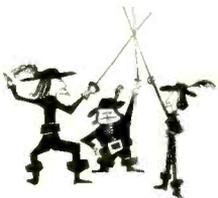
Eicor's New Recorder

Manufactured by Eicor, Inc.,
1501 W. Congress St., Chicago, Ill.



This new tape recorder is housed in a sturdy case of welded plywood and is styled with a plastic impregnated cloth covering. Features plug-in head; easy playback thru external amplifier; standard professional jacks; rewind speed of 6 to 1, frequency range of 70-7500 cycles at $7\frac{1}{2}$ " and of 70-4000 cycles at $3\frac{3}{4}$ ".

Say you saw it in *Radio & Television Journal*, August, 1953



one for all...
all for one

NEW JFD "3-in-1" LIGHTNING ARRESTER

1. for UHF or VHF tubular twin lead
2. for VHF flat twin lead
3. for VHF or UHF open wire



No. AT110 with hardware for wall or window sill mounting, \$1.50, list.

No. AT110S with stainless steel strap for pipe mounting, \$1.75, list.

Both feature the patented JFD strain-relief lips which prevent contact washers from ripping the lead-in wires apart!

JFD MANUFACTURING CO., INC.
World's largest manufacturer of
to antennas and accessories
Brooklyn 4, New York

Here's a Booster Shot for Summer Sales!

DEWALD'S NEW "ROBIN" Portable

This New, Long-playing portable in lightweight, shatterproof plastic case and attractive colors is what the customers have been asking for summer pleasure.



DEWALD High Definition TELEVISION Superformance RADIOS

JOBBERS - 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.

Have You Tried Suggestion Selling?

THE art of "suggestion selling" offers a great opportunity to increase sales in the radio-television field. Actually, there are few retail shops where the prospective buyer is more open to suggestion than in a TV-radio dealer's store.

Why is this so? For the simple reason that when a customer enters a grocery store or butcher shop, he (or she) has a pretty clear idea of what is wanted, and purchases are generally guided by past experience or tastes. People generally buy the same cuts of meat, or the same types and brands of packaged goods. Consequently, while suggestion selling does work in all stores and in all situations, it does present special opportunities to the electronics merchant who realizes its power to sell companion items, and especially higher-priced merchandise, in order to build up the sale.

Consider for a moment the subject of companion items—items related to the merchandise requested. This is a sales natural. Example: a customer enters the store and asks for a new record. You give it to her and suggest that she play it. After she has played it, you say: "You can really enjoy today's records much more when you play them on the wonderful new Hi-Fidelity phonographs now on the market. Here, would you care to hear ho wit sounds on this portable phonograph, which has two speakers and gives better sound than was available on high priced consoles just a few years ago?"

This is suggestion selling, and your suggestion may result in a sale which is many times the dollar volume of the

original purchase for which the customer entered the store.

It is also a fact that in the electronics field, which has new technical developments all the time, the customer will value your suggestions because he considers that you should be up to date on everything that is new.

Suppose a customer enters to purchase a small traffic appliance, and in the course of the conversation happens to mention that his TV reception has not been so good. Do you let the remark pass off, like water off a duck's back, or do you take up the challenge and ask him what kind of set he has,

Some Timely Hints On Suggestion Selling

1. Be thoroughly acquainted with your merchandise.
2. Try to present a good appearance and a friendly attitude.
3. Attempt to anticipate a customer's thoughts about a purchase.
4. Discuss the merchandise in terms of the customer's needs.
5. Remember that silent agreement often moves people more than words.
6. After the sale, remember to leave your customer with a smile.

how big a screen, how old it is, the last time he had his antenna checked?

Why should you go to all this trouble? Because it's the lifeblood of your business, and when the customer said that he was getting a lousy picture, he wasn't looking for someone to sympathize with him—he was seeking help.

And you can help him by asking questions. And you will help yourself by taking the time to answer those questions. While he's waiting for you to wrap up that steam iron, he might be drooling at the mouth to have you show him those big, beautiful new 1954 television receivers which have just come in.

You may properly ask: "Well, if he's drooling to see those new sets on my floor, why the heck doesn't he ask me? I'm drooling just as much to show them to him!"

The answer to that one, Mr. Dealer, is that a great many people are just shy and wouldn't ask unless they're invited to. The customer may never have considered using a magnetic tape recorder, for instance, yet may welcome your recommendations.

Ensemble items are defined as merchandise which a customer is almost certain to need with other purchases. Some prime examples are batteries with portable radios; phono needles with records; multi-set couplers with a second TV purchase; tape reels with recorders.

You are missing a good bet if you do not try to sell these companion items even though you are asked for only one of the items.

Another highly profitable form of suggestion selling is in the area of trading up merchandise because this offers a unique opportunity to increase sales by suggesting a higher quality to the customer. Example: the customer asks to see a small, 17-inch table model TV set. You show it to her, and while demonstrating, remark that the new 27-inch receivers provide motion picture enjoyment right "in your own home."

Of course, in this type of trading up, you never insist. Let the customer decide. But the essential point is: be sure to interest this customer in something better—at a price that will mean more money in the cash register.

It is important to be aware of the wisdom of calling promotion items to the attention of customers, even if they are carried in other departments. A word at the right time will engage the shopper's attention and generate interest . . . and a whole new selling cycle will come into action.

We strongly suggest that you try some suggestion selling.

Hedco Combo

Manufactured by Hedco Mfg. Corp.,
161 W. Huron St., Chicago, Ill.



A symphonette unit which is a radio-phonograph combination. Circuit is superheterodyne. V-M automatic record changer with turnover cartridge and separate needles for standard or microgroove records. Plays all three speeds. Tone control is combined with radio phonograph switch. Available in limed oak or mahogany and with a matching base.

Say you saw it in *Radio & Television Journal*, August, 1953

Sylvania 24-inch TV

Mfd. by Sylvania Radio & TV Division,
254 Reno St., Buffalo, N. Y.



Known as the "Huntley," this new television console features a 24-inch picture tube. Of contemporary styling the set features the firm's exclusive 'halolight' plus the new 'photopower chassis,' designed for peak fringe performance. Built-in reception of UHF-VHF channels is optional equipment. Available in either hand-rubbed mahogany veneer or blonde Korina.

Say you saw it in *Radio & Television Journal*, August, 1953

Recorder by Ampro

Manufactured by Ampro Corp.,
2835 No. Western Ave., Chicago 18, Ill.



Featuring an electromagnetic 'piano key' control system, this new portable tape recorder has dual-action tone control which varies base and treble simultaneously, maintaining frequency range balance. Has electronic eye volume indicator and automatic selection indicator. Cabinet is 16½ by 10½ and is covered in simulated limed-oak vinyl plastic.

Say you saw it in *Radio & Television Journal*, August, 1953

there must
be a reason
that
more

QUIETROLE
TRADE MARK REG. U.S. PAT. OFF.
is being
SOLD!*

More Servicemen are finding that only QUIETROLE, the original, non-conductive, non-inflammable Lubri-Cleaner will assure positive quietness to noisy TV and radio controls and switches. It does so much, yet, costs so little.

Carried by leading jobbers everywhere!

manufactured by
QUIETROLE
COMPANY
Spartanburg, South Carolina

It's
MASCO

for Volume and Profit in

- HIGH FIDELITY
- PUBLIC ADDRESS
- TAPE RECORDERS
- INTERCOMMUNICATION
- TV BOOSTERS

ACTION! For latest catalogs, check the items and mail this ad to us.

NAME

FIRM

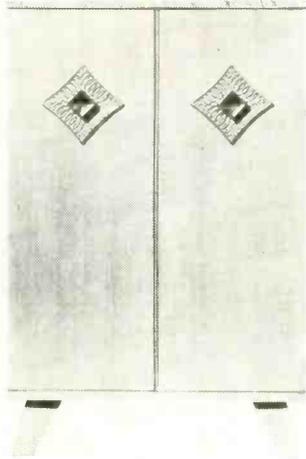
ADDRESS

MASCO
SOUND
EQUIPMENT

MARK SIMPSON MFG. CO., Inc.
32-28 49th Street
Long Island City 3, N. Y.

DuMont's "Hartford"

Mfd. by Allen B. DuMont Laboratories, Inc.,
East Paterson, N. J.



Incorporating 30 tube functions, three rectifiers and the firm's automatic Selfocus picture tube, this new 21-inch Swedish Modern console TV with full doors offers a 245-square-inch picture. Known as the "Hartford," the set comes with built-in VHF-UHF antenna and phono jack. Built-in 82-channel tuning is optional. Available in mahogany with striped full door panels or in limed oak.

Say you saw it in *Radio & Television Journal*, August, 1953

Setchell-Carlson TV

Mfd. by Setchell-Carlson, Inc.,
New Brighton, Minnesota

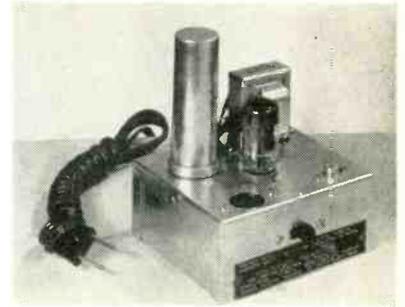


Available either as TV alone or with AM radio and phonograph compartment, this new television console features a 27-inch picture tube. Of 'unit-ized' design, the console consists of base and eight compact plug-in units. Cabinet tilts picture tube down to reduce light reflections, and tilts control panel up for easier adjustments. Cabinet is in hand-rubbed dark or blonde mahogany.

Say you saw it in *Radio & Television Journal*, August, 1953

Markel Preampfier

Mfd. by Markel Electric Products, Inc.,
Buffalo, New York



A self-powered equalized preamplifier designed for use with the firm's Pfan-tone pickup, this unit uses a single 12AX7 tube. Can be used in conjunction with either a non-compensated input as provided for crystal cartridges, or the magnetic phono input. Mounting brackets are furnished for installation in any cabinet. Unit is approximately 3½" square and weighs less than two pounds.

Say you saw it in *Radio & Television Journal*, August, 1953



"Mr. Elkins, this floors me...
a genuine JENSEN
DIAMOND NEEDLE!"

The Proof is in the Picture
with the NEW

Bogen UHF CONVERTER



BOGEN MODEL UCT

FEATURES:

- Continuous Single Knob Tuning Through All UHF TV Channels
- Switch for Automatic Changeover From VHF to UHF TV Bands
- Completely Self Contained, Compact, Easily Installed
- No Sacrifice in Efficiency on Any Regular VHF TV Channel

Brilliant picture assured on all 70 UHF channels

A striking example of modern electronics! Single knob tuning continuously variable over entire UHF TV frequency range from channel 14 thru 83. Self-contained, compact, easy to install on any VHF TV set. Handsome mahogany polystyrene cabinet and small size complement every

decor. Switch provides automatic changeover from VHF to UHF bands. No sacrifice of efficiency occurs on any VHF channel. Terminals provide connection for VHF and UHF antennas. New model UCT (illustrated). List Price \$42.50. CALL OR WRITE TODAY FOR BULLETIN L-8.



DAVID BOGEN CO., INC.

29 NINTH AVE., NEW YORK 14, N. Y.

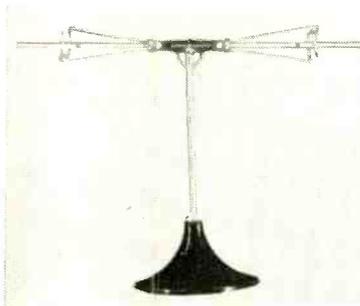
A Quarter Century of Electronic Equipment Specialization

New Equipment for Television Service and Installation

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

New Hi-Lo Antenna

Manufactured by Hi-Lo Antenna Corp.,
3540 N. Ravenswood Ave., Chicago 13, Ill.



Named the "Twin Arrow," this new indoor television antenna features complete UHF band coverage, channels 14-83, and high signal gain. Twin arrows may be adjusted for local areas. It has a luxurious gold upright and crossbar and a light-weight, brown plastic base. Design of this new indoor antenna is such that it blends into any decorating scheme. Takes seconds to install.

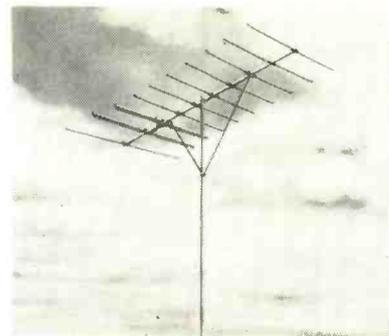
Say you saw it in *Radio & Television Journal*, August, 1953

New JFD Cascade Yagi

Mfd. by JFD Manufacturing Co.,
6101 16th Ave., Brooklyn 4, N. Y.

Newest addition to this firm's Cascade series of 5-element and 10-element multi-channel yagis is this 10-element Cascade Baline. Features two folded dipoles, a "Y" support for rigid mast and cross-bar connection, and a set of free Baline matching transformers for stacking. Combines higher gain and directivity of Yagi with broad band characteristics.

Say you saw it in *Radio & Television Journal*, August, 1953



ENGINEERING ACHIEVEMENT

DYNAVOX

3-D in Sound 3-SPEED AUTOMATIC PORTABLE PHONOGRAPHS

With the new DYNAVOX diatonic amplifier—
sound qualities never before achieved
in a portable phonograph.

Model 504 (open & closed)

Here's the greatest value in a hi-fi quality 3-speed portable automatic ever developed by modern engineering—
third dimension in sound! Unusual depth—
dulcet tones—fine timbre, it's the finest sounding portable you've ever sold.

Plays all size records of every make in all three speeds, with lid closed. Deluxe VM changer with automatic stop, floating light-weight pickup arm, turnover cartridge with two osmium point styli.

additional features:

Powerfully engineered DYNAVOX diatonic 4-tube, push-pull, high-gain amplifier with hi-fi quality. Heavy-duty 8" PM Alnico V speaker with 3.16 oz. magnet.

Luxurious cabinet—with split-lid styling—is made of solid wood with locked corners, covered in two-tone duPont leatherette pyroxilyn coated to repel water, trimmed in contrasting plastic beading, matching handle and brass plated teardrop hinges and catches.

PORTABLE AUTOMATIC RADIO-PHONO COMBINATION

Model 402C An elaborate radio-phono combination—VM changer plays all size records in all three speeds with lid closed. Reversible cartridge with two permanent needles. RADIO is a 5-tube superhet. with two IF transformers, built-in loop antenna, large slide-rule dial. Magnificently covered with duPont leatherette.

3-SPEED PORTABLE

Model 306 Features a 5" PM speaker in front, outside grille backed with acoustic baffle for extra tonal quality. Luxurious, compact carrying case has locked corners, covered in duPont leatherette pyroxilyn coated to repel water, trimmed with complementary beading. Plays all size records in all three speeds, hi-fi twist crystal pick-up, hi-gain amplifier with variable volume and tone controls.

DYNAVOX has 24 new models
for 1953-54.

Write for
NEW
CATALOG!

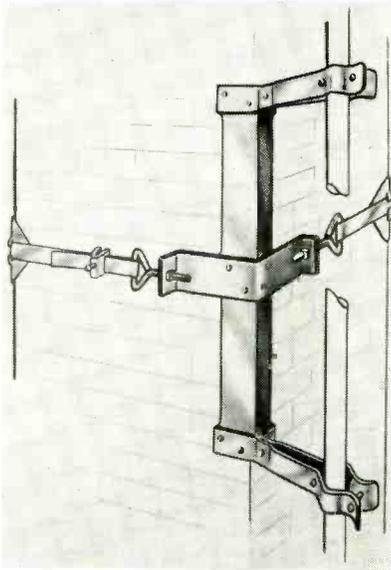
DYNAVOX CORPORATION

40-05 21st Street, Long Island City 1, N. Y.

LARGEST MANUFACTURERS OF QUALITY PHONOGRAPHS AND RADIO-PHONO COMBINATIONS SINCE 1936

© 1953 A. D. Adams Advertising

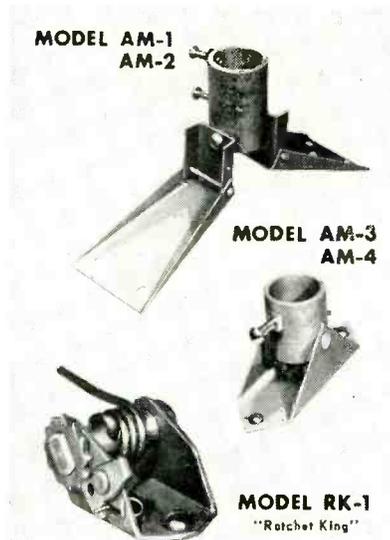
South River Bracket
Mfd. by South River Metal Products Co., Inc.,
377-379 Turnpike, South River, N. J.



Designed to simplify TV antenna installations, this new antenna mount has hot-dip galvanized finish to prevent corrosion and banding is of stainless steel. Chimney guards are included to protect banding and chimney. Called the UM-1 it is a one-piece unit. Rounded, wide-flared lips under spring tension enable installer to "snap-in" antenna and mast. Has patented Kwik Klip banding closure for ease of tightening binding.

Say you saw it in *Radio & Television Journal*, August, 1953

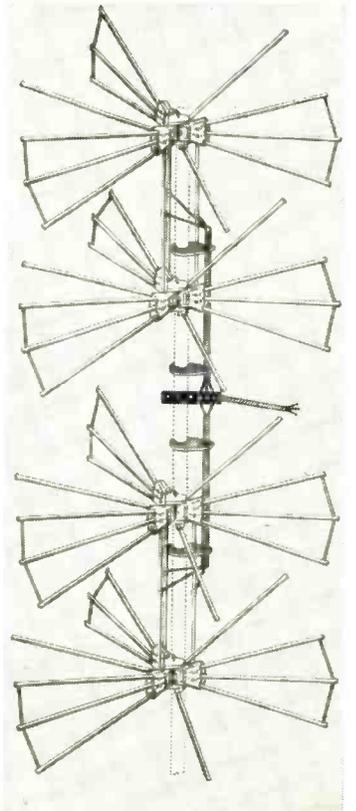
Commercial's TV Accessories
Manufactured by Commercial Products,
125 Ontario St., Toledo, Ohio



Shown here are two types of roof mounts, which are available in three sizes to accommodate masts up to 2 inches in diameter, and a guy wire "Ratchet King," a substitute for turnbuckle. Roof mounts are made of heavily plated steel with a rust-resistant chromate sealed finish and can be installed on peaked, slanted and flat roofs. Guy wire ratchet is of same steel construction and takes any size guy wire.

Say you saw it in *Radio & Television Journal*, August, 1953

**First \$100 Antenna
Makes Its Bow**



Keynoting the display of the Snyder Manufacturing Co., Philadelphia, Pa., at the recent Parts Show in Chicago, was this completely packaged unit priced at \$100, including all accessories. It is referred to as an Ultra Fringe Super Directronic TV Aerial System and includes 48 hi-tensile 3/8" aluminum elements, two sets of tie rods with specially engineered harness, Directronic Beam Selector, 150 feet of tri-tube "air-core" transmission line, five feet of twin-X cable and rubber stand-off insulators.

ANNOUNCEMENT:

Appointment as exclusive distributors of Crestwood Custom Line of Complete TV sets of 630 chassis and Dumont Picture tube and Hi-Fi by Kay Electric Co., Inc., of Brooklyn, N. Y.

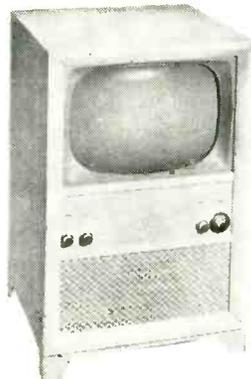
TELEVISION CABINETS in all styles . . .

See Our Extensive Display of Distinctive Television Cabinets In a Wide Variety of Styles and Finishes in Every Price Range

**CONSOLES-COMBINATIONS-BARS
CREDENZAS-SPECIAL CABINETS**

All Arranged In Living-Room Settings At Our New Showrooms

MIDTOWN CABINET
SALES, Inc.



Model . . . CAPRI

DEALERS:

Visit our cabinet display with your customers. Literature and brochures available on request.

160 East 56th Street
GEORGE C. DALEO, President
Phone PLaza 3-7998-9
New York, N. Y.

FOR the BEST

300 Ohm Twin Lead Wire

2 or 4 Conductor
Round Tubular Wire

MANUFACTURED BY

Everlast Wire & Cable Co.

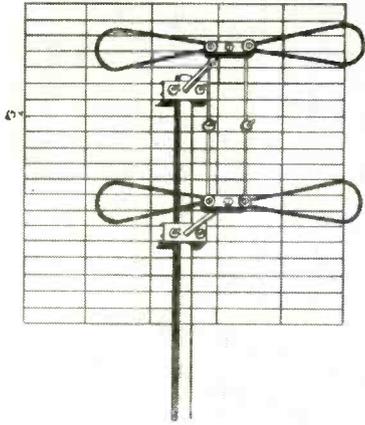
12 Maple Ave. Haverstraw, N. Y.

Inquiries Invited

Any Quantity • Immediate Delivery

Fretco's New Antenna

Manufactured by Fretco Inc.,
406 N. Craig St., Pittsburgh 13, Pa.



Called the "Mi-Tee-Ray Screen" this new television antenna is designed for channel coverage 2 to 83 with ultra high gain. The front to back ratio is 50 to 1. Special ingredient is being used in the insulators to reduce any possibility of dielectric loss. Construction is sturdy to resist wind and ice. Designed also for use in areas where ghosts are prevalent. Antenna comes collapsed.

Say you saw it in *Radio & Television Journal*, August, 1953

New Turner Converter

Manufactured by Turner Co.,
Cedar Rapids, Iowa



This new UHF TV converter is especially designed for low signal area installations. Features a two-section preselector with two silver-plated coaxial cavity tuners; a double shielded fundamental oscillator, and broad band amplifier with cascode circuit. Signal loss in preselector is considered to be 3 db, noise figure is a maximum 17½ db to a minimum 15½ db. Has illuminated slide rule dial and continuous signal knob tuning.

Say you saw it in *Radio & Television Journal*, August, 1953

RMS Vee Ball Antenna

Mfd. by Radio Merchandise Sales, Inc.,
2016 Bronxdale Ave., New York 60, N. Y.



Single knob tuning is a feature of this firm's new 'Vee Ball' antenna, shown here with a standard indoor antenna without the tuning feature. Antenna receives signal with the 3-section telescoping elements and, with single knob adjustment, signals are then peaked for maximum output on each channel. Mahogany finished plastic ball is recessed into heavy base to prevent tipping. Antenna comes with 5-foot length of twin lead attached.

Say you saw it in *Radio & Television Journal*, August, 1953

Presenting . . . at most moderate cost . . .

ESPEY

25th Anniversary "Trophy" Models

AM-FM CHASSIS • TUNERS • AMPLIFIERS



In commemoration of twenty-five years' experience in the manufacture and development of high-fidelity audio equipment, Espey is proud to present its distinguished "Trophy" models. Renowned for beauty of styling and excellence of performance, the new Espey models are so reasonably priced that for the first time magnificent listening pleasure is within the means of all lovers of fine audio reproduction.

Descriptive literature on the new Espey AM-FM chassis, tuners and amplifiers is now available . . . your inquiry is invited.

SYLVAN A. WOLIN & ASSOCIATES SALES CORP., 409 GRAND AVENUE, ENGLEWOOD, N. J.

Washington Report



Television set production during the first six months of this year set a new record for the period, according to the Radio-Electronics Manufacturers Association. At the same time radio production topped the comparable period by over 1.8 million sets.

For the first 26 weeks of this year RETMA estimated that 3,834,236 TV receivers and 7,266,542 radios were manufactured. This compares with output of 2,318,235 television sets and 5,456,035 radio receivers in the same 1952 period. The previous January-June high in television production was set during 1951 when 3,457,519 sets were manufactured.

In June 524,479 television sets and 1,163,831 radios were produced compared with 361,152 TV receivers and 986,603 radios in the same 1952 month. Radios with FM circuits manufactured during June totaled 49,875 units. In addition, 1,384 television sets with FM facilities were produced.

The text of all papers presented during the 1953 Electronic Components Symposium are now available in book form, chairman A. M. Zarem has announced. The Symposium was held earlier this year in Pasadena, Calif., under the joint sponsorship of the Radio-Television Manufacturers Association, the American Institute of Electrical Engineers, the Institute of Radio Engineers and the West Coast Electronic Manufacturers' Association.

Thirty papers by recognized authorities in the industry were presented during six sessions covering "General Component Problems," "Environment and Packaging," "Tubes and Tube Reliability," "Component Reliability," "Resistors, Capacitors and Dielectrics," and "Devices and Materials." Copies of Symposium proceedings are available at \$4.50 per copy through the 1953 Electronic Components Symposium, Suite 1011, 621 So. Hope St., Los Angeles 17, Calif.

Cooperating with the Washington Television Interference Committee and the Electric Institute of Washington, the RETMA has prepared two educational aids on the causes and cures of tele-

vision interference for distribution to all TV service dealers and technicians in the greater Washington, D. C. area. Pointed out in the pamphlet on the general subject of TVI is that the radio amateur is actually involved in "only a small portion" of the television interference picture. A number of other causes of TVI are detailed, leading to the conclusion that "the average TV receiver owner is not trained either to diagnose or to understand his personal interference situation. He requires honest and intelligent advice from his service technician." A poster is being circulated to the servicemen detailing the most common causes of TVI and ways in which it may be overcome. This information is arranged for quick reference and may be mounted on the wall or work bench in the TV technicians' shop.

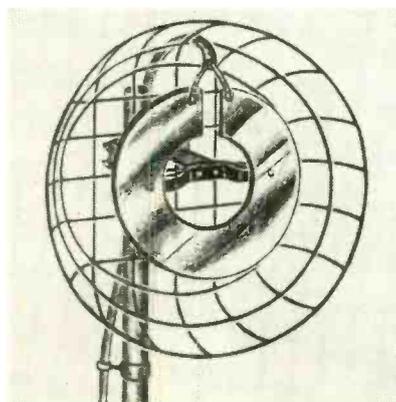
As another step in the continuing program to better serve all segments of the electronic industry, RETMA announced the appointment of two new members of the Engineering Department staff, including a manager for the West Coast branch, which opened on August 1. Dr. W. R. G. Baker, director of the department, announced the appointment of Joseph J. Peterson, an electronics engineer, to head the West Coast office. In New York City, Jean A. Caffiaux became assistant to Ralph R. Batcher, RETMA chief engineer.

The schedule of RETMA meetings for the coming fiscal year have been announced by James D. Secrest, executive vice-president of the Association. Four series of meetings were set for the board of directors, executive and other major committees, and members of the five divisions. In addition, Mr. Secrest made known that the 30th annual Association convention will be held at the Palmer House, Chicago, in mid-June 1954. Three-day meetings have been scheduled for Sept. 15-17 at the Biltmore Hotel, New York City, and Nov. 17-19 at the Palmer House, Chicago. First 1954 sessions will be held Feb. 16-18 at the Roosevelt Hotel, New York.

Leslie F. Muter, the Muter Co., Chicago, Ill., was reappointed chairman of the Annual Awards Committee of RETMA by board chairman Robert C. Sprague. The committee has the responsibility for nominating the recipient of the RETMA Medal of Honor, presented annually to the person, company or organization which, in their opinion, has made the greatest contribution to the radio-television electronics industry. The medal is presented during the Association's annual convention in June.

Q-Line's "Pararay"

Manufactured by Q-Line Mfg. Co.,
1562 61st St., Brooklyn 19, N. Y.

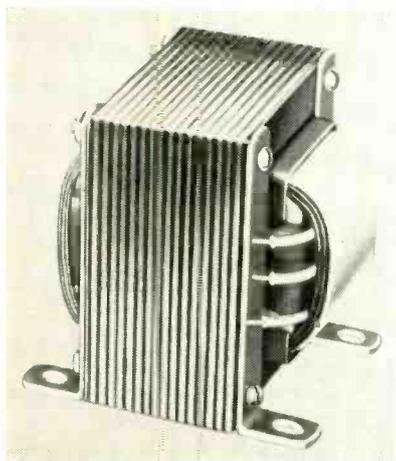


The "Pararay" is a UHF antenna of new and unique design. Antenna has been constructed so that it has a "Radar-like" look, with parabolic "Dish" reflector considered to be the first of its kind. Formerly this type of design was used only on radar or relay systems. It is an ultra high gain antenna now economical enough for use in TV installation of all types.

Say you saw it in *Radio & Television Journal*, August, 1953

Transformer by Merit

Mfd. by Merit Coil & Transformer Corp.,
4427 North Clark St., Chicago 40, Ill.



Above is one of the 10 new filament transformers for use with selenium rectifier applications introduced by this firm. The 10 transformers cover the complete range of present requirements for rectifiers used in industrial, laboratory, TV and power applications. Included are units which correctly match the popular all-purpose Federal assembly kit.

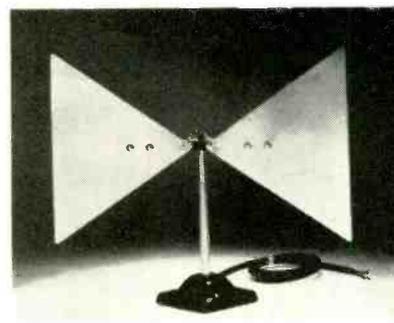
Say you saw it in *Radio & Television Journal*, August, 1953

Brach UHF Antenna

Mfd. by Brach Manufacturing Corp.,
Division of General Bronze Corp.,
200 Central Ave., Newark, N. J.

The same design which was used on this firm's outdoor UHF Bow-Tie antennas has been applied to this UHF indoor antenna. Bow-Tie elements are mounted on attractive black porcelain base to give entire unit modernistic finish. Packaged individually and supplied with five feet of lead-in wire.

Say you saw it in *Radio & Television Journal*, August, 1953



THE HIT LINE OF THE CHICAGO MUSIC SHOW!

Selling Features Galore for '54!



- SINGLE SPEED MODELS
- 3-SPEED MODELS
- 3-SPEED AUTOMATIC MODELS
- 3-SPEED AUTOMATIC RADIO-PHONO COMBINATIONS
- TRANSCRIPTION-DEMONSTRATORS

DISTRIBUTORS! Limited number of profitable territories available to established distributors. Your territory may be open!

Write, Wire or Phone
direct to factory
for full particulars!

Distributors, Buyers and Dealers
Acclaim the First Showing of the
New 1954 Symphonic Line!

They had a front row seat! They compared Symphonic with every other line displayed at the Music Show! Everyone agreed that Symphonic for '54 offered the greatest opportunity to increase sales and profits. You too will agree when you see Symphonic's exciting new styling, thrilling new performance and sensational new values, that it will increase your sales and profits. Symphonic's new 1954 full colored line broadside is just off the press... see your distributor or write direct to factory for your copy and complete dealer information.

SYMPHONIC RADIO & ELECTRONIC CORP.

Main Plant: 160 North Washington Street, Boston 14, Mass.
N. Y. Sales Offices: 250 West 57th Street, New York 19, N. Y.

What You Should Know About UHF Transmission Lines

Transmission line losses in UHF are much greater than in VHF due to the fact that losses increase with frequency.

It is a fact that attenuation losses on ordinary 300 ohm flat line increase tremendously when wet. The effect of this loss is far more severe on UHF.

On new UHF installations, 300 ohm flat line should be avoided if possible, particularly when long lengths are required.

A minimum distance of six inch separation from all surrounding objects should be adhered to in order to prevent signal absorption loss. In cases where this is impossible, coaxial cable may be used. In normal installations, coaxial cable should not be used on long runs due to the large loss per foot.

When installing 300 ohm tubular line, the end connected to the antenna must be sealed against moisture either by using tape or fusing the insulation together with a soldering iron as shown in figure 12. Make a drainage loop in the line just before it enters the house and punch a hole at the bottom of the loop to release moisture condensation. (See figure 13).

Open wire (ladder type) line has the lowest attenuation loss per foot of all lines used. The main disadvantage is the difficulty in handling the line due to its physical construction and the fact that its characteristic impedance is 450 ohms.

It is very important that the transmission line not be coiled or have any "kinks" anywhere between the antenna and tuner itself. Always cut the transmis-

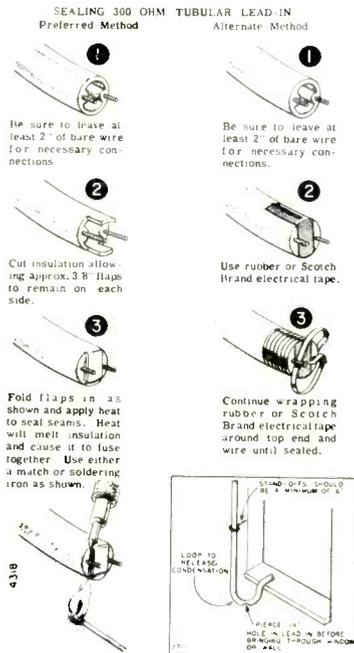


Figure 12. Sealing End Of Tubular Transmission Line.

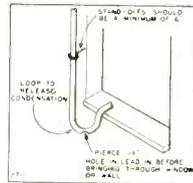


Figure 13. Tubular Transmission Line At Point Of Entry.

sion line to just reach the receiver and do not allow any extra length of line. When checking the lead-in (transmission line) the short line inside the receiver should also be checked and any kinks, folds, or turns should be removed.

Attenuation of the incoming signal may be the result of standing waves on the transmission line. To check for standing waves, hold the lead-in at various points along the line, starting from the receiver antenna terminals up to a point about three feet out along the line. If picture contrast changes at any point, standing waves are present. To correct this condition, wrap the transmission line with a strip of tinfoil and vary its position along the line until a point of maximum picture contrast is obtained.

(This material reprinted through courtesy of Admiral Corporation).

NTSC Requests FCC Color Approval

The National Television System Committee, an industry-wide group of scientists and engineers, has announced it will ask the Federal Communications Commission to adopt new improved standards for commercial color television broadcasting.

The petition will be filed with the FCC by Dr. W. R. G. Baker, NTSC Chairman, who disclosed at a recent NTSC meeting that "highly successful" tests have been made under the proposed new standards. The NTSC proposal consists of technical signal specifications which produce a "compatible" transmission in that when a color picture is broadcast, it can be received in color on home TV color sets and in black and white on the 25 million standard TV receivers now in use.

Members of the National Television System Committee have been working on the new color standards for more than two years, Dr. Baker said. During that time hundreds of thousands of engineering man hours have been contributed "by the most highly-skilled engineers and scientists in the electronics industry and in related research groups." Among these engineers and scientists comprising the committee some 85 television and electronics companies are represented, in addition to independent consulting firms and other groups interested in color television.

High Quality Color

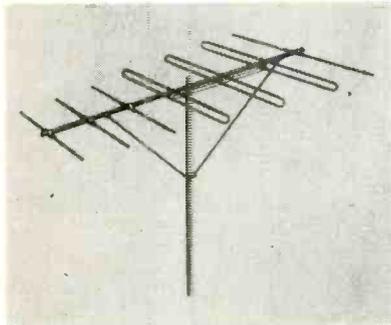
Dr. Baker said that the NTSC will point out that transmission under its proposed standards will "produce a color picture which has a high quality of color fidelity, adequate apparent definition and good picture texture." The NTSC will state that the standards proposed are an improvement over existing television standards in that they permit the broadcasting of color and simultaneously provide black and white sets with a high-quality black and white picture. No changes would be necessary in present sets to permit them to continue to receive a black and white picture from transmissions in color.

Dr. Baker said that in the judgment of members of the NTSC, the new technical standards would be in the public interest because they would encourage the development of competitively designed color receivers. The proposed standards also would allow growth of color telecasting comparable to the growth and development of black and white broadcasting. He pointed out that the present black and white standards were proposed in 1941 by a predecessor NTSC group.

they're new

Yagi by Taco

Mfd. by Technical Appliance Corp.,
Sherburne, N. Y.

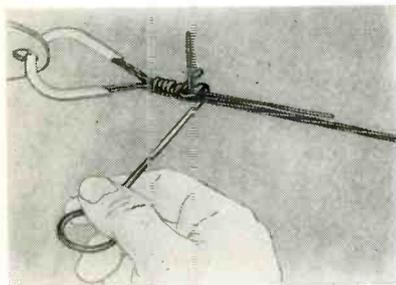


A new broad-band, triple-driven antenna, this Yagi provides a high, and relatively flat response over the entire VHF low band channels 2 through 6. Antenna consists of three directors, three driven elements plus reflector. Designed for fringe areas receiving two or more low-band channels, and to dispense with need for multi-antenna installations for low-band reception. Antenna is factory assembled and has crossarm bracing.

Say you saw it in *Radio & Television Journal*, August, 1953

New Copperweld Item

Mfd. by Copperweld Steel Co.,
Glassport, Pa.



Designed for dead-ending its non-rusting radio and television guy strand, this new serving tool is applied so that the wires of the strand can be tightly wrapped or served forming a neat-finished dead-end without the use of clamps or clips. Ends develop full strength of strand and will not pull free. For use especially with firm's high-strength strand.

Say you saw it in *Radio & Television Journal*, August, 1953

Perma-Power Regulator

Manufactured by Perma-Power Co.,
4727 North Damen Ave., Chicago 25, Ill.

Engineered and designed to insure maximum performance of any TV set by returning full height and width of picture when low line voltage distorts picture. This new voltage regulator is for reducing tube failures, increasing set sensitivity, elimination of intermittent sync and oscillator drift from low line voltage. Has selector switch for boosting and lowering of voltage.

Say you saw it in *Radio & Television Journal*, August, 1953



Silverline
all channel UHF converter

Clearer Reception...

Less interference and less cross-modulation allow clearer reception with the SILVERLINE UHF converter. Features straight line frequency dial calibration which eliminates channel "bunching"—makes tuning easier. Outperforms all other UHF converters!

For the finest UHF converter—SILVERLINE

General Instrument & Appliance
CORPORATION

Subsidiary of GENERAL INSTRUMENT CORPORATION • 829 Newark Avenue • Elizabeth 3, N. J.

2 high Q pre-selector stages give much higher selectivity and greater rejection of unwanted signals

Do You Know Your Tele-Language?

New words are constantly appearing in the vocabulary of science and the swift progress in the electronics field—in radio and television—makes it somewhat difficult to keep pace with new words as they evolve. Radio Corp. of America just printed a book on definitions, an up-to-the-minute dictionary of radio, television and electronics. Since we feel dealers should be completely familiar with terminology that pertains to their business, we are reprinting from this new dictionary, through the courtesy of RCA. The letters "J" and "L" are presented this month, and other alphabetical listings will appear from time to time in the future.

jack The stationary part of a circuit connector. With its counterpart, a plug, it is used to connect or disconnect the electrical circuits of two pieces of apparatus.

jamming Transmission of radio signals in such a manner as to interfere with the reception of signals from another station.

jumper A short length of conductor bridging two points in a circuit.

junction box A box enclosing the terminals of wires or cables, in which the latter may be connected as desired.

K

Kennelly-Heaviside layer (See heaviside layer.)

Kerr cell A container holding nitro-benzine or similar substance, used as a light valve or control in certain mechanical television systems.

key A lever-type switch used for transmitting code signals.

key station The master station where a network radio or television program originates.

kilo A prefix meaning one thousand. Example: a kilowatt is 1,000 watts.

kilocycle (Abbr: kc) A frequency of one thousand cycles per second.

kilowatt (Abbr: kw) A unit of electrical power equal to 1,000 watts.

kinescope A cathode-ray tube, used in television receivers, in which electrical signals are translated into a visible picture on a luminous screen. Also known as picture tube.

kinescope recorder An instrument which photographs television images direct from the

kinescope picture tube onto motion picture film.

kinescope recording A film recording of a television program as it appears on a kinescope picture tube. Used for record purposes or for subsequent rebroadcasting.

klystron An electron tube having an electric beam in which the electrons are periodically bunched by electric fields. Used as an oscillator or amplifier in uhf applications such as microwave relay transmitters and receivers.

L

lap dissolve In motion pictures or television, a simultaneous transition in which one scene is "faded down" while the succeeding scene is "faded up". (See fade.)

lateral recording A method of disc recording in which the needle moves from side to side. Used in all phonograph recordings for home use.

lattice network An electrical network with conventional series elements in each side but with shunt elements extending from one input lead to the opposite output lead.

lead (Pr. leed) A wire connecting two points in an electrical circuit.

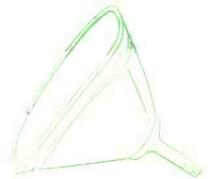
lead in 1. The conductor or conductors in an antenna system which complete the electrical path between the elevated portion and the radio equipment. 2. In disc recording, the groove which extends from the outside spiral to the beginning of the sound-carrying grooves.

leakage Undesired flow of electricity over or through insula-

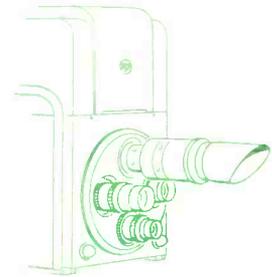
(Continued on Page 57)



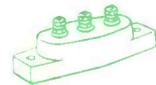
KEY



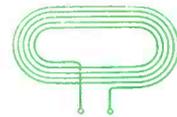
KINESCOPE



LENS TURRET



LIGHTNING ARRESTER



LOOP



KLYSTRON

tors that are used to support or separate the conductors of the circuit.

lens 1. An optical device which focuses light by refraction. 2. An electrical device which focuses microwaves by refraction or diffraction. 3. An acoustic device which concentrates sound waves by refraction. 4. An electron optical device which focuses interchanging.

lens turret An arrangement on a television camera which accommodates several lenses with rotating means to facilitate rapid interchanging.

level Volume of sound adjusted by engineer at control board.

lie detector An electronic instrument which measures variables of the human body such as blood pressure, temperature, heart action, and the like, to help determine whether questions are being answered truthfully.

light relay (See phototube relay).

light-spot scanner Sometimes referred to as a flying-spot scanner. A television camera in which the source of illumination is a spot of light which scans the scene to be televised. In modern scanners of this kind, a kinescope is often used as the light source. The picture signal is generated in a phototube which picks up light either transmitted through the scene or reflected from it.

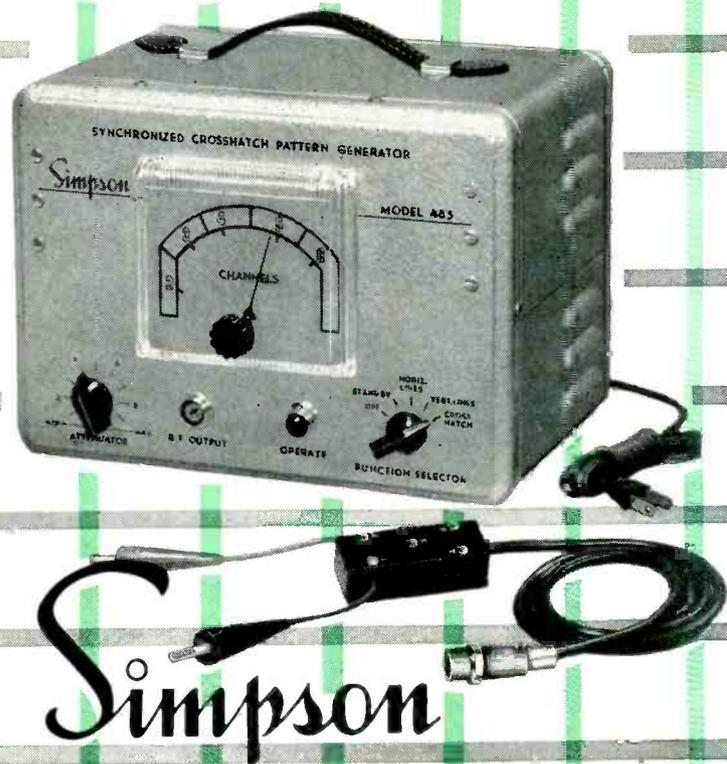
lighthouse tube A popular designation for an ultra-high-frequency electron tube shaped like the familiar lighthouse.

lightning arrester A device, usually containing spark gaps, which allows currents induced by lightning to flow to earth without damaging electrical equipment.

limiter A stage or circuit in a radio receiver that limits the amplitude of the signals to some predetermined maximum. In so doing, it limits interfering noise by removing excessive amplitude variations from signals. Limiters are also used in television and industrial electronic apparatus.

line 1. In television a single trace of the electron beam from left to right across a picture screen. The present U.S. standard is a system based on 525 lines to a complete pic-

single test — double check



new

Simpson

MODEL 485

synchronized crosshatch pattern generator

You control your own broadcast test pattern for initial installations and linearity adjustment calls with the Simpson Model 485. Newly developed Model 485 provides a synchronized signal, modulated on the carrier frequencies of channels 2 through 6, which can be tuned and sent through the receiver under test — anywhere, at any time! The vertical and horizontal sync pulses provide means by which the pattern is locked in on the TV receiver. Since this is a transmitted TV signal, it is not necessary to check against a broadcast pattern. Linearity is double checked with a single test — no call back to cut service profits.

Dealer's net price, including special output cable for 75 and 300 ohm terminations, only \$147.50. Ask your jobber for full information or write —

SIMPSON ELECTRIC COMPANY
5200 West Kinzie Street, Chicago 44, Illinois
CO 1-1221

BURTON BROWNE ADVERTISING

Another reason why Simpson is world's largest manufacturer of test equipment

ture. 2. A conductor of electrical energy.

line impedance The impedance measured across the terminals of a transmission line.

linear detection Detection of a signal in which the audio output voltage is proportional to the carrier voltage under all normal operating conditions.

linearity control A manual control for the adjustment of scanning wave shapes in television receivers.

link transmitter A "booster" for a remote pick-up, or from studio to main transmitter.

litz wire A group of wires individually coated with an enamel insulation then braided or twisted to reduce radio-frequency resistance. Sometimes used in winding radio coils.

live studio A studio in which the amount of sound-absorbing material is just sufficient to permit some reverberation. Under such a condition, artists are able to judge their performances more accurately.

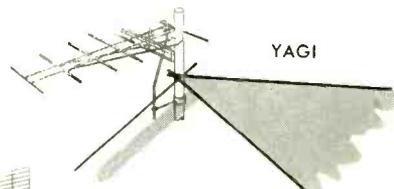
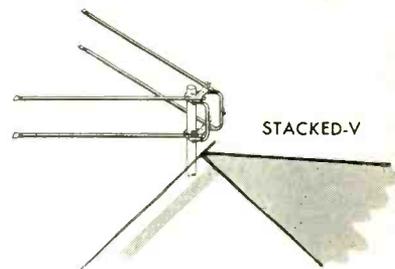
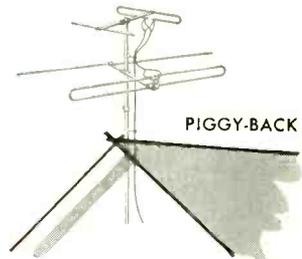
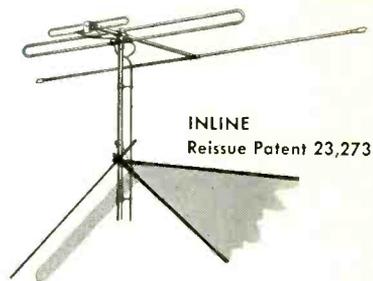
load 1. The power consumed by a machine or circuit in performing its function. 2. A pow-

(Continued on Page 59)

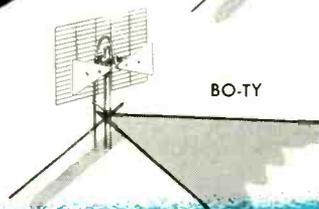
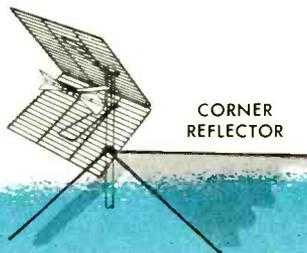
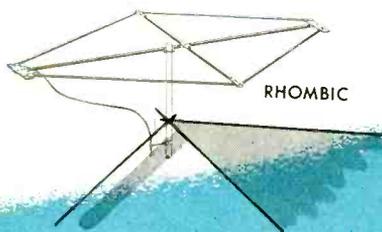
an Amphenol antenna on the roof
means a satisfied customer
for you!

What is the reason that AMPHENOL antennas are not only maintaining but increasing their front position as the finest antennas ever offered? The answer, of course, is that the name AMPHENOL has become synonymous with quality—to more and more dealers and servicemen. They know, first, that *antenna quality is measured in performance* and that the performance of AMPHENOL antennas is outstanding. Dealers in cities where there have been severe ice storms or high winds feel proud that the AMPHENOL antennas they have installed are still standing when other antennas have collapsed. They like, also, to hear the satisfied comments of customers about the fine picture quality they are getting on their TV sets—and dealers know how much that picture depends on the AMPHENOL antenna.

Important to dealers, and further proof of performance, are published antenna measurements. Making all such measurements in accordance with current RTMA standards, AMPHENOL provides accurate information that can be relied on. Dealers realize they can read the db gain of an AMPHENOL antenna and believe it.

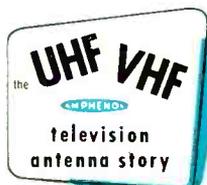


AMPHENOL



IT PAYS TO BUY QUALITY

See the new
UHF-VHF Antenna
Film



AMPHENOL has prepared an attractive new folder with Kodachrome illustrations from the new AMPHENOL film "The UHF-VHF Television Antenna Story". Besides giving a short version of the important facts in the film, it also encloses AMPHENOL antenna and accessories catalog sheets—and is designed to hold new sheets as they are issued. Write AMPHENOL today for your copy of "The TV Antenna Folio".



See this complete antenna folder

The new AMPHENOL film "The UHF-VHF Television Antenna Story" is now available for you to see by just contacting your distributor. Done in slide-film and full color, it gives helpful information on UHF and VHF television. It discusses, fully and frankly, antenna characteristics for the different frequencies—shows gain charts and radiation patterns. Be sure and see "The UHF-VHF Television Antenna Story".

see your **AMPHENOL** dealer...

Tele-Language

(Continued from Page 57)

er-consuming device connected to a circuit.

loading coil A coil that does not provide coupling with any other circuit but is inserted in a circuit to increase the inductance.

lobe One of the areas of greater transmission in the pattern of a directional antenna. Its size and shape are determined by plotting the signal strength in various directions. The area with the greatest signal strength is known as the major lobe.

local oscillator The heterodyne oscillator in a superheterodyne receiver.

log Written record of radio station operations as required by law.

long play (Abbr: LP) A 10-or-12-inch diameter phonograph record with a fine groove, operating at a speed of 33 1/3-rpm. Its playing time may be as much as 30 minutes for a 12" side.

loop antenna. An antenna consisting of one or more loops of wire. Used in radio-direction finding apparatus, and often built into modern radio receivers.

loran (LONG Range Navigation) A system used by ships and aircraft for determining their positions from radio signals sent out by two or more synchronized transmitting stations at pre-determined locations.

loss The amount of electrical attenuation in a circuit, or the power consumed in a circuit component.

loudspeaker A device which translates electrical impulses of audio frequencies into sound waves of corresponding frequencies. (See reproducer and transducer.)

low-pass filter A filter network which passes all frequencies with little or no loss but which discriminates strongly against higher frequencies.

luminescent A type of material which will give off light without heat when energized by an external source such as a stream of electrons or radiant energy.

luminosity The brightness of a color or surface as evaluated by photometric measurement.

BEST ALL-AROUND TESTER ON THE MARKET

USE IT FOR:

- TV SETS
- RADIOS
- TRANSMITTERS
- BROADCASTING EQUIPMENT
- HOME APPLIANCES
- TWO-WAY RADIO COMMUNICATIONS SYSTEMS
- PHONE LINES
- AIR CONDITIONING SYSTEMS
- STARTER CONTROLS
- AUTO IGNITIONS, GENERATORS, BATTERIES
- MOVIE EQUIPMENT
- PANEL INSTRUMENTS
- TV CAMERAS
- AUTO LIGHTING SYSTEMS
- GENERATORS
- VOLTAGE SOURCES
- "HAM" RADIO EQUIPMENT
- CABLES
- CONNECTORS
- AUDIO FREQUENCY SOUND CURRENTS

... and write for your complimentary copy of "1001" Uses for the Simpson Model 260"

RANGES:

20,000 OHMS PER VOLT DC
 1,000 OHMS PER VOLT AC
 VOLTS, AC AND DC: 2.5, 10, 50, 250, 1,000, 5,000
 OUTPUT: 2.5, 10, 50, 250, 1,000
 MILLIAMPERES, DC: 10, 100, 500
 MICROAMPERES, DC: 100
 AMPERES, DC: 10
 DECIBELS (5 RANGES): -12 TO +55 DB
 OHMS: 0-2000 (12 OHMS CENTER), 0-200,000 (1,200 OHMS CENTER), 0-20 MEGOHMS (120,000 OHMS CENTER)

SIMPSON ELECTRIC COMPANY

5200 W. Kinzie St., Chicago 44 · Estebrook 9-1121

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

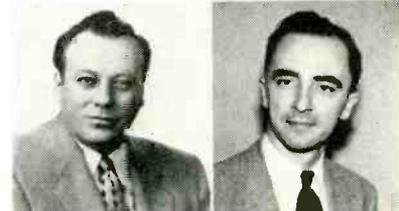


Simpson
 Model 260
 VOLT-OHM-MILLIAMMETER

Burton Browne Advertising

Bermond and Muckley Named to New Hallicrafters Posts

A. Raymond Bermond has been named advertising manager of the radio division of the Hallicrafters Co., Chicago, Ill., radio, TV and communication manufacturer, and Michael Muckley has been appointed eastern factory representative for the firm. Mr. Bermond was formerly assistant advertising manager for the company. Mr. Muckley was for the past five years a district sales manager. In his new post he will



Michael Muckley A. R. Bermond

operate out of the company's New York office, 52 Vanderbilt Ave., and will cover New York, New Jersey and eastern Pennsylvania.

Speaking of Sales Promotion Letters... or how a TV serviceman can buy his wife a mink coat

In recent months a comprehensive survey has been underway to determine the most effective ways a serviceman can increase his annual income and (hence) his standard of living. The investigators looked into the following suggested methods among others:

income-tax evasion
horses
prospecting for gold at Fort Knox
selling Marilyn Monroe calendars
safe-cracking
printing ten-dollar bills

All of these were rejected as impractical. You have to go into them on your own time. What they hoped to find was some way to pick up extra cash on company time. One of the more alert investigators came up with this formula: when you enter a home to repair, say, a television set, tell the lady of the house that her set is lousy, absolutely beyond repair. You should make sure beforehand that you have a good commission deal on selling new sets. Then you can gallantly offer to cart her old set away for a few bucks. This idea was given thorough consideration, of course, but there were a couple more to toss around before making a final recommendation.

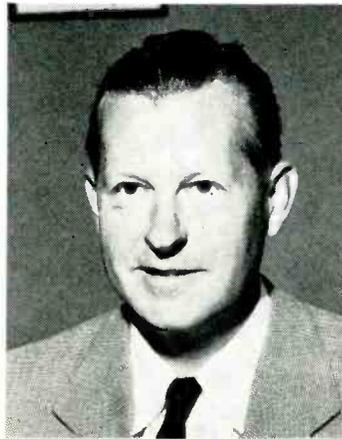
One was to give the serviceman a course in clumsiness, so that he'd up sales of parts by breaking tubes, condensers, and anything else he could destroy in such a way that it could be blamed on the carelessness of the set owner. This course was to include lessons in facial expressions—the raised eyebrow, the grimace, the disdainful glance, etc.

But the idea that proved to be the best, after exhaustive tests, and hence the one we are forced to recommend here (though it strikes us as being the least imaginative) is this:

Directions for making easy money:

1. Before you leave your shop for the day's calls, pick up a handful of (Jensen) phonograph needles to take with you.

A large volume of sales promotion material produced by various manufacturers reaches our desk every month. Some of it is routine stuff; a good deal is expensively prepared and printed in several colors; a certain proportion is downright useless. Recently, a mimeographed letter came in the mail from Jensen Industries, Inc., a phonograph needle manufacturer in Chicago. We gave it a quick glance and



Karl W. Jensen

were about to chalk it off as just another sales letter, when we became very interested because here was a letter with something to say.

Written by Karl W. Jensen, vice president of the company, and a leader in the electronics field who has just been elected Chairman of the Association of Electronic Parts & Equipment Manufacturers, a trade group which embraces 120 midwest firms, the letter touches lightly upon a serious subject.

*We recommend Mr. Jensen's letter for reading by every dealer and serviceman because the point he makes is well taken: namely, there is money in replacing phono needles and it should be done most logically by the serviceman who already has entry into the home. This is particularly true now, when 'Hi-Fi' is booming all over the place. And we extend an orchid to Karl Jensen for having the imagination to write such an amusing and productive sales letter. **Editor.***

2. When you are out on a call, if the lady persists in discussing politics or baseball and you disagree with her opinions, divert her by talking about (Jensen) needles. Give her the facts—tell her that even if she has the finest phonograph money can buy, and the best recordings, it's no good unless she replaces her (Jensen) needle before it's so worn down that it scratches up her records irreparably and sounds awful to boot. (You don't have to say all this in one breath—take two.)

3. Then say to her, "I just happen to have on me a complete selection of (Jensen) phonograph needles and I'll be happy to save you the trouble of going out to get one. Here—let me install this (Jensen) one in your phonograph and you won't have to trouble your pretty little head about it any more."

4. Then charge her for it.

5. Then leave.

There are several reasons why this is such a neat way to pick up an extra thousand bucks a year or so. To begin with, it's the only thing you've got around to sell on the spot besides your services. For another thing, nine times out of ten, the needle *does* need changing and the set owner doesn't know it or hasn't bothered about it. Besides, needles are easy to carry with you, and it's easy to remember to ask the customer if she needs a new one, just before you leave. But best of all, you make an outrageous profit on every needle you sell.

After not too long, that can amount to a mink coat for the wife, or a new car. If the average serviceman makes about forty calls a week, he can figure on selling ten needles a week easily. Twenty if he really tries. (There are bound to be one or two homes without phonographs, so there's no sense in taking poison if you don't make 100 per cent the first day.)

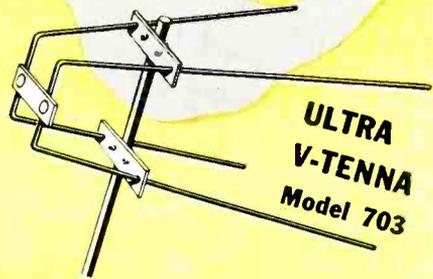
For imparting this useful information, Karl Jensen asks only an occasional mink coat or Cadillac.

GO TESCO!

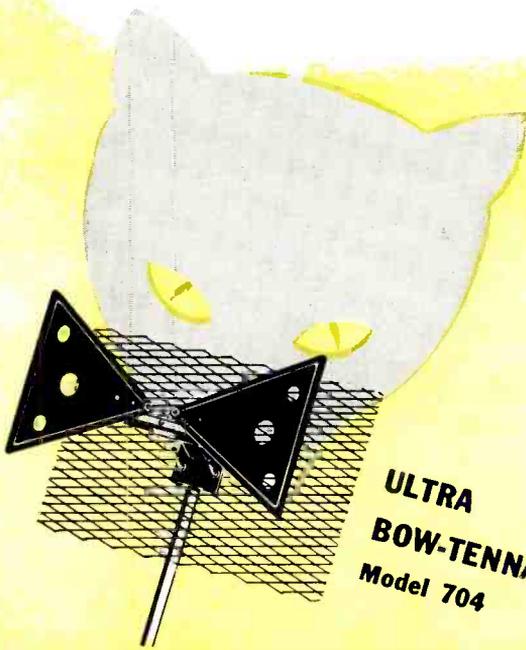
ULTRA-TENNA series

For Complete UHF Coverage

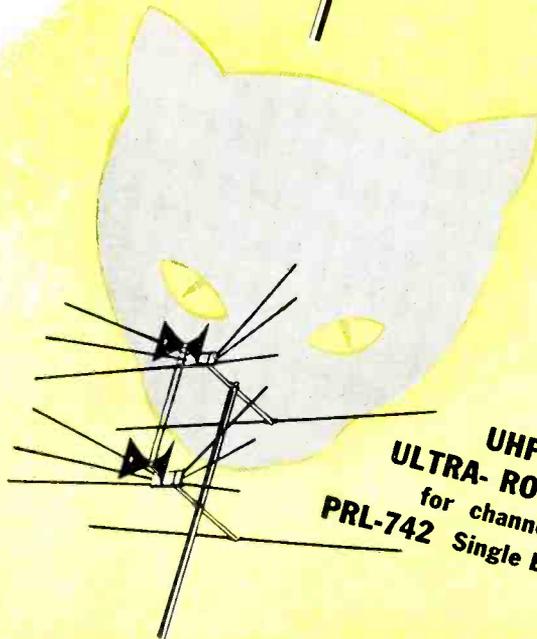
Tesco designed ULTRA-TENNAS mean **stronger signal, more rugged construction, quicker installation.**



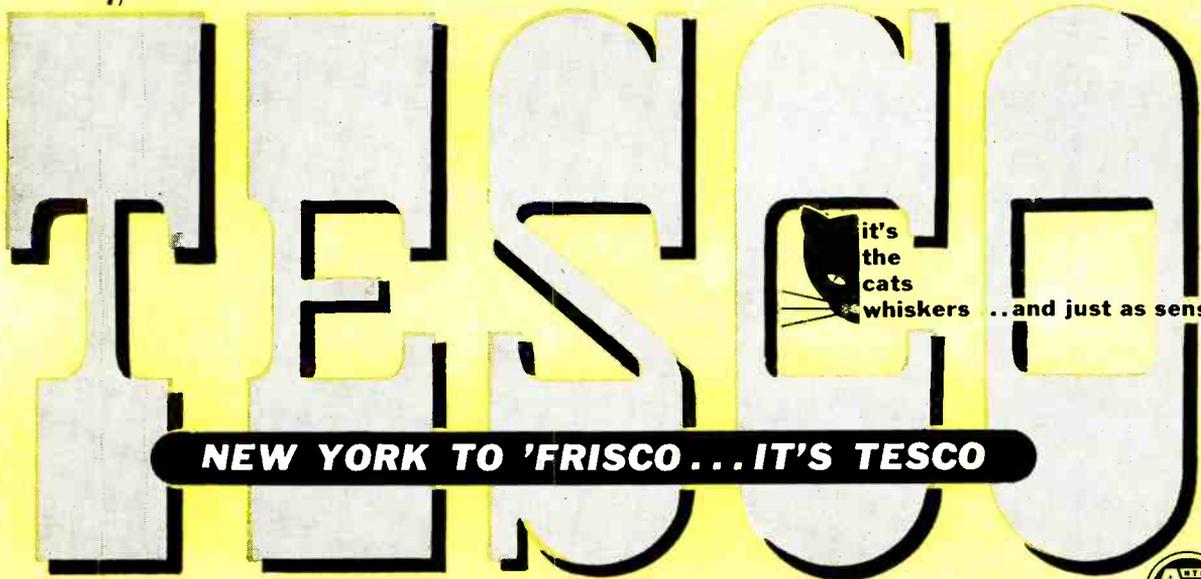
ULTRA
V-TENNA
Model 703



ULTRA
BOW-TENNA
Model 704



UHF-VHF
ULTRA-ROCKETENNA
for channels 2-83
PRL-742 Single Bay PRL-721



NEW YORK TO 'FRISCO ... IT'S TESCO

TV PRODUCTS CO. SPRINGFIELD GARDENS 13, N.Y.



The Complete Line of UHF and VHF Antennas and Mounts





• Dr. Allen B. DuMont, second from right, DuMont president, entertains John K. Lai, president of Associate Sales, Ltd., Honolulu, Hawaii distributor during his recent visit to the firm's New Jersey installations.



• Included in the recent two-day sales meeting conducted by the Industrial Development Engineering Associates for its representatives was a tour of this plant where Regency VHF boosters and UHF converters are assembled.



• These seven Zenith Radio distributors are beaming at being awarded service pins for 15-year and plaques for 20-year tenure. Sam Kaplan, right, v-p and treasurer did honors at recent convention banquet in Chicago.



• Ed Sullivan is using a 21-inch President, made by CBS-Columbia, for a backdrop as he symbolizes the five big, full, rich years in which he exceeded "Toast of the Town."

JOURNAL CAMERA



• A look at Duotone's striking Parts Show display. Items exhibited include the "Electric-Wipe Cloth" to eliminate record static electricity and repel dust, a 45-rpm "Slip-Proof" adapter, needle inspection kit and needle stock cabinets.



• From the cockpit of his Douglas Skyrocket, test pilot W. B. Bridgeman accepts the new portable Crosley radio, the "Skyrocket," named after the world's fastest plane, as flight companion.



• Paul Leslie, left, GE TV sales mgr., and Herbert Riegelman, center, gen. mgr. radio-TV, discuss highlights of 1954 TV line with E. C. Miller, Eshelman's Music House, St. Joseph, Mo., at recent NAMM show.



• When Joe Marty, second from right, gen. mgr., Admiral's electronics division, spoke to 60 Montana dealers on TV's arrival he got a real western welcome.



• Motorola's director of export sales, I. C. Weideman, right, and Dean Morrison, export manager, supervise loading of 400 TV sets destined for LaGuaira, Venezuela.



• Winner of Bendix 27-inch TV set from distributor Mort Brayer, center, in recent Bendix "Name the Ranch," contest was Gene Kirkman, 11, of Phoenix, Ariz.

people

Ericksen director of sales for Crosley and Bendix, Daly sales manager of Eicor Tape Recorder Division, Stanley Abrams now director of material division at Emerson, Dupy and Lape in new UMS posts, Bell elected to RTMA board, Ulrich and Sumberg in new Bogen positions, Freed manages operations at General Instrument, Caviezel in new Crosley spot, Weis joins Stromberg-Carlson's Sound Division



P. H. Ericksen

• Parker H. Ericksen, newly-appointed director of sales for **Crosley and Bendix Home Appliance Divisions** of Avco Manufacturing Corp., Cincinnati, Ohio. Mr. Ericksen has been associated with the appliance business for 21 years in sales and advertising capacities, most recently as general sales manager of Bendix Home Appliances. He entered the field with Zenith Radio Corp. in 1932 and in 1938 joined Bendix.



Edward L. Lape



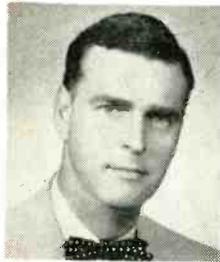
Vernon A. Dupy

• Vernon A. Dupy has been appointed general sales manager of **United Motors Service**, division of General Motors, and Edward L. Lape has been made general merchandising manager. UMS is a sales and service organization. Mr. Dupy has been general merchandising manager since 1942 and Mr. Lape has been assistant general merchandising manager for the last year.

• Edwin A. Freed has been appointed manager of operations of **General Instrument Corp.**, Elizabeth, N. J. Mr. Freed was formerly sales manager. He will continue to direct sales and will also be in complete charge of all operations at the home plant. This latter is in the process of being expanded to meet the increased demands for its TV, radio and electronics products.



Edwin A. Freed



Hugh J. Daly

• Hugh J. Daly has returned to **Eicor, Inc.**, Chicago, Ill., tape recorder manufacturer, as sales manager of the Tape Recorder Division. Mr. Daly was Eicor's midwestern and Canadian sales representative during 1946, 1947 and 1948. In the interim he was midwestern sales manager for the Redmond Co., handling induction motors.



F. W. Bell

• F. W. Bell, president of **Bell Sound Systems, Inc.**, Columbus, Ohio, was recently elected to the board of directors of the Radio-Television Manufacturers Association, an office in which he will serve for two years. He was also appointed chairman of the Amplifier and Sound Equipment Division. He has been actively engaged in this specialized branch of the industry for the past 20 years.

• John T. Caviezel has been named manager, television sales section, of the **Crosley Division**, Avco Mfg. Corp., Cincinnati, Ohio. Mr. Caviezel joined Crosley in 1951 as sales promotion manager in the Kansas City zone, became zone manager of electronics, and then manager of new market development for TV. He was formerly with the DuPont Co. in Chicago and for a time with Landers, Frary & Clark.



John T. Caviezel



Stanley L. Abrams

• Stanley L. Abrams, director of purchases of **Emerson Radio & Phonograph Corp.**, N. Y., has been promoted to director of the material division. Mr. Abrams will supervise over-all logistics and is charged with maintaining a constant and smooth flow of materials. He joined the firm in 1946 and in 1948 became manager of the purchasing division, a position which he held until he became director of purchases in 1952.

• Raymond P. Weis has joined the Sound Division, **Stromberg-Carlson Co.**, Rochester, N. Y., as advertising and sales promotion aide. Mr. Weis will assist in the preparation of advertising and sales promotional material for the division. He was formerly with the Hutchins Advertising Agency for 25 years, and during the last several years was vice-president.

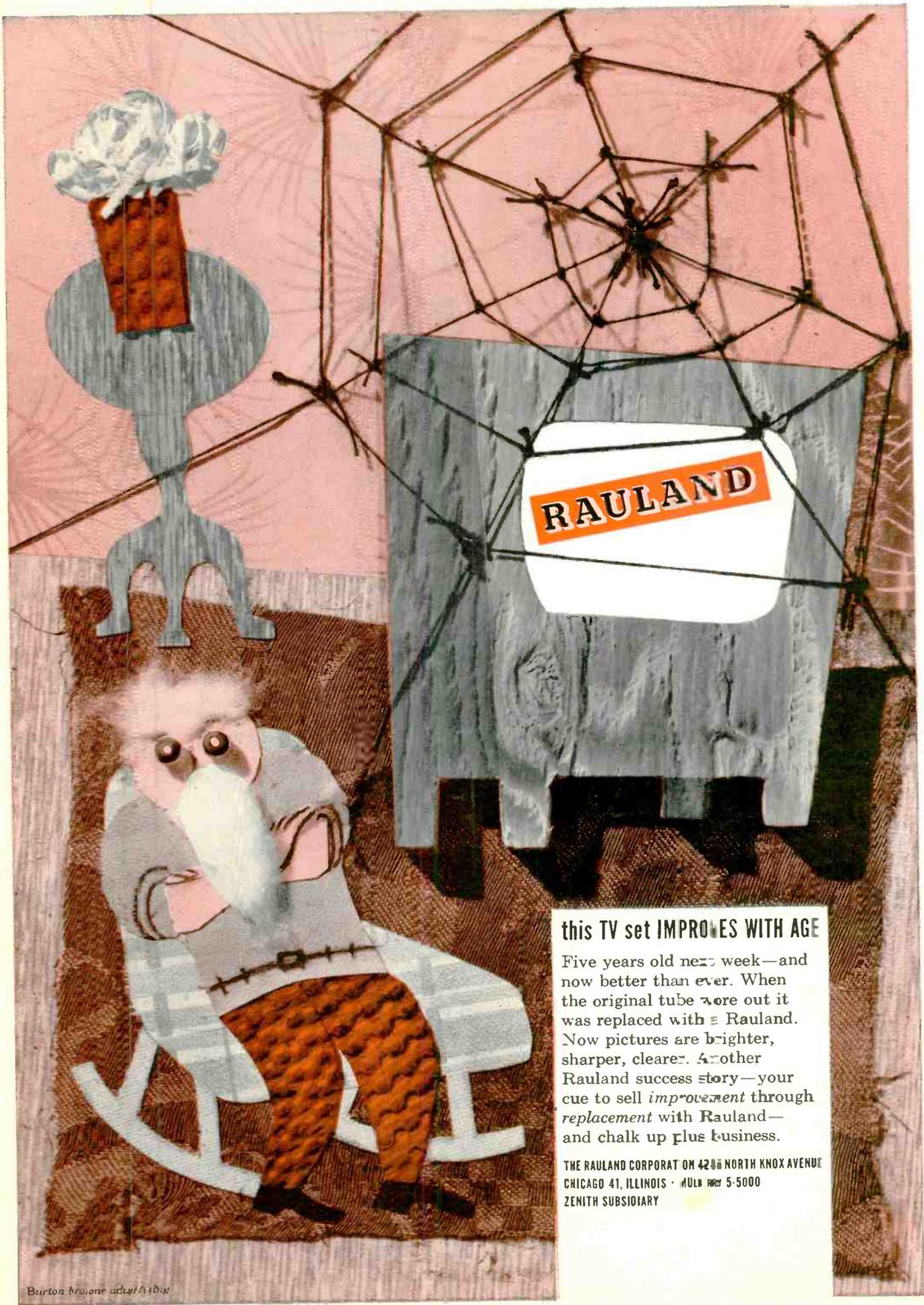


Raymond P. Weis



Mortimer Sumberg **Vinton K. Ulrich**

• Vinton K. Ulrich has joined the **David Bogen Co.**, N. Y., as general sales manager, replacing W. Walter Jablon who resigned as the firm's v-p in charge of sales, and Mortimer Sumberg has been promoted to distributor sales manager. Mr. Ulrich was formerly renewal sales manager of National Union Radio Corp. Mr. Sumberg has been identified with Bogen jobber sales for over four years.



Burton Brinson advertisement

this TV set IMPROVES WITH AGE

Five years old next week—and now better than ever. When the original tube wore out it was replaced with a Rauland. Now pictures are brighter, sharper, clearer. Another Rauland success story—your cue to sell *improvement* through replacement with Rauland—and chalk up plus business.

THE RAULAND CORPORATION 4246 NORTH KNOX AVENUE
CHICAGO 41, ILLINOIS • AUdIo 5-5000
ZENITH SUBSIDIARY

RADIO & TELEVISION JOURNAL

EDITORIAL

AUGUST • 1953 • VOL. 70 • No. 8

Color and Sales

On pages 24 and 25 in this issue is presented a statistical analysis on the question of 'How Color Will Affect Television Receiver Sales Within the Next Five Years.'

The question posed is not only fascinating, but the answers will vitally affect the entire television industry and everyone in it. That color will be an accomplished fact in the television business is no longer guesswork—it is an accepted conclusion. That color will also mean a much greater television business in the years ahead is also granted. The big \$64 question is: how will the advent of color affect the business during this transition period? The article cited attempts to give several answers, but it is not possible to predict public buying trends with any exactitude.

Most of the executives in television feel that it would be best if color made its influx slowly, without upsetting the applecart of black-and-white receiver production and sales. After all, the automatic transmission in the automobile industry has been slowly making headway for several years, and it certainly did not obsolete other cars without it or diminish car sales in any perceptible manner. We feel that the advent of color TV is similar to this in that, being compatible, it will not render obsolete our present monochrome receivers, and also being much higher in cost, it will first be purchased by the few who are able to pay the cost.

In addition, as is conceded by all tube manufacturers, the first year's production of color tubes will be distinctly limited to about 50,000, and this will be a mere 'drop in the bucket' as against total receiver output.

But the big problem remains: how many people will delay their purchases while waiting for color? Several manufacturers and dealers are of the opinion that this will be determined when we have both color and black-and-white sets on the sales floor, side by side. When the customer has the opportunity to see both, and then is hit with the higher price and smaller screen of color sets, he will hasten to buy black-and-white.

For the past two years, newsstands have been carrying a rash of so-called "fix-it-yourself" television books and manuals which tell the purchaser that fixing a television receiver is as easy as driving a nail into a plank of wood. In addition to their claims of making first rate TV technicians out of the reader, some of these books have also offered to obtain 40 per cent discounts on new sets.

Now for the first time, the Federal Trade Commission is taking definite action against one of the publishers of these books by taking issue with the claims made in advertisements. This action is long overdue and deserves to be given widespread publicity. A television receiver is the most complicated electrical appliance in the home. Servicing such an instrument requires specialized knowledge, skill and test equipment. From the standpoint of safety and protection of the original investment, the customer should be made aware that this is not a field for tinkerers. There is a saying that "A fool has himself for a doctor." In similar vein, foolhardy, untrained folks try to fix their own TV sets. Service properly belongs at the dealer level. It's up to service dealers to get this important point across to their customers.

ADVERTISER'S INDEX

AMERICAN PHENOLIC CORP.	58
Agency: Burton Browne Adv.	
BENDIX AVIATION CORP.	31
Agency: MacManus, John & Adams, Inc.	
BOGEN, DAVID CO.	48
Agency: George Homer Martin Assoc.	
CBS-COLUMBIA, INC.	Fourth Cover
Agency: Ted Bates & Co.	
CROSLLEY DIV., AVCO MFG. CORP.	43
Agency: Batten, Barton, Durstine & Osborn	
DEWALD RADIO MFG. CORP.	45
Agency: Morton Magidson	
DYNAVOX CORP.	49
Agency: A. D. Adams Adv.	
ESPEY MFG. CO., INC.	51
Agency: Sylvan A. Wolin & Assoc.	
EVERLAST WIRE & CABLE CO.	50
FINNEY CO.	21
Agency: Allied Adv.	
GENERAL ELECTRIC CO.	29
Agency: Maxon, Inc.	
GENERAL INSTRUMENT CORP.	55
Agency: Contf Adv.	
I. D. E. A. (Regency)	3
Agency: Burton Browne Adv.	
JFD MFG. CO.	45
Agency: Burton Browne Adv.	
JENSEN INDUSTRIES, INC.	48
Agency: Wright-Campbell, Inc.	
LAPOINTE ELECTRONICS, INC.	Second Cover
Agency: F. W. Prella Co.	
MIDTOWN CABINET SALES	50
PHOENIX ELECTRONICS, INC.	41
Agency: Milton Richards Adv.	
QUIETROLE CO.	47
Agency: Sander Rodkin Adv.	
RCA VICTOR DIVISION	33
Agency: J. Walter Thompson Co.	
RAULAND CORP.	65
Agency: Burton Browne Adv.	
SCHOTT, WALTER L., CO.	17
Agency: Tilds & Cantz	
SIMPSON ELECTRIC CO.	57, 59
Agency: Burton Browne Adv.	
SIMPSON, MARK, MFG. CO., INC.	47
Agency: Edward Hamburger Adv.	
SNYDER MFG. CO.	19
Agency: Brooks & London Adv.	
SO. RIVER METAL PRODUCTS	37
Agency: Art-Copy Adv.	
SYLVANIA ELECTRIC PRODUCTS, INC.	7-14
(Receiver Division)	
Agency: Roy S. Durstine, Inc.	
SYLVANIA ELECTRIC PRODUCTS, INC.	39
(Tube Division)	
Agency: Cecil & Presbrey, Inc.	
SYMPHONIC RADIO & ELECTRONIC CORP.	53
Agency: Milton Samuels	
T-V PRODUCTS	61
Agency: Contf Adv.	
TRIO MFG. CO.	Third Cover
Agency: Bartz Adv.	
WESTINGHOUSE ELECTRIC CORP.	4, 5
Agency: Fuller & Smith & Ross, Inc.	

TRIO

AMERICA'S MOST DEPENDABLE TV ROTATOR



TRIO Manufacturing Co.

GRIGGSVILLE, ILLINOIS



FACTORY TESTED to equivalent of three months normal use before shipment.

TEMPERATURE PROOF. Operates perfectly at -50° , even under heavy icing conditions.

FOOLPROOF. Stops itself at ends of rotation. NO burned out motors: NO broken feedlines.

IMPROVED BRAKE. NO coasting; NO drifting.

TWO MOTORS. Separate motor for each direction of rotation.

SMART—EASY TO USE Control unit. Indicates direction without turning rotator.

TWO YEAR GUARANTEE instead of the usual one.

**Write for literature.*



NEW TYPE "SUMMER SLUMP"

There was a time when a "summer slump" meant no business. But the new "summer slump" . . . the TV slump . . . has changed all that.

Today, thanks to top-flight all-year television shows like "Toast of the Town," "Studio One," "Strike It Rich," "Lux Video Theatre," "Man Against Crime," and the "Arthur Godfrey Shows," TV viewing remains at high levels throughout the summer months — and sets are sold — lots of sets.

How? With the *right merchandise* . . . the merchandise CBS-Columbia dealers have.

Low Leader Priced Models — with a 17" table model at \$179.95 and a 21" console at \$249.95 — are the answer to slack-season merchandising. And they're promotional models with legitimate profit margins!

In addition, CBS-Columbia gives you the greatest *demonstrable sell* of all, Full Fidelity TV . . . plus authentic styling and trouble-free performance . . . trade-up models for longer profit margins . . . the valuable Profit Package Plan . . . and the prestige of the greatest name in television, CBS.

Don't you think it would be wise to look further into the most profitable franchise in the industry? Contact your CBS-Columbia distributor for full details, now!



360 RADIO-PHONOGRAPH. "Switch it on and the whole room plays!" CBS 360 sound system uses two speakers and two sound outlets to create the effect of sound that radiates around you.



THE SPOTLIGHT—21-inch big-screen console at a table-model price. Television's value leader to stimulate TV volume now. Rich mahogany-veneer cabinet.



CBS-COLUMBIA INC.

"Putting Vision in Television"

A Subsidiary of the Columbia Broadcasting System