

RADIO & TELEVISION RETAILING

IN TWO PARTS • PART ONE

Sell the Farms
E fringe TV; Antennas,
Boosters, Towers;
Combs, Records, FM;
Home & Farm Appliances;
Good Service.

Sell the Suburbs
TV, AM, FM; Platters &
Players, Appliances,
Recorders, Room Coolers,
Fans; Efficient Service

Sell the Town
TV, Radio, Records,
Home Appliances,
Electric Kitchens,
Air Conditioners, PA;
Fast, Accurate Service.

And, Finally...
Sell Competitively;
Follow-up Prospects &
After-Sale Customers;
Display, Advertise, Canvass.
Use Service to Make Sales.

1950 • May

CALDWELL-CLEMENTS, INC.

Plan Broad Sales Horizons...

FROM CITY TO SUBURB TO FARM!

In this Issue: The Big Chicago Parts Show.—May 22-25

FAIRCHILD AERIAL
SURVEYS, INC.

HOT

For Hot Weather Portable Sales



MODEL A-520A

3-way... plays anywhere with amazing reception. 4" speaker gives big set performance. Recessed dials... maroon or ivory polystyrene cabinet.

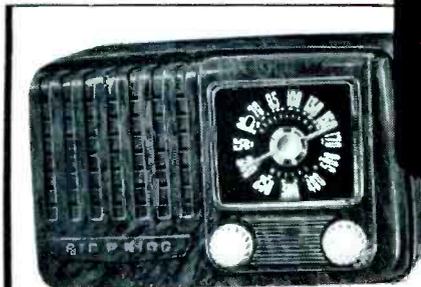
\$28⁹⁵*
LESS BATTERIES

BIG MARK-UP!

FAST TURN-OVER FOR YOU!

TOP VALUE FOR YOUR CUSTOMER!

in television *and Radio*



MODEL A-511

TABLE MODEL—CONSOLE TONE! \$17⁹⁵*

Full deep tone... handsome modern cabinet... 5 tubes... sealed power condenser... precision die-cut antenna.



has everything!

See Air King's Display at the May Radio Parts Show Blackstone Hotel, Chicago, Ivy Room

*Prices slightly higher West of the Rockies

AIR KING PRODUCTS CO. INC. 170-53rd St. Brooklyn 32, N.Y.
NATIONAL DISPLAY 1454 Merchandise Mart, Chicago

RADIO & TELEVISION RETAILING

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MAY, 1950

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Fairchild Aerial Surveys, Inc. Cover

PART TWO—IT'S A BIG BUSINESS
TECHNICAL NEW PRODUCTS



CALDWELL-CLEMENTS, INC.
430 LEXINGTON AVE., NEW YORK, N. Y.

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

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Publisher

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Executive Editor

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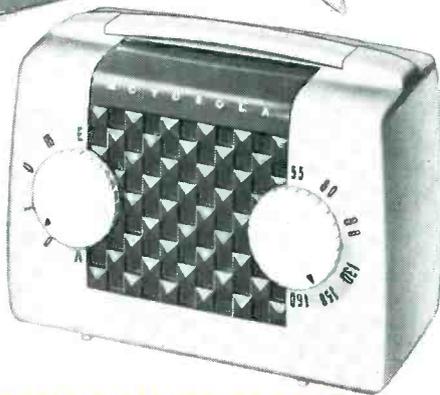
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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH

new profits

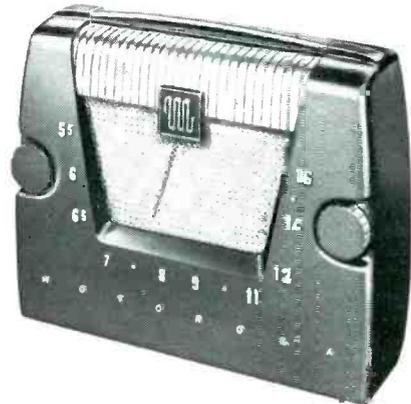
SPRING and SUMMER



NEW PORTABLE BEAUTY AT NEW LOW PRICE!

Here's a natural value for the budget-wise! Model 5L1, the "Music Box," shows no compromise with quality. Your customers still get AC/DC and battery operation — can still depend on "big set" power — and can still enjoy wonderful Golden Voice tone: 2-tone tan and brown plastic.

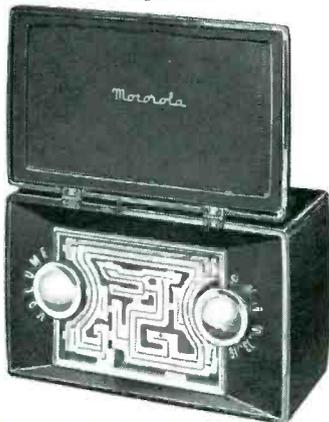
RETAIL PRICE
\$24⁹⁵
Batteries Extra



MOTOROLA'S FINEST IS THE FINEST OF ALL!

For your customers who demand the finest, Motorola's all-new 6L1 "Town & Country" portable radio plays everywhere—on land—at sea—or in the air. The new precision-engineered 6L1 chassis delivers EXTRA BIG POWER plus EXTRA RICH Golden Voice TONE where most portables fail to play at all! Wafer-thin new plastic case in forest green with gold trim.

RETAIL PRICE
\$39⁹⁵
Batteries Extra



STUNNING "JEWEL BOX" — MILADY'S FAVORITE!

The very latest, and smartest in portables — from Motorola, of course! Named the "Jewel Box," Model 5J1 incorporates a Motorola precision chassis for unflinching power and fine tone on AC/DC or battery operation. Rich ebony, jade and gold plastic case.

RETAIL PRICE **\$29⁹⁵**
Batteries Extra

TINY MITE THAT'S DYNAMITE FOR SALES!

It's Motorola's all new 5M1, the "Playmate Jr.," AC/DC-BATTERY "personal" size portable radio! Packs unusual power for its size—delivers Motorola's traditional Golden Voice tone. Plays instantly at a flick of the cover. Sturdy all-metal green case.

RETAIL PRICE **\$34⁹⁵**
Batteries Extra



new all thru . . . now better than ever

Motorola

PORTABLE RADIOS

MOTOROLA, INC.
4545 AUGUSTA BLVD., CHICAGO 51, ILL.

Prices subject to change without notice—prices slightly higher in South and West.

There's a

New

LYTE

... **BIGGER profits!**

... **LOWER prices!**

... **BRAND NEW items!**

See the outstanding antenna of our new line, "The VERSATILE," an amazing triple-duty antenna in the *really* low-price market!

MANUFACTURERS' REPRESENTATIVES

**ROTATORS
ANTENNAS
ACCESSORIES**

As we are now organizing our sales representation throughout the country, protected areas are still available to you. You are cordially invited to visit us at our Suite at the Hotel Stevens, Chicago, during the May Parts Show. See our complete line of accessories and get our sales proposition! We'll be looking for you.



**Products
Company
Plainfield,
New Jersey**

from a new merchandising idea . . .

PORTABLE GIFT PROMOTION...

check the quick-profit possibilities of this new gift package!



Now . . . brand new '50 Motorola portable radios are packaged in beautiful, eye-appealing gift boxes. And, most important, backed to the hilt with a complete national gift promotion that'll pre-sell for you. Spring and summertime create a natural gift market with special days and events that add *extra* sales to your usual early summer portable sales. Cash in—stock up—and tie in your local promotion with Motorola's powerful national campaign. **ORDER STOCK NOW!**

BACKED UP WITH THIS BIG PORTABLE PROMOTION! Here's the biggest barrage of promotional material ever made available . . . built around a *gift slant* to back you up! You'll get sales-pulling portable radio NATIONAL ADS in 17 big-name magazines! You'll have related "gift" MAT ADS in sizes to fit your local newspaper needs! You'll attract business with a special WINDOW DISPLAY and WINDOW STREAMERS to pull customers in your store! Once in, they'll be pleasantly greeted by effective POINT-OF-SALE COUNTER CARDS designed for each gift occasion. And, you'll reach the stay-at-home with gift-pushing TV SPOTS and RADIO TRANSCRIPTIONS. The profits are yours for the taking—take them . . . order now!



contact your Motorola distributor today...

PHILCO AIR CONDITIONING IS BIG BUSINESS!

Read These Letters From Experienced Dealers



1950 Philco Air Conditioners are "going to sell like hot cakes, so don't underestimate our needs this year. It's big business from now on, and I'm expecting to double my last year's volume."

THEODORE A. REINA, Pres.
M. & R. Appliance Co.
Brooklyn, N. Y.

"We have achieved a predominant position in the Houston area in the room air conditioner field and are glad to give Philco a large measure of credit . . . with its reputation over the years for manufacturing quality room Air Conditioners."

H. W. SINCLAIR,
Acme Airco, Houston, Texas



"We have been Philco Air Conditioner dealers since 1939 . . . and are very glad that in the new 1950 Philco line we will have larger units available, since we will be able to reach a much greater market—with more profit and volume to us."

E. TANNER, Tanner Electric
El Reno, Oklahoma

"I sold in excess of 300 Philco (Air Conditioner) units in 1949 . . . I had been planning to double last year's business in 1950 but, after seeing the new line, I have set my sales goal at 1000 units."

SAMUEL SHEARN
exclusive Philco Air Conditioner dealer since 1938
New York City



You, too, Can Cash In on Hot Weather Profits

Public demand for room air conditioners has *skyrocketed!* Philco, the overwhelming leader of the industry, is out with new lower prices, new styling and new features that will make 1950 the *banner sales year* in air conditioning history. Join the Philco dealers everywhere who are turning the "dog days" of summer into months of big profits! Mail coupon below for full details.



Now . . . Every Philco Model has a Sealed Power System

It's "packaged merchandise" . . . every unit now hermetically sealed in oil. Yes, as easy to sell, install and service as an electric refrigerator! Don't delay any longer to reap the *extra profits* that can be yours in the Philco Air Conditioner business.

**WRITE FOR
NEW LOW
PRICES!**

**MAIL COUPON FOR FULL DETAILS
OF THE 1950 PHILCO AIR
CONDITIONING SALES PROGRAM**

PHILCO CORPORATION

Sales Manager, Air Conditioners
Tioga & C Streets, Philadelphia 34, Pa.

Gentlemen: Please send me new, descriptive Philco Air Conditioner literature together with dealer prices and special financing plans.

NAME _____

STREET _____ COUNTY _____

CITY _____ STATE _____

PLAY THIS ON YOUR CASH REGISTER!

Sensational New Emerson Portables Ready to Ring Up Nationwide Sales Record

Nothing moves like Emerson Portables. Always tops in style, tone, performance and value! This year more beautiful than ever—with greater profit opportunities for you.

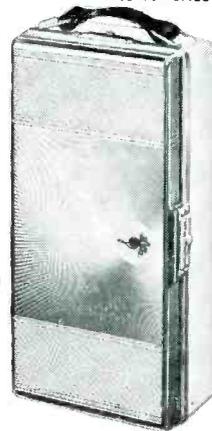
Trim your windows, oil up the cash register, here comes the Emerson bandwagon! All models available for Immediate Delivery!

Emerson
Radio and
Television



← **MODEL 646—3-Way Portable.** Operates on self-contained batteries, AC & DC. Maroon, Tan, Green, Ivory . . . **\$24.95** less batteries

MODEL 656—3-Way Portable. Operates on batteries, AC, DC. Powered with 3-gang condenser for Long-Distance. Maroon or Sand plastic. **\$39.95** less batteries



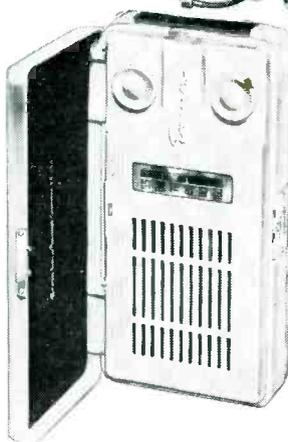
MODEL 584—3-Way Personal Portable, for battery, AC, DC operation. Ivory, Ebony or Green. . . **\$39.95** with batteries



MODEL 645—Famous Fan-Tenna Portable . . . with Lift-Up Antenna. Self-Powered. Plastic cabinets in Maroon, Tan and Sand. . . **\$18.95** less batteries



MODEL 657—3-Way Portable, with 3-gang condenser. Simulated alligator cabinet in Brown. Operates on batteries, AC, DC. **\$44.95** less batteries



MODEL 640—Self-Powered Personal Portable. Pocket-size cabinet in Ivory, Saddle Tan, Green and Maroon. Lid-operated on and off switch. . . **\$24.95** with batteries

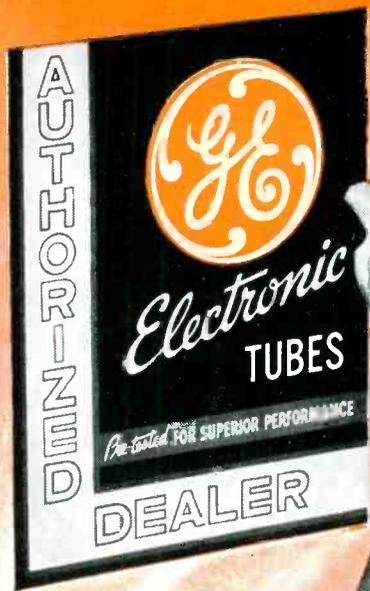


Emerson
SUPER
Portables

Emerson Radio & Phonograph Corporation
New York 11, N. Y.

Prices slightly higher in the South and West

CONFIDENCE STARTS HERE!



DO YOU HAVE THESE G-E SALES BUILDERS?

- NEW 4-way plan for more business
- NEW electric window sign
- NEW outdoor metal sign
- NEW luminescent window card
- NEW decalcomania
- NEW tube storage-display cabinet
- NEW newspaper ad mats
- NEW postcard promotion mailers
- Convenient G-E pocket office
- Mandy G-E tube puller
- Techni-talk Magazine
- TV service course
- Distinctive shop garments
- Wall plaque
- Giant tube cartons
- Imprinted stationery and business cards
- Repair and tube-test stickers
- Job-tickets and shipping labels

"It's the 'G-E' on my store window that brings in customers. And 'G-E' on the tube cartons on my shelves leads them to buy!" Radio-TV servicemen unite in this statement, for their sales have proved the *pull* of the General Electric trademark.

Also . . . more business comes to G-E tube dealers because *all* their needs are met with a complete line of TV-picture, metal, glass, and miniature types, as well as germanium diodes and selenium rectifiers. Profits are bigger by reason of General Electric's sensational group of plus-powered promotion helps (the list at the left shows how many *new* items there are to give your 1950 sales a jet take-off).

Phone or write your G-E tube distributor . . . today. He'll show you how to make real money from an active local market you can dominate with G-E tubes to install and sell, G-E promotions to help you sell! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

You can put your confidence in—

GENERAL  ELECTRIC

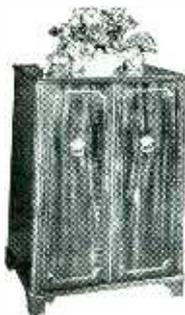
181-JA4

We built YOUR PROFIT right into the new *Andrea* line!

On his 30th Anniversary in radio and television manufacturing, Pioneer Frank A. D. Andrea offers you the finest line of TV instruments ever to bear his name. Not only finest in performance . . . in appearance . . . in value . . . but by far the finest in profit potential for you! Here is a line of just six models . . . yet you'll find everything from compact table receivers to de luxe combination consoles . . . three popular picture tube sizes, the 12½-in., the 16-in. and the newest ANDREA "True-Life-Size" 19-in. tube. Plus hand-rubbed cabinets of fine mahogany veneers, built-in antennas and a host of other selling features. All priced competitively. All with that ANDREA "Extra Margin" for dealer and distributor. Write for details.



THE ANDREA SUTTON . . . a new console in the popular 16-in. size . . . with FM radio, plug-in for record player. Closed view at left shows its handsome full-swinging, hand-rubbed mahogany veneer doors.



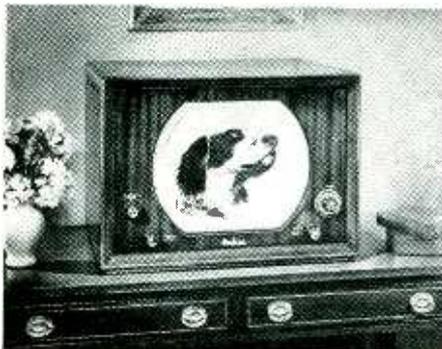
THE ANDREA NORMANDY . . . "True-Life-Size" 19-in. tube, FM radio plus AM radio, convenient plug-in for record player.



THE ANDREA MAYFIELD . . . 16-in. table model, with FM radio, plug-in for record player.



THE ANDREA CARONIA . . . de luxe combination console, 19-in. "True-Life-Size" picture tube, FM radio, AM radio, 3-speed automatic phonograph.



THE ANDREA SAYBROOKE . . . trim table model with 12½-in. picture tube, FM radio, plug in for record player.



THE ANDREA FLEETWOOD . . . combination console with the popular 16-in. picture tube, FM radio, 3-speed automatic phonograph.

Andrea

SHARP-FOCUS
TELEVISION
*The Finest Franchise
in Television*

ANDREA RADIO CORPORATION
27-01 Bridge Plaza N. • L. I. C. T, N. Y.

The Brilliant, New



U. S. Devices Corp.

Antenna Rotator is

Incredibly Superior

in
ENGINEERING • CONSTRUCTION
MATERIALS • PERFORMANCE
DURABILITY!

We Prove it with Facts, not Fancies...

No other rotator has more than 3 of the following . . . U.S.D. HAS ALL 19! Heavy Duty Tandem Reversible Motor • In-line Thrust • In-line Reamed Bearings • Cast-In Self Lubricating Bearings • Insulated Strain Relief for Lead-In • Magnetic Brake to Prevent Coasting • Ball in-line Thrust Bearing • Self Locking Worm • 4 Wire System • Thrust Plate • Adjustable Worm Thrust • Ball Worm Thrust • Single Screw Terminal Cover • Stream Line Design • Machined Brass Worm Gear • Hobbed Brass Gears • Steel Main Shaft • Up to 1½ Inch Mast Top and Bottom • Rubber Moisture Sealed Housing.

The U.S.D. Antenna Rotator is no hit or miss entry into the field . . . but an entirely new product, brilliantly conceived and engineered by skilled television experts, to take its place as the foremost rotator on the market. An unbiased test by a nationally famous testing laboratory shows: the U.S.D. Rotator is infinitely superior, mechanically and electrically, to anything else on the market—the ultimate achievement in an antenna rotator.



U.S.D. Control with Accurate Directional Indicator. Positive Lock-Stop. Hairline Tuning in Two Directions.

PLACE YOUR ORDER WITH YOUR DISTRIBUTOR

Model 501 Rotator and Control Box (with End of Rotation Light) **\$39.95**

Model 502 Rotator and Control Box (with Directional Indicator) **\$49.95**

Prices slightly higher in the West

Write for Data-Packed Catalog

Manufactured and Unconditionally Guaranteed by

U. S. DEVICES CORP.

Antenna Rotator Division

Hillside Ave., Oak Tree • So. Plainfield, N. J.



THERE'S A DIFFERENCE YOU CAN SEE WITH U.S.D.



Will take any Antenna or Stacked Array • The Easiest Rotator to Install

Pat. Pending

Visit Our Display • Parts Show Rooms 14 A and 15 A • 6th Floor

..this letter speaks for itself!

Admiral Corporation
SERVICE DIVISION

201 E. NORTH WATER STREET • CHICAGO 11 • TELEPHONE ROYAL 4-4622

Mr. Mel Bushring
Simpson Electric Company
5200 West Kinzie Street
Chicago 44, Illinois

Dear Mel:

This is to tell you how delighted we are here at Admiral with the new Model 303 Simpson Vacuum Tube Volt-Ohmmeter. It certainly is a versatile instrument for television servicing.

The large meter is very legible, and yet the instrument itself is a compact size. I particularly like the AC voltage range, which is the widest I've ever seen on this type of instrument.

Our service engineers think you've done a good job on the Operator's Manual, too, because it is both complete and concise.

Of course, we've used the Simpson Model 260 Volt-Ohm-Milliammeter for years. The "303" is a fine companion instrument to the "260".

Congratulations!

Sincerely yours,

M. J. Schinke
ADMIRAL CORPORATION
M. J. Schinke
National Service Manager

MJS:ar

WORLD'S LARGEST MANUFACTURERS OF RADIO PHONOGRAPHS WITH AUTOMATIC RECORD
R&B Model • Television • Nat. Phonograph • Radiograms • Gram. Projector



**Model 303
VACUUM TUBE
VOLT-OHMMETER**



SPECIFICATIONS

DC Voltage
Ranges 1.2, 12, 60, 300, 1200 (30,000 with Accessory High Voltage Probe)
Input Resistance 10 megohms for all ranges
DC Probe with one megohm isolating resistor Polarity reversing switch

Ohms Ranges 1000 (10 ohms center)
100,000 (1000 ohms center)
1 megohm (10,000 ohms center)
10 megohms (100,000 ohms center)
1000 megohms (10 megohms center)

AC Voltage
Ranges 1.2, 12, 60, 300, 1200
Impedance (with cable) approx. 200 mmf shunted by 275,000 ohms

AF Voltage
Ranges 1.2, 12, 60
Frequency Response Flat to 100,000 cycles

Decibels
Ranges -20 to +3, -10 to +23, +4 to +37, +18 to +51, +30 to +63

Zero Power Level 1 M. W., 600 ohms
Galvanometer
Zero center for FM discriminator alignment and other galvanometer applications

R. F. Voltage
(Signal tracing with Accessory High Frequency Crystal Probe)
Range 20 volts maximum
Frequency Flat 20 KC to 100 M.C.
105-125 V., 60 cycles

Size
5 1/2" x 7" x 3 1/4" (bakelite case). Weight: 4 lbs.
Shipping Wt.: 6 1/2 lbs.

Dealer's Net Price
Model 303, including DCV Probe, ACV-Ohms probe and Ground Lead—\$58.75;
Accessory High Frequency Probe, \$7.50;
Accessory High Voltage Probe, \$14.85
Also available with roll top case, Model 303RT—\$64.75

Simpson ELECTRIC COMPANY
5200 WEST KINZIE STREET, CHICAGO 44, ILLINOIS • IN CANADA: BACH-SIMPSON, LTD., LONDON, ONTARIO
Phone: COLUMBUS 1-1221

G.E.'S GREAT NEW 12½" TV VALUE!



**BLACK-DAYLIGHT
TELEVISION**

\$199⁹⁵*

*Plus tax, installation and picture tube protection plan.

**Sell TV's finer picture
at G.E.'s lowest price!**



MODEL 12T7 with big 12½" black tube

▼ **ORDINARY TV**
Limited range of picture tones



▲ **G-E MODEL 12T7**
Wider range of picture tones

MEET one of the fastest selling TV sets General Electric has ever produced—G-E Black-Daylight Model 12T7. This new model is moving out of stores almost before it's uncrated because it gives you TV's strongest selling point: *a finer picture, greater eye comfort . . .* at our lowest price ever for 12½" TV! Side-by-side tests prove to customers that 12T7 gives blacker blacks, sharper contrast than ordinary TV. Plus freedom from annoying glare and reflection. Built-in antenna. Modern, genuine mahogany veneered cabinet. Jump on the 12T7 success train—call your G-E television distributor, or write *General Electric Company, Electronics Park, Syracuse, N. Y.*—now!

You can put your confidence in—

GENERAL  ELECTRIC

SELL RAYTHEON...

the best set in sight for good sound reasons!



Now Raytheon becomes one of the few top ranking, major manufacturers of television sets to provide a low cost full year parts and tube warranty with every TV set sold.

This policy will prove a *real sales-maker*. For dealers building a long-range program of acceptance on sales and service it means full factory support and greater profits. To customers it offers a sales-clincher with *guaranteed satisfaction*. Introduction of this strong policy is just another one of the sound reasons you have to SELL RAYTHEON the best set in sight. One-year warranty becomes effective on date of installation in buyer's home.

This warranty applies to all parts, including television picture tube, and replaces present 90-day warranty now in effect. Sets now in dealer inventory may be registered for warranty by payment of registration fee any time before June 1st, 1950.

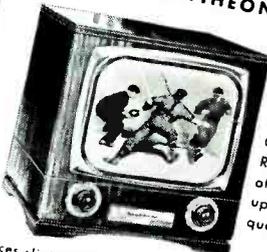
**BELMONT RADIO
CORPORATION**

Subsidiary of Raytheon Manufacturing Company

5927 W. Dickens Avenue, Chicago 39, Illinois



THE RAYTHEON DICKENS



Handsome new mahogany table model with Super 16 Rectangular Screen, Glareless tube, Ray-Dial tuner and all of Raytheon's up-to-the-minute, top quality features.

Prices slightly higher in West and South **\$259.95**

"Leave it to Sylvania!"



SYLVANIA ANNOUNCES...

"Another Sylvania advance!"



Two Outstanding New

"That's great news for TV Service men!"



TV Test Instruments!

Sylvania's early pioneering in radio testing devices naturally places this company in a position to step ahead in the field of television testing equipment.

So again Sylvania comes through! This time for service dealers everywhere, with a splendid new line of TV Test Equipment. Here are the first two instruments in this line. A new TV Marker Generator will be announced soon. Mail coupon for prices and latest specification sheets.



Sylvania TV Oscilloscope

Here's an entirely new high gain, wide band oscilloscope especially designed for television. Accurately displays any TV pulse, wave-shape or signal on a large 7-inch screen. Has excellent tilt, rise-time, and overshoot characteristics. Features include: 3-position frequency-compensated attenuator; vernier gain control; low internal hum level. Mail coupon for full details.

Type 400

Sylvania TV Sweep Signal Generator

This compact instrument is equipped with electronically controlled sweep circuits to eliminate the complexities inherent in mechanical type sweeps.

The smooth attenuator gives continuous control of the output from 300 microvolts to the maximum of .1 volt. Voltage-regulated power supply insures good frequency stability. Double shielded to prevent unwanted signal leakage.



Type 500



RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

SYLVANIA ELECTRIC

Sylvania Electric Products Inc.
Advertising Dept. R-1405
Emporium, Pa.

Please send me full details about Sylvania's new TV Test Equipment.

Name _____

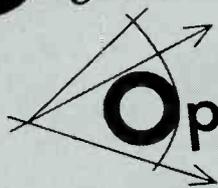
Street _____

City _____ Zone _____ State _____

The Industry's Best **QUALITY TV BUY!**

to give you traffic-building,
PROFITABLE PROMOTION
RIGHT NOW, just when
you need it most!

Starrett

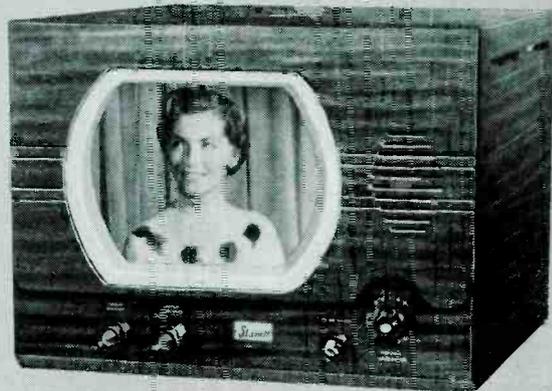


Opticlear

TELEVISION

with exclusive, scientifically **FILM-FREED**
black picture tube, and built-in antenna

With all the engineering perfection, the
superior performance, the cabinet artis-
try that mark **STARRETT OPTICLEAR**
quality!



"THE PAUL REVERE"
12½" TUBE TABLE MODEL
to retail at only

\$159⁹⁵
in Walnut

AND WHEN IT COMES TO PROFITABLE PROMOTION...

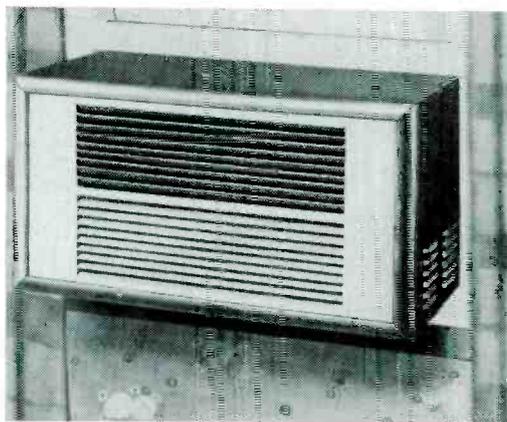
NOTHING COMPARES WITH

Starrett
ROOM AIR CONDITIONER

COOLS • FILTERS • VENTILATES
DE-HUMIDIFIES • DE-ODORIZES

½ and ¾ hp models, with revolutionary
innovations that provide the greatest
comfort, the most trouble-free perform-
ance, the easiest installation, and the most
economical operation.

start as low as **\$239⁹⁵**
retail



Write Now for Profit-Packed Dealer Details

STARRETT TELEVISION CORP.
601 West 26th Street, New York 1, N. Y.
Television • Air Conditioners

+Reg. U.S. P.&T. OFF.
*Slightly higher in West



EUREKA SELLS **QUALITY!**

PICTURE QUALITY AND LONGER LIFE

Rejects of Eureka cathode ray picture tubes run to less than one half of one percent!

This means that Eureka is stressing fine craftsmanship at no sacrifice to present production schedules. Eureka's firm policy is to insure that each and every shipment represents the best in kinescopes.

Write or phone for specifications and full information.

For longer tube life and picture . . .

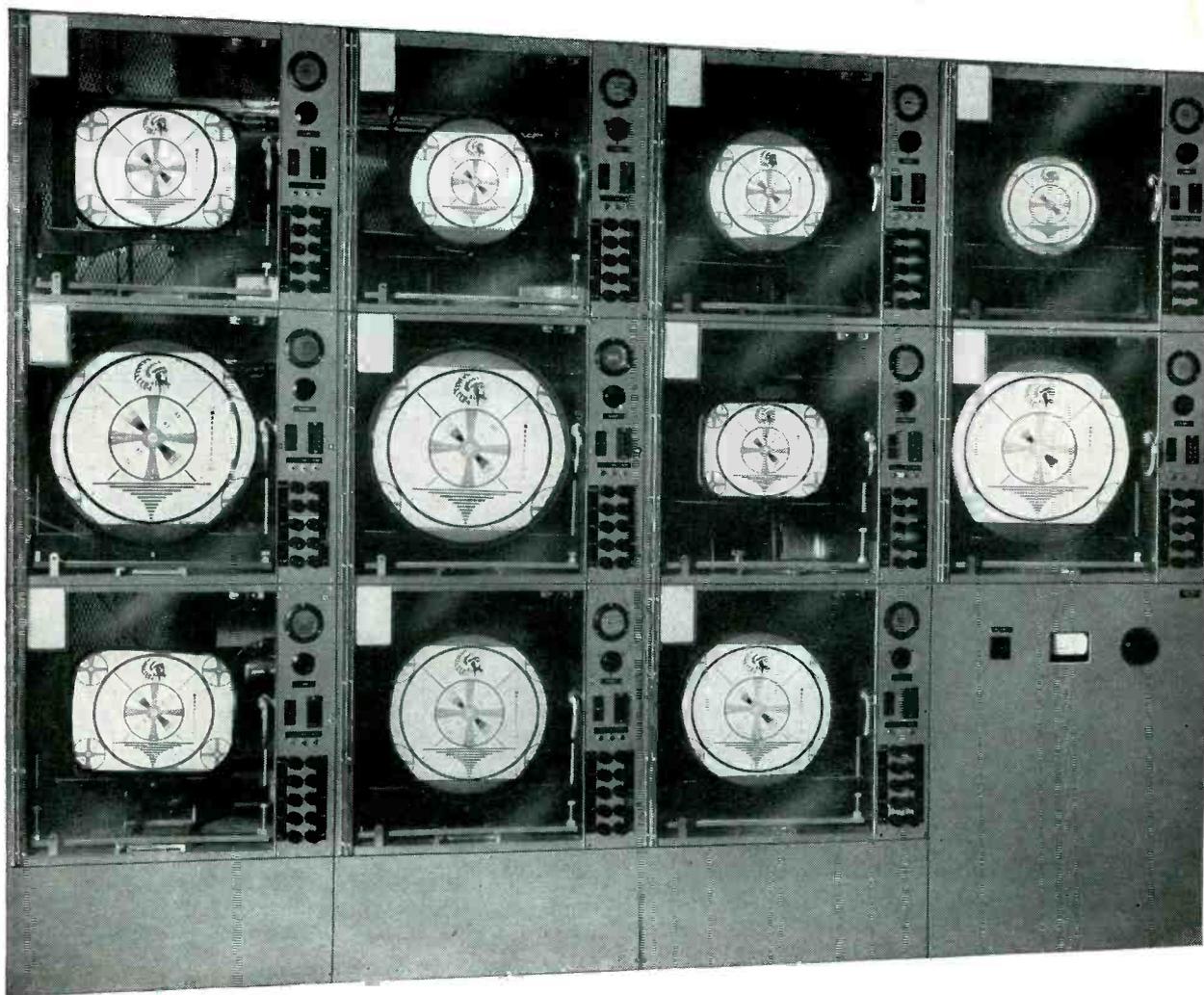
QUALITY, it's EUREKA!



EUREKA TELEVISION and TUBE CORPORATION

69 Fifth Avenue, Hawthorne, New Jersey • Tele. Hawthorne 7-3908

Sheldon LIFE TESTS *Insure*



CONSISTENT PICTURE TUBE PERFORMANCE

Each Sheldon "Telegenic" Picture Tube is subjected to 23 specific quality-control tests and inspections before shipment. As a "guardian" over all tube production, a percentage of Sheldon Picture Tubes are picked at random from each "run." They are put on life-test in the specially-designed equipment shown above. Each tube is operated under identical electrical and

mechanical conditions. The resulting, automatically-recorded data is another aid to Sheldon engineers in maintaining the consistently outstanding quality of Sheldon Telegenic Picture Tubes.

That is why, when you specify Sheldon, you get the BEST in television picture tubes.

Write for Sheldon's new "General Characteristics and Dimensions" Wall Chart on its complete line of 24 picture tubes . . . crystal face, velour black, round, rectangular, all-glass and glass-metal types.

Sheldon
NATURAL IMAGE



SOFT GLOW
Picture Tube

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

68-98 Coit Street, Irvington 11, N. J.

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

SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

→ VISIT SHELDON'S BOOTH NO. 201 & DISPLAY ROOM NO. 632, PARTS DISTRIBUTOR SHOW, MAY 22-25, STEVENS HOTEL, CHICAGO ←

ARVIN presents TV's New Value Leader!

Quality at a Low Price!

\$ 189⁵⁰

*
Plus
Federal
Tax —
\$1.39

Big 12½" Screen

NO-GLARE BLACK TUBE

This great new Arvin Model 2122TM is loaded with everything you need to meet your toughest competition! You name it — Model 2122TM has got it! New super-contrast No-Glare Black Tube • 92 square inches of sharp, clear undistorted picture • phono-jack • built-in Versi-tenna • selected hardwood in luxury mahogany finish • beautiful satin finish gold-color frame • famous Arvin simplified tuning • service-free electromagnetic circuit • straight AC operation for longer tube life and many more fast-selling features. Stock Arvin Model 2122TM now and watch the sales roll in!



You can
SEE the difference!



Matching table available at slight extra cost.

ARVIN Model 2122TM

*Slightly higher in Zone 2

● **Write, wire or phone your distributor NOW!**

Arvin Television & Radio Division • NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana

TELEVISION IS WONDERFUL

...but there
are times...

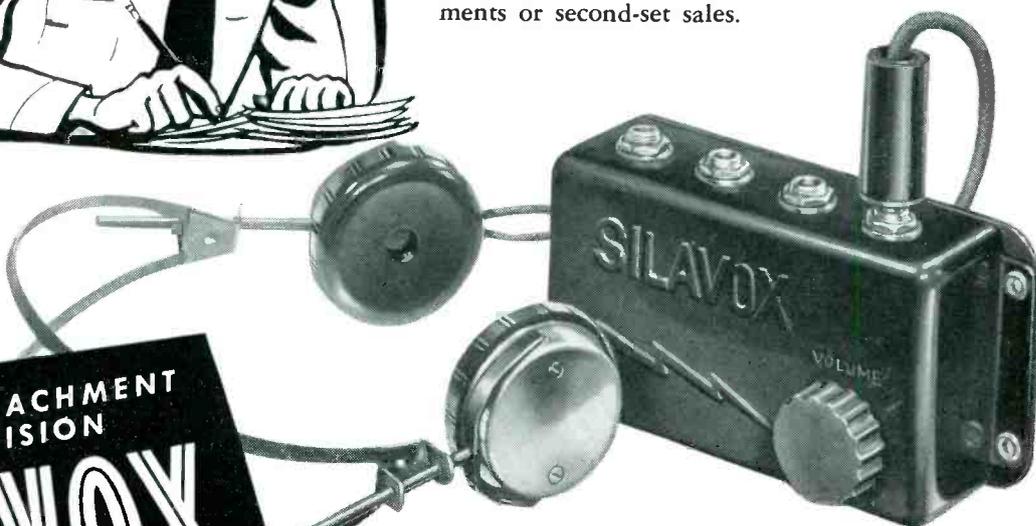


a little peace and quiet are necessary! But, just because Dad must work, the youngsters needn't be deprived of TV! Now, SILAVOX personalizes television enjoyment!

INDEPENDENT SURVEY SHOWS: 31% of TV Owners are IMMEDIATE Prospects for SILAVOX!

BIG MARKET. Here's an attachment for TV sets that enables listening thru earphones, with set volume OFF. Or, operate with both ON . . . (A boon to hard-of-hearing!) Both have separate volume controls.

BOOST TV SALES. The SILAVOX helps you sell that TV buyer who fears TV's effect on home activity. Too, it's a follow-up item to get you back in the home for TV replacements or second-set sales.



Handsome walnut or ivory plastic case. 3-position switch, 4 jacks and 2 sets of quality earphones that reproduce sound with console-like fidelity. Order extra profits with SILAVOX today!

Liberal Discount on \$17.95 List Price
(Includes Dealer's Installation Allowance)

ATTENTION: Distributorships available in some territories.

WRITE!

SKINNER & PELTON, INC. 100 No. LaSalle St., Chicago, Ill.

Sparton



TOWN & COUNTRY TELEVISION

... the toast of the town

... the talk of the trade



SPEAKS FOR ITSELF—in stylishness, in performance, and low direct-to-dealer price. Sparton Town Series. Model 5056. 12½" picture tube. Drift-free sound system, built-in power antenna, Sparton Sound-Lock. Mahogany veneer, burnished-brass trim, gold rayon grill cloth. Prices on all models guaranteed through April 30, 1950.

Today, when the talk's about television, the talk's about Sparton.

And with good reason!

For Sparton's Town and Country Line, with the famous Sparton pay-for-what-you-need design, is a smart buy—and a sure sell!

Sales mean *more* for you, too, with Sparton. New attractive discounts, new sales plans, guaranteed prices, plus the original Sparton Cooperative Merchandising Plan of direct-to-dealer distribution, help make Sparton franchises the talk of the trade.

Like to talk about the chances of an exclusive Sparton franchise in *your* community? Why not write us—today?

Sparton

Radio-Television's Richest Franchise

SPARTON RADIO-TELEVISION

Division of

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN

Use the **FINANCING SERVICE**

For the moment, pass over the cash sales you will make during the balance of the year. Concentrate your thinking on your potential time payment market.

It is big . . . probably more than 50% of your sales from now on will be in this class.

There are a number of financing institutions that can offer you plans for time payment financing. But can you get from any *one* of them, all the advantages that Commercial Credit service offers?

We say "NO" but we leave it to you to investigate and make sure.

How many offer you not only the usual retail financing, but also the wholesale help that keeps your show-room floor stocked with merchandise . . . where your prospects can see what they want, and buy it?

How many can offer you as complete coverage through more than 300 offices, which definitely takes care of your interest when customers move away from your territory?

Commercial Credit service is not "lip" service. It is SALES service. Your local Commercial Credit representative can give you proof of this. Talk to him.

**that
GIVES
the
MOST
PROFIT**



Helps Dealers Make

More SALES More PROFITS

More SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore, ■ Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

the magnificent
Magnavox
radio-phonograph - television



Magnavox Dealers Really Cash In

On Long Discounts That Never Shrink!

ONE reason why Magnavox is the dealer's best opportunity for profits is the unusually fair markups enjoyed with this line of premium quality. Moreover, Magnavox protects the dealer's rightful profits by rigidly enforcing its prices in every state which permits Fair Trading.

**The Magnavox Company
Fort Wayne 4, Indiana**

*"We've proved **Rauland** is the ideal "plus" line..."*



... Says **MIKE EBINGER**, owner

Ebinger Radio Company

2211 Gravois Street, St. Louis, Missouri

"We've proved to ourselves that Rauland Television Tubes are ideal to round out our picture tube line, for several reasons. There's no question about the quality of their tubes and time and again the Rauland people have been first to offer important improvements for the industry.

"Another 'dollar-and-cents' reason for our selection of Rauland tubes is that the company specializes in picture tubes and offers an unusually large number of tube types for replacement purposes. In combination with our receiving tube line and the picture tubes available with it, Rauland's tubes enable us to offer a complete picture tube service to meet our customers' requirements.

"Illustrative of it being the ideal 'plus' line of picture tubes is the new Indicator Gun feature developed by Rauland. With this feature, the service man is enabled to make positively correct adjustment of the ion magnet quickly and without need of mirrors, thus eliminating possible compensating misadjustments of components."

With the Rauland line, you too can meet picture tube service requirements completely and with assured customer satisfaction. The Rauland line includes metal and all glass tubes, plain, aluminized and Luxide (the original "Black" tube) screens and aluminized Luxide screens.

The new Rauland Indicator Gun (patent pending) provides a visible and accurate indication for the service man making ion trap magnet adjustment, and is visible from the back of the set while adjustment is being made. No other guide is needed for correct magnet adjustment.

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



hallicrafters



Model No. 747

**Another
Bright, New
Star in
the TV Sky!**

**Increased
Sensitivity
Doubles
Power**

**Plus:
Phonograph
Input Jack!**

16-Inch Black RECTANGULAR Tube...\$249⁹⁵*

*Yes, this new star in Hallicrafters' Mid-Century Series
shines far above all others! Brilliant quality in its compact,
rich mahogany leatherette cabinet . . . spectacular in its
precision-engineered performance—yet down to earth in price!*

*Slightly higher in Zone 2
Blond, \$10.00 more

THE TELEVISION THAT AMAZES EVEN THE EXPERTS

hallicrafters

CHICAGO 24, ILLINOIS

**It took 21 Years
TO WRITE THIS AD!**

For 21 years, since building and operating this country's FIRST government-licensed TV station, W2XCL, PILOT has been developing new, better ideas and improvements for finer, easier TV reception. The result? . . . a 1950 line of PILOT TV sets, so superb in performance, so easy in operation, so dependable, that demand has far outstripped supply! But — with stepped-up production promising more of these fine, quality-famed television sets in the near future —

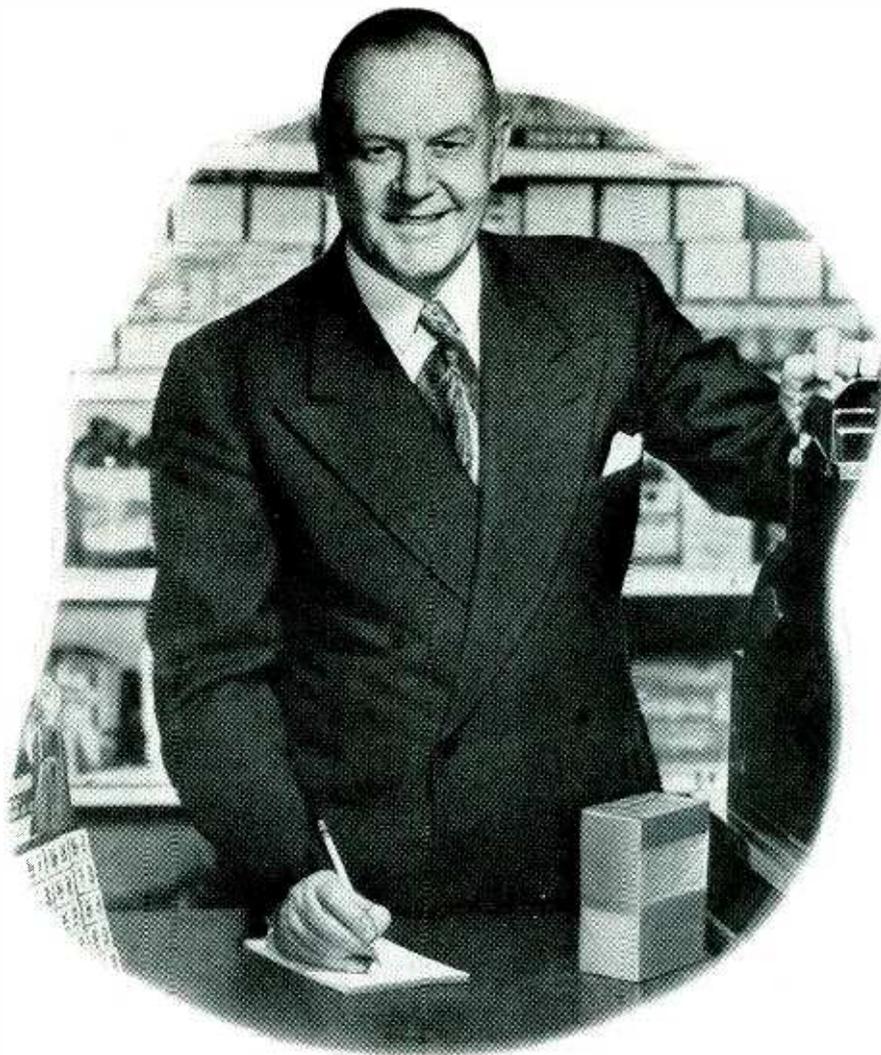
PILOT TELEVISION

invites a limited number of reliable, qualified INDEPENDENT dealers in territories outside of the New York Metropolitan Area to write concerning a valued PILOT TELEVISION franchise.

Prepare NOW to cash in on the spectacular swing to PILOT TELEVISION. Share the distinction and prestige of the company famed round the world as The Standard of Excellence . . . PILOT RADIO CORPORATION.

*Applications considered in order of receipt.
Write for full information NOW!*

PILOT RADIO CORP. 37-06 36th Street, Long Island City I, N.Y.



How to find the smartest merchants in town...

There are merchants in every town who stand out. You'll find imagination in their window displays . . . showmanship in their sales promotion . . . persuasiveness in their advertising. You'll also find they know the value of being represented in the 'yellow pages' of the telephone directory.

It's smart business to advertise in the 'yellow pages'. It's an ideal way to guide

prospects to your store. *Nine out of ten shoppers use those 'yellow pages' for buying information.* YOUR name, address, telephone number and sales message in this popular buying guide will work for you at *all* hours, *every* day.

Get full particulars today about this important potential source of sales.

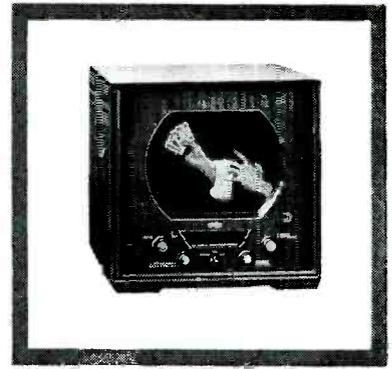


AMERICA'S BUYING GUIDE FOR OVER 60 YEARS

For Further Information, Call Your Local Telephone Business Office.



THE PUTNAM BY DU MONT—table model in mahogany veneers—12½" picture tube—phono-jack—many high priced set features—complete FM radio—\$269.50†

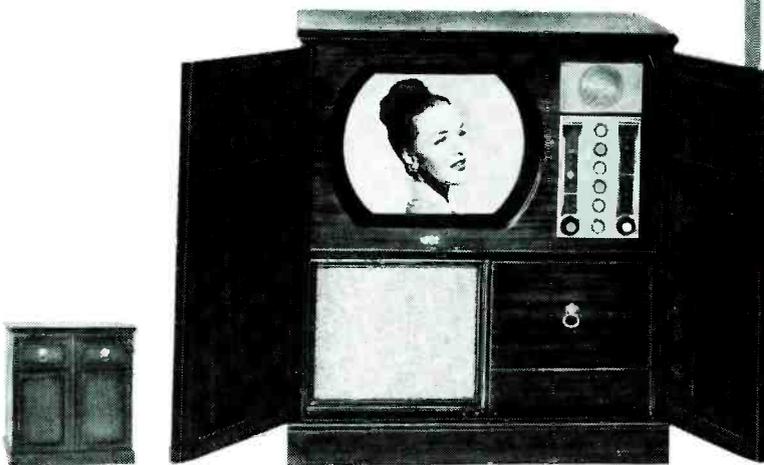


distinguished

THE GUILFORD BY DU MONT—gracious consolette in period design—12½" picture tube—phono-jack—many high priced set features—complete FM radio—\$329.50†



THE WINSLOW BY DU MONT—handsome contemporary console—19" picture tube—phono-jack—30 tubes and 4 rectifiers—complete FM radio—\$495.00†



THE SHERBROOKE BY DU MONT—the ultimate in TV, FM, AM and phonograph performance—magnificent cabinet—19" picture tube—34 tubes and 4 rectifiers—exceptional sound fidelity—automatic phonograph plays all three sizes, all three speeds—\$695.00†

†Plus excise tax. Prices slightly higher in the South and West.

Invite your prospects to see the Morey Amsterdam Show over the Du Mont Television Network. Morey is a great salesman.

Now your Du Mont franchise
is worth more than ever!

NEW DU MONT *Telesets**

in traditional high quality at new lower prices.

NOW the first name in television brings you more saleable models than ever. Here is famous Du Mont craftsmanship in distinguished new designs at prices that are the lowest in Du Mont history.

Every model has a host of new Du Mont electronic developments for a new high in television performance, including—

The Lifetone* picture tube—a revolutionary and exclusive Du Mont development which brings sharper, more life-like pictures than ever before. Life-Size 19" direct-view screens on three models.

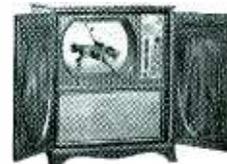
The Sensituner*—a new and improved version of the famous Du Mont Inputuner* providing still greater selectivity for finest available tuning over the entire FM and TV bands.

The Signalock*—New Du Mont electronic development to amplify

signal and screen out nuisance waves from ignitions, reflection, etc.

The Steadibeam* automatic signal compensator for continuous compensation of signal level variations giving remarkable sensitivity and steadiness.

Automatic Voltage Stabilizer—prevents picture fading from other appliances turning on and off as well as outside influences that cause house voltage changes—part of the Du Mont super-power circuit that assures constant, bright, sharp pictures (featured in the 19" sets).



THE HANOVER BY DU MONT—distinguished Hepplewhite console with doors—19" picture tube — phono-jack — 30 tubes and 4 rectifiers—complete FM radio—\$565.00†

—Plus the many extra values that have always made a Du Mont Teleset the best buy in television.

Now, more than ever, your Du Mont franchise is valuable.
Now, more than ever, Du Mont Telesets are saleable.
Now, more than ever, you can tell your prospects:

*"You'll get more out of life with Television.
You'll get more out of Television with Du Mont."*

*Trade Mark

DU MONT *first with the finest in television*

It's Fada for '50!

The Talk of the Industry



Model S-1055

16 inch, 143.5 sq. in. Rectangular glare-free filter glass screen. Automatic Gain Control circuit. Built-in 'Fada-Scope' antenna. Beautifully matched grain Mahogany veneer De luxe console with bronze metal front grill. Incomparable tone reception.
List \$299.95

Fada has Everything!

- ★ LOW PRICE
- ★ EYE APPEAL
- ★ PERFORMANCE
- ★ GUARANTEES FAST TURNOVER QUICK PROFITS

All the new 1950 Fada sets have:

- ★ Glare-Free Black Tubes
- ★ Fast Gain Control
- ★ Built-in 'FADA-SCOPE' Antennas.
- ★ Unexcelled tone with 10 Inch concert quality speakers in all consoles.



Model S-1020

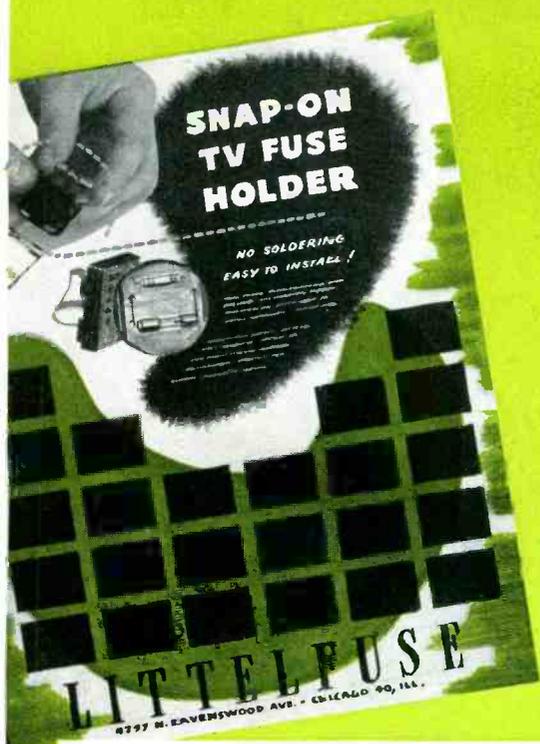
12½ inch, 91 sq. in. screen with the amazing A.G.C. control which makes for smooth pictures . . . Built-in 'Fada-Scope' antenna . . . Simplified tuning . . . outstanding tonal quality. List \$239.95.

**Contact your Jobber or write us
for Jobber in your Territory!**

"Pioneers in Radio & Electronics Since 1920"

FADA RADIO & ELECTRIC CO., INC., BELLEVILLE, NEW JERSEY

SNAP-ON TV FUSE HOLDER!



DEAL NUMBER 1

Snap-on fuse holder for quick, easy replacement of TV pigtail fuses. Snap one side of holder on blown pigtail fuse in set. Snap regular replacement fuses in other side—the job is done. No more cutting out the pigtail. No more messy soldering. No more fuses blown by hot irons. Save time, save work, save the customer's money, and still make big TV profits. Service dealer cost, 15c each.

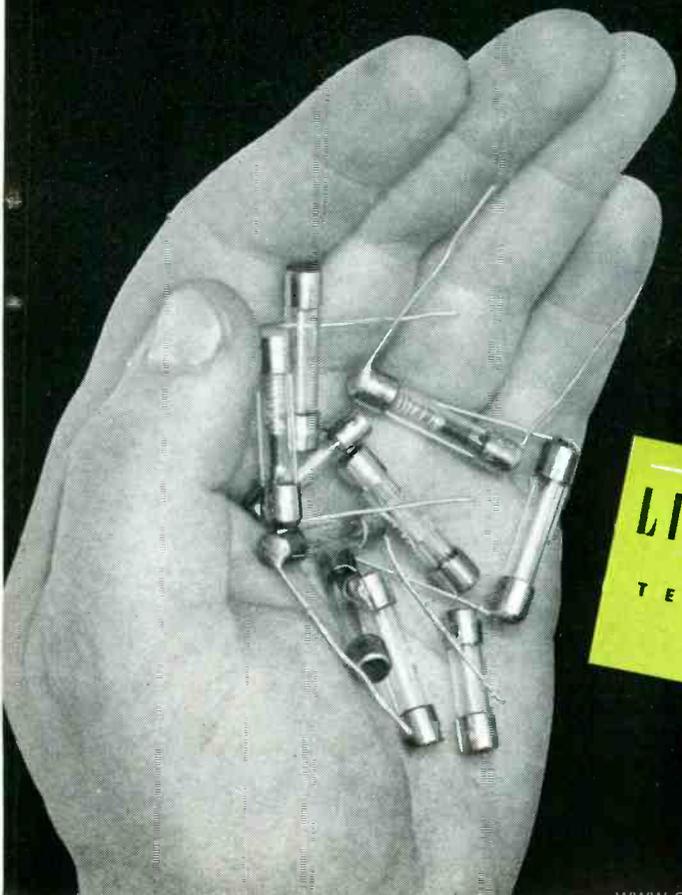
LITTELFUSE INC.
4757 N. RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

2 TV PROFIT DEALS!

DEAL NUMBER 2

TV fuse kit—10 assorted fuses that service all TV receivers —Admiral, Philco, RCA, Zenith, Emerson, Hallicrafters, etc., etc., etc. The serviceman needs the right fuse in his box—it is in this kit when he needs it. Saves time, saves profit. Service dealer cost, 98c each.

LITTELFUSE INC.
4757 N. RAVENSWOOD AVE., CHICAGO 40, ILLINOIS



TV FUSE KIT

NOW! Convert 10"-12½"

Quickly, Profitably, Easily with

NEW! NORELCO DUO-VUE
world's first dual-purpose TV offers
3' x 4' picture — \$199.50 list*

NEW! PROTELGRAM "CONVERSION PACKAGE"
makes possible huge 234 sq. in.
picture for trade-in buyers



This 2½" 3NP4 is smallest projection tube on market, is lowest in cost (\$19.50 retail), produces largest home picture (3"x4').

NORTH AMERICAN
PHILIPS
COMPANY, INC.



PROTELGRAM

North American Philips has really BIG PROFIT NEWS for you—and BIGGER, BETTER PROTELGRAM TV pictures for your customers, up to 3' x 4' in the sensational NORELCO DUO-VUE now making its world premiere at \$199.50 — more television picture for less money than ever before offered!

What is there in it for you? PROFITS from PROTELGRAM's Four-Way Plan described on the right.

Philips makes it easy and profitable for you to—

1. Sell PROTELGRAM to set builders interested in bigger pictures — 13½" x 18".

2. Sell PROTELGRAM for custom-built, large-screen installation, up to 3' x 4' for homes, clubs, bars, hotels, etc.

3. Sell NORELCO DUO-VUE, television's newest, finest and biggest picture used with the customer's direct-view table set to produce 3' x 4' pictures on a home-movie screen. A flip of a switch selects either picture, and you can connect DUO-VUE to almost any table-model receiver in less than an hour.

4. Sell PROTELGRAM in a conversion cabinet to customers wanting to convert their 10 or 12½" direct-view receivers to a picture larger than a 20" tube gives. And you can make the conversion in less than one hour following the simple, straightforward instructions provided.

Right NOW is the time to make extra profits with PROTELGRAM. Read every word of this ad. Then get in touch with your distributor or send the coupon now for all the facts.

**Prices slightly higher west of Rockies. Connection charges extra.*

NORTH AMERICAN PHILIPS COMPANY, INC.

100 E. 42nd Street, New York 17, N. Y.

now the famous



Hepplewhite

with **Big-as-Life 16-inch Television**
AM, FM, Phonograph



THE MOST FAMOUS Stromberg-Carlson style of all comes to television.

Feature the Hepplewhite . . . and you feature a combination that cannot be matched for beauty and performance.

BIG-AS-LIFE! Huge full-view picture on new rectangular 16-inch tube.

CLEAR-AS-LIFE! New Hi-Contrast "black" tube practically eliminates glare and reflection.

TRUE-TO-LIFE TONE! The richness that comes only from the matchless Stromberg-Carlson audio system. Powerful 12-inch speaker.

EXCLUSIVE STROMBERG-CARLSON LONG-LIFE TUNER. Super-sensitive—for maximum picture clarity and stability, even in "fringe" areas.

SEPARATE TUNING CIRCUIT and tubes for high or low band give maximum performance on any channel.

AUTOMATIC FREQUENCY LOCK keeps picture steady.

KEYED AUTOMATIC GAIN CONTROL minimizes picture adjustments.

BUILT-IN "TELATENNA"—no indoor or outdoor aerials needed in most areas.

HIGH-FIDELITY AM-FM RADIO.

3-SPEED TRI-O-MATIC RECORD CHANGER plays all types of records.

BEAUTIFUL CABINET of matched mahogany veneers, hand-rubbed to glistening satin finish.

There is Nothing Finer than a

STROMBERG-CARLSON

Stromberg-Carlson Company, Rochester 3, New York — In Canada, Stromberg-Carlson Co., Ltd., Toronto

RADIO TELEVISION RETAILING

Including "Radio & Television"
and "Radio & Television Today"

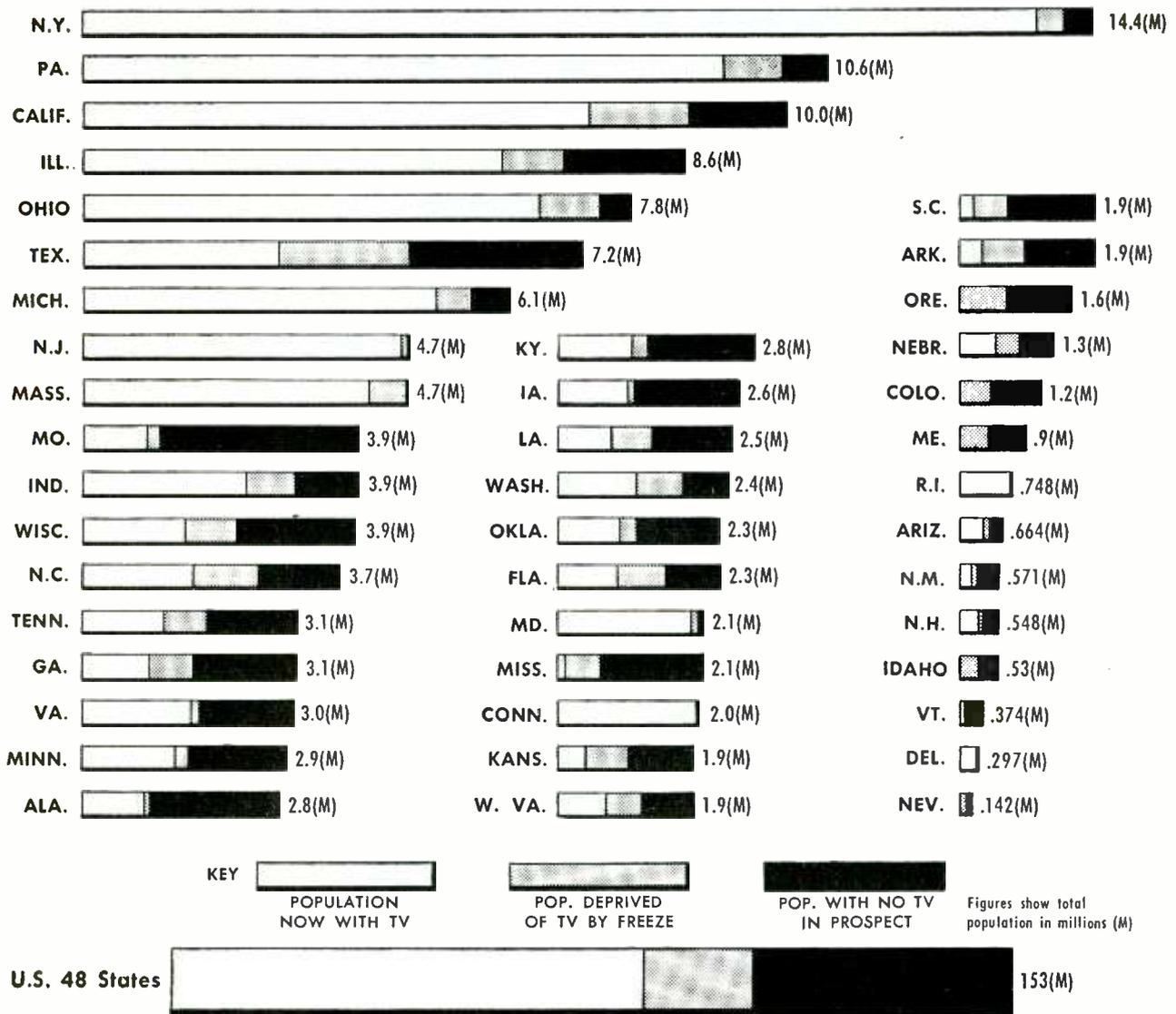
Established in 1922
as ELECTRICAL RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

HOW FCC'S TV "FREEZE" AFFECTS YOUR STATE



Above are shown: 1 (by white bars) the millions who now are within reach of television broadcasting; 2 (gray) the millions who are currently deprived of getting any TV because of the FCC "freeze" which prevents the building of 300 additional TV stations all ready to go; and 3 (black) the millions for whom there is no prospect of any television broadcasting until new stations are applied for and authorized

on some additional TV band not yet allocated by FCC. Eighty-seven million people in the U. S. are now within reach of one or more TV stations. Twenty million others, now without any TV station, could have TV broadcasting quickly if FCC would lift its "freeze". And 46 million others have no prospect of getting television until new higher channels are opened up and occupied.

What's Ahead!—in Radio,

STRICTLY "PROTECTED TERRITORY," under which the dealer would get commission on any and all sales made in his franchised area, seen by many merchants as the solution, in certain areas, to the numerous situations wherein builders and others have been able to obtain merchandise from sources by-passing the local retailer.

BEFORE '50 BOWS OUT OF THE PICTURE, look for a new electric iron by a big maker . . . More TV sets under \$100 . . . A couple of new-comer sewing machines . . . Some TV sets with less tubes than you may think possible . . . A new flood of give-aways as sales stimulants . . . A continued turnover of big brass in manufacturing circles . . . Tubes larger than 20-inch in some TV sets . . . A new big-name automatic washer . . . Boom in oil burner biz due to the recent coal strike.

FLURRY OF BRAND-SWITCHING BY DEALERS and jobbers dying down. Competition keeping manufacturers on their toes, causing them to make all-out effort to hold their valuable outlets.

TRYING TO FIGURE OUT THE EXPORT MARKET proving to be a real headache to many a manufacturer. In most foreign countries, new sets of political and financial problems, or a combination of both, crop up by the day.

"WHAT MAKES ALEX GO," title of a recent Collier's piece on Alex Lewyt, president of the Lewyt Corporation, whose vacuum cleaner, a postwar baby, has really gone places in the sales field.

DEALERS REPORTING THAT THE valuable sales training material issued by certain manufacturers is not only helping them to select and coach prospective salespeople, but is helping to attract promising new-comers by selling salesmanship as a dignified and profitable vocation.

THE GOOD JOBBER IS

- A merchandising expert who helps dealers sell
- A clearing house for information on products
- A business expert who helps dealers in financing
- A liaison contact between manufacturer and dealer
- A warehouseman who makes rapid deliveries to stores
- A prompt adjuster who renders efficient service
- A top-flight administrator of cooperative ad plans

NUMBER OF MAKERS JUMPED INTO THE Fair Trade violation situation in New York City, sending out warnings and pleas for cooperation to dealers in the metropolitan area. Involved are small fair-traded appliances which were offered at cut prices by department stores and discount houses in a competitive "war." Many outlets have discontinued selling such products at prices below the minimum list permitted by law; some are being sued.

ONCE AGAIN TV WILL BE THE FEATURE of the Music Show to be held in Chicago's Palmer House, July 10-13. Record-breaking attendance is expected by officials of the National Association of Music Merchants, sponsors.

CONSUMERS BACK ONCE MORE IN THE "shopping-around" groove, and not only for "better prices," either, but to satisfy themselves that they're getting the best for the money. Real salesmanship is needed to sell such folk. Under such favorable economic conditions as prevail today, the salesman who lets himself believe that most current customers are "price-buyers" is using an alibi that won't hold water. For example, a recent survey by this magazine showed that in TV, big pictures have more appeal than price in the consumer's mind.

PARK AVENUE DOWAGER in a swank midtown Manhattan store buying phono records for her pet pooch. Claims animal likes to listen to nursery rhyme platters.

THE WHOLE SUBJECT OF TV DISCOUNTS is controversial. Do retail dealers get sufficient margin on TV sales? The answer to this question will be found in results of a nationwide survey of costs of doing TV business now being jointly conducted by the Retailing Division of City College (College of the City of New York) and the publishers of **RADIO & TELEVISION RETAILING**. The information will be broken down in a compilation of averages, and published in this magazine as a service to its readers.

WITH THE PHONO RECORD INDUSTRY now stabilized at three speeds, look for a large-volume business in platters and playing equipment from here on.

GROWING ACCEPTANCE FOR RECORDERS in schools and colleges will help up total sales this year. More and more recorders being used by police and other municipal departments, with the home market looking up as well.

Appliances, Records and Television

SWITCHING FROM JOB TO JOB by straight commission salesman due, says a prominent retailer, to several reasons, among them: 1. Justifiable unwillingness to assume service headaches. 2. Drawing accounts cut off before salesman has had sufficient time to develop business. 3. Assignment to low-potential territories, with the good spots going to salaried favorites. 4. Not enough floor time. 5. Store not furnishing sufficient leads.

HEALTHY REVIVAL IN COOKING SCHOOL activities throughout the country bringing in lots of plus business to participating dealers. Factory field men busy, too, conducting in-store demonstrations before groups of customers.

NO SLOW-UP FOR SECOND HALF of 1950 seen by Hotpoint's president, J. J. Nance. In a message to dealers, he says: "At the beginning of the year the general outlook for business indicated a high level of activity for the first half, with probably downward adjustments occurring in the second half. Contrary to that general opinion, I am now confident that the appliance business in the last six months of the year can be as good as in the first half."

CLASSICAL RECORDS are valuable supplements to TV, points out Paul Southard, vice-president Columbia Records, because great orchestras do not televise well and so are disappearing from the TV screen. Hence music-lovers should be encouraged by trade to purchase combinations and long-playing records for adequate musical enjoyment.

TELEVISION STATIONS ON THE AIR as of May 1 number 105, while sets in use have reached five and one-half million. WHBF-TV, Rock Island, Ill., is expected to come on this month, as number 106, and three more stations (Nashville, Jacksonville and Atlanta) due later in the year.

ALL TELEVISION TUBES MADE by Sylvania Electric Products are now carrying a one-year guarantee. Code date stamped on the tube at the time of shipment will determine whether that tube is within the adjustment period.

SURPRISINGLY FEW RADIO AND TV sets being traded these days, with poor response to trade-in ads. This is quite a contrast to the pre-war days when the great majority of sales involved the taking in of used sets, most of them worthless. Trade-in rate continuing high on refrigerators, washers and vacuum cleaners.

A 30-INCH DIAMETER TV tube with more than 600 square inches of screen area, was disclosed by Dr. Allen B. Du Mont at the luncheon marking the official opening of the huge Du Mont Allwood tube plant, at Clifton, N. J. Suggested use for the tube is in receivers for public places such as schools, clubs, hospitals, etc.

BIG EVENT FOR WEST COAST is the coming 6th annual Pacific Coast Electronic Exhibit to be held in the Municipal Auditorium, Long Beach, California, September 13-15. The exhibit will be held in conjunction with the annual IRE convention.



TELEVISION'S IMPACT FELT IN MANY directions. TV has needled the stock market, brought back vaudeville, cut down the number of unemployed puppets, and has made fight and wrestling fans of numerous women, including grandmothers. TV receivers are vying with automobiles for the consumer dollar, entertaining millions to the consternation of the movie folk, and are the fastest selling product in the hands of dealers today. Superb video shows now on air are setting a new pattern in drama.

FUTURE EVENTS OF INTEREST TO READERS

MAY 7-14: National Music Week

MAY 14: Mother's Day

MAY 22-25: Parts Distributors' Conference & Show, Hotel Stevens and Exhibition Hall, Chicago.

JUNE 5-8: RMA 26th Annual Convention, Hotel Stevens, Chicago.

JUNE 12-16: National Association Electrical Distributors, Convention Hall, Atlantic City, N. J.

JUNE 18: Father's Day

JULY 10-13: National Assn. of Music Merchants (NAMM), Music Industry Trade Show & Convention, Palmer House, Chicago.

AUG. 7-19: U. S. International Trade Fair Chicago Coliseum, International Amphitheater and Navy Pier, Chicago.

AUG. 27-SEPT. 1: Radio Parts Distributors' Convention (NEDA), Cleveland

Auditorium, Cleveland, O.

SEPT. 13-15: Pacific Electronic Exhibit, Municipal Auditorium, Long Beach, Cal.

SEPT. 30-OCT. 8: Third Annual National Television & Electrical Living Show, Chicago Coliseum, Chicago.

OCT. 11-OCT. 14: 15th Annual Conference of the North Central Electrical Industries, Copley Plaza Hotel, Boston.

Today's fastest-selling system



45J—The automatic record changer attachment that's selling faster than anything you've ever handled. Plays through the speaker of any radio, phonograph or television set. Beautiful, compact cabinet. Quick way to bigger record business.

Here are the "Basic 3" of many RCA Victor instruments featuring the sensational "45"!

You can offer your customers RCA Victor's "45" system in a wide variety of instruments . . . from an automatic record changer attachment to a magnificent console housing television, AM-FM, short-wave radio, 33 $\frac{1}{3}$ —78 rpm changer, and the "45" changer. That's why your profit opportunities are so much greater with "45"!



A55—Victrola radio-phonograph combination. Automatic 33 $\frac{1}{3}$ —78 rpm record changer in one drawer . . . "45" changer in another to preserve "45" sales advantages. Powerful AM radio, too. All in a smart, distinctive cabinet.



45EY—The Victrola phonograph with unprecedented, quick turn-over. Automatic record changer complete with built-in speaker and amplifier . . . not an attachment. Up to 50 minutes of life-like entertainment at touch of button. **Plus the Anniversary Album!**



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

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

of recorded music.



RCA VICTOR "45"

and here's your
FIRST ANNIVERSARY OFFER!

In just one short year, the RCA Victor "45" has skyrocketed to the fastest selling system of recorded music. Celebrate this startling climb with your First Anniversary Offer.

Just look at this Sales-Catching Deal:

20 GREAT SELECTIONS:

Ave Maria	Perry Como
Lord's Prayer	Freddy Martin
Tchaikovsky Piano Concerto	Vaughn Monroe
Racing With The Moon	Al Goodman
South Pacific Hits	Glenn Miller
South Pacific Hits	Wayne King
In the Mood	Three Suns
Little Brown Jug	Tommy Dorsey
The Waltz You Saved For Me	Tex Beneke
Twilight Time	Sammy Kaye
I'm Getting Sentimental	Sons Of the Pioneers
Moonlight Serenade	Boston Pops Orchestra
The World Is Waiting For The Sunrise	Allan Jones
Down Among The Sheltering Palms	
Cool Water	
Chant of The Wanderer	
Fiddle Faddle	
Chicken Reel	
Donkey Serenade	
Giannina Mia	

"Nothing compares with '45',"
rave the stars who make the records.



MAESTRO TOSCANINI SAYS: "I consider '45' remarkably faithful reproduction of recorded music. I was impressed with the speed and smoothness of the automatic record changer."



MARIO LANZA SAYS: "Like an actual performance! I could hardly believe my ears!"



EDDY ARNOLD SAYS: "Even the price is music to your ears! RCA Victor '45' sounds better, plays easier, costs less!"

PLUS The 45EY
phonograph



All this for the low price of the phonograph alone! That's a savings of \$7.52 for your customers. Add it up and you get PROFITS. Here's a red-hot deal that can't miss.

Here's your Ad Campaign. Your distributor has plenty of newspaper mats. These ads are designed for you—designed to generate sales for you! Start 'em running in your newspapers now.

And here's National Support for your own store!

Ad #1—May issue Coronet Ad #2—May 29 Life Ad #3—June 3—Post
Ad #4—June 6—Look Ad #5—June 19—Life Ad #6—June 24—Post
Ad #7—July issue—Ebony Ad #8—July 4—Look

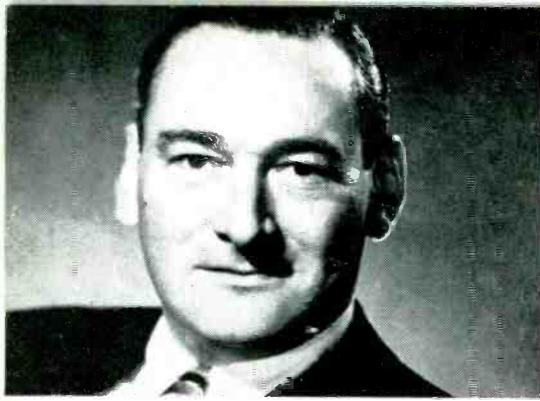
These are all big, hard-working ads! Readers are sold and sent to you to hear and buy. And that's not all! Your distributor has displays and colorful window streamers waiting to highlight the First Anniversary Offer in your store—catch shoppers and sell 'em. The First Anniversary Offer means dollar profits for you!



Only RCA Victor Makes the "Victrola" "Victrola"—I. M. Reg. U. S. Pat. Off. DIVISION OF RADIO CORPORATION OF AMERICA

The Chicago Show

Get-Together a Pattern for Profits and Prosperity—Spurs the Industry to Greater Heights



• With every available inch of display space in Exhibition Hall, Hotel Stevens, Chicago, allocated months ago, the 1950 Parts Distributors Conference and Show gets under way **May 22 to 25**.

All attendance records promise to be broken at this year's event, and with the terrific impact of television upon the industry, those attending and exhibiting expect to do a lot of business at the Show, and to make numbers of valuable contacts. All this in addition to getting a real insight into what's new in the field.

Here's a complete calendar of events:

On **Sunday morning, May 21st**, the special trains sponsored by "The Reps" will begin pulling into Chicago stations from New York, Philadelphia, the Southwest and elsewhere. Special accommodations are being worked out for transporting the industry's parts distributors to Chicago in company with manufacturers' representatives who are arranging special entertainment programs enroute.

The success of the Show management's advance registration program will insure each of these Sunday arrivals quick and easy access to his hotel room well in advance of the first event on the official program.

At about the same time Sunday, the airlines will begin pouring their passengers into Municipal Airport. Many jobbers are planning "airlift" transportation to the Show.

Cocktail time Sunday will usher in the Radio Old Timers traditional annual get-together, when the veterans of twenty years or longer in the industry will fete the youngest and oldest old timers present.

Meantime the Exhibition Hall will be a bee-hive of activity, with 164 companies moving their displays into place and setting up for the main event. This activ-

ity will be repeated on the Hotel's fifth and sixth floors and approximately 100 suppliers move their wares and displays into the Display Room Areas. The Information Center will be set up by "The Representatives" on the fifth floor, ready for the early rush of jobbers seeking information on arrivals, registrations and room locations.

Last minute touches on the Exhibition Hall displays will begin when the hall opens for installation work at **9 A.M. Monday**. The first official association meeting is scheduled for **10 A.M.**, when the National Electronic Distributors Association annually holds its general meeting. **One hour later** "The Representatives" of Radio Parts Manufacturers, Inc., will be called to order in their annual general meeting. **At 2 P.M.** the Sales Managers Club, Eastern Division; the Association of Electronic Parts and Equipment Manufacturers and the West Coast Electronic Manufacturers Association will hold their joint meeting, and **at 3:30 P.M.** the Radio Parts & Electronic Equipment Shows, Inc., will hold its annual meeting of member-exhibitors and general members.

At 7 P.M., all paths converge on the Hotel Stevens grand ballroom for the 14th annual industry dinner. This year, in recognition of the fact that those attending the Show will have the benefit of three daily conferences and seminar sessions in addition to attending the Exhibition Hall and Display Rooms showings, the banquet committee has arranged a solid hour of entertainment by top notch professional performers, eliminating all speeches. The committee has gone to great pains to have a superlative menu prepared for the dinner.

On **Tuesday**, the Exhibition Hall is formally opened at **10 A.M.**, with Jerome J. Kahn, president of the 1950 Parts

(Left row, top to bottom): Jerome J. Kahn, Standard Transformer Corp., show president; W. W. Jablon, Espey Mfg. Co., show vice-pres., director; W. O. Schoning, Lukko Sales Corp., show secretary, director; Les A. Thayer, Belden Mfg. Co., show treasurer, director. (Bottom row, left to right): Robert C. Sprague, Sprague Electric Co., show director; Charles Golenpaul, Aerovox Corp., show director; Aaron Lippman, aron Lippman Co., show director; Charles A. Hansen, Jensen Mfg. Co., show director.



Opens New Sales Horizons

Distributors Conference and Show presiding at the traditional cutting of the ribbon which will permit the first flow of visitors to pour into the Hall.

At 1 P.M. the doors of display rooms on the fifth and sixth floors will be thrown open to visitors and at 2 P.M. the first of a series of three conferences will be called to order in the North Ballroom. The subject will be "Sales and Merchandising," at which Richard C. Borden, of Borden & Busse, nation-

Sponsors of the Show

Assn. of Electronic Parts & Equipment Manufacturers, West Coast Electronic Manufacturers Association, National Electronic Distributors Association, Radio Manufacturers Association, Sales Managers Club (Eastern Division).

Dates—May 22 to 25

Place—Hotel Stevens, Chicago

Title of Show—The Parts Distributors Conference & Show

Operated by: Radio Parts & Electronic Equipment Shows, Inc.

ally famous sales consultant, will treat with problems which face distributors in merchandising their products to the trade. This hour talk will be followed by a similar period of questions and answers, moderated by veteran jobbers who will cite case histories to illustrate problems under discussions. The Exhibition Hall will close at 6 P.M.

Wednesday will see the second full day of activity in the Exhibition Hall which opens at 10 A.M., and renewed activity on the fifth and sixth floors where display rooms open at 1 P.M. At 2 P.M., Harry R. Wise, of the National Cash Register Co., will be the principal speaker at the conference and seminar in the North Ballroom. His talk will be on "Inventory Control," in which he will discuss the need for control of inventories and accepted methods applicable to the parts distribution business. An hour

question-and-answer period will follow.

Thursday, the final day of the Show, will be featured by the afternoon conference on "Financial Management," with Neil Ruit, regional manager of the National Credit Office as the main speaker. Ruit will point out capital requirements to do adequate business. He will also highlight some of the problems facing distributors in connection with making sales on credit. Following his talk jobbers will cite case histories and discuss specific problems in financial management. The Exhibition Hall will open at 10 A.M., and the display rooms at 1 P.M., for the final day of viewing displays and exhibits.

LIST OF EXHIBITORS

(Booths. Names of exhibitors in display rooms follows this section.)

Company	Booth No.
Aerovox Corporation	404
Aircraft Marine Products, Inc.	124
The Alliance Mfg. Co.	222
Alpha Wire Corp.	516
Altec Lansing Corp.	302
American Microphone Co.	503
American Phenolic Corp.	614
American Radio Hardware Co., Inc.	109
American Television & Radio Co.	420
Amperite Company	110
Anchor Radio Corp.	2
Approved Electronic Instrument Corp.	10
The Astatic Corp.	317
Atlas Sound Corp.	417
Audio Devices, Inc.	611
Barker & Williamson, Inc.	422
Belden Manufacturing Co.	405
Bell Sound Systems	514
David Bogen Co.	407
British Industries	301
Brush Development Co.	106
Bud Radio, Inc.	206
Burgess Battery Co.	221
Bussman Mfg. Co.	112
Camburn, Inc.	129
Carter Motor Co.	601
Centralab	509
Chicago Transformer Division	606
Cinch Manufacturing Co.	413
Clarostat Manufacturing Co.	320
Cleveland Electronics, Inc.	204
Condenser Products	418
Columbia Wire & Supply Co.	619
Consolidated Wire & Assoc. Companies	208
Continental Carbon, Inc.	108
Cornish Wire Co.	613
Crescent Industries, Inc.	115
Crest Transformer Corp.	607
J. W. David & Company	103
Drake Electric Works	518
Dumont Electric Co.	101
Duotone Company	521
Electric Soldering Iron Co.	310
Electronic Instrument Co.	202
Electronic Measurements Corp.	6
Electro Products, Labs.	219
Electro-Voice, Inc.	127
Electrovox Co.	107
Ellar Woodcraft Corp.	122
Erie Resistor Corp.	415
Espey Manufacturing Co.	406
Freed Transformer Co.	118
Gee Lar Products	5
General Cement Mfg. Co.	114
General Electric Co.	608
General Industries, Inc.	412
General Transformer Corp.	501
Girard-Hopkins	511
Guardian Electric Mfg. Co.	212
The Halldorson Company	414
The Hallcrafters Co.	605
Hammarlund Mfg. Co.	7
Hardwick, Hindle, Inc.	519
Hickok Electrical Instrument	318
Holl Audio Industries	203
The House of Television, Inc.	14
Illinois Condenser Co.	617
Indiana Steel Products Co.	116
Industrial Condenser Corp.	504
Industrial Development Eng. Assoc.	27
Insuline Corp. of America	616
International Resistance Co.	307
Jackson Electrical Instrument Co.	520
Jackson Industries	604
J-B-T Instruments, Inc.	508
Jensen Industries, Inc.	517
Jensen Manufacturing Co.	402
J.F.D. Mfg. Co., Inc.	120
E. F. Johnson	133
Kester Solder Co.	111
The La Pointe Plascomold Corp.	26
Leach Relay Co.	113
Lectrohm, Inc.	519
Lenz Electric Mfg. Co.	314
Littlefuse, Inc.	313
P. R. Mallory & Co.	121
Markel Electric Products	602
Merit Coil & Transformer	621
James Millen Mfg. Co.	217
M. A. Miller Mfg. Co.	211
National Company, Inc.	306
National Union Radio Corp.	117
Newcomb Audio Products Co.	119
Nicholas Equipment Co.	8
Oak Ridge Prods.	11
Ohmite Manufacturing Co.	612
Oxford Electric Corp.	515
Park Metalware Co.	319
Par-Metal Products Corp.	209
The Pentron Corp.	4
Permoflux Corp.	603
Permo, Inc.	25
Phalo Plastics Corp.	3
Philmore Mfg. Co., Inc.	213
Phoenix Electronics, Inc.	618
Pickering & Co., Inc.	12
Potter & Brumfield	123

(Continued on page 40)

(Below, left to right): Lew W. Howard, Triad Transformer Mfg. Co., show director; W. D. Jenkins, Radio Supply Co., Chairman of the Board, NEDA, show director; Kenneth C. Prince, show's general manager and legal counsel; William E. McFadden, president of "The Representatives," the group in charge of transportation to the Show, and the information booths.



The Chicago Show— Pattern for Prosperity!

(Continued from page 39)

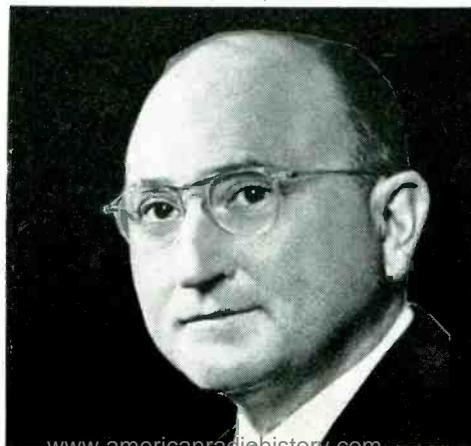
List of Exhibitors in Display Rooms.

Company	Display Room No.
Precision Apparatus Co.	303
Premax Products Division	135
Pyramid Electric Co.	502
Pyramid Instrument	13
Quam-Nichols Co.	510
Racon Electric Co.	130
Radelco Manufacturing Co.	24
The Radiart Corp.	421
Radio City Products Co.	416
Radio Corporation of America	22
The Radio Craftsmen, Inc.	522
Radio Merchandise Sales, Inc.	131
Radio Receptor Co., Inc.	205
Rauland-Borg Corporation	610
Raytheon Mfg. Co.	322
Recoton Corp.	321
John F. Rider Publisher, Inc.	505
Howard W. Sams & Co.	308
Sangamo Electric Co.	218
Walter L. Schott Co.	214
Sheldon Electric Co.	201
Shure Brothers, Inc.	512
McMurdo Silver Co.	21
Simpson Electric Co.	411
Mark Simpson Mfg. Co.	609
Herman H. Smith, Inc.	316
Snyder Manufacturing Co.	125
Sola Electric Co.	513
Sonic Industries	9
Spirling Products Co.	225
Sprague Products Co.	403
Standard Coil Products Co.	1
Standard Transformer Corp.	401
Supreme, Inc.	311
Sylvania Electric Products	615
Talk-A-Phone Company	410
Technical Appliance Corp.	304
Thordarson Electric Mfg. Div.	409
Triad Transformer Mfg. Co.	408
Tricraft Products Co.	216
Trimm, Inc.	128
Triplett Elec'l Instrument Co.	315
Tung-Sol Lamp Works	104
Ungar Electric Tool Co.	309
United Transformer Co.	305
University Loudspeakers, Inc.	506
Vaco Products Co.	507
VM Corporation	23
Waldom Electronics	223
Ward Leonard Electric Co.	220
Ward Products Corp.	312
Webster-Chicago Corp.	210
Weller Manufacturing Co.	215
Weston Elec'l Instrument Corp.	419
Wilcox-Gay Corp.	102
Wincharger Corp.	126
The Workshop Associates	105

Company	Display Room No.
Aircraft Marine Products, Inc.	124
American Phenolic Corp.	550A-551A
Atlas Sound Corp.	521A
Audak Co.	529
Audio Devices, Inc.	602A
Belden Manufacturing Co.	501A
Bell Sound Systems	524A-526A
David Bogen Co.	505A
Brush Development Co.	658 -659
Channel Master Co.	620A
Chicago Transformer Division	656A-657A
Cleveland Electronics, Inc.	542A
Crescent Industries, Inc.	557
Drake Electric Works	637
Eckstein Radio & TV Co.	612
Eicor, Inc.	700 -701A
Electronic Instrument Co.	601
Electro-Voice, Inc.	605A-604A
General Cement Mfg. Co.	502
General Electric Co.	539A
General Industries, Inc.	515A-517A
The Hallcrafters Co.	530A-532A
Hickok Electrical Instrument	544A
Holl Audio Industries	547
Indiana Steel Products Co.	504A
Insuline Corp. of America	556
James Vibrapower Co.	611
J-B-T Instruments, Inc.	657
Jensen Manufacturing Co.	504 -505
J.F.D. Mfg. Co., Inc.	516
Littlefuse, Inc.	560A
Markel Electric Products	609A
Newcomb Audio Products Co.	521
Oxford Electric Corp.	507A
The Pentron Corp.	656
Permotlux Corp.	533A-534A
Philmore Mfg. Co., Inc.	535A-536A
Phoenix Electronics, Inc.	549
Pickering & Co., Inc.	619
Potter & Brumfield	553A
Precision Apparatus Co.	522
Presto Recording Corp.	613A
Quam-Nichols Co.	501
Racon Electric Co.	553
The Radiart Corp.	523
Radio City Products Co.	556A
Radio Corporation of America	512 -513
Radio Merchandise Sales, Inc.	631A
Radian Corp.	654A-655A
Rauland-Borg Corporation	507 -509
Rek-O-Kut Company	557A
John F. Rider Publisher, Inc.	500
Sangamo Electric Co.	561
Sheldon Electric Co.	632
Shure Brothers, Inc.	519A-520A
Simpson Electric Co.	607A
Mark Simpson Mfg. Co.	605 -607
Sonic Industries	560
Spirling Products Co.	612A
Standard Transformer Corp.	512A-513A
Stephens Manufacturing Co.	622A-623A
Talk-A-Phone Company	610A-611A
TV Products	660A
Triplett Elec'l Instrument Co.	520
Tung-Sol Lamp Works	613
The Turner Company	509A
UNIMAC Division	660
University Loudspeakers, Inc.	533 -534
VM Corporation	528A
Ward Products Corp.	537A
Wilcox-Gay Corp.	600
The Workshop Associates	601A

An "Aisle of Trade Names" at the 1950 Parts Distributors Conference and Show will dramatize the industry's stake in its product trade marks. Sponsored by the Association of Electronic Parts and Equipment Manufacturers in cooperation with the Show Corporation, the display will be in the form of a giant billboard flanking the entrance to the Hotel Stevens Exhibition Hall.

(At left, top to bottom): Louis W. Hatry, president of the National Electronic Distributors Association, a show sponsor; Samuel L. Baraf, United Transformer Corp., president of the Sales Managers Club (Eastern Division), a show sponsor; H. P. Balderson, Thermador Electrical Mfg. Co., president West Coast Electronic Manufacturers Association, a show sponsor; S. L. Neiman, the show's public relations counsel. (Below, l. to r.): Raymond C. Cosgrove, president Radio Manufacturers Association, a show sponsor; James Blackledge, The Gramer Company, chairman of the Assn. of Electronic Parts & Equipment Manufacturers, a show sponsor.





World's **FOREMOST** Radio Manufacturer

Brings You the World's **FOUR MOST** Popular Portables



Dealers everywhere acclaim these the **"SELLINGEST"** sets in radio!

They're tops for turnover—these handsomely-styled, super-powered portables with the many sales-making features only Zenith can provide. Look them over. Compare them for stunning beauty, for demonstrable features, for honest quality, for built-in value—then note their down-to-earth price—and you'll easily see why Zenith dealers are looking forward to this summer as the biggest money-making season in portable radio history!

the sensational . . .
**New Zenith
"Universal"**

with styling that stops them . . . performance that sells!

Even in remote locations where many portables fail, the Universal* comes through with amazing clarity and volume. The secret? An extra-powerful circuit with Tuned R.F. amplification . . . A new, more sensitive Alnico 5 Speaker and the exclusive Wave-magnet*. Plays instantly when lid is opened, turns off when closed. Luggage-type buffalo-grained case in black or brown. A natural for summer sales! AC/DC \$49⁹⁵† or Battery operation.

Less Batteries

Customer's Choice—Coast-to-Coast!

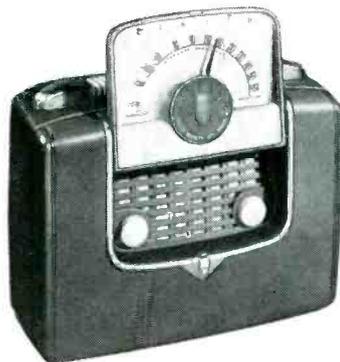


world's finest portable—with the world's finest reputation . . .

"Trans-Oceanic"

The world-famous portable that's extra-powered for long-range reception. Brings in Standard Broadcast plus international Short Wave on 5 separate bands. Plays anywhere—on boats, trains, planes and is Tropic-Treated for resistance to humidity. AC/DC \$99⁹⁵† or Battery operation.

Less Batteries



Tip-Top Holiday*

A streamlined beauty that catches everyone's eye! Lid swings up to reveal giant dial—give tip-top tuning ease. Set plays when lid is raised, shuts off when closed. Rugged cabinet in handsome ebony or two-tone blue-grey, plastic! AC/DC or Battery op- \$39⁹⁵† oration.

Less Batteries



Zenith "Zenette"

Exactly what customers want in a personal radio! Only Zenith engineering skill could produce a tiny portable with such big-set performance. Has built-in Wavemagnet, plays on AC, DC, or battery. Black, maroon or white plastic case gives it maximum sales appeal. \$39⁹⁵†

Less Batteries

...if you want **PROFITS**—you want
ZENITH PORTABLES!

*Reg. U. S. Pat. Off. †Suggested retail price. West coast and far South prices slightly higher. Prices subject to change without notice.

ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS



The Radio, TV, Phono Market at a Glance

• The outlook for the rest of 1950 is almost uniquely rosy for the radio industry. The makers and sellers of parts and sets find themselves in the position of being able to have their cake and eat it, too.

The "cake" in this instance is television. Some time ago, when TV started to boom and radio to fall off, old-fashioned radio was interred without ceremony, and the industry only hoped that the day was not too distant when TV would get big enough to replace it, in their treasuries and cash registers.

But in 1949, when most radio lines were drastically reduced or entirely eliminated, the American consumer loudly proclaimed that he was still in the market for radios. We had experienced shortages of TV sets during most of the period since 1947, but last fall a shortage of radios showed that there was plenty of money to be made in the good old way still.

So we would have not only TV, but radio too. And at the same time, the phono record showed signs of renewed vitality. We haven't had a new speed for over a year now, and it appears that the consumer wasn't as "confused" as the newspaper columnists thought he was. He is buying all three speeds, depending on where he finds the music and the artists he wants; and in surprising numbers he is asking for equipment which will handle all three.

So, since the consumer doesn't feel inclined to settle down to just one of the types of entertainment our industry offers him (radio, TV, or phonographs), the industry must provide him with all of them. The makers of instruments, and the parts that go into them, as well as the distributors and dealers who merchandise them have found themselves wondering how they are going to fill the bill. (And someone was heard to remark, "Is that bad?")

300 Million Tubes

Just to take an example, we can cite receiving tubes. To supply over 10 million radios and 5 million TV sets, plus replacements for existing equipment, will require about 275 million tubes. This is more than the tube makers have ever turned out, their best year to date (1947) being 220 million. And that's not the whole of it, for other uses for receiving tubes (such as amplifiers, recorders, etc.) will bring the demand well beyond 300 million.

And 10 million radios and 5 million TV's would not necessarily be a "boom" year for those commodities. No doubt more could be sold if they were to be

Tubes, Parts, Service and Sales Revenue Seen Headed for Record Heights — Good Summer Predicted

had. As these words are written, certain wanted brands of TV sets, for instance, are as hard to get as cigarettes were during the war.

But this merchandise won't just walk off the dealers' floors at any price. The industry found that out last year—during the spring and summer, that is. We do not predict any slump this year, but if we should have a hot-weather slowdown, we should find the industry in a much better position to handle it. A lot of water was squeezed out of prices of sets and parts during the past year, with far greater values to offer the consumer as a result. The selling pace has stepped up, too, with increased advertising budgets, more outside selling, and more aggressive merchandising in general.

Expect Good Summer

The summer looks good at this point, however. Auto sales and advance resort rentals are both going well, indications which not only bode well for summer spending, but also point to brisk activity in the sales and service of portable radios and auto radios.

Since the retail dollar value of TV sets sold this year is likely to be 2½ times as great as the value of home radios, it is inevitable that this branch of the industry gets the lion's share of attention. Talk of color and UHF has failed to keep the public from buying—in the first third of this year sets in use increased by almost 2 million. The opening of new markets (with new stations, that is), however, will suspend for a while after the last holders of construction permits go on the air this summer. Despite the recent scientific developments in color TV, the commercial exploitation of that wonder is

still at least two years off, and probably more. UHF permits may be issued before this year is out, but it is unlikely that any stations will get on the air for at least a year.

But when these new kinks actually do get into a commercial stage, it can only mean a new phase of expansion for the industry as a whole.

TV on the March

Meanwhile the present areas of TV service continue to expand at an amazing rate. A recent NBC advertisement for its "Howdy Doody" show points to an audience of nearly 6 million a week in 24 markets, a striking testimony to the growth in scope of TV programming since that show first came on the air (and this late afternoon kiddy program is by no means the biggest draw in TV).

As the audience grows, more advertisers can afford to spend more money to offer better programs to the viewers; and as the programs increase in number and in quality, more people become interested in buying sets. The whole thing can be viewed as a pleasant (rather than vicious) cycle.

The growth of TV is not only heartening to the makers of parts and sets and to the dealers who sell them, but also to the service industry, which is headed for an all-time high in size thanks to TV installation and service, which have also fostered tremendous growth in the manufacture and sale of antennas and accessories, tools, parts, tubes, etc.

The radio industry can indeed look forward to one of the greatest years it has ever had, dollarwise, in 1950, with an even greater future ahead.

They'll Make 1950 a Banner Year!



MANUFACTURER • JOBBER • DEALER

*You need only
one rope*



*to ring
the bell!*

You need only one brand

**TO CINCH BIG SUMMER
BATTERY BUSINESS...
AND NOW IS THE TIME
TO CINCH IT!**

• Customers are checking over portables now... getting them ready for spring and summer months! They'll be asking for "Eveready" "Nine Lives" Radio Batteries!

No need to complicate your inventory with more than this one brand! Build a big battery business with "Eveready" Radio Batteries—the brand your customers want!

"EVEREADY"

BRAND

THE BATTERY WITH



"NINE LIVES"



The terms "Eveready", "Nine Lives" and the Cat Symbol are trade-marks of

**NATIONAL CARBON
DIVISION
UNION CARBIDE AND
CARBON CORPORATION**

30 East 42nd Street
New York 17, N. Y.

District Sales Offices:
Atlanta, Chicago, Dallas,
Kansas City, New York,
Pittsburgh, San Francisco

BATTERY-ENGINEERED BY BATTERY MANUFACTURERS FOR BEST BATTERY PERFORMANCE!

How to Run a

TUNE-UP, TUBE-UP,

Extra Revenue for the Dealer Who Goes Out After Business!

• More than 20 million home radios, about one in every five, can be made playable by America's radio technicians in the big Tune-Up, Tube-Up, Check-Up campaign starting this month, with new peaks of volume and profit for those dealers who participate.

While television represents a substantial opportunity, the biggest objective of the Tune-Up, Tube-Up, Check-Up drive is the estimated 20 million home radio receivers now sitting under the noses of millions of apartment dwellers and home owners. In the case of apartment residents, chances are their consoles or table sets are just taking up space in the living room, waiting to be repaired. In dwellings of all sorts, favorite hiding places for repairable receivers include guest and maids' rooms, closets, cellars and attics.

Radio receivers considered a good bet for economical repairing may require merely a tube or two, a resistor or capacitor, perhaps some minor soldering work, wiring, alignment, a new dial light, refinishing of the cabinet, etc. Yet in the aggregate, an astronomical amount of replacement parts and equipment can be sold if the trade will realize the very real dollar potential of the drive.

Show-Windows TO SELL SERVICE!

Use an oscilloscope. Let the passerby "see his voice." Described in the December, 1949 issue of this magazine.

Fill a fishbowl with the components of a midget radio. Display alongside the stripped cabinet. Ask customers to guess how many parts there are. Use this idea to sell more service.

Set up a display of radio components, each labeled via lettered card.

Make a miniature display of a wide variety of antennas, TV, FM, regular broadcast, etc., each described. It's a traffic-stopper.

Use PA system to attract the passerby to the show-window.

Check Up Those TV Antennas!

Increase service revenue, and keep your customers satisfied by checking up on those existing TV antenna systems in your community. Plenty of replacement business here. Check antennas, connections, masts, brackets, insulators, arresters, lead-in, grounds.

The first step to be taken by the dealer who wants to make a drive for more service business is to set up a plan designed to stimulate interest on the part of the owner to have those old receivers put in top condition. A plan of action can include the following promotional and advertising procedures:

1. Set up a window display urging householders to have inoperative sets repaired. Offer to pick up and deliver receivers.

2. Make a systematic telephone canvass, calling your regular customers and your prospects. (Be sure to canvass all business and professional people, too.)

3. Send direct-mail messages to customers and prospects, or distribute circulars door-to-door in your trading area.

4. Make sure that you solicit extra work from every customer who calls at the store, and on each home visit suggest that all the sets in the house can be checked right on the spot.

5. If at all possible, get out and ring doorbells to obtain greater volume.

6. In advertising copy, point out that you're equipped to put every radio in the home in apple-pie order, economically and quickly.

7. Having thought up some good angle—for instance, your estimate of the number of sets not in working order in the community, try to get the local newspapers to run a by-lined article. (If you can't write it, perhaps you can get a reporter to interview you.)

8. Make every endeavor to get your local broadcast station to cooperate in the drive to put more sets in operation. You'll find they're interested in any activity that will provide more listeners.

9. Seek cooperation from distributors and manufacturers.

10. If you are a member or officer of a local radio association, get the group to go along with the drive.

Home Improvements

In order to proceed in an orderly manner, starting and ending dates for the Tune-Up, Tube-Up, Check-Up drive should be set up. The "Home Improvements" theme is an excellent one to use since it ties in psychologically with the thorough going-over most American housewives undertake at about this time of the year.

When owners hesitate spending money on repairing sets which they think they



10 Steps to Take in Running Your Own Tune-Up, Tube-Up, Check-Up Drive

1. Set up a show window display, offering to pick up and deliver.
2. Make a systematic telephone canvass of customers and prospects.
3. Send direct-mail pieces to your list or distribute circulars.
4. Solicit extra work from every customer who calls at your store.
5. If at all possible, get out and ring doorbells in your locality.
6. Stress servicing in your advertising copy; find those "dead" sets.
7. Try to get some articles in the local newspapers, over your by-line.
8. Seek cooperation of your local broadcast stations. They're interested.
9. Get in touch with distributors and manufacturers for their cooperation.
10. If you are a member of a local radioman's group, get them to go along with the drive.

CHECK-UP DRIVE

in Your Town



Ideas to Bring in Business

Offer prize for oldest radio receiver to be loaned by customer. Put old receiver in your show window.
Offer to repair an ancient radio receiver; and maybe consider repairing the old set in your show window.

may not use, they should be reminded of the many unfortunates who would appreciate having the old sets. Some of the 20 million idle receivers can be put to work again in hospitals, prisons and in charity institutions of every sort. Groups to contact for aid in distributing receivers are local chapters of the American Red Cross, the Salvation Army, community chests, etc. Local institutions, such as hospitals, frequently will work with groups of radio dealers and citizens to distribute sets for worthy causes.

The drive will uncover many prospects for new radios, TV sets and electrical appliances. Dealers do not have to be told that efficient servicing is the backbone to more sales, and any drive to find and repair non-playing receivers is bound to result in an upped volume in new merchandise.

Many Portables

High on the list of radios to be made operable again in the campaign are portable sets of every size and shape. Batteries are the primary target, since portable radio batteries must be replaced at least semi-annually, but other repairs

Money in Phono Player Repairs & Conversion

See article, "Cash in on Conversion to 3 Speeds" in this issue. Modernizing old changers is a profitable operation for the radioman who gets in on the "Tune-Up, Tube-Up, Check-Up" drive.

can be discovered and made, too, if dealers look for them.

It is estimated that 6,000,000 portable sets are currently in use, and that 90 percent of them require batteries. The drive for putting the carry-about into working order coincides with summer and outdoor activities. As picnics and outdoor events increase, users of portables will provide an especially receptive market for repairs.

In television areas, video servicing should be part of every dealer's plan in his drive to boost revenue and profit. Many TV sets are in need of attention—not necessarily to make them operate but to improve their performance.

There are millions of TV sets not presently covered by service contracts. Because many of such sets went into service in areas where only one or two stations could be received at that time, they

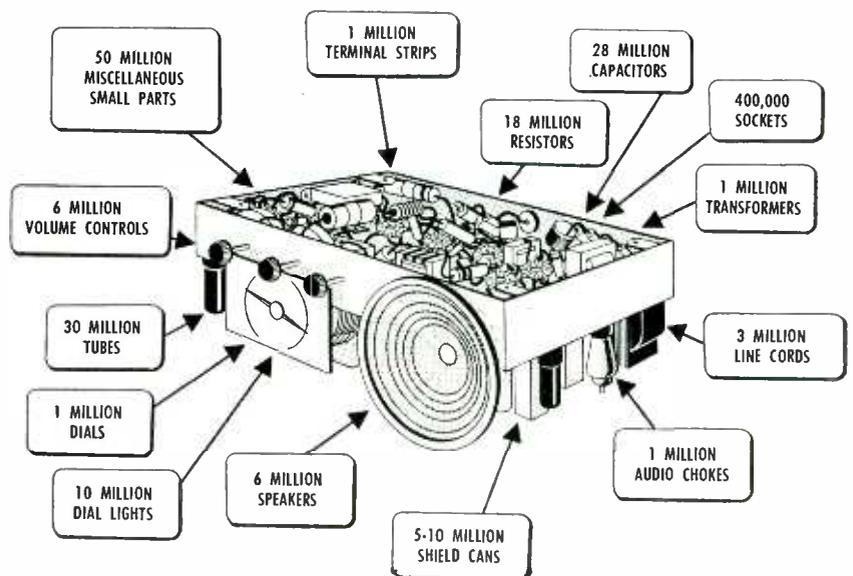
now need up to date types of antennas, better transmission line, improved channel alignment, some new tubes, and perhaps other replacement items.

Record changers and players of many types, presently inoperative, or not in first-class working order are to be found in many homes in all communities. Such instruments represent a very large potential repair revenue. Dealers who sell phono records will naturally get more disc sales if they put "sick" changers into operation in their localities.

All in all, there's a great opportunity right now for the alert retailer to boost his service revenue, and those who follow the step by step plan outlined in this article are bound to profit by it, and, in addition will be in a better position to sell more new receivers, radio, FM, TV, to those prospects found in the Tune-Up, Tube-Up, Check-Up campaign.

THERE'S A HUGE POTENTIAL

Based on an estimated 20 million home receivers not now in operation, the following mountain of parts will be needed to put the sets in playing condition.



30,000,000 tubes
28,000,000 capacitors
18,000,000 resistors
6,000,000 volume controls
6,000,000 speakers
10,000,000 batteries
10,000,000 dial lights

5,000,000 dial drives
3,000,000 line cords
1,000,000 transformers
1,000,000 dials and windows
400,000 sockets
630,000 vibrators
4,000,000 cabinet refinishing jobs

For More Profits, More Satisfied Customers

With Record Industry Stabilized at 3-speeds, the TV Phono Receiver Is a Natural for Retail Sales Promotion

• In the TV-phono combination, today's consumer can get the utmost in home entertainment, and he will buy from merchants who sell "up" the extra value the combination represents.

Before the war, dealers did a big job selling combinations having one-speed players, AM, and perhaps FM. But look at the "combo" situation today! 3-speed changers, playing not only the new discs, but the old types owned by the customer; instruments capable of playing all three speeds, and having separate, complete systems for playing certain records. And added to all this is television, and in many models—AM and FM radio! Such merchandise is certainly made to order for the profit-minded retailer, and the value-minded customer.

Out of the chaotic situation created by the recent platter "war" has come just what the editors of this magazine predicted—an industry stabilized at three speeds, and a greater interest in discs on the part of the public. Now, no matter what the customer's preference, he can get a phonograph record "made to order," and he can continue to play his collection of 78's, and buy them, too. Former sales hurdles have been jumped—today's instrument will play any rec-

Sell a Combination — Make More Profit!

Figure this out for yourself:

You sell a "leader" at \$189,
with 26% off.

You make ?

You sell a combo at \$500,
with 40% off.

You make ?

And—if the customer has a trade-in, you're in line to take it and still make some money—if you sell the big-ticket job.

ord, and the dealer can honestly state that no new "speeds" or "shapes" in discs appear likely to be put on the market for many years.

With television included in a unit capable of playing any record made, the dealer has at least one of the postwar "dream" products we talked so much about during the war. He has a package of sales appeal that's out of this world, and a consuming public financially able to buy it. It's up to the dealer to see that the complete enter-

tainment and educational unit is properly presented to the customer.

"Stop-gap" buying of cheap TV sets by people who say they are "waiting for color" or for "new improvements," is dying down as the in-home hue and cry for TV-now grows by leaps and bounds. With color some years away, and with plenty of arguments against "waiting for improvements" at his disposal, the dealer can sell better instruments today, and in so doing make more money and more friends.

In selling "up" to a combination, the salesman must sincerely believe that the purchase of such a receiver is a better buy for his customer. He shouldn't have any difficulty in selling himself that the complete instrument will bring much greater enjoyment to the home, and will therefore create more goodwill for the firm he represents.

Selling "up" is a technique requiring skill and good judgment. It calls for sincerity on the part of the salesman, and willingness on the part of the customer to hear why a more expensive set may be a better buy.

Those dealers who feature "leaders" in advertising, offering such sets at low prices, should always be willing to show them immediately to the customer who comes in to ask specifically about a "leader." Such statements as, "Oh, you don't want that," or "I'm sure you wouldn't be satisfied with it," only serve to make the prospective purchaser lose confidence in the store, and to believe that the advertising was nothing but "bait." Show any set in stock to any customer who specifically asks for it, and show it with enthusiasm and graciousness, and you'll pave the way to sell something better. The dealer who beats down any merchan-

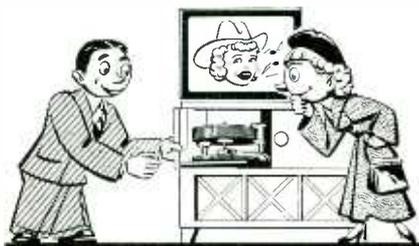
Selling "UP" the Right Way

If customers ask to see "leaders," show them promptly and graciously, BUT be sure to lead them over to those sparkling combinations.

Take the "I-don't-want-to-spend-much" prospects right over to the top of the line receivers. What such folk mean is that they want to get the best buy for their money.

Make sincere sales presentations, and in so doing you'll make more money and more friends. Believe that the better set is the better buy.

With today's favorable economic picture, most can afford to buy a good combination. Clinch sales with time payments, on the theme, "pay a little a month for the best entertainment at the lowest price."



5 Things to Say to Sell MORE COMBOS

1. "Day or night, you get a variety of entertainment in this complete instrument."
2. "In addition to a big picture of finest quality, you can play all three records, receive regular broadcast and FM. Because this is a better set, the tone is superb."
3. "If you were to buy the units in this instrument separately, you would pay much more. It brings the theater, the classroom, the opera into your home—millions of dollars worth of talent for a few cents a day in operating costs."
4. "The instrument is a most attractive furniture piece. We have the style and finish to go with everything in your living room."
5. "A few days after the purchase you will forget the extra money you spent, and you'll be glad you bought the best."

SELL TV COMBINATIONS

Profits in Modernizing Old Players, Too!

Money-making ideas in article, "Cash in on Conversion to 3 Speeds" on page 76 this issue. This feature shows technicians where to get the business, and how to handle the actual work.

dise he handles isn't fooling any intelligent customer. If, by his own admission, certain products in the store are not worthy of a purchaser's consideration, it's obvious that he shouldn't stock them.

Selling "up" to a TV-phono combination can be successfully carried out by the salesman through the use of a few questions. Planning to present a combination, he can ask, "Do the members of your family enjoy playing phonograph records?" In many cases he will receive a "yes" with the statement "we can't play the new records, though." This is his cue to suggest that the customer buy a TV set that will provide facilities for playing any record. In selling the combination to the customer who doesn't own a phono player of any kind today, the salesman can outline

The 3-Speeds Are Here to Stay

The phono record industry is stabilized at 33-1/3, 45 and 78 RPM speeds.

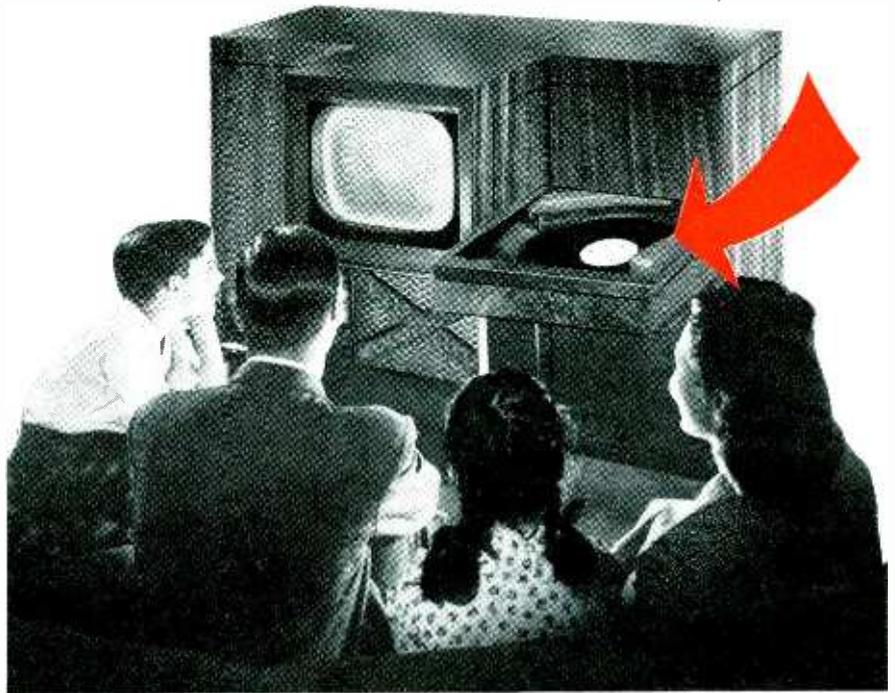
This stabilization has removed all sales barriers, and in addition has created a great new demand for ALL RECORDS.

Modern Americans want and need ALL THREE. You can sell them the equipment to play any and all records in the TV-Phono combination.

the features of the new discs, such as the improved tone, the convenience of being able to listen to long selections on one record; the small amount of space the new records require compared with the conventional types, etc. In any case, the dealer talking to a TV prospect can use plenty of power-packed sales reasons for buying the combination.

This is true even in cases where the customer already owns a three-speed player. The fact that the TV combination is the home amusement center of the day—all services in one unit, may well be the reason why customers will want to use their present changers in other parts of the home, placing the new TV-phono combination where all members of the family can use it—day and night.

In addition to its many other features, the better TV-phono combination is



always an attractive furniture piece, coming in a variety of styles and finishes to "go with" and enhance any living room. In selling "up," and particularly when selling to a woman, the salesman needs to place great emphasis on cabinetry.

In demonstrating the combination, in a selling-up plan, the good salesman knows all about the instrument and is familiar with the operation of all the controls, on the TV set and the playing equipment. He can answer questions about competitive makes and their prices, about the type and finish suited

to the prospective customer's home, and he can also give the would-be buyer a good idea about the kind of reception to be expected in the latter's vicinity. In connection with reception, there's nothing better to use than the names of a number of satisfied users who are neighbors of the prospect. In order to justify the spending of more money, the salesman must convince the purchaser that such extra cost is of decided advantage to the customer, and not merely extra profit for the dealer.

The right steps to take in selling "up"
(Continued on page 122)

10 Steps to Take to Sell MORE TV-Phono Combinations

1. Display and advertise your quality instruments.
2. Explain the remarkable variety offered in the different discs.
3. Have effective sales reasons why "waiters" should become users.
4. Sell yourself that it's not difficult to sell the bigger-ticket jobs to many of those who come in for a cheap set.
5. Contact your customers by personal call, by phone or through direct-mail. Solicit home-trial demonstrations.
6. Know how to overcome objections such as "waiting for improvements," etc. Use the "enjoy today" angle.
7. Make sure your demonstration models are operating at peak. The average consumer doesn't believe that he'll get as good reception as you do; often thinks your demonstrators are "souped-up."
8. Provide comfortable seating arrangements. You can't hope to sell many sets at a half-thousand dollars to standees.
9. Keep your deluxe TV-phono combinations clean. Buyers "see" the merchandise you display in their own homes. A dusty cabinet is an eye-sore, and a sales slower-upper.
10. Be able to operate the equipment without faltering. The customer will hesitate buying a combination that he thinks "takes an engineer to run it."

Advertising Methods Being

A REAL, LIVE MODEL stopped traffic in front of the show-windows of the Dixon Company, Houston, Texas. The gal was in bed, and the stunt was a plug for GE electric blankets.

LOUISVILLE, KY., NEWSPAPER READERS were plenty impressed with Meck not long ago when an issue of the famed Courier-Journal and the Louisville Times carried 14 Meck ads in one issue.

ADS URGE CUSTOMERS TO TRADE-IN their small-screen TV sets. Plessers, Hempstead and Babylon, New York, employ large advertisements to feature Zenith; invite customers to buy sets with larger screens. A coupon to be mailed to the store for a free estimate provides blank space for make and size of the receiver the customer presently owns.

"THE STORE THAT SERVICE BUILT" is the slogan being successfully used by Osborne's Television Center, RCA Victor dealers, at 165 Hanover St., Manchester, New Hampshire. The firm uses big space to push phono record sales.

Gee! Folks like Arth and Edith Swan, 544 Hollywood Ave. can make a fella—



CLEVER AD COPY RUN BY SCHUBACH Television Center, with stores in Salt Lake City, Ogden, Boise, Provo and Twin Falls. The ad reproduced above plugs Motorola sets, and features small weekly payments. Note that customer's names are used in the copy.

A RETAILER IN NEW ORLEANS —Werlein's—has found a way to make people think of its name (and, more important, of its advertisements) when they think of one of the most popular of the giveaway programs.

What is the Mystery Melody? Thousands of people wonder each week. But in New Orleans, a vast number *know*. They learn from reading the ads of Werlein's. The store's "song expert," Dave Frank, digs into old scores, old melodies, old tunes, to make the guesses which are advertised by this store. As guesses, they are pretty good. A reading of Werlein's ads will give any Orleanian a 99% chance of winning if he should be called.

The guesses of Dave Frank are usually buried in large Werlein's ads, to force readership of the merchandising copy. Smaller ads appearing in the fat Sunday newspapers announce that Mr. Frank's latest prognostication can be found on such-and-such page in the big Werlein's ad regarding the appliance offering of the week. The pickings of Mr. Frank are so good that a popular local newspaper columnist continually quotes his latest guess in her widely-read daily column.

Signs Advertise This Store

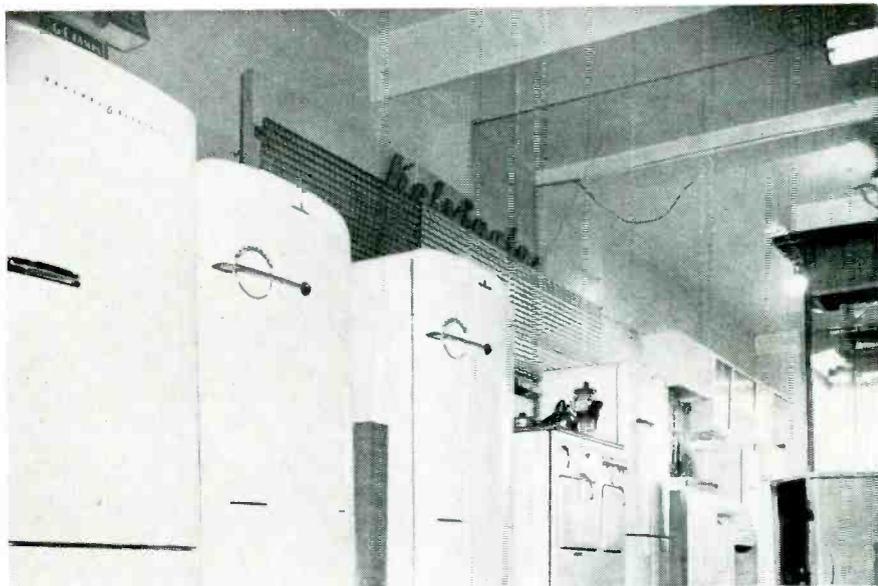


Furia Electric, New Rochelle, N.Y., uses forceful, attractive signs, visible for a long distance, to make this modern store a familiar landmark to the people in this Westchester County City.

URGING PEOPLE TO COME IN to see demonstrations of the Thor washer, McIntires, Toledo, Ohio, uses newspaper ads that describe features of the equipment, and offers liberal trade-in allowances.

CLEVER AD COPY BEING RUN by Bob Wasserman, 1310 Walnut St., Philadelphia, featuring Emerson. . . . Hoffman TV sets being plugged in copy by Bradley Badger, Salt Lake City. . . . Velie Electric Co., Minneapolis tells ad readers that it stays open evenings 'til 9 to sell GE refrigerators. . . . Following firms signing Tele-tone ads in Minneapolis: The New England Furniture Co.; North East Radio Service; Owen's Radio & Television; West Radio Co.; Gabberts; Otto Radio & TV; Mohn Appliance Co.; Dependable Appliance, and the Home Appliance store. . . . Big space in a co-op ad signed by 22 dealers in Toledo on Easy washer. . . . Elmer N. Olson Co., Minneapolis, established in 1922, advertising Raytheon sets.

Used by Nation's Merchants



RUSS HAVILL, WHO WAS BUILDING and selling radios when he was 13 years old and who now does a \$225,000 volume in his store at 1461 E. 55th St., Chicago, (part of interior shown in photo) is featured on the cover and in a lead article in a sales publication issued by the Chicago Tribune.

Havill's finds that identification of the

firm with full-page advertisements in the Tribune for as little as \$30 per page through the selective area plan, not only increases his sales volume, but also adds to the prestige of his store. Russ Havill lays great emphasis on the importance of rendering good service; three-fourths of his employees are technicians.

"SCATTER PIN, STUDDED WITH 12 imported Czechoslovakian rhinestones" given customers at Leavitt's, Manchester, N. H., in return for watching a demonstration of Lewyt vacuum cleaners, being offered at \$1.25 a week.

RUNS RADIO, TV PROGRAMS in ad copy. South East Furniture Co., in Salt Lake City, attracts attention in the Salt Lake Tribune with large-space advertisements listing radio and TV features. "Enjoy the wonderful television programs at our expense with a free trial Philco," is message from firm.

FREE PARKING OFFERED IN ADS run by Maeson, Inc., Wilmington, Del. The firm, featuring television, lists evenings when store is open, says "other evenings by appointment."

DON LEARY'S "WAX WORKS," Minneapolis, uses newspaper ads consistently to push sales of discs; keeps open evenings for the convenience of customers.

ADVERTISING SERVICE EFFECTIVELY. Acme Appliance Co., Belleville, N. J., Magnavox dealers, carry the following message in ads to newspaper readers: "Acme's service department is one of the best. We do all our own installation and servicing."

POSTAL CARDS CARRY A MESSAGE for Home Radio Service, Inc., 253 E. 72nd St., New York City, offering efficient TV service. Pointing out that many receivers do not "perform to their maximum efficiency," the firm says: "Having dealt with us for years you know that our personnel is expert."

"OVER 3000 TITLES — 500 ALBUMS?" is the way Castner's Radio Record Center, Nashville, Tenn., features big selection of platters in newspaper ads. Big space lists selections, artists.

"YOU CAN'T TAKE JUST ONE AD and then expect the crowds to tear your door down," says John Martello, proprietor of Chicago's Hilltop Radio & Television. He urges dealers to keep plugging in order to get results. This dealership is doing a \$150,000 a year business.

Service Is Keypnote of Connecticut Retailer



An aggressive bid for customers by means of direct mail, newspaper ads, telephone canvassing and direct canvassing has brought results for the Darien Electrical & Home Furnishing Shop, Darien, Conn. On the Boston Post Road, the store depends on drive-in trade rather than pedestrian traffic. Chester Crain, proprietor, attributes the growth of store in only three years to his policy of providing service plus.

How to Sell

Rectangular tube

Local-Distance Switch

Wide Screen

DAYLIGHT Picture Tube

HI-SENSITIVITY

One-Knob Picture Control

GIANT

Advertised Features

CIRCLE

Automatic
Electronic Magnifier

Expanded
BLACK TUBE
Picture

Inter-carrier System

SCREEN

of TV Sets

Built-in Antenna

Understand and Stress Semi-Technical Points to Get Prospects from the Front Door to the Dotted Line

• With the cost of television receivers coming down, TV merchandising for the past year has been extremely pre-occupied with price. It is inevitable that the prices will continue to get lower with increased volume of production and improved manufacturing techniques.

Price is a relatively poor hook on which to try to hang a sale, however. There is nothing exclusive about a price, either for the seller or the maker. A dealer or manufacturer may scoop the market with a price temporarily, but it is certain to be equalled.

Furthermore, the customer who is attracted by an advertised price may drop the idea if he finds that there are extras which make it more than he had planned on.

It is much more reliable, from the standpoint of selling a TV set and keeping it sold, to make the customer want the particular item of merchandise and to make him feel that he has gotten a good value, rather than just the lowest price.

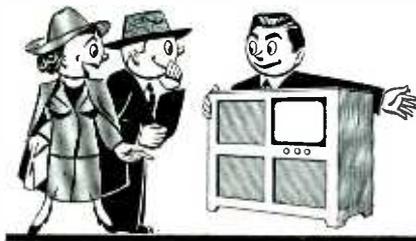
Understand the Features

One way a TV dealer or his salesman can strive for this condition is by keeping abreast of the advertised features of the sets, by understanding these features, and by selling them to the customer.

It is very important that the seller form a personal opinion of these features by observing them himself, because the customer will inevitably ask some such question as, "Are these built-in antennas really any good?" or "What's all this about rectangular tubes?" Or the question might be about "black" tubes, electronic magnifiers, local-distant switches, plastic cabinets, high sensitivity, one knob picture control, "Daylight" picture tubes, automatic gain control, giant circle screen, intercarrier system, expanded

picture, wide screen, or any of a number of others.

Perhaps more so than many a dealer realizes, his customers depend upon his knowledge and judgment in selecting merchandise. Even when they come into the store with their minds pretty well made up, they usually want to be "sold," and to find that someone with as much know-how as the retailer of this type of merchandise confirms their judgment on it.



Since the desire is always for larger pictures, the size of the picture in square inches or tube diameter has almost become a "technical feature." One of the first developments in this line was the introduction of flatter faces on picture tubes, which permitted more of the nominal size of the picture tube to be utilized. "Wide" or "expanded" screen masking to obtain more picture width and height at the expense of the corners cut off enabled the manufacturer to provide more square inches of picture on the same size tube, while utilizing somewhat less than the full transmitted picture (which is a rectangle). The same (only more so) is true of the full circular pictures.

These developments should be fully understood by the salesman, since the size of the screen is one of the first things which may confuse the customer. In addition, the subject is of particular interest since the introduction of the rectangular picture tube, for such a

tube may offer fewer square inches than a comparable round tube.

Since it has been found in selling the expanded screen, round screen, and electronic magnifier type picture that a substantial number of customers are not bothered by having the corners cut off the picture (since it isn't often that something important appears in that part of the picture), it may be that the choice offered would be between the cabinet dimensions of the two types (round and rectangular).

Automatic gain control is a feature of obvious appeal to the consumer since anything "automatic" implies simpler operation. Very little, if any, manipulation of the "picture" or "contrast" control is necessary, and the novice TV user need not learn the difference in appearance between an overloaded and a faint picture so as to know when that control needs adjustment. If the store is located in a fringe area, however, or if some of the stations are "fringe" whereas others are close by, it may be that automatic gain control prevents the receiver from operating at maximum sensitivity. In such an instance, a "local-distant" switch which disables or resets the AGC would be a distinct advantage.

The customer may like to know, in this connection, that sensitivity refers to the set's ability to receive weak signals; that "gain" is amplification; and that the picture or contrast control, which is a manual gain control, does for the picture what the volume control on a radio does for the sound.

Know Local Reception

Built-in antennas should be sold carefully, with an evaluation based on the dealer's knowledge of his own locality and the location of the customer's home. Set manufacturers do not claim that built-in antennas will provide perfect pictures in every location. They may, however, enable the customer to get a picture which is satisfactory to him, and therefore save the expense and trouble of an outside type. Some locations are just too far away

(Continued on page 116)

1950

Westinghouse PORTABLES



PRICED RIGHT STYLED RIGHT...

DESIGNED TO SELL RIGHT OFF YOUR COUNTERS... FAST!

Bright New Colors GIVE "Go" TO SALES

Popular-priced portables gain new dynamic appeal through bright new tested color combinations. High polish plastic cases.

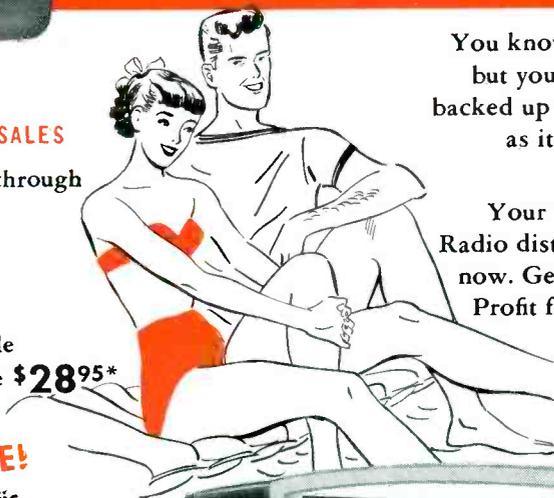
Model 312P4—Mahogany Brown with ivory grille

Model 313P4—Ivory with mahogany grille

Model 314P4—Lipstick Red with ebony black grille

Model 315P4—Ebony Black with lipstick red grille **\$28⁹⁵***

*Suggested list prices, plus batteries — slightly higher in South and on West Coast.



You know Westinghouse quality— but you have never before seen it backed up with style and buy appeal as it is in this brand new line.

It's research-right.

Your Westinghouse Television-Radio distributor can make delivery now. Get aboard the band wagon. Profit from liberal Westinghouse *dividend* discounts!

All 3-Way AC-DC and battery plus instant play with long-life selenium rectifier.

Merchandise **FREE!**

Cash in on Customer Traffic
The hottest lithographed merchandiser going "up front" for traffic sales value. Use with three sets—free with order of three. Quantity unrestricted for multiple use in window, on counter and in sports and summer specialties sections.



Hot Promotion Possibility in Your Home Town

Now, "Champagne for Caesar" Television tie-in promotions are under way in many cities. Described the best picture-product opportunity in a decade, it may be opening in your community soon. Call your Westinghouse distributor.



Model 309P5

Powered for Profits with Sell-up Sales **\$39⁹⁵**

Full 3-gang condenser and complete tuned RF circuit mark this portable without peer in portable performance. Superior sensitivity and selectivity. Standout styling in Spring Green Lustrex—a high polish durable plastic—dictates success as a prime mover with your trade.

WESTINGHOUSE ELECTRIC CORPORATION
Home Radio Division • Sunbury, Pa.

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

Westinghouse

New TV and Radio Sets

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Fada NEW TV MODELS

Eight new TV models have been announced. The model S-1055, shown here, is one of two sets featuring the 16-inch rectangular black glare-free tubes. It lists for \$299.95 with mahogany veneer cabinet. Model S-1060 has the same type 16-inch tube in a table model. It lists for \$269.95.



Other 16-inch models were the R-1025 console for \$359.95 and the R-1050 table model for \$324.95.

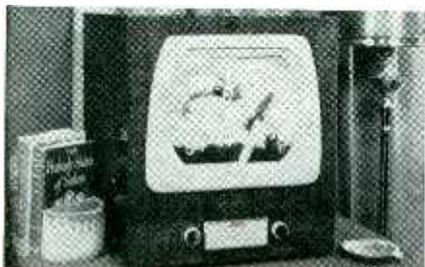
The other four models announced were all 12½-inch sets: one console, S-1020, for \$239.95, and three table models, S-1015 at \$199.95, R-1045 at \$269.95 and S-1030 at \$209.95. Matching tables are available for all table models. Fada Radio and Electric Co., Inc., 525 Main St., Belleville, N. J.—RADIO & TELEVISION RETAILING.

Tele-Tone TV CONSOLE

A 19-inch console has been announced. Priced at \$369.95, it is available also in mahogany for \$389.95. Tele-tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

GE TV RECEIVERS

Six new sets include a 12½-inch black picture tube model 12T-7, shown here, which lists for \$199.95, the lowest-priced set yet made by the company. The other five are 16-inch sets featuring rectangular black picture tubes. They are: a table model for \$269.95 in mahogany finish (model 16T-1) and \$279.95 in blond (model 16T-2);



and two consoles—one in mahogany finish (model 16C-110) at \$299.95, or in blond finish (model 16C-111) at \$309.95, and another with doors and mahogany-veneer cabinet (model 16C-115) at \$329.95. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Emerson RADIOS

Two new models are being offered: model 652, a small AC-DC set in bakelite cabinet listing for \$16.95 (shown here), and



the model 634. AM radio-phonograph with 3-speed record changer. The 634 is housed in a mahogany cabinet and lists for \$89.95 (slightly higher in south and west). Emerson Radio & Phonograph Corp., 111 8th Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Tele-King TV CONSOLE

Model 116, a 12½-inch console, has built-in casters for easy mobility. This newest addition to the Tele-King line is avail-



able in walnut, mahogany or limed oak. Walnut model is priced at \$279.50. Tele-King Corp., 601 W. 26th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Hallicrafters 12½-INCH TV

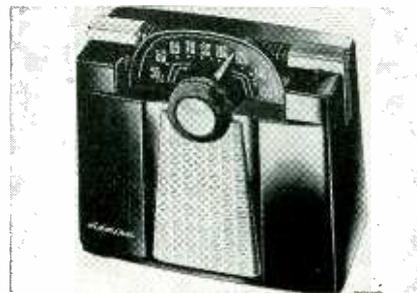
Model 716, with black tube, lists for \$189.95 (eastern price). Cabinet is wood, covered in simulated leather in dark mahogany color. Also available in blond. Hallicrafters Co., 4401 W. Fifth Ave., Chi-



cago 24, Ill.—RADIO & TELEVISION RETAILING.

Admiral NEW TV's, RADIOS

A new 16-inch TV console with rectangular tube has been announced. Known as the 26R35, 36 and 37, it is finished in walnut, mahogany and blond modern cabinets at \$299.95, \$319.95 and \$339.95 in the respective cabinets. Also announced were two portable radios and one table model radio. The portables (shown) are 3-way sets in plastic cabinets priced at \$29.95 for



ebony and \$34.95 for maroon. The table model, priced at \$29.95 and \$32.95, is finished either in two-tone maroon or ivory plastic. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Magnavox "PLAYHOUSE"

Model MV33F, the "Playhouse," uses a 16-inch rectangular picture tube, two rectifiers and 21 tubes. The modern styled cabinet is available in mahogany or white oak finish. List price for mahogany is \$229.50, white oak is \$319.50. It was also an-



noted that the Wedgewood is now being supplied with the 16-inch rectangular picture tube for \$498.50, without the TV for \$298.50. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

Automatic RADIOS

Six automobile sets are offered, 3 are custom built sets for the '49 and '50 Ford, Plymouth, Dodge and Chevrolet cars, and 3 are adaptable to any car by mounting under the dash. Custom sets list for \$49.95, the other models are \$29.95, \$36.95 and \$45.95. Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston 16, Mass.—RADIO & TELEVISION RETAILING.

ARVIN Profitable Portables



Value Champ

Arvin Model 446P Battery Portable is brand new in design, brand new in sparkling performance, brand new in out-and-out profit-building sales appeal! New colors to catch your customers' eye, too—sun tan or burgundy, each with contrasting fittings. Smartly styled in satin-smooth plastic, compact, and light weight—only 3½ lbs. complete! Amazing range. Delightful tone. Underwriters' listed. Show it now, and catch the cream of the portable trade!

*Slightly higher in zone 2

\$16⁹⁵*
Less batteries



Styled Right Priced Right

to sell on sight!

Every Arvin Portable is master-engineered to give complete satisfaction—to stay sold—and to help build new sales for you wherever it is used! Prices are right for the customer—profits are right for the dealer!



Three-way model that sets the standard for all portables!

Arvin Model 350-P 3-Way Portable is the super-powered beauty that performs rings around anything else you have seen at this low price! Works everywhere! Three smart colors—Kingfisher Blue, Jade Green, or rich Burgundy, all with contrasting fittings. Alnico V speaker. Operates on batteries, AC or DC. Underwriters' listed.

\$34⁹⁵
Less batteries

CASH IN ON ARVIN'S NATIONAL ADVERTISING

in The Saturday Evening Post,
Country Gentleman, Progressive Farmer

Arvin Radio & Television Division
NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Indiana

Latest Television Models

Compiled by Our Editors as a News Service to Our Readers

Capehart "OXFORD"

Model 3008-M, called the "Oxford," a 16-inch TV set, employs 23 tubes plus the picture tube and two rectifiers. Supplies 8 watts audio power to the 12-inch speaker.



Has the "Polatenna," built-in antenna, and phono attachment. Available with "Polatron" picture. Mahogany cabinet with full-length doors; list price \$489.50. Capehart-Farnsworth Corp., Fort Wayne 1, Ind.—RADIO & TELEVISION RETAILING.

Sightmaster 19-INCH TV

A new 19-inch TV model is being offered. It is a console model without doors, available in mahogany only. List price is \$299.00. Sightmaster Corp., 20 E. 35th St., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

I.T.C. CONSOLETTES

Two new double-door console model sets have been added to the TV line. Both are 19-inch sets with 30 tube chassis and 12-inch speakers. The Dynasty model is a modern design, while the Colony is a traditional design. Both mahogany veneer cabinets are available in blond finishes. List price for both models is \$449.95. International Television Corp., 238 Williams St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

Trans-Vue "TRIUMPH" TV

Eight new models have been announced, four table models and four consoles. They range in price from \$99.95 for the model 200-PT, a 10-inch plastic table model, to \$359.95 for the model 200-PT, a 19-inch mahogany console. Model 210-MT, shown here, is a 12½-inch mahogany table model priced at \$189.95. All models in this Tri-



umph line except the 200-PT are available in bleached mahogany and limed oak at \$10.00 additional. Trans-Vue Corp., 1139-45 Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Pilot TV CONSOLETTTE

A 16-inch TV-FM model, shown here, is now offered. Called the model TV 165, it features a black tube and phono-jack. Price is set at \$349.50. Also offered is a new 16-inch TV table model. Model TV-163 has a rectangular black faced picture tube. It



is priced at \$299.50. Matching table is available for \$13.50. Pilot Radio Corp., 37-06 36th St., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

Meck NEW TV SETS

Four new models have been added to the line: two table models and two consoles. Model XQR is a 12½-inch TV set with AM radio. List price is \$239.90. Model XTR, shown, is a 16-inch TV with AM radio and sells for \$269.90. The two consoles are model XRPS, 12½-inch TV-AM single speed automatic phono, priced at \$299.90, and model XSPS, 16-inch TV-AM-3-



speed automatic phono, priced at \$339.90. John Meck Industries, Inc., Liberty St., Plymouth, Ind.—RADIO & TELEVISION RETAILING.

Stromberg-Carlson NEW TV RECEIVERS

Two new 16-inch TV receivers, a console and a table model, have been announced. The Provincial, model 16CM, console model, is available in mahogany (\$369.95) and avodire (\$389.95). The table model, the Mercury, model 16T, uses a rectangular black picture tube. Also available in mahogany (\$295.00) and avodire (\$310.00). Prices are for eastern zone. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

Stewart-Warner SETS

A 16-inch rectangular tube table model TV set has been announced, the model 9106-A. It is the company's first set with



rectangular tube. Also announced were an FM-AM table model radio with phono attachment socket, priced at \$69.95, and an FM-AM 3-speed radio-phono console, the model 9150-B, shown here. This is the first radio-phono to be announced by the company in over a year. List price is \$249.95. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Mitchell FIRST MODEL

Model T-16 marks the entry of the Mitchell Mfr. Co. into the TV receiver field. It is available in two console model cabinets, blond and mahogany. It has a 19 tube chassis in-



cluding the black faced rectangular picture tube. List price is \$289.50. Mitchell Manufacturing Co., 2525 Clybourn Ave., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Mercury 16-INCH SETS

Five new models of TV receivers have been announced, all using the 16-inch rectangular black picture tube. All sets also have full length doors. Combination models (TV, AM-FM radio and 3-speed phono) are priced at \$369.95 in walnut, \$379.95 in mahogany and \$389.95 in blond or maple. Console models are \$319.95 in mahogany and \$329.95 in blond or maple. Mercury Television & Radio Corp., 861 N. Spring St., Los Angeles 12, Calif.—RADIO & TELEVISION RETAILING.

HERE'S THE NEWEST STAR

**IMPROVED
BENDIX-
ENGINEERED
TV CHASSIS**

**NEW 16"
RECTANGULAR
BLACK NO-GLARE
PICTURE TUBE**

IN THE BIG

Bendix

TELEVISION LINE-UP

**A Leader In
EVERY Respect**

Here's a traffic builder if there ever was one. Just what you have been looking for to take the slack out of the slow summer season. There's luxury and good taste in every line of its new beautifully styled cabinet. And look at the features! It's loaded with sales appeal for every member of the family. From the newer Rectangular, 16" black no-glare picture tube to the versatile 3-speed, 3-size record player, this Bendix Console will star in any floor display.

**NEW
AM-FM RADIO
CRYSTAL-CLEAR
RECEPTION**

**NEW
RECORD CHANGER
3 SPEEDS
ALL SIZES**

**NEW
BEAUTIFULLY
STYLED
CABINET**



BENDIX RADIO

REG. U.S. PAT. OFF.

. . . Built as Only Bendix Can Build Them!



This luxurious console combination is typical of the quality built into every Bendix set. In this one fine instrument you can see and hear the results of years of Bendix experience—engineering excellence developed in the pioneering and perfecting of such modern marvels as Radar, Very High Frequency radio and specialized communications equipment for the airlines and

armed forces. Your customers have only to look at and listen to a Bendix radio or television set to appreciate the difference. Your service department gets a break too—the new Bendix streamlined TV chassis makes it a cinch to install and simplicity itself to service. If you sell television or radio, you owe it to yourself to find out about the beautiful new Bendix line. For complete information write the factory direct.

**BENDIX RADIO, TELEVISION AND BROADCAST RECEIVER DIVISION of
BALTIMORE 4, MARYLAND**





The "Golden Touch" of Frankie Carle is heard for the first time in an RCA Victor recording studio, as the keyboard maestro ripples over the ivories on "Spaghetti Rag," his debut discing for the label.



Red Seal RCA Victor album by Robert Merrill, the young American baritone, interprets six operatic favorites of many years standing. Arias from "I Pagliacci", "Il Trovatore" and "Rigoletto" are included.

Promote New Discs

The first MGM album to appear simultaneously on 78 and 33 1/3 rpm is the MGM sound-track release of "Annie Get Your Gun," starring vivacious Betty Hutton. La Hutton is assisted by the romantic baritone of Howard Keel. All the top tunes from "They Say It's Wonderful" to "Doin' What Comes Natur'ly" are included in the album.



Bob Crosby has been doing a lot to cash in on the revival of interest in Dixieland jazz throughout the country. Bob Crosby, above, and his Bobcats, were old-time exponents of Dixieland, and for his debut as an exclusive Coral recording artist, Bob re-assembled many of the original Bobcats and recorded "If You Can't Get a Drum with a Boom-Boom-Boom" and "When My Sugar Walks Down the Street" for his initial offering.

Capitol's got another duo that's catching on fast. Chirp Margaret Whiting, below, teams with Cowboy Jimmy Wakely, for the vocal duet, "Let's Go to Church," that is making cash registers ring. "Why Do You Say These Things" is the reverse side.





Famed Metropolitan artist, Ljuba Welitch, left, and Fritz Reiner, right, are featured in Columbia release "Ljuba Welitch in Two Scenes from 'Don Giovanni.'" Reiner conducts the Met Opera Orchestra.



Lovely songstress Dinah Shore turns her talents to the children's field in her latest Columbia recording. "The First Day at School" is an unusual set, designed to set Junior at ease before "school-days."

to Keep Sales **UP!**



Mercury's 19-year-old singing find, Richard Hayes, right, works with conductor Raymond Scott, left, on waxing of "Thunder in My Heart" backed with "Truly."



Decca scores another first with its release of T. S. Eliot's drama "The Cocktail Party," recorded in its entirety by the original Broadway cast. The show has been playing to capacity crowds, and dealers should find sales good not only among "student buyers" but the general public.

News in the Phono Record Field

Gene Autry, **Columbia Records** star, has renewed his exclusive recording contract with Columbia Records, Inc., for a period of five years, it was announced by Goddard Lieberman, executive vice-president of the company. Autry's new contract calls for him to make children's records as well as American folk music tunes.

Columbia has announced development of a new record-cutting technique, known as the "thermal engraving process" for recording. It utilizes a heated stylus device which provides a much quieter cut, thus producing a cleaner groove with greatly reduced loss of high frequencies. The process is now being used by Columbia in its long-playing microgroove record production.

The renowned cellist, Pablo Casals, has signed an exclusive recording contract with **Columbia Records, Inc.**

A new, fully-cross-referenced 80-page catalog of all **Columbia** masterworks, popular, children's, folk music and international long-playing LP microgroove records has been released by the company.

New artists on the **RCA Victor** roster include Guido Cantelli, 29-year old opera and symphony conductor, who has signed to an exclusive Red Seal recording contract, and Gene Krupa, drummer and jazz maestro, who has also signed a recording pact with the company.

New advertising and promotional material keynoting the **RCA Victor** long play records has been made available to all retail outlets. Individual items include a supplement for mailing and counter give-away; two-color cardboard art hanger; cardboard counter album easel with the legend "Featured This Month—on IMPROVED Long Play Records."

The 1950 edition of the English Gramophone Company's catalog includes many titles not currently listed in **RCA Victor's** Red Seal catalog, and waxed by outstanding European artists, many of whom do not record for the American label. Titles in this category can be ordered from U. S. **RCA Victor** distributors.

Eleven **RCA Victor** Red Seal artists are featured in the Metropolitan Opera Company's annual tour of the United States. Stars include sopranos Licia Albanese, Dorothy Kirsten and Blanche Thebom; tenors Jussi Bjoerling, Giuseppe Di Stefano, Jan Peerce. Set Svanholm and Ferruccio Tagliavini; baritones Robert Merrill and Leonard Warren; and basso Italo Tajo.

In a report to **Decca** stockholders, Milton R. Rackmil, president, **Decca Records, Inc.**, stated that there are indications of a pronounced revival in demand for records in all categories.

Peter Lind Hayes has renewed his contract as an exclusive **Decca**

recording artist. The **Sunshine Boys** Quartet, gospel singers, have also been signed to a recording pact by the firm.

Folk singer **Kenny Roberts** has been re-signed by **Coral Records** for an additional two year period. **Coral** also announced that bandleader **Roy Ross** has been signed to an exclusive recording contract.

Capitol Records has signed **Wayne Gregg**, popular **Chicago** orchestra leader, to a contract. His initial coupling pairs "Red Lips" and "Ten Times."

Songstress **Monica Lewis** and bassist **Bob Haggard** have signed **MGM** recording contracts.

David Hall, classical repertoire director for **Mercury Records**, announced that the company's plans for the balance of 1950 call for the release of no less than 100 long playing discs, covering the gamut of serious music in all forms. Of key importance to **Mercury's** classical operation is an agreement with the **Bavarian Radio of Germany**, whereby a vast store of symphonic, operatic, chamber, vocal and solo instrumental recordings on high-fidelity tape, is made available to the American company.

National Music Week, May 7-14, has been getting a nation-wide promotional build-up, with the **National Association of Music Merchants'** enthusiastic backing. The "Music in the Home" poster should be prominently displayed in dealer's stores; **Music Week** should be stressed in all advertising and display.

Webster-Chicago Drive for Replacement Sales

Webster-Chicago Corporation has launched an intensive drive to capture what it calls "the biggest market for radio components in history" when it begins a campaign to sell low-priced three-speed record-changers for replacement of obsolete units in use.

Pointing at the estimated 15,000,000 home phonographs that play only one or two types of records, the firm unveiled its campaign at a whirlwind "Flying Circus" series of meetings with its representatives and distributors. A publicity package is available to dealers.

The push will be behind the new models of three-speed changers for replacement and for plug-in to radio and television receivers. They are the model 100, for replacement, retailing at \$46.50, and the model 551, for plug-in, at \$51. Other models featuring the **GE** reluctance pickup will also be offered. The units will play 7", 10" or 12" records in 33 $\frac{1}{3}$, 45 or 78 rpm speeds automatically. Only adjustment needed is setting for the speed. A new spindle design lowers each record easily, and a "feeler" regulates swing of the tone arm to the width of the record. A new "automatic manual" position permits playing "inside-out" and home recordings. A velocity trip gives fast record change and assures a minimum of wear on the records. There are no lead-in springs or lateral needle pressure. The pick-up arm comes to the rest position after the last record has been played.

Illustrated Phono Record Feature Spread, pages 56, 57 this issue.

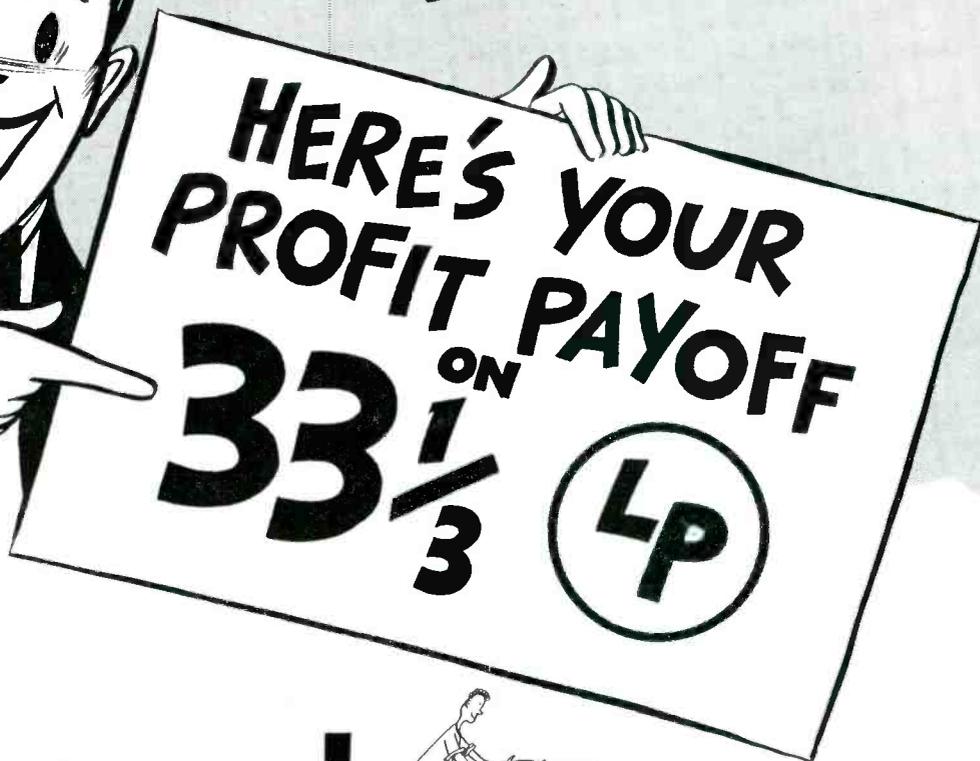
Jensen Phono Needle Cabinet to Increase Sales



Jensen offers service departments this compact wood cabinet that holds a complete supply of replacement needles to fit any cartridge or record player. Needles are numbered for quick, easy reference. The serviceman can ascertain the correct number of the needle he needs from his **Jensen Wall Chart** or **Cross Reference Chart**, available by writing to **Jensen Industries, Inc.**, 329 S. Wood St., Chicago 12, Ill.

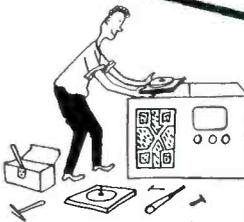


MR. DEALER!



sell the one speed system

The new standard of the entire industry! Tell your customers: "ONE SPEED IS ALL YOU NEED" —with Columbia 7-, 10- and 12-inch 33 $\frac{1}{3}$ LP Records you get everything—from a 3-minute "Pop" hit to a 50-minute symphony.



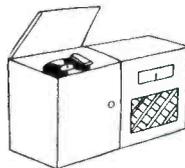
sell modernization!

Feature the new changers. Show your customers how they can enjoy 33 $\frac{1}{3}$ LP with their present radios or radio-phonographs. Step up profits in your service department—make more LP Record sales—both "Pop" and classical!



sell the Columbia model 103 LP player attachment!

The quick, easy, inexpensive way to convert radios to combination instruments. Sell all sizes of LP Records—7-, 10-, 12-inch!



sell radio-phonograph combinations that play 33 $\frac{1}{3}$ LP!

Demonstrate *one* speed, *one* player, *one* type of record for all types of recorded music—and *hours* of uninterrupted listening pleasure!

Columbia 33 $\frac{1}{3}$ LP has set off a whole new trend in record and record player profits—take advantage of 'em all!

COLUMBIA  RECORDS

Originator of LP records—one speed . . . one system—one record for everything from a 30-minute "pop" hit to a 50-minute symphony

"Columbia," "Masterworks,"  and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas

Selling 300 Washers a Month!

Service Builds Reputation for St. Louis Dealer; Trade-Ins Profitably Handled



A display of washer parts to impress customers.

• The importance of a well-organized washing machine repair department, carrying parts for 30 makes of machines, and a separate department for trade-in washer sales, is dramatically emphasized at Brandt Electric Co., St. Louis, Mo. With a service background which makes possible trade-in allowances on almost any old washing machine, this dealership sells a volume in excess of 300 washers per month.

This staggering sales volume, most of it in new machines, is entirely credited to the huge service department which Brandt's has built up since 1920, according to Arthur Brandt, president, and Irwin Brandt, manager of the service department. Since 1901, when the old Frank Adams Electric Co., in downtown St. Louis was taken over by the Brandt organization, the electrical repair and service department has been continuously expanded on a trade-in basis; always with washing machines leading the field. Now, in 1950, the company has a service crew of 20 mechanics, four of whom are full-time washing machine specialists who repair from 7 to 10 washing machines per day, and absorbs any and all trade-ins profitably enough to permit clear markup on all new machines sold.

Service Is the Secret

"Service is the whole secret in washing machine merchandising," says Irwin Brandt. "Through the years we have perfected repair operations to the point that there is seldom any washer received in such bad condition

that we cannot repair it, give it a guarantee, and resell it through the same showroom with the new washing machine stock. We learned long ago that there is always an excellent market for low-priced, serviceable washing machines, as long as a worthwhile guarantee accompanies them, and have consequently built up a reputation for good rebuilds which brings in more prospective customers than we can handle."

All of the trade-in washing machines which pass through the big service department on Brandt's second floor rear are accepted in trade by five full-time washing machine salesmen,

and two part-time salesmen, each of whom has been trained to estimate repair costs, the potential sales value of the machine after reconditioning, etc. "This is not a serious problem," Mr. Brandt said, "inasmuch as we furnish each salesman with a book which gives him a set trade-in allowance to work with on the age and brand of the washer. Occasionally an allowance will be larger than the book allows, but only where the machine will require less repair work."

How Trade-Ins Are Handled

The trade-ins are picked up by the same trucks which deliver Brandt's constant flood of washing machines into the St. Louis market, and taken directly to the service department. Here they are spray-cleaned, disassembled if necessary, and all badly worn or broken parts, motors, gears, etc., replaced from the huge stock of parts in the service department. With complete machine shop facilities, Brandt's can usually make missing parts which can't be obtained elsewhere. At the end of the washing machine line is the service department's most valuable asset—a paint spray booth where every washer is given a factory-like new paint job, polished, and restored to maximum appearance. New labels, decals, etc., are a crowning touch which has a lot to do with the excellent appearance of trade-ins, when pushed out on the salesfloor.

The trade-in department is located in an alcove off Brandt's big second floor washing machine salesroom, devoted exclusively to washers, and

(Continued on page 128)

Paint spray booth helps speed operations.



NOW! Sylvania MOVIE-CLEAR* Television brings your customers

A table model radio with thrilling "Studio-Clear" tone!

Count the features

Full A. M. Band;
540—1600 KC—
AC-DC operation

Built-in
Loop Antenna

4 to 1 tuning ratio
for pin-point tuning

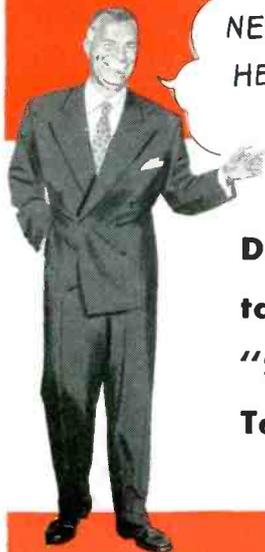
Easy to carry;
set up anywhere



Actual 6-TUBE PERFORMANCE!
4 tubes plus rectifier,
employing multi-purpose tubes
in Sylvania's advanced Super-
heterodyne circuit.

NEW FEATURES—NEW PERFORMANCE.
HERE'S THE RADIO FOR EVERY
ROOM IN THE HOUSE!

Black Bakelite Model Shown. Also available in walnut and ivory.



Designed for f-a-s-t sales. The best little "package" in table model radios for eye-appeal, price-appeal, "STUDIO-CLEAR" tone appeal. Order through your Sylvania Television Distributor. Display! Keep tuned-in with profits.

SYLVANIA STUDIO-CLEAR RADIO



SYLVANIA ELECTRIC PRODUCTS INC.

COLONIAL RADIO & TELEVISION DIVISION • 1280 Main Street, Buffalo 9, New York

New Electrical Appliances

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Rex Cole TELEVISION LAMP

A modern designed 100 watt lamp directs light down to prevent glare on television screen. Features adjustable height and horizontal swing. List price of \$16.50



plus shipping costs includes two 100-watt silver bowl lamps. Rex Cole, Inc., 21-01 Fifty-first Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Modern Utilities FANS

The Modern-Aire circulator, a 12-inch floor model air circulator has been introduced. All steel construction, it has a 1/40 H.P. motor. List price is \$22.95. Also announced is the Trav-L-Air, portable fan which can be used as a desk or floor model, wall or window fan, or portable traveling fan. It circulates the air outward in every direction. Has 5 eight inch blades. List price is \$17.95.—Modern Utilities Co., 2400 DeKalb St., St. Louis 4, Missouri.—RADIO & TELEVISION RETAILING.

Chelsea REVERSIBLE FAN

A portable, two-speed (1000 and 650 RPM) window fan has been announced. Called type WPR, it features a Spin-it control—fan is started by spinning knob in de-



sired direction and closing switch. The 16-inch model lists for \$47.40 and the 22 inch for \$69.90. Chelsea Fan & Blower Co., Inc., 1206 Grove St., Irvington 11, N. J.—RADIO & TELEVISION RETAILING.

Hotpoint NEW LINE

A new clothes washer, model LC3, featuring a larger top opening and new cabinet design, has been announced. It can be opened at any time during the cycle without water splashing out.

Six new refrigerator models were also announced. Model EG87-4, 8.7 cu. ft. and EG106-4, 10.6 cu. ft., are Super-Stor models. Similar companion models are the EF8-4 and the EF10-4. Model EC86-4 is an 8.6 cu. ft. size and model EC110-4 is 11 cu. ft. The latter replaces the 10 cu. ft. model formerly in the line. The line now includes 13 refrigerators and 3 freezers.

A new dishwasher offered is the standard MC16 model ("ready-plumbed" MCP16). This has a high backsplash containing built-in soap compartments and the faucet assembly. It is 48 inches long.

Also announced is a new line of electric water heaters. It features a dial control for selecting temperatures. Called the "Magic Dials," they come in 30, 40, 52, 66 and 82 gallon cylindrical models, and in 30 and 40 gallon table-top sizes. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Kelvinator AIR DRYER

A compact electric air dryer has been announced. It contains the Kelvinator Polarsphere refrigerating unit, dryer coil, fan



and 10-qt. container. Operates on 115 volts AC. List price is \$149.95. Kelvinator Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Speed Queen DRYER

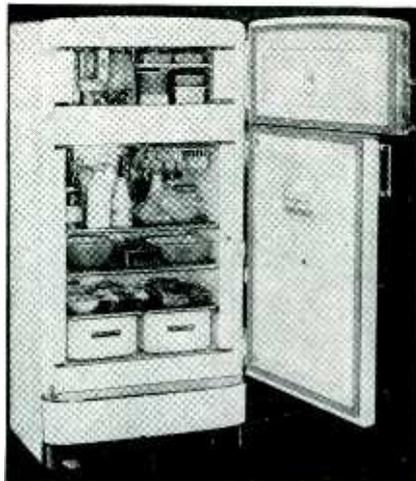
An automatic electric clothes dryer has been added to the line. A control dial sets the amount of moisture left in the clothes and the dryer shuts itself off. It uses a vacuum system instead of a pressure blower. Operation is on 220 volts. List price is \$239.95. Speed Queen Corp., Ripon, Wisc.—RADIO & TELEVISION RETAILING.

Javex COFFEE MAKER

A new product, the Javex Extractor, utilizes a new principle of coffee making. It attaches to a standard vacuum coffee maker. Features an odorless brewing cycle—and the upper bowl of the coffee maker remains clean. Javex Coffee Makers, Glendora, Calif.—RADIO & TELEVISION RETAILING.

GE NEW MODELS

A new two-door combination refrigerator-home freezer has been announced. Its big feature is its self-sealing magnetic doors and foot-pedal opener, eliminating a latch mechanism. The plastic door gaskets are lined with one-inch Alnico magnets which are attracted to the steel cabinet as the doors swing shut. It will be available in 8 cu. ft. model for \$339.75 and 10 cu. ft. model for \$449.75.



Also announced was a tank-type vacuum cleaner, the model AVT-173. It features an improved de-mothing system, larger "throw-away" dirt bags, and a "caddy" for its 11 accessories. List price is \$84.95. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Glycol VAPOR ROLL

Model 5B vapor roll is a mechanical device for continuously introducing into the air of closed room a precisely controlled amount of triethylene glycol vapor, for materially reducing the numbers of infectious bacteria and viruses. Finger tip control features setting of output in relation to size of room; easily moved as needed. Unit is 14 x 7 x 7 inches; finished in dark brown, easy to refill; each Glycol roll lasts approximately 6 weeks; the roll cannot spill. Air Purification Service Inc., Newark 2, N. J.—RADIO & TELEVISION RETAILING.

Temprite WATER COOLER

Self-contained drinking water coolers feature 6-gallon capacity. New units are companion models to heavier duty 10-gallon coolers. Stainless steel foot pedal type flow control offered as optional equipment. Cooler has streamlined design, stainless steel top, drain and bubbler assembly; water flow button operates with slight finger-tip pressure, and is automatically regulated. Temprite Products Corp., 47 Piquette Ave., Detroit 2, Mich.—RADIO & TELEVISION RETAILING.

LEWYT SALES **TRIPLE** AS \$1,000,000 AD DRIVE **HITS PEAK!**

Any dealer who sells radio
and television in volume can
sell Lewyt Cleaners in volume!

May and June orders pouring in from all over the United States forecast even greater sales marks will be set in the next 2 months!

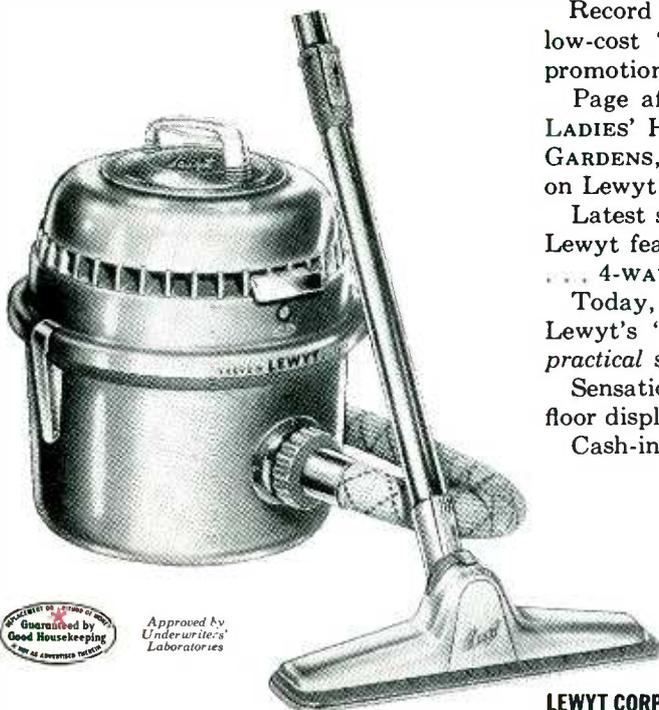
Record numbers of Lewyt Dealers tying in with Lewyt's new low-cost "Picnic Set" promotions, traffic-building "Scatter Pin" promotions, "Cedarized Chest" promotions!

Page after page in LIFE, SATURDAY EVENING POST, COLLIER'S, LADIES' HOME JOURNAL, GOOD HOUSEKEEPING, BETTER HOMES & GARDENS, AMERICAN HOME now pre-selling millions of home owners on Lewyt!

Latest surveys show tremendous leap in consumer preference for Lewyt features—NO DUST BAG TO EMPTY . . . IT'S QUIET—NO ROAR . . . 4-WAY FILTERED AIR top the lists!

Today, hundreds of aggressive dealers are taking advantage of Lewyt's "OUTSIDE SELLING PLAN" to get *plus* business—the first *practical* store-to-door plan of its kind!

Sensational "10-second demos" at Lewyt's famous Market Place floor display digging up bona fide prospects out of daily floor traffic. Cash-in with Lewyt now! See your Lewyt distributor.



Approved by
Underwriters'
Laboratories

DO IT
with **LEWYT**

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. 5, 80 Broadway, Brooklyn 11, N.Y.

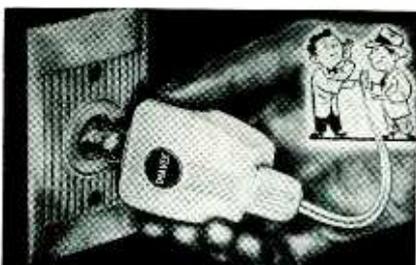
New Electrical Appliances

GE "ELECTRONIC SERVANT"

Appliances can be plugged into the electric outlet at the back of the GE clock-radio, and the timer switch set for automatic operation. The gadget turns on the bottle warmer before the time for baby's feeding; it will defrost the refrigerator, turn lights on or off, or start the coffee. Appliances up to 1100 watts total capacity can be handled. General Electric, Electronics Park, Syracuse, N.Y.—RADIO & TELEVISION RETAILING.

Ranger SHAVEX

Converts AC to DC for more power to electric razors; used between razor's plug and wall outlet, it gives up to 80%



more power and speed. Shavex Div., Electronic Specialty Co., 3456 Glendale Blvd., Los Angeles 39, Calif.—RADIO & TELEVISION RETAILING.

Horton IRONER

Model 150, an automatic console ironer, has a 26-inch long, 6-inch diameter roller and a single lever, knee-operated control. When closed it stands 34 inches high, 37½ inches long and 17 inches wide. Temperature is controlled by a dial thermostat. Steam is inhaled through the sides of the roller and exhaled from the end. List price for the model 150 is \$99.95. Horton Mfr. Co., Fort Wayne 1, Indiana.—RADIO & TELEVISION RETAILING.

Dominion COMBINATION FAN

A dual-use 12-inch fan has been added to the line. It is equipped with a sliding panel for use as a window ventilator, adjustable from 24 to 36 inches wide. By unscrewing four wing-nuts the Panel may be detached, and the fan used as a portable fan complete with stand and safety guard. List price for this 65 watt fan is set at about \$19.95. Dominion Electric Corp., Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Emerson WINDOW FAN

2-speed, 16-inch window fan designed to provide cool comfort by air circulation in small apartments, stores, etc. Fan is equipped with carrying handle for portability, removable spiral safety guard for converting the fan into an air circulating fan for daytime use. Mounting panels are adjustable 27½ to 38 inches in width. Emerson Electric Mfg. Co., St. Louis 21, Mo.—RADIO & TELEVISION RETAILING.

Laundra-Vac HOME WASHER

Washer fits into standard laundry tray; it is 11¾ inches x 16¾ inches. Laundra-Vac has no moving parts; just set in tub and connect by its rubber tubing to vacuum cleaner hose, so that vacuum will blow. The bubbling, vibrating action pro-



duced is a gentle method of agitation. Snow White Washer Co., Oakland, Calif.—RADIO & TELEVISION RETAILING.

Fresh'nd-Aire ROOM CONDITIONER

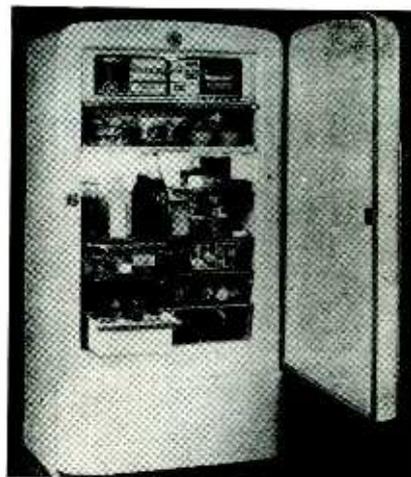
Model 600, shown, acts as a room deodorizer, as well as a room conditioner



and humidifier. In addition to properly moisturizing the air in the room, the unit actually removes objectionable odors, and, at the same time, filters out smoke, dust and dirt. Unit has a retail price of \$59.50. Fresh'nd-Aire Co., 221 No. LaSalle St., Chicago—RADIO & TELEVISION RETAILING.

Gibson REFRIGERATOR

Special refrigerator model G-860 is an 8-cu. ft. box. It includes the Gibson Freezer



locker—Fresh'ner Shelf combination. A new feature is a glass-top, sliding crisper drawer. Three full-width shelves and one small shelf provide 15.56 sq. ft. of shelf area. List price for this model is \$249.95. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Dominion PERCOLATOR

The new "Sta-hot" electric percolator features two-heat control with Perc and Warm positions. Made of polished aluminum with black handle; has an eight cup capacity. List price is \$8.95. Dominion Electric Corp., Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Universal IRON

A new electric iron is offered—called the Stroke-Sav-R. It features an extra wide sole plate with sloping bevel. Covers more surface with no increase in weight. Rear of iron is rounded. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

Electromode HEATER

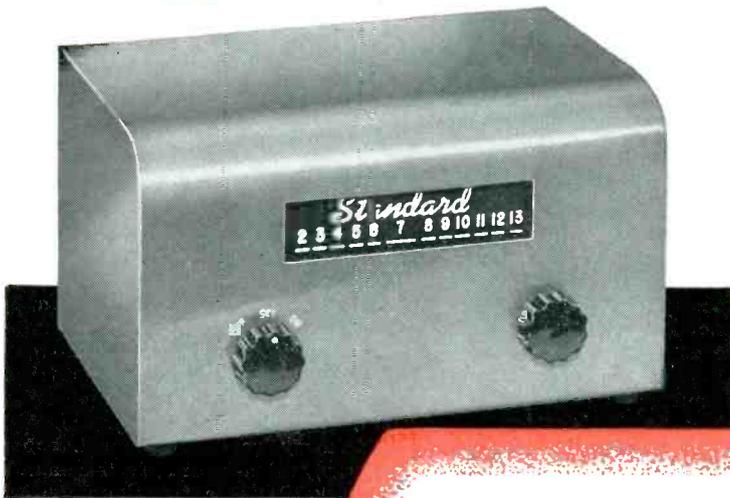
An automatic, heavy duty, portable electric heater has been announced. Called the model PA, it features a built-in thermostat. Supplies fan-circulated heat. Operates on 240 volts and is available in 3000 and 4000 watt capacities. Electromode Corp., 45 Crouch St., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

Moviette LAMP

"D" Light is a tiny lamp 4 inches high, weighing 5½ ounces, that clips right on to any flat surface, such as a book, for reading in bed. Unit constructed of sturdy metal in the choice of 3 finishes, copper and brass finish for the home, and polished aluminum for utility use. Operates on AC or DC. Priced at \$2.95. Moviette, Inc., 366 Madison Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

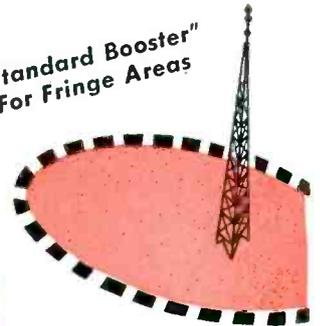
"Standard"

**ALWAYS 1ST!
WITH THE BEST!**



"THE STANDARD BOOSTER" A new high gain TV preamplifier that assures your customers studio clear reception. This means plus profits for you by boosting your TV set sales in fringe areas. "The Standard Booster" features 2 knob control... continuous tuning, eliminates a switch from high to low channels... printed circuit trouble free operation.

*"The Standard Booster"
For Fringe Areas*

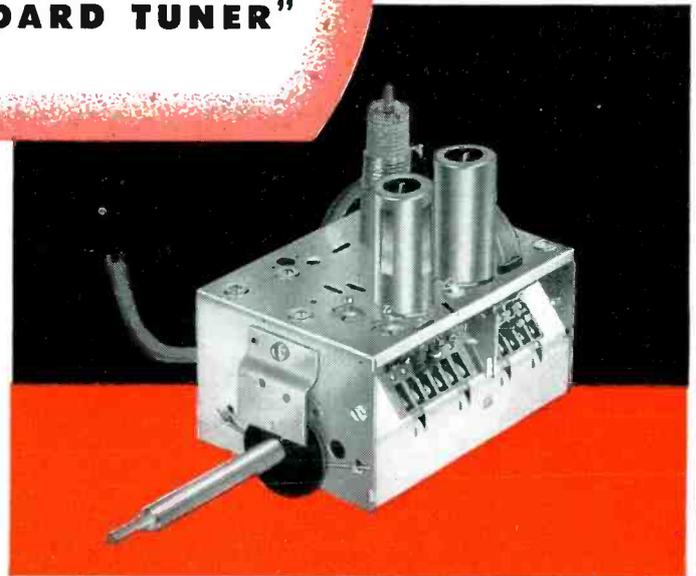


*"Over 1,000,000
Standard Tuners
Now In Use"*



**Tomorrow's Market... Here Today
FOR TWO GREAT PRODUCTS
"THE STANDARD BOOSTER"
"THE STANDARD TUNER"**

"THE STANDARD TUNER" is nationally recognized as the accepted replacement tuner by the trade. Incorporated as original equipment in over a million TV sets produced by the majority of the outstanding manufacturers. This is the tuner for you. It gives higher sensitivity... quick interchanging of channel inductors... adaptable to U.H.F. See your jobber for details.



**APPROVED
"AISLE OF TRADE NAMES"
BOOTH 114... PARTS SHOW**

Standard COIL PRODUCTS CO., INC.
CHICAGO • LOS ANGELES • BANGOR, MICHIGAN

Build your profits and expand your TV service business now with these two great "Standard" products. Write today for complete profit information, specifications and performance data.

Sell MORE Fans, Air Conditioners!

Get Early Start to S-t-r-e-t-c-h the Season. What to Do NOW

• There's music in the air—cash register music, we mean, for those merchants who get ready for the big rush in sales of electric fans and air conditioners.

This year's business should be big and exciting. Those who stock adequately and exploit properly will be well repaid for their effort. Though highly seasonal, sales of cooling devices can be stretched out by retailers who believe that many people can be sold well in advance of the hot weather.

It's a well known fact that folk come in in droves to buy fans when the mercury climbs to sizzling heights, and that during such periods fans practically sell themselves. But the trick is to get people to buy early, and in planning for such pre-heatwave activities, the dealer needs to sell himself the idea that a great many people will buy early, if the wisdom of such procedure is shown.

The merchant can stimulate the buy-early technique in exactly the same manner he and his fellow dealers have added months to the Christmas shopping period through the "Do Your Christmas Shopping Early" theme.

One of the first steps to take in extending the fan-buying season is to get the air-movers in the show-windows in *advance* of real hot weather, along with signs suggesting that the wise purchaser prepare now.

It isn't a bit too early, either, to get some "buy fans NOW" plugs in one's advertising. Through long and consistent effort, dealers selling heating equipment have been able to make the Spring a big selling season for their products, and it's certainly high time that some similar sort of drive for advance business in cooling equipment be set up.

Each dealer can help the industry and himself by getting a head start in fan selling, and now's the time to begin.

What to Stock

Numbers of dealers wait too long to order their supply of fans with the result that they find themselves losing orders right and left when the heat peak hits. The deadline for fan buying is here now, and the smart merchandiser will spend some time figuring out just how much and what types and sizes to buy.

Since fan models are not changed too often, the merchant can stock up liberally, since he can usually carry over stocks until next season without financial loss. In buying his 1950 prod-

ucts he should look into the newly-designed air circulators on the market, some of them radically different, and selling well, too. Conventional type models should be stocked in various sizes, and the larger pedestal, commercial fans are potential sellers to non-competitive merchants in the locality. Since some of the commercial types run into quite a bit of money, the dealer should study carefully the outlook for sales in his community, and if possible, he should have his salesmen canvass the business district in advance of the extreme hot weather.

In addition to the conventional and newly-designed air circulators, dealers are being offered a wide variety of window and built-in exhaust fans, and they have new and great opportunities in the selling of compressor type room coolers. New on the market are "combination" exhaust-circulator fans, and combination fans and heaters.

Selling Air Conditioners

Compressor type air conditioners are more difficult to sell than the conven-

tional fan because, first, they cost more, and second, because many consumers are not familiar with them. However, since room coolers are big-ticket items, the dealer can afford to put considerable effort into selling them. Merchants who use this appliance to cool their own stores, have "live" demonstrators at their disposal, and can make dramatic presentations to prospective customers. As pointed out in previous articles, room coolers must be merchandised as *refrigerating* devices. The public must be sold away from the notion that they are merely high-priced electric fans.

"Selling Up" is a technique too often overlooked in fan merchandising, though frequently employed in sales of other products, but there's no reason why the salesman shouldn't sell fan customers "up"—up to a better fan—a large enough size. Since a good fan lasts for a long time, a higher price can well be justified.

Another angle to fan selling is to urge the customer to own an adequate number of fans in order to get summer comfort *throughout the home*. The day of the one-fan home is a thing of the past. When you sell enough fans to your customer you'll not only make a friend, but you'll make more money!

Repairing Helps Sales

The dealer who has first-rate facilities for repairing fans puts himself in a good position to sell more fans, too. In advertising, such dealer can urge people to get the jump on hot weather by getting their electric fans repaired early, and he can suggest replacement of those units too far gone to warrant spending money to put them in shape. Many customers will be willing to get rid of old fans simply because the old product is objectionably noisy, and, hence, cannot be used in a room where people are trying to sleep.

The modern fan's whispering operation is a big selling feature, and here again the dealer may get considerable replacement business in commercial units by soliciting non-competitive merchants who have old-fashioned fans whose din drives away customers and interferes with the normal transaction of business.

America's first electrical appliance, the fan, has long since passed from the luxury stage. Today it is a Number One necessity, and with the compressor type room cooler, it can create comfort, aid health, and, at the same time make money for the progressive dealer.



To Put WIND in Fan SALES—

Buy adequate stock

Select models skillfully

Display fans, room coolers early

Sell customers "up"—

You get more, so do they

Do more business

with those one-fan customers

Use your service department
to discover new prospects

Admiral

NEW 1950 SUPER-POWERED TELEVISION CHASSIS

with all the
LATEST FEATURES
**Engineered to
Outperform**

any set,
anywhere,
any time!

"VIBRA-SEAL" PROTECTION
... guards picture tube against dust, moisture, damage



HIGH EFFICIENCY HORIZONTAL OUTPUT CIRCUIT ... delivers full voltage ... enough power to sweep a 21" tube



"RATIO-DETECTOR" FM SOUND ... finest FM sound system available



"GATED" AUTOMATIC GAIN CONTROL
... eliminates picture "flutter"
... assures perfect contrast

AUTOMATIC PICTURE LOCK-IN
... pictures are steady
... can't move sideways

ONE-KNOB AUTOMATIC TUNING
... easy to tune as a radio



ALL-CHANNEL TURRET TUNER ... "built for the future" as well as all present channels

BUILT-IN DIRECTIONAL ROTO-SCOPE ANTENNA
... most powerful station pick-up of all

HIGH EFFICIENCY POWER TRANSFORMER
... no buzz or hum. Operates at low temperature

STATIC-RING AND PLASTIC INSULATOR
... eliminates high voltage static on picture tube



DUAL-CARRIER SIGNAL SYSTEM
maximum picture detail and sound fidelity

AUXILIARY "PREFERENCE" CONTROLS ... for critical tuning in weak signal areas



designed by Admiral
... to Admiral's own strict standards and specifications

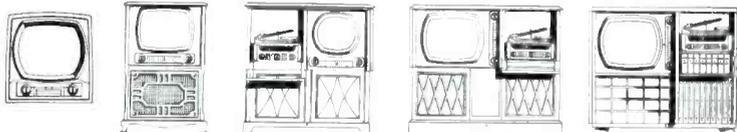
engineered by Admiral
... from top to bottom right down to the very last detail

built by Admiral
... in Admiral's own huge, modern, fully-equipped plant

PICTURES AS CLEAR AS THE MOVIES!

Yes, so clear you can sit as near to the screen as you please. Owners of Admiral television know this... Admiral dealers know it. Letters from all over the country praise Admiral's outstanding performance even in distant outlying "fringe" areas where other sets fail. Admiral quality didn't just happen... it was planned that way! When you control every step involved in design, engineering and manufacture... like Admiral does... you're bound to build a better set!

another reason why Admiral is the world's largest manufacturer of television-radio-phonograph combinations



ON TV—"STOP THE MUSIC," ABC-TV, Thursdays... "LIGHTS OUT," NBC-TV, Mandays

This Month:
 "Cool Inside" Signs • Electric Irons •
 Small Radios • Large Sales are Husband
 and Wife Propositions • Vacuum Cleaners
 • Credit Information • Friction Between
 Salesmen and Servicicers • After-Sale TV
 Calls • Sales Training Program • June
 Bride Display

Sales Tips

and Profit-Pointers



ARE YOU PREPARED TO OFFER summer comfort to your customers? The modern store needs a sufficient number of quiet-operation fans, or an air-conditioning system. Very few stores in our field use "Cool Inside" signs, but there's no reason why they shouldn't display them in windows to bring in customers just as many other businesses and places of entertainment do.

\$ \$ \$ \$ \$



SURE-FIRE WAY TO SELL MORE IRONS. Have salespeople approach each and every store visitor this way: "Have you seen the new _____ iron?" The salesman brings the iron to the customer. Hint: Show irons to the male visitors, too. A new electric iron makes a fine present for the man of the house to take home to his "better half." Youngsters buy numbers of irons too, as special occasion gifts to the mothers of America.

\$ \$ \$ \$ \$



INCREASE SALES VOLUME ON SMALL RADIOS by setting up a "special" section, either an island or a corner space, and group midjets and portables in an attractive display. Suggest types of midjets for certain rooms via cards that also stress colors. Be sure to have sets hooked up for demonstration. Arouse customer's interest in portables by the carry-about's feature of playing instantaneously, along, of course, with other salient points.

\$ \$ \$ \$ \$



MOST LARGE SALES ARE husband-and-wife propositions, so don't be too aggressive in trying to get an order from Mrs. Housewife during the day, particularly when she tells you that she'll *have* to talk it over with her spouse. Instead, if *you know the customer well*, suggest sending that TV set, washing machine or whatever it is she's interested in, to the home for a trial. If you're convinced that your customer cannot make a decision to buy without talking it over with her husband, the home trial is made to order.

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$



PLAN NOW TO PUT IN A JUNE BRIDE show-window display of small appliances, setting it up about the middle of May. Make up some "ensembles," listing total price for each group of electric housewares. For many years there's been a marked trend toward giving table and kitchen appliances as wedding gifts, and every re-



SUCCESSFUL VACUUM CLEANER salesmen no longer use the tricky demonstrations of yesterday. They make straightforward presentations designed to stress efficiency of the product, operational features, the maker's reputation, and value. Feats of magic went out with the foot-in-door technique.

\$ \$ \$ \$ \$



THE SALESMAN WHO GETS ALL THE CREDIT information on the time-payment contract at the time he makes the sale is saving himself a lot of grief, and maybe the order itself. Delay in delivery due to contacting purchaser for additional credit data has killed many a sale; antagonized many a customer.

\$ \$ \$ \$ \$



FRICION BETWEEN SALESMEN AND SERVICERS is something that no profit-minded retailer should tolerate. Close and amiable cooperation between the two departments must be maintained. Your customers are in the middle when there's feudin' an' fightin' going on, and too many stores permit just such conditions to exist.

\$ \$ \$ \$ \$



YOU MUST MAKE AFTER-SALE TV CALLS to keep customers happy and get a batch of red-hot leads on the enthusiastic friends and relatives who've come in to see the new TV receiver operate in its new home. Such friends and relatives are real dyed-in-the-wool prospects.

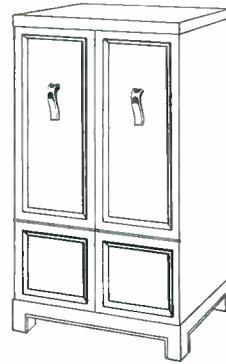
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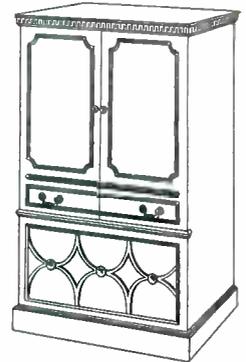
ANY STORE HAVING A SALES TRAINING program is overlooking a good bet if it doesn't include its servicicers and installation men in the courses. Reasons: Customers have the utmost faith in the man who keeps radios, TV and appliances in working order, and many sales can be made directly through serviceman recommendation.

tailer should try to cash in on it. In addition to setting up displays suggested as gifts, the dealer should realize that many newlyweds buy their own "gifts" when setting up housekeeping. Here's a tip: For the newlywed couple in lower-income brackets, make up electric housewares "ensembles" featuring a small down payment and easy terms.

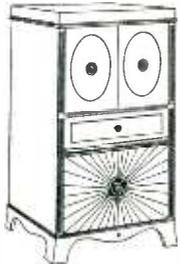
SOON YOUR BEST CUSTOMERS . . . THOSE WHO WANT SUPER-LATIVE PICTURE PERFORMANCE, BEAUTIFUL FURNITURE, HIGH-FIDELITY TONE . . . WILL BE ASKING THE MOST SALES-SIGNIFICANT QUESTION IN TELEVISION TODAY:



Contemporary*



Traditional*



Hepplewhite

“Is it as good as the

Freed-Eisemann?”

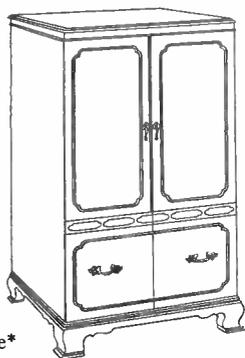
THE TELEVISION



Heirloom Sheraton

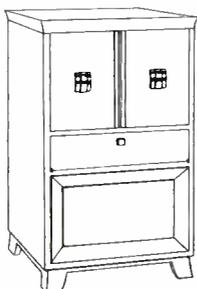
INSTRUMENTS BY WHICH

ALL OTHERS WILL BE JUDGED



Chippendale*

*19-inch with FM radio



Modern

Freed-Eisemann—recognized standard of the finest in picture performance . . . tone quality . . . and distinguished furniture styling—today occupies a unique position wherever sold—the most eagerly sought of quality television instruments!

Freed-Eisemann 16-inch (29 tubes) and 19-inch (30 tubes) television circuits represent a notable engineering achievement: the utmost in picture fidelity, the utmost in sound reproduction. Six superbly-styled, custom-constructed cabinets carry on a 28-year Freed-Eisemann tradition of leadership in the quality field.

Competitively priced. Dollar-for-dollar and specification-by-specification, one of television's most powerful selling stories.

MAKING SALES AND PERFORMANCE HISTORY WHEREVER SOLD. Outstanding quality, competitive prices . . . plus one of the industry's most profitable mark-ups have won the intensive sales support of successful dealers. Now, increased production makes it possible for more selected dealers to feature this profit and prestige-building line.

DISTRIBUTORSHIPS in a few important territories are available. Write today: Freed Radio Corporation, 200 Hudson Street, New York 13, N. Y.

FABULOUS 16 AND 19-INCH TELEVISION CONSOLES

How to Figure

The Cost of Doing Business

• Although it sounds surprising, investigations conducted by the editors of this magazine have shown that a number of dealers don't know what they are selling. Most merchants are able to make generalizations about their sales volume on the basis of their personal experience, but keep no records of sales except in dollars. The importance of more detailed information can not be over-emphasized. On the other hand, observations based on personal experience can easily be given too much weight. It is human nature not to react quickly, and also it is human nature to indulge in wishful thinking.

Business records methodically kept in a detailed fashion show the "temperature" of the business as it slowly changes, and before a danger point is reached.

This does not mean that an expensive, time-consuming system is necessary; but a compromise must be made between the bare minimum which is needed for income tax purposes, and a more sensible "minimum" which will enable the retailer to operate efficiently.

Itemized sales are part of what we could call an "irreducible minimum" of records for efficient operation. We might cite an example or two to show what we mean.

For our first example, we shall take a case which is far afield from your radio-appliance experience, to show how general the conditions are. A certain department store had a women's lingerie department which sold such items as slips, petticoats, underwear, etc. Business was off badly in this department, and the buyer was turning away all salesmen. One brassiere manufacturer was puzzled by this account, since his products were selling well elsewhere, so he investigated a bit and found that one large selling item in this department had declined in sales considerably: slips. Due to the shortsighted policy of the store or the buyer in not analyzing this operation, all other items in the department were being thinned out because of the policy of buying nothing when sales were so poor. Therefore they were losing sales even in wanted items, because of lack of selection.

Hitting closer to home, we have run across many stores in our trade who claim: 1) That they are losing money on service, and 2) That they are losing money on television sales. When pressed for details, however, it turned out that they did not keep separate records on either of these items. It is questionable whether a store can really know whether it is making or losing

Part of a Series of Articles

This Installment: Itemize Sales for Better Control of Merchandising Policy

money on some particular type of merchandise or service if all the money goes into a general till and no separate analyses are possible.

A more careful record of sales, however, may make it possible to discover an otherwise hidden source of loss or expense. It may reveal that the long discounts on item "A" are of no more ultimate benefit to profit than the shorter discounts on item "B" because of slower turnover, additional selling costs, etc. It may reveal that store space and storage space are being inequitably allotted to merchandise which doesn't result in enough sales or enough profit to warrant it. Or it may be that advertising and selling expense are being lavished on merchandise which moves well, and denied to merchandise that needs the extra push.

"Is it expensive to keep detailed records, and how may I go about it?" the dealer may likely ask. The process need be no more detailed or expensive than the store's volume will permit. And on the other hand, it should be as detailed as possible.

Some record of sales must be kept, and usually at least two are: the cash register and the sales slip. Some stores have cash registers which will add up two or more totals, each identified by a letter. Some also have registers which imprint the sales slip. In either case, the information must be carried over to some separate form, card or ledger, under different headings. In the absence of such equipment, it is still possible to make a record of every sale, and it is easiest to make the record at

that time instead of waiting until so many have piled up that it takes a bookkeeper to do it.

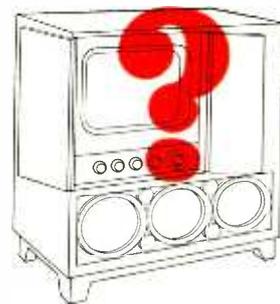
One store we know of which does about \$200,000. annually with a minimum of help keeps a card file on every manufacturer whose merchandise is stocked. Every time an item is sold, the model number and price is entered. By adding up these cards (often) it is possible to tell exactly what has been sold.

Many stores keep a perpetual inventory, which lends itself very readily to an analysis of sales by types, provided the compilation is made. But it is important that it be done often, while it is in easy, small amounts. Once it gets big it will be too formidable, and will be put off "Until we can afford to hire somebody to take care of it."

Not only will a detailed account of your sales by types show the exact importance of each type in the yearly volume, it will also show the monthly sales, and therefore the precise seasonal trends. Although seasonal averages for the industry are readily available, they are only averages, and may not tell the story at all for a particular store in a particular location. The planning of orders, of displays, promotions, and ad campaigns more intelligently and efficiently is made possible by an accurate knowledge of your particular situation.

The net result of more efficient operation is reduced expense combined with increased profit, the aim of all stores, large and small. Know your business more intimately to achieve this efficiency, and gain this knowledge by keeping itemized records of your sales.

With television growing in importance to retailers every day, the \$64 question is, "What is the cost of doing TV business?" The staff of RADIO & TELEVISION RETAILING is compiling the answer to this question from the detailed information being sent in by readers from all over the country in a survey now in progress. The results of this study will be presented in detail in a forthcoming issue, to help retailers in planning and evaluating their merchandising policies. The survey is being conducted by this magazine and the Retailing Div. of City College. (College of the City of New York.)



Jackson CABINETS AND CHASSIS



Jackson RADIO CHASSIS

MODEL J 100

Cadmium plated AM radio chassis • Slide rule dial (dial glass incl.) • AC-DC circuit • AVC • Push-pull audio system • Phono jack and AC phono motor leads • Built-in loop antenna

4 Controls —

- 1 — Continuous tone control
- 2 — On-off and volume
- 3 — Radio-phono switch
- 4 — Tuning

7 tubes, including rectifier.

Dimensions: 12" W; 8" D; 7" H

MODEL J 200

Cadmium plated AM-FM radio chassis • Slide rule dial (dial glass incl.) • AVC • AC chassis • AM loop incl. provision for external FM dipole.

4 Controls —

- 1 — 3 position tone control
- 2 — Off-on and volume
- 3 — AM-FM phono switch
- 4 — Tuning

8 tubes, including rectifier.

Phono Jack and AC Phono motor leads

Dimensions: 13" W; 9" D; 8" H



TV CHASSIS

- ★ Cadmium plated.
- ★ RCA Licensed.
- ★ Complete fuse protection to safeguard valuable tubes and parts.
- ★ A F C on horizontal control.
- ★ True FM Sound.

★ 2 Knob Control. One for off-on, volume, and contrast—one for fine tuning and channel set.

★ Picture and sound interlocked. When picture is in focus sound is automatically at its best.

★ Turret-type tuner — adaptable to UHF — protection against changes in telecasting frequencies.

★ 20 tubes including picture tube and 2 rectifiers.

★ Straight AC chassis.

★ Mask, protective glass, Knobs and all external hardware included.

MODEL J 12

Expanded 12½" wide-angle picture
Dimensions: 15½" W; 20" D; 17½" H

MODEL J 14 REC

Rectangular 14 inch picture . . . may be mounted in a cabinet as small as the average 10" set requires. The entire face of the tube is utilized.
Dimensions: 15½" W; 20" D; 16½" H

MODEL J 16 REC

Tremendous 16 inch rectangular picture may be mounted in a cabinet as small as the average 12½" set requires. Entire face of the tube is utilized. Has a special 14,000 volt anode supply for a superbly clear picture.
Dimensions: 15½" W; 20" D; 17½" H

MODEL J 19

Picture window 19 inch screen — A seat behind home plate . . . A spot on the 50 yard line . . . Front row center in orchestra hall.
Dimensions: 20" W; 24" D; 23½" H

TELEVISION CABINETS

★ All Jackson TV cabinets will accommodate most 10, 12, and 16 inch television sets.

★ Gleaming hand-rubbed mahogany veneer.

★ Designed by John Bergen, America's foremost furniture stylist.

★ All models available in Blonde.



MODEL J C 55

Table television cabinet with flush hinged doors. When not in use this cabinet becomes a beautiful piece of furniture.

- Baffle cut for an 8" speaker
- Tube center 11" from Chassis bottom

DIMENSIONS

Overall: 19" W; 21½" D; 20" H
TV compartment: 17½" W; 20½" D; 18½" H



MODEL J C 65

Console television cabinetry at its most beautiful. With flame-hued doors closed it becomes the center piece in any living room.

- Baffle cut for 10" speaker
- Tube center 11" from chassis bottom

DIMENSIONS

Overall: 21¼" W; 21½" D; 36" H
TV compartment: 19½" W; 20½" D; 18¼" H



MODEL J C 75

Full length doors to complete a cabinet in the most graceful American tradition.

- Baffle cut for a 10" speaker
- This magnificent set will accommodate any chassis made including the 19" screen.

DIMENSIONS

Overall: 25" W; 26½" D; 43½" H
TV compartment: 24" W; 24½" D; 24½" H

COMBINATION CABINET



MODEL JC 85

Style and dignity compete for attention with full length doors in this magnificent 3-way combination cabinet . . .

DIMENSIONS

Overall: 38" W; 22¼" D; 39" H
Radio compartment: 17½" W; 18½" D; 8¼" H
TV compartment: 17¾" W; 20½" D; 18¼" H
Changer compartment: 16" W; 16" D; 7" H
Baffle cut for a 12" speaker

If you do not plan to attend the May Parts Show, write for catalog and prices.

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- * Plays back both
- * Plays any 78 R.P.M. Record

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'HOME THEATRE'

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- ✓ automatic phonograph playing all three speeds

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the new **DUMONT** type 12LP4A TELETRON*



New Du Mont gray face plate

Bent-Gun, exclusive DuMont design, bends the electron beam only once instead of twice as in other designs. Permits sharper spot focus.

Featuring
the

BENT-GUN

Specifications

Overall Length	18 ³ / ₄ "
Diameter of Bulb	12 ⁷ / ₈ "
Useful Screen Diameter	11"
Base	Duodecal 5 Pin
Bulb Contact	Recessed Small Cavity Cap
Anode Voltage	11,000 Volts D. C.
Grid No. 2 Voltage	250 Volts D. C.
Focusing Coil Current	110 Approx. Ma D. C.
Ion Trap Current	120 Approx. Ma D. C.
Grid No. 1 Circuit Resistance	1.5 Max. Megohms

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Modification of the Bent-Gun makes possible the use of single or double magnet beam-benders thus assuring direct interchangeability with other 12LP4's, yet assuring that extra sharpness possible only with the Du Mont gun structure.

An ideal tube for improving the performance of existing receivers, using the Type 12LP4, or for incorporation in new receiver design.

Literature and quotations on request

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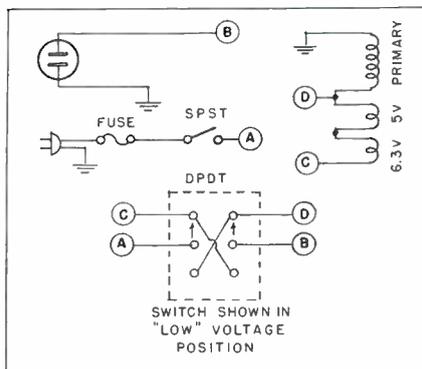
Section of **RADIO & TELEVISION RETAILING**

Speed Up Servicing!

Readers Contribute Bench Shortcuts for Faster Repairs

From R.G.E., Portland, Ore.: **CURING RASPY SPEAKER CONES** in midget sets. These small jobs have a tendency to warp with age, developing a rub on the voice coil. Replacement may sometimes be avoided (when a low-priced repair is essential) by this method: first, find which side of the VC is rubbing by probing with your finger. The rasping may be made more pronounced for this test by the use of a single (low) tone from an audio oscillator. Second, un-bolt the speaker from the chassis, put extension clip leads on it, and clamp the bad side in a vise. Then gently bend the frame in different places and different ways with your fingers till you find the place which, when bent, will cure the trouble. Put a permanent bend in the frame at this point, if necessary with a pliers, and the job is done. Replace the speaker in the chassis.

From C.F.D., Mt. Vernon, N. Y.: **LOCATING INTERMITTENTS** by line voltage variations obtained with an old power transformer. Many intermittent troubles can be made to appear at will by operating the set on too low or too high a line voltage. For instance, oscillators in 3-way portables are often critical as to plate voltage, and will quit when it drops below a critical point. On the high side, many intermittent condensers and other components will quit when the voltage is above



normal. I made myself a tester which provides these conditions at the flip of a switch, using an old transformer which had a burned out plate winding. The plate leads were snipped short and taped, as they were not used. The primary and the two filament pairs (5 and 6.3 volts) were connected in an auto-transformer arrangement to give line voltage plus 11.3 or line voltage minus 11.3. In my shop this gives me 106 and 128 volts. In addition to the transformer, I used a male and a female electrical plug, a DPDT switch, a SPST line switch, fuse holder and fuse, and a small chassis to provide a firm mounting for the whole assembly. The male plug, of course, goes into an AC outlet, the SPST switch turns the AC on and off, and the fuse protects the device against overloads due to connecting too large a set to the tester, or from transformer breakdown. DPDT switch selects either high or low voltage, and the female outlet is for the plug of the radio under test. The unit will handle any equipment which does not consume more wattage than did the equipment from which the old transformer was removed. Mine happens to be from a 630 TV set, and it can also serve to check TV sets. When, for instance, we suspect that the reason a set cannot get sufficient width at the customer's home but works O.K. in the shop, we try it on low line voltage to see if maybe that isn't the trouble. In

connecting up this test unit, it may be necessary to phase the winding to be sure to get the desired additive effects. I marked the ground side of my AC outlet and the ground side of the tester with nail-polish so that I can always plug them together the same way every time.

Scope Requirement for TV Alignment

"While a wide-band response is essential for the observation of sync and blanking pulse shapes, it is well to point out that a scope having a response of plus or minus 10% to 40KC is ample for all sweep alignment work on TV and FM. The sweep curve observed is not RF but is derived from the frequency-modulated RF or IF signal by detection, and so it is actually well within the audio range. When it is desired to check a video curve, a probe such as the RCA WG-263 crystal probe is required to demodulate the video sweep."—Courtesy RCA.

PR SMA Changes Name

The Philadelphia Radio Servicemen's Association will be known as the "Electronic Technician Guild" as part of a test set-up of the Guild form of operation and organization in that area. The new Guild will consist of radio-TV dealers, distributors, and their sales personnel, independent radio and TV service shop operators and their employees. Shops will be classified and wage rates set, working conditions will be regulated, committees will examine and grade all members, and grievances between employers and employees will be arbitrated. Attendance at meetings and technical school or lectures will be compulsory until a master grade is reached, and then attendance is required at meetings. Other state-wide groups are invited by PRSMA to contact the Philadelphia organization for details if they are interested in forming such a guild. The PRSMA group looks forward to eventual establishment of a national guild to co-ordinate and promote the best interests of the electronic technician.

SHOP HINTS WANTED

Payment of \$5.00 will be made for any service hint or shop kink accepted by the editors as usable on this page. Unacceptable items will be returned to the contributor. Send your ideas to "Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, N. Y."

Cash In on Conversion

Big Business Potential Awaits Service Departments; Promote

• Now that the phono record industry has settled down to three speeds and most of the confusion has died away, the time is ripe for business-minded service technicians to promote extra business by suggesting to their customers that they bring home instruments up to date.

With some twelve million phonographs (separate, or in combinations), which were made before the new speeds came into being, still in homes across the country, every town and market area has a goodly share of this potential business. This does not take into consideration the even larger number of radios in use which never had a phonograph attached, a large percentage of which could be sold an attachment if aggressively solicited.

We need not be concerned at this time as to whether one speed or two speeds will eventually predominate over the others. At present there are three, all selling actively, and the dealer can point out to his customers that they are not getting all the enjoyment which is available to them on records if they do not have an instrument capable of handling all three speeds.

Better Tone Possible

Such a campaign need not be confined to suggesting what are felt to be the advantages of the new types of records offered. Many new features and techniques have been introduced which are likely to be absent on some of the older instruments. The dealer can promote the advantages, not only of being able to play all the types of records which we now have, but also of playing records of any type in a superior manner to what was formerly experienced. The design of equipment to reproduce recorded music, stirred as it was by the introduction of micro-groove records, has followed a trend

Fig. 1: Separate bass and treble controls may be incorporated as part of "sell up" on 3-speed conversion jobs. Circuit is explained in the text.

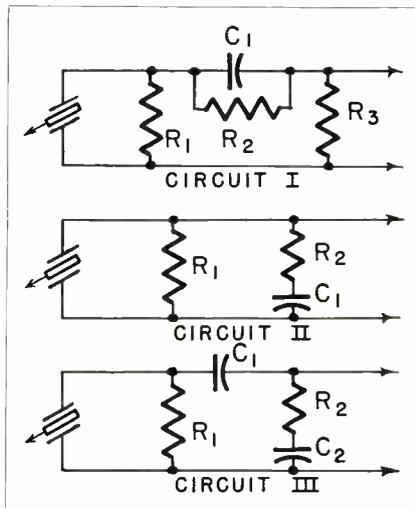
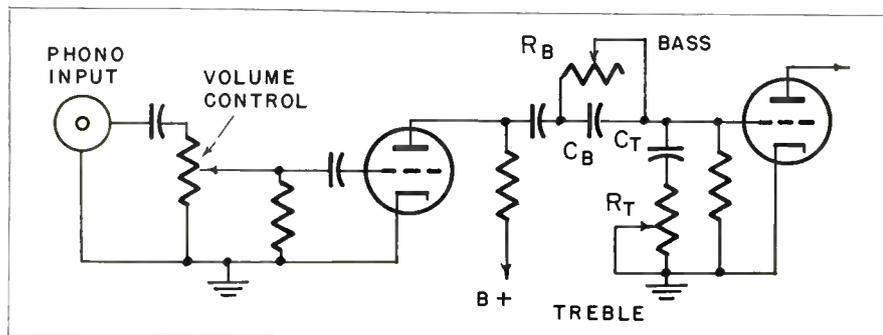


Fig. 2: Basic equalization circuits for crystal pickups which may need attention when new unit is added. Response is explained in text.

toward lighter pickups, and wider range reproduction, as well as less distortion and "needle talk"; in addition, changer mechanisms have been simplified at the same time as they have been made more efficient. And not only does the new equipment sound better and work better, but it produces less wear on the records and is less likely to break them.

All these points in favor of the newer equipment are mentioned, not to impress the reader (who already knows the good and bad features of the equipment he is required to service), but to suggest to him ways that he may convince his customers that they will benefit by letting him bring their phonographs and radio-phonographs up to date.

In soliciting this business, it is likely that the word "conversion" would be the best to use in presenting the subject to the customer, even though in many cases the word "substitution" (of a new changer for an old one) might be more precise. The reason is

that "conversion" suggests that the old equipment will not be discarded (or in other words, wasted) but rather that it will be improved. The conversion may well encompass more than mere substitution, of course, if (for instance) a variable reluctance pickup is suggested by the dealer. In this case, a pre-amplifier and possibly revamped input equalization will be required.

Furthermore, in selling a conversion to three speeds, the dealer may also suggest that the set (especially if it is several years old) be "overhauled," or at least completely "checked." This may be advisable, since it is not unlikely that the old audio amplifier is producing distortion which will not be eliminated by a new phonograph; or that the volume control is noisy or intermittent; that the AC switch for the present phonograph is defective or inoperative, etc. Therefore the phonograph conversion job can be sold up to an even more profitable repair bill.

In considering the instruments which may turn up for conversion, we will find table as well as console combinations, and some with 78 changers, some with 78 single-record players. There will also be many units which are already capable of playing two speeds. Each of these types will probably require a different approach.

Placement Problems

In converting 78 players and changers, the first question which arises is physical: would a new changer fit in the same place where the old one is? Of course, it is extremely unlikely that the hole in the motor-board will be of the correct shape and size. It may be possible to saw it out to fit if it is too small; but if it is too large, or such a shape that the mounting bolts on the new changer "deck" have nothing to rest on, it would be necessary to provide a new board.

If the dimensions of the player or changer compartment are such that the new changer will not fit in at all (if the width and length are smaller than the changer base plate, or if there is insufficient space above or below it), it becomes necessary to suggest some other treatment, since the radio service technician can not usually undertake the job of being a cabinet maker.

The most likely solution is to provide the changer on a metal or wooden base, or in a portable case; either base or case is available in completed form from your jobber and can be kept on

to Three Speeds

Adaptation of "Obsolete" Equipment for Plus Profits

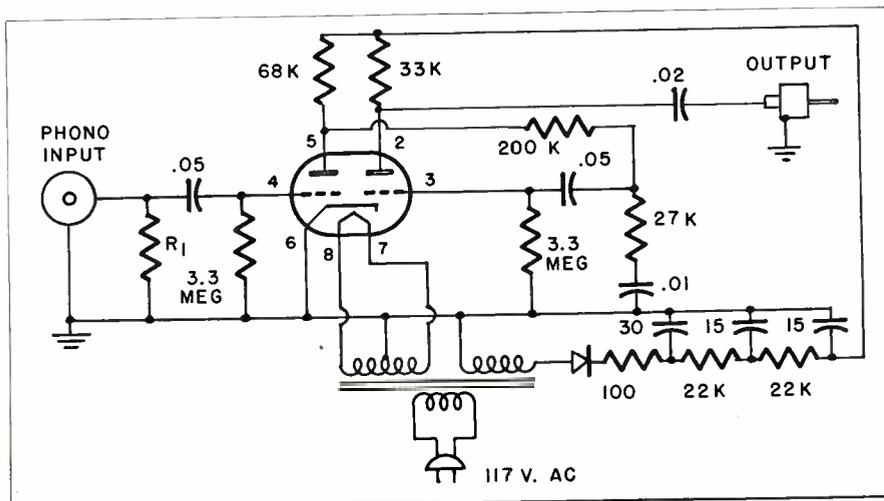


Fig. 3: Pre-amp and equalizer for G.E. variable reluctance pickup. R-1 is chosen for desired high frequency response characteristic. Typical values are shown in the text.

hand for the occasion.

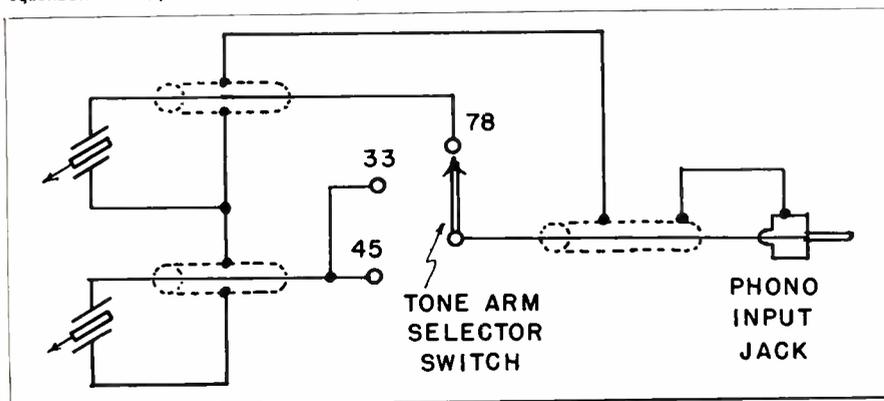
In any case, whether a direct substitution may be made, or whether a new motor board, mounting base, or case with cover is needed, it is obvious that a flat fee for a conversion job would have to be able to cover any eventuality, or else the flat fee is not the answer. Instead, an approximate fee could be quoted, subject to adjustment upon inspection of the equipment. The latter solution would give the technician the opportunity to check the receiver and suggest repairs or overhaul where needed, and also the opportunity to sell up to a more expensive type of pickup, needle, etc.

It is also possible to suggest such improvements or additions as separate bass and treble controls, dynamic noise suppressor, better loudspeaker, etc. Even in those cases where the customer decides against buying the

phono conversion, the call need not be a total loss, since other repairs or improvements to the radio may be suggested at that time.

In the case of existing two-speed changers, there are adaptor kits for some units which will make them capable of playing 45-RPM. Where no such parts are available, or where the technician considers their use impractical or inadvisable, it is still possible to provide the third speed by the addition of a separate changer mechanism (RCA RP-168 or equivalent) or changer attachment (RCA 45-J or equivalent). In such a case, it would be necessary to provide a switch to select either one or the other phono unit to feed into the input of the receiver, and it might be necessary to add equalization if the existing tone compensating networks do not provide for the best reproduction of the out-

Fig. 4: Wiring diagram for connection of two phono units into one phono input jack. If different equalization is required for the two units, it may be inserted on the pickup side of the switch.



put of the new pickup.

In the case of some table combinations and straight phono-amplifier units, sale of a "conversion" would be rare, since the cost might match or closely approximate the original cost of the unit. These are likely prospects for the sale of a new instrument, and the opportunity of pointing out the shortcomings of the old one should not be neglected.

Typical Circuits

Fundamentally, a phonograph pickup is put across the input grid resistor of the AF stage into which it is fed. The pickup may be considered a generator, and its output is greatest when it is matched to its load. Crystal and ceramic pickups may be considered capacitive, and their reactance decreases as the frequency increases. A typical unit with a capacitance of about 600 mmfd. ranges in impedance from about 9 megs at 30 cps to 25,000 ohms at 10,000 cps. With a typical 500,000 ohm load, such a unit matches its load at 500 cps. With a recording characteristic of constant amplitude below cross-over and a rising characteristic above it (to over-ride noise), the output of such a pickup would be "relatively" flat in the medium range.

Equalization to improve this output may be introduced in many ways. Fig-

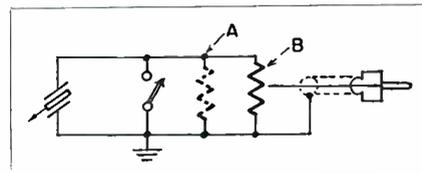


Fig. 5: Change in RCA model 9JY record changer attachment. Early models had 1 meg volume control (B), new models have 1 meg resistor (A) and no volume control.

ure 2 shows three typical circuits. In circuit I, increasing R-1 increases low frequency response and increasing C-1 increases high frequency response. In circuit II, increasing R-1 increases low frequency response, and increasing R-2 increases highs. In circuit III, increasing R-1 improves lows, and increasing R-2 improves highs.

Figure 1 shows a combination of these techniques for providing separate bass and treble controls. As R-t is increased, C-t becomes increasingly less effective in bypassing high frequencies, or in other words, there is less treble attenuation. As R-b is decreased, C-b becomes less effective in attenuating low frequencies.

Magnetic pickups may be considered inductive, and as such offer more impedance as the frequency goes up (the opposite of crystals). In other words they have a falling characteristic which complements the rising characteristic of recordings where they are pre-emphasized above cross-over, but requires bass boost to complement the low end. Figure 3 shows a schematic for the GE preamplifier for the variable reluctance pickup. This cartridge

(Continued on page 119)

Makes Money with

Connecticut Radioman Finds Commercial Places Eager for

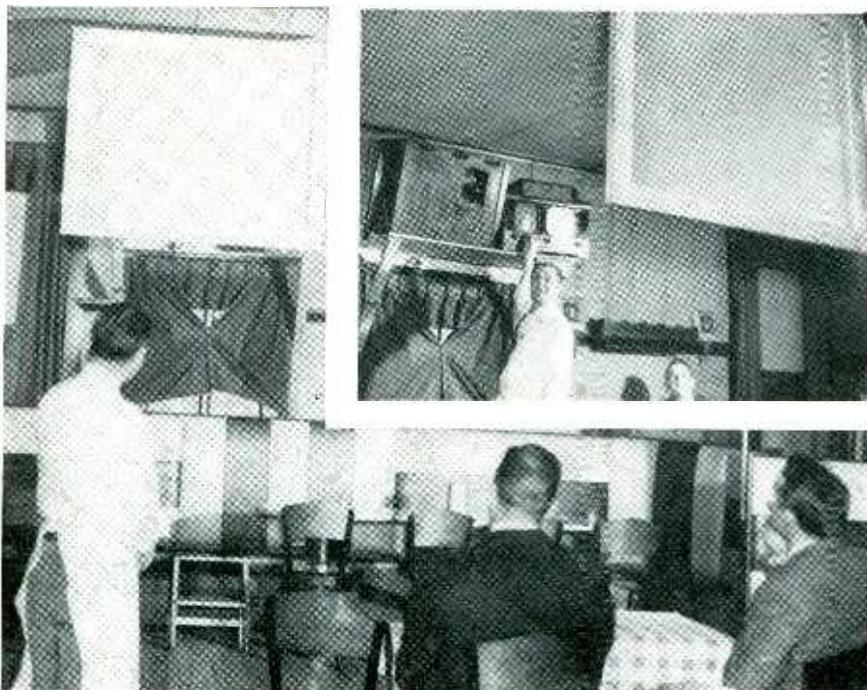


Fig. 2—Front and (inset) rear views of the hanging screen in Ahern's Restaurant, Ansonia, Conn. The 3x4 foot translucent screen may be viewed from either side. Inset: Francis Ahern tunes his direct-view receiver, which "feeds" the projection unit, shown at the left of the receiver.

• It is a matter of history now that the first place most people saw television was in a bar or tavern. These commercial establishments enjoyed a great increase in business due to the new medium, especially for sporting events.

More and more people, however, have been getting their own sets at home, where they can be more comfortable and get closer to the screen.

Bill Dunford, TV serviceman and installer of Naugatuck, Connecticut, reasoned that the taverns should be ready to enter a "second phase" of TV, especially now that improvements in the art had made it possible to have pictures big enough to see from a distance.

The success of his entrance into this venture is typified by the statement of one of his customers, "Even people who have sets at home come in here to see the fights . . . it's just like the beginning of TV all over again." A lot of thought and experimentation on Dunford's part preceded this successful result, however.

A projection system of some sort

seemed to be the answer, but it shouldn't be too cumbersome or expensive, and it should overcome what Dunford felt were the shortcomings of previous movie-type beaded screens.

The North American Philips "Protelgram" unit seemed to him to fill the bill because it is small and compact, can be used in conjunction with an existing TV chassis, and can be adapted to many different types of viewing. Since Dunford first started to consider this project, the Philips company has brought out an adaptor unit which simplifies connection to a TV set.

A schematic of this adaptor is shown in figure 1. The "Protelgram" unit consists of an optical box and a high voltage supply. The optical box contains the picture tube (3NP4), deflection coils, focus coil, mirrors and lens. The adaptor unit contains a well-filtered B supply and filament voltage for the high voltage unit (which furnishes 25KV to the kine), a compensated video amplifier to give additional driving voltage to the kinescope, a deflection failure protection circuit which biases the kine to cut off instantly in case of deflection failure (which might otherwise burn a line or a spot on the kine face), auxiliary focus and brightness controls, and terminal blocks or sockets furnishing leads to the TV chassis, the picture tube socket, the deflection and focus coils, and the high voltage unit.

With this adaptor chassis, it is possible to "adapt" almost any TV set employing magnetic deflection, by the following steps: clip the video lead at the kine socket, and the deflection leads at the yoke and put extensions on these five leads; add a 110AC pair from the TV chassis to supply the adaptor, add a ground strap; and two leads, one each from horizontal and vertical output systems of the receiver, to supply the deflection-failure-protection circuit in the adaptor. These ten leads are brought to two five-terminal blocks, and the set is ready to plug into the adaptor and operate as a projection unit.

The movie-type picture available is 3 by 4 foot, and this is the size that Bill Dunford chose to use. The straight throw from the optical unit to the 3x4 screen is about 8 feet for a square cornered picture. Dunford found, however, that if the picture is expanded to the full width of the kinescope face and then framed on the screen so that the rounded sides do not show, the throw distance may be reduced to as little as 6 feet. The picture may be projected



Fig. 3—(left) Large screen built into the wall over the kitchen door in the Anchor Club, Derby, Conn. The "converted" direct-view set is at the left. The projection unit is in a "tunnel" in the kitchen, 70 in. behind the screen. At right, Steve Kabilis is removing the panel which gives access to the projection unit.

Repairing Radio, TV Sets

How to Make Circuit Changes for Improved Performance

• The chassis of the 1950 General Electric 10T1 series receivers is similar in appearance and layout to the 805 which appeared about a year ago, and subsequent modifications of the 805 and 800. The schematics are not identical, however, and some time can be saved by noting the changes and substitutions which have been released. Early 805's used a full-wave voltage doubler in the B plus power supply, while "T", "U", and "W" productions used a half-wave voltage doubler circuit. Similarly, model 800A and 800B receivers use a full-wave voltage doubler power supply and a horizontal output transformer of the molded coil and laminated core type, while the 800C and 800D models use a half-wave voltage doubler circuit and horizontal sweep output transformer of the open coil and ceramic iron core construction (see "Universal TV Sweep Transformer," March 1950 issue of RADIO & TELEVISION RETAILING). The power supply of the 10T1 is a half-wave doubler as on the later 805's and 800's.

Conversion of the 805 to the new horizontal output transformer (as used in the 800D and 10T1) is shown in Figure 1.

All the versions of this set have had a 3-tube front end with 2 stages of RF and a 12AT7 serving as oscillator and converter. In the early models, the 1st two tubes were 6AU6's; then a 6AU6 and a 6AG5. Receivers manufactured

after January 1950 used a type 6BC5 in place of the high gm 6AG5 tube. Type 6BC5 is used as a replacement for the 6AG5 in these receivers.

The somewhat unconventional current source for the focus coil shown in Figure 2 is also used in all models of these receivers. The relatively high DC resistance coil (1300 ohms) is in parallel with the cathode circuit of the audio output tube (V19-25L6) and the cathode current passes through it. Operating Class A, the 25L6 plate current is relatively constant, and the focus coil is well by-passed for AF by C354. The minimum bias on V19 is maintained by the 100 ohm series resistor R352. Switch 341 throws additional resistors in parallel with the focus coil, and provides a "coarse" focus adjustment to permit the front panel focus control to focus near the center of its rotation.

45 MC IF Significant

Most significant change in the new series of receivers over previous models is the new IF frequency: 45.75 MC video, 41.25 and 4.5 MC audio. Radiation from FCC approved diathermy and industrial equipment, and international short wave stations does not cause interference in the new receivers, it is said, because these interference sources now lie below the IF band.

The RF oscillator, operating on the high side of the carrier on all channels, ranges in frequency from 101 to 258

MC, about 20MC higher than previous models, and most other conventional makes of TV receivers.

In aligning these sets, the IF requirement for RF signal generators is 40-50 MC, with markers in the same range (41.25, 42.5, 44.2, 44.5, 45, 45.75 and 47.25 MC). Procedure is otherwise relatively the same as for conventional models.

Whereas the earlier (800, 805) lines used a 6AL5 for video detector and DC restorer, the 10T1's use germanium crystal diodes: 1N64 video detector and 1N65 DC restorer. The latest models of the 1950 line, however, have eliminated the DC restorer altogether. This may be considered as a fairly well established trend in the newer sets. The subject was discussed in the article "DC Coupling in Video Amplifiers" in the December 1949 issue of RADIO & TELEVISION RETAILING. Absence of DC reinsertion will be found in some sets which do not have the video amplifier DC coupled to the kine grid, however, as in the modification of these new G.E. sets which is shown in Figure 3.

The new (10T1, 10T6, etc.) sets, of course, are distinguished in appearance by the wide screen picture with rounded sides, whereas the older models had a rectangular picture.

In servicing these receivers with series filament strings, always use an isolation transformer between the power line and the receiver.

(Continued on page 84)

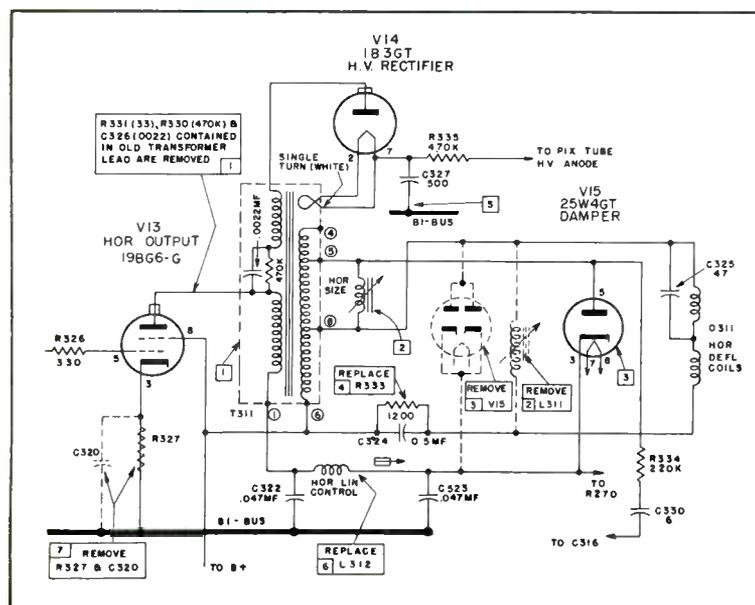
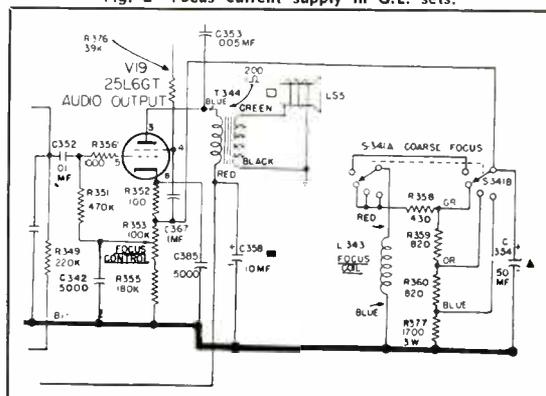


Fig. 1: New sweep Xformer installed in G.E.805. See numbers on diagram: 2 Remove width control. Connect new control between #5 and #8 of the sweep Xformer. 3 Reconnect the socket of V15 for the 25W4GT tube as shown. The white lead from the V15 socket to C327 should be rewired to #5 of sweep Xformer. 4 Replace 330 ohm resistor R333 with 1200 ohm resistor (URD-051). 5 Reconnect the low end of C327 to the nearest B- bus. The white lead which connected terminal #1 of the yoke to C327 should be rewired to #8 of the Xformer. 6 Replace the hor. lin. control L312 by new control (RLD-014). 7 Reconnect the cathode of V13 directly to B- bus.

Fig. 2—Focus current supply in G.E. sets.



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Repairing Radio, TV Sets

How to Make Circuit Changes for Improved Performance

(Continued from page 82)

Crosley models 10-401, 10-412MU, 10-418MU, 10-404MU, 10-404MIU and 10-420MU: To prevent breakdown between the 6BG6 tube and the damper tube plate leads due to arcing, install 3½ inches of fibreglas sleeving (Crosley part No. 39468-14) over the 6BG6 plate lead. This sleeving should be placed toward the terminal on the horizontal deflection transformer.

If trouble is experienced with the above models in being unable to obtain sufficient vertical height, the following changes can be made. (See Fig. 4) A) Change R171 from 5600 to 4700 ohms, 1 watt. If this change does not provide enough height, further increase may be obtained as follows: B) Change T105 to an auto-transformer by connecting the secondary in series with the primary as shown in Fig. 5. Remove the red lead of the primary winding of T105 at the terminal board where it is soldered beneath the chassis. There is another lead to this lug which is red with white tracer. Move it to the adjacent lug to which two green leads (one from the transformer secondary and one from the deflection coil) are connected. Remove the yellow lead of the T105 secondary winding and the yellow lead of the deflection yoke from the lug of the terminal board nearby where they are both soldered. Move these two leads to the lug where the red lead of T105 was formerly connected.

Replacing IF Cans

Westinghouse Model H-223-4.5 MC audio IF transformer. In early production, the transformer (V-6517) did not contain a 10 mmfd capacitor (C220). Instead, the capacitor was located outside the transformer can. These transformers that do not contain C220 are coded with a red dot. Transformers sup-

Fig. 4 (left) and fig. 5, Crosley vert. output system. Refer to text for changes to get additional height.

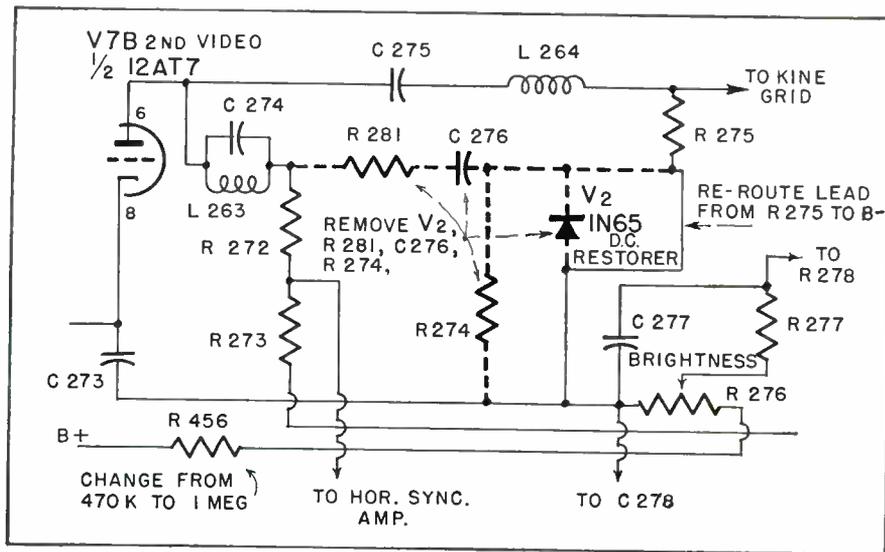
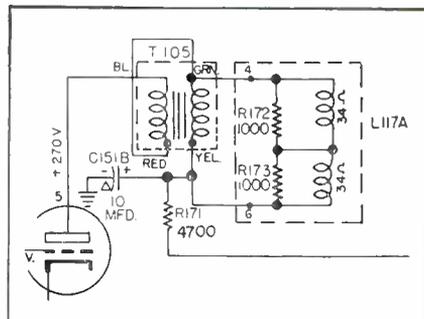
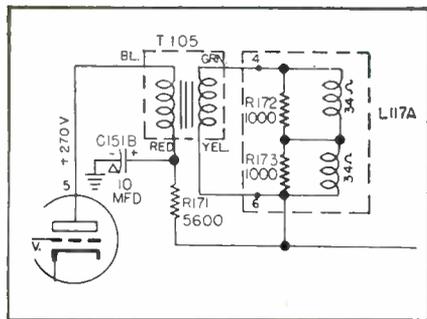


Fig. 3—Removal of DC restorer, G.E. models 12T3, 12T4, etc.

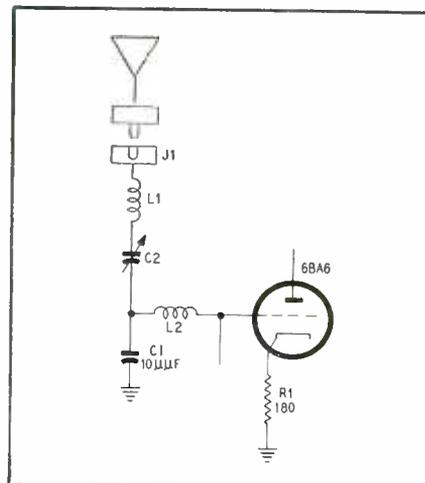
plied as replacements contain the capacitor built in, as do later production receivers. Therefore, when replacing one of the red-dotted transformers, the external capacitor should be removed from the circuit.

Philco Auto Radio Model S-4923. This model is similar to model S-4924 except that the tuner is manually operated, having no push-buttons, the IF is 455 KC, and there are minor circuit differences. The aerial input circuit is shown in Fig. 6. The parts are the same but the arrangement is different. The audio output circuit is shown in Fig. 7. This agrees with the revised S-4924 circuit. A .5 mfd spark filter condenser C27 is added, from the junction of F1 and C21 to ground. Condensers C3, C12 and C15 are removed. Section C 24 of the 4-section electrolytic condenser is not used. Except for the 455KC IF used in this model, the alignment procedure

given in the S-4924 manual applies. The locations of TC2 (tuning core of L5) and C10 are changed from the tuner assembly to the main chassis.

Admiral models using chassis 20X1, 20Y1 and 4L1: Vertical oscillator plate voltage change to improve height and linearity—in late production 20X1 chassis, the vertical oscillator plate voltage is supplied directly through the focus coil L404 (approximately 340 volts). In some 20X1 chassis, load resistor R416 is 2.7 megohms. If vertical linearity is poor in these chassis, try replacing R416 with the 2.2 megohm resistor (part number (Continued on page 137)

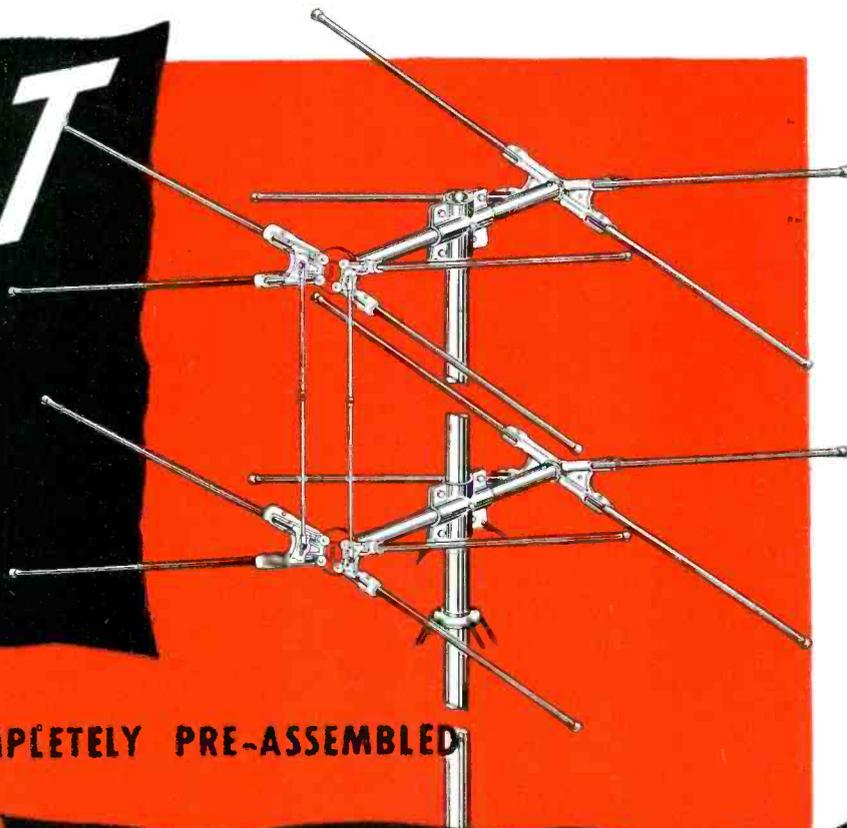
Fig. 6—Aerial system, Philco auto radio model S-4923



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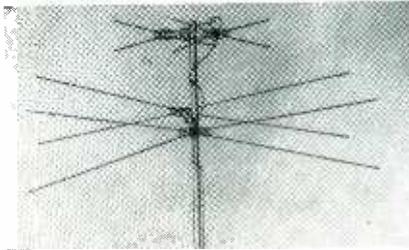
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RADIO & TELEVISION RETAILING • May, 1950

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RCA RECTIFIER TUBE

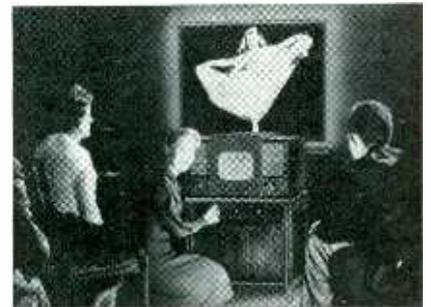
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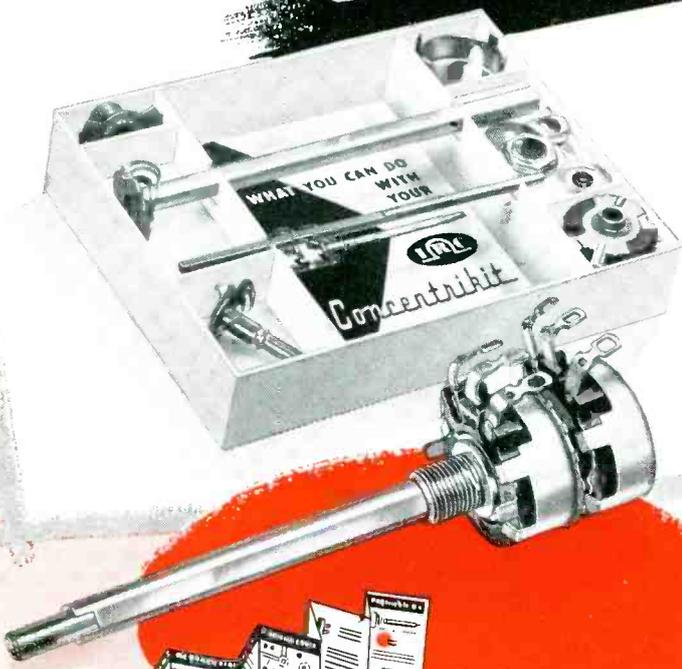


32, 110 VDC to 110 AC is provided by various models, with power handling up to 350 watts. Two battery eliminators for providing DC from AC are also included. For complete description of types, write Cornell-Dubilier Electric Corp., South Plainfield, N. J.—RADIO & TELEVISION RETAILING.

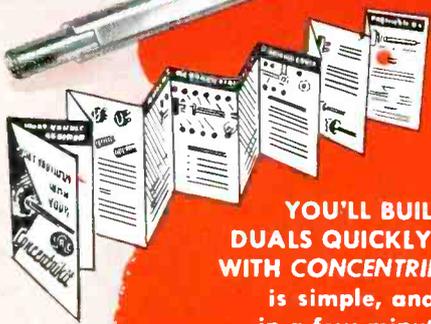
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B11-115	1	B18-137XX	1
B11-116	1	B19-137X	1
B17-116	1	B11-139	2
B11-119	1	B13-139	1
B11-120	1	B13-139X	1
B11-121	1	Inner Shaft Ends	
B11-123	2	E-187	3
B11-128	2	E-190	1
B11-130	1	E-202	2
B13-130	2	Sleeve Bushings	
B13-130X	1	S-4	1
B18-130X	1	S-5	1
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City.....

State.....

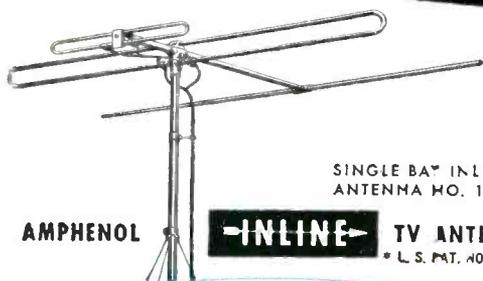
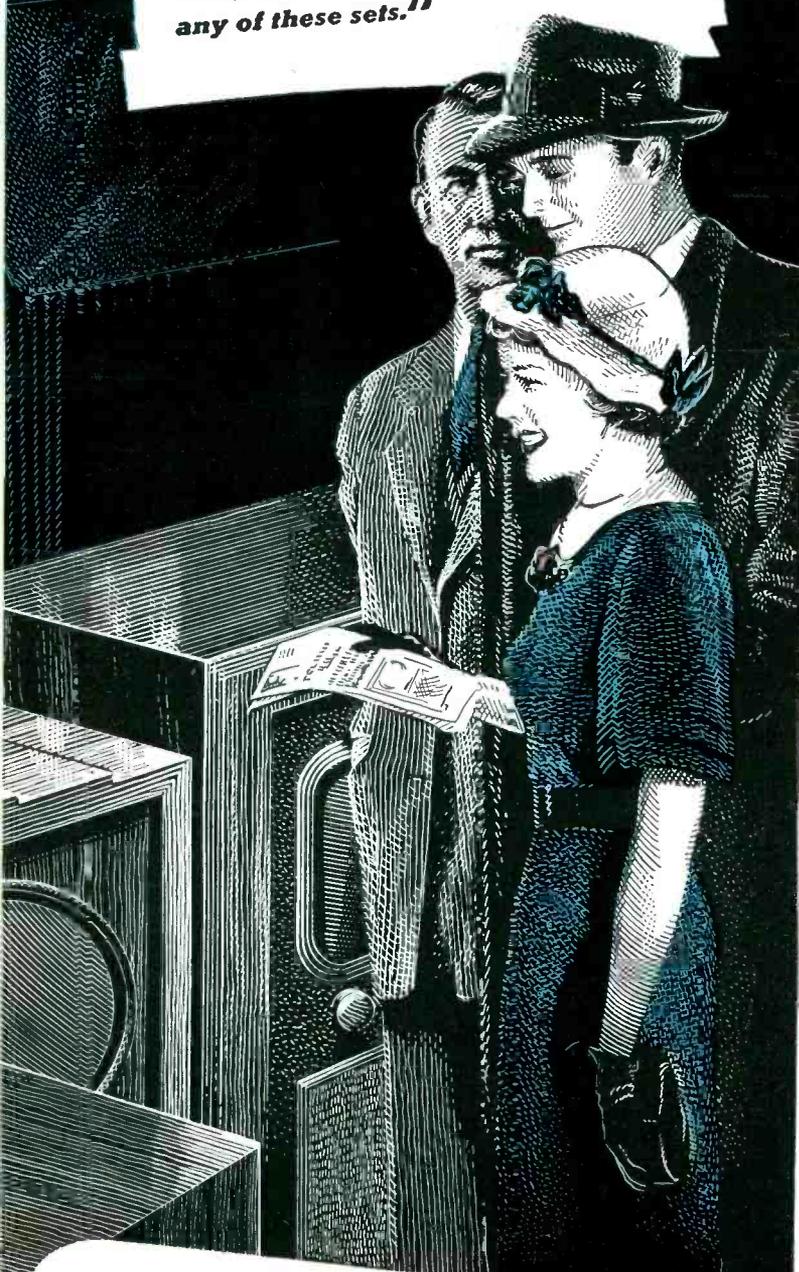
Dealer

Jobber

If Dealer, Give Jobber's Name and Address

BRACH MANUFACTURING CORP., 200 Central Ave., Newark 4, N. J. (Division of General Bronze Corp.)

"I'm interested in selling you more than a TV set—I want to sell you picture quality. To accomplish that you must have an outdoor antenna that reaches into the air, capturing and delivering strong, clear TV signals to your set. We recommend an Amph-enol INLINE Antenna because it will bring out the best picture quality in any of these sets."



SINGLE BAY INLINE TV ANTENNA MO. 114-005

AMPHENOL

—INLINE— TV ANTENNAS

• L. S. PAT. NO. 2,474,480

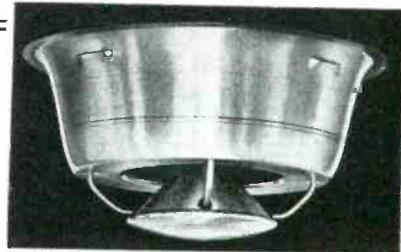


AMERICAN PHENOLIC CORPORATION

1833 SO. 54TH AVENUE

CHICAGO 30, ILLINOIS

Sound from the ceiling



A PROFITABLE MARKET for DISTRIBUTORS, SERVICEMEN and CONTRACTOR DEALERS

Ideal for
**WIRED MUSIC
 TV EXTENSION
 SPEAKERS
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 RESTAURANTS
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 TAVERNS
 DEPARTMENT
 STORES
 FACTORIES
 CUSTOM SET
 BUILDERS
 HOME CON-
 STRUCTORS, ETC.**

LOWELL Flush Mounting Ceiling Baffles quickly and easily solve the problem of speaker location and sound quality in thousands of places where conventional speakers would be unsuitable or in the way.

Model BL8-A, illustrated, has "floating conical action" and gives excellent low level response. Provides CONTROLLED SOUND with even distribution over 360°. Mounts to ceiling by 4 bolts. 14 $\frac{3}{4}$ " dia. at top; 4 $\frac{7}{8}$ " deep . . . all hardware furnished. Finished in any colored lacquer to match surroundings.

Write today for new catalog covering the complete line of Lowell baffles.

"Heard Every-where"

LOWELL METAL PRODUCTS CORPORATION

1531 Branch St., St. Louis 7, Mo.

LOWELL

Wait Until You See and Hear



1950-51

RECORD PLAYERS

Wire or write for brochure

SYMPHONIC RADIO & ELECTRONIC CORP.
 292 MAIN STREET · CAMBRIDGE, MASS.

Some choice territories open for representatives. Write or wire for your interview at Parts Show, May 22-25, Stevens Hotel, Chicago.

How RCA'S New Color TV Works

A Single, 3-Color, Direct-View Tube Climaxes Development of Fully Electronic, Fully Compatible System Which Can Be Sent Over Cables

• In previous demonstrations of the dot interlace color system, RCA had used receivers containing three individual cathode ray tubes having screens emitting red, green and blue light respectively. The three images were combined and superimposed by means of dichroic mirrors to secure a picture in color. Such a bulky lay-out, with its inherent registration problems, has been rendered obsolete by the new tricolor tube.

Two tri-color tubes have been made and demonstrated: a single gun tube and a three-gun tube. It is likely that when the project progresses from the present hand-made stage to commercial manufacture, the single-gun tube will be used.

In the samples demonstrated, about 40% loss in light output was caused by the use of a red filter in front of the kinescope to strengthen the reds, due to the present low efficiency red phosphor available. Thus the light measured is about 7 foot lamberts for the 3-gun, and 4 foot lamberts for the 1-gun tube. Standard black and white sets have a brilliancy of around 30 foot lamberts.

Screen Construction

The direct-view color screen is composed of an orderly array of small, closely spaced, aluminized phosphor dots arranged in triangular groups, each group comprising a green-emitting dot, a red-emitting dot and a blue-emitting dot. In the laboratory sample tubes used in the demonstrations there are 351,000 such dots, 117,000 of each color. The screen is viewed in the same manner as for a conventional black-and-white kinescope.

The manner in which the color screen produces a color picture is best understood by considering first the operation of the three-gun tricolor kinescope. A perforated mask is interposed between the three guns and the dot-phosphor screen in such a manner that the electrons from any one gun can strike only a single color phosphor no matter which part of the raster is being scanned. The mask consists of a sheet of metal spaced from the phosphor screen and containing 117,000 holes, or one hole for each of the tri-color-dot groups. This hole is so registered with its associated dot group that the difference in the approach angle of the three beams determines the color. Thus, three color signals applied to the three guns produce independent pictures in the three primary colors, the pictures appearing to be superimposed because of the close spacing of the phosphor dots.

One of the research-type receivers demonstrated employs the three-gun tri-color kinescope. This receiver utilizes 46 tubes and consists essentially of

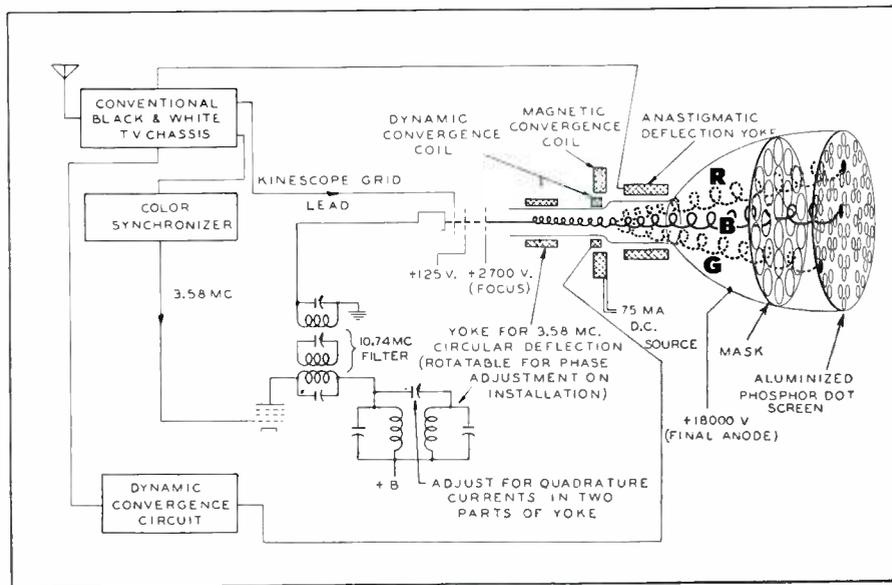


Fig. 1—Artist's conception of the RCA single gun tricolor kinescope, with block diagram of components needed for its operation. "R, B, G" refer to red, blue and green.

a 27 tube black-and-white receiver to which have been added 19 tubes for color synchronization, sampling, and additional power supplies.

Single-gun Tri-color Kinescope

The operation of the single-gun tri-color kinescope is analogous to the operation of the three-gun tri-color kinescope in that the beam from the single gun is magnetically rotated so that it occupies, in time sequence, the three positions of the three guns in the three-gun kinescope. Thus, when the beam is in a position corresponding to the green gun of the three-gun kinescope it excites only the green phosphor dots and is at this particular time modulated only by the green component of the video signal. A short time later the beam has been rotated to a position corresponding to the red gun of the three-gun kinescope and is modulated by the red component of the video signal to excite red phosphor dots. A third position similarly produces the blue picture.

The research-type receiver employing the single-gun tri-color kinescope utilizes 37 tubes and consists essentially of a 27 tube black-and-white receiver to which have been added 10 tubes for color synchronization, beam rotation, and additional power supplies.

The principles of the circuit arrangement employed in the receiver utilizing the three-gun tri-color kinescope are as follows: Video signal from a conventional black-and-white receiver is applied simultaneously to the three, in-

ternally-connected, control grids of the three-gun kinescope. Another signal, derived from the video amplifier is used to actuate an automatic color phasing and sampling synchronization circuit which produces a local 3.58 MC sampling wave. This is applied through an amplifier and appropriate delay lines to three gating tubes which supply three sampling pulses, differing in phase by 120 degrees at 3.58 MC to the three cathodes of the kinescope. Thus, each gun is turned on in time sequence corresponding to the original sampling process at the transmitter and the beam current from each gun excites only one of the three phosphor colors. Registration in this three-gun tube is obtained by the proper registration of the holes in the masking plate with their corresponding groups of phosphor dots.

A block diagram of the single-gun tri-color kinescope circuit is shown in fig. 1. A video signal from the output of the video amplifier of a conventional black-and-white receiver is applied to the control grid of the single-gun kinescope. Here, as in the previous receiver, a 3.58 MC sampling signal is produced. Circular deflection of the beam, which produces sampling automatically, is provided by a small deflection yoke having two sets of coils which are fed with quadrature currents at sampling frequency 3.58 MC to produce a rotating field. Adjustment of color phasing is provided by mechanical positioning of this yoke.

Duration of the sampling period is controlled by a signal having a fre-

(Continued on page 119)

Distributes ATR Vibrators

Albert Goffstein, general manager of American Television & Radio Co., 300 East 4th St., St. Paul, Minn., announces the appointment of Emerson-New York, Inc., 111 8th Ave., New York 11, as distributor of ATR auto radio replacement vibrators in the New York City area.

Emerson-New York will also carry the complete ATR line of television inverters, phonograph inverters, and battery eliminators.

Named Peerless Jobbers

Radio Electric Service Co., 7th and Arch Sts., Philadelphia, has been appointed sole distributor, for the eastern Pennsylvania, south Jersey, and Delaware area for Peerless transformers, according to a joint announcement by John Stern, president of RESCO and H. S. Morris, eastern sales manager

of Peerless Division, Altec Lansing Corporation. Peerless transformers will also be distributed by RESCO branches in Allentown, Easton, Wilmington and Atlantic City.

Fouch Named Manager

James L. Fouch, sales manager of Cinema Engineering Co., Burbank, Calif., has become manager of the organization.

Columbia Ad Campaign

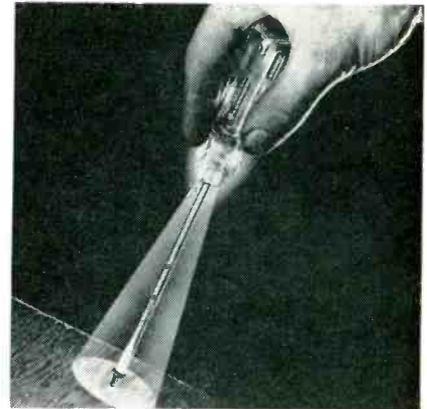
Columbia Records, Inc. has completed plans for a two and one-half million dollar advertising and promotion campaign employing radio, television, national magazines, co-op newspaper space, display and point of sale material.

G.E. SCANNING TUBES

Two new scanning tubes (6AV5-GT and 25AV5-GT) for magnetically deflected television sets which feature compact design, low cost and power economy have been added to the General Electric receiving tube line. Since the tubes can operate from a power supply of only 125 volts, elimination of a power transformer and expensive high-voltage filter capacitors is possible. The tubes are beam power amplifiers designed to withstand high surge plate voltages for short periods of time. They are intended particularly for operation as horizontal deflection amplifiers in television receivers employing either direct or transformer-coupled drive. The two tubes are identical with the exception of the heater ratings, the 25AV5-GT requiring 25 volts at 0.3 amperes, the 6AV5-GT requiring 6 volts at 1.2 amperes. General Electric Co., Schenectady, N. Y.—RADIO & TELEVISION RETAILING.

Vaco SCREW DRIVER

A screw driver that lights up the head of a screw obscured by shadows or completely blanked out by darkness. This tool has a handle containing a flashlight bulb, battery and directional lucite lens. The flashlight operates by turning a knurled knob in the handle dome and will remain



illuminated until switched off. This knob does not interfere with manipulating the screw driver.

Vaco amberyl flashlight screw driver comes in three sizes. Model No. FL-24 has a blade 3/8" x 4". The No. FL-34 Model has a blade 3/16" x 5". No. PFL-1 has a 3/16" x 5" No. 1 Phillips bit for cross slot screws. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

New Booklets

Camburn, Inc., 32-40 57th St., Woodside, L. I., New York.—A 12-page catalog lists the complete line of TV and FM antennas and antenna accessories, including brackets, standoffs, guy wire, arresters, twin-lead, etc. List price schedule sheet No. 615 covers Camco conical arrays.

Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark 5, N. J.: Modernization data is now available for Weston model 798 tube-checkers types 3, 3A, 4, 4A, 5, 5A, 6 and 6A. Conversion can be made by the user with simple tools. Data is available on request.

NO OTHER LINE OF TOWERS Solves so Many TV Problems

Monitor

- LIGHT WEIGHT
- PROFITABLE
- LOW COST
- STURDY
- ALL SIZES
- FIVE STYLES
- EASY TO ERECT

MOST COMPLETE LINE . . .
ALL FROM ONE SOURCE

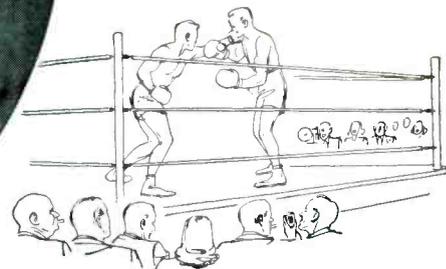
Now you can help your customers get "more set" for their TV-money . . . with greater profit to you. Rugged, low-cost Monitor towers are built to withstand an 80 mph wind—take less time to erect—require no maintenance. Monitor towers, representing 76 years of successful tower building, are available in five outstanding styles and in heights up to 100 ft. Here is a truly problem-free line of towers designed to relieve the headache of TV installation costs. Send coupon below for complete price and erection information.

BAKER MANUFACTURING CO.
EVANSVILLE, WISCONSIN

DISTRIBUTORS • JOBBERS • DEALERS
MAIL COUPON FOR INFORMATION KIT!
BAKER MFG. CO., Dept. V, Evansville, Wis.

For news about: Ground installations
Roof-top towers Where available

Name _____
Address _____
City _____
County _____ State _____



This is Bill Stern reporting...



The staccato voice of Bill Stern bringing a ringside blow-by-blow description of a heavyweight championship bout is known and recognized by millions throughout the world.

Bill Stern knows and appreciates the importance of quality sound reproduction. That's why he carries his Webster-Chicago portable wire recorder wherever he goes. With his "Electronic Memory" at his side he can record action as it happens and know that every sound—crowds cheering, planes roaring overhead—and especially his own voice will be played back to his world-wide audiences with utmost faithfulness.

It's this universal acceptance of the Webster-Chicago wire recorder by experts to whom sound reproduction is all-important that is building sales for your Webster-Chicago line every day.

When you sell Webster-Chicago you are selling the ultimate in magnetic recording—the wire recorder hailed by experts.

Another  Product

WEBSTER-CHICAGO

5610 West Bloomingdale • Chicago 39, Illinois

Electronic Memory  the Ultimate in Magnetic Recording

THESE LEADING SET MAKERS

Emerson

hallicrafters

Motorola

airOking

Admiral

Sentinel

BENDIX RADIO

PHILCO

TRAV-LER

STROMBERG-CARLSON

GAROD

CROSLLEY

Westinghouse

Majestic

SETCHELL-CARLSON, INC.

Seen these Hytron firsts in popular new TV sets? The prominent TV set makers shown are using them. And the list is growing.

Du Mont, for example, now uses the 1X2 and 6BQ6GT. You'll see many more of these famous tubes. And many more new Hytron types designed for low-cost TV for the mass market. When you buy these Hytron firsts, follow the leading set manufacturers. Buy the original. Buy Hytron!

choose one or more of
THESE HYTRON TV FIRSTS

HYTRON
TV FIRST

1X2
compact,
high-voltage
TV rectifier.



HYTRON
TV FIRST

6U4GT
high-
performance
damping
diode.



HYTRON
TV FIRST

16RP4
original rectangular
TV picture tube.

HYTRON
TV FIRST

6BQ6GT,
25BQ6GT
extra-
performance
deflection
amplifiers.



HYTRON
TV FIRST

12BH7
twin-triode
sweep amplifier
with superior
efficiency.



OLDEST MANUFACTURER OF RECEIVING TUBES
HYTRON
RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



RADIO & TELEVISION RETAILING • May, 1950

Relax! LET HYTRON TOOLS
EASE YOUR WORK

SOLDERING AID 49¢ net

TUBE LIFTER 15¢ net

TUBE TAPPER 5¢ net

BY THE MAKERS OF
HYTRON TUBES

FREE

New Hytron Tool Catalogue. Describes all the famous Hytron Service Shop tools to date: Soldering Aid, Tube Lifter, 7-Pin and 9-Pin Straighteners, Tube Tapper, and Auto Tool. Find out how these Hytron Tools can ease your work. Learn how you can save money. Send for your free copy today!

Get your share of this
\$60,000,000
 market! Feature
 Ray-O-Vac Big Six
 portable radio batteries!

They serve the needs
 of 80% of this big market.
 And Ray-O-Vac has 42
 additional types of
 portable radio batteries
 to back up the Big Six—
 meet every standard
 requirement!



Did you know?

1. Over 200 portable sets, including the best known brands, use one or more of the Big Six group of radio batteries.
2. Eighty per cent of the \$60,000,000 market can be fully served by the use of Ray-O-Vac Big Six batteries.
3. Concentrated promotion on Ray-O-Vac Big Six means fastest turnover . . . minimum inventory . . . maximum profits for you!

For a full description of the Big Six and the complete Ray-O-Vac battery line, get your Ray-O-Vac catalog price lists and promotional material from your jobber today!

Produced by the manufacturers of world famous

RAY-O-VAC LEAK-PROOF BATTERIES



Model 10—428

The Newest Thing in Television!

- ★ Big 14-inch Rectangular Tube
- ★ Black Screen for Clearest TV Picture
- ★ Beautiful Compact Cabinet

ONLY **\$199⁹⁵**
(SUGGESTED RETAIL PRICE. WESTERN PRICES SLIGHTLY HIGHER.)

You've heard it was coming . . . now here it is! The Crosley *Ultra-Fidelity* "Fourteen," a new set for a new season. Another example of the selling opportunities that are yours when you represent Crosley. A handsome line of TV receivers in popular models with picture tubes of all sizes

is offered you by Crosley. For full details, see your Crosley Distributor today. . . or write:

Crosley Division, Avco Manufacturing Corporation
 1329 Arlington Street, Cincinnati 25, Ohio

CROSLEY
Ultra-Fidelity
TELEVISION

Better Products for Happier Living



SHELVDOR* REFRIGERATORS

FREEZERS

ELECTRIC RANGES

SINKS, GARBAGE DISPOSERS

STEEL KITCHEN CABINETS

ELECTRIC WATER HEATERS

RADIOS

TELEVISION

*©

VEE-D-X

LOW PRICED

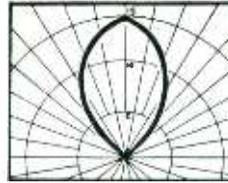
Yagi Arrays

- Transformer ratio of stepped-up driven element provides perfect match to 300 ohm line.
- Lowest standing wave ratio insures maximum transfer of signal.
- High front to back ratio prevents co-channel interference.
- Sharp horizontal pattern helps reject unwanted interference of all types.
- Extra high forward gain makes this the ideal antenna for single channel fringe reception.
- Not designed to replace the famous heavy-duty RLY and EC series.

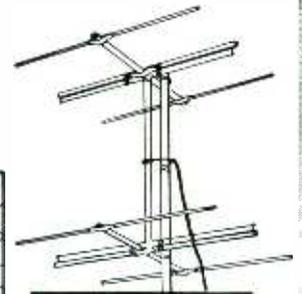
J SERIES

JA

V. S. W. R. = 1.34
Z = 335 ohms



Gain in decibels



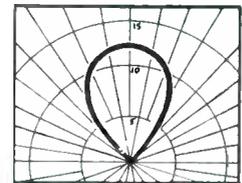
LOW CHANNEL
\$17.35 list
HIGH CHANNEL
12.50 list
For double stack as shown
Including phasing rods

JB

V. S. W. R. = 1.26
Z = 315 ohms



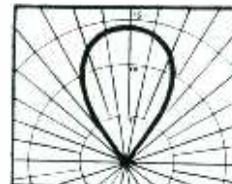
LOW CHANNEL
\$13.20 list
HIGH CHANNEL
6.95 list



Gain in decibels

JC

V. S. W. R. = 1.28
Z = 317 ohms

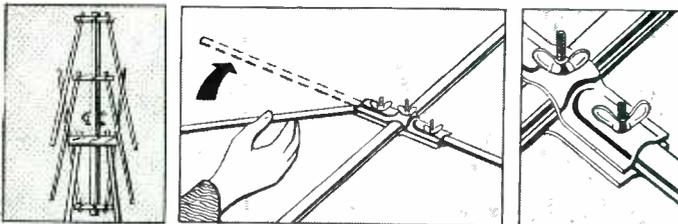


Gain in decibels



LOW CHANNEL
\$14.60 list
HIGH CHANNEL
7.95 list

PRE-ASSEMBLED FOR FAST, EASY INSTALLATION

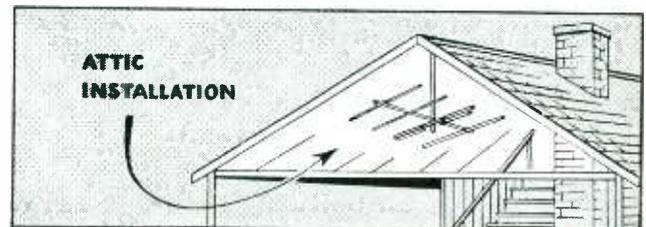


All the parts are in one package ready for assembly. The new clamp type construction makes it easy to swing each element in place and secure it firmly with the wing nut. No bag of hardware to fuss with — no bolts or screws to lose.

THESE ANTENNAS STAY UP

Only the highest quality duraluminum alloys are used.

- Yield Strength 36,000 lbs. per sq. inch
- Ultimate Strength 41,000 lbs. per sq. inch
- Shearing Strength 24,000 lbs. per sq. inch
- Endurance Limit 20,500 lbs. per sq. inch



ATTIC INSTALLATION

Because of the high gain of this antenna, many people have found that they can obtain excellent results with a single bay attic installation.

LAPOINTE-PLASCOMOLD CORP.,
UNIONVILLE, CONNECTICUT

5

Send me information on the entire line of VEE-D-X antennas and accessories.

NAME

COMPANY

STREET

CITY ZONE..... STATE.....

Standard Coil Reps

Six new factory representatives have been appointed by Standard Coil Products Co., of Chicago, Los Angeles, and Bangor, Michigan. They are: Fred H. Larabee Co., Iowa, Nebraska, and Kansas; Duane E. Bursell, North Dakota, South Dakota, Minnesota, and western Wisconsin; James Backer Co., Oregon and Washington; The Branum Co., Texas, Oklahoma, Louisiana, and Arkansas; Bert Knight Co., Arizona, and Gordon Armstrong, Vancouver, B. C. These additions make a total of seventeen sales representative organizations that are selling "The Standard Tuner" and "The Standard Booster" to jobbers and distributors throughout the United States and Canada.

"Reelest" Recorder

The model C-1-A tape recorder listed in the "Recorder Specifications" in the April, 1950 issue, is known as the "Reelest." It is manufactured by the Universal Moulded Products Corp. of Bristol, Virginia.

Jerrold Distributors

Kierulff and Company, 820 W. Olympic Boulevard, Los Angeles, has been appointed distributor for Jerrold Electronics Corporation of Philadelphia to handle sales of the Jerrold Mul-TV Systems to dealers, department stores, apartment houses and hotels in the southern California area.

New 3-Way Record Changers

V-M RECORD CHANGER

The V-M 950 changer is fully automatic at all speeds and on all sizes of records—7", 10", and 12". It will play twelve 7", 33 $\frac{1}{3}$ rpm, twelve 7", 45 rpm. (use snap in adaptors), ten 12", either 33 $\frac{1}{3}$ or 78 rpm., twelve 10", 33 $\frac{1}{3}$ rpm. or 78 rpm. records. The 950 will also play automatically, intermixed, ten—12" and 10" records of the same speed. The 950 changer completely shuts off after last record has played—tone arm returns to rest and turntable



stops. The list price is \$44.50. The 950 with the new variable reluctance cartridge will list at \$49.00. The 955, illustrated, on metal base, will list at \$49.50. The 970 features the 950 changer on the 955 base plus a three tube (including rectifier) amplifier—4" x 6" speaker, tone and volume controls. This unit will list at \$56.50. The 975 portable incorporates the 950 changer and the amplifying features of the 970. The case is finished in leatherette. The 975 will list at \$69.95. V-M Corp., 280 Park St., Benton Harbor, Mich.

W-C RECORD CHANGERS

Two low-priced record-changer units that play all three phonograph speeds have been introduced by Webster-Chicago Corporation to meet the demand for replacements of obsolete single-speed phonographs. They are the model 100, a replacement for the changer in radio-phonograph combinations, and the 551, for plug in to any radio or television set. Both units



will play 7", 10" or 12" records in 33 $\frac{1}{3}$, 45 or 78 rpm speeds automatically. Only adjustment needed is setting for the speed. Similar units—the 100-27 and the 557—will be available with the G.E. reluctance pickup. Webster-Chicago is making available mounting boards to help the serviceman and dealer mount the units in the radio console or phonograph. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.

KIND *To see*
KIND *To use*
KIND *To please*

The Magic Touch

Fidelitytone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50c to \$5.00

PERMO, Incorporated
CHICAGO 26,

**FOR
LOWER
COSTS
AND
GREATER
PROFITS**

Compare

C&G

**ANTENNA
MOUNTING
ACCESSORIES**

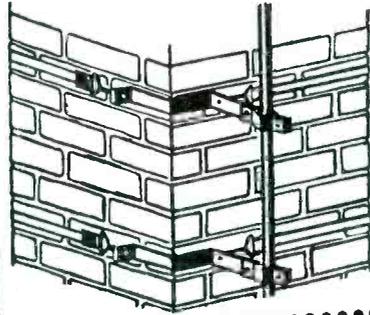
**The Best
for the
Least!**

Our superior facilities and mass production methods enable us to offer high grade accessories at lower prices:

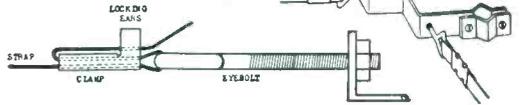
C&G-2 CHIMNEY MOUNT

Offset bracket mounting

Easy to install. Bracket is made of non-corrosive steel, 1 1/2 in. wide. Two 12-ft. galvanized straps with eye-bolts attached to each strap. Note the method of clamping and locking strap.

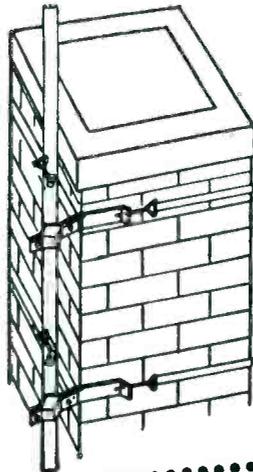


Detail of C&G-2 mounting—

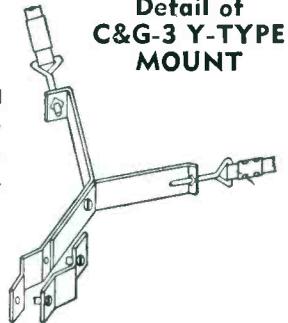


**C&G-3 DELUXE
Y-TYPE
CHIMNEY MOUNT**

Made of heavy gauge steel and weatherproof plating. Two 12-ft. galvanized straps with eye-bolts attached to each strap.

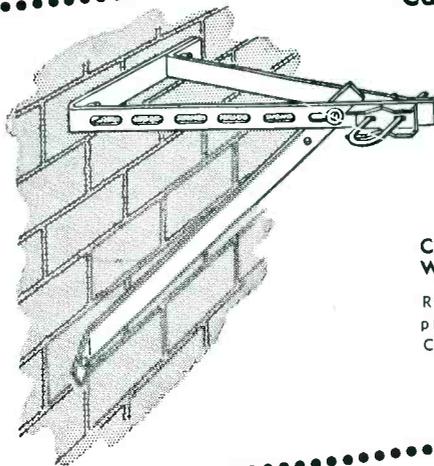


**Detail of
C&G-3 Y-TYPE
MOUNT**



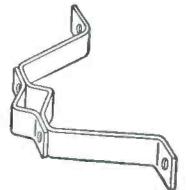
**C&G-5 WALL MAST BRACKET
MADE IN TWO STYLES**

A—Stands off 21 inches. B—Stands off 15 inches from wall. For mounting TV mast on side of building. Made of 11-gauge steel, 1 1/2 inches wide, with Cadmium plating.



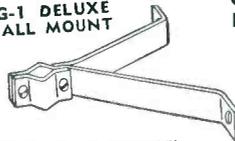
**C&G-4
WALL MOUNT**

Rugged, weather-proof bracket. Clearance 4 inches.



**CG-1 DELUXE
WALL MOUNT**

For wood or masonry. Clearance, 7 1/2 inches.



C&G 4" U-BOLT & JAW PLATE
Fits mast diameters up to 1 3/8 inches.



C&G GUY RING
Made in 3 sizes of mastholes—1 1/4, 1 3/8 & 1 1/2. Outside dia. 2 1/2 in.

C&G GUY RING—4 and 6 ft., copper plated, 3/8" round rod.

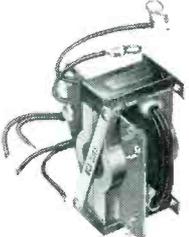
C&G GROUND ROD—4 and 6 ft., copper plated, 3/8" round rod.

DEALERS—Contact your nearest distributor.
DISTRIBUTORS—Write for prices and COMPARE

THE C&G

**Builders of Magne-Rotor antenna rotator
TOOL MANUFACTURERS, INC.**

39 MAIN STREET, EAST ORANGE, N. J.

<p>Picture and Sound IF and Video Coils—Kit #204X1 containing 15 coils for picture and sound if stages, and video circuits.</p>		<p>Type 208T2 Vertical Blocking-Oscillator Transformer—Generates 60-cps pulses to drive vertical-discharge tubes.</p>		<p>Type 204T2 Vertical Deflection Output Transformer—For vertical-deflection circuits using RCA-201D1, 201D3, or 201D12 Deflecting Yoke.</p>	
	<p>Type 203R1 Horizontal Oscillator and Synchronizing Control Coil—Permeability tuned center-tapped oscillator coil.</p>		<p>Types 201D1, 201D3, and 201D12 Deflecting Yokes—For RCA kinescopes 10BP4, 12LP4, and 16AP4.</p>		<p>Type 202D1 Focusing Coil—For kinescopes such as the RCA-10BP4 operating at anode potentials up to 10 kilovolts.</p>
<p>Type 203D3 Ion-Trap Magnet—For use with kinescopes which utilize ion-trap guns and operate with anode potentials of 7 to 14 kilovolts.</p>		<p>Type 211T5 Horizontal-Deflection-Output and High-Voltage Transformer—For pulse operated power supplies up to 13.5 kilovolts.</p>		<p>Type 208T3 Horizontal Blocking Oscillator Transformer—Designed to drive the grids of the horizontal discharge tubes.</p>	
	<p>Picture IF Transformers—Type 202K5 to 202K11—Seven coils for stagger-tuned IF systems such as used in RCA TV receiver models 8T241, 8T243, 8T244.</p>		<p>Type 201R4 Width Control—For controlling picture width in receivers using RCA-16AP4 kinescopes.</p>		<p>Type 203L5 Video-Circuit Trap—A 4.5-megacycle trap designed to operate in the plate-circuit of the first video amplifier.</p>

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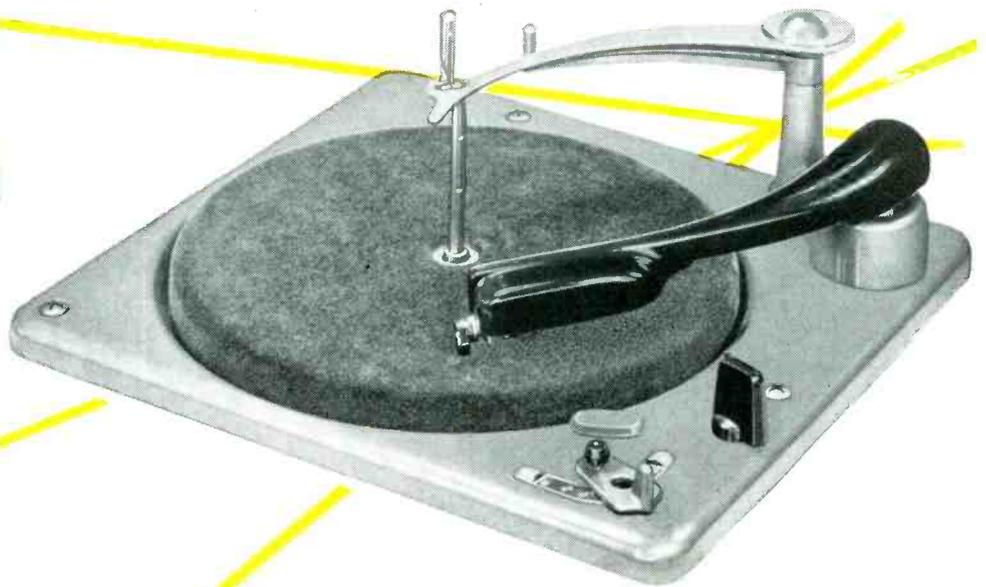
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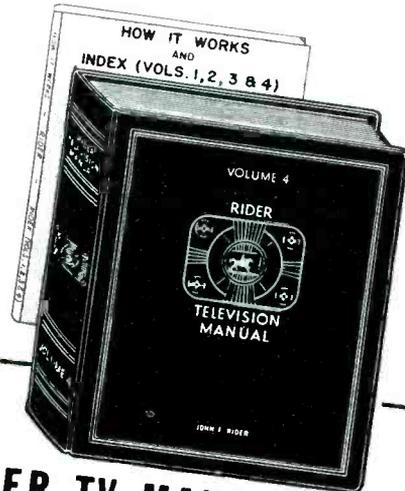
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Radion has helped hoist dealers over the installation-cost hurdle more than 1,000,000 times—which certainly makes it America's Number One *Sales Aid*. Truly "traffic items", all four! Neatly packaged—easily installed by anyone.

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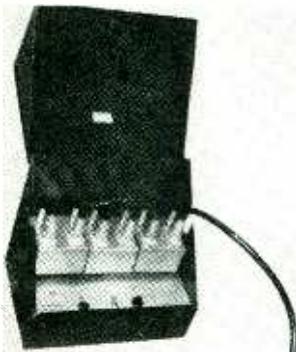
City..... Zone..... State.....

Television Technician

Section of RADIO & TELEVISION RETAILING

Lynmar ANTENNA DISTRIBUTION

This distribution system is designed to operate many TV sets from a single antenna. The high and low band are covered without switching, and feedback from one television receiver to another through the equipment is said to be negligible. The photo is of the standard equipment (#PD-16) for feeding six receivers. Essentially, it



is composed of three coupling units, each of which feeds two TV sets, a power supply, and a mounting cabinet. More than six television receivers may be operated from the same antenna by connecting additional PD-16 assemblies in series. The equipment has been standardized for 52 ohm coax. When 300 ohm line is used, model MT-11 impedance matching transformer may be used. Lynmar Engineers, 1721 Delancey St., Philadelphia 3, Pa.

Telrex INDOOR ANTENNA

This new television receiving antenna is expressly designed for indoor installation, and is known as the Attic "V" Beam. Priced under \$23.00, it folds into a compact package for easy handling and opens up completely assembled into a full two bay Conical "V" Beam array.



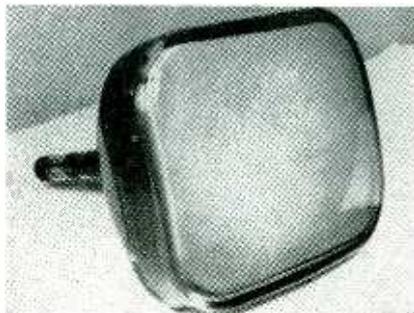
The array is extremely light and entirely self supporting. It may be suspended or rested on flooring, beams, rafters. The Attic "V" Beam is said to make outdoor installations unnecessary in nearly all locations within a radius of 30 miles from TV stations without sacrificing picture quality and overall performance. Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

Central TV ANTENNAS

"Telemaster" outdoor antennas for TV are conical types with conical reflectors, available in single or stacked form. Dealer prices for quantities of 12 are: antenna without mast, \$2.55; with 8-ft. mast, \$3.50; stacked antenna with 12-ft. mast, \$6.60. Stacking bar kit is 50c. Central Industries Corp., 4865 San Fernando Road West, Los Angeles 39, Calif.—RADIO & TELEVISION RETAILING.

G.E. TV PICTURE TUBES

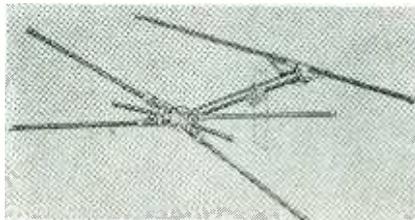
General Electric is in production on two new dark faced TV picture tubes, a 16-inch glass rectangular (16KP4) and a 19-inch (19AP4A) metal-coned round-face tube. The 16KP4 provides sufficient space on the neck of the tube to readily mount the ion trap, focus coil and deflection yoke. An off-set gun structure is used in the 16KP4



which permits the use of a single field ion trap. The tube has a useful picture area of approximately 140 square inches. The 19-inch tube (19AP4A) has a useful picture area of about 250 square inches. Further information on these two new tubes may be obtained from the Tube Division of the General Electric Company, Schenectady, N. Y.

Snyder TV ANTENNA KIT

Model XA-30 "Serviceman's Kit" consists of a conical-type antenna plus hi-band adaptors and mast clamp for use with



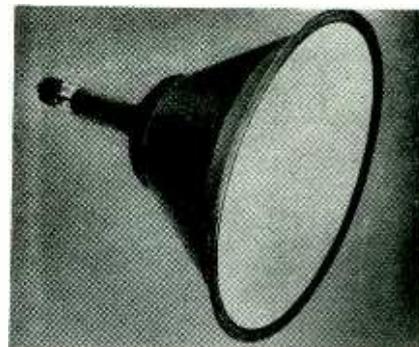
poles up to 1½ inches in diameter. Unit is pre-assembled for quick installation. Snyder Mfg. Co., 22nd and Ontario Sts., Philadelphia 40, Penna.—RADIO & TELEVISION RETAILING.

Raytheon Tubes

Three new types, the 1V2, 6AU5GT and 6CB6, are designed for use in television receivers. The 1V2 is a miniature type half-wave rectifier. Its principal application will be as high-voltage rectifier in television receivers. The 6AU5GT is a beam power amplifier intended for use as a horizontal deflection amplifier in television receivers. The 6CB6 is a miniature type sharp-cutoff pentode. This type will be in general use in television receivers as an IF amplifier replacing, in many circuits, the type 6AG5. Raytheon Mfg. Co., 55 Chapel St., Newton 58, Mass.

Sylvania PICTURE TUBES

Type 16LP4 is a sixteen-inch, all-glass, direct-view television tube, supplied with an external conductive coating which acts as a filter capacitance when grounded. The overall length of the tube is 22¼ inches. The tube is supplied with neutral or clear face plates and employs an ion trap gun for use with external magnet. Deflection angle is approximately 52 degrees, with magnetic focusing and deflection. Type 8BP4 is an eight-and-one-half inch, all-glass, direct-view television tube with electro-static focus and deflection for use in TV sets designed for seven-inch tubes. The tube is interchangeable with type 7JP4 and offers the advantages of 50% increase in useful screen area; larger video image; better picture definition; and less eye strain. Type 19AP4 is a nineteen inch metal television picture tube which



provides a useful video image measuring 11¾ x 15¾ inches with high brilliance and definition. The tube is designed for magnetic focus and deflection and utilizes an electron gun with bent structure for use with a single external magnetic field to eliminate ion spot screen blemish. Type 16GP4 is a sixteen-inch metal television viewing tube which is five inches shorter than the 16AP4. The tube is also ½" shorter than the standard 10" types. Deflection angle is 70 degrees, or approximately 15 degrees greater than prior types of the same screen diameter. The tube is supplied with a neutral gray face plate to improve picture contrasts, particularly in the presence of high ambient light levels. Radio Tube Division, Sylvania Electric Products, Inc., 500 Fifth Avenue, New York 18, N. Y.

Compiled by our editors as
a news service to our readers.



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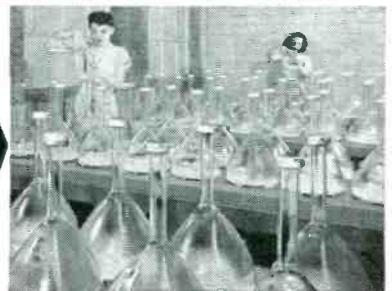
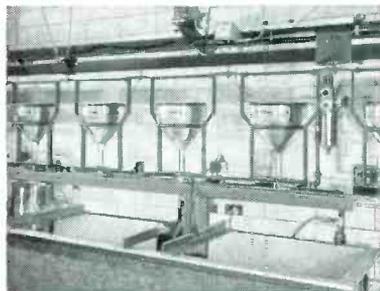
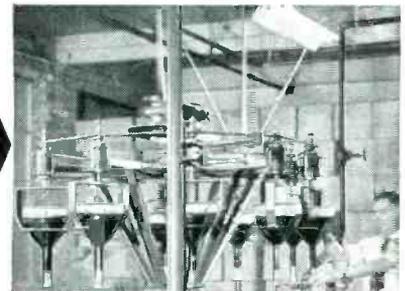
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**Over an acre of our space is being devoted
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With this new style magnetic focus tube, manufacturing problems are simplified.

Engineering and specification details giving complete data will be supplied. Write for Video's illustrated brochure today!



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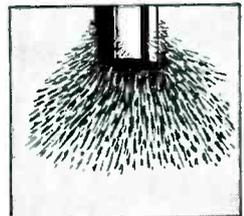
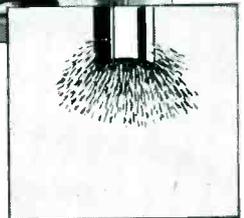


WHEN you're out to corral new business (and what smart dealer or serviceman isn't?) give yourself a head start by selling the line that's booming along today at a dollar volume 40% higher than last year's record...

General Electric speakers—from the 4" replacement unit to the famous 12" high fidelity champion—are packed with features that assure your customer superb performance and build his confidence in your workmanship. You'll make no mistake when you stock, talk, and sell General Electric speakers!

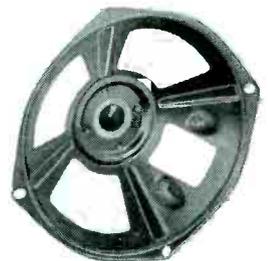
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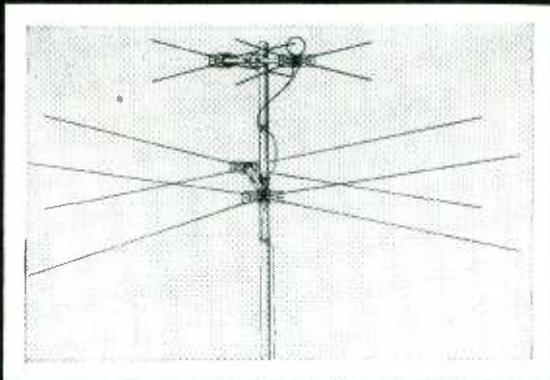
NAME

ADDRESS

CITY STATE

another *Telrex* first!

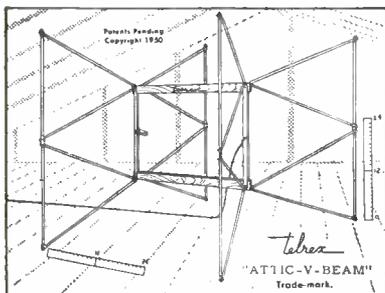
— receives any combination of stations displaced by any angle



new
D-OX CONICAL-V-BEAM

Features { **DUO-ORIENTATION**
EXCEPTIONALLY HI-GAIN
QUALITY AT LOW COST

The ONE PRACTICAL SOLUTION for installations requiring high efficiency reception in more than one direction — at low cost!



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Homeowners and landlords everywhere are enthused about this antenna. Once installed, you don't worry about coll-backs because of damage from snow, sleet or wind. No gradual loss of efficiency because of chemical and soot deposits. No more steeplejacking either!

SEE YOUR LOCAL TELREX DISTRIBUTOR NOW!

Patents Pending
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Telrex D-OX is a duo-orienting low cost array for installations requiring reception from more than one direction. It should not be confused with Hi-Lo antennas. In operation, the *large* unit is both a high and low band antenna with one major lobe—the best antenna for in-line stations. The smaller unit gives optimum reception on high frequencies and operates on the low frequencies with no phase shift. The small unit may therefore be oriented in any direction to pick-up any station or stations from a second direction. Included is a stainless steel phase-inverter and coupling line that permits a single transmission line to serve the entire array. Signal to noise ratio is extremely favorable even with a 90° displacement of the two units.

Be sure it's a "CONICAL-V-BEAM"
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Telrex INC.

CONICAL-V-BEAMS* ASBURY PARK 2, N. J.

AMERICA'S
STANDARD OF
COMPARISON

Big Picture Installations

(Continued from page 81)

"blacks," and second from cutting down any loss of light from the projector. In all instances seen, the blasted glass screen was relatively non-directional.

In all cases shown, the original receiver was a 10-inch set. No difficulty was experienced in running the leads, either due to length or inter-action, with the exception of the video lead. If this cable is too long, the frequency response will deteriorate: highs will be destroyed, lows will be smeared. (Poor highs would result in poor definition.) Dunford compensated for this in two different ways (on different jobs), both of which were successful. In the first place, he made the video amplifier in the TV chassis (which happened to be a 630 type) into a cathode follower and ran twin-lead to the kinescope (with one side grounded). This low-impedance line resulted in good transmission of the full bandwidth. The other

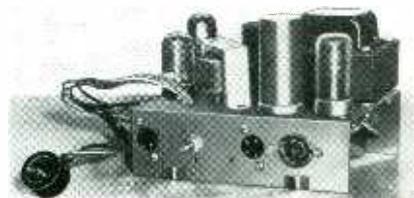


Fig. 6—Protelgram Adaptor Chassis PA3C.

method is to provide more compensation (peaking, etc.) in the video amplifier of the set. This varies with the lead-length, and has to be done by a cut and try method. The cathode follower idea, of course, reduces the gain of the video amplifier, but this is overcome by the fact that there is a video amplifier stage in the adaptor unit.

Dunford has a partner, Steve Kabilis, who was formerly a carpenter, and can ably handle the installation and construction of screen, "tunnel," etc. from a wood-working standpoint. Where possible, the TV chassis is hidden behind a wall, with only the knobs showing, but in two instances it is right out in plain view, where it used to be when it was a direct-view set.

Since each installation is a custom job, the price will naturally vary according to the situation. Dunford and Kabilis look the job over, estimate the "building" work to be done (since the electrical installation is more or less standard and simple), and offer a price for the job which covers installation only. They may eventually "sell up" to a higher price if they feel that the existing TV set needs overhauling, or if the antenna system needs repairs, improvements, or replacement. These latter elements, of course, are not part of the installation, strictly speaking, but may

(Continued on page 112)

Unit switch construction houses precision resistors in insulated recesses.

Easy-to-change standard batteries. Double spiral springs give permanent connection.

Direct connections—no harness cabling—no shorts.

Molded selector switch fully enclosed. Spiral spring index control—over 150,000 cycles without breaking.

Here's why top engineers and technicians use Model 630

Features like those shown above are what make this popular V.O.M. so outstandingly dependable in the field. The enclosed switch, for instance, keeps the silvered contacts permanently clean. That's rugged construction that means stronger performance, longer life. And tests show that the spiral spring index control, after more than 150,000 cycles of switch rotation, has no disruption or appreciable wear! Investigate this history-making Volt-Ohm-Mil-Ammeter today: 33 ranges, large 5½" meter.

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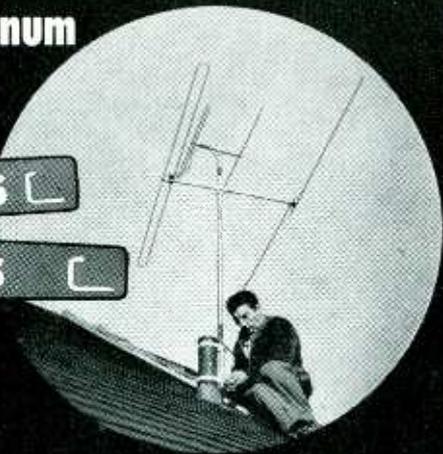
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MASTS



STRONG, LIGHT... WON'T STAIN HOUSES!

Elements made of Alcoa Aluminum by leading manufacturers are practically standard in the industry—because they go up easy, perform well. You can get Alcoa Aluminum quickly from a nation-wide distributor organization. Save shipping costs by buying your tubing locally.

Masts of Alcoa Aluminum *stay* stainproof—no plating to wear off. They help keep installation work light because they weigh less than half as much as steel tubing. Yet strong enough to need no extra guying. ALUMINUM COMPANY OF AMERICA, 1959E Gulf Building, Pittsburgh 19, Pa.

FOR BEST RESULTS on TV aeriels—fasten aluminum elements to aluminum masts with Alcoa Aluminum Fasteners, also available from your Alcoa Distributor.

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New York, New York

- Whitehead Metal Products Co., Inc.

Philadelphia, Pennsylvania

- Edgcomb Steel Company
- Whitehead Metal Products Co., Inc.

Pittsburgh, Pennsylvania

- Williams & Company, Inc.

Portland, Oregon

- Pacific Metal Company

Rochester, New York

- Brace-Mueller-Huntley, Inc.

San Francisco, California

- Pacific Metals Company, Ltd.

Seattle, Washington

- Pacific Metal Company

St. Louis, Missouri

- Metal Goods Corporation

Syracuse, New York

- Brace-Mueller-Huntley, Inc.
- Whitehead Metal Products Co., Inc.

Toledo, Ohio

- Williams & Company, Inc.

Tulsa, Oklahoma

- Metal Goods Corporation

INGOT • SHEET & PLATE • SHAPES, ROLLED & EXTRUDED • WIRE • ROD • BAR • TUBING • PIPE • SAND, DIE & PERMANENT-MOLD CASTINGS • FORGINGS • IMPACT EXTRUSIONS • ELECTRICAL CONDUCTORS • SCREW MACHINE PRODUCTS • FABRICATED PRODUCTS • FASTENERS • FOIL • ALUMINUM PIGMENTS • MAGNESIUM PRODUCTS

ALCOA ALUMINUM TUBING



Big Picture Installations

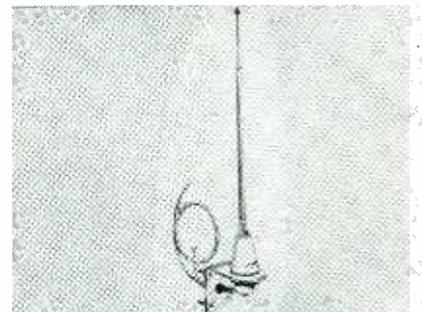
(Continued from page 110)

contribute to a better picture which will, in the end, provide more satisfaction with the installation. Dunford says that, so far, complete price of the jobs has averaged about \$650. This does not cover any maintenance or "service contract," as Dunford believes in handling service C.O.D.

Although all his work so far has been commercial, he states that he has had several requests for home installations in basements, dens, and playrooms. He has determined that, where not enough room is available for a 6 to 7 foot throw, it is possible to reduce the throw-distance to an even smaller figure by folding the light with inclined mirrors—a process which might be likened to a cushion shot in billiards, or "tacking" in a sail-boat. Summing up, Dunford feels that there are tremendous "extra" business possibilities for service technicians and service-minded dealers in these "conversions." The "projection package" is available from parts distributors for about \$100, and the custom installation is limited only by the ingenuity of the installer.

National AUTO ANTENNA

A special auto radio antenna called the "Hot Rod" features a heavy mounting bracket, a large stand-off insulator and a chrome-plated whip extending to 96 inches. It is intended only for rear mounting in the



manner of police radio antennas. A shielded lead-in eight feet long is provided. The "Hot Rod" also can be used as an inexpensive transmitting aerial for the 6- and 10-meter amateur bands. The "Hot Rod" carries the catalog number NP-80. National Electronics Mfg. Corp., 3505 36th St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X TV ANTENNA

Model RD-13A is a modification of model RD-13, 4-stacked antenna with reflectors. Increased forward gain, increased front-to-back ratio, and broader frequency response are some of the features claimed for the newer model. Center impedance is 280 ohms with negligible variance throughout the spectrum. No "Q" or matching section is needed, and no tuning is required. A conversion kit consisting of a new phasing harness is available to convert present RD-13's to the new type. La Pointe-Plascomold Corp., Unionville, Conn.—RADIO & TELEVISION RETAILING.

Tung-Sol Appointee



The appointment of George W. Keown (above) as general sales manager of Tung-Sol Lamp Works Inc., has been announced by R. E. Carlson, vice-pres. of the company. Mr. Keown has been with Tung-Sol for six years.

New Books

"Practical Television Servicing & Trouble Shooting Manual," published by Coyne Electrical, Radio & Television School of Chicago. 400 pages, over 300 illustrations, list price \$4.25. With emphasis on the practical side, this book contains photos showing how to use test instruments, exactly how to connect them into TV circuits, with actual results in meter readings and wave forms. Diagrams explaining different sections of receivers are taken from commercial models. The section dealing with the latest on color TV is printed in 4 colors.

"Television for Radiomen," by Edward M. Noll, published by the MacMillan Co., N. Y. 595 pages, price \$7.00. Assuming a basic understanding of radio circuits, the author explains in clear, practical terms all the principles of TV. Following the explanation of the fundamental theories, he describes each part of a TV set, showing the particular application of theory, as well as the construction and operation of the part or section. The book covers everything needed to locate and correct trouble, or to work on the construction of TV circuits and equipment.

Starrett Ups Production; Acquires More Space

To keep pace with the growing demand for Starrett television sets, the firm has acquired an additional floor of 78,000 square feet in its Starrett-Lehigh Building in New York. Three new assembly lines, each 438 feet long will produce the chassis. These assembly lines are among the longest lines in the industry, and have incorporated the latest mass production techniques, such as conveyors, automatic machines, etc. The cost economies made possible by the new lines will be passed to the dealer in lower list and better net prices.

POSITIVE PROTECTION For Every TV, FM or Antenna Rotator Installation

VEE-D-X LIGHTNING ARRESTORS

4 Wire Model RW 204

Required for 4 wire antenna rotator lead-ins



- First 4 wire arrester.
- Chisel-point contact eliminates stripping of wires.
- Easy installation by simply tightening down the cover with two wing nuts.
- Attractive low loss amber color polystyrene case.
- Will not absorb moisture.
- Designed for installation in accordance with the National Electrical code (see below).
- Manufactured in accordance with Underwriters' Laboratories Inc. specifications, for outdoor or indoor use.

2 Wire Model RW 300

For use with 2 wire standard antenna ribbon type transmission line for TV or FM.



- First and most popular twin lead arrester.
- Unnecessary to cut transmission line for installation.
- Does not vary impedance.
- Unnecessary to change spacing of transmission line.
- High dielectric, mica-filled plastic material.
- Approved by Underwriters' Laboratories, Inc., for outdoor and indoor use.

There's only one right way to Mount a Lightning Arrester



Excerpt from NATIONAL ELECTRICAL CODE

Lightning arrestors shall be located outside the building, or inside the building, between the point of entrance of the lead-in and the radio set or transformers, and as near as practicable to the entrance of the conductors to the building. The lightning arrester shall not be located near combustible material nor in a hazardous location.

LaPOINTE-PLASCOMOLD CORP., UNIONVILLE, CONN.

New Literature:

Ward Products Corp., 1523 E. 45th St., Cleveland, Ohio: "The Story of the Magic Wand" is an informative and comprehensive booklet on television and FM antennas. The 16-page booklet, which tells about the development and application of antennas, is being distributed to TV installer and the general public. It contains 34 illustrations and 3 pages of definitions of the important terms used in connection with TV reception. The booklet describes each type of antenna and shows its specific applications, advantages and limitations. Its purpose is to increase enjoyment of the home TV receiver through improved and reliable reception. Copies may be obtained free by writing the Ward Products Corp.

Radio Tube Division, Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.: A 128-page loose leaf book containing comprehensive information on the servicing and maintenance of home television receivers is entitled "Servicing TV Receivers," and illustrates 53 screen patterns which reflect poor circuit operation and need of adjustment and describes the cause and remedy for each condition. In addition, 17 wave-form patterns are graphically presented which show oscilloscope traces as they should appear when taken from the output of tubes in key circuits. Eight alignment response curves provide correct patterns for comparison with actual oscilloscope patterns traced during checking and servicing. The book has been completely indexed for easy cross reference. Distribution of the book is through authorized Sylvania distributors only.

TV's Future Is Rosy

American business will be spending a billion dollars annually to bring top-notch television programs into 24 million 600 thousand homes by 1955, Ernest H. Vogel, manager of marketing for the General Electric electronics department, predicted in a speech to the Syracuse Advertising and Sales Club.

He estimated 513 television stations would be in operation at that time, interconnected by four major networks. Over 28,000,000 television sets will be in use with 3,600,000 homes having two receivers.

Mr. Vogel emphasized that the attainment of the billion dollars annually in television station advertising would come in gradual increases over the next five years. Stations will go on the air at an average rate of 80 per year over this period, and new receivers will be added at an annual average rate of five million, he said.

Stewart-Warner Jobbers

Wilmington Jobbing and Distributing Co., Wilmington, Del., has been appointed distributor for Delaware, nine counties in Maryland and two in Virginia for Stewart-Warner radio and television products.

HIGHEST VALUE

ALL-ALUMINUM CONICALS

At the **LOWEST PRICE** Anywhere!

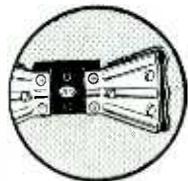
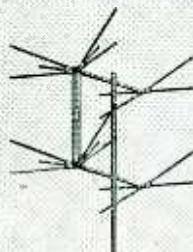
JFD

"COMMANDAIR"
ALL-ALUMINUM TV CONICALS

JFD No. C660
"Commandair"
All-Aluminum
All-Band Conical
List Price **\$9.85**

JFD No. C661
Same as No. C660 but
1/4 wavelength stacked
for extra gain and
directivity.
List Price, **\$20.70**

**OTHER
"COMMANDAIR"
ARRAYS**



TOP QUALITY CONSTRUCTION!

Elements made of high-strength, aircraft-type aluminum alloy for greater resistance against vibration and corrosion.

(less mast)

HEAVY DUTY ELEMENT BRACKETS!

Made with extra-long gripping surface for secure anchoring of elements. No wonder that "Commandair" Conicals will stay put in the face of strong winds, under the strain of ice and snow.

UNIQUE BRACKET FLEXIBILITY!

An important feature of these amazing Conicals is their unique flexibility which permits easy conversion from a standard Conical to a 6-element front and 2-element reflector type.

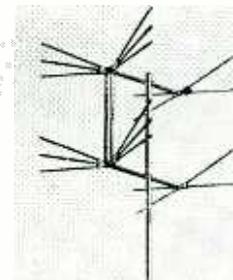
ENGINEERED FOR MAXIMUM GAIN

Improved signal-to-noise ratio produces brighter pictures with minimized fading.

NOTE: The "Commandair" Conical is also offered in a separate, lower-priced "Economy" Line... of partial steel construction... completely assembled... similar to its all-aluminum counterpart in design and performance.

JFD No. C671 (less mast)
Same as No. C661 (1/4 wavelength stacked for extra gain and directivity) with additional HF element for peaked high frequency response. List **\$21.65**

JFD No. C670 (less mast)
Same as No. C660 but with additional HF element for peaked high frequency response. List **\$10.35**



JFD No. C681 (less mast)
same as No. C661 (1/4 wavelength stacked for improved gain and broader band response) with additional dipoles for extra broad band response. List **\$23.05**

JFD No. C680 (less mast)
Same as No. C660 but with additional dipoles for extra broad band response. List **\$11.00**

Visit the **JFD display booth No. 120**
at the **Chicago Show**

JFD

MANUFACTURING CO., Inc.

6103 16th AVENUE, BROOKLYN 4, N. Y.

FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

Capitol Vice-President

Glenn E. Wallichs, president of Capitol Records, Inc., has announced that James W. Murray, former vice-president of the Radio Corp. of America in charge of the RCA-Victor Record division, has been elected a vice-president of Capitol Records, Inc., during a special meeting of the firm's board of directors. Murray will serve in an executive capacity, drawing upon his vast experience in the recording field. A new post will be created for him and he will not replace any present official of the company.

New Line of Phono Players

To fill the growing demand of families specifically in the market for radio-phonograph, phonographs and/or record changers, a complete line of quality sets is now being merchandised under the name of Steelman, through the formation of the Steelman Phonograph and Radio Co., Inc., with factory and showrooms at 742 East Tremont Ave., Bronx 57, N. Y.

Heading the new firm are three men well-known in radio, television and electronic circles, Morris J. Steelman, J. L. (Jerry) Herold, and Roland J. Kalb. In forming the new company they are enlarging the manufacturing and distribution facilities of two former companies well-known in the trade, Steelman Radio Corp. and Herold Mfg. Co., manufacturers of Steelman phonographs and children's phonographs, respectively.

Want Larger Discounts

Almost unanimous demand by merchants for larger dealer discounts on TV receivers was expressed in a survey recently completed for John Meck Industries, Inc. Of 704 dealers of all sizes and from all parts of the country who replied, 672 said higher discounts are necessary and only 17 felt present prevailing margins are sufficient. The other 15 replies did not indicate an opinion.

RCA Representative



George P. Lohman, newly-appointed field sales representative of the RCA Victor Home Instrument Dept., will represent RCA Victor radios, TV receivers, and phonos in the northern part of the company's East Central region, with headquarters in Cleveland.

Walco shows you **how** to make **money** on phono needles without stocking them **all!**

THE NEW Walco

C-I* PLAN

***(CONTROLLED INVENTORY)**

for your Replacement Needle Stock on
COLUMBIA
CROSLY
PHILCO
SHURE BROS.
WEBSTER
ASTATIC
ADMIRAL
ETC.

The advent of 3-speed record-players has created a condition in the merchandising of phono needles that calls for unprecedented action.

The needle dealers' choice is either to do the Herculean job of stocking all the myriad replacement needles and be stuck with slow-moving profit-robbers, or merchandise by the hit-and-miss method from kits, or to keep repeating the suicidal, "Sorry, we don't have it."

The **WALCO C.I. PLAN** is the solution!

It's simply this; **ORDER AS YOU SELL!** You can buy as little as **ONE NEEDLE**, which we send you by return **FIRST CLASS OR AIR MAIL**. You make a *sure sale* and a *sure profit*. We've a complete, comprehensive program. Write for it. Use the coupon.

Remember! You deal with America's leading supplier of sapphire and osmium points to pickup cartridge makers.

ELECTROVOX CO., Inc. • 60 Franklin St., E. Orange, N. J.

FREE!

Send coupon for your copy of the **WALCO Replacement Chart** for easy reference. Gives you the right replacement needle for all phonographs.

ELECTROVOX CO., INC., 60 FRANKLIN ST., E. ORANGE, N. J.

- Please send information on the C.I. Plan.
 Please send the FREE Replacement Chart.

STORE NAME _____

STREET _____

CITY _____ STATE _____



TUNE TO THE PROFIT SIGNAL WITH UNIVERSAL PRODUCTS

ANTENNA

For top quality antenna, install the Universal Products Conical.

- Single stack (#65)\$13.50 list
- Double stack (#75) 28.00 list
- Four Stack (#85) 58.00 list

Universal Rotating Tower #500

Here's the latest in rotating towers. Made in twelve foot straight sections with a top section tapered to accommodate a standard antenna mast, this new tower lives up to the Universal standard of rugged

dependability. Rigidly braced every 10" with 1/4" dia. solid wire. Uprights are 3/8" dia. solid rod . . . yet it weighs less than two lbs. per foot. Angle braces between sections assure rigidity and prevent mast effect when erecting. Built-in ladder makes easier servicing. Hot-dip galvanizing *after* fabrication means long life. Can be tipped up from any of four directions and rotated after erection for maximum signal.

- 24 foot tower\$54.50 (list)
 - 12 foot sections 23.50 (list)
- Mast Supplied at Additional Cost if Desired

TELESCOPE MASTS

For easy installations . . . and dependable service, use the Universal telescope masts. Come in ten foot sections complete with rotating guy rings. Set up and guy as shown . . . use as ladder rest for extending higher sections. All steel tubing. Top section 1 1/4" I. D.

- 19' (two sections) (list) \$16.90
- 28' (three sections) (list) 24.90
- 37' (four sections) (list) 33.90
- 46' (five sections) (list) 42.50

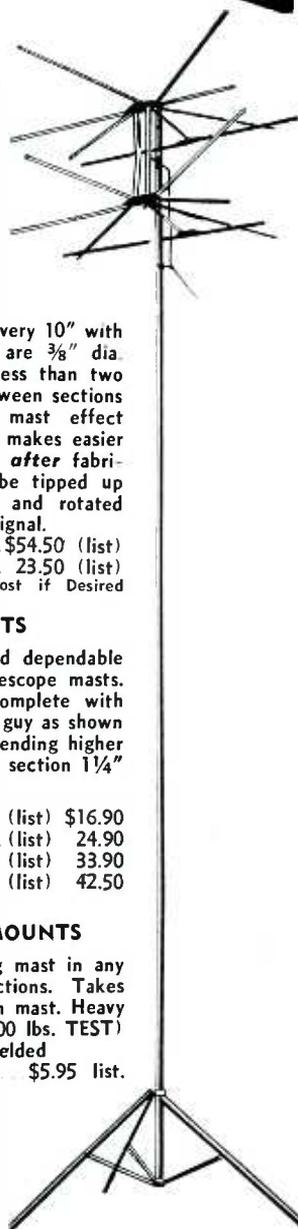
FOOT MOUNTS

Enables raising mast in any of four directions. Takes up to two inch mast. Heavy steel . . . (3100 lbs. TEST) Electrically welded joints\$5.95 list.

UNIVERSAL TV TOWER #150

The standard tapered Universal TV tower . . . like the rotating tower . . . is hot dip galvanized *AFTER* fabrication. It has up to 50% more strength than other prefabricated towers on the market. Solid steel braces every 12 inches. Comes in ten foot sections. Hinged feet enable quick tip-up installation.

- Standard 30' Tower #150\$74.50 LIST
- Additional 10' sections (#150)\$26.50 LIST



TV TRIPOD AND MAST

For quick home demonstrations get this tripod and 30' mast. Completely portable . . . yet ideal for permanent installations, too. Tripod opens to 9' spread . . . Each foot staked. Set up by one man in 10 minutes\$52.50 list
Tripod only 24.95 list

All Prices Shown are F. O. B. Racine—Subject to Usual Discounts

UNIVERSAL PRODUCTS CO.

4100 Taylor Avenue

Racine, Wisconsin

Advertised Features of TV

(Continued from page 50)

from the transmitters for built-in types to be used. Some locations may be so blanketed by local noise and interference that only an outdoor type which is high above the local noise, and which picks up a stronger signal (which is less susceptible to noise) will prove satisfactory. Or it may be that the ability to orient (which in the case of many built-in antennas cannot be achieved without moving the cabinet) is essential in the particular case in point.

Whether or not "black" tubes and "Daylight" tubes provide better pictures may be decided for himself by the dealer by observation, and may also be demonstrated to the customer by comparison with an ordinary type. The same is true of the beneficial effect of filters, inclined safety glass, etc.

A very "bright" picture is really necessary only in cases where the picture is viewed under intense illumination, such as it might be outdoors, in a room flooded with sunlight, or under exceptionally bright lights, as in a store. TV should really not be demonstrated in a store under bright lights, since the picture is not being viewed under typical home conditions, and is not being given a "break." The only other demand for brightness is in extreme fringe reception, where extra brightness may enable the user to get a washed out picture where only a very dim one can be seen with the proper setting of the controls.

Brightness is generally a function of the high voltage available, and it would probably be a rare case where the set manufacturer did not comply with the tube manufacturer's recommendation as to high voltage (9000 volts for 10" tube, 12-13,000 volts for 16", etc.). Therefore, it is likely that most receivers will have adequate brightness for normal viewing conditions.

Where considerable room illumination is present, however (as in daylight, or a brightly lighted room), it tends to "wash out" the picture to a certain extent. Filters, black tubes, inclined safety glass and similar devices may tend to diminish this washing out effect, resulting in a picture of normal contrast. In addition, they may block off or inhibit the reflections of light bulbs and other bright objects in the room, which tend to distract the viewer. Aluminized picture tubes, on the other hand, will usually provide brighter pictures for an equivalent setting of the controls, thereby tending to counteract the washing out effect (rather than inhibiting it). These claims may be tested and demonstrated by the TV retailer so that he may confidently and authoritatively state

(Continued on opposite page)

whether or not he feels that any of these features are important buying points.

Most of the early TV sets separate the picture and sound information in the "front end" or tuner, amplify them separately, and deliver them to the picture tube and loudspeaker respectively. The "intercarrier" system, developed to make possible a set with fewer tubes, as well as to eliminate some undesirable effects of the two-channel system (such as "drift"), keep the picture and sound together in a single amplifying channel up to the picture tube, where the sound is picked off. As a general rule, such sets are tuned in for the clearest picture, rather than for the clearest and loudest sound.

This is one of several ways in which the total number of tubes in the TV receiver has been reduced. The dealer can judge from observation whether or not he feels that such sets perform as well or better, and can be operated as easily or easier, than sets with "Split Sound." He can find out from his service department whether such new technical features result in more or fewer service troubles. Armed with such information, he is in a position to properly advise his customers as to the relative merits of the new developments.

It is important for the merchant to keep informed on the lines he does not carry as well as the ones he does, so that he will be able to intelligently discuss them, and pick out features of his own lines which are comparable to or superior to the features of the others.

Although the customer does not understand real technical information, he appreciates being given a rational, layman's answer to his technical questions, and he has confidence in his dealer if he feels that the latter is acquainted with and understands all these things.

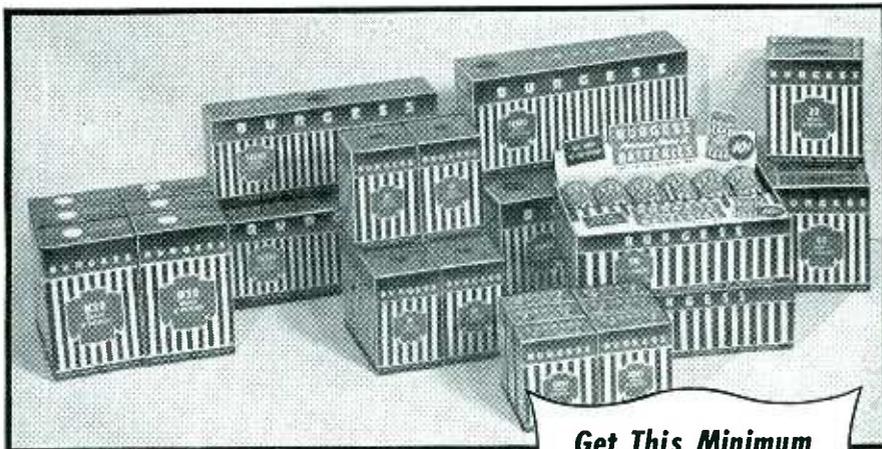
Features of the cabinet construction are not really "technical" but are important to mention in this connection, if anything can be said about the quality and thickness of the woods or synthetic materials used, as well as such features as doors, casters and other appointments.

We have not attempted in this small space to cover all that may be said about a TV set but have indicated an approach that will give the merchant a chance to do a real selling job based on tangible facts designed to show the customer *value* as well as price.

Pentron SONOGRAPH

A wire recording dictation system is offered. Start, stop and reverse switch operates by foot. Weighs less than 21 pounds. Price of \$149.50 includes foot control, push-button microphone and spool of wire. Pentron Corp., 613 West Division St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

You're Right 3-Ways With BURGESS



1st The RIGHT Line!

BURGESS is America's Best-Known Line of radio batteries. America's best-sellers, too! Cash in with sales on the tradition of quality that has made Burgess Batteries famous throughout the world. And remember BURGESS is the *complete* dry battery line—the line that *helps you sell all portable radio battery customers!*

2nd The RIGHT Promotion

FREE SALES-BUILDING KIT—Includes a sturdy floor display merchandiser that puts your minimum stock battery assortment out front where they sell themselves; a big, bold 9"x22" window streamer; a lively new counter-window card; new enclosures; ready-to-run ad mats; dummy display cartons; and the big, new 1950 Burgess Replacement Guide that answers all your replacement questions.

3rd The RIGHT Advertising

BURGESS is advertised in leading national magazines with a heavy concentration of male readers—your best battery customers. Eye-catching, colorful advertising all during the portable radio season will pre-sell millions of portable radio battery users—will pre-sell *your* customers on Burgess quality and long life.

Get This Minimum
Stock Assortment
that Serves Over

63%

of All
Portable Radios

- 6 No. XX45 67½ v. "B"
- 6 No. M30 45 v. "B"
- 6 No. G3 4½ v. "A"
- 6 No. 4F 1½ v. "A"
- 48 No. 2R 1½ v. "A"
- 3 No. F6A60 7½,
9 and 90 v. "A&B"
- 3 No. T6Z60 7½,
9 and 90 v. "A&B"

Ask Your
Distributor

about this
Burgess Portable
Battery Promotion and how
to get your FREE Sales-
Builder Kit of Promotional
Material.

BURGESS BATTERIES

America's Best-Known Line of Portable Radio Batteries

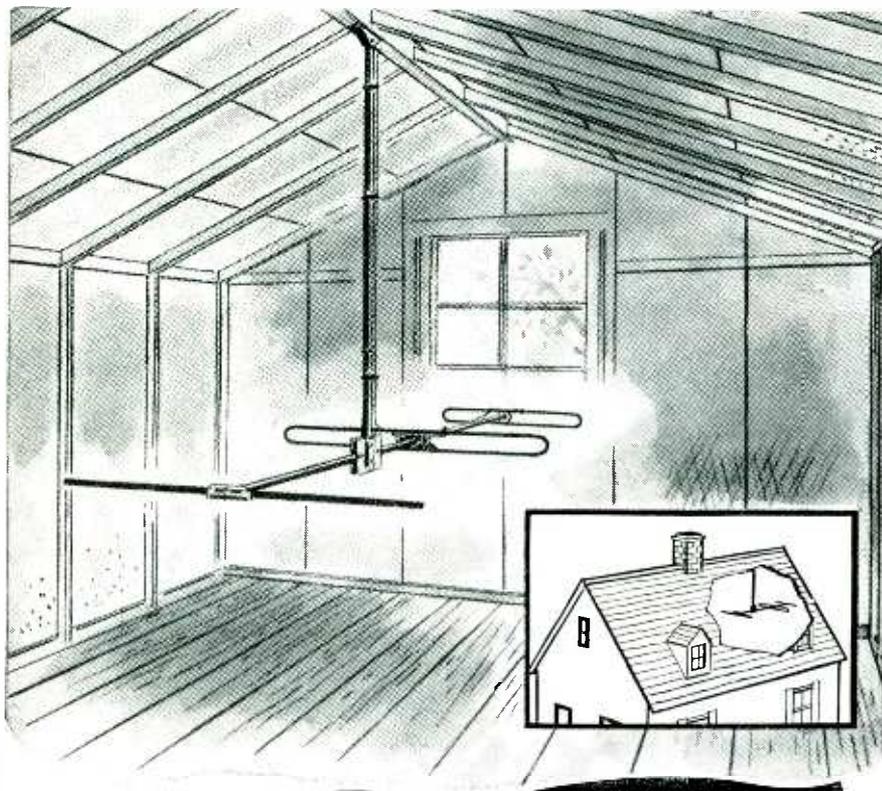
Good TV Pictures for More Sales

Tomorrow's Most Successful Dealers Will Be Those Who Keep Customers Satisfied Today

"Are present TV families satisfied with the performance of their TV sets?" Whether 1950 will be as good a year as it *could be* depends on the answer to that question. Undoubtedly hundreds of thousands of sets will be sold. But how many potential TV customers will say, "I guess I'll wait until I can get better reception than Fred gets with his set?" The number who will

hold off is vital to all TV dealers who want a growing, permanent business.

The importance of performance to any dealer's sales of TV sets can't be overestimated. Each satisfied customer is a salesman, working for the dealer, an enthusiast who passes his enthusiasm on to others. Such customers are still the greatest advertising that television can have.



for a PERFECT ATTIC INSTALLATION

• WARD TVH-52 is a high-gain high-low antenna that can be conveniently hidden away inside a building and yet give you the best *outdoor* reception. Suspended upside down with WARD bracket C-14 it occupies no usable space whatever! This is a neat trick that has many, many uses and has been thoroughly field-tested. You can use it.

TVH-52

**WARD
ANTENNAS**

WARD PRODUCTS CORPORATION

Division of the Gabriel Co.

1523 EAST 45TH STREET • CLEVELAND 3

The principles outlined in this article have been prepared in the form of a pamphlet by the American Phenolic Corp., 1330 So. 54 Ave., Chicago, entitled "Sell a TV Picture." This is available without cost to dealers and dealers' salesmen to help them sell television.

"Well," you may say, "I handle quality sets. Isn't that enough?" Frankly, it isn't. The set is only one of several factors that contribute to performance. Equally important is the antenna. Such accessories as lead-in lines, transformers and insulators also affect performance. And the quality of the installation is very important. Successful dealers and dealer-installers know how vital all these factors are. The latter see to it that their customers buy the best antenna and accessories to go with their TV sets. The successful dealers who do no installation work make sure their customers get them from the installer.

Sell Creatively

Successful dealers and dealer-installers know they are selling more than a television set. They're selling performance and customer satisfaction. They look at the set as a source of entertainment and pleasure for the customer. In short, they *sell creatively*. And their rewards are greater. Customers "talk up" the pleasure of owning a TV set. They recommend the dealer or his salesmen to their friends. They come in for repeat sales. They help the dealer build a permanent business.

Creative selling requires more thought and effort than a "canned" sales talk because it means the salesman must know and do several things: first, he must know that the main motives for buying TV sets are pleasure and prestige. In either case, a set must perform well to satisfy the customer. Second, he must know why the installation, the antenna, the accessories affect the set's performance. Third, he must be able to tell the customer why in easily understood, non-technical language, and to show him why he will benefit from buying the best. Fourth, he must realize that whether or not his store sells antennas and accessories and makes installations, those factors are just as important to his future sales as the TV sets he carries.

In practicing the technique of creative selling, television dealers and their salesmen should first stress the importance of a good TV picture (performance) to customer satisfaction. Next, show the importance of the antenna to a good picture. After describing how and why an antenna affects reception, the dealer should point out the features of a good antenna. Presenting the information in this manner makes an effective sales presentation for the dealer and his salesmen to use in convincing the customer of the importance of buying a quality antenna.

The same technique holds good with accessories. The customer doesn't want
(Continued on page 128)

Conversion to 3-Speeds

(Continued from page 79)

and varies in impedance from 90 ohms at 30 cps to 15,000 ohms at 10,000 cps. In Figure 3, it is suggested that R-1 be 6800 ohms or 15,000 ohms. The higher resistance will provide additional high frequency response.

Figure 4 shows a switching arrangement which may be used to feed more than one phonograph into a phono jack. A three-position switch is shown, although a 2-position (slide or toggle) switch could be used, with one position for 45 and 33, the other position for 78.

Figure 5 shows a change which has been incorporated into later model RCA record changer attachments. In the original models, the volume control had to be turned to zero to turn off the motor switch, and in this position the input was grounded.

In any additions or changes to phono circuits in existing radios, the "ground" symbol in diagrams is best interpreted as B minus. In the case of AC-DC sets, therefore, connection will be made in the same way as the existing circuit (to B minus bus, or to chassis through a condenser, etc.).

RCA Color TV

(Continued from page 93)

quency three times the sampling frequency, which is injected into the kinescope cathode circuit. The amplitude and phase of this 10.74 MC signal are determined by the alignment of a filter circuit which utilizes the third harmonic of the circular-deflection driver tube.

The kinescope gun employed is the same as that used in the commercial type 5TP4 kinescope. Potentials of 18 kilovolts for the final anode and 2.7 KV for the electrostatic focus electrode are derived from the kick-back voltage on the horizontal-deflection output transformer.

Convergence of the circularly deflected beam is produced by a magnetic lens in the single-gun kinescope instead of the electrostatic method employed in the three-gun version. A coil similar to the focus coil normally employed in conventional black-and-white receivers is used for this purpose. The dynamic convergence variation is likewise applied magnetically in this tube and is introduced by means of a smaller auxiliary coil located near the main convergence coil.

Transmission Over Coax

A demonstration has been conducted which was equivalent to sending the

(Continued on page 126)



It's hard to tell just by *looking* at a disc whether it's going to make a good recording... unless you see the PRESTO label. PRESTO discs are manufactured under dust-free, temperature-controlled conditions... in a plant where human hands never touch the glass-like surface of the disc. Meticulous preparation of the aluminum base, the choice of the finest lacquer, weeks of "curing" in the world's most modern disc plant... make PRESTO discs the finest you can buy.

Throughout the world, PRESTO discs have won engineers' acclaim for the best performance, having the most permanence, making the best masters or instantaneous recordings anywhere. The next time you're in doubt about discs... look for the name PRESTO... your assurance of the finest your disc dollar will buy.


PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address:
Box 500, Hackensack, New Jersey

In Canada:
Walter P. Downs, Ltd.
Dominion Sq. Bldg.
Montreal, Canada

Overseas:
The M. Simons & Son Co., Inc.
25 Warren Street
New York, N. Y.

THE STANDARD by WHICH ALL TELEVISION CHASSIS ARE MEASURED!



BUY FROM THE ACCEPTED LEADER IN THE FIELD

A 30 tube TV chassis for top quality performance in 16", 19" and rectangular tubes . . . at rated brilliance and full width! Supplies 13 to 14Kv under load. A duplicate of **RCA's unexcelled 630 circuit** plus voltage doubler and **keyed automatic gain control**. Unequaled performance in **long range and difficult reception areas**. Competitively priced for volume sales.

- Super Powered
- Greater Sensitivity
- Superior Definition
- Longer Range
- Quality Components
- RMA Guarantee

Largest manufacturers of the RCA 630 type chassis.



VIDEO PRODUCTS CORP

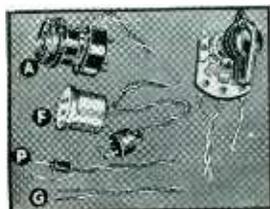
42 WEST STREET • RED BANK, NEW JERSEY

PARTS JOBBERS: Write us for information on "How You Can Attain a More Prominent Position in the Television Picture."

Contact Our New York Sales Office, 2061 Broadway, N. Y. C.

Make Extra Profits . . . selling and installing

Installation is easy. We furnish Plug Adaptors to fit most cars at no extra cost. Illustrated below.



MAGNA-TONE uses the QUAM Adjust-a-Cone speaker, made expressly for rear seat application. Has unusual power handling capacity needed in auto speakers. Large diameter 1-inch voice coil. Distinctive chromium grill enhances car interior. Quality throughout. Established manufacturer.

Only \$12.95 list
with full trade margins

**AERO-TONE
MFG. CO., INC.**

4836 Joy Road, Detroit 4, Mich.

MAGNA - TONE Auxiliary AUTO SPEAKERS



Good TV Pictures

(Continued from page 118)

a high mast; he wants the long range reception it helps give. Sell the customer a good picture first, explain how the accessory is important to this end, and then sell the accessory itself.

Creative selling—showing why the antenna, accessories and the installation will benefit the customer—should be a part of every dealer's merchandising program. The advantages of proper installation, for example, can be stressed by the dealer in his newspaper advertising as a reason for buying from him. Merchandise displays can include two identical sets, one of which utilizes the finest antenna and accessories. Comparison of performance then becomes a powerful selling point.

But the dealer's main effort toward creative selling should be directed toward his floor salesmen. Here is where the actual contact with the customer occurs—where he can be made either a satisfied customer who brings more business to the dealer or a dissatisfied one who can cause lost sales. Experience shows that floor salesmen want all the help they can get to understand and practice the points of creative selling. They want to build a group of satisfied customers who trust and depend on them. It is to the dealer's advantage to see that they get this help.

This year's dealers can look back on sales of 3 million TV sets in 1949. The future looks much better. But bringing actual sales closer to potential sales requires satisfied customers. And satisfied customers are only possible through creative selling.

In Meck Sales Post

Harry S. Gould, former merchandising executive for The Magnavox Company and Yale & Towne Manufacturing Co., has joined John Meck Industries, Inc., as director of merchandising, it has been announced by John S. Meck, president.

Gould will direct the expanding merchandising program for television receivers of the Meck organization. He will work with the 42 distributors and 5,000 dealers carrying the Meck line. The firm has projected sales of 250,000 units in 1950.

Gould has been active in merchandising of appliances and electronics for 22 years, following ten years in the newspaper advertising field.

Oxford Appointment

Oxford Electric Corporation, Chicago, manufacturers of loudspeakers, announces the appointment of Nicholas J. Laub, as sales representative. Mr. Laub will cover North Dakota, South Dakota and Minnesota and will maintain his headquarters at 5181 Division Ave., White Bear Lake, Minn.

New Portables

RCA PORTABLES

Model BX-6, the "Globe-Trotter," has an aluminum and plastic case, five tubes plus one rectifier. Price without batteries for this 3-way set is \$49.95. Another new 3-way portable is model BX-55, in a maroon plastic case. With four tubes and rectifier, this



set sells for \$29.95, without batteries.

The personal portable pictured here is a superhet model with a loudspeaker. It is smaller and lighter than any set now available. Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

Air King PORTABLE

Model A-520A, a polystyrene 3-way portable radio receiver is offered. The new portable will be featured in maroon and also in ivory. Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.

DeWald PORTABLE

Model D-508 is a three band radio operating on batteries or 110 or 220 volts. Its four tubes plus rectifier chassis is built into a dual colored leatherette case. Has a tele-



scoping antenna built-in. Tuning ranges are: 16.7-4.85 Mc., 4.85-2.4 Mc., 1600-540 Kc. DeWald Mfr. Corp., 35-15 37th Ave., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

Arvin PORTABLE RADIO

Model 446-P, a straight-battery set, carries a list price of \$16.95, less batteries. Plastic case comes in suntan and burgundy. Uses four tubes. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

Nutro-Lite FILTER

A TV filter is offered, which has been designed to eliminate distortion and eye-fatigue. The filter is available by itself, with a clip-on mechanism for fastening between the safety glass and the frame, and is also available built-in to the safety glass. Kern-Moss Optical Co., 12 John St., New York, N. Y.—RADIO & TELEVISION RETAILING.

SPECIALISTS
SPECIALISTS
SPECIALISTS
SPECIALISTS

OXFORD Speakers
are made by
Speaker SPECIALISTS

"A jack of all trades is a master of none".

We, at Oxford, are devoting our efforts solely to making speakers and have been specializing in outstanding speaker production since 1924.

Our highly skilled engineers and technicians, our expansive volume production facilities, and our every effort are for the sole purpose of manufacturing speakers. Because we are **SPEAKER SPECIALISTS**, Oxford has met the most exacting needs, which has resulted in countless satisfied customers. Our sales policies are always fair and workable for your benefit.

The next time you need speakers, specify **OXFORD** . . . the product of men who know the speaker business . . . specialists to serve your every need.

Write for your copy of our new catalog today!

Leading jobbers carry Oxford Speakers for TV, FM, AM, AUTO and PA.

See us at the Parts Show BOOTH No. 515
Display Room No. 507A Stevens Hotel



OXFORD ELECTRIC CORPORATION

3911 South Michigan Avenue • Chicago 15, Illinois

EXPORT: ROBURN AGENCIES, NEW YORK CITY

a MUST *Spico* **"E-Z-BEE"**
for Jobbers!
Outdoor TV Antenna

Patent Pending

SEE IT AT THE RADIO TRADE SHOW

New Outdoor TV Antenna with amazing new and exclusive FEATURES.

1. Narrow Beam Width, minimizing Interference and Ghosts
2. Mid-Band Parasitic Resonator
3. "J" Bolt Locking Construction, Fold-Away Pre-assembled
4. } GET THE REST OF THESE FEATURES AND THE SENSATIONAL
5. } STORY FOR YOURSELF
- up to } SEE THIS OUTSTANDING NEW TV ANTENNA DEVELOPMENT
17. } AT OUR BOOTH #225 and IN OUR DISPLAY ROOM #612A.

SPIRLING PRODUCTS CO., INC. 62 GRAND ST., N.Y. 13, N.Y.

New Store Lighting Set-ups

A new series of matching commercial-type fluorescent lighting fixtures of different lengths which can be joined together so closely that they give the appearance of one long sweep of light has been announced by Sylvania Electric Products, Inc., with the introduction of its new Trimline two- and four-lamp fixtures.

Composed of thirteen individual units, the Trimline fixtures have been designed, according to B. K. Wickstrum, general sales manager of lighting products, to suit the requirements of all types and sizes of stores, schools and offices.

by Sylvania Electric

Each fixture in the new line is equipped with louver shielding, decorative end pieces and plastic shielding panels running the length of the fixture on both sides. The units can be joined in such a way as to give a continuous louvering effect with no joining bands at the junction of the separate fixtures. "Because they are alike in appearance, any or all units of the series can be used in the same area with pleasing results," said Mr. Wickstrum. "This permits harmony and a trim appearance, together with maximum lighting efficiency for any type commercial installation."

TV COMBOS

(Continued from page 47)

the customer are usually decided upon by the salesman after he has "qualified" the prospect. For instance, a person comes in to inquire about a low-priced set, mentioning the price. The salesman should show the receiver, explain its features and value briefly, and then suggest that the customer see "a combination TV set and modern phono record player," not "a more expensive set."

Sell Records WITH the Set!

When the customer has signed on the dotted line for that TV-phono combination, sell a selection of records to go with it. The purchaser may not think about discs if the salesman fails to suggest them.

When a customer comes in and expresses interest in buying a TV set, but doesn't want "to spend much," the salesman should show the top-line combinations *first*, since he doesn't know how much "*much*" is, and in addition, he realizes the customer actually means he wants to get the *best* for his money.

Other questions calling for immediate starting at the top of the line include such statements as, "How much are your television sets?" "I'm interested in buying a television receiver," "I understand that — is a very good make."

Profit-wise, the dealer can make much more money selling a quality TV-phono combination than he can make on a cheap job, and, as pointed out previously, that isn't the only way he benefits. His customer will soon forget about the extra cost, and will be grateful to the merchant for having influenced the purchase of the better set. In addition, the dealer can sell *more* records to the customer when the customer has 3-speed playing equipment in the home.

In connection with records, the salesman who just sold a modern TV-phono combination should sell a collection of discs at the same time. The customer will usually buy them at this time if "some new records to go with the new set" are brought to his attention by the salesman; if not suggested, he may not think of them until sometime later.

There's big volume to be had in selling "up" to TV-phono combinations. In many cases they are just as easy to sell as a smaller set, but the profits are greater. The dealers who make drives for this business will substantially increase their sales volumes, and will have some profit margin in the deal for handling trade-ins without losing their shirts. There are a number of suggestions in the panels accompanying this article. Use them to help you sell more combinations—and make more money.

THIS IS IT! The new V-M Tri-O-Matic Record Changer is *completely new*—not an adaptation of a single-speed mechanism! *Completely automatic*, yet so simple you'll be amazed! **AND**—the new 950 Tri-O-Matic will be available in a complete line—portable, amplified, on a base and as a replacement unit. There's a model to sell every prospect!

V-M CORPORATION
Benton Harbor, Michigan

TV Servicemen Discuss Maintenance Problems

Big Sales Convention Planned by Philco

Plans for the greatest sales convention ever held by a major appliance manufacturer have been announced by Raymond B. George, sales promotion manager of Philco Corporation.

"Our forthcoming annual mid-summer convention to be held June 19th through June 22nd in Atlantic City will be the largest sales meeting of this type ever held, anywhere, by one manufacturer," Mr. George stated. "The importance of the announcements we will make at this convention will have such an impact upon every facet of the industry that we feel it is our duty to make a first hand report of these developments to the leading retail appliance dealers of America."

New lines of Philco merchandise will be presented to the dealers and the company's advertising and promotional plans for the Fall selling season will be unveiled.

Elliott Protests TV Tax

A warning that the proposed 10 per cent Federal Excise Tax on television receivers would boost costs beyond the reach of hundreds of thousands who can least afford other types of entertainment was sounded at Chicago by Joseph B. Elliott, vice-president in charge of RCA Victor Consumer Products. Mr. Elliott spoke at the Installment Credit Conference of the American Bankers Association at the LaSalle Hotel.

National Program to Aid Small Businessmen

A national program representing one of the most extensive non-commercial, cooperative efforts by big industry to help small businessmen was announced recently by R. C. Sprague, chairman, Town Meetings Committee, Radio Manufacturers Association.

The project will attempt to improve sales, merchandising and advertising, and business management practices among radio and television dealers in some 60 marketing areas throughout the nation, Mr. Sprague said.

"For the first time in the history of the electronics industry—or, so far as I know, any industry," he declared, "manufacturers will team up to make available to retailers the soundest, most comprehensive, and most effective information available on how to run a business and make a profit."

The program will be financed jointly by at least 15 leading manufacturers, without regard for competitive advantage. Ultimate objective is to aid the television set owner and purchaser, as well, by assuring him satisfaction with his instrument.

Mr. Sprague announced that the initial list of participating manufacturers includes Raytheon, Crosley, DuMont, Emerson, General Electric, Hoffman, Industrial Television, Motorola, Noblitt-Sparks, Packard-Bell, Philco, RCA-Victor, Stromberg-Carlson, Westinghouse and Zenith Radio Corp.



Clarence L. Simpson of Sylvania Electric discusses a particular problem in TV servicing with several servicemen at a recent meeting sponsored by the R&R Electronic Co., Amarillo, Texas. Left to right are Messrs. Brown of R&R Electronic Co.; Simpson of Sylvania Electric; Howard of Radio Center, Tucumcari, N. M.; McInnish of Phillips Battery, Plainview, Texas; and Self of Self Radio Service, Clovis, N. M.

In 1950 TUNG-SOL will supply electron tubes to 8 of the 10 top producers of television sets.

In 1950 TUNG-SOL will build more electron tubes than at any time in the history of the company.

TUNG-SOL tubes are precision built for uniform performance. 77 tests assure highest standards of quality. TUNG-SOL tubes back up your service work and safeguard your profit. Build your radio and tv service business by using dependable TUNG-SOL tubes.



TUNG-SOL LAMP WORKS, Inc., Newark 4, N. J. Sales Offices: Atlanta Chicago Dallas Denver Detroit Los Angeles Newark

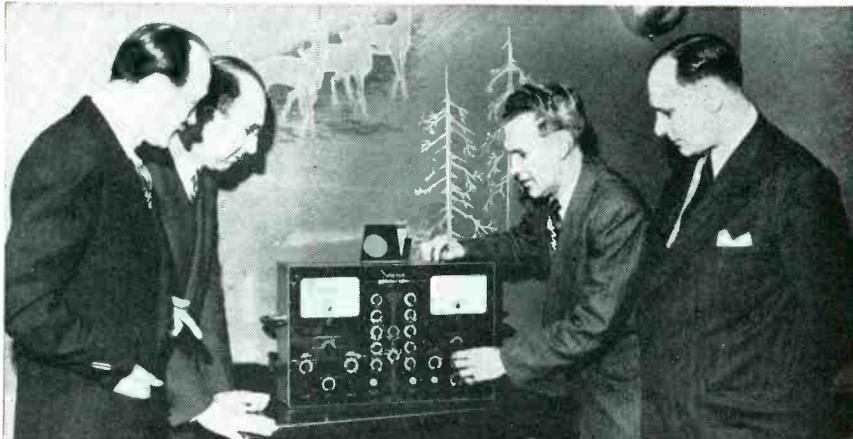
Motorola Appointees

Howard C. Handweg has been appointed national merchandising manager of the auto radio division of Motorola Inc., television, home and auto radio manufacturers, and J. Benton Minnick, national merchandising manager for television. Both these positions have been newly created to handle greatly increased production in both auto radios and television.

Represent Sightmaster

The Sightmaster Corp. announced that it is now being represented by the Twin-Vex Manufacturing Co., Inc., sales representatives, in the Philadelphia area. The firm is headed by Walter R. Clear, who is the president, and the company is located at Hunting Park Avenue, west of "G" Street.

Service Managers View Simpson Genescope



Four service managers for radio and television manufacturers looking over the Simpson Genescope, model 480, FM and TV servicing aid. They are (l. to r.): Max Schinke of Admirol, Frank Smolek of Zenith, Ed Croxen of Hallicrafters and Tim Alexander of Motorola. The Genescope is both signal generator and an oscilloscope combined. It is made by Simpson Electric Co., 5200 West Kinzie St., Chicago.

*It's up quick...
It's up right...
and it stays up!*

with

Easy-Up

TOWERS AND ACCESSORIES

Put your TV antennas up in the air for best reception. Take advantage of Easy-Up's well-planned help for a quick, simple, attractive, permanent installation.

TOWERS

(For heights 30 ft. or more)

A world of strength wrapped in a light, trim package. Molybdenum steel cross-braces and tubular steel uprights, all electrically welded then all-over galvanized. And cross-braces galore — 90 in each 10 ft. section! Rotatable 360° after installation. Four-way hinged base fits peaked roof or flat.

MAST ACCESSORIES

(For heights under 30 ft.)

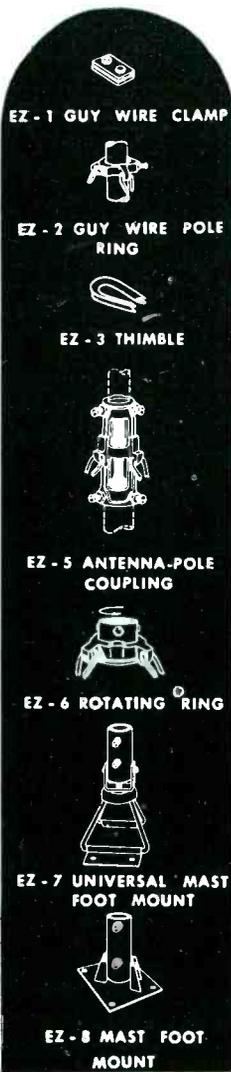
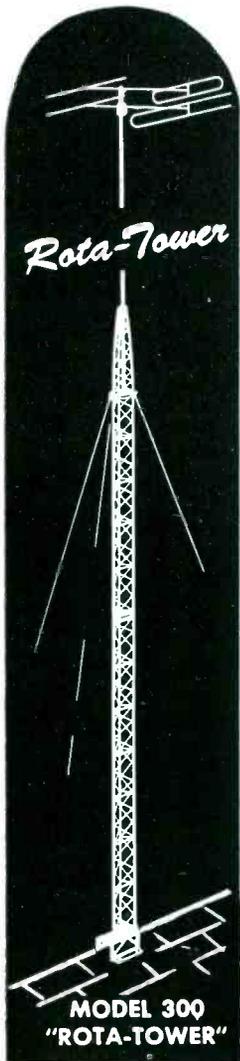
Stock Easy-Up and you have a full line of handy, time-saving fittings for TV antenna masts. Excellently designed, sturdily built... they eliminate fuss and bother... give you a workmanlike job.

See us at Room 639-A, Hotel Stevens,
May Parts Show

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN



Sparton Names Durham

Henry L. Pierce, general sales manager of Sparton Radio-Television, Jackson, Mich., announced the appointment of William H. Durham and Associates as Sparton district merchandisers in the northeast Texas territory, including Dallas and Fort Worth.

Atwater Sales Director

I. R. Ross, one of the pioneers in television promotion, has been selected for the post of director of sales by Atwater Television Co., Brooklyn, N. Y., it was announced. Formerly the president of Major Television, he resigned that position to accept his present appointment.

Westinghouse Appoints

The appointment of W. W. Anderson as southwestern district sales manager has been announced by Joseph F. Walsh, sales manager of the Westinghouse Home Radio Div., Sunbury, Pa. Mr. Anderson, formerly purchasing agent for the Division, will supervise the sale and distribution of television and radio receivers in Texas, Colorado, and New Mexico. He will make his headquarters in Dallas.

Magnavox Names Barnes

Robert B. Barnes, identified for the past ten years with the major appliance business in the east, has been appointed district sales manager for The Magnavox Co. in the territory comprising Delaware, eastern Pennsylvania and southern New Jersey, it was announced by George Wilkens, eastern division sales manager.

Appoint M. Freeman

Michael (Mike) Freeman has been appointed sales manager of the appliance and television division of Massachusetts Gas & Electric Supply Company of Boston, distributors of TeleKing television. Freeman was formerly sales promotion and advertising manager of Starrett Television Corp.

Bendix Appointee

R. W. Fordyce, general sales manager, Bendix Radio and Television Division, Bendix Aviation Corp., announced the appointment of C. J. Hassard as general merchandise manager. Mr. Hassard has been with the company for the past five months as assistant to the general sales manager.

New Meck Wholesalers

Appointment of three new television distributors has been announced by John Meck Industries, Inc. They are K. F. Wilkinson, 432 North Main St., San Antonio, Tex.; Wellford Distributors, 1658 Union Ave., Memphis, Tenn., headed by Harry A. Wellford; and General Distributing Company, 790 State St., Schenectady, N. Y., under the direction of R. M. Circe, president.

Stewart-Warner Jobbers

Gem City Appliance Co., Dayton, O., distributor of several national lines of home appliances, has been appointed wholesaler of Stewart-Warner radio and television products in seven Ohio counties. This was announced by E. L. Taylor, sales manager of Stewart-Warner Electric division.

Gem City appliances is now located at 501 E. 3rd St., Dayton. Urban F. Gochoel is president and treasurer; R. L. Prather is vice-president and general manager, and Rose L. Gochoel is secretary.

Eureka Ups Production

Thomas Stave, sales manager of Eureka Television and Tube Corp., Hawthorne, N. J., announced that the firm will be increasing their production through the use of new mechanized equipment. Included in this are the new mechanized exhaust ovens. By June 1st, Eureka will be in a position to deliver a complete line of 14, 16 and 19 inch rectangular tubes. Quality control under the supervision of Andrew Stanier, the chief engineer, will enable the firm to deliver tubes with a minimum of rejects.

Philtain Electric



G. F. Fountain, plant manager of the newly organized Philtain Electric Corp., Fort Wayne, Ind., plans to place on the market this month a portable radio for either battery or 3-way use. Aim Industries, New York City, has been appointed national sales agency to handle the sales and distribution on the Philtain line for distributors and dealers.

Summers Named As Sales Head of M and M Co.

Walter A. Summers has been appointed general sales manager of The M and M Company, Cleveland, Ohio, distributors of Motorola and Duo-Therm products and electrical appliances it is announced by R. F. Stump, president of the distributing firm.

Mr. Summers was formerly appliance sales manager for the Graybar Electric Company in Youngstown and had been Buffalo district sales manager for Hotpoint, Inc. Prior to the war, he was associated with Philco, Zenith, and Frigidaire distributors.

Wilson and Elliott To Speak at NAED Meeting

Charles E. Wilson, president, General Electric Co., will deliver the opening address at the Apparatus and Supply Division meeting on June 12 at the beginning of the week-long 42nd Annual Convention of the National Association of Electrical Distributors. Meetings will be held at the Convention Hall at Atlantic City.

Joseph B. Elliott, vice-president in charge of RCA Victor Consumer Products, will speak on "The New Radio-Television Distribution Patterns" at an Appliance Division meeting on June 15.



FREE!

FREE!

DUOTONE'S CLEAR LUCITE REPLACEMENT NEEDLE DISPENSER!

See your stock at a glance! Holds the 18 basic Duotone needles in separate compartments. Makes inventory simple; reordering a cinch! Each needle is packed in a magnifying lucite case for quick identification, easy selling.

ABSOLUTELY FREE with your order of one set of Duotone's 18 Basic Needles. Write today for this unusual deal that offers you *more money* from needles and needle servicing!

DUOTONE'S COMPLETE CROSS-INDEX SERVICE CHART!

Handsomely mounted, ready to hang on your wall. At a glance—*all* the information you need to serve customers better, faster.

THE DEAL IN A NUTSHELL	
18 Basic Duotone Needles (retail)	\$44.75
Your cost	22.37
YOUR PROFIT	\$22.38
FREE! Lucite Dispenser and Wall Chart	



How RCA Color TV Works

(Continued from page 119)

color picture through the 2.7 MC cut-off coax cable. The sampling frequency previously used by RCA was 3.58 MC and this of course was too high to be transmitted over say, the New York-Washington cable. The result was that the color TV picture would emerge at the distant point in white-black.

The engineers had built sampling equipment which had a sampling frequency of 2.4 MC and which operated in tandem with the regular 3.58 MC sampler. The theoretical result, as far as the received picture was concerned, was that out of three consecutive samples, two were correct and one approximate. The lower sampling rate reduced

the picture definition but did not alter the phase or correctness of the colors. In fact when the picture was viewed from more than 15 times the picture height it looked about as good when the definition was dropped by the cable cut-off as when transmitted in the wider 4 MC band. The expected drop in resolution, however, was very apparent when viewing a resolution chart at a distance of 4 times picture height.

According to A. T. and T., the matter of the 2.7 MC cut-off of their coaxial cables is a temporary situation, and one which may not be of much importance because better facilities will be available, when color broadcasting becomes widespread.

Du Mont Sales Manager



G. Edward DeNike, above, has been appointed manager of Du Mont Teletron Sales, it was announced by I. G. Rosenberg, cathode-ray tube division manager, Allen B. Du Mont Laboratories, Inc.

New Workshop Building

To increase production and engineering facilities, The Workshop Associates, Inc., has recently acquired and moved to a new building on Crescent Road, Needham Heights, Mass. The company was formerly located in Newton Highlands, Mass.

Gardiner G. Greene, president and founder of Workshop, stated that the additional space was required to accommodate greatly increased research and development activities in 1950, and to provide expanded production facilities for a new television antenna the company is currently introducing. Plant area is more than tripled with the new buildings, which consist of a three story factory and a separate office building. Nearly one-third of the factory will be devoted exclusively to engineering, while the remaining area will more than double Workshop's production facilities.

Starrett Sales Manager

Starrett Television Corp., of New York, announced the appointment of Stuart D. Clayton as regional sales manager of the midwest area, with Chicago as his base of operations.

Bogen Vice-President



Election of Sidney Harman, above, as vice-president has been announced by David Bogen, president of David Bogen Co., Inc., New York. Mr. Harman continues as sales manager.

REPLACEMENT NEEDLES by Jensen

Manufacturers of Needles for Original Equipment

REPLACEMENT NEEDLE	ACTUAL SIZE	REPLACES	MANUFACTURER	REPLACES	REMARKS
80-10	1.50	80-10	Decca	80-10	Decca
80-11	1.50	80-11	Decca	80-11	Decca
80-12	1.50	80-12	Decca	80-12	Decca
80-13	1.50	80-13	Decca	80-13	Decca
80-14	1.50	80-14	Decca	80-14	Decca
80-15	1.50	80-15	Decca	80-15	Decca
80-16	1.50	80-16	Decca	80-16	Decca
80-17	1.50	80-17	Decca	80-17	Decca
80-18	1.50	80-18	Decca	80-18	Decca
80-19	1.50	80-19	Decca	80-19	Decca
80-20	1.50	80-20	Decca	80-20	Decca
80-21	1.50	80-21	Decca	80-21	Decca
80-22	1.50	80-22	Decca	80-22	Decca
80-23	1.50	80-23	Decca	80-23	Decca
80-24	1.50	80-24	Decca	80-24	Decca
80-25	1.50	80-25	Decca	80-25	Decca
80-26	1.50	80-26	Decca	80-26	Decca
80-27	1.50	80-27	Decca	80-27	Decca
80-28	1.50	80-28	Decca	80-28	Decca
80-29	1.50	80-29	Decca	80-29	Decca
80-30	1.50	80-30	Decca	80-30	Decca
80-31	1.50	80-31	Decca	80-31	Decca
80-32	1.50	80-32	Decca	80-32	Decca
80-33	1.50	80-33	Decca	80-33	Decca
80-34	1.50	80-34	Decca	80-34	Decca
80-35	1.50	80-35	Decca	80-35	Decca
80-36	1.50	80-36	Decca	80-36	Decca
80-37	1.50	80-37	Decca	80-37	Decca
80-38	1.50	80-38	Decca	80-38	Decca
80-39	1.50	80-39	Decca	80-39	Decca
80-40	1.50	80-40	Decca	80-40	Decca
80-41	1.50	80-41	Decca	80-41	Decca
80-42	1.50	80-42	Decca	80-42	Decca
80-43	1.50	80-43	Decca	80-43	Decca
80-44	1.50	80-44	Decca	80-44	Decca
80-45	1.50	80-45	Decca	80-45	Decca
80-46	1.50	80-46	Decca	80-46	Decca
80-47	1.50	80-47	Decca	80-47	Decca
80-48	1.50	80-48	Decca	80-48	Decca
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80-50	1.50	80-50	Decca	80-50	Decca
80-51	1.50	80-51	Decca	80-51	Decca
80-52	1.50	80-52	Decca	80-52	Decca
80-53	1.50	80-53	Decca	80-53	Decca
80-54	1.50	80-54	Decca	80-54	Decca
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80-67	1.50	80-67	Decca	80-67	Decca
80-68	1.50	80-68	Decca	80-68	Decca
80-69	1.50	80-69	Decca	80-69	Decca
80-70	1.50	80-70	Decca	80-70	Decca
80-71	1.50	80-71	Decca	80-71	Decca
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80-75	1.50	80-75	Decca	80-75	Decca
80-76	1.50	80-76	Decca	80-76	Decca
80-77	1.50	80-77	Decca	80-77	Decca
80-78	1.50	80-78	Decca	80-78	Decca
80-79	1.50	80-79	Decca	80-79	Decca
80-80	1.50	80-80	Decca	80-80	Decca
80-81	1.50	80-81	Decca	80-81	Decca
80-82	1.50	80-82	Decca	80-82	Decca
80-83	1.50	80-83	Decca	80-83	Decca
80-84	1.50	80-84	Decca	80-84	Decca
80-85	1.50	80-85	Decca	80-85	Decca
80-86	1.50	80-86	Decca	80-86	Decca
80-87	1.50	80-87	Decca	80-87	Decca
80-88	1.50	80-88	Decca	80-88	Decca
80-89	1.50	80-89	Decca	80-89	Decca
80-90	1.50	80-90	Decca	80-90	Decca
80-91	1.50	80-91	Decca	80-91	Decca
80-92	1.50	80-92	Decca	80-92	Decca
80-93	1.50	80-93	Decca	80-93	Decca
80-94	1.50	80-94	Decca	80-94	Decca
80-95	1.50	80-95	Decca	80-95	Decca
80-96	1.50	80-96	Decca	80-96	Decca
80-97	1.50	80-97	Decca	80-97	Decca
80-98	1.50	80-98	Decca	80-98	Decca
80-99	1.50	80-99	Decca	80-99	Decca
80-100	1.50	80-100	Decca	80-100	Decca

SELL NEW NEEDLES FOR QUICK PROFITS

Jensen's Replacement Needle Wall Chart

... Makes it Easy!



Jensen Needles are packaged individually in dust-proof containers.

Jensen...THE TOP QUALITY NEEDLE

Jensen—an original manufacturer—makes needles for all record players. A Jensen Needle injects new life into tired phonographs and brings back tonal qualities long since forgotten.

Jensen INDUSTRIES, INC.

332 South Wood Street, Chicago 12, Illinois

JENSEN — THE OLDEST NAME IN SOUND ENGINEERING

Philips Appoints Woodford



Norman A. Woodford, above, has been appointed sales manager, television division of North American Philips Co., Inc., according to an announcement by P. van der Berg, president.

Name Taylor and Feil

James P. Taylor and Morris J. Feil have been appointed district representatives of Gross Distributors, Inc., New York. Mr. Taylor, formerly with the Admiral Corporation, will handle territories in Brooklyn and Queens and, like Mr. Feil, will represent the Lewyt vacuum cleaner, Blackstone home laundry, Deepfreeze and all American Dishwasher lines. Mr. Feil has had sales experience with Apex Refrigerator Sales Co. and Philco Distributors, and was assistant radio buyer at James McCreery & Co. He will cover northern Bronx, Westchester, Putnam, Dutchess, Rockland and Orange counties and lower Fairfield County in Connecticut.

In Tele-tone Sales Post

Charles H. Bernstein has been appointed New York sales manager for Tele-tone Radio Corporation, according to an announcement made by Morton M. Schwartz, Tele-tone general sales manager.

Prior to joining Tele-tone, Mr. Bernstein was divisional sales manager for Philco for more than seven years. He has been in the electronic and appliance field for over twenty years, most of which were spent in the retail end of the business and as a buyer of radio and appliance products.

Bendix Appoints Hassard



R. W. Fordyce, general sales manager, Radio and TV division, Bendix Aviation Corp., announced the appointment of C. J. Hassard, above, as general merchandise manager.

Distributing Arvin

Appointment of the H. C. Noll Co., 2226 Harney St., Omaha, to handle distribution of Arvin television receivers and radios in Omaha and other eastern Nebraska cities and towns has been announced by Raymond P. Spellman, sales manager of this division of Noblitt-Sparks Industries, Inc.

Alliance Prices Down

John Bentia, sales manager of the Alliance Manufacturing Co., has followed up a recent price reduction on Alliance Tenna-Rotors with the announcement that the company will continue its extensive television campaign now

running on 60 TV stations in and around 50 cities, and will add advertising in key newspapers to create even greater acceptance for Tenna-Rotor. Price reductions lower the price on the standard model ATR from \$39.95 to \$34.95. The deluxe model, DIR with direction indicator control, was reduced from \$49.95 to \$44.95.

C. H. MacMahon Chairman

Charles H. MacMahon, director of advertising and publicity for Norge Division, Borg-Warner Corporation, has been appointed chairman of the advertising and sales promotion committee, refrigeration section, National Electrical Manufacturers Association.

A SENSATIONAL MONEY MAKER and VAST NEW MARKET FOR DEALERS



NEW IMPROVED
**Carbonneau
Playsall**

—the amazing new converter
for 12 million phonographs
that play one speed only!

Playsall makes any
player a completely
up-to-date instrument
for playing all record
speeds and sizes.

The Playsall Playboy
pictured above, lists at

\$795

COMPLETE

Put the 8-ounce Playsall on the turntable, much as you would a record and just about as easy. Attach speedy connector to tone arm of player. Slip on the record to be played. Playsall supports it, gives it the right drive-speed, accurately and steadily. A specially designed lightweight tone arm preserves tone fidelity and protects the delicate micro-groove surface.

**CARBONNEAU
INDUSTRIES, INC.**

21 Ionia NW
Grand Rapids, Michigan

PLAYSALL

plays all three—33 1/3—45—on
any 78 R.P.M. phonograph and
without mechanical change.

Playsall is a tried and tested precision-built instrument employing a basic drive-principle widely used in industry to control motion and speed. Its application to the phonograph field is ingenious and intriguing.

Playsall is a red-hot merchandising item—a necessity for millions of phonographs that play only one type of record.

No longer is it necessary to replace or convert the phonograph—Playsall converts THE RECORD.

Sell Playsall—and play the Profit Tune

40% off list on 6 or more units
40% off list on one sample unit

Carbonneau Industries, Inc.

21 Ionia NW, Grand Rapids, Michigan

Send me () Playsall Converters.

() Check enclosed. () Bill my account.

Name

Address

City, Zone, State



NEW

Rauland DE LUXE

AMPLIFIERS AND SOUND SYSTEMS

The new RAULAND Line is in a class by itself . . . distinctively new-styled . . . certified for full output measured at 100, 400 and 5,000 cycles . . . with exclusive new features for unprecedented versatility . . . and with demonstrably superior tonal fidelity. Best of all, RAULAND De Luxe quality costs no more . . .

See your RAULAND-BORG Distributor for full information on this new DeLuxe Sound Line. Build a solid, profitable business around RAULAND dependability and quality.

Electroneering is our business

**SOUND
EQUIPMENT**

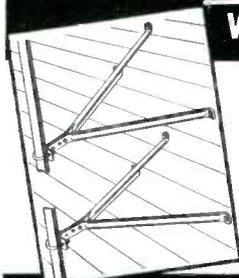


**INTER-
COMMUNICATION**

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

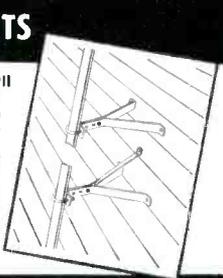
South River's 2 New Outstanding ANTENNA

WALL BRACKETS



Duo-24"
Wall
Bracket
\$6.25
List

Duo-12"
Wall
Bracket
\$4.20
List



Write for complete catalog detailing new products and regular famous South River line.

SOUTH RIVER METAL PRODUCTS COMPANY, INC.
Dept. RR, 17 Obert Street, South River, New Jersey

300 Washers a Month!

(Continued from page 60)

showing more than 100 units at a time. There are seldom more than ten used machines on view, so rapidly do limited-income customers snap them up. "The trade-in department is a real stepping stone to new machine sales," Mr. Brandt declares. "In displaying the old machines, there is a fine opportunity to contrast them with new washers, with the result that the customer frequently changes his mind and orders a new one sent out."

Although there is no such thing as a predetermined markup on rebuilt washing machines at the St. Louis electrical dealership, due to fluctuations in allowances, costs for reconditioning, etc., Brandt's aims at a consistent 33¼%, and averages somewhere near that on all but exceptional sales.

Paying Salesmen

The seven salesmen who specialize in washers are all paid on a straight commission basis, and logically, devote their selling skill to showing as much profit as possible on the trade-in rebuilds as the new machines. Painting is figured at \$5 for most machines, plus parts cost, and labor. Due to efficient layout, and the volume of trade-ins rolling through the shop, labor costs are held down sharply.

Along with making possible the sale of ten or more washing machines per day in the Brandt store, the service department pays a constant profit in washing machine overhauls for customers. Brandt's gets a large share of repair work in this field through a somewhat sensational goodwill-building policy. "Whenever a customer calls in to ask prices for repairing a faulty washer, we send out a truck and pick the machine up," Irwin Brandt, explains. "We then examine it in the shop, and telephone the customer with the estimated cost of repairs. If the owner refuses to have the work done, the washing machine goes back by truck, without charge. While the cost of operating three trucks for this purpose, picking up any and all washing machines for repairs, is heavy, it is a real convenience which most people appreciate, and very few ask for the machine to be returned unrepaired."

While it might be considered that Brandt's 47-year record in St. Louis is sufficient to bring washing machine prospects around, the firm is a consistent advertiser. Classified-section ads are used for the most part, offering worthwhile bargains in rebuilt washing machines, which brings in a group of new prospects every Monday morning. A large percentage of this traffic is sold new machines, with skillful demonstration and promotion. Thus classified ads account for a large por-

(Continued on page 129)

300 Washers a Month!

(Continued from page 128)

tion of the 300-units per month sales volume.

In the appliance showroom, there are always a dozen active displays, ranging all the way from midget apartment washers up to a complete automatic home laundry with washers, ironer, drier and accessories. In the quiet atmosphere of the upstairs showroom, reached by its own elevator, skilled specialty salesmen can frequently convince prospects that buying a brand-new washer is preferable to purchasing used equipment.

It is interesting to note that over the years, Brandt's has in many instances sold the same family several used washers, trading in machines which had already seen long service after repair in the Brandt repair department. "Eventually we sell each such family a new washer," Mr. Brandt says. "By and large, the No. 1 asset in building up a big washing machine sales volume is the ability to accept trade-ins under favorable conditions."

Sightmaster Ups Output

Sightmaster Corp. has moved into larger quarters. In order to meet the demand for its product, Sightmaster's new facilities will enable the company to quadruple its production.

The new quarters are in a modern industrial plant in the community, formerly occupied by Rex Products, and is located at 111 Cedar Street, New Rochelle, N. Y.

New Centralab Plant

The acquisition of a new plant in Denville, N. J., for the exclusive production of a full line of ceramic capacitors from the raw material to the finished product has been announced by Centralab Division of Globe-Union, Inc., Milwaukee.

The plant, which is expected to employ some 300 persons, will cover 46,000 square feet, according to an announcement by W. S. Parsons, vice-president in charge of sales of Centralab.

Jewel Sales Manager



Paul W. Nief, above, has been appointed sales manager of Jewel Radio Corp., N. Y., it was announced by Don J. Ferraro, president.

NOW



opens a tremendous new market

WITH 2 REVOLUTIONARY INDOOR TV & FM ANTENNAS

FOR LOCAL RECEPTION AREAS

Phantom-Tenna

MODEL TV 501

Acclaimed by TV engineers everywhere! Sharply reduces, and in many locations completely eliminates ghosts and interference, improving reception tremendously! Outstanding Features:

• **ADJUSTA-KNOB**

—A new and more efficient method of adjusting antenna to each individual channel by "fingertip" tuning control, rather than struggling with 80" or more of telescopic rods!

• **OPTIMUM MATCHING STUB**

—Phantom-Tenna has newly designed "Matching Stub" permitting Optimum initial matching to every television set.

• **FIXED LENGTH DIPOLES**

—Only 17½" long—no more top-heavy adjustments—no more tipping over to mar furniture, endanger children.

Neat looking, compact, well built Phantom-Tenna has lots of "eye-appeal" and SALES APPEAL!

LIST PRICE **\$5.95**

Overall height 19¼", bakelite housing, bakelite base, 3¾" diam. Packed in individual boxes. Shpg. wt. 1 lb. 5 oz. 25 to Master Carton.

FOR FRINGE AREAS

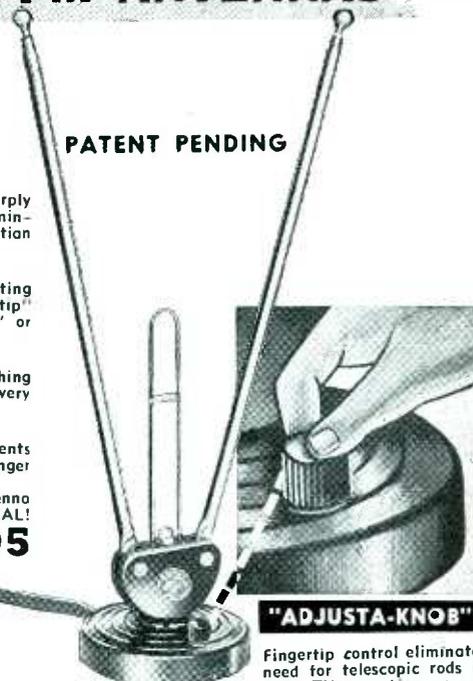
Super-Phantom MODEL TV 503

Combines all of the outstanding features above including ADJUSTA-KNOB tuning and OPTIMUM MATCHING Stub, with Telescopic, instead of fixed length dipoles. Adds more gain to TV reception in FRINGE AREAS.

Packed in individual boxes. 25 to Master Carton.

LIST PRICE **\$6.95**

See these Outstanding new Indoor TV Antennas AT THE RADIO TRADE SHOW on display at our booth #225, and on actual demonstration in our display room #612A.



PATENT PENDING

"ADJUSTA-KNOB"

Fingertip control eliminates need for telescopic rods in local TV reception areas.

PLACE YOUR ORDER for Phantom-Tennas and Super-Tennas TODAY with your Distributor—Build up your volume and profits with these phenomenal Best-Sellers.



SPIRLING PRODUCTS CO., INC. 62 GRAND ST., N.Y. 13, N.Y.
"Pioneer Manufacturer of Television and F-M Antennas"

Wanted for Cash

New Auto Radios
of discontinued models
including 1949 models

MANHATTAN AUTO & RADIO CO.

1706 7th Street, N.W., Washington 1, D. C.



Tops in WEATHERPROOF Speakers

**HOT OR COLD • WET OR DRY
Choose a CLETRON Model
For Longer-Lasting Fidelity**

**CLETRON All-Climate Speakers
Are Tops!**

Proved in thousands of installations throughout the world. Exact-ing users report only CLETRON Weatherproof Models meet their rigid requirements.

FEATURES:

- Rugged construction to assure longer life.
- Cadmium plated to prevent corrosion.
- Aluminum voice coil forms for lasting, true-tone reproduction.
- Weatherproof cones, permanently vul-canized to housings to withstand vibra-tion and prevent fluttering.
- New, all-rubber mounting gaskets.

Whether your need is Outdoor, Autoset, Home Radio or TV Speak-ers, you'll build more satisfied cus-tomers with CLETRON installations.

See your nearest jobber, or write today for copy of the new CLETRON catalog.

CLEVELAND ELECTRONICS, INC.

6613 EUCLID AVE. • CLEVELAND 3, O.

EXPORT DIVISION:

Morhan Exporting Corporation

458 Broadway, New York, New York

Cletron

THE CHOICE OF EXPERT RADIO TECHNICIANS

HAVE YOU A JOB FOR A TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equip-ment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

Placement Manager, Dept. P110-5

COMMERCIAL TRADES INSTITUTE

1400 Greenleaf

Chicago 26

11 Millionth Radio



Benjamin Abrams (left), president of Emerson Radio & Phonograph Corp., N. Y., receives from Frank D'Amico, production planning mgr., plaque and the 11 millionth Emerson Radio to come off production line.

Air King Names Decker

Leopold M. Kay, vice-president in charge of engineering, Air King Prod-ucts Co., Inc., Brooklyn, N. Y., manu-facturers of radios, wire recorders and television receivers has announced the appointment of S. M. Decker as assis-tant chief engineer of the television de-partment. Mr. Decker is directly re-sponsible to Sava Jacobson, chief tele-vision engineer.

Clarostat Appointment

The appointment of Henry D. Sarkis as sales representative is announced by Clarostat Mfg. Co., Inc., Dover, N. H. Well known in the radio-electronic trade, Mr. Sarkis will cover the indus-trial accounts in metropolitan Chicago and metropolitan Milwaukee areas, working out of his headquarters at 6459 Sheridan Road, Chicago.

New Arvin Distributors

Appointment of Capitol Light Co., 619 Virginia St., W., Charleston, West Virginia, as exclusive distributors of Arvin radios and television receivers, as well as the full line of Arvin elec-tric housewares, has been announced by sales officials of the Arvin division of Noblitt-Sparks Industries, Inc.

The Capitol organization is well known in the radio and appliance fields throughout West Virginia and has for many years been a successful merchan-diser of a wide list of nationally known brand names.

Field Rep for Snyder

Appointment of George Conneen as field representative for Snyder Manu-facturing Company of Philadelphia, has been announced by Dick Morris, sales manager of the television and automo-tive product concern. Mr. Conneen will represent Snyder in the eastern sea-board territory from Maine to Florida, to establish exclusive distributorships for the company line of television and automotive products in all metropolitan cities.

Distributing Sentinel

New Sentinel radio and television distributor at Detroit, is the Crandall Wholesale Co., announced by E. G. May, sales manager of Sentinel. C. C. Crandall, owner and general manager of the new Crandall Co., is well known in the radio and appliance field, having been general manager of Brennan Appliance Distributors, and before that was major appliance manager of Morley Brothers, both of Detroit. Offices and warehouse will be at 2705 West Warren Ave., Detroit.

Ferry Joins Mayflower

Walter Ferry has been appointed sales manager of Mayflower Industries, Newark Division. Mr. Ferry formerly connected with D. W. May Corp. in the same capacity has been an active member of the trade in northern New Jersey for past 30 years. During this time he has been in sales posts with General Electric Co. and the Radio Division of Westinghouse Supply Co.

Majestic Sales Material

Majestic Radio and Television, Inc., Brooklyn, N. Y., has released a new series of advertising and sales promotional material for use by retailers in the promotion of Majestic television receivers according to an announcement from Joseph G. DeVico, advertising manager. The material includes newspaper mats, descriptive literature and interior and window displays.

Officials Plan Their Annual Pacific Coast Exhibit

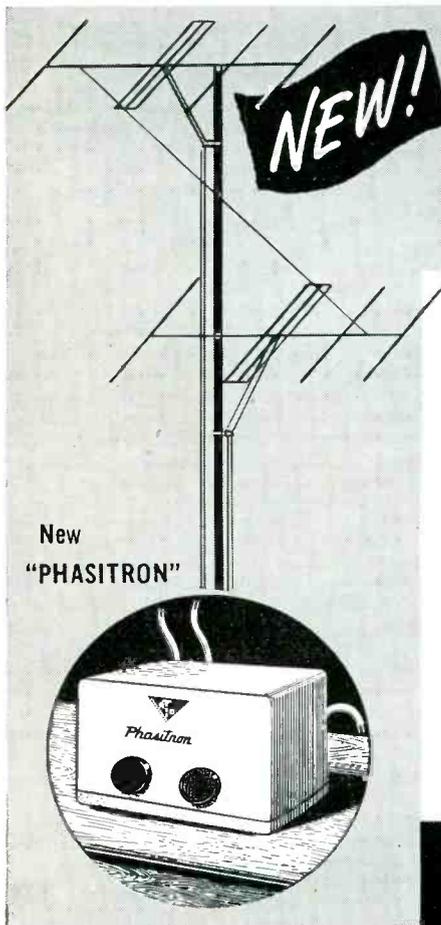


IRE and WCEMA officials discuss plans for the forthcoming 6th annual Pacific Electronic Exhibit at Long Beach, Calif., next September. Shown here are (l. to r.): L. W. Howard, general show committee chairman of WCEMA, which sponsors the exhibit; Robert L. Sink, chairman of the Los Angeles section of IRE and Loyd C. Sigmon, IRE liaison chairman for the exhibit.

Offering Phono Needles

M. A. Miller Manufacturing Company, 1167 E. 43rd St., Chicago, makers of quality phonograph needles and for years a supplier to the manufacturing trade, is now offering its needles under the firm's own registered brand name, Carillon Dynamic. The company manufactures a large line of long life playback and recording needles and is fea-

turing a complete line of play-back needles of precious metal alloy, osmium alloy, jewel tip and nylon styles in a price range to retail for 50¢, \$1.00, \$1.50, \$2.00 and \$2.50. Each needle is individually packaged in an unusual protective metal container and offered for display on an eye-catching, attractive counter display card containing 12 packaged needles.



The TRIO "CONTROLLED PATTERN"

PATENT APPLIED FOR

TV ANTENNA SYSTEM MODEL 604

Eliminates Venetian Blind Effect!

USES NEW "PHASITRON" and DOUBLE DIPOLE YAGI

ELIMINATES CO-CHANNEL INTERFERENCE

With 17 db Gain in Forward Direction!

TRIO MFG. COMPANY takes pride in announcing the greatest advance in TV antennas for fringe areas. It's the new TRIO "Controlled Pattern" Antenna System, the culmination of extensive research by G. N. Carmichael, TRIO's Chief Engineer, and one of the nation's foremost antenna authorities.

The new lightweight, yet rugged antenna not only provides terrific gain in the forward direction, but overcomes that ever increasing problem in fringe areas — co-channel interference. This is how the unique system works: high voltage from two double dipole Yagis is phased by the use of the new tunable "PHASITRON" to provide addition of voltages from the desired direction and cancellation of undesired voltages.

How well the system works is demonstrated by the fact that with voltage ratios up to 25 to 1, i.e., one signal is 25 times as strong as the other, the signal from the weaker will provide a sound carrier free from chatter and a picture free from venetian blind effect. The "PHASITRON" also permits tuning for maximum signal regardless of changing vertical wave angle. Uses two 300 ohm feed lines of random length, two DOUBLE-FOLDED Yagis for exact impedance matching. Separate antenna systems available for each of 12 channels, though considerable gain achieved on adjacent channels.

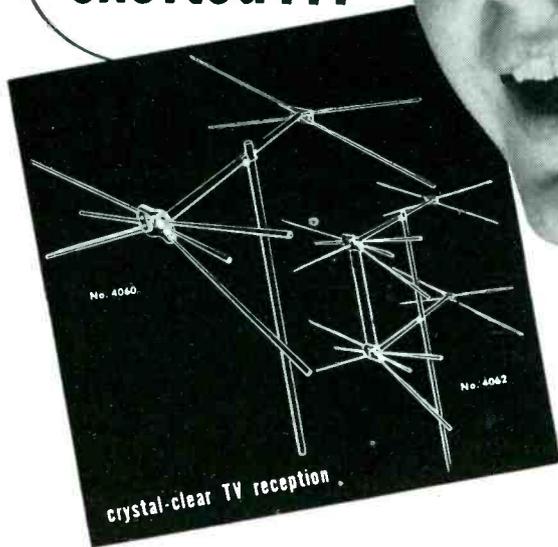
For Full Details Write for Illustrated Folder on Model 604.

©1950 by



TRIO MANUFACTURING COMPANY
GRIGGSVILLE, ILLINOIS

LOOK
who's
excited...



"selling

WALSCO

faster than all others!"

It's no trick to sell WALSCO. Dealers and jobbers from coast to coast report amazing sales volume with WALSCO TV Antennas.

WALSCO offers several exclusive advantages available in no other antenna.

ONLY WALSCO features a silicone-treated styron molded insulator.

ONLY WALSCO uses marine type high tensile chromium aluminum alloy for elements... with a yield point 94% higher than ordinary aluminum.

ONLY WALSCO uses butt-seamed tubing for elements to assure the highest elasticity.

WRITE FOR FREE ILLUSTRATED CATALOG 94-R

WALSCO new TV Alignment Tools are used everywhere. Available at your local jobber.

WALTER L. SCHOTT CO.

Beverly Hills, California • Chicago 6, Illinois

Patent Pending



new! **LOW COST DC SOURCE**
ELECTRO "BJ" JUNIOR
SUPPLIES 1 to 12.5 AMPS., 6 VOLTS CONTINUOUS DUTY
3 to 9 Volts at Other Ratings

DEMONSTRATE, TEST FROM AC LINES

Radios • Relays • Telephone Circuits • Other Low Voltage Needs

New Model "BJ" Junior filtered power supply utilizes same exclusive application of selenium rectifiers used in the famous Model "B". This application, using conduction cooling, doubles the rectifier power rating, dissipates over 3 times the heat and provides lower cost per ampere output over other types. Supplies ample power, with a peak instantaneous current rating of 25 amperes (from standard 50/60 cycle 115 volt source). Heavy duty components withstand high over-loads. AC ripple less than 0.4 volts at 6 volts DC 8 amperes.

Unmatched Performance
Quality and Price



Send Today
for Literature

Pioneer Manufacturers

of Battery Eliminators

ELECTRO PRODUCTS LABORATORIES

4499 RAVENSWOOD AVE
CHICAGO 40, ILLINOIS

IT'S HERE! THE EASY TO ERECT

ENERGY **HYDRAULIC TELEVISION MAST**

"NO GUY WIRES NECESSARY"

An all hydraulic sectional mast extended with hand or power pump. Mast constructed of cold drawn seamless steel tubing. Cadmium plated for permanent rust protection.

EASY INSTALLATION

ENERGY Masts can be installed in a short time, either clamped to side of building or set in concrete away from building, then raised and lowered hydraulically as service requires.

Weight of 60 foot mast is 330 pounds, 22 feet in length collapsed.

Hand or power pumps can be furnished.



- One mast can serve many outlets.
- Mast will withstand 100-mile wind.
- Manufactured in two sections — 40 feet and three sections — 60 feet.
- Also recommended for two-way taxi and "Ham" radio installations.

Ideal for Portable Demonstration Antenna

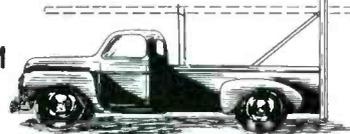
Smooth quick operation, ideal for commercial car demonstration.

For any test location, can be set up in a few minutes.

Write today for literature and prices.

ENERGY FARM EQUIPMENT CO.

Monticello, Iowa



New Sams Bonus Data

Howard W. Sams, of Indianapolis, publisher of "Photofact" service data, has announced a new service designed to cope with the need of technicians for information as soon as new sets appear. Commencing with Set No. 91, a supplementary set will accompany the regular Photofact folder. This will be a "Preliminary Data" (PD) folder providing essential information on new sets pending issuance of a regular folder on these receivers. The "PD" sets will be included at no extra cost.

JFD Continues to Grow



Top, Founder and president JFD, Julius Finkel; below, left, is Albert, vice-president, and at right, Edward, sales manager of the company.

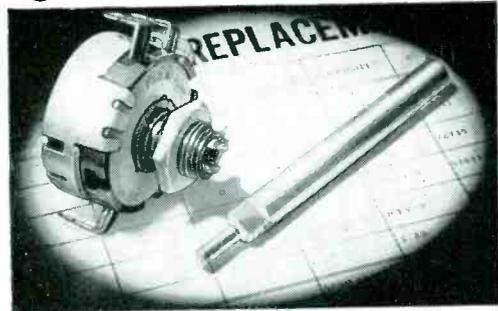
In 1929, Julius Finkel, president of the JFD Manufacturing Co., Inc., opened a small shop in Brooklyn, N. Y., devoted to the manufacture of components for the radio service trade. Today, twenty years later, under Finkel's guiding hand, that tiny establishment has blossomed into a giant three story plant producing 6000 television antennas and 200,000 television brackets, accessories, screw eyes and sundry radio parts daily. In fact, the newly erected plant of 60,000 square feet has already become too small to house the flourishing JFD productive machine and a new story of 20,000 sq. ft. may be added to the present building to supply the needed floor space.

Julius Finkel gives a large measure of credit for his company's phenomenal success to his two sons, Albert, vice-president, and Edward, sales manager. They are his two good right hand men without whom the many complex JFD problems of modern production and distribution could not have been accomplished.

Webster Appointee

Webster Electric Company, Racine, Wisc., announces the appointment of D. Y. Robinson as representative in New York for the company's sound division at 347 Madison Ave., New York City. Mr. Robinson was formerly associated with Tuttle and Kift as sales manager of industrial unit division.

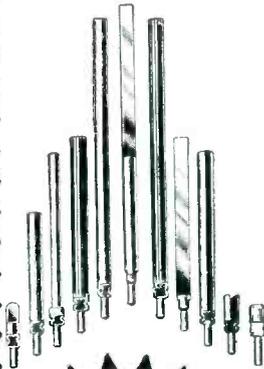
PICK YOUR OWN



the "PICK-A-SHAFT" way

★ Pick the right Clarostat AM or AT control for resistance, taper, tap. Then pick the right shaft—choice of 11. Slight rap fastens Pick-A-Shaft to control—squarely, solidly, permanently. It's minimum stock for maximum replacement needs!

★ Ask your Clarostat jobber to show you the "Pick-A-Shaft" way. Catalog on request.



CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q., and branches

Bigger and Better Than Ever!

DEWALD's New 1950

19" King-Size TV with
BUILT-IN ANTENNA

Retails for only \$369.95

From the new King-Size 19" model, thru the 16", 14" and 10" table and console models — all with Built-In Antennas — this new line offers the finest in TV enjoyment. Clearer, brighter, steadier pictures plus extra-dependable performance.

And, this great new TV line plus an outstanding group of Superperformance Home and Portable Radios are available

Now at NEW LOW PRICES

During the Chicago RADIO SHOW
(May 22-25) see this great new line
at the BLACKSTONE HOTEL

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



19" King-Size
Model DT-190

Proven Quality for Over a Quarter Century

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

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

Announcing the . . .

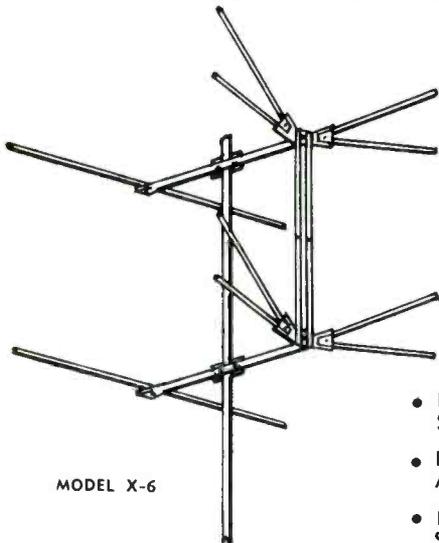
TELEVISION ANTENNA SENSATION

of the Season!

S/C LABS

STACKED

CONICAL



MODEL X-6

- Newly Engineered for Maximum Efficiency

- Novel Mounting Arrangement—the Simplest Yet!
- Designed for Easy 3rd Element Accommodation.
- Now offered at a Smashing Low Price

Price that means MORE SALES—LARGER PROFITS for YOU!

\$6.75

MODEL X-6. Dealer's Net Cost

If Your Local Jobber Cannot Supply You, Write to

S/C LABORATORIES, INC.

37-39 George Street

Newark 5, N. J.

One-Millionth Record



Frank M. Folsom, president of the Radio Corp. of America, presents to noted conductor-pianist Jose Iturbi a gold-plated RCA Victor record of Chopin's "Polonaise," commemorating the one millionth pressing of the recording made by Iturbi.

Zenith Elects Truesdell

Leonard C. Truesdell has been elected vice-president in charge of household radio by Zenith Radio Corp., it has been announced by H. C. Bonfig, vice-president and director of sales. Truesdell joined the company in September, 1949 as sales manager of household radio and television.

Andrews Sees '50 Better Sales Year Than '49

Despite the coal strike, sale of General Electric appliances was "exceptionally good" in the first quarter of 1950 and should continue at a high level throughout the year, H. L. Andrews, vice-president in charge of the company's Appliance & Merchandise Department, has announced.

"We have in no way changed our opinion that 1950 will be a better year than 1949," Mr. Andrews said, recalling his year-end prediction that the electrical appliance industry will sell a total of 41,390,000 units this year.

Mr. Andrews reported that all his Company's major and small appliances, except such unseasonable items as automatic blankets, have been moving through normal retail channels and into the hands of consumers at a fast pace. The greatest demand has been for refrigerators, ranges, automatic and wringer-type washing machines, the 11-cubic-foot freezer, toasters, roasters, mixers and sandwich grills, he said, adding that orders for these appliances still exceed the company's capacity to produce.

Emerson NEW MODELS

One TV set, one table model radio and three portables have been announced. The TV set, model 658, is a 16-inch console priced at \$329.50. Table model radio model 653 is AC-DC, and sells for \$22.95 in walnut plastic, \$24.95 in ivory. Three way portable 646 sells for \$24.95. The others are models 656, at \$39.95 and 657 at \$44.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

RECOTON REPLACEMENT NEEDLES

mean

More SALES, More PROFITS, More SATISFIED CUSTOMERS!

Yes, there's money to be made selling your customers **Recoton Replacement Needles** that fit all popular cartridges. The demand for precision-built replacement needles is increasing daily . . . capitalize on this tremendous potential . . . feature, sell **Recoton Replacement Needles**, scientifically constructed and expertly crafted of the finest materials. Get your share of this highly profitable business. Write today for complete information.



See us at the Parts Show in Chicago Booth No. 321

Free Cabinet and Display Card Included with complete assortment.

RECOTON CORPORATION

251 Fourth Avenue New York 10, N. Y.

Trap TV Interference

WITH R. L. Drake Filters

Easily installed in the Antenna Lead-in, the R. L. Drake High Pass Filter protects the I. F. and Video circuits by attenuating all signals from zero to 50 Mc. entering the TV set through the antenna system. No tuning required.



Reports received from all TV areas prove the effectiveness of the filter in reducing or eliminating interference from ignition, amateur and short-wave transmitters, diathermy, X-ray, motors, electrical appliances, and many other sources.

The High Pass Filter will also keep harmonics of the TV sets 15.75 Kc. horizontal oscillator from being radiated by the antenna and interfering with AM broadcast band reception.

TV-300-50HP
for 300-ohm
Twin Lead

TV-72-50HP
for 72-ohm
Small Coax

Either Model
\$5.95
LIST

Sold through leading distributors everywhere.

The R. L. Drake Co.
11 Longworth St., Dayton 2, Ohio

New Magnavox Sales Aids

More important in the sale of television receivers than in the sale of any other major product today are intelligence and authority on the part of the salesman in presenting the product's characteristics and fundamental features.

This conviction of The Magnavox Company has led to the production of a dramatic new aid for its dealers and their retail salesmen in presenting the Magnavox story right at the point of sale. Dressed in rich blue fabricoid covers with gold plastic binding, the presentation is a 17 page book that lays flat on a table or opens into a self-made easel flip chart for convenient and effective display. Each page conveys a quick, hard-hitting fact about television and Magnavox, displayed forcefully in blue, black and gold printing.

To amplify or prove the quick sales points made on each page, Magnavox has provided each salesman with a television "Fact Book" containing a glossary of TV terminology together with full explanations of the function and performance of television equipment in general and Magnavox receivers in particular. A key list is included, linking each page in the easel chart with its source page in the fact book.

"For Greater Value in Television It Pays to Know the Inside Story," says the front page of the easel flip chart, and page 2 lists "Eleven Important Features That Give You Greater Television Value." These are: better picture reproduction, reduced eye fatigue, steady pictures, instant tuning, superlative sound reproduction, full coverage of tonal scale, superb cabinet styling, trouble-free operation, engineering to keep up-to-date, exclusive factors of extra value, and recognized leadership.

Succeeding pages go on to point out that Magnavox receivers include all the eleven features, and to deliver brief, effective explanations of what each feature means to the TV buyer.

Emerson Salesman

Charles Robbins, vice-president in charge of sale at Emerson Radio & Phonograph Corporation, has announced the appointment of Arnold Henderson as the regional salesman for the Carolinas, Tennessee and Kentucky.

Mr. Henderson has been connected with the Emerson sales organization for the past four years and his work with distributors and dealers in the territory is based on a thorough knowledge of Emerson's policies and radio and television merchandising.

Times Square Appointment

The appointment of Harry Bosworth as sales manager of radio, television and major appliances has been announced by George J. Seedman, president of Times Square Stores Corporation.

Mr. Bosworth has been associated with the organization since October 1945.

HERE'S LOW-COST SOLUTION FOR your TV Tower Problems

... IT'S SIMPLE AS A-B-C!

Now . . . you can slash installation and service costs to a minimum with any one of three famous TV Towers by Camburn. Each can be installed and serviced by one man . . . each can be ground or roof mounted (mounts for Alliance and Crown rotors available) . . . each satisfies the most rigid building codes . . . each makes more TV sales and profits!

Sturdily built to withstand severe wind loads, these versatile Towers are built in three sizes . . . A, B and C as illustrated. The telescoping Camburn "Jack-Up" Tower (A) has a variable Tower height from 20' to 38' plus 14' of 1 3/8" mast section . . . the next size (B) is 20' high plus 14' of 1 3/8" mast section . . . and the small Tower (C) has a 20' height. Each is constructed from 16 gauge electric welded steel for utmost rigidity and sturdiness.

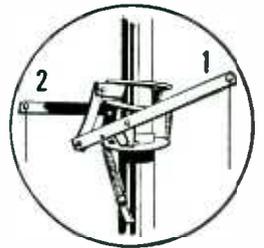
Remember . . . for lower installation costs and more profits, specify and buy Camburn TV Towers. Don't settle for less . . . investigate Camburn today!



Pat. Pending

In the "Jack-Up" Tower, top section pulls out and is fastened rigidly with metal clamp to middle section. Jack handle (1) easily lifts middle section and antenna to desired height. Spring-loaded locking ring and auxiliary lock hold middle section securely. Lever (2) lowers antenna to any position or brings it all the way down for quick, easy servicing.

Camburn TV Towers are sold only through recognized distributors. A few territories are still available . . . write today for full information and details.



Camburn SALES & MFG. CORPORATION
392 W. MICHIGAN AVE. BATTLE CREEK, MICHIGAN

See Jewel at the RADIO PARTS SHOW

Blackstone Hotel, Chicago — May 22nd to 25th
a complete line of

TABLE RADIOS
CLOCK RADIOS

PERSONAL PORTABLES
3-WAY PORTABLES

SENSATIONAL VALUE . . . ALL YEAR 'ROUND!

JEWEL
Tee-nee

Personal Portable Battery Radio

A "natural" for promotions! Tiny battery-operated portable . . . small as your hand. 4 tube superhet; self-contained loop antenna; Alnico 5 speaker. Exclusive "sound-focus" feature beams sound direct to your ear. Plastic cabinet, plastic shoulder strap.

Suggested Retail Price **\$17.95***
Ivory or Maroon Less Batt.

JEWEL RADIO CORPORATION
10-40 45th Ave., Long Island City 1, New York
Cable Address: JEWELRAD, New York



* Prices slightly higher in West and South. Subject to change without notice.

FREE WITH PHOTOFACT!



“Bonus” TV Supplements Preliminary Service Data on Hundreds of Television Models for Your IMMEDIATE USE . . . AT NO EXTRA COST!

TV set owners are calling for service within days—even hours—after installation. That's why you, the TV Technician, must have your service data *right now!* And *right now,* PHOTOFACT brings you the “rush” preliminary TV service data you need for *immediate use* to keep you going at full speed. FREE with the purchase of PHOTOFACT Folder Sets No. 91 and No. 93, you receive with each a separate 64-page Supplement containing preliminary data (in *advance* of regular PHOTOFACT coverage) on over 100 popular TV models. Place your standing order for PHOTOFACT today—it's the only way to get *without delay* the TV service data you must have *right now!*

Buy PHOTOFACT Folder Set No. 91 and get **FREE TV SUPPLEMENT NO. 91A:** Covers 114 important Television Receiver models, produced by 11 leading TV manufacturers.

Buy PHOTOFACT Folder Set No. 93 and get **FREE TV SUPPLEMENT NO. 93A:** Covers more than 100 leading Television Receiver models, produced by 17 TV manufacturers.

BUY BOTH! GET THE DATA YOU WANT NOW ON HUNDREDS OF TV MODELS
PHOTOFACT Set Nos. 91 and 93 are going fast—order today to avoid disappointment

HOWARD W. SAMS & CO., INC.

Order from your Parts Jobber today or write direct to HOWARD W. SAMS & CO., INC., 2205 East 46th Street, Indianapolis 5, Ind.

My (check) (money order) for \$..... enclosed. Send me the following:

- Photofact Set No. 91 and Supp. 91A. \$1.50
- Photofact Set No. 93 and Supp. 93A. \$1.50

Name.....

Address.....

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

Raybro Ad Manager



Troy A. Brown, pres. of Raybro Electric Supplies, Inc., Tampa, Jacksonville, Miami and St. Petersburg, Florida, has announced the appointment of J. A. Mook, Jr. (above), as advertising and sales promotion manager. Mr. Mook will assume complete responsibility for all sales promotion and advertising for all Raybro branches.

Emerson Sponsors TV Show

Emerson Radio and Phonograph Corporation is now sponsoring the television program “The Clock”, telecast on alternate Fridays over the NBC network, 9:30 p.m. The program is being shown simultaneously over 29 network stations throughout the country and is rebroadcast in non-cable connected cities a week later.

Chas. Robbins, vice-president of the company, advised that “The Clock”, which is a half-hour suspense melodrama, enjoys a high audience rating and was chosen by Emerson executives for their telecast vehicle because of the program's reputation for high calibre of mystery script and characterization.

Concertone TAPE RECORDER

A new console cabinet has been announced to fit the Concertone recorder. The console, model 702, is finished to match the basic recorder, and can be installed permanently or on wheels. It is available with locking lid to render equipment tamper-proof. List price for the 702 is \$75.00. The recorder unit lists at \$295.00, carrying case is \$82.50. Berlant Associates, 9215 Venice Blvd., Los Angeles 34, Calif.—RADIO & TELEVISION RETAILING.

Jackson Sales Manager



Appointment of Henry Goldsmith (above), as national sales manager for Jackson Industries, Inc., was announced by David Krechman, president of the firm. Goldsmith will launch a national distribution program for Jackson's new TV and radio-phonograph combination line.

Get MORE stations...

CLEARER pictures...

make COSTLY TV TUBES LAST LONGER with a



TRYLON TV MAST

As almost every dealer knows by now, built-in television antennas are really satisfactory in only a small percentage of installations. Even indoor antennas often leave a lot to be desired. But that's only part of it!

AVOID TUBE STRAIN!

Indoor antennas of any kind usually mean that sets must be operated at high volume. This means a big reduction in tube life—including the costly picture tubes!

An outdoor antenna mounted on a Trylon Mast assures clear pictures, reduces interference, brings in more stations. Also, it enables the set to operate at lower power with a minimum of tube strain. A leading dealer states: “I'm convinced that a Trylon Mast actually pays for itself in what it saves the TV set owner on tube replacements!”



Trylon TV Masts are easy to install—safe and easy to climb. Supplied in 10-foot sections for heights to 60 feet. Weight is about 2 lbs. per foot at a dealer cost of only about \$1.00 per foot. They're hot dip galvanized against the weather—designed for real dependability under all conditions. Write for Catalog R.



WIND TURBINE CO.

Mast and tower specialists for over 17 years
WEST CHESTER, PENNA.

Duosonic

LONG PLAYING
PHONOGRAPHS



"the tone of the master"

THE most popular name in phonographs today is DUOSONIC, which stands for the ultimate in phonograph perfection . . . exceptionally rich in tone, dependable in construction, richly styled for unusual beauty . . . they are the choice of progressive dealers everywhere . . . available in models and colors to suit every taste and budget.

Franchises are still open. Write about the availability of this top line for your territory.

Address all inquiries to Dept. TRP 3.

SONIC
INDUSTRIES INC.
221 West 17th St.
New York 11, N. Y.
Manufacturers of Super Sonic TV+FM Amplifiers

Repairing New Sets

(Continued from page 84)

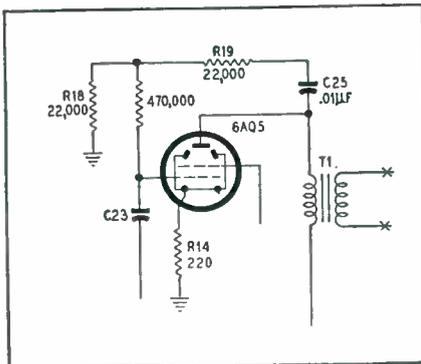


Fig. 7—Audio Output Circuit

60B8-225). In run 12 on the 20Y1 and run 13 on the 20X1, a tube shield (part number 87A7-7) and tube shield base (87A7-6) were added to the ratio detector (6AL5) stage. This was done to eliminate harmonic interference of the 4.5MC IF sound signal when the channel selector is on channel 4. If a herringbone pattern, or other type of harmonic interference is apparent on channel 4, check for cause of this interference by removing the ratio detector tube. If the interference stops, try re-routing the antenna leads. If this does not help, it will be necessary to install a tube shield.

New Fan Manual to Help Year 'Round Sales

One of the most helpful and interesting books ever released on the general over-all subject of an electric appliance is "Fans for Year 'Round Comfort"—the new electric fan manual ready for distribution to dealers and salesmen.

The various types of electric fans are described, and an accurate rating table based on NEMA Standards shows how to choose fans.

The sixteen page "Fans For Year 'Round Comfort" is intended primarily for instruction through dealers' salesmen, teachers, and home economists. Single copies will be sent free on request to Electric Fan Section, National Electrical Manufacturers Association, 55 East 44th St., New York 17, N. Y.

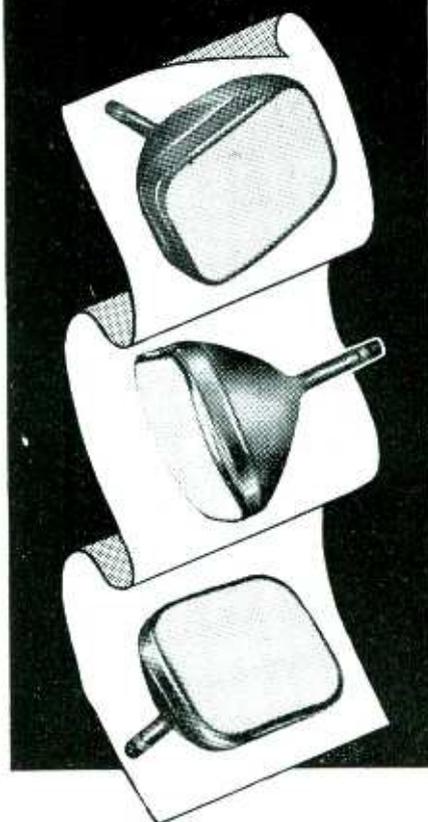
Tele-tone Appoints Gibson

The Gibson Co., 433 N. Capitol St., Indianapolis, has been appointed distributor of the complete Tele-tone radio and television line, it has been announced by Morton M. Schwartz, Tele-tone general sales manager.

One of the oldest established distributing firms in the Middle West, the Gibson Co. was formed in 1898 and began handling radio in 1924. A separate specialties division will be responsible for sales and distribution of the Tele-tone lines in the Indianapolis trading area and the adjoining counties of eastern Illinois which will constitute the Gibson territories.

RECTANGULAR TV TUBES

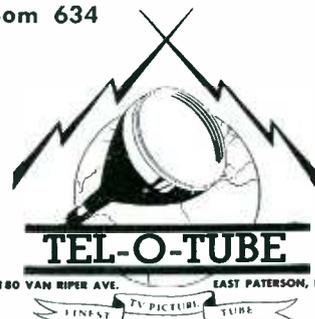
Don't let them "bottleneck" your set production!



Don't blame low production output of sets on lack of rectangular tubes! Don't put up with high reject rates in ironing the "bugs" out of unperfected new tube types.

Avoid these headaches and install the best — Tel-O-Tube — a proven dependable source of supply which has been making regular shipment of rectangulars for many months. There are no finer television picture tubes!

See us at the Chicago Parts Show, Hotel Stevens Room 634



Tel-O-Tube Corp. of America
East Paterson, N. J.
New York Sales Offices
580 5th Avenue, N. Y. C.

Music
Master

**TONE PROVEN
PHONOGRAPHS**



THE phonographs that are setting a new high standard of comparison. Your customers want appearance . . . performance . . . value . . . **MUSIC MASTER** offers them all. Extra rich in tone and beauty, plus extra dependable performance, their construction is a triumph of sleek, modern styling. Exclusive new features also give you many more extras at no extra cost. Available in wide choice of models and colors . . . all priced to give you the fast turnover you need.

Address all inquiries to Dept. TRM 1

PRODUCTS CORPORATION

Tone

225 West 17th St.
New York 11, N. Y.

Steelman Officers



(L. to r.) Pres. Morris J. Steelman, vice-pres. Roland J. Kalb and treasurer J. L. Herold, officers of the newly-formed Steelman Phonograph & Radio Co., Inc., discuss plans for the introduction of a new model in the Steelman line of portable phonos.

Du Mont TELESETS

Five new consoles, two 12½-inch and three 19-inch, have been added to the line. The 12½-inch sets are the Putnam at \$269.50 and Guilford at \$329.50. The 19-inch sets are the Winslow at \$495, the Sherbrooke at \$695., and the Hanover at \$565. Allen B. Du Mont Laboratories, Inc., East Paterson, N. J.—**RADIO & TELEVISION RETAILING.**

Magnavox TV SETS

Two table models have been announced. They are the Metropolitan (MV11F), 16-inch rectangular tube set for \$279.50 in mahogany, \$295 in blond, and the Wilshire (MV8A), 12½-inch set for \$199.50. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—**RADIO & TELEVISION RETAILING.**



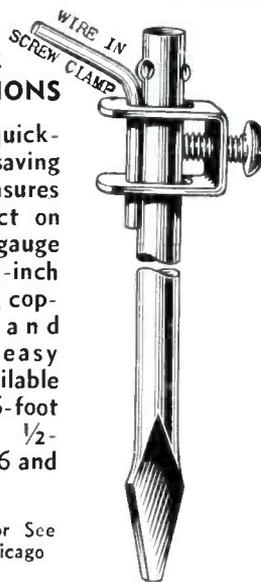
THE FASTEST SELLING

Ground Rods

For TV
AND OTHER
INSTALLATIONS

With a new quick-acting, time-saving clamp that insures positive contact on #4 to #14 gauge conductor. 3/8-inch solid steel rods, copper plated and pointed for easy driving. Available in 4 and 6-foot lengths. Also 1/2-inch rods in 5, 6 and 8-foot lengths.

At your Jobber or See them at the Chicago Show.



PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5005 Highland Ave., Niagara Falls, N. Y.

SHOOTS TROUBLE FASTER!
MAKES MORE MONEY FOR YOU
ON JOB OR AT SERVICE BENCH!



PRICE \$9.95

at distributor or postpaid, direct. No COD's please. Ohioans add 3% State Sales Tax.

Signalette

MULTI-FREQUENCY GENERATOR

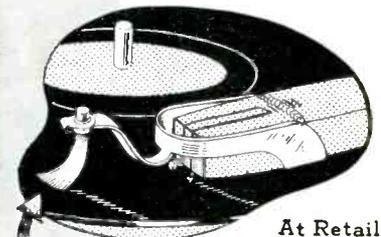
In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALLETTE. As a trouble shooting tool, SIGNALLETTE has no equal. Merely plug in any 110V.AC-DC line, start at speaker end of circuit and trace back, stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 25000 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. Satisfaction, or money back! See at your dist. or order direct.

Clippard Instrument Laboratory, Inc.

Dept. G, 1125 Bank St., Cincinnati 14
Qualified Jobbers write, wire for details.

Record Brush

Is In The Groove
With PLUS SALES!



it cleans as it plays!

At Retail
Reg. \$1.00 Deluxe \$2.50

YOU'LL BE INTERESTED

- Nationally Advertised In 26 Magazines 12,500,000 Readers
- Plus Sale Item High Profit Margin
- Non-Competitive
- Attractively Packaged



CONSUMERS ARE INTERESTED

- Prolongs Record Life
- Improves Tone Quality
- Reduces Needle Shock
- Increases Needle Life

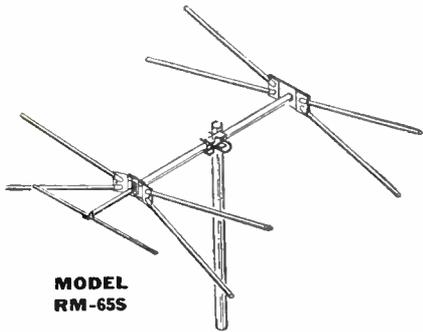
Available Thru Wholesaler Or Write:

ZIM PRODUCTS CO.

6722 DEVONSHIRE ST. LOUIS, MO.

BAR-X*

A NEW, DIFFERENT,
DEFINITELY BETTER
CONICAL ANTENNA.



BY ADDING A "BAR" TO THE "X", RADELCO IS FIRST TO GIVE YOU A PERFECTED CONICAL AERIAL THAT PROVIDES MARVELOUS RECEPTION ON BOTH UPPER AND LOWER CHANNELS.

THE RADELCO BAR PERFORMS WONDERS!

The ordinary conical antenna has proved highly efficient for low channel reception, but has been inadequate for higher channels. In order to make the conical aerial an all-channel antenna, RADELCO has added a director bar in front of the receiving dipole. The addition of this bar greatly increases the signal strength on upper channels and makes the RADELCO BAR-X the finest all-channel antenna ever offered to the industry.

More for Your Money!

Model RM-65 includes mast, two 5 ft. sections of 1 1/4" gal. steel with 1" gal. steel cross boom, swivel base, guy ring and stand-off insulator. Ends of elements are plugged with dowels to eliminate vibration.

Model RM-65—Complete as per above... List \$10.95
Model RM-65S—5 ft. Mast and Array only... List 8.95
Model RS-751—Stacking Array only... List 7.45

* TRADE MARK REG.



CLEVELAND 25, OHIO

RADIO & TELEVISION RETAILING • May, 1950

News of the Trade

The Burlington Instrument Co., Burlington, Iowa, announces that the White Sales Co., 10 High St., Boston, will represent them in the entire New England Territory.

* * *

The Magnavox Co. is sponsoring a portion of the Saturday Night Revue 9:00-9:30 PM, E.T., Frank Freimann, executive vice-president, has announced. The half-hour period is the opening of the New York portion of the program "Your Show of Shows," starring Sid Caesar and featuring Imogene Coca supported by a well known cast of stars including Marguerite Piazza, Robert Merrill, several guest personalities, a ballet and chorus.

* * *

Total assets of a large television accessory manufacturing firm in the Lyte Parts Co., of Plainfield, N. J., have been purchased recently by a new corporation to be known as the Lyte Products Co. Sales manager for the new concern is Pat Shlafer. A general re-pricing of the entire line along a pronounced downward trend has been effected and will soon be announced to the trade. Full-scale production is again under way with no important changes in personnel of the former Lyte organization. Conti Advertising Agency of New York and Ridgewood, N. J. will service the account.

* * *

Leonard Ashbach, president of the Leonard Ashbach Company, parent company of Garod Radio Corp., manufacturers of television and radio under the Garod and Majestic trade names, has announced the acquisition of a substantial equity interest in the Wilcox-Gay Corporation, manufacturers of television and recording devices, of Charlotte, Mich. Mr. Ashbach will assume chairmanship of the board under the terms of the transaction.

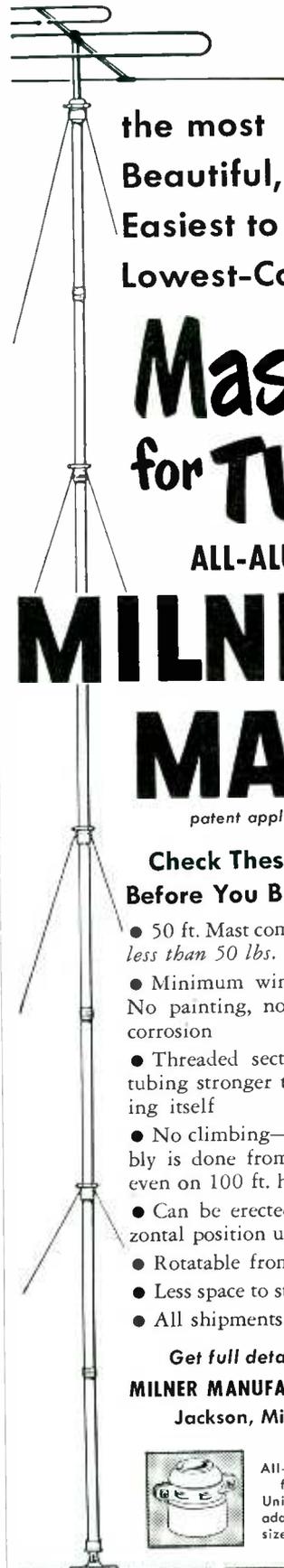
Mr. Ashbach revealed that plans are under way for full production and expansion in the Wilcox-Gay plant for the manufacture of TV receivers, recorders, and TV cabinets along with plans for a continuous full production in Garod's Brooklyn plant.

* * *

R. M. Karet Associates, Inc., well known firm of manufacturers' representatives in Chicago, announces that Oden F. Jester, who with R. M. (Bob) Karet founded the firm in 1948, now becomes a full time active partner in the firm's activities.

Among the lines now represented are Pentron tape recorders and their new Sonograph dictating and transcribing machine, Tele-King television receivers, U. S. Wire & Cable Corporation, Brown-Ing Laboratories, Rek-O-Kut Corporation, Tel-O-Tube cathode ray tubes, Ellis Manufacturing Company television tables, Caliri Manufacturing Company's soldering gun and Livingston Electronics.

(Continued on next page)



the most
Beautiful,
Easiest to Install,
Lowest-Cost

Mast
for TV is the
ALL-ALUMINUM

MILNER MAST

patent applied for

Check These Points Before You Buy a Mast

- 50 ft. Mast complete weighs less than 50 lbs.
- Minimum wind resistance. No painting, no rusting, no corrosion
- Threaded section of Mast tubing stronger than the tubing itself
- No climbing—entire assembly is done from the bottom even on 100 ft. heights
- Can be erected from horizontal position up to 40 ft.
- Rotatable from the bottom
- Less space to stock
- All shipments prepaid

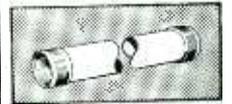
Get full details, write
MILNER MANUFACTURING CO.
Jackson, Mississippi



All-aluminum fittings. Universal top adapts to any size antenna.



Can be placed anywhere. Bases designed for any type installation.



Tubing in 10-ft. sections is joined by special rolled thread design (patent applied for).



PHOENIX

Speed-Mounts
and
Speed-Tennas



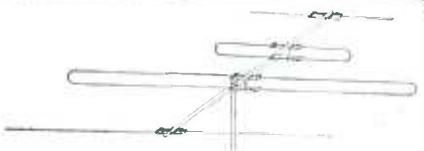
Phoenix Folded Dipole PAR-12

High and low frequency can be oriented separately. Completely pre-assembled speed-rig. Maximum gain over complete band. Complete with all hardware, less mast.



Phoenix CHIMNEY SPEED-MOUNT PAM-5

Fits any type of chimney. Fast, one-man installation. All steel-cadmium plated. Adjustable clamp holds masts 3/4" to 1 1/2".

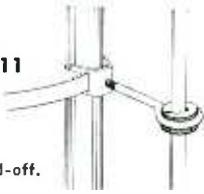


Phoenix IN-LINE SPEED-TENNA PAR-3

High gain consisting of director, high and low folded dipoles and reflector. Speed-rig. Lo Loss insulation. Complete with all hardware, less mast.

Antenna Mast STAND-OFF INSULATOR PAM-11

Attaches in 10 seconds to any size mast. Polyethylene insert. Strong, permanent 3 1/2" stand-off.



SEE US AT THE SHOW
BOOTH 618

PHOENIX ELECTRONICS, INC.
Lawrence, Mass.

AT LEADING JOBBERS
Write for folder V of complete line of television accessories.

Philco Corporation has just announced nine new air conditioning units for homes, offices, stores, etc., ranging in price from \$289.50 to \$869.50. The sealed power units in all models are covered by a 5-year warranty.

Oxford Electric Corp., Chicago, will show its new flame-proof and explosion-proof speakers at the Parts Show.

In commemoration of the year's most important anniversary in music, the Johann Sebastian bicentennial, Columbia Records Inc. has just released a comprehensive selection of new long playing microgroove records of works by that great composer.

A broad-gauge sales promotion campaign designed to interest the public in buying TV and radio receivers with phonograph combinations or modernizing their present phonographs for operation at three speeds was outlined at an RMA steering committee meeting held at the Stevens Hotel, Chicago.

A nation-wide contest for radio battery dealers and RCA battery distributors' salesmen, offering \$10,000 in prizes topped by two first prizes of 1950 Ford custom sedans, has been announced by the RCA Tube Department, Harrison, N. J.

The RCA Radio Battery "Get The Facts" Contest is open to all radio battery retailers and their full-time personnel whose duties include the selling of radio batteries. The contest has been kept simple. There are no sentences to complete, and no purchases are required. There is only one entrance requirement. Contestants must get a copy of the official contest booklet from RCA battery distributors, fill in the free entry coupon it contains, and send it to contest headquarters. The contest closes June 30, 1950 and all entries must be postmarked on or before that date.

Emphatic assurance that RCA Victor is in the 45 RPM and 33-1/3 long play record business "to stay" was given by Paul A. Barkmeier, vice-president and general manager of RCA Victor's Record Department, at a press luncheon in the Hotel Warwick, New York.

In a summary of the first year of RCA Victor's operations in the 45 speed. Mr. Barkmeier pointed out that since the introduction of the 45 record and instrument on March 31, 1949, RCA Victor has built its manufacture, sales and distribution of the distortion-free records up to a going rate of 30,000,000 annually and asserted that more than 1,000,000 45 RPM turntables have been sold.

Underscoring the fact that RCA Victor is now in the 45 RPM as well as the long play, 33-1/3 business, Mr. Barkmeier declared that both speeds "have revitalized the industry. The industry was badly in need of new developments," Mr. Barkmeier asserted. "No fundamental changes in records had been made for over a generation. The 45 RPM distortion-free record and the long play discs have re-awakened the interest of the public in recorded music."

New Fringe Areas Open
With Each New TV Station

CHAMPION STEEL TOWERS

Will Solve Your Problem

FOR THAT
FRINGE AREA
STURDY
EASILY ERECTED
PRICED RIGHT
GUYED TOWERS

45 Feet
65 Feet
85 Feet
(Extra 20' Sections Available for Greater Heights)

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ELECTRIC TURNTABLES

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GENERAL DIE AND STAMPING CO.
Dept. TV, 262 Mott St., New York 12, N. Y.

Crosley TV Receivers

Three table models, two consoles and one console combination have been announced. The table models are the 10-419, a 12½-inch set priced at \$239.95; the 10-428 MU, with 14-inch rectangular tube, selling at \$199.95, in mahogany finish plastic cabinet, and the 10-421, a 16-inch set for \$299.95. The



console combo, shown here, is the 10-427. It includes 12½-inch TV, AM radio and 3-speed changer; lists for \$389.95. The console models are the 10-420, a 12½-inch set for \$289.95, and the 10-429, a 16-inch set priced at \$379.95. Crosley Div., Avco Mfr. Corp., Cincinnati, Ohio—RADIO & TELEVISION RETAILING.

Freed-Eisemann 19-inch TV

Three new 19-inch TV consoles have been announced. The Chippendale mahogany model at \$625, the Contemporary model, in bleached mahogany, at \$625, and the Traditional model, with ¾

length doors, at \$595. Freed Radio Corp., 200 Hudson St., N. Y. 13, N. Y.—RADIO & TELEVISION RETAILING.

Stewart-Warner Sets

A three-way portable radio and a 12½-inch TV set have been announced. The portable, called the Turnabout, is model 9153-A, priced at \$39.95. The TV set is a console with FM-AM radio. Designated model 9113-A, in mahogany cabinet, it lists for \$229.95. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

New Philco Radios

Two new receivers, a 3-way portable, the model 631 shown here, priced at \$34.95, and an AM-FM table model,



model 934, priced at \$59.95, have been announced. Philco Corp., C and Tioga Sts., Philadelphia 34, Pa.—RADIO & TELEVISION RETAILING.

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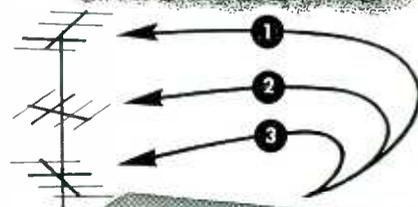
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Instant change-over TO EACH ANTENNA



Vee-D-X 3 WAY ANTENNA SWITCH

\$4.95 list

Separate lead-ins on multiple antennas are no problem with the new VEE-D-X antenna switch. Just turn the knob, and you can change over instantly from one antenna to another. Eliminates entirely the fuss and bother of changing transmission lines every time a different antenna is used. Very useful for TV Dealers when demonstrating more than one receiver from a single antenna.

Here are the features that make the VEE-D-X Antenna Switch the finest available:

- Specially designed switch prevents leakage.
- Furnished in attractive ivory plastic case with satin finished aluminum face.
- Terminal strip accommodates three separate lead-ins as well as output line to receiver.
- Easy to install.
- Lead-ins attach to rear and are hidden from view.

VEE-D-X

VEE-D-X means video distance

LA POINTE-PLASCOMOLD CORP., 5
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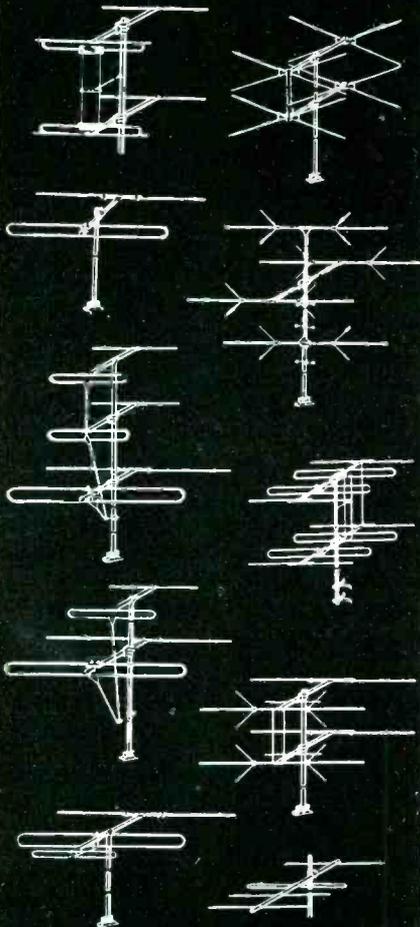
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Berkey & Gay TV Sets?

Reports that the well-known trade name of Berkey & Gay may appear on a custom line of TV receivers gained credence in Chicago when it was learned that Edgar S. Reidel, Chicago investment banker and for 15 years general sales manager of Raytheon, is negotiating for the famous old furniture company interests in the licensing of the Berkey & Gay name for the television industry.

NEWS OF THE TRADE

A new C & G antenna rotator of unique design and construction will be shown to the trade about May 15, according to Louis Simpson, sales manager, C & G Tool Manufacturers, Inc., 39 Main St., East Orange, N. J.

* * *

Crest Transformer has recently published a new catalog of television equivalent parts, listing replacement units for more than 200 TV sets. This catalog is available by writing to Crest Transformer, 1834 W. North Ave., Chicago 22, Ill.

* * *

The L. S. Brach Corporation of Newark, N. J. (Division of General Bronze Corp.) recently introduced a new low-cost multiple TV distribution system called the "Brach Mul-Tel" system. It is described as simple and quick to install in conjunction with any antenna, and will provide adequate signal to as many as sixteen receivers. It is suitable for apartment houses and multiple dwelling units, as well as for dealers (for demonstration purposes). A four-set system lists for \$19.75

New Motorola SETS

Three new TV sets, a 14-inch rectangular tube model, a 12½-inch console and a 12½-inch table model have been announced. All models are available in mahogany. The 14-inch set and the 12½-inch console also come in limed oak. Prices are \$229.95 for the 14-inch set (14T1), \$249.95 for the 12½-inch console (12K3), and \$189.95 for the 12½-inch table model (12T3). Also announced was a new FM-AM table radio. Model 7XM21, in a brown bakelite cabinet, it is priced at \$49.95. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Raytheon TV RECEIVER

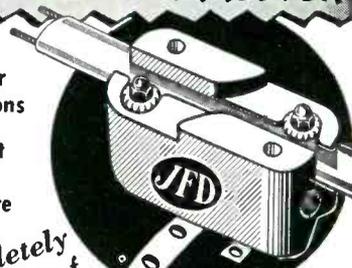
A new table model TV set has been announced, the model M 1403. It is a 16-inch rectangular set. List price is \$239.95 in mahogany and \$249.95 in bleached wood. Matching tables are available. Raytheon Mfr. Co., 5921 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

The ORIGINAL and Still the BEST
LIGHTNING ARRESTER

for all
weather
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will not
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EACH

SIMPLE TO INSTALL . . . can be mounted directly on mast by strap fastening arrangement . . . or attached to any grounded object, at any position between antenna and set, outdoors or indoors. No stripping, cutting or spreading of wires necessary. Hardware furnished.

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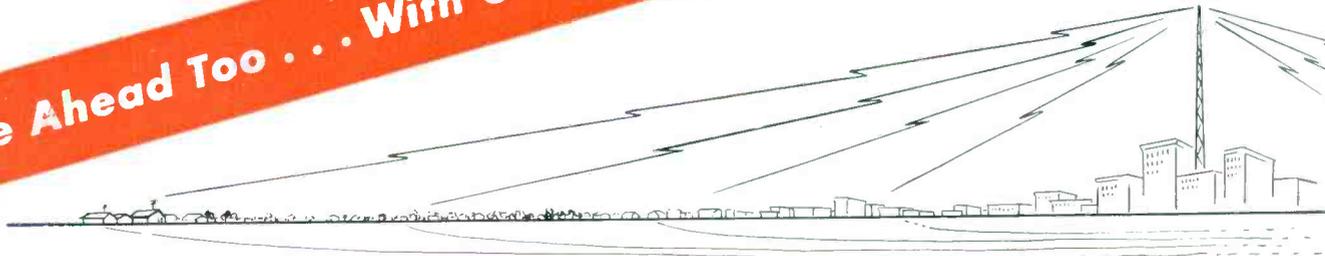
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**New 2-Stage Pre-Amplifier
Increases Original TV Signal
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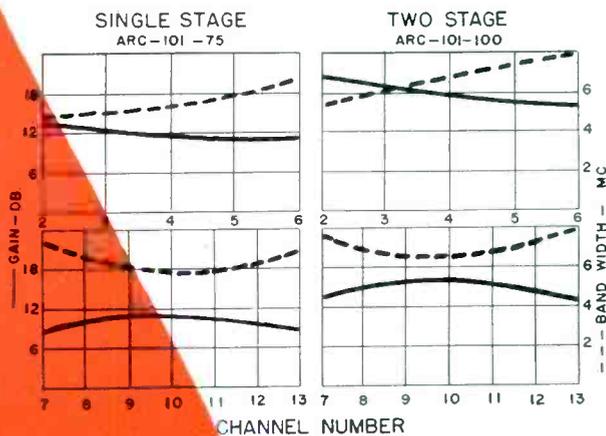
You'll be Ahead Too . . . With Greater Profits Than Ever!



ANCHOR'S NEW 2-STAGE BOOSTER NOW Enlarges Your TV Market for Sales to Thousands of New Suburban and Fringe Area Residents

In 1949 the ANCHOR Single Stage BOOSTER improved television reception for 1 out of every 4 TV Set Owners. Thousands of apartment dwellers, suburban and fringe area residents the nation over demonstrated their preference by making ANCHOR the Number One BOOSTER in sets sold. ANCHOR developed this recognition only through its own top-notch performance by being able to deliver sharp snow-free pictures in most difficult conditions. Now ANCHOR has added the new Two Stage BOOSTER to their line to bring television, and the finest television reception, to everyone. The New ANCHOR Pre-Amplifier Will Out-perform Any Two Stage BOOSTER on the market.

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THE QUALITY OF RCA TUBES IS UNQUESTIONED



Seven of the Top Ten are **RCA**

... pioneered for AM, FM, and TV

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