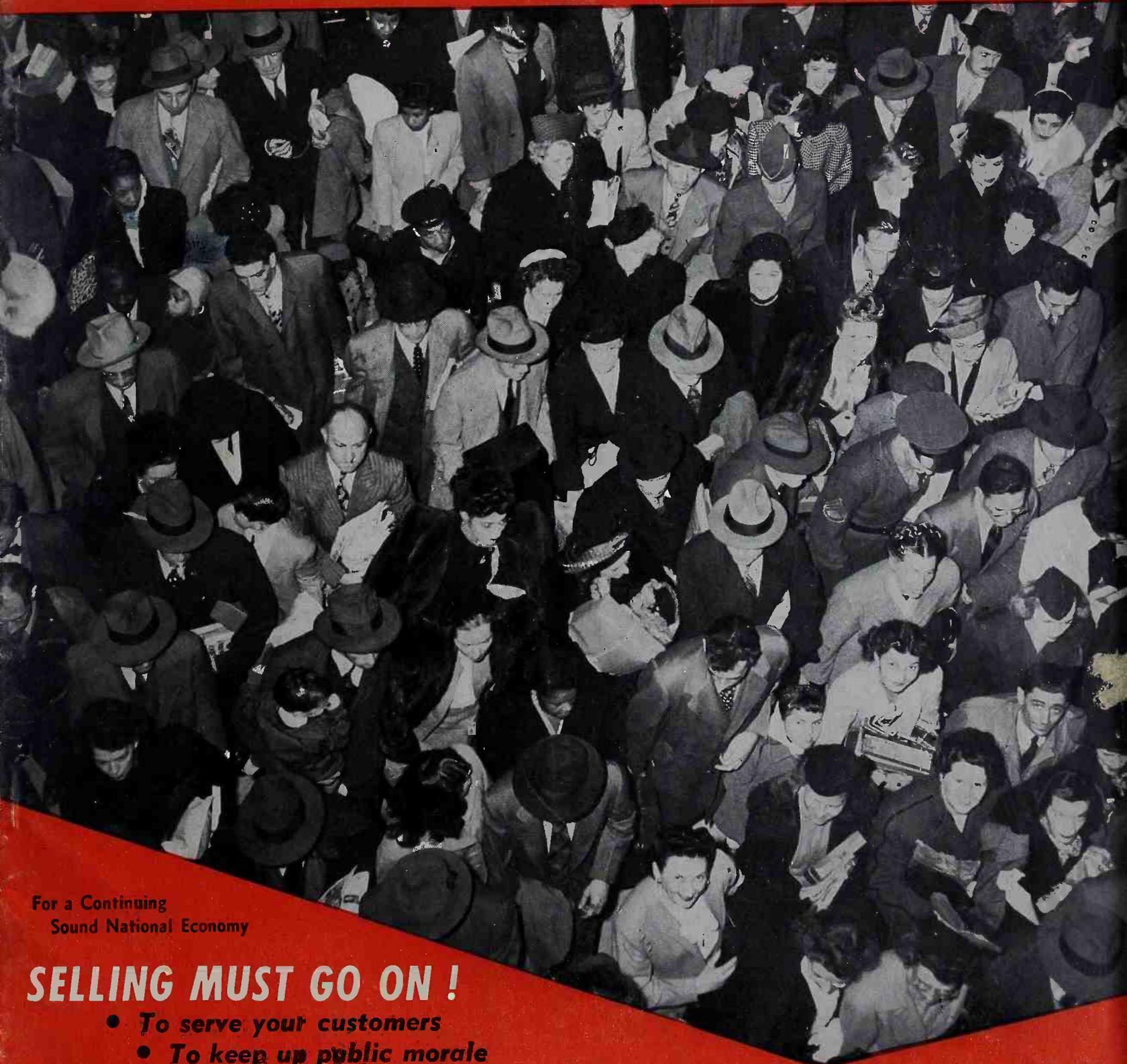


# RADIO & TELEVISION RETAILING



For a Continuing  
Sound National Economy

## **SELLING MUST GO ON !**

- *To serve your customers*
- *To keep up public morale*
- *To fight the gray market*
- *To meet increased costs, higher taxes*
- *To maintain your standing for the future*

September 1950  
CALDWELL-CLEMENTS, INC.

# No Foolin'

**THIS TV SET  
HAS EVERYTHING**

**INCLUDING A  
VALUE-PACKED  
VOLUME-GETTING  
LOW PRICE**



- ✓ **SOFT-LITE FULL VIEW**
- ✓ **16" RECTANGULAR TUBE**
- ✓ **TUNE WITH ONE KNOB**
- ✓ **NEW SUPER-POWER CHASSIS**
- ✓ **BEAUTIFUL COMPACT CABINET**

**\$199<sup>95</sup>**

Prices slightly higher  
West of the Rockies

***air*  *king***

**NATIONAL DISPLAY  
1454 Merchandise Mart.  
Chicago**

**has everything!**

**AIR KING PRODUCTS CO., INC. • 170-53rd St., Brooklyn 32, N.Y.**

# RADIO & TELEVISION RETAILING

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"RADIO & TELEVISION TODAY"  
and "ELECTRICAL RETAILING"

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Publishers also of TELE-TECH

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SEPTEMBER, 1950

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A. Devaney .....	cover
Ewing Galloway .....	bottom, page 58; top page 59
Frederic Lewis .....	top, page 79



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

YOUR EYE TELLS WHY . . .

# Motorola TV

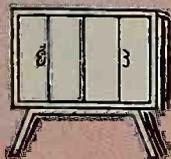
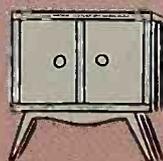
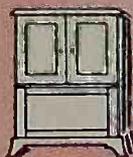
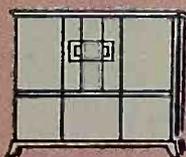
FOR BEAUTIFUL CABINETS!  
FASHION AWARD STYLING!



superb "furniture styling"  
wins highest TV fashion award

You'll be proud to display the  
new Motorola TV line for 1951.

It features the most beautiful  
TV sets in America . . . awarded  
the coveted Fashion Academy  
Gold Medal for "fine craftsmanship  
and distinctive design." Get  
ready now for a BOOM YEAR  
with Motorola TV—the line  
that's styled to sell!



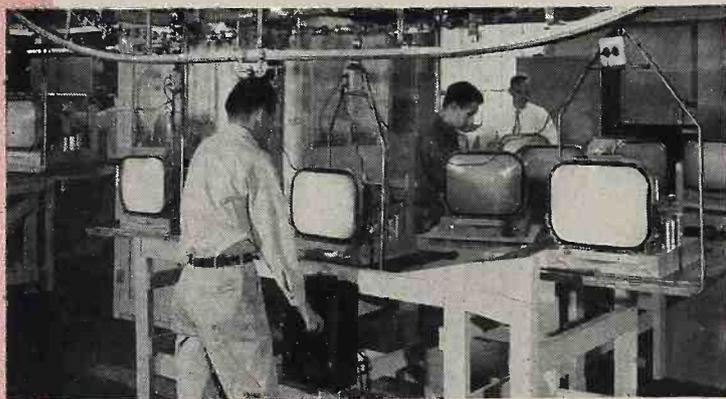
**29** BEAUTIFUL MODELS  
with the "selling features" you want

The new 1951 Motorola TV gives you every plus feature you want for plus sales! Customers prefer Motorola's 2 simple controls . . . Built-in-Antenna . . . precise target tuning . . . widened band pass . . . automatic gain control . . . and many more Motorola features that assure clear, steady pictures. There's a Motorola TV style and screen size (14 to 20 inch) to please every purse, every home.

# is your **top line** for "51"

**FOR DEPENDABLE PERFORMANCE!**

every set "performance tested" to assure  
long-term dependability . . .



Motorola engineers have kept pace with Motorola designers in presenting you with a line that is the "hottest" in TV history. For dependable performance, it has no equal. Each set must pass a battery of rigid



tests such as the "Live Power" and "Shake Table" tests pictured above. The result is maximum consumer satisfaction . . . minimum dealer service . . . and record-breaking sales.

. . . and promoted by one of the  
**BIGGEST** ad campaigns in the industry

Motorola's smashing multi-million dollar ad campaign is geared to bring you the greatest TV sales season you have ever enjoyed. Everywhere, every place, every hour . . . TV prospects will see and hear the Motorola story in newspapers, magazines, radio, television, store display, and other dynamic traffic-building promotions. This will mean more sales for you!



**NEW 1951**

# Motorola TV

MOTOROLA INC. • 4545 Augusta Blvd. • Chicago 51, Illinois

**CONTACT YOUR MOTOROLA DISTRIBUTOR TODAY!**

*the magnificent*  
**M**agnavox  
*radio-phonograph - television*



THE SHOREHAM with 16-inch screen. Mahogany or maple finish, \$298.50

Magnavox Dealers Enjoy

**Largest Discounts in the Industry!**

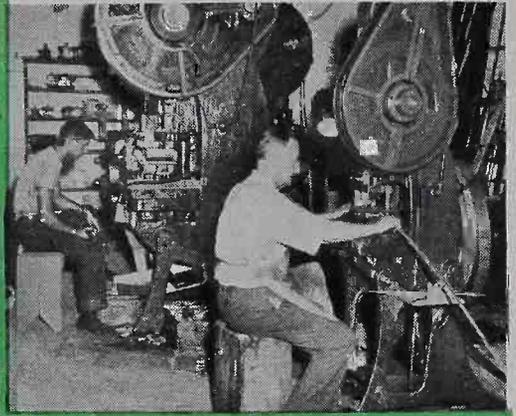
By selecting fewer and better dealers, and by selling *directly* to them, Magnavox is able to offer dealer discounts ranging up to 40% on television receivers and up to 45% on radio-phonographs! In addition, Magnavox dealers enjoy a 2% cash discount, generous advertising allowances, free delivery of merchandise to their doors, and Magnavox pays the Federal excise tax. Best of all, Magnavox prices are Fair Traded, wherever permitted by law; and so these long Magnavox mark-ups do not shrink.

Price subject to change without notice

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

PRODUCED UNDER PAT. #2518297  
 — OTHER PATENTS PENDING

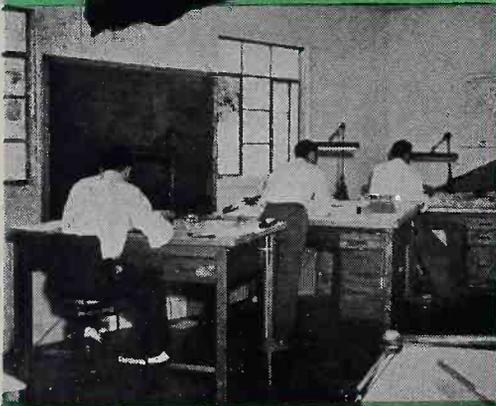
1,000,000 service tested installations  
 prove *Telrex* <sup>\*</sup>  
**SUPERIORITY!**



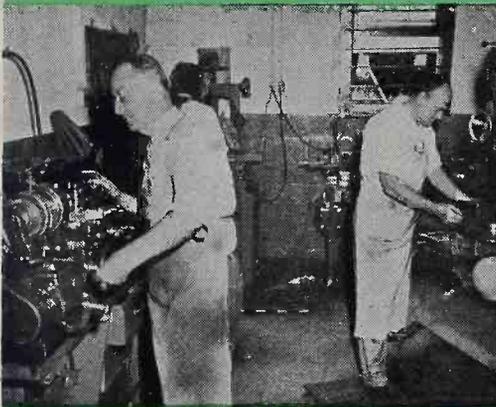
TELREX POWER PRESS ROOM



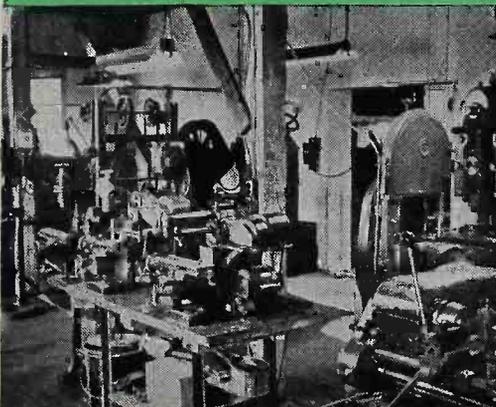
SEMI-AUTOMATIC ASSEMBLY SPEEDS PRODUCTION



TELREX ENGINEERING DEPARTMENT



CORNER OF TOOL AND DIE SHOP



THE MODERN TELREX MACHINE SHOP

Copyright 1950

**OVER ONE MILLION TELREX CONICAL-V-BEAMS\* HAVE BEEN SOLD, INSTALLED AND PROVEN SUPERIOR NATION-WIDE!**

Telrex is out in front! A major portion of all antennas in use today bear the Telrex trademark—a remarkable record considering the many makes available. More and more, television antenna dollars are being invested in Telrex Conical-V-Beams—the growing choice of dealer, service man and TV fan alike. Remember—for complete customer satisfaction, for enthusiastic endorsements that bring prospects to your door, stock, sell and install Telrex—the acknowledged, proven leader in television today!

**TELREX ENGINEERED QUALITY AND PERFORMANCE MAKE THE DIFFERENCE!**

Telrex Conical-V-Beams make a difference—an easily seen difference in clearer, sharper, brighter pictures. Better performance is attested by the thousands upon thousands of loyal dealers who buy, sell and install Telrex exclusively. Higher quality is demonstrated by long, trouble-free service afforded by Telrex antennas under all climatic conditions in every section of the country.

**TELREX RESEARCH ENGINEERING PAYS DIVIDENDS IN IMPROVED TV RECEPTION — EVERYWHERE!**

Research facilities include a fully equipped development laboratory staffed by experts, a scientifically selected test site and a mobile laboratory constantly engaged in making on-the-spot checks in the field. Telrex engineers combine theory with practice to produce TV antennas that perform as specified—every time!

**CHECK ON THE COMPLETE TELREX LINE, TODAY!**

There's a genuine Conical-V-Beam for every area, every purpose—in every price range. Ask your regular distributor for complete information or write us direct for new illustrated catalogs.

• REGISTERED TRADE MARK

Be sure it's a "CONICAL-V-BEAM"  
 —Look for the TELREX\* Trademark

*telrex* INC.

AMERICA'S  
 STANDARD OF  
 COMPARISON

CONICAL-V-BEAMS\* ASBURY PARK 2, N. J.

THE SKILL  
 TO DESIGN  
 THE FACILITIES  
 TO PRODUCE  
 THE ABILITY  
 TO DELIVER

NEW

SALES FEATURES

Always

With Sales Appeal!



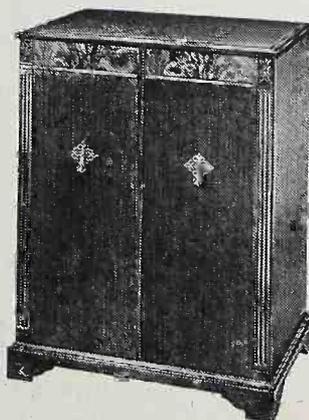
Model 425-CVM — Mahogany; also available in Blond (Model 425 CVB)

**Fade-proof Blond and Rich Mahogany**

It's breath-taking—and sales making. As satisfying to the soul of a furniture loving homemaker as a concert grand piano, yet as compactly beautiful in design as a tiny bracelet watch!

And loaded—simply loaded—with features that cinch the deal! Tremendously large picture tube with built-in neutral density filter and all the other volume building features that distinguish EVERY new, 1951 Sentinel: World's first TRULY automatic, flick-of-a-switch tuning, "Concertorium" sound system, "Program Puller" built-in tuneable antenna, and so on and on . . . miles ahead of the pack!

Yes, it's really alive—and LIVE merchants will phone, wire or write their Sentinel Distributors RIGHT NOW.



Sentinel TV  
**Snubs**  
Service  
Calls!

**Sentinel**  
*Television*

SENTINEL RADIO CORPORATION  
EVANSTON, ILLINOIS

**"THERE'S MAGIC IN A NAME.**

**My G-E tube sales  
prove it!"**



**ONE SOURCE FOR  
ALL YOUR TUBE  
REQUIREMENTS!**

**TV PICTURE TUBES  
METAL TUBES  
GLASS TYPES  
MINIATURES**

—also GERMANIUM DIODES  
and SELENIUM RECTIFIERS.  
Stock G-E 100-percent, to sim-  
plify ordering—benefit from  
bulk deliveries—profit from  
General Electric tube quality  
and popularity.



**TV PICTURE TUBES**



**METAL TUBES**



**GLASS TYPES**



**MINIATURES**

**B**UYERS realize they're getting top quality with General Electric. That's why I sell *more* G-E tubes *faster*. It's mighty profitable business for me!" Thousands of radio-TV servicemen agree. Their cash registers have rung up the gratifying figures. . . . Want to share in this bonus of extra tube sales, extra profits? See your G-E tube distributor! He'll be glad to explain how General Electric—not content with supplying a first-grade product and setting the pace in new tube design—helps you harvest sales by vigorous promotions, arresting displays, colorful signs that guide steps to your door. The illuminated G-E window sign above is an example. Your G-E tube distributor supplies these. Write us and let us put you in touch with him. Address *Section 181, Electronics Department, General Electric Company, Schenectady 5, New York.*

*You can put your confidence in—*

**GENERAL  ELECTRIC**

# TOUGH CONSTRUCTION

...The Key to the "top" performance of

## JFD "COMMANDAIR"

TV CONICALS

**ALL ALUMINUM!  
RUST PROOF!  
CORROSION PROOF!**



Available with  $\frac{1}{4}$ " 61ST6 solid aluminum elements or dowel-reinforced  $\frac{3}{8}$ " aluminum elements

### Built-to-Last

#### All-Aluminum Construction!

All elements, brackets and crossarms made of high strength aircraft-type aluminum alloy eliminate rusting and corrosion. Stop costly call-backs.

#### Full-Size Heavy Duty Element Brackets!

All-aluminum, not plastic. Extra long gripping surfaces for secure anchoring of elements.

#### Unique Bracket Flexibility!

Designed to take any combination of element arrangements to suit location.

#### Reinforced Elements!

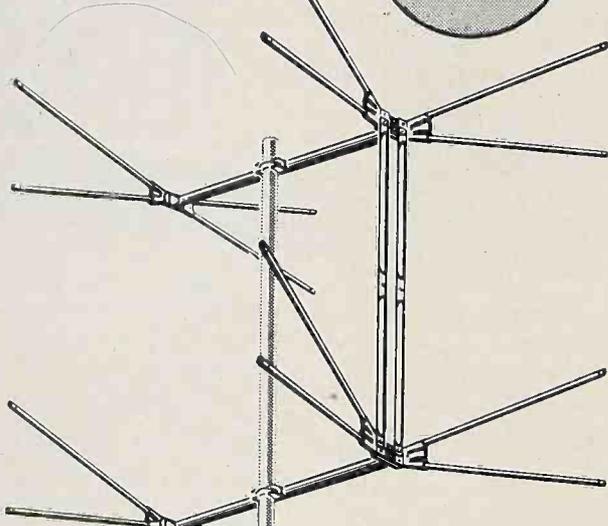
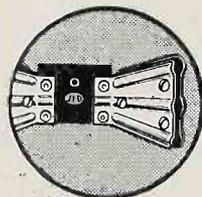
No. C660-C691 "Commandair" series is reinforced with sturdy 8-inch wood dowels to eliminate element whip and vibration. Pressure-sealed, howl-proof ends prevent interior corrosion.

#### Solid Aluminum Elements!

No. SR660 and SR661 arrays utilize elements made of 61ST6  $\frac{1}{4}$ " OD solid aluminum rods. Break-proof! Howl-proof! Vibration-proof!

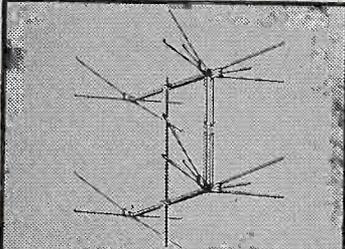
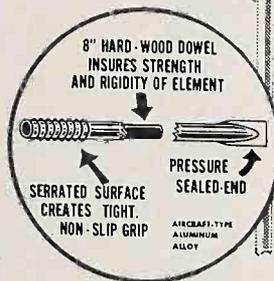
#### Engineered for Maximum Gain!

Up-to-the-minute conical design insures clearer pictures on all channels.



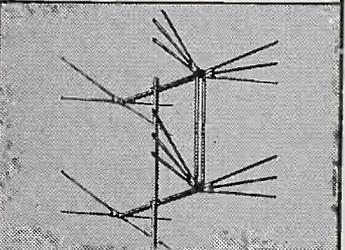
**JFD No. C661**  
"Commandair" All-Aluminum All-Band Conical (Specify No. C660 for Single Bay only)

**JFD No. SR661**  
"Solid Rod" All-Aluminum All-Band Conical (Specify No. SR660 for Single Bay only)



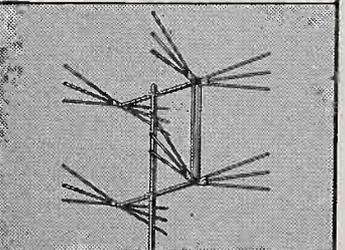
#### JFD No. C671

Additional high frequency element peaks upper band response. (Specify No. C670 for Single Bay only)



#### JFD No. C681

6-element dipole section improves broad band response, steps up gain on lower channels. (Specify JFD No. C680 for Single Bay only)



#### JFD No. C691

6-element dipole and 6-element reflector sections deliver higher front-to-back ratio plus extra gain necessary in poor signal areas. (Specify No. C690 for Single Bay only)



Write for FREE literature completely describing the JFD "Commandair" Line of All-Aluminum TV Conicals.



**MANUFACTURING CO., Inc.**

6103 16th AVENUE, BROOKLYN 4, N. Y.

FIRST IN TELEVISION ANTENNAS AND ACCESSORIES

# It's no accident...

It is no accident that the name Du Mont has become a symbol for the finest in all branches of television.

As the pioneer in the development of the picture tube that made commercial television practicable, Du Mont is one of the world's largest manufacturers of cathode ray tubes. It is a tribute to Du Mont that many sets, other than Du Mont, are equipped with Du Mont picture tubes and that they also include other parts made by Du Mont or under Du Mont patents.

Du Mont is also the world's foremost manufacturer of fine precision instruments employing the cathode ray

tube for scientific purposes. Du Mont was instrumental in the development of radar; installed and operates the country's first television network; has placed its transmitting equipment in many of the country's leading telecasting stations.

In the meantime, Du Mont research engineers are experimenting in new developments that will mean more "firsts" for the future.

Alert television dealers are profiting from Du Mont's wealth of experience. They will continue to profit because of Du Mont's determination always to be *first with the finest in television.*

# DU MONT

*First with the finest in Television*

# New **BIG-as-LIFE**



**Model 16K1.** Finest console combination. 16" rectangular black aluminized tube. AM-FM radio. 3-speed automatic phonograph. Genuine mahogany or blond veneered cabinet with full-length doors.



**Model 16C116.** 16" rectangular black tube. Finely figured doors. Stunning mahogany veneers. Non-marking swivel casters for easy turning.

● Floods of reports from dealers everywhere point up history-making demand for the new G-E Black-Daylite Television line. Public confidence in its great name, intensified by the new big-as-life, true-to-life pictures, magnificent cabinetry, and outstanding values, is pushing sales to a new all-time high. "That's for me" respond prospects when you demonstrate G-E Automatic Sound, advanced G-E rectangular black tubes, powerful G-E built-in antennas, and many other features pioneered or developed by G.E. This big swing to G-E Black-Daylite Television heralds a Profit-Parade you can't afford to miss. Call your G-E TV distributor today or write to *General Electric Company, Receiver Division, Syracuse, N. Y.*

# FAVORITES!



Big as Life—Real as Life! Customers will be happier longer with G.E.'s life size, lifelike pictures!



## BLACK-DAYLITE TELEVISION



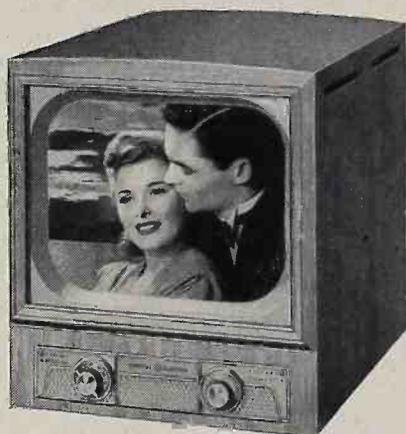
**Model 16C113.** Exquisite, genuine mahogany veneers. 16" rectangular black tube. Swivel casters.



**Model 14T2.** 14" rectangular black tube. Hand-rubbed genuine mahogany or blond veneered cabinet.



**Model 14C103.** Handsome blond or mahogany veneered console. 14" rectangular black tube.



**Model 16T4.** Beautiful, modern blond or mahogany veneered table model. 16" rectangular black tube.

*You can put your  
confidence in—*

# GENERAL



# ELECTRIC

How much of your

**MERCHANDISE PROFITS**

do you

**REALLY NET ?**

**W**e ask you this question in all honesty. There's a mighty good reason.

String along with us while we take things apart and see what the answer might be.

Whatever profit you make on cash sales goes right into your pocket. That's fine.

But at least 50%, maybe as high as 60% or 70% of your major appliance sales in the current and future months will come from time payment buyers.

If the financing service you are using now provides a seemingly low rate to your customers, it may look good to you. But take another look. How much protection does it give you?

Does it take all collection worries off your shoulders? Does it ensure you maximum sales possibilities by a liberal but sound policy of granting credit, so that you don't lose possible sales to many good credit risks who may seem to be on the fringe?

Expertly trained Commercial Credit operatives know how to get the greatest number of successful sales out of any given number of applicants. They work *with* you. They don't just skim off the cream and leave you holding the bag for the ordinary prospects who are actually the bread-and-butter customers.

That's why we say that Commercial Credit Financing plans *protect* your merchandise profits . . . and help you make *more*.

Most wholesalers will back up this statement. Why not ask yours about it. It will pay you in the end.



*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

It's Rocking the Industry in News... Excitement... Sales!

ZENITH'S AMAZING... INCREDIBLE

# "LAZY BONES" Remote Control TV

★ Complete Television Program Selection  
From Anywhere in the Room!

★ Changes Station, Picture, Sound  
at the Touch of a Finger!



Never before in Zenith history has a television improvement met with such enthusiasm... more clamoring public interest and demand! Overnight—Zenith's miraculous "Lazy Bones" Remote Control Tuning has set a new standard of enjoyment in television.

Now—from clear across the room—Zenith® television with "Lazy Bones" Remote Control and the famous turret tuner automatically change programs... completely adjust station, picture, sound, from a tiny control in the palm of the hand. And there's nothing more to tune! Not one single knob to adjust or re-tune. All the necessary adjustments are made instantly... automatically!

Just one eye-opening demonstration and shoppers become buyers... boosters in their own homes for "Lazy Bones" Tuning Ease—the biggest thrill in television yet! Feature it... promote it... watch your sales climb higher and higher with Zenith—all through '50!

## Demonstrate These "Most Wanted" Television Features ... You'll Find Them All in Zenith and Nowhere Else!

**1 New Reflection-Proof Blaxide Picture Tube.** In normal viewing position you enjoy pictures free from window and room light reflections, as well as from glare—even in daylight or fully lighted rooms, the way doctors recommend viewing!

**2 New "Super-Range" Chassis.** Brings in pictures far clearer than before... in difficult or distant outlying locations where signals are too weak for most receivers.

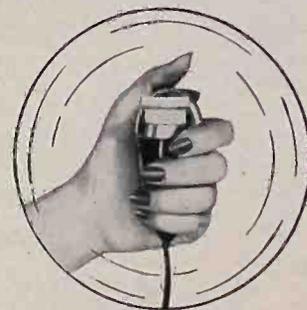
**3 Connection for Phonevision.** If and when this great Zenith development is approved

as a commercial service and thereby is made available on present standards, unit may be attached to bring high-class, costly television programs right into your home.

**4 Built-in Provision for Receiving the Proposed New Ultra-High Frequencies** on present standards. With a Zenith, UHF tuner strips can be readily added to the turret tuner, so that you will not have to buy a new set nor will you have to use an external converter.

**5 15 Millionths-of-a-Second "Gated" Automatic Gain Control.** Virtually eliminates picture flutter from airplanes, cars, diathermy, etc... by opening a radionic "gate" for 15 millionths of one second, then closing it against interference!

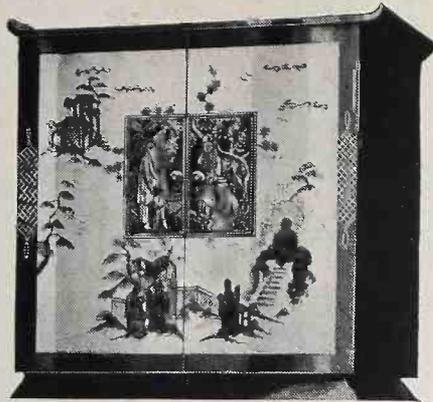
**6 Pre-Tuned "Picturemagnet" Antenna in All Models—Built-in,** and requires no adjustments. Eliminates need for external antennas in many locations.



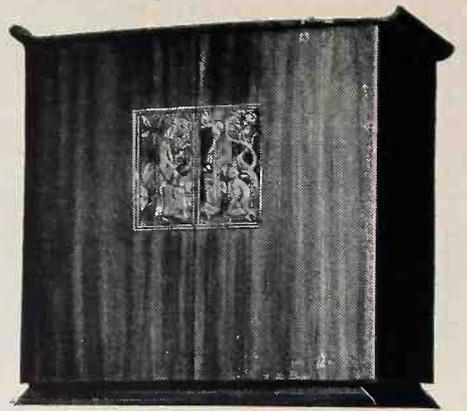
"Lazy Bones" Remote Control optional at small cost on all 1951 Zenith TV models



Zenith Radio Corporation, Chicago 39, Illinois • Over 35 Years of "Know-How" In Radionics Exclusively • Also Makers of America's Finest Hearing Aids



**THE CHINESE CLASSIC** [Hand-Decorated]  
 19-inch Combination, AM-FM,  
 3-speed changer, 12-inch speaker.  
 In black, ivory, green or red ..... **\$865\***  
 Avodiré Veneer, decorated ..... **\$875\***

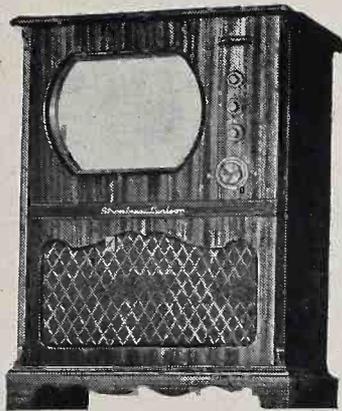


**THE CHINESE CLASSIC**  
 19-inch Combination, AM-FM,  
 3-speed changer, 12-inch speaker.  
 Mahogany Veneer ..... **\$750\***  
 Avodiré Veneer ..... **\$775\***



**THE CHIPPENDALE**  
 16-inch Console, full-length doors,  
 12-inch speaker.  
 Mahogany Veneer ..... **\$395\***

*This Great New Line proves again*

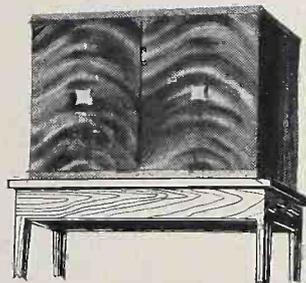


**THE PROVINCIAL**  
 16-inch Console, 12-inch speaker.  
 Mahogany Veneer ..... **\$339.95\***  
 Avodiré Veneer ..... **\$349.95\***  
 Birch Veneer ..... **\$349.95\***

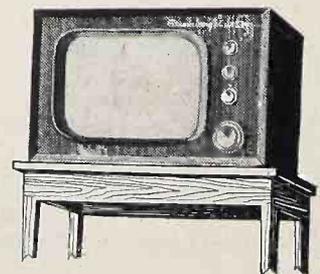
★ **BIG-AS-LIFE PICTURES**—on table models, consoles and combinations  
 —with 16- 17- or 19-inch tubes.

★ **TRUE-TO-LIFE TONE**—with the famous Stromberg-Carlson audio systems and concert-type speakers.

★ **EXCLUSIVE LONG-LIFE TUNER**—no rubbing or wiping contacts to wear out or get “noisy”—precision tuning for clearer, sharper pictures.



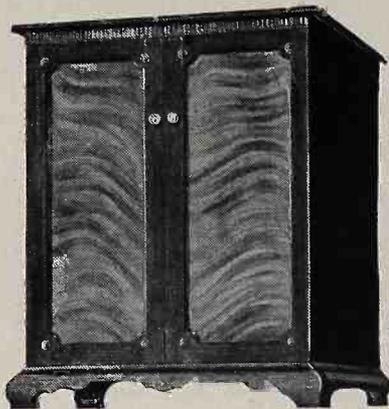
**THE TREASURE CHEST**  
 16-inch Table Model with doors.  
 Mahogany Veneer ..... **\$289.95\***  
 Avodiré Veneer ..... **\$299.95\***



**THE MERCURY**  
 16-inch Table Model.  
 Mahogany Veneer ..... **\$269.95\***



**THE 18TH CENTURY**  
19-inch Combination, AM-FM,  
3-speed changer, 12-inch speaker.  
Mahogany Veneer ..... \$695\*



**THE GEORGIAN**  
19-inch Console, full-length doors,  
12-inch speaker.  
Mahogany Veneer ..... \$499.95\*



**THE EMPIRE**  
19-inch Console, 12-inch speaker.  
Mahogany Veneer ..... \$429.95\*

Why

*There is Nothing Finer than a*

# STROMBERG - CARLSON!

★ **PERFECT "TEAMING" OF SIGHT AND SOUND**—tuned together on Stromberg-Carlson's improved Intercarrier System.

★ **FINE-FURNITURE CABINETRY** authentically styled, master-craftsman built, all cabinet surfaces hand-rubbed.

★ **"HIDDEN VALUES"** in advanced engineering features that give you demonstrable, exclusive talking points.

And beyond all this, you have the great tradition that has made the name Stromberg-Carlson the "buy-word" for superior performance for over a generation.

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

*and in Radio too...!*

New top-quality radios and radio-phonographs at attractive prices.



**THE DYNATOMIC**  
AC-DC Table Radio, plastic cabinet.  
Brown ..... \$31.95†  
Ivory ..... \$33.95†  
Red ..... \$34.95†



**THE MAYFLOWER**  
AM-FM-Phonograph, 3-speed  
automatic record changer,  
12-inch speaker.  
Mahogany Veneer ..... \$275†  
Avodiré Veneer ..... \$285†

†Slightly higher in South and West.



**THE KENWOOD**  
17-inch Combination, AM-FM,  
3-speed changer, 12-inch speaker.  
Mahogany Veneer ..... \$585\*

\*plus tax. Slightly higher in South and West.

**Another selling tool to  
help you get turnover . . .  
increase profits, with**

# **RAYTHEON TELEVISION**

The next 12 pages tell an unusual television story—the story of Raytheon. This insert is designed to make selling Raytheon easier for YOU! Show it to your prospects, page by page. Raytheon's dramatic achievements in electronics will be news to most of them. So will Raytheon's great "PROOF of DEPENDABILITY" story. This insert also sells the features of design, engineering and styling that make Raytheon an outstanding TV buy.

**Don't Miss Out on  
This PROFIT  
OPPORTUNITY!**

Get all the facts about the generous discounts, the substantial profits that can be yours with this new 1951 Raytheon line! Contact your Raytheon distributor today, or write us for full information.

**Use this 12 page  
insert to make  
SELLING  
EASIER!**



# RAYTHEON TELEVISION

**means business!**

See the exciting new 1951 line of television sets built by Raytheon—a leader and pioneer in electronics for over twenty-five years. They give you latest advances in television and *exclusive* Raytheon features you'll want and enjoy.

*dependably built  
for dependable  
performance*

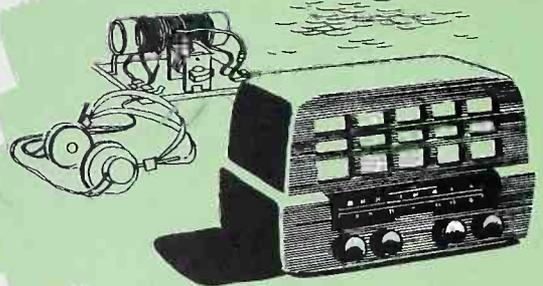
# RAYTHEON *gives* PROOF

LOOK AT SOME OF RAYTHEON'S



*Radar*

Raytheon revolutionized the making of radar during the war. It now makes more marine radar than all other companies combined.



*Radio*

Raytheon was one of the *first* makers of house current radios. It was a pioneer maker of dependable radio sets and has contributed to their advances.

*a word about*

## RAYTHEON



Raytheon has pioneered and lead in radar, radio and television. It has designed and manufactured billions of dollars worth of intricate electronic devices. Raytheon's skill in designing electronic mechanisms—

its precision methods of production . . . perfected during the war, but modified for peacetime production . . . explain the superiority of the new Raytheon television sets.

*Plus Proof of*



**PROOF!** Raytheon television is backed by the famous Good Housekeeping Guaranty Seal — *extra* proof of dependability.

**dependably built**

# of **DEPENDABILITY**

## **ELECTRONIC ACHIEVEMENTS**



*Tubes*

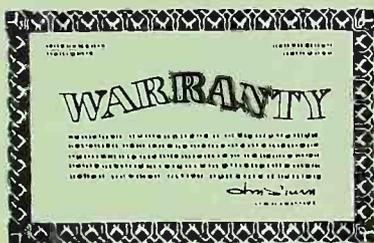
Raytheon is a pioneer and leader in radio, television, sub-miniature and cathode ray tubes. It makes tubes for 90% of all hearing aids.



*Broadcasting Equipment*

Raytheon is a leading manufacturer of intricate electronic equipment for television and radio broadcasting.

## *Raytheon Dependability*



**PROOF!** Raytheon television is backed by the most liberal one-year Warranty—guarantees replacement of electronic parts and tubes, *including* picture tube.



**PROOF!** Raytheon television is backed by the Underwriters' Laboratories Seal — another prized guarantee of dependability.

**or dependable performance**



# THE NEW 1951

## CONSOLE



**THE CATALINA**  
Model C-2002

20" rectangular screen television console model. Limed oak cabinet with doors.



**THE MAYFAIR**  
Model C-1715

17" rectangular screen console model. Limed oak cabinet.



**THE CONSOLETTA**  
Model C-1104

17" Super-Circle Screen console model. Handsome mahogany cabinet.



**THE MARQUIS**  
Model C-1714

17" rectangular screen console model. Mahogany cabinet.



**THE CRITERION**  
Model C-1602

16" Super-Circle screen console model. Mahogany cabinet.

no wonder more and more people



# RAYTHEON LINE

## MODELS



**THE MOZART—Model C-1716**  
17" rectangular screen television console.  
Handsome mahogany cabinet with half-door  
panels.



**THE CLAYTON—Model C-2001**  
20" rectangular screen console model.  
Mahogany cabinet with doors.

## *No Compromise with Quality!*

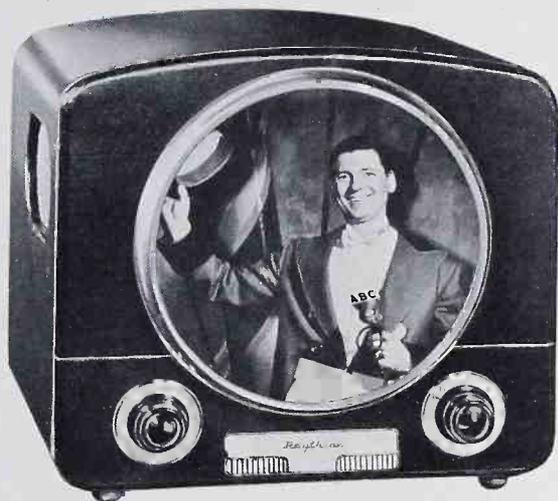
You can depend on the quality of each and every Raytheon television set. It is carefully made of fine parts and materials . . . contains a *complete* tube complement. Raytheon uses *no* manufacturing short cuts . . . practices *no* false economies . . . leaves out *no* parts in order to reduce costs. This refusal to compromise with quality is another reason why a Raytheon is dependably built for dependable performance!

are talking about

**RAYTHEON**  
TELEVISION

# THE NEW 1951

## TABLE MODELS



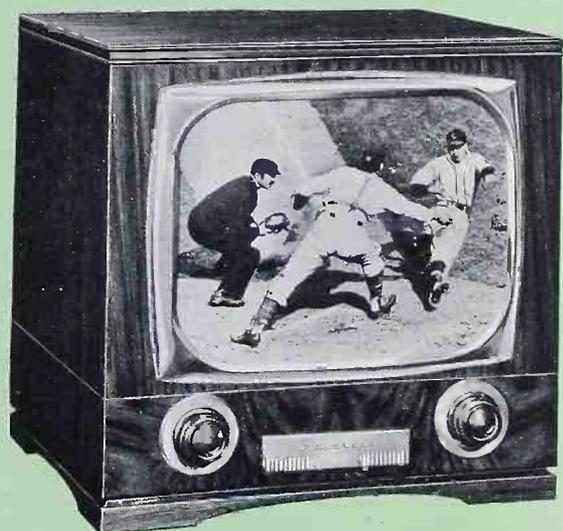
**THE ROVER—Model M-1106**

12½" Super-Circle Screen table model. Maroon leatherette cabinet.



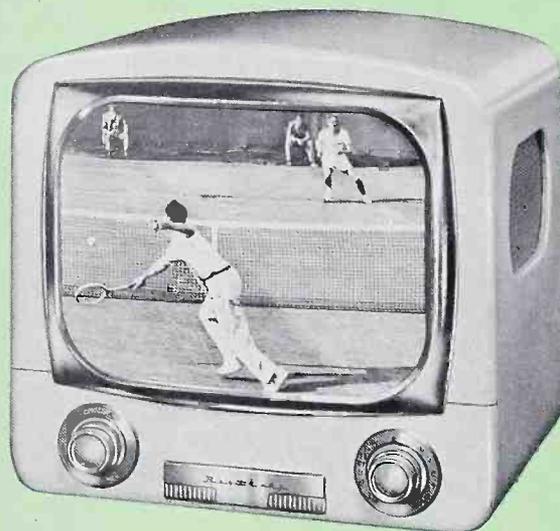
**THE RAMBLER—Model M-1403**

16" rectangular screen table model. Maroon leatherette cabinet.



**THE DICKENS—Model M-1402**

16" rectangular screen table model. Mahogany cabinet.



**THE RANGER—Model M-1404**

16" rectangular screen table model. Blonde leatherette cabinet.

**RAYTHEON**  
TELEVISION

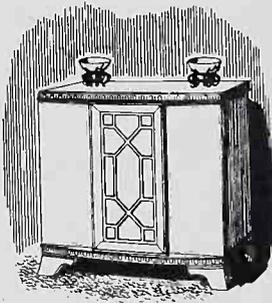
**DEPENDABLY BUILT**

# RAYTHEON LINE

## COMBINATION MODELS

### THE ADAMS—Model RC-2005

20" rectangular screen television with AM-FM radio and 3-speed phonograph. Magnificent mahogany cabinet.



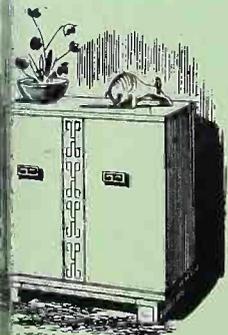
### THE SAVOY—Model RC-1718

17" rectangular screen console model. Mahogany cabinet with doors.



### THE SANTUNG Model RC-1719

17" rectangular screen television with AM radio and 3-speed phonograph. Modern Chinese cabinet in limed oak.



FOR DEPENDABLE PERFORMANCE!

WARRANTY OF A RETURN OF MONEY  
Guaranteed by  
Good Housekeeping  
NOT AS ADVERTISED TELEVISION

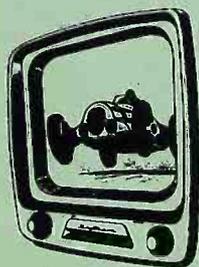
# RAYTHEON'S *Dramatic*

**Will Reach 55,000,000 Readers . . .  
Many in Your Community!**



Raytheon backs you up with a dramatic new advertising campaign in *Life*, *The Saturday Evening Post* and *Good Housekeeping*. The combined readership of these magazines totals over 55,000,000. This new campaign will cause more and more folks to talk about Raytheon. Many TV prospects right in your community will see these ads—want to try a Raytheon. This adds up to extra sales opportunities for you!

## Latest Advances in Television



1

### Really BIG Pictures

Your customers can choose between Raytheon's life-size rectangular tubes—and the Super-Circle tubes. Pictures are clear, sharp, steady.



2

### Quick and Easy Tuning

Raytheon's *exclusive* "Ray-Dial" continuous tuner works as easily as a radio tuner. One knob tunes all 12 channels . . . synchronizes picture and sound. This super-sensitive tuner gives *more* stations, *better* pictures, *way out* in the country reception.

3

### "Hi-Lite" Picture Power

The brilliance and contrast range of picture detail depend on providing a picture tube with the ideal power for which it was designed. Raytheon's engineers put extra emphasis on providing the *highest* power consistent with optimum ratings.

GUARANTEED OR A REFUND OF MONEY  
Guaranteed by  
Housekeeping  
MAGAZINE

**no wonder more and more**

# National Advertising!

## Schedule of Raytheon National Advertising

LIFE	THE SATURDAY EVENING POST	GOOD HOUSEKEEPING
September . . . 18th	October . . . . . 7th	October
October . . . . . 16th	November . . . . 11th	November
November . . . 20th	December . . . . 9th	December

## Exclusive Raytheon Features!

4

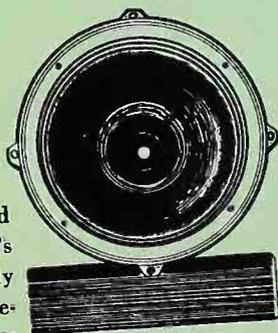
### Built-in Ray-Tenna Antenna

Raytheon's *exclusive* Ray-Tenna is adjustable by a single knob and is channel-selective. It is designed to receive all available TV signals. It saves the expense and nuisance of an outside aerial in locations where one is not needed.

5

### Balanced Magnetic Speaker

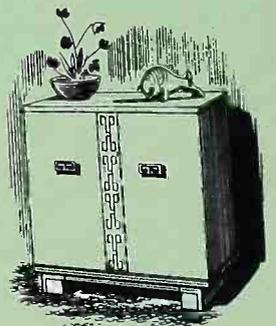
To insure faithful sound reproduction, Raytheon's speaker is scientifically engineered . . . using carefully balanced quantities of Alnico 5 magnetic substance. Raytheon also gives you built-in tone-balance control.



6

### Craftsmen-made, Smartly Styled Cabinets

Raytheon's magnificent cabinets are authentically styled and are precision-made by expert craftsmen. Woods and finishes are of finest quality. The beauty of a Raytheon cabinet adds new distinction to any room.



people are talking about

**RAYTHEON**  
TELEVISION

# AGGRESSIVE

## RAYTHEON'S 12 POWERFUL PROMOTION AIDS

Raytheon's sales helps provide everything you need to get more folks into your store to look at the new 1951 Raytheon TV line! All this—PLUS display material.

### 1. Power-Packed Dealer Ads



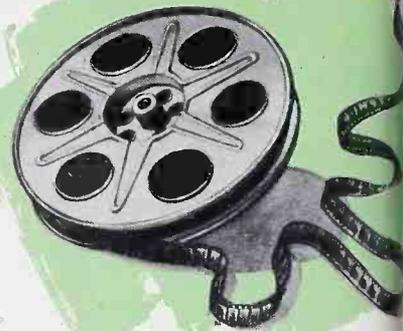
A new mat book provides ads to bring more customers into your store... pre-sell them on Raytheon. Mats range from 1800 to 100 lines in size.

### 2. Radio



Scripts for 20-second and 1-minute radio spots sell the new Raytheon line. Radio brings more customers to your store.

### 3. Television



Recorded TV films about the new Raytheon line are available for your use.

### 7. Counter Cards and Point of Sales Displays



Card reproduces Raytheon's Good Housekeeping ad in full color. Helps you cash in on proven selling power of Good Housekeeping Seal.

Novel Raytheon display features a clown whose head keeps moving. This animated-action attracts attention, makes people stop, look and ask about Raytheon.

Colorful Card features Raytheon's "Proof of Dependability" selling theme. Side pocket gives space for line folders so customers can help themselves.

Dramatic point of sale easel-display—almost 5-feet high—is designed for position next to a Raytheon console model. Captures prospects' attention.

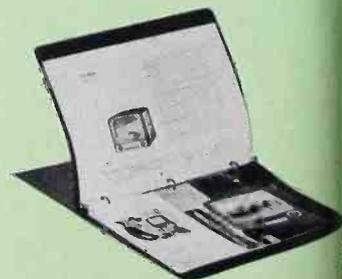
### 8. Decorative Pennants



A set of five new and colorful pennants—printed on both sides—dressed up your store and help sell Raytheon. Ideal for wire hangers.

### 9. Catalogue

Dealer catalogue helps you demonstrate and sell your customers on Raytheon. A powerful aid to help clinch sales.



these **RAYTHEON TELEVISION** sales help

# MERCHANDISING!

ALL ATTRACT MORE PROSPECTS TO YOUR STORE!

our store—PLUS gimmicks to help you close more sales! Use this package of  
open, tested promotional helps and cash in—but BIG!

## 4. Line Folders and Envelope Stuffers



Colorful folder . . . ideal for a mail-  
ing piece . . . sells the new line.  
Single sheet envelope stuffers also  
available on each model.

## 5. Colorful Banners



These two banners in your  
window attract attention . . .  
invite folks in to see the new  
Raytheon line.

## 6. 24-Sheet Posters



You can cash in on the selling  
power of outdoor advertising  
with two dramatic new 24-  
sheet Raytheon posters.

## 10. Owner's Operating Guide



Show it to your customers to  
explain how easy to operate  
a Raytheon is. It makes a big  
hit!

## 11. Raytheon Back-ground Folder



This 4-page folder dramatizes  
Raytheon's electronic achieve-  
ments. Helps you sell customers  
on Raytheon's dependability.

## 12. Price Tags



Tag on every set sells Raytheon's  
"Proof of Dependability" claims  
hard. It gives customers added con-  
fidence in Raytheon.

Boost your television profits!





**RAYTHEON**  
**TELEVISION**

*manufactured by*

**BELMONT RADIO CORP.**

5921 W. Dickens Ave., Chicago 39, Illinois

*subsidiary of*

**RAYTHEON MFG. CO.**

# Simpler Systems, Better Forms, Key to Profit Control!



## Bedford Radio Sales and Service Find the Key to Successful Operation

Joseph Chasin, Secretary-Treasurer,  
Bedford Radio Sales & Service, Brooklyn, N. Y.

Television is terrific, but it has caused many businesses to go broke," says Joseph Chasin, a leading radio and television dealer. "Positive, foolproof control over every operation and function is a must—or else. In the very beginning we let people who were experienced in their specialized field help us solve our new, intensified record writing and systems problems."

Standard Register Systems assure PROTECTION against

profit leaks, losses, mistakes, delays and disputes by providing a complete, accurate and efficient record of every transaction. Standard's COMBINED FORMS and CONSECUTIVE NUMBERING safeguard sales, service, collections, audit... PROFITS.

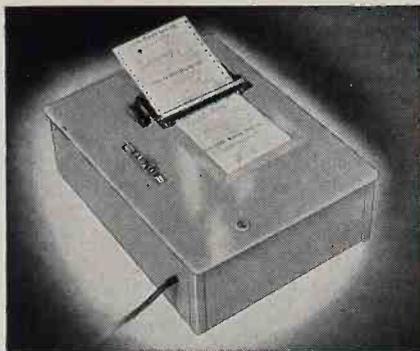
### GET THIS HELP . . . NOW

Let us send you Standard's publication **BUSINESS AIDS** in which prominent dealers in your field tell their systems stories . . . it's FREE! And let Standard's nearby Representative, skilled in Paperwork Simplification, help design and apply the best forms and writing methods for you; A FORM FLOW REGISTER . . . UNIT ZIPSET . . . or KANT-SLIP Continuous Forms (typewriter) System.

The Standard Electric Form Flow Register.

Fully automatic!

Write, touch a button, that's all! Hundreds of other models—desk, counter and portable, for every record need in business.



# Standard Register

Originator of Pin-Wheel Feed and Marginally Punched Continuous Forms

THE STANDARD REGISTER COMPANY, 1309 CAMPBELL STREET, DAYTON 1, OHIO  
PACIFIC COAST: Sunset McKee-Standard Register Sales Company, Oakland 6, California.  
CANADA: R. L. Crain Limited, Ottawa. GREAT BRITAIN: W. H. Smith & Son, Ltd., London.

**MAIL THIS TODAY!**

**The Standard Register Company**  
1309 Campbell Street, Dayton 1, Ohio .

Please send me, without obligation, **BUSINESS AIDS**, containing practical-experience articles on systems and forms as used in our business.

Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

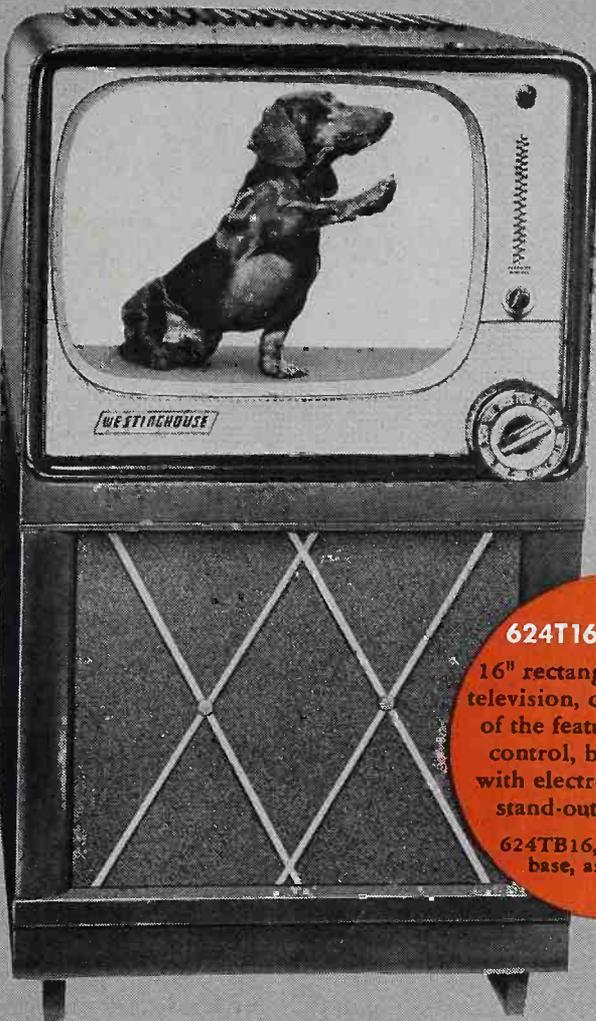
You, too, will want  
to do business with

Westinghouse

TELEVISION

*The New  
Leader Line*

YOU CAN BE SURE... IF IT'S



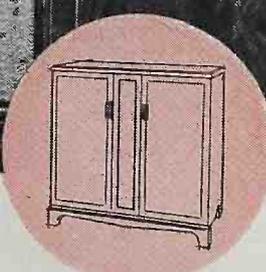
**624T16, The Sutton**

16" rectangular black tube television, complete with *all* of the features: Single dial control, built-in antenna with electronic tuning and stand-out performance.

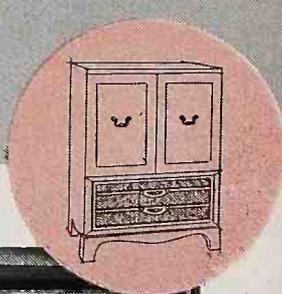
624TB16, complete with base, as illustrated.



**633C17, The Manorcrest**—  
3-way home entertainment unit... 17" rectangular tube... FM-AM radio... 3 speed automatic record player.



**638K20, The Copleigh**—  
The ultra in luxury TV at popular price. 20-inch rectangular tube. Mahogany cabinet with doors.



★ Leader for features

★ Leader for style

★ Leader for price

Review the products and the policies behind them. Then you, too, will join the fast-growing group of dealers in Westinghouse Television. Here are real consumer values. Here are continuing year 'round profits with the most progressive line in Television today.



637T14, The Dellwood—Mahogany finished hardwood cabinet houses completely fitted 14" rectangular Black Tube. Front mounted speaker.



626T16, The Lynwood—Rich mahogany finish. 16" rectangular tube. Single Dial Control, new advanced IF circuits, synchro-tuning. Model 626T B16, with console base.

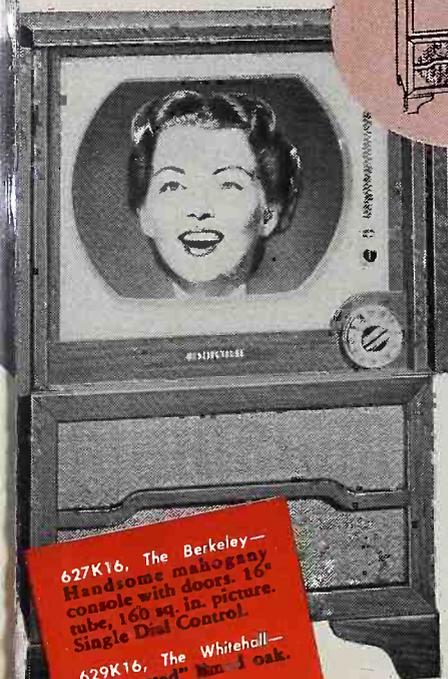
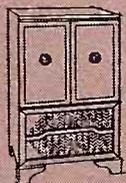


625T12, The Kenwood—Full control panel, front speaker, 12 1/2" tube, 97 sq. in. screen. Walnut finish cabinet.

# Westinghouse

Also see the complete new line of radio and radio-phonographs at your Westinghouse Distributors.

WESTINGHOUSE ELECTRIC CORP. • TELEVISION-RADIO DIVISION • SUNBURY, PA.



627K16, The Berkeley—Handsome mahogany console with doors. 16" tube, 160 sq. in. picture. Single Dial Control.

629K16, The Whitehall—in "frosted" hickory oak.



628K16, The Hampden—Largest (160 sq. in.) picture from 16" tube. All features including single dial control. Mahogany finish.



622K16, The Ardsley—Black rectangular 16" tube. All front controls. Graceful modern mahogany finish console.

IT'S CONCENTRATED! IT'S CO-ORDINATED! IT'S COMPLETE!

Columbia's gigantic new fall  
record selling promotion starts off  
with America's favorite maestro

# ANDRE KOSTELANETZ

Columbia's big comprehensive campaign for fall roars into high gear with a gigantic, six-week promotion on Andre Kostelanetz — now celebrating ten years of matchless recording achievement for the House of Stars! And with a great new album of Irving Berlin music added to his tremendous Columbia Record repertoire, another of his popular, sure-fire sellers!

## SEPTEMBER DRIVE SCHEDULE!

*Andre Kostelanetz* featured in campaigns in **TRADE**, "GOOD MUSIC" and **CONCERT PROGRAM** publications. **PLUS** co-OP **NEWSPAPER**, **CO-OP RADIO** and publicity promotions! **PLUS** colorful **STORE MERCHANDISING**, **WINDOW DISPLAY CONTEST**, **SPECIAL RADIO STATION SERVICE!**

And—The Best LP Salesman Since LP Itself! The New Columbia LP Changer Attachment Model 104. Plays *all* sizes of 33 $\frac{1}{3}$  LP Records automatically—7-, 10- and 12-inch.



READY YOUR  
STOCKS NOW!

Ride the Rising Spiral of  
Columbia Record Sales This Fall!

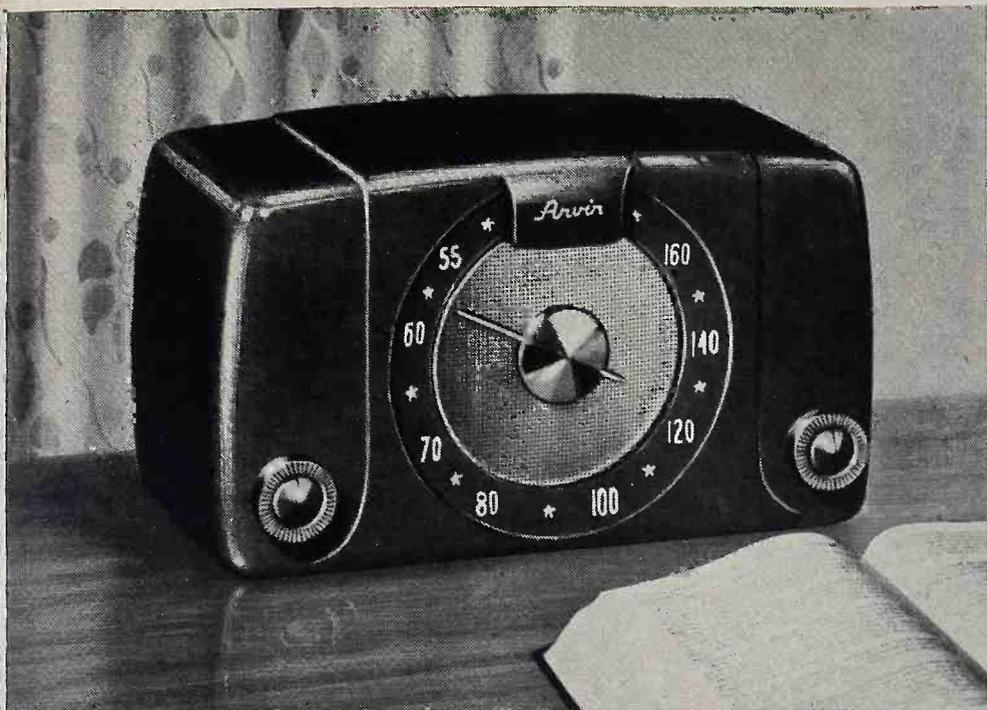


# COLUMBIA RECORDS

Originator of 33 $\frac{1}{3}$  LP Records—One Speed Is All You Need

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

# 3 new Style and Value Leaders!



ARVIN MODEL 450-T

**\$19<sup>95</sup>**  
Walnut

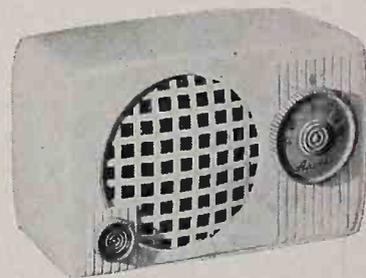
Most sensational 5-tube performance in radio history! Beautifully styled. Velvet Voice tone system. AC/DC superhet, 5 tubes including rectifier, Alnico speaker. Underwriters' listed. (Ivory finish, \$21.95)

Model 451-T same chassis, but with edge-lighted lucite dial, lucite knobs, finish-o-gold appointments, in Willow Green, Ivory, Ebony, or Sandalwood, \$24.95



ARVIN MODEL 461-T **\$29<sup>95</sup>**  
(Walnut)

Six tubes including rectifier, with one stage of tuned radio frequency, three-gang variable condenser, continuously variable tone control! All housed in the most beautiful cabinet yet designed — with Arvin Velvet Voice tone to make ear appeal as outstanding as eye appeal! There's not another radio to match it for performance at this price! (Model 460-T in Ivory, Willow Green, Sandalwood, \$34.95.)



ARVIN MODEL 440-T **\$14<sup>95</sup>**  
Kidproof, Shatterproof!  
Six Smart Colors!

There's no end to the sales appeal of this most famous of all small radios! For kids, the cabinet's non-breakable. For women, it's the right color accent for any room. For school, hotel, or hospital use, it's the right size for tucking into small space. AC/DC superhet, four tubes including rectifier, Alnico speaker—a whale of a radio for very little money! And those colors make a terrific splash in windows and on counters!

Other table models \$12.95 to \$54.95; radio phonograph consoles \$129.95 to \$159.95.

All prices subject to change without notice.

# Arvin

## Velvet Voice Radio

**You can hear the difference!**

Get yourself talked about! Give your customers something to shout about! Deck your window and your display with these sparkling new Arvin 4, 5, and 6-tubers. Arvin Velvet Voice tone—stunning new Arvin colors — jewel-like lucite edge-lighted dials and matching knobs—all combine to make the most sensational line of table model radios America has ever seen! Swing into action on the

Arvin front now, and watch the business roll in!



Arvin Velvet Voice Radios are advertised to millions in these great national magazines! Use Arvin displays and newspaper mats to tie in with Arvin's national advertising!

*Write, wire, or phone for distributor's name*

Arvin Industries, Inc., Columbus, Indiana (Formerly Noblitt-Sparks Industries, Inc.)

All New to Bring You...

# THE WORLD'S FINEST



## Radio-Phonographs

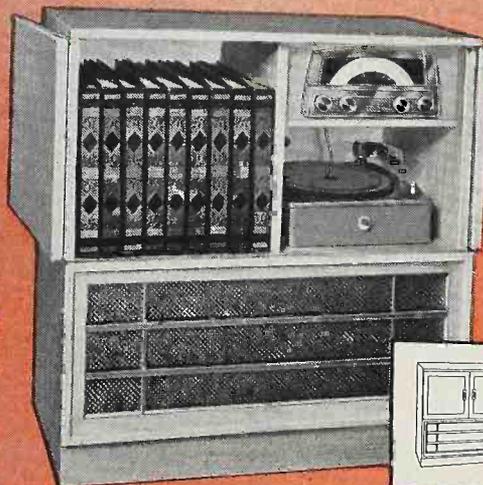
● Brand new from the floor up, that's the new line of smash value General Electric radio-phonographs! Featuring sensational G-E Electronic Reproducer for the world's finest record reproduction... a single tone arm for all 3 speeds, all sizes of records... cabinetry outstanding in superb styling and choicest mahogany or blond veneers. Backed by an avalanche of profit-building promotion, there's a sure-fire value for every purse and taste. It will pay you to get this whole, exciting story from your G-E radio distributor today or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*



MODEL 755



MODEL 740



MODEL 753

**Model 755.** Luxurious 3-speed automatic radio-phonograph! FM-AM radio. Deluxe 18th century cabinet with full length doors. Genuine mahogany veneers, top and sides. **\$279.95\***

**Model 740.** G-E 3-speed automatic radio-phonograph with a \$200.00 look! Powerful AM radio. Genuine mahogany veneered cabinet, top and sides. Smartly styled doors. **\$169.95\***

**Model 752,** (illustrated at right). New 3-speed automatic radio-phonograph! Superb AM-FM radio. Genuine mahogany veneered cabinet, top and sides. Swirl figured doors. **\$229.95\***

In beautiful blond, Model 753, (left) **\$239.95\***

\*Prices slightly higher West and South. Subject to change without notice.

# 3-SPEED VALUES!



*You can put your confidence in—*

**GENERAL**  **ELECTRIC**

# Sell Every Prospect

with this sensational fall line-up of  
**WEBSTER-CHICAGO**  
**FONOGRAFS\***

*A Fonograf to fill every preference!*



Now, with this complete Webster-Chicago line, you can satisfy the model preference of every prospect who comes in "shopping" for a phonograph.

And you'll also be ready for the other prospects who will come in *looking* for Webster-Chicago Fonograf after seeing them advertised in the leading national magazines this fall.

**EVERY MODEL PLAYS ALL 3 SPEEDS—ALL 3 SIZES!**



**Portable automatic Fonograf**

A top seller because it has every wanted feature! Automatically plays 33 $\frac{1}{3}$ , 45, 78 rpm records in 7", 10", 12" sizes. Beautiful burgundy leatherette carrying case.



**Automatic home Fonograf**

Excellent tone quality makes the "608" popular with music lovers. Sensitive tone and volume controls allow full choice of reproduction tones. Has same changing mechanism found on today's finest combinations.



**Manual portable Fonograf**

Sure to be a fast seller—combines high quality with a sensible price. Plays all three speed records in all three sizes. Smartly designed case in striking burgundy leatherette.

*Backed by the most complete dealer  
cooperative advertising program in years!*

Newspaper Mats • Displays • Radio Spots • TV Spots

Aside from a rounded national advertising campaign, you're backed to the hilt locally by this strong Webster-Chicago program. Write today for full details on this effective, sales-building campaign.

\*T. M. Reg.

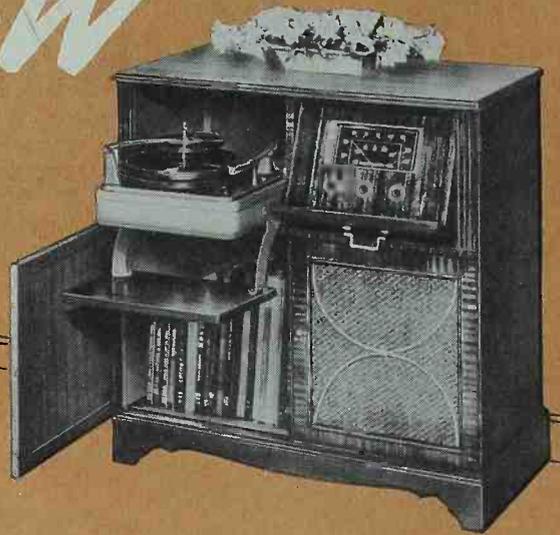
**WEBSTER-CHICAGO**



5610 Bloomingdale, Chicago 39

QUALITY MANUFACTURERS FOR MORE THAN 35 YEARS

*NEW*  
*1951*  
*RADIO!*



Rich Mahogany Styling!

Full Price Ranges!

New Styles!

Smart New Table Models!

# STEWART WARNER

Channel-Eye Tuning!

Half-Door Consoles!

Blonde Korina Models!

TV-FM-AM Consoles!

Full-Length Doors!

Open Face Consoles!

Huge 14" — 16" — 19" Pictures

3-Way Combinations!

Rectangular "Black" and Round Tubes!

Dyna-Power Chassis!

*and TV!*



... the Line with Everything!

# STEWART-WARNER

# First

## IN STYLING

... cabinetry created by G. McStay Jackson!

These beautiful new cabinets reflect the ultimate in styling by G. McStay Jackson, world-famous furniture designer! Superb new cabinetry in Rich Honduras Mahogany and lovely Blonde Korina lend distinction to every setting!



### SPECIAL 14 (Model 9200-A)

Huge 14" screen priced for every budget! Rich Mahogany with forest green leatherette front panel. 17 tubes plus 2 rectifiers.



### ROYAL DELUXE 16 (Model 9120-B)

Every home will be proud to own this stunning 16" TV Console! In hand-rubbed Mahogany... or lovely Blonde Korina (Model 9120-F). 23 tubes plus 3 rectifiers.



### SPECIAL DELUXE 16 (Model 9120-A)

Big 16" screen... rich Mahogany styling! The answer to table TV sales—bigger pictures in a smaller cabinet! 23 tubes plus 3 rectifiers.



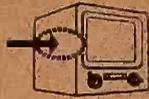
### SUPER DELUXE 16 (Model 9120-D)

Giant 16" screen. Lustrous hand-rubbed Mahogany; smart half-length doors. Also (available in Blonde Korina 9120-E). 23 tubes plus 3 rectifiers.

# FEATURES . . . exclusive One Knob Picture

control with Channel-Eye Tuning!

Tune standing up...no bothersome  
ending over or stooping to dial because  
amazing Channel-Eye Tuning flashes  
attention call letters UP TO MEET  
YOUR EYE! Here are features you can  
and sell AND SELL! Exclusive  
with Stewart-Warner!



● BUILT-IN AERIAL



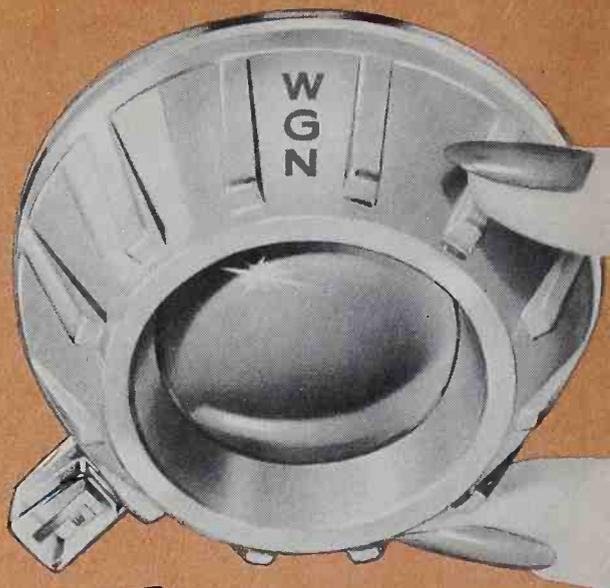
● NEW RECTANGULAR  
"BLACK" TUBE



● MIRACLE TURRET  
TUNER



● "GATED" AUTOMATIC  
GAIN CONTROL



● GYROMATIC  
PICTURE LOCK



● FAMOUS DYNA-POWER CHASSIS

# IN PERFORMANCE

. . . more tubes for more power!

Stewart-Warner Dyna Power Television introduces an  
entirely new standard of performance to the TV world!  
More tubes for more power, assuring greater distance reception and  
finer picture clarity, even in "fringe" areas!



## CUSTOM DELUXE 16 (Model 9120-C)

Huge 16" screen perfect  
for your TV-only customers!  
Rich Mahogany; full-length  
doors! 23 tubes plus 3  
rectifiers.



## MASTER PANORAMIC 16 (Model 9121-B)

The utmost in home  
entertainment . . . 16"  
TV-FM-AM-3-Speed phono.  
Gracious Mahogany cabinet  
. . . record storage space.  
28 tubes plus 3 rectifiers.



## MASTER DELUXE 16 (Model 9121-A)

Complete home entertainment  
center—16" TV-FM-AM  
3-Speed Phono! Luxurious  
Mahogany Styling . . . full-  
length doors. 28 tubes  
plus 3 rectifiers.



## CUSTOM DELUXE 19 (Model 9122-A)

The Granddaddy of them all  
in picture size and luxurious  
styling! Giant 19" screen  
with FM-AM radio and  
phono jack. 28 tubes  
plus 3 rectifiers.

*See next page  
for Complete  
new Radio Line*

plus...

# STEWART-WARNER'S

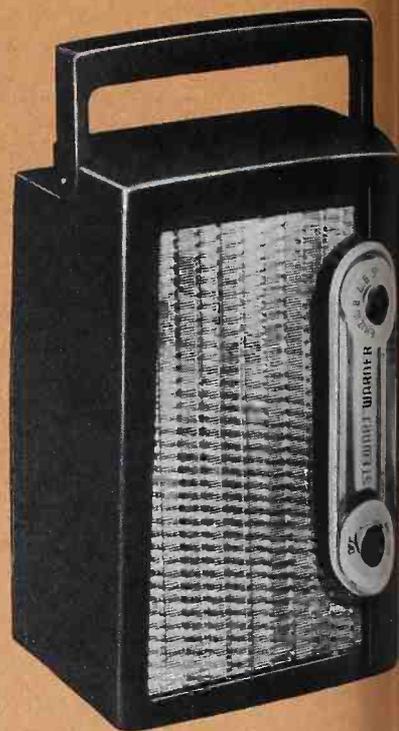
## Great New Radio Line

All new for '51! A complete radio line with everything you need for bigger radio profits! Stunning table radios...sensational portables...luxurious combinations, all paced by famous "Concert Grand" Tone! Set your sights on your biggest radio year with Stewart-Warner for '51! Contact your Stewart-Warner distributor—today!



### AMAZING "TURNABOUT" PORTABLE—TABLE RADIO

(Model 9153-A) — Sensation of the industry! A thrilling portable—tuck handle in, and it's a beautiful table radio! Forest green case high-lighted by French gold grille! AC, DC, or Battery! Lightweight, compact, powerful. At home everywhere the year around!



### AM-FM TABLE RADIO (Model 9151-A)

Strikingly modern... in lovely two-tone brown and ivory! Super-sensitive reception, plug-in phono socket! The perfect profit number in FM areas!

### DELUXE RADIOS (Model 9152-A)

Stunning new triumph in table radio design! 3 Models to choose from. Smartly styled in lustrous Brown and Ivory Plastic... or in rich Black or Brown!



### AM-FM CONSOLE COMBINATION (Model 9150-D)

The console with everything... AM-FM Radio and 3-Speed Phono... with one needle, one tone arm, one spindle for all sizes, all speed records. Rich Mahogany styling.



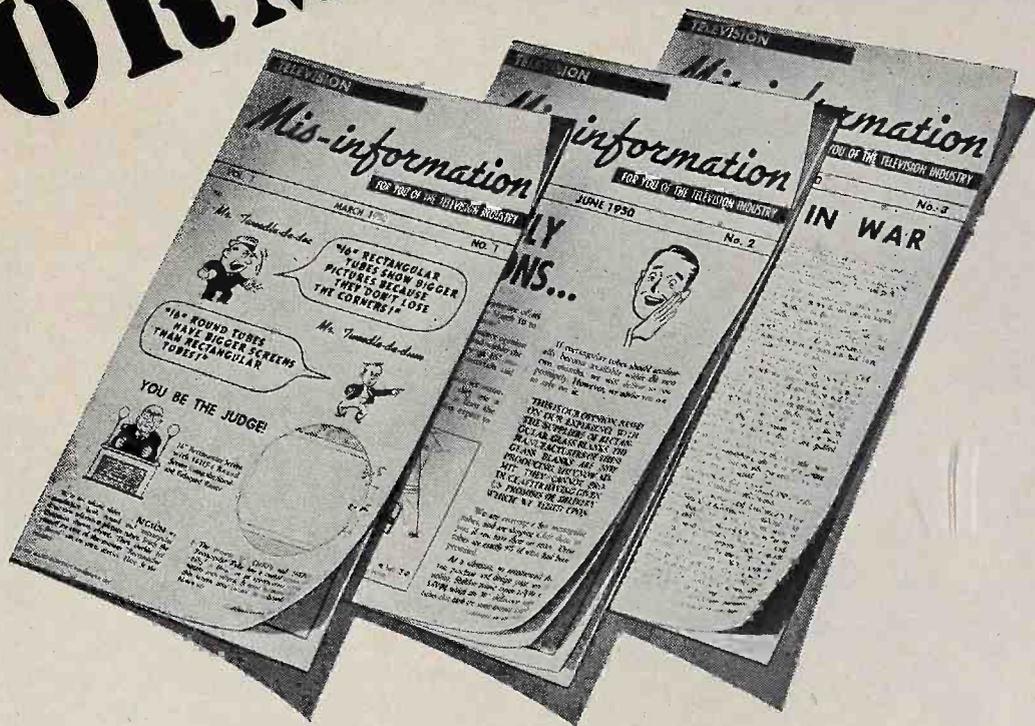
### AM CONSOLE RADIO-PHONOGRAPH (Model 9154-C)

And to spearhead your console sales—a thrilling new price leader! Full AM broadcast reception... new 3-speed Phono in convenient pull-out drawer!

See your Stewart-Warner Distributor Today!

STEWART-WARNER ELECTRIC Division of Stewart-Warner Corporation 1826 Diversey Parkway • Chicago 14, Illinois  
Canadian Factory: STEWART-WARNER ALEMITE CORPORATION OF CANADA, LTD., Belleville, Ontario

# KEEP INFORMED!



Over 30,000 readers in the Television Industry look to the pages of the exciting, informative and entertaining TELEVISION MIS-INFORMATION for the "lowdown" on the news, the facts behind distortions of the news that rarely make the trade press, and predictions of things to come.

Here are a few of the two previous issues' predictions that came true:

- 1 — New Tube Types
- 2 — The Great Demand for 19" T-V Sets
- 3 — Advertising Exaggerations
- 4 — Establishment of Standards for the Industry

The **third** issue of *Television Mis-Information* is on the press! Its circulation will be limited to **40,000 copies**. Be sure you reserve your copy. Mail coupon below.

**KEEP INFORMED!** Get the latest information on Sheldon's complete line of Rectangular, Glass-Metal and Round Television Picture Tubes shown in its "General Characteristics & Dimensions" Wall Chart.

## SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

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

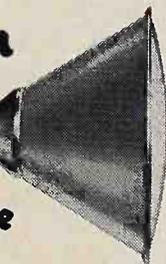
Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. • LOS ANGELES 26, CAL., 1755 Glendale Blvd.

**KEEP INFORMED!** Mail coupon **TODAY** for your **FREE** copy of *Television Mis-Information* No. 3 and Sheldon Picture Tube Wall Chart.

**Sheldon**

NATURAL IMAGE

SOFT GLOW  
Picture Tube



Sheldon Electric Co., 68-98 Coit St., Irvington 11, N. J. 3

- Send me "Television Mis-Information"  
 Send me Sheldon Picture Tube Wall Chart  
 (They're both FREE . . . but please print your name)

Name..... Title.....

Company.....

Street.....

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

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

# Fada for '51

- ★ Automatic Brilliance Control.
- ★ Improved focus stability with variations in picture brightness.

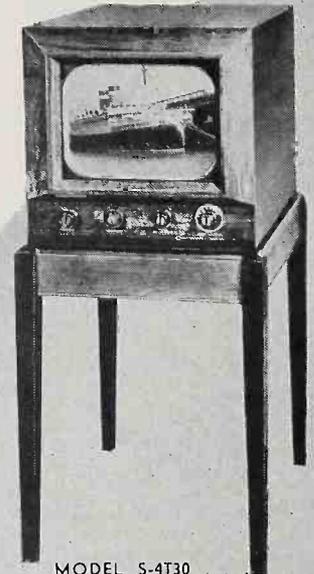


**MODEL S-6C55**

16 Inch Rectangular glare-free filter glass screen. Gorgeous mahogany veneer de luxe console cabinet with closing doors. Tilt-back angle front panel for downward viewing. Full range 10 Inch concert quality fidelity speaker. Built-in 'FADA-SCOPE' antenna.

*Matching Tables for All Table Models Available!*

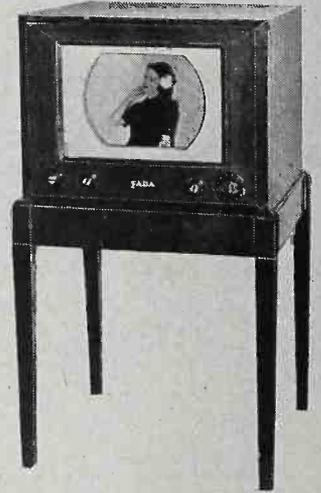
14 and 16 Inch big screen rectangular and round picture tubes in chassis of superior performance that provide unmatched reception in all areas. De Luxe custom-built cabinetry seldom seen in other than high priced custom-built models. The epitome of beauty and performance.



**MODEL S-4T30**  
14 Inch Rectangular tube table model receiver. All mahogany veneer custom-built cabinet. Built-in 'FADA-SCOPE' antenna.



**MODEL R-1050** . . . 16 Inch Table Model in exquisite mahogany veneer cabinet. Built-in 'FADA-SCOPE' antenna. Television's greatest performer in Metropolitan, Suburban and Rural areas.



**MODEL R-1045**  
12 1/2 Inch table model receiver. Television's greatest performer in Metropolitan, Suburban and Rural areas. Built-in 'FADA-SCOPE' antenna.



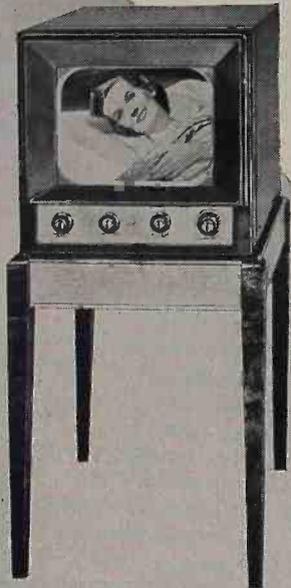
**MODEL S-1060** . . . 16 Inch Rectangular tube table model receiver. Beautiful matched grain mahogany veneer custom-built cabinet. Built-in 'FADA-SCOPE' antenna.

## FADA RADIO & ELECTRIC CO. INC.

# REVOLUTIONIZES TV

★ Improved picture stability for weak or noisy areas.

★ Improved picture quality through use of direct coupled video amplifier.



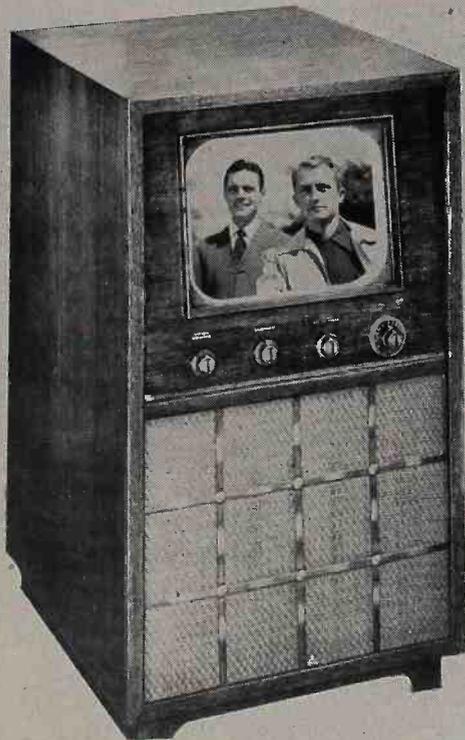
The two closing door models pictured must be seen to be truly appreciated. They are products of the ace cabinet makers art. Every 1951 model is far ahead of the field in engineering design and beauty. No dealer should be without Fada TV on display. See your nearest Fada Jobber for details.

MODEL S-4T15 . . . 14 Inch Rectangular tube table model mahogany veneer receiver with moulded plastic picture frame front. An ace performer in all areas. Built-in 'FADA-SCOPE' antenna.



MODEL S-4C40

14 Inch Rectangular glare-free filter glass screen. Built-in 'FADA-SCOPE' antenna. AGC circuit chassis. Beautiful cabinet console with closing doors. Tilt-back angle front panel for downward viewing. 10 Inch concert quality speaker.



MODEL S-4C20 . . . 14 Inch Rectangular tube De Luxe console of rich mahogany veneers with tilt-back angle front panel for downward viewing. Built-in 'FADA-SCOPE' antenna.



MODEL R-1025 . . . 16 Inch De Luxe mahogany veneer console with maroon gold band decorated glass front screen. Full range 10 Inch concert quality speaker. Television's greatest performer in Metropolitan, Suburban and Rural areas. Built-in 'FADA-SCOPE' antenna.

## BELLEVILLE, NEW JERSEY

# A new line of *Smartly Styled* **DECCA PHONOGRAPHS** *Superb in Quality...Correctly Priced*



Model DP-61

**Last Word  
 in Portable  
 Radio-Phonographs**

Plays records of all speeds (45, 78, 33½ r.p.m.) and all sizes automatically . . . 5 tube high sensitivity radio . . . 5" Alnico speaker . . . built-in loop antenna. Handsome case waterproof simulated leather, rust color . . . brass locks and hardware. A.C. only. (18¾" x 16" x 9")



Model DP-32

**Excellence in Portable Phonographs**

Plays all records at all speeds (45, 78, 33½ r.p.m.) automatically. Designed to deliver the ultimate in tonal reproduction . . . extra large chassis, 6½" Alnico speaker, with oversize magnet and heavy duty transformer . . . deluxe luggage type case in multi-tone brown simulated rawhide. A.C. only. (18¾" x 15¼" x 9")



Model DP-51

**Compact  
 Portable  
 Radio-Phonograph**

5 tube radio, 5" Alnico V P.M. speaker . . . built-in loop antenna . . . phonograph plays all records (45, 78, 33½ r.p.m.) . . . lightweight Deccatone arm, finger-flick needle control. Waterproof simulated leather . . . brass locks and hardware . . . weight 12 lbs. . . . A.C. only. (16" x 6½" x 10½")



Model DP-70

**Budget priced Portable Phonograph**

Handsome 3-speed phonograph . . . 5" Alnico speaker . . . lightweight pick-up . . . permanent type sapphire needle for all speeds (45, 78, 33½ r.p.m.). Case lock corner wood frame; waterproof simulated leather covering; lucite handle. Weight 9 lbs. A.C. only. (12½" x 12¼" x 5")



Model DP-72

**Deluxe  
 Portable Phonograph**

Plays all records at all speeds (45, 78, 33½ r.p.m.), smaller than a portable typewriter (and lighter too), 5" Alnico speaker . . . separate tone and volume control: Case lock corner wood frame, waterproof simulated pigskin leather covering, padded and saddle-stitched . . . weight 9 lbs. A.C. only. (12½" x 12¼" x 5")



Model DP-47

**Frank Luther Children's Phonograph**

For the youth (very young) market . . . quiet, constant speed motor, 78 r.p.m. . . . 2 tube chassis with volume control . . . heavy duty Alnico speaker . . . cabinet formed of tough unbreakable steel, finished in four brilliant colors. Weight 4 lbs., A.C. only. (11" x 7" x 8½")

Also available as a 3-speed player, Model DP-49.

## NEW DECCA 45 RPM PHONOGRAPHS

Model P-903



**Model P-903 Portable Automatic Phonograph**—Record changer is an RP-190 with gold finished metal motor board . . . 4" x 6" electrodynamic speaker . . . plays twelve 45 r.p.m. records automatically. (7" x 11½" x 11½")

**Model P-904 Automatic Table Radio-Phonograph**—Silent sapphire pick-up . . . plays up to ten 45 r.p.m. records automatically . . . sensitive 5" x 7" electrodynamic speaker. (7¾" x 12" x 14")

Both instruments in handsome maroon plastic cabinets of pleasing functional design.



Model P-904

**DECCA  
 PHONOGRAPHS**

**ALSO AVAILABLE  
 (Not Illustrated)**

**Model P-901  
 Automatic Record Changer**  
 Plays up to 10 records automatically (45 r.p.m.).

**Model P-902  
 Automatic Table Phonograph**  
 Plays up to 10 records automatically (45 r.p.m.).

**GET IN TOUCH WITH YOUR DECCA BRANCH OR DISTRIBUTOR TODAY!**

# Since 1932 REGAL



## REGAL 16" MODEL 16T31

The peer of all 16-inch table models. Super-powered 30-tube chassis (plus picture tube) with Keyed Automatic Gain Control. Smart Mahogany veneer cabinet.

## Has Built the Best... Not the Most!



With each passing year the fame of Regal television trouble-free, brilliant performance grows with both dealer and consumer alike. Regal acceptance has been built without fanfare, high pressure salesmanship or exaggerated claims. But like all fine things, Regal television franchises are available only to a limited number of dealers who want to feature the best, not the most. If you are interested in ever increasing consumer acceptance, it will pay you to add your name to the distinguished list of authorized Regal dealers.

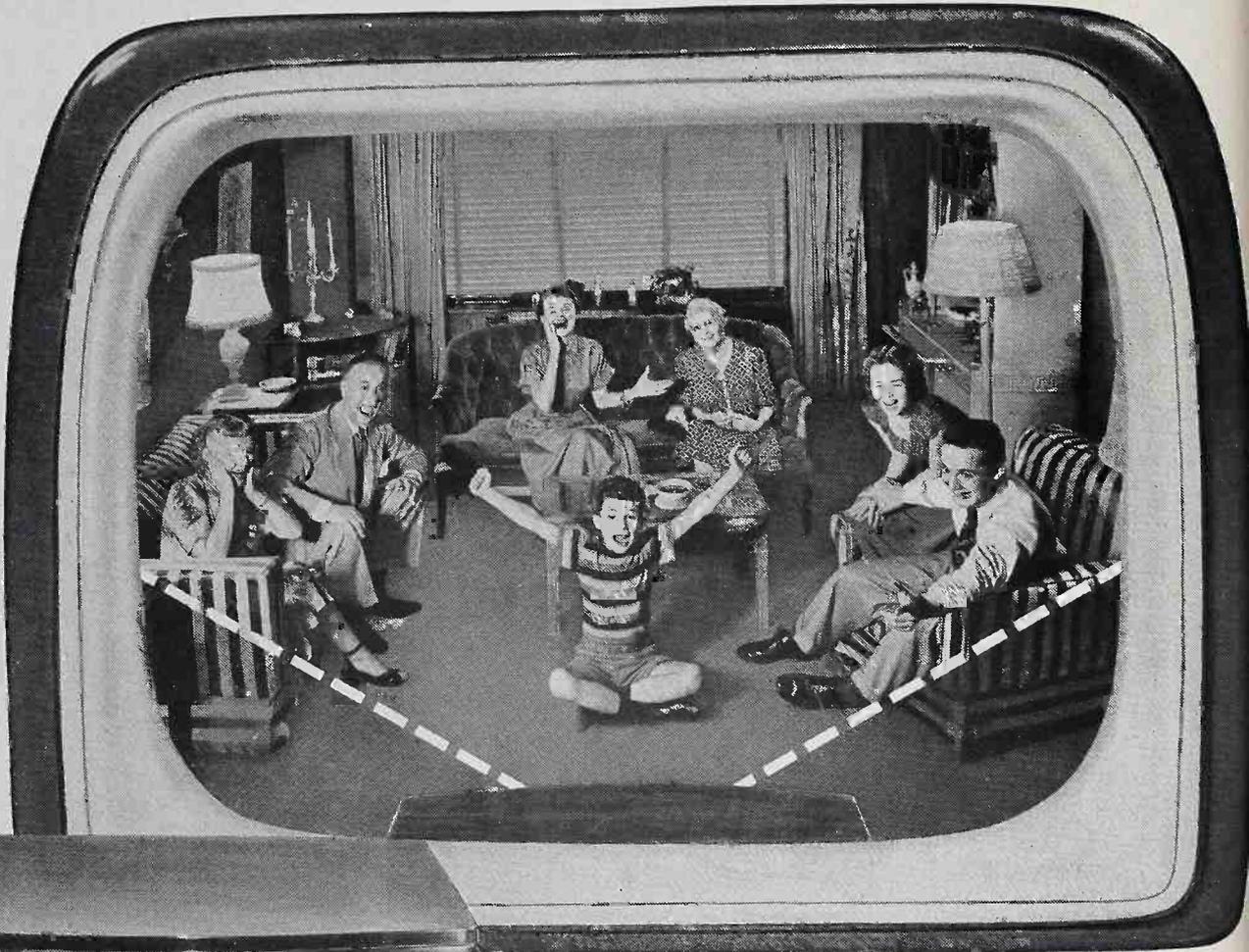
## REGAL 19" CONSOLE MODEL 2219

Another example of Regal leadership in value and performance. More tubes, more gain, more power for finer performance under all reception conditions. Smartly styled mahogany veneer console cabinet will win immediate acceptance as it will fit into any home decor.

See Your Regal Distributor or Wire, Phone or Write  
Direct to Factory for Full Dealer Information

REGAL ELECTRONICS CORP. ★ 603 W. 130th STREET, NEW YORK 27, N. Y.

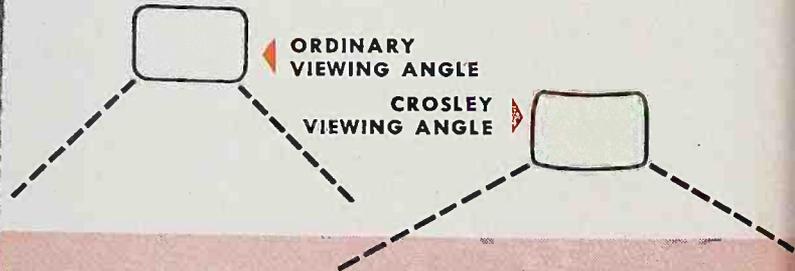
# CROSLLEY SETS THE PACE WITH THE



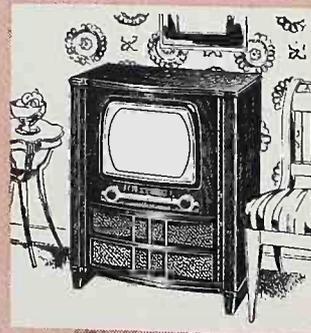
## HERE'S A REAL PACE-SETTER!

It's just one of the exciting new '51 Crosley models designed to offer the ultimate in today's Big Picture TV. It's beautiful . . . it's big—with a brilliant 19-inch picture tube and *plus* power to back it up. **MODEL 11-443 MU**

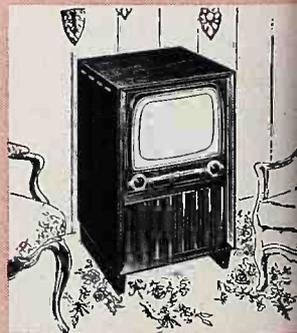
**Crosley for '51—clear, big pictures from a wider viewing angle.**



## THE PACE-SETTING



**16 INCH** A magnificent new Crosley TV Console, styled in Honduras mahogany veneer or blond wood. Handsome bow-front cabinet design with a big, clear 16-inch picture tube. Model 11-446



**16 INCH** A beautiful compact console designed to meet the demand for Big Picture TV at an attractive price. With a big rectangular 16-inch picture tube. Model 11-445

**NEW LOOK IN TELEVISION ...**

# Family Theatre Television

WITH

## FULL ROOM VISION

It's the TV line you can really demonstrate! Crosley's proscenium arch gives FULL ROOM VISION the *whole* family can enjoy. Your customers can see for themselves clearer, brighter pictures from a *wider viewing angle*! The new Crosley line for '51 is a completely new concept in Big Picture TV.

### Outside

- Exclusive Big Picture Family Theatre Screen\*
- Magnificently beautiful cabinets

### Inside

- New Big Picture Super-Powered Circuit
- Exclusive Big Picture Patented Built-in Dual Antenna
- Keyed-Automatic Gain Control to hold contrast constant

Inside and out, every Crosley TV set has been engineered to give clearer, brighter pictures—with the *plus* power your customers need for the finest in Big Picture TV.

*\*Patent Pending*

*Crosley's full '51 line includes 24 beautiful models—designed and priced for every purpose.*

Built-in Automatic Dual Antenna is patented ... and exclusive! It's a high and low channel antenna which actually gives you two antennas in one. No manual adjustment is ever necessary. We believe it the most efficient and sensitive built-in antenna on the market today.

For full details about the new Crosley 1951 TV line, write us for the name of your nearest Crosley Distributor:

Crosley Division  
Avco Manufacturing Corporation  
1329 Arlington Street  
Cincinnati 25, Ohio

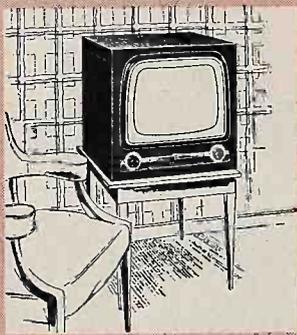


**1951  
CROSLEY  
TELEVISION  
WITH THE EXCLUSIVE  
FAMILY THEATRE SCREEN**

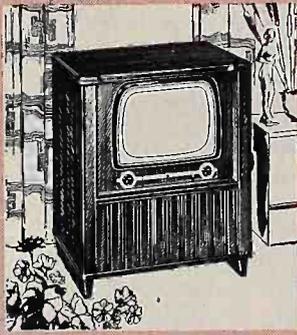
**IDEAS ARE COMING FROM CROSLEY !**



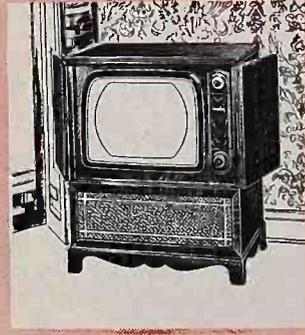
**17 INCH** An all-entertainment console with fine radio and three-speed player. Available in mahogany or blond wood. Brilliant 17-inch rectangular picture tube. Model 11-444



**17 INCH A** compact table model, available in striped mahogany veneer or blond wood. Brilliant reception on a big 17-inch rectangular picture tube. Model 11-442



**17 INCH A** beautifully designed open-faced console available in striped mahogany veneer or blond wood. Big Picture TV on a 17-inch rectangular picture tube. Model 11-453



**19 INCH** gorgeous period cabinet in mahogany veneer. Model 11-454. Modern cabinets in mahogany or blond woods with three-quarter doors. Models 11-458 and 11-483.

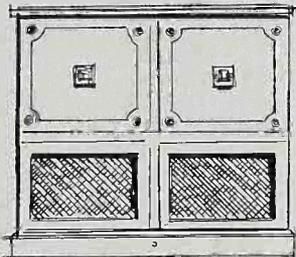
# Clear Close up!

NEW BIG PICTURE TV THAT'S CLEAR CLOSE UP BECAUSE OF ADMIRAL'S REVOLUTIONARY NEW "FILTERAY" TUBE



Now, Admiral . . . world's largest in TV combinations . . . hands you the key to high-volume big-ticket sales . . . a new 19" tube combination with glare-free, movie-clear pictures that are CLEAR CLOSE UP because of the revolutionary new Admiral "Filteray" tube. Opens up even the smallest home or apartment as a GIANT PICTURE TV prospect. Included in the one low price are Admiral's super-powered TV chassis; built-in directional Roto-Scope antenna; famous Triple Play Phonograph; long distance Dynamagic Radio; and a superb modern cabinet that is a furniture maker's masterpiece. Order now from your distributor!

NEW 1951



# Admiral

# 19" TV \$499.50

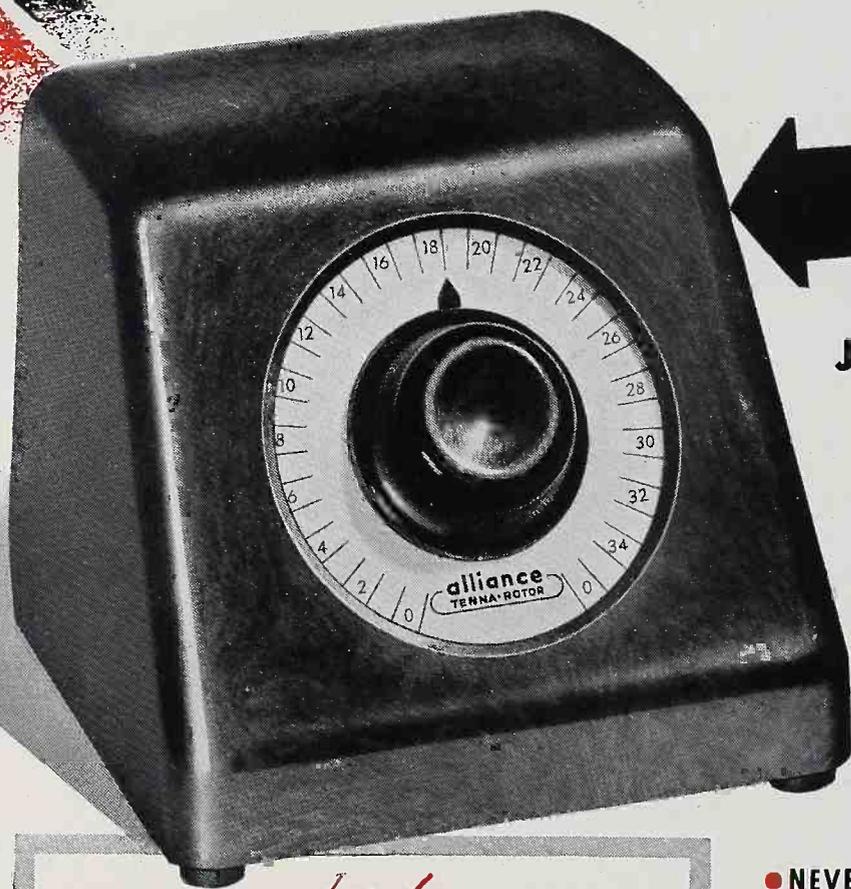
**ON TV** "Stop the Music," ABC-TV Network, Thursdays, 8 PM, EDT.  
"Lights Out," NBC-TV Network, Mondays, 9 PM, EDT.

Model 39X35—Walnut. Plus Tax—Mahogany slightly higher.  
Prices slightly higher south and west, subject to change without notice.

# NOW! A FULLY AUTOMATIC ANTENNA ROTATOR BY ALLIANCE

## The New **HIR**

with The Most Accurate Indicator On the Market!



### JUST SET THE POINTER AND FORGET IT!

● **AUTOMATIC** — the new deluxe model HIR Alliance Tenna-Rotor is fully automatic! The antenna turns to any setting on the dial and stops.

● **FASTER INSTALLATION** — the only rotator where no orientation of antenna is required. Has special "Zip" feature—4-conductor cable.

● **NEVER OUT-OF-DATE** — station selector dial is erasable. May be marked for present or new channels at any time by viewer.

● **MOVING MYSTIC LIGHT** — light moves along dial—shows position while antenna rotates. Pointer indicates antenna direction at all times!

*And remember!*

Only ALLIANCE delivers a national TV campaign to five million viewers around 60 stations.

- Has more than 250,000 users
- Comes with special "Zip" feature 4-conductor cable.

The famous Model DIR also available with handy—North—South—East—West indicator. Approved by Underwriters' Laboratories—guaranteed for one year!

**Alliance Manufacturing Co.**  
Alliance, Ohio

Export Department: 401 Broadway, New York, N. Y., U. S. A.

**alliance**  
**TENNA • ROTOR**

(TV ANTENNA ROTATOR)

# Capehart Announces →



**The CAPEHART "New Englander"** (Model 325F). Big 16-inch rectangular tube for "full-scale" picture. Capehart Symphonic-Tone. Authentic French Provincial design. Fashioned from cherry with fruitwood finish. Doors fold flush against sides.

## Only *Capehart* gives you all these unequalled Selling Points

**1 Capehart Picture.** Glare and fuzziness are eliminated. The Capehart picture is brighter, clearer, more distinct . . . with greater depth, detail, and contrast.

**2 Capehart Symphonic-Tone System.** The incomparable true-timbre tone is achieved through the world-famous Capehart Symphonic-Tone System . . . an exclusive Capehart feature for a generation!

**3 Capehart Master-Craft Cabinetry.** Exclusive cabinet engineering augments the fidelity of the tone system. Authentic stylings and luxurious finishes are in keeping with traditional concepts of the finest furniture.

**4 Capehart Synchro-sound.** Sound is completely synchro-

nized with the picture. A special circuit—exclusive with Capehart—assures clear, undistorted sound reproduction.

**5 Capehart Synchro-lock.** Pictures are automatically locked in the frame. Capehart's exclusive simplified tuning gives the best picture *instantly*.

**6 Capehart "Long-Distance" Reception.** Capehart's revolutionary new chassis gives outstanding performance in outlying areas where reception is normally unsatisfactory.

**7 Capehart Polatenna.** Specially designed built-in antenna provides excellent reception in most locations where an outdoor antenna is not permissible.

*a Revolutionary New Chassis...*

*The CX33*

*Brilliantly Engineered for Perfect Performance*

*Complete New Line... Brand New Designs*

*in a Wide Price Range!*

*the NEW and Incomparable*

**Capehart**

**INCOMPARABLE  
IN PICTURE... IN TONE  
IN CABINETRY!**

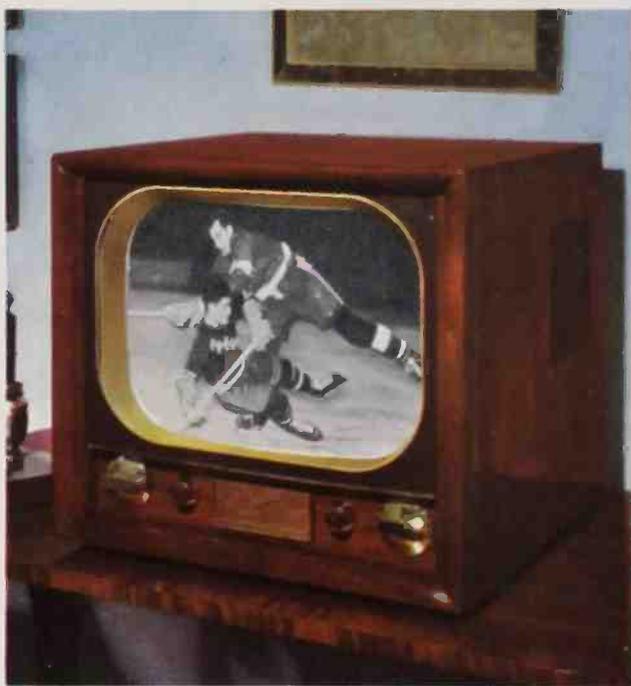
The television business moves fast—but Capehart moves faster!

Right now—not a year from now—Capehart offers a completely new line that jumps years ahead of competition.

Matchless performance, new, beautiful mastercraft-cabinets, a price range that overlooks nobody... a pre-selling advertising

sales campaign that brings customers right into your store.

For the most salable, service-free, fast-moving television sets available anywhere—look to the new Capehart!



The CAPEHART "Nantucket" (Model 321M). Big 16-inch rectangular tube. Famous Capehart Symphonic-Tone System. Handsome clear line, modern design. Mahogany finish.



**CAPEHART-FARNSWORTH CORPORATION, FORT WAYNE, INDIANA**

*An Associate of International Telephone and Telegraph Corporation*

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# Rauland Announces

## NEW "Tilted Offset" Gun



Rauland is happy to announce its newest advancement in Electron Gun design—the fifth Rauland development in a year to benefit both set makers and service men. Effective at once, Rauland is incorporating in all its picture tubes a new "Tilted Offset" Electron Gun which requires only a single ion trap magnet (although a double magnet can be used)—and bends the electron beam only once—and gives the sharpest possible beam focus.

At the same time, Rauland is incorporating in all electron guns the Indicator Ion Trap feature which has proved so popular since its introduction in the Rauland 12LP4A. This Indicator Ion Trap eliminates mirrors and guesswork—provides a posi-

tive means for correct ion trap magnet adjustment.

The same superior quality and performance that has characterized Rauland television picture tubes will be maintained in tubes embodying the new gun construction.

Superiority of the Rauland electron gun has been widely recognized throughout the industry. The reason is found in Rauland's greater precision in gun manufacture, standards being far within the tolerance limits usually allowed. By taking extra time and care to match parts accurately, Rauland is enabled to "balance out" minor variations in the size of parts during assembly, and thus hold critical tolerances to practically plus-or-minus zero.

### THE RAULAND CORPORATION



*Perfection Through Research*

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



# RADIO & TELEVISION RETAILING

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

H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

## Why We Need to Keep on Selling

In order to get a clear picture of what's happening in the TV market today, we need to look back at the pre-Korean situation.

Here's what was taking place then: Following a decline of sales of TV sets in May and June, business commenced picking up rapidly. Soon the TV receiver makers began to feel the pinch. Resistors, picture and receiving tubes, finished cabinets and other parts were in short supply (due chiefly to underestimating the demand). Numbers of receiver manufacturers were allocating their entire '50 output, having pre-sold production at showings of new lines. All of this had nothing to do with the trouble abroad, *which came as an added impact.*

On top of the vigorous market before mentioned, a wave of scare buying was caused by some distributors, dealers and consumers. Out of such situation has developed a market wherein the production of TV sets *which is still at normal level* will be gobbled up *earlier* than it would have been under ordinary conditions.

### Prevent Scare Buying

Scare buying should be discouraged by dealers (to their customers), by distributors (to their dealers), and by manufacturers (to their distributors). One way to help achieve this at all levels is to fully understand and fully explain the conditions existing in our industries today . . . and to be careful *not* to attribute any conditions to the war which are not due to that cause. So far, the Korean situation has not had any effect whatsoever on our industries except psychologically—the government has not made any purchases or placed any orders as a direct result of the Korean war which have had any effect on supplies or production in the radio-TV industry. Such shortages as we have experienced and will experience this year are due mostly to a general underestimation of the demand, and a productive inability to supply that demand. Scare buying will only accelerate price rises, controls and allocations, and make the situation worse than it need be.

### Voluntary Military Priorities

Since the industry, it is now revealed, will be called upon for military production only on a voluntary basis and to the extent of only 20 to 25% of plant capacities, civilian production will continue almost normal. Consumers will be able to buy 6,000,000 TV sets in '50—double what they bought last year, and double some widely forecast figures for '50 made late in 1949—and in addition, 10 to 12 million radios.

From the foregoing, it will be seen that dealers must keep selling. They must keep in mind that if things continue along present lines, and producers are able to lick shortages of tubes, parts, cabinets, etc., production may well catch up with demand before many months have passed. It is also possible that as time goes on the trend of TV price increases may build consumer resistance after the first flurry of excitement goes down and the price of living continues to go up. The dealer needs to *keep* his customers. He needs to keep on making money to help meet increased expenses and taxes. And he will be doing a real service to his country in these critical times if he distributes scarce merchandise fairly, and refuses to be stampeded.

# Look to **RCA VICTOR** profit-boosting

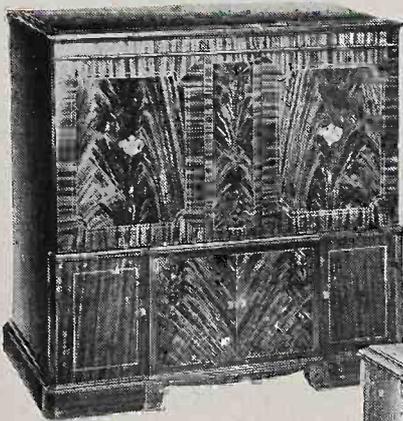
**Nine new RCA Victor combinations are making greater sales records!**

**The story's the same everywhere!**

More and still more people are demanding the new RCA Victor merchandise. It's a sensational increase in preference for the top preference brand . . . RCA Victor.

You know how simple it is for you to make the most of this demand. Your advertising campaign can make good use of those sales-tested newspaper mats and recorded radio commercials to bring customers to you. Your

prominent RCA Victor window and floor displays remind them you have the merchandise they want. Simple demonstrations clinch the sale. That's the low-cost, high-profit program that creates extra store traffic, moves your RCA Victor merchandise and generates extra sales of your other merchandise. Your RCA Victor distributor has a vast supply of tested and proved sales-making material for you. Get him to help you today!



**9T89—THE SEDGWICK**

19-inch Million Proof television. AM-FM radio and "45" in the roll-out unit. Another changer for 33 $\frac{1}{3}$  and 78 rpm records. And the richer, more lifelike tone of the Extended Tone Range. Here's the finest of them all!

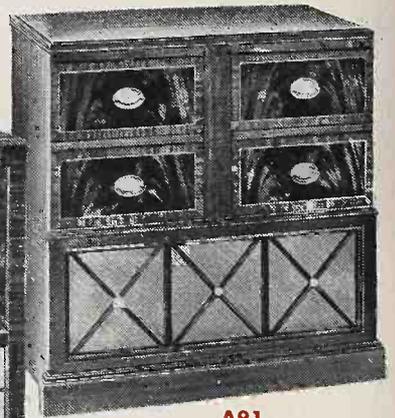
**6T86—THE RUTLAND**

16-inch Million Proof television plus AM-FM radio and "45" in the roll-out unit. Also another automatic changer for 33 $\frac{1}{3}$  and 78 rpm records. And, the richer, more lifelike tone of the Extended Tone Range.



**6T84—THE FAIRFAX**

16-inch Million Proof television plus AM radio and "45" in the roll-out unit. Also another automatic changer for 33 $\frac{1}{3}$  and 78 rpm records. It's RCA Victor's lowest priced 16-inch television console.

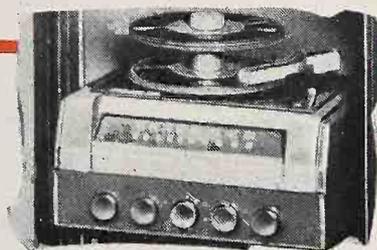


**A91**

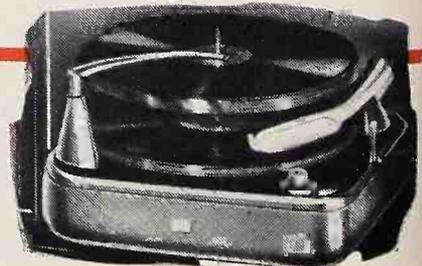
AM-FM radio and "45" in the roll-out unit. Another changer for 33 $\frac{1}{3}$  and 78 rpm records. And, the richer, more lifelike tone of the Extended Tone Range.



Check these  
easy-to-demonstrate  
RCA VICTOR features



**ROLL-OUT UNIT.** The radio and the popular "45" changer are now one. Show customers how smoothly the beautifully compact unit rolls in and out . . . how valuable space is saved . . . how radio and record enjoyment is increased.



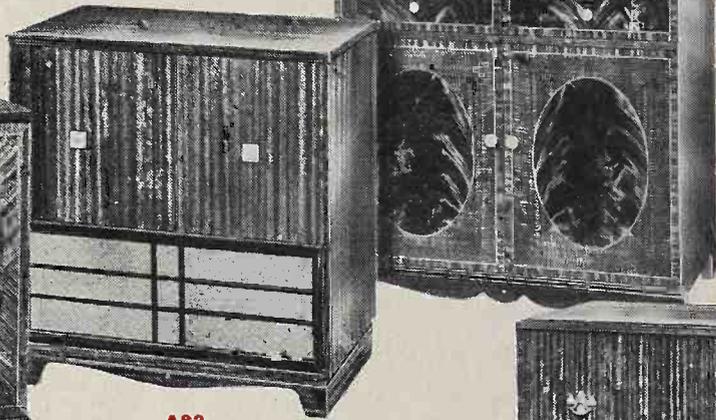
**SEPARATE 33 $\frac{1}{3}$ —78 rpm CHANGER.** The big feature here is simplicity again. Point out how the ball-bearing mounting rolls silently and smoothly. Explain how reduction of gears and gadgets means more positive, higher fidelity record playing.

# for your fastest selling combinations!



### A108

AM-FM radio and "45" in the roll-out unit. Another changer for 33 $\frac{1}{3}$  and 78 rpm records. And, the richer, more lifelike tone of the Extended Tone Range.



### A82

AM radio and "45" in the roll-out unit. Another changer for 33 $\frac{1}{3}$  and 78 rpm records. 12-inch speaker.

### 2T81

#### THE SOMERVILLE

12 $\frac{1}{2}$ -inch Million Proof television, AM radio and "45" in the roll-out unit. Also another changer for 33 $\frac{1}{3}$  and 78 rpm records. It's RCA Victor's lowest priced television combination.



### 45W9

AM-FM radio and "45" in the roll-out unit. Storage space for over four hundred "45" records. And the richer, more lifelike tone of the Extended Tone Range.

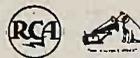


### 6T87—THE HARTFORD

6-inch Million Proof television, AM-FM radio and "45" in the roll-out unit. Another automatic changer for 33 $\frac{1}{3}$  and 78 rpm records. And, the richer, more lifelike tone of the Extended Tone Range.

# RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



ONLY RCA VICTOR MAKES THE VICTROLA

Victrola—T. M. Reg. U. S. Pat. Off.

WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION



### THE "GOLDEN THROAT"

One of the most famous sound systems in radio today. Explain that the exclusive RCA Victor "Golden Throat," an exacting balance of all the high-quality parts, makes the sound so lifelike. Then let customers listen.



### CABINETS

Point out the fine finish: the selected and matched grain patterns; the sturdy, beautiful hardware. The choice of finishes. Here's fine furniture your customers will appreciate.

### EXTENDED TONE RANGE

Another forward stride in sound reproduction. Demonstrate how this new technique makes even the "Golden Throat" sound richer and more lifelike. It's real concert-hall tone.

### AND WHEN THE COMBINATION HAS TELEVISION

Snap the switch and let the customers watch clear, steady Million Proof television. Remind them that only RCA Victor television is proven in over a million homes.

### SUM IT ALL UP

by reminding customers that RCA Victor has a history of highest quality merchandise and leadership. Tell them how you and many of their neighbors prefer RCA Victor. And, you've made still another sale.

In This Tense Market . . .

# The Customers You Keep Are



## Building Repeat Business Is Profitable. Avoid Pitfalls That May

### Gum Up Your Public Relations Job in Returning Seller's Market

• Once again, so far as many products are concerned, merchants find themselves in the midst of a seller's market. And once again, those dealers who do a poor public relations job will lose many good customers.

In the present market many pitfalls exist, particularly for the new salesman. Because sales of some items will come easy as rolling off a log, many salesmen will stop selling anything except those push-over items. Needless to say, such tactics will result in losing customers who *must be sold*, and in accumulating over-large inventories of products that still *must be sold*.

Though some merchandise is short, there's still plenty to sell, and more on the way. Every dealer needs all the customers he can get, and he needs to keep them, and the best way to accomplish this is through avoiding the common mistakes many make in a seller's market.

The present situation calls for courtesy, tact, ingenuity and fair-play on the part of all salesmen. A friendly, helpful attitude makes friends, and helps make more money which the dealer will need in order to meet extra expenses, including taxes.

#### Some Timely Sales Don'ts:

Don't let your customers feel that you're doing them a favor in selling them certain scarce products. Continue to make them feel that they are doing *you a favor* . . . that you value their patronage.

Don't let your salesmen revive that old "there's-a-war-going-on" cry. This helps to stimulate scare-buying.

Don't offer substitutes on a "you're-lucky-to-get-anything-basis." Use convincing sales presentations. Honest effort and sincerity will keep customers happy, and keep them on your active list.

Don't fail to make after-sales calls, no matter how busy you are. One way to lose a customer is to lose interest in the purchaser after the sale has been made.

Don't urge customers to buy now on the premise that all prices are going to go up. Sell the product itself; not the price. Don't brush off complaints about recently increased prices. Explain in detail how such increases came about. Guard good-will by handling the price situation courteously and intelligently.

Don't beat down the worth of your lower-priced items in selling up. The dealer shouldn't handle any products he considers to be junk.

Don't suggest that the customer go and buy the competitive make he has so much to say about. Many salesmen use this technique, and many customers follow the advice.

#### Some Timely Business Don'ts:

Don't permit sloppy bookkeeping which results in sending out incorrect bills.

Don't delay paying promised commissions to users who've helped you make sales.

Don't let your salespeople hunt all over the place to find the price of an item. Have each product marked.

Don't make *overboard* concessions in favor of customer in disputes over size of bill. If you knock off large sums, the customer will feel that you were deliberately trying to rook him. If you're right, stick to your guns, but handle the situation diplomatically. The "settle for



# the Customers Who Count!

## Now Is the Time for All Good Salesmen - -

To discourage scare-buying by consumers

To refuse to use the "There's-a-war-going-on" theme

To give equal sales effort to all products—not favoring  
the fastest-moving ones

To handle the present price-increase situation  
courteously and intelligently



Courteous, painstaking salesmanship will do much to prevent scare-buying by consumers.

anything" technique should be applied only to deadbeats.

Don't refuse to arbitrate bills over which questions exist.

Don't keep customers waiting long to find out how much they owe you. Some of them may walk out, never to return or even to pay you.

Don't let bills for service go out for larger amounts than originally estimated. Keep record of estimates made.

Don't fail to get all credit information on time-payment contracts. This will eliminate the necessity for calling on customers again and possibly jeopardizing the sale.

Don't hesitate to give customer exact amount of finance charge.

### Service Department Don'ts:

Don't use the present situation abroad as an excuse for delays in answering repair calls.

Don't fail to make every endeavor to keep service appointments. When the woman of the house stays home all day waiting for the serviceman, and he fails to show up, she burns up, and is certainly justified in doing so.

Don't scoff at customer-diagnoses of trouble. First, customers resent such tactics as an affront to their intelligence. Second, they're often right, and you can save money by getting at the seat of the trouble in a hurry.

Don't permit servicemen to accuse customers of having tried to fix a broken product themselves. This frequently encountered antagonistic attitude gets the firm nowhere. If a repair job is accepted, it should be accepted with good grace or not at all.

Don't let servicemen tell customers that they may have to wait a long time for parts because of the trouble in Korea. Such statements just serve to break down public morale and encourage panic-buying.

Don't continue to employ men who complain about the boss behind his back. This practice makes customers lose con-

fidence in the firm and in the servicemen.

Don't countenance crepe-hanging descriptions of trouble in sets or in appliances. Keep customers happy by assuring them that the product will be put in first class shape. Don't discourage them with such terms as "all worn out", "junk", etc.

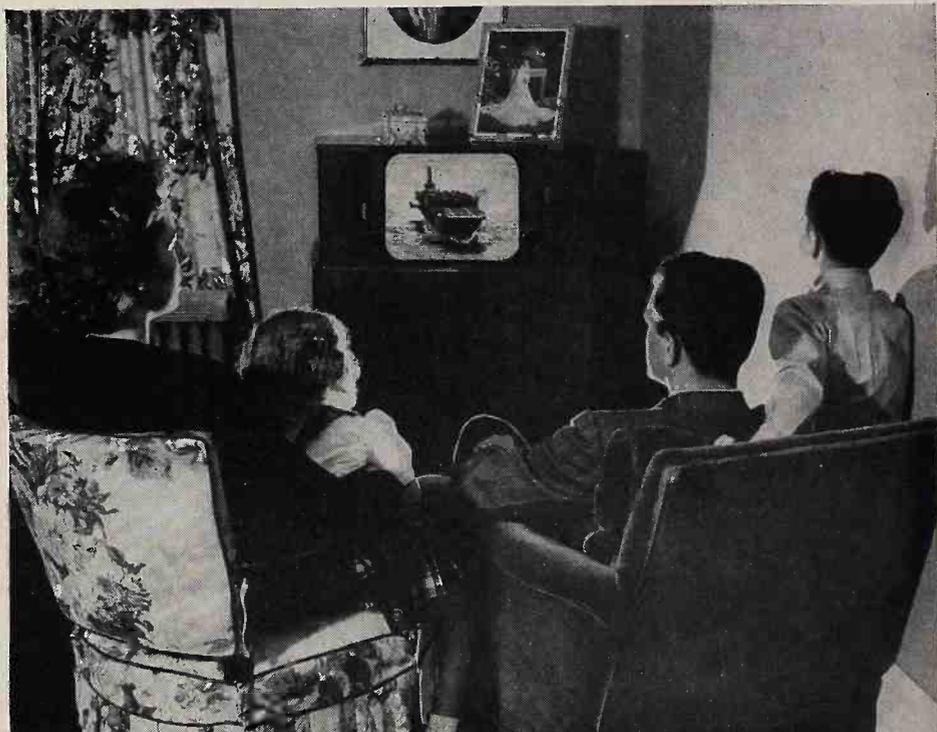
Don't contradict customers with flat statements to the effect that "there's nothing wrong" with a product. Often there is, as witness intermittents in radio sets, sticking valves in refrigerators, sticking thermostats in irons, etc.

There are some trying times ahead for both dealer and consumer, and the former must operate carefully in this tense market in order to retain his customers. It is important to realize that while we hear a great deal about short-

ages in this and shortages in that, we have a tremendous production capacity, and that, in addition, there are large inventories of many products sold by dealers in this field. The diversified dealer needs to devote equal attention to *all his products*, and to spend less time worrying about trying to get his hands on the ones presently scarce. In this way, he can keep income rolling in steadily.

The dealer who keeps on selling in what can well be described as a rejuvenated seller's market, will keep customers coming in. If the situation remains as is, it is quite likely that products now scarce will be in good supply several months hence. The necessity for employing good salesmanship is as great today as it ever was—and ever will be.

The dealer who sells on the level, makes after-sale calls and renders efficient and courteous service has many friends in the homes in his community. When the members of the family enjoy the products they've bought from such a merchant they have him in mind when they need anything else.



# ACTION in

Your Customers Are Returning to in-Home Living.

• The biggest vacation season the country has ever experienced is almost at an end, and with the approach of Fall, millions of householders are settling down to resume living in the home. Important to the dealer, such folk are now ready to *think* more and more about their homes, and their needs in the home.

As the number of shoppers on the business streets of our towns and cities increases, the need for better window displays, and timely ones, becomes more apparent. From here until Thanksgiving Day (the jumping-off place for the dealer's Christmas activity program), a number of themes suggest themselves. First, there's Columbus Day, October 12, a legal holiday in many states. Displays using the discovery of America angle can be set up about a week ahead of October 12, and left in the show window until the following day. All sorts of ideas suggest themselves.

Those merchants who have revolving display stands can build a "world" around whose outside edge three small ships, simulating the Columbus fleet are "sailing." One way to build such display is to set up the revolving unit in a horizontal position, employing two discs made of plywood. The outside disc facing the viewer, remains stationary, the inside hidden disc, fastened to the rotating part of the display unit has the three boats attached to its rim. These boats are visible, the rim is not. A map of North America can be painted on the face of the stationary disc. Radios, TV sets, appliances, phono records, etc., can be grouped around the "world."

Numbers of dealers encourage local organizations to use all or part of show windows for exhibitions of various kinds. Since such practice helps iden-

tify the dealer with civic activities, it is certainly a worthwhile undertaking, but it should never be "commercialized" to the extent of directly tying in displays of products sold in the store with the exhibits. Displays the dealer *sets up himself*, however, can be angled commercial-wise, provided such tie-ins with local activities are not on the hungry side.

National Girl Scout Week will be celebrated October 29 to November 4. Many dealers will have Girl Scout displays in store windows during this period. Some will donate space to local Girl Scout groups who will arrange attraction-getting exhibits. Other retailers will arrange their own displays in honor of the occasion. The dealer will lose nothing in such unselfish use of his store facilities.

## SHOW-WINDOW DATES

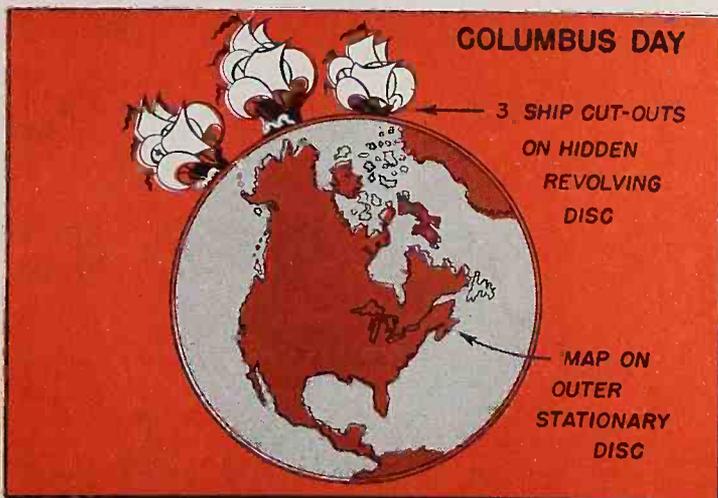
Oct. 12	Columbus Day (Read suggestions in this article.)
Oct. 29.—Nov. 4	National Girl Scout Week. Theme for an "institutional" display.
Oct. 31	Hallowe'en. Get that spooky flavor in your show-windows, or stage an "art" contest among the small fry.
Nov. 7	Election Day. Make 'em vote for your service—your products.
Nov. 11	Armistice Day. Calls for dignified handling—no commercialization.
Nov. 23	Thanksgiving Day. Tie in this holiday with products designed to make work in the home easier—more pleasurable.

Hallowe'en, coming the last of October, provides numerous themes for displays to stop the passerby, and get him to take a look at the merchandise in your show-window.

A "witch", rocking in a chair, is one easily made gimmick that will bring crowds of curious folk to the show-window. Here's how to set up the "Rocking Witch" exhibit: Stuff a black dress with almost any sort of light material. Fasten a pair of shoes to the lower rung of the chair, hiding tops of the shoes with the hem of the skirt. Secure the witch's "body" to the chair with strong black thread. Stuff a pair of white gloves to serve as clasped hands in the figure's lap. A stuffed salt bag can serve as a head, a cheap wig as hair. A witch mask is the face. An old-fashioned black hat perched on top

This easily-made display will stop the passerby. Set it up a week before October 12. Leave in until October 13.

The rocking witch can be made with a minimum of work, and it is bound to attract attention to your show-windows.



# Autumn Show-Windows

## Use Displays to Get Them Back in the Buying Groove

of the witch's head sets off this fantastic and appropriate figure. The rocking chair should be fastened to the show-window floor or to a platform to prevent "walking." This can be done by drilling a hole in each rocker, about midway, and inserting a pin, which should be smaller than the hole in order to allow some play. The next step is to fasten a light spring from the bottom of the tip of the rear end of the rocker to the floor to obtain recovery of position. Motion is achieved through the use of air from an electric fan blowing against the back of the chair, and, of course, hidden from view. Cardboard, or some such material should be used behind the figure so that the stream of air will strike against it.

The "Rocking Witch" display may sound like quite a complicated undertaking, but it is actually simple to make, and with the use of some other props, such as a broom, a cut-out black cat, and a jack-o'-lantern, it is bound to pull like a magnet.

In certain localities there is a trend toward encouraging youngsters to paint scenes on store show-windows, and in some towns prizes have been offered for the best jobs. Special paint for use on glass is available in art stores, or ordinary water colors, mixed with soap, may be used. The idea of turning over the show-windows to the young fry on Hallowe'en for orderly decoration was brought about by the very havoc formerly wrought by pranksters armed with chalk and other coloring materials who used to play hob with the storefronts in many an American town and city. Now, in a number of localities, merchants have capitalized upon what was once a headache to them, and have turned it into a mutual benefit propo-

In some communities, dealers offer prizes for hallowe'en "art" work done on windows by the small fry. This is a good interest-puller.



HALLOWEEN



A table "groaning" with good things to eat helps set off those major appliances and electric housewares.

sition. The enterprising dealer can give some thought to the plan of providing a section of his window to the local "artists," and offering a prize as well. Announcements about the plan may get free space in the local newspapers.

The Election Day theme is another good one to use. Where ordinances do not prohibit use of outdoor sound, the dealer can employ his public address system to tell the passerby, for instance, "the people of hometown vote for" a certain make TV set or a certain appliance. Or cards, lettered "The People's Choice—the Bright-Eye Television Set", or "Vote for Hometown's

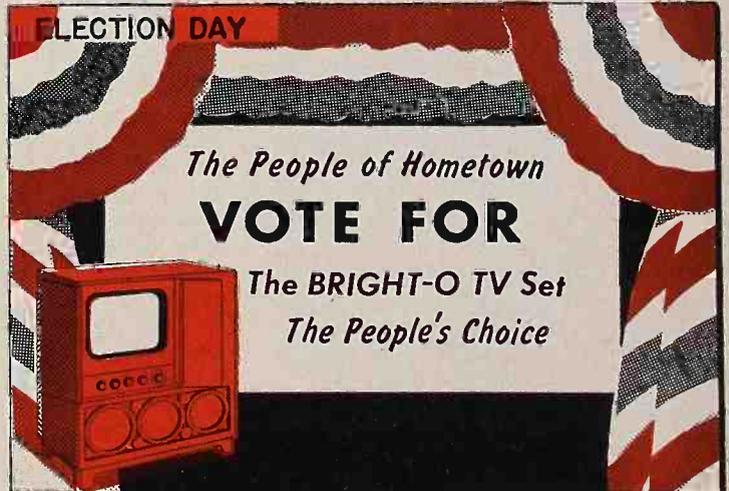
Favorite Public Servant—the Icy Refrigerator", or some such message, can be prominently displayed in show-windows.

Dealers in TV areas can attract store visitors by arranging video shows featuring election returns. PA systems can also be used for the same purpose. If you plan to feature election results, be sure to publicize such news well in advance of Election Day, November 7th.

Thanksgiving windows should be set up about a week before November 23. On this occasion, the familiar black and orange color scheme can be used, and there are many novel ideas that sug-

(Continued on page 66)

In addition to using his PA system to bring in Election Day results, the merchant can set up some window displays to tie in with the event.



ELECTION DAY

The People of Hometown

VOTE FOR

The BRIGHT-O TV Set

The People's Choice

# There's Money in

**Help the Public Decide**

• Now that all the major record companies, and many of the smaller ones, too, are making records in all three speeds and sizes, the disc situation is simplified rather than complicated. The reason for this is that we can forget the word "speed."

"Speed" is not important because the difference between the records is not determined by speed alone. Actually, what we have is the slow speed, microgroove records on the one hand, and the old speed shellac records on the other. Without even discussing the relative merits of the two new speeds, 45 and 33, they can be collectively compared with 78. The first obvious advantage is that the slow speed microgroove records afford a great saving of space. This characteristic of more recorded time per inch of surface is not solely due to the speed, but the speed in combination with the microgroove technique. We have had 33 $\frac{1}{3}$  RPM records for years (used mostly in broadcast transcriptions) and there was an unsuccessful attempt to market those records to the consumer as far back as 1932. But those records had no more grooves per inch, nor no more improved recording quality than the 78's which were being made at the same time.

When the new types of records came on the market, however, they had an entirely different recording technique than what had previously been used; in addition they were smaller (for an equivalent amount of recording time) and more compact than 78's (for easier storage and handling), they were unbreakable, had less needle noise, and higher fidelity tone. These qualities apply to both 45 and 33. They are qualities which, first of all, attracted consumer interest; second, gave the dealer some selling points (previously all he had was the tune and the artist to sell); and third, they tended to make the conventional 78 RPM record obsolete.

## **Sell Instruments Too**

These facts are so compelling that they will inevitably mean the disappearance of the first of the three speeds, the old 78. And in specific markets and stores where the dealer has pushed these microgroove records and their sales features, this transition is already taking place. It is simply a question of time, and the dealers all over the country can accelerate the process by actively promoting microgroove records. By selling more of the slow speed, fine groove discs, they will be, in effect, helping the consumer to make up his mind.

Of course, in order to make this tran-

sition complete, it will also be necessary, in many cases, to sell record playing equipment (or to sell up to combinations) which can accommodate the new records. But this is simply an opportunity for the record dealer who also sells instruments to make additional sales.

## **Sales Features**

Whether it will be 33 or 45 or both in the future is, of course, up to the customer. The special features of these two are as follows: the 45 features a special record playing system which is said to be simpler, more efficient, and more trouble-free. In addition, having been designed for and aimed at the "pop" market which accounts for most record sales, and which features the 3-minute selection, these tiny discs lend themselves well to this type of music.

On the other hand, the 33 was introduced for and aimed at the long classical selection. The LP has two powerful sales features to capture this business, and has succeeded very well as a result: first, an entire album is presented on a single disc (easy to store, easy to handle) on which the music is presented with only those interruptions intended by the composer; and second, the recorded time offered on these records (around 40 minutes, and in some cases more) is sold at a considerably lower price than the same amount of music was formerly in a 78 RPM shellac album.

However, it is not up to us, nor to our readers to decide this question, or even to prognosticate. Records are merchandise made for consumers, and like all other merchandise, will be purchased by the public according to their tastes. The record dealer can only present the records to the public, and help them decide by giving the benefit of his special knowledge and experience in his trade.

If the dealer is convinced of the superior sales features of microgroove records (of whichever type), he will sell more of them than the old style. And the more records of the new types he manages to get into the hands of the public, the sooner they will be able to decide which they prefer . . . and the sooner this occurs, the sooner the dealer can reduce his stock from 3 speeds to 2, and possibly even eventually to 1. We believe that all dealers will wish to hasten this day.

How can the dealer sell more microgroove records? First, by promoting the superior features of these records at every opportunity, and second, by pushing the sale of players, combinations, and conversions so that the customer

# Microgrooves!

## Which Type Record They Prefer

can take advantage of these records.

The new discs should be suggested at the point of sale; should be displayed on the counters and other in-store displays, as well as in record booths; should be featured in windows, in advertisements, direct-mail pieces, radio programs and spot announcements.

In this promotional campaign (which should be continuous, not just a shot in the dark), all features of the records should be emphasized: their size, storage and handling capabilities, resistance to breakage, wider tonal range and broader dynamic range, and price advantage (where possible). Along with these features, the records themselves should be shown (physically or in pictures) so that the customer will come to associate the facts with the physical appearance of the record. It should also be made clear how many of the record companies are making both 45's and 33's—including all the majors. This not only tells the consumer that these speeds have the stamp of approval of the manufacturers themselves, but also that all these labels (and, naturally, their associated artists) are therefore available. It is also a good idea to tie the promotion in with specific titles and artists so that the customer will therefore realize that he can get anything he wishes. Another effective technique is to take an album length number and present or display it in all three speeds so that the customer can compare the size and the price.

### Selling Aids

In the promotion of the instruments, more can be said than merely that they will play all three. It should also be emphasized that they are simple to operate (early ones required many adjustments); that they are kind to the records (most units now use a low-pressure pickup on all types of records), and that they reproduce sound more faithfully than ever before.

In promoting the sale of records and record-playing equipment, full advantage should be taken of all sales aids, literature, displays, and coop advertising available from manufacturers and distributors. This is not only an economically sound idea, but also saves the dealer a lot of trouble, furnishes him with many ideas he might not have otherwise thought of, and often makes possible a better promotion campaign than the dealer himself could afford.

In addition, distributors and manufacturers will usually cooperate and assist in dealer promotions involving the personal appearance of recording artists in

the store where desired, and other special promotional stunts of this type.

It goes without saying that the sales people should know the complete story on microgroove records: what they are, what the differences are, and the advantages; who makes what speeds and sizes, and what artists are associated with these makers; are all releases of these firms on all speeds, or just selected hits; and, most important, do you have them in stock and/or can you obtain them. Store personnel should be acquainted with the titles on new stock as it comes in, so as to know what is actually in the store, as opposed to what appears on the release sheets. All these facts contribute to the making of a well-informed record salesman or woman, and to increased record sales.

Just as a doctor, or an automobile mechanic knows all about the techniques, products and developments in his trade, and is looked upon as an expert by the layman, so should a record dealer be an expert in all that pertains to his trade, and be so recognized by his customers.

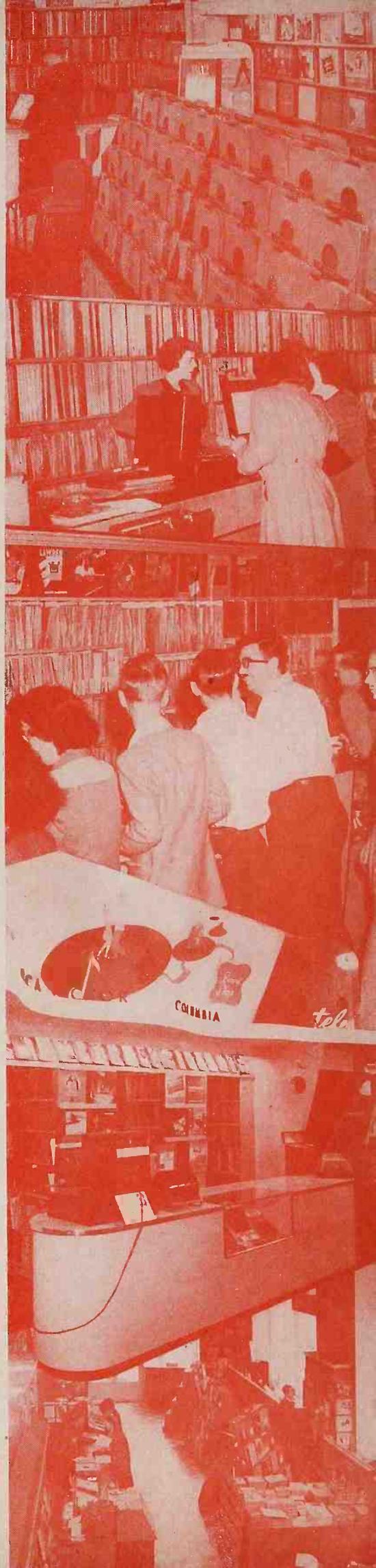
The record dealer who fills the bill in this respect will be respected by his customers, and looked to for advice—which advice will often result in increased or additional sales.

A final suggestion, perhaps elementary but still important, is that the record stock should be so arranged that discs are easily located, and provision should be made to indicate when a number has been sold out, and when and if re-ordered. Stock poorly arranged and poorly maintained will give the customer the impression that the salesperson doesn't know where to look. A well-arranged stock will, on the other hand, create a good impression of an efficient salesman.

Not only will an active program of the sort outlined here sell more microgroove records, it will sell *more records*, meaning more business, and more profits to you.

### Columbia Into 45's

Following one month after its announcement at the Music Show that "as soon as we or our dealers feel that any appreciable Columbia pop business is being lost by our not having 45, we will make pop hits on 45," Columbia Records announced that it will test 45 RPM records in a few key markets. A favorable reaction to these tests would, of course, mean that Columbia will put both feet into the 45 pop field. With this announcement, all the major record companies are now pressing all three speeds.



# Fall Market Merchandise

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.

## Zenith RADIOS

Three new radios added to the line include: the Zephyr, AC-DC table model, available in maroon or ebony plastic for \$34.95, in white plastic for \$36.95; radio-phono table sets Super-Medallion, \$49.95; Super-Triumph, \$59.95; Carleton, \$99.95; and the Beacon Hill, \$119.95; radio-phono console combos, Mayflower, \$199.95; Beverly Hills, \$299.95; Tudor, \$279.95; and Classic, \$329.95. All combos feature FM and AM and the variable speed changer. Zenith Radio Corp., 6001 W. Dickens Av., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

## Ampro TAPE RECORDER

Recording 2 full hours on a 7" dual track tape, tone control for the play back and an instant stop switch are the features of this new tape recorder. Called the model 731, the unit weighs 17 pounds. List price is \$109.50. Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

## Tele-tone TV SETS

The new line includes two table model sets, TV322, a 14-inch rectangular set in plastic cabinet, at \$149.95; and TV324, a 16-inch rectangular set in mahogany cab-



inet, at \$199.95. Another new model is the TV334, a 20-inch rectangular 6-way combination, shown here, in mahogany. List price is \$599.95. Tele-tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

## Arvin RADIO

A new table radio is the "Hopalong Cassidy" radio. Ornately designed in Hopalong Cassidy style, the set lists for \$16.95. Uses an AC-DC superhet circuit. Arvin Industries, Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

## Standard CABINET

The latest cabinet announced is for a 3-way combo. It features inlaid leather doors, available in mahogany, walnut, or blond. Designed for 16 or 19-inch tubes. Doors open flush to sides. Standard Wood Products Corp., 43-02 38th St., Long Island City 4, N. Y.—RADIO & TELEVISION RETAILING.

## RCA RADIOS

Four new radio-phono consoles have been added to the line. They are the model 45-W-9, an AM, FM, 45 rpm set in traditional cabinet with full doors. List price is \$179.95. Available in mahogany or walnut. Lined oak is \$189.95. Model A-82, an all-speed unit in contemporary cabinet with half doors. List is \$199.95 in mahogany or walnut, \$209.95 in lined oak. Model A-91, AM, FM, 3-speed set in traditional cabinet with half doors, \$239.95 in mahogany or walnut, \$249.95 in lined oak. Model A-108, AM, FM, 3-speed set in regency cabinet with full doors, \$269.95 in mahogany or walnut, \$285 in lined oak. Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—RADIO & TELEVISION RETAILING.

## Motorola TV LINE

The 1951 TV line includes these 29 models: 14T3, walnut plastic table model, \$169.95; 14K1, mahogany open faced console, \$239.95; 14K1B, same in lined oak, \$249.95; 17T3, walnut plastic table set, \$199.95; 17T1, mahogany table set, \$239.95; 17T1B, same in lined oak, \$249.95; 17T2, mahogany table set, \$239.95; same in lined oak, \$249.95; 17K4, mahogany console, \$249.95; 17K1, same, \$269.95; 17K1B, lined oak console, \$279.95; 17K2, mahogany 1/2-door console, \$289.95; 17K2B, same in lined oak, \$299.95; 17K3, mahogany full door console, \$329.95; 17K3B, same in lined oak, \$349.95; 17F5, mahogany combo, \$399.95; 17F5B, same in lined oak, \$419.95; 17F1, mahogany combo shown here, \$419.95; same in lined oak, the 17F1B, \$439.95; 17F2, walnut combo,



\$449.95; 17F3B, same in lined oak, \$469.95; 17F4, mahogany period combo, \$469.95. Nineteen inch consoles include: 19K2, mahogany set, \$339.95; 19K2B, same in lined oak, \$359.95; 19K3, mahogany 1/2-door model, \$379.95; 19K4, mahogany full door model, \$399.95; 19K4B, same in lined oak, \$419.95. The two twenty inch models in the line are the 20F1, mahogany combo, \$575; and the 20F1B, same in lined oak, \$600. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

## Hoffman TV LINE

The new line includes two 14-inch table models, 630 (blond) and 631 (mahogany); two 16-inch table models, 832 (blond) and 633 (mahogany); three 16-inch consoles, 866 (blond), 867 (mahogany) and 868 (maple); three other 16-inch consoles, 876 (blond), 877 (mahogany) and 878 (maple); two 14-inch consoles, 870 (blond) and 871 (mahog-



any); three 19-inch consoles, 890 (blond), 891 (mahogany) and 892, shown here (maple); three 16-inch combos, 950 (blond), 951 (mahogany) and 952 (maple); and three 19-inch combos, 960 (blond), 961 (mahogany) and 962 (maple). Hoffman Radio Corp., 3761 S. Hill St., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

## Highland PHONOS

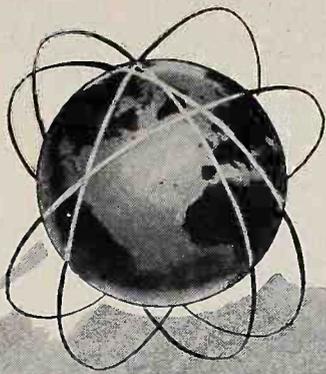
Eight phonograph models are offered. They include two "Mellotone" acoustic children's models, the 103, table top model, and the 200, portable; two other table top models, the 101, acoustic model, and the 120, electronic; two children's console models, the 320, electronic model, and the 303, acoustic model; and two electronic portables, the models 400 and 220. Highland Manufacturing Co., 1026 Kenner St., Cincinnati 14, Ohio.—RADIO & TELEVISION RETAILING.

## Radareed ORGANS

Three all-electronic pipe organs are offered. The Cathedral model comprises three complete sound systems, the two smaller models, the 2MA and the 3MA, each have one. Tone units may be added to models at any time, and need not be placed in any special position or place. Designed for use where space is at a premium. Radareed Organ Co., Box 942 Joliet, Ill.—RADIO & TELEVISION RETAILING.

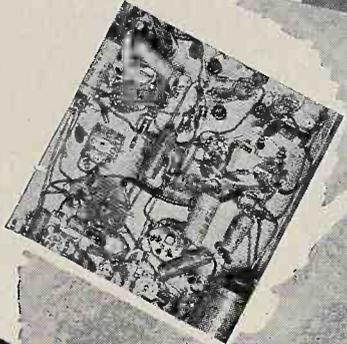
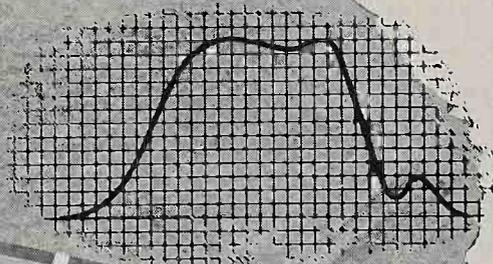
## Philco RADIOS

Three new auto radios have been announced: model 501, \$39.95; model 503, with separate control panel, \$54.95; and model 505, with electric push-button tuning, \$69.95. Philco Corp., C & Tioga Sts., Phila. 34, Pa.—RADIO & TELEVISION RETAILING.

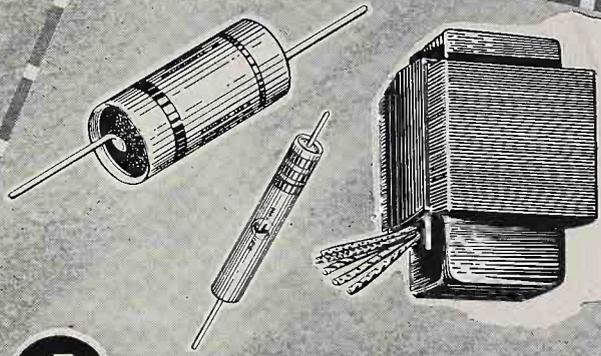


**1** built by the makers of electronic equipment respected throughout the world.

**2** not 3.2 . . . not 3.5 . . . not 3.7 . . . but a full 4.0 mcs. video bandwidth.



**3** clean-as-a-whistle wiring.



**4** the best components available in the industry.

**4**

*good reasons why* **NATIONAL TELEVISION**  
*performs while others claim!*



Table model with 16" rectangular, dark-screen tube; built-in Tele-Vane antenna.  
**\$249.95**



Console with 16" rectangular, dark-screen tube; built-in Tele-Vane antenna.  
**\$289.95**

# Phono Record News

COLUMBIA RECORDS has announced the signing of Jo Stafford to an exclusive five year contract, going into effect December, 1950. In addition to her success on records, Miss Stafford is also a radio star, being currently heard over CBS on "Club 15" and "Carnation Contended Hour." By signing this contract, Miss Stafford joins other great names in the recording industry who have switched to Columbia during the past year. Among them, in the

popular field, are Benny Goodman, Mitch Miller, Paul Weston and Sammy Kaye.

RCA VICTOR'S fourth Long Play catalog has been released, containing 33 titles on 25 discs. With this release, the company's Long Play catalog, inaugurated last March and increased by 50 records in April and May, will total 110 discs, containing 143 works.

RCA Victor has signed 20-year old Dick Contino to an exclusive recording

contract. The youthful wizard of the accordion got his start on the NBC "Youth Opportunity Program" sponsored by Philip Morris.

The WAGNER-NICHOLS Co. of New York, manufacturers of recording equipment, have announced a new project to record outstanding books on discs. Utilizing a new recording process, the "talking books" will be made available on small, light-weight plastic discs at 16 RPM. The first book will be the Bible. an 18-hour recording, which will be contained on 9 of these slow-speed discs. and will retail at \$19.98. It is reported that the talking book venture may be jointly undertaken by Wagner-Nichols and ZENITH Radio Corp., due to the fact that the Zenith "Cobramatic" changer will play 16 RPM as well as 78, 45 and 33.

DECCA RECORDS has announced its entry into the field of serious music with the release of the Decca Gold Label Series. In addition to recordings made in America, the Decca Gold Label Series will draw on the masters of catalogs from all over the world. The first release of this new series is set for September 5

only **Walco** **G-I\* PLAN**  
\* Controlled Inventory

**Walco REPLACEMENT NEEDLES MASTER CONTROL INDEX**

**CONTROLS NEEDLE STOCKS**



**Gives you COMPLETE Visual-file information about all PHONOGRAPHS! CARTRIDGES! NEEDLES!**

A positive **MUST** for all DEALERS and SERVICEMEN!  
 for DATA AVAILABLE NOWHERE ELSE!

Complete cross index of all phonographs, by year and model numbers, pick-up cartridges and all needles used in today's equipment. Rush coupon to receive valuable extra wall chart and full information on how to receive Master Control Index and basic inventory of replacement needles ABSOLUTELY FREE.

**Walco**  
 TRADE NAME OF  
**ELECTROVOX**  
 CO., INC.  
 60 Franklin Street  
 East Orange, N. J.

ELECTROVOX CO., INC., 60 Franklin Street, E. Orange, N. J.

Please send your wall chart No. (RAD) along with details on your Master Control Index.

NAME .....

ADDRESS .....

CITY ..... STATE .....

My Jobber Is .....

ADDRESS ..... CITY ..... STATE .....

## Autumn Show Windows

(Continued from page 61)  
 gest themselves. "Harvest" backgrounds are widely used. Such displays feature corn shocks (with motion provided by hidden electric fans), pumpkins, turkeys and ears of field corn. Small cut-outs of turkeys, pilgrims, etc., are effective when used on top of radios, TV sets, appliances, etc.

A novel display shows a fully set Thanksgiving Day table, "groaning" under a load of mock-up food, (or real food, providing the latter is chosen for its keeping qualities—certain fruits, celery, radishes, etc.). Be sure to place some large covered dishes on the table. and, of course, the familiar table appliances, such as coffee makers, waffle irons, sandwich grills, liquefiers, etc. Sign on table reads, "A Better Thanksgiving Dinner, Thanks to Better Modern Electric Servants." An arrow points from this sign to a section of an electric kitchen, placed nearby, showing refrigerator, food freezer, range, food mixer, dishwasher, etc. The before-described can be made much more effective by having a family of "dummies" seated at the table, and sometimes such figures can be obtained from non-competitive merchants who gain some advertising value from a sign stating that the "guests" came from so-and-so's store. (A few dealers in our field have borrowed dummies and have used them to advantage in show-windows.)

With business coming back to Main Street with a bang, dealers can attract sales through attractive show-window exhibits that will help get customers back in the buying groove.

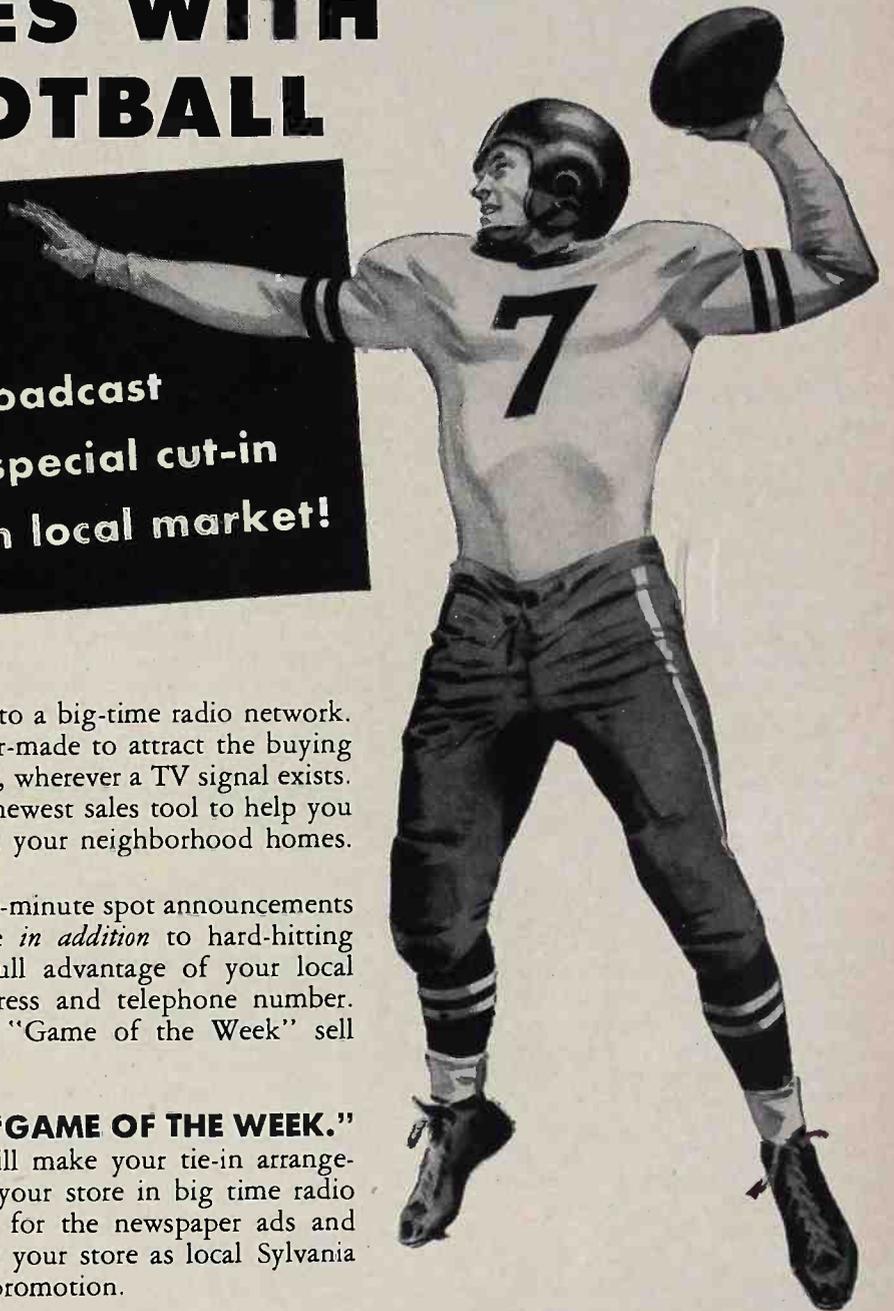
# Sylvania Dealers Ready to Score BIG TV SALES WITH RADIO FOOTBALL

Neighborhood dealers to  
co-sponsor SYLVANIA'S  
"GAME OF THE WEEK" broadcast  
over the ABC network... special cut-in  
announcements to fit each local market!

**RADIO TO SELL TV.** Join your sales effort to a big-time radio network. Famous "Game of the Week" program is tailor-made to attract the buying crowd in primary TV markets and "fringe" areas, wherever a TV signal exists. Using AM radio to sell television is Sylvania's newest sales tool to help you get more 1951 Sylvania "demonstrator" sets in your neighborhood homes.

**LOCAL TIE-IN FOR YOUR STORE!** 8 one-minute spot announcements are available every broadcast! These spots are *in addition* to hard-hitting national commercials. With them you take full advantage of your local reputation, prices, credit terms and your address and telephone number. Use these spot announcements to make the "Game of the Week" sell Sylvania TV sets for you.

**GET ON THE AIR WITH SYLVANIA'S "GAME OF THE WEEK."** Contact your local Sylvania distributor! He will make your tie-in arrangements with the local radio station. This puts your store in big time radio that's flexible to meet local conditions. Send for the newspaper ads and counter and window displays that will identify your store as local Sylvania headquarters during the "Game of the Week" promotion.



**SYLVANIA**

**MOVIE  
CLEAR\***

**TELEVISION**

**HARRY WISMER**, ace sportscaster and ABC sports director, will announce the "Game of the Week" for your store every week! He's the favorite of millions of sports fans throughout the nation.

\*TRADEMARK SYLVANIA



# Sell More RADIO Sets!

**1950 Expected to Be One of Industry's Greatest Years.**

**Here's How to Get Your Share of This Profitable Business**

• It became apparent last Fall and Christmas that the principal reason why the industry only sold 10 million radios is that dealers, distributors and manufacturers underestimated its importance in the face of TV.

One has only to consider that there are some 81 million radios for the 42 million families in the U.S., and that Hooperatings for sponsored network programs show the listening audience to be as large as ever—and one realizes that the capacity of the American public to absorb different forms of entertainment is as yet unlimited. Some surveys which check such details have shown that, even in some homes where a TV set was in use, at least one radio was also in use at the same time.

Many of the radios in use need replacement. Many of the homes which have bought or intend to buy straight TV sets still need radios and radio-phonographs (and many people have been found to prefer their entertainment mediums separated, not in the same console). And still many areas have no TV, and depend entirely on radios and radio-phonographs. As a matter of fact, 14 states are without a TV station or even a TV channel allocated under the present system.

### **More Sets Available**

In the face of these facts, it is not surprising that several manufacturers have stated that they will make and sell two to four times as many radios in 1950 as in 1949.

It is always encouraging to hear or read a glowing report of the sales potential of merchandise you sell. But dealers know that, regardless of the demand, no merchandise sells itself. The sales potential is there, but the dealer has to *make* the sales.

One of the cardinal pre-requisites to getting this business is to have the merchandise, and to have a selection of it. Many dealers lost sales last Fall

on radios because they didn't have any, or didn't have what was wanted. In many instances, they blamed this situation on the manufacturers, who restricted production. Remember that manufacturers gauge their production on orders, and the orders, in most cases were small. Most manufacturers have assured the trade that there will be more radios available this Fall, however, due to the brisk activity in the summer markets.

### **Market for Consoles**

Radio-phonograph consoles, thought to be unsaleable a year ago, have been found to regain much of the vitality, sales-wise, that they had right after the war, and one manufacturer states that the present demand is even *greater* than 1946-47. The stir in the record industry due to the introduction of new record speeds, better records, and more versatile record changers, has no doubt had a lot to do with this. Also important in stimulating demand for better sets is the perfection of FM, with its emphasis on high fidelity.

Consoles, table sets and portables, regardless of their relative demand, however have to be sold. This means: advertise radio, display radio, promote radio, sell radio. And, needless to add, suggest radio to customers who have come in to buy something else. If you are thinking, "Even TV?" we might add, especially TV. That is, while the customer is in a frame of mind for buying a home entertainment instrument, suggest that he get a complete home entertainment instrument (TV combo) or that he complete his home equipment set-up by also getting a new radio (if he buys straight TV).

### **Better Styling**

When suggesting, promoting, advertising, displaying and selling radios, emphasize the new and improved features, the better styling and the better

values available. Many families haven't bought a radio (especially a console) for 10 years or more, and don't realize what they are missing. Maybe even you, as a dealer, are so accustomed to seeing the merchandise that you overlook the improvements. Remember the waterfall veneers? Consider now the number of excellent period and modern designs which are available—*authentic* period styling, with good woods. Think back to the Rube Goldberg type record changers, with a tone arm so heavy a child could hardly lift it (and imagine the effect it had on records!). And remember (before pull-out drawers) how nothing could be placed on top of a combination because the lid had to be raised to get at the record player. Many people are still using instruments of this type.

### **Sell the Features**

And don't think there haven't been improvements in table sets. There are many table sets today with 8-inch loudspeakers, giving tone unheard of a few years ago in comparable receivers. And what with improved multi-purpose tubes, better circuits and better design, these new sets will easily outperform their predecessors.

These are but a few of the points which the dealer might consider in *selling features* on the new radios: better sensitivity and selectivity, better styling, better tone, new features (FM, 3-speeds), more compact and lighter weight portables, and better values on all the sets. And don't forget, radio is an entertainment medium: sell the entertainment value of radio; sell the good programming available, the full day and night of programs, and the wide selection of stations.

1950 will without a doubt be one of the biggest years for radio unit sales—but it is up to you, the dealer, to make those sales, and, incidentally, your profits.

# AGAIN! *Tele-tone*

**TOPS 'EM ALL FOR VALUE WITH**

**ENTIRELY NEW REMOTE *Control* TV!**



**TOPS** from every point of view! That's the revolutionary new Tele-tone Remote Control Television!

**TOPS** in performance, styling, value and **SALFS APPEAL!**

**CHECK** these great features-of-the-future today — unmatched at this price in the entire TV field!

- ✓ OPERATES from anywhere in the room
- ✓ UNIMATIC CONTROL — one-knob tuning for simple operation, real-as-life pictures
- ✓ FEATHERWEIGHT control unit — picks up and carries as easy as a book
- ✓ PRICED FOR EVERYONE!



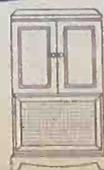
Just sit where you are and turn a knob for razor keen tuning.

**TV325R**—Large 16" direct view rectangular black face tube. Remote control unit contains all tuning and adjustment controls. Cabinet of hand-rubbed genuine Honduras mahogany veneer.

## **TOPS IN CABINETS TOO!**

Here's TV Cabinet styling as modern as tomorrow. These beautifully styled Tele-tone Remote Control receivers set the pace for the entire industry. Designed to go gracefully with every type of interior decoration. Yes, in TV styling the tops is Tele-tone!

**TV326R** — Large 16" direct view rectangular black face tube. Remote control unit operates from anywhere in the room. Cabinet of hand-rubbed genuine Honduras mahogany veneers with half doors.



# *Tele-tone* Radio Corporation

540 WEST 58th STREET, N. Y. 19, N. Y.



**TV318**—14" direct-view rectangular black-face tube table model receiver. Smartly styled cabinet in hand-rubbed genuine mahogany veneers.



**TV325**—16" direct view rectangular black-face tube console model. Superb styling . . . top performance. Cabinet in hand-rubbed genuine Honduras veneers.



**TV326**—16" direct view rectangular black-face tube console model with half doors. Cabinet in hand-rubbed genuine Honduras mahogany veneers.



**TV335**—16" direct view rectangular black-face tube television console. Companion piece to radio console # 235 (illustrated). Cabinet in hand-rubbed genuine Honduras mahogany veneers.



**TV327**—6-way combination console with 17" direct view rectangular black-face tube. AM-FM radio. Automatic 3-speed VM record changer. Cabinet in hand-rubbed genuine Honduras mahogany veneers with half doors.



# TWO NEW *Tele-tone* STARS

AND A GREAT NEW LINE  
OF TELE-TONE CHAMPIONS

COMPARE THIS AMAZING  
VALUE. IT CAN'T BE TOPPED!



**TV322**—Table model receiver with 14" direct view rectangular black face tube. Unimatic control . . . "Tilted Non-Glare" Design . . . Built-in automatic-tuning antenna . . . Duo-Dynamic chassis . . . Synchro-Guide circuit are just a few Tele-tone exclusives crammed into this amazing set. Cabinet is smartly styled in ebony phenolic. Also available in mahogany phenolic cabinet . . . Model TV 323.

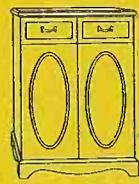
# HERE'S THE TOPS IN TV

AT THE LOWEST PRICES! TELE-TONES'  
 FIRST WITH THE NEWEST ENGINEERING DEVELOPMENTS!  
 FIRST FOR VALUE! FIRST FOR LASTING  
 PERFORMANCE! FIRST IN SMART STYLING! YET THESE  
 TV BEAUTIES ARE PRICED WAY DOWN!

## TRY TOPPING THIS TELE-TONE OR BEAUTY, PERFORMANCE, PRICE!



**TV324** — A real beauty. Large 16" direct view rectangular black face tube. Again Tele-tone has produced a set so full of major television improvements as to mark it "outstanding". For sharp, steady, big pictures, here is the set that defies comparison. Cabinet in hand-rubbed genuine mahogany veneers. Also available with 17" direct view rectangular black face tube . . . Model TV 336.



**TV328** — Beautiful console with giant 19" direct-view black-face tube. A Tele-tone triumph in design and performance. Cabinet in hand-rubbed genuine Honduras mahogany veneers . . . full doors with flame grained oval panels.



**Radio 195** — America's fastest selling radio. AC/DC super-heterodyne in attractive ebony polystyrene cabinet. Also available in ivory, sand, jade or maroon colored cabinet. The extra set for every room.



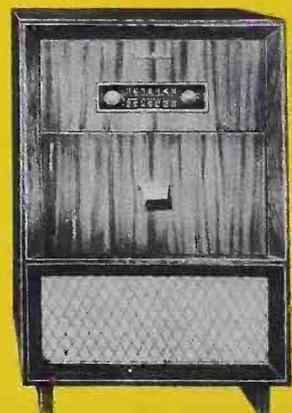
**Radio 232** — Compact 5-tube, AC/DC super-heterodyne with built-in loop antenna and Alnico permanent magnet speaker. Cabinet in either Mahogany, Ivory or Pearl Beige plastic.



**Radio 230** — A new Deluxe style leader from Tele-tone. 5 tube AC/DC super-heterodyne with built-in loop antenna and Alnico permanent magnet speaker. Cabinet in either Mahogany, Ivory or Pearl Beige plastic.



**Radio 228** — The King of Portables. 3-way AC/DC and Batteries. New improved automatic volume control. Light weight. In attractive Maroon, Green or Sand plastic cabinet.



**Radio 235** — Radio-Phonograph console. Super-powered AM-FM radio. Automatic 3-speed VM record changer. Alnico permanent magnet speaker. Cabinet beautifully designed of hand-rubbed Honduras mahogany veneers. Companion piece for model TV 335 (illustrated). Also available, standard broadcast only, Model 236.

19-Giant 19" di-  
 view black-face  
 Compact console  
 el. Amazingly  
 on, big pictures.  
 inet in hand-  
 ed genuine Hon-  
 ds mahogany ve-



**TV330** — Table model receiver with 16" direct view rectangular black face tube. Cabinet in hand-rubbed genuine Honduras mahogany veneers . . . styled to fit any room decor. Phonograph attachment.

# THE TOPS IN TV LUXURY STYLING

## TELE-TONE *Imperial*

*Traditional . . . Modern . . . Period . . .*

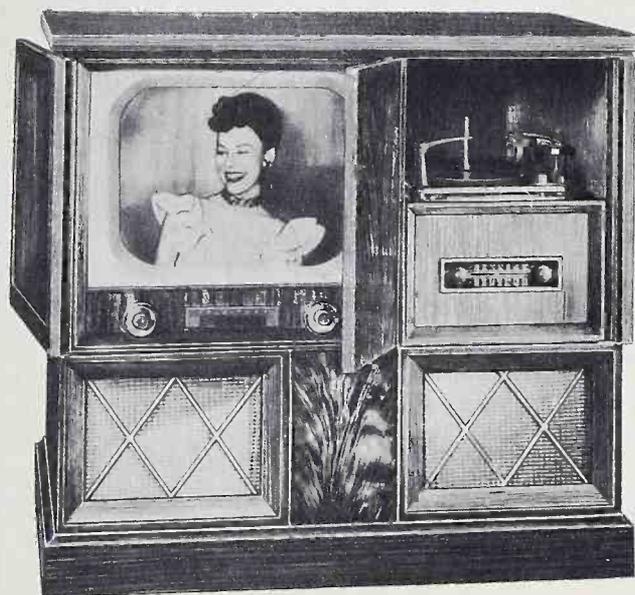
Here is TV luxury never before offered in the history of the industry—at such astonishing prices. These beautifully designed, richly detailed cabinets are unrivalled for distinction, good taste, authentic styling. Their exquisite cabinetry is the talk of TV

enthusiasts everywhere. Their flawless performance fulfills the promise of glowing beauty.

Yes — whether it's the masses or the upper classes you cater to — give them the best in TV — give them Tele-tone!



**TV331** — Authentic Queen Anne design console with 16" direct view rectangular black face tube. Cabinet of hand-rubbed genuine mahogany veneers with full doors. Phonograph attachment.



*Authentic  
STYLING*

*The finest in traditional, modern and period design. Masterfully constructed, during beautiful furnishing.*



**TV334** — 6-way combination console with giant 20" direct view rectangular black face tube . . . Elegant cabinetry . . . superlative performance all combine to offer a television and radio console beyond comparison. Complete standard and FM reception on radio. 3 speed automatic VM record changer. Cabinet of hand-rubbed genuine Honduras mahogany veneers with ample record storage space.



**TV332** — Authentic French Provincial design console with 16" direct view rectangular black face tube. Exquisite styling . . . amazing performance make this set an outstanding achievement. Phonograph attachment.



**TV333** — Authentic Chinese Chippendale design console with 16" direct view rectangular black face tube. Cabinet of hand-rubbed genuine mahogany veneers with full doors. Phonograph attachment.



**TV310** — 6-way combination television and radio console with 16" direct view rectangular black face tube. AM-FM radio and automatic 3 speed VM record changer. Cabinet of hand-rubbed Honduras mahogany veneers.



**TV314** — Table model receiver with 14" direct view rectangular black face tube. A handsomely designed set with cabinet in hand-rubbed Honduras mahogany veneers.



**TV316B** — 2 piece, 5 way combination television and radio receiver with 16" direct view rectangular black face tube. 3 speed VM record changer. Cabinet of hand-rubbed genuine mahogany veneers.

# Sell More Dishwashers

**Create the Need, Meet Competition, Demonstrate Properly,  
Overcome Objections, and Get Them to Buy Now,  
Urges Prominent Merchandiser**

• The spectacular rise in television sales in the last 18 months has tended to obscure temporarily the postwar gains made by some of the "newer" major appliances. The automatic electric dishwasher, particularly, promises unusual dealer profit opportunities providing a sound specialty selling approach is developed that will create a need for this appliance.

In expressing this view of the dishwasher business, Fred J. Walters, vice-president, marketing, Hotpoint, Inc., said that the method of selling dishwashers probably will closely parallel that which retailers used in the 1930's when the refrigerator was being built into a billion dollar a year volume. The official said that by television standards, the dishwasher has been slow in catching the public's imagination, yet industry sales in 1950 are expected to be approximately 80 times the best pre-war level. This indicates that the machine has reached the twilight zone of acceptance and is now ready for full scale specialty selling to boost it into the "wanted" bracket.

### The Demand Stage

Walters compared the dishwasher, garbage disposal unit, and other products such as the air conditioning unit now in the introductory stage, with products like refrigerators, radios and automobiles, which have reached the demand stage. The introductory period, he said, is characterized by the products having less than 10 per cent of saturation in wired homes. The acceptance period ranges from approximately 10 per cent to 45 per cent saturation, followed by the demand period.

This general pattern has become evident in many industries, with each of the three periods lasting approximately 15 years. Walters pointed out that there are, of course, a number of conspicuous exceptions to this general pattern, principally television, which required only 18 months to reach the million unit a year volume. The appliance which most nearly parallels this rise is the automatic washing machine which reached the million

unit level in 4 years. The refrigerator, on the other hand, which still is considered the backbone of the appliance business, required 23 years of specialty selling to develop it to the million unit level.

Walters asserted that the dishwasher and garbage disposal unit would reach the acceptance period in about two years, at which time total industry shipments should reach the "magic million" mark. He believes that industry dishwasher sales in 1950 will be about 400,000 units.

### "Use-Value" Advertising

Revealing that Hotpoint spends more promoting the dishwasher on a per cent of sales basis than any other appliance, he said that this is not unusual since the program of industry promotion on appliances in the introductory period is done at the national level. This is necessary because few dealers have the resources to hire a dishwasher specialist or to allocate sufficient advertising and promotion dollars to the job. Walters feels, therefore, that it is the responsibility of leading dishwasher manufacturers to see that consumers are given the complete use-value story through national advertising.

In the introductory period, products are manufactured in small volume with

Fred J. Walters, vice-president, marketing, Hotpoint, Inc., sees the dishwasher now in the "twilight zone of acceptance", and ready for full-scale specialty selling to boost it into the "wanted bracket."



relatively high prices. The acceptance era is marked by a progressive volume increase, strong national advertising, selective dealer programs and specialty selling methods. Large volume is reached in the demand period accompanied by merchandising methods, low prices, trade-ins, and lower sales costs. Walters feels that once the dishwasher reaches the acceptance period, it will accelerate rapidly as a piece of standard kitchen equipment like a refrigerator or a stove.

All dishwasher manufacturers have as their immediate objective creating a consumer need for the machine. By contrast, he cited the refrigerator business where it is no longer necessary to sell need. "We don't have to tell people any more that they should have an electric refrigerator for proper food storage," he said. "This job was done years ago. People now buy refrigerators on the basis of brand and features. They consider this appliance as necessary as the floor in the kitchen."

### Five Basic Points

Walters said that while there were many question marks as to the best way to build dishwasher volume, the refrigerator has set a general pattern for what will happen to the dishwasher. To speed dishwasher development, Hotpoint has trained six dishwasher specialists who will spend their full time working in the field with distributors and dealers to develop specialty selling programs. These programs will be built around five basic points:

1. *Create need.* Too many dealers now rely on attractive pricing policies to do a selling job, only to discover that the enticement does not lure buyers. He feels that this is equivalent to offering an average housewife a helicopter at a substantial reduction. Before a prospective buyer becomes interested, the need must be there, and it is the responsibility of the factory as well as the distributor and dealer to develop this need. In the postwar period when demand for well established appliances has run at high levels, it has been understandably difficult to get retailers to

(Continued on page 74)

# Rack up a top profit score with these sensational Arvin Sixteens!



**\$249<sup>95</sup>**  
Plus  
Tax

**ARVIN MODEL 2160 CM**—This is the kind of Arvin TV value that knocks them off their feet! Superbly styled console of imported mahogany finish, with 16-inch rectangular black tube, easy-as-radio tuning, highest immunity from interference! Power aplenty for fine fringe area performance. Straight AC operation; phono-jack and built-in antenna. Shimmering lucite knobs and finish-o-gold trim. (Also in Lined Oak finish, \$259.95.)

## Arvin TV

**TV VISIBLE VALUE**

You can see the difference!

FROM coast to coast dealers are saying "The new Arvin Television line is telerific!" What your customers want—Arvin's got; First: steady, sunlight-sharp pictures for easy daylight viewing. Plus easy, simplified, accurate tuning; dependable interference controls; finest FM tone; and fine-furniture cabinet quality. Arvin TV has all these—and everything else *fine* really *fine* TV should have—at better-than-competitive prices! And better-than-average profits! Nationally advertised to millions. Do you have your Arvin distributor's name?

**ARVIN INDUSTRIES, Inc., COLUMBUS, INDIANA**  
(Formerly Noblitt-Sparks Industries, Inc.)

**Lowest Priced TV Set with Big Set Features!**



**\$119<sup>95</sup>**  
Plus  
Tax

**ARVIN MODEL 4080 T**—Unbeatable value for the family in a small apartment, a trailer, or in need of a second set. Easily portable—weighs only 40 lbs. 8½" No-Glare black tube. AC operation. Easy tuning. Indoor antenna. Plug it in anywhere. Truly the small set with big set features! And look at that price!

**\$219<sup>95</sup>**  
Plus  
Tax

**ARVIN MODEL 2161 TM**—Plenty of your customers are looking for outstanding value in a fine 16-inch table model—and this is IT! Rectangular black tube, simplest tuning, finest Velvet Voice FM tone—all housed in a beautiful cabinet of rich mahogany! All the famous Arvin TV features, including phono-jack and built-in antenna. Matching table at slight extra cost.



**OTHER MODELS TO \$349.95**

(Prices subject to change without notice)

Here are your  
**Arvin TV**  
 Distributors

ARDISCO TELEVISION, INC.  
 360 Furman St.—Brooklyn, N. Y.

ARVIN DISTRIBUTORS  
 150 N. Wacker Drive—Chicago, Ill.

B & B ELECTRIC COMPANY  
 1015-1017 Broadway—Cincinnati, O.

BATES RADIO & SUPPLY CO.  
 18 S. McBee St.—Greenville, S. C.

BROWN-ROGERS-DIXON COMPANY  
 1927 N. Main St.—Columbia, S. C.

LEW BONN COMPANY  
 1211 La Salle—Minneapolis, Minn.  
 141-147 W. Seventh St.—  
 St. Paul 3, Minn.

BROADWELL & COMPANY  
 3005 Locust St.—St. Louis, Mo.

FRANK M. BROWN CO.  
 12-16 Free St.—Portland, Me.

BURHANS & BLACK, INC.  
 133-153 Richmond Ave.—Syracuse, N. Y.

CAPITOL LIGHT & SUPPLY CO.  
 6-8 Huntley Place—Hartford, Conn.

CERULLO ELECTRIC SUPPLY CO., Inc.  
 39 S. Vine St.—Hazleton, Pa.

COASTAL EQUIPMENT CO.  
 2015-19 Congress Ave.—Houston, Tex.

B. T. CRUMP COMPANY, INC.  
 1314 E. Franklin St.—Richmond, Va.

DAYBERT DISTRIBUTING CO.  
 2287 E. Jefferson St.—Detroit, Mich.

ECONOMY AUTO STORES, INC.  
 1130 Bankhead Ave., N. W.—Atlanta, Ga.

THE EVERITT CORPORATION  
 Security Warehouse—Jacksonville, Fla.

FITZPATRICK ELECTRIC SUPPLY CO.  
 444 Irwin Ave.—Muskegon, Mich.

FURSTE AUTO SUPPLY, INC.  
 1622 Broadway—Mattoon, Ill.

GENERAL APPLIANCE CO.  
 1201 E. Houston St.—San Antonio, Tex.

GOUGH INDUSTRIES, INC.  
 3255 Fifth Ave.—San Diego, Cal.

A. S. HATCHER COMPANY  
 598 Third St.—Macon, Ga.

HAYES & HOPSON  
 20 S. Spruce St.—Asheville, N. C.

HOME PRODUCTS SALES CO.  
 2530 N. Broad St.—Philadelphia, Pa.

HONOLD & LA PAGE, INC.  
 11th & Kentucky Ave.—Sheboygan, Wis.

HOUGH-WYLIE COMPANY  
 2401-03 S. Boulevard—Charlotte, N. C.

W. H. KIEFABER CO.  
 40 Keowee St.—Dayton, Ohio

LEE DISTRIBUTING COMPANY  
 350 Seneca St.—Buffalo, N. Y.

IRVING LEON COMPANY  
 1436 W. 25th St.—Cleveland, O.

LINCOLN SALES CORPORATION  
 1307 St. Paul St.—Baltimore, Md.

LINDSEY-NICHOLSON CORP.  
 101-103 King St.—Alexandria, Va.

LINK MOTOR SUPPLY CO.  
 415 Olive—Springfield, Mo.

MALCO WHOLESALERS, INC.  
 472 "L" St., N. W.—Washington, D. C.

MARSHALL-WELLS COMPANY  
 1258 First St.—Seattle, Wash.

THE McCLEERY-CARPENTER ELECTRIC CO.  
 301 N. Third St.—Columbus, O.

MCDONALD ELECTRIC CO., INC.  
 367 N. W. Sixth St.—Miami, Fla.

METRO DISTRIBUTORS, INC.  
 884 Commonwealth Ave.—Boston, Mass.

MOORE-HANDLEY HARDWARE CO., INC.  
 27 S. Twentieth St.—Birmingham, Ala.  
 Craighead & L & N Railroad—  
 Nashville, Tenn.

NATIONAL PAPER COMPANY  
 365 North St.—Rochester, N. Y.

NEW ENGLAND SERVICE CENTER, INC.  
 21 Market St.—Springfield, Mass.

H. C. NOLL COMPANY  
 2226 Harney St.—Omaha, Neb.

OAKMAN ELECTRIC SUPPLY INC.  
 12 Wales St.—Rutland, Vt.

PACIFIC WHOLESALE COMPANY  
 116 Ninth St.—San Francisco, Cal.

PROVIDENCE ELECTRIC COMPANY  
 110-114 Empire St.—Providence, R. I.

RADIO DISTRIBUTING CO.  
 1013 N. Capitol Ave.—Indianapolis, Ind.

RADIO DISTRIBUTING CO.  
 Monroe & Carroll St.—South Bend, Ind.

RADIO PRODUCTS SALES, INC.  
 1501 S. Hill St.—Los Angeles, Cal.

RADIO TRADE SUPPLY CO.  
 1224 Grand Ave.—Des Moines, Ia.

G. W. RYAN DISTRIBUTING CO., INC.  
 1808 Grand Ave.—Kansas City, Mo.

CHARLES F. SCHWARTZ CO.  
 397 Minnesota Ave.—Buffalo, N. Y.

THE SHIELD COMPANY, INC.  
 1118 Jackson St.—Dallas, Tex.  
 1008 Macon St.—Fort Worth, Tex.

SOUTHERN FURNITURE SALES  
 418 Gay St.—Knoxville, Tenn.

STRATTON & TERSTEGGE CO.  
 (Appliance Division)  
 1533 Bank St.—Louisville, Ky.

W. E. TITUS WHOLESALE CO.  
 16 W. California St.—Oklahoma City, Okla.

THE TOLEDO MERCHANDISE CO.  
 31-35 S. Superior St.—Toledo, O.

TRI-CITY RADIO SUPPLY CO.  
 1919 Fourth Ave.—Rock Island, Ill.

UNITED DISTRIBUTORS, INC.  
 510 Poydras St.—New Orleans, La.

VANDERVOORT HARDWARE CO.  
 126-128 E. Michigan Ave.—Lansing, Mich.

WEST VIRGINIA ELECTRIC SUPPLY CO.  
 818-820 Third Ave.—Huntington, W. Va.

WHITE'S AUTO STORES  
 1509 Lamar St.—Wichita Falls, Tex.

WOODSON & BOZEMAN, INC.  
 482 Union Ave.—Memphis, Tenn.

JOSEPH WOODWELL COMPANY  
 201 Wood St.—Pittsburgh, Pa.

# Dishwashers

(Continued from page 74)

plain the appliance at a time when the family is together. This is a good opportunity for the salesman to call in the evening when husband and wife can be given the story together. At the same time, he can measure the kitchen and possibly recommend additions of other equipment that would make the kitchen layout more efficient.

Dishwasher manufacturers now are engaged in a two-pronged educational program to get this appliance through the missionary pioneering stage and into the acceptance period. This program is directed at dealers as well as consumers. One objective is to show retailers how they can capitalize on this new business, and open a new area of profits. The other is to place the dishwasher in the same category as refrigerators, radios, television and automobiles—that is, to dramatize this new work-saver as a piece of standard home equipment.

## "Miss TV" To Be Named

A "Miss Television" will be named at the Third Annual National Television & Electrical Living Show, to be held at the Chicago Coliseum, Sept. 30th through October 8th, under the sponsorship of the Electric Association.

## IRC Licensees Meet

Licensees of the International Resistance Company, Philadelphia, came together recently for a week-long planning session on coordinating production in all plants to meet today's record-breaking demand for resistors. IRC capacity is being supplemented by licensees in Canada and Denmark. English, Australian and Italian licensees are shipping resistors to other markets formerly supplied from the U. S.

## Ironing Table on Wheels

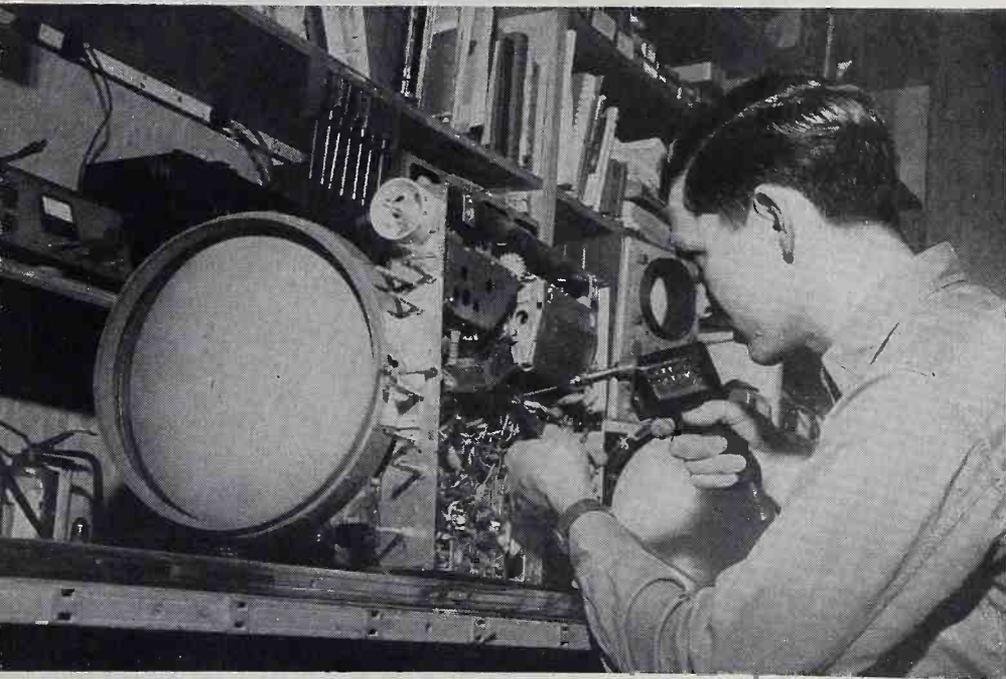


Singer Mary Ann Morrissey demonstrates the newest convenience feature of the Mary Proctor Hi-Lo adjustable ironing table, wheels which facilitate storage and ironing. Constructed of lightweight steel, the table adjusts to nine different positions in height.

# Never a Dull Moment

## in this Detroit Store

*Customers Like the Homey Atmosphere, Good Service and Sales Presentations, So They Keep Coming Back*



Charles J. Peterson (top, left), who acts as sales manager, demonstrates a washing machine. Together with his partner, S. Carl Gennick, he built this store in 1945 in the heart of the East Detroit business section. Store is air-conditioned, kept bright and clean, and provides comfortable seating arrangements for customers. There's always something doing, as Carl's stages laundry and cooking schools. Both Gennick and Peterson are extremely active in civic affairs in their community.

Senior partner Gennick (top, right), for a long time associated with the piano business, has contributed a great deal of his time and financial support to community activities. Mr. Gennick strives for repeat business through keeping customers satisfied.

With vast technical and sales experience, Peterson knows the importance of good service in keeping customers on the firm's active list. Shown at left is John Duval, service manager, working on a television receiver chassis in Carl's service department, one of the best-equipped in the city.

Note orderly appearance of white goods displayed at Carl's (below), where a wide selection of famous makes can be inspected by the store visitor. Ample aisle space and soft fluorescent lighting combine to make shopping a pleasure.



# OMB

**Olympic**  
America's Favorite  
TELEVISION

The eyes of America will be focused on Olympic's Star Salesman starting with the Sept. 4 issue of LIFE . . . introducing a brand new sales magnet in consumer advertising!



Watch for Olympic's National Ad Campaign in such class magazines as Life, Saturday Evening Post and Better Homes and Gardens



**The Monte Carlo—Model 753**

Giant-size 16 in. expanded picture in a budget-priced console. Straight AC circuit, turret-type tuner and all the latest features insure perfection of image and tone.

**Olympic Means Business** — more profitable business for you! Your Olympic Distributor Representative is going to visit you soon with the 1951 Presentation Portfolio. Listen to his story . . . it'll mean more real profit for you this year — and more satisfied sales! Olympic is the Personally Recommended set . . . One Person Tells Another! Remember to check with your Olympic Distributor for his show date!



**The Challenger—Model 755**  
Budget-priced mahogany cabinet model with 16 in. rectangular picture. Straight AC circuit turret-type tuner, Fast-Action Automatic Gain Control.

**The Riviera—Model 752**  
Deluxe table-top model with 16 inch rectangular picture tube. Genuine mahogany or blonde. Model 762 is equipped with "special" chassis.

**The Diplomat—Model DX 932**  
Hand-rubbed mahogany console, with 19 inch expanded picture screen. Built-in Gyro-Tenna and Anti-Interference Traps. Special Phono plug-in.

**The Broadmoor—Model 764**  
Magnificent television console with matched doors. 16 inch Rectangular picture screen. "Special" chassis. Available in blonde, mahogany, hand-painted Chinese.

**The Catalina—Model 766**  
Three-way console combination with 16 inch Rectangular picture television, FM-AM radio and automatic three-speed Webster record changer. All deluxe features.

**The Shangri-La—Model DX 621 C**  
Magnificent Chinese design cabinet. 16 inch Super-DX television with the expanded picture screen . . . FM-AM radio . . . 3-speed automatic record changer.

**OLYMPIC RADIO & TELEVISION, INC., 34-01 38th AVENUE, LONG ISLAND CITY 1, N. Y.**

Just opened! Olympic of Chicago, Inc., 66 West Ohio Street, Chicago 10, Ill.

# Costs of Doing TV Business

## Part 3—Profit Dollars vs. Percentages

• Operating ratios and percentages are an interesting gauge or guide to a store's financial condition, and as such can be helpful to the retailer. We have likened them to a thermometer which tells the temperature of the business. Like a thermometer, however, they merely record a fact or a symptom. A thermometer can't tell you *why* it reads 102 or 92, nor can it tell you whether the temperature is rising or falling, or whether the patient can survive if the temperature goes higher or lower. In the case of the thermometer, we have the doctor to tell us these things, and in the case of the store we may have an accountant. More often, however, the retailer relies on his own experience. The principal thing which experience teaches the retailer is to be *guided* by percentages but not *ruled* by them.

The reason for this is that the dealer pays his bills with dollars, not percentages, and it is dollars that he deposits in the bank. Therefore, he should be most interested in that which will ultimately net him more dollars.

### Gross Margin Is an Average

A case in point is the dealer whose financial statement was reproduced in the June issue of this magazine. This dealer found that television was pulling down his gross and his net profit, expressed as percentages of sales. But when this dealer looked at his bank book, he found that there were many more thousands of dollars there that were the result of his TV sales, and which he wouldn't have had available to spend (or to improve his store, or to expand, etc.) if he had declined to carry this merchandise because of the low percentages involved.

As a matter of fact, this dealer has stated that handling TV has taught him several lessons on how to operate within narrower limits (between selling price and cost price) and he feels that as a result he can do even better in 1950.

Let us see how this dealer might analyze his operations in terms of dollars:

Total sales of merchandise	\$331,910.50	(100.0%)
Cost of merchandise sold	237,777.00	(71.5%)
Expenses	\$85,576.13	(25.7%)
Net profit	9,256.83	(2.8%)
<b>Gross margin</b>	<b>94,832.96</b>	<b>(28.5%)</b>

In other words, for every \$100 which this particular dealer took in, expenses amounted to \$25.70. There are several factors, however, which make it inadvisable to apply this figure of 25.7% against any one particular item.

First of all, the figure is an average. Let us suppose the dealer sold 3 items with different discounts. He might wind up like this:

Sale #	Sale Price	Cost Price	Profit
1.	\$169.95	\$90.00	\$80 (47%)
2.	229.95	165.56	65 (28%)
3.	399.95	283.96	116 (29%)
<b>Average</b>			<b>87 (34%)</b>

Thus we see that the "average" bears no particular resemblance to the individual items which made it up. And we

also see that, although  $\frac{2}{3}$  of the merchandise sold had discounts below 30%, the other third, which had a high discount, pulled up the average.

The second factor which must be considered when looking at percentages based on total sales as 100%, is that they *depend* on the sales. Many of the expenses, on the other hand, do not. That is, they go on and on, sales or no.

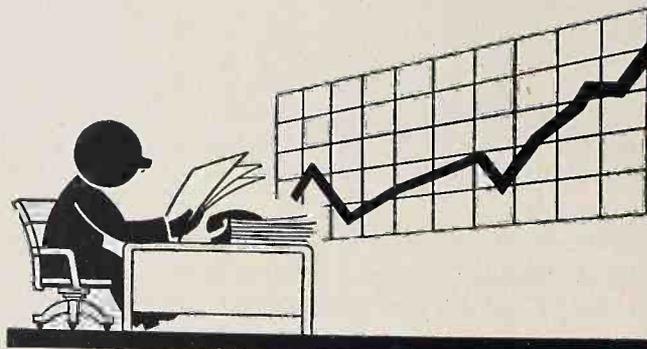
### Expenses as a Percentage of Sales

As was pointed out in a previous article, expenses are "fixed" and "variable." Fixed expenses are those such as light, heat and rent. Variable expenses are selling expenses, delivery expenses, etc., which increase with sales.

Looking back at the dealer whose statement was reproduced in our June issue, we find that his fixed expenses add up to about \$16,384, and his variable expenses to about \$69,189, or 20% of sales.

Let us suppose, for the moment, that this dealer experiences a very bad year, and his sales are \$100,000 (instead of \$330,000, as they were in 1949). His expenses will not be the 25.7% that we mentioned earlier, but rather \$16,184 (his fixed expenses) plus 20% of his sales, or \$20,000 (his variable expenses), for a total of \$36,184. This means that in such a year, his expenses would be over 36% of sales.

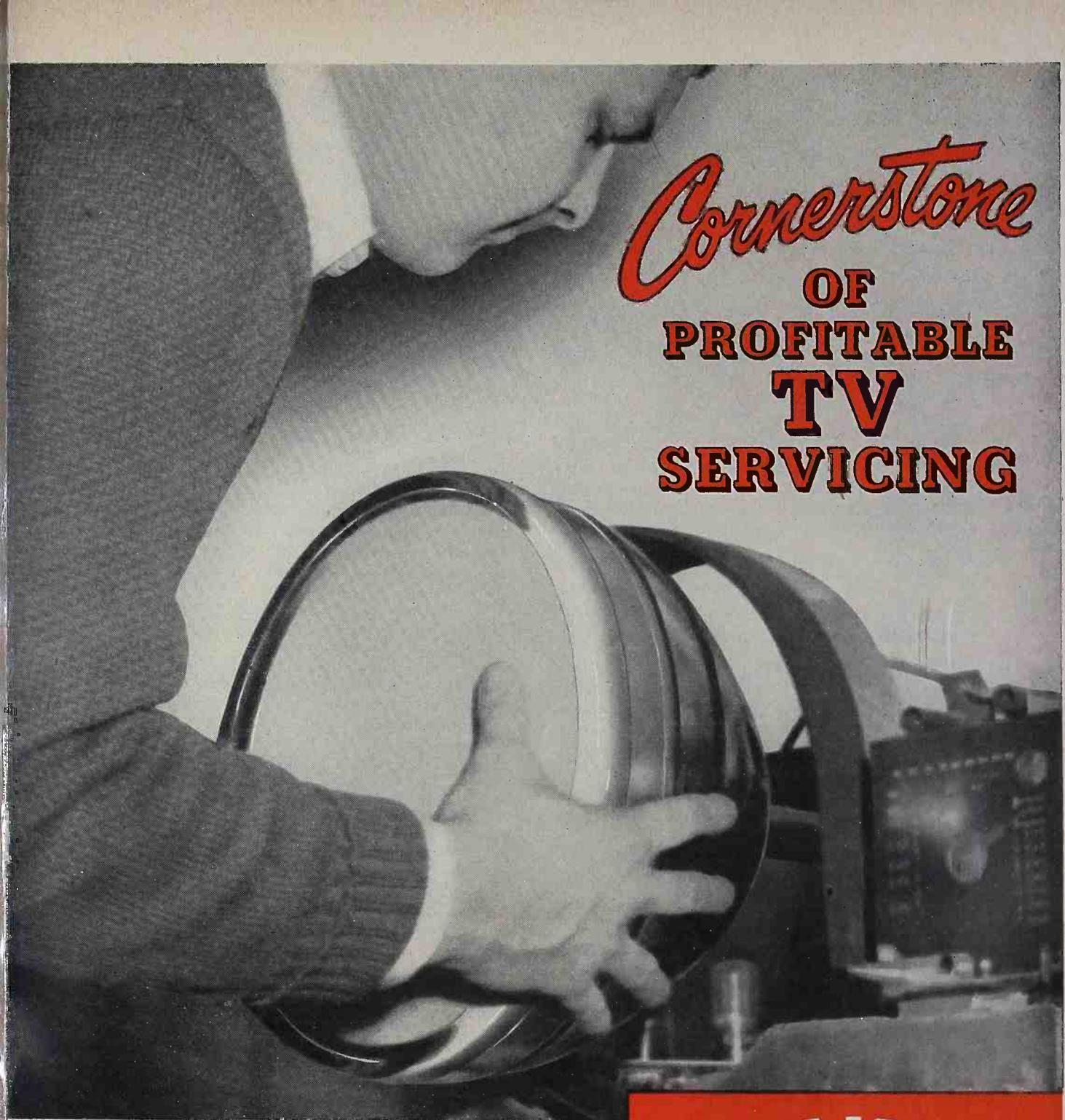
On the other hand, if he does \$500,000 this year, it is likely that his expenses will be \$16,184 plus 20% of sales (\$100,000) or a total of \$116,184. In such a year, his expenses would be 23% of sales.



The point of this excursion into arithmetic is that a fixed percentage for necessary gross margin (which is expenses plus profit) will not tell the whole story when applied to a particular piece of merchandise which your distributor's salesman is trying to sell you. You will not know the effect that this "discount" will have on your over-all gross unless you know what proportion of your sales will be in merchandise at a lower discount, and what proportion at a higher discount. Even then, you will not know what *per cent* this discount will be of your total sales unless you can approximate your sales. If, as TV did for the particular dealer of whom we are speaking, it doubles your sales volume, your percentage of expense will go down, your profit in dollars up.

This discussion does not, of course, go into such factors as delivery, mark-downs, etc. It is not uncommon, on a \$300 item for instance, to "absorb" a \$2.00 excise tax, a \$2.00 delivery charge from distributor to store, and a \$3.00 delivery cost from store to customer, which deductions alone reduce the gross margin by 2%.

A careful study of costs and profits in terms of dollars rather than percentages will pay off in the end to the dealer who takes the trouble.



*Cornerstone*  
**OF  
PROFITABLE  
TV  
SERVICING**

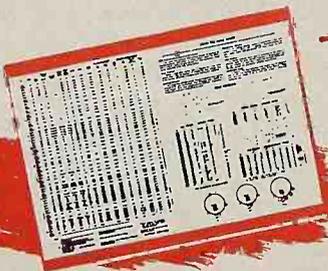
"It's a Du Mont!" No further sales talk required. For everybody knows that Du Mont in tubes and sets alike means "First with the Finest in TV Tubes."

And by eliminating costly call-backs and adjustments often based on customer misgivings, your full profit margin is assured. Always remember that Du Mont Teletrons cost no more than lesser-known brands.

See your Du Mont jobber about this cornerstone of profitable TV servicing.

*ASK FOR THE DU MONT CRT CHART*

*--OR WRITE US*



**DUMONT**

FIRST WITH THE FINEST IN **T-V** TUBES

*Teletrons*\*

ALLEN B. DU MONT LABORATORIES, INC.

CATHODE-RAY TUBE DIVISION

CLIFTON, NEW JERSEY

Trade-mark

**This Month:**

- Consistent Advertising
- Vacuum Cleaners
- Washing Machines
- "Won't-Pay" Accounts
- List Prices
- TV "Theater"
- New Salesman
- "After-Sale Salesmanship"
- Telephone Canvassing
- Gift Wrapping

# Sales Tips

## and Profit-Pointers



**CONSISTENT ADVERTISING PAYS OFF.** Too many small merchants use the "splurge" system of advertising in newspapers. Successful results are obtained by those who run ads, even small ones, at frequent intervals.

\$ \$ \$ \$ \$



**THOUGH MANY STORES HAVEN'T SPACE ENOUGH FOR A TV "theater,"** all can find room for a few chairs so that customers can view TV demonstrations in comfort. Would-be purchasers don't enjoy the role of contortionist in trying to get a look at the video picture. The salesman who is demonstrating the set should never squat down in front of the viewers, either. He should *sit down* while operating the receiver, making sure that the prospects can see what he is doing; see the screen at the same time.

\$ \$ \$ \$ \$



**SPEED UP VAC CLEANER SALES** by taking 2 cleaners (of the same type) on home demonstrations where an appointment has been made. Have one cleaner in the original carton for that *occasional* customer who won't accept the unit you've demonstrated, but wants "a brand-new one."

\$ \$ \$ \$ \$



**THE BEST WAY THE DEALER** or the sales manager can help the new salesman get off on the right foot is to *help him close some sales*, either in the store or out in the field. Via this method he makes some money and gets a lot of encouragement. All firms have some "easy" deals they can transact for the newcomer to help him get started.

\$ \$ \$ \$ \$



**MODERN WASHING MACHINES** WASH clothes clean, and America's women know this to be a fact. So, in selling washers stress the additional features that will really sell. For instance, this product saves a lot of money, and in many cases will pay for itself in less than a year! Too, the home laundry handles the family clothes under the most sanitary conditions; and there's no waiting. A batch of clothes are finished in a matter of minutes.



**"AFTER-SALE SALESMANSHIP"** is a prime good-will builder. There are two steps to this method. First, immediately after taking the order, reassure the customer by saying something good about the product and the customer's wisdom in purchasing it. Second, make an after-sale call at the purchaser's home.

\$ \$ \$ \$ \$



**IN TELEPHONE CANVASSING** what you have to say, and how you say it is all important. Since few salesmen can do a good job of ad libbing over the phone, a "canned" introductory portion needs to be used. First, tell the answerer who you are, and the name of your firm; next, what you're calling about. From here on go into extemporaneous conversation.

\$ \$ \$ \$ \$



**EVERY NOW AND THEN THE DEALER SHOULD REVIEW** those "won't-pay-because" and "won't-pay-until" cases accumulating in his records. Some represent outright disputes over servicing, warranties, incompleting repair jobs, etc. Still others are disagreements on friendly bases over various transactions. Whatever category they fall into, such on-the-hook items should be cleaned up one way or another for good-will and financial reasons.

\$ \$ \$ \$ \$



**MANY A SMALL DEALER HAS LOST SALES** to a larger competitor because the latter offers attractive gift-wrapping at no extra charge. *Any* merchant can and should provide such facilities, using window signs to point out that he has such service available.

\$ \$ \$ \$ \$



**HE WHO HESITATES, SOMETIMES LOSES A SALE.** When the salesman has to rack his brain to come up with a list price requested by a customer, the latter is often skeptical when the answer's finally given. It's even worse for the salesman to leave the would-be purchaser, to go and "look it up." In both of the foregoing instances, many a customer will say, "it's more than I want to pay," when what they really mean is that they think the price quoted may be incorrect.



# MASTERS of their *Craft*

Delicately decorated, hand-wrought iron keys produced in Germany in the 18th Century. Produced by some of the greatest of all great German iron workers.

Today, as in the eighteenth century, highly skilled men in highly specialized fields labor diligently to produce extra-fine quality goods for the honest benefit of their fellow men.

In cathode ray tubes, the distinction of producing the world's finest television picture tube has been gained and maintained by the men who work at Tel-O-Tube.... men who are, in every respect, *Masters of their Craft*....

The *Greatest Names in Television*  
Protect Their Names with Tel-O-Tube



Tel-O-Tube Dealers Everywhere.  
Write for the one nearest you.



**TEL-O-TUBE Corporation of America**

EAST PATERSON, NEW JERSEY

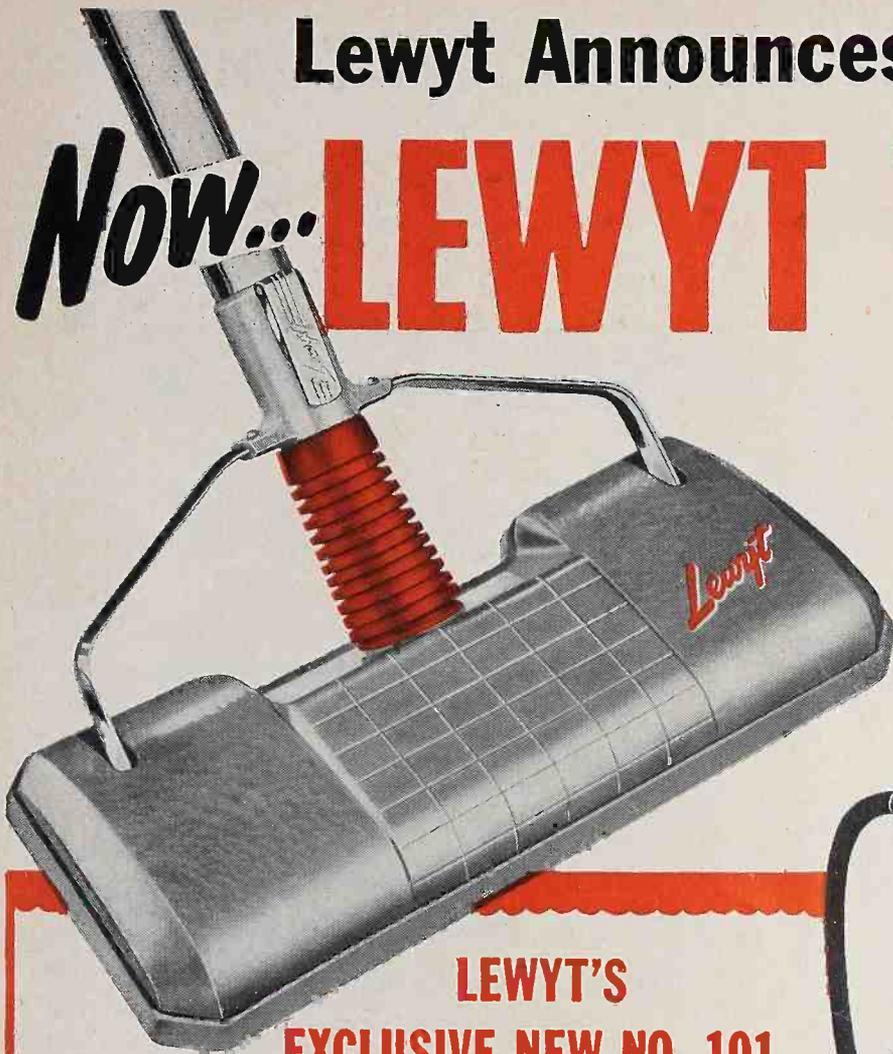
Sales Office: TEL-O-TUBE Sales Corporation, 580 Fifth Ave., New York 19, N. Y.  
Dept. TR-9

Courtesy of the Metropolitan Museum of Art

Lewyt Announces the **FIRST** Major

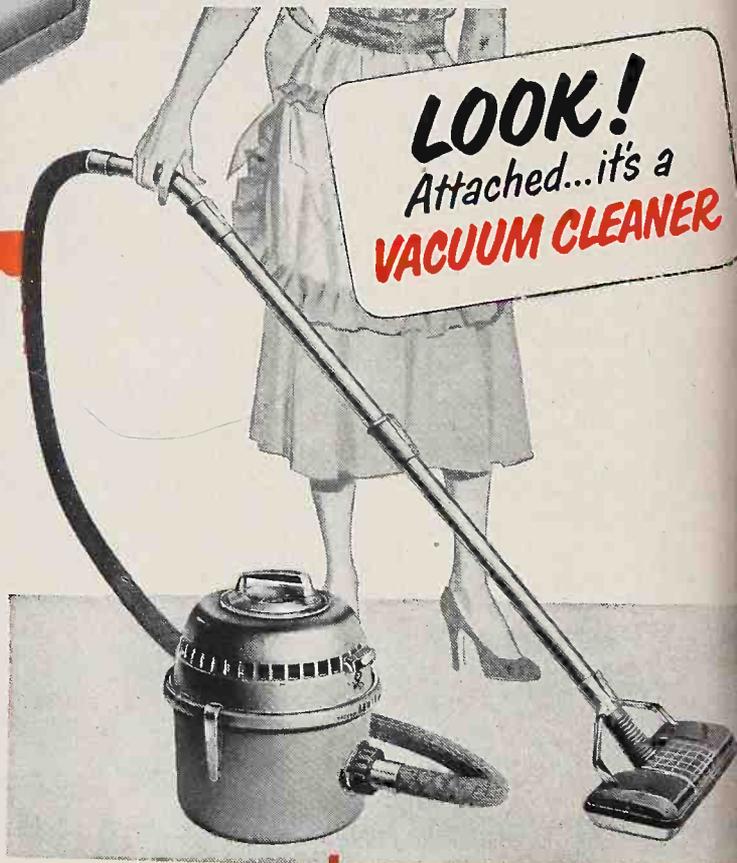
*Now...*

# LEWYTT VACUUM CARPET



## LEWYTT'S EXCLUSIVE NEW NO. 101 VACUUM CLEANER-CARPET SWEEPER!

- ▶ Attached . . . it's a VACUUM CLEANER!
- ▶ Detached . . . it's a CARPET SWEEPER!
- ▶ Empties itself automatically!
- ▶ Continually cleans itself!
- ▶ Constantly adjusts itself . . . perfect for "highs and lows" in sculptured carpets!
- ▶ About half the weight of conventional sweepers!
- ▶ It's 2-in-1 . . . saves closet space!



LEWYTT...WORLD'S FIRST HIGH-SUCTION RUG NOZZLE WITH A DIRT-AGITATING REVOLVING BRUSH!



*Plus* **NO DUST BAG TO EMPTY**  
when you **DO IT** with **LEWYTT!**

- No muss...no fuss! Simply toss out Lewyt's new paper "Speed-Sak" a few times a year!
- It's quiet—no annoying roar!
- No unhealthy leaking dust! Allergy-proof filtering system cleans the air 3 ways!
- So light, easy to use! Huge 32-foot cleaning range!
- Space-saving storage! No cluttered closets!
- 10 work-saving attachments that sweep floors... dust furniture... spray paint... wax linoleum... brighten upholstery...even de-moth closets!

**YET LEWYTT COSTS NO MORE THAN CONVENTIONAL CLEANERS!**

... **AND**  
*Lewyt's*  
**about**

**CASH IN!...**

vacuum Cleaner Invention in 20 Years!

# CLEANER is a GREAT SWEEPER, TOO!



Now Lewyt gives dealers the most terrific sales advantage in cleaner history! It's the world's *first and only* vacuum cleaner-carpet sweeper Rug Nozzle! Outcleans conventional vacuum cleaners! Outcleans old fashioned carpet sweepers! *Empties itself, cleans itself, adjusts itself to any rug—all automatically!* And it makes Lewyt the first *high-suction* vacuum cleaner with a **REVOLVING BRUSH!**

DO IT with **LEWYT**

**Selling all America**

Never before such a blast of national advertising and publicity! Never before such a complete sales promotion program for any vacuum cleaner!

- NATIONAL MAGAZINES!
- NEWSPAPER ADS!
- OUTDOOR BILLBOARDS!
- FAMOUS LEWYT "MARKET PLACE"!
- TELEVISION!
- MOVIE SHORTS!
- DIRECT MAIL!
- RADIO!



Listed by Underwriters' Laboratories



LEWYT Model No. 55

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. R-9, 60 Broadway, Brooklyn 11, N. Y.

**BE YOUR LEWYT DISTRIBUTOR TODAY!**

# New Sales Angles Used

## Top-Flight Service, Sound Sales Methods Built Million-Dollar Business

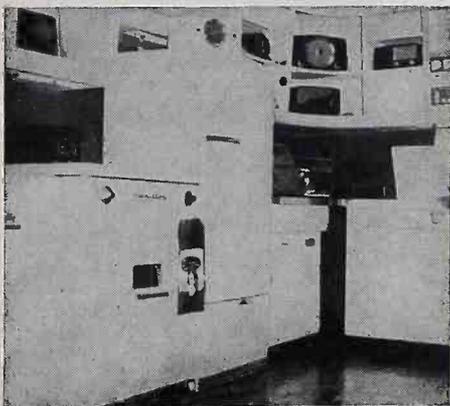
In 1931, Harry M. Lucas, president of Lucas Appliances, Inc., 5401-11 W. Chicago Ave., Chicago, started a business on a shoe-string capital of \$50. Today, he has one of the largest and finest stores of its kind in Chicago, employs more than a score of people, and is doing a million-dollar business!

According to Lucas, there isn't any magic formula involved in the success of this firm. It's just a case of continuing to add more and more new customers to the store's list, and to continue getting repeat business from old customers. The reason people come back to buy, and recommend the Lucas firm to their friends, is because they have been entirely satisfied with the service and sales methods. They know, too, that Lucas stocks a wide selection of leading brands of radios, TV sets and large and small appliances.

### No Outside Salesmen

The volume of new and repeat business is so consistently large here, that while he does do newspaper advertising, Lucas does not find it necessary to employ outside salesmen. Word-of-mouth advertising pays off handsomely here. "Everybody knows the store," one of the salesmen said. "They know that we treat them right, and give the best and fastest service." Good service is more than just a motto in this store, whose owner knows

Booth space invites customer browsing, permits concentrated selling. Note unique display of small sets in this attractive booth.



servicing inside and out, having had technical training and experience as an electrical contractor. Wide selling experience is an added asset to the owner's background, and his sales philosophy, geared to the neighborhood, is carried out by an able staff of salesmen and executives. Friendly methods are practiced. Lucas believes that pressure selling is "the cardinal sin of merchandising," hence, eager-beaver tactics are definitely out.

### Large Show Windows

The store itself is very large, with a lot of show-window area along West Chicago Avenue. There is but one entrance to the store, and this leads into the large refrigerator and range department, where full lines of leading makes are displayed. Lighting is provided by louvered fluorescent fixtures. The ceiling is painted light tan; the trim is dark green and light yellow. Next to this department there's a large, glassed-in office. This faces a booth showing kitchen equipment, and small appliances. Next, there are two booths on either side of the aisle. One booth features washers of various makes, including the Lucas private brand—a big seller in the community.

Lucas TV displays are effectively arranged in air-conditioned department.



Harry M. Lucas. Makes friends of customers, provides good service and adequate selection.

The facing booth displays some large appliances, and small radio sets on shelves. These booths have white ceilings, tomato red walls. Black and brown checkerboard linoleum is on the floor.

Next along the aisle is the large radio-TV section. This department is air-conditioned. The ceiling is egg-shell color, and the walls are papered in a blue-gray-pink color scheme. The entire interior of the store is visible from the street.

In the rear of the store there is a large warehouse, and plans call for considerable remodelling, and the moving of the service department, now

# by Nation's Dealers

at 47 No. Parkside, to the present store location.

The Lucas store is in the Austin section of Chicago, and serves a "mixed" clientele composed of folk whose incomes run from very low to quite high. The firm finances customer purchases itself, and sales are about evenly divided between cash and time payments.



Lucas handles many famous makes of washers, and specializes in his own private brand. At left, John J. Karella; at right, Barney Pirmann of the Lucas organization examine a new shipment.

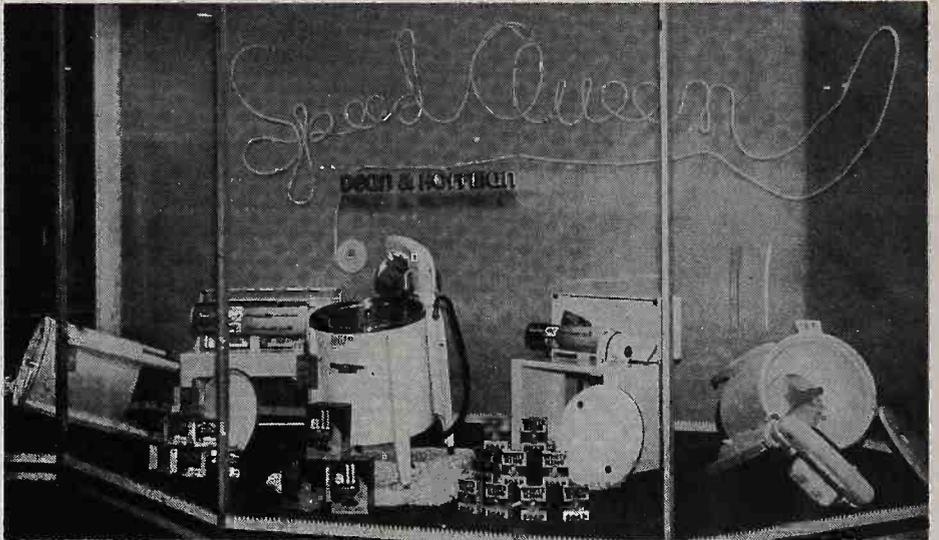
## Follow-Up on "Paid-Out" Accounts Is Profitable

That the best source of appliance prospects, compared with any others, is the "paid-out account" customer, has been proven through an interesting operation carried out by Loveman, Joseph & Loeb, Birmingham, Ala.

Under a plan developed by William Krecher, appliance buyer, the store's eight outside salesmen, who alternate out and in, four at a time, are constantly charged with the responsibility of following paid-out accounts as these "mature" in the store's credit office. While each man on the outside follows up prospects supplied by users, from floor leads, etc., by and large, it is the long list of accounts which have been paid up in the store's credit office, which provides the most consistent sales market.

The fact that the customer is familiar with the time-payment plans, and is solvent enough to maintain payments as required, is always demonstrated by the fact that an account has been paid out. Therefore, when an appliance salesman calls on the home-

## Rope Lettering Adds Novel Touch to Display



Dean & Hoffman, Long Beach, California dealers, set up this effective display in their show-window to plug sales of Speed Queen washers. Brand name spelled out with rope gains attention of the passer-by.

owner, and prospects for potential appliance sales, he has an opening wedge assured, inasmuch as the customer is already familiar with store operation.

## Frequent Multiple Sales

On each call, the salesman merely identifies himself as a representative of the store, states that he hopes the credit policies have met with the customer's approval, and then goes into his sales approach on major appliances. Frequently, such calls have developed sales of two or three appliances, where the customer had given little thought to the purchase of new ones, putting it off for a long time in the future. However, merely reminding them that they are considered good credit customers, and capitalizing upon the fact that the customer is already used to making regular payments, has paved the way to a lot of additional appliance sales.

All of the eight specialty salesmen in Loveman's huge appliance department are paid on the same commission and drawing account basis, whether sales are made "in or out." The store feels that by providing them with a fresh set of "paid-up prospects" each day, it provides an ample market, so that no arduous doorbell-ringing, or cold canvassing is involved.

## "Ever Hear of a Television Tonic?"



Shown above is reproduction of a part of an ad used by Chicago's Television Engineers, Inc., 1539 W. Harrison St. They make a special offer to go over any TV set for a flat sum. The check-up fee includes the furnishing of a written report to the customer covering condition and performance of receiver and antenna. Heading over this picture is the one Television Engineers used—"Ever Hear of a Television Tonic?"

*Repeat offer*

**BY POPULAR DEMAND!**

**this handsome  
metal cabinet  
plus complete dealer-helps kit!**

*Yours at no  
extra cost!*

when you place a \$25 order\*  
for fast-selling "Eveready"  
portable radio batteries!

\* At dealer prices.



*You need only one brand!*

You need just one brand to get all the battery business you want! "Eveready" brand radio batteries are most widely advertised, most widely preferred! Order today through your "Eveready" battery distributor . . . ask him to have the kit sent to you. We'll send it directly, prepaid!



**ORDER  
YOURS TODAY...**  
*Supply limited!*



If you missed getting your cabinet last Spring, act now! Dealers snapped up these kits so fast that supplies were exhausted in no time. LOOK AT WHAT YOU GET! A ten-piece kit! ALL-METAL PERMANENT COUNTER DISPLAY CABINET! Giant window streamer, brilliant pennants, dummy batteries! An easy-to-use radio-battery replacement guide! Kit doesn't cost you a cent extra when you place your \$25 order!



*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*

# TUNG-SOL



**BEAM  
POWER  
AMPLIFIER**

*for the ultimate in reliability where the 6L6 is called for . . .*

see other side for additional information

# TUNG-SOL

# 5881



a new beam  
power amplifier  
embodying all the  
important improvements  
in electron tube design...

### Absolute reliability!

There, in two words, is the net result of all the engineering which TUNG-SOL has put into the 5881. This completely new tube is designed to operate in circuits for which the 6L6 is specified and is completely interchangeable wherever the 6L6 is now in use. Full utilization of the design and production techniques which have proved themselves over the past 15 years, has created this exceptionally reliable tube. The 5881 has tremendous overload capacity. It maintains high efficiency throughout its life and provides low cost operation through reduced maintenance.

The 5881 is manufactured under laboratory conditions accompanied by the most severe tests. It is rugged both mechanically and electrically. Here are six major features which assure its premium performance:

1. Glass button stem permits compact construction with high resistance to mechanical shock.
2. Rugged micanol low-loss base provides full lifetime electrical insulation and minimizes base leakage.
3. Cathode materials of exceptional stability give more uniform emission with greater life expectancy. Cathode is not poisoned by inactivity during standby periods.
4. Maximum control of grid emission achieved by gold plating and carbonizing.
5. Zirconium anode coating is most active under overload conditions providing ample gettering action to prevent accumulation of gases.
6. Life tests are made under severe overload conditions to assure adequate safety factor.

Where reliable service is essential in audio circuits, the TUNG-SOL 5881 is a "must." Order it from your regular TUNG-SOL supplier.

## MECHANICAL DATA

Envelope	Glass RMA T-11
Base	Short shell micanol
Overall length	3-15/32"
Seated height	2-29/32"
Maximum diameter	1-7/16"

## ELECTRICAL DATA

Maximum Ratings—(Design Center System in accordance with RMA Standard M8-210)

Plate dissipation	23 WATTS
Screen dissipation	3 WATTS
Plate voltage	360 VOLTS
Screen voltage	270 VOLTS
Heater-cathode potential	200 VOLTS
Heater voltage	6.3 VOLTS

## ELECTRICAL DATA

Typical Operating Conditions and Characteristics (Class A Amplifier)

Heater voltage	6.3	6.3	6.3	VOLTS
Heater current	0.9	0.9	0.9	AMP.
Plate voltage	250	300	350	VOLTS
Screen voltage	250	200	250	VOLTS
Grid voltage	-14	-12.5	-18	VOLTS
Peak A-F signal voltage	14	12.5	18	VOLTS
Transconductance	6100	5300	5200	μMHOS
Plate resistance	30000	35000	48000	OHMS
Zero signal plate current	75	48	53	MA.
Zero signal screen current	4.3	2.5	2.5	MA.
Maximum signal plate current	80	55	65	MA.
Maximum signal screen current	7.6	4.7	8.5	MA.
Load resistance	2500	4500	4200	OHMS
Power output	6.7	6.5	11.3	WATTS
Total harmonic distortion	10	11	13	%

# TUNG-SOL ELECTRON TUBES

The TUNG-SOL engineering which has produced the 5881 is constantly at work on a multitude of special electron tube developments for industry. Many exceptionally efficient general and special purpose tubes have resulted. Information about these and other types are available on request to TUNG-SOL Commercial Engineering Department.



**TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY**

SALES OFFICES: ATLANTA • CHICAGO • DALLAS • DENVER • DETROIT • LOS ANGELES • NEWARK  
Also Mfrs. of: RECEIVING TUBES, MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS and CURRENT INTERMITTORS

September 1950

# RADIO & TELEVISION RETAILING

1950-51 TV RECEIVER SPECIFICATIONS

ON THE FOLLOWING PAGES  
Compiled to August, 1950

CALDWELL-CLEMENTS, INC., 480 Lexington Avenue, New York 17, N. Y.

# It's the BIGGEST NEWS in Television

# PHILCO *Balanced Beam*

PHILCO engineering scores again with another triumph of research... yes, another major contribution to greater television enjoyment! It's *Balanced Beam Television*... acclaimed by all as the truest picture ever seen on any television screen. No more blurred edges; no more smeared images. A sensational advance, and yours now on every new 1951 Philco set.

*Only Philco has it!*



Now... True-Focus Pictures



No Blur Like This!



No Smear Like This!

# TELEVISION RECEIVER SPECIFICATIONS

1950-51

1950-51

Sales Features and Latest Prices of More Than 700 TV Models

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Sp. S. &
Admiral Corp., 3800 Cortland St., Chicago, Ill.	12 x 11	TA	12LP4	169.95	N			PL, EB	20Z1	17	2	25.75 I		PN
	12 x 12	TA	12LP4	179.95	N			PL, MA	20Z1	17	2	25.75 I		PN
	16 R 12	TA	16RP4	229.95	N			PL, MA	21B1	19	2	25.75 I		PN
	28 R 12	C	16RP4	249.95	N			PL, MA	21B1	19	2	25.75 I		PN
	28 x 55	C	18GP4	299.95	N			WA	24D1	21	3	25.75 S		PN
	28 x 58	C	16GP4	309.95	N			MA	24D1	21	3	25.75 S		PN
	28 x 57	C	18GP4	319.95	N			BL	24D1	21	3	25.75 S		PN
	28 x 65	C	18GP4	329.95	N			WA	24D1	21	3	25.75 S		PN
	28 x 68	C	16GP4	349.95	N			MA	24D1	21	3	25.75 S		PN
	28 x 67	C	18GP4	369.95	N			BL	24D1	21	3	25.75 S		PN
	28 x 75	C	18GP4	349.95	N			WA	24D1	21	3	25.75 S		PN
	26 x 78	C	16GP4	369.95	N			MA	24D1	21	3	25.75 S		PN
	29 x 25	C	19AP4	429.50	N			WA	24F1	21	3	25.75 S		PN
	29 x 28	C	19AP4	449.50	N			MA	24F1	21	3	25.75 S		PN
	29 x 17	C	19AP4	475.00	N			BL	24F1	21	3	25.75 S		PN
	34 R 15	C	14CP4	329.95	N	AM	RC3	WA	20V1	21	2	25.75 I		PN
	34 R 18	C	14CP4	349.95	N	AM	RC3	MA	20V1	21	2	25.75 I		PN
	36 R 45	C	16RP4	399.95	N	AM-FM	RC3	WA	21C1	24	2	25.75 I		PN
	36 R 46	C	16TP4	419.95	N	AM-FM	RC3	MA	21C1	24	2	25.75 I		PN
	36 R 37	C	19AP4	465.00	N	AM-FM	RC3	BL	21C1	24	2	25.75 I		PN
	39 x 35	C	19AP4	549.50	N	AM	RC3	WA	21J1	22	2	25.75 I		PN
	39 x 38	C	19AP4	569.50	N	AM	RC3	MA	21J1	22	2	25.75 I		PN
	39 x 25	C	19AP4	645.00	N	AM-FM	RC3	WA	24G1	26	3	25.75 S		PN
	39 x 28	C	19AP4	665.00	N	AM-FM	RC3	MA	24G1	26	3	25.75 S		PN
	39 x 17	C	19AP4	725.00	N	AM-FM	RC3	BL	24G1	26	3	25.75 S		PN
Air-King Products Co., Inc. 170-53rd St., Brooklyn 32, N. Y.	12T2	TA	12LP4	169.95	N			WA	700	17	2	25.75 I	4	PN
	12T1	TA	12LP4	179.95	N			MA	700	17	2	25.75 I	4	PN
	12C1	CT	12LP4	199.95	N			MA	700	17	2	25.75 I	4	PN
	14T1	TA	14BP4	199.95	N			MA	700-3	17	2	25.75 I	4	PN
	16M1	TA	16RP4	219.95	N			MA, M	700-1	17	2	25.75 I	4	PN
	16T1	TA	16RP4	249.95	N			MA	700-1	17	2	25.75 I	4	PN
	16C1	CT	16RP4	299.95	N			MA	700-1	17	2	25.75 I	4	PN
	718	C	16RP4	349.95	N			MA	700-1	17	2	25.75 I	4	PN
	19C1	C	19BP4	379.95	N			MA	700-40	17	2	25.75 I	4	PN
	16K1	C	16RP4	429.95	N	AM-FM	RC3	MA	700-5, 703	17	2	25.75 I	4	PN
	Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, N. Y.	SAYBROOKE	TA	12DP4A	249.95	N	FM		MA, BL	VL12	21	2	26.2 S	3.5
MAYFIELD		TA	16DP4	329.95	N	FM		MA, BL	VL16	21	4	26.2 S	3.5	PN
SUTTON		C	16GP4	439.50	N	FM		MA, BL	VL16	21	4	26.2 S	3.5	PN
FLEETWOOD		C	16GP4	529.50	N	FM	RC3	MA, BL	VL16	21	4	26.2 S	3.5	PN
CARONIA 19		C	19AP4A	795.00	N	AM-FM	RC3	MA, BL	VL19	24	4	26.2 S	3	PN
NORMANDY		C	19AP4A	595.00	N	AM-FM		MA, BL	VK19	26	5	26.2 S	4	PN
Ansley Radio & Television, Inc. 41 St. Joe's Ave., Trenton 9, N. J.	729	CT	16"	445.00	N			MA	703	24	5	25.75 S	3	PN
	720	C	16HP4	795.60	N	AM-FM	RC3	MA	702	24	4	25.75 S	8	PN
	723	TA	16"	295.00	N			MA	703	24	5	25.75 S	3	PN
	724	C	16"	495.00	N			MA	703	24	5	25.75 S	8	PN
	728	C	19"	565.00	N			MA	703	24	5	25.75 S	8	PN
	730	C	21" Rect.	795.00	N	AM, FM	RC3	MA	703	24	5	25.75 S	8	PN
	706	C	16"	1095.00	N	AM, FM	RC3	MA		39	4	25.75 S	8	PN
	727	C	19"	1195.00	N	AM, FM	RC3	MA		39	4	25.75 S	8	PN
Arvin Industries, Inc., Columbus, Ind.	2121TM	TA	12LP4A	169.95	N		PC	MA	TE-289	17	2	45.75 I	1.7	PN
	2123TM	TA	12LP4A	149.95	N		PC	MA	TE-289	17	2	45.75 I	1.7	PN
	2120CM	CT	12LP4A	199.95	N		PC	MA	TE-289	17	2	45.75 I	1.7	PN
	2126CM	CT	12LP4A	179.95	N		PC	MA	TE-289	17	2	45.75 I	1.7	PN
	2124CCM	CT	12LP4A	279.95	N	AM, FM	RC3	MA	TE-289	17	2	45.75 I	1.7	PN
	4080T	TA	8AP4A	119.95	N			MA, BL	TE-282	16	2	45.75 I	1.0	PN
	2161TM	TA	16KP4A	219.95	N		PC	MA	TE-290	18	2	45.75 I	2.0	PN
	2160CM	CT	16KP4A	249.95	N		PC	MA	TE-290	18	2	45.75 I	2.0	PN
	2164CM	CT	16KP4A	279.95	N		PC	MA	TE-290	18	2	45.75 I	2.0	PN
	2162CCM	C	16KP4A	349.95	N	AM	RC3	MA	TE-290	18	2	45.75 I	2.0	PN
	4162CM	CT	16KP4A	329.95	N		PC	MA	TE-286	24	2	45.75 I	3.0	PN
	4162CB	CT	16KP4A	339.95	N		PC	BL	TE-286	24	2	45.75 I	3.0	PN
	Atwater Television Co., 360 Furman St., Brooklyn, N. Y.	X750	TA	16" Rect.	199.95				MA		18	2	I	
X800		CT	16" Rect.	249.95				MA		18	2	I		PN
X850		CT	19"	299.95				MA		18	2	I		PN
X351		TA	12 1/2"	149.95				MA		18	2	I		PN
X1400		TA	14" Rect.	159.95				MA		18	2	I		PN
X729		CT	16"	229.95	T			MA, BL		18	2	I		PN
513		C	16"	299.95	T	FM		MA, BL		18	2	I		PN
135		C	19"	389.95	T	FM		MA, BL		21	3	S		PN
X1600		C	16"	359.95	T	AM	RC3	MA, BL		21	3	S		PN
X1009		C	16"	279.95	T			MA, BL		21	3	S		PN
Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.	TV-5061	C	16DP4	299.95				MA	TV5061	19	..	25.75 I	2	PN
	TV-5019	C	19BP4A	495.95				MA	TV5019	22	..	25.75 I	3	PN
	TV-5116R	C	16TP4	299.95				MA	TV5116R	21	..	25.75 I	2	PN
Bell Television, Inc., 552 W. 53rd St., New York 19, N. Y.	1603	CO	16AP4	295.00				MA		27	4	25.75 S	6	PN
	1901	CO	19AP4A	445.00				MA		27	4	25.75 S	6	PN
	1604	CO	16AP4	445.00				M		27	4	25.75 S	6	PN
	1902	CO	19AP4	595.00				M, MA		27	4	25.75 S	6	PN
	18T3	TA	16AP4	259.95				MA, WA		27	4	25.75 S	6	PN
	16C3	CT	16AP4	299.95				MA, WA		27	4	25.75 S	6	PN
	16D3	CT	16AP4	349.95				MA, WA		27	4	25.75 S	6	PN
	19T4	TA	19AP4	359.95				MA, WA		27	4	25.75 S	6	PN
	19C4	CT	19AP4	399.95				MA, WA		27	4	25.75 S	6	PN
	19D4	CT	19AP4	449.95				MA, WA		27	4	25.75 S	6	PN

(Continued on next page)

BL — Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
C — Console	EB — Ebony	LO — Lined Oak	O — Oak	S — Split sound IF system	X — Projection
CH — Chassis	EM — Electromagnetic	M — Metal	PC — Phono Jack	SW — Short wave	+ — Round Screen
CO — Commercial	I — Intercarrier	MA — Mahogany	PL — Plastic	T — Tunable built-in ant.	* — Plus radio tube complem
CT — Consolelette	K — Kit	MP — Maple	PM — Permanent Magnet	TA — Table	** — Total tubes incl. picture t but excluding rectifiers

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Received	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
Max Radio Div., Indix Aviation Corp., Lawson 4, Md.	2051	TA	14BP4	169.95	N			MA	T5-4	13	2	21.5 I	1.5	PM 4x8
	3051	CT	14BP4	199.95	N			MA	T5-4	13	2	21.5 I	1.5	PM 8
	2060	TA	16RP4	239.95	N			MA	T5-3	13	2	21.5 I	1.5	PM 4x8
	6001	C	16RP4	299.95	N			MA	T5-3	13	2	21.5 I	1.5	PM 10
	6003	CT	16RP4	279.95	N			MA	T5-3	13	2	21.5 I	1.5	PM 10
	6100	C	16RP4	399.95	N	AM, FM	RC3	MA	T5-2, C16-1	13, 6	2, 1	21.5 I	1.5	PM 10
Radio Television Co., P.O. Box 1262, Reading, Pa.	TC17-30	C	17XP4A	600.00		FM		MA, BL	830K-2	25	3	25.75 S	4	PM 10
Swick Div., Radio & Television, Inc., 244 Mad- ison Ave., New York 16, N.Y.	MARLOWE	TA	16XP4	189.95	N			MA	618	17	2	I	3	PM 5
	GLASGOW	CT	16XP4	219.95	N			MA	6181	17	2	I	3	PM 10
	KENSINGTON	C	16XP4	249.95	N			MA	1118	17	2	I	3	PM 10
Chart-Farnsworth Corp., 100 E. Pontiac, Wayne 1, Ind.	SPINET	C	16RP4	299.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 8
	NANTUCKET	TA	16RP4	279.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 8
	BEDFORD	TA	16RP4	289.95	T			BL	OX-33	20	2	28.25 I	2.5	PM 8
	MONMOUTH	C	16RP4	339.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 12
	GEORGETOWN	C	16GP4	379.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 6x9
	VIRGINIAN	C	17AP4A	389.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 12
	NEW ENGLANDER	C	16RP4	399.95	T			BL	OX-33	20	2	28.25 I	2.5	PM 12
	TICONDEROGA	C	16RP4	550.00	T	AM	RC3	MA	OX-33	22	3	28.25 I	10	PM 12
	SARATOGA	C	17AP4A	650.00	T	AM, FM	RC3	MA	OX-33	22	3	28.25 I	10	PM 12
	CHICAGOAN	C	16GP4	349.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 12
	CHICAGOAN	C	16GP4	369.95	T			BL	OX-33	20	2	28.25 I	2.5	PM 12
	WILLIAM PENN	C	16GP4	399.95	T			MA	OX-33	20	2	28.25 I	2.5	PM 12
	NEW AMSTERDAM	C	19AP4A	850.00	T	AM, FM	RC3	MA	OX-33	22	3	28.25 I	10	PM 12
	Rac, Inc., 649 W. Foothill Ave., Glendora, Calif.	14M36	C	16GP4	389.95				MA, MP, BL, WA	38	21	3	25.75 S	5
17P39		C	19AP4A	459.95				MA, MP, BL	39	21	3	25.75 S	5	PM 12
Sley Div., Avco Corp., 129 Arlington St., Cincinnati, Ohio	11-441	CT	12LP4A	209.95	N			PC	MA	18	2	I	1.5	PM 10
	11-461-WU	CT	12LP4A	199.95	N			PC	WA	18	2	I	1.5	PM 10
	11-471-BU	CT	12LP4A	229.95	N			PC	BL	18	2	I	1.5	PM 10
	11-442	TA	17BP4	269.95	N			PC	MA	21	3	I	2.0	EM 5
	11-472-BU	TA	17BP4	279.95	N			PC	BL	21	3	I	2.0	PM 10
	11-443-MU	C	19AP4A	419.95	N			PC	MA	21	3	I	2.0	PM 10
	11-444-MU	C	17BP4	469.95	N	AM	RC3	MA	MA	28	4	I	2.0	PM 10
	11-474-BU	C	17BP4	489.95	N	AM	RC3	BL	BL	28	4	I	2.0	PM 10
	11-445	C	16TP4	299.95	N			PC	MA	21	3	I	2.0	PM 10
	11-465	C	16TP4	289.95	N			PC	WA	21	3	I	2.0	PM 10
	11-475	C	16TP4	319.95	N			PC	BL	21	3	I	2.0	PM 10
	11-446	C	16GP4	339.95	N			PC	MA	21	3	I	2.0	PM 10
	11-476	C	16GP4	359.95	N			PC	BL	21	3	I	2.0	PM 10
	11-453	C	17BP4	349.95	N			PC	MA	21	3	I	2.0	PM 10
	11-493	C	17BP4	369.95	N			PC	BL	21	3	I	2.0	PM 10
	11-447	C	16TP4	389.95	N			PC	MA	21	3	I	2.0	PM 10
	11-477	C	16TP4	409.95	N			PC	BL	21	3	I	2.0	PM 10
	11-460	C	17BP4	399.95	N			PC	MA	21	3	I	2.0	PM 10
11-470	C	17BP4	419.95	N			PC	BL	21	3	I	2.0	PM 10	
11-458	C	19AP4A	449.95	N			PC	MA	21	3	I	2.0	PM 10	
11-484	C	19AP4A	469.95	N			PC	BL	21	3	I	2.0	PM 10	
11-454	C	19AP4A	469.95	N			PC	MA	21	3	I	2.0	PM 10	
11-459	TA	16TP4	249.95	N			PC	MA	21	3	I	2.0	PM 5	
Vaid Radio Mfg. Corp., 15 37th Ave., Long Island City 1, N. Y.	DT1020	TA	10BP4	169.95	N			WA	1020	20	3	25.75 I	4.2	EM 6.5
	DT1030	TA	10BP4	179.95	N			MA	1030	20	3	25.75 I	4.2	EM 6.5
	ET140	TA	14CP4	219.95	N			MA	140	20	3	25.75 I	4.2	EM 6.5
	ET141	C	14CP4	269.95	N			MA	141	20	3	25.75 I	4.2	EM 10
	DT162	TA	16GP4	269.95	N			MA	162	20	3	25.75 I	4.2	EM 6.5
	DT163	C	16GP4	299.95	N			MA	163	20	3	25.75 I	4.2	EM 10
	DT190	C	19BP4	369.95	N			MA	190	20	3	25.75 I	4.2	EM 10
Mont Laboratories, Inc., Len B., Market St., Paterson, N. J.	SHERBROOKE	C	19AP4	745.00		AM, FM, SW	RC3	MA, BL	RA109A	34	4	26.25 S	4.5	PM 10
	HANOVER	C	19AP4	589.95		AM, FM, SW		MA, BL	RA109A	30	4	26.25 S	4.5	PM 10
	MT. VERNON	C	19AP4	499.95		FM, SW		MA, BL	RA112A	22	3	28.25 S	2	PM 10
	WESTERLY	C	19AP4	469.95		FM, SW		MA, BL	RA112A	22	3	28.25 S	2	PM 10
	ARDMORE	C	19AP4	439.95		FM, SW		MA, BL	RA112A	22	3	26.25 S	2	PM 10
	TARRYTOWN	C	17AP4	630.00		AM, FM, SW	RC3	MA, BL	RA113B	27	4	26.25 S	2	PM 12
	BURLINGAME	C	17AP4	429.95		FM, SW		MA, BL	RA113B	22	3	26.25 S	2	PM 10
	REVERE	C	17AP4	439.95		FM, SW		MA, BL	RA113B	22	3	26.25 S	2	PM 10
	BROOKVILLE	C	17AP4	389.95		FM, SW		MA, BL	RA113B	22	3	26.25 S	2	PM 10
	ANDOVER	C	17AP4					MA, BL	RA117A	20	2	26.25 S	2	PM 10
	PARK LANE	C	17AP4					MA, BL	RA117A	20	2	26.25 S	2	PM 10
	STRATHMORE	C	17AP4					MA, BL	RA117A	20	2	26.25 S	2	PM 10
	CARLTON	TA	17AP4					M	RA117A	20	2	26.25 S	2	PM 5
	VENTURA	TA	17AP4					M	RA117A	20	2	26.25 S	2	PM 5
	SUMTER	TA	17AP4					M	RA117A	20	2	26.25 S	2	PM 5
	WESTMINSTER II	C	17AP4			AM, FM, SW	RC3	MA	RA116A-1	42	5	26.25 S	6	PM 12
Parson Radio & Phono- graph Corp., 11 Eighth Ave., New York 11, N. Y.	673	TA	12LP4A	169.95	N			MA	120133B	15	2	25.75 I	3	EM 6
	673	TA	12LP4A	199.95	N			BL	120133B	15	2	25.75 I	3	EM 6
	660	TA	12LP4A	199.95	N			MA	120133B	15	2	25.75 I	3	EM 6
	662	TA	14BP4	199.95	N			PL	120127B	17	4	25.75 I	4	PM 5
	661	TA	16GP4	259.95	N			MA	120134B	18	4	25.75 I	5	PM 6
	663	TA	16RP4	249.95	N			MA	120128B	17	4	25.75 I	4	PM 5
	665	C	12LP4A	329.95	N	AM	RC3	MA	120131B	21	3	25.75 I	3	EM 12
	664	C	12LP4A	229.95	N			MA	120133B	15	2	25.75 I	3	EM 12
	664	C	12LP4A	239.95	N			BL	120133B	15	2	25.75 I	3	EM 12
	668	C	16GP4	289.95	N			MA	120134B	18	4	25.75 I	5	PM 12
	668	C	16GP4	299.95	N			BL	120134B	18	4	25.75 I	5	PM 12
	667	C	16GP4	329.95	N			MA	120134B	18	4	25.75 I	4	PM 12
	667	C	16GP4	349.95	N			BL	120134B	18	4	25.75 I	4	PM 12
	669	C	19AP4	429.95	N			MA	120129B	18	4	25.75 I	5	PM 12
669	C	19AP4	469.95	N			BL	120129B	18	4	25.75 I	5	PM 12	
666	C	16GP4	429.95	N	AM, FM	RC3	MA	120135B	28	4	25.75 I	4	PM 12	
Radio & Electric Co., 25 Main St., Belleville, N. J.	S4T15	TA	14BP4	199.95	N			MA	877	19	3	25.75 I	3.2	PM 6
	S4C20	C	14BP4	239.95	N			MA	877	19	3	25.75 I	3.2	PM 10
	S4T30	TA	14BP4	209.95	N			MA	877	19	3	25.75 I	3.2	PM 6
	S1055	C	16RP4	299.95	N			MA	877	19	3	25.75 I	3.2	PM 10
	S1055X	C	18GP4	299.95	N			MA	877	19	3	25.75 I	3.2	PM 10
	S1060	TA	16RP4	269.95	N			MA	877	19	3	25.75 I	3.2	PM 8
	S8C55	C	16RP4	329.95	N			MA	877	19	3	25.75 I	3.2	PM 10
	R1045	TA	12LP4A	269.95	N			MA	875	22	2	25.75 I	3.2	PM 6
	R1025	C	16GP4	359.95	N			MA	875	23	4	25.75 S	3.2	PM 10

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Spe. Str. &
Fada (Continued from page 93)														
	S4C40	C	14BP4	269.95	..	..	..	..	..	..	..	..	..	..
	S9C10	C	19"	399.95	..	..	..	..	..	..	..	..	..	..
Federal Television Corp., 137 Duane St., New York 13, N. Y.	631A 632B 633A 634B	CT CT C C	16DP4A 19DP4A 16DP4A 19DP4A	399.50 499.50 699.50 799.50	T T T T	.. .. AM-FM AM-FM	.. .. RC3 RC3	MA, BL, EB, WA WA, MA, BL, EB WA, MA, BL, EB WA, MA, BL, EB	.. .. .. ..	27 27 27 27	3 3 3 3	25.75 S 25.75 S 25.75 S 25.75 S	4 4 4 4	PM PM PM PM
Freed Radio Corp., 200 Hudson St., New York 13, N. Y.	54 55 58 68 101 103 104	C C C C C C C	16GP4 16GP4 16GP4 16GP4 19AP4A 19AP4A 19AP4A	429.00 399.00 429.00 449.00 595.00 549.00 595.00	T T T T T T T	.. .. .. .. FM FM FM	.. .. .. .. PC PC PC	MA MA BL MA MA MA BL	CHT-1620C CHT-1620C CHT-1620C CHT-1620C CHT-1900 CHT-1900 CHT-1900	26 26 26 26 28 28 28	2 2 2 2 2 2 2	25.75 S 25.75 S 25.75 S 25.75 S 25.75 S 25.75 S 25.75 S	4.5 4.5 4.5 4.5 4.5 4.5 4.5	PM PM PM PM EM EM EM
General Electric Co., Electronics Park, Syracuse, N. Y.	14T2 14T3 16T3 16T4 14C102 14C103 16C113 16C118 19C105 19C108 16K1 16K2	TA TA TA TA C C C C C C C C	14CP4 14CP4 16KP4 16KP4 14CP4 14CP4 16KP4 16KP4 19AP4A 19AP4A 16KP4A 16KP4A	199.95 219.95 239.95 259.95 239.95 259.95 299.95 299.95 439.95 459.95 469.95 469.95	N N N N N N N N N N N N	.. .. .. .. .. .. .. .. .. .. AM FM AM, FM	.. .. .. .. .. .. .. .. .. .. RC3 RC3	MA BL MA BL MA BL MA MA MA BL MA BL	14T2 14T3 16T3 16T4 14C102 14C103 16C113 16C116 19C105 19C108 16K1 16K2	19 19 19 19 19 19 19 19 24 24 26 26	2 2 2 2 2 2 2 2 4 4 2 2	41.25 I 41.25 I	2.5 2.5 2.5 2.5 2.5 2.5 2.5 2.5 7.0 7.0 2.5 2.5	EM EM EM EM EM EM EM EM EM EM EM EM
Gram Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.	256-L	C	16KP4	.....	T	AM	..	M	256	33	3	25.75 S	3.5	PM
Hallcrafters Co., The, 4401 W. Fifth Ave., Chicago 24, Ill.	815 811 822 818 853 870 871 820 821 860 861 880 890 894 898 809 810 805 806	TA TA C C C C C C C C C C C C C C TA TA C C	16" 16" 16" 16" 16" 17" 17" 17" 17" 17" 17" 19" 20" 20" 20" 20" 16" 16" 16" 16"	249.95 269.95 299.95 329.95 399.95 299.95 319.95 349.95 379.95 449.50 489.50 379.95 595.00 595.00 595.00 595.00 199.95 229.95 279.95 295.00	N N N N N N N N N N N N N N N N N N N N	.. AM .. AM AM .. .. AM AM AM AM AM, FM AM, FM AM, FM .. .. .. ..	.. .. .. .. .. RC3 .. .. RC3 RC3 RC3 .. .. .. .. .. .. .. ..	MA MA MA MA MA MA MA MA MA BL BL MA MA MA MA MA MA MA MA MA BL	.. ..	18 21 18 21 21 18 18 21 21 21 18 25 25 25 25 25 .. .. .. ..	3 3 3 3 3 3 3 3 3 3 3 3 3 4 4 4 .. .. .. ..	21.25 I 21.25 I 21.25 I 21.75 I 21.25 I	2.5 2.5	PM PM
Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.	630 631 870, 871, 872 634 635 867 866, 868 877 876, 878 951 950, 952 867A 866A, 868A 950A 951A 890 891 892 960 961	TA TA CT TA TA C C C C C C C C C C C C C C C C	14CP4 14CP4 14CP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 16TP4 19AP4	229.95 219.95 279.95 269.95 249.95 349.95 369.95 319.95 339.95 459.95 479.95 349.95 369.95 479.95 459.95 479.95 459.95 479.95 439.95 419.95 439.95 575.00 550.00	T T	.. .. .. .. .. .. .. .. .. AM, FM AM, FM .. .. AM, FM AM, FM AM, FM .. .. .. .. AM, FM AM, FM	.. .. .. .. .. .. .. .. .. RC3 RC3 .. .. RC3 RC3 RC3 .. .. .. .. RC3 RC3	BL, MA BL, MA BL, MA, MP BL, MA BL, MA BL, MA, MP BL, MA BL, MA BL, MA BL, MA BL, MA BL, MA BL, MA BL, MA	170 170 170 171 171 171 171 171 171 172 172 173 173 173 174 174 175 175 175 176 176	18 18 18 18 18 18 18 18 18 21 21 18 18 18 18 18 18 18 18 23 23	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 4 4	26.1 S 26.1 S	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 10 10	PM PM
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio	L-10	CO	5TP4X	1850.00	..	..	..	MA	L-10	32	7	25.75 S	20	PM
Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.	248 348 761 1181 1281 1361	C C T C C C	16FP4A 19AP4A 16TP4 16TP4 16TP4 19DP4A	379.00 469.00 229.00 299.00 319.00 379.00	.. .. .. .. .. ..	.. .. .. .. .. ..	.. .. .. .. .. ..	MA, BL MA, BL MA, BL MA, BL MA, BL MA, BL	IT-35R IT-35R IT-61R-2 IT-61R-2 IT-61R-2 IT-61R-5	25 25 18 18 18 18	4 4 2 2 2 2	25.75 S 25.75 S 21.25 I 21.25 I 21.25 I 21.25 I	7 7 3 3 3 3	EM EM PM PM PM PM
International Television Corp., 238 William St., New York 7, N. Y.	ROYAL IMPERIAL MONARCH PRESIDENT EMPEROR	TA CT C C C	16RP4 16DP4 16RP4 16RP4 19AP4	229.95 269.95 299.95 319.95 339.95	N N N N N	.. .. .. .. ..	.. .. .. .. ..	MA, BL, LO MA, BL, LO MA, BL, LO MA, BL, LO MA, BL	F16 F16 F16 F16 F19	18 18 18 18 18	2 2 2 2 2	I I I I I	4.5 4.5 4.6 4.5 4.5	PM PM PM PM PM
Jackson Industries, Inc., 600 E. 40th St., Chicago 16, Ill.	14T 16T 16C 29C 316	TA TA C C C	12LP4 16" 16" 19" 16"	179.95 199.95 229.95 349.95 349.95	N N N N N	.. .. .. .. AM	.. .. .. .. RC3	MA MA MA MA MA	.. .. .. .. ..	19 19 19 19 19	2 2 2 2 2	25.75 I 25.75 I 25.75 I 25.75 I 25.75 I	2.5 2.5 2.5 2.5 2.5	PM PM PM PM PM
Kaye-Halbert Corp., 3555 Hayden Ave., Culver City, Calif.	231W 231M 231B 232W, 232M 232B 233W 233M	TA TA TA TA TA C C	16 16 16 16 16 16 16	229.95 239.95 249.95 279.95 289.95 289.95 299.95	N N N N N N N	.. .. .. .. .. .. ..	.. .. .. .. .. .. ..	.. .. .. .. .. .. ..	241 241 241 241 241 241 241	21 21 21 21 21 21 21	3 3 3 3 3 3 3	I I I I I I I	3 3 3 3 3 3 3	PM PM PM PM PM PM PM

(Continued on next page)

BL — Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
C — Console	EB — Ebony	LO — Lined Oak	O — Oak	S — Split sound IF system	X — Projection
CH — Chassis	EM — Electromagnetic	M — Metal	PC — Phono Jack	SW — Short wave	+
CO — Commercial	I — Intercarrier	MA — Mahogany	PL — Plastic	T — Tunable built-in ant.	— Round Screen
CT — Consolette	K — Kit	MP — Maple	PM — Permanent Magnet	TA — Table	** — Plus radio tube complements
					** — Total tubes incl. picture tube but excluding rectifiers

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-in Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr.'s Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
-H a bert (Cont nued from page 94)														
	233B	C	16	309.95	N				241	21	3	I	3	PM 12
	234W	C	16	369.95	N				241	21	3	I	3	PM 12
	234M	C	16	379.95	N				241	21	3	I	3	PM 12
	234B	C	16	389.95	N				241	21	3	I	3	PM 12
	235	C	16	389.95	N				241	21	3	I	3	PM 12
	236	C	16	369.95	N				241	21	3	I	3	PM 12
	237	C	16	399.95	N				241	21	3	I	3	PM 12
	238W	C	19	379.95	N				241	21	3	I	3	PM 12
	238M	C	19	389.95	N				241	21	3	I	3	PM 12
	238B	C	19	399.95	N				241	21	3	I	3	PM 12
	239W	C	19	449.95	N				241	21	3	I	3	PM 12
	239M	C	19	459.95	N				241	21	3	I	3	PM 12
	239B	C	19	469.95	N				241	21	3	I	3	PM 12
	240	C	19	469.95	N				241	21	3	I	3	PM 12
	241	C	19	449.95	N				241	21	3	I	3	PM 12
Avonox Co., Peter Rd., Wayne 4, Ind.	HAMPSHIRE	TA	14BP4	198.50	N			MA	CT270	18	2	21.26 I	...	PM 8
	BILTMORE	CT	16TP4	259.50	N			MA	CT272	18	2	21.26	...	PM 12
	METROPOLITAN	TA	16TP4	249.50	N			MA, BL	CT272	18	2	21.26	...	PM 12
	PLAYHOUSE	CT	16TP4	298.50	T			MA, BL	CT277	18	2	21.26 I	...	PM 12
	SHOREHAM	CT	16GP4	298.50	T			MA, MP	CT274	18	2	21.26 I	...	PM 12
	COSMOPOLITAN	CT	16GP4	339.50	T			MA, BL	CT274	18	2	21.26	...	PM 12
	SHOREHAM	CT	19AP4	395.00	T			MA	CT250	24	4	21.26 S	3.5	PM 12
	CONTEMPORARY	C	16TP4	459.50	T	AM, FM	RC3	MA, BL	CT273	20	3	21.26 I	6	EM 12
	WEDGEWOOD	C	16TP4	495.00	T	AM, FM	RC3	MA	CT273	22	3	21.26 I	10	EM 12
	PROVINCIAL	C	16TP4	495.00	T	AM, FM	RC3	MP	CT273	22	3	21.26 I	10	EM 12
	AMERICAN MODERN	C	18GP4	595.00	T	AM, FM	RC3	MA, BL	CT275	22	3	21.26	18	EM 15
	FRENCH PROVINCIAL	C	16GP4	595.00	T	AM, FM	RC3	MP	CT275	22	3	21.26 I	18	EM 15
	EMBASSY	C	17BP4	775.00	T	AM, FM, SW	RC3	MA	CT288	28	4	21.26 S	20	EM 12
	PLAZA	C	14"	239.50	...			MA	...	...	...	...	...	...
	HEPPELWHITE	C	16"	379.50	...			MA, BL	...	...	...	...	...	...
	NORMANDY	C	16"	379.50	...			BL	...	...	...	...	...	...
	AMER. TRADITIONAL	C	16"	595.00	...	AM, FM	RC3	MA	...	...	...	...	...	...
	WINDSOR IMPERIAL	C	16"	1390.00	...	AM, FM	RC3	MA	...	...	...	...	...	...
Bestic Radio & Television, Inc., 12-33 Washington St., Brooklyn 1, N. Y.	120	TA	12LP4	149.95	N			L	99	17	2	24.75 I	3	PM 5
	121	TA	12LP4	174.95	N			MA	99	17	2	24.75 I	3	PM 5
	141	TA	14DP4	189.95	N			MA	100	17	2	24.75 I	3	PM 5
	142	TA	14DP4	209.95	N			MA	100	17	2	24.75 I	3	PM 5
	1400	CT	14DP4	239.95	N			MA	100	17	2	24.75 I	3	PM 10
	162	TA	16RP4	199.95	...			L	101	17	2	24.75 I	3	PM 5
	160	TA	16RP4	239.95	...			MA	101	17	2	24.75 I	3	PM 5
	1600	CT	16RP4	269.95	...			MA	101	17	2	24.75 I	3	PM 10
	1605	CT	16GP4	279.95	...			MA	102	17	2	24.75 I	3	PM 10
	1610	C	16GP4	319.95	...			MA	102	17	2	24.75 I	3	PM 10
Es Television Inc., 12-33 Colonial Ave., Corona, L. I., N. Y.	VERSAILLES	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	HAMPTON	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	ORIENTAL	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	REGENT	C	16DP4A	529.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	WARWICK	C	16DP4A	529.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	DARTMOUTH	C	19AP4A	1195.00	...	AM, FM	RC3	MA, BL, EB, LO	630	41	4	...	10	PM 12
Hudson Television & Radio Corp., 33 Broadway, New York 3, N. Y.	CHALLENGER	...	16DP4A	249.95	N		PC	MA	T410A	18	2	S	5	PM 12
	CHALLENGER DELUXE	C	16DP4A	349.95	N		PC	MA	630-4	25	4	S	5	PM 12
	CHALLENGER DELUXE	C	19DP4A	399.95	N		PC	MA	630-4	25	4	S	5	PM 12
	CONTINENTAL	C	16DP4A	379.95	N		PC	MA	630-4	25	4	S	5	PM 12
	DIPLOMAT	C	16DP4A	399.95	N		PC	BL	630-4	25	4	S	5	PM 12
	CAROLYN	C	19DP4A	549.95	N		PC	BL	630-4	25	4	S	5	PM 12
	QUADRILLE	C	16DP4A	495.00	N		PC	BL	630-4	25	4	S	5	PM 12
	QUADRILLE	C	19DP4A	549.95	N		PC	BL	630-4	25	4	S	5	PM 12
Jack Industries, Inc., John, Lynchmouth, Ind.	14M-C	CT	14CP4	229.50	N			MA, BL	14RC-14VC	18	2	28 I	3	PM 8
	14M-T	TA	14CP4	179.50	N			MA	14VC-14RC	18	2	26 I	3	PM 8
	16M-C	CT	16TP4	259.50	N			MA, BL	15RC-15VC	18	2	26 I	3	PM 8
	16M-T	TA	16TP4	219.50	N			MA	15RC-15VC	18	2	26 I	3	PM 8
	XSB	CT	16DP4	299.50	N			MA, BL	15STR	19	2	26 I	3	12 PM
	19MC	CT	19FP4	349.50	N			MA, BL	...	20	2	26 I	3	12 PM
	XSPT	CT	16DP4	359.50	N	AM	RC3	MA, BL	...	19*	2	26 I	3	12 PM
Mercury Radio & Television Corp., 39 S. Wabash Ave., Chicago 5, Ill.	6193	C	16"	339.95	N	FM		MA	...	18	3	I	3	PM 10
	6193	C	16"	349.95	N	FM		BL	...	18	3	I	3	PM 10
	6193	C	16"	359.95	N	FM		MP	...	18	3	I	3	PM 10
	0800	C	16"	399.95	N	AM, FM	RC3	WA	...	18	3	I	3	PM 10
	0800	C	16"	419.95	N	AM, FM	RC3	MA	...	18	3	I	3	PM 10
	0800	C	16"	429.95	N	AM, FM	RC3	MP, O	...	18	3	I	3	PM 10
	9101	C	19"	449.95	N	FM		MA, WA	...	18	3	I	3	PM 10
	9101	C	19"	469.95	N	FM		BL	...	18	3	I	3	PM 10
	8111	C	16"	329.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	8114	C	16"	319.95	N	FM		MA, BL, WA	CTV-215A	18	3	21.25 S	3	PM 10
	9114	C	19"	449.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	9114	C	19"	459.95	N	FM		BL	CTV-219A	18	3	21.25 S	3	PM 10
Mitchell Mfg. Co., 525 Clybourn Ave., Chicago 14, Ill.	T16-M, T16B	CT	16TP4	269.50	N			MA, BL	YMT	19	1	26 I	3	PM 8
Torota, Inc., 545 W. Augusta Blvd., Chicago 51, Ill.	14T3	TA	14BP4	169.95	N			PL	TS114	18	2	21.9 I	2	EM 5
	14K1	C	14BP4	239.95	N			MA, BL	TS115	18	2	21.9 I	2	EM 8
	17T3	TA	16RP4	199.95	N			MA	TS89	18	2	21.9 I	2	EM 6
	17T1	TA	16RP4	239.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 6
	17T2	TA	16RP4	239.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 6
	17K1	C	16RP4	269.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K2	C	16RP4	289.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K3	C	16RP4	329.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K4	C	16RP4	249.95	N			MA	TS89	18	2	21.9 I	2	EM 8
	17F1	C	16RP4	419.95	N	AM, FM	RC3	MA, BL	TS89	18	2	21.9 I	2	PM 10
	17F2	C	16RP4	449.95	N	AM, FM	RC3	WA	TS89	18	2	21.9 I	2	PM 10
	17F3B	C	16RP4	469.95	N	AM, FM	RC3	BL	TS89	18	2	21.9 I	2	PM 10
	17F4	C	16RP4	469.95	N	AM, FM	RC3	MA	TS89	18	2	21.9 I	2	PM 10
	17F5	C	16RP4	399.95	N	AM, FM	RC3	MA, BL	TS89	18	2	21.9 I	2	PM 10
	19K2	C	19AP4A	339.95	N			MA, BL	TS101	18	2	21.9 I	2	EM 8
	19K3	C	19AP4A	379.95	N			MA	TS101	18	2	21.9 I	2	EM 8

(Continued on page 88)

BL — Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
CH — Console	EB — Ebony	LO — Lined Oak	O — Oak	S — Split sound IF system	X — Projection
CO — Chassis	EM — Electromagnetic	M — Metal	PC — Phono Jack	SW — Short wave	+ — Round Screen
CO — Commercial	I — Intercarrier	MA — Mahogany	PL — Plastic	T — Tunable built-in ant.	

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
Fada (Continued from page 93)														
	S4C40	C	14BP4	269.95	..	..	..	..	..	..	..	..	..	..
	S9C10	C	19"	399.95	..	..	..	..	..	..	..	..	..	..
Federal Television Corp., 137 Duane St., New York 13, N. Y.	631A	CT	16DP4A	399.50	T	..	..	MA, BL, EB, WA	..	27	3	25.75 S	4	PM 12
	632B	CT	19DP4A	499.50	T	..	..	WA, MA, BL, EB	..	27	3	25.75 S	4	PM 12
	633A	C	16DP4A	699.50	T	AM-FM	RC3	WA, MA, BL, EB	..	27	3	25.75 S	4	PM 12
	634B	C	19DP4A	799.50	T	AM-FM	RC3	WA, MA, BL, EB	..	27	3	25.75 S	4	PM 12
Freed Radio Corp., 200 Hudson St., New York 13, N. Y.	54	C	16GP4	429.00	T	..	PC	MA	CHT-1620C	26	2	25.75 S	4.5	PM 12
	55	C	16GP4	399.00	T	..	..	MA	CHT-1620C	26	2	25.75 S	4.5	PM 12
	56	C	16GP4	429.00	T	..	..	BL	CHT-1620C	26	2	25.75 S	4.5	PM 12
	58	C	16GP4	449.00	T	..	..	MA	CHT-1620C	26	2	25.75 S	4.5	PM 12
	101	C	19AP4A	595.00	T	FM	PC	MA	CHT-1900	28	2	25.75 S	4.5	EM 12
	103	C	19AP4A	549.00	T	FM	PC	MA	CHT-1900	28	2	25.75 S	4.5	EM 12
	104	C	19AP4A	595.00	T	FM	PC	BL	CHT-1900	28	2	25.75 S	4.5	EM 12
General Electric Co., Electronica Park, Syracuse, N. Y.	14T2	TA	14CP4	199.95	N	..	..	MA	14T2	19	2	41.25 I	2.5	EM 6
	14T3	TA	14CP4	219.95	N	..	..	BL	14T3	19	2	41.25 I	2.5	EM 6
	16T3	TA	16KP4	239.95	N	..	..	MA	16T3	19	2	41.25 I	2.5	EM 6
	16T4	TA	16KP4	259.95	N	..	..	BL	16T4	19	2	41.25 I	2.5	EM 6
	14C102	C	14CP4	239.95	N	..	..	MA	14C102	19	2	41.25 I	2.5	EM 12
	14C103	C	14CP4	259.95	N	..	..	BL	14C103	19	2	41.25 I	2.5	EM 12
	16C113	C	16KP4	299.95	N	..	..	MA	16C113	19	2	41.25 I	2.5	EM 12
	16C118	C	16KP4	299.95	N	..	..	MA	16C116	19	2	41.25 I	2.5	EM 12
	19C105	C	19AP4A	439.95	N	..	..	MA	19C105	24	4	41.25 I	7.0	EM 12
	19C106	C	19AP4A	459.95	N	..	..	BL	19C106	24	4	41.25 I	7.0	EM 12
	16K1	C	16KP4A	469.95	N	AM FM	RC3	MA	16K1	26	2	41.25 I	2.5	EM 12
	16K2	C	16KP4A	469.95	N	AM, FM	RC3	BL	16K2	26	2	41.25 I	2.5	EM 12
Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.	256-L	C	16KP4	.....	T	AM	..	M	256	33	3	25.75 S	3.5	PM 12
Hallcrafters Co., The, 4401 W. Fifth Ave., Chicago 24, Ill.	815	TA	16"	249.95	N	..	..	MA	..	18	3	21.25 I	2.5	PM
	811	TA	16"	269.95	N	AM	..	MA	..	21	3	21.25 I	2.5	PM
	822	C	16"	299.95	N	..	..	MA	..	18	3	21.25 I	2.5	PM
	818	C	16"	329.95	N	AM	..	MA	..	21	3	21.75 I	2.5	PM
	853	C	16"	399.95	N	AM	RC3	MA	..	21	3	21.25 I	2.5	PM
	870	C	17"	299.95	N	..	..	MA	..	18	3	21.25 I	2.5	PM
	871	C	17"	319.95	N	..	..	BL	..	18	3	21.25 I	2.5	PM
	820	C	17"	349.95	N	AM	..	MA	..	21	3	21.25 I	2.5	PM
	821	C	17"	379.95	N	AM	..	BL	..	21	3	21.25 I	2.5	PM
	860	C	17"	449.50	N	AM	RC3	MA	..	21	3	21.25 I	2.5	PM
	861	C	17"	489.50	N	AM	RC3	BL	..	21	3	21.25 I	2.5	PM
	880	C	19"	379.95	N	..	..	MA	..	18	3	21.25 I	2.5	PM
	890	C	20"	595.00	N	AM, FM	RC3	MP	..	25	4	21.25 I	2.5	PM
	894	C	20"	595.00	N	AM, FM	RC3	MA	..	25	4	21.25 I	2.5	PM
	898	C	20"	595.00	N	AM, FM	RC3	BL	..	25	4	21.25 I	2.5	PM
	809	TA	16"	199.95	N	..	..	MA	..	..	..	..	1.0	PM
	810	TA	16"	229.95	N	..	..	MA	..	..	..	..	..	..
	805	C	16"	279.95	N	..	..	MA	..	..	..	..	..	..
	806	C	16"	295.00	N	..	..	BL	..	..	..	..	..	..
Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.	630	TA	14CP4	229.95	T	..	..	BL, MA	170	18	3	26.1 S	3	PM 6
	631	TA	14CP4	219.95	T	..	..	BL, MA	170	18	3	26.1 S	3	PM 8
	870, 871, 872	CT	14CP4	279.95	T	..	..	BL, MA, MP	170	18	3	26.1 S	3	PM 12
	634	TA	16TP4	269.95	T	..	..	BL, MA	171	18	3	26.1 S	3	PM 6x1
	635	TA	16TP4	249.95	T	..	..	BL, MA	171	18	3	26.1 S	3	PM 6x1
	867	C	16TP4	349.95	T	..	..	BL, MA, MP	171	18	3	26.1 S	3	PM 12
	866, 868	C	16TP4	369.95	T	..	..	BL, MA, MP	171	18	3	26.1 S	3	PM 12
	877	C	16TP4	319.95	T	..	..	BL, MA, MP	171	18	3	26.1 S	3	PM 12
	876, 878	C	16TP4	339.95	T	..	..	BL, MA, MP	171	18	3	26.1 S	3	PM 12
	951	C	16TP4	459.95	T	AM, FM	RC3	BL, MA, MP	172	21	3	26.1 S	3	PM 12
	950, 952	C	16TP4	479.95	T	AM, FM	RC3	BL, MA, MP	172	21	3	26.1 S	3	PM 12
	867A	C	16TP4	349.95	T	..	..	BL, MA, MP	173	18	3	26.1 S	3	PM 12
	866A, 868A	C	16TP4	369.95	T	..	..	BL, MA, MP	173	18	3	26.1 S	3	PM 12
	950A	C	16TP4	479.95	T	AM, FM	RC3	BL, MA	174	21	3	26.1 S	3	PM 12
	951A	C	16TP4	459.95	T	AM, FM	RC3	BL, MA	174	21	3	26.1 S	3	PM 12
	890	C	19AP4	439.95	T	..	..	BL, MA	175	18	3	26.1 S	3	PM 12
	891	C	19AP4	419.95	T	..	..	BL, MA	175	18	3	26.1 S	3	PM 12
	892	C	19AP4	439.95	T	..	..	BL, MA	175	18	3	26.1 S	3	PM 12
	960	C	19AP4	575.00	T	AM, FM	RC3	BL, MA	176	23	4	26.1 S	10	PM 12
	961	C	19AP4	550.00	T	AM, FM	RC3	BL, MA	176	23	4	26.1 S	10	PM 12
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio	L-10	CO	5TP4X	1850.00	..	..	..	MA	L-10	32	7	25.75 S	20	PM 12
Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.	248	C	16FP4A	379.00	..	..	..	MA, BL	IT-35R	25	4	25.75 S	7	EM 12
	348	C	19AP4A	469.00	..	..	..	MA, BL	IT-35R	25	4	25.75 S	7	EM 12
	761	T	16TP4	229.00	..	..	..	MA, BL	IT-61R-2	18	2	21.25 I	3	PM 8
	1161	C	16TP4	299.00	..	..	..	MA, BL	IT-61R-2	18	2	21.25 I	3	PM 12
	1261	C	16TP4	319.00	..	..	..	MA, BL	IT-61R-2	18	2	21.25 I	3	PM 12
	1361	C	19DP4A	379.00	..	..	..	MA, BL	IT-61R-5	18	2	21.25 I	3	PM 12
International Television Corp., 238 William St., New York 7, N. Y.	ROYAL	TA	16RP4	229.95	N	..	PC	MA, BL, LO	F16	18	2	I	4.5	PM 4x6
	IMPERIAL	CT	16DP4	269.95	N	..	PC	MA, BL, LO	F16	18	2	I	4.5	PM 12
	MONARCH	CT	16RP4	299.95	N	..	PC	MA, BL, LO	F16	18	2	I	4.5	PM 12
	PRESIDENT	C	16RP4	319.95	N	..	PC	MA, BL, LO	F18	18	2	I	4.5	PM 12
	EMPEROR	CT	19AP4	339.95	N	..	PC	MA, BL	F19	18	2	I	4.5	PM 12
Jackson Industries, Inc., 500 E. 40th St., Chicago 16, Ill.	14T	TA	12LP4	179.95	N	..	..	MA	..	19	2	25.75 I	2.5	PM 8
	16T	TA	16"	199.95	N	..	..	MA	..	19	2	25.75 I	2.5	PM 8
	16C	C	16"	229.95	N	..	..	MA	..	19	2	25.75 I	2.5	PM 10
	29C	C	19"	349.95	N	..	..	MA	..	19	2	25.75 I	2.5	PM 10
	316	C	16"	349.95	N	AM	RC3	MA	..	19	2	25.75 I	2.5	PM 10
Kaye-Halbert Corp., 3555 Hayden Ave., Culver City, Calif.	231W	TA	16	229.95	N	..	..	..	241	21	3	I	3	PM 6
	231M	TA	16	239.95	N	..	..	..	241	21	3	I	3	PM 6
	231B	TA	16	249.95	N	..	..	..	241	21	3	I	3	PM 6
	232W, 232M	TA	16	279.95	N	..	..	..	241	21	3	I	3	PM 6
	232B	TA	16	289.95	N	..	..	..	241	21	3	I	3	PM 6
	233W	C	16	289.95	N	..	..	..	241	21	3	I	3	PM 12
	233M	C	16	299.95	N	..	..	..	241	21	3	I	3	PM 12

(Continued on next page)

BL — Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
C — Console	EB — Ebony	LO — Lined Oak	O — Oak	S — Split sound IF system	X — Projection

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-in Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
Ha bert (Cont nued from page 94)														
	233B	C	16	309.95	N				241	21	3	I	3	PM 12
	234W	C	16	369.95	N				241	21	3	I	3	PM 12
	234M	C	16	379.95	N				241	21	3	I	3	PM 12
	234B	C	16	389.95	N				241	21	3	I	3	PM 12
	235	C	16	389.95	N				241	21	3	I	3	PM 12
	236	C	16	369.95	N				241	21	3	I	3	PM 12
	237	C	16	399.95	N				241	21	3	I	3	PM 12
	238W	C	19	379.95	N				241	21	3	I	3	PM 12
	238M	C	19	389.95	N				241	21	3	I	3	PM 12
	238B	C	19	399.95	N				241	21	3	I	3	PM 12
	239W	C	19	449.95	N				241	21	3	I	3	PM 12
	239M	C	19	459.95	N				241	21	3	I	3	PM 12
	239B	C	19	469.95	N				241	21	3	I	3	PM 12
	240	C	19	469.95	N				241	21	3	I	3	PM 12
	241	C	19	449.95	N				241	21	3	I	3	PM 12
avox Co., eter Rd., Wayne 4, Ind.														
	HAMPSHIRE	TA	14BP4	198.50	N			MA	CT270	18	2	21.26 I	...	PM 8
	BILTMORE	CT	16TP4	259.50	N			MA	CT272	18	2	21.26 I	...	PM 12
	METROPOLITAN	TA	16TP4	249.50	N			MA, BL	CT272	18	2	21.26 I	...	PM 8
	PLAYHOUSE	CT	16TP4	298.50	T			MA, BL	CT277	18	2	21.26 I	...	PM 12
	SHOREHAM	CT	16GP4	298.50	T			MA, MP	CT274	18	2	21.26 I	...	PM 12
	COSMOPOLITAN	CT	16GP4	339.50	T			MA, BL	CT274	18	2	21.26 I	...	PM 12
	SHOREHAM	CT	19AP4	395.00	T			MA	CT250	24	4	21.26 S	3.5	PM 12
	CONTEMPORARY	C	16TP4	459.50	T	AM, FM	RC3	MA, BL	CT273	20	3	21.26 I	6	EM 12
	WEDGEWOOD	C	16TP4	495.00	T	AM, FM	RC3	MA	CT273	22	3	21.26 I	10	EM 12
	PROVINCIAL	C	16TP4	495.00	T	AM, FM	RC3	MP	CT273	22	3	21.26 I	10	EM 12
	AMERICAN MODERN	C	16GP4	595.00	T	AM, FM	RC3	MA, BL	CT275	22	3	21.26 I	18	EM 15
	FRENCH PROVINCIAL	C	16GP4	695.00	T	AM, FM	RC3	MP	CT275	22	3	21.26 I	18	EM 15
	EMBASSY	C	17BP4	775.00	T	AM, FM, SW	RC3	MA	CT288	28	4	21.26 S	20	EM 12
	PLAZA	C	14"	239.50	...			MA	...	...	...	...	...	...
	HEPPELWHITE	C	16"	379.50	...			MA, BL	...	...	...	...	...	...
	NORMANDY	C	16"	379.50	...			BL	...	...	...	...	...	...
	AMER. TRADITIONAL	C	16"	595.00	...	AM, FM	RC3	MA	...	...	...	...	...	...
	WINDSOR IMPERIAL	C	16"	1390.00	...	AM, FM	RC3	MA	...	...	...	...	...	...
stic Radio & levision, Inc., Washington St., oklyn 1, N. Y.														
	120	TA	12LP4	149.95	N			L	99	17	2	24.75 I	3	PM 5
	121	TA	12LP4	174.95	N			MA	99	17	2	24.75 I	3	PM 5
	141	TA	14DP4	189.95	N			MA	100	17	2	24.75 I	3	PM 5
	142	TA	14DP4	209.95	N			MA	100	17	2	24.75 I	3	PM 5
	1400	CT	14DP4	239.95	N			MA	100	17	2	24.75 I	3	PM 10
	162	TA	16RP4	199.95	...			L	101	17	2	24.75 I	3	PM 5
	160	TA	16RP4	239.95	...			MA	101	17	2	24.75 I	3	PM 5
	1600	CT	16RP4	269.95	...			MA	101	17	2	24.75 I	3	PM 10
	1605	CT	16GP4	279.95	...			MA	102	17	2	24.75 I	3	PM 10
	1610	C	16GP4	319.95	...			MA	102	17	2	24.75 I	3	PM 10
Television Inc., 2-33 Colonial Ave., rona, L. I., N. Y.														
	VERSAILLES	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	HAMPTON	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	ORIENTAL	C	16DP4A	499.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	REGENT	C	16DP4A	529.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	WARWICK	C	16DP4A	529.95	N			MA, BL, EB, LO	630	28	3	...	4	PM 10
	DARTMOUTH	C	19AP4A	1195.00	...	AM, FM	RC3	MA, BL, EB, LO	630	41	4	...	10	PM 12
son Television & dio Corp., Broadway, w York 3, N. Y.														
	CHALLENGER	...	16DP4A	249.95	N		PC	MA	T410A	18	2	S	5	PM 12
	CHALLENGER DELUXE	C	16DP4A	349.95	N		PC	MA	630-4	25	4	S	5	PM 12
	CHALLENGER DELUXE	C	19DP4A	399.95	N		PC	MA	630-4	25	4	S	5	PM 12
	CONTINENTAL	C	16DP4A	379.95	N		PC	MA	630-4	25	4	S	5	PM 12
	DIPLOMAT	C	16DP4A	399.95	N		PC	BL	630-4	25	4	S	5	PM 12
	CAROLYN	C	19DP4A	549.95	N		PC	BL	630-4	25	4	S	5	PM 12
	QUADRILLE	C	16DP4A	549.95	N		PC	BL	630-4	25	4	S	5	PM 12
	QUADRILLE	C	19DP4A	549.95	N		PC	BL	630-4	25	4	S	5	PM 12
Industries, Inc., John, ymouth, Ind.														
	14M-C	CT	14CP4	229.50	N			MA, BL	14RC-14VC	18	2	26 I	3	PM 8
	14M-T	TA	14CP4	179.50	N			MA	14VC-14RC	18	2	26 I	3	PM 8
	16M-C	CT	16TP4	259.50	N			MA, BL	15RC-15VC	18	2	26 I	3	PM 8
	16M-T	TA	16TP4	219.50	N			MA	15RC-15VC	18	2	26 I	3	PM 8
	XSB	CT	16DP4	299.50	N			MA, BL	15STR	19	2	26 I	3	12 PM
	19MC	CT	19FP4	349.50	N			MA, BL	...	20	2	26 I	3	12 PM
	XSPT	CT	16DP4	359.50	N	AM	RC3	MA, BL	...	19*	2	26 I	3	12 PM
ury Radio & Television p., 9 S. Wabash Ave., icago 5, Ill.														
	6193	C	16"	339.95	N	FM		MA	...	18	3	I	3	PM 10
	6193	C	16"	349.95	N	FM		BL	...	18	3	I	3	PM 10
	6193	C	16"	359.95	N	FM		MP	...	18	3	I	3	PM 10
	0800	C	16"	399.95	N	AM, FM	RC3	WA	...	18	3	I	3	PM 10
	0800	C	16"	419.95	N	AM, FM	RC3	MA	...	18	3	I	3	PM 10
	0800	C	16"	429.95	N	AM, FM	RC3	MP, O	...	18	3	I	3	PM 10
	9101	C	19"	449.95	N	FM		MA, WA	...	18	3	I	3	PM 10
	9101	C	19"	469.95	N	FM		BL	...	18	3	I	3	PM 10
	6111	C	16"	329.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	6114	C	16"	319.95	N	FM		MA, BL, WA	CTV-215A	18	3	21.25 S	3	PM 10
	9114	C	18"	449.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	9114	C	19"	458.95	N	FM		BL	CTV-219A	18	3	21.25 S	3	PM 10
hell Mfg. Co., 25 Clybourn Ave., icago 14, Ill.														
	T16-M, T16B	CT	16TP4	269.50	N			MA, BL	YMT	19	1	26 I	3	PM 8
orola, Inc., 545 W. Augusta Blvd., icago 51, Ill.														
	14T3	TA	14BP4	169.95	N			PL	TS114	18	2	21.9 I	2	EM 5
	14K1	C	14BP4	239.95	N			MA, BL	TS115	18	2	21.9 I	2	EM 8
	17T3	TA	16RP4	199.95	N			MA	TS89	18	2	21.9 I	2	EM 6
	17T1	TA	16RP4	239.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 6
	17T2	TA	16RP4	239.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 6
	17K1	C	16RP4	269.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K2	C	16RP4	289.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K3	C	16RP4	329.95	N			MA, BL	TS89	18	2	21.9 I	2	EM 8
	17K4	C	16RP4	249.95	N			MA	TS89	18	2	21.9 I	2	EM 8
	17F1	C	16RP4	419.95	N	AM, FM	RC3	MA, BL	TS89	18	2	21.9 I	2	PM 6x9
	17F2	C	16RP4	449.95	N	AM, FM	RC3	WA	TS89	18	2	21.9 I	2	PM 10
	17F3B	C	16RP4	469.95	N	AM, FM	RC3	BL	TS89	18	2	21.9 I	2	PM 10
	17F4	C	16RP4	469.95	N	AM, FM	RC3	MA, BL	TS89	18	2	21.9 I	2	PM 10
	17F5	C	16RP4	399.95	N	AM, FM	RC3	MA, BL	TS89	18	2	21.9 I	2	PM 10
	19K2	C	18AP4A	339.95	N			MA, BL	TS101	18	2	21.9 I	2	EM 8
	19K3	C	19AP4A	379.95	N			MA	TS101	18	2	21.9 I	2	EM 8

(Continued on page 98)

L — Blond  
 H — Console  
 O — Chassis  
 T — Consolette  
 CU — Custom  
 EB — Ebony  
 EM — Electromagnetic  
 I — Intercarrier  
 K — Kit  
 L — Leatherette  
 LO — Lined Oak  
 M — Metal  
 MA — Mahogany  
 MP — Maple  
 N — Non-tunable built-in ant.  
 O — Oak  
 PC — Ph

# THOMAS



# performance leads the way!

Winning performance is usually a combination of many things — foresight, intelligent planning, sound engineering, attention to detail, continuous research. These are the factors which have put Thomas television tubes 'way out in front in less than two years of competition.

But the winner is determined on the track. Put a Thomas tube in the starting line-up against any competition you choose. Check it for strict maintenance of specifications! Check it for efficiency of operation! Compare its superior picture! Time its rugged endurance!

The reasons Thomas tubes are consistently flagged home first will be as clear as the pictures they produce.

... for, on the track  
or in the set,  
**PERFORMANCE** points  
the winner!



**THOMAS ELECTRONICS**  
INCORPORATED

118 Ninth Street • Passaic, N. J.

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Sneaker Size & Type
Motorola (Continued from page 95)														
	19K4	C	19AP4A	399.95	N			MA, BL	TS101	18	2	21.9 I	2	EM 8
	20F4	C	20DP4	575.00	N	AM, FM	RC3	MA, BL	TS119	18	2	21.9 I	2	PM 12
Multiple Television Mfg. Co., 387 Hageman Ave., Brooklyn 8, N. Y.	L-16W	CT	16DP4	269.95				MA, BL	K2	27	4	21.25 S	4	PM 12
	LFD-16	C	16DP4	299.95				MA, BL	K2	27	4	21.25 S	4	PM 12
	T7-19	TA	16DP4	329.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	L-19	CT	16DP4	369.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	LFD-19	C	16DP4	399.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	19" Remote	CU	16DP4	499.00				MA, BL	K2	27	4	21.25 S	4	PM 12
National Co., Inc., 61 Sherman St., Malden, Mass.	NCTV-1201	TA	12LP4	189.95	N			MA	TV12C	21	2	21.25 I	2	PM 4x8
	NCTV-1226	CT	12LP4	229.95	T			MA	TV12C	21	2	21.25 I	2	PM 10
	NCTV-1601	TA	16RP4	249.95	T			MA	TV16C	21	2	21.25 I	2	PM 4x6
	NCTV-1602	TA	16RP4	259.95	T			BL	TV16C	21	2	21.25 I	2	PM 4x6
	NCTV-1625	CT	16RP4	389.95	T			MA	TV16C	21	2	21.25 I	2	PM 10
	NCTV-1626	CT	16AP4	289.95	T			MA	TV16C	21	2	21.25 I	2	PM 10
	NCTV-1627	CT	16AP4	299.95	T			BL	TV16C	21	2	21.25 I	2	PM 10
North American Philips Co., Inc., 100 E. 42nd St., New York 17, N. Y.	IRVINGTON	C	3NP4X	349.50	N			MA	PC50	20	3	21.25 I	3	PM 8
	MT. VERNON	C	3NP4X	429.50	N			MA	PC50	20	3	21.25 I	3	PM 8
	JUMBO VUE-1200	CO	3NP4X	850.00	N			M	PC75T	27	4	21.25 S	3	EM 12
	JUMBO VUE-588	CO	3NP4X	599.50	N			MP	PC75T	27	4	21.25 S	3	EM 12
Olympic Radio & Television, Inc., 34-01—38th Ave., Long Island City, N. Y.	DIPLOMAT	C	19FP4	369.95	T		PC	MA, BL		20	3			PM 10
	CHALLENGER	TA	16KP4	219.95				MA		17	3			
	RIVIERA	TA	16KP4	239.95				MA		17	3			
	SHANGRI-LA	C	16DP4	569.95	T	FM, AM	RC3	MA, BL		20*	3			PM 12
	BROADMOOR	C	16KP4	319.95			PC	MA, BL		17	3			PM 10
	CATALINA	C	16KP4	449.95		FM, AM	RC3	MA, BL		17*	3			PM 12
	MONTE CARLO	C	16KP4	289.95				MA		17	3			PM 10
	PRESIDENT	C		399.95				MA						
	GOVERNOR	TA		179.95				MA						
	ELDORADO	C		499.95				MA						
	Rockard-Bell Co., 12333 W. Olympic Blvd., Los Angeles 64, Calif.	2001-TV	TA	12KP4	199.95	N			MA	2001-2	16	3	20.5 I	3.0
2002-TV		C	12KP4	239.95	N			MA, BL, MP	2001-2	16	3	20.5 I	3.0	PM 8
2601-TV		C	16LP4	359.95	N			MA, BL, MP	2601	23	3	20.5 S	4.5	PM 12
2202-TV		TA	16TP4	249.95	N			MA, BL, MP	2201-4	17	3	20.5 S	2.7	PM 6
2204-TV		C	16TP4	299.95	N			MA, BL, MP	2201-4	17	3	20.5 S	2.7	PM 6
2801-TV		C	16TP4	449.95	N	AM, FM	RC3	WA, MA, BL, MP	2801	23	4	20.5 I	4.0	PM 12
2803		C	19AP4	499.95	N			WA, MA, BL, MP	2803	23	4	20.5 I	4.0	PM 12
2301		C	19AP4	379.95	N			WA, MA, BL, MP	2301	19	3	20.5 I	4.0	PM 10
2101		TA	16TP4	219.95	N			MA, BL	2101-2	17	3	20.5 I	2.7	PM 6.5
2102		C	16TP4	299.95	N			MA, BL, MP	2101-2	17	3	20.5 I	2.7	PM 10
2105A		C	16TP4	259.95	N			WA, MA, O	2105	17	3	20.5 I	2.7	PM 6.5
2105		C	16TP4	259.95	N			WA, MA, O	2101-2	17	3	20.5 I	2.7	PM 10
2602		C	16TP4	399.95	N	AM, FM	RC3	WA, MA, BL, MP	2101-2	22	3	20.5 I	2.7	PM 10
The Television Corp., 250 W. 57th St., New York 19, N. Y.		16-21	C	16RP4	259.50	N			MA	700-10	17	2	23.0 I	5
	16-22	C	16RP4	339.50	N			MA	700-10	17	2	23.0 I	5	PM 10
	16-25	C	16RP4	299.50	N			MA	700-10	17	2	23.0 I	5	PM 10
	12-2	TA	12LP4	169.50	N			MA	700	17	2	23.0 I	3	PM 5
Wilco Corp., C & Tioga Sts., Philadelphia 34, Pa.	1207	TA	12 $\frac{1}{2}$ "	169.95	T			MA, PL		17	2	22.1 I	1	PM 4
	1208	TA	12 $\frac{1}{2}$ "	189.95	T			MA		17	2	22.1 I	1	PM 5
	1234	C	12 $\frac{1}{2}$ "	229.95	T			MA		17	2	22.1 I	1	PM 8
	1282	C	12 $\frac{1}{2}$ "	289.95	T			MA		17	2	22.1 I	1	EM 6x9
	1443B	TA	14CP4	219.95	T		RC3	MA		17	2	22.1 I	3	PM 6
	1443M	TA	14CP4	239.95	T			MA		19	3	22.1 I	3	PM 6
	1443L	TA	14CP4	259.95	T			MA		19	3	22.1 I	3	PM 6
	1443X	TA	14CP4	279.95	T			BL		19	3	22.1 I	3	PM 6
	1443XL	C	14CP4	299.95	T			MA		19	3	22.1 I	3	PM 10
	1443PW	C	14CP4	359.95	T	AM	RC3	WA		22	3	22.1 I	5	PM 10
	1443PM	C	14CP4	379.95	T	AM	RC3	MA		22	3	22.1 I	5	EM 6x9
	1443PL	C	14CP4	399.95	T	AM	RC3	BL		22	3	22.1 I	5	EM 6x9
	1601	TA	16WP4	219.95	T			M		19	4	22.1 I	3	PM 6
	1601T	CT	16WP4	239.95	T			MA		19	4	22.1 I	3	PM 6
	1602	TA	16WP4	259.95	T			MA		19	4	22.1 I	3	PM 6
	1604M	TA	16WP4	269.95	T			MA		19	4	22.1 I	3	PM 6
	1604L	TA	16WP4	289.95	T			MA		20	5	22.1 I	3	PM 6
	1606	TA	16WP4A	289.95	T			BL		20	5	22.1 I	3	PM 6
	1634M	C	16WP4A	299.95	T			MA		20	5	22.1 I	3	PM 8
	1634L	C	16WP4A	319.95	T			MA		20	5	22.1 I	3	PM 10
	1836M	C	17BP4A	359.95	T			BL		20	5	22.1 I	3	PM 10
	1836L	C	17BP4A	379.95	T			MA		21	4	22.1 I	5	PM 12
	1838	C	17BP4A	449.95	T			BL		21	4	22.1 I	5	PM 12
	1870	C	17BP4A	379.95	T			MA		21	4	22.1 I	5	PM 12
	1872	C	17BP4A	429.95	T		RC3	MA		19	4	22.1 I	5	EM 6x11
	1874M	C	17BP4A	479.95	T	AM	RC3	MA		22	4	22.1 I	5	EM 6x11
	1874L	C	17BP4A	499.95	T	AM	RC3	MA		22	4	22.1 I	5	EM 6x11
	1875	C	17BP4A	549.95	T	AM	RC3	BL		22	4	22.1 I	5	EM 6x11
	1876	C	17BP4	599.95	T	AM, FM	RC3	MA		24	4	22.1 I	5	EM 6x11
	2134	C	20DP4A	429.95	T	AM, FM	RC3	MA		26	4	22.1 I	5	EM 6x11
	2136	C	20DP4A	479.95	T			MA		21	4	22.1 I	5	PM 10
2138	C	20DP4A	575.00	T			MA		21	4	22.1 I	5	PM 12	
2175	C	20DP4A	695.00	T	AM, FM	RC3	MA		21	4	22.1 I	5	PM 12	
2176	C	20DP4A	750.00	T	AM, FM	RC3	MA		26	4	22.1 I	5	PM 12	
West Radio Corp., 7-06—36th St., Long Island City 1, N. Y.	TV-127	TA	12LP4A	239.50	T	FM		MA		24	4	21.25 I	2	PM 6
	TV-163	TA	16KP4	299.50	T	FM		MA		25	4	21.25 I	2.5	PM 8
	TV-166	C	16GP4	399.50	T	FM		MA		25	4	21.25 I	2.5	PM 12
The Victor Div., Radio Corp. of America, Camden 2, N. J.	SHELBY	TA	12LP4	179.95	N			M	KCS45	20	3	S	5	EM 6x7
	CUMBERLAND	C	12LP4	209.95	N			MA, WA	KCS45A	20	3	S	5	PM 8
	CUMBERLAND	C	12LP4	219.95	N			LO	KCS45A	20	3	S	5	PM 8
	SOMERVILL	C	12LP4	329.50	N	AM	RC3	MA, WA	KCS46, RK156	24	4	S	6	PM 12
	SOMERVILL	C	12LP4	339.50	N	AM	RC3	LO	KCS46, RK156	24	4	S	6	PM 12
	NEWPORT	TA	16GP4	219.95				M	KCS47	20	2	S	3.5	PM 8
	KENT	CT	16GP4	249.95				M	KCS47	20	2	S	3.5	PM 8
	KINGSBURY	C	16GP4	279.95	N			MA, WA	KCS47A	20	2	S	3.5	PM 12
	KINGSBURY	C	16GP4	289.95	N			LO	KCS47A	20	2	S	3.5	PM 12
	HIGHLAND	C	16GP4	299.95	N			MA, WA	KCS47A	20	2	S	3.5	PM 12
	HIGHLAND	C	16GP4	319.95	N			LO	KCS47A	20	2	S	3.5	PM 12
	FAIRFIELD	C	16GP4	329.50	N			MA, WA	KCS47A	20	2	S	3.5	PM 12
	FAIRFIELD	C	16GP4	349.50	N			LO	KCS47A	20	2	S	3.5	PM 12
	REGENCY	C	16GP4	359.50	N			MA, WA	KCS47A	20	2	S	3.5	PM 12
	MODERN	C	16GP4	369.50	N			MA, WA, LO	KCS47A	20	2	S	3.5	PM 12

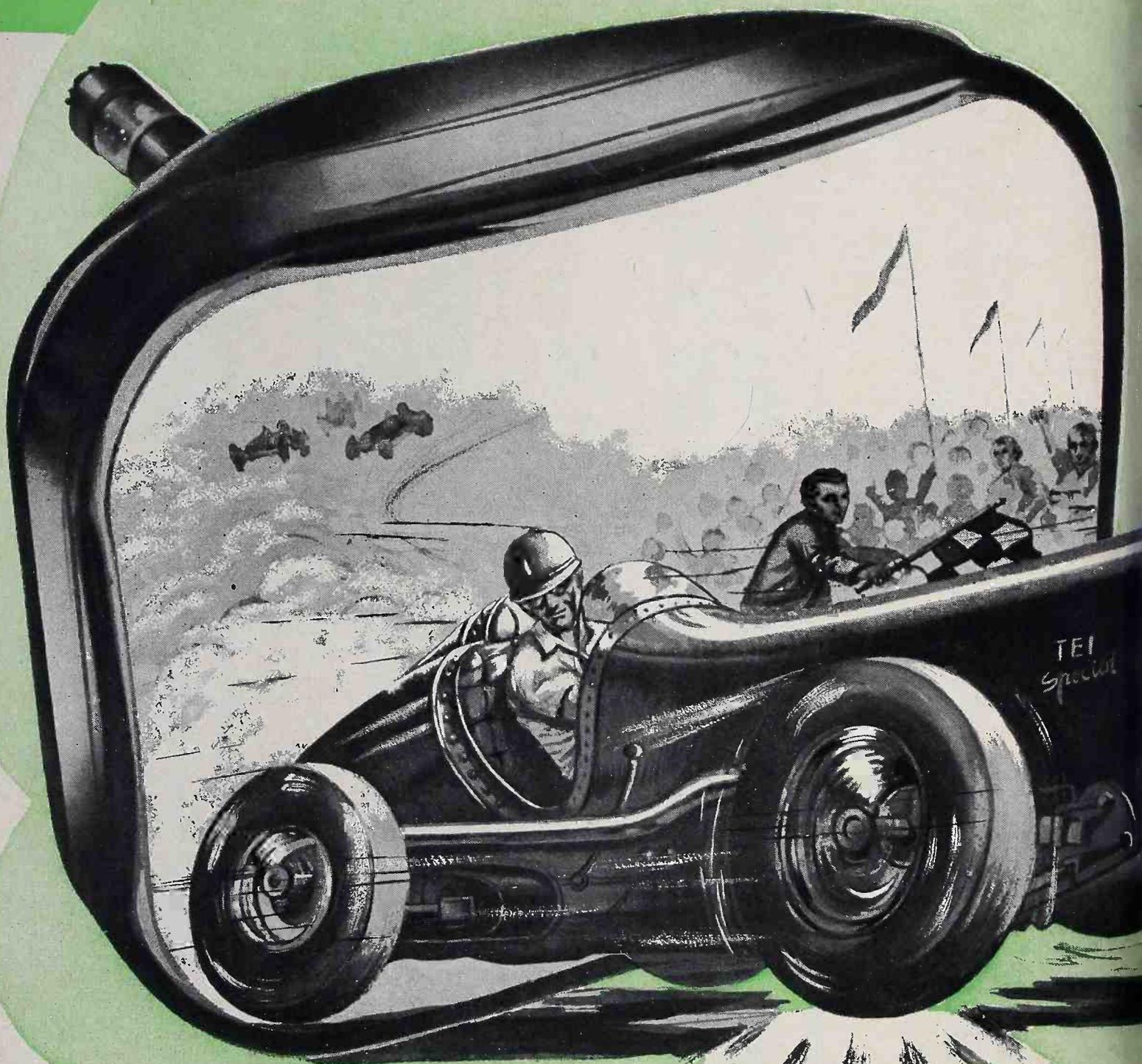
# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
(Continued from page 98)														
	PROVINCIAL	C	16GP4	389.50	N			MA, WA, MP	KCS47A	20	2	S	3.5	PM 12
	FAIRFAX	C	16GP4	459.50	N	AM	RC3	MA, WA	KCS48, RK158	25	3	S	6	PM 12
	FAIRFAX	C	16GP4	479.50	N	AM	RC3	LO	KCS48, RK158	25	3	S	6	PM 12
	RUTLAND	C	16GP4	525.00	N	AM, FM	RC3	MA, WA	KCS48, RK158	27	3	S	11	PM 12
	HARTFORD	C	16GP4	575.00	N	AM, FM	RC3	MA, WA	KCS48, RK158	27	3	S	11	PM 12
	HARTFORD	C	16GP4	595.00	N	AM, FM	RC3	LO	KCS48, RK158	27	3	S	11	PM 12
	YORK	TA	19AP4A	349.50	N			MA, WA	KCS49	20	2	S	3.5	PM 8
	YORK	TA	19AP4A	359.50	N			LO	KCS49	20	2	S	3.5	PM 8
	HILLSDALE	C	19AP4A	425.00	N			MA, WA	KCS49A	20	2	S	3.5	PM 8
	HILLSDALE	C	19AP4A	445.00	N			LO	KCS49A	20	2	S	3.5	PM 8
	NORTHAMPTON	C	19AP4A	450.00	N			MA, WA	KCS49A	20	2	S	3.5	PM 8
	SEDGWICK	C	19AP4A	750.00	N	AM, FM	RC3	MA, WA	KCS80, RK158	27	3	S	11	PM 12
o Craftsmen, Inc., The 7 S. Michigan Ave., Chicago 16, Ill.	RC100A	CH	16TP4	230.00					RC100A	25	5	26.1 S		
heon Mfg. Co., Imont Radio Div., 21 W. Dickens Ave., Chicago, Ill.	ROVER	TA	12LP4A	189.95	T			L	12AX27			22.75	2.5	PM 8
	CONSOLETTA	C	12LP4A	239.95	T			MA	12AX27			22.75	2.5	PM 8
	CRITERION	C	16AP4A	299.95	T			MA	18AX23			22.75	2.5	PM 10
	DICKENS	TA	16TP4	259.95	T			MA	14AX21			22.75	2.5	PM 6
	RAMBLER	TA	16TP4	239.95	T			L	14AX21			22.75	2.5	PM 6
	RANGER	TA	16TP4	249.95	T			L	14AX21			22.75	2.5	PM 6
	SILVER ANNIVERSARY	C	16TP4	289.95	T			MA	14AX21			22.75	2.5	PM 10
	MAYFAIR	C	17BP4	309.95	T			LO	17AY21			22.75	2.5	PM 8
	MOZART	C	17BP4	329.95	T			MA	17AY21			22.75	2.5	PM 8
	DEVONSHIRE	C	16TP4	425.00	T	AM	RC3	MA	14AX21			22.75	2.5	PM 12
	SAVOY	C	17BP4	435.00	T	AM	RC3	MA	17AY21			22.75	2.5	PM 12
	SANTUNG	C	17BP4	449.95	T	AM	RC3	LO	17AY21			22.75	2.5	PM 12
	CLAYTON	C	20 P4	429.95	T			MA	20AY21			22.75	2.5	PM 10
	CATALINA	C	20BP4	449.95	T			LO	20AY21			22.75	2.5	PM 10
	ADAMS	C	20BP4	625.00	T	AM, FM	RC3	MA	20AY21			22.75	2.5	PM 12
Electronics Corp., 3 W. 130th St., New York 27, N. Y.	1230	TA	12LP4	290.50				MA, BL	1230	27	3	25.75 S	3	PM 5x7
	16T31	TA	16DP4A	329.50				MA, BL	1631	27	4	25.75 S	3	PM 5x7
	CD31	CT	16DP4A	360.50				MA, BL	1631	27	4	25.75 S	3	PM 12
	19C31	CT	19DP4A	497.50				MA, BL	1631	27	4	25.75 S	3	PM 12
	16T36	TA	16DP4A	376.50		AM, FM	PC	MA, BL	1636	32	4	21.75 S	3	PM 5x7
	CD36	CT	16DP4A	415.50		AM, FM	PC	MA, BL	1636	32	4	21.75 S	3	PM 12
	19C36	CT	19DP4A	527.50		AM, FM	PC	MA, BL	1636	32	4	21.75 S	3	PM 12
	22T17	TA	17BP4A					MA		20	2	26.1 I	3	EM 4x8
	22C17	C	17BP4A					MA		20	2	26.1 I	3	EM 12
	227	CT	17BP4A					MA		20	2	26.1 I	3	EM 12
	7717	C	17BP4A					MA		20	2	26.1 I	3	EM 12
	7719	C	19DP4A					MA		20	2	26.1 I	3	EM 12
	5616	CT	16DP4A	271.75				MA		20	2	26.1 I	3	EM 12
	5619	CT	19DP4A	345.75				MA		20	2	26.1 I	3	EM 12
A. Co., 1 N. Kedzie Ave., Chicago 25, Ill.	TV-111-A	C	16AP4	329.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	TV-114	C	16AP4	319.95	N	FM		MA, BL, WA	CTV-215A	18	3	21.25 S	3	PM 10
	TV-117	C	19"	449.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 12
	TV-117	C	19"	459.95	N	FM		BL	CTV-215A	18	3	21.25 S	3	PM 12
Radio Laboratories, 1 Ravenswood Ave., Chicago 40, Ill.	510T	C	16TP4	695.00	N	AM, FM	RC3	MA, BL	710	31	3	21.6 I	20	PM 12
	710	C	16TP4	385.00	N			MA	710	18	2	21.6 I	10	PM 12
	910	C	20DP4	485.00	N			MA	910	18	2	21.6 I	10	PM 12
	AC-16	C	16TP4	279.00	N			MA	710	18	2	21.6 I	2	PM 10
	AT-16	TA	16TP4	249.00	N			MA	710	18	2	21.6 I	2	PM 8
	AC-14	C	14BP4	239.00	N			MA	410	18	2	21.6 I	2	PM 10
	AT-14	TA	14BP4	198.00	N			MA	410	18	2	21.6 I	2	PM 8
nel Radio Corp., 10 Dempsey St., Danston, Ill.	420-TVM	TA	16RP4	239.95	T			MA	420	19	2	25.5 I	3	EM 4x8
	420-TVB	TA	16RP4	249.95	T			BL	420	19	2	25.5 I	3	EM 4x8
	423-CVM	C	16RP4	279.95	T			MA	423	19	2	25.5 I	3	PM 10
	423-CVB	C	16RP4	289.95	T			BL	423	19	2	25.5 I	3	PM 10
	424-CVM	C	16RP4	319.95	T			MA	423	19	2	25.5 I	3	PM 12
	424-CVB	C	16RP4	339.95	T			BL	423	19	2	25.5 I	3	PM 12
	428-CVM	C	16RP4	349.95	T			MA	428	19	2	25.5 I	3	EM 12
	428-CVB	C	16RP4	369.95	T			BL	428	19	2	25.5 I	3	EM 12
	425-CVM	C	16RP4	419.95	T			MA	425	19	2	25.5 I	3	EM 12
	425-CVB	C	16RP4	439.95	T			BL	425	19	2	25.5 I	3	EM 12
ell-Carlson, Inc., New Brighton, Minn.	150	TA	12LP4A	229.00		AM		MA	15	23	3	26.1 I	2.5	PM 5
	1500	C	12LP4A	299.00		AM	RC3	MA	15	23	3	26.1 I	2.5	PM 10
	1500 L.P.	C	12LP4A	259.00		AM		MA	15	23	3	26.1 I	2.5	PM 10
	150	TA	12LP4A	234.00		AM		BL	15	23	3	26.1 I	2.5	PM 5
	1500	C	12LP4A	309.00		AM	RC3	BL	15	23	3	26.1 I	2.5	PM 10
	1500LP	C	12LP4A	269.00		AM		BL	15	23	3	26.1 I	2.5	PM 10
era, Inc., Harold, 3 W. 64th St., New York 23, N. Y.	Q.A	CU	16BP4A		N			MA, MP	031A	27	4	21.25 S	3	PM 12
	CLASSIC	CU	16BP4A		N			MA, WA	031A	27	4	21.25 S	3	PM 12
	BRYANT	CU	16BP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	REGENCY	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	TRAFALGAR	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	BARCLAY	CU	16BP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	DIGBY	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	CHELSEA	CU	16BP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	BARCLAY	CU	19AP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	BRYANT	CU	19AP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	CHELSEA	CU	19AP4A		N			MA, BL	031A	27	4	21.25 S	3	PM 12
	RECTOR(T)	CU	19AP4A		N			MA	031A	27	4	21.25 S	3	PM 6
d Laboratories, 1 E. 48th St., New York 17, N. Y.	PENTHOUSE	CU	16KP4		T	AM, FM	RC3		630S56	38	4	25.75 S	10	PM 12
on Radio-Television 100 E. Ganson St., Jackson, Mich.	DEXTER	TA	12 1/2	169.95				MA		19		I		PM 10
	MAYWOOD	TA	12 1/2	189.95				MA		24		S		PM 10
	OBSERVER	TA	16	199.95				L		26	Tube	I		PM 10
	BELMAR	TA	16	249.95				MA		26	Totals	I		PM 10
	GORHAM	TA	16	269.95				MA		26	Includes	I		PM 10
	KENWOOD	C	12 1/2	189.95				MA		19	Rectifiers	I		PM 10
	LYNBROOK	C	16	299.95				MA		26	For	I		PM 10
	ARDMOOR	C	16	319.95				MA		26	Spartan	I		PM 12
	CARNEGIE	C	19	429.95				MA		26		S		PM 12

(Continued on page 102)

— Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
— Console	EB — Ebony	LO — Lined Oak	O — Oak	S — Split sound IF system	X — Projection
— Chassis	EM — Electromagnetic	M — Metal	PC — Phone Jack	SW — Short wave	— Round Screen
— Commercial	I — Inter-carrier	MA — Mahogany	PL — Plastic	T — Tunable built-in ant.	— Plus radio tube complement
— Consolette	K — Kit	MP — Maple	PM — Permanent Magnet	TA — Table	** — Total tubes incl. picture tube but excluding rectifiers

# THOMAS

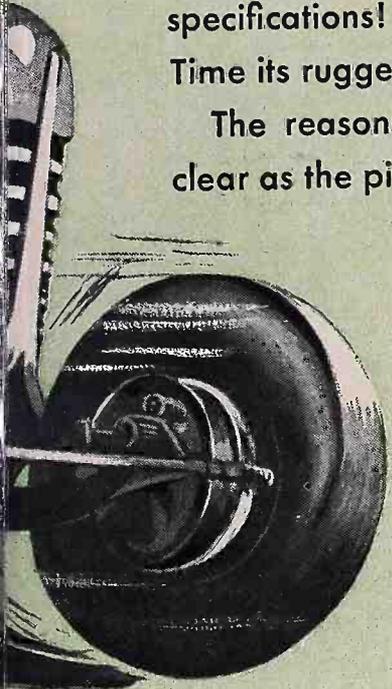


# performance leads the way!

Winning performance is usually a combination of many things — foresight, intelligent planning, sound engineering, attention to detail, continuous research. These are the factors which have put Thomas television tubes 'way out in front in less than two years of competition.

But the winner is determined on the track. Put a Thomas tube in the starting line-up against any competition you choose. Check it for strict maintenance of specifications! Check it for efficiency of operation! Compare its superior picture! Time its rugged endurance!

The reasons Thomas tubes are consistently flagged home first will be as clear as the pictures they produce.



... for, on the track  
or in the set,  
**PERFORMANCE** points  
the winner!



## **THOMAS ELECTRONICS** INCORPORATED

118 Ninth Street • Passaic, N. J.

# 1950-51 Television Receiver Specifications

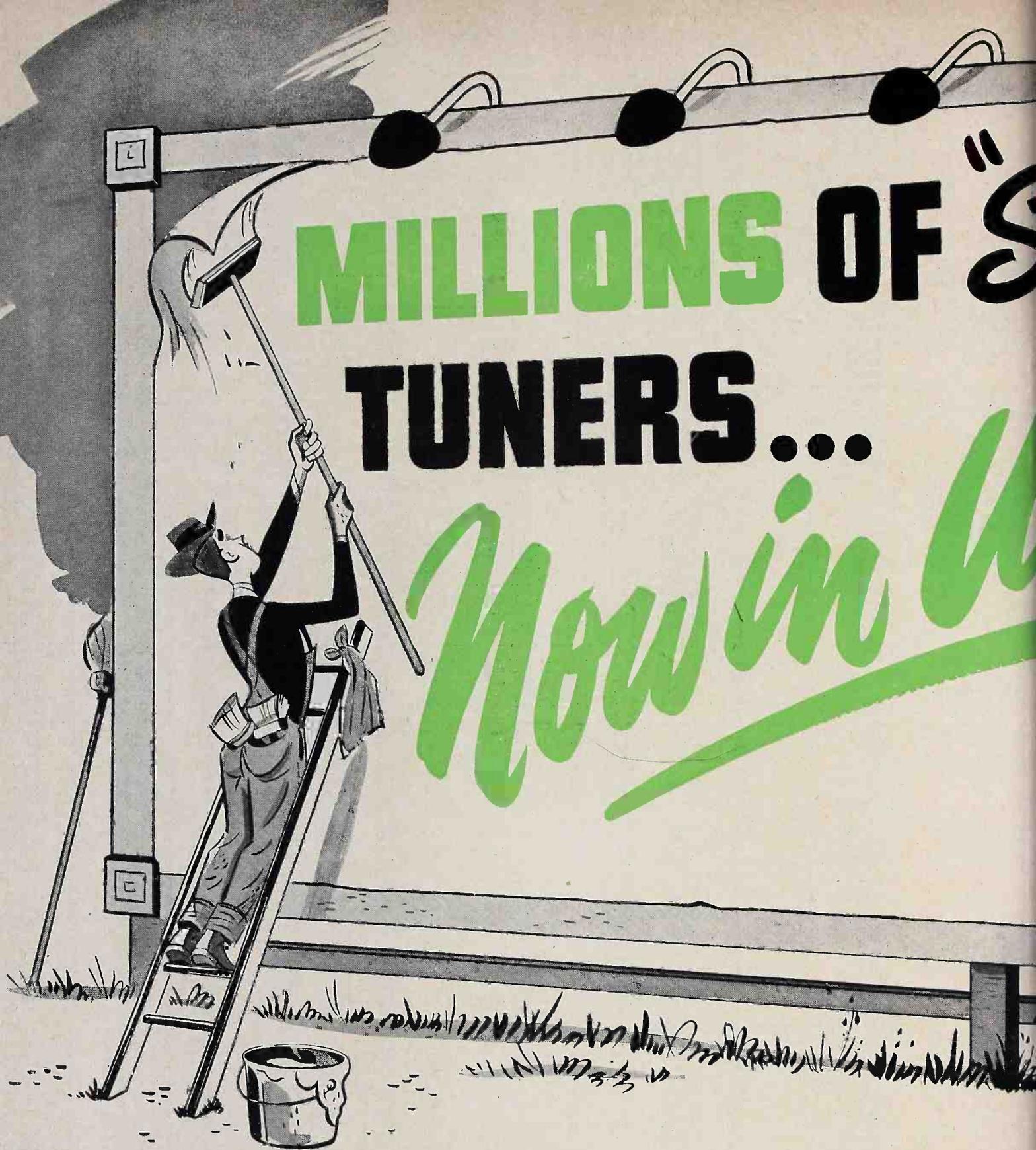
MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
Motorola (Continued from page 95)														
	19K4	C	19AP4A	399.95	N			MA, BL	TS101	18	2	21.9 I	2	EM 8
	20F1	C	20DP4	575.00	N	AM, FM	RC3	MA, BL	TS119	18	2	21.9 I	2	PM 12
Multiple Television Mfg. Co., 987 Hegeman Ave., Brooklyn 8, N. Y.	L-16W	CT	16DP4	269.95				MA, BL	K2	27	4	21.25 S	4	PM 12
	LFD-16	C	16DP4	299.95				MA, BL	K2	27	4	21.25 S	4	PM 12
	TT7-19	TA	16DP4	329.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	L-19	CT	16DP4	369.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	LFD-19	C	16DP4	399.00				MA, BL	K2	27	4	21.25 S	4	PM 12
	19" Remote	CU	16DP4	499.00				MA, BL	K2	27	4	21.25 S	4	PM 12
National Co., Inc., 61 Sherman St., Malden, Mass.	NCTV-1201	TA	12LP4	189.95	N			MA	TV12C	21	2	21.25 I	2	PM 4x6
	NCTV-1226	CT	12LP4	229.95	T			MA	TV12C	21	2	21.25 I	2	PM 10
	NCTV-1601	TA	16RP4	249.95	T			MA	TV16C	21	2	21.25 I	2	PM 4x6
	NCTV-1602	TA	16RP4	259.95	T			BL	TV16C	21	2	21.25 I	2	PM 4x6
	NCTV-1625	CT	16RP4	389.95	T			MA	TV16C	21	2	21.25 I	2	PM 10
	NCTV-1626	CT	16AP4	289.95	T			MA	TV16C	21	2	21.25 I	2	PM 10
	NCTV-1627	CT	16AP4	299.95	T			BL	TV16C	21	2	21.25 I	2	PM 10
North American Philips Co., Inc., 100 E. 42nd St., New York 17, N. Y.	IRVINGTON	C	3NP4X	349.50	N			MA	PC50	20	3	21.25 I	3	PM 8
	MT. VERNON	C	3NP4X	429.50	N			MA	PC50	20	3	21.25 I	3	PM 8
	JUMBO VUE-1200	CO	3NP4X	850.00	N			M	PC75T	27	4	21.25 S	3	EM 12
	JUMBO VUE-588	CO	3NP4X	599.50	N			MP	PC75T	27	4	21.25 S	3	EM 12
Olympic Radio & Television, Inc., 34-01-38th Ave., Long Island City, N. Y.	DIPLOMAT	C	19FP4	369.95	T		PC	MA, BL		20	3			PM 10
	CHALLENGER	TA	16KP4	219.95				MA		17	3			
	RIVIERA	TA	16KP4	239.95				MA		17	3			
	SHANGRI-LA	C	16DP4	569.95	T	FM, AM	RC3	MA, BL		20*	3			PM 12
	BROADMOOR	C	16KP4	319.95			PC	MA, BL		17	3			PM 10
	CATALINA	C	16KP4	449.95		FM, AM	RC3	MA, BL		17*	3			PM 12
	MONTE CARLO	C	16KP4	289.95				MA		17	3			PM 10
	PRESIDENT	C		399.95				MA						
	GOVERNOR	TA		179.95				MA						
	ELDORADO	C		499.95				MA						
Rockard-Bell Co., 12333 W. Olympic Blvd., Los Angeles 64, Calif.	2001-TV	TA	12KP4	199.95	N			MA	2001-2	16	3	20.5 I	3.0	PM 6
	2002-TV	C	12KP4	239.95	N			MA, BL, MP	2001-2	16	3	20.5 I	3.0	PM 8
	2601-TV	TA	16LP4	359.95	N			MA, BL, MP	2601	23	3	20.5 S	4.5	PM 12
	2202-TV	TA	16TP4	249.95	N			MA, BL, MP	2201-4	17	3	20.5 S	2.7	PM 6
	2204-TV	C	16TP4	299.95	N			MA, BL, MP	2201-4	17	3	20.5 S	2.7	PM 6
	2801-TV	C	16TP4	449.95	N	AM, FM	RC3	WA, MA, BL, MP	2801	23	4	20.5 I	4.0	PM 12
	2803	C	19AP4	499.95	N			WA, MA, BL, MP	2803	23	4	20.5 I	4.0	PM 12
	2301	C	19AP4	379.95	N			WA, MA, BL, MP	2301	19	3	20.5 I	4.0	PM 10
	2101	TA	16TP4	219.95	N			MA, BL	2101-2	17	3	20.5 I	2.7	PM 6.5
	2102	C	16TP4	299.95	N			MA, BL, MP	2101-2	17	3	20.5 I	2.7	PM 10
	2105A	C	16TP4	259.95	N			WA, MA, O	2105	17	3	20.5 I	2.7	PM 6.5
	2105	C	16TP4	259.95	N			WA, MA, O	2101-2	17	3	20.5 I	2.7	PM 10
	2602	C	16TP4	399.95	N	AM, FM	RC3	WA, MA, BL, MP	2101-2	22	3	20.5 I	2.7	PM 10
The Television Corp., 150 W. 57th St., New York 19, N. Y.	16-21	C	16RP4	259.50	N			MA	700-10	17	2	23.0 I	5	PM 10
	16-22	C	16RP4	339.50	N			MA	700-10	17	2	23.0 I	5	PM 10
	16-25	C	16RP4	299.50	N			MA	700-10	17	2	23.0 I	5	PM 10
	12-2	TA	12LP4	169.50	N			MA	700	17	2	23.0 I	3	PM 5
Waco Corp., 1207 Locust & Tioga Sts., Philadelphia 34, Pa.	1207	TA	12 1/2"	169.95	T			MA, PL		17	2	22.1 I	1	PM 4
	1208	TA	12 1/2"	189.95	T			MA		17	2	22.1 I	1	PM 5
	1234	C	12 1/2"	229.95	T			MA		17	2	22.1 I	1	PM 8
	1282	C	12 1/2"	289.95	T			MA		17	2	22.1 I	1	PM 8
	1443B	TA	14CP4	219.95	T		RC3	MA		17	2	22.1 I	3	EM 6x9
	1443M	TA	14CP4	219.95	T			MA		19	3	22.1 I	3	PM 8
	1443L	TA	14CP4	239.95	T			MA		19	3	22.1 I	3	PM 6
	1443X	TA	14CP4	259.95	T			BL		19	3	22.1 I	3	PM 6
	1443XL	C	14CP4	279.95	T			MA		19	3	22.1 I	3	PM 6
	1443PW	C	14CP4	299.95	T			BL		19	3	22.1 I	3	PM 10
	1443PM	C	14CP4	359.95	T	AM	RC3	WA		22	3	22.1 I	5	EM 6x9
	1443PL	C	14CP4	379.95	T	AM	RC3	MA		22	3	22.1 I	5	EM 6x9
	1601	TA	16WP4	399.95	T	AM	RC3	BL		22	3	22.1 I	5	EM 6x9
	1601T	CT	16WP4	219.95	T			M		19	4	22.1 I	3	PM 6
	1602	TA	16WP4	239.95	T			MA		19	4	22.1 I	3	PM 6
	1604M	TA	16WP4	259.95	T			MA		19	4	22.1 I	3	PM 6
	1604L	TA	16WP4	269.95	T			MA		20	5	22.1 I	3	PM 8
	1606	TA	16WP4	289.95	T			BL		20	5	22.1 I	3	PM 8
	1634M	C	16WP4A	269.95	T			MA		20	5	22.1 I	3	PM 8
	1634L	C	16WP4A	299.95	T			MA		20	5	22.1 I	3	PM 10
	1836M	C	16WP4A	319.95	T			BL		20	5	22.1 I	3	PM 10
	1836L	C	17BP4A	359.95	T			MA		21	4	22.1 I	5	PM 12
	1838	C	17BP4A	379.95	T			BL		21	4	22.1 I	5	PM 12
	1870	C	17BP4A	449.95	T			MA		21	4	22.1 I	5	PM 12
	1872	C	17BP4A	379.95	T		RC3	MA		19	4	22.1 I	5	EM 6x11
	1874M	C	17BP4A	429.95	T	AM	RC3	MA		22	4	22.1 I	5	EM 8x11
	1874L	C	17BP4A	479.95	T	AM	RC3	MA		22	4	22.1 I	5	EM 6x11
	1875	C	17BP4A	499.95	T	AM	RC3	BL		22	4	22.1 I	5	EM 8x11
	1876	C	17BP4A	549.95	T	AM, FM	RC3	MA		24	4	22.1 I	5	EM 6x11
	2134	C	17BP4	599.95	T	AM, FM	RC3	MA		26	4	22.1 I	5	EM 6x11
	2136	C	20DP4A	429.95	T			MA		21	4	22.1 I	6	PM 10
	2138	C	20DP4A	479.95	T			MA		21	4	22.1 I	6	PM 12
	2175	C	20DP4A	575.00	T			MA		21	4	22.1 I	6	PM 12
	2176	C	20DP4A	695.00	T	AM, FM	RC3	MA		26	4	22.1 I	6	PM 12
		C	20DP4A	750.00	T	AM, FM	RC3	MA		26	4	22.1 I	6	PM 12
Radio Corp., 106-36th St., Long Island City 1, N. Y.	TV-127	TA	12LP4A	239.50	T	FM		MA		24	4	21.25 I	2	PM 6
	TV-163	TA	16KP4	299.50	T	FM		MA		25	4	21.25 I	2.5	PM 8
	TV-166	C	16GP4	399.50	T	FM		MA		25	4	21.25 I	2.5	PM 12
Victor Div., Radio Corp. of America, Camden 2, N. J.	SHELBY	TA	12LP4	179.95	N			M	KCS45	20	3	S	5	EM 5x7
	CUMBERLAND	C	12LP4	209.95	N			LO, WA	KCS45A	20	3	S	5	PM 8
	CUMBERLAND	C	12LP4	219.95	N			LO	KCS45A	20	3	S	5	PM 8
	SOMERVILL	C	12LP4	329.50	N	AM	RC3	MA, WA	KCS46, RK158	24	4	S	6	PM 12
	SOMERVILL	C	12LP4	339.50	N	AM	RC3	LO	KCS46, RK158	24	4	S	6	PM 12
	NEWPORT	TA	16GP4	219.95				M		20	2	S	3.5	PM 8
	KENT	CT	16GP4	249.95				M	KCS47	20	2	S	3.5	PM 8
	KINGSBURY	C	16GP4	279.95	N			MA, WA	KCS47	20	2	S	3.5	PM 8
	KINGSBURY	C	16GP4	289.95	N			LO	KCS47A	20	2	S	3.5	PM 12
	HIGHLAND	C	16GP4	299.95	N			LO	KCS47A	20	2	S	3.5	PM 12
	HIGHLAND	C	16GP4	299.95	N			MA, WA	KCS47A	20	2	S	3.5	PM 12
	FAIRFIELD	C												

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-in Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
CA (Continued from page 98)														
	PROVINCIAL	C	16GP4	389.50	N			MA, WA, MP	KCS47A	20	2	S	3.5	PM 12
	FAIRFAX	C	16GP4	459.50	N	AM	RC3	MA, WA	KCS48, RK156	25	3	S	6	PM 12
	FAIRFAX	C	16GP4	479.50	N	AM	RC3	LO	KCS48, RK156	25	3	S	6	PM 12
	RUTLAND	C	16GP4	525.00	N	AM, FM	RC3	MA, WA	KCS48, RK158	27	3	S	11	PM 12
	HARTFORD	C	16GP4	575.00	N	AM, FM	RC3	M, WA	KCS48, RK158	27	3	S	11	PM 12
	HARTFORD	C	16GP4	595.00	N	AM, FM	RC3	LO	KCS48, RK158	27	3	S	11	PM 12
	YORK	TA	19AP4A	349.50	N			MA, WA	KCS49	20	2	S	3.5	PM 8
	YORK	TA	19AP4A	359.50	N			LO	KCS49	20	2	S	3.5	PM 8
	HILLSDALE	C	19AP4A	425.00	N			MA, WA	KCS49A	20	2	S	3.5	PM 8
	HILLSDALE	C	19AP4A	445.00	N			LO	KCS49A	20	2	S	3.5	PM 8
	NORTHAMPTON	C	19AP4A	450.00	N			MA, WA	KCS49A	20	2	S	3.5	PM 8
	SEDGWICK	C	19AP4A	750.00	N	AM, FM	RC3	MA, WA	KCS60, RK158	27	3	S	10	PM 12
Radio Craftsmen, Inc., The 1817 S. Michigan Ave., Chicago 16, Ill.	RC100A	CH	16TP4	230.00					RC100A	25	5	26.1 S		
Raytheon Mfg. Co., Belmont Radio Div., 5921 W. Dickens Ave., Chicago, Ill.	ROVER	TA	12LP4A	189.95	T			L	12AX27			22.75	2.5	PM 6
	CONSOLETTA	C	12LP4A	239.95	T			MA	12AX27			22.75	2.5	PM 6
	CRITERION	C	16AP4A	299.95	T			MA	16AX23			22.75	2.5	PM 10
	DICKENS	TA	16TP4	259.95	T			MA	14AX21			22.75	2.5	PM 6
	RAMBLER	TA	16TP4	239.95	T			L	14AX21			22.75	2.5	PM 6
	RANGER	TA	16TP4	249.95	T			L	14AX21			22.75	2.5	PM 6
	SILVER ANNIVERSARY	C	16TP4	289.95	T			MA	14AX21			22.75	2.5	PM 10
	MAYFAIR	C	17BP4	309.95	T			LO	17AY21			22.75	2.5	PM 8
	MOZART	C	17BP4	329.95	T			MA	17AY21			22.75	2.5	PM 8
	DEVONSHIRE	C	16TP4	425.00	T	AM	RC3	MA	14AX21			22.75	2.5	PM 12
	SAVOY	C	17BP4	435.00	T	AM	RC3	MA	17AY21			22.75	2.5	PM 12
	SANTUNG	C	17BP4	449.95	T	AM	RC3	LO	17AY21			22.75	2.5	PM 12
	CLAYTON	C	20P4	429.95	T			MA	20AY21			22.75	2.5	PM 10
	CATALINA	C	20BP4	449.95	T			LO	20AY21			22.75	2.5	PM 10
	ADAMS	C	20BP4	625.00	T	AM, FM	RC3	MA	20AY21			22.75	2.5	PM 12
Regal Electronics Corp., 603 W. 130th St., New York 27, N. Y.	1230	TA	12LP4	290.50				MA, BL	1230	27	3	25.75 S	3	PM 5x7
	16T31	TA	16DP4A	329.50				MA, BL	1631	27	4	25.75 S	3	PM 5x7
	CD31	CT	16DP4A	360.50				MA, BL	1631	27	4	25.75 S	3	PM 12
	19C31	CT	19DP4A	497.50				MA, BL	1631	27	4	25.75 S	3	PM 12
	16T36	TA	16DP4A	376.50		AM, FM	PC	MA, BL	1636	32	4	25.75 S	3	PM 5x7
	GD36	CT	16DP4A	415.50		AM, FM	PC	MA, BL	1636	32	4	25.75 S	3	PM 12
	19C36	CT	19DP4A	527.50		AM, FM	PC	MA, BL	1636	32	4	25.75 S	3	PM 12
	22T17	TA	17BP4A					MA		20	2	26.1 J	3	EM 4x8
	22C17	C	17BP4A					MA		20	2	26.1 J	3	EM 12
	227	CT	17BP4A					MA		20	2	26.1 J	3	EM 12
	7717	C	17BP4A					MA		20	2	26.1 J	3	EM 12
	7719	CT	19DP4A					MA		20	2	26.1 J	3	EM 12
	5618	C	16DP4A	271.75				MA		20	2	26.1 J	3	EM 12
	5619	CT	19DP4A	345.75				MA		20	2	26.1 J	3	EM 12
M.A. Co., 4721 N. Kedzie Ave., Chicago 25, Ill.	TV-111-A	C	16AP4	329.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 10
	TV-114	C	16AP4	319.95	N	FM		MA, BL, WA	CTV-215A	18	3	21.25 S	3	PM 10
	TV-117	C	19"	449.95	N	FM		MA	CTV-215A	18	3	21.25 S	3	PM 12
	TV-117	C	19"	459.95	N	FM		BL	CTV-215A	18	3	21.25 S	3	PM 12
Scott Radio Laboratories, Inc., 4541 Ravenswood Ave., Chicago 40, Ill.	510T	C	16TP4	695.00	N	AM, FM	RC3	MA, BL	710	31	3	21.6 I	20	PM 12
	710	C	16TP4	385.00	N			MA, BL	710	18	2	21.6 I	10	PM 12
	910	C	20DP4	485.00	N			MA	910	18	2	21.6 I	10	PM 12
	AC-16	C	16TP4	279.00	N			MA	710	18	2	21.6 I	2	PM 10
	AT-18	TA	16TP4	249.00	N			MA	710	18	2	21.6 I	2	PM 8
	AC-14	C	14BP4	239.00	N			MA	410	18	2	21.6 I	2	PM 10
	AT-14	TA	14BP4	198.00	N			MA	410	18	2	21.6 I	2	PM 8
Continental Radio Corp., 2100 Dempster St., Evanston, Ill.	420-TVM	TA	16RP4	239.95	T			MA	420	19	2	25.5 I	3	EM 4x6
	420-TVB	TA	16RP4	249.95	T			BL	420	19	2	25.5 I	3	EM 4x6
	423-CVM	C	16RP4	279.95	T			MA	423	19	2	25.5 I	3	PM 10
	423-CVB	C	16RP4	289.95	T			BL	423	19	2	25.5 I	3	PM 10
	424-CVM	C	16RP4	319.95	T			MA	423	19	2	25.5 I	3	PM 12
	424-CVB	C	16RP4	339.95	T			BL	423	19	2	25.5 I	3	PM 12
	428-CVM	C	16RP4	349.95	T			MA	428	19	2	25.5 I	3	EM 12
	428-CVB	C	16RP4	369.95	T			BL	428	19	2	25.5 I	3	EM 12
	425-CVM	C	16RP4	419.95	T			MA	425	19	2	25.5 I	3	EM 12
	425-CVB	C	16RP4	439.95	T			BL	425	19	2	25.5 I	3	EM 12
Mitchell-Carlson, Inc., New Brighton, Minn.	150	TA	12LP4A	229.00		AM		MA	15	23	3	26.1 I	2.5	PM 5
	1500	C	12LP4A	299.00		AM	RC3	MA	15	23	3	26.1 I	2.5	PM 10
	1500 L.P.	C	12LP4A	259.00		AM		MA	15	23	3	26.1 I	2.5	PM 10
	150	TA	12LP4A	234.00		AM		BL	15	23	3	26.1 I	2.5	PM 5
	1500	C	12LP4A	309.00		AM	RC3	BL	15	23	3	26.1 I	2.5	PM 10
	1500LP	C	12LP4A	269.00		AM		BL	15	23	3	26.1 I	2.5	PM 10
News, Inc., Harold, 123 W. 64th St., New York 23, N. Y.	Q.A	CU	16BP4A		N			MA, MP	031A	27	4	21.25 S	3	PM 12
	CLASSIC	CU	16BP4A		N			MA, WA	031A	27	4	21.25 S	3	PM 12
	BRYANT	CU	16BP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	REGENCY	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	TRAFALGAR	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	BARCLAY	CU	16BP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	DIGBY	CU	16BP4A		N			MA	031A	27	4	21.25 S	3	PM 12
	CHELSEA	CU	16BP4A		N			MA, BL	031A	27	4	21.25 S	3	PM 12
	BARCLAY	CU	19AP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	BRYANT	CU	19AP4A		N			MA, BL, WA	031A	27	4	21.25 S	3	PM 12
	CHELSEA	CU	19AP4A		N			MA, BL	031A	27	4	21.25 S	3	PM 12
	RECTOR(T)	CU	19AP4A		N			MA	031A	27	4	21.25 S	3	PM 6
Sound Laboratories, 323 E. 48th St., New York 17, N. Y.	PENTHOUSE	CU	16KP4		T	AM, FM	RC3		630S58	36	4	25.75 S	10	PM 12
Spartan Radio-Television 2400 E. Ganson St., Jackson, Mich.	DEXTER	TA	12½	169.95				MA		19		I		PM 10
	MAYWOOD	TA	12½	189.95				MA		24	*	S		PM 10
	OBSERVER	TA	16	199.95				L		28	Tube	I		PM 10
	BELMAR	TA	16	249.95				MA		26	Totals	I		PM 10
	GORHAM	TA	16	269.95				MA		28	Includes	I		PM 10
	KENWOOD	C	12½	189.95				MA		19	Rectifiers	I		PM 10
	LYNBROOK	C	16	299.95				MA		26	For	I		PM 10
	ARDMOOR	C	16	319.95				MA		26	Spartan	I		PM 12
	CARNEGIE	C	18	429.95				MA		26	S	I		PM 12

(Continued on page 102)

BL — Blond	CU — Custom	L — Leatherette	N — Non-tunable built-in ant.	RC3 — 3-speed record changer	W — Walnut
C — Console	EB — Ebony	LO — Limed Oak	O — Oak	S — Split sound IF system	X — Projection
CH — Chassis	EM — Electromagnetic	M — Metal	PC — Phono Jack	SW — Short wave	+
CO — Commercial	I — Intercarrier	MA — Mahogany	PL — Plastic	T — Tunable built-in ant.	— Round Screen
CT — Console	K — Kit	MP — Maple	PM — Permanent Magnet	TA — Table	* — Plus radio tube complement
					** — Total tubes incl. picture tube but excluding rectifiers



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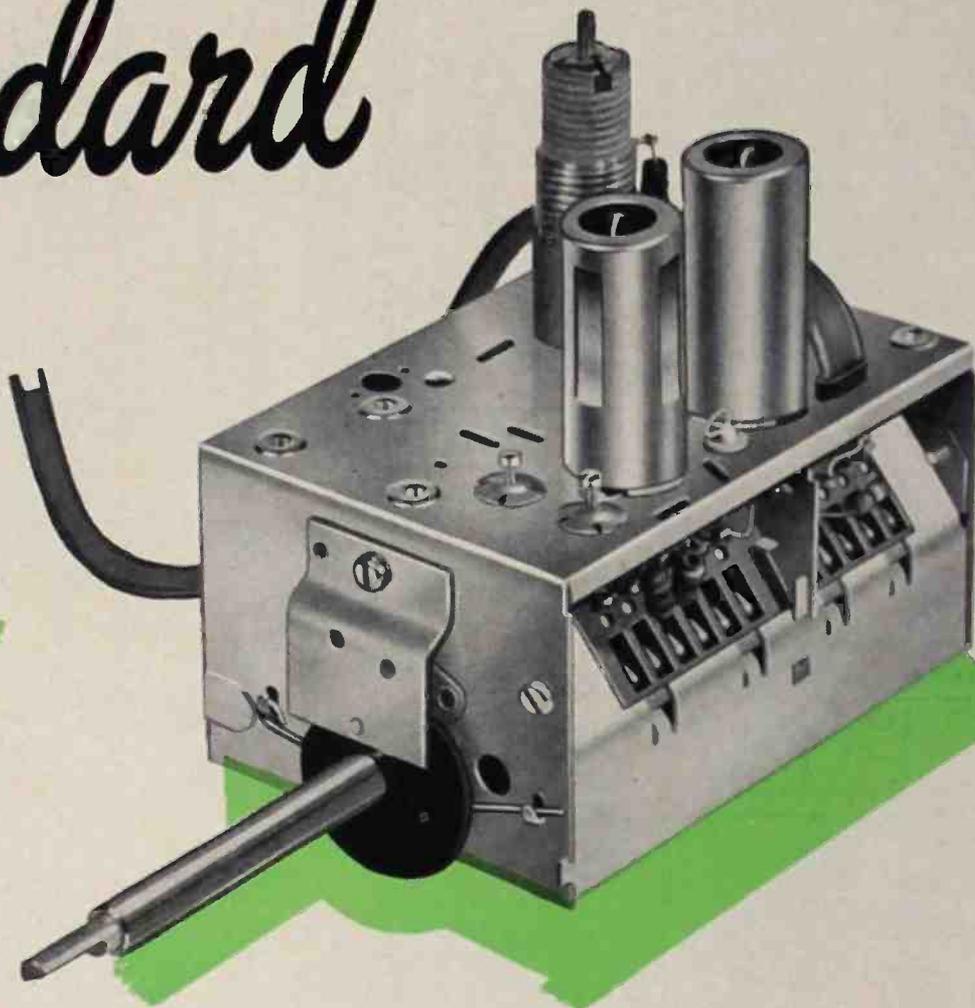
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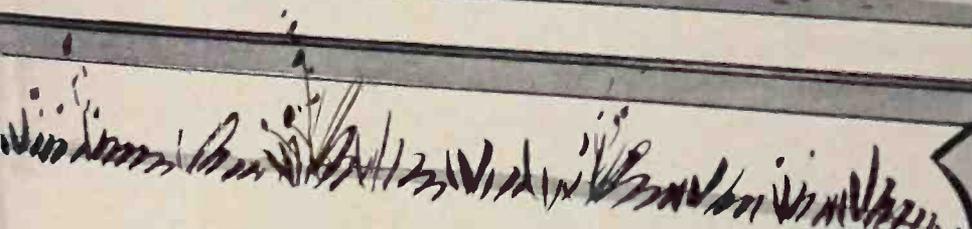
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**"THE STANDARD BOOSTER"**

In TV reception—the picture's the thing!  
For improved brightness, resolution,  
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It's "The Standard Booster!"



# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-In Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Aud'io Outout (watts)	Speaker Size & Type
on (Continued from page 99)														
	NASSAU	C	16	459.95		AM, FM	RC3	MA		26		I		PM 12
	WESTMONT	C	18	419.95		AM, FM	RC3	MA		26		I		PM 12
ett Television Corp., W. 26th St., w York 1, N. Y.	ROBERT FULTON	TA	12LP4A	159.95	N			L		17	2	26.1 I	3	PM 5
	WILLIAM PENN	TA	12LP4A	179.95	N			MA		17	2	26.1 I	3	PM 5
	ROGER WILLIAMS	TA	16RP4A	199.95	N			L		17	2	26.1 I	3	PM 5
	JAMES BUCHANAN	TA	16RP4A	219.95	N			MA		17	2	26.1 I	3	PM 5
	DEWITT CLINTON	TA	16RP4A	229.95	N			BL		17	2	26.1 I	3	PM 5
	PATRICK HENRY	C	16DP4A	269.95	N			MA		17	2	26.1 I	3	PM 8
	DANIEL WEBSTER	C	16DP4A	279.95	N			BL		17	2	26.1 I	3	PM 8
	PETER COOPER	C	16DP4A	329.95	N	AM	RC3	MA		22	2	26.1 I	3	PM 8
	WASHINGTON IRVING	C	17AP4	349.95	N			MA		17	2	26.1 I	3	PM 8
	ELI WHITNEY	C	17AP4	349.95	N			BL		17	2	26.1 I	3	PM 8
	PETER STUYVESANT	C	19AP4	369.95	N			MA		18	2	26.1 I	3	PM 8
	JAMES MADISON	C	19AP4	399.95	N			MA		18	2	26.1 I	3	PM 8
	SAMUEL B. MORSE	C	19AP4	429.95	N			BL		18	2	26.1 I	3	PM 8
	JOHN MARSHALL	C	19AP4	499.95	N	AM, FM	RC3	WA		25	2	26.1 I	3	EM 8
	JOHN MARSHALL	C	19AP4	525.00	N	AM, FM	RC3	MA		26	2	26.1 I	3	PM 8
	ALEX HAMILTON	C	19AP4	550.00	N	AM, FM	RC3	BL		25	2	26.1 I	3	PM 8
art-Warner Corp., 6 Diversey Parkway, icago 14, Ill.	9200-A		14CP4	225.00	T			MA	9200-A	17	2	21.25 I	1	PM 6
	9120-A		16RP4	269.95	T			MA	9120-A	23	3	21.25 I	2.5	PM 6
	9120-B		16RP4	325.00	T			MA	9121-B	23	3	21.25 I	2.5	PM 6x9
	9120-F		16RP4	345.00	T			BL	9121-F	23	3	21.25 I	2.5	PM 6x9
	9120-D		16RP4	349.95	T			MA	9120-D	23	3	21.25 I	2.5	PM 6x9
	9120-E		16RP4	369.95	T			BL	9120-E	23	3	21.25 I	2.5	PM 6x9
	9120-C		16RP4	369.95	T			MA	9120-C	23	3	21.25 I	2.5	PM 6x9
	9121-A		16RP4	449.95	T	AM, FM	RC3	MA	9121-A	28	3	21.25 I	2.5	PM 6x9
	9121-B		16RP4	525.00	T	AM, FM	RC3	MA	9121-B	28	3	21.25 I	2.5	PM 12
	9122-A		16RP4	550.00	T	AM, FM	RC3	MA	9122-A	28	3	21.25 I	2.5	PM 12
Eng. & Mfg. Co., 0 S. Grand Ave., Angeles 37, Calif.	SEMCO	C	16LP4	281.12	N			WA, BL, MA	1652	19	3	21.25 I	7.5	PM 12
	SEMCO	C	19AP4	195.00	N			WA, BL, MA	1966	19	3	21.25 I	7.5	PM 12
berg-Carlson Co., Carlson Rd., chester 3, N. Y.	MERCURY	TA	16RP4	269.95	N			MA	116	23	3	21.9 I	3	PM 5.5
	TREASURE CHEST	TA	16RP4	289.95	N			MA	116	23	3	21.9 I	3	PM 5.5
	PROVINCIAL	C	16GP4	339.95	N			MA	116	23	3	21.9 I	3	PM 12
	CHIPPENDALE	C	16GP4	395.00	N			MA	116	23	3	21.9 I	3	PM 12
	KENWOOD	C	17AP4	585.00	N	AM, FM	RC3	MA	117	23	3	21.9 I	3	PM 12
	EMPIRE	C	19AP4	429.95	N			MA	119	25	4	21.9 I	3	PM 12
	GEORGIAN	C	19AP4	499.95	N			MA	119	25	4	21.9 I	3	PM 12
	18TH CENTURY	C	19AP4	695.00	N	AM, FM	RC3	MA	119	25	4	21.9 I	3	PM 12
	CHINESE CLASSIC	C	19AP4	750.00	N	AM, FM	RC3	MA	119	25	4	21.9 I	3	PM 12
	TREASURE CHEST	TA	16RP4	299.95	N			BL	116	23	3	21.9 I	3	PM 5.5
	PROVINCIAL	C	16GP4	349.95	N			MP, BL	116	23	3	21.9 I	3	PM 12
	CHINESE CLASSIC	C	19AP4	775.00	N	AM, FM	RC3	BL	119	25	4	21.9 I	3	PM 12
ria Electric ducts, Inc., dio & Television Div., Rano S., ffalo 7, N. Y.	4120M	TA	14CP4	209.95	T			MA	260	21	4	26.4 I	2	PM 6.5
	4130M	C	14CP4	259.95	T			MA	260	21	4	26.4 I	2	PM 8
	4130W	C	14CP4	249.95	T			WA	260	21	4	26.4 I	2	PM 8
	4130B	C	14CP4	269.95	T			BL	260	21	4	26.4 I	2	PM 8
	6110X	TA	16KP4	249.95	T			MA	261	21	4	26.4 I	2	PM 6.5
	6120M	TA	16KP4	269.95	T			MA	261	21	4	26.4 I	2	PM 6.5
	6120W	TA	16KP4	259.95	T			WA	261	21	4	26.4 I	2	PM 6.5
	6120B	TA	16KP4	279.95	T			BL	261	21	4	26.4 I	2	PM 6.5
	6130M	C	16KP4	319.95	T			MA	261	21	4	26.4 I	2	PM 10
	6130W	C	16KP4	309.95	T			WA	261	21	4	26.4 I	2	PM 10
	6130B	C	16KP4	339.95	T			BL	261	21	4	26.4 I	2	PM 10
	6140M	C	16KP4	359.95	T			MA	271	21	4	26.4 I	4	PM 12
	6140W	C	16KP4	359.95	T			WA	271	21	4	26.4 I	4	PM 12
	6160B	C	16KP4	509.95	T	AM, FM	RC3	BL	275	21	4	26.4 I	4	PM 12
	6150M	C	16KP4	479.95	T	AM, FM	RC3	MA	275	21	4	26.4 I	4	PM 12
	6130M	C	19AP4A	429.95	T			MA	290	21	4	26.4 I	4	PM 12
	6130W	C	19AP4A	409.95	T			WA	290	21	4	26.4 I	4	PM 12
	6130B	C	19AP4A	459.95	T			BL	290	21	4	26.4 I	4	PM 12
	6140M	C	19AP4A	479.95	T			MA	290	21	4	26.4 I	4	PM 12
	6140W	C	19AP4A	509.95	T			BL	290	21	4	26.4 I	4	PM 12
	6150M	C	19AP4A	675.00	T	AM, FM	RC3	MA	274	21	4	26.4 I	4	PM 12
	1110X	TA	16AP4A	219.95	T			MA	329	20	4	26.4 I	2	PM 5.25
Master Products Co., -5 Broadway, w York 13, N. Y.	1631	CH	16AP4						1631	27	4	21.25 S	3.5	PM 12
	1931	CH	19AP4						1931	27	3	21.25 S	3.5	PM 12
	1230	CH	12LP4						1230	26	3	21.25 S	3.5	PM 5x7
	930	CH	10BP4						930	26	3	21.25 S	3.5	PM 5x7
	UNIVERSAL	K	10 to 16"						5021	19	2	21.25 I	2.5	PM 4x6
	BLUE-RIBBON	K	10 to 12"						1223	21	2	21.25 S	3.5	PM 12
King Corp., W. 26th St., w York, N. Y.	919 C	C	19BP4		T	AM, FM	RC3	MA		19	1	26.1 I	2.2	PM 12
	117 CA	TA	16RP4		T	AM	RC3	MA		18	1	26.1 I	2.2	PM 4x8
	716	C	16DP4		T			MA		19	1	26.1 I	2.2	PM 10
	312	TA	12LP4		T			MA		18	1	26.1 I	2.2	PM 4x8
	416 CAF	C	16		T	AM, FM	RC3	MA						
	114	TA	14"											
	516	TA	16"											
	116	C	16" Rect.											
	116LO	C	16"					LO						
	916CAF	C	16"			AM, FM	RC3							
	201	TA	20"											
	202C	C	20"											
	919C	C	19"											
ulp Radio Co., 9 W. 21st St., icago 8, Ill.	TD 414	TA	14BP4	169.95	N			MA	14T	18	1	23 I	4	PM 5
	CD 514	CT	14BP4	189.95	N			MA	14T	18	1	23 I	4	PM 5
	TD 416	TA	16TP4	199.95	N			MA	16T	18	1	23 I	4	PM 5
	CD 516	CT	16TP4	219.95	N			MA, BL	16T	18	1	23 I	4	PM 5
	CD 519	CT	19AP4A	299.95	N			MA, BL	19T	18	1	23 I	4	PM 5
	CD 619	CT	19AP4A	329.95	N			MA, BL	19T	18	1	23 I	4	PM 5
one Radio Corp., J W. 58th St., w York 19, N. Y.	TV322	TA	14CP4	149.95	N			PL	TM	15	1	25.75 I	2	PM 4
	TV323	TA	14CP4	169.95	N			PL	TM	15	1	25.75 I	2	PM 4
	TV318	TA	14CP4	179.95	N			MA	TM	15	1	25.75 I	2	PM 4
	TV324	TA	16TP4	199.95	N			MA	TP	15	2	25.75 I	2	PM 5
	TV335	C	16TP4	219.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV325	C	16TP4	239.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV325R	C	16TP4	289.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV326	C	16TP4	279.95	N			MA	TP	15				

# 1950-51 Television Receiver Specifications

MANUFACTURER	Model	Type	Picture Tube	List Price (Dollars)	Built-in Aerial	Set Also Receives	Record Player	Cabinet Finish	Mfr's. Chassis No.	Total Tubes**	Total Rectifiers	IF Frequency	Audio Output (watts)	Speaker Size & Type
Tele-Tone (Continued from page 102)														
	TV326R	C	18TP4	329.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV327	C	17BP4	369.95	N	AM, FM	RC3	MA	TP	15	2	25.75 I	2	PM 10
	TV329	C	19GP4	319.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV328	C	19GP4	339.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV336	TA	17BP4	209.95	N			MA	TP	15	2	25.75 I	2	PM 10
	TV314	TA	14CP4	189.95	N			MA		20	1	37.3 I	2	PM 4x8
	TV330	TA	16TP4	249.95	N			MA		20	1	37.3 I	2	PM 4x8
	TV316B	C	16TP4	299.95	N	AM, FM	RC3	MA		20	1	37.3 I	2	PM 10
	TV310	C	18TP4	349.95	N	AM, FM	RC3	MA		20	1	37.3 I	2	PM 10
	TV331	C	16TP4	349.95	N			MA		20	1	37.3 I	2	PM 10
	TV332	C	18TP4	349.95	N			MA		20	1	37.3 I	2	PM 10
	TV333	C	18TP4	349.95	N			MA		20	1	37.3 I	2	PM 10
	TV334	C	20AP4	599.95	N	AM, FM	RC3	MA		20	1	37.3 I	2	PM 10
Trad Television Corp., 1001 First Ave., Asbury Park, N. J.														
	C1820	CT	16TP4	229.95	N			MA	T20	20	2	21.25 S		PM 12
	C1920	CT	19AP4	299.95	N			MA	T20	20	2	21.25 S		PM 12
	CD1620	C	16GP4	329.95	N			MA, BL	T20	20	2	21.25 S		PM 10
	CD1920	C	19AP4	379.95	N			MA, BL	T20	20	2	21.25 S		PM 10
	CP1820	CT	16GP4	329.95	N	FM	RC3	MA	T20	20	2	21.25 S		PM 10
	CP1920	CT	19AP4	379.95	N	FM	RC3	MA	T20	20	2	21.25 S		PM 12
	CD1630	C	16AP4	379.95	N			MA, BL	630T	29	2	21.25 S		PM 10
	CD1930	C	19AP4	429.95	N			MA, BL	630T	29	2	21.25 S		PM 10
	D-250	CO	19AP4	695.00	N			MA	630T	32	3	21.25 S		PM 10
	P-13	CO	5TP4X	1695.00	N			MA	P49	36	3	21.25 S		PM 10
	P-14	CO	5TP4X	1495.00	N			MA	P49	36	3	21.25 S		PM 8
	COMM-IN-CHIEF	CU	5TP4X	995.00	N			MA	P50	31	3	21.25 S		PM 12
Trans-Vue Corp., 1139 S. Wabash, Chicago, Ill.														
	PHOENIX	TA	17BP4A	199.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 5
	WINFIELD	CT	17BP4A	239.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 8
	ARISTOCRAT	CT	17BP4A	269.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 8
	MANHATTAN	C	17BP4A	279.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 8
	ALEXANDER	C	17BP4A	299.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 8
	DIANA	C	17BP4A	299.95	T			BL	1600	19	2	25.75 I	4.5	PM 8
	BRISTOL	TA	17BP4A	189.95	T			MA	1600	19	2	25.75 I	4.5	PM 8
	KENT	C	17BP4A	219.95	T			MA	1600	19	2	25.75 I	4.5	PM 8
	BUCKINGHAM	C	17BP4A	199.95	T			MA, BL	1600	19	2	25.75 I	4.5	PM 8
Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.														
	62R50	TA	16RP4	149.95	N			L	62R50	18	2	21.75 I	2	PM 4x8
	63R50	TA	16RP4	179.95	N			MA	63R50	18	2	21.75 I	2	FM 4x8
	64R50	C	16RP4	199.95	N			MA	64R50	19	2	21.75 I	2	PM 6x9
	65G50	C	16GP4	229.95	N			MA	65G50	19	2	21.75 I	2	PM 6x9
	16R50	C	16RP4	249.95	N			MA	16R50	22	2	21.75 I	2	PM 6x9
	16G50	C	16GP4	249.95	N			MA	16G50	22	2	21.75 I	2	PM 6x9
	16R60	C	16RP4	269.95	N			MA	16R60	22	2	21.75 I	2	PM 6x9
	19A50	C	19AP4	299.95	N			MA	19A50	22	2	21.75 I	2	PM 6x9
	16R70	C	16RP4	299.95	N	AM	RC3	MA	16R70	22	2	21.75 I	2	PM 6x9
U. S. Television Mfg. Corp., 3 W. 81st St., New York 23, N. Y.														
	T-16030P	TA	16DP4	349.95				MA	T16030	26	4	25.75 S	5	PM 12
	T-19031P	TA	19DP4	449.95				MA	T19031	27	4	25.75 S	5	PM 12
	C-16030M	CT	16DP4	479.95				BL	C16030	26	4	25.75 S	5	PM 12
	C-16030P	CT	16DP4	429.95				MA	C16030	26	4	25.75 S	5	PM 12
	C-16030P	CT	16DP4	459.95				MA	C16030	26	4	25.75 S	5	PM 12
	C-19031P	CT	19DP4	499.95				MA	C19031	27	4	25.75 S	5	PM 12
	C-19031P	CT	19DP4	549.95				MA	C19031	27	4	25.75 S	5	PM 12
	C-19031M	CT	19DP4	579.95				BL	C19031	27	4	25.75 S	5	PM 12
	C-16024	CT	16DP4	339.95				MA	C16024	20	4	25.75 S	5	PM 12
Video Corp. of America, 229 W. 28th St., New York 1, N. Y.														
	410-T	TA	16XP4	169.95	N			MA	410-T	15	2	45 I	3.5	PM 10
	601-T	TA	16XP4	199.95	N			MA	601-T	15	2	45 I	3.5	PM 10
	611-C	C	16XP4	239.95	N			MA	611-C	15	2	45 I	3.5	PM 10
	611-CO	C	16XP4	249.95	N			BL	611-C	15	2	45 I	3.5	PM 10
	750-CD	C	17HP4	279.95	N			MA	750-C	15	2	45 I	3.5	PM 10
	750-CDO	C	17HP4	299.95	N			BL	750-C	15	2	45 I	3.5	PM 10
	912-C	C	19FP4A	319.95	N			MA	912-C	15	2	45 I	3.5	PM 10
	912-CO	C	19FP4A	339.95	N			BL	912-C	15	2	45 I	3.5	PM 10
	922-CD	C	19FP4A	339.95	N			MA	922-C	15	2	45 I	3.5	PM 10
	922-CDO	C	19FP4A	359.95	N			BL	922-C	15	2	45 I	3.5	PM 10
	1625M	C	16CP4	359.95	N	AM	RC3	MA	1625M	22	3	45 I	3.5	PM 10
Video Products Corp., 42 West St., Red Bank, N. J.														
	3019C	C	19"	349.00				PC	630K-2C	26	3	26.25 S	4	PM 12
	H.D.5119	C	19"	379.00				PC	630K-2C	26	3	26.25 S	4	PM 12
	TRADITIONAL	C	19"	525.00				PC	630K-2C	26	3	26.25 S	4	PM 12
	MODERN	C	19"	540.00				PC	630K-2C	26	3	26.25 S	4	PM 12
Westinghouse Electric Corp., Sunbury, Pa.														
	H624T16	TA	16RP4	219.95	T			PL	V2172	21	2	45.75 I	2.5	PM 5
	H626T16	TA	16RP4	249.95	T			MA	V2172	21	2	45.75 I	2.5	PM 5
	H627K16	CT	16JP4	329.95	N			MA	V2171	21	2	45.75 I	2.5	PM 10
	H628K16	CT	16JP4	299.95	N			MA	V2171	21	2	45.75 I	2.5	PM 10
	H629K16	CT	16JP4	325.00	N			BL	V2171	21	2	45.75 I	2.5	PM 10
	H630T14	TA	14BP4	199.95	T			MA	V2176	21	2	45.75 I	2.5	PM 5
	H631K19	C	19" Rect.	399.95	N			MA	V2174	24	2	45.75 I	4	PM 12
	H632T14	TA	14BP4	189.95	T			PL	V2176	21	2	45.75 I	2.5	PM 5
	H633C17	C	16RP4	469.95	N	AM, FM	RC3	MA	V2173	26	2	45.75 I	4	PM 12
	H634C17	C	16RP4	489.95	N	AM, FM	RC3	BL	V2173	26	2	45.75 I	4	PM 12
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.														
	H2227R	TA	12UP4B+	179.95	N			MA	22H20	19	3	41.25 I	2.5	PM 5.25
	H2227E	TA	12UP4B+	189.95	N			BL	22H20	19	3	41.25 I	2.5	PM 5.25
	H2226R	TA	12UP4B+	199.95	N			MA	22H20	19	3	41.25 I	2.5	PM 5.25
	H2250R	C	12UP4B+	239.95	N			MA	22H20	19	3	41.25 I	2.5	PM 10
	H2255E	C	12UP4B+	259.95	N			BL	22H20	19	3	41.25 I	2.5	PM 10
	H2329R	TA	16TP4B	239.95	N			MA	23H22Z	20	3	41.25 I	2.5	PM 5.25
	H2328R	TA	16TP4B	249.95	N			MA	23H22Z	20	3	41.25 I	2.5	PM 5.25
	H2328E	TA	16TP4B	259.95	N			BL	23H22Z	20	3	41.25 I	2.5	PM 5.25
	H2352R	C	16TP4B	299.95	N			MA	23H22Z	20	3	41.25 I	2.5	PM 10
	H2353E	C	16TP4B	309.95	N			BL	23H22Z	20	3	41.25 I	2.5	PM 10
	H2438R	C	16GP4B+	299.95	N			MA	24H20	21	3	41.25 I	2.5	PM 10
	H2449E	C	16GP4B+	319.95	N			BL	24H20	21	3	41.25 I	2.5	PM 12
	H2439R	C	16GP4B+	349.95	N			MA	24H20	21	3	41.25 I	2.5	PM 12
	H2437R	C	16GP4B+	359.95	N			MA	24H20	21	3	41.25 I	2.5	PM 10
	H2437E	C	16GP4B+	379.95	N									

# Emerson

**NEW!** Sensational EMERSON FULL-SCREEN FOCUS!... Pictures CLEAR to the edges

**NEW!** EMERSON BLACK-MAGIC CONTRAST! Pictures actually CLEAR in bright daylight

**PLUS!** All Emerson advanced engineering features—Simplimatic One-Knob Tuning — Built-in Antenna — Miracle Picture Lock — Super-Powered Long-Distance Circuit — the basic reasons why EMERSON PERFORMS WHERE OTHERS FAIL!

*Number 1 in Volume!*

*Number 1 in Performance! Number 1 in Value!*

*Number 1 in Profits!*

Clearly America's Best Buy! Today, Emerson gives you a triple-selling advantage. Emerson is first with 100% clear television. Emerson, as always, stands for unsurpassed clearness in radio and recorded music. And, with Emerson's clear edge in value all along the 1951 line... you've got clear selling ahead!

**19-Inch Picture De Luxe Mahogany Console.** Model 669. Here's real "millionaire television"... yet it's priced for the millions!



**16-Inch Picture De Luxe Mahogany Cabinet.** Model 661. World's finest table television. Nothing anything like it at anywhere near its price!



**14-Inch Rectangular Television Compact.** Model 662. Giant TV in Bakelite cabinet as small in size and price as last year's 10-inch sets!

**12½-Inch Picture De Luxe Mahogany Cabinet.** Model 660. Big screen, decorator design and low, low price make this 1951's value leader.



**16-Inch Television FM-AM Radio, 3-Speed Automatic Phonograph.** Model 666. Complete home entertainment at a completely unbeatable price!

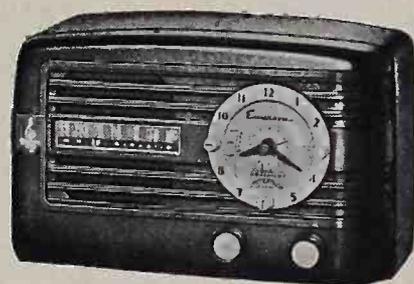
# Number ONE for 1951!

**Emerson has what it takes! Multi-Million-Dollar Advertising!**

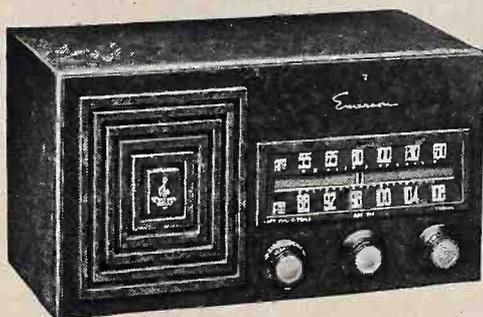
Millions of dollars budgeted for hard-hitting television, national magazine, radio, newspaper, car card, and outdoor advertising. Plus the smartest point-of-sale displays you ever saw!



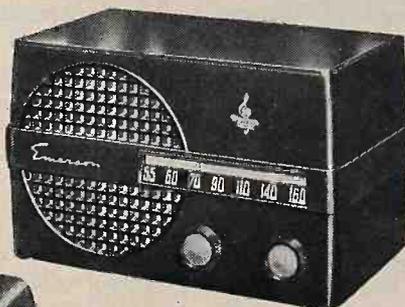
**3-Speed Automatic Phonoradio De Luxe Mahogany Console. Model 670.** A value that music lovers will love!



**Automatic Clock Radio. Model 671.** You've got no competition to meet with this versatile radio at its amazing volume price!



**FM-AM Table Radio. Model 659.** With 8 tubes plus rectifier, built-in FM and AM antenna, it's a sensational performer at a sensational selling price.



**Table Compact AC-DC Radio. Model 652.** The perfect radio for every room, priced to win a new high in sales!

**3-Way Portable. Model 646.** America's fastest-selling AC-DC and self-powered portable radio. Maroon, Green, Saddle Tan, Ivory.



**Emerson Radio & Phonograph Corporation**  
111 Eighth Avenue, New York 11, N. Y.

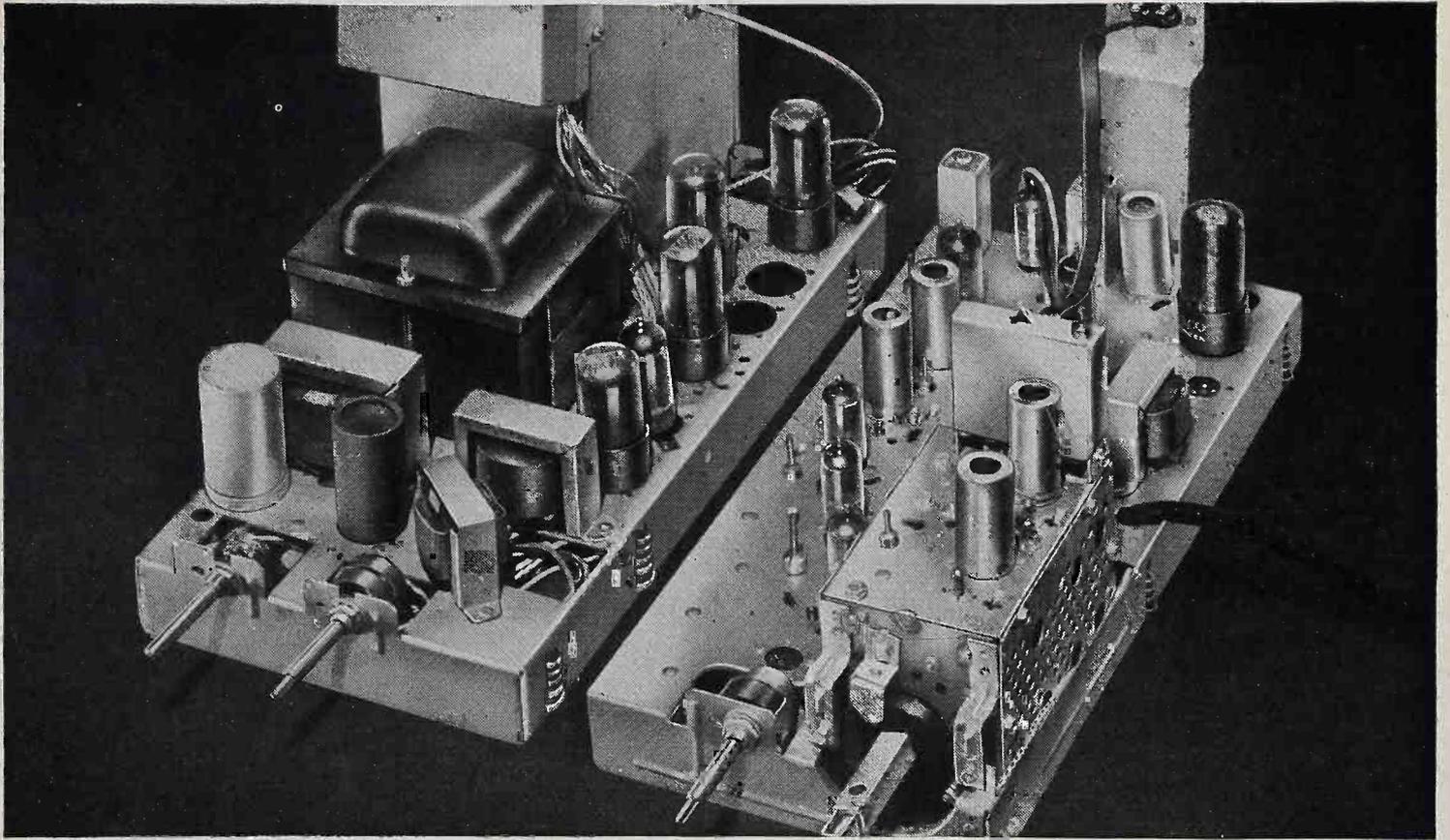
**2½ Times more  
plant capacity!**

Remember, it takes more than pictures and promises to build your profits. It takes merchandise that you can sell and deliver. And, with plant capacity multiplied 2½ times, EMERSON HAS WHAT IT TAKES!



*Only Philco has it!*

# Balanced Beam Television with **CUSTOM DUPLEX CHASSIS**



*Another Triumph of Creative Engineering  
that Makes*

## **PHILCO FIRST IN QUALITY**

**New Concept of Design  
Achieves Custom-Built  
Quality with Unequaled  
PERFORMANCE  
and VALUE!**

Here's the exclusive Philco Duplex Television Chassis, hailed by all as the greatest forward step in television design yet achieved. By bringing far greater efficiency in production, it makes possible the use of advanced circuits, more costly components and deluxe construction, achieving for the first time *custom-built quality in mass production plus super-power* for weak signal locations. Yes, it's another triumph of creative engineering that makes Philco **First in Quality, First in Performance, First in Value!**

**PHILCO**

*Famous for Quality the World Over*

*..this letter speaks for itself!*

**Admiral Corporation**

SERVICE DIVISION  
201 E. NORTH WATER STREET - CHICAGO 11 - TELEPHONE MONROE 4-4822

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

WJS:ar

WORLD'S LARGEST MANUFACTURERS OF RADIO PHOTOGRAPHS WITH AUTOMATIC RECD  
AM - FM Radios • Television • Radio-Phonographs • Refrigerators • Space Heaters



# 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

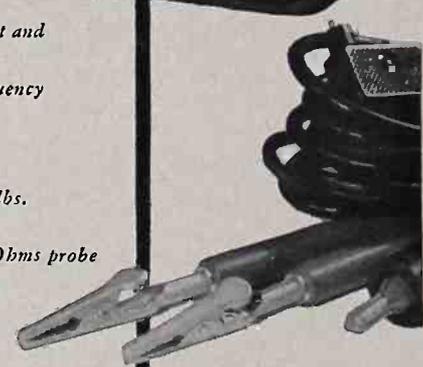
**Decibels**  
Ranges -20 to +3, -10 to +23, +4 to +37, +18 to +51, +30 to +63

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 1/4" x 7" x 3 1/8" (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

# Keep on Selling with A-1 TV Demonstrators

**Keep In-Store Sets in Peak Condition to Maintain Good-will; to Save Sales Costs**



Your streets are filled with PROSPECTS. The initial step to take in selling the store visitor is to have your demonstration models operating at peak; the cabinets in perfect condition.

• The old saying about "the shoe-maker's children going barefoot" is often true when adjusted to fit some TV dealers: they neglect to provide good TV pictures in their own stores.

Many of these dealers display sets as furniture only, make no attempt to operate any. Still others have sets in operation, which are either in need of service or of a good antenna. The scarcity of TV sets is no excuse for allowing the store's demonstration set-up to be neglected.

The importance of having the best kind of demonstrator possible on the floor of your store cannot be over-emphasized. There are several reasons for this. Many of these reasons are involved in the consumer's non-technical attitude toward TV. For a proper analysis, we must try to look at it from the customer's point of view.

To the customer, the merit of a TV set is the clearness of the picture. He has no idea, as a rule, what makes for a clear picture, but he wants one. Most dealers have, at one time or another, experienced this remark from a prospective purchaser: "I was over to Bill Jones' house last night, and he gets the most perfect picture I ever saw. I want a TV set like the one he has." Now it may be that you consider the Bill Jones set as a dog, not fit to be under the same roof with the brands you carry. But the fact is that: 1) The set is operating well and is adjusted properly; 2) The reception is very good at that location, at least on the channel which was being viewed; and 3) The program was probably pretty good, and the lighting and camera work were

good. (The dealer has no control over this last item, but we must face the fact that the customer is probably influenced by it.)

Now it goes without saying that, since the customer is sold on the Jones brand of set because of the good picture he saw, he will be equally impressed if you can show him a good picture.

This means, first of all, that you must have sets operating for demonstration purposes; second of all, you must have them in good working condition, and properly adjusted; and third, you must get the best reception that is possible at your location—money can be no object in getting good reception at the point of sale.

## **Neglected Floor Models**

On the matter of "properly adjusted," we mean that the picture must be straight (not canted), properly centered, filling out the full width and height of the screen, in good focus, and properly tuned in. These seem to be elementary facts, but are often neglected, since sets on the floor are often denied the attention of a qualified technician (who spends his time on the customers' sets).

Cabinet-wise, the set should have no defects, and should be polished, and should be cleaned and dusted every day. Furthermore, floor demonstrators should be sold while they are still new, or in other words, rotated from stock. Keeping a set on the floor so long that it becomes shop-worn only means a costly markdown, not to mention the bad impression that it makes

on the customer.

From the standpoint of "reception," we naturally must grant that some locations are more fortunate than others in this respect. Nevertheless, the best possible installation should be made, preferably a good roof installation and a distribution system adequate to supply several receivers, with provision made to prevent interaction between receivers. Wires should be neatly installed and unobtrusive, and any switching or unplugging which may be necessary should be easy to accomplish and trouble-free.

## **Operating Controls**

Salesmen should naturally be past-masters at the art of operating the controls of the receiver so that the best possible picture is seen. They should also be familiar enough with the eccentricities of TV so that they will not make any foolish claims or apologies for the set's operation.

All these factors are important in catching the customer with a good impression at the moment that he is in your store. Keep demonstrators in good physical condition, in good working condition, properly adjusted, and with a good antenna system to furnish the best possible picture, and have salesmen who know what they are doing.

In these days when so many customers are out in droves trying to buy certain makes, and are being given the coldshoulder in many stores, the courteous merchant who is willing to demonstrate his sets can often sell what he has on hand.

It is also important to consider that the cheapest place to sell a piece of merchandise is right on your floor. The apparently rising tide of home demonstration offers is due, no doubt, to the success of that method, but the fact remains that it is more costly to the dealer. Its chief merit lies in the fact that it brings to the dealer sales which otherwise could not have been made. But it is still true that it is less costly to make sales in the store, and you have your golden opportunity when the customer comes in and wants to see a set working. Put your best foot forward by giving this customer the best picture that it is humanly possible to obtain. The result will inevitably be more "on the spot" sales with greater profit for you.

# TRAD

# TW

*high-profit*

*is the talk  
of the trade!*



16" and 19" consoling in a wide range—from promotional leaders to quality furniture styles for profitable sell-up. Choice of RCA #630 or TRAD's new 20-tube high-gain chassis. Factory representatives and jobbers are invited to inquire about TRAD's lucrative deal.

TRAD is the name behind profitable private labels too. If you are looking for 16" and 19" promotional or quality private brands on which you will proudly place your private label, contact TRAD now for full information.

TRAD are the manufacturers of TRADIOVISION, large screen projection television. Models with 4 x 3 feet and 3 x 2 $\frac{1}{4}$  feet pictures remotely controlled operated. Rapidly being installed in hundreds of prestige locations in the country. Dealer inquiries invited.

# T

# RAD

# TELEVISION CORP.

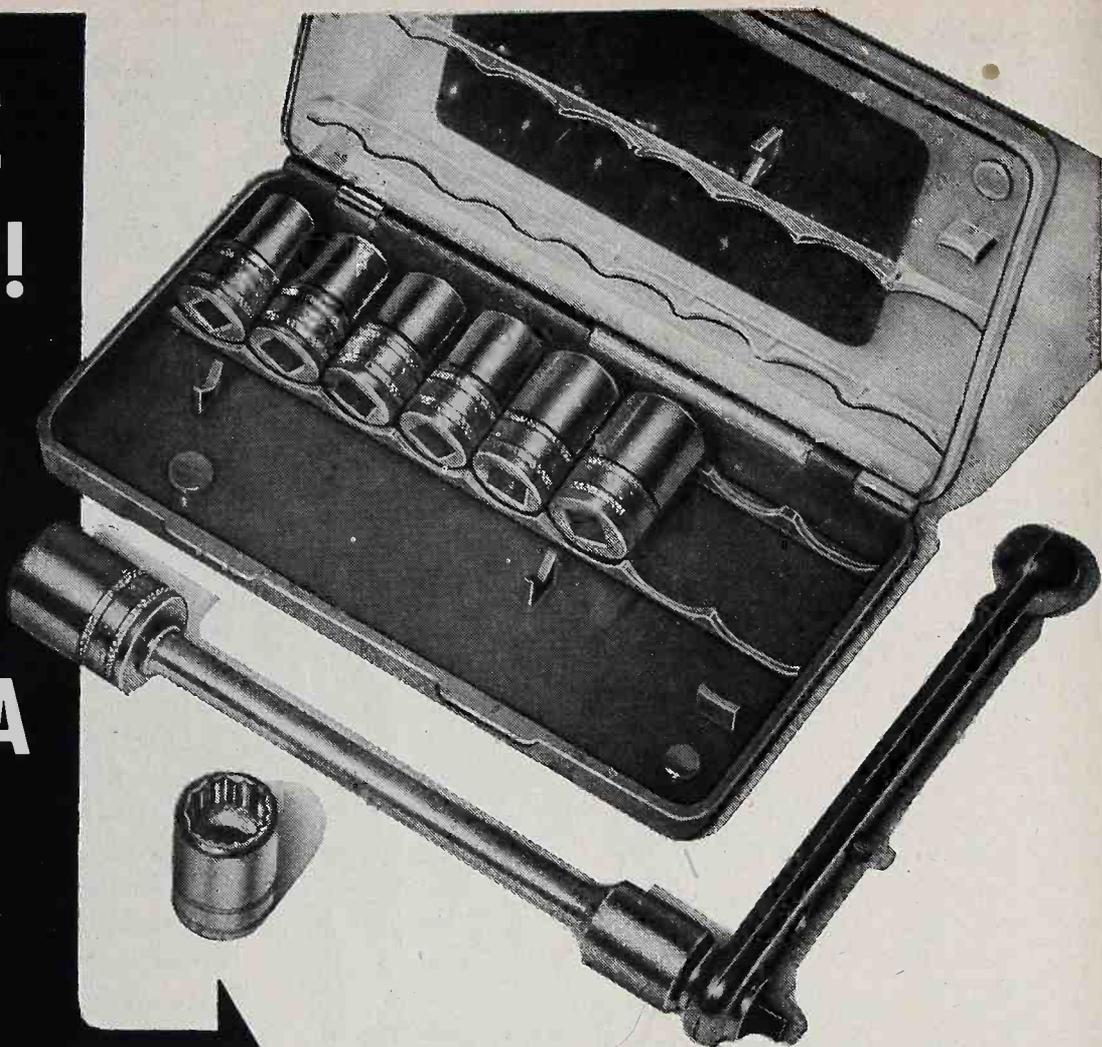
Plant: Asbury Park, New Jersey  
Asbury Park 2-7447

New York telephone: WOrth 4-1197

**SERVICE  
DEALERS!**

**Get this  
valuable  
SYLVANIA  
Socket  
Wrench**

**Kit...NOW**



**Specially Priced \$2.50  
to you... only 2<sup>50</sup>**

**Note these  
outstanding features!**

- 1. 8 chrome-plated steel interchangeable sockets, 3/16" to 7/16"**
- 2. Either clockwise or counter-clockwise ratchet action . . . finger-tip selector**
- 3. Convenient 4-inch socket extension for hard-to-reach screws and nuts**
- 4. Incorporates offset screwdriver with 2-way ratchet action**
- 5. 3 3/4", easy-to-hold handle, convenient for tight spots**
- 6. Good-looking, plastic case . . . pocket-size**

Here's the cleverest and most efficient tool kit you've seen in many a moon!

Eight snug-fitting, interchangeable wrench-heads snap onto a precision-built ratchet handle. You'll find a thousand time-saving uses for this implement around your shop.

In fact, this fine quality tool seemed like such a "natural" for service jobs of all kinds that Sylvania decided to make it available to Service Dealers . . . at a special low price of only \$2.50 complete. And no strings attached . . . nothing else to buy.

Of course, the supply is limited. To make sure you get yours, order now from your Sylvania distributor . . . he has a supply on hand. If your distributor can't supply you, send check or money-order for \$2.50 to Sylvania Electric Products Inc., Dept. R-1409, Emporium, Pa.

**SYLVANIA  ELECTRIC**

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

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## MASTER ANTENNA DISTRIBUTION SYSTEM

Your silent TV salesman. The new Taco TV Distribution System will provide the signal input necessary to show your receivers at their best. Works wonders in weak signal areas, or in low signal-to-noise areas.

- Will service proposed color TV without modification.
- Individual RF amplifiers for each channel

— actual power amplifiers, not mere pre-selectors.

- Utilizes more than one antenna assuring high-gain, pinpoint directivity reception on each channel.
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- Will serve more than 100 receivers on all 12 TV channels.

RADIO AND ELECTRONIC EQUIPMENT

# TACO

TECHNICAL APPLIANCE CORP.

SHERBURNE, N. Y. • IN CANADA, STROMBERG-CARLSON CO. LTD.  
TORONTO 4, ONTARIO



**SEND TODAY**  
*for* **CATALOG 34**

The complete, informative story on this system.

## Raybro Holds General Sales Meeting



Above picture was taken at the general sales meeting held recently in Tampa, Fla. by Raybro Electric Supplies, Inc., Tampa, Jacksonville, Miami and St. Petersburg. The two-day meeting, conducted by J. A. Mook, advertising and sales promotion manager, was attended by the entire sales department, branch managers, department managers and top management.

## To Distribute Capehart

The William Mee Co., of Oklahoma City, Okla., has been appointed distributor for the Capehart line for the state of Oklahoma, E. Patrick Toal, general sales manager of the Capehart-Farnsworth Corp., has announced.

## ATR Distributor

Albert Goffstein, general manager of American Television & Radio Co., 300 East 4th St., St. Paul, Minn., has announced the appointment of Emerson-New Jersey, Inc., 985 Broad St., Newark 2, N. J., as distributor of ATR radio replacement vibrators in the N. J. area.

They will also carry the complete ATR line of television and phonograph inverters, and battery eliminators as manufactured by American Television & Radio Co.

## National Group Names Blakeslee of Cory Corp.

It has been announced that H. G. Blakeslee, vice-president and general manager of Cory Corp., Chicago, has been named as a member of the board of directors of the National Association of Food Equipment Manufacturers. In this position, Blakeslee will be active in working with other directors of the Association in coordinating the various activities of food equipment manufacturers and their marketing and merchandising policies for the equipment they make.

## Allied Electric Rep

The sales department of Allied Electric Products, Inc., of Irvington, N. J., has announced the appointment of H. W. Groetzinger of Pittsburgh, Pa., as a manufacturers' representative to handle its complete line of television tubes, lamps and electrical specialties in western Pennsylvania.

## Hatry & Young Expands

Hatry & Young of Springfield, Inc., 169-171 Spring Street, Springfield, Mass., have bought the 4-story building in which they have been operating since 1947, it was announced by William E. Aikens, president and general manager. Improvements and changes will be made which will include plans for a semi-self-service area which will aid Hatry & Young dealers and servicemen accounts to obtain much faster service than before.

## Dynamic Stores Executive

Sidney Horne has been elected vice-president of Dynamic Stores, New York City, it was announced by Jack M. Winer, president of the firm. In addition to his new duties, Mr. Horne will continue to serve as advertising director of the organization.

KIND *to record*  
KIND *to ear*  
KIND *to purse*

*the Magic Touch*

# Fidelitone

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FROM 50c to \$5.00

**PERMO, Incorporated**  
CHICAGO 26,

Make the most out of every man-hour... with Radion!

# Taste!

**RADION SAVES YOUR TIME—TIME'S MONEY TODAY!**

Over 1,000,000 sold!

**The METROPOLITAN—TA-49**

The industry standard, Model TA-49 indoor TV Antenna, Mahogany bakelite. 300 ohm lead-in line. 3-section telescoping tubular steel dipoles. Fully assembled. Individually packaged. Shipped six to a master carton. Shipping weight, 11 pounds. LIST PRICE, \$6.95.

Cinches "borderline" sales!

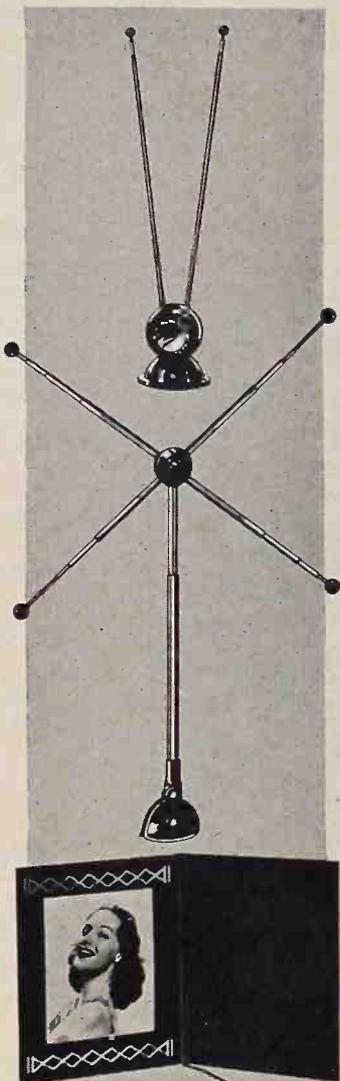
**The SUBURBAN—TA-51**

Model TA-51 Conical Outdoor Antenna. For wall, window or attic mounting. Weatherized ebony bakelite head. 300 ohm lead-in line. Four telescoping tubular steel dipoles, triple chrome plated. 4-foot telescoping mast. Steel base mount, black copper-oxide, rustproof. All channel coverage without adjustment. Fully assembled. Individually packaged. Packed 6 to a master carton. Shipping weight, 30 pounds. LIST PRICE, \$9.95.

Aristocrat of indoor antennae!

**The COSMOPOLITAN—TA-55**

Uniquely beautifully FOTO-TENNA specifically designed to blend with the finest interior decorating scheme. Beautiful brown leatherette, 11" x 14" closed, opens to app. 22½" x 14". Complete with lead-in wire. Individually packaged. Packed 12 to a master carton. Shipping weight, 22 lbs. LIST PRICE, \$7.50.



Yes, sir, the more quickly you can get a set installed and be on your way, today, the better your bank balance looks. That's why so many dealers have their service men take along a Radion on every set-delivery. Radion often saves time-consuming outdoor installations, usually brings 'em in on all channels when built-in antennae can't satisfy the customer. Your man is on his way to the next job in a hurry, leaving a happy set-owner behind him. His speed will make you a happy boss, too. And more prosperous! Mail the coupon—learn *more* about Radion!

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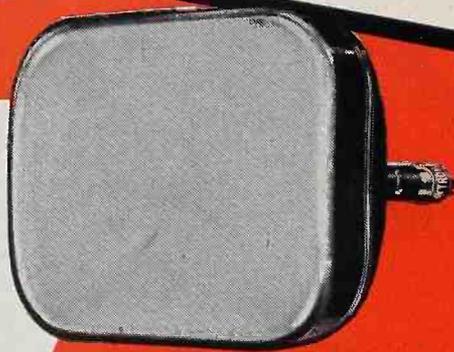
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 Company.....  
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**NEW SIZES**  
Smaller 14-inch, larger  
17-inch and 20-inch tubes  
join Hytron's original  
16RP4 rectangular



## THE ORIGINAL HYTRON 16RP4 STARTED SOMETHING

Its rectangular design really clicked. Because it is logical . . . compact . . . economical. Everyone seems to want Hytron rectangular TV picture tubes. We just haven't been able to make enough.

But now we can serve you better. With a new, ultra-modern plant devoted to rectangulars. The original Hytron 16RP4.

Also the new Hytron 14-, 17-, and 20-inch tubes.

It's smart to pick Hytron rectangulars. Nine out of ten leading TV set makers do. Take advantage yourself of Hytron's leadership . . . its wide line . . . its stepped-up production. Ask for the original and best in rectangulars. Demand Hytron.



## NEW PLANT

Hytron's big new TV tube plant at Newburyport, Mass., uses latest of fast, automatic, precisely-controlled equipment to give you more tubes . . . better tubes.

## New HYTRON TUBE PULLER

Makes pulling 7-pin miniatures a cinch. New, seventh Hytron shop tool now available at Hytron jobbers. Order yours today! Only 75¢ net.



## HOW TO FIND YOUR HYTRON JOBBER

Want to learn where to buy original Hytron tubes? And the famous Hytron service-shop tools? It's easy. Fill in and mail this coupon today.

**HYTRON RADIO & ELECTRONICS CORP.,**  
Salem, Massachusetts

Please rush a list of Hytron jobbers near me! (PLEASE PRINT)

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STATE .....

R.R.



OLDEST MANUFACTURER OF RECEIVING TUBES  
**HYTRON**  
RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASS.

# SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

## Uniform Audio Standards

**Adoption of RTMA Notation Will Simplify Purchase and Installation of Sound and PA Equipment**

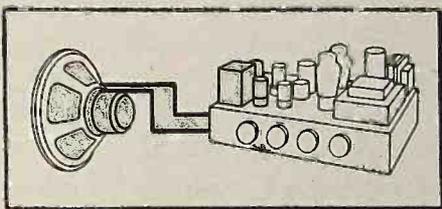
• The new recommended standards which were published by the RMA last year are taking hold, as evidenced by their appearance in the specifications of new audio amplifiers, speakers, transformers and other equipment and components which have appeared on the market since then.

Many of these standards covered equipment specifications and performance ratings which had already been in use (particularly in the broadcast industry) but which had not been formally pronounced or adopted as "standard." Others were more or less new. This is particularly true of the so-called "constant voltage" system.

### Z Depends on Output Power

It had formerly been the case that a constant impedance system was generally employed, and a 500 or 600 ohm line was very common in PA and broadcast practice. However, as was pointed out in this magazine 18 months ago in an article entitled "How to Lay Out a Typical PA Installation," this method would often result in a relatively high voltage on the line. For instance, 50 watts on a 600 ohm line would (by Ohm's law) give almost 175 volts. Since many electrical codes prescribe rigid rules for the installation of electrical lines which exceed a certain voltage (regardless of how little current is carried), and since in most cases these codes do not concern themselves with voltages lower than 70.7 (usually rounded off to 70 volts), it was decided to adopt a system which would always keep audio voltages below this figure.

Therefore transformers on power amplifiers feeding distribution lines are designed, not for a certain impedance, but rather so as to deliver the rated power at 70 volts (and anything less than rated power at less than 70 volts).



Under the constant voltage system, power amplifier output transformers will deliver 70.7 volts at the rated output of the amplifier.

Thus a 75 watt amplifier would operate into 66 ohms; a 50 watt amplifier into 100 ohms; a 25 watt amplifier into 200 ohms; a 10 watt amplifier into 500 ohms, etc. In each case, the maximum line voltage would be 70 volts.

These impedances are *maximums*, however; any lower impedances would yield less than 70 volts on the line. Thus, standard load impedances of 4, 8 or 16 ohms would not exceed 70 volts, nor would 150 ohms up to 33 watts, or 500 ohms up to 10 watts.

### Easier Speaker Matching

Since, under this system, all amplifiers would (at rated power) deliver 70.7 volts into the line regardless of their power, matching speakers to a line is simplified, and can be done on a basis of watts rather than impedance. That is, the impedance of the primary of the line-to-voice coil Xformer is equal to the output voltage squared divided by the desired power ( $Z=E^2/P$ ). Since the output voltage is standardized at 70.7, then  $E^2$  is always 70.7<sup>2</sup> or 5000. Thus 5000 divided by 1 watt is 5000 ohms, by 5 watts is 1000 ohms, by 10 watts is 500 ohms, etc. This is additionally simplified by the fact that some manufacturers are making transformers of this type with the primary tapped in watts (based on the 70 volt line) so that no figuring is necessary at all.

Some of the other standards which have been recommended are as follows:

*Power rating* of a speaker matching transformer shall be given for a stated distortion of not more than 2%.

*Frequency Response* of a speaker matching transformer is the variation of output voltage with constant input voltage, as a function of frequency over the range specified, expressed in db relative to the output voltage at 400 cycles per second.

*Power* shall be referenced to .001 watt (1 milliwatt). Electrical power level is expressed in dbm. DBM is the unit meaning decibels referred to a reference power of .001 watt.

*Speaker efficiency* is the difference between the sound pressure level on the axis of the speaker at a distance of 30 feet and the available electrical input power to the speaker, and is expressed in db.

*Amplifier Gain* shall be measured at a frequency of 400 cps, with input power regulated to produce an output 3 db less than rated power output with the gain control adjusted for maximum.

*Amplifier frequency response* is the variation of gain as a function of frequency over the range specified, expressed in db relative to the gain at 400 cycles per second.

*Amplifier Distortion* is the difference between the harmonic content of the voltage at the output terminals and that of the input voltage expressed as a percentage of the total RMS output voltage.

*Amplifier Power Output* is the maximum RMS power output (including distortion) at rated distortion which the amplifier will deliver into its rated load under normal operating conditions.

# Tracking Down Hum in Radio

A Review of the Various Causes of Hum and the

By Solomon Heller

Hum is an audible 60 or 120-cycle signal. When the receiver is AC in type, receiver-caused hum will be 60 or 120 cycles in frequency. When the receiver is AC-DC, the hum frequency can be only 60 cycles. Harmonics may sometimes be associated with the fundamental 60 or 120-cycle hum signal, but the characteristic, unmistakable sound this signal produces will remain basically the same.

Hum comes, directly or indirectly, from an external AC power supply. It may get into the loudspeaker of the receiver in one of three chief ways:

- 1—Improper filtering in the receiver's power supply.
- 2—Cathode-to-heater leakage in one of the receiver tubes.
- 3—Magnetic induction.

The first 2 causes of hum are common. The last one is infrequent.

Hum may be tracked down to its

hum, when it is turned on for this test. If it does *not* hum, two possibilities should be considered.

1—The hum is intermittent.

2—Hum is entering by way of the customer's aerial.

We hasten to add that practically all cases of hum originate in the receiver proper. The exception we refer to is the case where hum enters through the external antenna of an AC-DC receiver.

This condition may occur when the antenna of the AC-DC set is shorted to

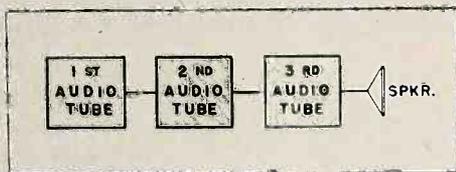


Fig. 2—If withdrawal of the 2nd tube eliminates the hum, whereas the withdrawal of the 1st tube does not, the source of the hum lies in the 2nd tube, or the circuit associated with it.

an external or earth ground either directly, or indirectly, through rain (see fig. 1). This further condition must be present if hum is to occur: the line plug must be so inserted that the earth around connects to the line in the manner indicated in fig. 1A.

## Assembling the clues

If the condition just described is suspected, two checks for it may be made: 1—The plug may be reversed, causing earth ground to be connected to the line in the manner indicated in fig. 1B, or 2—the antenna may be disconnected from the set. If the hum (and distortion) present are eliminated, the antenna should be checked for trouble.

If the hum is intermittent in nature, it may be forced into its active phase by gently tapping tubes and other components. Intermittent hum is most often caused by a defective tube. When the tapping of one particular tube, and one only, causes the hum to start—or stop—that tube is probably defective. It should be replaced, and results noted. No further hum should, of course, result when the tubes are now tapped, if the original tube was at fault.

If the hum is continuously, rather than intermittently present, the serviceman should check for associated symptoms. Is distortion or noise present as well as hum? Is the hum present at all settings of the volume control? Is noise heard when pushbuttons or the band-switch is manipulated? Does the hum appear on bands other than the broadcast one (if such bands are present)? Checking for such symptoms may pro-

vide valuable clues regarding the source of the defect, and thereby reduce the time spent in troubleshooting.

If hum is present when the volume control is at minimum setting, the source of the hum is in the power supply, or audio stages of the receiver. If hum is *not* present when the volume control is at minimum setting, the source of the hum generally lies in the RF, IF or detector stages. When hum is present, and bandswitch or pushbuttons are noisy, the hum may be due to the presence of dirt in these units. It is therefore advisable to clean the defective unit with carbon tet before further troubleshooting is resorted to.

It is a wise preliminary, before other tests are made, to inspect tubes and other components for signs of a visible defect. Here are some of the troubles that should be looked for:

- Tube improperly seated in socket
- Loose or disconnected grid-clip
- Loose or broken grid-clip
- Break in built-in antenna
- Disconnected wire on stator of tuning condenser
- Wrong tube in socket
- Disconnected, broken, discolored or charred resistor
- Resistor, condenser or wire shorted

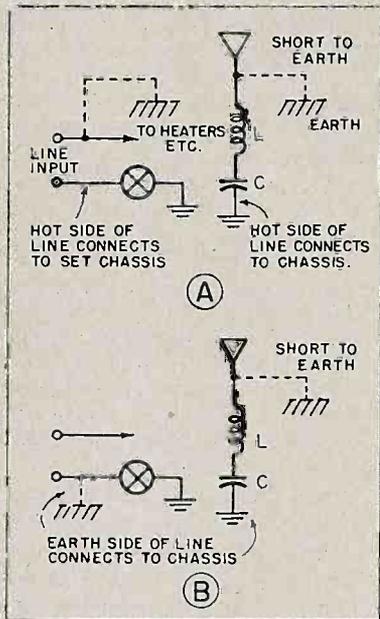


Fig. 1—A) When the antenna of an ac-dc set shorts to external earth, and the plug is so inserted that the hot side of the line connects to chassis, the AC line voltage will be impressed across L and C. B) When the plug is reversed, earth ground will connect to both the antenna and chassis. No voltage will therefore appear across L and C.

source by a number of methods. This article presents a survey of these methods. It also describes a logical sequence of troubleshooting procedures to be used when hum exists. The information presented should prove helpful in reducing the time spent in localizing hum troubles.

The first procedure to take when a complaint of hum is received is, of course, to verify the reported trouble. The set will either hum, or will not

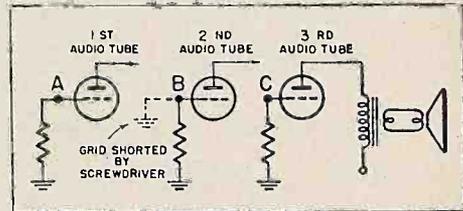


Fig. 3—If hum disappears when grid C is shorted, but not when grid B is short-circuited, the trouble lies in grid C's tube or circuit. It is assumed that the power supply has been eliminated as a source of trouble.

to be neglected.

The entire inspection need not take more than two or three minutes. These minutes are, however, a profitable investment of time, provided that the serviceman has developed the habit of looking keenly, and noting all peculiarities, while making such visual inspections.

When a visual inspection check has revealed no trouble, further localization tests should be made. The aural test previously described localized the trouble to one or two possible sections of the receiver. The tests to be made now will localize the trouble to the stage at fault. If condenser-bridging and other tests have eliminated the power supply as a possible source of the trouble, and the audio stages remain suspect, one of several procedures may

# Receivers and Amplifiers

## Methods of Localizing and Eliminating It.

be used to locate the defective stage.

If the set is AC, the tubes in the audio stages may be withdrawn from their sockets one at a time, starting with the last tube and proceeding backwards. When the withdrawal of one particular tube causes the hum to disappear, whereas the withdrawal of the tube directly preceding it does not eliminate the hum, the source of the hum lies in the first-mentioned tube or circuit associated with it (see fig. 2).

When the set is AC-DC in type, the test just described cannot be made, since the withdrawal of a tube will break the filament string. A grid-shortening check may be made instead. This check, incidentally, may be used in the case of AC receivers as well, if the serviceman does not relish the prospect of removing hot or very firmly-seated tubes from their sockets or if the tube withdrawal test is inconclusive.

In the grid-shortening test, the control grids of all the tubes, beginning with the last one, are successively shorted with a screwdriver to chassis or B-. When the shorting of the grid of one particular tube causes the hum to disappear, whereas the shorting of the grid

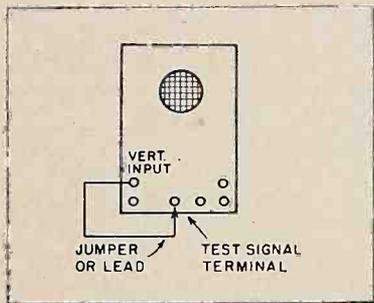


Fig. 5—To calibrate the scope for amplitude measurements, connect the test signal to the vertical input terminal by way of a jumper or lead.

of the tube preceding it does not eliminate the hum, the source of the hum lies in that first-mentioned tube, or the circuit associated with it (see fig. 3).

A further localization of trouble to the plate or grid circuit of a stage may be made if an 8, 16 or 20 mfd condenser with a suitable voltage rating is used in place of the screwdriver. The condenser short-circuits the hum signal from the plate of the last tube to ground, the grid of that tube to ground, the plate of the preceding tube to ground, etc. When the hum is eliminated by a short-circuit at one point, but not by short-circuiting the preceding circuit point, trouble exists between the two points.

The tests just described for localizing

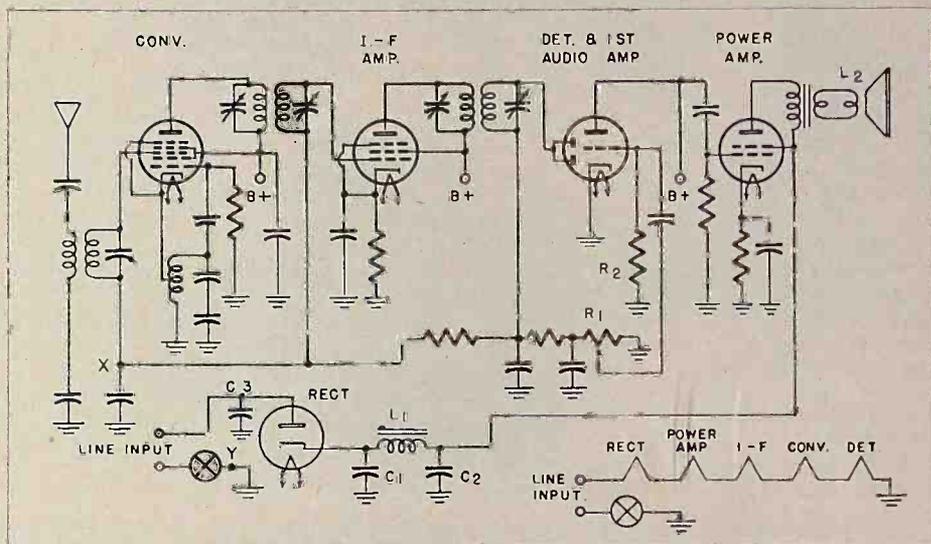


Fig. 4—Common and uncommon causes of hum in a superheterodyne ac-dc circuit. Loss of capacitance or open-circuit in filter condensers  $C_1$  or  $C_2$ ; Short-circuit in filter choke  $L_1$ ; Shorted rectifier tube; cathode-to-heater leakage in power amplifier; shorted audio tube; open line bypass condenser,  $C_3$ ; dirty or defective volume control,  $R_1$ ; cathode-to-heater leakage in r-f or i-f tube;  $L_2$ , voice coil, slightly off center; open grid resistor,  $R_2$ ; defective switch to ground connection (Y); open in antenna coil primary at X; excessive filament voltages (due to short-circuit); filament of tubes connected in wrong sequence (correct sequence is shown above).

trouble to a defective audio stage, may be employed in RF, IF and detector stages as well.

None of the tests just cited will serve to localize the source of the trouble if the hum modulates the radio signal, and is present only when the latter is coming in. Hum of this type is generally due to cathode-to-heater leakage in an RF or IF tube. Tube substitutions may be made in RF or IF stages to check for the presence of this trouble. Another check is to bypass the cathodes of suspect tubes with a 20 mfd condenser. If the hum is reduced, the tube in the stage under test is probably defective.

Modulation hum, as the hum just described is sometimes called, may also be due in infrequent cases to the open-circuiting of a line-bypass condenser in an AC-DC receiver. Bridging the suspect condenser with a new one will serve as

a check for this possibility.

When excessive filament voltages are present, hum is apt to result. It is therefore necessary to include filament voltage checks in the tests of individual receiver stages. Tests within these stages are the next and last step of our troubleshooting procedure. Troubles to look for are listed in fig. 4.

A word about magnetic induction of hum. This uncommon trouble is due to the induction of hum voltages into signal-carrying wires (generally audio wiring), or audio transformers, by speaker fields, AC-bearing wires, chokes, and power transformers. When other possible sources of trouble have been eliminated, this type of disturbance may be checked for by separating signal-carrying wires and parts from components and wiring that may possibly be inducing hum into them.

If a scope is available, it will simplify the localization of hum troubles. Set the scope to 60 cycles, and probe the various circuit points, starting with the power supply. The presence of a voltage in excess of 1 v at the B+ side of the supply indicates improper filtering in the latter. The scope should be calibrated for the test just indicated by applying its test signal (see fig. 5) to the vertical input of the scope. When this 18 v peak-to-peak signal is made 18 squares high (see fig. 6), each square will count for 1 volt. A hum signal thus that occupies 5 squares will have an amplitude of 5 volts, etc.

(Continued on page 144)

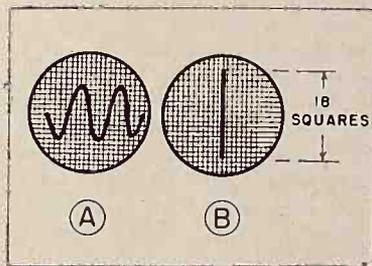


Fig. 6—When the test signal appears on the scope, as indicated in A, compress it into a vertical line by reducing the scope's horizontal amp. control to zero. This will make it easy to estimate the amplitude of the signal. Then advance the vertical gain control on the scope until the line occupies 18 squares.

# How to Determine Equipment



Typical component units which might make up the assembled "kit" used to take the measurements described in the text. Two loudspeakers are shown, a cone and a horn, but the one actually used should be a duplicate of that which is recommended for the PA job. The signal source, amplifier and meter could conceivably be all combined in one chassis.

6 to 12 inch cone mounted in a metal or wooden baffle, or it may be an outdoor horn. All of this could be mounted in a suitcase type container (except the speaker, that is, which would be loose), and a long AC cord would complete the rig.

## Preliminary Survey Needed

The kit is taken out to the job and placed in operation. The speaker is placed where it would be in use, a listener is positioned where listeners would be, the volume is adjusted to a suitable level, and then the power is determined by a voltmeter reading across the voice coil of the speaker.

By this method, if the job were of any size, readings in several locations would not only provide a figure of the total number of watts required, but also the best placement of the speakers.

Of course, if it were done in that manner—that is, just to go out slapdash and take trial and error measurements, it would be a long and costly process. The test method just described is merely the final, practical portion of a complete job, which involves a few theoretical operations on paper. Here is how a typical job would proceed.

## Practical, On-the-Job Methods for

### Choosing Components, Estimating Costs

• One of the big mysteries which old, experienced sound men guard is how they determine just what equipment to prescribe for the job. Some use scientific methods, some have handy little kinks (one dealer claps his hands inside of an auditorium and listens for the reverberations to die out); but more often experience over the years has taught them what to do. Such techniques are so much second-nature to them that they can no longer describe their own thought processes.

In previous articles on sound equipment in this magazine we have offered two means of determining audio requirements, which represent what are probably the easiest and the most efficient methods. The easiest is to use tables which have been made available by equipment manufacturers, based on cubic feet of coverage. The most difficult is to make a series of measurements with a sound level meter to determine ambient noise levels, loudspeaker efficiency, etc.

### A Compromise Method

In this current article, we offer still another method, which fits about halfway between the other two. It is scientific enough to be accurate, but simple enough to be inviting.

The most obvious method to determine equipment requirements would

be to try out equipment right on the spot. This is somewhat akin to the sound effects man who found that the best way to produce the effect of an object dropping into water was to drop an object into some water. However, at first glance it would seem impractical to employ this technique.

### Use Components on Hand

The technique involves only two things: the assembly of a portable kit from equipment already on hand, and the adoption of a philosophy of sound (if you haven't already done so) that the best way to bring sound to people (which we must assume is the purpose of PA) is to bring it to segments of them with several loudspeakers (that is, if there are many people, or they are well spread around) rather than to try to blanket a square mile with one loudspeaker.

The portable kit would consist of: a signal source, an amplifier, a loudspeaker, and a VTVM. The signal source should be similar to that which will be used in the finished installation (i.e., voice, music, voice and music, etc.). Phonograph records are probably the readiest source for this purpose, and so a record player would be incorporated. The loudspeaker should be of the type and the impedance which it is intended to use. That is, it may be a

### Laying Out the Job

Let us suppose that the customer (or prospective customer) owns a restaurant of approximately 5000 square feet, not all in one room. The first step is to find out what the customer desires to accomplish, and whether or not he has any preconceived ideas concerning the type of installation he is going to get. At this point, even before making an estimate of the job, it is possible to start selling up the job. That is, without mentioning money, but sticking to a discussion of the equipment, its versatility, quality, convenience, and the satisfaction it will bring, try to get the customer thinking in terms of what you feel to be the best type of installation that the location will permit.

Next, make a quick visual survey of the location and either make or obtain a floor plan of it, including available electrical outlets. Make a mental note of the approximate placement and number of customers, and whether the apparent noise level is low, medium or high.

With this information, make a tentative plan on paper of the layout of the system, with suggested sizes and types of speakers, baffles, etc., and the ultimate location of the main amplifiers, the signal source, etc.

With this plan in hand, it is now possible to make the practical tests quickly and methodically, rather than haphazardly. Response of the speaker in

# Requirements for PA Systems

terms of volume observed should be noted at the closest position that it is possible to assume with relation to it, as well as the farthest position from it that is felt desirable; and also at each extreme side, to check the angle of coverage. When a suitable volume level is decided upon, the meter reading is made—with a VTVM and a wide-band probe (probably germanium crystal).

## Measuring Power

It was stated that this measurement would be made across the voice coil. It is assumed, for this purpose, that the speaker is of the type which will be used, and in a baffle such as will be employed. If this were not the case, the reading across the voice coil would not be the same as what would be obtained with the ultimate speaker—especially since the impedances are low in these instances.

When a program source is used, as opposed to a steady tone, the meter will fluctuate some, and the peak as well as the average should be noted. Since the meter will average out the peaks to some extent anyway, it is generally considered good practice to add a safety margin to the peaks observed—usually about 10 DB.

Power is, of course,  $E^2/R$ . In the case of a loudspeaker, "R" is actually the impedance of the loudspeaker, which is given by the manufacturer. This rated impedance is usually the impedance at 400 CPS, and to use it in figuring can be somewhat inaccurate, but it suffices for a rough estimate. To be really accurate, it would be necessary to substitute for the voice coil a resistor equivalent in resistance to the stated impedance of the loudspeaker.

## Choosing the Amplifier

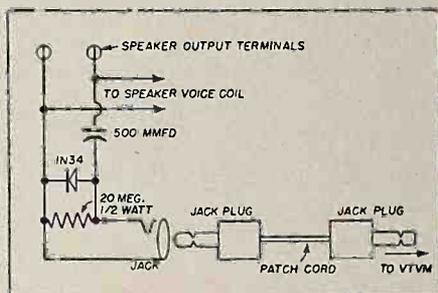
The computation wouldn't be done at every reading, of course. It would be made in advance for all the voltage readings likely to be encountered, and the resultant wattages would be attached to the meter case.

Some sample readings are shown:

	4 ohm Speaker	8 ohm Speaker	16 ohm Speaker
1/2 watt	1.4 v.	2.0 v.	2.8 v.
1 watt	2.0 v.	2.8 v.	4.0 v.
5 watts	4.5 v.	6.3 v.	8.9 v.

Let us assume, then, that we have taken sample readings in the locations which were suggested on the tentative layout, and that the total number of watts obtained by adding the individual readings was 22. Common sense would suggest that sufficient amplifier power be provided to permit future expansion of the system; to permit the overriding of unusual noise levels that might be

present at some future date; and to prevent overloading the amplifier. It might be felt by the sound dealer that in this particular instance doubling the power would take care of these eventualities. With this new figure (44 watts), one would then look for an amplifier of similar rating, which would possibly be 50 watts, and that much of the estimating would have been accomplished—and with a reasonable as-



A permanent jig which can be built into the amplifier to facilitate output measurements made in connection with the technique suggested in the text. To calibrate the meter approximately for use with this circuit, check with a known AF signal voltage. If none is available, 6.3 VAC filament supply can be used to calibrate.

urance that unit selected would actually fit the job. It would have also been determined by this point how many of what type of loudspeaker

would be needed; and, by means of the floor plan already mentioned, which now can be definitely marked for placement of speakers, it is possible to plan the line runs and estimate wire requirements.

## Constant Voltage Line

According to the constant voltage method which keeps voltages on distribution lines at or below 70.7 volts, we no longer need to decide on the impedance of the line. At rated output (50 watts) the amplifier with 70 volt output would have an output impedance of  $E^2/W$  or 5000/50 or 100 ohms. Transformers are available which are designed to match a 70 volt line for specific desired watts output at the speaker. If this type is procured, no figuring at all is necessary. If the transformers are not of this type, however, they would be (in this case) procured to match the 100 ohm line to the voice coil, at the prescribed wattage which is to be delivered to the speaker.

Naturally if a 50 watt amplifier designed for 70 volt line is operated at less than 50 watts, the voltage on the line will be less than 70 volts. The "for instance" just described is merely to show the method that could be used.

## Audio Fair Next Month

The second annual "Audio Fair" sponsored by the Audio Engineering Society will be held at the Hotel New Yorker in New York City, October 26, 27 and 28. Following the pattern of the very successful first venture last year, this year's Fair will feature demonstrations of the latest audio equipment and developments. Some of the leading manufacturers, jobbers and distributors of audio equipment have contracted for demonstration rooms in the hotel, and those in attendance will be able to see and hear new audio products and techniques with a maximum of privacy. All rooms on the 5th and 6th floors will be open and free of charge to anyone interested in sound.

In association with the exhibit, the Audio Engineering Society will hold its annual convention. Technical sessions will take place on each day of the 3-day "Fair." Many significant papers are scheduled for presentation by leading engineers.

Subjects expected to be covered by exhibits and papers include all phases of audio, recording and reproduction on tape, disc and film for professional and home use, for radio, television and theatre.

## PR SMA Exhibit Sept. 25

The second annual Radio, Television and Electronics Exhibit sponsored by the Philadelphia Radio Service Men's Association will be held at Philadelphia's Broadwood Hotel from September 25-27.

Purpose of the show is to acquaint servicemen, dealers and others in the servicing industry with the newest developments in electronics. For this purpose, many important educational seminars and lectures will be held during the daily sessions, which will begin at 7:00 p.m., Sept. 25 and run from 10:00 a.m. to 10:00 p.m. on Sept. 26 and 27.

David Krantz, PRSMA head and show chairman, expects more than 8000 persons in the industry will attend the 3-day exhibit. Among the many exhibitors who will have booths at the show, will be several prominent manufacturers of color TV equipment, who will demonstrate this equipment during the event. In addition to these and the many other manufacturers who will show their products, many local distributors and representatives will present products of their various manufacturers.

An invitation to attend the show has been extended to all organizations and servicemen. Tickets of admission will be distributed by all parts and radio distributors in the Philadelphia area.

# PRE-SELLING

THE **RADIART** CORP.

TELE-ROTOR  
PATS PEND

**CORNELL-DUBILIER**



**CORNELL-DUBILIER** SOUTH PLAINFIELD, N. J.

**THE RADIART CORPORATION** CLEVELAND 2, OHIO



# TELE-ROTORS

*with a Startling Consumer Campaign on Key TV Stations*  
*In The Major TV Markets!*

**NOW!**  
**Your Customers**  
**See TELE-ROTOR Film**  
**Demonstrations In**  
**Their Own Homes**  
**of the**

Here are more and bigger profits for everybody in the TV field! Setting sensational sales records everywhere on merit alone... NOW — watch for even BIGGER sales starting with our NEW series of announcements on key TV stations in all the important markets. These film demonstrations will reach into millions of homes... ALL YOUR POTENTIAL CUSTOMERS... telling them of the advantages and superiority of the TELE-ROTOR! These will do a PRE-SELLING job for YOU... so get set NOW... for this big business ahead... by featuring the BEST... the TELE-ROTOR.

**ONLY Rotator with ALL the Important Features**

FEATURES	TELE-ROTOR		Rotator A		Rotator C	Rotator K	Rotator M	Rotator N	Rotator U
	TR-1	TR-2	Type 1	2					
TORQUE FT. LBS.	36	36	5½	4.5	6.75	2.25	4.5	6.00	
TORQUE PER POUND OF ROTATOR	3.13	3.13	0.91	0.55	1.08	0.35	0.58	0.86	
SIDE THRUST OVERLOAD (FT. LBS.) TO STOP ROTATION	525	525	94	50	83	88	110	160	
WEATHER PROOFING	One piece "Water Shed" Dome Housing		Rubber Gasket	Metal Ring	Felt Washers	Rubber Gasket	Rubber Gasket	Rubber Gasket	
ELECTRICAL TO MECHANICAL EFFICIENCY TORQUE PER WATTS CONSUMED	72%	58%	16.4%	16.3%	13%	11%	4%	11%	
TYPE OF LOAD BEARING	Two 6½ in. dia. Ball Races		Double Sleeve	Sleeve & Ball 2 in. dia. Ball Race	Sleeve	Sleeve	Double Ball Race 1 in. dia. Ball Race	Double Sleeve.	
MAST CAPACITY	2"	2"	1½"	1¼"	2"	1¼"	2"	1½"	
ALIGNMENT OF ROTATOR SUPPORT MAST AND ANTENNA MAST	In Line	In Line	Off Set	Off Set	Off Set	In Line	Off Set	In Line	
MOUNTING VERSATILITY	Mast or Platform		Mast Only	Mast Only	Mast Only	Mast Only	Mast Only	Mast or Side Plate	
TYPE OF DIRECTIONAL INDICATION	End of Rotation Light	Dial lights 8 Positions and end	End of Rotation Light	Meter	Meter	Meter	End of Rotation Light	Meter	



C. P. BOWERS  
PRESIDENT:  
BOWERS TELEVISION CO.  
BOWERS BATTERY AND SPARK PLUG CO.



As one of the pioneers in television, we know that the dealer has been on the "short end" of television profits. And, though the industry recognized this fact, nothing was done about it. Months ago, Bowers decided that dealers, too, must have their full share of television profits.

Costs were thoroughly scrutinized and carefully trimmed, production economies were effected, and workers' efficiencies raised. So now—today—Bowers can offer dealers quality television at list less 50% and 25%—the longest profit line in television.

Long on profit and high in quality—that's the Bowers Line. Famous for QUALITY batteries and spark plugs for over a quarter of a century, Bowers has also earned a QUALITY reputation in television. And selling direct to dealers is a pattern that Bowers has followed for the past twenty-five years. For quality and profit, tie-up today with Bowers Television.

*Illustrated: Model TC-270-17 RCA Licensed Chassis with latest Dumont Continuous Tuner.*

WRITE OR WIRE TODAY FOR COMPLETE DETAILS

# BOWERS

The same ingenuity and resoucefulness that produced the REVOLUTIONARY

## *Nic-I-lyte* and *Cadmidyne*

"ADD WATER ONLY ONCE A YEAR" BATTERIES

AND THE EQUALLY FAMOUS

### *Flight Engineered* SPARK PLUG

THE SPARK PLUG THAT'S GUARANTEED FOR THE LIFE OF THE CAR

## BOWERS CUSTOM BUILT TELEVISION

DIRECT TO DEALERS AT

# LIST LESS 50% AND 25%



## TELEVISION CO.

BOX 1262

READING, PA.

# Dealers Hail New High Gain Antenna Without Reflectors

## Brach Slashes Prices As Costs Go Up

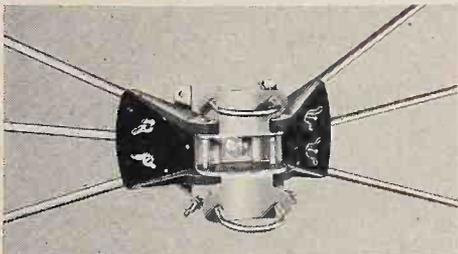
The unique design of the Bow Tie V has enabled Brach to reduce the price of this new antenna far below any other comparable TV antenna assembly in the quality Brach line. The Bow Tie V construction measures up to the same high mechanical standards which typify all of Brach products. In spite of its extremely low price, the Brach Bow Tie V will be ruggedly constructed of the finest virgin-aluminum seamless tubing and non-hygroscopic insulators.

## Antenna Authority Praises Performance

"The new Brach Bow Tie V gives gain where its needed most," says Ira Kamen, noted TV antenna authority and now a Director of the Brach organization. "By gaining more signal strength on the high channels" according to Kamen, "you compensate for the greater transmission losses inherent at the upper frequencies".

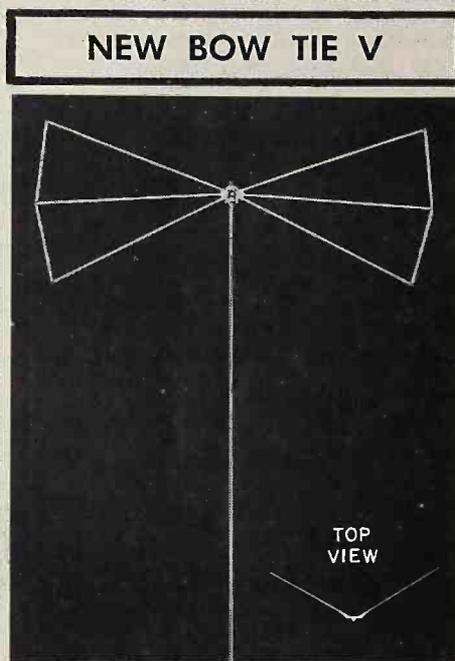
Mr. Kamen is well known as author of "TV-FM Antenna Installations" and "TV Master Antenna Distribution Systems".

## Newly Developed Insulator Insures Superior Reception



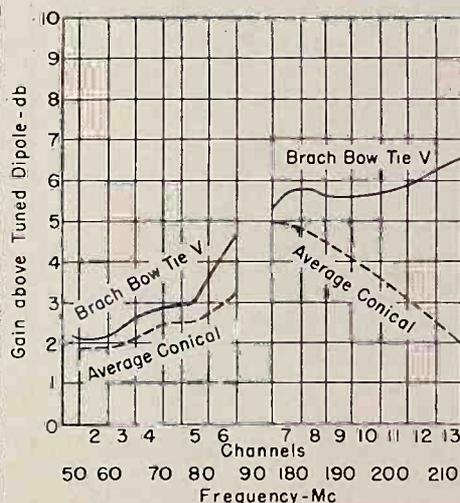
The Brach Bow Tie V insulator is a specially designed 6 element clamp, made of sturdy high impact Bakelite and heavy gauge tempered aluminum. It has real VHF insulation to minimize signal loss. Its tight grip provides a hold on the elements that wind, sleet, snow won't budge.

## Unique Design of "BRACH Bow Tie V" Antenna Raises Gain and Cuts "Singing"



Combining a completely revolutionary design with precision engineering and stark simplicity, the Brach Bow Tie V antenna has outperformed others in a series of tests. Only 42 seconds is needed for assembly.

## LABORATORY TESTS PROVE BOW-TIE V PERFORMS BETTER THAN CONICALS



After exhaustive tests Brach Manufacturing Corp. of Newark, N. J. has introduced a revolutionary new design in their new Bow Tie V Antenna. Aside from its complete simplicity and the absence of reflectors and directors, the Bow Tie V has been proven superior in actual field tests. The new "closed end" feature increases gain, minimizes side lobe pick-up and eliminates vibration of elements. The Brach Bow Tie V can be stacked and gives top performance on high and low channels in both high signal and fringe areas.

Commenting on the new Brach Bow Tie V, Mr. Jack Winer, (right) Pres. of Dynamic Stores in N. Y., Wash. and Conn. said, "For



rugged simplicity and super performance you can't beat the new Brach Bow Tie V." Mr. George Hawley, (left) Pres. of Television Associates, Newark, N. J. had this to say. "Our servicemen should average more than four hours each, a week saved on antenna installation. Furthermore, call-backs will definitely be minimized by its rugged construction."



"Red" Goldenberg of Sherwood Distributors, Hillside, N. J. points out the salient features of the Brach Bow Tie V to Les Palmer of Palmer Service Co., Inc., West Orange, N. J. "Private demonstrations of the Brach Bow Tie V have indicated tremendous dealer interest", Goldenberg said.

**BRACH**

MFG. CORP. • Div. of General Bronze Corp. • 200 Central Ave., • Newark 4, N. J.

# Shop Shortcuts Speed Servicing

Readers Contribute Ideas to Save Time and Labor, Improve Efficiency

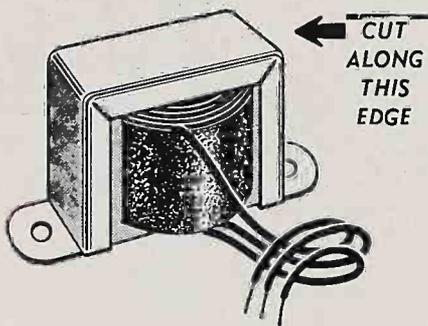
## Quick Oscillator Test

A serviceman most always has a radio working on his bench. With this radio he can find out if the oscillator in a dead set is working. By taking the tuning control and turning it from one end of the dial to the other, if the oscillator is working it will produce a squeal in the set sitting on the bench. This has become more or less a ritual with me, and takes no time at all. *Joseph R. Chillé, Joe's Radio Service, Philadelphia 48, Penna.*

ED. NOTE: This trick is not apt to work on sets which are well shielded against oscillator re-radiation, but is usually effective on those which have no RF stage.

## Replacing Output Xformers

It is often difficult to replace an output transformer or small choke due to its being riveted to a speaker frame or chassis. A very simple way is to remove the transformer from its frame by making a cut with a hacksaw at one of the corners, bending the frame up and removing the core and coil. The replacement transformer, with its frame



removed, can then be inserted in the original frame, which is then soldered at the original hack saw cut. This method leaves the original frame intact, thereby eliminating the necessity of drilling out the rivets, locating new mounting holes, etc., as well as a resulting more professional finished job. *Otto Rehack, 3010 St. Paul St., Baltimore 18, Md.*

ED. NOTE: Although not exactly the same technique, some servicers also replace TV horizontal output transformers without removing the frame from the chassis since these units come apart fairly easily (without hacksawing). It is even possible to replace only part of the windings. This is a time-saving, not money-saving job, as the new transformer frame and unused windings are more or less useless.

## Antenna Gain

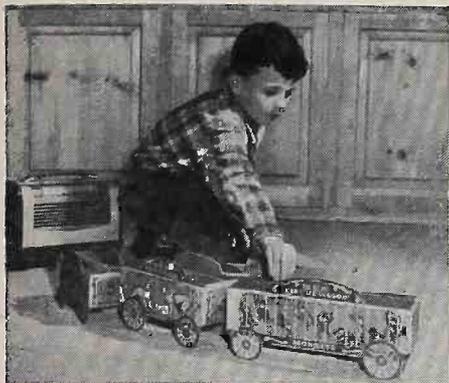
The accompanying diagrams show the construction, the radiation pattern, the gain and the impedance of several different types of commonly used TV antennas. In the "notes" column, L refers to the length of the driven element, K is the propagation factor, R the reflector length, S the spacing between elements, D the director length, and E the vertical spacing between elements. These diagrams are reproduced from

the new "Television Components Handbook," written by A. C. Matthews, television cost engineer for the Philco Corporation. This 160-page book is a valuable reference book for TV service engineers and technicians, and covers all parts and components used in TV receivers. The book is being distributed by the Accessory Division of Philco, and may be purchased by writing to the firm direct at "C" and Tioga

(Continued on page 137)

TYPE	PATTERN (HORIZONTAL)	GAIN OVER DIPOLE	NOTES	TERMINAL IMPEDANCE
<p>PLAIN DIPOLE</p> <p>FOLDED</p>	<p>BIDIRECTIONAL</p>	0	$L = \frac{492 K}{F mc}$ $K = 0.93 \text{ at } 100 mc$ $\cdot 0.91 \text{ at } 1000 mc$	72 OHMS  300
<p>DIPOLE &amp; REFLECTOR</p>	<p>FRONT TO BACK RATIO APPROX. 10db</p>	4	$R = \frac{492 \times 1.05 K}{K}$ $S = 0.1 \text{ to } 0.25 \lambda$ AS S DECREASES GAIN INCREASES, BAND WIDTH AND IMPEDANCE DECREASE.	40-60  180-250
<p>DIPOLE, REFLECTOR &amp; DIRECTOR</p>	<p>FRONT TO BACK RATIO APPROX. 30db</p>	8-10	$D = \frac{492 \times 0.96 K}{E}$ $S = 0.1 \text{ TO } 0.25 \lambda$	10-30  70-120
<p>STACKED DIPOLES</p>	<p>BIDIRECTIONAL</p>	4	$E = \frac{492}{F}$	36  150

## RCA Package Bonus



New cartons which convert to brightly colored circus wagons (above) with a few snips of a scissors, are now being used to package RCA portable-radio batteries. The sturdy little circus wagons are complete with wheels and come in a series of four, housing lions, monkeys, bears and pandas.

## GE District Managers

Nineteen district managers have been announced by General Electric's Receiver Division as part of expanding commercial operations in the radio and television receiver fields. All are new positions in the division's field sales organization, according to Arthur A. Brandt, general sales manager.

The appointments include: F. S. Anderson, Washington; R. M. Bruce, Syracuse; R. V. Buiuid, Minneapolis; H. A. Crossland, Philadelphia; J. F. Effinger, Cincinnati; T. C. Gilliland, San Francisco; R. L. Hanks, Hartford; J. A. Kerr, New York and Newark; John Klenke, Birmingham; P. H. Leslie, Detroit; F. W. McDonald, St. Louis; T. A. McDonald, Boston; R. J. Meigs, Kansas City; G. S. Peterson, Chicago; H. G. Randolph, Los Angeles; C. L. Schmidt, Dallas; R. P. Van Zile, Cleveland; B. S. Wells, Seattle and T. B. Willard, Atlanta.

## DuMont Distributors

Buhl Sons Co., 1001 Monroe St., Toledo, Ohio, has been appointed exclusive distributor for DuMont Television receivers in the Toledo and surrounding territory, Ernest A. Marx, general manager, receiver sales division, Allen B. DuMont Laboratories, Inc., has announced. Also announced was the appointment of Ron Merritt, 217-9th Ave. N., Seattle 9, Wash., as field sales agent for the company's line of cathode-ray instruments and equipment.

## Modern Motel



The cabins at the Pony Express Motel in St. Joseph, Mo., feature Philco TV and air conditioners. The TV set is a 16-inch console, and the air conditioner is a 1/2 H.P. model. The air conditioner is built into the wall.

For Phonographs and Radio-Phono Combinations

**SETS THE PACE!**

**MONEY-MAKING STEELMAN**  
#515 "Quartet". Portable, 3-speed PHONO-RADIO COMBINATION. Tone arm with reversible cartridge. 5" Alnico speaker, AC/DC radio. Three distinguished styles in smart cases.

... speeds-up your profits with unbeatable styling, engineering and VALUE!



PROVEN BEST SELLER—STEELMAN #325 "Serenader", 3-speed portable phonograph. The market's most attractive, two-toned case.

New, streamlined plant . . . top-flight engineers . . . all-inclusive line . . . best price policy in the industry . . . quality beyond all competition . . . all this adds up to **SPEEDY PROFITS WITH STEELMAN**

PHONOGRAPHS • RADIO-PHONO COMBINATIONS  
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• PORTABLES • CHILDREN'S MODELS

Write now for comprehensive illustrated catalog

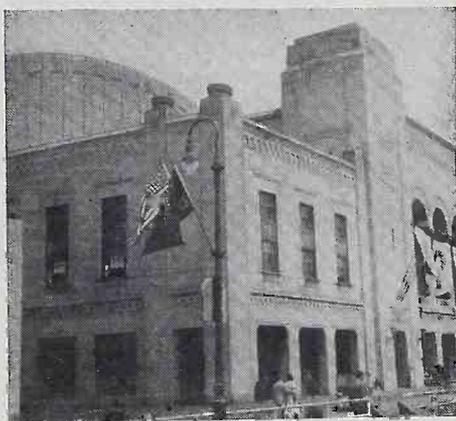
**STEELMAN PHONOGRAPH & RADIO CO., Inc.**

742 EAST TREMONT AVENUE, BRONX 57, N. Y.

STEELMAN—"America's oldest makers of electronic phonographs exclusively"

# Amplified TV Distribution System Helps Sell Sets

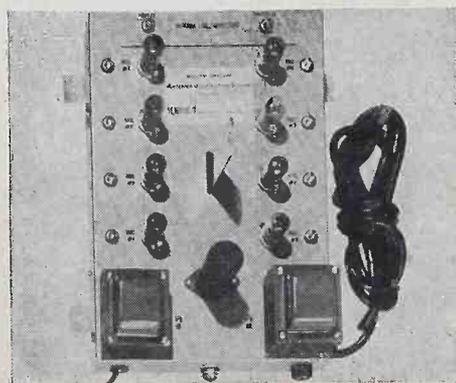
An installation of the Jerrold Mul-TV System in Convention Hall, Atlantic City during the recent Philco sales convention made it possible to demonstrate clear pictures on 75 TV receivers at once, at a distance of over 60 miles from the nearest TV transmitter (Philadelphia). Not only was the demonstration a success from the standpoint of the Philco Corporation, but also it showed what can be done with an amplified antenna distribution system to demonstrate a number of TV sets side by side in a dealer's store (or distributor's showroom) and to operate a large number of sets from one antenna



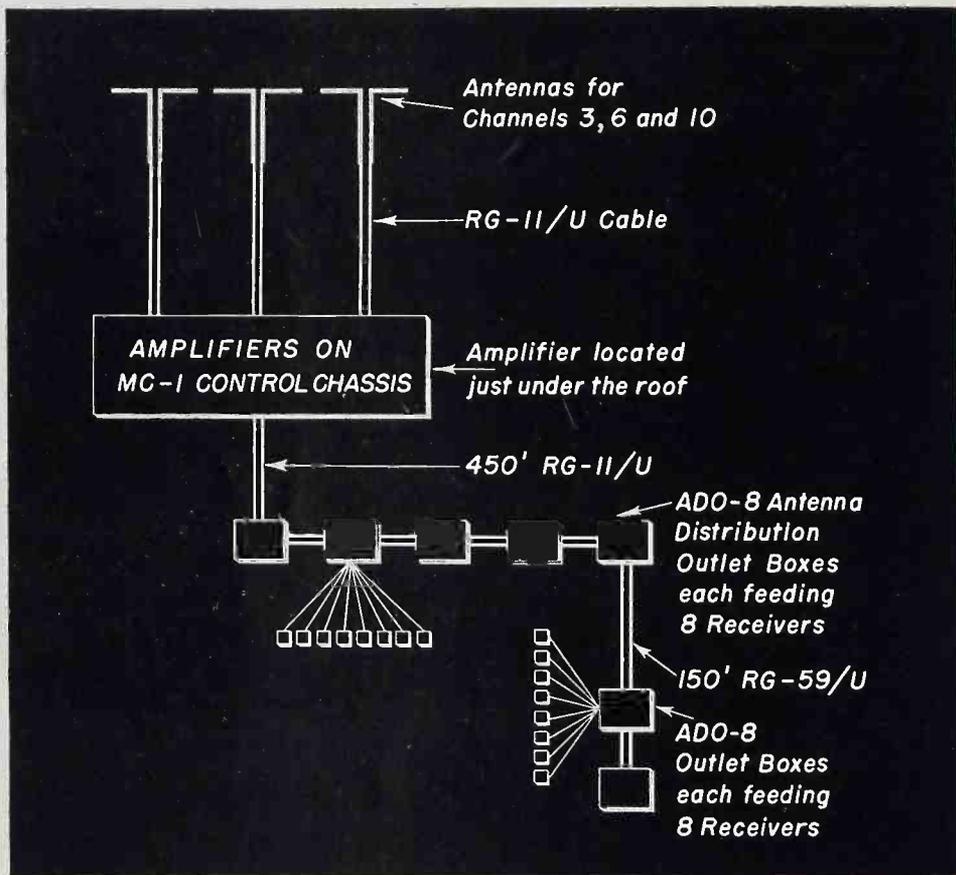
Convention Hall, Atlantic City, where the system was employed. Three Yagi antennas were mounted 30 feet above the roof, which is itself 135 feet above the street.

system in a multiple dwelling, hotel or apartment house. Thus this type of system offers the dealer a two-fold benefit: he can use it as a sales aid in his own store, or he can sell it to owners of large dwelling units.

In addition, the demonstration at Atlantic City showed what can be done in a fringe or weak-signal area (the signal strengths available at Convention Hall with the antenna 165 feet above the ground ranged from 250-400 microvolts). The signal available to each of the 75 receivers was actually



## Set-up Used at Atlantic City Provided Good Pictures in a Fringe Area on 75 Sets Simultaneously



Block diagram of the layout at Atlantic City. Forty TV sets were operated simultaneously and without interaction at a distance of 450 feet from the antenna, and an additional 35 sets were operating 150 feet further away, a total of 600 feet.

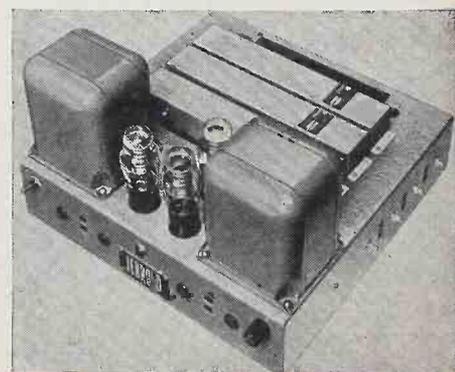
considerably greater than would have been possible if each receiver had its own antenna, without the Mul-TV system.

There are a number of manufacturers making amplified systems of a similar type, but we shall confine ourselves to a description of Jerrold-Philco set-up in Atlantic City, since the details of this installation so well illustrate the possibilities of such a system.

The technical features of the Mul-TV installation at Convention Hall are easy to understand. The building itself is 135 feet high. A thirty-foot tower was erected on top of the roof at the ocean end of the building. On this tower were mounted three separate 4 element double-stacked 72 ohm Yagi antennas, cut individually for the three Philadelphia channels—3, 6 and 10.

The base of the tower was located next to a ventilator fan shaft. Mounted just inside the roof of Convention Hall near this ventilator fan were the Jerrold Mul-TV Amplifiers. Separate leads of RG-11/U (72 ohm low loss co-ax cable) were dropped from each antenna and through the ventilator shaft. Each antenna lead was then connected

(Continued on page 142)



Left: ADO-8 distribution outlet box with cothode followers for eight receivers. Right: MC-1 master control unit with three amplifier strips in position.

# New Products

## EMC TEST INSTRUMENT

This instrument, model 202, is designed to test all tubes including the novel and subminiatures. Standard emission method of testing gives easy, direct reading. Individual sockets are included for each type of tube base, which tests all tubes from .75 volts to 117 filament volts. Among the tubes that can be tested are the cold cathode, magic eye, voltage regulator and



ballast tubes. Among the many "extra" features included is a completely flexible switching arrangement, a line voltage control that compensates for line variations between 105 and 135 volts, and a check for shorts and leakages. Condenser leakage can be checked to 1 meg. ohm, resistance to 4 meg ohms, and capacity from .01 to 1 mfd. The instrument sells for \$44.50, with an additional \$6.00 for 200 volt operation. Electronic Measurements Corp., 423 Broome St., N. Y. 13, N. Y.—RADIO & TELEVISION RETAILING

## Feiler VTVM

Model TS-9 is an all-purpose VTVM for measuring AC, DC, DB, Ohms, DC Ma., and including center zero and polarity reversal features. 4½ in. .0-1 meter



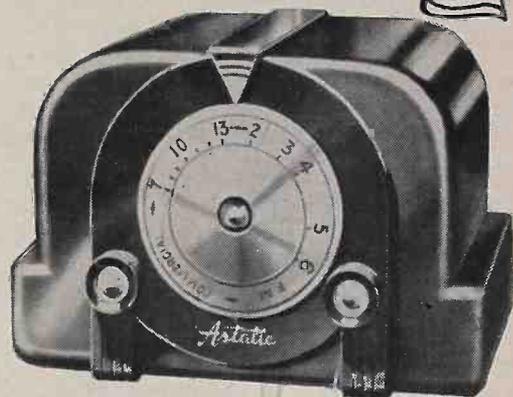
movement is provided, which may be utilized with the Feiler Stethoscope for VTVM readings of RF voltages. Feiler Engineering Co., 1601 S. Federal St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Stancor ISOLATION TESTING TRANSFORMER

This new unit is rated at 350 watts and is large enough to handle almost any TV or radio receiver on test. May also be used to correct a high or low line voltage. Three standard receptacles provide output voltages of 105, 115 and 125, with 117 volts, AC from the line. Standard Transformer Corp., 3580 Elston Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

# Presenting the NEW Astatic TV and FM Boosters Models BT-1 and BT-2

*Astatic* raised tremendously the level of improved TV reception through pre-amplification of signal, when it developed its famous deluxe model AT-1 Booster with exclusive variable gain control and dual tuning. Now Astatic brings another great advancement to the progress of TV enjoyment—with two low-cost boosters that equal, to all practical purposes, the primary function of the highest priced units. Never before has so much quality been incorporated in a booster to sell at so low a price. Why not get the complete details? Write today.



Booster Model BT-2  
List Price \$32.50



Booster Model BT-1  
List Price \$29.95

Only ASTATIC offers  
as complete a choice of  
BOOSTER MODELS



Booster  
Model AT-1  
List Price  
\$49.50

Increasing numbers of TV set owners will still want the finest Booster that money can buy—and that means Astatic's deluxe Models AT-1 and AT-1B, with rich furniture finish mahogany or blond wood cabinet, exclusive and variable gain control, dual tuning and powerful four-tube operation.

## LOOK AT THE AMAZING QUALITY FEATURES IN THESE LOW-PRICED BOOSTERS

- 1 Employ Mallory Inductuner for continuous variable tuning.
- 2 High gain, very uniform on both high and low channels.
- 3 Simplified controls—single tuning knob with continuous tuning through both TV and FM bands.
- 4 Band width adequate over entire range.
- 5 Low noise design and construction.
- 6 No shock hazard to user.
- 7 Off-on switch for easily cutting in and out of circuit.
- 8 Selenium rectifier.
- 9 Use single 6AK5 Tube.
- 10 Provide for either 72 ohm or 300 ohm impedance input and output.
- 11 Model BT-2 has handsome, dark brown plastic cabinet.
- 12 Model BT-1 has metal cabinet in rich mahogany woodgrain finish.
- 13 Large dial face is easy to see in tuning.
- 14 Model BT-2 has recessed pilot light to show when booster is on.

THE  
*Astatic*  
ASTATIC CORPORATION  
CONNEAUT, OHIO  
CANADA: CANADIAN ASTATIC LTD. TORONTO, ONTARIO

**Do a Better Job . . .  
Eliminate Troublesome  
and Costly Complaints  
and Servicing!**

### TV INSTALLATION TECHNIQUES

by Samuel L. Marshall

What are all the factors of a good TV installation? How can you do a better job, faster and more profitably? The answers to these, and many other questions and problems confronting the installation and servicing technician, are covered fully in **TV INSTALLATION TECHNIQUES**. This information-packed RIDER book is the **ONLY** text that gives every installer of an antenna system complete information pertaining to the mechanical considerations of TV antennas—ice loading, wind surface, receiver adjustments, and mounting requirements whether for short chimney-attached mast or an 80-ft. tower, including foundation. It also contains municipal regulations governing the installation of TV antennas and masts for all the major cities and areas of the United States. **TV INSTALLATION TECHNIQUES** is a book for every person who does or intends to do television installations. It points the way to better and faster workmanship that reflects itself in fewer service calls. This volume is a *practical* aid that will put dollars in your pocket.

Approx. 336 Pages, 270 Illustrations, 8 $\frac{3}{8}$ " x 5 $\frac{1}{2}$ ", Cloth Bound **\$3.60**

**For a Better Understanding  
of FM Systems in All  
Phases of Radio and  
Television . . .**

### FM TRANSMISSION AND RECEPTION

by John F. Rider and Seymour D. Uslan

With the rapid growth of Television and FM radio, with expansion in the various types of communication systems, the material contained in **FM TRANSMISSION AND RECEPTION** is increasingly valuable to the experienced technician and beginner as well. The more you know about FM, the more thorough your job can be—the greater your earning power becomes. The entire subject of frequency modulation is covered fully . . . all types of systems employed in television, radio, amateur radio, railroad, aviation, marine, police, point-to-point and mobile receivers. Basic theory, transmission, reception, circuit design and servicing are covered, with mathematics kept to a minimum. Almost all of the presently used FM commercial transmitters are described in detail. A question section follows each of the "meaty" chapters.

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## Technical New Products

### Electro-Voice TV BOOSTER

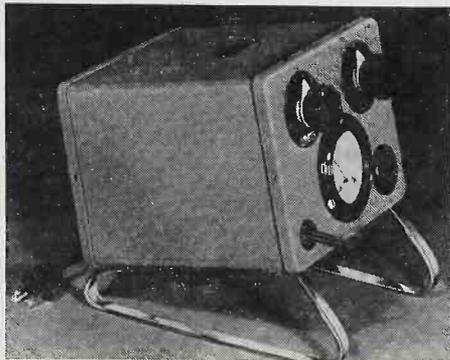
The Tune-O-Matic, is a new high-gain, self-tuning TV booster with all-channel broad band circuit and 4-stage amplification. Automatically tuned for all channels, 2 through 13, the booster instantly supplies extra signal strength uniformly throughout any channel selected on the TV receiver



dial. It is not necessary to switch from low to high bands. Regulation of gain is made by tuning the receiver contrast control. No need to re-tune after the booster warm-up period. Signal drift is eliminated. Uses four 6J6 RF tubes. Power consumption: 20 watts. Power source: 105-125 volts, 50-60 cycles. AC Input: 150-300 ohm twin lead. Output: 150-300 ohm twin lead. Size: 7 $\frac{3}{4}$ " x 5 $\frac{1}{2}$ " x 4 $\frac{3}{4}$ ", Net weight: 4 lbs. Lists at \$49.50. Electro-Voice, Inc., Buchanan, Mich. RADIO & TELEVISION RETAILING.

### Halldorson TRANSFORMER

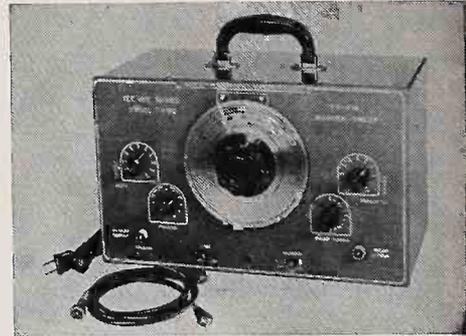
New voltage adjusting isolation transformer for servicemen is the model N-202. According to the manufacturer model N-202 gives the radio or television serviceman close control over the line voltage on his bench, yet isolates it from his work—a valuable and important safety feature especially when working with higher voltages. Included in the many features is the provision for varying the voltage in approxi-



mately 1 $\frac{1}{2}$  volt steps by means of two switch knobs on the panel. If the line voltage at the input is the standard rated 117 volts, it can be varied through a wide range of from about 95 to 145 volts. If the voltage drops to around 90, it can be varied from 75 to 115 volts. The rated capacity of 117 volt input is 500 watts. A volt meter with high accuracy to 2 $\frac{1}{2}$ % registers the output voltage. Though weighing 21 pounds the unit takes up less than a square foot of bench space. Halldorson Co., 4500 Ravenswood, Chicago, Ill.—RADIO & TELEVISION RETAILING.

### RCP SWEEP GENERATOR

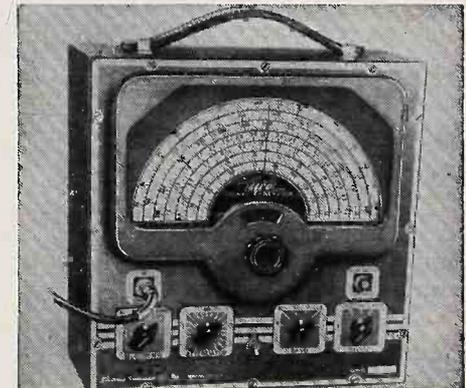
Model TV-80 is a combination TV-FM sweep generator and marker with a continuously variable range from 5 to 240 MC. Sweep width variable 400 KC to 10



MC. Absorption type marker, range 17 to 48 MC. Net price is \$84.50. Radio City Products Co., Inc., 152 West 25th St. New York 1, N. Y.—RADIO & TELEVISION RETAILING.

### Eico SIGNAL GENERATOR

Model 315 deluxe RF signal generator comes in kit form. Featuring an accuracy claimed by the manufacturer at better than 1% on all seven separate calibrated ranges, the new 315-K has an extremely stable, boosted range oscillator circuit that covers the full range of 75 KC to 150 MC. Highest precision tuning of any bandwidth is accomplished by band-spread vernier tuning. The illuminated gear-driven pointer is designed to prevent backlash, and the special 0-100 reference scale greatly speeds



settings. The tube complement is: 6CA, 7F8, 6X5, VR-150. The price is \$39.95. Its dimensions are 12 x 13 x 7". The impressively handsome 3-color panel is rubproof, and the rugged housing for the entire instrument is a crackle-finish heavy-gauge quality steel case. As with all EICO Kits, Model 315-K is supplied complete with all nationally famous brand-name electronic and mechanical components, and easy-to-follow step-by-step comprehensive pictorial and schematic assembly instructions. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

### Dutch Brand PLASTIX TAPE

Dutch Brand plastic tape is super-thin, has 200% stretch and high dielectric resistance for use in those spots where space is limited—for repairs in junction boxes, radios, TV, electric clocks, lamps, etc., or where appearance is important, as this tape makes excellent, neat splices. It resists weather, water, oils, grease or corrosive chemicals. Convenient size rolls,  $\frac{1}{2}$ " wide x 150" long. It is packaged 24 rolls to an attractive counter display box. Van Cleef Bros., Inc., Chicago 19, Ill.—RADIO & TELEVISION RETAILING.

## Tele-tone Convention



Tele-tone's "top command" takes time out from its Chicago showing the new 1951 TV and radio lines to pose for a press shot. The Company's distributor convention was held at the Blackstone Hotel and was followed by a showing of the line at the 4-day Music Show in the Palmer House. Seen above (left to right), first row: Charles H. Bernstein, Morton M. Schwartz, general sales manager; S. W. Gross, Tele-tone president; Bernard Kerner, Walter Baker. Rear Row: Sidney Jurin, Louis Grodsky, Irving Brudner, Harold Dittenhoefer and James Ryan.

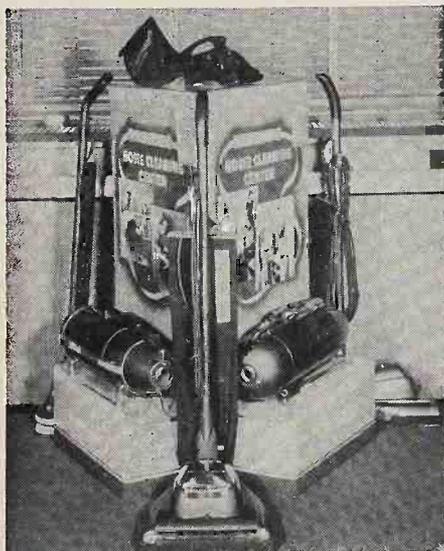
## Espey Expands Plant

The Espey Manufacturing Co., Inc., has acquired additional space in their present building according to an announcement. Nathan Pinsley, president, made known that more than 26,000 square feet have been added to the company's factory facilities and the entire building at 528 East 72 St., New York City is now occupied exclusively by the company. With this additional facility, Mr. Pinsley stated, "Espey has made available an additional 35% of production capacity."

## Magnavox Feels Confident

Frank Freimann, executive vice-president of The Magnavox Co., cited the new tuner and glass filter as outstanding advantages offered by his company's television line. In all, he said, Magnavox is in a good competitive position for the fall and winter markets. "The line is market tested," he added, "for styling, for performance, for price, for everything that goes to make the complete value."

## Universal Display



Universal's home cleaning center is so designed that all models of the Universal home cleaning equipment line can be displayed at once. Photo prints on display show how attachments can be used effectively.

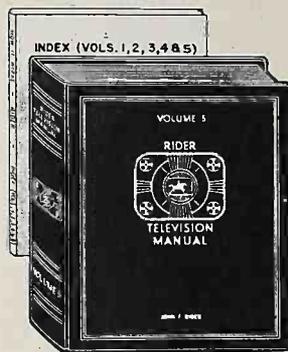
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## RIDER TV MANUAL Vol. 5

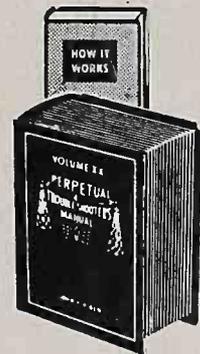
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NOTE: The Mallory TV Service Encyclopedia, 1st TV Edition, makes reference to only one source of TV receiver schematics—Rider TV Manuals.  
NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of radio receiver schematics—Rider Manuals.  
NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 Edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

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# Television & Appliance Retailing

Section of RADIO & TELEVISION RETAILING

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.

## Lewyt RUG NOZZLE

The new "101" combination rug nozzle which works as a vacuum cleaner when attached to the Lewyt, and is a carpet sweeper in itself when detached, is the latest accessory announced. When used as a carpet sweeper it does not need to



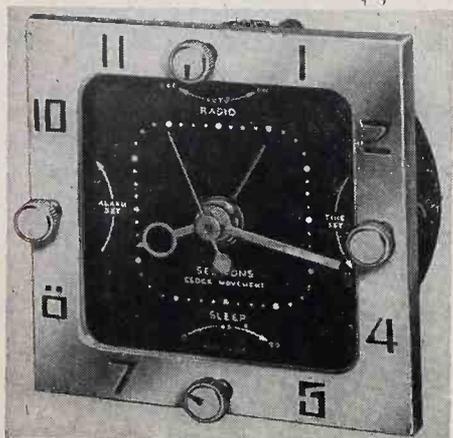
be emptied, will empty itself when next used with the vacuum. Will be supplied as optional equipment in place of the standard No. 80 carpet nozzle for \$9.95 extra on the new Model No. 55 Lewyt recently released. Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.—RADIO & TELEVISION RETAILING.

## Philco REFRIGERATORS

Two new refrigerators have been announced, 11 cu. ft. model 1102, listing at \$299.95, and a 9 cu. ft. model 905, listing at \$274.95. Both models have quick chiller compartments and built-in freezer lockers. Philco Corp., Tioga & C Sts., Phila., Pa.—RADIO & TELEVISION RETAILING.

## Sessions CLOCK

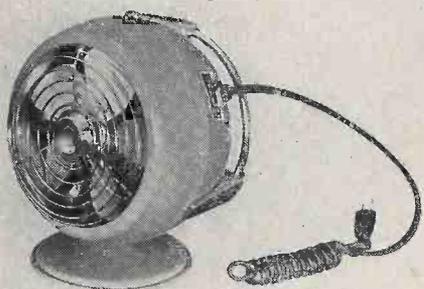
A new electric switch timer, shown, for radio and television set installation has been announced. Featuring a special square bezel, in polished brass with etched, colored filled, numerals. The movement is the sub-synchronous movement which features



quiet operation, dependable accuracy and long life. The Sessions Clock Co., Timer Div., Forestville, Conn.—RADIO & TELEVISION RETAILING.

## Swartzbaugh "THERMO JET"

A new fan, heater and air circulator combination has been added to the line. The "Thermo Jet", shown here, lists at \$19.95. Variable control permits temperature range up to 50 degrees and varies



air output up to 35%. Circular base is designed to prevent tipping. The Swartzbaugh Manufacturing Co., 1336 Bancroft St., Toledo 6, Ohio.—RADIO & TELEVISION RETAILING.

## Sightmaster TV SETS

Three new models have been added to the TV line: the Viking, 19-inch console in mahogany cabinet, list price \$495, with the Sightmirror, \$535; the Sussex, 19-inch con-



sole shown here, in mahogany cabinet, list price \$695, with the Sightmirror, \$735; and the Mandarin, 19-inch console in Chinese styled cabinet, \$595, with the Sightmirror, \$635. Sightmaster Corp., 20 E. 35th St., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

## Markel HEETAIRE

Two new electric heaters, 207 and 208 high wattage Heetaires, have been added to the line. With wattages of 1500 and 2000, they are available with two-heating speeds or with built-in thermostat. Designed to maintain temperature from 40° to 85° F. Use the patented Neo-Glo element. Markel Electric Products, Inc., Buffalo 3, N. Y.—RADIO & TELEVISION RETAILING.

## International Harvester HOME FREEZERS

Two new models have been added to the freezer line. They are the model 111, an 11.1 cu. ft. size shown here, and model 158, a 15.8 cu. ft. model. Both models have one-fourth horsepower units. Counterbalanced refrigerator-type lid has self-latching handle. Steel wire baskets are included,



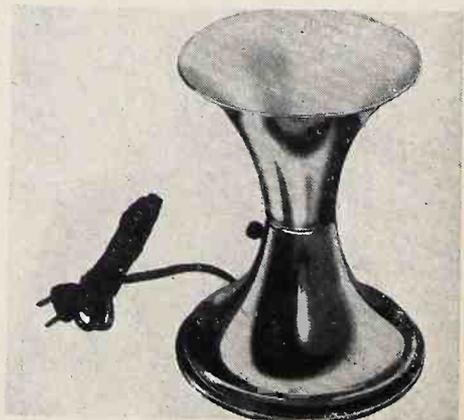
two in model 111 and three in model 158. International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

## TeleKing TV LINE

The new 1951 TV line includes a 19-inch console with full doors, a 16-inch black rectangular tube table model, a 16-inch combo with AM, FM, and 3-speed changer, and a 14-inch table model. TeleKing Corp., 601 W. 26th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

## Smith TELE-LITE

The Tele-lite, shown, here, is a new television viewing lamp, designed to cut down



glare and reflection. Made of aluminum, the lamp has an extra wide base to prevent tipping. Uses up to a 60 W. bulb. List price is \$3.95. James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind.—RADIO & TELEVISION RETAILING.

**Kamen Joins Brach**



Ira Kamen, above, has been appointed as director of TV development and TV promotion for the Brach Mfg. Corp., 200 Central Ave., Newark, N. J.

**Recoton Distributors**

Jack Karns, sales manager of Recoton Corp., has announced the appointment of six new sales representatives: Jack Brown, New York City; The Paul G. Scholz Co., Kansas City, Mo.; Carl A. Stone Associates, Los Angeles, Calif.; Dean Lewis Associates, Berkeley, Calif.; Arthur Adams, Detroit, Mich.; and Bert C. Porter, Seattle, Wash.

**Correction**

Some TV cities with network connections were erroneously listed in our August issue due to a typographical error. In the list of cities which was printed, the correct answer to whether or not they were on the network as of that date is as follows: New York—Yes Los Angeles—No, Boston—Yes, Minneapolis—No, New Haven—Yes, Seattle—No, Cincinnati—Yes, San Francisco—No, Providence—Yes, Milwaukee—Yes. However, by October 1, Minneapolis will be connected to the network.

**Marvel-Lens Distributors**

Marvel-Lens Industries, A & Clearfield Sts., Phila. 34 Pa., has announced the appointment of the following distributors for the Marvel-Lens TV screen enlarger: R. T. A. Distributors, Albany, N. Y.; Raymond Rosen & Co., Phila., Pa.; A. K. Sutton & Co., Charlotte, N. C.; Fay-Sen Distributors, Inc., Buffalo, N. Y.; Erskine-Healy, Inc., Rochester, N. Y.; The Roycraft Co., Minn., Minn.; The Lofgren Co., Moline, Ill.; Stanley Distributing Co., St. Louis, Mo.; and Hamburg Bros., Pittsburgh, Erie, Youngstown, Pa.

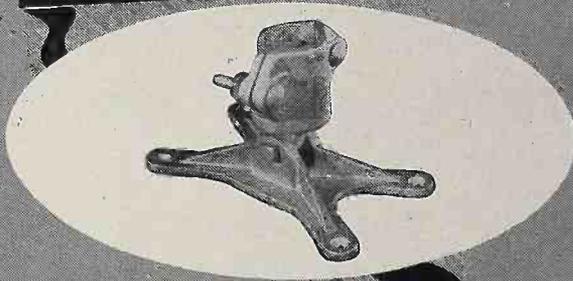
**Assails Scare Buying**

Leonard Ashbach, president of Majestic Radio & Television, Inc. has requested the support of industry forces to help eliminate the evils of "scare buying." In an open letter addressed to television dealers throughout the country and to dealer associations, Ashbach warned that scare buying would only serve to discredit the industry as a whole.

*Complete*  
**NEW LINE**

**TENNA-MAST HARDWARE**

at **"HARDBOTTOM" PRICES**



**"HEAVYWEIGHT" VALUE FOR "LIGHTWEIGHT" POLE MOUNTING**

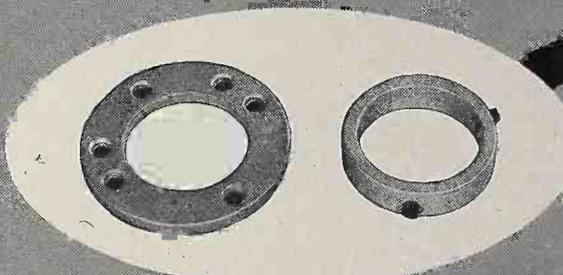
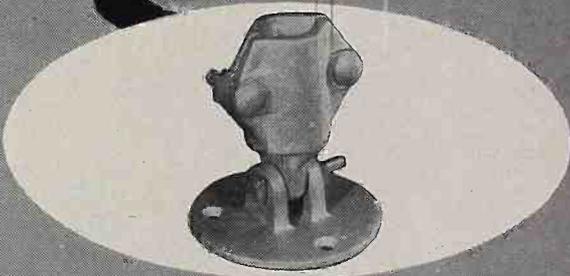
**SUGGESTED LIST — \$1.50**

**POLE BASE MOUNT—PDM-3**  
Designed for light weight masts and installations. Consists of circular base shown plus same adjustable socket used in PBM-1 for O.D. 1" to 1 1/4" pipe individually boxed. Also in Model PM-4 for 1 1/4" to 2" pipe to list at \$1.85.

**HIT OF THE SHOW NOW SELLS AT HALF PRICE!**

**SUGGESTED LIST — \$2.35**

**POLE BASE MOUNT — PM-1**  
Good profit at list of \$2.35 — though lowest competitor's price is \$4.75. Durable aluminum base with adjustable socket to accommodate 1" O.D. tubing to 1 1/4" pipe. Also in Model PM-2 for 1 1/4" to 2" pipe to list at \$2.75.



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# Television Technician

Section of RADIO & TELEVISION RETAILING

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.

## Clarostat ATTACHABLE SHAFTS

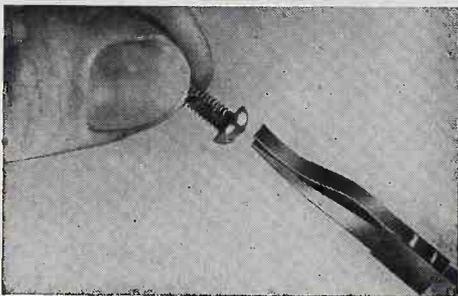
Pick-A-Shaft type FKS-1/4" is a finger-tip knurled and screwdriver-slot Pick-A-Shaft that snaps on to any type AM or AT control. This type shaft is especially popular with those controls found at the rear of many TV sets. The knurled and screwdriver-slot shaft is a short shaft, protruding only 1/4" beyond the control bushing. Being a Pick-A-Shaft with characteristic keyed end, it slips into the selected AM or AT control selected for electrical characteristics. A light blow snaps this Pick-A-Shaft rigidly and permanently on to the control. Type FKS-1/4" is one of the wide variety of Pick-A-Shaft types, and therefore included with any AM or AT control that is purchased. Clarostat Mfg. Co., Dover, N. H.—RADIO & TELEVISION RETAILING.

## GE MINIATURE TUBES

Two new miniature tubes, designed primarily for TV and radio receivers, have been added to GE's production line. The new tubes are the 6S4 and 6AH6. The 6S4 is a high permeance medium-mu triode designed primarily for use as a vertical deflection amplifier in TV receivers. The 6AH6 is a sharp-cutoff amplifier pentode. Its high transconductance and low input and output capacities adopt it to use as a wide-band amplifier and as a reactance tube for TV and radio receivers. General Electric Company, Schenectady, N. Y.—RADIO & TELEVISION RETAILING.

## Vaco SCREW DRIVER

With the Vaco Klipxon, it is easy to secure a screw driver bit for starting a screw in a recessed hole, and equally easy to extract the screw. For, there is no interference from clumsy mechanical



contrivances while inserting or removing screws from deep holes. Moreover, visibility of the screw slot is unimportant when extracting a screw because the KLIPXON can be made to grip the screw through sense of "feel" and very light pressure. Even the smallest screws may thus be gripped, easily and safely. The handle is constructed of break-proof, shock-proof, fire-safe Ambery and is designed for greatest comfort under sustained periods of usage. 60 cents to 92 cents each, according to size. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.—RADIO & TELEVISION RETAILING.

## Radion TV ANTENNA

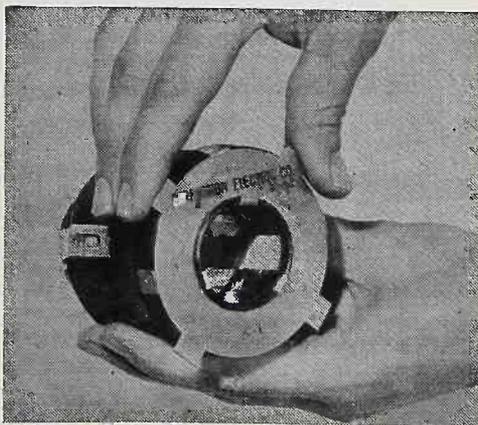
Model TA55 "Foto-Tenna" is an indoor TV antenna designed to provide good reception in metropolitan locations and at the same time blend into the interior decoration scheme. The antenna is concealed in a brown leatherette photo easel, and comes complete with 10 feet of 300-ohm lead-in. List price is \$7.50. Radion Corp., 1137 N. Milwaukee Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

## General Electric DRI-FILM

A water-repellent material, can be applied to the safety glass mounted in front of the face of the cathode-ray tube of television receivers to prevent the accumulation of undesirable moisture on the safety glass. The cathode-ray tube face is the area upon which the picture to be viewed appears when the set is turned on. When atmospheric conditions are right, water vapor in the space between the tube and the safety glass condenses to form a film of moisture and thereby produce spurious effects on the charge distribution of the cathode-ray tube screen. G-E DRI-FILM No. 9987 renders the surfaces in this area water-repellent, preventing the conditions leading to the spurious effect which produces fuzzy images on the screen. It is being used on the safety glass installed in DuMont Telesets. General Electric Co., Pittsfield, Mass.—RADIO & TELEVISION RETAILING.

## Perfection CENTERING CONTROL

"Beamajuster" is a control for centering TV pictures which is said to cut time required for this operation to 3 seconds. It consists of a pair of rotating aluminum plates, one of which holds a permanent magnet, and is installed by snapping it



on the back cover of the yoke. It fits any standard yoke. The picture is centered by rotating the outer plate with the fingers. Perfection Electric Co., 829 South State St., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

## Brach MATCHING XFORMER

Transformer No. 72-300 is a 75 to 300 ohm line matching transformer for TV which is designed to be a perfect termination at channels 2-13 but offers a serious mismatch to diathermy and shortwave interference. It therefore acts as a high pass filter as well as an impedance transformer. A coaxial fitting is provided to make a low loss connection to RG59/U. Brach Mfg. Corp., 200 Central Ave., Newark, N.J.—RADIO & TELEVISION RETAILING.

## Jackson CONDENSER TESTER

Model 112 is a push-button controlled tester for capacity and leakage test on condensers: electrolytics, paper, mica, etc. Test voltages from 20 to 500. Measures



power factor from 0 to 60%. Ranges from .00001 to 1000 mfd. in 4 steps. Jackson Electrical Instrument Co., 18 South Patterson Blvd., Dayton 1, Ohio.—RADIO & TELEVISION RETAILING.

## Goodline 300-OHM LINE

"Airlead" is twin-lead from which 80% of the polyethylene between the conductors has been removed. The resulting appearance is that of two conductors joined together approximately every inch with a polyethylene spacer. Losses through leakage of signal in the dielectric web between conductors of ordinary twin-lead are said to be eliminated, resulting in snow-free pictures. No special installation techniques are required. List price for 100 feet is \$5.00. Don Good, Inc., 1014 Fair Oaks Ave., South Pasadena, Calif.—RADIO & TELEVISION RETAILING.

## Telrex TV ANTENNAS

The "Universal" series of conical V-beam antennas has improved 3-slot element clamps in both driven and reflector "butterflies," permitting complete flexibility in arrangement of elements to suit all operating conditions. Increased "V-beam" design gives stepped-up high channel response without sacrificing low frequency sensitivity. The Universal series will be available as model U2X-TV (single bay) and U4X-TV (two bay). Telrex, Inc., Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

# New Products

## Ward YAGI TV ANTENNA

Based on the interlinking folded dipole principle, this new yagi model is designed to provide exceptional performance in fringe areas of weak signal strength, a built-in impedance transformer steps up impedance. Its narrow beam width permits maximum energy pickup, and pinpoint directivity with a very high front to back ratio eliminates co-channel interference. Being sharply tuned, a model is supplied for each TV channel. Ruggedly constructed for permanent installation, the unit employs Jones & Laughlin Perma-Tube cross arms for maximum horizontal torsional strength. Mast brackets take up to 1 3/8" mast. Stacking kits for stacking either high band or low band arrays are available. The Ward Products Corp., Cleveland, Ohio—RADIO & TELEVISION RETAILING.

## VEE-D-X CONICAL ANTENNA

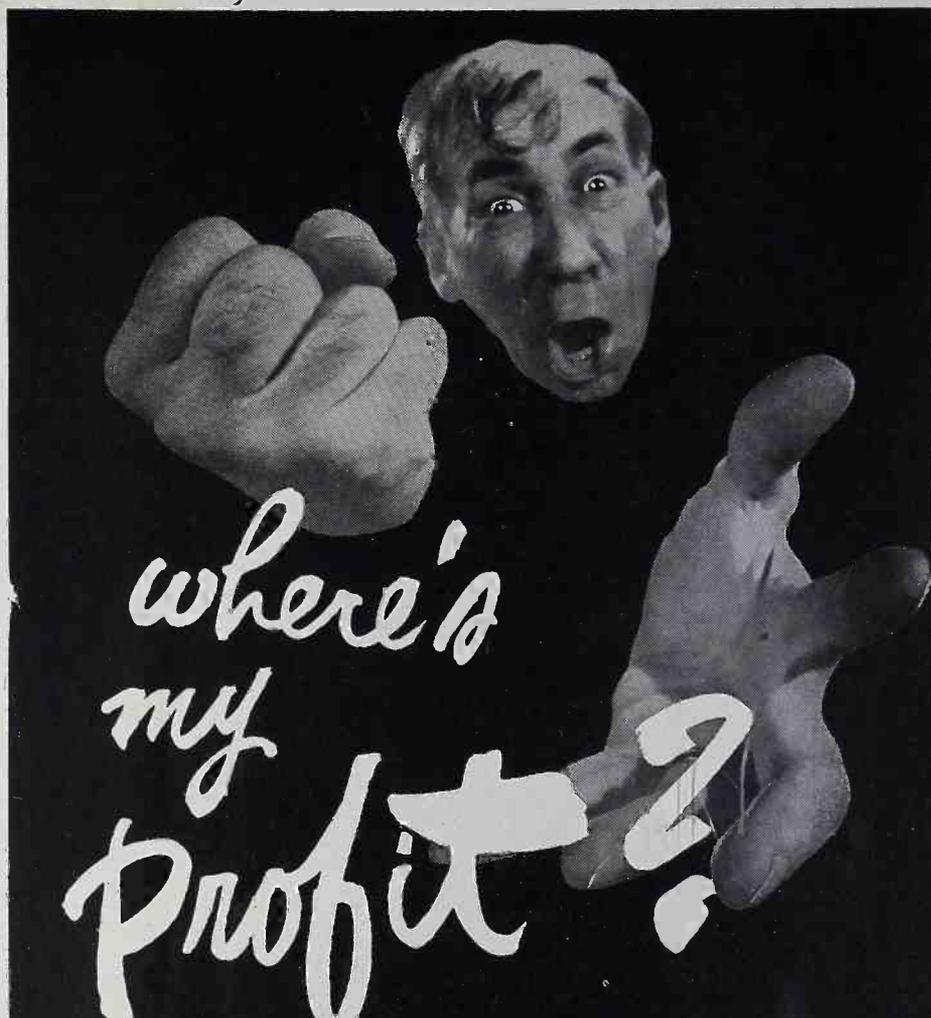
New broad-band, high gain conical antenna. According to the manufacturer, "careful research and design engineering, plus top quality materials have produced an excellent all-channel performer that is sure to find ready acceptance among distributors and servicemen." Good performance on all channels is obtained by the use of a new material used in the element sections. Available in one, two or four bays, the VEE-D-X conical will be supplied with universal element brackets to allow a wide variation of reflector and radiator combinations. The biggest feature of the VEE-D-X conical is the unique incorporation of phenolic vibration straps to prevent objectionable "yowling" and "whistling" during periods of high wind velocity. LaPointe-Plascomold Corp., Unionville, Conn.—RADIO & TELEVISION RETAILING.

## Tricraft TV-FM ANTENNAS

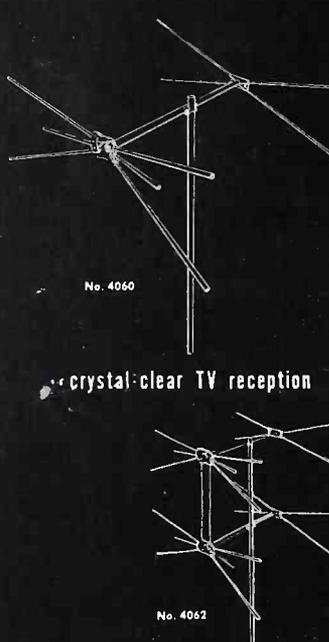
The "P-38" is an unidirectional antenna consisting of seven elements in one horizontal plane. On the high band, the unit consists of three driven elements and three reflectors; on the low band, it becomes (electrically) a single dipole with reflector and director. Also announced is the "Arrow" model 4000, a very directional, high gain antenna consisting of two end-fire "V's" in the same plane. Both these antennas (P-38 and 4000) are said to match 300 ohm line. Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

## Weston TV TUBE TESTER

New "Ray-Tester" designed to check leakage between elements, and check for opens in bottom to inside coating. In its design the serviceman has been kept in mind. Not only will it test a picture tube in the cabinet without disturbing deflection coil, focus coil, or ion trap adjustment but it will serve as a powerful sales aid for new tubes right in the customer's home. Also, it will eliminate that annoying uncertainty on the part of the serviceman of wondering whether or not the picture tube is at fault and will avoid returning good tubes as defective to the supplier. Unit measures 7" x 7 3/4" x 12" and is entirely self contained and powered. The Weston Mfg. Co., 424 North Ave., Weston, Mass.—RADIO & TELEVISION RETAILING.



where's my profit?



No. 4060  
crystal-clear TV reception  
No. 4062

WHAT HAPPENS when a dealer *thinks* he can "save" 25% by purchasing an off-brand antenna . . . Or when he installs an antenna that has no guarantee or no backing from a reliable manufacturer? Chances are this dealer will be forced to spend five times his original "saving" by sending his serviceman to replace or repair the *bargain* antenna! Then he asks, "WHERE'S MY PROFIT?" The only *lasting* profit comes from giving your customers quality you can trust. WALSCO TV Antennas are sold at the lowest price consistent with the QUALITY of the product.

**These extra features make it easy and profitable to sell WALSCO quality antennas.**

- silicone-treated styron molded insulator.
- marine-type high tensile chromium aluminum alloy.
- butt-seamed tubing for elements.

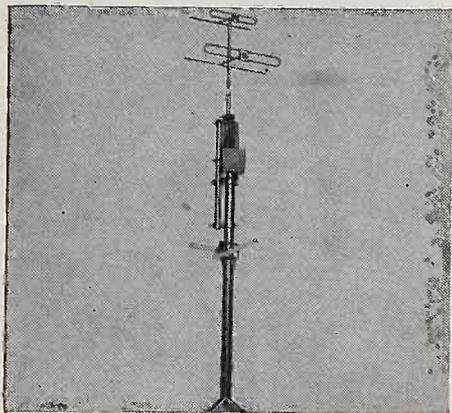
**WALSCO**

➔ WRITE FOR FREE ILLUSTRATED CATALOG 94-R  
**WALTER L. SCHOTT CO.**  
Beverly Hills, California • Chicago 6, Illinois

# New TV Service Aids

## Crown TOWER ROTATOR

The Camburn Sales and Mfg. Co. of Battle Creek, Mich., and the Crown Controls Co. have co-operated in developing a mounting arrangement so that the Crown Antenna Rotator and the Jack-Up Tower can be used together. The Jack-Up Tower



has a variable height of 20'8" to 47'. The Crown rotator responds immediately, stops instantly with no coast, and features a completely numbered indicator so that intermediate spots between main compass points can be selected. Further information on either product can be obtained from Crown Controls Co., New Bremen, Ohio.—RADIO & TELEVISION RETAILING.

## Kenwood ANTENNA MOUNT

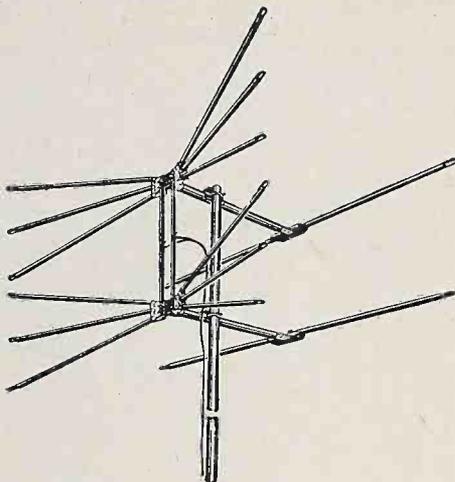
A new, all position TV antenna mount bracket which can be easily installed on the peak of a roof, as well as the side of a roof, wall, parapet or corner of a building, is completely adjustable to any desired position by properly locating a set of braces on each side of the uprights and fastening them into position by nut and bolt, eliminating undesirable chimney mounting, blocking and shimming. Since the bracket can be installed at a point nearest the TV set, excessive lead-in wire is also eliminated. The bracket comes pre-assembled (except for the side positioning braces) and compactly packaged in two sizes. The standard size takes a mast up through an 1½" mast, while the larger model accommodates up through a 2" mast. Heavy-gauge steel is employed for durability and weatherproofing is accomplished by cadmium plating. A particular feature of the bracket permits the fastening of the antenna mast in a lowered position on the peak of a roof. Kenwood Engineering Co., Inc., 265 Colfax Ave., Kenilworth, N. J.—RADIO & TELEVISION RETAILING.

## Spico TV ANTENNA

"E-Z-Bee" lists at \$12.95. Narrow beam width minimizes interference and ghosts. Has mid band parasitic resonator, "J" bolt locking construction, fold-away pre-assembled. Other features include: Forward resonator section, Non-corrosive construction, and uniform gain throughout channels 2-13. Spirling Products Co., Inc., 62 Grand St., N. Y. 13, N. Y.—RADIO & TELEVISION RETAILING.

## Channel Master TV ANTENNA

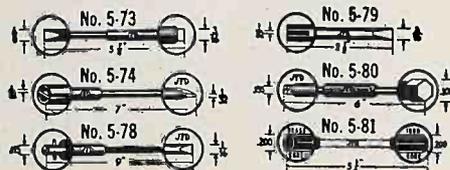
Model BM 313X2 stacked Super-Fan, shown, lists at \$26.25. ¼ wave spacing at low band mid frequency. Aluminum elements and cross arm, completely pre-assembled. Narrow lobe makes use excellent in conjunction with rotator. Gains



from 5 db. to 7 db. on low band and 8 to 11db. on high band. BM 313 Super-Fan lists at \$12.19, and 313X4 double stacked Super-Fan Antenna at \$57.10. This completely pre-assembled ultra fringe antenna provides gains of 7½ to 9 db. on the low band and 10½ to 11¼ db. on the high band. Channel Master Corp., Ellenville, N. Y.—RADIO & TELEVISION RETAILING.

## JFD TV TOOL KIT

New nylon television alignment tool kit, TK60 is designed to speed scores of television servicing operations. All tools are molded of unbreakable nylon to provide the best combination of strength, toughness and durability. Each of the six JFD aligning tools furnishes two different tuning tips, one on each end, for a total of 12 separate aligning ends to suit every television of FM servicing adjustment. All are packed in a handy, permanent plastic case



for convenient use and list at \$3.95 complete. The tools are molded in contrasting brilliant colors to speed identification for servicing operations. Servicing adjustments provided by tools list as follows: No. 5-73, for tuners, trimmers and IF transformers; No. 5-74, for midget transformers; No. 5-78, for nested iron cores; No. 5-79, for close trimmer and IF transformers; No. 5-80, for K-tran and IF transformers; No. 5-81, tuning rod for changing coil inductance. JFD Mfg. Co., Inc., 6101 16 Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

## Alliance ANTENNA ROTATOR

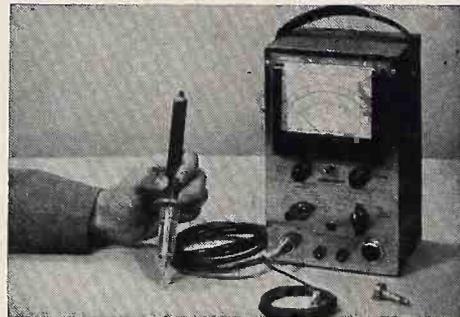
Latest model Tenna-Rotor is a fully automatic rotator. The viewer simply sets the pointer to any desired point on the dial. The antenna then rotates automatically to that point and stops. The model continues



to incorporate the special 4-conductor cable with "Zip" feature. The indicator dial may be optionally marked for new channels at any time—hence is never out-of-date. A moving light along the dial shows the antenna position while rotating. The pointer always indicates the final antenna direction at all times. Alliance Mfg. Co., Alliance, Ohio—RADIO & TELEVISION RETAILING.

## Insuline HIGH-VOLTAGE PROBE

The "100X Kilovolt" is a new heavy-duty probe that multiplies the existing ranges of any standard 10- or 11- megohm vacuum tube voltmeter by a factor of one hundred. Measuring 8½ inches long this probe is designed especially for testing

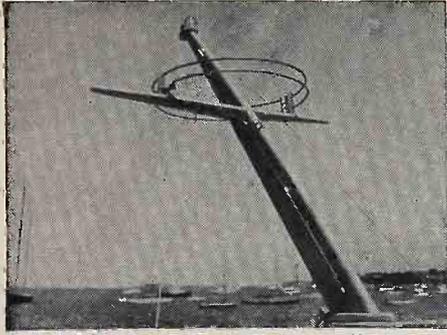


high-voltage circuits in television receivers. It is furnished with a 5-foot coaxial cord and a separate grounding lead. The cord terminates in a standard single-contact microphone connection. A special adapter plug is available to permit this same connector to be used with VT meters having phone jacks instead of microphone fittings. Net dealer price of the "100X Kilovolt" is \$7.95. Insuline Corporation of America, 3602 35th Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

## Clarostat BALLASTS

Further expansion of its TV replacement ballast line is announced by Clarostat. The two latest additions are Teletone Types TBR103D and TBR104D. Other numbers of the line are Teletone, Motorola, Belmont, Emerson and Stewart-Warner replacement ballasts. Clarostat Mfg. Co., Inc., Dover, N. H.—RADIO & TELEVISION RETAILING.

## Seagoing TV



Bruce and Lloyd Coffin, officials of Hytron Radio & Electronics Corp., have installed a television receiver in their 42-foot "Owens Flagship" cabin cruiser, the "C-B". The special omni-directional antenna, mounted on top of the cabin, was designed by Hytron's commercial engineering department.

## Form Committee For Industry Mobilization

An electronics industry mobilization committee to plan, coordinate and advise government agencies in war conversion and production has been named by James M. Blacklidge, chairman of the Association of Electronic Parts and Equipment Manufacturers.

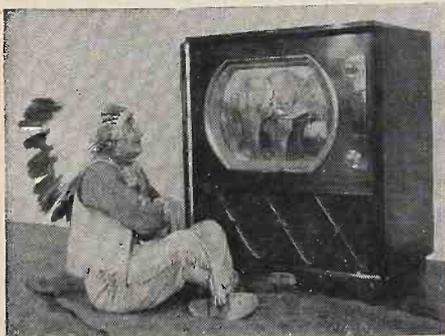
The committee will work with manufacturers, distributors and government agencies to expedite production of war material and to consider problems of allocation and procurement, Blacklidge said.

James P. Quam, of Quam Nichols Co., Chicago, was named chairman of the mobilization committee, which includes William J. Halligan, Hallcrafters Co.; Jerome J. Kahn, Standard Transformer Corp.; John H. Cashman, Radio Craftsmen, Inc.; S. N. Shure, Shure Bros., Inc.; Herbert C. Clough, Belden Mfg. Co., all of Chicago, and H. L. Kunz, Sangamo Electric Co., Springfield, Ill. Blacklidge named Kenneth C. Prince as legal counsel and S. I. Neiman as public relations counsel for the committee.

## Kaye-Halbert in New York

Myron Blackman, national sales manager for the Kaye-Halbert Television Corp., Culver City, Cal., has announced the appointment of Apex Electronic Sales Co., of New York City, the exclusive distributor for the Kaye-Halbert line of custom styled television receivers.

## GE 24-Inch TV Set



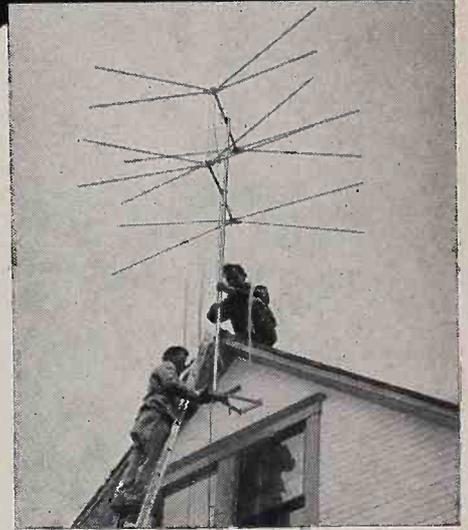
Chief Bill Rockwell of the Oneida Indians is entranced by this new television receiver made by General Electric at Electronics Park, Syracuse, N. Y. It uses a new 24-inch tube developed by GE.

# Give your customers the best and make the job easier ALCOA ALUMINUM TV MASTS

Give your customers a mast and antenna that won't corrode and stain siding or chimney. Alcoa Aluminum masts and elements are corrosion resistant *all the way through*. They're strong—but light weight—easier to handle, easier to put up.

Specify elements of Alcoa Aluminum. Leading antenna manufacturers have established them as standard in the industry.

Get fast service on Alcoa Aluminum TV Masts from your Alcoa Distributor. Thirty-three nationwide distribution points assure you of fast service, overnight delivery in most cases. You'll find your Alcoa Distributor listed below, as well as



under "Aluminum" in your classified telephone directory. ALUMINUM COMPANY OF AMERICA, 1959J Gulf Building, Pittsburgh 19, Penna.

For best results, always fasten aluminum assemblies  
with Alcoa Aluminum Fasteners

## BUY ALCOA ALUMINUM TV MASTS LOCALLY from these distributors

Atlanta, Georgia  
• J. M. Tull Metal & Sup. Co., Inc.  
Baltimore, Maryland  
• Whitehead Metal Prod. Co., Inc.  
Birmingham, Alabama  
• Hinkle Supply Co., Inc.  
Boston (Cambridge), Mass.  
• Whitehead Metal Prod. Co., Inc.  
Buffalo, New York  
• Brace-Mueller-Huntley, Inc.  
• Whitehead Metal Prod. Co., Inc.  
Charlotte, North Carolina  
• Edgcomb Steel Company  
Chicago, Illinois  
• Central-Steel & Wire Company  
• Steel Sales Corporation  
Cincinnati, Ohio  
• Williams & Company, Inc.  
Cleveland, Ohio  
• Williams & Company, Inc.  
Columbus, Ohio  
• Williams & Company, Inc.

Dallas, Texas  
• Metal Goods Corporation  
Detroit, Michigan  
• Steel Sales Corporation  
Houston, Texas  
• Metal Goods Corporation  
Kansas City, North, Missouri  
• Metal Goods Corporation  
Los Angeles, California  
• Ducommun Metals and Sup. Co.  
• Pacific Metals Company, Ltd.  
Milford, Conn.  
• Edgcomb Steel of New Eng., Inc.  
Newark, New Jersey  
• Whitehead Metal Prod. Co., Inc.  
New Orleans, Louisiana  
• Metal Goods Corporation  
New York, New York  
• Whitehead Metal Prod. Co., Inc.  
Philadelphia, Pennsylvania  
• Edgcomb Steel Company  
• Whitehead Metal Prod. 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 Prod. Co., Inc.  
Tampa, Florida  
• Florida Metals, Inc.  
Toledo, Ohio  
• Williams & Company, Inc.  
Tulsa, Oklahoma  
• Metal Goods Corporation

# ALCOA FIRST IN ALUMINUM



## E. P. E. M. Election

Rockwell M. Gray, of the Rauland-Borg Corp., Chicago, has been elected chairman of the Association of Electronic Parts and Equipment Manufacturers at the annual meeting of the trade group which comprises over one hundred producers of the electronic equipment.

John H. Cashman, of Radio Craftsmen, Inc., Chicago, was chosen vice-chairman, and Helen Staniland Quam, of the Quam-Nichols Co., Chicago, was elected treasurer for her fifteenth annual term. Kenneth C. Prince was reelected executive secretary and legal counsel for the group.

James M. Blackledge, of Gramer

Transformer Corp., Chicago, the 1949-50 chairman, reported that the association's mobilization committee has been in conference with the armed forces procurement groups and government officials in Washington laying the groundwork for all-out cooperation in the production of military communications equipment.

## Quam-Nichols President

Matthias Little has been elected president of the Quam-Nichols Company, Chicago, speaker and electronics components manufacturers, it was announced by James P. Quam, who now becomes chairman of the board.

## G.E. Appointments

Two new appointments in General Electric's replacement tube sales organization have been announced. G. E. Burns has been named field sales manager and W. C. Walsh has been made western regional sales manager. The announcements were made by J. T. Thompson, sales manager for replacement tubes in the G. E. Tube Divisions.

## Emerson Appoints Kattan

The appointment of Joseph Kattan as distribution manager of Emerson Radio & Phonograph Corp. has been announced by Benjamin Abrams, president. Kattan will concern himself with the administration of the sales and advertising programs and budgets, as well as with sales forecasts, line planning and distributor performance.

## Jiffy-Up Mast Hoist

A new type of antenna mast and tower hoist has been announced. Called the Jiffy-Up, it consists of a special base which mounts permanently on the rooftop, and a detachable hoist which will raise or lower a mast up to fifty feet high. Base is designed to fit any type of roof, flat or gabled. Hoist is made by the Haugen Mfg. Co., 412 So. Front St., Mankato, Minn.

## Majestic Ad Campaign

An intensive advertising and sales promotion drive on the 1951 Majestic line of television and radio receivers will be launched shortly according to Joseph G. DeVico, advertising manager. To back up the promotion, Majestic is soon releasing through their distributors a wide assortment of dealers aids and point-of-sale material. DeVico revealed that Majestic does not intend to curtail dealer cooperative advertising, in contrast to some recent trade announcements regarding retraction of co-op funds by other manufacturers.

## Lewyt Production Doubled

The Lewyt Corp., Brooklyn, N.Y., has announced the addition of a 2000-foot production line, to double the output of Lewyt vacuum cleaners.

## Stewart-Warner "Turnabout"



W. Erle White, left, president of White's Stores and an active radio and TV dealer at Wichita Falls, Texas, hears from Edward L. Taylor, right, sales manager of Stewart-Warner Electric, the virtues of the "Turnabout" portable. Looking on is M. O. Beckham, district man for the company.

## YOUR NEW STANCOR CATALOGS

*are ready!*

### CATALOG OF TRANSFORMERS FOR RADIO, SOUND AND OTHER ELECTRONIC USES.

Here's a "must" for every user of transformers—serviceman, ham, experimenter, engineer. Detailed listings of more than 400 Stancor part numbers. Includes accurate electrical and physical specs, dimensions, prices, illustrations. Complete and up-to-date. Handy charts and easy-to-use indexes help to make this new Stancor catalog the book you'll want to find the part you need.

### TELEVISION CATALOG AND REPLACEMENT GUIDE.

The sixth edition of the popular Stancor TV Replacement Guide (50,000 copies printed to date). Now combined in a big, 30-page book with a complete catalog of all Stancor TV components. Original part numbers, with Stancor replacements, are listed for more than 600 TV receiver and chassis models made by 64 manufacturers. Every Stancor component recommended in the guide is listed in the catalog section with complete specs, dimensions and prices. Gives you one convenient source of information. Makes your job quicker and easier.

And remember, when you buy a Stancor transformer, you get a quality product used by the country's biggest set makers as original equipment. Stancor transformers have to be good!

See your Stancor distributor today for your free copies of these books. If he is out of stock, we'll be glad to send you copies. Write Standard Transformer Corporation, 3586 Elston Avenue, Chicago 18, Illinois.



*Most Complete  
Line in  
the Industry*

## Shop Shortcuts

(Continued from page 124)

Streets, Philadelphia 34, Penna., or from Philco distributors. Price \$2.50, post-paid.

### Replacing Tubes

You might consider this more of a reminder than a "shop hint," but I have found it helpful. Several times I have suspected a tube, replaced it with a new one, and found the trouble still present. So I check everything backwards and forwards, find nothing wrong, and then it occurred to me to try another new tube. Sure enough, the first one was a dud. So now I check new tubes before putting them in a circuit. And when I go on an outside call, I put only checked tubes in my toolkit. I have found that this little extra trouble saves me a lot of time in the long run.—D. Harrington, Los Angeles, Calif.

### 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."

### Test Instrument Cover

Standard typewriter covers are available everywhere and will cover most instruments used for radio or electrical testing.

The small cost of the covers is justified



in keeping the test equipment in top appearance and operating condition. H. Leeper, 1346 Barrett Ct., NW., Canton 3, Ohio.

(Continued on page 139)

## NAMM Reorganization

At the reorganization meeting of the board of directors of the National Association of Music Merchants, the following officers were elected:

As president, Ray S. Erlandson, vice-president and general manager, San Antonio Music Co., San Antonio, Tex.; as vice-president, Harry E. Callaway, vice-president, Thearle Music Co., San Diego, Calif.; as secretary, Gene Redewell, president, Redewell Music Co., Phoenix, Ariz.; as treasurer, Russell B. Wells, president, Charles E. Wells Music Co., Denver, Colo.

William R. Gard, executive secretary of the association, was re-elected, and

E. R. McDuff, president, Grinnell Brothers, Detroit, Mich., was elected the NAMM trustee to the board of the American Music Conference.

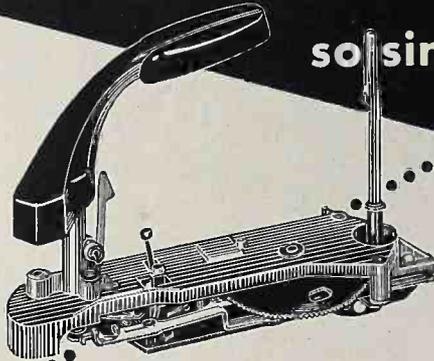
Erlandson, the newly elected president, made the following appointments to the executive committee:

Erlandson as chairman; Hugh W. Randall, president, J. B. Bradford Co., Milwaukee, Wis.; Otto B. Heaton, president, Heaton Music Co., Columbus, Ohio; William Howard Beasley, president, Whittle Music Co., Dallas, Tex.; Paul E. Murphy, treasurer, M. Steinert & Sons, Boston, Mass.

The executive committee will meet September 15 and 16, 1950.

## V-M 950 tri-o-matic RECORD CHANGERS

so simple . . .



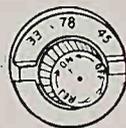
### IN DESIGN

This one compact unit is the complete basic mechanism of the V-M tri-o-matic!



### IN OPERATION

One-knob control for turntable speed and "On-Off-Relj" — that's all!



Yet . . .

### Completely Automatic for ALL Records!

The V-M tri-o-matic is simplest to operate—and service—of any 3-speed changer on the market. Intermixes automatically 10" and 12" records of same speed, also twelve 7" 33 1/3 rpm. or twelve 7" 45 rpm. SHUTS OFF COMPLETELY AND AUTOMATICALLY after last record played.

## V-M CORPORATION

Benton Harbor, Michigan

## Full Time for Jerrold

Announcement has been made by Milton J. Shapp of his decision to devote his full time to the duties of president of the Jerrold Electronics Corp. of Phila., manufacturer of the Jerrold Mul-TV Antenna System. Announcement came on the heels of the news that Philco Corp. was to distribute the Jerrold equipment nationally. The M. J. Shapp Co. however will continue as national sales representative for Jerrold Electronics Corp. and Tomore Electric Corp. Harry Estersohn and Ken Randall, former associates of Shapp, have been retained by most of the factories Shapp represented and will continue to represent them.

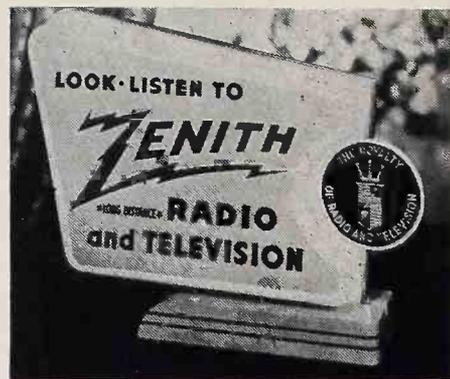
## Universal Dealer Aids

Two new dealer displays have been announced by Landers Frary & Clark, New Britain, Conn., for their Universal Automatic Toaster and Electric Blanket. Both counter displays are made in full color.

## Stromberg-Carlson Price Guarantee

Stromberg-Carlson will guarantee its distributors current prices on its new line of television receivers through December 10, C. J. Hunt, general sales manager of the radio-television division, has announced.

## Counter Display



This Zenith counter display features exact reproduction of the firm's trademark. The sign is one of the new "Specialines" created by Neon Products, Inc., Lima, Ohio. The copy is permanently fused into the formed Plexiglas face.

## SNAP-ON TV FUSE HOLDER!

DEAL NUMBER 1  
Catalog No. 094024

Snap-on fuse holder for quick, easy replacement of TV pigtail fuses. 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.



## TV FUSE KIT

DEAL NUMBER 2  
Catalog No. 094023

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.

LITTELFUSE, CHICAGO 40, ILLINOIS • Longbeach 1-4970

## New Sylvania Plant

Sylvania Electric Products, Inc., has opened a second new Pacific Coast office building and distribution center in Emeryville, California, near San Francisco, to serve northern California, Nevada, Utah and Hawaii. The building includes 30,000 square feet of warehouse area, as well as service facilities, dark-room, etc. Howard Luray heads Sylvania Photolamp Division activities at Emeryville, with Burley T. Cram as service manager.

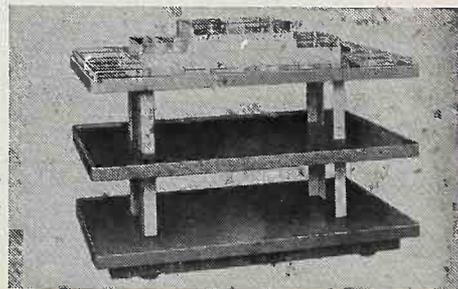
## GE "Junior" Clock Shop

A new, small clock display fixture for use in windows and on counters has been announced by C. R. Thorson, sales manager of the General Electric clock division. Designed to hold up to 12 assorted General Electric clocks in less than three square feet of space, the new "Junior" clock shop is of Colonial design and is finished in antique-ivory. Three glass shelves accommodate the clocks and are illuminated by a beveled reflector. The fixture is priced at \$25.

## Sylvania transfers Smith

Donald E. Smith, formerly an engineer for the Electronics Division of Sylvania Electric Products Inc., Boston, Mass., has been transferred to the renewal tube sales department of the Radio Tube Division.

## Merchandising Table



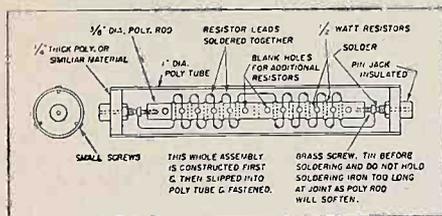
Lyon Metal Products, Inc., Aurora, Ill., has announced its new merchandising table shown above. Top and center shelves have built-in rails for any type of merchandising display. Glass bin tops with riser provide compartments for open display. Center shelf is adjustable, and the table is available with or without casters.

## Shop Shortcuts

(Continued from page 137)

### High Voltage Probe

An excellent high voltage divider or probe can be easily constructed for the shop analyzer by the use of several  $\frac{1}{2}$  watt resistors. The divider shown was built for use with a Weston 772 analyzer but resistance values may be easily determined for other instruments. The maximum scale reading of the Weston 772 is 1000 volts, and as this is a 20,000 ohms/volt meter, a total of 20 megohms will be in the circuit. To read 10,000 volts full scale, we would require a total of  $10,000 \times 20,000$  or 200 megohms in the circuit. As 20 megohms is already included in the instrument, the additional resistance required would be 180 megs. To keep the voltage across each resistor around 500 volts, the divider consists of 18 ten



meg resistors in series. The divider was made by drilling small holes in a  $\frac{3}{8}$ " dia. polystyrene rod and mounting the resistors therein. This in turn was assembled into a polystyrene tube with a pin jack at each end for connection in series with one analyzer lead. Of course, the resistors could be mounted in a box or other container provided good insulation is used. To check the divider, a reading is taken of a voltage source (preferably full scale) by using the analyzer alone and then the same source is measured by inserting the probe in series with one lead. The resistance of the divider is then either increased or decreased, if necessary, to give the correct voltage reading on the 10,000 volt range. A. J. Molinara, Molinara Radio Service, 125 Walton Road, Hatboro, Pa.

### AAMA Show Invites TV

A brochure has been sent to TV sets and TV accessories manufacturers inviting them to participate in the 24th Annual Exposition of the Automotive Accessories Manufacturers of America, to be held at the Grand Central Palace, New York, February 5th through 8th, 1951. Herman L. Erlichman, show manager writes—"Because of the addition of television sets and television parts and accessories to the lines now carried by the automotive chain stores, AAMA Management is inviting the manufacturers of the television industry to participate in its 24th Annual Volume Buyers' Exposition, the biggest show of its kind in America."

### New Address For C&G

Louis Simpson, sales manager of C & G Tool Mfrs., Inc., has announced that the company has moved its factory and offices to new and modern quarters at 87 Dorsa Avenue, Livingston, N. J. The company is acquiring new equipment to speed operations and delivery.

### Thor Names Runge

The appointment of Robert J. Runge as sales promotion manager of Thor Corp., manufacturer of home laundry appliances, has been announced by M. R. Wilson, general sales manager.

### Capehart Appointees

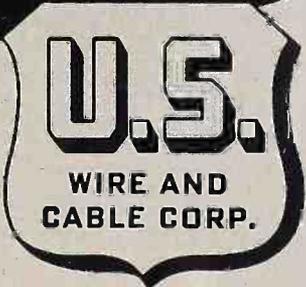
The appointments of James D. Walker as manager of the Capehart-Farnsworth Corporation's Detroit region and Charles F. Gill as manager of the Washington region have been announced by E. Patrick Toal, general sales manager.

### Deaner With ITC

Dan Deaner, formerly sales manager of Multiple Television Manufacturing Co. and formerly district sales manager of Fada, New York, was recently appointed sales manager of International Television Corporation, 238 William Street, N. Y. C.

*More than enough*

# 300 ohm Twin Line to go AROUND the WORLD



**U.S.**  
WIRE AND  
CABLE CORP.

That's mileage delivered—and it's just one of the types in continuous production to meet the ever-growing demand for U.S. Wire and Cable! Here's why: Only virgin polyethylene is used for insulation. This assures *minimum* signal loss between antenna and receiver. Virgin polyethylene provides 30% more service life—the wire retains its impedance value and holds its original characteristics longer. Every foot of U. S. Wire and Cable is held to close tolerances—and pre-tested. Specifications usually exceed rigid, government requirements. Yet, with all its extra quality . . . it costs you less!

*Write for Specification Sheet.*

All types of Twin Line and Coaxial Cables, 4-Conductor TV Cable, plus a complete line of other wires and cables.



**U.S. WIRE and CABLE CORP.**  
27 Haynes Ave., Newark, New Jersey

# New Merchandise

## Masco TAPE RECORDER

A new model has been added to the tape recorder line. Available as the D-37, a complete portable dual speed recorder with microphone, tape and take-up reel in portable carrying case, it lists for \$169.50. Same model with self contained AM tuner (D-37R) is \$199.50. Less carrying case it is available without the tuner (LD-37) for \$149.50. and with the tuner (LD-37R) for \$179.50. Also available with a metal cover which locks, with the tuner (DC-37R) for \$189.50, or without the tuner (DC-37) for \$159.50. The tape handling mechanism only, (T-37) lists for \$95. Mark Simpson Mfr. Co., Inc., 32-28 49th St., L. I. C. 3, N. Y.—RADIO & TELEVISION RETAILING.

## Minnesota RECORD-LIFE

Record-Life is a solution with which records are wiped. It is designed to disperse dust, loosen imbedded dirt, and deposit an extremely thin film which prevents the development of electrostatic charges. It is recommended for immediate application to new records, but is said to also improve the condition of old ones, and may be used on all types of records. Minnesota Electronics Corp., 97 E. Fifth St., St. Paul 1, Minn.—RADIO & TELEVISION RETAILING.

## Static-Master RECORD BRUSH

Utilizing radio-active Polonium, a harmless decay product of the Uranium-Radium series and a powerful ionizer, this brush neutralizes the static charge on the surface of the record, thereby releasing the dust particles. Record will remain in a neutral condition until recharged by rub-



bing or playing. Effectiveness of the Polonium strip is up to two years. Brushes are dated and carry an unconditional guarantee for one year. List price is \$12.50. Nuclear Products Co., 2150 Newport Blvd., Costa Mesa, Calif.—RADIO & TELEVISION RETAILING.

## V-M PHONOS

Two new models have been announced, the model 970, table top unit, and the model 975, portable unit in carrying case. Both are automatic on all three speeds and 7, 10 and 12-inch sizes. V-M Corp., Benton Harbor, Mich.—RADIO & TELEVISION RETAILING.

## TV LOAFERS

A TV viewing chair, called the TV loafer, has been announced. Folds flat for compact storage. Provides low, "extra" seats for TV audience. Made of hardwood and



fabric padding. List price \$5.95. TV Loafers, P.O. Box 342, Waukegan, Ill.—RADIO & TELEVISION RETAILING.

## Webster-Chicago PHONOGRAPH

A newly introduced portable three-speed manual phonograph is called the model 130 Fonograf. Plays all speeds and sizes, single needle. Case is burgundy simulated leather. List price is \$39.95. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

## Telequip TV SET

A new line of TV receivers has been introduced, the first by this company. The line includes the 16-inch console shown here, a series of 14-inch and 16-inch table and console models, and a group of 19-



inch receivers. A line of custom sets will be added in the future. Telequip Radio Co., 1901 S. Washtenaw, Chicago 8, Ill.—RADIO & TELEVISION RETAILING.

## Shurack PHONO

Shura-Tone model No. 303, is a 3-speed portable record player which will play all sizes of records with the lid closed. Features a three-tube amplifier, twist tone arm, tone control, and inclined sound board. Irving B. Shurack, Inc., 1133 Broadway, New York, N.Y.—RADIO & TELEVISION RETAILING.

## Mitchell TONE ALARM

A clock-radio, using a Telechron clock to turn the radio or any other appliance on or off, is offered. A buzzer sounds shortly after turning radio on. Measures 9 1/4" high, 8 1/2" wide and 5" deep. Available in ivory or mahogany plastic. Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Mohawk TELEMAGNET

An automatic telephone answering device has been introduced which will play a recorded message and record an answer. Unit will record up to one hour at a time. Automatic shut-off when not recording. Also registers the number of calls received. Mohawk Business Machine Corp., 743 Fifth Ave., N. Y. 2, N. Y.—RADIO & TELEVISION RETAILING.

## Transvision TV LINE

A new line of 16 and 19 inch television sets has been announced. Feature model in the new line is the "Georgian." This console, with full doors, is available with 16" or 19" picture tube; and 3-speed phono. Cabinet is finished in mahogany, blond finish is available at extra cost. Other models include the "Regency," open face console with or without phono drawer and 3-speed changer. Also the "Waldorf," a table model with 16" rectangular tube. Sets are also available with chairside controls, and with uncut front panel and mask for converting any 10 or 12" set to a 16" or 19" set. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

## Jewel "WAKEMASTER"

The new jewel clock radio, with the clock in the center of the grille, has been added to the line. It features automatic settings for turning itself and other appliances on or off. List price in ebony is \$33.95, in walnut for \$34.95, and in ivory for \$36.95. Jewel Radio Corp., 10-40 45th Ave., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

## Jensen DEALER PACK

A new dealer pack, No. 5, is now offered. It contains the nine best sellers in the replacement line, and five "Classic" needles, four of which are free to the dealer. List price of the pack (26 needles) is \$44.70. Jensen Industries, Inc., 329 S. Wood St., Chicago 12, Ill.—RADIO & TELEVISION RETAILING.

## Ristaucrat MUSIC BOX

A new coin operated music box, designed for taverns, hotels, etc., has been introduced. Plays twelve 45 rpm records and restacks automatically. Can be set at five cents a play or two for a nickel. One or two wall speakers may be connected to the box. Ristaucrat, Inc., 1216 East Wisconsin Ave., Appleton, Wisc.—RADIO & TELEVISION RETAILING.

## Over 2 MILLION Battery Radios Offer Huge PROFIT Market!



Model "P" with Tube Rectifier

### CONVERT BATTERY RADIO USERS TO AC ALL-ELECTRIC

Battery operated radios in the city and on the farm offer you big profit opportunities. Sell ELECTRO BATTERY ELIMINATORS and assure your customers of dependable filtered hum-free reception at very low cost. Operates any 1.4 volt, 4, 5 or 6 tube battery radio from 115 volt, 50/60 cycle source. Standard plug and sockets make operation simple. Easily slips into battery space. Also available for 220 volt power source.

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— superior PERFORMANCE proves them BEST!

COMPARE FOR YOURSELF!

and You'll see

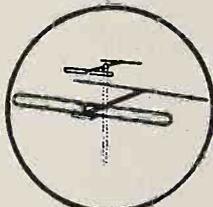
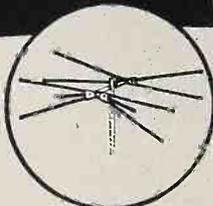
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Dealers and jobbers throughout the country have been quick to realize that PHILSON antennas prove themselves BEST BY TEST.

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TAPES TO THE HIGHEST  
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Needles, Discs, and  
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# Antenna System

(Continued from page 126)

to its corresponding input terminal on the Mul-TV amplifiers.

The Mul-TV amplifiers consist of two major units. One is an individual six tube, plug-in amplifier strip for each channel received. The second is a Master Control chassis (Model MC-1) that contains the power supply, voltage regulators, separate channel gain controls, 72 ohm antenna input terminals for each channel, and an output matching network that mixes all the signals from the outputs of the channel amplifier strips and sends all received

signals out on a single 72 ohm coaxial cable. The master control chassis accommodates any four channel amplifier strips. (If it had been necessary to receive more than four channels, two or more of the master control units could easily have been inter-connected. This is being done in New York and Los Angeles.)

In the Convention Hall installation, channel amplifier strips for Channels 3, 6 and 10 were plugged into the Master Control chassis. Measurements were made at the antenna of the received signal strength as follows:

- Channel 3 — 400 microvolts
- Channel 6 — 575 microvolts
- Channel 10 — 250 microvolts

Measurements were made on the

output of the Mul-TV amplifiers as follows:

- Channel 3 — app. 100,000 microvolts
- Channel 6 — app. 100,000 microvolts
- Channel 10 — app. 60,000 microvolts

(These figures are approximate because the meter used was non-linear on high signal level readings).

On the outside of the master control unit are individual gain controls for each channel, so that the signal strength of "strong" and "weak" stations at any location may readily be balanced. In the Convention Hall installation, all the signals—coming from stations over 60 miles away—were at approximately the same level. But these master gain controls made it unnecessary to adjust the contrast and gain controls on the 75 television sets displayed in the auditorium below.

An important advantage of these amplifier strips is that they raise the signal level enormously without distortion before distributing it to the TV sets. A voltage gain of from 20 to 30 db, or an average gain of about 500 is achieved, comparing the signal received at the antenna and the signal fed to the TV receivers connected to the Mul-TV system.

Such performance is achieved by using as an input tube a triode-connected 6AK5 that feeds a grounded-grid 6J6. This circuit is used to obtain a low input noise figure. The next four tubes are 6AK5's used in a cascade amplifier. The grid and plate circuits of these tubes are loaded to obtain 6 Mc bandwidth with a flat response for each channel. Circuit constants and variables are carefully selected and aligned to assure this performance. By operating these cascaded amplifier stages at low gain levels per stage, marked stability is achieved.

A matching network is also provided in the master control unit, so that the amplifier outputs are mixed for distribution, through distribution units, to the TV receivers. There are two terminals on the control unit chassis, so that two output lines may be run from the amplifier system.

In the Convention Hall installation, the lines from the master control unit on the roof to the Philco television sets displayed in the auditorium were about 600 feet long, and hence RG/11U shielded cable was used. For runs of 200 feet or less, RG/59U is entirely satisfactory.

An RG-11/U cable was connected to the output of the Mul-TV amplifiers and dropped about 450 feet from the top of the building, to the balcony and then through conduit under the Convention Hall floor to a spot behind the first location of Philco receivers.

At this location the cable was connected to five Jerrold ADO-8 antenna distribution outlet boxes to operate 40 receivers. The ADO-8 cathode follower circuit serves the dual function of feeding the amplified TV signals to

(Continued on page 145)



Like on a Magic Carpet

Masco Skychief TV Booster lifts you out of the fringe area, shortens the miles between you and the TV studio, restores obstructed signal strength. Result: Clearer, brighter and sharper pictures, easier on the human eye.

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**SOUND SYSTEMS and Accessories**

Ravenswood 8-5810-1-2-3-4

## The Psychology of Servicing

The man who elects to eke out a living as a service technician must have the patience and fortitude of an early Christian martyr, coupled with a lamb-like disposition. Above all he must be a psychologist. He must know how to handle people tactfully, and be careful never to antagonize them by exploding their weird preconceived notions of radio theory. If a client is convinced that his aerial should be high at the far end and low at the lead in, so that the signals can slide down the wire to his receiver, let it be so. The serviceman must refrain from rolling on the ground in paroxysms of unseemly mirth; the joke won't be appreciated by anyone but himself. Since it doesn't really matter at what angle the aerial is at, he should nod his head gravely and acquiesce. The worst thing he could do in most cases is to lodge an objection and launch into a long winded technical argument in support. This is especially true if his client happens to be an elderly and eminently successful professional man, who probably doesn't believe in adult education anyway.

Every serviceman has met the customer who clings tenaciously to the idea that a radio has only one condenser. This worthy planks his radio on your counter and blandly informs you that "the" condenser is gone. He further informs you that this profound diagnosis is backed up by his next door neighbor and a man he met in the train. When later on you bill him for a tube he thinks you're a knave and a trickster, (after all the tubes were lighting) and takes a decided aversion to you for not giving his suggestion the consideration he thinks it deserves.

In cases like this the service man should seek to enlighten his client, preferably by taking him on a conducted tour through a nine or ten tube chassis pointing out all condensers of interest en route. Since seeing is believing there will be no difficulty in showing him the error of his ways, and he will go forth rejoicing in his new found knowledge and with a deeper respect for your ability. Flattered by the attention shown to him he will feel at kin with the serviceman and never lose an opportunity of airing his knowledge of the multiplicity of shapes and sizes in which condensers appear.

Another school of thought amongst the public holds that all radio faults are caused by a broken wire. This diagnosis on the part of the customer is often correct, but unfortunately the break is usually in the middle of a coil. What the customer has in mind is a nice clean break in the middle of a connecting wire between two components. The owner of the radio has seldom any real grounds for suspecting a broken wire. It is merely wishful thinking on his part. Fearing a big re-

pair bill he thinks up the simplest fault he can imagine and presents his diagnosis to the service man with his radio. This broken wire complex on the part of the customer can be very inconvenient especially if the real fault happens to be a burned out power transformer. When your client suggests this fault, however, don't heap scorn on his innocent head, for imagine your chagrin if on examining the set with him you find the fault to be nothing more than . . . a broken wire. It could happen.—*Reprinted from the Irish Radio and Electrical Journal.*

## Westinghouse Sales Plan

A new meter bank sales plan designed to promote time sales of major appliances and to emphasize ease of payment through small daily savings has been introduced by Westinghouse Electric Appliance Division. The plan consists of a savings bank that is available with each major appliance sold. Called the "Add-O-Bank," it will take nickles, dimes and quarters and registers the amount saved. The smallness of the bank permits it to be placed in any convenient place.

# PROFIT

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### NEW DUAL SPEED TAPE RECORDER

**\$167.50  
COMPLETE**

Super sensitive crystal microphone. Reel of fine grain recording tape. Plastic take-up reel.



Model 9T3

## Be First With The Latest . . . The Best!

Only Pentron Offers 2-Speed recording and playback with fast forward and fast rewind. Incorporates all the latest electronic developments with performance characteristics found only in far more expensive recorders. 2 Full Hours of life-like performance at 3¾" per second or one hour at 7½" per second on the same standard 7" reel. Dual Speed has a fast forward speed of 20 to 1 for making quick selections.

**EASY, Fool-Proof Operation**—Automatic features prevent accidental erasure, spillage and tape breakage; make operation simple as ABC.

*A Step Ahead Of Tomorrow . . . Available Today!*

**ACT NOW! BE FIRST TO OFFER YOUR CUSTOMERS DUAL SPEED**

### Exclusive Features

Editing Key permits correction while playing.  
Distortion-Free record-play head permits full tonal range.  
Magic Eye control for easy, accurate recording.  
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the Difference**

## THE NEW *Rauland* "Green Gem" 16 WATT P. A. AMPLIFIER

There's a world of quality difference in this advanced RAULAND medium-power amplifier. Styled to the modern tempo, it embodies complete P.A. facilities and maximum flexibility. Provides 2 microphone inputs (either convertible for use with a low-impedance mike by use of a plug-in transformer); 1 phono input; true electronic mixing and fading on all 3 inputs; tone control. Deluxe cabinet finished in a new dark green hammerloid; metallic bronze control panel set in a perforated aluminum-finish front section.

### SPECIFICATIONS:

**Power Output:** 16 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles. 20 watts peak output.

**Gain:** Mike—130 db (2 meg); 117 db (100,000 ohms); 117 db (150 ohms). Phono—85 db (1/2 meg). Voltage required for rated output: High imp. input—.0015; low-imp.—.0001; Phono—.1 volts.

**Frequency Response:** ±1 db, 40 to 20,000 cps.

**Output Impedances:** 4, 8, 16, 250, 333 (70 volts), 500 ohms.

**Hum and Noise Level:** 70 db below rated power output (unweighted).

**Tubes (8):** 2-6SJ7; 2-6SC7; 1-6SQ7; 2-6V6GT; 1-5Y3GT.

The new RAULAND 1916 P.A. Amplifier gives you a real selling edge. Outstanding in its facilities, power and tonal performance—distinctive in its new styling—there's nothing on the market comparable for features and value. Available for immediate delivery. Get the full details today!

See your RAULAND-BORG Distributor for full information on the complete RAULAND Public Address Line. Build a solid, profitable Sound business around RAULAND dependability and quality.

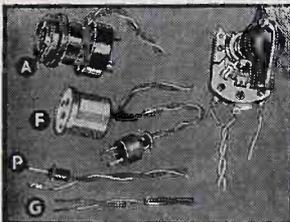
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Installation is easy. We furnish Plug Adaptors to fit most cars at no extra cost. Illustrated left.

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.

**AERO-TONE MFG. CO. INC., 4836 JOY ROAD, DETROIT 4**



## Localizing Hum

(Continued from page 117)

When using the scope to localize trouble to a defective stage, probe plate and grid points. Work backwards, searching for two adjacent circuit points, at one of which the hum signal is present, whereas it is absent from the circuit point directly preceding it. (The hum signal, incidentally, will resemble the signal shown in fig. 6A.) When these two points have been found, trouble exists in the circuit section that lies between them. The scope's vertical amplifier should be advanced to maximum for this test.

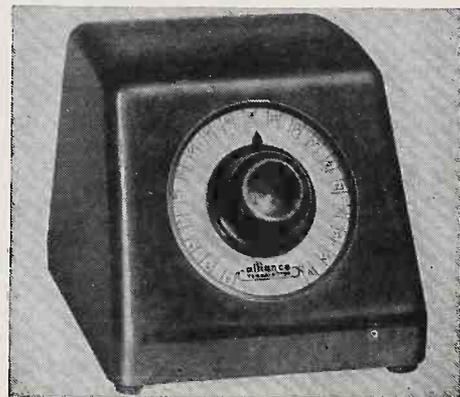
A detector probe will generally have to be used in place of ordinary scope leads when RF and IF circuits are checked for hum.

### VEE-D-X TV TOWER

Low cost VEE-D-X tower may be used at heights from 10 to 180 feet. It is available in 10 and 20 foot sections completely assembled. Patented triangular plates, placed at two foot intervals, prevent twisting and afford rigidity found in no other tower. The tower is self-supported up to 20 feet in height and can be erected on the ground or on a flat or pitched roof. La-Pointe-Plascomold Corp., Unionville, Conn.—RADIO & TELEVISION RETAILING.

### Crown ANTENNA ROTATOR

Input power 30 watts AC., Clockwise and counter-clockwise rotation. Instantly reversible motor, immediate stop—no coasting, one revolution in approx. 60 seconds, lifetime lubricated at the factory. Maximum



weight capacity—175 lbs. Fits most antenna masts or center posts—maximum O.D. 1 3/4" Approximate shipping weight 12 lbs. Crown Controls Co., Inc., New Bremen, Ohio—RADIO & TELEVISION RETAILING.

### Tel-a-Ray ANTENNA

The "Butterfly", this is a wide band hi-low antenna with unitized construction that eliminates the need for assembly. To erect the Butterfly merely unpack it and secure it to the mast. It receives channels 2 through 13 and FM radio. It is constructed from solid Dural with cast aluminum brackets and stainless steel hardware. The insulation block is of polished Polystyrene. This low cost antenna is bi-directional and can be used with a 72, 150, or 300 ohm impedance line. It has a low loss. Retail at \$2.95. Tele-a-Ray Enterprises, Inc., Henderson, Ky.—RADIO & TELEVISION RETAILING.

(Continued from page 142)

eight receivers and at the same time isolates the receivers from each other so that the local oscillator radiation effect between receivers is eliminated. The antenna signal is attenuated in the order of 3—1 in going through an ADO-8 box from antenna feed line to receiver. However, local oscillator radiation that tries to "work back" through the ADO-8 box and get into the feed line is attenuated in the order of 200—1.

RG-59/U cable was connected to the output of the fifth ADO-8 box and run for approximately 150 feet over to another part of Convention Hall where Philco had set up a model retail store to show their dealers modern



Five of the Philco TV sets operating from the Mul-TV antenna.

display methods for refrigeration, radios, ranges and television receivers. In this store were approximately 16 more TV sets, so two more ADO-8 units were connected to this cable at this spot. Two other ADO-8 units were connected in series with this cable for operating additional TV sets in this location. At this position, with approximately 600 feet of co-ax cable between the Philco receivers and the Mul-TV amplifiers, signal strength readings were made as follows:

- Channel 3 — 7,000 microvolts
- Channel 6 — 9,000 microvolts
- Channel 10 — 1,900 microvolts

From these readings, taken at the extreme end of the line, it can be seen that, with an amplified system such as this one, it is possible to have many sets performing better from a single antenna than if each set were to be connected to its individual antenna.

Actually, Philco engineers and sales personnel had been convinced of the merits of the Jerrold Mul-TV System long before its successful Sales Convention, and announced plans to distribute the Jerrold Mul-TV equipment nationally.

### Motorola Ad Campaign

Motorola Inc. has launched its greatest advertising campaign with a budget of \$15 million in a major move to establish itself in the forefront in the national television picture. Identified over the years as a car radio manufacturer, Motorola enlarged upon this reputation starting in 1947, when it presented its first television line. But it was only last year that it entered the big time advertising-wise, with its four-color page ads.

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*Now!*  
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RECOTON'S fast-moving \$1.00, \$1.50 and \$2.50 phone needles come in new, attractive lucite jewel containers. And, as a special FREE gift — with each needle your customers receive a useful, good-looking record brush pad.

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Recoton's spectacular Silver Celebration consumer campaign will boost your sales and give you extra-dividend silver dollars. As a sure-fire send-off for this powerful promotion Recoton has created exciting new packaging and a tremendous barrage of sales-making promotional material—all backed by a consistent national advertising campaign. And here's Recoton's Silver Celebration gift to you with every carton of these 6 Recoton best-selling phone needles you buy—Recoton will give you a FREE gift certificate redeemable for one shiny new silver dollar!

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**\$1.50**  
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RECOTON'S traffic-building promotion means more business for you — striking 3-color, eye-catching self-selling display cards, replacement needle charts, colorful envelope stuffers, plus the powerful support of national advertising.

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And a complete line of portable and table radios as well as radio-phono combinations that spell increased sales and profits.

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1921

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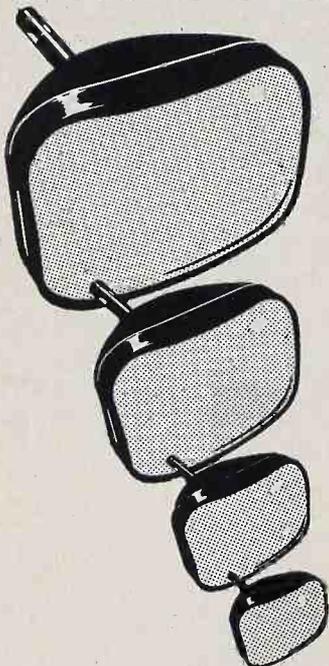
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**ELECTRONIC  
BUSINESS MACHINES**

That's what we call the 16", 17" and 20" rectangular neutral-density-filter tubes that Reeves Soundcraft Corp. is manufacturing as successors to Remington Rand's TV Picture Tube Division.

IT IS GOOD BUSINESS to INCORPORATE Reeves Soundcraft "TRULUMES" as the BUSINESS end of TV sets you manufacture, service, convert, or for which you stock tubes.

In the coming months more and more of these fine rectangulars will become available. An inquiry NOW will enable us to tell you how YOU may sooner become one of our happy kinescopic beneficiaries.

Dictate an inquiry today.

**REEVES Soundcraft CORP.**

COLORCRAFT PICTURE TUBE DIV.  
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SUCCESSORS TO REMINGTON-RAND TELEVISION PICTURE TUBE DIV.

**News of the Reps**

Edwin K. Lassberg, 5004 Ross Ave., Dallas, Tex., has been elected to senior membership in the Southwestern Chapter of "The Representatives" of Radio Parts Manufacturers, Inc., announces Hal F. Corry, chapter secretary.

Formation of the Rocky Mountain Chapter has been announced by Leroy W. Beier, national secretary-treasurer. The Rocky Mountain Chapter, which will headquarter in Denver, Colorado, makes a total of 17 active regional chapters across the country. Gordon G. Moss, Box 428, Greeley, Colo., was elected first Rocky Mountain president. Franklin Y. Gates, 200 South Main St., Salt Lake City, Utah, will serve as chapter vice-president. Arthur J. Nelson, 1639 Blake St., Denver, was elected as first chapter secretary-treasurer. The three new senior members are: Ronald G. Bowen, 852 Broadway, Denver 3; W. Clif McCloud, 5522 E. Colfax St., Denver 7; and W. H. Connors, 1590 Eudora St, Denver 7, Colo.

J. Y. Schoonmaker, national president of "The Representatives," has announced the election of John J. Kopple, 60 East 42nd St., New York City, as chairman of the 1950-1951 national membership committee.

Other members of the committee are: William T. McGary, secretary-treasurer of the Mississippi Valley Chapter; George W. Davis, publicity chairman of the Los Angeles Chapter; David M. Lee, first president of the Pacific Northwest Chapter; and Art Nelson, first secretary-treasurer of the new Rocky Mountain Chapter. The National Membership Committee is charged with the responsibility of processing all applications for membership in "The Representatives" from persons who do not reside or do business in a chapter-area.

**Vee-D-X Sales Up**

Jerome Respass, president of La-Pointe-Plascomold Corp., Unionville, Conn., manufacturers of Vee-D-X antennas and accessories, has reported that the company sales during June reached an all-time high, and that orders for July and August were even greater.

**Proctor District Manager**

The appointment of R. W. Daniel as Kansas City, Mo., district manager for the Proctor Electric Co. has been announced by Joseph Tiers, sales manager for distributor sales. Daniel replaces R. H. Dewalt who has been promoted to regional sales manager for the western area.

**Raytheon Names Graybar**

Graybar Electric Co., Inc., Phila., and E. B. Latham & Co., New York, have been named distributors of Raytheon's 1951 line of television receivers. Announcement was made by G. L. Hartman, general sales manager of Belmont Radio Corp., Chicago, subsidiary of Raytheon Mfg. Co.

## Carolinas Greet Sylvania



L. B. Stanfield (left), manager of the Charlotte, N. C., office of Walker-Martin, Inc., television distributors; W. H. Harper, television sales manager, and J. Y. Parker (kneeling), sales manager, inspect new Sylvania TV sets at open house in Charlotte celebrating introduction of Sylvania line to Carolinas market. Several hundred dealers attended as guests of Walker-Martin, which will distribute for Sylvania in the Carolinas.

## Telequip Names Merritt & Andree

The firm of Merritt & Andree has been named to take over national sales for Telequip Radio Corp., according to Edward E. Arkin, Telequip president. Although comparatively new as a brand name product, Telequip has been producing sets under private brand labels, and testing equipment for many TV manufacturers for the past several years.

## Myers Elected President

The board of directors of the Westinghouse Electric Supply Co. has elected John F. Myers as vice-president in charge of Texas and Pacific coast operations of the Supply Co. with headquarters in San Francisco. Myers was elected president, but asked to be relieved of his position so that he could return to the West Coast for the sake of the health of his family.

## Two Eye Catchers



RCA's new fluorescent plastic "Fire-Glow Sign" for radio and television service dealers, which replaces the RCA Fire-Ball sign, is attractively modeled above. The new sign features a 3-dimensional "sun-glow" plastic face and a polished steel case. Available in a choice of two copy panels: "Television-Radio Service" for servicemen in TV areas, "Radio Service" for servicemen in non-television areas.

## "Scotch" Tape Booklets

Pocket-size pamphlets on sound recording tape, pamphlets that retailers can give to customers, have been made available free by Minnesota Mining and Mfg. Co., St. Paul, Minn. The company, maker of "Scotch" sound recording tape, announced that limited quantities were available to dealers on request. The 12 page booklet is entitled, "You Don't Have to be a Recording Expert," tells how magnetic sound recording tape works, provides suggestions on its care and use, describes techniques of easing and splicing, and lists uses for recording tape in homes, offices, etc.

## New Hy-Lite Quarters

Hy-Lite Antenna, Inc., has moved into larger quarters located at 242 E. 137 St., New York 51, N. Y. The firm has also added a 5-element Yagi antenna line.

## Royal Names Hamala To Sales Position

A. H. Zirke, president, Royal Vacuum Cleaner Co., has announced the appointment of Edwin A. Hamala as assistant sales manager, headquartered at the main factory and general offices in Cleveland, Ohio.



### FREE!

Jensen's New 1951  
Needle Wall Chart  
Tells You What To Use

Increase your income 50% annually by selling a needle on every service call. It's easy to suggest a new needle when servicing a TV or radio set... the easiest dollars you ever made!

## JENSEN REPLACEMENT NEEDLE KIT

Contains the most popular sellers. Enables you to take care of 90% of all replacements. Get your kit and free wall chart from your jobber today.



# Jensen

INDUSTRIES, INC.

329 So. Wood St., Chicago 12, Ill.

# WHEN THE PICTURE TUBE GOES BAD . . .

That's when servicemen  
need



—at low cost, plus full  
year guarantee.

CATHOTRON is a fast replacement channel for servicemen—preventing legwork, loss of time and loss of profit—putting TV sets back in service in a hurry.

CATHOTRON eliminates delays due to shortages and shipping, or awaiting warranty red tape.

Because speed is vital—to both serviceman and customer—the Cathotron Exchange-Sale Plan requires distributors to make pickup and delivery. They pick up a worn-out or damaged picture tube (if free of scratches on the face) and, at low cost, deliver a brand new tube of equivalent size, identical to those we supply to TV set manufacturers for original equipment. Available sizes, round or rectangular, are:

10" - 12" - 12½" - 14" - 15" - 16"

Remember—CATHOTRON is the tube with "the vacuum baked screen"—a product of General Electronics, Inc., supplier to Set Manufacturers, Broadcasters, the Armed Forces and Industry.

**SERVICEMEN**—Write for exchange prices and name of nearest distributor.

**DISTRIBUTORS**—Write for details of franchise. Some choice territories open.

CATHOTRON DIVISION  
**GENERAL  
ELECTRONICS  
INC.**

101 Hazel St., Paterson, N. J. MUiberry 4-5271

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### Eico Distributors

Electronic Instrument Co., Inc., 276 Newport St., Brooklyn, N. Y., manufacturers of the Eico line of test equipment, announces the appointment of the following authorized distributors: Alverson Sales Co., 217 E. Front St., Bloomington, Ill.; Robert E. Franklin Co., P. O. Box 1104, Houston, Texas; Gunter Distributing Co., 22 W. Concho Ave., San Angelo, Texas; Pittsfield Radio Co., 41 West St., Pittsfield, Mass.; Miller-Jackson Co., 111-19 E. California, Oklahoma City, Okla.; Electronic Expeditors, 1350 No. 46th St., Milwaukee, Wis.; Bessemer Radio Supply, 116-18 No. 20th St., Bessemer, Ala.

## To Distribute Admiral

Cunningham Distributors, Inc., 701 W. Coolidge St., Albuquerque, have been officially named distributors for Admiral Corp. covering 21 counties in northern New Mexico, Wallace C. Johnson, Admiral vice-president in charge of sales announced. Although the firm has been handling Admiral products since last April, Johnson said, the final distributor set-up has just been completed.

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R. J. Shaw, of Shaw & Slavsky, Inc., has announced the introduction of an all-plastic pricing system for radio-appliance stores. Designed expressly for use in pricing appliances and home furnishings, the price tag measures approximately 3" x 5". It incorporates many sales features of interest to the dealer. A 32-page catalog in five colors, which illustrates their "How To Price To Sell" system, and provides more data on pricing and its influence on customer buying habits is available to dealers. To obtain copies, address R. G. Schwartzbaugh, Shaw & Slavsky, Inc., 13821 Elmira Avenue, Detroit 27, Mich.

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SINCE 1916

...the name to remember

# Phonola

## PORTABLE PHONOGRAPHS



PHONOLA  
MODEL  
TK-146

Phonola's newest 3 speed model. Plays records to 12 inches. U. L. approved. Traditional Phonola quality at a price to meet competition.



Write for folder on complete line

Electronic and Acoustic models. 3 Speed and Standard

## WATERS CONLEY COMPANY

ROCHESTER, MINNESOTA

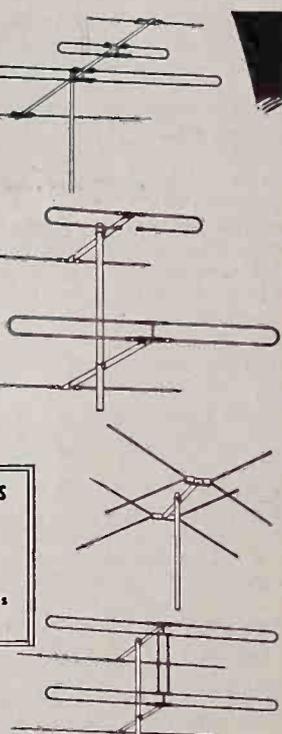


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1. Super Gain
2. 1 Call Installation
3. 30 Second Assembly
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write  
FOR FOLDER C  
containing complete line of television accessories.



All types — all sizes, complete with all hardware — less mast.

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*...the name to remember*



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**PHONO-LA  
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Phono-la's newest 3 speed model. Plays records to 12 inches. U. L. approved. Traditional Phono-la quality at a price to meet competition.



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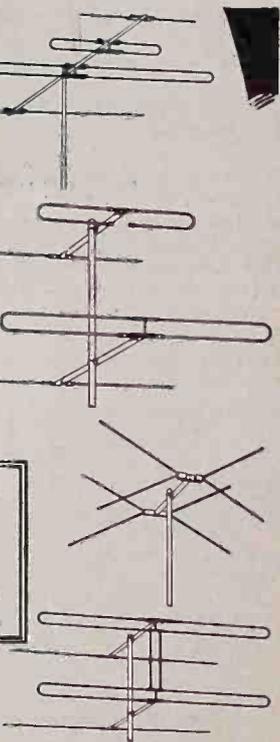


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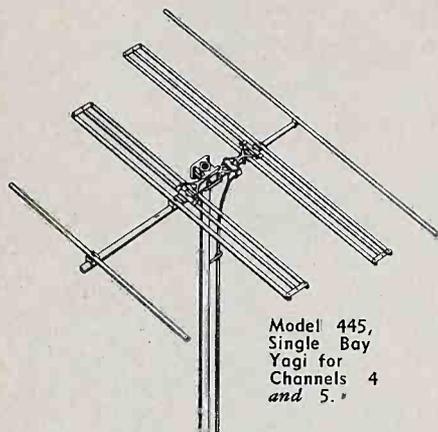
**PHOENIX**  
ELECTRONICS, INC.

AT LEADING JOBBERS

LAWRENCE, MASS.

## New TRIO SINGLE BAY YAGI Provides 10 DB GAIN on Channels 4 and 5!

Just **ONE** TV Antenna Serves  
**TWO** Channels With **NO** Sacrifice  
In Gain On Either



Model 445,  
Single Bay  
Yagi for  
Channels 4  
and 5.

This ingenious antenna consists of 4 elements whose functioning is different on the two channels. On channel 4, the elements act as reflector, dipole, director, director, in that order; while on channel 5, the same elements act as reflector, reflector dipole and director. One bay provides full 10 db gain. Additional

There's a TRIO antenna for every TV problem. Write for illustrated descriptive folders.



# TRIO MANUFACTURING COMPANY

GRIGGSVILLE, ILLINOIS

## Recoton Dealer Kit



Marvin Gittleman, mid-western division manager for the Recoton Co., explains the new Recoton replacement kit for dealers to Ed Ockel, St. Louis dealer. Ockel, one of the outstanding Recoton dealers in St. Louis, is enthusiastic about the new dealer Free Silver Dollar Campaign and Recoton's Silver Celebration.

## Ulm Promoted by Sylvania

E. H. Ulm, formerly sales engineer for the electronics division, Sylvania Electric Products, Inc., has been appointed merchandising manager according to an announcement by A. C. Viebranz, general sales manager.

## Marvel-Lens Doubles Production

Marvel-Lens Industries, makers of the Marvel-Lens TV screen enlarger, has announced a 100% increase in production as the result of distributors' orders recently received. Distribution of the wafer-thin plexiglas Marvel-Lens was originally concentrated in a few major Eastern markets, but acceptance throughout the country has caused the company to work on a 24 hour basis in order to meet requirements.

## Scott Franchising

As part of the program of Scott Radio Labs, Chicago, to set up dealerships in a number of cities not previously on its list, the firm enlisted the support of the FM stations in those areas. A letter from Glenn E. Webster, distribution manager, was sent to 37 FM stations asking for recommendations of retailers suitable for Scott. Of the 37 stations contacted, 19 sent in lists of recommended dealers.

## JFD Expansion

As part of its 1950 expansion program, the JFD Manufacturing Co., Inc., announced the occupation of the entire first floor of the modern Air King building, 6215 Fifteenth Ave., Brooklyn, N. Y. This new addition, along with the main JFD plant of 60,000 square feet, gives JFD 96,000 sq. ft. of floor space. The new factory will be devoted to the manufacture of the many types of television screw eye stand-offs and insulators made by JFD. Harvey Finkel has been named supervisor.

The company also announced the appointment of Ron Merritt and A. W. Arnold as sales representatives.

**FREE! SEND FOR IT NOW!**

## ALLIED'S NEW 1951 CATALOG

**212 PAGES—  
EVERYTHING IN  
RADIO, TV AND  
ELECTRONICS**

Radio's Leading  
Buying Guide



Service Technicians and Engineers: ALLIED's complete 1951 Catalog brings you all the latest equipment and money-saving values—from the world's largest stocks of test instruments, amplifiers, P.A. systems and equipment, tubes, parts, tools, books and accessories—ready for instant expert shipment. Send today for your **FREE** 212-page ALLIED Catalog.

## ALLIED RADIO

ALLIED RADIO CORP., Dept. 25-J-O  
833 W. Jackson Blvd., Chicago 7, Ill.

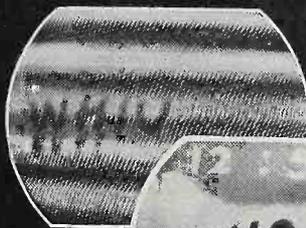
Send **FREE** Catalog

Name.....

Address.....

City..... State.....

## Seein's Believin'



Actual  
photo of  
interference  
with no  
filter.

Same TV  
screen  
with Drake  
Filter in  
antenna  
lead-in.



THE R. L. DRAKE

## High Pass Television Filter

protects the R.F. and I.F. bandpass of the TV set from strong radio frequency interference generated by:

Amateur Radio Transmitters  
Shortwave Broadcast Stations  
X-ray and Diathermy  
Industrial R. F. Heating  
Auto Ignition and Motors  
Neon Lights, Appliances, etc.

Two models available—TV-300-50HP for 300-Ohm Twin Lead and TV-72-50HP for Small 72-Ohm Coax.

**\$5.95**  
LIST

Discounts to  
dealers,  
servicemen  
and amateurs

Drake Filters are sold by  
all leading distributors.  
Try one today.

Many dealers include  
one with each installa-  
tion.

THE R. L. DRAKE CO.

11 Longworth St., Dayton 2, Ohio

## Sales Training Award



V. J. Corsara (left), appliance sales manager, Graybar Electric Co., Buffalo, and Edward R. Taylor (right), sales manager, Hotpoint, Inc., congratulate R. J. Lewis, appliance sales manager, General Electric Supply Corp., Hartford, Conn., on his election as new president of "mythical land of Salestrainia," honoring his outstanding efforts in training dealers and salesmen in his marketing territory. Honorary organization is sponsored by Hotpoint to recognize sales training programs carried out by distributor principals throughout the country.

## Telrex Service Aid

A new aid to servicers, the "Telrex Service News," is a house organ of Telrex, Inc., Asbury Park, N. J. Discussing antenna problems, etc., it is planned to appear monthly. The paper carries a panel for insertion of the name and address of the local Telrex distributor.

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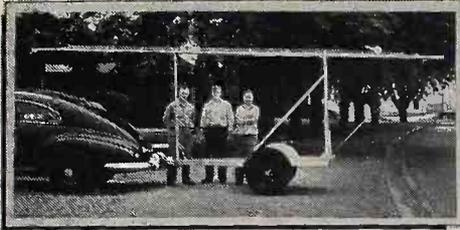
## C-D Plant Expansion

Completion of the current expansion program at the South Plainfield, N. J., plant of Cornell-Dubilier Electric Corp., will bring a large increase in the electrolytic capacitor production facilities of this company over the peak facilities available during the World War II period.

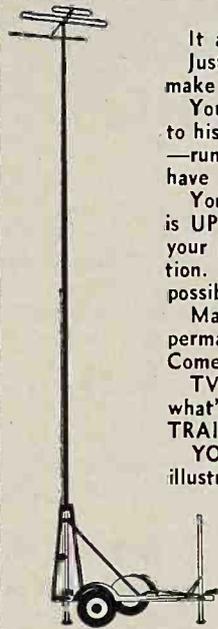
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## TV DEALERS Here's Logic . . .



. . . Extra Demonstrations =  
Extra Sales . . . Lower Demonstration and Installation Cost =  
**GREATER PROFITS**  
with  
**PRICE TENNA-TRAILER**



It all adds up!

Just think how YOUR profits would soar if just ONE man could make several demonstrations each evening.

You or any ONE of your salesmen can hitch the TENNA-TRAILER to his car, drive to the prospect's home and—in a matter of MINUTES—run up a 51' mast with antenna attached, orient for best signal and have the television set operating at its finest.

Your demonstrations are more effective too, because the antenna is UP HIGH. prospects are impressed by the speed and efficiency of your preparations and more receptive during the actual demonstration. They're pleased too that their property is in no danger of possible damage.

Mast stands rigid in high winds without guys and is available for permanent installations. Trailer ruggedly built and GUARANTEED. Comes complete with tires and standard coupling.

TV dealers all over the country are reporting *more sales* and, what's important, *greater profits* by using the PRICE TENNA-TRAILER.

YOU too can TRIPLE YOUR TV SALES! Write Dept. R today for illustrated folder.

**PRICE TENNA-TRAILER CO.**  
**WATSEKA, ILLINOIS**

# TEC

MODEL  
**S-505**

A  
NEW  
MODEL  
WITH AN  
**ADDED  
GAIN CONTROL**

The NEW S-505 untuned tele-booster now features a gain control for reducing the gain on channels where the S-505 provides too much gain for proper operation. This feature makes the S-505 an ideal booster in all areas. Immediate delivery.

ONLY

**\$37<sup>50</sup>**  
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**NEW!**

- No tuning required—all channel reception.
- Amplification of the order of 20 db over entire UHF TV range, achieved by the use of two stages of amplification.
- Input and output 300 ohms.
- Handsome appearance—professional styling.
- Uses 2-6AK5 VHF pentodes and 1-12AT7 VHF duo triode for maximum performance.
- Exceptionally long life; uses selenium rectifier; all components conservatively rated.
- Pilot light added for your convenience.
- Wideband, flat response ideal for intercarrier sets for equal amplification of both video & sound signals.

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IN CANADA THE AHEARN & SOPER CO. LTD. OTTAWA



the most  
Beautiful,  
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**Mast**  
for TV is the

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**MILNER**  
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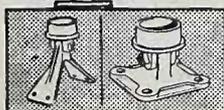
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Before You Buy a Mast

- 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

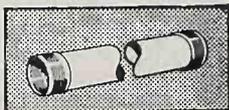
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**MILNER MANUFACTURING CO.**  
Jackson, Mississippi



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).

### GE Color System Submitted To FCC

"Frequency interlace," is the name of a new system of color TV sent to the FCC for consideration. According to Dr. W. R. G. Baker, GE vice-president, it has important technical and economic advantages over previously proposed systems. Frequency interlace, he said, provides a method of transmitting color within a frequency band no wider than that used in present-day black and white, and could be used with either the three-tube or single picture tube systems advocated at recent color hearings. He told FCC that the system would permit relatively low-cost TV receivers.

### Circle "X" Reps

A. de Laski, sales manager for Circle "X" Antenna Corp., has announced that Southern Sellers, 3507 Tchoupitoulas St., New Orleans, La., has been appointed manufacturer's representative for the States of Louisiana, Mississippi, and Mobile, Alabama; and Gerald G. Ryan Co., 549 Washington Blvd., Chicago 6, Ill., has been appointed to cover Illinois and Wisconsin and Lake and Porter counties in Indiana.

### Starrett Distributor

Mid-States Appliance Distributors, 666 Lake Shore Drive, Chicago, has been appointed distributors of the Starrett Television Corp., New York, line of television receivers, it has been announced by Benjamin H. Rice, sales manager. This distributor will cover the Chicago territory.

### New Permoflux Reps

The Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill., has announced that J. K. Rose, 6240 N. Francisco Ave., Chicago 45, Ill., now represents the company in Illinois, Michigan, Indiana, western Kentucky, Wisconsin and Minnesota. In southern California, direct factory representation is covered by Permoflux Corp., 236 S. Verdugo Road, Glendale 5, Cal. No longer representing the company are Ray Velliquette, 1406 S. Grand Ave., L. A. 15, Cal. and Wright Engineering Co., 4241 Melbourne Road, Indianapolis, Ind

### RCA Victor Dist. Corp. Purchases Bickford Bros.

Bickford Bros., together with RCA Victor Division of the Radio Corp. of America, have announced that arrangements have been made effective August 1, whereby RCA Victor Distributing Corp. will acquire the physical properties of Bickford Bros. Co. as wholesale distributors in the Buffalo and Rochester areas. The announcement was made by Paul Wolk, president of Bickford Bros., and H. M. Winters, director of RCA Victor's Distribution Dept.

## MODERN DISPLAYS NEED LIGHTED MOTION!

**KASSON**

Model "712"

**Roto-Sho**  
ELECTRIC TURNTABLES

The ACTION Display-Way  
To Boost Your Sales!

MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

There's nothing like "712" to revolutionize your window trim, because motion plus correct lighting is the key to successful displays. Sturdy construction, guaranteed, carries up to 200 lbs. Table 18" in diameter. A.C. only.

Write for our complete ROTO-PRODUCTS catalog!



**GENERAL DIE AND STAMPING CO.**  
Dept. TV, 262 Mott St., New York 12, N. Y.

## SHOOTS TROUBLE FASTER! MAKES MORE MONEY FOR YOU ON JOB OR AT SERVICE BENCH!



PRICE  
\$9.95

as 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, 2500 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.

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For AC CURRENT ANYWHERE . . . .

NO MAGIC just use **ATR** INVERTERS



**ATR**

STANDARD AND HEAVY DUTY INVERTERS



For Inverting D. C. to A. C.

Specialty Designed for operating A. C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D. C. Districts.

NEW MODELS ✓ NEW DESIGNS ✓  
NEW LITERATURE ✓

"A" Battery Eliminator, DC-AC Inverters  
Auto Radio Vibrators

See your jobber or write factory

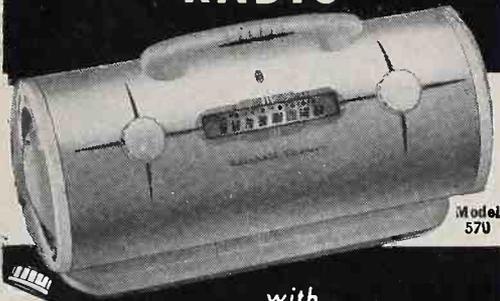
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AMERICAN TELEVISION & RADIO CO.  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA-U. S. A.

# A NEW RADIO with *Sales Appeal!*

**SETCHELL-CARLSON**

*Personalized*  
**RADIO**



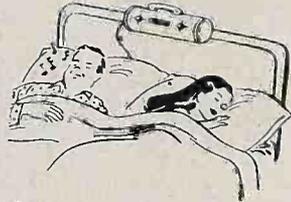
Model 570



with  
**REMOVABLE  
DYNAMIC SPEAKER!**

*An ideal BED RADIO!*

Place the demountable speaker under the pillow to listen without disturbing others! Cord extends 3½ feet. Bed brackets furnished.



*A Portable  
TABLE RADIO!*



Compact, beautiful, sturdily constructed. Carry the lightweight Personalized RADIO anywhere. Simply plug into any 115V AC or DC outlet!

A Setchell-Carlson exclusive that creates brand new sales potentials . . . precision-built, super-heterodyne RADIO with built-in antenna. The demountable Dynamic Speaker makes it ideal for personalized RADIO reception in hospitals, dormitories, barracks, or to travellers. Beautiful cabinet colors to suit every preference . . . ivory, teal blue, lemon yellow, rust brown, and ebony, all with neutral ivory plastic trim.

**Retails at \$24.95**

slightly higher East and West coasts

Order through, or write for the name of your nearest Distributor.

**SETCHELL-CARLSON, INC.**

Manufacturer of Unit-Ized TV, Radios, and Electronic Equipment. Established 1934.

**NEW BRIGHTON, MINN.**

## Majestic Distributors

Majestic Radio & Television, Inc., Brooklyn, has added new distributor outlets as a result of recently increased production of their new radio and TV line. Milton R. Benjamin, sales manager, announced the appointment of thirteen territorial distributors: Ajax-Albany Corp., 98 Fuller Road, Albany 5, N. Y.; Associated Distributing Co., 822 Gervais St., Columbia, S. C.; Ballard & Carter Co., 2428 Grant Ave., Ogden, Utah; Brooks Supply Co., 4410 N Armenia Ave., Tampa, Fla.; Chief Electronics, Inc., 104 Main St., Poughkeepsie, N. Y.; Goddard Distributors, Inc, 1309 North Dixie, West Palm Beach, Fla; La Salle Appliance Distributors, 743 North La Salle St., Chicago 10, Ill.; National Sound Equipment Co., 1212 Farnam St., Omaha, Neb.; Pacific Telecoin Corp., 1776 So. Robertson Blvd., Los Angeles, Calif.; Pacific Telecoin Corp., 1337 Mission St., San Francisco, Calif.; United Service, 1515 Broadway, Nashville, Tenn.; West Coast Distributors, N. Howard & Union P. O. Bldg., Tampa, Fla.; Williams & Shelton Co., Inc., Charlotte 1, North Carolina.

## Coolerator Appointee

William C. Conley, Jr., general sales manager for the Coolerator Co. of Duluth, has announced the appointment of Earl Kittleson as district manager for the Midwest territory.

## DuMont TV Distributors

Allen B. DuMont Laboratories, Inc., have announced the addition of the following as distributors: Clark Distributing Co., 106-18 Hamilton, Allentown, Pa.; Smith-Morley Co., 55 S. Second West St., Salt Lake City, Utah; Rowles Sales Co., 533 Delaware St., San Antonio, Texas.

## Stromberg-Carlson Appoints Mathews

Announcement has been made of the appointment of T. R. Mathews as distributor manager, by C. J. Hunt, general sales manager of the Radio-Television Div., Stromberg-Carlson Co. Mathews has recently held the post of western distributor manager.

## TeleKing Distributor

Harvey L. Pokrass, president of TeleKing Corp., has announced the appointment of Electric Supply Corp., 701 Jackson Blvd., Chicago, as TeleKing distributors for the Chicago territory.

## Hoffman Factory Rep

W. L. Pengelly has been appointed resident factory representative in the northwest area for the Hoffman Radio Corp., Los Angeles, according to R. J. McNeely, director of sales. The territory previously had been covered direct from the home office.

New Low Dealer and  
Jobber Prices

on

# CHAMPION STEEL TELEVISION TOWERS

THE TRIED AND  
PROVEN LINE.

Write for literature

**NORMAN M. SEWELL, INC.**  
BOX 752, LANSDALE, PENNA.

"HAVE YOU HEARD  
THE SOUND OF QUALITY?"



NEWCOMB SOUND IS BETTER

- Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.
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DEPT. A, 6824 LEXINGTON AVE.  
HOLLYWOOD 38, CALIFORNIA

**Sure There Are Other Boosters on the Market**

**BUT... Your fringe area customers will more**

**than THANK  
YOU  
for  
selling**

# ANCHOR

THE  
FINEST TWO-STAGE  
**TV**  
Pre-Amplifier  
EVER MANUFACTURED

List Price  
**\$44.95**

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise Ratio.
- ANCHOR is the only non-regenerative unit available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient, for Booster is turned on and can be switched and tuned all on the same knob.
- ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in Boosters in recent years.
- ANCHOR'S TWO-STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT! ANCHOR'S TWO-STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

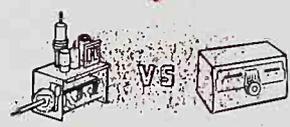


## ANCHOR'S TWO-STAGE BOOSTERS NOW ROLLING OFF PRODUCTION LINE

Yes, the finest TWO-STAGE Pre-Amplifier is no longer a promise but a reality... and what a reality! When you receive your first order be sure to study the instruction book which accompanies each ANCHOR TWO-STAGE Model ARC-101-100. You Retail Dealers will soon enjoy a tremendous promotional campaign backing all ANCHOR BOOSTERS so be sure YOU know all the answers. We'll send you the customers.



## ANCHOR TIPS



ANCHOR employs a totally new method of construction of the RF Stages in maximum gain with best possible Signal to Noise Ratio. When the noise factor was measured in DB it actually showed up better than the best TV tuner tested at the Hazeltine Laboratories.



Your customers will thank you if you don't make an antenna installation that is too hazardous and costly when you can give them a more satisfactory installation at a profit to yourself with an ANCHOR BOOSTER.



Field tests made by independent service engineers have proven the Anchor Booster can give consistent top-notch TV reception over 100 miles. This is not a possibility but a FACT! This, of course, will extend TV sales to many untapped markets.



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