

TV • AM • FM • Appliances • Records • Servicing

RADIO & TELEVISION RETAILING

**SPEED UP
YOUR SALES PACE**



Because

Civilian Production Is Still High

Taxes Have Been Increased

Living Costs Are Climbing

Product Prices Are Meeting Resistance

Credit Terms Are Stiffer

Store Expenses Have Sky-Rocketed

Price-Cutting Is Continuing

March • 1951

CALDWELL-CLEMENTS, INC.

RADIO & TELEVISION RETAILING

including "RADIO & TELEVISION"
"RADIO & TELEVISION TODAY"
and "ELECTRICAL RETAILING"

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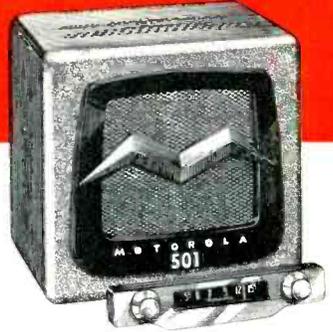
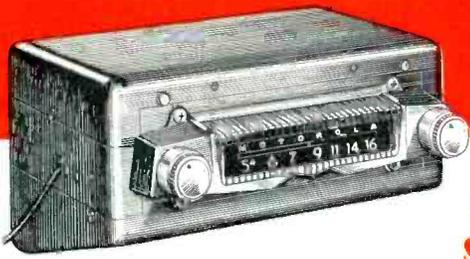
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CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVE., NEW YORK, N. Y.

6 NEW 19



new
401

**THE ECONOMY CHAMPION
ALL-IN-ONE UNIT WITH
SELF-CONTAINED SPEAKER**

Fully illuminated dial, built-in chrome trimmed control head. Compact yet powerful, with a rich, natural studio tone. Automatic volume control, noise filter.

new
451

**LOW PRICED, COMPACT
SET WITH POWERFUL
SEPARATE SPEAKER**

Easily mounted behind instrument panel. Low battery drain; automatic volume control, broad range antenna system. Extra-powerful separate speaker with rich, full-range tone.

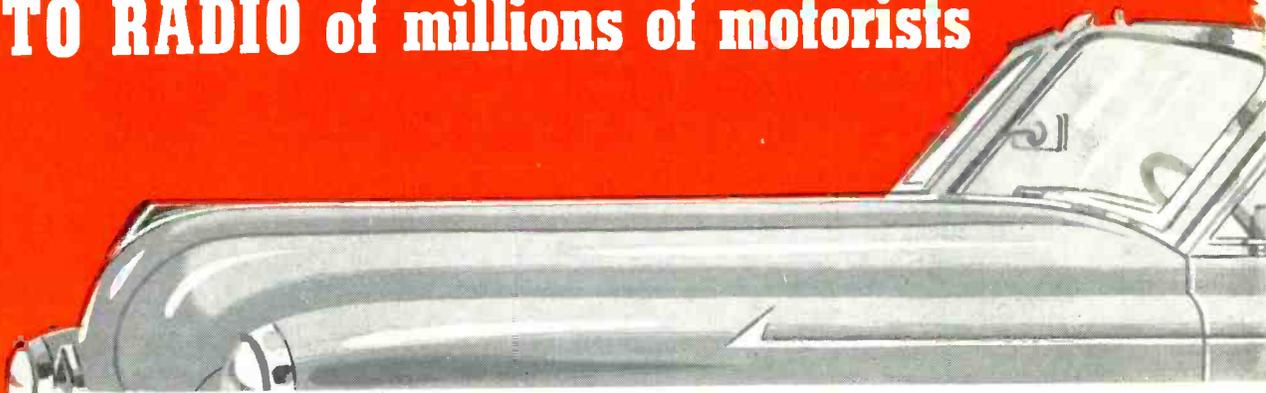
new
501

**ALL-IN-ONE MODEL WITH
CUSTOM FIT CONTROL HEAD
AND BUILT-IN SPEAKER**

Illuminated dial, chrome trimmed control head. Powerful, self-contained studio tone speaker. Automatic volume control and patented motor noise filter.

Motorola

for 21 years . . . the favorite
AUTO RADIO of millions of motorists



51 MODELS



new
601

**SEPARATE SPEAKER
SET WITH CUSTOM-
FIT CONTROL HEAD**

Compact, easily installed. Finest quality powerful speaker. Natural studio tone. High gain antenna circuit, automatic volume control, motor noise filter.



new
701

**AUTOMATIC PUSHBUTTON
TUNING, HEAVY DUTY
COMPACT CHASSIS**

Powerful speaker mounts behind instrument panel, has life-like full range tone. High gain antenna circuit. Automatic volume control. Custom fit pushbutton tuner.



new
801

**DELUXE 8-TUBE "GOLDEN
VOICE" ELECTRONIC
PUSHBUTTON UNIT**

Extra powerful speaker, brilliant natural studio tone. Broad range antenna system. High powered miniature tubes, long range reception. Heavy duty output transformer.

for most cars and trucks

Compactly designed with custom-fit control heads
to match most cars and trucks

easily installed

Most models with single bolt mounting or simple bracket

powerful

Long range reception in full-power, natural tone

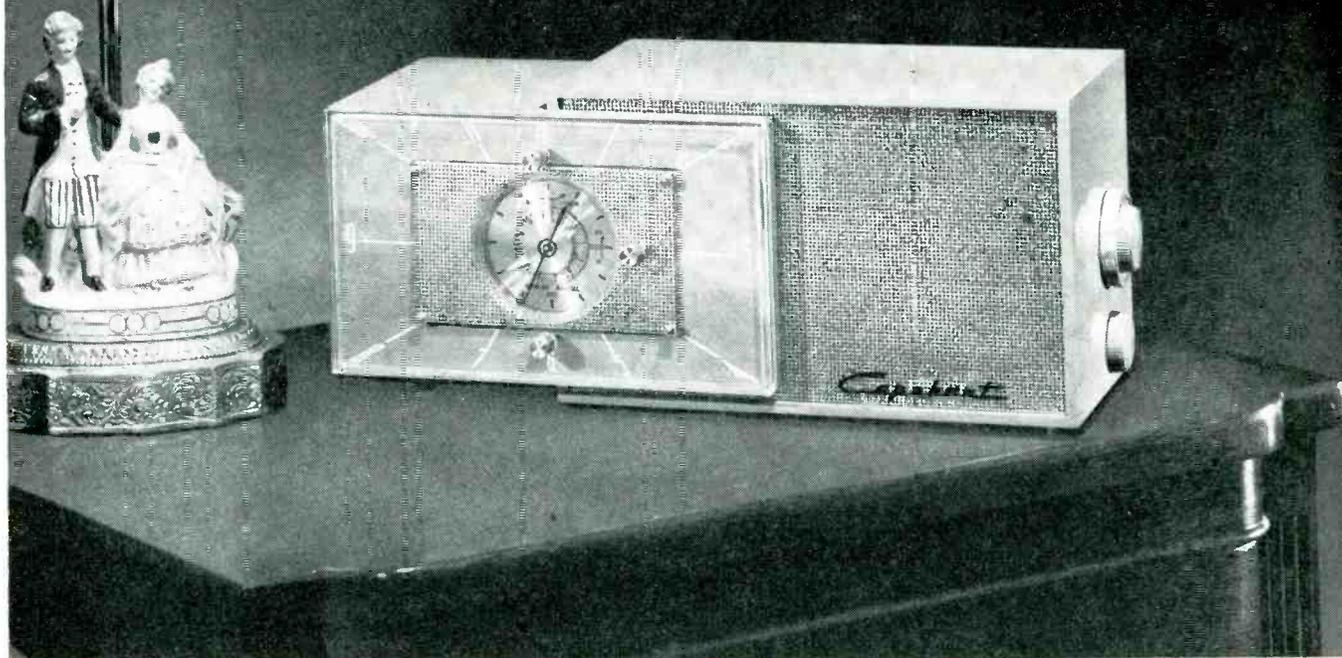
famous features

Like Motorola's
"Golden Voice" tone — patented motor noise filter — extra
power reception and automatic volume control

NATIONALLY ADVERTISED
the best known name in AUTO RADIOS

Motorola, Inc. 4545 W. Augusta Blvd., Chicago 51, Ill.

A DISTINCTIVE NEW CLOCK RADIO



FROM THE MAKERS
OF THE INCOMPARABLE

Capehart

Timed to help you wake up THOUSANDS OF NEW CUSTOMERS!

This new versatile clock radio with appliance switch will start your coffee perking the minute you wake up—turn on the electric blanket half an hour before you go to bed. Waken you with a stirring march and sing you to sleep

with a dreamy lullaby. The Capehart clock radio—a tireless personal secretary—does all these jobs and many others, too. Glamorous plastic cabinet has distinctive gold-finished grille—clock is luminescent.

Here in this worthy addition to a famed line is superb tone... and an accurate and handsome timepiece. Yes, this Capehart clock radio is so good looking... and so useful for timing electrical appliances... hundreds of your customers will want it not only for bedroom and kitchen use but also as a household companion throughout the day.

Everything is being done to launch this great new item. Sales-stimulating, four-color, full page ads in *The Saturday Evening Post*, *Life*, *Holiday*, *The New Yorker*, *Better Homes and Gardens*, *Look*, *Sunset Magazine* and *Newsweek* will announce its appearance next month. Your Capehart distributor is ready with bell-ringing displays and powerful local advertising. See that your stocks are adequate! Cash in on this huge promotion! It's your big chance for profit!

INCOMPARABLE FEATURES

Add them up!

Appliance Switch. Outlet for electrical appliances is located at the back of the receiver. When the appliance is plugged in and alarm set, appliance is automatically turned on.

Radio Alarm. Four functions possible: 1) Radio turns either on or off at time selected. 2) Radio operates independently of clock. 3) Buzzer alarm operates independently of radio. 4) Buzzer is set to operate seven minutes after radio comes on to awaken especially sound sleepers.

Cabinet. The handsomest, most original design for table top radio in the history of the industry! Grey plastic cabinet blends with any color scheme.

Smart, modern clock face in clear plastic. Luminescent hands. Control knobs in brushed bronze finish. Distinctive perforated grille in gold color finish.

AN **ITT**
ASSOCIATE

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

ONLY PHILCO has it!



2 Doors

...With
**FULLY
Automatic
Defrost**

yes, and
Priced Less
than ever before

Revolutionary New PHILCO DUPLEX
8, 10 and 12 cu. ft. models ... **\$379⁹⁵** UP IN ZONE 1

In one sensational refrigerator, Philco combines the two most wanted features in public demand today—*Two Doors* and true, honest *Automatic Defrost*. Yes, no defrosting *anywhere* in the Philco Duplex. It's fully automatic—complete—so fast, frozen foods stay frozen, ice cream keeps firm. And at last, a *dry* 2-door refrigerator which automatically removes excess moisture. All at new low prices that bring the luxury of 2-door ownership within reach of many more buyers than ever before.

OTHER NEW 1951 MODELS FROM **\$209⁹⁵** UP
9, 11 and 13 cu. ft.—all with full length door. Sensational values in IN ZONE 1 every size from 7 cubic feet up.

Prices subject to change without notice.

PHILCO

Famous for Quality the World Over

PHILCO ELECTRIC RANGES
WITH THE EXCLUSIVE

Built-In Jiffy Griddle

Like "Broil-under-Glass", it's another great contribution to electric cooking, offered only in a Philco.



ADVANCED PHILCO FREEZERS

More Food in Reach



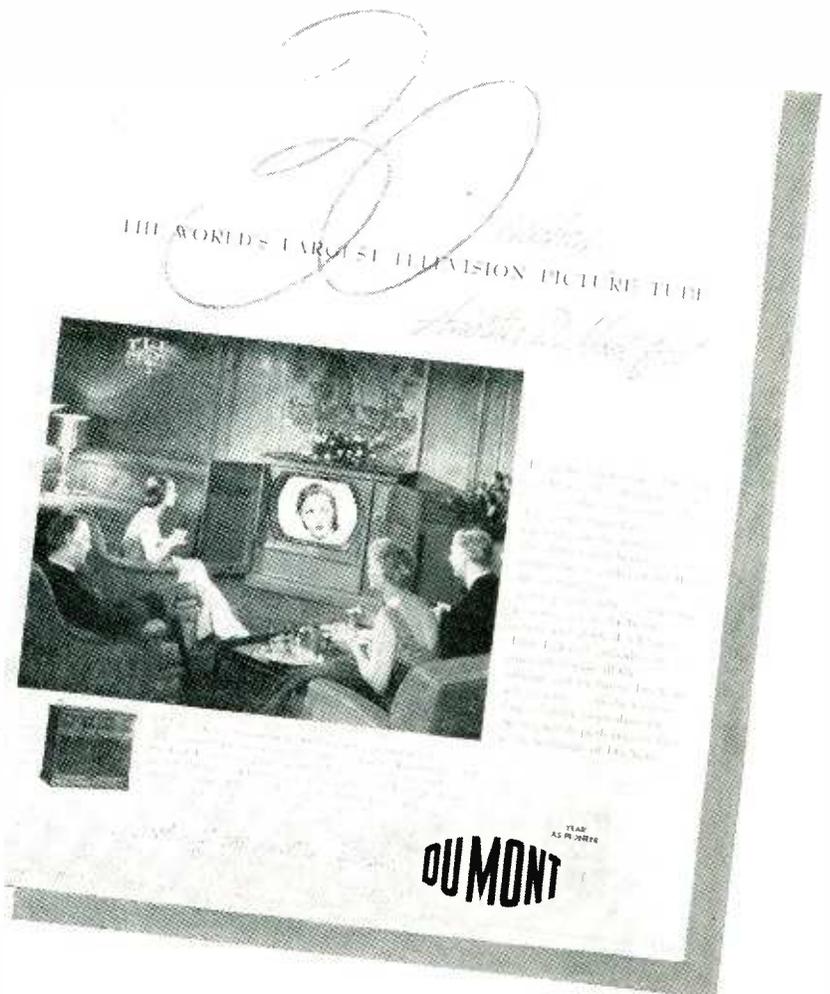
without stooping
Philco's exclusive sensationally popular sloping front design now available in *two* most wanted sizes.
8 and 12½ cu. ft.

Another DuMont first

ANOTHER MARK OF DISTINCTION FOR DU MONT DEALERS

Du MONT has always pioneered in big picture television. When other manufacturers were featuring 7- and 8-inch picture tubes, Du Mont was building sets with 10-, 12½- and even 15-inch screens. Du Mont was first with the 19-inch tube; first with the 17-inch rectangular glass tube; first with the short-neck tube that made possible reduced cabinet depth. Now Du Mont pioneers again with a giant, 30-inch tube for the world's largest direct-view picture ...in a truly exquisite cabinet designed to enhance the decor of any room.

Continuous leadership in big picture television is only one reason why the Du Mont franchise is so highly valued. Du Mont engineering and research pioneering, precision manufacturing methods and preeminence in distinctive styling, build strong consumer preferences. These qualities mean increased sales opportunities for dealers fortunate enough to possess the coveted Du Mont Franchise.



This advertisement, appearing in leading national publications during March, introduces The Royal Sovereign, with 30-inch tube—the world's largest direct-view television picture.

DU MONT

first with the finest in Television

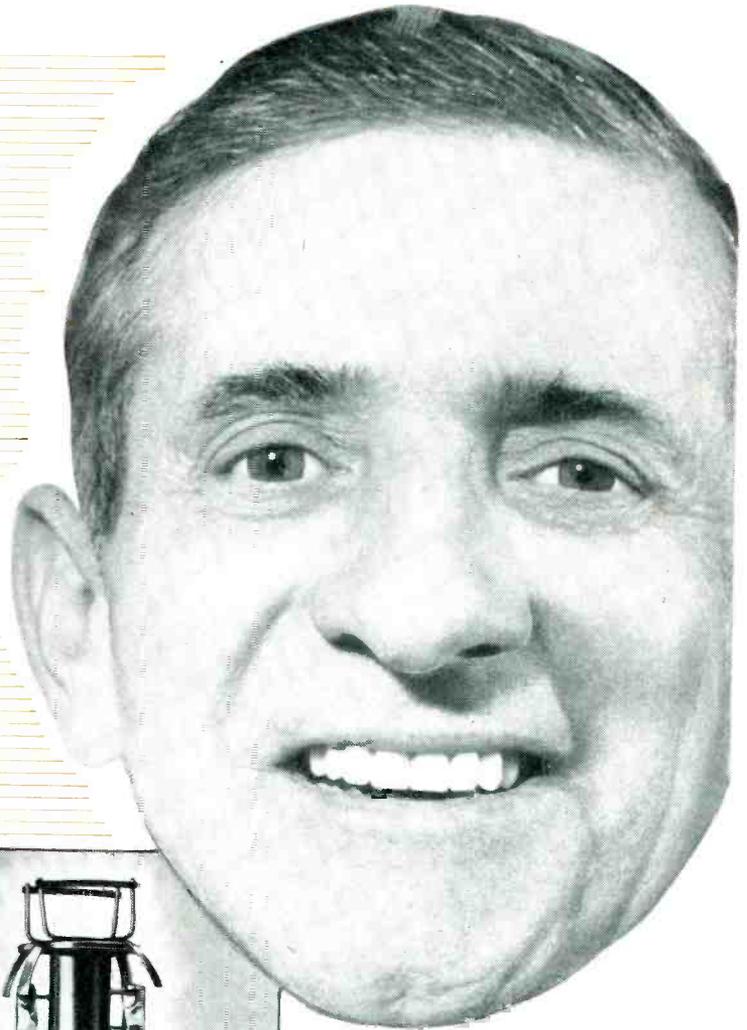
TELEVISION'S MOST COVETED FRANCHISE

"CALL-BACKS CAN WIPE OUT PROFITS!"

"Quality tubes mean fewer call-backs—protect income. That's why we use G-E."

Says

Joseph F. Lauinger, President
CONLAN ELECTRIC COMPANY
1042 Atlantic Ave., Brooklyn, N. Y.



Conlan Electric Company and other service firms—large and small—find that customers ask to see the G-E label on tube cartons. It's proof to set-owners that they're getting highest tube quality, as well as competent radio-TV service.



Typical of General Electric tube quality, is the glass beading of the electron gun in G-E picture tubes. Unlike cheaper, porous ceramics often used, glass will not readily contaminate. Result: much less chance of voltage breakdowns.

"Call-backs on TV-service customers consume working time, and working time is what we have to watch at Conlan Electric. With 40,000 owners on our contract list in Greater New York, extra service calls can multiply to a cost figure that changes black to red. . . . Tube failures are a common cause of call-backs. We've found that good tubes—quality tubes—perform better, give much less trouble. G-E tubes have a top record with Conlan Electric. We feature them. We know that when one of our men installs a G-E picture tube or receiving type, chances are that customer will stay satisfied!"

FOR QUALITY TUBES TO CUT DOWN YOUR CALL-BACKS, SEE YOUR G-E TUBE DISTRIBUTOR!

GENERAL  ELECTRIC

181-KA3

Sid Caesar's first choice..

IS THE OVERWHELMING CONSUMER CHOICE, TOO!

Sid Caesar is a confirmed user of the new Model 288 Electronic Memory Wire Recorder. With it he rehearses the acts that have made him the top new television comedian.

He can hear his own voice *exactly* as his fans do, thanks to the new *natural voice* play-back sound chamber. And the new non-spill recording head is another extra feature of the 288 that he enjoys . . . and you can sell.

It's tops in quality, performance and price . . . so, naturally, the Webster-Chicago Electronic Memory Wire Recorder is the favorite of consumers, too!

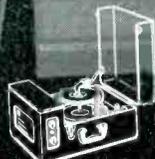


WEBSTER-CHICAGO

5610 Bloomingdale, Chicago, Ill.



*Electronic Memory
the Ultimate in Magnet Recording*



Portable Fonographs



Tape Recorders



Dictation Machines



Diskchangers



Home Fonographs

THE LAST WORD IN

BIG

SCREEN TELEVIEWING

this remarkable
BIG 20 inch
rectangular
screen



Model S20C10

Model S20C10 is but one of the many new Fada big screen TV Models that is outstanding. Clear, sharp pictures with true to life FM Sound featuring a big 10 Inch concert grand speaker. Built-in "FADA-SCOPE" antenna that eliminates the need for an outdoor antenna in good signal locations. It's a sensational performer in all areas . . . it's hauntingly beautiful custom-built cabinet with its side closing door over controls is a happy departure from the ordinary.

FADA

Television

**The TELEVISION
of TOMORROW—TODAY!**

- ★ The last word in TV performance . . .
- ★ The last word in custom quality cabinet craftsmanship . . .

Ask the Fada Jobber in your territory for full information about the amazing Fada TV line that is making sales history!

*"Pioneers in Radio
and Electronics Since 1920"*

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

WILCOX-GAY ADVERTISING REACHES THE RIGHT PEOPLE

(The people who NEED tape recorders in their work)

GET YOUR SHARE OF THIS HUGE MARKET OF 1,152,000 BUSINESS, PROFESSIONAL AND INDUSTRIAL BUYERS.

Wilcox-Gay advertising "penetrates" the best markets for tape recorders. It reaches the people who, by virtue of their business or profession, can work more efficiently and make better progress through recording methods.

Recordio promotion "pinpoints" these important markets. It is selective promotion that reaches the right people in every Wilcox-Gay dealer's community. Over a million potential buyers nationally! The percentage in your sales area

means real sales volume—IF YOU IDENTIFY YOUR STORE WITH WILCOX-GAY RECORDIO.

Tie-up with Wilcox-Gay and tie-down some new big profits!



WILCOX-GAY
RECORDIO
IB10

ONLY

\$149.50

Slightly higher west
of the Rockies

This is Wilcox-Gay's answer to the needs of business and professional people. The Recordio IB10 features TWICE the recording time on a single reel of tape—a Wilcox-Gay exclusive! It's built for carrying—weighs only 21 pounds. Designed for operating simplicity—recording is as simple as tuning a radio. And its clarity and fidelity is of matchless quality. Dollar for dollar the 1951 Recordio IB10 is a value you can't match on today's market!

WILCOX-GAY CORPORATION • Charlotte, Michigan, U.S.A.

In Canada: CANADIAN MARCONI

WILCOX-GAY ADVERTISING APPEARS IN THESE INFLUENTIAL PUBLICATIONS

- BUSINESS WEEK
- JOURNAL OF PSYCHIATRY
- WALL STREET JOURNAL
- ADVERTISING AGE
- COLLEGE & UNIVERSITY
- EXTENSION
- JOURNAL OF A.M.A.
- METRONOME
- MODERN HOSPITAL
- NATIONS SCHOOLS
- MODERN INDUSTRY
- PULPIT DIGEST
- SALES MANAGEMENT
- SCHOOL MUSICIAN

"Most Successful Radio Promotion Shillito's had in 1950"

Says DAN ENDERSON, Radio & TV Department Manager
The John Shillito Company, Cincinnati, Ohio

"We sold \$6500 worth of G-E Clock-Radios in nine days with only one small newspaper ad, an island display, modest window display and one demonstrator. It opened our eyes to the big profit possibilities in this world's most useful radio."

Dan Enderson



The World's
Most Useful
Radio!



Model 517



CLOCK-RADIO

YOU, too, can cash in on the tremendous popularity of the G-E Clock-Radio—that's outselling all other brands combined! G.E. was the first with the "Wake-up-to-music" Clock-Radio. First with the G-E Electronic Servant that made it the "world's most useful radio." And now, first with the super-powered

535 that gets hard-to-get stations and opens a new market of millions of families. See the full line—7 models in 3 different cabinet styles priced from \$29.95* to \$39.95*. And all colors of each style sell at the same low price. Ask your General Electric radio distributor to show you the 1951 promotion plans.

General Electric Company, Receiver Division, Syracuse, New York

You can put your confidence in—

GENERAL



ELECTRIC

**Subject to change without notice. Slightly higher West and South.*



BLACK-DAYLITE TELEVISION



Modern, hand-rubbed console. Genuine mahogany veneers, swivel casters. 17" G-E rectangular black tube. Model 17C107, \$379.95* In blond, \$399.95*

You can put your confidence in—

GENERAL



SELLS ON SIGHT!

New, big 17's feature the best picture in sight backed by full-scale magazine and newspaper advertising, and sales promotion.

Big-as-life, real-as-life, easy on the eyes, the new G-E 17's give you the best picture in sight—combined with simple tuning and the powerful, extra sales appeal of magnificent cabinetry! No wonder the new General Electrics sell on sight! And—

your customers will see the G-E story in full pages, full color, in Life and Post with 40 million readers . . . plus black and white ads in a dozen other national publications . . . plus big-space, factory-paid newspaper ads in every important TV market . . . plus smash-hit TV film commercials . . . and sales-stimulating promotion material! Better visit your General Electric television distributor and see it all with your own eyes.

General Electric Company, Receiver Division, Syracuse, N. Y.



G. E.'s finest 17", with G-E rectangular black tube. Hand-rubbed, genuine mahogany veneers. Full-length doors. Non-marking, easy-moving swivel casters concealed in the base. Model 17C109, \$399.95*



For those who prefer blonds! New 17" G-E rectangular black tube table Model 17T3. \$299.95* Also in mahogany veneers, \$289.95*



Television's hottest value! 17" G-E rectangular black tube. Smart cordovan finish cabinet. Model 17T1. Priced for fast sales—only \$269.95*



Lowest-priced G-E console! Big 17" G-E rectangular black tube. Genuine mahogany veneers. Model 17C103. \$319.95* In blond, \$339.95*

*Includes Fed. Tax. Installation and picture tube protection plan extra. Prices subject to change without notice. Slightly higher West and South.

ELECTRIC



16" G-E combination. G-E aluminized rectangular black tube. 3-speed automatic phonograph with G-E Electronic Reproducer. FM-AM radio. Beautiful blond veneered cabinet, full-length doors. Swivel casters. Model 16K2, \$519.95* In mahogany, \$499.95*

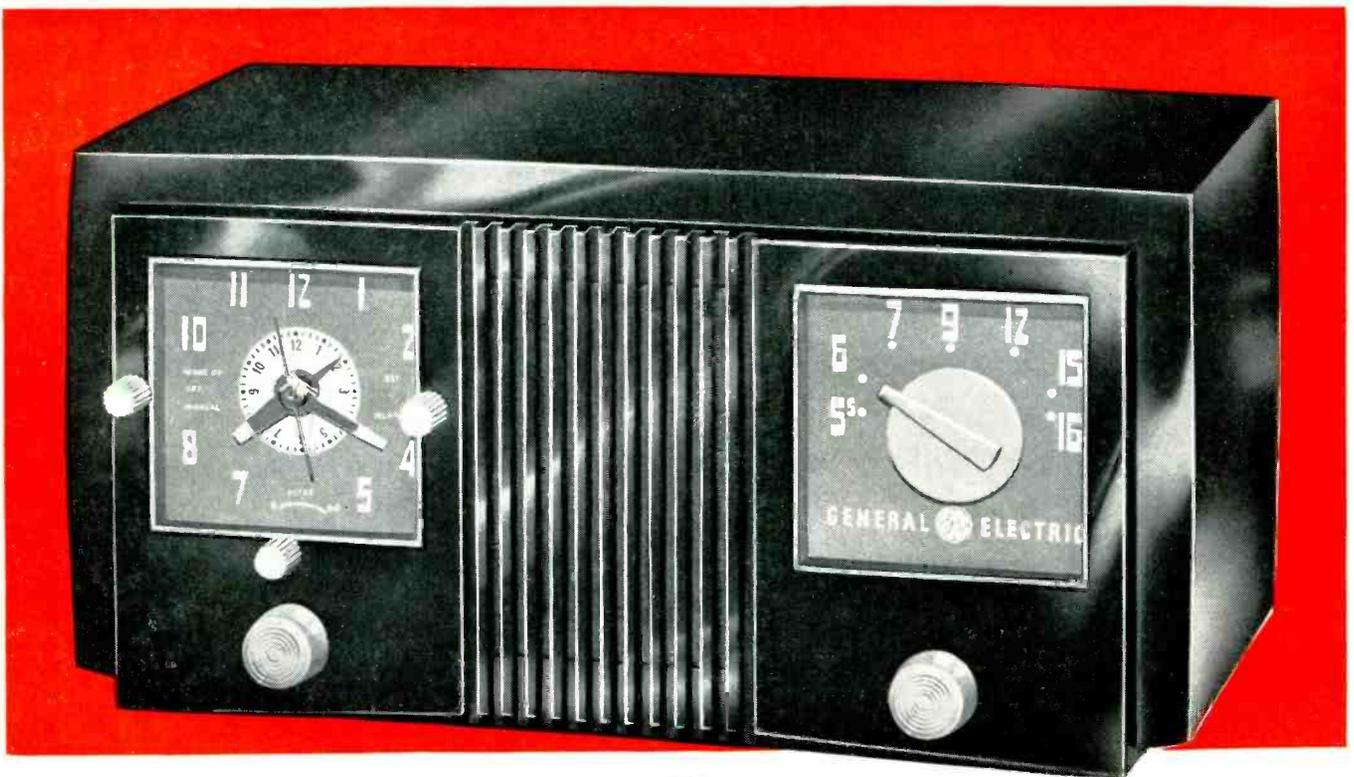
G-E CLOCK-RADIOS OUTSELL ALL OTHER MAKES COMBINED!

*New Super-powered #535
opens up a great new market!*

HERE'S the G-E Clock-Radio especially designed for markets beyond the reach of 4-tube radios! That means millions of new prospects: everybody who needs a super-powered radio for hard-to-get stations. Two new, big features have been added

to Model 535. It has 5 tubes plus rectifier, and a luminous pointer for easy tuning in the dark. PLUS all the great sales features that have made the G-E Clock-Radio the world's fastest-selling radio. Your General Electric radio distributor has it now!

General Electric Company, Receiver Division, Syracuse, New York



New Super-Powered Model #535

Extra tube for distant stations. Automatically wakes you up, turns appliances on or off, turns itself off after you go to sleep, tells time even in the dark. Luminous pointer for easier dialing. **\$39⁹⁵*** Superb performance. Rich cordovan plastic cabinet.



WORLD'S FASTEST SELLING RADIO—Model 517— Lovely Persian red plastic cabinet. All sales features. Also in alabaster ivory, Congo brown and porcelain white, all at the **\$34⁹⁵*** same low price.

**Subject to change without notice. Slightly higher West and South.*

You can put your confidence in—

GENERAL  ELECTRIC

You'll know cost facts, all facts, about every TV service contract

with a STANDARD REGISTER SYSTEM

Many dealers have found out *too late* that TV installation and service cost too much, *swallow profits*, with some sets and warranties. That's natural, with the constantly changing TV conditions. But you can *protect* yourself against such losses, *stop* them before they start, with the *complete* and *accurate* facts provided by a Standard Register System. You'll *know* exact installation and service costs, *always!*

"Our Standard Register System gives us all installation costs for time and parts, all warranty data and a complete service record on every set we sell," says Universal TV and Appliance Center, of Detroit.

There are special, *proven* Standard Register Forms that provide detailed, consecutively numbered, loss-proof records of each TV transaction . . . sale, delivery, installation, service, collection. You can *audit* all costs with *locked-in* record copies. You'll *eliminate* uncertainty, gain *control* of your business, *protect* your profits!

SYSTEM IDEAS . . . FREE to YOU!

Yes, you *can* take the headaches out of TV. We'll send you the detailed case histories of leading TV dealers who have *done* it! Mail the coupon below. No obligation.



Standard Registers and Forms provide . . .

- Fast, easy, accurate record writing.
- Useful copies for all purposes.
- Security from loss or alteration: consecutive numbering, locked-in copies.



THE STANDARD REGISTER COMPANY
1303 Campbell Street, Dayton 1, Ohio

Associated Companies: Sunset-McKee Co., Oakland 6, California. R. L. Crain Limited, Ottawa, Ont. W. H. Smith & Son, Ltd., London, England.

MAIL THIS TODAY!

The Standard Register Company
1303 Campbell Street, Dayton 1, Ohio

Please send, without obligation, BUSINESS AIDS and samples of forms specially designed for radio and television dealers.

Name _____

Company _____

Street Address _____

City _____ Zone _____ State _____

TODAY'S STRONGEST IN TV AND RADIO-

YES, LIFE-TESTED **Emerson** *Television and Radio*

Every model, every part laboratory tested
for **Better Performance, LONGER LIFE**

NOW! Sell Longer Life for Longer Profits!

THIS MONTH, Emerson will blanket America with the most powerful, most timely sales message in TV and radio. It's a message that goes straight to the heart of what your prospects want to-

day—as they look to tomorrow. Emerson furnishes the *proof*... the complete, scientific proof... that the amazing performance of the Emerson they buy from you now will last and *last* and LAST!

Emerson's Jumbo Advertising Drive
Reaches Right into YOUR Store!

From full-page ads in an important list of national magazines right down to sensational newspaper mats, store displays and price tags... Emerson is backing the world's clearest, best-engineered

TV and radio with the biggest, most compelling advertising campaign in its history. Get and *use* your Emerson hard-hitting store promotion material NOW! Sell **LONGER LIFE** for **LONGER PROFITS!**

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

Emerson

SELLING STORY

LIFE-TESTED

NEW LIFE-TESTED EMERSON VALUES
 featured in LIFE, LOOK, TIME, BETTER HOMES & GARDENS, THE NEW YORKER,
 NATIONAL GEOGRAPHIC, HARPER'S MAGAZINE, TOWN & COUNTRY, N. Y. TIMES MAGAZINE;
 on Radio and Television; and in scores of newspapers!



17-Inch Rectangular
 Model 687... \$379.95



20-Inch Rectangular
 Model 694... \$499.95



17-Inch Rectangular
 Model 696... \$299.95

17-Inch Rectangular
 Model 686... \$349.95



14-Inch Rectangular
 Model 662... \$219.95



3-Speed,
 FM-AM
 Phono-Radio
 Model 679
 \$199.95



FM-AM
 Model 659
 \$59.95

Automatic Clock Radio
 Model 671... \$34.95



3-Way Portable
 Model 646... \$29.95
 Less Batteries

AC-DC Model 652
 \$19.95



ALL PRICES INCLUDE TAX AND WARRANTY
 Prices slightly higher in South and West

MEET THE SYMBOL OF LONGER LIFE!

He'll be working for you in scores of ways—in window displays, cartons, tags, newspaper and magazine ads. In radio and television, he is the memorable symbol of LIFE-TESTED Emerson's Better Performance and LONGER LIFE!

LIFE-TESTED Television and Radio





TV Sweep Generator with MIRROR-SCALE MARKER

MODEL 3434
for quick checks in all stages

Large Marker dial has a mirror scale for easier reading and reset accuracy. Straight line frequency tuning condensers provide linear scale markings. No "SKIPS" in frequency—continuously variable Sweep width control. Triplet-engineered shielding—all critical circuits enclosed. Copper plated steel construction. All these features (see Tech. Data) combined with the two built-in markers for simultaneous use set Model 3434 apart as one of the fundamental contributions to the rapid, accurate and profitable Servicing of Television.

TECH DATA

Frequency Coverage:

- SWEEP CENTER FREQUENCY
 - Range 1— 0-60 MC
 - Range 2— 60-120 MC
 - Range 3—120-240 MC
- SWEEP WIDTH: 0-12 MC (Continuously Variable)
- MARKER FREQUENCY 19.5 to 40 MC (fundamental), 39 MC to 240 MC (harmonic)
- CRYSTAL FREQUENCIES To 20 MC on Fundamentals. Harmonics up to 216 MC. (Crystals Not Furnished)
- MODULATION 400 Cycle on both Crystal and Marker Frequencies
- AUDIO: 400 cycles

The steel case is finished in black suede baked enamel, size 15 11/32"x11 1/32"x8 1/4". Leather handle. Panel is black, white and red etched on aluminum. Copper plated feet for grounding.



ONLY \$189.50 AT YOUR DISTRIBUTOR
(MODEL 3435 WITHOUT BUILT-IN MARKER, \$99.50 NET)





THE STRATTON

MODEL 642K20

Beautifully designed traditional cabinet of mahogany-finish hardwoods with matched-grain doors . . . housing the top-performing Westinghouse chassis . . . 20" rectangular screen . . . black glass tube . . . exclusive Westinghouse Single Dial Tuning.



**NEW 1951 RADIOS, PORTABLES,
RADIO-PHONOGRAPHS
AVAILABLE FOR DELIVERY
SEE YOUR WESTINGHOUSE DISTRIBUTOR NOW!**

YOU CAN BE SURE...IF IT'S

Westinghouse

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

WHAT Westinghouse PERFORMANCE MEANS TO YOU

There's no doubt about it—the installation of a Westinghouse means satisfied customers—money in the bank! What's more, it takes fewer service calls to *keep* them sold! And this performance record is true in all areas. The Westinghouse '51 line has not been cheapened . . . nothing has been taken away. *The new line is better than ever!*

SIMPLEST, EASIEST TUNING EVER!

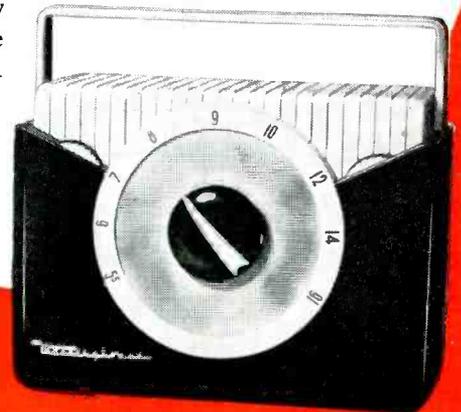
Possible only because Westinghouse continues to build a *better* chassis with *more* tubes . . . more automatic and more tuned circuits. Sells itself in demonstration.



NEW DELUXE PORTABLE

MODEL 342P5

New Ferrocore antenna; 3-gang condenser; 5 tubes plus rectifier; 3-way operation. Plastic case with disappearing handle.



Set by SYLVANIA



*Radio Tubes; Television Picture Tubes; Electronic Products;
Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing,
Wiring Devices; Light Bulbs; Photolamps; Television Sets*

SYLVANIA ELECTRIC PRODUCTS INC., RADIO & TELEVISION DIVISION, 254 RANO STREET, BUFFALO, N. Y.



*Sylvania
Trademark

Great NEW Name in Television

50th Anniversary

Ask Your Distributor!

Ask him all about the complete 50th Anniversary Set Promotion offered to you to help you **SELL** the latest in television engineering...

Identify your store with this newest, sensational Sylvania value — it means **PROFIT!**

Contact Your Distributor
TODAY!

SYLVANIA'S 50th Anniversary Table Model with GIANT 20" picture tube. High-luster mahogany cabinet and exclusive theatre-styled picture frame. New wide-angle, non-glare viewing. Built-in, dual antenna with hi-low band switch. Twenty-one tubes, plus four rectifiers, behind the picture-tube help give dependable Rock-steady, Movie-Clear* pictures and unmatched tone quality.



A full page, full color advertisement featuring the 50th Anniversary Set by Sylvania will appear in "This Week" magazine and many other Sunday newspaper supplements throughout the country on March 11.

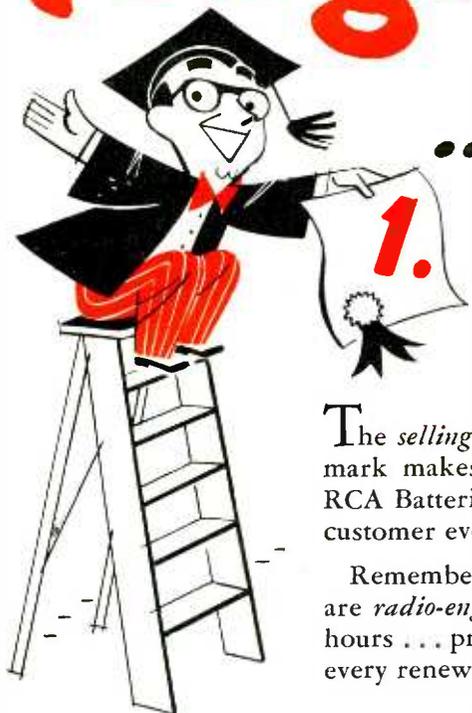
SYLVANIA

Established 1901—Fiftieth Anniversary Year

Great OLD Name in Electronics

You get all five

...with RCA Batteries



1. Top Brand Acceptance
... makes selling easy

The *selling power* of the RCA Trademark makes it *easy* for you to move RCA Batteries . . . and gain a satisfied customer every time.

Remember, too, that RCA Batteries are *radio-engineered* for *extra* listening hours . . . provide a type for practically every renewal requirement.

So—starting now—push RCA Batteries. Build a profitable repeat business with virtually no competition from non-radio outlets.

See your RCA Battery Distributor for fast, reliable service.

- 2. Radio Trade Distribution**
- 3. Completely Rounded Line**
- 4. Radio-Engineered Quality**
- 5. Super Selling Aids**

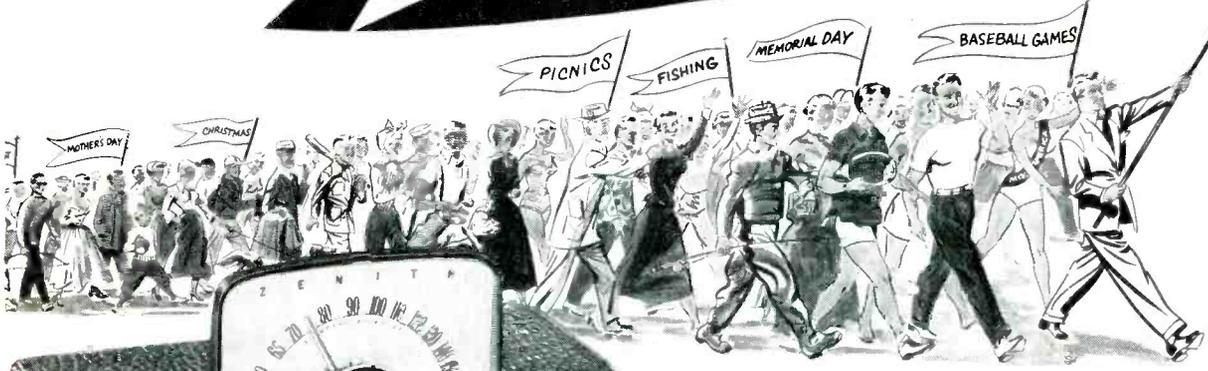
*The Batteries for
the Radio Trade!*



RADIO CORPORATION of AMERICA
RADIO BATTERIES
HARRISON, N. J.

get set for a **PARADE** of prospects

with these



Outdoor Activities Open New Sales Opportunities FOR YOU!

Summer's outdoor, away-from-home, on-the-go activities call for Zenith* Portable Radios—and promise you your biggest selling season. So cash in by tying-in with Zenith's big Portable promotion. Talk, show, demonstrate and sell Zenith Portables!

◀ **The Sensational ZENITH UNIVERSAL* . . .**

Owners rave about the Universal's ability to perform with clarity and volume even in remote locations where many portables fail. Has an extra-powerful circuit with Tuned R. F. amplification, a more sensitive Alnico "5" Speaker, the exclusive Wavemagnet*, AC-DC or battery operation. Smartly styled Buffalo-Grained case in Black or Brown. **\$49⁹⁵†**
Less Batteries

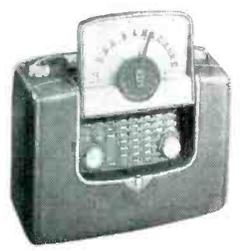
The TRANS-OCEANIC is always a best seller

Outperforms any portable, anywhere. The one set to sell when customers want long-range reception. Gets standard, plus International Short Wave on 5 separate bands. Humidity-Proofed against loss of sensitivity. For AC-DC or battery. **\$114²⁵†**
less batteries



Tops for Turnover TIP-TOP HOLIDAY*

Giant "Tip-Top" Dial with built-in Wavemagnet swings up above the set for tuning ease, doubles the sensitivity of reception. For AC/DC or battery. Cabinet of Ebony or two-tone Blue-Grey plastic. **\$39⁹⁵†**
less batteries



Powerful and Popular ZENITH ZENETTE*

Hardly bigger than your hand, yet plays with big-set volume and tone! Open lid, set's on—close lid, set's off. Weighs but 5½ lbs. Battery or AC/DC operation. In Burgundy, Ebony or White plastic. **\$39⁹⁵†**
less batteries

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

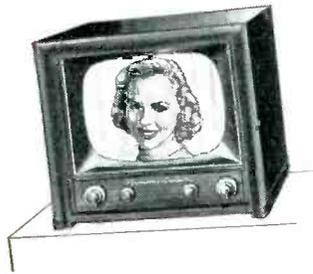


ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

It's so easy to show your customers —

why

**“There is nothing finer than a
STROMBERG-CARLSON®”**



1. Talk about Tuning

It's so easy with the new Stromberg-Carlson TRU-LOK tuning. Steadiest pictures, too.

Shown here: THE STAFFORD, newest table model . . . 17-inch rectangular tube . . . phono jack . . . hand-rubbed mahogany veneer cabinet.



2. Talk about Cabinetry

For every taste, traditional to modern . . . all decorator-designed, all enduringly beautiful.

Shown here: THE EMPIRE, 19-inch console . . . choice Honduras mahogany veneer cabinet; this and all models completely hand-rubbed.



3. Talk about Pictures

All “big-as-life,” from 17- to 24-inch . . . give greater detail and greater realism.

Shown here: THE RADCLIFFE . . . Giant 24-inch tube, biggest for home use . . . exquisite cabinet.



4. Talk about Tone

Famous Stromberg-Carlson tone—that is clear as a bell, majestic as a symphony.

Shown here: THE 18TH CENTURY, available with 19- or 20-inch tube, AM-FM radio . . . fully automatic 3-speed phonograph.

16 exciting 1951 models.

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

RADIO & TELEVISION RETAILING

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

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

25%—An Unfair Tax on TV Sets!

The U. S. Treasury has proposed a 25% excise tax on all television and radio sets and electrical appliances, to be paid by the manufacturers and passed along to the public, involving, at retail, a price increase of about 15%.

This 25% tax on TV is now being considered by the House Ways and Means Committee, along with other tax proposals. Washington observers expect that the final tax bill can probably be passed by both House and Senate and made into law not before mid-summer 1951.

TV—The Poor Man's Theatre

Such a 25% tax on TV is unfair to the new TV industry. And it is unfair to the public, for whom TV has come to be the poor man's theatre. Only one quarter of the nation's homes are yet equipped with TV; the other three-quarters will have to pay this unfair excise tax if they are to enjoy television entertainment and instruction. And present TV-owners will also pay the proposed tax as they replace their early sets with larger up-to-date receivers.

The whole effect of the tax will be to prevent the American people from buying the TV sets they want, as resulting prices on even austerity models jump upwards. All of television progress will be slowed down. The public will suffer. The dealers will face losses. The manufacturers' outputs will be restricted. And the TV broadcasting stations will find their natural growth cut short. Meanwhile, gaily prodding for the addition of such a tax will be certain TV-fearing movie interests and general magazine and newspaper publishers, who have seen TV making inroads into their own business incomes.

TV Trade and Industry Must Protest

Now is the time for the television industry to protest against this unjust tax. Manufacturers, distributors, dealers, broadcasters, and networks—and above all the TV public—must raise their voices and show members of Congress the injustice of so taxing the great new art.

The present 10% tax on TV sets is all that this new industry should be asked to carry. The great new medium which can mean so much to public morale, public safety, and public information, should not be taxed as proposed, virtually out of existence. TV is the poor man's theatre, university and illustrated-newspaper, all rolled into one! It must not be tax-limited into the mere luxury class.

A 25% excise tax is an unfair tax on TV!

What's Ahead!—in Radio,

AN ANNOUNCEMENT OF EFFECTIVE DATE of 25% excise tax hike (if it goes through) could well start another scare-buying spree, and could clean out inventories causing the promised acute shortage period to come in ahead of time. Even without a frantic wave of buying, shortages can conceivably arrive before any planned new taxes can become law.

THERE ARE STRONG BRAKES ON SPREE-BUYING, however. One, of course, is the news of upped income tax rates, and the other the daily rising costs of living. A third is certainly the recently tightened credit regulation. To play safe, dealers should sell and promote actively, even in this brisk market. They need to do this in order to get their share of business from consumers who buy only after a lot of shopping around.

SALES OF USED PERSONAL or household effects by a private owner are exempt from price controls under the new regulation. During World War II, OPA exempted sellers in the before-mentioned categories, and a brisk business was done in used appliances, radio, etc., with many products fetching a lot more than OPA ceilings on used merchandise in dealers' stores.

DR. ALLEN B. DU MONT HAILED BY NEW YORKER MAGAZINE as the man who has probably done more for the cathode-ray tube than anyone else in the 20th Century. Dr. Du Mont was "profiled" in the January 27th issue of the famous magazine.

"Electronic Recruiting Sergeant"



The "sergeant" talks when a person steps on a mat outside the booth manned by recruiting officers of the Navy, Marines, Army and Air Force at Times Square in New York. General Electric developed the "narrator", designed to attract young men to enlist in the armed forces.

"TODAY, AS THE WORLD'S DEMOCRACIES face the greatest challenge in their existence, it may well be that television will prove to be one of the ultimate weapons for truth and education."—Frieda B. Hennock, FCC Commissioner.

SOME CONFUSION AMONG CONSUMERS over the price freeze, but it is believed that the government order has accelerated business recently. Many would-be purchasers who had held off buying until the freeze became official are now in stores placing a volume of orders for TV sets and appliances. Some dealers report that a few customers—a very few—are waiting for "roll-backs" in prices, which they believe are on the way. Sales were off in many sections in February.

IN WALDORF, near our office, determined college profs have been diligently watching seven TV sets, each tuned to a New York station. As a result they reported to FCC following total programs for a week: Drama, 8589 min.; variety, 4598 min.; children's shows, 4199 min.; home-making, 3507 min.; sports, 3406 min.; stunts, contests, 2245 min.; news, 1860 min.; personalities, 1432 min.; music, 1222 min.; and information 1090.

AS TO COMMERCIALS, above tests showed WNBT led, with 18% of time; WABD 11%; WJZ-TV 11%; WPIX 9%; WCBS-TV 8%; WOR-TV 7%; WATV 6%.

IMPROVED LIVING STANDARDS SINCE 1940 make the current threat of civilian shortages much more serious than before World War II, points out Charles P. Cushway, executive VP of Webster-Chicago Corp. He said that if elimination of civilian output should be necessary in such fields as autos, radio-TV and appliances, the situation "will require statesman-like handling to prevent severe drops in civilian morale and widespread black marketing."

TV SETS FOR SCHOOL FOR THE BLIND. The North Side Lions Club, Indianapolis, presented two TV receivers to the Indiana School for the Blind. The pupils voted unanimously that television was what they wanted. Supt. Lambert said that 65 per cent of the students can see well enough to follow TV and the remainder like to attend and have the action explained to them as they listen.

"SALES RESISTANCE CANNOT HELP BUT MOUNT in direct ratio to increased living costs and taxes. Manufacturers will make a serious mistake if they think that decreases in production of consumer goods under war mobilization will create a ready market for everything they can turn out."—Alex M. Lewyt, president, Lewyt, Corp.

NATIONAL ARMS PROGRAM WILL AFFECT A curtailment of consumer durables production of over 30% and probably 50% by the end of 1951, believes Ward R. Shafer, Coolerator vice-president.

Appliances, Records and Television

IN MOST PARTS OF THE COUNTRY TV service departments are still swamped with work. One reason is that numbers of technicians have gone into defense plants. Another, that some of the large outfits laid off a number of men when sales slumped just before the first of the year, and now find it impossible to get replacements.

DEALER R. B. ASBIL, MODESTO, CALIFORNIA, put on a special Hillbilly promotion, figuring an attendance of 500 people. Instead, 4,000 farm people swarmed out of the nearby hills for a \$1,000 program of free music and dancing, then bought \$16,000 worth of merchandise in the following 8 days. Asbil handles Speed Queen appliances in his territory.

ALUMINUM BAN ON USE ON ANY PRODUCT where it serves as decorative or ornamental purpose goes into effect June 1. Tin prohibited in manufacture of a number of items, including refrigerator trays and shelves.

EAT-AND-LOOK TV PLATE Described as "highly functional" is a 14½-inch plate for diners. It is molded from American Cynamid Company's Melmac plastic; has six partitions of varying size, and comes in attractive colors. Sells at \$3.98, retail, and is made by Watertown Mfg. Co., Watertown, Conn.

NEW SET-UP OF SPRING AD MATS made available by the National Association of Music Merchants contains a clinic and idea exchange covering selling of records and instruments, via radio commercials, newspapers, etc.

A PROGRESSIVE WESTERN RETAILER sold more than 150 phono conversion and replacement jobs last year, modernizing customer equipment to play all three speeds. Most of these customers bought records from him, too. He is vigorously promoting conversion business this year, and expects to break the record he set in '50.

GOOD CREDIT STANDING VERY IMPORTANT to dealers of all sizes these days. If and when the real pinch comes, those who can lay real money on the line, and those who have met obligations in the past will be the ones to get the merchandise. Dealers with limited capital should make every endeavor to set up a sound financing plan with a commercial company or a bank.

PEOPLE DO LESS DRINKING, LESS EATING OUT AND TRAVEL LESS, and television's effect can be traced in all of these things, according to John Meck, president of John Meck Industries. On the basis of reports by the Bureau of Census, the Meck study also shows that people pay more attention to the appearance of their homes, and are more interested in playing musical instruments.

RTMA FIGURE ON CATHODE RAY TUBES for 1950: Total sales to receiver manufacturers—7,473,614 units valued at \$198,737,428. Indicating the pronounced trend to larger TV screens, 72 per cent of the picture tubes sold to manufacturers were 16 inches and larger in size. In '49, only 16 per cent were tubes of 14 inches and larger in size.

RADIO FINDING NEW USES as an aid to mechanized materials handling. Pharmaceutical manufacturer Johnson and Johnson finds two-way radio saves time, money and labor in their shipping center at Metuchen, New Jersey. Motorola sets installed on fork-lift trucks keep drivers in contact with dispatcher as they move shipments around J & J's 207,000 square feet of plant area. The dispatcher knows where all merchandise is, can keep up to the minute on the positions of his fleet, and is able to shift trucks and goods with exceptional speed. Equipment and installation cost J & J \$3200 for central station and seven trucks.

A NEW TYPE OF STATE LEGISLATION affecting employers in a bill introduced in the N. Y. State legislature declaring it against the policy of the state that employers should discriminate against persons subject to the draft. Rhode Island Senate has a bill before it making it illegal for employers to refuse to hire men who might be called into the armed forces.

FUTURE EVENTS OF INTEREST TO READERS

- | | | |
|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Mar. 19-22: IRE Annual Convention, Hotel Waldorf-Astoria and Grand Central Palace, N. Y. | June 17: Father's Day. | Sept. 3-7: Boston Gift Show, Hotel Statler, Boston, Mass. |
| May 13: Mother's Day. | July 1-6: New York Lamp Show, Hotel New Yorker, N. Y. | Sept. 11-13: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, Ohio. |
| May 21-23: 1951 Parts Distributors Conference and Show, Stevens Hotel, Chicago, Ill. | July 30-Aug. 10: Chicago Gift Show, LaSalle Hotel and Palmer House, Chicago, Ill. | Sept. 16-20: Philadelphia Gift Show, Hotel Benjamin Franklin, Philadelphia, Pa. |
| May 21-25: N.A.E.D. 43rd Annual Convention, Hotels Chelsea and Ambassador, Atlantic City, N. J. | Aug. 20-24: New York Gift Show, Hotels Statler and New Yorker, N. Y. | Sept. 23-27: Washington Gift Show, Hotel Willard, Wash., D. C. |
| | Aug. 22-24: Pacific Electronic Exhibit, Civic Auditorium, San Francisco, Calif. | Oct. 8-12: National Hardware Show, Grand Central Palace, N. Y. |

3 of America's Fastest



Better Looking in every way . . .

The New Fairfield . . . 17-inch Million Proof television housed in newly styled cabinet designed for wide appeal. *For fast sales, show them the New Fairfield first!*



**ONLY RCA VICTOR HAS
THE "GOLDEN THROAT"**

Work in this Profit Plus

All RCA Victor consoles have a phono-jack
Your customers can make any one of these consoles into a superb television-phono combination. One demonstration will sell the new 4512.



A Look they'll never forget

The Highland . . . 17-inch television fully exposed to do its most effective selling job for you. Rich finish promises high eye-appeal—in your store, in the customer's home.

AT YOUR SERVICE—

The vast facilities of
the RCA Service Company:

Selling Consoles---

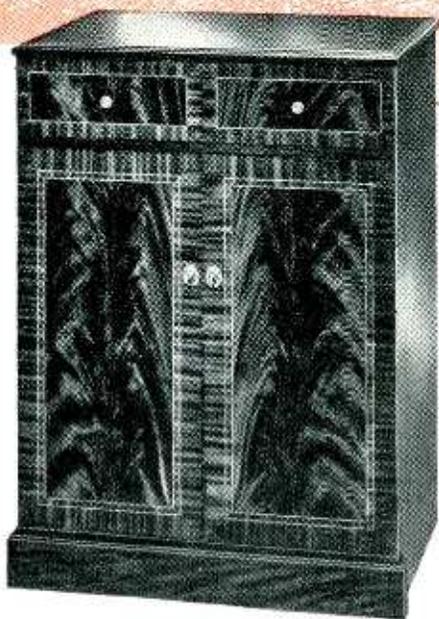
RCA VICTOR

MILLION PROOF

Quality proven in well over ~~1~~² million homes

AS YOU CAN PLAINLY SEE, these consoles have what it takes for *Fast Turnover*... Million Proof performance... Million Proof quality through and through.

What RCA Victor puts into Million Proof Quality you take out in easier, *Zuicker* Console Profits.



Accent on Smart Styling

The Regency ... 17-inch RCA Victor television. Truly a compelling piece of beautifully styled furniture. Mahogany finish costs no more.



RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T. M. Reg. U.S. Pat. Off.

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

Advice to Dealers—Sell

With Price Resistance, Upped Overhead, Controls,



Now is the time for all good dealers to be on the alert.

• While production of civilian products in our fields continues at a lively pace, experts are predicting that it won't be long now before shortages and austerity models will be in the midst of the market. At the same time, merchandising executives are pointing out the real necessity for a continuation of aggressive selling methods. They urge such sales effort because of a number of factors now at hand and on the way.

At the time this is written, news of the proposal to raise excise taxes to 25% on TV sets, radios, electrical appliances, phonographs, records, etc., has stimulated consumer buying, and may, as some experts predict, cause a wave of panic-buying. On the other hand, smart dealers do not believe that sales will be push-overs even if many folk do rush out to buy ahead of any new excise taxes they think likely to become law. Because of the daily rises in costs of living, and the planned hikes in income taxes, consumers will buy *carefully* even though they may appear to be buying hurriedly. And, when (and if) the 25% tax is imposed, an acute sales slowdown can result, even though inventories are low.

Taking a more or less long-range view of the situation ahead, here are more of the things that could contribute to sales resistance at the retail level: 1. Increased income taxes, plus wage controls could well slow up buying. Indeed, wage controls and stiffened credit terms are designed to curb spending. 2. When the real impact of shortages is felt, manufacturers for the most part may drop leader

models of radios, TV sets and appliances and will go in for middle and top-line units, which will be more expensive. 3. Since there has been a lot of publicity on the use of substitute materials, many consumers will need plenty of salesmanship to convince them that the manufacturer has not cut quality or performance features in the "stripped" austerity model if and when such products hit the market. 4. It is not at all unlikely that Regulation W will be tightened up again, requiring even higher down payments than those now imposed, plus shorter periods in which to make instalment payments.

Real Shortages—When?

As this is written, the price control picture is anything but clear. However, it doesn't appear likely that prices will be rolled back on products in our fields. With prices frozen at levels set within the period from December 19 to January 25, the industry can probably operate profitably provided manufacturers can get raw materials and components from legitimate sources. However, rumors of large gray and black market operations persist without much tangible evidence at hand. In the meantime, those lucky manufacturers who have sizeable stockpiles of raw materials are guarding them zealously in order to be in positions to turn out defense equipment for the armed forces.

In increasing numbers, manufacturing plants in the radio and appliance fields are assigning production to defense work.

Right now, as the end of the first quarter of 1951 looms, heavy civilian production, as described previously in this article, continues, with a number of plants likely to end the first quarter with greater outputs than they enjoyed during any similar period of 1950. This situation leads some retail merchants to express the belief that there won't be any shortages this year. But such expression of opinion is certainly not held by the majority of merchants in the country. "The real shortages in TV and radio sets and appliances will hit us hard, all at once, about late Fall," said one prominent sales executive of a large manufacturing firm, who refused to be quoted. Another TV manufacturing firm expects to continue present heavy production for the next five months.

Competition Is Keen

At the present time there are shortages of many specific models dealers need to fill customer orders for TV sets and certain electrical appliances. In cases where difficulty is experienced in getting certain models in a line, most retailers try to get would-be purchasers to take something else, comparable in price and quality. They do this because they know that a bird in the hand is worth two in the bush. Customers, reading about the scarcities in the offering, and the proposed stiff hikes in excise taxes, are impatient to get delivery once they've placed an order and the dealer knows that if he can't obtain what's wanted, the buyer may find it elsewhere.

At the retail level, the sales picture is mixed. Retailers are still talking about the slow Christmas business experienced with many products, but most are highly encouraged at the general pick-up in sales right after the first of the year. Though many merchants, particularly those in the New York area, believed that after January the fever of price-cutting activity would die down, this has not been the case. TV sets at all sorts of prices, some as low as \$79, were recently being offered. Used TV sets, which during the height of the parts and tube shortages (a situation which has improved so far as some items are concerned), have shown up again in "Radio Rows" in some Eastern cities.

Refrigeration sales executives look for increased replacement sales by householders who want to set themselves up for what might be a long

Actively, Watch Expenses

and Looming Shortages, This Market Is a Tough One

period of time without new products being available, and with a dearth of competent servicers.

Manufacturers predict that austerity appliances will soon be familiar sights in dealer stores, but few are willing to guess just when. Certain small appliances will be in good supply for some time to come, but some will be scarcer than hen's teeth in a few months, many believe.

Building Inventories

There is a lot of talk about the possibility of an active Black Market operation opening up shop at the retail level the day when shortages are actually apparent to the consumer. But there doesn't seem to be any widespread hoarding of finished products at this time so far as we have been able to discover. It is true that numbers of large dealer establishments have been buying heavily, and that there has been quite some transshipping of sets, but this large inventory-acquiring movement appears to be an entirely legitimate method for insuring an adequate supply of products for customers as is possible for the day when scarcities hit.

Dealers are seriously concerned with the manpower situation, worsening every day. They are losing skilled men to defense plants and to the armed forces, and are experiencing extreme difficulty in replacing them. One organization advertised in a large Sunday paper for a technician, and received *one answer*. Before Korea such ad would have fetched maybe a hundred replies.

Appliance repair shops are hard hit, though not so seriously as radio service departments. However, dealers expect to continue to have difficulty holding good refrigerator repair mechanics.

What Dealers Can Do

Because the future holds so many uncertainties, the wise dealer will operate his business on a day-to-day basis. Above all, he will speed up his bookkeeping system so that he can get a pretty accurate picture of his financial status without undue delay. This is necessary because expenses are steadily increasing, and many of them are creeping in unnoticed. In numbers of instances dealers have to pay list prices for scarce components. Maintenance and operation of rolling stock is up. Miscellaneous supplies necessary to run any business cost

How Dealers Should Operate Under New Government Freeze Order

1. Purpose is to establish ceiling for all products and services (except those specifically exempt), upon the basis of prices in effect from Dec. 9, 1950 to Jan. 25, 1951, inclusive.
2. Your ceiling price for sale of a product or service is the highest price at which you delivered it during the base period to a purchase of the same class. Offer must have been in writing or may have been made by a display.
3. To determine your ceiling price you ascertain the percentage mark-up for the comparison commodity by comparing its current unit direct cost with its ceiling price. You figure your ceiling price on the new commodity by applying such mark-up to your current unit direct cost for the new product. Dealers are urged to keep records of all transactions and pricing systems available for examination by the Director of Price Stabilization. All merchants should study the order, #32A. Many angles associated with price controls haven't been clarified yet, but are being ironed out as they come up under actual operating conditions in the field.

much more. High wages are being paid skilled mechanics. Advertising costs have mounted along with almost everything one can think of. In a great many cases dealers are paying higher rents, higher taxes. And, since just a few of the upped costs of doing business have been mentioned here, the need for eagle-eyed administration is all too apparent.

In order to offset the burden of increased expense most dealers have three choices of procedure. 1. They can pull in their horns, chopping down right and left on their various activities, thus reducing their sales volumes. 2. They can strive to maintain present sales rates, if same are on profitable bases. 3. They can make a drive to increase volume. There are very few dealers who want to retrench. Most want their businesses to expand. Hence, number 1 will not

appeal to any progressive merchant. (Though all dealers should cut down on *all unnecessary expense*.) So far as number 2 plan is concerned, many merchants will consider themselves fortunate if they can maintain their stores at the same profit level they worked under during 1950. If real shortages occur in products of major importance in the store such merchants will have to get more revenue from service departments, and from accelerated sales activity in available products which in the past haven't been pushed too hard.

There are numbers of dealers who are out to increase their sales volumes and profits this year over last. For the most part, such retailers have adequate capital, and are building up large inventories. Many of such merchants tell us that they are increasing sales promotion appropriations in spite of the cut-down in cooperative advertising. In order to do this profitably, they have been making thorough housecleanings, clearing deadwood.

Will Your Business Stand Still?

Drop Back? Or Go Ahead?

Careful planning on a day-by-day basis can help merchant keep his store on a profitable basis. Be progressive, ambitious and alert to get set to cope with uncertain conditions in the offing.

Increase in Service

Since many small dealers have always depended heavily on service, they too can wind up 1951 on the black side of the ledger because shortages will cause a sharp increase in service volume throughout the country. For the balance of 1951, at least, numbers of profitable items will be available to sell, among them phono-

(Continued on page 88)

New Ideas, Promotion

New York Store Has Doubled Its Sales Volume in



Scene shows opening of new Concourse Music branch store at Pelham Parkway and White Plains Road, Bronx, N. Y. Photo was taken several hours before the actual festivities started. Later in the evening, the crowd totalled almost 8,000.

George Sokoloff, owner of the company, represents the quarterback calling the signals. To carry out his merchandising, promotional and personnel training plans he depends on his two sons . . . Barnett, the executive vice-president of the firm, and Sandy Howard, owner of Howard Productions, a television and radio program producing firm in New York City. Barnett handles the details of merchandising, display, and personnel, Sandy arranges the promotional and advertising campaigns that act as a "boost" during slow seasons of the year. He has handled the opening of each of the new stores and treated them with a "Hollywood Premiere" type of production. Thousands of people surrounded their newest store at Pelham Parkway and White Plains Road, in the Bronx, when it was opened last Spring.

● Acknowledged to be one of the most outstandingly successful television retailing operations in the greater metropolitan area, The Concourse Music Stores of the Bronx, N. Y., has had the distinction of doubling its total sales volume from 1949 to 1950.

The Concourse Music Company with three large stores in the Bronx, now has a volume of several millions a year. Started in 1944 with one store in the heavily populated Fordham Road section of the Bronx, the organization has made remarkable strides.

The 5 outstanding factors in the success of this organization can be summed up as follows:

1. Large selection of leading brands of radio, TV, appliances and phono records. 2. Attractive stores. 3. A large, active salesforce. (Concourse has had 75 men selling outside at one

time). 4. Effective advertising. Spending 3% for this purpose, Concourse uses newspapers, direct-mail, circulars, radio time. The firm has sent out as many as 50,000 circulars in one batch. Now on the air is a radio campaign run 6 times a week with 15-minute sponsorship of a news program. 5. Adequate service facilities which are the basis of sales. (See illustration showing pictures taken in the service department and description of how a blow-up, composite photograph is used in installing confidence in customers, thus increasing sales.) The firm's service department operates on a profitable basis.

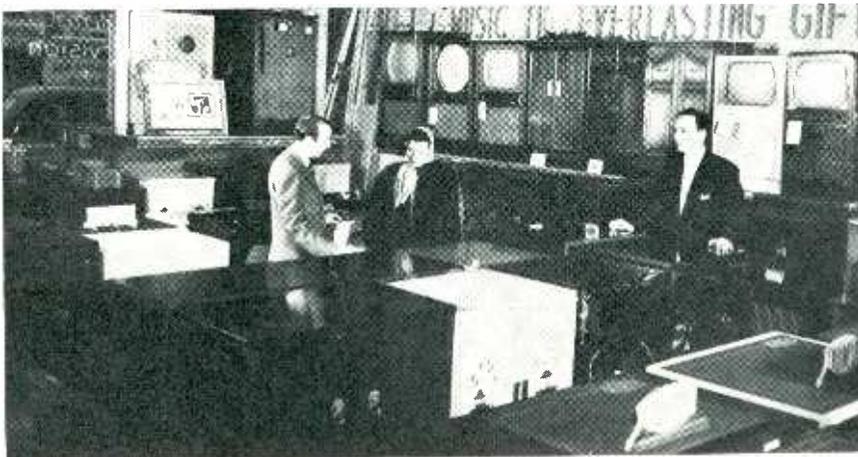
Smooth-running Teamwork

The structural set-up of Concourse Music can best be likened to a smooth-running football team. . . .



Sandy Howard, of Concourse Music, demonstrates a TV set. Before delivery, each set is thoroughly tested and polished. After the sale, receivers are polished in the home as a free courtesy service to the customer.

There's a large selection of merchandise on display in the Concourse stores. A way to get more sets on display in the show-room was solved through building shelves along the walls, seen here in the background.



Searchlights scanning the skies around the new store location, could be seen for twenty-five miles away. Stars of stage and screen spent the entire evening entertaining the visitors and a two-hour long radio show was broadcast directly from the main showroom. Sandy Howard when queried about his efforts had this to say, "Appealing, worthwhile, and well-publicized promotion is as necessary in today's competitive selling as is proper merchandising . . ."

Theory of Selling

Barnett's theory of selling is that the prospect must be as *right* for the product, as the product is *right* for him. He feels that if a customer needs a 16" screen he should not be sold a 19". If he can afford a televi-

Helped This Business Grow

One Year Through the Use of Effective Five-Point Plan

sion receiver for \$395.00, he should not spend one penny more. . . . Too often resentment is felt against a store if a customer is not satisfied with his purchase. (One disgruntled customer can do more harm than can 100 satisfied customers do good).

During World War I Sokoloff's firm supplied dealers throughout the entire United States with thousands of top quality, rebuilt pianos. . . . His own factory with a staff of fifty workers, turned out pianos that are still bringing in letters of appreciation from dealers he had supplied.

With an "eye to the future," the Concourse Music Company became active as a television dealer. The first Dumont franchise in the Bronx was awarded to George Sokoloff. . . . The first postwar television receivers were sold to Concourse Music three days after initial production.

Carries Top Lines

Since entering the television field, George Sokoloff has taken on the top lines of television. Every major brand can be seen at any one of the Concourse Music Company's choice locations.

In addition to the top standard brands, Concourse also has exclusive franchises on many of the most expensive custom-made sets. Prospects come from remote sections of Westchester, Long Island, and New Jersey to see "The most beautiful sets that money can buy" . . .

The second Concourse Music Store was opened approximately two years ago at 230th Street and Broadway, near the exclusive section of Riverdale. . . . This location rests in the center of the tremendous Marble Hill Building project which will house thousands of families. This business area is at present extremely lively and will in a very short time be one of the leading shopping areas of the Bronx, Concourse management believes.

Planning for the Future

Mr. Sokoloff today is planning for what lies ahead for the retail appliance business. Great changes will be evoked if our country once again goes back to a scarcity type of merchandising and he and his sons will be ready to make adjustments.

The Concourse Music Company has its own service department of 50 men to service and care for television receivers. The department was estab-



A large blow-up of a composite photograph of the service facilities helps clinch many a sale for Concourse. On display in each store, the pictures are used to convince the skeptical customer, or to sell good service as the "something extra" to the buyer who wants something off on the price. Sometimes as many as 50 men are employed in the service department, operated at a profit.

lished for one very good reason. Too often the public bought its TV receiver from one firm and its service policy from another. This divided responsibility resulted in a "passing of the buck" in some cases and left the consumer in an uncertain position. Mr. Sokoloff wants every Concourse Music customer to realize that it is a company practice to stand behind its

merchandise. He continually impresses his salesmen with the thought, "take care of your customer, and he will take care of you with recommendations." He further advises: "Never close the door with a prospect . . . use skill, adequate information, and a quality reputation to put a Concourse product in every Bronx home."

Custom-made sets bring extra profits to Concourse Music. Fine cabinetry attracts the quality buyer and provides extra profits for Concourse Music Company.



Sell a Complete Check-Up on TV-FM Antenna Systems

Drive for Replacement Business Can Bring Extra Profits to

Service Department, Better Reception to Customers

• In every TV area, many antenna systems need complete check-up service, from roof to set, and the alert merchant can perform a genuine service to his customers in offering them an inspection-replacement program, and, at the same time, he can make more money in his service department.

The way the situation appears at the present time, it would indicate the necessity for launching the check-up service drive at the earliest possible time, because shortages of material and manpower are more than likely to increase from here on.

Get Peak Performance

Every TV serviceman knows that the antenna system, from the aerial to the receiver, must be in perfect condition if good reception is to be obtained. Most consumers, once furnished with the installation of the system, forget that it exists, and are not familiar enough with the equipment to realize that rusted or broken parts, or antennas not properly oriented are often responsible for poor sound or picture, which result they usually blame on trouble in the set or on interference. Furthermore, since many TV antenna installations are in positions where set owners cannot obtain close-up views, about the only time

they can be certain that something is wrong is when the aerial has blown down, or the mast has been badly bent.

When reception deteriorates very gradually over as long a period of time as a year or two, it is very likely that the customer will not notice it, and therefore not be aware that his installation requires attention.

Where to Get Leads

A well-planned campaign on TV antenna system check-ups will get good results profit-wise for the dealer, and will help the customer get the best out of TV in these troubled times when video programming can do so much in the way of maintaining home-front morale, and the bringing of vitally important defense instructions to set owners.

Leads for check-up service start with the dealer's own list of users. Such customers can be contacted by direct-mail, by telephone service or by personal call at the home. The dealer may want to set up a flat inspection fee, listing in simple language the points of the system to be examined, for instance: "We will inspect your entire television aerial system from roof-to-set for \$———. (In most localities and under most conditions.) We check all of these points. 1. Aerial

elements, tightening any that may be loose. 2. Lead-in wire connection at antenna, tightening, if necessary. 3. Inspect lead-in wire, checking for bare wire touching metal, etc. 4. Check connections on lightning arrester. 5. Check mast, tightening, if necessary. 6. Examine brackets and clamps. 7. Check all insulators. 8. Check lead-in wire where it enters house. 9. Check connections to TV receiver. 10. Check ground. 11. Check booster (if any). 12. Check antenna rotator, if one is installed. 13. Check TV receiver performance. NOTE: If you have a set with a built-in or indoor antenna, a thorough check will be made for \$———. In cases where replacement and service charges exceed \$———, the amount charged for inspection will be deducted from bill. Following either of the above services, we will give you quotation for replacement of parts, where necessary."

Dealers can advertise check-up service in newspaper ads, in bus and car signs and over the air, in addition to direct-mail, phone canvassing and personal calls as previously mentioned.

Lightning Protection

One of the best ways to find out who needs antenna system service is to drive around in one's territory, making a "visual survey." Conscious as he is of antennas, the TV man can readily spot the ones he can well suspect as sources of trouble. Outdoor antenna equipment takes a real beating from the elements, and should be inspected at least once a year.

With summer on the way, set owners should be acquainted with the possibilities of damage by lightning, and those not having arresters should be urged to install these protective devices at once. Arresters already installed, need a yearly checking as well, since the unit may be broken, improperly located, or may have loose connections or other faults which can prevent the arrester from affording the protection it was designed to give.

When properly solicited, the customer will appreciate the offer by the dealer of a complete TV antenna system inspection, and since an agreement by the set owner to have such

Roof-to-set service, efficiently done, builds prestige and profits for the dealer, and makes the customer an enthusiastic booster for the store. Antenna systems should be checked annually.



service performed means a call at the home, and a contact for the dealer, it's a good proposition all around. While the war situation should not be used as a "needle" in selling check-ups, the dealer can honestly tell the customer that parts are getting scarcer, and that costs are going up, and point out, therefore, the advantages of having the inspection and replacement service done at the earliest moment.

The serviceman calling at the home for the purpose of inspecting the antenna system should carry, in addition to tools and test equipment, a notebook, or a sheet of paper clipped to a board. He should be required to make a complete record of the condition of the antenna and all accessories, and of the performance of the set, noting the make and age of the receiver. Naturally, he will tighten all loose connections, and perform all other services included in the fee.

Necessary Replacements

Although the "check-up" promotion emphasizes the need for "checking" and "tightening" of the various components in the antenna system, the dealer himself knows that over a long period of time these components (antenna elements, connections, masts, brackets, arresters, etc.) may have become rusted to the point where not only reception but also physical strength has deteriorated—and portions of the system may be bent, broken or missing. Therefore the check-up may actually involve partial or complete replacement. Where it is necessary, for selling purposes, to present some evidence to the customer, the technician may remove a rusted dipole, arrester, terminal lug, etc., to show its condition close up.

Service on Home-Front

During most of World War II, a great many dealers were unable to render even pick-up service to the home. Most shops were swamped, with work brought in by customers. With TV, it's going to be quite different a proposition if the same sort of conditions prevail, for few customers will be willing to disconnect the TV set, nor will be able to transport it readily because of size and weight. Because of this situation, the dealer who tries to put as many TV antenna systems in good condition in his territory as he possibly can will be performing a very important service to the people of his community. His effort will parallel that of the country's defense mobilization.

Dealers who plan to make check-up campaigns on TV and FM antenna set-ups should make the fee as small as they can and still operate at a profit. Replacement estimates on de-

fective parts should be rendered promptly to the set owner, and the services and parts the dealer plans to furnish should be listed. In cases where such necessary services are fairly expensive, the merchant can arrange to credit all or a portion of the inspection fee against the total charge.

Fringe Operation

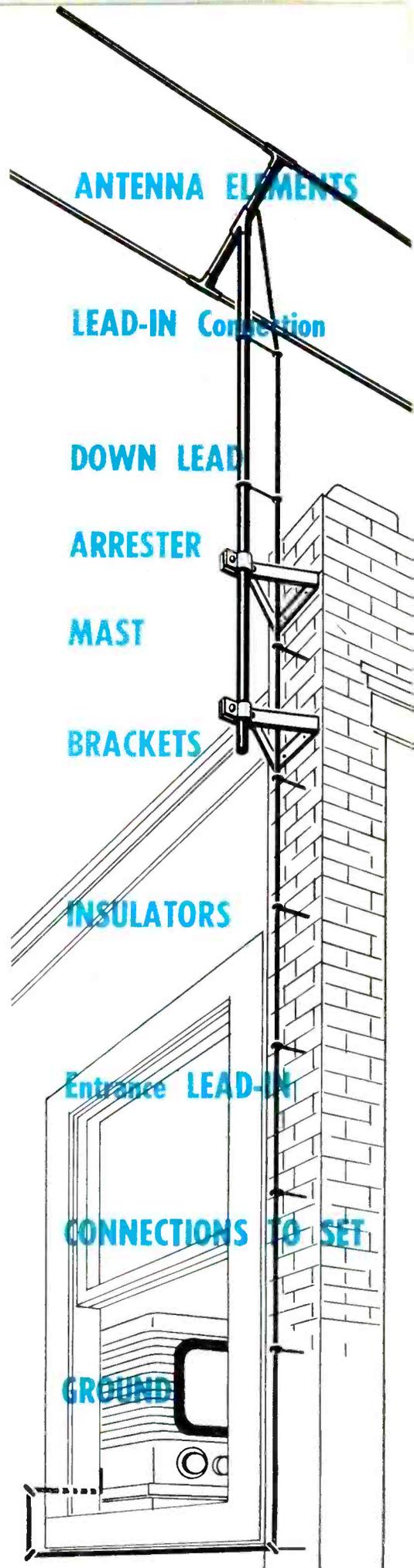
In soliciting check-up business great emphasis should be placed on the antenna system's important role in bringing good sound and good pictures. While it is true that the average customer who has an outside installation knows that the equipment is necessary, he usually doesn't understand the highly critical function of each piece of equipment from the elements themselves down to the smallest insulator. Re-orientation service is necessary at quite frequent intervals in some installations, since other stations may have gone on the air, since the outfit was installed, or because the antenna may have moved from its original setting. The necessity for seeing that antennas are properly oriented is part of the selling job the dealer needs to bring his customers. The effects of direction in setting antennas can certainly be vividly demonstrated to any member of the family—man, woman or child.

The check-up campaign takes on extreme importance in fringe areas. Here towers, boosters, guy wires, etc., need frequent inspection, not only to protect equipment but to give the best reception under what are usually the worst of conditions.

About Indoor Antennas

The check-up campaign doesn't need to end with outdoor antenna installations, either. Even in strong signal, single and multi-station areas, reception via indoor or built-in antennas can often be improved by relocating sets or aeriars, by tightening connections, replacing antennas, or by giving users "refresher" courses in tuning, or in orienting or in otherwise operating indoor antennas.

A well operated antenna system check-up drive can bring prestige to the dealer, profits to the service department, and better reception to set owners who will be happier customers of the dealer and boosters at large for the television industry. Now's the time to launch such a campaign, planning the entire project step by step. Extra revenue is needed to pay increased taxes and costs of doing business and there are plenty of prospects at hand who will be glad to pay for better TV pictures and sound, and better FM reception. The morale on the home-front can be better maintained by customers who are satisfied and dealers who are prosperous.



TV-FM Antenna & Accessory Manufacturers

TV-FM Antennas

Admiral Corp., 3800 Cortland St., Chicago, Ill.
 Aeronics, Inc., 195 William St., New York 7, N. Y.
 Airflyte Electronics Co., 22 Evergreen St., Bayonne, N. J.
 All Channel Antenna Corp., 70-07 Queens Blvd., Woodside, N. Y.
 American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill.
 American Radio Hardware Co., 152 McQuestion Parkway, Mt. Vernon, N. Y.
 American Tube Products, Riverdale Bldg., Natick, R. I.
 Ampower Co., 109 W. Hubbard St., Chicago 26, Ill.
 Andrew Corp., 363 E. 75th St., Chicago 18, Ill.
 Antenna Products, 1809 N. Ashland Ave., Chicago 22, Ill.
 Antenna Research Lab., Inc., 797 Thomas Lane, Columbus 22, Ohio
 Autoflex Corp., 101 Park Ave., New York 17, N. Y.
 Barb City Industries, Inc., 1150 S. Fourth St., Dekalb, Ill.
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.
 Belond & Co., 474 Sterling Pl., Brooklyn, N. Y.
 Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.
 Best Vue Products, 247 Centre St., New York 13, N. Y.
 Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.
 Brach Mfg. Corp., L. S., 200 Central Ave., Newark, N. J.
 Brooklyn Television Co., Inc., 76 So. 8 St., Brooklyn 11, N. Y.
 B. B. Butler Mfg. Co., 3432 N. Avondale Ave., Chicago 18, Ill.
 Camburn, Inc., 32-40 57th St., Woodside, N. Y.
 Cameron Tool & Supply Co., Cameron, W. Va.
 Cass Machine Co., 691 Antoinet St., Detroit 1, Mich.
 Central Industries Corp., 4865 San Fernando Rd., W. Los Angeles, Calif.
 Channel Chief Co., 37 Mall Dr., N. Plainfield, N. J.
 Channel Master Co., Ellenville, N. Y.
 Circle "X" Antenna Corp., 500 Market St., Perth Amboy, N. J.
 Clear Beam Television Antennas, 618 N. LaBrea St., Los Angeles 36, Calif.
 Collins Antenna Co., 158 Albany Post Rd., Buchanan, N. Y.
 Communication Coil Co., 2839 N. Narragansett Ave., Chicago 34, Ill.
 Communication Measurements Lab., 120 Greenwich St., New York 6, N. Y.
 Consolidated Wire & Assoc. Cos., 1635 S. Clinton St., Chicago 16, Ill.
 Cornell-Dubilier Electric Corp., S. Plainfield, N. J.
 Delson Mfg. Co., 126 11th Ave., New York, N. Y.
 Electronic Indicator Corp., 259 Green St., Brooklyn 22, N. Y.
 Electro-Steel Products, Inc., 112 N. 7th St., Philadelphia 6, Pa.
 Electro-Vision Industries, Rochelle, Ill.
 Etraco Mfg. Co., Inc., Woods Church Rd., Flemington, N. J.
 Ferris Television Laboratories, 1057 W. Wellington Ave., Chicago, Ill.
 Fleron & Son, M. M., 113 N. Broad St., Trenton 8, N. J.
 Flippen Mfg. Co., P. O. Drawer 29, Santa Ana, Calif.
 Frazier Engineering Co., 1965 Peck St., Muskegon, Mich.
 Gadgets, Inc., 3629 N. Dixie Dr., Dayton 5, Ohio
 Gee-Lar Mfg. Co., 1330 10th Ave., Rockford, Ill.
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
 General Electric Co., Electronics Park, Syracuse, N. Y.
 Gonset Co., 72 E. Tujunga Ave., Burbank, Calif.
 Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.
 Hedco Mfg. Co., 1282 Burke Ave., Bronx 67, N. Y.
 Hi-Lo TV Antenna Co., 3540 N. Ravenswood Ave., Chicago 13, Ill.
 Hi-Par Products Co., 347 Lunenburg St., Fitchburg, Mass.
 Hy-Lite Antennae, Inc., 242 East 137th St., New York 51, N. Y.
 Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.
 Interstate Mfg. Co., 138 Sussex St., Newark, N. J.
 Islip Radio Mfg. Corp., Beech St., Islip, N. Y.
 Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.
 Johnson Co., E. F., 206 Second Ave. S. W. Waseca, Minn.
 Laco Mfg. Co., 3747 W. Division St., Chicago, Ill.
 LaMagna Mfg. Co., 51 Clinton Pl., E. Rutherford, N. J.
 LaPointe-Plastomold Corp., Windsor Locks, Conn.
 Louis Bros., 3543 E. 16th St., Los Angeles 23, Calif.
 Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.
 Master Mobile Mounts, Inc., 5200 Wilshire Blvd., Los Angeles, Calif.
 Masta TV Antenna Corp. of N. Y., 1133 Broadway, New York 10, N. Y.
 Milner Mfg. Co., 4359 Northview Dr., Jackson, Miss.
 Network Mfg. Co., 213 W. 5th St., Bayonne 7, N. J.
 Nicholas Equipment Co., Bellevue, Ohio

NST Corp., 2642 S. Fifth St., Philadelphia, Pa.
 Oakridge Products, 37-01 Vernon Blvd., Long Island City 1, N. Y.
 Ohio Aerial Co., 4553 Lewis Ave., Toledo 12, Ohio
 Ohmega Laboratories, Inc., 23 Maple Ave., Pine Brook, N. J.
 Olson Co., 201 S. Kendall St., Battle Creek, Mich.
 Otis Radio & Electric Corp., 918 Central Ave., Hawarden, Iowa
 Peek, Inc., Walter E., 2842 W. 30th St., Indianapolis 22, Ind.
 Peerless Products Industries, 812 N. Pulaski Rd., Chicago 51, Ill.
 Philco Corp., C & Tioga Sts., Philadelphia, Pa.
 Philson Mfg. Co., 60 Sackett St., Brooklyn, N. Y.
 Phoenix Electronics, Inc., Lawrence, Mass.
 Pittsburgh Coil Co., Carnegie, Pa.
 Plasteck, Inc., 18 Beach St., E. Portchester, Conn.
 Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.
 Premax Products Div., Chisholm-Ryder, Inc., Niagara Falls, N. Y.
 Printup Antenna Co., 8543 Glencoe Circle, Milwaukee, Wis.
 Public Fabricating Corp., 429 E. 164th St., New York 56, N. Y.
 Public Operating Corp., 100 W. 42nd St., New York 18, N. Y.
 Radelco Mfg. Co., 7580 Garfield Blvd., Cleveland 25, Ohio
 Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio
 Radio Corp. of America, Harrison, N. J.
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.
 Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.
 Radion Corp., 1137 Milwaukee Ave., Chicago 22, Ill.
 Rasmussen & Co., J. H., 1454 Merchandise Mart, Chicago 54, Ill.
 Raytron, 443 Summit, Toledo, Ohio
 Rowland-Kendall Co., 715 E. Mansion St., Marshall, Mich.
 Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.
 S/C Laboratories, Inc., 37 George St., Newark 5, N. J.
 Shore Engineering, Inc., 272 West Ave., Long Branch, N. J.
 Shure-Antenna Mount, Inc., 266 Sea Cliff Ave., Sea Cliff, N. Y.
 Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Pa.
 Special Products Co., Silver Spring, Md.
 Spiraling Products Co., 62 Grand St., New York 13, N. Y.
 Square Root Mfg. Co., 901 Nepperhan Ave., Yonkers 3, N. Y.
 Symphony Radio & Television Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.
 Technical Appliance Corp., Sherburne, N. Y.
 Tel-a-Ray Enterprises, Inc., P. O. Box 322, Henderson, Ky.
 Telcite Television Corp., Carleton Ave., E. Islip, N. Y.
 Tele-Beam Industries, 7th & Soscol, Napa, Calif.
 Telecraft Corp., 2 W. 15th St., New York 11, N. Y.
 Telematic Industries, Inc., 1 Jorammon St., Brooklyn 2, N. Y.
 Television Laboratories, Inc., 1408 Wilmington Ave., New Castle, Pa.
 Television-Radio Electronics, Merced, Calif.
 Telrex, Inc., Rutherford Ave. & Route 35, Asbury Park, N. J.
 TELEVISION Laboratories, Inc., 542 Parkside Ave., Chicago 44, Ill.
 Tennalab, Quincy, Ill.
 Transvision, Inc., 460 North Ave., New Rochelle, N. Y.
 Tricraft Products Co., 1535 E. Ashland Ave., Chicago, Ill.
 Trio Mfg. Co., Union St., Griggsville, Ill.
 Trio Products, Franklin, Mich.
 Twin-Vex Mfg. Co., E. Hunting Park Rd., Philadelphia, Pa.
 Universal Products, Route 3, Box 178, Racine, Wis.
 Veri-Best Television Products, Inc., 233 Spring St., New York 13, N. Y.
 Vertrod Corp., 17 William Ave., Brooklyn, N. Y.
 Video Associates Corp., 1821 Adams St., Toledo, Ohio
 Wahash Mfg. Co., 2318 S. Western Ave., Chicago 8, Ill.
 Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio
 Warren Mfg. Co., 250 East St., New Haven, Conn.
 Westinghouse Electric Co., Sunbury, Pa.
 Woodland Mfg. Co., 416 Woodland Ave., Toledo 2, Ohio
 Workshop Associates, 135 Crescent Rd., Needham Heights, Mass.
 Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.

Antenna Distribution Systems

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
 Airflyte Elect. Co., 22 Evergreen St., Bayonne, N. J.
 Blonder-Tongue Labs., 20 Gunther Ave., Yonkers, N. Y.
 Brach Mfg. Corp., L. S., 200 Central Ave., Newark 4, N. J.

Brooklyn Television Co. Inc., 76 S. 8th St., Brooklyn 11, N. Y.
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
 Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.
 Intra Video Corp. of America, 238 William St., New York, N. Y.
 Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.
 Lynmar Engineers, 1721 Delancey St., Philadelphia 3, Pa.
 Philco Corp., C & Tioga Sts., Philadelphia 34, Pa.
 Radio Corp. of America, Harrison, N. J.
 Tabet Mfg. Co., Inc., 254 W. Tazewell St., Norfolk, Va.
 Technical Appliance Corp., Sherburne, N. Y.
 Television Equipment Corp., 238 Williams St., New York 7, N. Y.

Antenna Mounting Equipment & Hardware

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
 Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.
 Aircraft-Marine Products, Inc., 1523 N. Fourth St., Harrisburg, Pa.
 Airflyte Elect. Co., 22 Evergreen St., Bayonne, N. J.
 Alden Products Co., 117 N. Main St., Brockton, Mass.
 All Channel Antenna Corp., 70-07 Queens Blvd., Woodside, N. Y.
 Alpar Mfg. Co., 466 St. Francis St., Redwood City, Calif.
 American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill.
 American Tube Products, Inc., Riverdale Bldg., Natick, R. I.
 Andrew Corp., 363 E. 75th St., Chicago 18, Ill.
 Antenna & Mounting Hdwre. Co., 830 North Blvd., Oak Park, Ill.
 Antenna Products, 1809 N. Ashland Ave., Chicago 22, Ill.
 Antenna Research Lab., Inc., 797 Thomas Lane, Columbus 22, Ohio
 Baker Mfg. Co., 133 Enterprise St., Evansville, Wisc.
 Band-It Co., 2550 Walnut St., Denver 5, Colo.
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.
 Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.
 Best Vue Products, 247 Centre St., New York 13, N. Y.
 Birnbach Radio Co., Inc., 145 Hudson St., New York 13, N. Y.
 Blaco Mfg. Co., 6541 Euclid Ave., Cleveland 3, Ohio
 Brach Mfg. Corp., L. S., 200 Central Ave., Newark 4, N. J.
 Brooklyn Television Co., Inc., 76 S. 8th St., Brooklyn 11, N. Y.
 Cass Machine Co., 691 Antoinet St., Detroit 1, Mich.
 C & G Tool Mfg. Co., 39 Main St., E. Orange, N. J.
 Channel Master Corp., Ellenville, N. Y.
 Chester Cable Corp., Chester, N. Y.
 Cinch-Jones Div., 1026 S. Holman Ave., Chicago 24, Ill.
 Circle-X Antenna Corp., 500 Market St., Perth Amboy, N. J.
 Clear Beam TV Antennas, 618 N. LaBrea, Los Angeles 36, Calif.
 Communication Measurements Lab., Inc., 120 Greenwich St., New York 6, N. Y.
 Cornell-Dubilier Electric Corp., S. Plainfield, N. J.
 Crown Controls Co., 124 S. Washington St., New Bremen, Ohio
 Delson Mfg. Co., 126 11th Ave., New York, N. Y.
 Easy-Up Tower Co., 427 Romaine Ave., Racine, Wisc.
 Electro Engineering & Mfg. Co., 627 W. Alexandrine, Detroit, Mich.
 Electronic Indicator Corp., 259 Green St., Brooklyn 22, N. Y.
 Electronic Measurements Corp., 423 Broome St., New York 13, N. Y.
 Electro-Steel Products, Inc., 112 N. 7th St., Philadelphia 6, Pa.
 Federal Engineering Co., 37 Murray St., New York 7, N. Y.
 Fleron & Son, M. M., 113 N. Broad St., Trenton 8, N. J.
 Frazier Engineering Co., 1965 Peck St., Muskegon, Mich.
 Gee-Lar Mfg. Co., 1330 10th Ave., Rockford, Ill.
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
 Gonset Co., 72 E. Tujunga Ave., Burbank, Calif.
 Grayhill, 4524 W. Madison St., Chicago 24, Ill.
 Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.
 Hawthorne Mfr. Co., O. V., 710 Hanselman Bldg., Kalamazoo 1, Mich.
 Haydon Products Corp., 1801 Eighth Ave., Brooklyn, N. Y.
 Haygren Electronic Mfg. Inc., 436 18 St., Brooklyn 15, N. Y.
 Hi-Par Products Co., 347 Lunenburg St., Fitchburg, Mass.

(Continued on page 38)

THE NEW... IMPROVED

"STANDARD TV BOOSTER"

Model B-51



Manufactured by the leading designer and producer of TV tuners "The Standard Tuner"

INCLUDES THESE KEY FEATURES

- ★ Attractively styled
- ★ Dark brown plastic cabinet
- ★ Large two knob control
- ★ Four purpose switch
 - Off:** Signal by-passed to set
 - Set:** Filament on, signal by-passed to set
 - On:** Plate voltage applied, booster in operation
 - Tune:** Fine tuning for sharper picture or sound reception
- ★ Detent Tuning—positive channel selection
- ★ Continuous one knob tuning—no switch from high to low
- ★ Simple installation
- ★ Single tube operation
- ★ High gain, all channels
- ★ Low noise factor
- ★ Printed circuits
- ★ Iron core transformer input
- ★ 300 ohm operation
- ★ Fully shielded
- ★ Easy, simplified servicing

These and many more outstanding features are incorporated into the new B-51 "Standard Booster"

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

Directory of TV-FM Antenna & Accessory Manufacturers

Antenna Mounting Equipment & Hardware

(Continued from page 36)

Holub Industries, Inc., Sycamore, Ill.
Hot Nails, Inc., 40 W. Fourth St., New York, N. Y.
Industrial Precision Products Co., 325 N. Hoyne Ave., Chicago, Ill.
Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.
Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio
JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.
Johnson Co., E. F., 206 Second Ave., S. W. Waseca, Minn.
Kenwood Engineering Co., Inc., 265 Colfax Ave., Kenilworth, N. J.
Koenig Engineering Co., H. G., 735 Southwest Blvd., Kansas City 3, Kansas
La Magna Mfg. Co., 4359 Northview Dr., Jackson, Miss.
LaPointe-Plascomold Corp., Windsor Locks, Conn.
Lucerne Products, Inc., Chardon, Ohio
Marvin Radio-Television, 8906 Buckeye Rd., Cleveland 4, Ohio
Master Mobile Mounts, Inc., 5200 Wilshire Blvd., Los Angeles, Calif.
Mastercraft Products, 60 South St., Boston 11, Mass.
Metalace Corp., 2101 Grand Concourse, New York 53, N. Y.
Modern-Aire Mfg. Corp., 4436 W. Roosevelt Rd., Chicago 24, Ill.
Modern Insulation Co., 535 E. Price St., Philadelphia 44, Pa.
Nosley Electronics, Overland 14, Mo.
Mueller Electric Co., 1583 E. 31st St., Cleveland 14, Ohio
Network Mfg. Corp., 213 W. 5th St., Bayonne 7, N. J.
Nicholas Equipment Co., Bellevue, Ohio
Oakridge Products, Inc., 37-01 Vernon Blvd., Long Island City 1, N. Y.
Odegaard Mfg. Co., 5416 Eighth Ave., Brooklyn 20, N. Y.
Paragon Plastic Corp., 515 W. 29th St., New York 1, N. Y.
Park Metalware Co., Orchard Park, N. J.
Peek, Inc., Walter E., 2842 W. 30th St., Indianapolis 22, Ind.
Penn Boiler & Burner Mfg. Corp., Fruitville Rd., Lancaster, Pa.
Penn Television Products Co., 131 N. 7th St., Philadelphia 6, Pa.
Peerless Mfg. Co., 2165 Morris Ave., Union, N. J.
Philco Corp., C & Tioga Sts., Philadelphia, Pa.
Philson Mfg. Co., 60 Sackett St., Brooklyn, N. Y.
Phoenix Electronics, Inc., Lawrence, Mass.
Plastek, Inc., 18 Beech St., E. Port Chester, Conn.
Plymouth Electronics Corp., 68 High St., Worcester, Mass.
Porcelain Products, Inc., P. O. Box 300, Findlay, Ohio
Precision Products Co., 325 N. Hoyne Ave., Chicago 12, Ill.
Premax Products Div., Chisholm-Ryder Co., Niagara Falls, N. Y.
Price Tenna-Trailer Co., Watseka, Ill.
Products Engineering Co., 4753 N. Broadway, Chicago, Ill.
Progress Mfg. Co., 2165 Morris Ave., Union, N. J.
Radelco Mfg. Co., 7580 Garfield Blvd., Cleveland, Ohio
Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio
Radio Corp. of America, Harrison, N. J.
Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.
Raytron, 443 Summit St., Toledo, Ohio
Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.
S/C Laboratories, Inc., 37 George St., Newark 5, N. J.
Shaw, Joseph Co., 6225 Benore Rd., P. O. Box 333, Sta. C, Toledo, Ohio
Shore Engineering, Inc., 272 West Ave., Long Branch, N. J.
Shure-Antenna Mount, Inc., 266 Sea Cliff Ave., Sea Cliff, N. Y.
Smith Electric Mfg. Co., Ashland, Ohio
Smith, Inc., Herman H., 436 18th St., Brooklyn 15, N. Y.
Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Pa.
South River Metal Products Co., South River, N. J.
Super Tool Co., 21650 Hoover Rd., Detroit 13, Mich.
Tabet Mfg. Co., Inc., 254 W. Tazewell St., Norfolk, Va.
Taylor Mfg. Co., Lima, Ohio
Technical Appliance Corp., Sherburne, N. Y.
Telcite Television Corp., Carleton Ave., E. Islip, N. Y.
Tele-Matic Industries, Inc., 1 Joramemon St., Brooklyn, N. Y.
Teleplate Sales Co., 510 Cuiahoga Savings Bldg., Cleveland 15, Ohio
Television Laboratories, 1408 Wilmington Ave., New Castle, Pa.
Telrex, Inc., Rutherford Ave. & Route 35, Asbury Park, N. J.
Tempo T-V Products Co., 2450 Ramona Blvd., Los Angeles 33, Calif.
Tennalab, Quincy, Ill.
Towers Corp., 3332 E. 55th St., Cleveland 4, Ohio

Transvision, Inc., 460 North Ave., New Rochelle, N. Y.
TV Products Co., 152 Sanford St., Brooklyn 5, N. Y.
Universal Products, Route 3, Box 178, Racine, Wisc.
Veri-Best Television Products, Inc., 233 Spring St., New York 13, N. Y.
Victoria Sales Co., 619 N. Michigan Ave., Chicago 11, Ill.
Ward Mfg. Co., 3754 N. Southport Ave., Chicago, Ill.
Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio
Warren Mfg. Co., 250 East St., New Haven, Conn.
Western Coil & Electrical Co., 215 State St., Racine, Wisc.
Wind Turbine Co., E. Market St. & Penna. RR., West Chester, Pa.
Woodland Mfg. Co., 416 Woodland Ave., Toledo 2, Ohio
Workshop Associates, 135 Crescent Rd., Needham Heights, Mass.

Television Towers

Air-Up Tower Corp., 350 E. Broadway, Muskegon Heights, Mich.
Alpar Mfg. Co., 466 St. Francis St., Redwood City, Calif.
Alprocco, Inc., Kempton, Ind.
Aluminum Co. of America, 1959 Gulf Bldg., Pittsburgh 19, Pa.
Baker Mfg. Co., 133 Enterprise St., Evansville, Wisc.
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.
Camburn Sales & Mfg. Corp., P. O. Box 408, Battle Creek, Mich.
Easy-Up Tower Co., 427 Romayne Ave., Racine, Wisc.
Energy Farm Equipment Co., Monticello, Iowa
Etraco Mfg. Co., Inc., Woods Church Rd., Flemington, N. J.
Gee-Lar Mfg. Co., 1330 10th Ave., Rockford, Ill.
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.
LaPointe-Plascomold Corp., Windsor Locks, Conn.
Lingo & Son, John, E. 28th & Buren Ave., Camden, N. J.
Marvin Radio-Television, 8906 Buckeye Rd., Cleveland 4, Ohio
Milner Mfg. Co., Jackson, Mich.
Oak Mfg. Co., 1260 Clybourn Ave., Chicago, Ill.
Olson Co., 201 S. Kendall St., Battle Creek, Mich.
Parris-Dunn, Clarinda, Iowa
Peters, A. A., 231 N. 7th St., Allentown, Pa.
Penn Boiler & Burner Mfg. Corp., Lancaster, Pa.
Price Tenna-Trailer Co., Watseka, Ill.
Ramsey Radio & TV Co., P. O. Box 297, Ramsey, Ill.
Restall Corp., 202 E. 44th St., New York 17, N. Y.
Rowell, Inc., Norman M., Lansdale, Pa.
Shore Engineering, Inc., P. O. Box 325, Long Branch, N. J.
Tabet Mfg. Co., 254 W. Tazewell St., Norfolk 10, Va.
Telco Mfg. Co., New Castle, Pa.
Tele-Steel Towers, P. O. Box 21, Normandy 21, Mo.
Tompson & Ruby, Inc., Brownstown, Ind.
Towers Corp., 3332 E. 55th St., Cleveland 4, Ohio
Universal Products Co., Route 3, Box 178, Racine, Wisc.
Veri-Best Television Products, 233 Spring St., New York 13, N. Y.
Western Coil & Electrical Co., 215 State St., Racine, Wisc.
Wincharger Corp., E. 7th & Division Sts., Sioux City, Iowa
Wind Turbine Co., E. Market St. & Penna. RR., West Chester, Pa.
Winpower Mfg. Co., Newton, Iowa

Television Masts

Airflyte Elect. Co., 22 Evergreen St., Bayonne, N. J.
All Channel Antenna Corp., 70-07 Queens Blvd., Woodside, N. Y.
Alpar Mfg. Co., 466 St. Francis St., Redwood City, Calif.
American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill.
American Tube Products, Inc., Riverdale Bldg., Natick, R. I.
Baker Mfg. Co., 133 Enterprise St., Evansville, Wisc.
Best Vue Products, 247 Cent St., New York 13, N. Y.
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.
Brach Mfg. Corp., L. S., 200 Central Ave., Newark 4, N. J.
Brooklyn Television Co., Inc., 76 S. 8th St., Brooklyn 11, N. Y.
Camburn, Inc., 32-40 57th St., Woodside, N. Y.
Cass Machine Co., 691 Antoinette St., Detroit 2, Mich.
Chaunel Master Corp., Ellenville, N. Y.
Circle-X Antenna Corp., 500 Market St., Perth Amboy, N. J.
Clear Beam TV Antennas, 618 N. LaBrea, Los Angeles 36, Calif.
Delson Mfg. Co., 126 11th Ave., New York, N. Y.
Electronic Indicator Corp., 53 Wyckoff St., Brooklyn 2, N. Y.
Energy Farm Equipment Co., Monticello, Iowa
Etraco Mfg. Co., Inc., Woods Church Rd., Flemington, N. J.

Gee-Lar Mfg. Co., 1330 10th Ave., Rockford, Ill.
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
Grem Engineering Co., 206 8th Ave., Brooklyn 15, N. Y.
Haygren Electronic Mfg., Inc., 436 18th St., Brooklyn 15, N. Y.
Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.
JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.
LaPointe-Plascomold Corp., Windsor Locks, Conn.
Metalace Corp., 2101 Grand Concourse, New York 53, N. Y.
Milner Mfg. Co., 4359 Northview Dr., Jackson, Miss.
Modern-Aire Mfg. Corp., 4436 W. Roosevelt Rd., Chicago 24, Ill.
Oakridge Products, 37-01 Vernon Blvd., Long Island City 1, N. Y.
Penn Boiler & Burner Mfg. Corp., Fruitville Rd., Lancaster, Pa.
Peters, A. A., 231 N. 7th St., Allentown, Pa.
Philco Corp., C & Tioga Sts., Philadelphia, Pa.
Philson Mfg. Co., Inc., 60 Sackett St., Brooklyn 31, N. Y.
Phoenix Electronics, Inc., 50 Island St., Lawrence, Mass.
Plastek, Inc., 18 Beech St., E. Port Chester, Conn.
Plymold Corp., Lawrence, Mass.
Premax Products Div., Chisholm-Ryder Co., Inc., Niagara Falls, N. Y.
Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio
Radio Corp. of America, Harrison, N. J.
Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.
Raytron, 443 Summit, Toledo, Ohio
S/C Laboratories, Inc., 37 George St., Newark 5, N. J.
Schott Co., Walter L., 9306 Santa Monica Blvd., Beverly Hills, Calif.—Chicago 6, Ill.
Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Pa.
Tabet Mfg. Co., Inc., 254 W. Tazewell St., Norfolk, Va.
Technical Appliance Corp., Sherburne, N. Y.
Tele-Beam Industries, 420 Soscol Ave., Napa, Calif.
Tele-Matic Industries, Inc., 1 Joramemon St., Brooklyn, N. Y.
Tempo T-V Products Co., 2450 Ramona Blvd., Los Angeles 33, Calif.
Tennalab, Quincy, Ill.
Towers Corp., 3332 E. 55th St., Cleveland 4, Ohio
Transvision, Inc., 460 North Ave., New Rochelle, N. Y.
Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.
Universal Products Co., Route 3, Box 178, Racine, Wisc.
Veri-Best Television Products, Inc., 233 Spring St., New York 13, N. Y.
Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio
Western Coil & Electrical Co., 215 State St., Racine, Wisc.
Wincharger Corp., E. 7th & Division Sts., Sioux City, Iowa
Wind Turbine Co., E. Market St. & Penna. RR., West Chester, Pa.
Woodland Mfg. Co., 416 Woodland Ave., Toledo 2, Ohio

Antenna Rotators

Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.
C & G Tool Mfg. Co., 39 Main St., E. Orange, N. J.
Cleveland Aircraft Products Co., 113 E. St. Clair Ave., Cleveland 14, Ohio
Cornell-Dubilier Electric Corp., S. Plainfield, N. J.
Crown Controls Co., 124 S. Washington St., New Bremen, Ohio
Jaco Products, 6408 Euclid Ave., Cleveland 3, Ohio
Johnson Co., E. F., 206 Second Ave., S.W., Waseca, Minn.
Koenig Engineering Co., H. G., 735 Southwest Blvd., Kansas City 3, Kans.
Lyte Parts Co., 11 Washington Ave., Plainfield, N. J.
Neo Products Corp., Erie, Michigan
Penny, C. M. Co., 3471 W. 140th St., Cleveland, Ohio
Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio
Shaw Co., Joseph, 6225 Benore Rd., Toledo 12, Ohio
U. S. Devices Corp., Hillside Ave., S. Plainfield, N. J.
Walco Products, Inc., 60 Franklin St., E. Orange, N. J.

Transmission Line (Lead-in Wire)

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
Aerolite Electronic Hardware Corp., 24 Cliff St., Jersey City 6, N. J.
Alden Products Co., 117 N. Main St., Brockton, Mass.
Alpha Wire Corp., 60 Howard St., New York, N. Y.
American Phenolic Corp., 1830 S. 54th Ave., Chicago 50, Ill.
Anaconda Wire & Cable Co., 25 Broadway, New York 4, N. Y.
Andrew Corp., 363 E. 75th St., Chicago 18, Ill.

(Continued on page 40)

ANNOUNCING...THE ULTRA-NEW

Admiral

Tele-bar

...WORLD'S MOST LUXURIOUS
20" TV COMBINATION



321K49 ... Modern Silver Fox



321K46 ... Period Mahogany



321K47 ... Modern Blonde



For those who entertain regularly . . . the Tele-bar! This exclusive Admiral creation is an indispensable aid to gracious living . . . combining 20" television, Dynamagic Radio, and 3-speed record playing . . . plus a luxurious built-in bar.

Tele-bar is both beautiful and practical. Its exquisite, hand-rubbed, liquor-proof cabinet provides a place for everything. There's a stainless steel mixing tray, liquor-proof serving shelf, "empties" compartment, racks for 32 glasses, and room for over 30 bottles. Custom quality construction throughout.

Available now in period mahogany, modern blonde, and the new ultra-modern Silver Fox styling. Production is limited, so we suggest immediate contact with your Admiral distributor.

*Ask your distributor to show you how "Smart Set," Admiral's colorful new home service magazine, can build sales for you!

ON TELEVISION—"Stop the Music," ABC, Thurs., 8 PM, EST . . . "Lights Out," NBC, Mon., 9 PM, EST

Directory of TV Antenna & Accessory Manufacturers

Transmission Line (Lead-in Wire)

(Continued from page 38)

Atlantic Wire & Cable Corp., 254 Huron St., Brooklyn 22, N. Y.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.
Birnback Radio Co., 145 Hudson St., New York 13, N. Y.
Brooklyn Television Co., Inc., 76 S. 8th St., Brooklyn 11, N. Y.
Camburn Inc., 3240 57 St., Woodside, N. Y.
Chester Cable Corp., Chester, N. Y.
Circle-X Antenna Corp., 500 Market St., Perth Amboy, N. J.
Clear Beam TV Antennas, 618 N. LaBrea, Los Angeles 36, Calif.
Columbia Wire & Supply Co., 2850 Irving Park Rd., Chicago 18, Ill.
Consolidated Wire & Associated Cos., 1635 S. Clinton St., Chicago 16, Ill.
Cornish Wire Co., Inc., 50 Church St., New York, N. Y.
Crescent Insulated Wire & Cable Co., Trenton, N. J.
Etraco Mfg. Co., Inc., Woods Church Rd., Flemington, N. J.
Federal Telephone & Radio Corp., Nutley, N. J.
Flexo Wire Co., Oswego, N. Y.
General Cable Corp., 420 Lexington Ave., New York 17, N. Y.
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
General Electric Co., Electronics Park, Syracuse, N. Y.
General Insulated Wire Corp., 69 Gordon Ave., Providence, R. I.
Gonset Co., 72 E. Tujunga Ave., Burbank, Calif.
Good, Don, Inc., So. Pasadena, Calif.
Insuline Corp. of America, 3602 35th Ave., Long Island City 1, N. Y.
JFD Mfg. Co. Inc., 6101 16th Ave., Brooklyn, N. Y.
Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.
Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago 47, Ill.
Nicholas Equipment Co., Bellevue, Ohio
Phalo Plastics Corp., 25 Foster St., Worcester, Mass.
Philco Corp., C & Tioga Sts., Philadelphia, Pa.
Philson Mfg. Co., Inc., 60 Sackett St., Brooklyn 31, N. Y.
Plastoid Corp., Hamburg, N. J.
Plymouth Electronics Corp., 68 High St., Worcester, Mass.
Radio Merchandise Sales Inc., 1165 Southern Blvd., New York 59, N. Y.
Radio Corp. of America, Harrison, N. J.
Schott, Walter L. Co., 9306 Santa Monica Blvd., Beverly Hills, Calif.
S/C Laboratories Inc., 37 George St., Newark 5, N. J.
Tabet Mfg. Co., Inc., 254 Tazewell St., Norfolk, Va.
Technical Appliance Corp., Sherburne, N. Y.
Tele-Matic Industries Inc., 1 Joramleon St., Brooklyn, N. Y.
Transvision, Inc., 460 North Ave., New Rochelle, N. Y.
U. S. Wire & Cable Co., 27 Haynes Ave., Newark, N. J.
Walco Products, Inc., 60 Franklin St., E. Orange, N. J.
Ward Products Corp., 1523 E. 45th St., Cleveland, Ohio

Traps, Interference

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
Custom-Craft Mfg. Co., 256 E. 98th St., Brooklyn 12, N. Y.
Decimeter, Inc., 1430 Market St., Denver 2, Colo.
Drake, R. L. Co., 11 Longworth St., Dayton 2, Ohio
Don Good, Inc., 1014 Fair Oaks Ave., South Pasadena, Calif.
General Electric Co., Syracuse, N. Y.
Jerrold Electronics Corp., 121 N. Broad St., Phila. 7, Pa.
JFD Mfg. Co., Inc., 1601 16th Ave., Brooklyn 4, N. Y.
Meissner Mfg. Div., Maguire Ind., Inc., 7th & Belmont Sts., Mt. Carmel, Ill.
Miller, J. W., Co., 5917 S. Main St., Los Angeles 3, Calif.
Orthon Corp., 196 Albion Ave., Paterson, 2, N. J.
Philco Corp., C & Tioga Sts., Phila. 34, Pa.
Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.
Technical Appliance Corp., Sherburne, N. Y.
Tele-Matic Industries Inc., 1 Joramleon St., Brooklyn, N. Y.

Mobile TV Installation Equipment

Artisan Products, Inc., 3490 W. 140th St., Cleveland 11, Ohio
La Magna Mfg. Co., Inc., 51 Clinton Pl., E. Rutherford, N. J.
Peterson, A. A., 231 N. 7th St., Allentown, Pa.
Price Tenna-Trailer Co., 115 N. 4th St., Watseka, Ill.
Stamford Casting Co., 796 Atlantic St., Stamford, Conn.
Van Der Voort Hardware Co., P. O. Box 89, Lansing, Mich.

Lightning Arrestors

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
Alpha Wire Corp., 50 Howard St., New York, N. Y.
American Phenolic Corp., 1830 S. 54th St., Chicago 24, Ill.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago 44, Ill.
Birnback Radio Co., Inc., 145 Hudson St., New York 13, N. Y.
L. S. Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J.
Camburn, Inc., 32-40 57th St., Woodside, N. Y.
Cleveland Electronics Co., 6611 Euclid Ave., Cleveland 3, Ohio
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
Insuline Corp. of America, 3602 35 Ave., Long Island City 1, N. Y.
JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.
LaPointe-Plascomold Corp., Windsor Locks, Conn.
Lennox Industries, 6007 Euclid Ave., Cleveland, Ohio
Philco Corp., C & Tioga Sts., Phila., Pa.
Pittsburgh Coil Co., Carnegie, Pa.
Radelco Mfg. Co., 7580 Garfield Blvd., Cleveland, Ohio
Radio Corp. of America, Harrison, N. J.
Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.

Technical Appliance Corp., Sherburne, N. Y.
Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio

Booster Manufacturers

Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio
Anchor Radio Corp., 2215 S. St. Louis Ave., Chicago 23, Ill.
Approved Electronic Instrument Co., 142 Liberty St., New York, N. Y.
Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio
Blonder-Tongue Laboratories, 20 Gunther Ave., Yonkers, N. Y.
Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.
Bowers Battery & Spark Plug Co., Box 1262, Reading, Pa.
Brach Mfg. Corp., L. S., 200 Central Ave., Newark 4, N. J.
Bud Radio, Inc., 2118 E. 55th St., Cleveland 3, Ohio
Circle-X Antenna Corp., 500 Market St., Perth Amboy, N. J.
Clarion Products Mfg. Corp., 559 McDonald Ave., Brooklyn, N. Y.
Coastwise Electronics Co., 130 N. Beaudry St., Los Angeles 12, Calif.
Decimeter, Inc., 1430 Market St., Denver 2, Colo.
Electro-Voice, Inc., Buchanan, Mich.
Federal Television Corp., 137 Duane St., New York 13, N. Y.
Feiler Engineering Co., 945 W. George St., Chicago 14, Ill.
Industrial Development Eng. Associates Inc., 55 N. New Jersey St., Indianapolis, Ind.
Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.
Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.
JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.
Lennox Industries, 6007 Euclid Ave., Cleveland, Ohio
Lyman Electronic Corp., 12 Cass St., Springfield 4, Mass.
National Co., 61 Sherman St., Malden, Mass.
Philco Corp., C & Tioga Sts., Philadelphia, Pa.
Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.
Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.
Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.
Regency Division, I.D.E.A., Inc., 55 N. Jersey St., Indianapolis 1, Ind.
S/C Laboratories, Inc., 37 George St., Newark 5, N. J.
Simpson Mfg. Co., Mark, 32-28 49th St., Long Island City 3, N. Y.
Sonar Radio Corp., 59 Myrtle Ave., Brooklyn, N. Y.
Sonic Industries, Inc., 221 W. 17th St., New York 11, N. Y.
Standard Coil Products Co., 2329 N. Pulaski Rd., Chicago 39, Ill.
Tech-Master Products Co., 443 Broadway, New York 13, N. Y.
Television Equipment Corp., 238 William St., New York 7, N. Y.
The Turner Co., 909 17th St. N.E., Cedar Rapids, Iowa

New TV & Radios

Video 20-INCH TV SETS

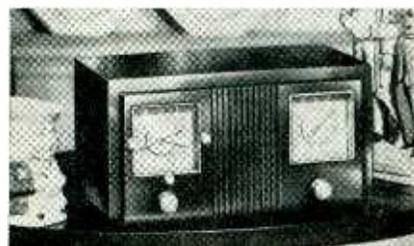
All new additions to the line are 20-inch rectangular sets. Available in French Provincial, Chinese and modern cabinets, the sets are offered in addition to the regular 17, 19 and 20-inch sets in the line. Video Corp. of America, 229 W. 28th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

McMurdo Silver RADIOS

Three new radios are offered, the model 6331, portable 3-way, 3-band set with built-in telescoping antenna; model 5221, AC-DC multi-band table radio in plastic case; and model 5202, multi-band farm and country battery radio. McMurdo Silver Co., Inc., 417 Lafayette St., New York 3, N. Y.—RADIO & TELEVISION RETAILING.

GE CLOCK-RADIO

Called model 535, the clock-radio is claimed to be the first to have an RF amplifier which gives good reception even in weak signal areas. Cabinet is of deep cordovan plastic. Clock face



and radio dial have a luminous coating which makes it possible to see the dial in the dark. List price is \$39.95. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Emerson TV MODELS

The revised line of Emerson TV sets for 1951 includes 23 models, of which one table model and sixteen console models are new. The table model, designated model 696, with 17-inch rectangular tube, is housed in a mahogany veneer cabinet and lists for \$299.95. Consoles include model 684, 16-inch mahogany console, \$329.95; model 685, 16-inch console with doors, \$359.95; four new 17-inch rectangular picture sets: model 686, \$349.95, model 686 Blonde, \$359.95, model 687, with doors, \$379.95, and model 687 Blonde, \$399.95; five new 19-inch sets: model 688, \$439.95, model 689 with doors, \$459.95, model 689 Blonde, \$509.95. Five new console models are 20-inch sets: model 692, \$459.95, model 693, with doors, \$479.95, 693 Blonde, \$499.95, model 694, with full doors, \$499.95, and model 694 Blonde, \$529.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.



The tools that make the sales!

YOU'VE GOT 'EM WITH

1951 Raytheon tv



1. TOP-QUALITY PRODUCT WITH FULL DEALER MARKUP!

Sparkling new Raytheon models—beautiful designs—real dependability—sets you can sell! Suggested resale prices are “complete” prices, including Federal excise tax and 1-year parts warranty—giving you full dealer markup on total cost! You can sell—and profit on—Raytheon!

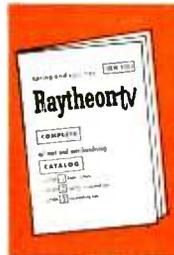


2. BIG NATIONAL ADVERTISING CAMPAIGN!

In Life, Post, Good Housekeeping—beautiful 4-color ads followed by a big, consistent campaign—you and 40,000,000 prospects will read that “You buy dependability when you buy Raytheon TV!” Tools like these can head prospects toward *your* store for Raytheon!

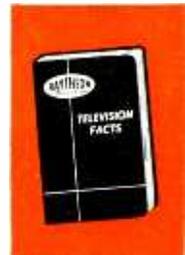
3. COMPLETE LOCAL MERCHANDISING PROGRAM!

A complete package for sales—that’s what every Raytheon dealer has! Ad mats, display pieces, mailing pieces—colorful, attractive, selling! Everything a dealer needs to pull ‘em in and sell ‘em—a Raytheon dealer has ‘em!



4. INTENSIVE SALES TRAINING PROGRAM!

Important in the 1951 Raytheon sales program are the salesman’s aids. Raytheon’s “TV Fact Book” tells salesmen all about television. Folders on Raytheon’s background, sets, how to sell television, help train and improve salesmen. Raytheon’s exclusive 5-Point Plan for Dealer Profits is a complete guide to successful advertising and selling.



5. COMPLETE FIELD SERVICE ORGANIZATION!

Raytheon backs *its* products with a complete field service organization. This simplifies the problems of distributors, dealers and servicemen—gives them up-to-date information on Raytheon—saves them time and money. Another tool for making sales—offered by Raytheon!

THE CONSTELLATION ▶ Model C-2006

List prices range from \$279.95 to \$750. Slightly higher West and South.



It pays to push



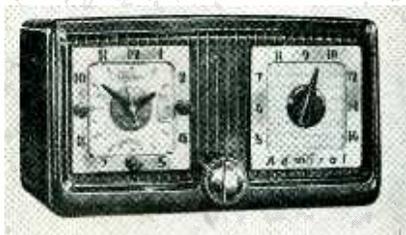
For the full, profitable details, write
BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Ill.
 Subsidiary of RAYTHEON MANUFACTURING COMPANY



New Radio, Phono, TV Sets

Admiral CLOCK-RADIO

Admiral's new addition to the line is this clock-radio, which can be set to turn itself off, and then on again, auto-



matically. Also has an appliance outlet which can be turned on at any preset time. Available in mahogany or ivory finish cabinet, with dial and clock trim completed in gold. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Air King 17" CONSOLE

A new 17-inch console TV set has been added to the new line. Called the model 17C7, and priced at \$299.95, the set features a 20-tube chassis, rectangular, black-faced TV tube, and built-in antenna, in a mahogany cabinet. Air King Products Co., Inc., 170 53rd St., Brooklyn 32, New York.—RADIO & TELEVISION RETAILING.

National RADIO SET

Announcement has been made of a new, compact radio receiver, the SW-54. It measures 11" long 7" wide and 7" deep and covers the entire range from



540 KC. to 30 MC. Designed especially for the short wave listener and for standby amateur use, the dial has police, foreign, amateur and ship bands clearly marked. National Company, 61 Sherman St., Malden, Mass.—RADIO & TELEVISION RETAILING.

Kent TV COMBOS

The new Kent line features a variety of 3-way combinations, with 19" TV tubes, FM radio, and 3-speed record changers. Cabinets include the English Regency, French Provincial, and several Chinese motifs. The line starts at \$695, list. Kent Television, Inc., 808 Driggs Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Web-Cor RECORDERS

A new dictation machine, model 228, has been announced to replace model 18. It will retail for less than \$150, complete with microphone. Features a new foot control for rewinding. Operates on AC, weighs 20 pounds. Portable carry-



ing case is available. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Motorola AUTO RADIOS

Six new models are included in the new line. With both one and two unit models sell for \$259.95 and \$289.95. Four new models are priced at \$49.95, \$54.95, \$59.95, \$69.95, \$79.95, and \$89.95. Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Audio-Master PHONO

A three-speed record player which plays records up to 17½ inches, has been announced. Features an eight-inch detachable speaker, microphone jack for PA use, special jack for ear-phones. List price is \$64.50. Audio-Master Co., 341 Madison Ave., New York 17, N.Y.—RADIO & TELEVISION RETAILING.

Video CUSTOM TV

Called the Videolux line, the new models are headed by the C-20, shown here, a Chinese Pagoda model. It uses



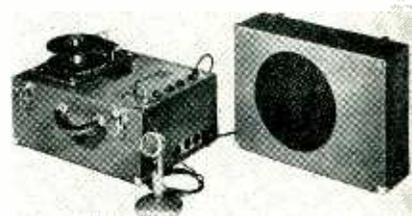
an RCA 630 type chassis, and lists for \$740.00. Video Corp. of America, 229 W. 28th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Magnavox RECORD CHANGER

Introduced as an exclusive feature of Magnavox radio-phonographs and TV combos, this new record changer plays all types of records on the market at all three speeds, plays 10-inch and 12-inch records intermixed, and plays 7-inch records automatically. Pickup has a dual stylus and an in-line brush mounted on the tone arm ahead of the stylus. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

Ristaucrat MUSIC SYSTEM

A continuous recorded music system, designed for sale to any size factory, store, office or club, has been announced. Available in 3 models, the Ristaucrat units are equipped with a patented re-stacker which holds twelve 45 RPM records. All 12 records are played, automatically re-stacked and repeated from the beginning. A dial con-



trol allows any number of plays up to eighteen, and the machine shuts off automatically, or the control may be set for continuous music. The Emperor model (shown here) is designed for dual use as a portable music or public address system. Ristaucrat, Inc., 1216 East Wisconsin Ave., Appleton, Wisc.—RADIO & TELEVISION RETAILING.

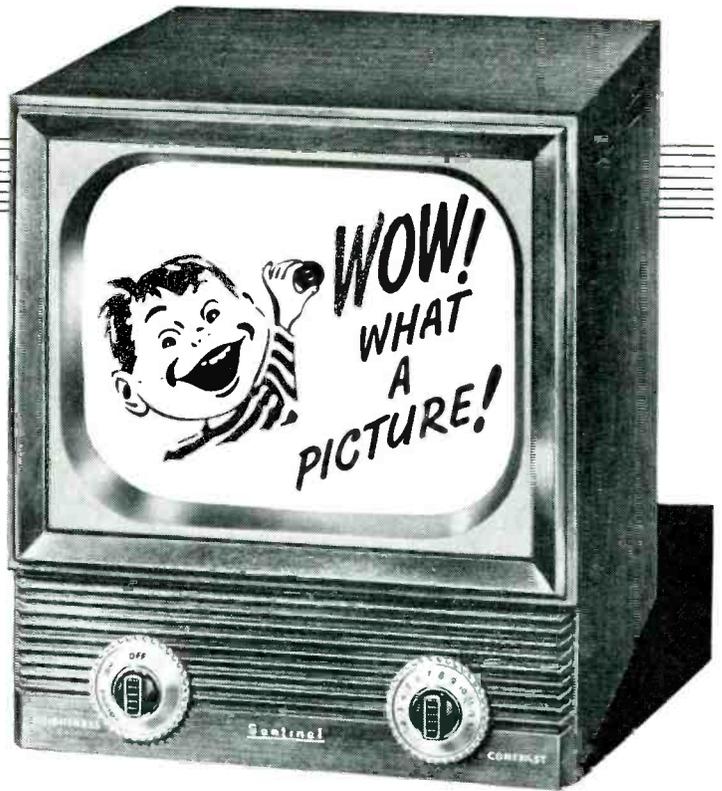
Packard-Bell TV LINE

The new Founder's Masterpiece Series of television and radio sets has been announced. Tube sizes of the new line are 20-inch and 17-inch. These are available in TV-radio-phono combinations, TV consoles with full-length doors, and open-face consoles. All three cabinet styles in both tube sizes are available in mahogany, walnut, maple, or blond oak. These, together with the 17-inch table models available in mahogany and blond mahogany finishes, make up the line. Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles 5, Calif.—RADIO & TELEVISION RETAILING.

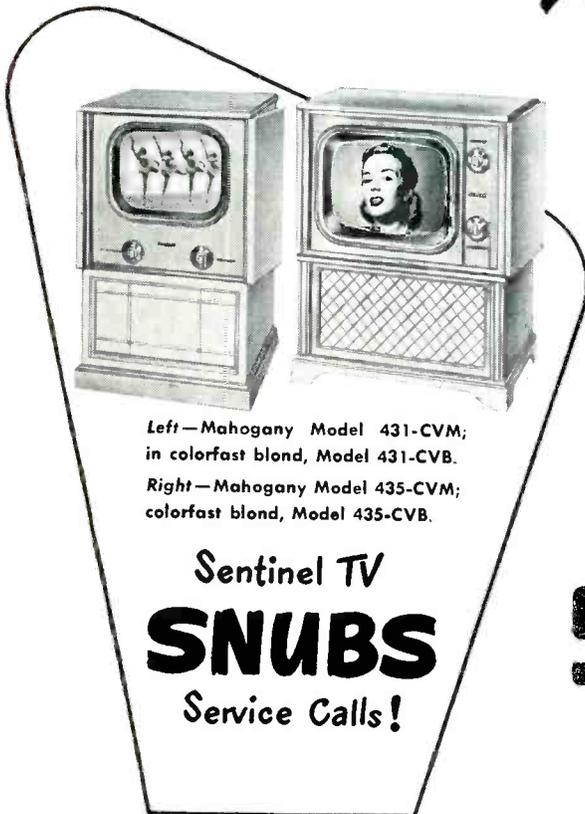
KIDDY TV CHAIR

A TV chair for children 2 to 8 is offered. Retailing at \$4.89, the chair is called the "TV Buckaroo Chair." Chair features a horse's head design. Display Sales, 58 East Second St., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

Blanket your Market with Sentinel!



a COMPLETE 12-model line for 1951...
every number a *Winner!*



Left—Mahogany Model 431-CVM;
in colorfast blond, Model 431-CVB.

Right—Mahogany Model 435-CVM;
colorfast blond, Model 435-CVB.

Sentinel TV
SNUBS
Service Calls!

Strictly business for '51—A sanely balanced line of fast selling models that upholds Sentinel's quality reputation—*snubs service calls*, to cut your costs—gives 92.7% of your potential market exactly the kind of sets it wants, thereby maintaining your volume. And, at a price level that brings you profit, prestige and quality.

From the splendid performance of 17" table models to the rich dignity of superbly styled and crafted 20" consoles. All competitively priced. Sentinel is geared to your prospects' desires. *And to your own!*

Call your Sentinel distributor NOW... or write direct to

SENTINEL RADIO AND TELEVISION
EVANSTON, ILLINOIS

Sentinel

Television

Let the Customer Be the Big-Shot

The Good Salesman Doesn't Hog the Limelight. He Makes Other People Feel Important and Buy-Minded

• Salespeople should be proud of their merchandise, of course. But it is even more important for the salesperson to make his customers proud of themselves.

The salesman is just as human as his customers, and wants such customers to look up to him. This human trait leads some unskilled salespeople to show off what they know about the products, to overdress so they will look better than their swankiest customers, and to talk too much about what they have accomplished and where they have been.

When the salesman thus tries to build up his own importance, the sales situation degenerates into a conflict in which both the customer and salesman vie in trying to build up their self esteem. This is the beginning of a "no-sale."

The superior salesman restrains the inclination to show himself off as a big-shot. He sets the stage and directs the conversation so the customer keeps in the center of the picture—and how the customer loves it!

Superior sales strategy is dominated by a big YOU and a little *i*.

The smart salesman lets the customer do the bragging. The superior salesman encourages the customer

to brag about his children and the cute things they do, but restrains his own impulse to relate incidents which prove the salesman's children cuter and smarter. He listens with friendly respect to stories of golf victories, but does not brag about his own hole-in-one. Instead, he helps the customer brag when he remarks, "Your game shows real skill."

People brag because they want to feel they count. That is why sometimes they act high-hat, trying to put themselves on a pedestal. The salesman should never wobble that pedestal with doubts about a story, or with stories that make the salesperson a better hero. Say something like "Oh" or "Imagine!"—and switch the conversation back to the sale, promptly but gently.

Handling Objections

When a customer raises objections there are two routes for the salesman to follow. He may belittle the objection with arguments or inferring the customer is ignorant. Or the salesman may remove the force from the objection by using it to build the customer's self-esteem.

The poor salesman says something like this: "That's elementary. Now I'll

show you where you are wrong."

But the superior salesman says: "You have a point there. You show a better understanding than many people. You will discover, however, that it is really an advantage, because..." That technique clears up objections without shaking the customer's pedestal.

When the objection is obviously minor, many salesmakers say: "I hadn't thought of it that way," and say no more. Often it is better to let a minor objection remain unanswered than to alienate the customer with an argument which may harm his self-esteem. Letting the customer win on minor points will keep open the route for making the sale.

Trading-In Techniques

Humans identify themselves with their belongings. When they part with something it almost seems as if they were losing a portion of themselves. Many people shed tears when trading in an old radio or worn-out automobile.

When one's possessions are belittled, it is the same as criticizing the owner. The owner may make fun of his old refrigerator, but he does it affectionately, so don't you make fun of it—it would be equivalent to making fun of him.

Automobile trade-ins used to be prize examples of how to make a

(Continued on page 90)



So much MORE for the money!

*more to see . . .
more to show . . .
more to sell!*

Arvin TV

VV *VISIBLE VALUE*

You can see the difference!

Arvin 16" Table Model 2161TM



\$239⁹⁵

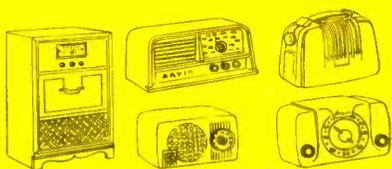
Same fine features as 2160CB in a beautiful mahogany table model. Table to match at slight extra cost.

Other models from \$129.95. Prices subject to change without notice. All prices plus federal excise tax and warranty. All prices slightly higher in Zone 2.

All 1951 Arvin television receivers are designed for easy conversion to receive color broadcasts transmitted under established FCC standards.

• • • • •

ARVIN ALSO OFFERS AMERICA'S MOST COMPLETE RADIO LINE
Prices from \$13.95 up!



Popular Arvin 16" Console Model 2160CB

Let them look! Let them listen! Let them compare! The big, sharp, steady 16" picture—the superb styling and dependable performance of this popular Arvin give you an edge on all competition! Whether they prefer the richness of imported mahogany veneer or the modern beauty of Limed Oak, you have all these advantages to help you out.

\$279⁹⁵

(In mahogany, \$269.95)

- Rectangular No-Glare Black Tube
- Straight AC circuit, 19 tubes including rectifiers
- Exclusive Arvin Velvet Voice tone system
- Powerful electro-dynamic speaker
- Horizontal automatic frequency control
- Electromagnetic deflection circuits
- Automatic gain control
- Phono-jack and built-in antenna

Write for the name of your nearest distributor!
Television and Radio Division

ARVIN INDUSTRIES, Inc.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

Sell MORE

—although he very well may be if the composition of his buying public lends itself to specialization. But he can specialize his approach to the public in his in-store merchandising as well as his advertising and promotional activities. By aiming at specific segments of his market (instead of shooting wildly into the air), he can create a more specific urge on the part of such people to come into his store on the hope that they will find exactly what they want there.

Classify Correctly

The conventional classifications for records are "popular" and "classical." These breakdowns mean very little to most people, however, and we have many more specific categories which are more apt to have sales appeal. To many jazz enthusiasts, Nelson Eddy and Jeanette McDonald singing operetta would be considered "classical." But to a Bach enthusiast, such music would be considered popular. "Peter and the Wolf" might be classical or it might be a Kiddie record, depending on how it was recorded and for whom it was being purchased.

Record companies and record distributors use many terms which are helpful in preparing displays and promotional material with "specific" appeal, with this one proviso: that the record merchant must be certain that the terms he uses are not trade jargon, but are understandable to the public. If, for instance, a term such as "Rhythm and Blues" is felt to be completely understandable in his locality, the merchant can use it, otherwise he should seek a better term. In a locality where a lot of jazz music is sold, the term "jazz" is too loose (since there is Dixieland, Swing, Bop, Blues, etc.).

Stress Kiddie Records

One specialized category which must certainly be emphasized in any record merchandising enterprise today is Kiddie records. Tremendous strides have been made in this field, and there is now a sizeable "catalog" of material available which is genuinely of special appeal to the youthful audience. The dealer should certainly aim one arrow specifically at this market. We have many reports from readers concerning the handsome way in which special "Kiddie Departments" have paid off in their stores, some of which have been published in previous issues. Kiddie listening booths and Kiddie record displays have not only served to call attention to the fact that the dealer carries stocks of this particular

Appealing to All Musical Tastes Calls for Specialized Approach to the Public

● There is an old poem which contains the line, "I shot an arrow into the air . . . it fell to the earth, I know not where." Many merchants are guilty of merchandising in a similar fashion. If a dealer tells the general public, "I sell phonograph records," he is shooting an arrow into the air. The fact that he has a fair amount of traffic in his record department may be nothing more than a tribute to the persistence and optimism of a great part of the public. They want something, and they are willing to shop until they get it.

The appeal of music is an emotional affair, based on individual tastes and preferences. Musical merchandise can

best be sold by appealing to these tastes. Fortunately, although human nature is a vastly diverse phenomenon, it is possible to collect these tastes into groups, so that the vendor need not try the next-to-impossible task of appealing to individuals, but rather to groups of individuals. Thus, manufacturers of women's clothing may address themselves to the "Junior Miss," the miss "5 feet 4 and under," etc. Or they may try to reach groups seeking sportswear, evening clothes, the "Career Girl," etc.

Record dealers, too, can have special appeals to fairly large groups of buyers. We do not mean by this that the record merchant must be a specialist

Records to **MORE** People!

type of record; they have also attracted the kiddies themselves, with perhaps the price of a single record clutched in a hot little fist.

To really hit this market hard, it is possible to go beyond the word "kiddie" or "children's" and merchandise your stock according to age groups. The kiddie field is felt to loosely encompass ages 0-17 inclusive. Actually, there is a great diversification of interests here, as well as intelligence (in other words, the ability to understand words and ideas). The younger tots will no doubt be much more likely to enjoy Rudolph than they are to understand the sociological implications of Herman Ermine.

Delving into the age-group aspect of children's records will, of course, require that some salesperson have a real understanding of children—their likes and dislikes, and their mental capabilities.

Classical and Pops

In the classical vein, we might start with some loose division such as "light classics," in which we might find something like Victor Herbert, "popular classics", and include things of the nature of Schubert's "Unfinished" or Dvorak's "New World," "Serious Music," symphonies by Beethoven, etc., "Long Hair": chamber music; and perhaps there should be a "Modern" category, since serious music has a special appeal in itself to a certain group.

On the other hand, it is also somewhat conventional to group music according to types such as: concerti, symphonies, chamber music, opera, chorales, etc. This is rather more of a convenience to cataloging, however, than it is to actually distinguishing groups of different tastes. There are both Haydn and Villa-Lobos quartets, for instance, but it is questionable whether a chamber music buyer might have such catholic taste.

In the popular field, there are an equally diverse number of special appeals. Some buyers follow the "stars" of their particular choice, accumulating whole libraries of platters by a favorite vocalist or band, in many cases purchasing any and all numbers by a certain performer or performers. Of special appeal to such folk are the albums recently issued which contain new and old releases made by famous recording stars. Smart dealers promote these popular albums through advertising in newspapers, via radio time, by direct-mail and through attractive displays in the store and in the show-windows.

The dealer who aims at specific seg-

TO MAKE EXTRA PROFITS IN DISCS—

Use understandable terms—not trade jargon

Make sales appeals to groups—not individuals

Make your store the headquarters for all records

Train your salespeople to "qualify" customers

ments of his market through exploitation of all the special angles of sales appeal in disc merchandising is bound to increase his yearly volume. In featuring platters in special categories, clear-cut spoken and written messages need to be used. As pointed out previously, don't merely tell the public you sell records—tell them what *kind* you sell. Thus, through suggestive selling your messages will appeal to more people, and will bring more buyers into your store. Numbers of successful merchants use catch phrases from manufacturer-supplied literature to appeal to the specialty disc purchaser. When used, for instance, in advertising copy by the dealer, phrases worked up by experts in the manufacturer's organization will often ring a bell with numbers of people who perhaps wouldn't have batted an eye on seeing an ad listing no more than a mere title.

"Qualify" the Customer

Salespeople who can "qualify" record customers stand to make many more sales than those who just take orders and ask whether "there's anything else?" In merchandising TV and radio sets, or electrical appliances, "qualifying" a customer generally means finding out (a) whether they are "prospects" or "suspects," and (b) approximately how much such customer can afford to pay. In selling records, however, "qualifying" a customer means determining what his tastes in music are. To obtain such information isn't always easy, but the efficient salesperson can usually find out a lot by offering a few suggestions; then offering specific items aimed at such preferences on the part

of the phono record customer.

Numbers of dealers feel that they are already confirmed specialists because the majority of sales they make fall into certain well-defined categories, but in assuming such role in a totally resigned fashion many are overlooking the possibilities at hand for exploiting other special records to special groups. It is true that in many localities the majority of records sold fall into one category—populars, classical, hill-billy, etc., but this doesn't mean that there aren't other buyers around just waiting to be discovered by the energetic dealer who tries to offer them the discs they will buy most readily.

Tell Them What You Sell

Another way to sell more of a variety of records to a greater number of people is to stress variety in the store. Coming again to Kiddie records, there are numerous examples of increased sales of the juvenile discs in stores where special set-ups such as Children's Corners have been set up and properly operated. In stressing variety, it is often a good idea to change the merchandise and display layout in the store so that all classifications of discs will get equal attention. In this way specific items having appeal to certain groups will be exposed for sale.

The dealer who has a definite aim in selling records strives to make his store a headquarters for *all* record buyers. In this way he provides greater convenience for record customers, since they can buy everything they need under one roof, and in so doing he increases his sales volume and his prestige as a merchant.

Give Prospective Customers Real Information

Tell them what kind of records you stock

Use suggestive selling tailored to your trading area

Learn all about Kiddie records—Sell them actively

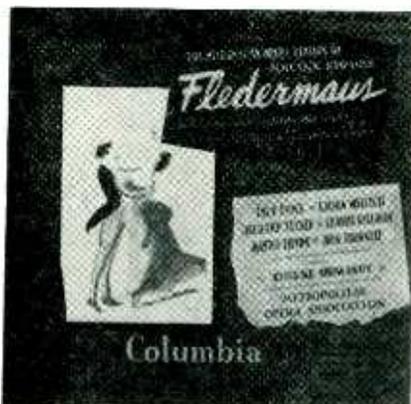
New Discs for New Dollars

Recent Phono Record Releases and Activities Aimed to Increase Dealer Sales

Heavy Promotion for Columbia's "Fledermaus"

A major Columbia Records promotion campaign is being focussed on the company's newly released recording of the authentic Metropolitan Opera version of "Fledermaus." Released on both 33 $\frac{1}{3}$ RPM and 78 RPM discs, the Columbia "Fledermaus" is being promoted via radio, national and co-op advertising, special display and mailing material.

National advertising is being run in general consumer magazines. Dealers are receiving a special series of 100, 200- and 300-line co-op ad mats announcing the "Fledermaus" release.



For dealer window display Columbia has made available a full-color replica of a stage, featuring a drawing by Rolf Gerard, who designed the Metropolitan Opera's "Fledermaus" stage sets. An eye-catching 8" x 36" streamer has also been prepared for window display. For point of sale display dealers receive counter cards listing details of the "Fledermaus" recording.

Special supplementary material has been made available for use as a mailing piece. "Fledermaus" is being given top billing on hangers, supplements and release cards regularly provided for dealer use. For distribution to disc jockeys Columbia has prepared a special package, including radio program scripts about the "Fledermaus" recording together with appropriate White Label 78 RPM discs.

* * *

Stage and screen star Tallulah Bankhead makes her recording debut as a vocalist with a Columbia recording of "I'll Be Seeing You" and "You Go To My Head."

Accompanying Miss Bankhead on her first commercial singing recording are pianist Joe Bushkin and his Swinging Strings.

Margaret Truman Makes RCA Victor Record Debut



Coinciding with the concert tour Miss Truman has scheduled in March, is the new RCA Victor album, "American Songs." Supporting her is the Robert Shaw Chorale. The collection of ten numbers is available in both 45 and 78 RPM speeds.

100th Release by MGM

The three-year-old MGM label celebrated its 100th release by coupling some of the season's most promising tunes two-to-a-platter. Included in the list is a brand-new sound-track album from the current M-G-M Technicolor



Sound-track album from current film.

movie, "Grounds for Marriage," starring Kathryn Grayson. Together with Miss Grayson, the stars contributing their all to the 100th release (tagged "The Release of the Century") include Billy Eckstine, Art Mooney, David Rose, Bill Farrell, Macklin Marrow, Ziggy Elman, Monica Lewis, Tommy Tucker, Ivory Joe Hunter, Hank Williams and Bob Wills.

* * *

MGM has released a new album, "Jimmy Durante in Person", featuring such typical numbers as "I'll Do The Strut-Away", "It's My Nose's Birthday," "I'm The Guy Who Found The Lost Chord", "The Day I Read A Book", "Fugitive From Esquire".

Decca Readies "The Lady's Not For Burning"

"The Lady's Not For Burning," Christopher Fry's dramatic Broadway production, has been recorded by Decca records. Mr. Fry's play which has received outstanding acclaim from critics and audiences alike, ran for almost nine months in London before crossing the Atlantic. The album features the entire original Broadway cast, including the stars, John Gielgud and Pamela Brown.

Presses Popular Plays

With "The Lady's Not For Burning," Decca continues its policy of recording modern, outstanding dramatic plays. Early last Spring Decca released, "Death of a Salesman." This past Fall, the Critics Award drama, "The Cocktail Party" was recorded in full by Decca Records, with the entire Broadway cast. The album to be sold on Decca longplay 33-1/3 RPM will be released within the next month.

New Capitol Albums Released This Month

Capitol Records releases some interesting albums this month. The longplay record of the Debussy "Iberia" and the Ravel "Valse Nobles et Sentimentales" is Cap's first release of recordings made by the Telefunken company as recently as November, 1950. Recorded quality is excellent. The Palestrina "Pope Marcellus Mass" (to use the English translation) represents an undertaking by Capitol in recording perhaps the greatest musical work of the Renaissance. The firm plans to advertise these records extensively in consumer publications.

RCA Victor Launches Big Pop Record Promotion

RCA Victor's biggest popular record promotion since last year's highly successful "Designed For Dancing" series of albums, the Singers' Single Record Series of 54 Tin Pan Alley tunes sung by nine of the waxery's top pop vocalists in a musical salute to the outstanding popular composers of the past three decades, is now available.

Representing the largest number of newly recorded single records ever released at one time in the history of RCA Victor, the series has been specifically designed to provide disc buyers with an opportunity to purchase

(Continued on page 50)

HITS ARE NOT ENOUGH...

Sure Decca has the hits—lots of them—but your record business needs a solid backlog of records like these—good month-after-month, year-after-year—to keep the profit level high.

DECCA BRINGS YOU THESE ALL-TIME BEST SELLERS, TOO:

Quan.	78 rpm	Quan.	45 rpm		Quan.	78 rpm	Quan.	45 rpm	
	25285		9-25285	Star Dust—Deep Purple Bing Crosby		25015		9-25015	Hot Lips—The Wang Wang Blues Henry Busse
	23609		9-23609	Beer Barrel Polka— Pennsylvania Polka Andrews Sisters		25017		9-25017	Heartaches—Oh! Monah Ted Weems
	23614		9-23614	Sonny Boy—My Mammy Al Jolson		25018		9-25018	September Song—Begin The Beguine Tony Martin
	23632		9-23632	If I Didn't Care—Whispering Grass Ink Spots		25052		9-25052	Brahms' Lullaby— Swing Low, Sweet Chariot Bing Crosby
	23708		9-23708	Ave Maria—Now The Day Is Over Fred Waring		25079		9-25079	Woodchopper's Ball— Indian Boogie Woogie Woody Herman
	23714		9-23714	Anniversary Song—Avalon Al Jolson		25096		9-25096	Rum And Coca-Cola—Aurora Andrews Sisters
	23745		9-23745	Does Your Heart Beat For Me? —Among My Souvenirs Bing Crosby & Russ Morgan		25119		9-25119	Green Eyes—The Breeze And I Jimmy Dorsey
	23765		9-23765	Humoresque— Tales From The Vienna Woods Guy Lombardo		23353		9-23353	Tico-Tico—Lero Lero & Bem Te Vi Atrevido Ethel Smith & Bando Carloca
	23791		9-23791	Chopin's Polonaise—Warsaw Concerto Carmen Cavallaro		25425		9-25425	Sweet Lullaby—Aloha Oe Bing Crosby
	23916		9-23916	When My Baby Smiles At Me —She's Funny That Way Ted Lewis		27157		9-27157	Paper Doll—I'll Be Around Mills Brothers
	23972		9-23972	Begin The Beguine—Night And Day Bing Crosby		27211		9-27211	T. D.'s Boogie Woogie—Opus Two Tommy Dorsey
	23990		9-23990	Whiffenpoof Song—Kentucky Babe Bing Crosby & Fred Waring		16000		9-16000	Sleigh Ride—Promenade Leroy Anderson
	24401		9-24401	St. Louis Blues—Ballin' The Jack Danny Kaye					
	24403		9-24403	Maybe You'll Be There—Dark Eyes Gordon Jenkins					
	24480		9-24480	Little White Lies— I'll Never Smile Again Dick Haymes, 4 Hits & A Miss & Ken Darby Singers					
	24568		9-24568	Cruising Down The River—Sunflower Russ Morgan					
	24752		9-24752	Blueberry Hill—That Lucky Old Sun Louis Armstrong & Gordon Jenkins					
	24825		9-24825	Enjoy Yourself—Rain Or Shine Guy Lombardo					
	25014		9-25014	Sugar Blues—I've Found A New Baby Clyde McCoy					

78 RPM 16000 Decalite Single Records \$1.00 Each (plus tax)
45 RPM 16000 Series Single Records 95¢ Each (plus tax)
Other Single Records 85¢ (plus tax)



TO ORDER—check off quantities desired, tear out this page and mail to your nearest Decca Branch or Distributor.

STOCK AND SELL DECCA STANDARDS

Coral Records to Function Independently,

Announcement has been made by Milton R. Rackmil, president of Decca Records, that Michael Ross has been appointed vice-president and general manager, and Jimmy Hilliard as vice-president in charge of recording at Coral Records, the wholly owned Decca subsidiary.

These appointments will initiate the new Coral program of becoming completely independent from the regular Decca operation. The separation is a result of Coral Records fast growth in its just completed second year of operation.

Coral Records has recently signed Herb Jeffries and the Modernaires to add to its fast growing roster of top artists. Negotiations are being made with other big-name recording stars and announcements will be forthcoming.

Sign Lawrence Welk

Coral Records announces that Lawrence Welk, famed band leader, has been signed to an exclusive Coral recording pact. Announcement was made by Jimmy Hilliard, vice-president in charge of recording at Coral Records.

Announcement has also been made by Hilliard that the popular vocal group, the Modernaires, has been signed to a Coral recording pact.

New Discs

(Continued from page 48)

the records of their choice individually or collectively, with emphasis on "freedom of selection." The renditions of memorable ballads by Perry Como, Dinah Shore, Fran Warren, Mindy Carson, Lisa Kirk, Don Cornell, Eddie Fisher, Tony Martin and Dennis Day will all be available as singles. In this format, the series is expected to prove as potent a medium for focusing the limelight on singers as the "Designed For Dancing" series was for bands.

By the unusual expedient of promoting the single records as a series, comprehensive display space will be made available in the record stores, which will highlight the advantages of single record purchases, and there will be additional emphasis on their "freedom of selection" in all promotion, advertising and merchandising.

Included in the series, which is the most comprehensive collection of vocal renditions of Tin Pan Alley tunes in the history of RCA Victor and possibly of the entire music business, are nine vocalists each singing the songs of one outstanding popular composer. These include Lisa Kirk rendering the tunes of Jimmy McHugh; Mindy Carson interpreting those of De Sylva, Brown and Henderson; Don Cornell vocalizing those of Sammy Fain; Eddie Fisher singing Walter Donaldson; Tony Martin, Arthur Freed; Fran Warren, Harold Arlen; Dinah Shore offering ballads and novelties by Gus Kahn; Dennis Day performing Sigmund Romberg's immortal melodies, and Perry Como singing ballads comprised of such memorable favorites as "Without A Song," "My Blue Heaven," "Just A Memory," "That Old Feeling," "I'm Through With Love," "You Were Meant For Me," "When I Grow Too Old To Dream" and many more.

Hugo Winterhalter, Henri Rene, Mitchell Ayres and Andrew Ackers are featured conducting the orchestras in this unprecedented new Singers Single Record Series.

New Cap Artist Sees How It Works



Capitol artist Lindy Doherty learns the technical side of recording from Curly Walter, engineer. Young Lindy hails from Boston and his first etchings for Capitol are "So Long" and "Roving Kind."

\$5 Worth of fine Walco Products (retail) **FREE!**
TO RECORD DEALERS

Clip the coupon below and attach to your letterhead for free \$5.00 bonus of Walco Products (retail value)! By doing this we can send you, not only \$5.00 free merchandise but full information about the terrific profit possibilities in replacement needles under the Walco C.I. (Controlled Inventory) Plan.



Is this Silent Salesman Working for YOU?

Walco Replacement Needle MASTER CONTROL INDEX

1. Identifies and helps you sell the correct replacement needle for any phonograph.
2. Helps you control your needle inventory to keep it at a minimum for maximum profits.
3. Centralizes your purchases and simplifies buying as well as selling. Makes stock-keeping easy.

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

MAIL THIS COUPON ATTACHED TO YOUR LETTERHEAD

Name of Business _____
Address _____
City _____ State _____
Individual _____
Name of Record Distributor _____

LATEST RELEASE!

Vivienne SEGAL and Harold LANG in the smash Rodgers and Hart Success

Pal Joey

All the hit songs including: You Musn't Kick It Around; I Could Write A Book; Bewitched; Zip; In Our Little Den of Iniquity, and others.

Columbia Records 33 1/3 • 45 • 78 rpm Best Sellers—Across The Country

Columbia
makes
Broadway
NATIONWIDE!

with a nationwide promotion
during March

Great Musicals—Original Cast
Musicals

Winning Audiences of Millions—
Making Sales History

MARY MARTIN EZIO PINZA
SOUTH PACIFIC

COLE PORTER'S



with Patricia Morrison and Alfred Drake

MARY MARTIN
IN

The Bandwagon

ANYTHING GOES

Gentlemen
Prefer
Blondes
WITH
CAROL CHANNING



COLE PORTER'S
"OUT OF THIS WORLD"
STARRING
CHARLOTTE GREENWOOD

HIT MOVIE MUSICALS, TOO
DORIS DAY'S
LATEST

LULLABY OF BROADWAY

From the Warner Brothers Picture

JEAN ARTHUR BORIS KARLOFF
Peter Pan

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music

WHAT IS GOOD FOR YOUR CUSTOMER IS GOOD FOR YOU
... AND WHAT IS GOOD FOR YOU IS GOOD FOR YOUR CUSTOMER

Time Payment

Prospects represent a major part of your *profit* opportunities. In adopting the COMMERCIAL CREDIT PLAN you bring to your store the credit, collection and other *experience* acquired in handling *millions* of time payment transactions . . . COMMERCIAL CREDIT helps you close the *most* sales. Helps *build* customer good will. Helps *assure* repeat business . . . Because it gives broad *protection* and *benefits* to *both* the seller and buyer the COMMERCIAL CREDIT PLAN is used by *more* dealers to finance *more* home appliance sales than any other national financing plan.



To Help You Make

- ... MORE SALES
- ... MORE PROFITS
- ... MORE SATISFIED CUSTOMERS

Phone, write or wire the Commercial Credit office nearest you. Our local representative will show you how Commercial Credit can serve you better.

8 ways better

Commercial Credit Plan Offers You and Your Customers All These Important Advantages

1. Wholesale Financing
2. Fast Credit Approval
3. *Life Insurance Protection
4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Collection Service
7. Builds Customer Good Will
8. Nation-wide Facilities

*Not available in California.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$100,000,000 . . . more than three hundred offices in principal cities of the United States and Canada.

At last—the perfect
REPLACEMENT NEEDLE!



The Genuine...
the Enduring...

DUOTONE
"diamond"

* FOR POPULAR
TYPE SINGLE NEEDLES
(Others Slightly Higher)

Here's the needle that lasts and lasts and lasts! The new Duotone Diamond Replacement Needle with wear-resisting qualities that protect records from the ravages of "flats" and other wear-distorted needle shapes. The Duotone Diamond is the nearest thing to a really permanent needle ever produced—outplays, outwears and costs less per playing than any other type made. For the first time, Duotone offers these professional quality needles at a price every record enthusiast and music lover can afford!

FREE! It's new—the only complete
REPLACEMENT GUIDE!



Most complete needle guide ever published. Lists all standard makes of record players and the correct needle for each! Both needles and cartridges are clearly illustrated to simplify selection. For your **FREE** copy in generous wall chart size—fill in and mail coupon to Duotone Company, Keyport, New Jersey.

Please rush new illustrated needle Guide to:

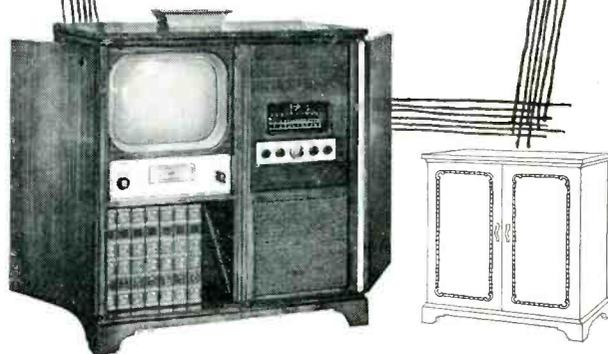
NAME.....
FIRM.....
STREET.....
CITY..... STATE.....

Protected

Profits

the
SCOTT

Franchise



Get Set for the Big 1951
"Quality" Market

The quality products market is getting bigger!

Scott gives you quality merchandise for this quality market! The Scott "Distinguished Dealer" franchise brings you these extra advantages:

1. World's finest television, radio, phonograph combinations!
2. You are protected by restricted distribution!
3. Larger margin of profit to support effective selling.
4. Consumer acceptance of the established Scott trade name!
5. National and local advertising, selling aids, and powerful promotions!

Scott offers a complete line of
television, radio-phonographs and
television-radio-phonograph
combinations from \$249, retail price.

SCOTT Radio Laboratories, Inc.

4541 North Ravenswood Ave., Chicago 40, Illinois

RADIO & TELEVISION RETAILING • March, 1951

New Electrical Appliances

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

Universal REFRIG-A-DOR

The 1951 line of Universal refrigerators is called the Refrig-a-Dor line. Its features include automatic defrosting, Refrig-a-Dor shelves, large chill tray, deep crisper drawers, adjustable shelves, and butter keeper. Heading the line is the 14 cu.ft. model UR14HMD, which includes a 100-lb. freezer, listing at \$449.95. Two 10 cu.ft. models, the UR10-HMD, with 70-lb. freezer, and the UR10HD, with 52-lb. freezer, and two 9 cu.ft. models, the UR9HD, with 52-lb. freezer, and the UR9HS, with 52-lb. freezer, complete the line. Landers, Fray & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

Stocker & Yale LITE-MITE

Fluorescent screw-in "bulb" for converting regular light outlets into fluorescent lights, has been introduced. Available in end mount, shown, and side mount. Size is 1 $\frac{3}{4}$ " high, 2" wide, 6 $\frac{1}{2}$ "



long; weight is 14 ounces. Industrial net price is \$8.67 each for 6 or more, \$9.75 each for 5 or less. Stocker & Yale, Marblehead, Mass.—RADIO & TELEVISION RETAILING.

Steber BROODER FIXTURE

Recently announced are several new electric brooder fixtures for R-40 heat lamps. Units include single lamp and multi-lamp types for brooding chicks, pigs, lamps, etc. Lamps may also be used for heating, thawing, and drying in many varied applications. All units described in catalog bulletin 130-51. Steber Mfg. Co., Broadview, Illinois—RADIO & TELEVISION RETAILING.

See page 60 for
Specifications on
Room Air Conditioners

Kelvinator REFRIGERATORS

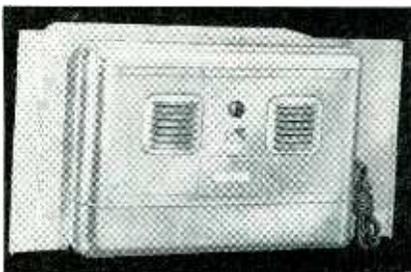
A new refrigerator line, offering eight models, has been announced. Headed by the model TM, 11.9 cu.ft. two-door model at \$489.95, the line features extra crispers, redesigned shelves, a new type of door handle, and new "Strato-Blue" trim. Other models in the line are: HM, 10.9 cu.ft. full-length door, cross top freezer, at \$369.95; SM, 11.9



cu.ft. full-length door, side evaporator unit, at \$329.95; DR, 7.9 cu.ft. cross-top freezer, at \$299.95; HR, 8.0 cu.ft. cross-top freezer model, \$274.95; SR, 8.6 cu.ft. side evaporator model, \$254.95; AH, 7.1 cu.ft. full-length door, cross-top freezer, \$244.95; and the AS, 7.6 cu.ft. full-length door, side evaporator model, \$224.95. Kelvinator Division, Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Palmer AIR COOLER

Recently introduced is the Palmer Twin Junior, a direct drive dual blower air cooler. The unit is 15" high, 21"



wide, and 12" deep, and retails for less than \$70, including installation. Is completely self-contained, with built-in pump and adjustable air deflecting grilles. A trough type water drip system is used for cooling. Palmer Manufacturing Corp., Phoenix, Arizona.—RADIO & TELEVISION RETAILING.

GE NEW APPLIANCES

A twin blade fan with thermostatic control has been introduced. It may be set for a specific temperature and will shut itself off when the room temperature drops to a specified point. If the temperature rises again, the fan will again turn itself on. Both fans may be directed independently of the other. Also announced is a 12-inch floor circulating fan with twin blades. Prices have not yet been set.

Also announced is a set of attachments for GE upright vacuum cleaners. Priced at \$14.95, the new set replaces two previous sets. Set is designated the AVA-814. A disposable bag kit, No. K-601526, is priced at \$6.98.

A new waffle-iron, the W-1-O, with built-in overflow, lists for \$12.95. The new line of ironers is headed by a toe-controlled model, AF-20A, at \$249.95; the AR-20C, with controls for either knee or hand operation, at \$219.95; three cabinet rotary models, the AR-70 at \$189.95, the AR-60 at \$159.95 and the AR-50 at \$119.95; and the AR-30, portable rotary model, at \$59.95. General Electric Company, Appliance & Merchandise Dept., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Westinghouse MIXER

Called the Food Crafter (FM-511), a new food mixer has been introduced. Control is mounted at the front of the top handle and is operated by only a thumb movement. May be operated with equal ease by either right or left handed people. Offers six speeds. May be removed from its stand for operation as a portable mixer. Accessories available include a juicer and grinder. List price is \$39.50 for the mixer, \$4.45 for the juicer, and \$9.75 and \$7.50 for the food grinder and power stand respectively. Westinghouse Electric Corp., Appliance Division, Mansfield, Ohio.—RADIO & TELEVISION RETAILING.

Philco KITCHEN APPLIANCES

The 1951 line of Philco appliances includes eleven refrigerators, two freezers, four room air conditioners, and nine electric ranges. The refrigerators cover seven sizes: 7.2 cu.ft., 9 cu.ft. (model 912, retails at \$259.95), 11 and 13 cu.ft., ranging in price from \$209.95 to \$439.95. Two-door models with separate freezer and automatic defrost are 8.2 cu.ft., at \$379.95; 10.2 cu.ft., at \$439.95; and 12.1 cu.ft., at \$479.95. The freezers, 8.1 and 12.5 cu.ft., are priced at \$325. and \$399.95. Philco Corporation, C & Tioga Sts., Phila. 34, Pa.—RADIO & TELEVISION RETAILING.

Use Sheldon "Telegenic" Picture Tubes FOR REPLACEMENTS, CONVERSIONS & INITIAL EQUIPMENT . . .



Miss Connie Corrado
Inspector
Sheldon Electric Co.

Because . . . **THEY STAND UP!**

"I KNOW THAT SHELDON 'TELEGENIC' PICTURE TUBES ARE GOOD. I INSPECT THEM." They are custom-made. They have a life of more than 4,000 hours.

(This Advertisement is being repeated by POPULAR DEMAND!)

Sheldon
NATURAL IMAGE



SOFT GLOW
Picture Tube

WRITE TODAY for the new Sheldon "General Characteristics & Dimensions" Wall Chart containing complete data on ALL Sheldon tubes.

KEEP INFORMED ON COLOR TELEVISION. Get your **FREE** copy of Television Mis-Information #4 with its feature presentation on color television.

SHELDON ELECTRIC CO.

A 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.

▶ VISIT BOOTHS 390-1-2 AT THE RADIO ENGINEERING SHOW, GRAND CENTRAL PALACE, MARCH 19-22 ◀

© 1951—ALLIED ELECTRIC PRODUCTS INC.

RADIO & TELEVISION RETAILING • March, 1951

FOCUS ON YOUR SALES

with

CLEAR FOCUS

Olympic

America's Favorite

TELEVISION

build a better business . . . not

through faith . . . not through hope . . . but

through

Clarity



THE WINDSOR
Model 967

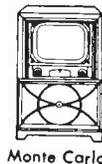
A giant 20" CLEAR FOCUS black rectangular picture with pin-point definition . . . a new advanced Powerhouse Chassis . . . adjacent channel traps . . . noise clipper circuit . . . local-long distance switch . . . phono-jack . . . in a cabinet distinctive in styling and made of fine woods in both blonde and mahogany.



Set your sights on soaring sales . . . with the new Olympic CLEAR FOCUS picture. Remember, all television buyers are looking for CLARITY . . . and you can give it to them with the new Olympic Powerhouse Chassis.

Remember, too, that your sales picture will be brightened by TORCHY who will help you — on your floor . . . behind your counter . . . in your window . . . and in powerful ads in LIFE, SATURDAY EVENING POST and BETTER HOMES and GARDENS.

Olympic is the "dealers' television" . . . you'll sell more . . . order more . . . net more!



Monte Carlo



Catalina



Riviera



Broadmoor

GET READY to meet the folks in your neighborhood whom TorchY will send you through the millions of messages he is delivering to homes All over America!

OLYMPIC RADIO AND TELEVISION INC. 34-01 38th Ave., Long Island City, N. Y.



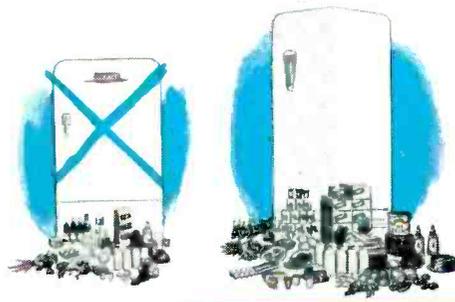
UNIVERSAL'S '51 Refrig-a-Dor® Line

14 Cubic Foot Capacity Priced No Higher Than Competitive 10 Cubic Foot Sizes!



100% MORE FREEZER CAPACITY
40% MORE COLD STORAGE CAPACITY
 than competitive refrigerators in this price range!
NEW GIANT 100-LB. FREEZER
 biggest ever built into a home refrigerator!
TAKES NO MORE FLOOR WIDTH
 than ordinary 10 cubic foot refrigerators!

Model UR14HMD
ONLY
\$449⁹⁵



COMPARE THE CAPACITY!
 In a floor space approximately the same, the new Universal Refrig-a-Dor stores 40% more food . . . and 50 to 60 pounds more frozen food . . . than competitive 10 cubic foot refrigerators now on the market . . . yet costs no more!

NOTHING CAN MATCH IT! Dollar for dollar, only Refrig-a-Dor

Features Biggest Refrigerator-Freezer Ever Offered!

Here at last, is the refrigerator-freezer that answers public demand for really adequate food storage . . . 14 cubic feet of cold space with 25 square feet of shelf area and a giant 100 pound freezer—the biggest ever built into a refrigerator . . . up to 100% more capacity.

And it's offered at the same price as competitive refrigerators that are much smaller!

Never before has such a refrigerator been offered with so many features the public wants at a price that will rock the industry.

FEATURE IT UP FRONT . . .

in your store because there's nothing like this great new leader of the Universal Refrig-a-Dor line. Five models in three sizes . . . 14, 10 and 9 cubic feet . . . each one a matchless value.



PHONE OR WIRE

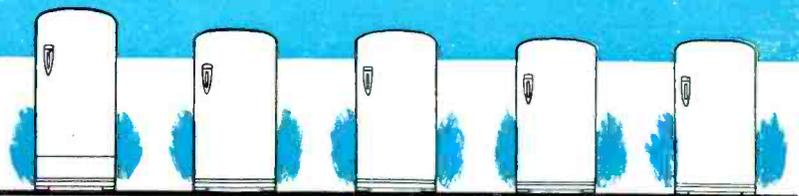
your Universal Distributor *NOW*
. . . to make sure of early delivery!

JUST LOOK AT ALL THESE EXTRA DE LUXE FEATURES!

- ★ **Automatic Defrosting**—nothing to empty. Defrosts each night in 10 minutes, no fuss or bother!
- ★ **Refrig-a-Dor Shelves**—puts twice the food "out front" where it's easy to see and easy to reach!
- ★ **Large Chill Tray**—provides deep cold for meat storage, chilled desserts, and extra ice cubes!
- ★ **Deep Crisper Drawers**—keep almost a bushel of fruits and vegetables "farm fresh" for days!
- ★ **Adjustable Shelves**—will accommodate a bulky 30-pound turkey or a great big watermelon!
- ★ **Butter Keeper**—holds a full pound of butter at the just right temperature for spreading!
- ★ **Silent Unit**—hermetically sealed, designed for front service, warranted for five years!

FOR AGGRESSIVE DISTRIBUTORS ONLY

—A few high-volume territories are now open for distributors who can qualify to handle the new 1951 Universal Refrig-a-Dor line. Write today to Refrigeration Sales Company, 91 Lexington St., New Britain, Conn. for full information on available territories.



Model UR14HMD
14 cu. ft. Master
DeLuxe with 100lb.
freezer capacity

Model UR10HMD
10 cu. ft. Master
DeLuxe with 70 lb.
freezer capacity

Model UR10HD
10 cu. ft. DeLuxe
with 52 pound
freezer capacity

Model UR9HD
9 cu. ft. DeLuxe
with 52 pound
freezer capacity

Model UR9HS
9 cu. ft. Standard
with 52 pound
freezer capacity

Copyright 1951, Refrigeration Sales Co.

UNIVERSAL

TRADEMARK OWNED BY LANDERS, FRARY & CLARK

offers so much for so little!

Room Air Conditioners for the Big Market Ahead

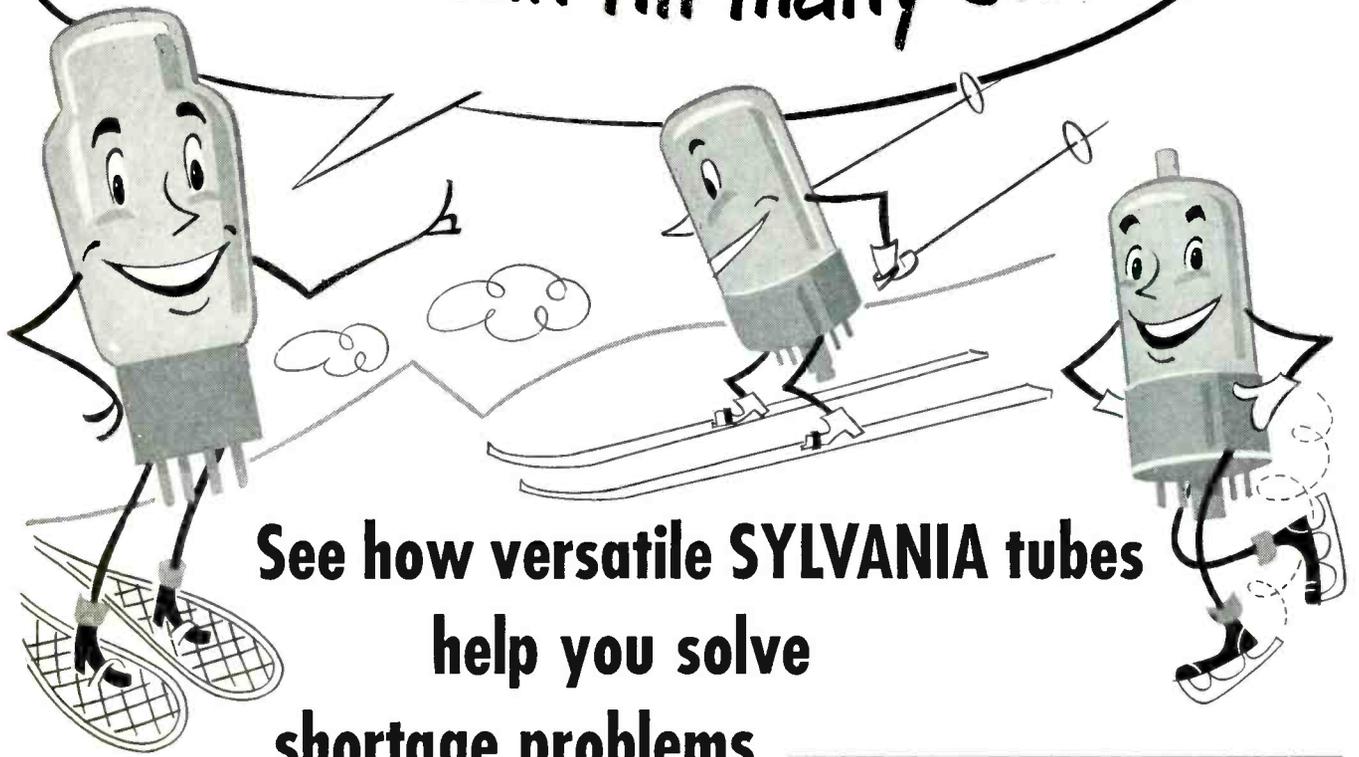
Brief Specifications, Prices, Features on a Number of Current Models

MANUFACTURERS' NAME	Model	List Price	Type	Dimensions (inches)	Finish	Approximate room size sq. ft.	Capacity BTU/HR	Compressor Hp.	Water connection necessary
Philco Corp., C & Tioga Sts., Philadelphia 34, Pa.	50G	339.95	Window	14 $\frac{1}{4}$ x 26 $\frac{5}{8}$ x 11 $\frac{1}{16}$	Tan	250	$\frac{1}{2}$	No
	50GL	339.95	Window	14 $\frac{1}{4}$ x 26 $\frac{5}{8}$ x 11 $\frac{1}{16}$	Ivory	250	$\frac{1}{2}$	No
	75G	399.95	Window	14 $\frac{1}{4}$ x 26 $\frac{1}{4}$ x 19 $\frac{1}{2}$	Tan	430	$\frac{3}{4}$	No
	75GL	399.95	Window	14 $\frac{1}{4}$ x 26 $\frac{1}{4}$ x 19 $\frac{1}{2}$	Ivory	430	$\frac{3}{4}$	No
	100GC	690.00	Console	32 $\frac{3}{4}$ x 45 $\frac{3}{4}$ x 22 $\frac{7}{8}$	Walnut	550	1	No
	200GCW	985.00	Console	Tan	1500	2	Yes
Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, Ill.	M-131	229.95	Window	12 $\frac{3}{4}$ x 22 x 8 $\frac{5}{8}$	Tan & Ivory	...	4200	$\frac{1}{3}$	No
	M-121	329.95	Window	16 $\frac{1}{8}$ x 28 $\frac{1}{2}$ x 10	Tan & Ivory	...	6150	$\frac{1}{2}$	No
	M-341	389.95	Window	16 $\frac{1}{8}$ x 28 $\frac{1}{2}$ x 10	Tan & Ivory	...	9050	$\frac{3}{4}$	No
	M-1001	469.95	Window	16 $\frac{1}{8}$ x 28 $\frac{1}{2}$ x 10	Tan & Ivory	...	11500	1	No
Frigidaire Div., GMC., 300 Taylor St., Dayton 1, Ohio	ARO-50	Window	16 $\frac{1}{4}$ x 22 $\frac{1}{2}$ x 30 $\frac{1}{8}$	Gray	250	5100 to 5500	$\frac{1}{2}$	No
	ARO-100	Window	16 $\frac{1}{4}$ x 28 $\frac{1}{2}$ x 31 $\frac{1}{2}$	Gray	500	9100 to 9900	1	No
Carrier Corp., 300 S. Geddes St., Syracuse 1, N. Y.	51L1	349.95	Window	13 $\frac{9}{16}$ x 27 $\frac{3}{32}$ x 26 $\frac{5}{16}$	Baked Enamel	...	6000	$\frac{1}{2}$	No
	51L2	429.95	Window	15 $\frac{9}{16}$ x 27 $\frac{3}{32}$ x 30 $\frac{3}{16}$	Baked Enamel	...	9000	$\frac{3}{4}$	No
	51L3	Window	15 $\frac{9}{16}$ x 27 $\frac{3}{32}$ x 30 $\frac{3}{16}$	Baked Enamel	...	11000	1	No
Fedders-Quigan Corp., 57 Tonawanda St., Buffalo 7, N. Y.	WH14	249.95	Window	13 $\frac{1}{2}$ x 23 $\frac{1}{16}$ x 27	Tan	180	4010	$\frac{1}{3}$	No
	WH16B	349.95	Window	13 $\frac{3}{16}$ x 27 x 27	Ivory	250	6020	$\frac{1}{2}$	No
	WH16E				or Tan				
	WH19B	399.95	Window	15 $\frac{9}{16}$ x 27 x 27	Ivory	380	9010	$\frac{3}{4}$	No
	WH19E				or Tan				
	F17C	589.95 599.95	Console	36 $\frac{7}{16}$ x 33 $\frac{3}{4}$ x 18 $\frac{7}{16}$	Mahogany or Avodire	$\frac{3}{4}$	No
	F110C	689.95 699.95	Console	Mahogany or Avodire	1	No
F115C	889.95 899.95	Console	Mahogany or Avodire	$\frac{1}{2}$	No	
Remington Corp., Witley St., Auburn, N. Y.	6	349.95	Window	27 x 26 x 13	Gray	...	6020	$\frac{1}{2}$	No
	8	399.95	Window	27 x 16 x 15 $\frac{1}{2}$	Gray	...	9010	$\frac{3}{4}$	No
	10	689.00	Console	37 x 20 $\frac{1}{2}$ x 38	Mahogany or Bl. Mah.	...	10600	1	No
	12	889.00	Console	37 x 20 $\frac{1}{2}$ x 38	Mahogany or Bl. Mah.	...	16000	$\frac{1}{2}$	No
	10W	769.00	Console	37 x 20 $\frac{1}{2}$ x 38	Mahogany or Bl. Mah.	...	11660	1	Yes
	12W	959.00	Console	37 x 20 $\frac{1}{2}$ x 38	Mahogany or Bl. Mah.	...	17600	$\frac{1}{2}$	Yes
The O. A. Sutton Corp., 1812 W. 2nd St., Wichita, Kan.	Vornado Coolmaster	\$399.50	Window	36 $\frac{1}{2}$ x 15 x 18 $\frac{1}{4}$	Beige	300	8900	$\frac{3}{4}$	No
United States Air Conditioning Corp., Como Ave., S.E., at 33rd, Minneapolis 14, Minn.	7950	Window	26 $\frac{7}{8}$ x 15 $\frac{1}{4}$ x 27 $\frac{3}{8}$	Walnut	200	5800	$\frac{1}{2}$	No
	7975	Window	26 $\frac{7}{8}$ x 15 $\frac{1}{4}$ x 27 $\frac{3}{8}$	Walnut	300	8500	$\frac{3}{4}$	No
	7875	Console	36 $\frac{7}{8}$ x 30 $\frac{5}{8}$ x 18 $\frac{5}{8}$	Natural or Blond Mah.	...	9000	$\frac{3}{4}$	Yes
	7810	Console	36 $\frac{7}{8}$ x 30 $\frac{5}{8}$ x 18 $\frac{5}{8}$	Natural or Blond Mah.	...	12000	1	Yes
Circulators & Devices Mfg. Corp., 128 32nd St., Brooklyn 32, N. Y.	F12	Window	Walnut	...	6500	$\frac{1}{2}$...
	F34	Window	Walnut	...	8000	$\frac{3}{4}$...

10 Ways to Sell More Room Coolers

1. Set up demonstration units in your store
2. Train salesmen to know all product features
3. Advertise to homes, offices, small business places
4. Arrange "on-trial" plans for responsible people
5. Display in show-windows with descriptive cards
6. Solicit all business places in your trading area
7. Use "buy now" theme to get those early sales
8. Send direct-mail pieces to your customer list
9. Sell as refrigerating units—not as fans
10. Show that they filter, cool, condition the air

"Sure we can fill many Shoes"



See how versatile SYLVANIA tubes help you solve shortage problems

Yes, radio tubes are still in short supply. But, Sylvania is doing its utmost to serve all its loyal customers.

Production facilities are being increased, and all Sylvania Distributors are being taken care of on the fairest possible allocation basis.

But, there's *no shortage* in ingenuity at Sylvania! Now this company offers you service dealers a great new tube substitution manual.

Here's a complete classified listing to assist service technicians and engineers in making substitutions for tube types not immediately available. This booklet includes circuit modifications and substitution directions for battery types, 150 ma. and 300 ma. types, as well as for Transformer and Auto Tube types . . . Television Tubes and Picture Tubes, too.

40 pages of valuable, up-to-the-minute information . . . FREE from Sylvania. Get your copy from your Sylvania Distributor NOW, or mail the coupon below.



This book is being given away FREE by Sylvania as a service to its good friends, the country's radio-television service dealers.



**SYLVANIA
ELECTRIC**

Sylvania Electric Products Inc.
Dept. R-2203, Emporium, Pa.

Please send me new booklet "Sylvania Tube Substitution Manual."

Name _____

Street _____

City _____ Zone _____ State _____

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

this is a **PEACE PIPE!**



AMPHENOL
—INLINE*
ANTENNA

This may look like just a lot of pipe, but it's vital to keeping peace with your customers . . . In TV reception the antenna is the secret of picture quality for even the most expensive set cannot produce a better picture than the antenna brings to it.

The Amphenol INLINE Antenna's superior electrical characteristics and rugged construction are everybody's assurance — jobber, dealer, serviceman and customer — of better Televiewing. It keeps the peace!



AMERICAN PHENOLIC CORPORATION
 1830 SOUTH 54TH AVENUE, CHICAGO 50, ILLINOIS

TELEVISION CABINETS



Model
Q. A.

STOCK LINE
 16" — 17" — 19" — 20"
 to fit RCA and other Chassis

AT THE RIGHT PRICE
 Walnut, Mahogany, Blonde,
 Ebony

Maple, Chinese Chippendale,
 Inlaid Leather.

QUALITY CABINETS
FOR THE TRADE

Send for our descriptive catalogue RT or
 visit our showrooms and look over our
 most comprehensive line.

Manufacturers Since 1904

ROBERT WOLFF WOODCRAFT CORP.

1125 Union Ave., N. Y. 59, N. Y. Phone: Kilpatrick 2-6800

ROOM AIR CONDITIONER SALES UP 75% IN 1950—MITCHELL SALES UP 412% IN 1950!

HERE'S WHY

**3 BIG SELLING
 FEATURES**

- Dyna-Cooler
- Turbo-Dryer
- Air Scoop

**Longest Margins for
 Biggest Earnings**

**Acclaimed Everywhere
 the World's Finest**

Ride the MITCHELL selling wave in 1951, with these exclusive advantages. Get set *right now* for profits—write today for complete details on the money-making MITCHELL dealership.

MITCHELL MFG. COMPANY
 Chicago 14, Illinois
*Makers of the World's Finest
 Room Air Conditioners*



MITCHELL is better than ever in '51!
 get your share of this big volume business

WRITE FOR THE PROFIT FACTS

**ACT
 NOW**

MITCHELL MFG. COMPANY
 2523 N. Clybourn Ave., Chicago 14, Ill.
 Send me all the facts and quote me dealer prices
 at once on MITCHELL Room Air Conditioners

Dealer's Name _____
 Address _____
 City _____ State _____
 By _____

Sell Electric Housewares as Year Round Gifts

Big NEMA Campaign Planned to Boost Retail Sales

• Electric Housewares distributors and dealers visiting the Housewares Show in Chicago, witnessed the opening phase of a full-scale merchandising and promotional campaign, designed to help them capture a larger share of the profitable year round gift market. This campaign which is sponsored by the Electric Housewares Section, National Electrical Manufacturers Association, has as its theme: GIVE ELECTRIC HOUSEWARES—FIRST CHOICE FOR EVERY GIFT OCCASION.

In 1950 the Electric Housewares Industry's retail total was \$600,000,000.00. The new goal is a billion dollar share of the multi-billion dollar gift market. It is believed that this can best be accomplished by stimulating consumer acceptance toward a more widespread purchase of electric housewares items as year round gifts—with special emphasis on such natural promotional opportunities as Mother's Day, Father's Day, weddings, anniversaries, and birthdays.

The campaign will be carried out at the retail level by dealers, public utility companies, department stores,

etc., who will receive basic campaign posters and window streamers at no cost.

Matted ads, headings and copy suggestions will be available through the syndicated services of most newspapers and from appliance manufacturers. Manufacturers' national advertising and publicity will help tie-in the theme via the consumer press, magazines, radio, television, and syndicate columns. Exploitation is also underway apprising resident buying offices, trade groups and associations, Electrical Leagues, etc., of the program. Merchandising helps in the way of gift certificates, window display contests, permanent display ideas, and gift packing hints will also be available to dealers. The colorful, attractive basic poster shows a beaming man presenting an electric housewares gift box to his lady-fair, and the window streamers depicting various gift occasions, all bear the identifying slogan and motivating theme of the campaign: Give Electric Housewares—First Choice For Every Gift Occasion.

FACTS

Electric Housewares Year Round Gift Merchandising and Promotional Program

Sponsors:

Electric Housewares Section, National Electrical Manufacturers Association, 155 E. 44th St., N. Y. 17, N. Y. Murray Hill 2-1500.

Theme:

Give Electric Housewares—*first* choice for every Gift Occasion.

Objective:

To stimulate *consumer* acceptance toward more widespread purchase of Electric Housewares items as year round gifts.

Consumer Benefits:

1. Electric Housewares are beautiful as well as functional.
2. Few homes have all the basic Electric Housewares conveniences—yet need them all.
3. More and more homes are becoming completely "mechanized", making Electric Housewares extremely welcome.
4. Electric Housewares meet the requirement of a completely "personal" or "family" gift.
5. Electric Housewares offer wide choice of gifts regardless of budget.

Retail Benefits:

1. Gift theme will direct traffic to Electric Housewares department in "slower" first half of year—and particularly during April, May, June.

2. Gift theme attracts more sales at full mark-up as gift buyers are not price buyers.
3. Gift theme opens up sales for a wider range of Electric Housewares for all homes.
4. Gift theme will bring Electric Housewares department enormous volume now being spent for "frivolous" items.

Merchandising Help:

Basic campaign poster and window streamers will be available to all Electric Housewares retailers at no cost.

Item and heading mats, layouts, copy suggestion will also be available to retailers through local newspaper advertising department.

Display Contest:

An "Oscar" in form of a silver plaque will be awarded to most *resultful* Electric Housewares Gift window installed during April, May or June, 1951.

National Advertising:

National, consumer and trade advertising of Electric Housewares Section members will be keyed to gift theme during the promotional period using logo and other devices.

Member Manufacturers:

- American Electrical Heater Co.—"American Beauty"
- Arvin Industries, Inc.—"Arvin"
- Camfield Manufacturing Co.—"Blue Ribbon"
- Chicago Electric Manufacturing Co.—"Handyhot"
- Cory Corporation—"Cory"
- The Emerson Electric Co.—"Emerson Electric"
- The Fresh'nd-Aire Company (Div. of Cory Corp.)—"Fresh'nd Aire"
- General Electric Company—"General Electric"
- General Mills, Inc. Home Appliance Dept.—"Betty Crocker"
- Hamilton Beach Company, Div. of Scoville Mfg. Co.—"Hamilton Beach"
- The Hobart Mfg. Co.—"Kitchen-aid"
- Knapp-Monarch Co.—"K-M"
- Landers, Frary & Clark—"Universal"
- National Pressure Cooker Co.—"Presto"
- National Stamping & Electric Wks.—"White Cross"
- Nesco, Inc.—"Nesco"
- Oster Manufacturing Co., John—"Oster"
- Proctor Electric Co.—"Proctor"
- Rival Manufacturing Co.—"Steam-O-Matic"
- Samson United Corp.—"Samson"
- The Swartzbaugh Mfg. Co.—"Everhot"
- Toastmaster Products Division, McGraw Electric Co.—"Toastmaster"
- U. S. Mfg. Corp.—"U. S. Electric"
- Waring Products Corp.—"Waring"
- Westinghouse Electric Corporation—"Westinghouse"

Meet "Miss Electric Gift Housewares of 1951"—Marilyn Hampton, WGN-TV star of Chicago. She represents the theme of NEMA's new campaign—"Give Electric Housewares—First Choice for Every Gift Occasion."



Licking co-channel ~~INTERFERENCE!~~

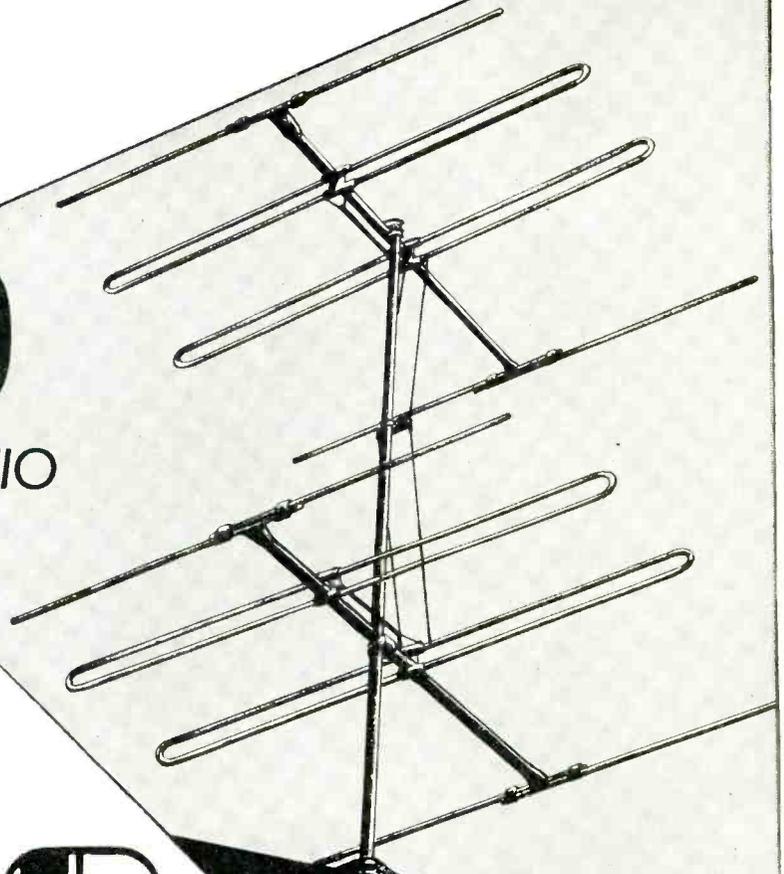
30 db

FRONT-TO-BACK RATIO

The New



Special **TWIN-DRIVEN YAGI**



THIS IS IT—the answer to co-channel interference.

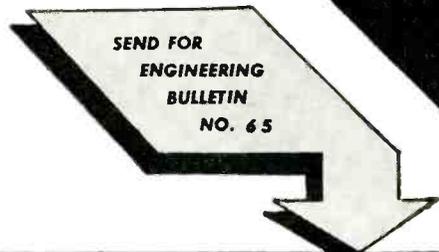
Better than twice the front-to-back ratio of previous antenna designs.

Gain comparable to regular Twin-Driven Yagi.

Pinpoint directivity eliminates
other forms of interference picked up at antenna.

Comes tuned for any low-band channel, either stacked or single.

TECHNICAL APPLIANCE CORPORATION



SHERBURNE, N. Y. IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.

SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

Longer-Lasting TV Antenna Installations

• Rust and corrosion deserve more consideration than has been given in the past, particularly in areas near the ocean. Exposed raw steel, junctions of dissimilar metals, etc., are highly vulnerable to rust and corrosion, and such action can progress very rapidly in a moist, salty atmosphere, and with considerable rapidity even in a moist atmosphere free from salt. All antenna screws and line connection terminals should be given a protective coating. Even the antenna should be given such a coating when near the ocean. "Krylon" plastic spray, which comes in a gas-charged "bomb", offers a convenient and rapid method of applying such a coating. This material has good electrical characteristics and can even be sprayed on the antenna insulator blocks without harm, making masking unnecessary. Cadmium plated screws are none too satisfactory. Zinc coated bolts, etc., are to be preferred. The type of hardware stocked by marine supply houses will be found superior to that found in most hardware stores. Rusting of bolts, nuts, etc., and of a zinc-coated mast where raw steel has been exposed by sawing or drilling, can be discouraged by a coat of zinc chromate primer followed by a coat of aluminum paint. The latter should be of the outdoor ("industrial grade") type having a spar varnish base, rather than a banana oil or lacquer base.

Treat the Mast, Too

The same treatment can be applied to advantage to the whole mast if fabricated of thin wall steel conduit (EMT), when a lasting installation is desired near the ocean. The galvanized coating on this conduit is not very durable, and will not stand up in a moist salty atmosphere without additional protection (—from chapter 5 of "Better TV Reception in fringe and low signal areas," a recent book by Woodrow Smith and R. L. Dawley, published by Editors and

Engineers, Ltd., Santa Barbara, Calif.)

Some types of line are not protected from the weather. These types include twin lead lines which have a flat web of dielectric material continuously supporting the two conducting wires. They do not include well-made coaxial lines nor the open-wire lines where the insulators are located far apart and where the wires are spaced by one inch or more. Weathering on the twin-lead line chiefly causes new leakage paths to develop across the dielectric web and causes the insulating material to become more like a poor conductor. In some locations where salty, moist air exists, the radio loss in such lines can go up from 2.3 DB per hundred feet at 200 MC (which is considered normal—ed. note) to a value close to 10 DB per hundred feet after several months of weather exposure. This means either that the transmission line must be frequently replaced or that a suitable coaxial line or open-wire line must be installed—from "TV and Other Receiving Antennas," by Arnold B. Bailey, published by John F. Rider.

Some Technicians Differ

The matter of transmission lines is subject to considerable difference of opinion, and not all installers agree with Mr. Bailey as quoted above. Most technicians we consulted say that the losses in all kinds of shielded line (that is, 75, 200 and 300 ohm) are so much greater than twin-lead that they are not worth the extra expense. This, of course, does not agree with the published facts: twin-lead 2.3 DB attenuation per 100 ft. at 200 MC, RG-11/U 3 DB per 100' at 200 MC. This means that if there were 100 microvolts of signal at the antenna, and the feedline were 100' long, twinlead would deliver 76.74 volts and RG-11/U would deliver 70.79 volts.

Nevertheless, technicians say they have observed more difference than

that. Furthermore, they say that the losses in any *type* of line (twin-lead, shielded 300-ohm, coax, etc.) depends a great deal on the manufacturer, and also on the lot shipment.

Excessive Line Loss

On the subject of twin-lead weathering, seaside installers say, again, that the speed of deterioration, and the amount of deterioration depend a good deal on the make used and the grade purchased. One installation in particular was cited where an acceptable fringe picture completely disappeared in two weeks, giving all the earmarks of an open somewhere in the antenna circuit. It turned out to be just an extreme case of line loss due to weathering.

Speaking of open circuits, one
(Continued on page 86)



Aligning FM Discriminators

Part II—How Vectors Are Used to Add AC Voltages and Currents

by Solomon Heller

• In last month's article, we learned something about phase. This month we are going to deal with vectors, and find out what excuse they have for haunting radio servicemen.

First, we may as well define a vector, just in case you've never been properly introduced to one. A vector is simply a straight line drawn to represent the amount and direction of a force. The force may be physical or electrical in nature. It will be easier on our grey matter if we first consider how vectors can represent physical forces.

Let us choose a foolish example—since readers are apt to concentrate more intently on the ridiculous than on the sublime—and consider that a 120-lb man is silly enough to spend his time pulling a weight in a northerly direction. This gentleman—for ease of reference, let's call him the Thin Man—exerts 120 lbs of force on that weight, and it will move north in consequence (see fig. 1A). We can represent the force and direction of the Thin Man's efforts by a vector, as shown in fig. 1B. The arrow points in the direction the force is being exerted—i.e., north. The length of the arrow is proportional to the force (120 lbs) exerted by the man. If we let $\frac{1}{2}$ inch represent 60 lbs, the arrow would be 1 inch long.

Now, let us live up matters by introducing another silly gentleman, 360-lbs in weight, who has nothing

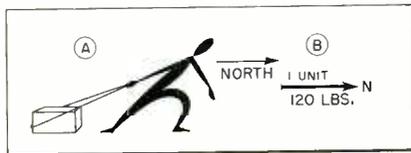


Fig. 1 (above), A—120 lb. gentleman (all muscle) pulling a weight north. B—Vector representing the force exerted by the gentleman.

Fig. 2 (below), A—Fat gentleman opposing the thin gentleman's attempt to move the weight north. B—Vectorial representation of the two forces in A. C—Resultant of the 2 vectors shown in B.

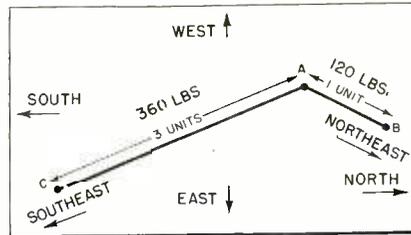
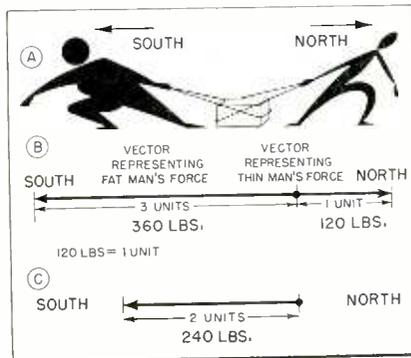
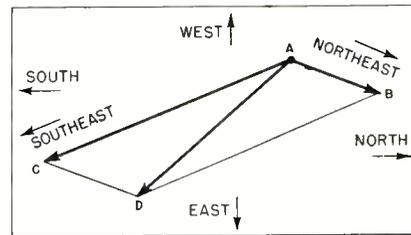


Fig. 3 (above), Vectorial representation of forces when Fat Boy pulls southeast, Thin Man northeast.

Fig. 4 (below), Addition of vectors AC and AB in fig. 3. Resultant vector is AD.



better to do than pull the same weight in a southwards direction (see fig. 2A). Let's call this second gentleman Fat Boy, to distinguish him from his 120-lb colleague. If we were to represent the tug-of-war between Thin Man and Fat Boy vectorially, it would be done as shown in fig. 2B. Note that the vector representing the force exerted by the 360-lb man is three times as large as the vector representing the 120-lb man's force.

In the circumstances outlined, the weight would move in the direction of Fat Boy, or due south. The force propelling it would be equal to 240 lbs, since the other 120 lbs of the 360-lb pressure exerted by Fat Boy is dissipated in cancelling the Thin Man's 120-lb effort. This resultant force (240 lbs, due south) could be indicated as shown in fig. 2C.

Let us now assume that the Thin Man tires of being dragged along by Fat Boy, and pulls the weight in a northeasterly direction. The force he now exerts is indicated by the vector A-B in fig. 3. Note that the vector still represents a 120-lb force, but its direction has changed.

Fat Boy, who also wants to assert his individuality for our benefit, now pulls on the weight from a southeasterly direction (fig. 3). The question arises: In what direction will weight move? Also, what will be the force exerted upon it?

To solve the problem, we make a parallelogram out of the two vectors, as indicated in fig. 4. (A parallelogram is a four-sided geometric figure with parallel sides.) If we now di-

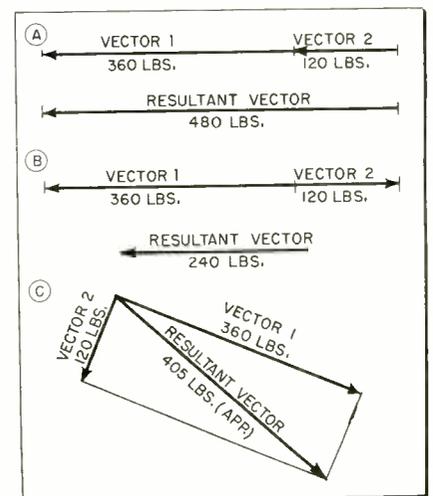
vide, or bisect, the parallelogram in half, by adding diagonal line A-D to it, the diagonal will be a new vector representing the magnitude and direction of the resultant force. We have, in this way, added two vectors to produce a third, or resultant vector.

Even without constructing a parallelogram, it should be evident, in the case of the Fat Boy and the Thin Man pulling a weight, that the weight would move in the direction of neither man, but in some *in-between* direction. This direction would favor the direction of the Fat Boy more than that of the Thin Man, due to the greater force exerted by the former. Thus, if Fat Boy is pulling southeast, and Thin Man is pulling northeast, the weight will move more in a southeasterly direction than in a northeasterly one. Note that it will not go completely in a southeasterly direction, because the Thin Man, after all, does exert some force northeast.

The parallelogram of forces indicates, in a precise way, what common sense would lead us to expect. Note that the line representing the resultant force (line A-D) is longer than the resultant force shown in fig. 2C. This indicates that Fat Boy's and Thin Man's efforts are now aiding each other, to a certain extent (they would cancel only if they pulled in exactly opposite directions, as shown in fig. 2B).

Let us put this business of resultant forces into a nutshell: The resultant force would be *greatest* if both men pulled in the same direction (fig. 5A); it would be *least* if both

Fig. 5 (below), Resultant when 2 forces are exerted in A—the same direction, B—opposite directions, and C—some directions in-between.



and Ratio Detectors

men pulled in opposite directions (fig. 5B); and it would be some value in between greatest and least if they pulled in some directions in between the directions cited (fig. 5C). In the last-named case, the direction of the resultant force would favor the direction of the greater of the two forces that are being vectorially added.

Let us now consider how we can apply vectors to the problem of adding ac voltages or currents. The addition of such voltages was, you will

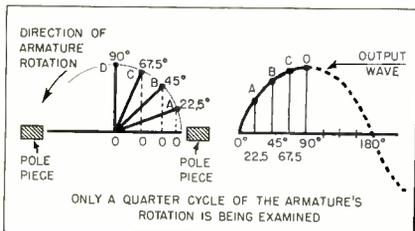
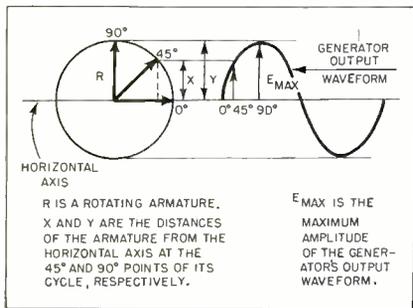


Fig. 6 (above). The armature's distance from the horizontal axis at any given angle of its cycle, is proportional to the amplitude of the output wave at a corresponding angle of its cycle.

Fig. 7 (below). As vector rotates, its distance from the horizontal axis at any angle of its cycle, is exactly equal to the amplitude of the output waveform, at the corresponding phase angle of its cycle.



remember, the problem that stumped us last month. We pointed out at that time a waveform addition of ac voltages or currents was possible, but too time-consuming. Now then, what about using our new tool on this problem?

Well, the first difficulty that confronts us in this connection is: How can we represent a wave that is constantly *varying* in amplitude, by a single line or vector that has a *fixed* amplitude? This is a \$64 question that requires a \$128 answer.

Last month, we pointed out that every sine wave can be considered as the output of a real or imaginary 2-pole generator. We further made clear that the instantaneous phase angle of this output (with respect to the starting point of its cycle) is the same as the instantaneous phase angle which the generator makes with the horizontal pole pieces. To illustrate: If the generator armature makes an angle of 45 degrees with the horizontal pole pieces, the output wave is at the 45-degree point of its

cycle; if the armature is at a 90-degree angle to the pole pieces, the output wave is at the 90-degree point in its cycle, and so on.

To sum up: the armature angle and the phase angle of the output wave, with respect to its starting point, is the same.

Let us note a further striking similarity between the generator and its output. If we draw lines, indicating the distance of the armature from its horizontal axis (i.e., the horizontal pole pieces) at various times during a cycle (see fig. 6), these lines will vary in length in accordance with the movements of the armature.

As the armature rotates, its distance from the horizontal axis changes from zero, to A-O at 22.5°, to B-O at 45°, to C-O at 67.5°, to D-O at 90°, etc. These changing distances of the armature from its horizontal axis at different phase angles of its cycle, vary just like the amplitude of the output wave at corresponding phase angles of its cycle. In other words, when the armature-horizontal axis distance increases, the amplitude of the output wave increases in step with it; when the armature-horizontal axis distance *decreases*, the amplitude of the output wave decreases a proportionate amount. Inspection will reveal that armature-horizontal axis distances A-O, B-O and C-O, are proportional to waveform amplitudes A, B and C.

So then, the armature not only has the same phase angle as its output wave; its distance from the horizontal axis is also, at any instant, proportional to the generator output at that instant. For these reasons, the rotating armature can be used to represent the sine wave output of the generator.

To see how this is done, let's draw a circle, with a rotating radius (see fig. 7) that represents the armature's movements. Since the radius rotates just like the armature does, it can represent the armature. The circle's horizontal axis will represent the generator pole pieces.

Now, the height of the armature above the pole pieces is not actually *equal*, at any instant, to the ampli-

Fig. 8 (below). To prove that a vector, or single line, can really represent a sine-wave, we rotate the vector, plot its varying distances from the horizontal axis as amplitudes of the sine-wave it represents, and thus reproduce the sine-wave.

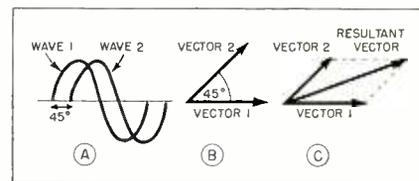
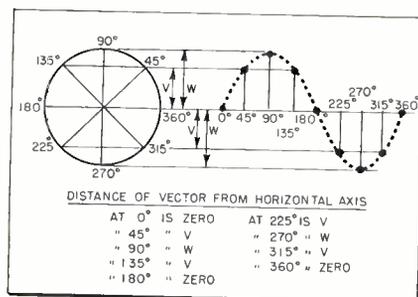
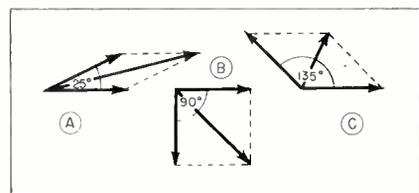


Fig. 9 (above). A—Two voltages 45 degrees out of phase. B—vectorial representation of the 2 voltages shown in A. C—Vectorial addition of the vectors shown in B.

Fig. 10 (below). Addition of 2 equal vectors when the phase difference between them is A—25°; B—90°; and C—135°. Note that the resultant in A is longer than the resultants in B or C, due to the fact that the phase difference between the 2 vectors is least in this case.



tude of the output wave at that instant. We can, however, make the two equal in our sketch, without doing violence to vector facts. Let us then make the radius of the circle (which represents the armature) equal to the maximum amplitude of the output wave (E_MAX). The height of the radius above the circle's horizontal axis will now equal at any instant, the amplitude of the output wave at that instant.

In other words, when the radius rotates from 0° to 45°, and reaches height x, the amplitude of the wave (which is also at the 45-degree point of its cycle) will also be x. When the radius rotates 90 degrees, reaching height Y, the corresponding waveform amplitude will also be Y, and so on.

This fact offers us a solution to our problem of representing a sine wave by a single line or vector. The single line or vector we can use to represent the sine wave is the radius of a circle, said radius being equal to the maximum amplitude of the sine wave. If we want to reproduce the sine wave represented by this vector or radius, we rotate the radius counter-clockwise, and determine its distance from the circle's horizontal axis at different angles of its rotation (see fig. 8) This distance, when the radius is in its 45-degree position, is V. The amplitude of the output wave at 45° will similarly be V, so a dot is made at a distance of V from the horizontal axis, at the 45° point of the waveform's cycle. Other dots are plotted in a similar fashion. When they are connected, the original sine wave is reproduced.

Our second problem now slithers forward: how can we represent, then add, two sine waves—say, the out-of-phase voltages shown in fig 9A?

(Continued on page 76)

"Direct Drive" System for

Greater Efficiency Attained with Simpler Circuitry and Components

by E. A. Campbell, Technical Editor

• Among the features of the original 630 circuit which have become "classic" to the TV technician is the horizontal deflection-output-high voltage system utilizing the "flyback transformer." For the 9.5 KV-50 degree deflection as needed with the 10BP4, this was a very efficient and ingenious system. But as tubes got larger, and deflection angles increased to 67 degrees and more, the requirements of high voltage and deflection power surpassed the limits of that system.

Voltage doubling with two 8016's was employed to get higher voltages, and paralleling 6BG6's was at times used to increase the drive, but these methods were obviously in the direction of increased cost, and in the latter instance an increased drain on the B supply.

Faced with the paradoxical problems of getting almost twice the deflection power (for 70 degree tubes, as compared with 50 degree deflection) and at the same time meeting the demand for lower priced receivers,

the industry came up with ceramic core output transformers and yokes (described in a previous article) and new output tubes such as the 6AV5 and 6CD6 which would supply more current to the system without additional drain on the B supply.

The ceramic core material is characterized by almost ten times the permeability found in powdered iron cores used previously, permitting higher voltages to be developed with equivalent amounts of driving current.

The most recent development toward the improvement of efficiency in the horizontal deflection and high voltage system without increasing costs is the "Direct Drive" system introduced in RCA receivers in 1950 and briefly described in a previous article.

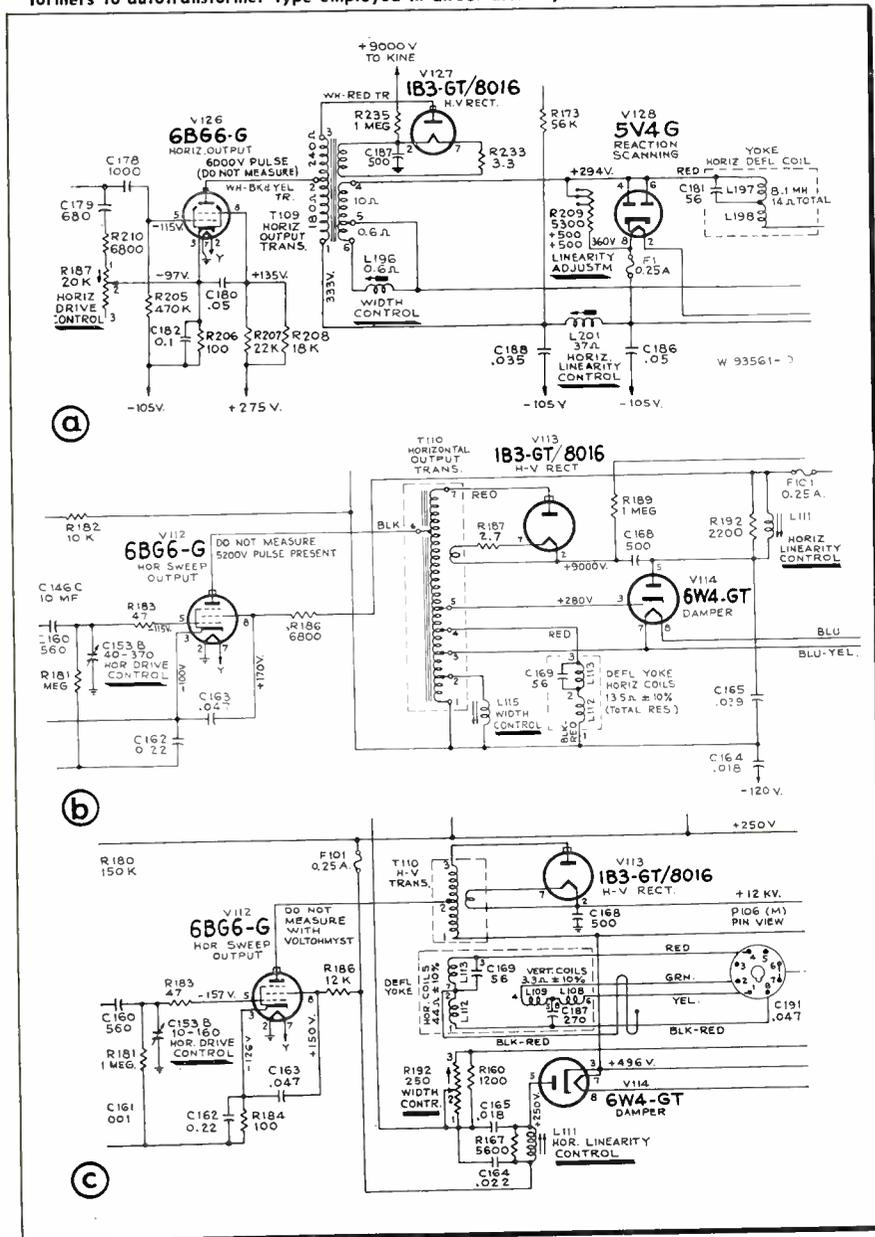
This system dispenses with the output transformer, which was essentially an impedance matching device similar to the audio output transformer, and connects a relatively high impedance yoke directly into the plate circuit of the output tube. This is a logical step, since it to a large degree saves the energy which would otherwise be lost in a transformer due to leakage, heat, etc.

Like Conventional System

Operation of the system is similar in many ways to the conventional systems. The transition from the 630 to the autotransformer type to the direct drive system is shown in figures 1a, 1b and 1c. Briefly reviewing the earlier circuit, we recall that the output tube is driven by the oscillator with a waveform suitable to produce a sawtooth of current in the yoke. The output tube is essentially conducting in brief pulses at a repetition rate of 15,750 cps. When the output tube is cut off by virtue of its grid being driven negative, the magnetic field induced in the yoke by the previous pulse tends to collapse rapidly, generating a back EMF which is high due to the relatively high resonant frequency (71KC—see explanation below). This high voltage was stepped up in going from the secondary to the primary of T109, and is further stepped up by autotransformer action in the primary, placing a positive voltage in the neighborhood of 10KV on the high voltage rectifier.

In the 9T246 circuit (b) shown, an autotransformer is used instead of the conventional output transformer with primary and secondary, but the principle of creating and stepping up the high voltage is essentially the

Fig. 1—Horizontal deflection circuits showing transition from multi-winding output transformers to autotransformer type employed in direct drive system.



TV Horizontal Deflection

same. In the T164 circuit (c.) the output transformer section has been dispensed with, and we have only a high voltage transformer (operating still on the same general principle). The yoke (plus this high voltage winding) is the load for the output tube. The increased efficiency of high voltage formers using ceramic core material, as mentioned above, contribute to the capabilities of this circuit.

To discuss the operation of the deflection portion of the circuit, it would perhaps be in order to review the function of the damper tube. The importance of this tube to all the three circuits under consideration is much greater than the word "damper" implies.

We can consider the output tube plate current as having been utilized to drive the trace over to the right side of the screen. Then suddenly that tube is cut off, the field collapses, high voltage is produced and is utilized to supply the 2nd anode voltage. This does not, however, use up much of the energy in the yoke.

Using the Energy

The first use to which we can put this energy is to accomplish retrace. The requirement of our present system is that the beam must get back quickly to the left side of the screen after the trace is completed: approximately 7 microseconds are allowed for retrace as compared with 53.5 M sec. for the visible trace.

When the output tube is abruptly cut off and the high back EMF is produced due to the rapid collapse of the magnetic field, the system is said to be "shocked into oscillation." It has been found useful to design the circuit constants of the output system so that, when this shock excitation occurs, the system will oscillate at approximately 71 KC. Thus in one half cycle of oscillation (7 M sec.) retrace will have been accomplished. A relatively small portion of the energy available is used up in this operation.

At this point we must stop the oscillation or else the beam will oscillate back and forth at a 71 KC rate until the energy in the yoke is consumed (since a good deal of energy remained after retrace). It would be highly desirable to utilize this energy to satisfy the next demand of the system, which is to start the visible trace across the tube again. To do this, we need to control the oscillation so that the current passes through the yoke at the slower (and at the same time, linear) rate required for the trace. An RC network would accomplish this, but a good deal of energy would be wasted in the resistor in the form of heat.

The damper tube, however, permits

this energy to be efficiently utilized. The functioning of the damper tube is already familiar to the TV technician, and is therefore very briefly described as follows: When the output tube is cut off and the high voltage is developed as a result of the collapsing field, this voltage is negative at the damper tube plate and therefore cuts that tube off also. After the retrace is completed, however (or in other words, after a half cycle of oscillation) the plate of the damper is driven positive and the tube conducts. This places a low resistance across the oscillatory circuit and stops oscillations. Due to the resistance of the tube, and the circuit constants associated with it, the energy which had been momentarily stored in the yoke is allowed to decay at a relatively slow and linear rate to start the visible trace on its way. Thus the damper tube in a sense supplies some of the energy to scan the tube—actually, it would be more correct to say that it makes this energy available—and so it was that in the 630 circuit it was called the "reaction scanning" tube.

In the 630, the 5V4 had control of the beam for considerably less than the first third of the trace, possibly no more than 30%. In the direct drive system, however, due to the more efficient transfer of energy to the yoke, almost half the trace is accomplished during the "reaction" part of the scanning cycle (that is, while the 6BG6 is cut off). It can be seen that, by this more efficient utilization of the 6BG6 plate current, more deflection power can be derived without an increase in current.

As the stored energy which is being made available by the damper is almost used up, the field decays at a faster (that is, non-linear) rate. But just before it becomes non-linear, the 6BG6 takes over again. Actually, it had started to conduct a moment before and had by this time gotten to the point where it was conducting in a linear fashion and insufficient magnitude to do the job.

The conduct of the 6BG6 and the 6W4, therefore,

Coupling methods employed to connect loudspeakers to audio output stages as compared to the methods employed to couple the deflection yoke to the horizontal output tube.

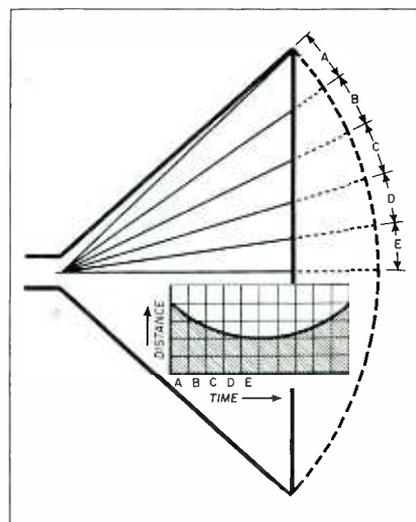
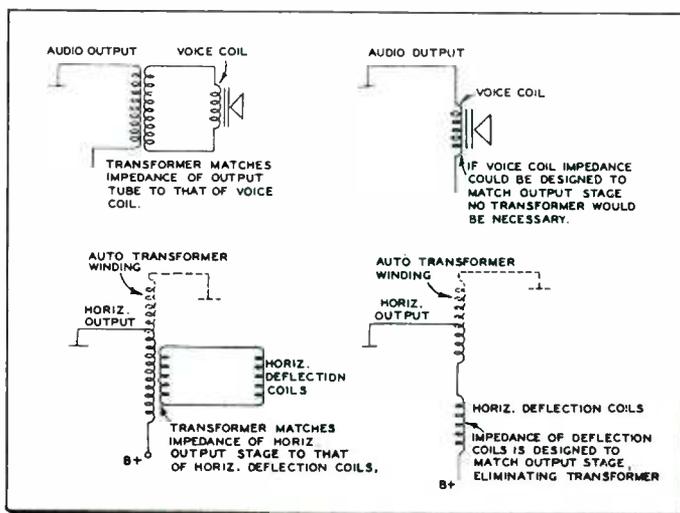


Fig. 2—Comparison of distances traveled in the same time period by the electron beam in curved or flat faced TV picture tubes.

can be likened to a relay race. When runner # 1 (6W4) approaches runner # 2 (6BG6), runner # 2 starts moving so that when runner # 1 reaches the point where he will pass the baton, he will be able to pass it smoothly and no speed will be lost. In other words, one runner is standing still while the other is running the major part of his course, but the baton tends to continue around the track at a uniform speed.

The third important function of the damper (the first two were: to dampen the oscillations, and to make the stored energy in the yoke available for the beginning of the trace) is to supply the "boosted B." The manner in which this was done in the 630 is familiar: a pair of condensers in the cathode circuit of the damper were charged up to plus B potential, then when the damper conducted, the "kickback" voltage rectified by the 5V4 was added to this charge, mak-

(Continued on page 78)





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premium quality tubes

SAYS BILL GRIGSBY

Southeastern Radio Parts Co.

Georgia: Atlanta, Savannah

Alabama: Montgomery

South Carolina: Columbia

We don't guess when we stock tubes. We meet the demand of our 2,215 Servicemen and Service Dealers who have made N. U. tubes their first choice. These experts know from actual experience that N. U. tubes meet the strictest service requirements... that N. U. tubes are uniform, reliable, properly designed for interchangeability. The confidence of our customers in N. U.'s quality control and advanced research makes N. U. tubes profit-makers for all of us.

- RADIO and TELEVISION RECEIVING TUBES
- VIDEOTRON TELEVISION PICTURE TUBES
- PANEL LAMPS
- TRANSMITTING and SPECIAL PURPOSE TUBES



NATIONAL UNION RADIO CORP.

Main Office: 350 Scotland Rd., Orange, N. J.

Research Division: Orange, N. J. • Plants: Newark, N. J. — Hatboro, Pa.



MODEL-100
\$169⁵⁰
 COMPLETE

Revere
Tape Recorder
REPORT CARD

Features	<i>Exciting</i>
Quality	<i>Extraordinary</i>
Value	<i>Exceptional</i>
Profits	<i>Excellent</i>

Dealers High in Praise of New Source of Extra Profits

Every way you look at it, the Revere Tape Recorder scores top marks! Dealers everywhere are quickly recognizing the advantages of adding this sensational sales-producer to their present lines. Not only does it provide a new source of extra profits, but as a new business stimulant and creator of live store traffic, it has few equals. No wonder dealers from coast-to-coast, reporting phenomenal sales, are so enthusiastic about this remarkable equipment.

A tremendous market of live prospects

Every day, more and more people are discovering the many advantages of owning a Revere Tape Recorder. The fun of recording children's voices and home talent . . . adding music and commentary to home movies . . . capturing radio programs for future enjoyment. Schools, churches, and

clubs—business and professional people—musicians and students—all are your prospects!

Single demonstration sells it!

There's magic in a demonstration of the Revere Recorder. Your customers will enjoy hearing their voices in crystal clarity, marvel at such outstanding features as the fast rewind and forward speeds . . . erasable, re-usable magnetic tape . . . easy-to-operate controls . . . time and footage indicator . . . and powerful, constant speed motor. Every inch a professional instrument in appearance and performance—yet remarkably low-priced. A single demonstration is often all that is necessary to register an immediate sale.

Capture your share of extra-profits from this wide-open, fast-growing market by featuring Revere Magnetic Tape Recorders now. Write for complete information.

REVERE RECORDER-RADIO COMBINATION

Tape recorder plus a glorious toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit, built-in antenna.

Model TR-200 **\$209⁵⁰**
 complete



REVERE CAMERA COMPANY • CHICAGO 16

Revere
Magnetic Tape
RECORDERS

Television Technician

Section of RADIO & TELEVISION RETAILING

Thordarson VOLTAGE REGULATOR

New low cost automatic voltage regulator designed to provide sure protection to electric motors or other electrical appliances from damage resulting from excessive fluctuations of line voltage. Described as being especially needed in rural areas, where very low line voltage frequently causes pump motors to stall and burn out, the new "Power Guard" is equally efficient in providing correct operating voltage for refrigerators, washing machines, TV and radio sets, etc. Rated at 750 Va, the "Power Guard" utilizes a power transformer with tapped windings and is electrically adjusted to keep the output voltage within certain prescribed limits. One popular model, for example, adds 25 volts to the output when line input



drops to 95 volts. It also will automatically "step-down" 25 volts if line surge exceeds 130 volts. Relay is chatter-proof and the unit itself is filtered to prevent interference to radio or TV. Available in conduit box type housing to meet certain electrical codes for permanent installations and also as a semi-portable unit in an attractive, well ventilated gray wrinkle finish steel case. Thordarson-Meissner Mfg., Div. Maguire Industries, 500 W. Huron St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Quietrole LUBRICANT

Quietrole is a lubricant and cleaner recommended for quieting noisy volume and tone controls, and as a general purpose lubricant of all moving parts in radio and electronic apparatus. It is a non-conductive, non-inflammable, non-corrosive liquid. Serviceman net cost is \$1.69 for 2 oz. bottle. Quietrole Co., Spartanburg, S. C.—RADIO & TELEVISION RETAILING.

Vee-D-X "MIGHTY MATCH"

The "Mighty Match" is a filter network that is said to do away with the necessity for using separate transmission lines where high and low band antennas are mounted on the same mast. The unit consists of hi and lo filters that prevent both undesired signal and detuning disturbances from passing from one antenna to the other. It may be used with all hi-lo stacks, and with hi and lo single channel directive type antennas (Yagis) that are mounted on one mast. LaPointe-Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

Chicago "SELECTOHM"

The Selectohm is an accurately calibrated 0 to 100,000 ohm linear potentiometer for use as a resistance substitute for service or laboratory work. The Selectohm provides a fast means for deter-



mining the value of blackened burned out resistors when it is substituted in radio, TV and other circuits. It also serves as a precision rheostat, shunt or multiplier. Rated at 25 watts, it is priced at \$7.50. Chicago Industrial Instrument Co., 536 W. Elm St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Illinois CONDENSERS

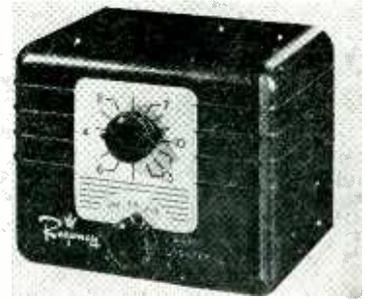
New and improved line of plug-in and twist-prong electrolytic condensers designed to meet the most exacting commercial and JAN specifications. Built for the most rugged service to which an electrolytic can be subjected, they feature a completely new phenolic molded-cap structure that hermetically seals the container. According to the manufacturer, the hermetic seal, employing molded-in terminals, is so perfect that these units can be used for the most difficult conditions encountered—from



adverse marine operations to stratosphere use. Economy in mass producing these new capacitors allows complete distribution, without additional cost, for civilian TV and usual electronic applications as well as new and replacement service in aircraft, fire, police and related emergency services. Illinois Condenser Co., 1616 North Throop St., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Regency TV BOOSTER

In order to produce the same quality as heretofore despite allocation difficulties, the firm has redesigned the Regency booster for TV. The new model will be known as DB 410, and will retain practically the same appearance, and the same one-knob tuning. DB 410 has contrawound bifilar coils with a push-pull triode. Internal impedance for



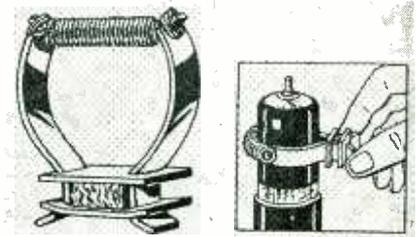
input and output accommodates either 300-ohm or 73-ohm line. Price is \$32.50 list for the dark finish, \$37.50 for the blonde. I.D.E.A., Inc., 55 N. New Jersey St., Indianapolis 4, Ind.—RADIO & TELEVISION RETAILING.

Centralab CERAMIC CAPACITOR

TV6 is a tubular ceramic rated at 6000 WVDC (10,000 VDC flash test). It is intended primarily for coupling the deflection amplifier's output to the high potential vertical and horizontal plates of an electrostatic picture tube. It is available in one capacity, .005 mfd. Centralab Div., Globe-Union Inc., 900 E. Keele Ave., Milwaukee, Wis.—RADIO & TELEVISION RETAILING.

Perfection "BO ELIMINATOR"

The B. O. Eliminator is said to be effective in eliminating the vertical black bars which appear in TV pictures when Barkhausen Oscillation occurs in the horizontal sweep output tube. If a concentrated magnetic field is placed near the source of the oscillations, the effect is usually eliminated. The eliminator is



slipped over the tube and moved up and down until the bars disappear. Perfection Electric Co., 2635 S. Wabash Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

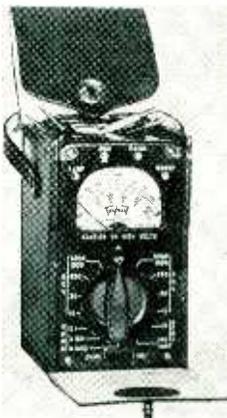
New Aids to Servicicers

Du Mont 12-INCH MASK

A specially designed mask is available for simplifying the replacement of the types 12JP4 and 12RP4 with the type 12QP4A. Popularity of the 12QP4A as a replacement for the 12JP4 and 12RP4 is said to be based on its close similarity with these older types, plus the features of a flatter face and a gray filter face plate. The flatter face is compensated for by the new mask, making the replacement simple and direct. When replacing the 12JP4 with a 12QP4 an ion-trap magnet must be added. Tube Div., Allen B. Du Mont Laboratories, Inc., 750 Bloomfield Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING

Triplett V-O-M

Model 666-RL is a new handy-size, compact volt-ohm-mil ammeter. AC-DC voltage ranges from 0-5000 @ 1000 ohms/volt, DC to 10 amps, resistance 0-3000-300,000-3 megohms. Only one selector



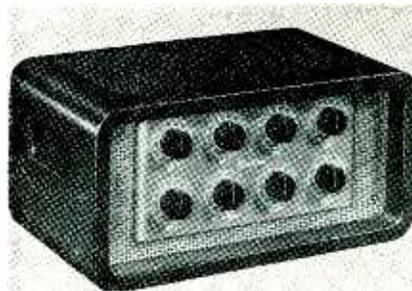
switch is required for all settings on the 3" meter. Unit is provided with leather case, self-contained batteries and test leads. Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

Channel Master ANTENNAS

New, complete line of Yagi antennas, the "500" series is designed to extend TV reception areas beyond present limits. Available for channels 2 through 13. According to the makers, these antennas combine high gain with high directivity and have an actual (not theoretical) gain of 8 db which may be substantially increased by stacking. The new Yagis have a high front-to-back ratio of 26 db to reduce rear and side pick-up, and match both 72 and 300 ohm line. Construction features include aluminum elements and cross arm, high impedance step-up dipoles of seamless tubing, and reflectors and directors of 3/8" butted tubing with 1/2" external sleeves. Channel Master Corp., Ellenville, N. Y.—RADIO & TELEVISION RETAILING

Rauland-Borg AMPLIFIER

Model 1904 is a remote mixer-pre-amplifier designed to mix four inputs (high or low impedance mikes and crystal pickups) and to feed the program



over remote line to main power amplifier at any required distance away. Features include master gain control, separate bass and treble controls, self-contained 24-volt power supply and switch for remote relay control of main amplifier. Output is 300 m.w. in 600 ohms, response 40-20,000 cps. Rauland-Borg Corp., 3515 Addison St., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

Taco MAST COUPLER

No. 189 Mast Coupling will accept masts of 1 1/4" to 1-5/16" O.D., and is designed to couple wood or metal mast sections securely together. It is made of heavy gauge steel and is clamped securely to masts by means of three 1/4" bolts running through flange. The design is said to be especially adaptable to wood masts inasmuch as pressure is distributed over a large area of the mast as compared to the U-bolt type of coupling. Technical Appliance Corp., Sherburne, N. Y.—RADIO & TELEVISION RETAILING.

NU ELECTROSTATIC PIX TUBES

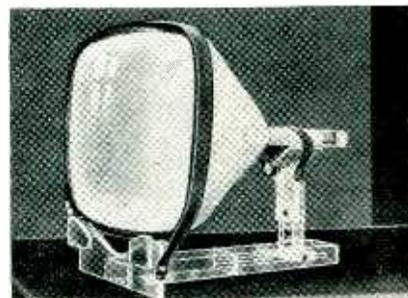
The firm has announced a new line of tubes in the popular 14,17, and 20-inch rectangular sizes and employing electrostatic focus. The design permits considerable savings in either electromagnetic focus coils using copper wire or permanent magnets using Alnico 5. Focus electrode is incorporated in the new gun structure, and is operated at approximately 20% of the anode potential. The focus potential is obtained from a conventional flyback power supply employing a low-cost rectifier operated from the primary of the horizontal deflection amplifier transformer. Variations in centering due to external conditions can be compensated by the use of electrical centering. Mechanically, the new NU tubes will be interchangeable in set designs using either short or long neck tubes. Electrically, the ratings for these tubes are the same as the types they are designed to replace. National Union Radio Corp., Orange, N. J.—RADIO & TELEVISION RETAILING.

Clarostat PRY-OFF DUST COVER

Fitting the right switch to the right control is further simplified by the latest pry-off dust cover of Ad-A-Switch controls offered by Clarostat. Instead of the former separate dust-cover lid held in place by lugs engaging with side straps on the control proper, the new construction features a single-piece metal casing with scored center section and tab. This section readily pries open and tears off, leaving the control casing open to take the proper Ad-A-Switch. Two lugs on the Ad-A-Switch engage with side straps, and are slightly bent to hold the switch firmly in place. Switch mechanism and control rotor are, of course, duly aligned so that the assembled unit functions smoothly. There is a choice of six types to meet any switching need. The inclusion of the Pick-A-Shaft feature, providing a choice of twelve (12) different shafts, meets the mechanical requirements for the replacement unit. Clarostat Mfg. Co., Inc., Dover, N. H.—RADIO & TELEVISION RETAILING

Precision TV TUBE HOLDER

New television tube holder is designed to fit the requirements of all television servicemen. Called the Tube Vise, this handy device safely and securely holds any size TV tube in a rigid, adjustable frame. It is claimed to



eliminate or minimize the ever present danger of tube breakage. Made of clear, lustrous plastic with web straps that hold the tube front and rear. Lists at \$14.95 postage paid. Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Ill.—RADIO & TELEVISION RETAILING

GC "TUBE KOAT"

Tube Koat is a fast drying conductive coating for recoating the outside of TV picture tubes that have become scratched, or whose surface is peeling. This would, of course, be important on glass tubes where the conductive outer coating is the grounded portion of a high voltage filter condenser. "Tube Koat" is also said to be useful on the inside of TV cabinets to prevent high voltages leaks and static discharge. 2 oz. bottle is \$1.20 list. General Cement Mfg. Co., Rockford, Ill.—RADIO & TELEVISION RETAILING.

face value*

It doesn't take an expert to pick out a Zetka picture tube. Seen in use, it is amazingly brilliant, clear and sharply focused. For many reasons: only Zetka utilizes the power-tube method of production plus a hypersensitive inspection of the tube screen. The extremely long pumping process insures an ultra-hard, gas-free tube that will out-perform any similar product on the market. And, as a final precaution, each and every Zetka tube (no spot checking permitted) is set-tested in the factory before being shipped. It makes sense, therefore, doesn't it, that, if you're building your reputation on face value, the Zetka tube, in all its brilliance, will be your most outstanding feature. Rectangulars and rounds in 16", 17", 19" and 20".



Zetka

THE ARISTOCRAT OF TELEVISION TUBES

zetka

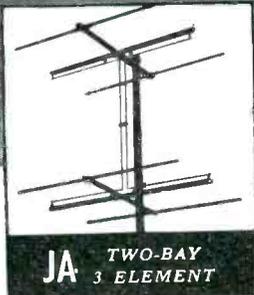
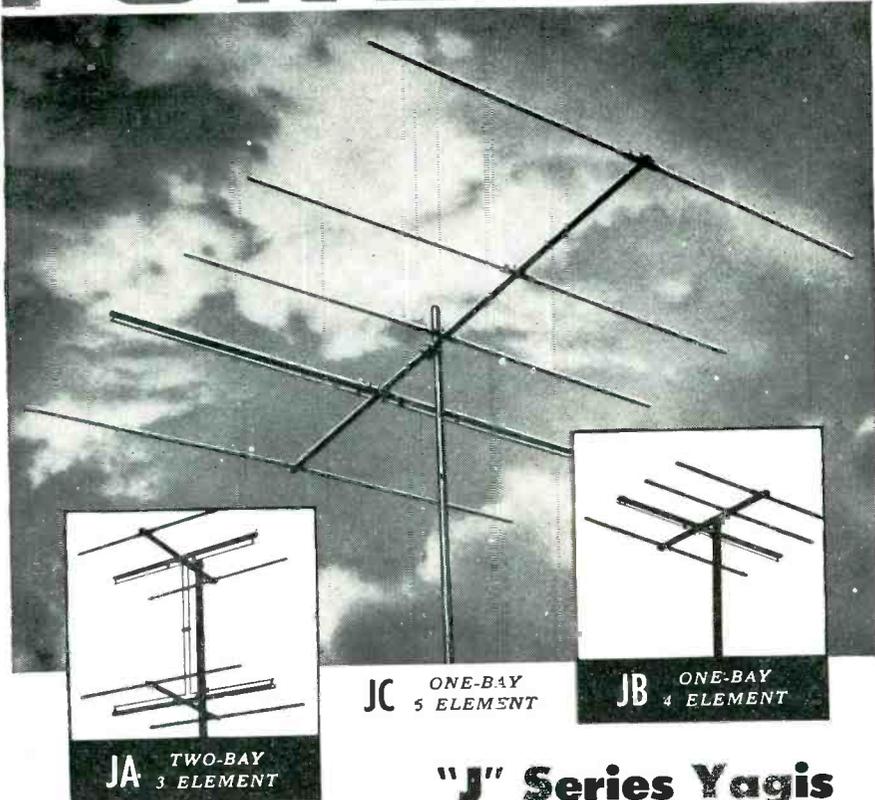
TELEVISION TUBES, INC. 131-137 GETTY AVE. • CLIFTON, N. J.

For 37 years, Zetka has been a respected name in the radio and television industry.

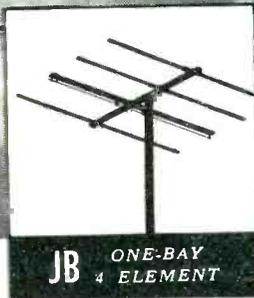
POPULAR BECAUSE THEY ARE POWERFUL

MOST

MOST



JC ONE-BAY
5 ELEMENT



"J" Series Yagis

The VEE-D-X "J" series were the first preassembled, low cost Yagis to gain national recognition. They were developed to meet the demand of TV owners in areas where maximum signal pick-up from only a few channels was required. Each of these famous Yagis is cut for a specific channel and will provide extremely high forward gain, excellent front-to-back ratio, and nearly complete immunity to man-made noise, ghosts, etc. They can be used singly or stacked and are engineered to match standard 300 ohm line. For further information write the LaPointe-Plascomold Corporation., Windsor Locks, Connecticut.

VEE-D-X

THE WORLD'S MOST POWERFUL ANTENNAS

Aligning FM

(Continued from page 67)

Simply enough. Wave 1 can be represented by vector 1, wave 2 by vector 2 (see fig. 9B). The length of each vector is proportional to the maximum amplitude of the wave it represents. Since wave 2 starts 45 degrees later than wave 1, it is represented by a vector that is at an angle of 45 degrees to the first one. Readers who look askance (askance is the long-hair word for cock-eyed) at this, should realize that, if the waveforms are separated by an angle of 45 degrees, the vectors that represent them must also be separated by the same angle.

If we want to know the result of adding the two out-of-phase voltages, we make a parallelogram, and obtain a net or resultant voltage, as indicated in fig. 9C. Note that the resultant is larger than either of the original voltages in this case, and its direction, or phase, is different.

Other vector additions are shown in fig. 10. It should be noted that as the phase angle between two voltages decreases, the net or resultant voltage becomes larger. This situation is similar to the case of Fat Boy and Thin Man pulling on the same weight from different directions. As the angle between the two men decreases, their forces join more and more, producing a greater resultant force; and the reverse of this is, of course, also true.

Next month, we will take up the phase relations of current and voltage in resistors, condensers and coils.

Standard Coil BOOSTER

A new TV booster, the Model B-51, has been announced. This "Standard Booster" is housed in a dark brown plastic cabinet. The booster is a single stage pre-amplifier featuring continuous one-knob tuning with no switching from high to low bands. High gain in all channels is claimed, with a low noise factor and use of printed circuits as additional features. Standard Coil Products Co., Inc., 2329 N. Pulaski Rd., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

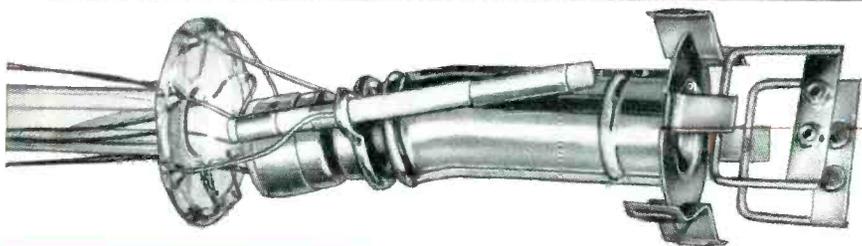
Astatic CERAMIC CARTRIDGES

The Astatic Corp. announces the availability of ceramic cartridges, which are more resistant to heat and humidity than are crystals, in all styles previously available in the crystal type. The voltage output of the ceramics is stated as .4 volts under test conditions giving 1. volt from crystals, and the frequency response above 5KC is slightly reduced. Astatic also announces addition to its recently developed CAC cartridge, which is internally equalized for LP records, of three other similar cartridges complete with sapphire one mil or 3 mil stylii. They are also available with diamond stylii. For further information write the Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

fine overall focus starts with the

Du Mont

BENT-GUN



- ⌚ In big-picture tubes, more than ever, fine-line focus — clear across the screen — is an important function of the electron gun.
- ⌚ In newer, wide-angle picture tubes, only proper gun design can correct the defocussing effects which deflection has on the cathode-ray beam.
- ⌚ For uniform resolution, the control of beam-size by the new Du Mont Bent-Gun keeps the beam in focus from top to bottom and corner to corner.
- ⌚ For better performance in bigger pictures, Du Mont Teletrons are your best buy.



DU MONT
Teletrons^{*}

ALLEN B. DU MONT LABORATORIES, INC.
CATHODE-RAY TUBE DIVISION
Clifton, N. J.

First with the Finest in T-V tubes

^{*}Trade-Mark

Customers everywhere say—



“Thanks a Million, Mr. Dealer—”
FOR INSTALLING THAT

telrex
“CONICAL-V-BEAM”
ANTENNA!



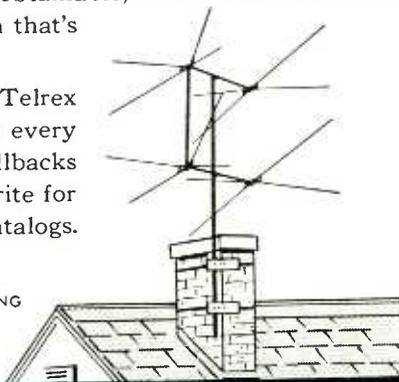
And 1,000,000 it is — OVER ONE MILLION
TELREX INSTALLATIONS TO DATE AND STILL GOING STRONG!

In fact, even stronger than ever because more and more dealers are “going Telrex” every day. They know that a Telrex Conical-V-Beam means the best picture obtainable, a satisfied “friend-for-life” customer, and installation that’s trouble free antenna-wise.

Check up now! Find out how Telrex antennas can step up your net on every TV installation by eliminating callbacks due to antenna failures. Call or write for the full story and illustrated catalogs.

THE “CONICAL-V-BEAM” IS PRODUCED UNDER
PATENT NO. 2518297 — OTHER PATENTS PENDING

*Registered
Trademark



telrex INC.
CONICAL-V-BEAMS

AMERICA'S
STANDARD OF
COMPARISON
ASBURY PARK 2, N. J.

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

Direct Drive TV

(Continued from page 69)

ing a voltage higher than plus B available. This was used for the 6BG plate, and subsequently at other points in the receiver, such as the vertical oscillator.

In the 630, this boost added about 50 to 75 volts to the plus B. In the direct drive system, due to the relatively high impedance of the yoke, a much larger boost is realized (from 200 to 250 volts). This makes it possible to have available a high plate voltage for the horizontal output tube, the vertical oscillator and the kine G₂ with a lower initial plus B voltage.

As in the 630, a ripple is introduced into the 6BG plate supply by the charging and discharging of the “boost condensers.” The linearity coil forms a tuned circuit with these condensers so as to buck out this ripple. Since a certain amount of non-linearity is desired, however (as will be explained in the next paragraph), this circuit is made tunable.

As can be seen in figure 2, the scanning of a (relatively) flatfaced tube results in a situation at the edges of the tube in which the beam travels farther in a given length of time than it would at the center of the tube in the same length of time. This results in non-linearity at the sides of the picture. Actually, the beam is slowed down during its trip across the screen by the resistance of the yoke, so that on a round-faced tube it *wouldn't travel as far* at the right side in a given length of time as it would at the left. These two facts (non-linearity due to flat-faced tubes and non-linearity due to decay of the scanning velocity) tend to buck each other out at the right side of the screen, but are additive at the left.

The linearity control can compensate for this tendency to be non-linear at the left of the picture, by introducing the proper amount of non-linearity by adjustment of the coil slug.

Lest the reader pooh-pooh this contention due to observed results in the field, let us remind him that there are other reasons why the picture may not look at good at the sides as in the middle. Referring again to fig. 2, we can see that if the beam is focussed on the screen in the center, it will focus a little short of the screen at the edges of a flat-faced tube. Furthermore, on a wide-angle tube, there will be some tendency toward an elliptical (rather than round) spot shape at the sides, due to the beam tending to hit the screen a glancing blow. These factors may be and are reported to be corrected in varying degrees by various set manufacturers and will be the subject of future articles.

(Continued on page 82)

ANOTHER GOOD REASON WHY YOU SHOULD...

Switch to Hotpoint!

for FULL-LINE LEADERSHIP!



**THE NEW Hotpoint
AUTOMATIC DRYER**
*Eliminates LINT, MOISTURE
and EXCESSIVE HEAT
in the LAUNDRY AREA*

HERE'S HOW IT WORKS . . .

The new Hotpoint Automatic Dryer has no air intake or outlet, thus eliminating ventilation problems. Heated air, circulating from the motion of the tumbler-drum, absorbs the moisture from the drying clothes and picks up the suspended lint. The moisture-laden and lint-contained air passes through a spray of cold water, condensing the water vapor from the air and washing out the lint. Moisture and lint are then expelled down the drain.

Hotpoint's SENSATIONAL NEW AUTOMATIC CLOTHES DRYER WITH **RAINBOW** DRYING ACTION*

THE SENSATION OF THE INDUSTRY!

To make your Hotpoint Franchise the Franchise of Leaders, Hotpoint proudly offers its newest engineering triumph—the Hotpoint Automatic Clothes Dryer. Matched in appearance with the Hotpoint Automatic Washer, the drying principle is a radical departure from that employed in any other household dryer and eliminates steamed-up windows, damp floors, dripping walls, excessive heat and lint in the laundry room. Never has there been such a strong sales feature in any automatic clothes dryer.—It's another Hotpoint *FIRST!*

HOTPOINT FULL-LINE LEADERSHIP

Hotpoint's introduction of this outstanding new Automatic Dryer is further proof of Hotpoint's Full-Line Leadership. The Hotpoint line includes every major electric home appliance for modern kitchens and home laundries. Each appliance has gained distinctive leadership in its field. Have your Hotpoint distributor give you the complete story on the new Hotpoint Automatic Dryer and the other Hotpoint appliances which make the Hotpoint Full-Line Franchise the industry's most coveted.

***ANOTHER HOTPOINT FIRST!**

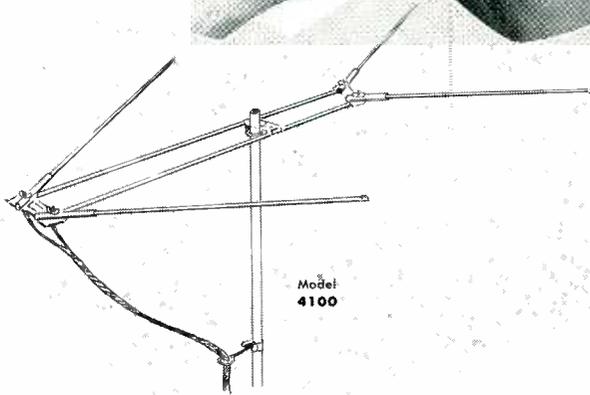
Hotpoint Inc.

(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

CAN'T BREAK WON'T SAG



New!

WALSCO DOUBLE VEE ANTENNA

A great, new engineering idea! Walsco Double-Vee Antenna with "TWIN-TUBE" element construction eliminates sag . . . Guaranteed not to break. Elements stay firm in perfect alignment for lasting high gain performance. Highly directive . . . extra high gain on all channels. No mechanical failures even under severe weather. New molded insulators guaranteed unbreakable. Outstanding and lasting dielectric properties. Completely assembled . . . only 4 wing nuts to tighten.

WRITE
FOR BULLETIN
NO. 60-R



WALSCO

Walter L. Schott Co.

Los Angeles 18, Calif. • Chicago 6, Ill.

Sell More Sound

(Continued from page 70)

"OK" signature or initialing by the customer or his agent. This not only helps to make the plan more "official," but also serves to avoid future disagreements based on a misunderstanding of what was originally contracted for.

Preferably, the proposal would be made in two copies, so that the client might keep a duplicate for his own reference. The original then becomes the sound dealer's actual work-sheet. Having been approved, it has graduated from being a "proposal" to a blueprint.

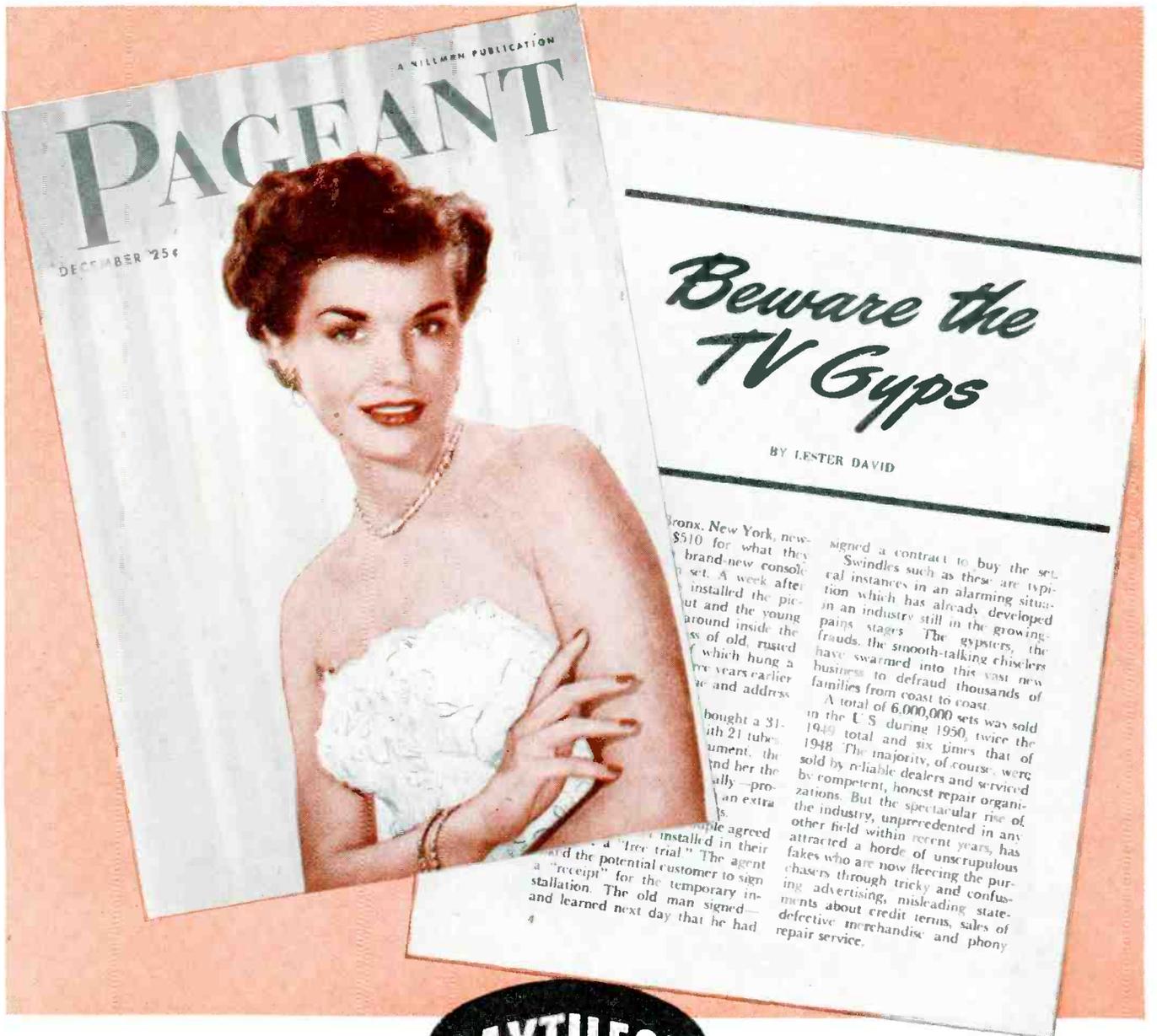
Thus, in the end, the dealer's work is simplified by the initial preparation of a good, complete proposal and estimate. It not only helps in selling the job, but it helps in the actual performance of it. And finally, having been corrected, added to, etc., in the course of the actual work, it becomes a permanent record of the job. In this sense it can be helpful in the future, in making repairs, alterations or additions to the job. It may also be helpful as a sample proposal in selling a new job.

Parts Manufacturers Discuss Current Problems

Following an informal meeting of committees of the Association of Electronic Parts and Equipment Manufacturers and the Sales Managers Club Eastern Group at the Hotel Statler, Washington, D. C., to discuss maintenance and repair problems and the impact of shortages and restrictions on the industry, a resolution was prepared for the consideration of the National Production Authority embodying the groups' recommendations. Guests of the manufacturers at lunch were NPA officials John G. Daley, director of the electronics division; Donald S. Parris, deputy director and Leslie H. Doidge, office of civilian requirements. Representing EP&M's mobilization committee were Arie Liberman, Talk-A-Phone Co., S. N. Shure, Shure Bros.; Herbert W. Clough, Belden Mfg. Co.; Al Delighter, Standard Transformer Corp.; Roy Laird, Ohmite; Abe Shanes, Talk-A-Phone Co., Kenneth C. Prince, legal counsel and S. I. Neiman, public relations counsel. Representing the Sales Managers Club were Sam Baraf, of United Transformer Co.; Samuel J. Spector, Insuline Corp.; Jerry Kirschbaum, Precision Apparatus and John Hauser, Sylvania Elect. Prods.

New Brach Rep

The Brach Manufacturing Corp., has appointed Edward De Nike, P. O. Box 1620 Temple Drive, Florida, as its representative in that state.



BONDED ELECTRONIC TECHNICIANS

have the answer to articles like this. Their cash bond of protection and code of ethics inspire customer confidence in their integrity and ability. Ask your Raytheon Tube Distributor if you can qualify for this vitally important sales asset.

RAYTHEON RADIO AND TELEVISION TUBES — RIGHT... for Sound and Sight!

RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

Newton, Mass., Chicago, Ill., Atlanta, Ga., Los Angeles, Calif.

RADIO AND TELEVISION RECEIVING TUBES, CATHODE RAY TUBES, SPECIAL PURPOSE TUBES, SUBMINIATURE TUBES, MICROWAVE TUBES



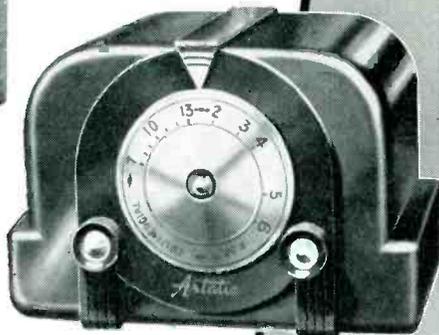
Excellence in Electronics

BEST BEFORE . . . NOW EVEN BETTER THAN EVER *Astatic* TV and FM Boosters

YES, ASTATIC engineering research has found a way to improve still further its BT Series Boosters, in ability to sharpening quality of TV reception. From the first, these Astatic entries in the low-cost booster field have won top preference of the trade in virtually every instance where performance has been compared. So, it's a matter of yesterday's best made even better today—thanks to constant Astatic research and engineering progress. This continuing search for better methods and products is also your greatest assurance of first quality in phonograph pickups and cartridges, microphones and related equipment.



Model BT-1
List Price
\$32.50



Model BT-2
List Price
\$34.95

QUALITY FEATURES

- 1 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 the circuit.
- 8 Selenium rectifier.
- 9 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
CORPORATION
CONNEAUT OHIO
IN CANADA CANADIAN ASTATIC LTD. TORONTO, ONTARIO

Direct Drive TV

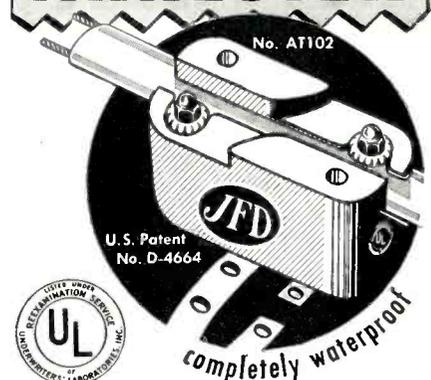
(Continued from page 78)

The non-linearity of the picture which was described before as being considerably corrected by the linearity control can also be limited by the use of a so-called "assymetrical" yoke.

Summing up the advantages of the direct drive system, we find a much more efficient utilization of the energy supplied by the output tube, making it possible to scan large screen, wide angle picture tubes and at the same time supply adequate second anode voltage using the old reliable 6BG6 and drawing less current from it than in the 630 (630 plate and screen currents 77 and 11.5 ma., respectively, T164 plate and screen currents 67.9 and 8.1 ma. respectively). At the same time, with a greatly increased B boost due to the efficiency of the circuit, additional conservation in the low voltage power supply is possible.

A footnote to the circuit arrangements of the direct drive system is that, with the yoke connected across the output tube, it is not possible to use DC for centering, as there would be no way to buck it out. Therefore, in order to keep the plate current from decentering the beam, it is blocked out of the yoke with a condenser. Centering is then accomplished mechanically, with the focus magnet.

TWIN LEAD, TELEVISION LIGHTNING ARRESTER



APPROVED for OUTDOOR-INDOOR Use \$ **2.25**
Protects Television Sets
Against Lightning and Static
Charges

Twin Lead
JFD SAFE TV GUARD

Simple to install everywhere and anywhere
...no stripping, cutting or spreading of
wires. More than 300,000 in use today!

SEE YOUR JOBBER OR WRITE TO

JFD MANUFACTURING CO., Inc.
6127 16th Avenue, Brooklyn 4, N. Y.
First in Television Antennas & Accessories

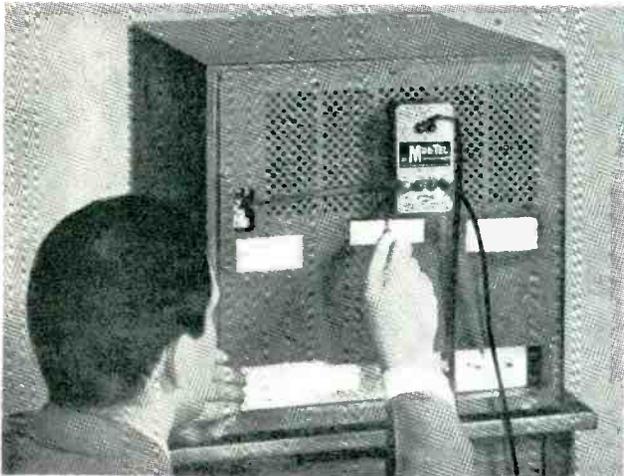
THE BRACH MUL-TEL SELLS New Sets to Old Customers



1. Solves Trade-In Problem. Dealer avoids undesirable trade-in sales by selling customer on installing old small set as second set in kid's room with MUL-TEL 2-Set Coupler.



2. Home Demonstrations Easier. Dealer's salesmen call and demonstrate large screen sets to their 7" and 10" set customers. MUL-TEL 2-Set Coupler allows "Deadly Comparison" and assures sale.

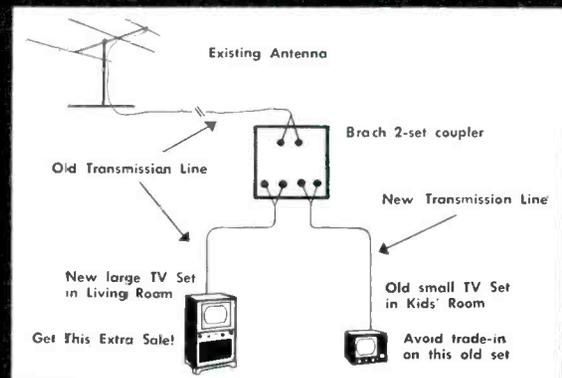


3. Increases Service Business. Dealer installs second set without installing antenna. Improves reception by filtering action of 2-Set Coupler. All installation work done indoors.



4. New Anti-Trade-In Plan. Ira Kamen, Director of TV Sales, tells New York radio audience of the new Brach merchandising plan, enabling TV dealers to avoid "trade-in" sales.

TWO SETS IN EVERY HOME Made Easy with New Coupler



The Brach 2-Set Coupler

- Eliminates interference
- Matches 300 & 75 ohm lines
- Installs with hand tools
- Low in cost
- Avoids trade-in sales

**ONLY
\$1495
LIST**

BRACH MANUFACTURING CORP. (Div. of General Bronze Corp.)

200 Central Ave. Newark 4, N. J.

SEND FOR "THE MUL-TEL STORY" TODAY

Money-maker with A Fast Pay-Off . . . Keeps Income Up When Sets Get Scarce



1. Fixed pole provides mount adaptable to all antenna rotors.
2. Top plate provides guy holes for easy guying.
3. New straight TXT eliminates bending under heavy stack load.

Mail Coupon
for
NEW Bulletin

Scarce sets aren't making scarce sales for dealers who push Teletowers! They're selling *improved reception* to present set-owners . . . and collecting a quick pay-off. Penn Teletowers and Thriftowers . . . advertised hard and merchandised hard . . . are now No. 1. on the "Hit Parade" of consumer tower acceptance.

NEW, cost-cutting engineering improvements are now incorporated in Teletowers. You're not up-to-date on your tower engineering until you've read Penn's new, free bulletin. Mail coupon or write today!

Penn Boiler & Burner Mfg. Corp. Dept. R-1
Lancaster, Pa.

Please send me free bulletin describing structural improvements in Teletowers and Thriftowers.

Name

Address

Canadian representative: J. R. McVITY & CO.,
53 Dalewood Road, Toronto, Ontario, Canada.

PENN Teletowers Thriftowers

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

Dispersed Manpower Plan



A dispersed manpower plan designed to save small business during all-out mobilization was presented to his company's distributors by W. L. Dunn, vice-president of Belmont Radio Corporation, manufacturers of Raytheon television. If used only by the electronic industry, Dunn said his plan would add 100 million man-hours a year to military production. A detailed account of the plan appeared in the February issue of Radio & Television Retailing.



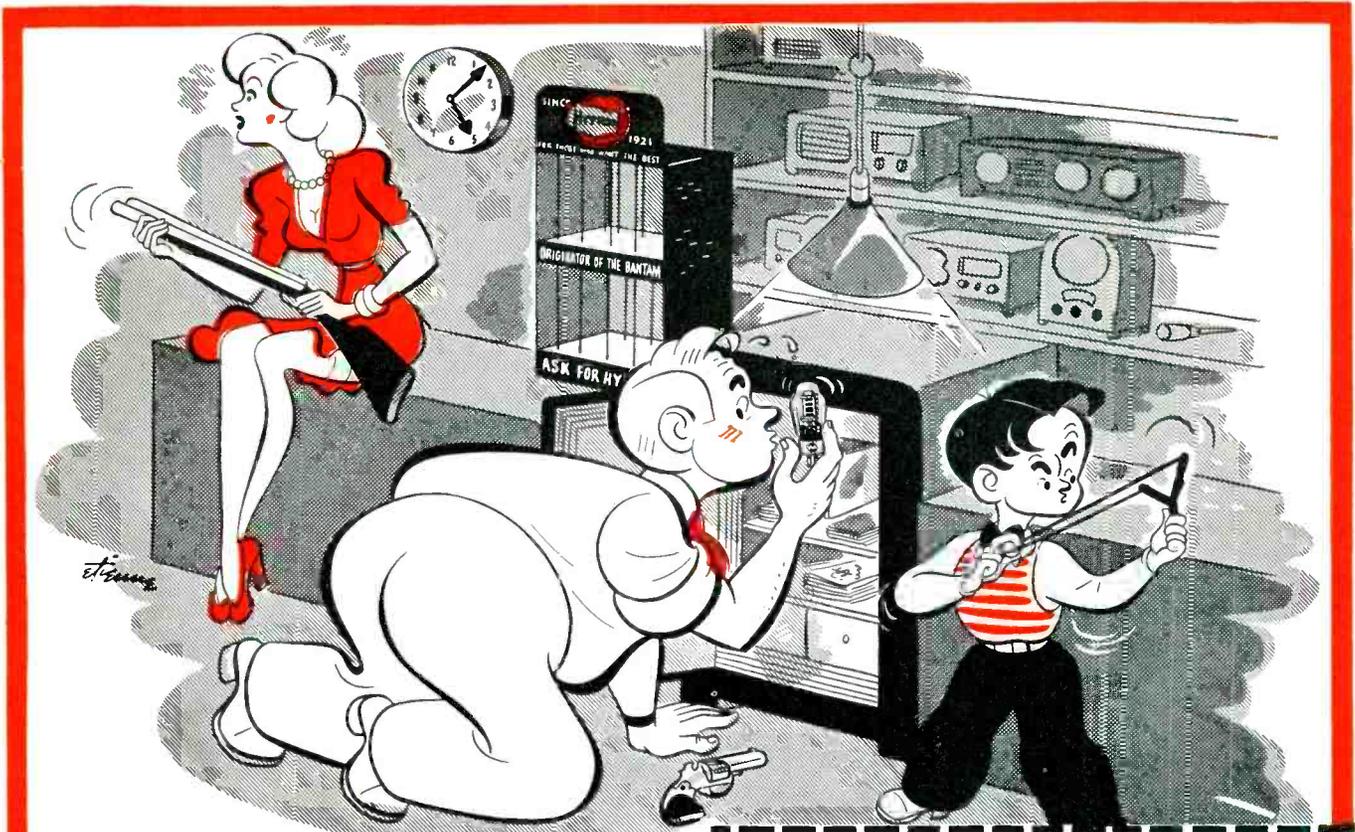
Model Amilee Thompson tries her hand with the soldering iron as Jackie Hearl takes the pliers to demonstrate the kind of work the Belmont Electronic Dispersed Manpower plan proposes to delegate to many television dealers' places of business if all-out mobilization comes. The plan suggests sub-contracting non-classified sub-assemblies needed for military production.

Air King Names Olchak

D. H. Cogan, president of Air King Products Co., Inc., New York manufacturer of television receivers, radios and wire recorders announced the appointment of Samuel Olchak as assistant sales manager. For two years prior to his present assignment, he was advertising and sales promotion manager of Air King Products.

Parts Show Topics

On the basis of questionnaires sent to nearly 1,500 distributor firms whose members attended the Parts Distributors Show in Chicago last May, members of the 1951 Show educational committee are convinced that most popular topics for discussion at the Show conference and seminar sessions are "methods of compensating and training salesmen" and "availability of material and equipment."



THE TENSION'S TERRIFIC

What-AGAIN?

FEEL LIKE THIS AGAIN TODAY? Back in '43, when Hytron first ran this ad, Hytron tubes were worth their weight in gold. T'aint that bad today. But, despite quadrupled production, it's bad enough. Hytron tubes are more in demand than ever before.

Defense . . . TV . . . radio . . . industry want more tubes than all the tube manufacturers can make. We know how it is. And how vital your needs for replacements are.

Despite the crazy demand . . . and the irritating shortages of materials, we're straining every effort to increase production for you. We'll give you more Hytron replacement tubes yet, or "bust a gut" trying.

OLDEST MANUFACTURER OF RECEIVING TUBES

HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS



Probing made Natural . . . Quick . . . Safe!

Pestered by elusive intermittents, shorts, opens, noise, feedback? Want to probe for them — with set operating? Without danger? Without detuning effects? Try new Hytron Probing Tweezers. The precise . . . safe . . . natural extension of your own fingers long sought for this job. Of rich, tough polystyrene with ideal electrical and mechanical characteristics. This contest prize winner saves time, money . . . *maybe your life*. Only 35¢ from Hytron jobbers. Get your Probing Tweezers today.

It's a Cinch! As natural as using your bare fingers. With set on, Hytron Probing Tweezers probe, grasp, and manipulate suspected wiring and components. Easily, surely terret out: intermittents, shorts, opens, noise, feedback from adjacent wiring, etc. Free from danger of accidental shocks and shorts. Without disturbing normal performance of set.

Jaws of Probing Tweezers grip firmly. Have fine and coarse serrations for different sizes: of wires, condensers, resistors, etc. High dielectric constant of polystyrene minimizes capacitive detuning. No pull by strong magnetic fields. Safely long for TV. Handily compact for burrowing into tight spots. Heat resistant, too, if you avoid very hot irons and components. You'll like this unique Hytron tool "by servicemen, for servicemen."



NEW!

HYTRON

Probing Tweezers

35¢ net

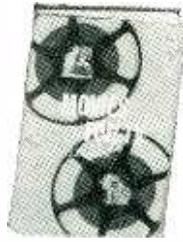
EIGHTH MEMBER OF
THE HYTRON SERVICE TOOL KIT!

Valuable guides for television technicians

Just published!

MOVIES FOR TV

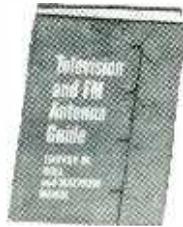
This complete, practical book gives you all the information you need to choose the best equipment, operate it most efficiently, and make the most effective use of movies on TV programs. It explains the operation of all leading makes of cameras, projectors, sound and kinescope recording equipment, different types of lenses, etc., giving the advantages, disadvantages, and relative costs of each. It shows what may go wrong and how to avoid trouble, what type of picture is good on television and what is not, how to light movies for best TV reception, how to insure good shots on location, combine live scenes with movies, produce special effects, titles, newsreels, different types of commercials, and much else that will be of utmost practical aid to station personnel and program planners. *By J. H. Battison.*



A practical how-to-do-it guide for technician and program director alike.

TELEVISION & FM ANTENNA GUIDE

This excellent handbook will save you much testing and readjusting and insure the best reception from any antenna system. It gives you the characteristics, dimensions, advantages and disadvantages of all VHF and UHF antennas and allied equipment, including heretofore unpublished information on new types recently tested by the authors. It tells how to determine the right type of antenna for a specific location, locate space loops, determine signal strength, etc.; how to mount various types of antennas on different kinds of roofs or window sills; how to minimize noise and avoid standing waves in transmission lines, and all other installation procedures. Handy tables give comparative data, and there is full, clear instruction in all fundamental antenna principles. *By Noll & Mandl.*

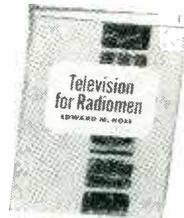


How to get the most out of the antenna system at any location.

Outstandingly helpful references

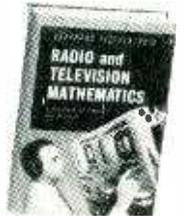
TELEVISION FOR RADIOMEN

The outstanding book on television for servicemen. Explains in clear, non-mathematical terms the operating principles and function of every part and circuit in today's TV receivers, and the chief principles of transmission. Complete, practical instruction in installation and alignment procedures, testing equipment and how to use it, adjustment, and trouble-shooting. *By E. M. Noll.*



RADIO & TELEVISION MATHEMATICS

This unique handbook of 721 problems and solutions shows you what formulas to use, what numerical values to substitute, and each step in solving any problem you are likely to encounter in radio, television, or industrial electronics. Conveniently arranged and fully indexed for quick reference. *By Bernhard Fischer.*



TV Antennas

(Continued from page 65)

dealer in a fringe area—where the installations are all high ones—states that he has switched over completely to inlines and arrays using folded dipoles. In addition to the fact that the observed results are good, he cites the important factor that the antenna circuit can be checked from the receiver with an ohmmeter. On the other hand, antennas which look like an open to a meter (straight dipoles, conicals, yagis, etc.) have to be shorted up on the mast before the line can be checked for continuity.

This same installer also recommends a rotator for all installations, even though the stations received are all in the same direction. The reason, he points out, is that the direction of best reception varies somewhat with the temperature, humidity, and especially the season (this a fringe dealer, remember).

Grounding Antennas

TV antenna installers are reminded of a basic fundamental from way back, namely that an electrical current tends to follow the path of least resistance. If you don't provide a low-resistance path for lightning, it will find its way to ground the best it can. #8 or #6 copper is none too big, and especially considering the magnitude of the current which may be involved. We have seen ungrounded installations which were struck—the lightning plowed up a furrow down the twin-lead until it found a chance to jump on to something bigger, namely a gutter, which was not quite completely knocked off the house, together with a few slate shingles. Fortunately for all concerned, no fire was started. Give the mast a good ground and help the lightning find its way to earth without doing any harm.

Scott Radio Profits

Scott Radio Laboratories recorded a net profit of \$155,065.17 on sales of \$1,563,127.78 in the first half of the 1950-51 fiscal year ended November 30, it was reported recently by John S. Meck, president. Sales were 7.3 times as great as the \$213,738.98 of a year earlier, when a loss of \$87,663.34 was incurred. This was the first half-year period under the new management and the profit was the first in any six-month period for more than three years, Meck reported.

Circle-X Reps

The Circle-X Antenna Corp., of Perth Amboy, N. J., has announced, through W. F. Hickson, its president, that it has appointed G. G. Willison Company, 2030 Harold St., Houston 6, Texas; R. J. Kennedy, 522 South Cook St., Harrington, Illinois; and Garrett M. Lowman & Associates, 507 Westlake Ave. N., Seattle, Washington, as manufacturer's reps.

CHECK THE ONES THAT CAN HELP YOU MOST AND SEE THEM ON APPROVAL

USE THIS COUPON

to get FREE examination copies. If you're not fully satisfied, you may return them without further charge.

The Macmillan Company, 60 Fifth Avenue, New York 11

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Movies for TV \$4.25 | Please send me the books checked. I will either remit in full or return the books in 10 days. |
| <input type="checkbox"/> Television & FM Antenna Guide. \$5.50 | |
| <input type="checkbox"/> Television for Radiomen \$7.00 | Signed |
| <input type="checkbox"/> Radio & Television Mathematics \$6.00 | Address |

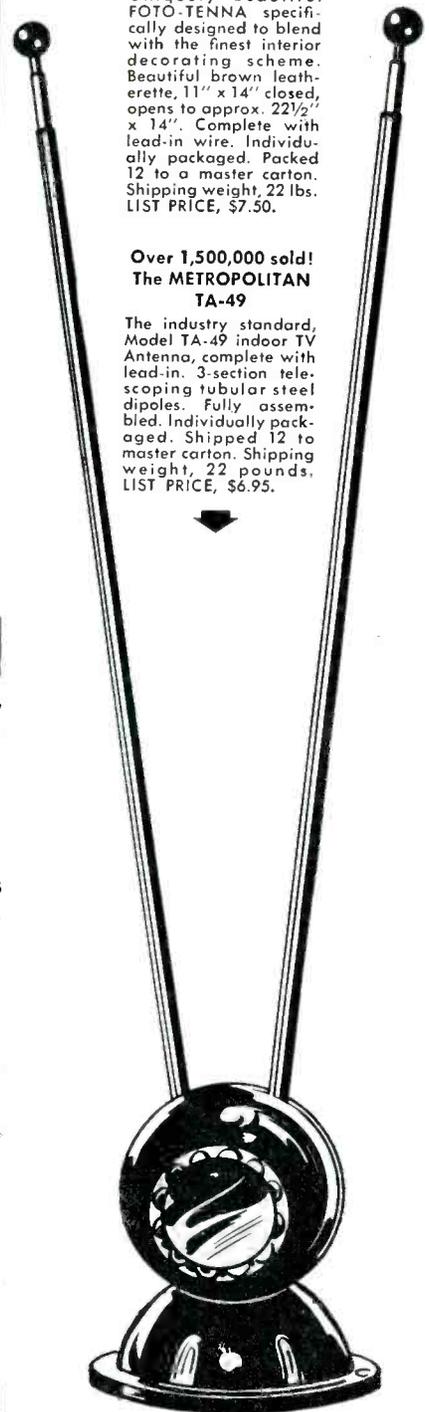


← **Aristocrat of indoor antennae!**
The COSMOPOLITAN TA-55

Uniquely beautiful FOTO-TENNA specifically designed to blend with the finest interior decorating scheme. Beautiful brown leatherette, 11" x 14" closed, opens to approx. 22 1/2" x 14". Complete with lead-in wire. Individually packaged. Packed 12 to a master carton. Shipping weight, 22 lbs. LIST PRICE, \$7.50.

Over 1,500,000 sold!
The METROPOLITAN TA-49

The industry standard, Model TA-49 indoor TV Antenna, complete with lead-in, 3-section telescoping tubular steel dipoles. Fully assembled. Individually packaged. Shipped 12 to master carton. Shipping weight, 22 pounds. LIST PRICE, \$6.95.



Could you use an extra man—to work FREE?

Men are scarce. *Good* men, much scarcer. But in some respects, your handling *Radion* is like adding a good man—an expert who not only works “for free” but even pays you a tidy profit.

An extra installation man?

In areas where most TV set sales are made, *Radion* often makes installation a one-man, instead of two-man, job. *Faster* installation, too. Almost like an extra installation man!

An extra salesman on TV sets?

Radion on your demonstrators—*Radion* as part of a “no installation charge” offer—*Radion* to bring in beautiful images when built-in antennae fail—yes, *Radion* may easily increase sales as much as adding a man!

An extra sales clerk for parts, etc.?

As a traffic item—a “pick-and-pay” profit maker for you—*Radion* saves clerks’ time. Needs no explaining, no wrapping. Shows many dealers a surprisingly good volume!

This coupon brings EXTRA help—mail it NOW!

Radion

THE RADION CORPORATION

1137 Milwaukee Ave., Chicago 22, Ill.

THE RADION CORP., 1137 Milwaukee Ave., Chicago 22, Ill. R-3
 Please send complete details on Radion products and dealership.

Metropolitan No. TA-49 Cosmopolitan No. TA-55

Name.....

Company.....

Address.....

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

FREE

to Servicemen

**New SHURE
phonograph pickup
cartridge
replacement guide**



A turn of the dial gives you the correct replacement model of all Shure Cartridges and practically all other types. Ask your Shure Distributor for a "Guide" or write, giving us his name.

**Instantly guides
you to the correct
cartridge
replacement . . .**

How does it work? Fast and easy. Just turn the wheel clockwise. Numbers increase numerically and alphabetically, making it easy to locate all model numbers. Simply line up the manufacturer's model number with the large arrow at the top of the Guide. Look below and you'll find the correct replacement indicated by an arrow. Simple, isn't it?

The Shure Replacement Guide gives you the correct cartridge replacement for most of the cartridges in use today. It also gives you the output level, type and list price of the replacement cartridge. The Guide saves you money by filling all the standard requests for replacements—with only a small but complete standardized line.



Write to Department "R"

SHURE BROTHERS, Inc.

Microphones and Acoustic Devices

225 West Huron Street, Chicago 10, Ill.

Cable Address: SHUREMICRO

State of the Market

(Continued from page 31)

graph records, now moving well in all markets.

In the final analysis, the advice is to proceed with caution, and above all to keep up a stiff selling pace in order to meet successfully the resistance which will mount every day as costs of living climb.

Since we don't know when the full impact of shortages will be felt, nor what new controls may be imposed, about the only thing we can do is to continue to be progressive, ambitious and careful. A business-as-usual attitude will help keep up morale on the home front, and will keep dealer organizations up to par.

Philco NEW TV LINE

The new Philco line includes 17 new models. Three table models: 2102, \$399.95; 2102L, \$419.95; and the 1800, \$279.95. Twelve of the new models are consoles: 2133, \$569.95; 2132, \$499.95; 2130L, \$489.95; 1835L, \$499.95; 1835, \$469.95; 1834I, \$425.00; 1834M, \$399.95; 1834W, \$369.95; 1832L, \$375.00; 1832M, \$349.95; 1832W, \$329.95; and the 1830, \$319.95. One model is a TV-Phono, the model 1871, \$399.95, and one is a 3-way combination, the model 2170, shown here, \$599.95. Philco Radio Corp., C & Tioga Sts., Phila., Pa.—RADIO & TELEVISION RETAILING.

CAMBURN VIDEO-BEAM

YAGI ANTENNA ARRAYS

4 ELEMENTS

5 ELEMENTS

QUICKLY ASSEMBLED

PRECISELY CUT FOR INDIVIDUAL CHANNELS TO GIVE SUPERB FRINGE AREA PERFORMANCE

The Camburn Video-Beam Yagi Antenna arrays are designed for the ultimate in TV reception. Their pin-point horizontal directivity reduces ghosts and interference to an absolute minimum.

- 10-14 db. forward gain
- 30 db. front-to-back ratio
- Folded dipole with impedance multiplication
- Matched to 300 ohm line
- Close spaced, reflector and 2 or 3 directors

CAMBURN, INC. 22-40 57th STREET WOODSIDE, L. I., N. Y.

A RAULAND EXCLUSIVE!

New
"Tilted-Offset" Gun
WITH
**INDICATOR
ION TRAP**



For Faster Service—Bigger Profits

More and more dealers and service men are swinging to Rauland picture tubes because of Rauland's exclusive development—the Tilted Offset Gun with mistake-proof Indicator Ion Trap.

This new feature—the most recent of many Rauland firsts in picture tube design—saves time and trouble in Ion Trap Magnet adjustment, eliminates mirrors and guesswork. A vivid green glow on the anode tube signals when adjustment is incorrect. The service man simply moves the magnet until the glow is reduced to minimum. Adjustment becomes a matter of complete precision, yet one accomplished in a matter of seconds without equipment of any kind.

In addition, the Tilted Offset Gun offers the advantage of maximum sharpness of focus and requires only a single Ion Trap Magnet.

Only Rauland offers these important advancements. For further information, write to . . .

RAULAND

The first to introduce commercially these popular features:

Tilted Offset Gun

Indicator Ion Trap

Luxide (Black) Screen

Reflection-Proof Screen

Aluminized Tube

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



New Clarostat Rep

The appointment of Robert Milsk as jobbing trade sales representative, was announced by Clarostat Mfg. Co., Inc., Dover, New Hampshire. Milsk will handle the Clarostat line of resistors, controls and resistance devices in the State of Michigan, working out of his headquarters at 522 Michigan Bldg., Detroit 26, Mich.

Same Brach Prices

The Brach Manufacturing Corp., 200 Central Ave., Newark, N. J., has advised all of its representatives that the prices on components of the Brach Mul-Tel System would remain at the 1950 level. Ira Kamen, the Brach

director of TV products reports that the increased demand for the Brach 2-set coupler and 4-set coupler has enabled the firm to effect production economies which counter-balances rising material costs.

Hi-Lo Ups Production

Following its recent move to a new plant which occupies three times the area of the former quarters, Hi-Lo TV Antenna Corp., announces greatly expanded production. Now located at 3540 Ravenswood Ave., Chicago, Hi-Lo will be able to serve even more jobbers with its increased output. The firm's policy of servicing jobbers will continue.

MICHAEL FARADAY

Discoverer of magnetic-electric induction. Inventor of electrical generator. From his name comes the measure of a capacitor—farad.



Famous for Firsts

You can look to Ward for the "last word" in antenna design.

Today's commonly accepted design features—such as nylon insulators, matching phasing links for maximum energy transfer, true broad band response and minute-man quick installation—are all Ward firsts!

Ward aeriels are the result of over twenty years of design and production experience. Ward, the oldest and largest exclusive manufacturer, builds the world's finest antennas.



THE WARD PRODUCTS CORP.

Division of The Gabriel Co.

1523 East 45th St., Cleveland 3, Ohio

Let the Customer

(Continued from page 44)

trade and lose a customer at the same time. "What a pile of junk—lucky you got here before it fell apart," the used car trader used to say, and some independent traders still do.

Packard automobile salesmen are cautioned: "The customer may still be in love with his old car—you can hardly evaluate the worth of a puppy to his tow-headed little master . . . and the American Motorist often has similar sentiments where 'old faithful' is concerned."

Not only do people become greatly attached to their possessions, but they frequently feel that old appliances and radios are more efficient than modern ones. Every dealer has heard a customer say, "I hate to part with that radio because it has a much better tone than the ones they sell today", or "They don't make refrigerators like this any more." In dealing with situations involving trade-ins, the clever salesman uses the utmost tact in suggesting that his products will perform *better* and more economically than the ones in the home he is seeking to replace.

Selling in the Home

Outside salesmen lose many sales because they call on customers when the customers do not show up at their best, and know it. Many house-to-house salesmen keep busy at office details early in the day, and try to start house calls around 10 o'clock. By that time the housewife has finished her early morning work and had time to take the curlers from her hair and tidy her appearance. When a woman is worried about her looks, the situation is unfavorable for selling.

When selling TV, expensive radios and appliances, a family conference is often desirable. Experienced salesmen make appointments for these night calls at prospects' homes, or they telephone in advance. This gives the housewife time to tidy up the living room so she will not be embarrassed. In the majority of instances she also dresses up a bit when the call has been arranged in advance.

A proud prospect is always a better prospect than an embarrassed one. Helping the customer to show up to his advantage lowers the cost of selling.

Every salesman tries to show off his products to best advantage—but practical psychology teaches that he should first let the customer show off to the customer's advantage.

Joins Chamberlin Staff

Harold A. Chamberlin, manufacturers representative for New England and upper New York State has announced the appointment of William A. Wright to assist him in covering the New York State territory.

Symbol of Superiority



Porcelain vase executed by the brilliant Danish designer, Gerhard Henning; recognized by many of the world's most esteemed pottery experts as a true symbol of some of the finest porcelainware produced in the twentieth century.

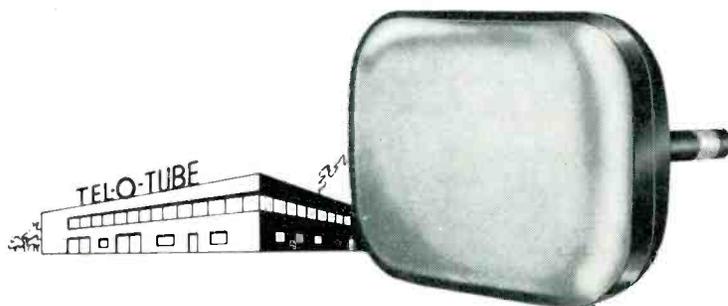
Henning vase courtesy Metropolitan Museum of Art

tel-o-tube . . . symbol of picture tube superiority

All Sizes Immediately Available for Conversion and Replacement

As a symbol of picture tube superiority, Tel-O-Tube too, has gained the recognition and esteem of many of the world's most renowned television experts. Outstandingly superior craftsmanship, unmatched performance, and record-breaking longevity are only three of the many reasons why these men—men who know picture tubes—have come to recommend Tel-O-Tube as the ideal tube for both original and replacement equipment. Today, Tel-O-Tube's complete line of cathode ray tubes is being offered for immediate availability—an excellent opportunity to find out for yourself how truly fine a picture tube can be!

The GREATEST Names In Television PROTECT Their Names With Tel-O-Tube



WRITE . . . WIRE . . . PHONE . . .
DEPT. TR



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.

THE CIRCLE-X TV ANTENNA HAS IT

1
2
3

UNEXCELLED PERFORMANCE

No other type of TV antenna combines all the features that are engineered into the Circle-X.

AVAILABLE

with every Circle-X Antenna, if you want it—200 feet of 300 ohm lead in wire and a 10 foot galvanized steel mast.

COMPARE

Circle-X TV Antenna to any other antenna.

	One type Antenna for all jobs	Low Installation Cost	Light Weight	Rigidity	Single Lead-in	High Gain	Wide Angle Reception	No High Frequency Head	Eliminates Ghosts	Eliminates Service Recalls
Circle X	X	X	X	X	X	X	X	X	X	X
Brand A		X		X		X				
Brand B				X	X	X	X			X
Brand C				X	X					
Brand D				X				X		
Brand E				X		X				
Brand F		X	X	X		X				



\$15.00
LIST

PAT. PEND.

The mechanical and electrical construction of Circle-X Antenna is unsurpassed.

The high gain of the Circle-X is equal to stacked arrays.

The Circle-X gives clearer, sharper pictures on all channels (no high frequency head needed). It eliminates the necessity of having a rotor or reflectors. Constructed of 1/2 inch seamless aluminum tubing.

The Circle-X is made of the light weight corrosion resistant aluminum alloys that have been used for many years. Alloys that have been used on ocean going ships. Alloys that have proved themselves when exposed to salt spray and other adverse atmospheric conditions.

**AVOID COSTLY CALL BACKS.
INSTALL CIRCLE-X.**

CIRCLE X
ANTENNA CORPORATION

DEALERS: Air Express or Parcel Post Special Delivery direct from factory to you through your jobber, if he cannot supply you with the Circle-X from his stock.

CIRCLE-X ANTENNA CORP.
506 MARKET ST., PERTH AMBOY, N. J.

TV Cooking Show



Mike Roy, starring on his own cooking show every noon over Station KLAC-TV, Los Angeles, relishes a sip of soup brewed by guest Barbara J. Toole on the front burner of the Universal "Select-a-Range". Mrs. Toole functions as Home Economist for Thomas Distributing Company, Los Angeles and San Diego distributors for the Universal line of major appliances.

New Stromberg Jobber

The appointment of the Radio Television Supply Co., Inc. of Los Angeles, as the exclusive distributor for Stromberg-Carlson radio and television products in Southern California was announced by C. J. Hunt, general sales manager of the Radio-Television Division. The territory assigned to this new distributor includes the area from Kern County to the Mexican border.

Hotpoint Zone Manager

Richard S. Holtzman has been appointed zone manager for Hotpoint, Inc., in the Los Angeles area, it was announced recently in Chicago by John F. McDaniel, sales manager. Holtzman's zone will cover Los Angeles, San Francisco, El Paso, and Phoenix. Howard J. Scaife, with offices in San Francisco, is district manager for the area.

Tele-tone Vice-President



John S. Mills, above, has been elected vice-president of Tele-tone Radio Corporation, it was announced recently by S. W. Gross, president. Mr. Mills has been in the radio industry continuously since 1922.



POPE RADIO TUBES

Finest Quality Receiving Tubes
LONG LIFE—DEPENDABLE—TIME PROVEN

Manufactured in the largest, ultra-modern European factory—in Holland.

TYPES available: 1R5, 1S5, 1T4, 3S4, and others. In addition to Pope tubes, we can also supply tubes made by other important European manufacturers.

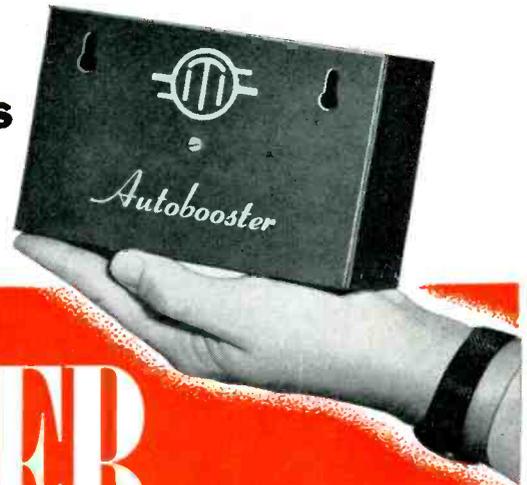
We are the exclusive POPE representatives, and **RCA LICENSED importers.**

Manufacturers and Distributors, write to:

RADIOPHON Corp.

55 W. 42nd St NEW YORK, N. Y. • LOnacre 4-5659

Here's the **BOOSTER** that says
"YES" to all your demands...



the New
AUTOBOOSTER

THE *FULLY AUTOMATIC* TV-FM BOOSTER



Here at last is a TV Booster that gives you gain up to nine times, full band width for undistorted video and audio on all channels, plus — the newest development in booster design — completely automatic operation.

The ITI AUTOBOOSTER turns itself on and off and is automatically tuned by the normal operation of the TV receiver. No confusing array of knobs — no unsightly mess of wires — You can install the ITI AUTOBOOSTER in the back of the receiver, out of sight. You get all the improved performance, all the fine picture quality that this precision-engineered booster can give you with none of the trouble of tuning, none of the exposed wiring usually involved in booster operation.

Customer acceptance is assured, too, because no customer instruction is needed. After it's installed, all you can see is the improved picture.

- ✓ **AUTOMATIC ON-OFF**
- ✓ **AUTOMATIC TUNING**
- ✓ **CONCEALED INSTALLATION**
- ✓ **SINGLE OR DUAL INPUT**
- ✓ **HIGH UNIFORM GAIN**

BUY THE BOOSTER THAT SAYS "YES" to all your PROBLEMS

WRITE FOR SPECIFICATION SHEET
 ORDER AUTOBOOSTER FROM
 YOUR JOBBER TODAY!



LIST
\$44.95
 F. O. B.
 CLIFTON, N. J.

AUTOBOOSTER	OTHER BOOSTERS TESTED					
	A	B	C	D	E	F
Automatic On-Off	YES	NO	NO	NO	NO	NO
Automatic Tuning	YES	NO	NO	NO	NO	NO
Concealed Installation	YES	NO	YES	YES	NO	YES
Full Bandwidth (All Channels)	YES	NO	NO	NO	YES	NO
Amplifies FM Band	YES	YES	NO	NO	NO	NO
Single or Dual Input	YES	NO	NO	NO	NO	YES
Gain 19db on Low Channels 2 - 6 FM	YES	NO	NO	NO	NO	NO
Gain 14 db on High Channels 7 - 13	YES	NO	NO	NO	NO	NO
Made by a TV Receiver Manufacturer	YES	NO	NO	NO	NO	NO

**THE ONLY TV BOOSTER
 DESIGNED AND MADE BY A
 TV RECEIVER MANUFACTURER**



INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE. - CLIFTON, N. J. - GRegory 3-0900

Catalogs & Bulletins

Brach Manufacturing Corp., 200 Central Ave., Newark, N. J., announces a new Brach catalogue. The catalogue is divided into two sections; one section describes Brach TV antennas and accessories and the other, the components of the Brach MulTel System. Actual pictures of all Brach products are employed to describe the individual units, except for minor accessories where drawings proved more satisfactory.

The Simpson Electric Co., 5200 W. Kinzie St., Chicago, is now issuing a small, illustrated folder on 6 of its instruments for FM and TV servicing. In-

cluded in this group are plate conductance tube tester—model 335, field strength meter—model 488, microscope—model 476, vacuum tube volt-ohm-meter—model 303, AC-DC-volt-ohm-milliammeter—model 260 and the Simpson Genescope—model 480. According to the manufacturer, these are the instruments approved by the service managers of Hallicrafters, Motorola, Admiral and Zenith.

Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y., designers and manufacturers of the EICO line of test equipment instruments and kits, have just released their latest catalog. This catalog minutely describes the

complete EICO line of laboratory-precision vacuum tube voltmeters, oscilloscopes, sweep generators, signal generators, tube testers, signal tracers, volt-ohm-milliammeters, battery eliminators, high voltage probes, RF probes, and crystals. Care is taken to denote the specific recommended applications of each.

M. A. Miller Mfg. Co., 1163 E. 43rd St., Chicago, Ill., manufacturer of phonograph needles has recently made available an excellent replacement needle cross reference guide. This simple, convenient guide is made up of three easily-read pages giving much valuable information. The material includes the Miller replacement number, the name and number of the manufacturer, the tip material, the radius and the list price. To further assist the jobber and serviceman-dealer, Miller also includes needles of competitors. Manufacturers included are: Astatic, Webster-Chicago, Webster-Electric, Shure, Electro-Voice, Columbia, Seeburg, RCA, Philco and Magnavox.

Radio Corp. of America, Tube Dept., Harrison, N. J., has issued a completely revised edition of the popular RCA technical publication—RCA Phototubes, Cathode Ray Tubes, and Special Tubes. Arranged in an easy-to-read tabular form is detailed technical data on more than 150 RCA tube types including Single-Unit, Twin-Unit, and Multiplier Phototubes; Cathode-Ray Tubes; Camera Tubes; Monoscopes; Low-Microphonic Tubes; UHF Tubes; and other types for Special Applications. Descriptions, ratings, operating conditions, dimensions, base and envelope connection diagrams, and applications are given on all types. Many tubes are illustrated and spectral sensitivity curves are given for all phototubes. Also included is valuable information about the characteristics of cathode-ray fluorescent screens. This new booklet, CRPS-102-A, may be obtained from RCA Tube Distributors at 15 cents a copy, or by sending 15 cents direct to Commercial Engineering, RCA, Harrison, N. J.

University Loudspeakers, Inc., 80 So. Kensico Ave., White Plains, N. Y., has a new catalog on high fidelity reproducer equipment. Included with the catalog is a sales letter offering valuable tips on markets and merchandising.

Blaco Mfg. & Co., 6541 Euclid Ave., Cleveland 3, Ohio, has released booklet #100 on TV and FM installation accessories.

La Pointe-Plascomold Corp., Windsor Locks, Conn., makes available a catalog on its Vee-D-X antennas, lightning arresters, mast mounts and mounting accessories, towers, tower accessories and other TV antenna system equipment. 16 pages, illustrated.

Hudson Radio & Television Corp., 212 Fulton St., New York 7, N. Y., offers a free catalog of high fidelity sound equipment. It not only contains detailed explanations of high fidelity terminology and instructions for installation, but includes all standard components with complete data on each item.



STOP!

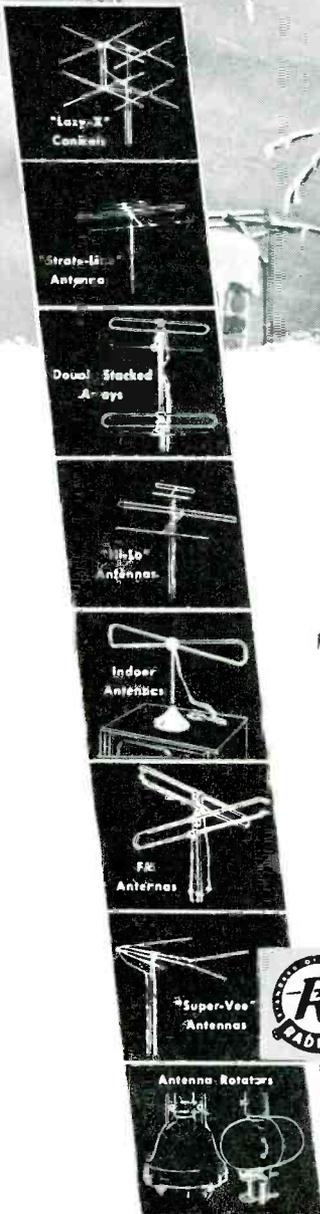
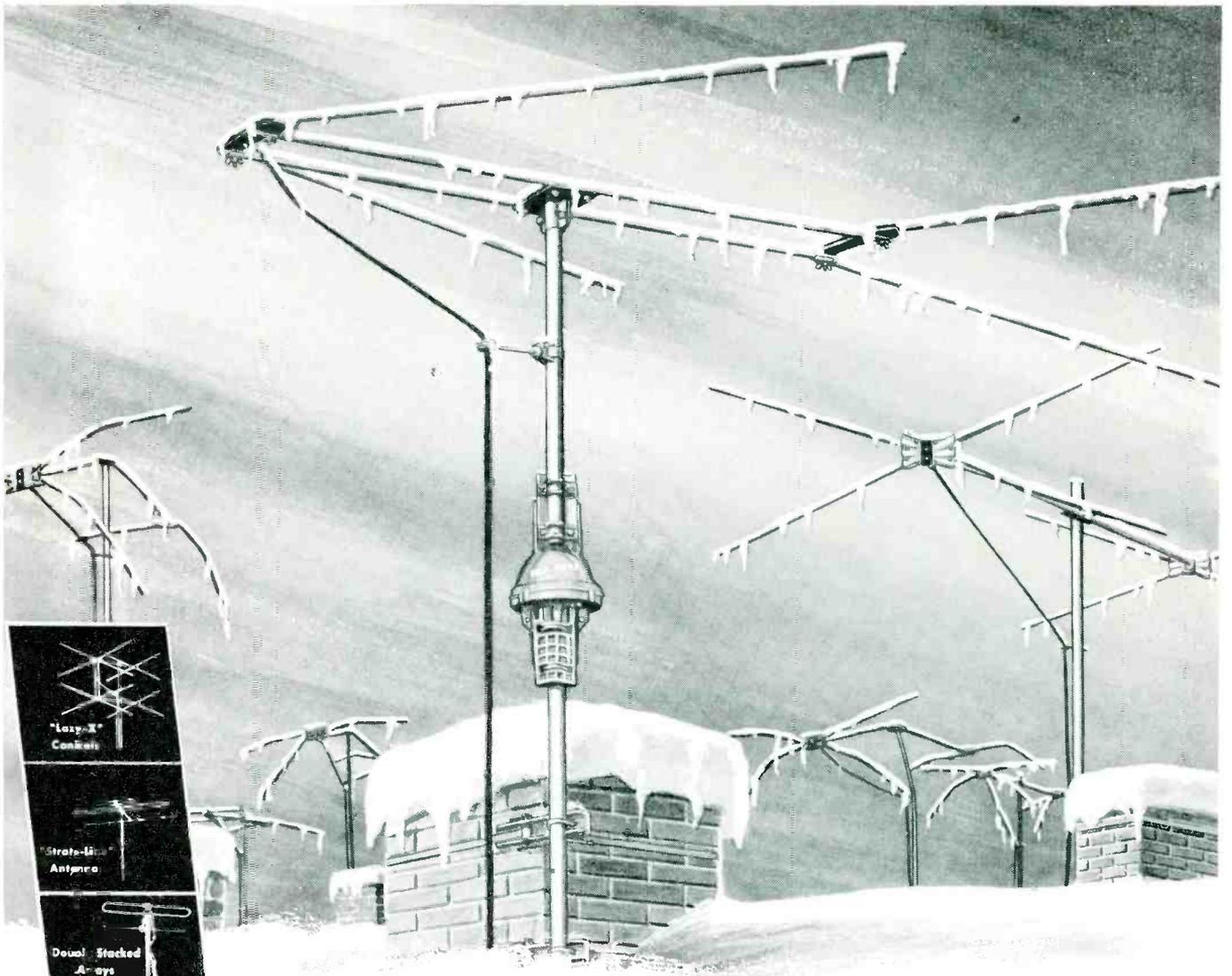
and GO with EICOR in '51

Sell Eicor in 1951—the new standard in tape recording quality *and economy*. The demand for Eicor is now greater than ever! No other magnetic recorder in the low priced field has all these features: two speed recording (with *extra profit* adapter kit); smart luggage styling, simplicity of operation, service-free performance, plus the type of professional quality recording demanded by radio stations. No wonder more and more of your customers are specifying Eicor for home entertainment, school and office use. Yes, this is the year to sell Eicor for bigger and better profits. Write for complete details today.
Address Dept. 12.

WATCH FOR OUR NEW MODELS

EICOR INC.

1501 W. CONGRESS ST. CHICAGO 7, ILL.



When It's Needed the Most...

RADIART Quality Meets the Challenge

TELEVISION viewers expect a crystal clear picture always... in fair weather or foul! The antenna installation must be secure... and the antenna itself rugged far beyond ordinary requirements. Storms mean little in the life of a RADIART antenna. Recent severe winter weather wrecked havoc with many, many antennas... but not so with RADIART! Layers of ice and snow... winds of gale proportions... **BUT NOT A SINGLE CASE OF DAMAGE DUE TO INFERIOR DESIGN OR QUALITY WAS REPORTED ON RADIART ANTENNAS.** This is even further proof of RADIART superiority. **AND**, performance-wise... their superb engineering design delivers the ultimate in performance. Again... RADIART quality meets the challenge!



SUBSIDIARY OF

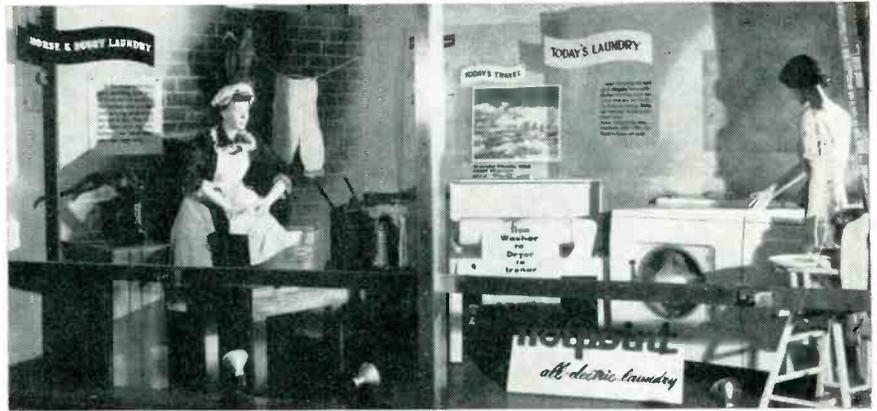


THE RADIART CORPORATION CLEVELAND 2, OHIO

VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTATORS • POWER SUPPLIES

Hotpoint Window Display

New Hotpoint automatic home laundry window display at right, developed for itinerant showings in department and other key retailers stores. Display involves motion of mannequin (left), who works over washboard in horse and buggy laundry. Copy describing automatic assembly line laundry rotates on ironer (center). New moisture-free dryer with glass door tumbles towels. Display, which appears in TWA airline's window in Chicago, lends itself to other types of local tie-in, contrasting old-fashioned methods with modern way. ➤



IT'S THE NEW
ELECTRONIC
AMPLICALL
INTERCOMMUNICATION



One Master Meets All Intercom Requirements

NEW FEATURES:

Lifetime "Talk-Listen" Switch
Now with solid silver alloy contacts—increases service life ten-fold. Outlasts the system itself.

Positive "Busy" Signal
Visual type; indicates busy circuits on all types of systems; operates with Remote as well as Master circuits.

Increased Power Output
Master now delivers over 100% more acoustic power; uses new, larger, higher-power speaker.

- "Mute" feature eliminates all possibility of cross-talk
- Plug-in type Masters reduce wiring costs by one-third
- Individual locking-type push-button circuits
- Separate incoming and outgoing volume controls
- Balanced line cable can be used for low cost wiring

**Sell THE FLEXIBLE SYSTEM
THAT FILLS EVERY INTERCOM NEED**

NOW—the new 3400 Series AMPLICALL provides a single *universal* Master capable of any type of intercommunication service. You no longer have to stock a confusing variety of systems to meet special intercom requirements. One AMPLICALL System now does it all—simplifies your inventory problems—enables you to sell any kind of installation easily. And the completely redesigned 3400 Series AMPLICALL brings you new features and selling advantages with special emphasis on better performance and longer trouble-free service. AMPLICALL's new flexibility, complete dependability, lifelike voice realism and sparkling eye-appeal now give you the biggest selling edge in the Intercom field. Step into the top selling spot with the *flexible* 3400 Series AMPLICALL—the line that makes your Intercom business *profitable!*

See your RAULAND-BORG Distributor for full information on the new 3400 Series AMPLICALL. Build a solid Intercom business around AMPLICALL, the flexible new line you can sell against any competition at a profit!

Electroneering is our business



SOUND EQUIPMENT **INTER-COMMUNICATION**

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, Ill.

Lewyt Mobilization Plan

To meet the possibility of all-out war production, Lewyt Corporation of Brooklyn, presently making Lewyt vacuum cleaners for the consumer and electronic equipment for the government, has begun a "Mobilization Plan for Appliance Distributors," Alex Lewyt, president of the firm, disclosed recently in a Washington interview. This Lewyt Mobilization Plan, Mr. Lewyt says, will mobilize, train, and utilize as a nationwide force for the expediting and for sub-contract operations the 75 wholesale distributors of the Lewyt vacuum cleaners.

New Channel Master Plant

Construction which began last Fall on 25,000 sq. ft. of additional plant space has been completed by the Channel Master Corporation, Ellenville, N. Y., and is now being used to help meet the increased demand for Channel Master antennas, it was announced by Joseph Y. Resnick, general manager.

1951 PRSMA Officers

Elected for 1951 in the Philadelphia Radio Service Men's Association are: Thomas M. Middleton, president; Jack P. Dickstein, vice-president; James T. Daly, recording secretary; Stanley W. Myers, treasurer; Samuel M. Brenner, corresponding secretary; advisory board members: Frank Gerhard, Leonard Carr, William L. Poole, William Royal, and Peter A. Rapagnani; state federation delegates: Thomas M. Middleton, Dave Krantz, and Richard G. Devaney; and alternates: Samuel M. Brenner and James T. Daly.

Crosley Winners

Winners in Crosley's recent nationwide contest "Keep Their Eyes on Crosley," were district managers R. H. Williams of Modern Distributing Co., Cincinnati; Fred Markam, Nashville Chair Co., Nashville, and H. B. Caporal, Judson C. Burns, Inc., Philadelphia, Crosley distributors in the respective cities.

Sylvania Ad Manager



Sylvania Electric Products Inc., Radio & Television Division, Buffalo, has announced the appointment of William D. Stroben (above) as advertising and promotion manager. Mr. Stroben is the former advertising and sales promotion manager for the Thor Corporation, Chicago.

Sparton Rebates

Sparton Radio-Television, Jackson, Mich., has announced additional rebates, plus cooperative advertising for all Sparton dealers. The announcement was made by H. L. Pierce, general sales manager of Sparton Radio-Television. Rebates are based on the volume of net factory billing.

Starrett Sales Policy

In line with the overall expansion of its sales organization and production, Starrett Television Corp., 601 W. 26th St., N.Y.C., assured its many new distributors, dealers, chain and department store buyers that the "sound pacing of the Starrett sales policy will enable the company to do an outstanding job for a longer period of time, regardless of the pressure being brought to overload sales from the manufacturers' level", according to Herbert A. Frank, director of sales, in speaking for the company.

New Rider Books

Recently announced technical books by John F. Rider Publisher, Inc., 480 Canal St., New York 13, N. Y., include the latest Rider Manual, volume 21, containing schematics, alignment procedures, i.f. peaks, operating voltages, parts lists and parts values, voltage ratings of condensers, and all other information vital to fast, efficient AM, FM receiver servicing. The volume is priced at \$18.00.

Also announced is the Rider Television Manual, volume 6, the latest in the series of television servicing data. Covers 637 models from 66 manufacturers for the period August, 1950 to January, 1951. It is priced at \$24.00.

Announcement included the "TV Master Antenna Systems", co-authored by Ira Kamen and Richard H. Dorf. This 368 page book includes practice and theory in its approach; is priced at \$5.00.

Auto-Lite Elects Five

Election of five vice-presidents by the board of directors of The Electric Auto-Lite Company has been announced by Royce G. Martin, president and board chairman. They are: James B. Fenner, formerly treasurer, named vice-president and comptroller; J. E. Hasemeyer, formerly assistant to vice-president in charge of manufacturing; R. M. Lake, who has been a director of the corporation; C. L. Lancaster, manager of the Sharonville, O., plant; Lyman A. Wine, formerly assistant to the president.

Horn Appointees

Ray B. Cox, vice-president and general manager of Herbert H. Horn, Inc., Southern California Admiral Didistributor, has announced several executive changes, as well as a streamlined sales program for 1951. Paul E. Bryant has been named sales manager of the Admiral division of Herbert H. Horn, Inc., assisted by George Williams. Harold Rice will be sales manager of the appliance division consisting of the ABC line, New Home, Sunbeam, Universal and other traffic appliances.

Now!

**MORE POWERFUL
FRINGE AREA
RECEPTION . . .
WITH THE
New Bazuka
antenna!**

Bazuka
antenna

The King of Antennas

Here's the antenna that meets your demand for stronger, more efficient TV reception. BAZUKA . . . the new triumph in antenna pioneering is designed for ideal fringe and local area reception. Its compact design makes installation a matter of seconds, regardless of weather or location. Heavy duty construction eliminates all undue vibrations and swaying. Thanks to rigid engineering tests, BAZUKA now provides you with consistent top-notch reception.

Tests have proven that where ordinary antennas receive weak signals at fringe areas, Bazuka, on the other hand maintains a strong, true signal.

Your skyline remains uncluttered by oversized antennas!

A matter of seconds for installation!

Designed for strong reception in fringe areas!

Laboratory tested for top service and consistent better reception!

For more complete information about this new antenna engineering feat, write today for illustrated booklet.

VERI-BEST

TELEVISION PRODUCTS, INC.
233 SPRING STREET • NEW YORK 13, N. Y.

opportunity
knocks
... for
you!

BUSINESS OPPORTUNITIES

WANTED—Radio, Music, and Appliance dealers and service stores. Earn substantial extra income. Sell and install high fidelity and public address equipment to present customers, local merchants, church, town hall, etc. Negligible investment, use present facilities. No special equipment required, only imagination and initiative.

REFLEX TRUMPET MODEL PH



A dependable UNIVERSITY reflex trumpet for indoor and outdoor use. Made of heavy castings and thick gauge spinings expanded to precise formulae for superior acoustical properties. Sturdy, serrated adjustable mounting bracket simplifies installation and assures positive grip. Exclusive set-screw arrangement prevents driver unit from working loose. All parts chemically treated prior to application of hard baked enamel finish for maximum protection against corrosion.

with

MODEL PA-30

DRIVER UNIT

ADDRESS INQUIRIES TO DESK 36

Write for new free **TECHNILOG**

A comprehensive UNIVERSITY handbook on sound casting technique and equipment. Shows all you need to know about selection and installation of University loudspeaker equipment.



UNIVERSITY LOUDSPEAKERS • INC

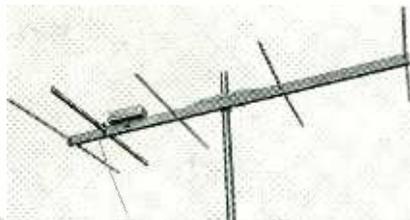
80 SO. KENSICO AVE., WHITE PLAINS, NEW YORK

PERFECT *Fringe Area* RECEPTION IS AS SIMPLE AS

Now you can sell strong, "snow"-free TV reception by selling the simple, economical Tel-a-Ray A-B-C system. The first step is the Tel-a-Ray "T" antenna, which consistently receives images from stations 200 miles away.



To the Model T antenna, mount the new, powerful Tel-a-Ray Pre-Amplifier which eliminates, or greatly reduces "snow"—brings stronger, clearer pictures with less noise, and furnishes consistent reception beyond the fringes.



A reliable TV receiver is the final step in Tel-a-Ray system for perfect fringe area reception. The Tel-a-Ray System is field-tested and proved. You'll profit with it because it eliminates "callbacks" and satisfies customers. Write today for complete information.

- Send information about the Tel-a-Ray A-B-C System
- Send information about the complete Tel-a-Ray Line.

NAME.....

ADDRESS.....

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

Tel-a-Ray
ENTERPRISES, INC.

P.O. BOX 332R, HENDERSON, KY.

New Type TV Tubes

Development of new television picture tubes saving critically scarce cobalt and copper, both war materials, has been announced by Sheldon Electric Co., Division of Allied Electric Products, Inc., of Irvington, N. J. The new tubes, use electrostatic focusing in place of electro-magnetic. These require neither cobalt nor copper.

Arvin Distributor

MacMillan-Cameron Company, 115 North 3rd St., Wilmington, N. C. has been appointed a distributor for Arvin electric housewares and electric heaters, according to an announcement from Gordon T. Ritter, director of sales for that division of Arvin Industries, Inc.

Sees 3-Speed Phonos Popular for Long Time

Despite the popularity of the new 33-1/3 and 45 RPM records, the public will be using phonographs that play all three speeds for quite a while yet, according to a prominent manufacturer.

With millions of families owning cherished 78 RPM records, these will be in use for many years, Charles P. Cushway, executive vice-president of Webster-Chicago Corporation, says. At the same time, the millions of people who still have one-speed changers will maintain a market for many 78 RPM records, he says, thereby perpetuating this speed and keeping the three-speed situation alive.

Cushway explained there were about 15,000,000 standard 78 RPM players in use when the 33-1/3 RPM and, shortly afterward, the 45 RPM records were introduced more than a year ago. About 400,000 of these have been replaced with three-speed changers. Another 200,000 have been



Charles P. Cushway

superseded by plug-in three-speed phonograph units, Cushway says, while 600,000 three-speed changers have been sold in new phonographs.

The total of 1,200,000 three-speed units sold leaves 13,800,000 people with obsolete one-speed changers for which they will buy 78 RPM records until they make the conversion, Cushway pointed out.

Sylvania Ad Campaign

Sylvania Electric Products, Inc., has launched a 1951 advertising campaign for its Radio Tube Division which will be the largest ever sponsored by a radio and television manufacturer to promote radio-television servicing, according to Terry P. Cunningham, director of advertising.

The million dollar campaign will have weekly tie-in through "Beat the Clock" TV show, half-page ads in *Life*, *Saturday Evening Post*, *Colliers* and *Look* and point-of-sale kits for authorized distributors of Sylvania tubes. The ad kit will include attractive colorful window displays, counter cards and streamers, available on request without charge. A series of penny postal cards for direct-mail to radio-TV servicemen's customers and prospects are also available for the cost of postage.

To Distribute Tele-tone

Mutual Appliance Company, 122 Clinton Street, Buffalo, New York, has been appointed distributor for New York, Morton Schwartz, Tele-tone general sales manager has announced. Mutual will distribute the complete Tele-tone line of radio and television in 11 counties of western New York and northern Pennsylvania.

New Electrostatic Tubes

Samuel Kagan, president of Tel-O-Tube Corp. of America announced recently that his firm is now producing a complete line of electrostatic focus picture tubes from 14 to 20 inches, both round and rectangular. Developed by a staff under Anthony J. Albano, Tel-O-Tube's chief engineer, the tubes are said to be free of corona which has been present in previous designs of electrostatic focus picture tubes.

Radion TV ANTENNA

Featuring quick and easy installation, and universal mounting for window, roof or attic, the Suburban antenna, model 2G10, designed for reception up to 25 miles, is said to be quick and easy to assemble. It is all steel with baked enamel finish and sells for \$9.95 list. Radion Corp., 1137 N. Milwaukee, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Admiral CLOCK-RADIO

A new addition to the Admiral line is a clock-radio, equipped with an alarm switch designed to turn the radio on at a set time, and follow with an automatic alarm after an interval. Also provides a slumber switch for an automatic turn-off of the unit while another switch provides for an appliance outlet which functions as the alarm goes off, or at any pre-set time. Admiral Corporation, 3800 W. Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

New TV Company Formed

Announcement has been made of the formation of a new television manufacturing firm, Cadillac Electronics Corp., 3 West 61st Street, New York, N. Y., by I. R. Ross, who is president. Mr. Ross, prior to his forming Cadillac Electronics, was director of sales for Atwater Television. The line, includes table models, consoles and consolettes in tube sizes from 16 to 20-inches.

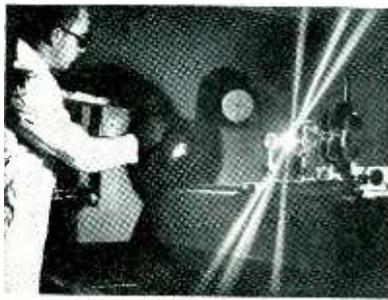
Starrett Sales Climb

An "over-the-top" sales volume was obtained as a result of its two Chicago exhibits during the recent Furniture Show, it was revealed by Herbert A.

Frank, general sales manager for Starrett Television Corp., 601 W. 26th St., N. Y. C. Frank also stated that Starrett television units will be featured in 21 major sales volume cities in the country, through distributor, dealer, and private label chains.

Kelvinator RANGES

Seven new electric ranges comprise the new line. They are: ER-9D, 40" double oven model, \$389.95; ER-9, 40" single oven, \$339.95; ER-7, 40" single oven, \$309.95; ER-3, 40" single oven, \$219.95; ER-2, 40" single oven, \$199.95; ER-14, 21" four surface units, \$174.95; and the ER-1, 21" three surface units, \$164.95. Prices include warranty and excise tax. Kelvinator Division, Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.



Quality is built-in not "tested-in." Nevertheless, the guarantee of built-in quality is unlimited testing. Here is one of TUNG-SOL'S numerous and exacting quality control tests—the chemicals used in the screen of the TUNG-SOL picture tube are analyzed in the spectrograph to determine purity.



ENGINEERED to keep pace with the growth of the electronic industry.

MANUFACTURED to quality standards which meet fully the performance requirements of every leading radio and television set manufacturer.

*You can't buy
a better tube than*

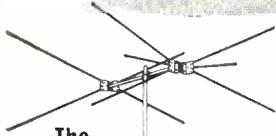
TUNG-SOL
RADIO, TV TUBES, DIAL LAMPS

TUNG-SOL LAMP WORKS INC., Newark 4, N. J. • Sales Offices: Atlanta
Chicago • Dallas • Denver • Detroit • Los Angeles • Newark

insuline Challenger TV ANTENNAS

Better 3 ways!

- 1 - precision engineered
- 2 - outstanding performance
- 3 - competitively priced



The "Conoid" Conical Type

Precision designed features that add up to flawless television reception on all channels. High forward gain and excellent front-to-back ratio. Perfect matching to transmission line . . . minimizing "ghosts."



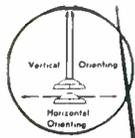
Hi-Band Lo-Band Folded Dipoles and Reflectors

Outstanding reception over entire high band and low band television range. Ideal for "fringe" areas. Antenna sections rotate separately. Easy to install.



Double Folded Dipole-Reflector Array

Uni-directional broad band system for all-channel, high band-low band reception. High sensitivity for building up weak signals from distant TV transmitters.



Meteor Indoor TV Antenna

Simple to install. Adjustable to all channels.

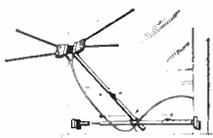
Supplied with 300 ohm lead

IMMEDIATE SHIPMENT FROM STOCK

necessary 300 ohm cable available for all INSULINE TV antennas.

Conical Window Antenna

Adjustable from 30 to 50 inches.



Illustrated is just a representative group of the INSULINE family of TV antennas.

Write Dept. RR-3 for new catalog including Metal Goods, Radio Parts, Tools, Hardware, Accessories, TV Antennas, etc.

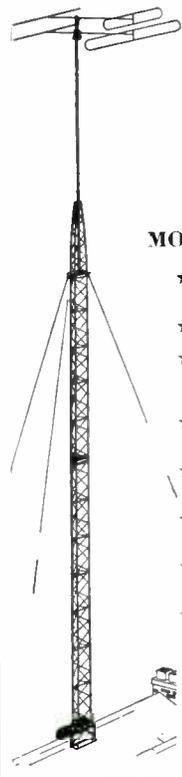


insuline CORPORATION OF AMERICA

INSULINE BUILDING • 36-02 35th AVENUE • LONG ISLAND CITY, N. Y.
West Coast Branch and Warehouse: 1335 South Flower Street, Los Angeles, Calif.
Exclusive Canadian Sales Agents: CANADIAN MARCONI COMPANY, Montreal

Top Value IN TV TOWERS AND POLE ACCESSORIES

Easy-Up

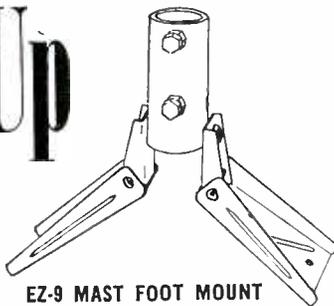


MODEL 300 ROTA-TOWER

- ★ Strong . . . Steel tube and bar construction, galvanized over-all
- ★ Light . . . 1½ lbs. per foot
- ★ Multiple cross-braces—00 in each 10-ft. section—all electrically welded
- ★ Factory pre-assembled . . . Only five minutes to complete
- ★ Rotatable 360° to orient antenna after installation
- ★ Mounts on peaked or flat roof; tips up from four sides
- ★ Neat and trim . . . No wind noise . . . Minimum guy support needed
- ★ Choice of models and heights

DEALER COST \$44.50
30-ft. Rota-Tower complete

All Easy-Up products are sold only through authorized jobbers and distributors



EZ-9 MAST FOOT MOUNT

A new simple, sturdy roof mount for TV antenna masts. Fits peaked, pitched or flat roof. All-steel (no welds), hot-dip galvanized. Tips up from any of four sides.

DEALER COST \$1.95

Write for literature on the complete Easy-Up line of quality towers and pole accessories.

Easy-Up Tower Co.

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Honor Admiral President



A big surprise for Admiral Corporation's president Ross D. Siragusa, left, came at the company's recent national sales convention in Chicago when L. G. Miller, general sales manager of the Kane Company, Cleveland, in behalf of the company's 82 distributors, presented him with a bronze plaque for making 1950 the best year in the distributors' history.

To Distribute Mitchell

Mitchell room air conditioners are now being distributed exclusively by Associated Distributors—New Jersey, Inc., 424 Elizabeth Ave., Newark 8, N. J., in 14 northern New Jersey counties, it was announced by Paul R. Krich, president of the distributing organization.

Philco Expands Service

A new and enlarged nationwide program of factory supervised service, which provides that every Philco product is sold with assurance of satisfactory service, was announced recently by Henry T. Paiste, Jr., vice-president, quality and service, Philco Corporation. "With this new program, everyone who buys a Philco product will be assured of good service," Mr. Paiste emphasized. "We have launched a plan to make Philco Factory Supervised Service an important benefit to every customer, dealer and service technician."

Lewyt Vice-President



Walter J. Daily, above, manager of Lewyt Corporation's Vacuum Cleaner Division since 1947, when the Lewyt vacuum cleaner was first introduced to the public, has been named vice-president in charge of the Vacuum Cleaner Division. The announcement was made by Alex M. Lewyt, president of the 63-year-old concern.

Zenith Reports on First Month Phonevision Test

Zenith Radio has released figures on the first month's operation of its Phonevision test. Three hundred typical families were offered a daily choice of motion pictures, 1948 and earlier films, at cost of \$1 per family per film. Test showed 2,561 "Box-office sales" in four weeks. Average saw 8½ shows, or about 2 per week. Average regular movie attendance is less than once every two weeks. Bills for Phonevision are submitted to customers at the end of the month, it is pointed out, and this is the first month of the test.

N. U. Appoints Clithero

Vin Ulrich, manager of National Union's renewal sales division, Orange, N. J., has announced the appointment of William H. Clithero, Jr., as district manager for the Southwest territory, comprised of the states of Texas, Oklahoma, Arkansas, and Louisiana.

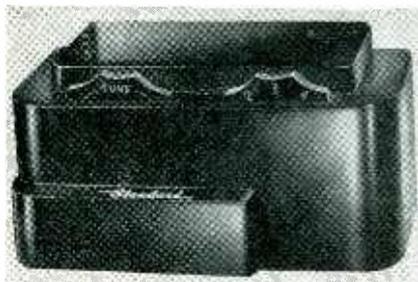
Reorganize McMurdo Silver Company

The McMurdo Silver Co., Inc., operating in the field of radio and electronics for the past 40 years, has recently been reorganized and will resume business in its newly acquired plant at 417 Lafayette St., N. Y. C. Henry Fogel, formerly chief engineer of Tele-tone Radio Corp., general manager of Electromatic Manufacturing Corp., and chief engineer of Globe Electronics Corp., has been named executive vice-president and general manager.

To Distribute Bendix

The appointment of Lincoln Electronic Supply Co., 876 Commonwealth Ave., Boston, Mass., as Bendix Television and Radio district merchandiser for the territory of eastern Massachusetts was announced recently.

Standard Coil Booster



A new and improved television booster, the Model B-51, above, has been announced by Standard Coil Products Co., Inc., Chicago and Los Angeles. Promising even better TV reception for fringe areas and other difficult locations, this "Standard Booster" is housed in a dark brown plastic cabinet.

Elected New President of Columbia Records, Inc.



James B. Conkling, center, new president of Columbia Records, Inc., meets with a group of his executives. Shown, left to right, are: James Hunter, vice-president; William G. Wilkins, treasurer; Mr. Conkling; Goddard Lieberman, executive vice-president; and Arthur Satherley, vice-president.

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crystal-clear performance and longer life!

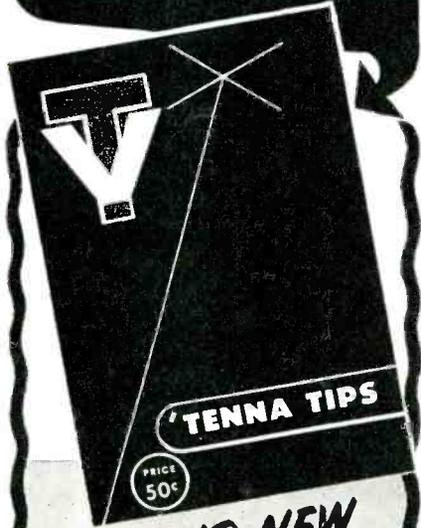
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The living charm and elegance of the Easter Parade ushered into thousands of homes... such is the wonder of television electronics with which Eureka Picture Tubes are so vitally linked. Eureka's precision engineering assures crystal-clear reception and finer service... now at the peak of perfection, Eureka tubes are truly the finest available.

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Air King 17-INCH TV



A new 17-inch TV set has been introduced. Called the model 17M2, this table model set is housed in a blond metal cabinet. Chassis has 20 tubes and features the standard Air King dual control knobs. List price of the 17M2 is \$259.95. Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.

International TV LINE

Two new 17" and one 20" rectangular tube TV sets have been added to the spring line. The 17" sets are the Dynasty model 1755, priced at \$319.95, an open face consolette housed in a mahogany veneer cabinet; and the Monarch model 1753, priced at \$349.95, a 3/4 door console in mahogany veneer cabinet. The third new set is the Emperor, a 20" black rectangular tube open faced console listing at \$399.95. International Television Corp., 238 William St., New York, 7, N. Y.—RADIO & TELEVISION RETAILING.

Du Mont INPUTUNER

One-knob quick-click tuning of TV channels yet retaining the continuous tune-feature for critical on-the-button reception of TV plus FM programs, distinguishes the new series T3C DuMont Inputuner. The new unit is a ready replacement, both mechanically and electrically, for the majority of switch-type tuners. The simplified dial covers all TV and FM channels in only four turns, and occupies the same panel area as indicating devices used on most switch-type tuners. The one-knob operation simply clicks into any TV channel and then fine-tunes for superlative results. The DuMont Series T3C (jobber model, with dial) or series T3B (manufacturer's model) utilizes the Mallory-Ware 3-gang spiral Inductuner plus antenna tuning which provides 4-circuit performance without extending the physical length of the chassis. The 6BC5 pentode RF stage with tuned input provides maximum sensitivity. The RF stage is over-coupled to the 6J6 mixer-oscillator for wide band-pass. A mixer plate network is available to match the IF system of most TV chassis. The inputuner is ready to install—just tune mixer plate coil and sound trap (if provided) for IF system of associated TV set. Dimensions: 4-51/64" L., 3-3/32" W., 5-5/64" H. Shipping weight, 4 lbs. Available in four models, viz., aligned for sound center IF of 21.25 or 21.75 mcs., with or without sound trap. Allen B. DuMont Labs., Inc., East Paterson, N. J.—RADIO & TELEVISION RETAILING.

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VIKING speakers by JENSEN are reliable, economical units for replacement and general use. 12 sizes (3 ovals) cover 98% of your service needs.

These new handy chassis and transformer brackets easily, quickly solve every mounting problem. They fit all VIKING speakers, 6" size and smaller.

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Despite severe production difficulties, this new "BIG" TV Manual is ready for you. However, due to extreme paper shortages, we were unable to produce as many as we feel will be required. So make sure of your copy . . . order it from your jobber TODAY! This is another

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McDaniel Heads RTMA

Glen McDaniel, 39 year-old lawyer and vice-president of RCA, was elected first full-time paid president of the Radio-Television Manufacturers Association recently by the RTMA board of directors. He will take office about April 1. Robert C. Sprague, who has been serving as both president and chairman of the board of RTMA, resigned as president, effective when Mr. McDaniel takes office, but will continue as chairman of the board.

NEDA Show Program

The new dates established for the Annual NEDA Jobber Show, Sept. 10, 11, 12 and 13, provide for five educational sessions, two special programs for ladies, the general annual meeting. Exhibition floor opens 10:30 AM, Sept. 11. Final day of the exhibition will be Thursday, Sept. 13, the exhibition floor closing at 3 PM.

Belmont Names Henry

W. L. Dunn, vice-president, Belmont Radio Corporation, manufacturer of Raytheon television, Chicago, Ill., announced the appointment of Allen Henry, advertising manager, as contracts administrator. In addition to his new duties, Henry will retain supervision of Raytheon television advertising, assisted by Charles R. Lunney, who recently joined Belmont. Henry became a member of the Belmont organization in March, 1945, when he was appointed administrator of the engineering department, and was made advertising manager in July, 1949. He has received wide recognition in the television field for sound advertising and sales programs.

RCA Tube Appointees

L. S. Thees, general sales manager of the RCA tube department, has announced the following promotions in the sales division: W. L. Rothenberger, appointed manager of sales operations; L. J. Battaglia, appointed manager of the renewal sales field force; L. F. Holleran, appointed manager of sales administration. Also announced were the appointments of Lawrence LeKashman as manager of the advertising and sales promotion section, and Howard S. Gwynne as assistant to general sales manager.

Honored By Employes

The employes of the Fada Radio & Electric Co., Inc., Belleville, N. J., recently honored J. M. Marks, the president of their company with a testimonial dinner held at the Hotel Commodore in New York. The dinner commemorated his thirty years in the electronics industry.

Resigns Dual Post

William R. Holt, president of Eureka Television and Tube Corp., Hawthorne, N. J., has resigned from his dual post as head of the cathode-ray tube manufacturing concern as well as chief maintenance engineer.

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Receiving tubes are getting scarcer every day! This book shows you how to keep sets working . . . even though exact replacements are unavailable.

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by John F. Rider and Seymour D. Uslan

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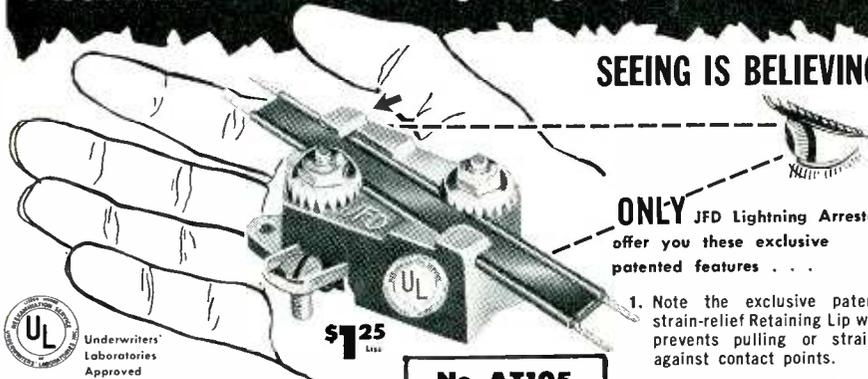
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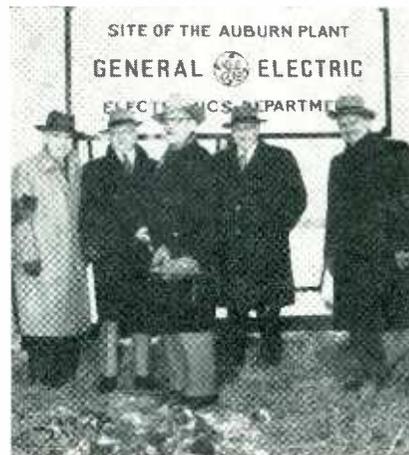
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New GE Receiver Plant



Participating in ground-breaking ceremonies recently for a new million dollar General Electric Receiver Division plant at Auburn, N. Y., are (left to right): Edward T. Boyle, mayor of Auburn; Karl A. Adams, vice-chairman of Auburn's Industrial Development Committee; Dr. W. R. G. Baker, GE vice-president and general manager of the company's Electronics Department; Frank S. Smith, president of the Auburn Industrial Development Foundation; and W. H. Sahloff, manager of the GE Receiver Division which will operate the new plant.

Philco Needle Display

A new phonograph needle display merchandiser to help dealers and servicemen sell four types of durable Philco needles, is currently available from the company's distributors throughout the nation, according to Herbert S. Riband, general manager of the accessory division of Philco Corporation. The needle merchandiser, which contains a rear drawer holding 48 individually packaged needles, displays one needle of each type in their tamper-proof, clear-view 1951 packaging, at the top of the unit.

Argos TV TUBE "CADDY"

This mechanic's tube carrying case will hold from 162 to 221 tubes depending on type and arrangement of the tubes. Tube numbers are visible and there are clips on lid for price list and inventory sheet. It is made of plywood with leatherette covering and will be sold through jobbers at \$13.50 by Argos Prod. Co., 4753 N. Broadway, Chicago 40.—RADIO & TELEVISION RETAILING.

At the Winter Market



Magnavox officials greeting Louis G. La Mair, president of Lyon & Healy, Inc., at Winter International Home Furnishings Market. Reading left to right: Stewart Roberts, assistant sales manager and director of merchandising, The Magnavox Company; V. J. Sanborn, central division manager, The Magnavox Company and Louis G. La Mair, president, Lyon & Healy, Inc.

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Dealers throughout the country have been quick to realize that Philson automobile and TV antennas prove themselves Best By Test.

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Wilcox-Gay Appointee



Ed Morey, above, will be in charge of sales for the Wilcox-Gay Corporation according to an announcement made by G. F. Langford, executive vice-president of the corporation. Mr. Morey will become assistant to Milton Benjamin, general sales manager of the Majestic Division of Wilcox-Gay.

Coolerator Winners

Clarence Powers of Bowers Wholesale Corp., Norfolk, Va., is "Coolerator Salesman of the Year" according to an announcement by N. C. Sabee, manager of the Coolerator \$100,000 Golden Opportunity Contest for distributor salesmen. Winner of a grand prize at the Coolerator conclave at the Morrison Hotel in Chicago, Powers was awarded a Dynaflo deluxe Buick in addition to regular prizes won during the contest. His Coolerator sales accomplishment was 882% of his contest quota. Winner of the second grand award, an all expense trip for two to Bermuda, was Walter Gorbich, of Mayflower Industries in New York City. Third prize winner, E. Lippincott of Seattle Radio Supply, Seattle, Washington, was awarded a fur coat.

Web-Cor Tape Recorder



A little amazed at the clarity of her own voice, Joanne Jones listens to herself on the new Webster-Chicago tape recorder introduced at the showing of the firm's line at the Sheraton Hotel, Chicago. The popularly priced machine operates in two speeds and can take up to two hours of recording on one spool.

SERVICE-MEN!

REEVES Soundcraft Laboratories afford you the best in television picture tubes at prices consistent with such quality. When replacement requirements dictate the need for high efficiency and fidelity, Reeves products are the answer. Experienced servicemen have found that they always result in satisfied customers — and a profitable service operation.



Soundcraft rectangular neutral-density filter tubes are available in 16", 17" and 20" sizes. You can use and recommend them with assurance because they are backed by the greater integrity and experience of the Reeves name, a foremost manufacturer in the electronics and recording field throughout the country for twenty years.

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Handy tape marking on every Merit Transformer shows permanent hook-up data for quick reference. **ORIGINATED BY MERIT.**



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Stromberg Ad Campaign

Stromberg-Carlson has resumed its heaviest national newspaper ad campaign on television receivers, which began early in September 1950. Scheduling 1200-line insertions in leading newspapers throughout the country, this selective newspaper campaign was kicked off with an announcement of the giant 24-inch direct view television receivers as the featured models.

Sheldon-Master Lamps

Announced as "the most sensational development in lamp history" are Sheldon-Master flood, spot and clear R-40 bulbs, announced by Sheldon Electric Company, a division of Allied Electric Products, Inc. It is claimed that these lamps furnish almost 100% higher light output with no additional current consumption.

Moves to New Factory

Within twenty-four hours after a fire destroyed most of its factory, Condenser Products Company, Chicago, signed a lease for new and larger quarters at 7517 N. Clark St. The fire broke out in the building adjacent to the Condenser Products Company and rapidly spread to its plant. All of the equipment was destroyed. Mr. M. H. Levenberg, president of the firm said, "I am especially appreciative to other condenser companies who offered equipment and badly needed materials to assist us. We will be going full blast in a few short weeks and our new, much larger quarters should enable us to catch up in the near future."

RCA Service Clinics

Radio and television servicemen in Birmingham, Ala.; Atlanta, Ga.; and Charlotte, N. C., turned out in large numbers for a recent series of television service clinics conducted in those cities by John R. Meagher, well-known television specialist of the RCA Tube Department. Using the RCA Television Dynamic Demonstrator, which is a complete and operating TV receiver laid out flat on an upright panel to expose all parts and circuits, Meagher illustrated some new techniques and time-saving shortcuts in television servicing and trouble-shooting to servicemen who traveled as far as 200 miles to attend the meetings.

New Cabinet Plant

A new addition to the plant facilities of River Edge Industries, River Edge, N. J., has just been completed and is now in full production on a new line of custom built television cabinets. The new building which will add approximately 10,000 square feet of floor space to present plant size, is completely fire-proofed and conveniently located for direct access to the firm's railroad siding.

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LIGHTNING ARRESTERS
at the Lowest Prices



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2-WIRE
RW-200
only **125** LIST

4-WIRE
RW-204
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The first and only arrester that will accommodate 4-wire rotator line as well as regular 2-wire transmission line.

The new VEE-D-X Model RW-200 is the popular low-priced arrester. Similar in design and construction to the RW-204. Two saw tooth contact points assure positive protection for any 2-wire installation.



The Original 2-Wire
RW-300

For use with 2-wire standard transmission line. An air gap plus resistor provide double protection. RW-300 is manufactured of moisture resistant Mica-fill Bakelite. RW-300A — highest quality thermo-setting plastic.



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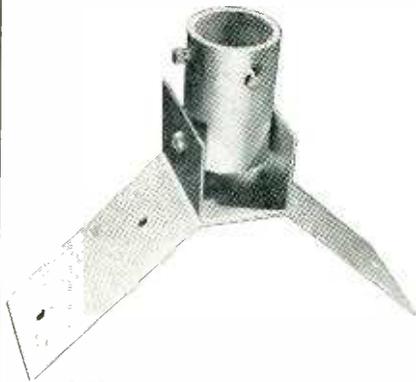
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Roof Peak Mount for TV Masts



Adjustable for Masts in
1 1/2 to 3/4-inch Sizes

Sturdy, heavy-gauge steel Roof Peak Mounts with extra heavy steel socket, aluminum paint finish, with heavy bolts that hold mast in vise grip. Socket can be tilted for easy mast installation.

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TV Antennae-U-Bolt Brackets-Mounts

Let us **REBUILD** those defective or damaged **TV TUBES**

just as we are now doing for manufacturers, department stores, chains and large service organizations.

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Everything new except the glass. We replace the fluorescent screen, give you a new black background, brand new gun and tube base. In every respect, as good as new—often better!

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New Philco Sales Film Features Housewives



Housewives attend a demonstration in the new Philco electric kitchen appliance center in the company's latest sales training film, "What's Cooking." Twenty-five minute film shows advantages of demonstrations in this model kitchen, now being made available to dealers for their stores. Film was written by Edward Bland, director of sales training for Philco.

Arvin Gets Awards

Three Arvin manufacturing units—metal furniture, radio and television, and outdoor furniture—were honored recently for their safety accomplishments over long periods of time, Glenn W. Thompson, president of Arvin Industries, Inc., has announced. Certificates of achievement were presented to the radio and television and outdoor furniture plants for their progress in plant safety.

GE Service Conference

About 100 key service men from General Electric radio and television distributors throughout the U. S. and Canada attended a week-long series of conferences at Electronics Park, Syracuse, recently. Twenty GE district radio and TV service supervisors also attended the meetings, which were devoted to technical lectures by company engineers and general discussions of radio and TV service problems.

NEDA Meets with NPA

The National Production Authority has created a new task group which met recently in Chicago at the Palmer House. This new group which is known as the Radio-TV-Household Appliances Wholesale Industry Advisory Committee, met to adopt a resolution to help stabilize maintenance and repair of radio, television units and household electrical appliances. It is made up of representatives of firms handling electronic parts, and household electrical appliances. They are: Chairman James H. Simon, Simon Distributing Corp., Wash., D. C.; Lealis L. Hale, Hale and McNeill, Monroe, La.; Harry Williamson, Williamson and Davis Co., Wash., D. C.; W. G. Peirce, Jr., Peirce, Phelps, Inc., Philadelphia, Pa.; Benjamin Gross, Gross Distributors, New York City; and George N. Tobias, Radio Distributing Co., Chicago.

Joins Stewart-Warner

Expansion of the Board of Stewart-Warner Corp. from seven to eight members and election of Henry T. Heald, president of Illinois Institute of Technology, to fill the newly created seat, were announced recently by James S. Knowlson, board chairman and president of the company.

Phoenix
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SPEED-TENNAS

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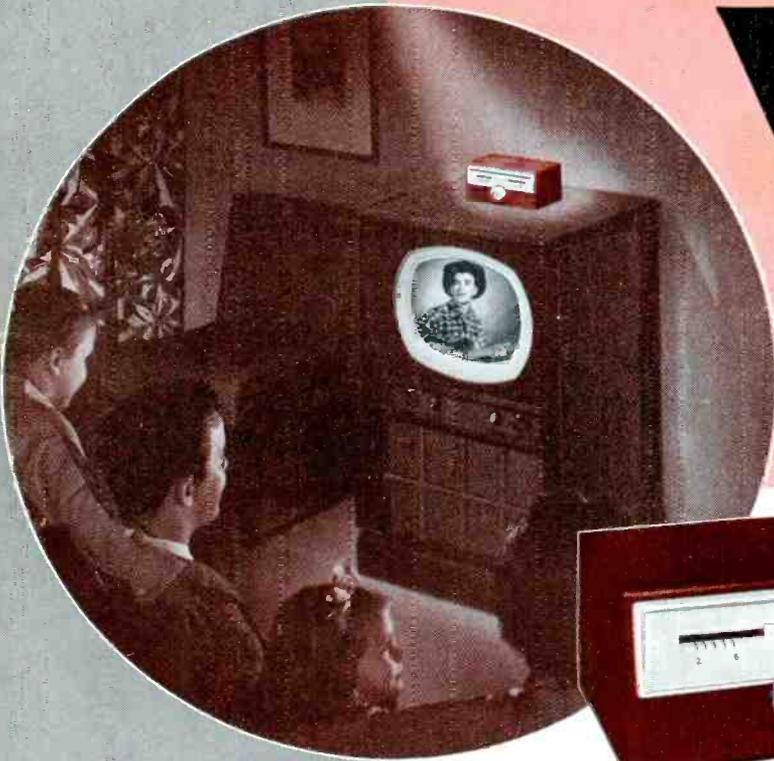
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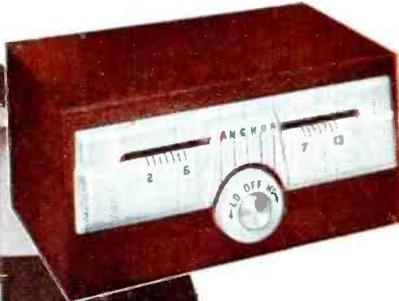
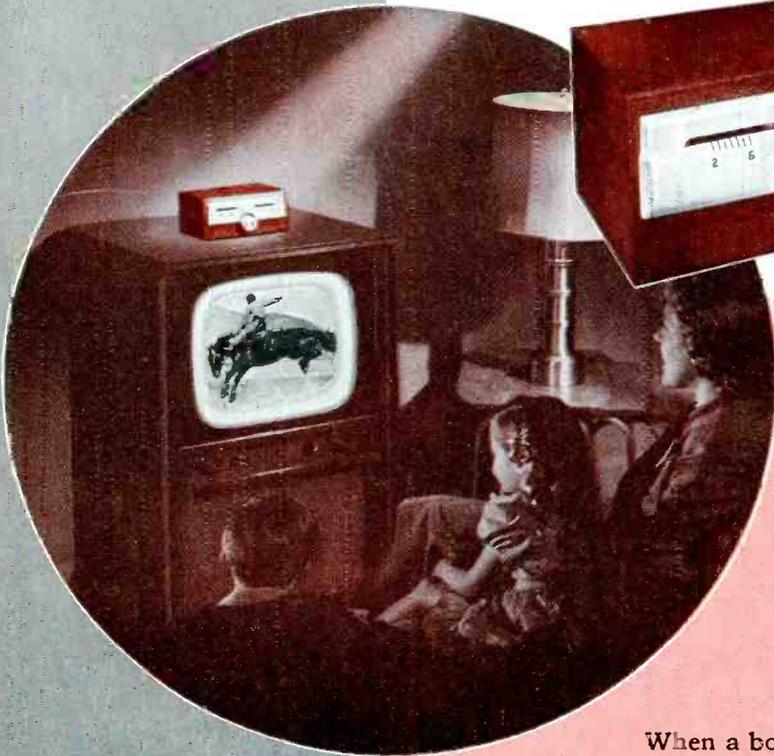
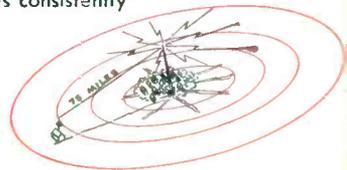
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remains unchallenged!



THE ANCHOR *Suburbanite*

Single-Stage Booster—for low signal areas in or near cities. Assures consistently good reception up to 75 miles.



THE ANCHOR *Granger*

Two-Stage Booster—recommended for distant rural areas. Assures consistently good reception for over 100 miles.



Despite critical material shortages, Anchor not only is offering the same high quality standards so widely hailed by the TV set industry, itself, but it is still making as many boosters as a year ago. To meet the current unprecedented demand, however, Anchor would have to expand, which is naturally not possible now! Therefore they have had to institute a very strict allocating system. No preference on deliveries to anyone has been or ever will be practiced.

When a booster is needed to complete a perfect installation, Anchor's outstanding performance under all conditions has made it the first choice of those who buy and sell. So always buy the *best*—first!



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THE QUALITY OF RCA TUBES IS UNQUESTIONED



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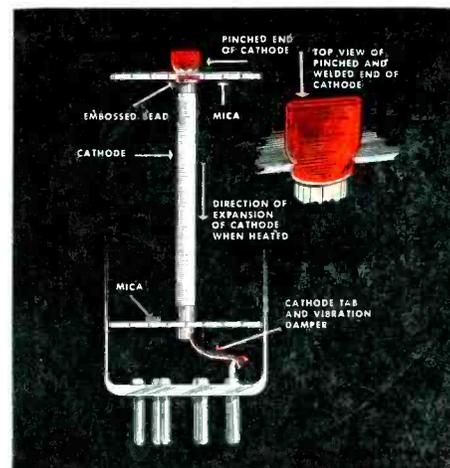
as a matter of course...with RCA tubes

Engineering progress is part and parcel of RCA quality. For instance... many of the popular RCA types use "inverted" pinched cathodes to minimize microphonics by preventing cathode vibration or displacement.

This improved performance is achieved by clamping the top mica firmly between an embossed bead on the cathode and its pinched top end. This arrangement holds the upper end of the cathode rigidly, but per-

mits the heated cathode to expand freely downward through the bottom mica without producing cathode strain. The lower end of the cathode is prevented from vibrating by means of the damping tab connected between the cathode and stem lead.

This example is another reason why you can count on *extra* performance and long life from RCA tubes—the quality tubes.



Keep informed—stay in touch with your RCA Tube Distributor



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ELECTRON TUBES
HARRISON, N. J.