

TV • AM • FM • Appliances • Records • Servicing

RADIO & TELEVISION RETAILING

IN THE SPRING the Housewife's Fancy
Turns Toward Thoughts of **NEW**
THINGS FOR THE HOME. Keep Your
Lines Busy by Turning Her **DESIRE**
TO BUY into **SALES.**



MR. PHILIP E. MOHR
Mohr's Radio Sales & Service, Inc.
Box 78, Radio
Jones town, Pa.
14368
4/51N

It will pay you well
to know this man!

HE'S the Classified Telephone Directory representative.

He gets around in your community, seeing all types of retail establishments. He has an understanding of the shopping habits of people . . . knows a lot about their buying habits. He can offer some mighty valuable suggestions for your advertising in the Classified.

Ask him how you can best use the 'yellow pages' to get more sales and service orders. Ask him which headings will pull hardest for your type of business.

He has a lot of experience in building business for hundreds of dealers. Why not let him put it to work for you.



FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.



Ann Jeffreys' first choice..

IS THE OVERWHELMING CONSUMER CHOICE, TOO!

Anne Jeffreys is a top star on the stage, screen, radio, and television. So of course she chose a Model 288 Electronic Memory Wire Recorder to help her stay on top.

Miss Jeffreys uses her 288 to rehearse her numbers, because she knows that its newly-designed, *natural voice* play-back sound chamber will enable her to hear her voice exactly as her audiences do.

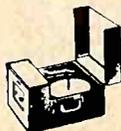
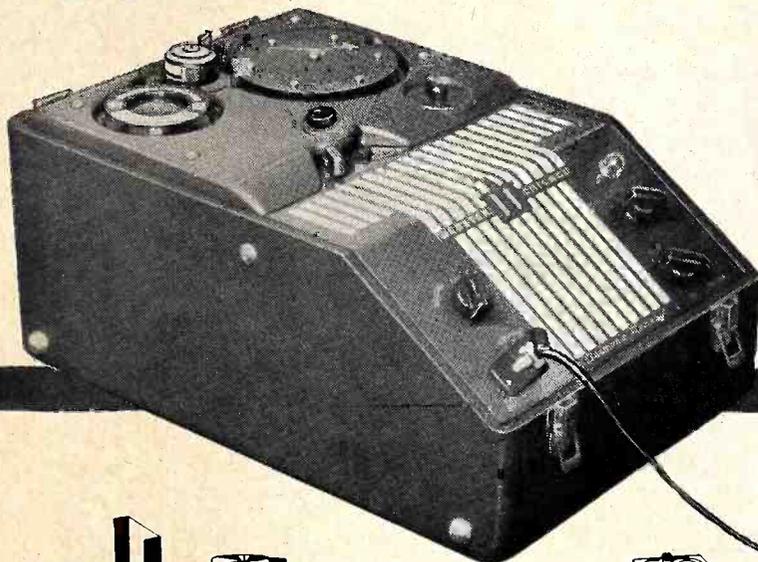
To this wonderful fidelity add another great new feature—the non-spill recording head, and it's easy to see why the 288 is ahead of them all in quality and performance. And it's unmatched for low price as well!

It all adds up to more sales for you, since the Webster-Chicago Electronic Memory Wire Recorder is the favorite of consumers, too!

WEBSTER-CHICAGO

5610 W. Bloomingdale, Chicago, Ill.

Electronic Memory  the Ultimate in Magnetic Recording



Portable Fonographs



Home Fonographs



Tape Recorders



Diskchangers



Dictation Machines

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



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... no chance of thawing. 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 every size from 7 cubic feet up. IN ZONE 1

Prices subject to change without notice

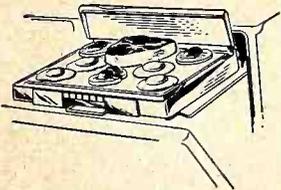
PHILCO

Famous for Quality the World Over

PHILCO ELECTRIC RANGES
WITH THE EXCLUSIVE

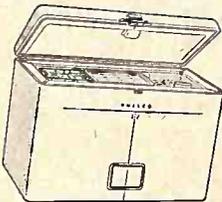
Built-In Jiffy Griddle

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



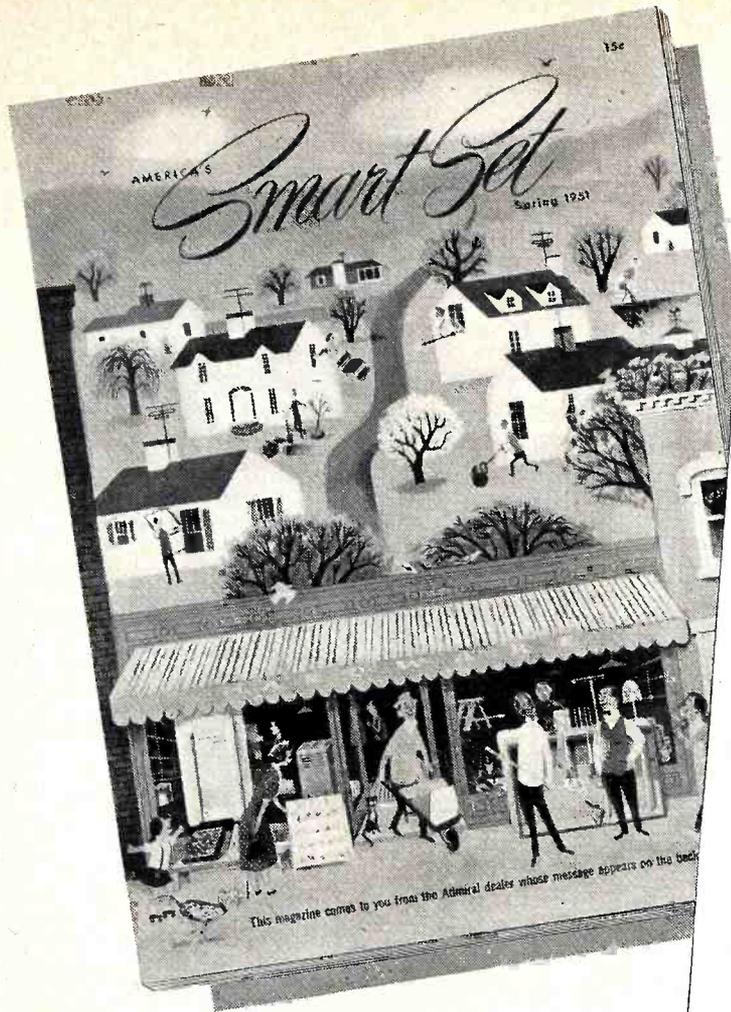
ADVANCED PHILCO FREEZERS

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.

Best Sales Producer Ever!



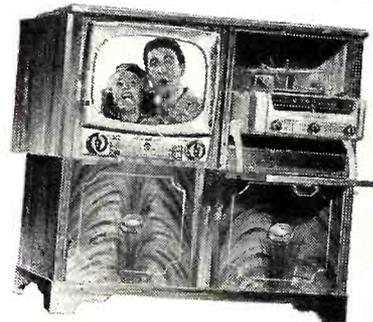
say dealers everywhere

New 17" TV Combination

Admiral

AT LOWEST PRICE EVER WITH 4-DOOR CABINET!

Eleven days, week, week... they'll be faster and more enjoyable with the Admiral 17" TV combination. Now, at the lowest price ever, you can have complete home entertainment...
 - Built-in television, powerful 12-tube radio and superb record player... All in the beautiful 4-door period-correct Cabinet... Admiral now has the lowest price in television, easy tuning, and radio's most modern features. Set shown comes in lovely walnut with optional mixed storage, mahogany, or light-colored finishes.
 Admiral's Smart Set... made by the world's largest manufacturer of television combinations.



another dealer help from

DEALER NAME

Admiral

your ad on back cover

And in your own magazine! Sells ten days for you, not just one or two, because that's *Smart Set's* average home-reading time.

Space permits only a few comments to show what thousands of dealers think of America's Smart Set

"Dollar for dollar, the best sales producer we have ever adopted."

"Our 5,000 subscription has received a wonderful reception from customers."

"We have increased our original order for 2,000 by 500. We are increasing sales through *America's Smart Set*."

"Our customers look forward to each issue."

"An exceptionally good medium of advertising."

"Has really paid off. We consider *Smart Set* a really good buy."

"*Smart Set* is tops."

"Everyone raves about *Smart Set* and we recommend it most highly."

Here's spectacular sales power . . . overwhelmingly proved by thousands of dealers who in a few short months have boosted the circulation of *America's Smart Set* to 1,500,000 copies per issue . . . bigger than *Time Magazine*.

Published every second month. Rivals the best national magazines in every way . . . articles, pictures, photographs and printing. In every issue is something of keen interest for every member of the family. As a result *Smart Set* has a reading life that averages more than 10 days per issue.

That means that for 60 days a year your own magazine . . . because that's exactly what *Smart Set* is . . . stays in your prospects' homes making sales and building prestige for you . . . and with your own ad dominant on the back page as shown above.

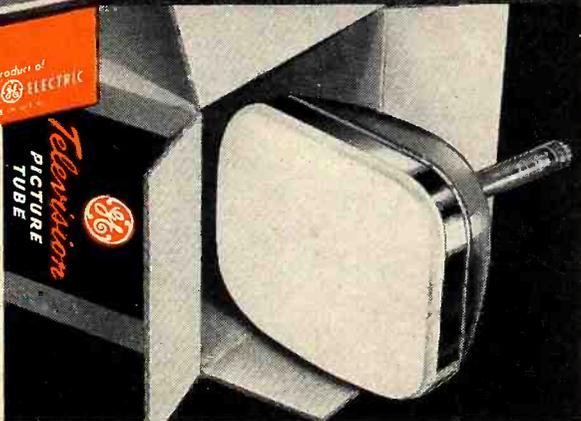
The cost is low. There isn't a thing for you to do but place your order, select your ads, furnish your mailing list, and then cash in. So contact your Admiral Distributor without delay!

"WE HAD TO LICK CALL-BACKS BEFORE THEY LICKED US!"

"Quality tubes proved to be the answer. That's why we feature G-E."

"We were giving time away—in repeat visits to customers who complained their sets didn't work properly. Most of the trouble came from tube failures. We had to stop them, if our radio-TV service was to keep on paying. So we made quality tubes a "must" at Chambers—principally G-E tubes, the brand every serviceman respects! Now our men, when they repair sets, know that the owners will *stay satisfied*. And service shows a steady profit on our books. Consequently, all of us here are strong for General Electric tubes—boost them every chance we get."

Says **HAROLD K. CHAMBERS**
Chambers Radio and Appliance Co.
3546 North Ashland Avenue,
Chicago, Illinois



Service customers ask to see the G-E monogram on tube cartons. Chambers and other radio-TV firms have found that out. It's visible proof of tube quality—extra evidence to owners that good receiver performance may be expected long after the serviceman has left.



Test after test assure the uniform high quality of G-E tubes. Here G-E receiving tubes get a factory "short" test. Later comes an electrical-characteristics check; also tests for noise, microphonics, life, appearance, gas, air, and hum. G-E tubes perform better because they are better!

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

GENERAL  ELECTRIC

181-KA4



Get Your Bonus Display Kit... at No Extra Cost with order for \$25 or more of

"Eveready" Portable Radio Batteries!*

NEW PANORAMIC DISPLAY

- Displays your "feature" portable!
- Made of sturdy metal and wood! 23" wide, 18" high!
- 4 signboards in vivid color! For four popular sport seasons!
- Ties in *your* store with full-color "Eveready" battery ads running in Sunday Supplements of 191 leading newspapers!

SEE YOUR "EVEREADY" BATTERY DISTRIBUTOR NOW! OFFER EXPIRES MAY 31!

Yes, you get that sensational, panoramic window display shown above! That's part of the bonus kit that includes colorful pennants, streamers and dummy "Eveready" brand batteries to identify *your* store as the store that has the *best* in portable radios and radio batteries!

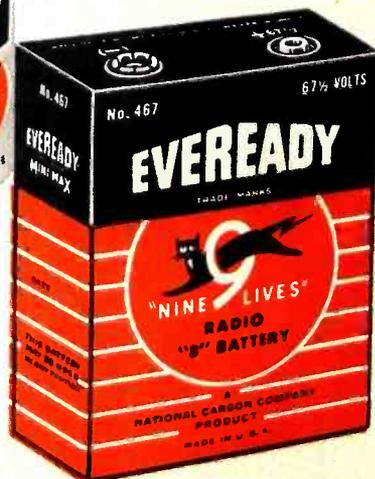
"BATTERY-ENGINEERED BY BATTERY MANUFACTURERS FOR BEST BATTERY PERFORMANCE!"

*At dealer prices

The terms "Eveready", "Nine Lives" and the Cat Symbol are trade-marks of
NATIONAL CARBON COMPANY
Division of
UNION CARBIDE AND CARBON CORPORATION
30 East 42nd Street, New York 17, N. Y.

District Sales Offices:

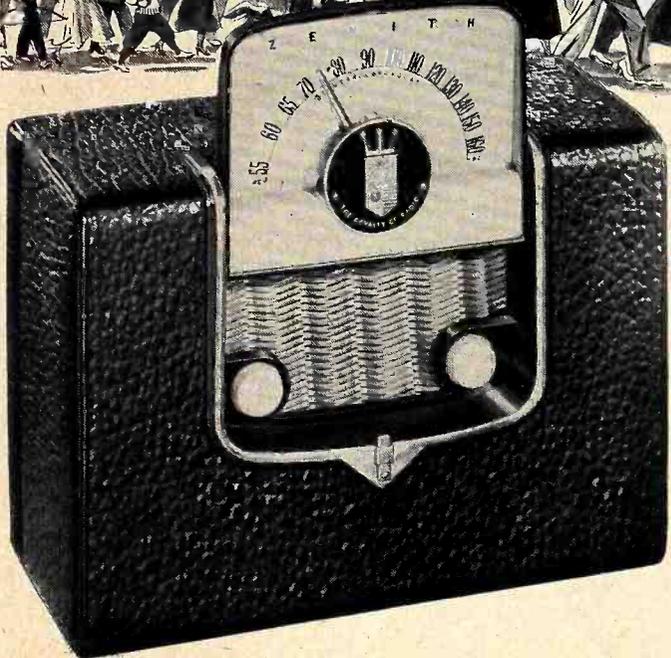
Atlanta, Chicago, Dallas, Kansas City,
New York, Pittsburgh, San Francisco



get set for a **PARADE** of prospects

ZENITH Portable Radios
 AMERICA'S FINEST PORTABLES

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



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

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

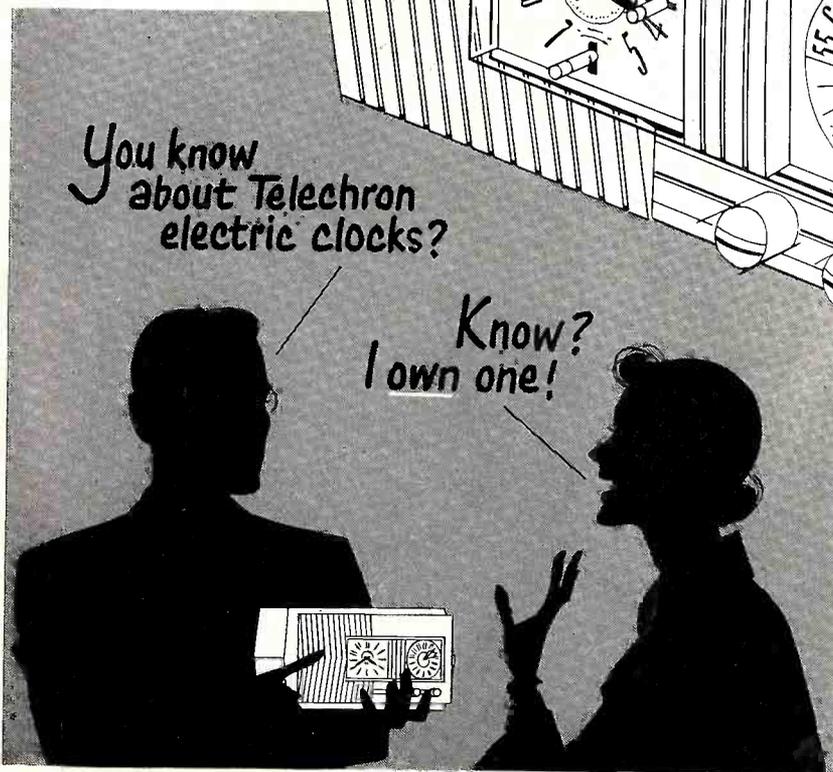
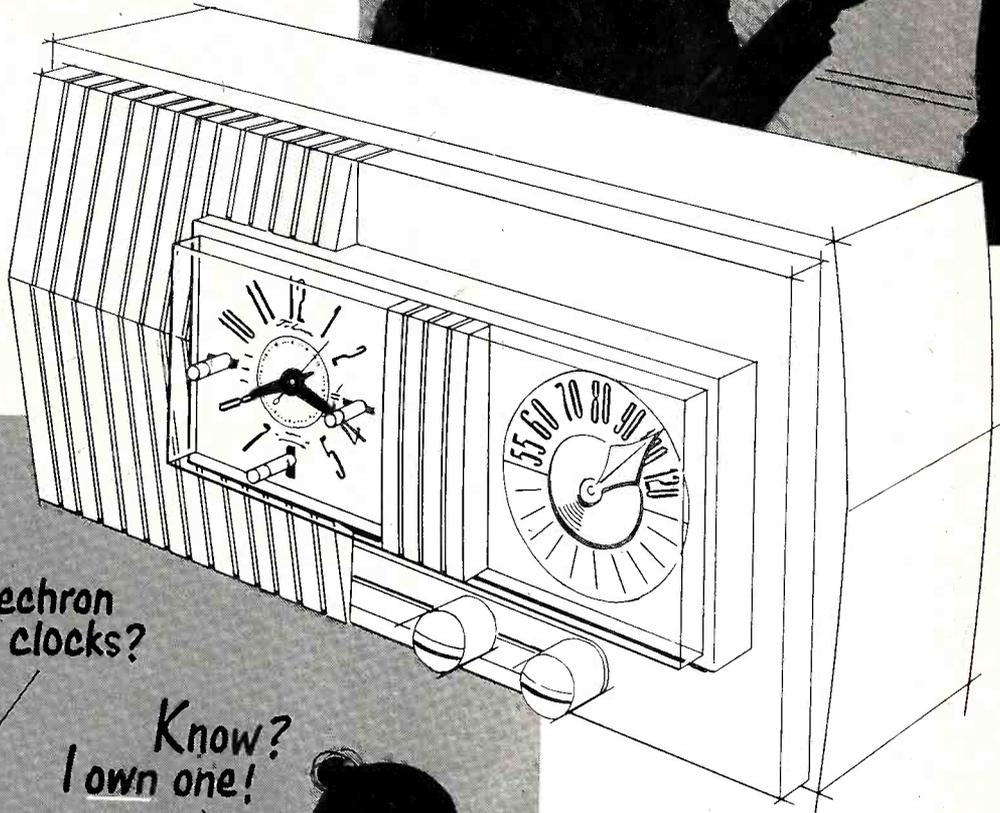


ZENITH RADIO CORPORATION
 6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

*They'll take
the words
right out of
your mouth...*



Remember . . . it pays to promote electric household conveniences as gifts.



Telechron
TIMERS
*The Low-Cost Plus
that Clinches the Sale*

...and that will clinch the sale

Moral: Customers *do* recognize the Telechron name with pleasure. Cash in on the enthusiasm of more than 10 million owners of Telechron electric clocks . . . and those influenced by widespread Telechron advertising. Push clock radios equipped with Telechron timers. Non-competitive with TV, these convenient radios turn themselves on and off automatically . . . act as alarm clocks, lull owners to sleep with music, help brew coffee, are wonderful servants to have around.

TELECHRON INC., 144 MAIN STREET, ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.

* Telechron Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right.

A STATEMENT OF POLICY TO TV DEALERS AND SERVICEMEN

about

Raytheon Television 1-year parts warranty

The established price for Raytheon TV includes a Factory Warranty. This assures the customer that after he's purchased the set, the factory will furnish all parts and tubes, including picture tube, necessary to keep the set in repair for *one full year* . . . and at *no extra cost to him*.

A Raytheon TV Warranty Registration form is filled out *only at the time of installation* by the dealer or installing company. This is for the customer's protection . . . it insures him a full year's warranty. The one year

period starts from the time the warranty registration card is *received at the factory*. At this time, an acknowledgement card is returned to the set owner, telling him his Raytheon TV warranty registration card has been received and his 1-year parts warranty is in operation.

This has always been our policy and we shall continue to adhere to it. Our distributors are kept fully stocked with replacement parts to insure quick delivery. There's no red tape . . . no time lost.

Parts on out-of-warranty Raytheon TV sets
Raytheon distributors and Belmont maintain a stock of parts on out-of-warranty Raytheon sets. These parts are available to dealers and servicing organizations at low cost.

Raytheon standards and quality control
Raytheon maintains and will continue to maintain its same high manufacturing standards and strict quality control to assure top performance and minimum servicing operations.

For further information, see your Raytheon distributor

IT PAYS TO SELL



THE CONSTELLATION

Model C-2006—huge 20" rectangular TV in a smart, hand-rubbed mahogany cabinet.



BELMONT RADIO CORPORATION, 5921 W. Dickens Ave., Chicago 39, Illinois

Subsidiary of RAYTHEON MANUFACTURING CO.

Radio's newest idea

Outdoors



Indoors

Sell Model 605 all year round—it's a portable and a table model, all in one. Especially designed to lie flat on table with special, extra dial for easy tuning. Choice of Burgundy red (Model 605) or cactus green (Model 606). **\$36.95***



Model 605—Burgundy red
Model 606—Cactus green

G.E. leads again with the new "ALL YEAR" radios—specially designed for indoor-outdoor use. Your customers get twice the usefulness, twice the enjoyment. You pile up portable profits—not for just a few peak months, but all year round. It's a double value! Models 605 and 606 are powerful, handsome, easy to carry (5 lbs. complete). Feature 'em for outdoors—beach, picnic, anywhere. Sell 'em for indoors, too—they're versatile! They

lie flat like a smart table model—ideal for living room, kitchen, bedroom—have two dial scales for easier tuning, upright or flat. AC-DC or batteries. And there are 2 super-powered Models—610 and 611—with extra tube for hard-to-get stations... with large easy-to-read dials that light up when played on house current. Only 4 models to stock. All offer famous G-E dependability. Call your General Electric radio distributor for the big story today.

General Electric Company, Receiver Division, Syracuse, New York



New Counter Display!

Sells the indoor-outdoor features of these sets—12 months a year. Order today from your G-E radio distributor. Publication number R75-127.

You can put your confidence in—

GENERAL

doubles your market...



"ALL YEAR" PORTABLE RADIOS

FOR BIGGER YEAR ROUND SALES

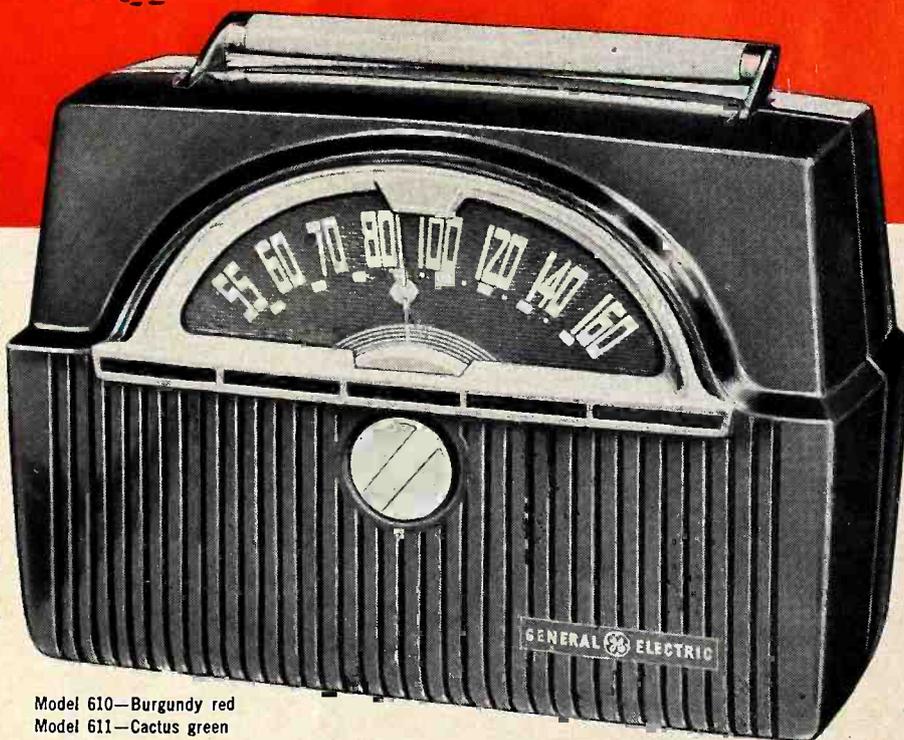
Here's a portable that's an all-year seller. Model 610 can be sold for indoors or out, 12 months a year. And this portable has a dial that lights up on house current. There's a sales-clincher! Burgundy red (Model 610) or cactus green (Model 611). **\$46.50***



Indoors



*Less batteries. Price subject to change without notice, slightly higher West and South.



Model 610—Burgundy red
Model 611—Cactus green



ELECTRIC

INSTRUCTION



Here's a growing market that



HOME TALENT

keeps you in the profit picture!

CLASSROOM



BUSINESS



With so many items already in short supply, foresighted dealers, from coast to coast, are protecting their profits by adding the dynamic new Revere Tape Recorder to their present lines!

This potent sales-producer not only provides a new source of extra profits, but does wonders as a general business stimulant and creator of store traffic.

Demand Is Growing!

Every day, more and more people discover the advantages of owning a Revere Recorder. The fun of recording children's voices and home talent . . . adding music and commentary to home movies . . . recording radio programs for future enjoyment. Schools, churches, and clubs—business and professional people—musicians and students—all are your prospects!

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

REVERE CAMERA COMPANY • CHICAGO 16



RECORDER COMBINATION

Tape recorder with built-in radio. Records directly from radio by turn of switch. Model TR-200

\$20950

MODEL T-100

With microphone, radio attachment cord, 2 reels (one with tape), and carrying case.

\$16950



SELLS ON DEMONSTRATION

It's almost magical! Customers marvel at hearing their voices in crystal clarity. They are impressed with such outstanding

features as the fast rewind and forward speeds . . . erasable, reusable tape . . . easy-to-operate controls . . . and smart, compact carrying case.

Revere

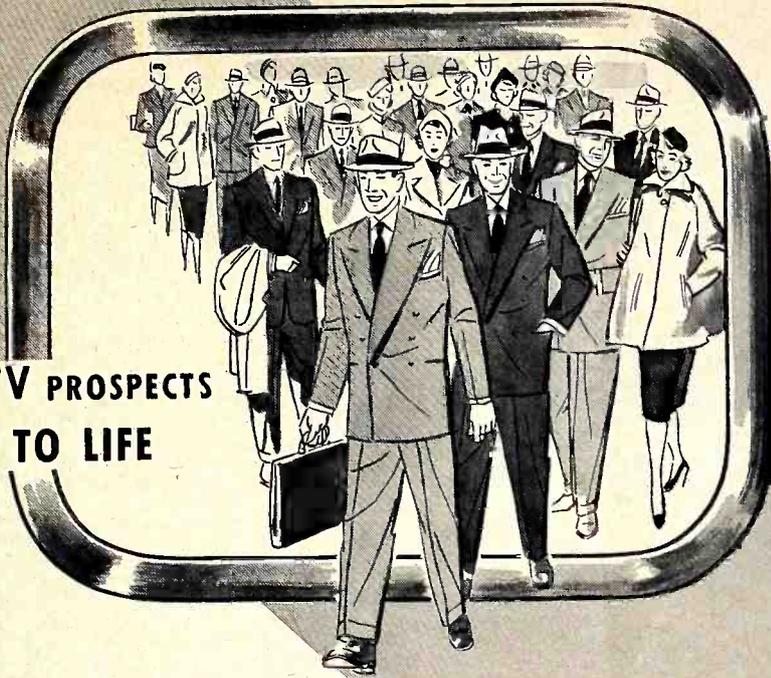
TAPE RECORDER

The Largest Selling Tape Recorder in America

Look! They're

Alive!

MAKE TV PROSPECTS
COME TO LIFE



WITH

Sentinel for '51

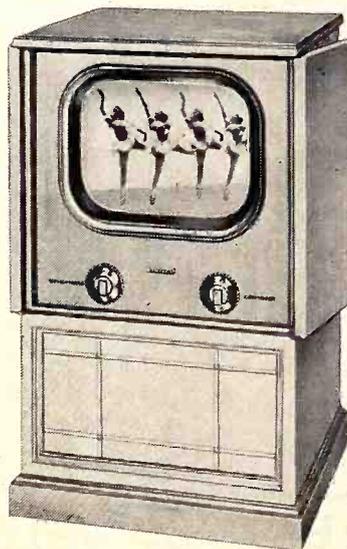
Something to talk about—something to demonstrate—something to win that coy cash from customers, no matter how reluctant—that's *Sentinel* for 1951. NEW, improved circuits mean (1) better pictures, (2) better sound and (3) truly life-like fidelity with complete picture stability.

Put *Sentinel* side by side with ANY other make, demonstrate it in direct competition and *Sentinel* will win your sale for you 4 times in 5. Ask your distributor for PROOF—or write *Sentinel*—TODAY!

*The Livest, Most
Natural Pictures
in All Television!*

*12 Lively Moving
Models Blanket
Your Market Fully!*

Model 431-CVB
Colorfast Korina
Model 431-CVM
Mahogany



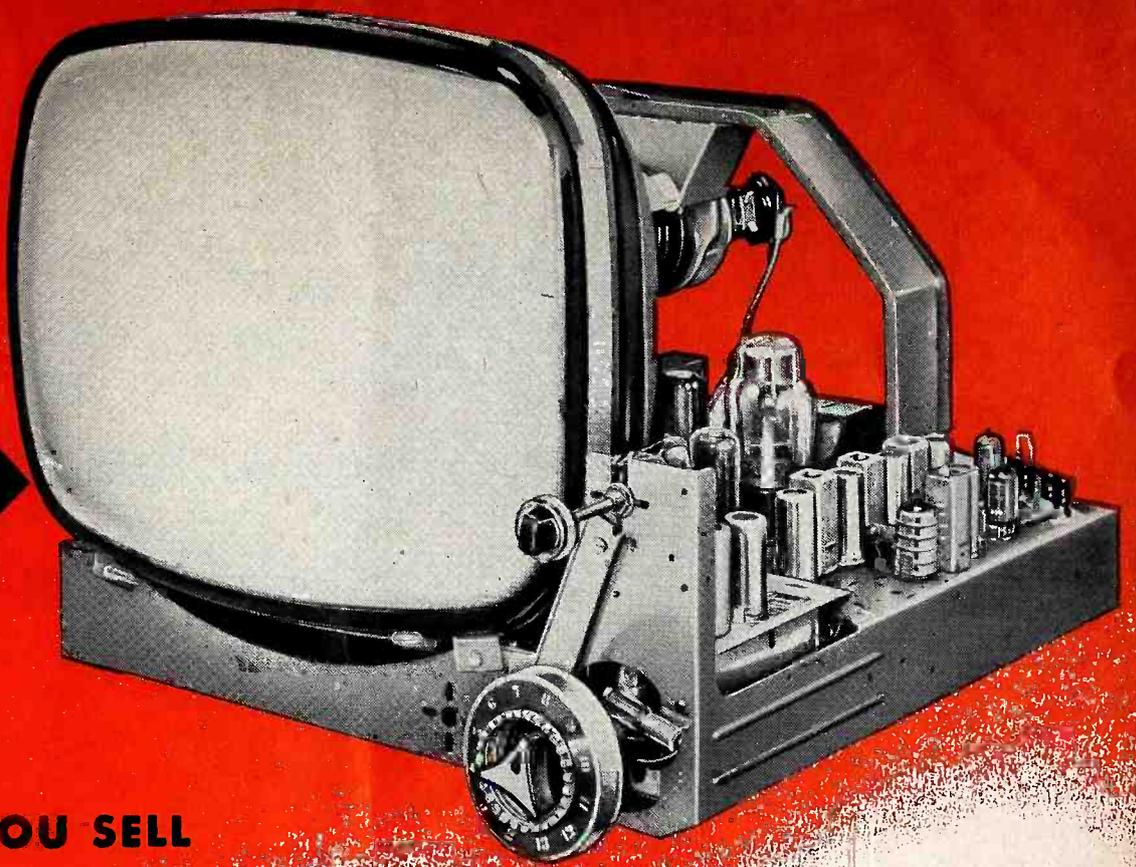
Model 429-TVM
Mahogany
Model 429-TVB
Colorfast Korina

Sentinel Television

SENTINEL RADIO AND TELEVISION

Evanston • Illinois

1951
Westinghouse
television chassis
with the exclusive
Single Dial Tuning
endorsed by dealers
and customers alike.



WHEN YOU SELL

Westinghouse Television

YOU MAKE A NORMAL PROFIT **AND KEEP ALL OF IT!**



This chassis is the heart of every Westinghouse TV model. It is built for extra performance and extra-sensitive reception. It is the *only* television chassis with the extra tubes, extra tuned circuits and automatic circuits required to make Single Dial Tuning effective and practical. Sells itself on demonstration . . . and eliminates many of the post-installation "call-backs" required by other makes before satisfactory reception is achieved.

This means fewer service calls. With Westinghouse you make your profit quickly, and *keep* all of it!

See your Westinghouse Distributor Now!

See Andover

... clear 17" picture . . .
... the ANDOVER. Rich
... mahogany veneer
... cabinet. Model
... 10T17.

YOU CAN BE SURE ... IF IT'S

Westinghouse

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

Arvin TV

VV *VISIBLE VALUE*

You can see the difference!



Use these Price Leaders to bring customers running!

For only \$219⁹⁵*

This value-packed mahogany console!

Arvin Model 2120CM—Beautifully styled console in rich imported mahogany veneer; 12½-inch no-glare Black Tube; sunlight-sharp, rock-steady pictures; phono-jack; built-in antenna. AC operation.

**plus tax and warranty*



For only \$189⁹⁵*

This feature-packed mahogany table model!

Arvin Model 2121TM—12½-inch no-glare Black Tube; rock-steady pictures; Velvet Voice tone; simplest 2-knob tuning; phono-jack; built-in antenna; straight AC operation for longest tube life.

**plus tax and warranty*



Arvin Portables are ready!

Get the jump on the outdoor selling season!

Arvin Model 446P—Powerful! Compact! Weighs 4 lbs., complete with batteries. Handbag-shape for carrying convenience. Amazing range and tone; recessed knobs; retracting plastic handle. \$18.95 (less batteries)

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

Television and Radio Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

SAVE CRITICAL MATERIALS!

Sheldon

ELECTROSTATIC

FOCUS*

"Telegenic" Picture Tubes

ARE

NOW AVAILABLE

FOR PROMPT DELIVERY

SHELDON ELECTRIC CO.

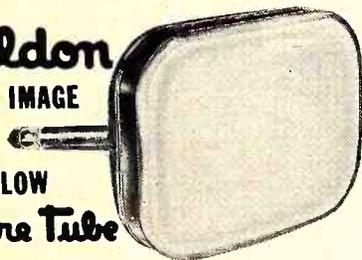
A Division of ALLIED ELECTRIC PRODUCTS INC.
68-98 Coit Street, Irvington 11, N. J.

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

*** GET COMPLETE DATA! MAIL COUPON TODAY**

Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube



Sheldon Electric Company, 68-98 Coit Street, Irvington 11, New Jersey A

- Send me Complete data on Sheldon Electrostatic Picture Tubes
 Television Mis-Information No. 4 with its feature story on Color.
 Tube Characteristics & Dimensions Chart
 Bulletin T-2 on "Ion Burns—and How to Prevent Them".
(They're FREE—but please print your name)

Name..... Title.....
 Company.....
 Street.....
 City..... Zone..... State.....

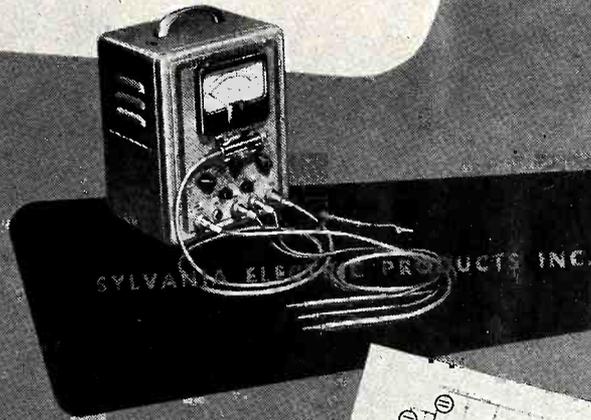
© 1951—ALLIED ELECTRIC PRODUCTS INC.
 SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT LAMP STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
 PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

*** SEE IT AT BOOTH 201, PARTS DISTRIBUTOR SHOW, STEVENS HOTEL, CHICAGO, MAY 21-23**

FREE!

With purchase of ONE Sylvania Picture Tube

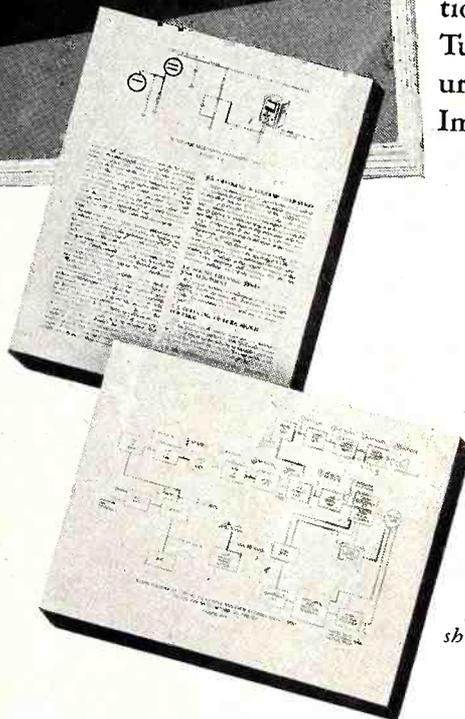
Servicing Radio and Television with a Vacuum Tube Voltmeter



- 48 pages of pictures and diagrams.
- **COVERS RADIO SERVICING**—Signal Tracing, Alignment, AVC and AFC Checking, Measurement of Voltages, Signal Levels, Power Output, Bandwidth and much more.
- **COVERS TV SERVICING**—Signal Tracing, Bandwidth Measurements, Wavetrap Checking, Sound Channel Tests and Alignment, Low and High Voltage Checks, Signal and Deflection Voltage Measurements etc.
- **COVERS AUDIO AMPLIFIER SERVICING**—DC, AC, and Signal Level Measurements; Tone Control, Fidelity, and Gain Tests, Distortion, Power Output and Noise Level Measurements; Signal Tracing, Speaker Matching.
- Covers 19 Miscellaneous Applications of VTVM—Detecting Gassy Tubes, Checking Capacitors, Q Measurement, Turns Ratio Measurement, Impedance Checking.

**ACT NOW! Offer good
only April 1st to May 31st**

Here's a book that will save you hours of service time every week. You'll be amazed how it will simplify everyday service problems. You can't buy this book! It comes to you FREE with the purchase of just one Sylvania TV Picture Tube from your regular Sylvania Distributor. That's all, simply buy a Sylvania Picture Tube, of any type, and your Distributor will give you a copy free. See or write him today.



SEE YOUR
SYLVANIA
DISTRIBUTOR
FOR YOUR COPY
TODAY

Sample pages
showing detailed,
easy-to-read
diagrams.



SYLVANIA ELECTRIC

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

built to
sell fast... and
stay sold!

here's why . . .

POWERFUL CHASSIS

Compactly constructed, with the famous Alnico V speaker and shock-resistant tubes. Built for long-range reception.

RAIN OR SHINE

They play in any kind of weather. The plastic or metal cases stay bright without fading, cracking or warping.

NO BATTERY BURGLARY

An automatic shut-off switch cuts off battery power when set is plugged into AC or DC . . . gives batteries extra life.

HIGH-LINE ANTENNAS

Installed above grounding level in all sets . . . they'll even play on metal surfaces.

DOUBLE-JOINTED HINGES

Designed to "give" if cord gets caught in back cover . . . no snapped hinges.

A PLAYMATE, JR. Model 51M1 — Sturdy enameled metal case in Maroon or Forest Green, matching flip-up lid contains the Aerovane loop antenna. Fold-away cord inside back cover.

B MUSIC BOX Model 51L1 — Tiny and lightweight but, man, what power! In Forest Green or Rich Maroon scratch resistant plastic.

C TOWN AND COUNTRY Model 61L1 — Deluxe styling, extra long range reception and double capacity battery power. Sturdy Maroon or Forest Green plastic.

*an exciting companion
 wherever you go...*

Motorola
 PORTABLES



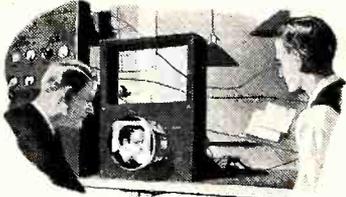
★ ★ ★ ★
 TUNE IN
 "4-Star Revue"
 on NBC-TV
 Every Week!

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

**get this eye-catching display
 . . . see your distributor**

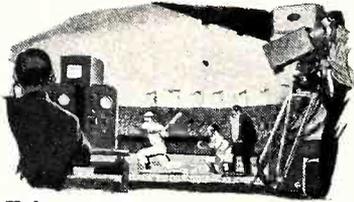
The Du Mont Story

the most exclusive, basic, effective sales story
in Television



First in Development

In 1931 the Cathode Ray Tube was a very expensive laboratory curiosity. Dr. Du Mont developed this tube and made electronic television practical. Today . . . Du Mont is the foremost maker of precision electronic equipment utilizing the Cathode Ray Tube.



First in Telecasting

Du Mont operates the *first* television network, whose key station, WABD New York, was the *first* fully equipped station on the air. As foremost maker of high-fidelity, precision telecasting equipment, Du Mont has planned and built many leading television stations.



First in Radar

In 1933 Dr. Du Mont filed a patent which the Army asked him to withdraw for security reasons. The idea, developed in secrecy, became radar. Du Mont also contributed ideas for loran . . . and other electronic devices for national defense.

An Authorized Du Mont Dealer is much more than just another outlet for television receivers. His Du Mont Telesets* come straight from the laboratories where television itself was born . . . finely built by the world's foremost manufacturer of precision instruments utilizing the Cathode Ray Tube . . . a manufacturer who has always been and will always be first in electronic engineering development.

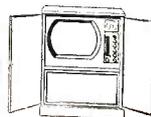
All the prestige that has been built around the name "Du Mont" by twenty years of electronic pioneering and leadership goes with the Du Mont Franchise. All the improvements discovered at the laboratories are reflected in Du Mont Telesets.

It all adds up to the most complete, the most logical, the hardest-hitting sales story in television, making a Du Mont dealership more than ever . . .

television's most coveted franchise

First in Home Receivers

Du Mont built the first commercial home receivers in 1939. In 1946 Du Mont brought out the first complete line of television receivers. Du Mont was first with the 19-inch tube, the 17-inch rectangular glass tube, the short-neck tube, now the giant 30-inch tube. No wonder the name *Du Mont* has come to mean "first with the finest in television."



20th
YEAR
AS PIONEER

DU MONT

first with the finest in Television

*Trade Mark

Copyright, 1951, Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J., and the Du Mont Television Network, 515 Madison Ave., N. Y. 22, N. Y.

Largest Selling Booster

AT ANY PRICE !



Regency

2 Great New 17's

show *why*

"There is nothing finer than a
STROMBERG-CARLSON®

the Stafford

Strides ahead in performance—
never a more beautiful table design.
17-inch "black" rectangular tube gives
clearest, steadiest pictures yet.
Easy Stromberg-Carlson TRU-LOK tuning.
World-famous Stromberg-Carlson audio
system. The charming mahogany veneer
cabinet is completely hand-rubbed to add the
final touch to its enduring finish.
Unusually compact cabinet: 20" high,
21½" wide, 19½" deep.



NEW
for
'51



the Pembroke

Beautiful combination with
17-inch rectangular "black" tube . . .
clear, steady, "big-as-life" pictures . . .
fully automatic 3-speed phonograph . . .
finest AM radio . . . magnificent
Stromberg-Carlson audio system with
12-inch speaker—and easy TRU-LOK tuning.
Graceful modern cabinet, in mahogany
veneer, completely hand-rubbed to a
satin-smooth finish. Compact dimensions:
37" high, 25¼" wide, 19½" deep.

NEW
for
'51

16 exciting 1951 Stromberg-Carlson receivers.

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

RADIO & TELEVISION RETAILING

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

J. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

MANY MERCHANDISERS ARE PREDICTING that some products will be in short supply soon due to cutbacks by manufacturers occasioned by hand-to-mouth ordering by wholesalers and dealers at this time.

REAL SHORTAGES COULD BE CAUSED LATER ON BY SOME OR ALL of the following:
1. Sharply increased defense orders. 2. Continuing voluntary production cut-backs of civilian merchandise. 3. Official announcement of an effective date for a hike in excise taxes.

SUPPLY OF WHITE GOODS STILL GOOD, though certain models in some makes are scarce. Many dealers have large inventories of major appliances, and some are really putting the sales heat on in efforts to reduce stocks. Shortages of automatic washers, dryers in some areas.

CIGAR-SIZE TV RECEIVER TUBES, thousands of times as bright as today's television screens, television pickup tubes 100 times as sensitive as the human eye and television-telephone service were predicted by Philo T. Farnsworth, VP and director of research of the Capehart-Farnsworth Corp., in a recent address.

TO SELL MORE PORTABLES, BATTERIES, REPAIR JOBS, dealers should require servicers to ask all customers about those old carry-about receivers, now stored away. There's a real opportunity to get more business from each home call via this plan.

"IT IS STRANGE INDEED THAT LOSS-LEADER selling still exists when there is actually no disagreement in regard to its injuriousness. It is now acknowledged by all as harmful to the country at large, for it is not only injurious to the retailer, wholesaler and manufacturer, but it is harmful to agriculture and labor as well and seriously affects consumers."—Mrs. R. M. Kiefer, secretary-manager Nat. Assn. of Retail Grocers, writing in the "Journal of Retailing", New York University School of Retailing.

PHONO RECORD PRODUCTION PROMISES TO BE high this year, with no materials shortage which can't be licked seen in the offing. As many as 184,000,000 platters (in all speeds) may be sold in '51. By the end of this year there will be about 27,000,000 turntables in use in this country.

45,875,000 HOMES are reported as of April 1950, by U. S. Census Bureau, from which (at recent rates of growth) a total of 47,500,000 total homes may be deduced as of Jan. 1, 1951. This figure compares reasonably with January Radio & Television Retailing's estimate of "45,000,000 homes with radio," since all authorities agree that present radio saturation runs about 95%.

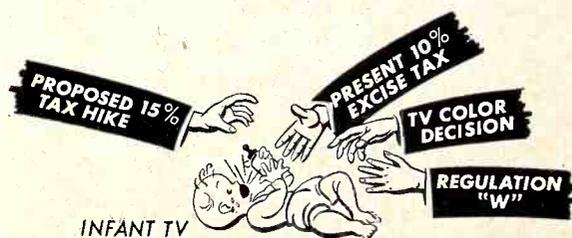
U. S. CIVIL DEFENSE activities are now headed by Millard F. Caldwell, former Governor of Florida, with Robert Burton (ex "Voice of America") as top technical chief at Washington. Mobile and walkie-talkie equipment will be purchased by local home-defense groups, but CDA expects to get own funds for special radio apparatus to be supplied target cities like Washington, New York, Chicago and Los Angeles.

STORE IMPROVEMENT, MODERNIZATION, MAINTENANCE under NPA order M-4 (construction). Exempted are: necessary maintenance and repairs; alterations, additions, etc., provided no metal partitions are used and total cost does not exceed 25 cents per square foot of occupied space for a consecutive 12-month period. Modernization permitted where no metal partitions are used, if cost does not exceed \$5,000 for a consecutive 12-month period. Full information in NPA's bulletin #7, U. S. Department of Commerce.

DEALERS URGED TO USE THE ATTRACTIVE new display pieces furnished by some of the battery manufacturers. The material will boost sales of batteries, portables and service as the peak season for use of the carry-about sets approaches.

NATIONAL ASSOCIATION OF MUSIC MERCHANTS will celebrate its golden anniversary July 16-19 at the Palmer House, Chicago, during the group's annual convention and trade show.

Needed—an ASPCT*



* American Society for the Prevention of Cruelty to Television.

What's Ahead!—in Radio,

WHALE OF A LOT OF TV SETS being sold in spite of widespread complaints by manufacturers, wholesalers and dealers. Heavily-inventoried dealers are jittery even though their sales volumes may be ahead of last year. Glutted market resulted from heavy ordering by dealers and distributors in anticipation of shortages, and by long-before Christmas buying splurge by consumers which "saturated" many a home.

UNSOLVED TV MYSTERY. Where did all those new small-screen sets (even some 10-inchers) suddenly come from, and where have they been in hiding?

HIGH-PRESSURE ADVERTISING EPIDEMIC IN TV on in many large cities. Some firms have been publicizing trade-in offers ranging as high as \$200 for used, small-screen sets. Large inventories, coupled with a sales slow-down (as compared with some past peak periods), has stimulated widespread, feverish competition at retail levels.

"IF NORMAL PEACETIME BUSINESS IS cut back too severely and too rapidly before defense orders have reached the production stage, there may be brought about unnecessary unemployment, disruption of working forces and productive facilities, and a consequent loss of output."—Victor Emanuel, president Avco Manufacturing Corporation.

Radio in Every Train!

Every diesel powered locomotive—passenger and freight—on the Missouri Pacific System will be equipped for train-to-train communication. By next summer, MP will have 312 diesel engines and 285 cabooses



radio-equipped. The line already has 4 wayside stations in service between Jefferson City and Sedalia, Mo., with 6 additional scheduled to be built this year.

ADVICE TO SERVICE EMPLOYEES: "Doing jobs for yourself or for another dealer on your own or the boss's time is one of the biggest evils in our business. Just calling it dishonest is not enough. It's a vicious thing that no self-respecting technician will do."—Albert M. Haas, president Television Contractors Association.

20 PER CENT CUT IN STEEL BY NPA includes the material's use in electrical appliances, TV and radio sets, but does not affect replacement parts. The cut, effective during the second quarter of 1951, uses the first half of 1950 as a base.

LIMITED LIFTING OF THE FREEZE would bring TV to millions now deprived. Non-TV cities could be assigned temporary VHF channels, subject to review and change when eventual allocation plan is decided. There is no valid technical reason why the VHF-TV allocation should wait upon the outcome of the UHF, color, and educational hearings.

PRICE CONTROL PICTURE A RIDDLE SO FAR AS THE FUTURE is concerned. While some price increases have been allowed to make up for hikes in costs of labor and materials, there is still talk of price roll-backs. Eric Johnston, director of Economic Stabilization, told Senator Henry Cabot Lodge that he will make every effort to achieve roll-backs "where practicable and justifiable." Lodge has asked that prices be cut back to June 15 levels.

IRON CURTAIN—The State Department has just completed the delivery of 200,000 combined longwave-shortwave AM receivers into the Iron Curtain countries. The sets were purchased for about \$16 each, from American manufacturers. Even inside Russia the Soviet masters only discourage listening to outside radio stations, but impose no penalties or fines, imprisonment or execution for so doing, as existed during the Nazi regime in Germany.

RECORD-BREAKING ATTENDANCE PREDICTED FOR Chicago Parts Show this year. The place, the Stevens Hotel. The dates, May 21-23. Special feature material on the Show will appear in the May issue of this magazine.

RHODE ISLAND'S SENATE PASSED and sent to the House a bill making it illegal for a dealer to remove the serial number or trade mark from a piece of mechanical or electrical equipment so he can sell it at prices below those set in fair trade contracts.

CONTROVERSY IS BEING STIRRED in the Washington state legislature by a bill to create a state trade commission to enforce the state unfair trade practices act, outlawing below-cost sales.

IN WISCONSIN A BILL to repeal the state fair trade act received support from the head of the anti-trust division in the state attorney general's office. A number of business groups, however, are strongly supporting fair trade price maintenance.

NEW FLURRY OF ACTIVITY FROM EXPORT agents seeking components and finished products for foreign markets probably stimulated by news of looming shortages.

Appliances, Records and Television

HIGH PRESSURE, INDUCEMENT-TYPE advertising and sales methods helping to sell consumers away from the idea that there will be any shortages this year. However, any announcement of an effective date for imposition of higher excise taxes would undoubtedly cause a buying spurt. With TV pipelines filled to overflowing, a number of manufacturers have cut down on production, not because of any shortage of components but for the purpose of giving a breathing spell to the heavily-inventoried market.

APPEARING BEFORE THE MAYOR and Board of City Commissioners of Miami, Florida, L. B. Calamaras, executive secretary of NEDA and Harvey Herman, Herman Radio Supply Co., Miami, succeeded in defeating arguments of proponents of a proposal to license radio servicemen.

HIGH WALK-OUT RATE IN SOME OF THE HIGH-PRESSURE stores resulting from use of misleading price signs that act like magic dragging 'em in from the street, and like dynamite in driving them out. Salesmen in some of such stores are finding that but a small percentage of would-be customers are willing to listen to explanations concerning prices advertised in store windows via the gimmicked signs.

REPORTED WITHOUT COMMENT. Veteran vacuum cleaner salesman for one of the largest makers claims age figures heavily in type selection. He says, young married couples buy the tanks; old married couples, the uprights.

"IF THE NATION'S HIGHEST TRIBUNAL rules against fair trade's non-signer clause, it will reverse the U. S. Supreme Court's unanimous decision in 1936, upholding the constitutionality of state fair trade statutes. Such a reversal . . . will serve as a green light to the predatory price-cutters in our economy to inaugurate an era of destructive price wars. This would destroy thousands of small businesses."—Maurice Mermey, director of the Bureau of Education on Fair Trade.

LEGISLATION AFFECTING PRICING IS CURRENTLY a live issue in a number of states, but not on as wide a scale as had been forecast in some quarters. In Colorado, one of the states in which price maintenance legislation has attracted considerable interest, bills were introduced to repeal the state's fair trade act, permitting manufacturers to establish minimum resale prices for their trade-marked products.

"THE SATISFIED USER DOES NOT JUST OCCUR. He or she is the end product of a series of factors. 1. In the beginning, the salesman must direct the selection of the proper model consistent with the customer's need and ability to pay. 2. The initial sales story must be free of impossible and untrue claims. 3. The product delivery and installation must be satisfactory to the customer. 4. The customer must know how to use the product and what to expect from it. 5. Any service which may become necessary must be rendered promptly, efficiently and courteously."—Robert S. Geran, technical manager, Kelvinator Div.

AN INDIRECT ATTACK ON TENNESSEE'S fair trade act was seen in the introduction there of a bill which would prohibit arrangements between manufacturers, suppliers, dealers, merchants, etc., that "may be to lessen competition or to obtain an advantageous position or tend to create a monopoly in any line of commerce."

COIN-OPERATED BABY SITTER AMONG THE FEATURES of a new super-super launderette opened by Telecoin Corporation in Astoria, N. Y. In addition to the set-up of coin-operated Bendix washers and dryers, the firm offers rentals of sewing machines and TV sets.

NEW WALKIE-TALKIE, HALF THE SIZE AND WEIGHT, and with twice the range of those used in World War II turned over to U. S. Signal Corps by RCA. Sub-miniature tubes are smaller than half a cigarette, and in some instances have been supplanted by tiny germanium crystal units. The transmitter-receiver unit is 9½ inches high, 10½ inches wide, and weighs about 25 lbs.

FUTURE EVENTS OF INTEREST TO READERS

April 6-8: 1951 Eastern Refrigeration and Air Conditioning Educational Exhibit and Conference, Hotel Statler, Buffalo, N. Y.	July 16-19: National Assoc. of Music Merchants 50th Annual Convention and Trade Show, Palmer House, Chicago, Ill.	Aug. 22-24: Pacific Electronic Exhibit, Civic Auditorium, San Francisco, Calif.
May 13: Mother's Day.	July 16-20: Western Summer Market, Western Merchandise Mart, San Francisco, Cal.	Sept. 3-7: Boston Gift Show, Hotel Statler, Boston, Mass.
May 21-23: 1951 Parts Distributors Conference and Show, Stevens Hotel, Chicago, Ill.	July 30-Aug. 10: Chicago Gift Show, La-Salle Hotel and Palmer House, Chicago, Ill.	Sept. 11-13: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, Ohio.
May 21-25: N.A.E.D. 43rd Annual Convention, Hotels Chelsea and Ambassador, Atlantic City, N. J.	Aug. 19-22: 4th Western Housewares Show, Biltmore Hotel, Los Angeles, Cal.	Sept. 16-20: Philadelphia Gift Show, Hotel Benjamin Franklin, Philadelphia, Pa.
June 17: Father's Day.	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.
July 1-6: New York Lamp Show, Hotel New Yorker, N. Y.		Oct. 8-12: National Hardware Show, Grand Central Palace, N. Y.

Sell EVERY Portable Prospect

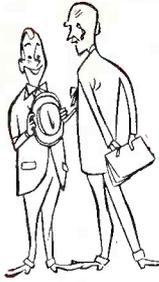


...in 3 Quick STEPS!

1. THE KEY

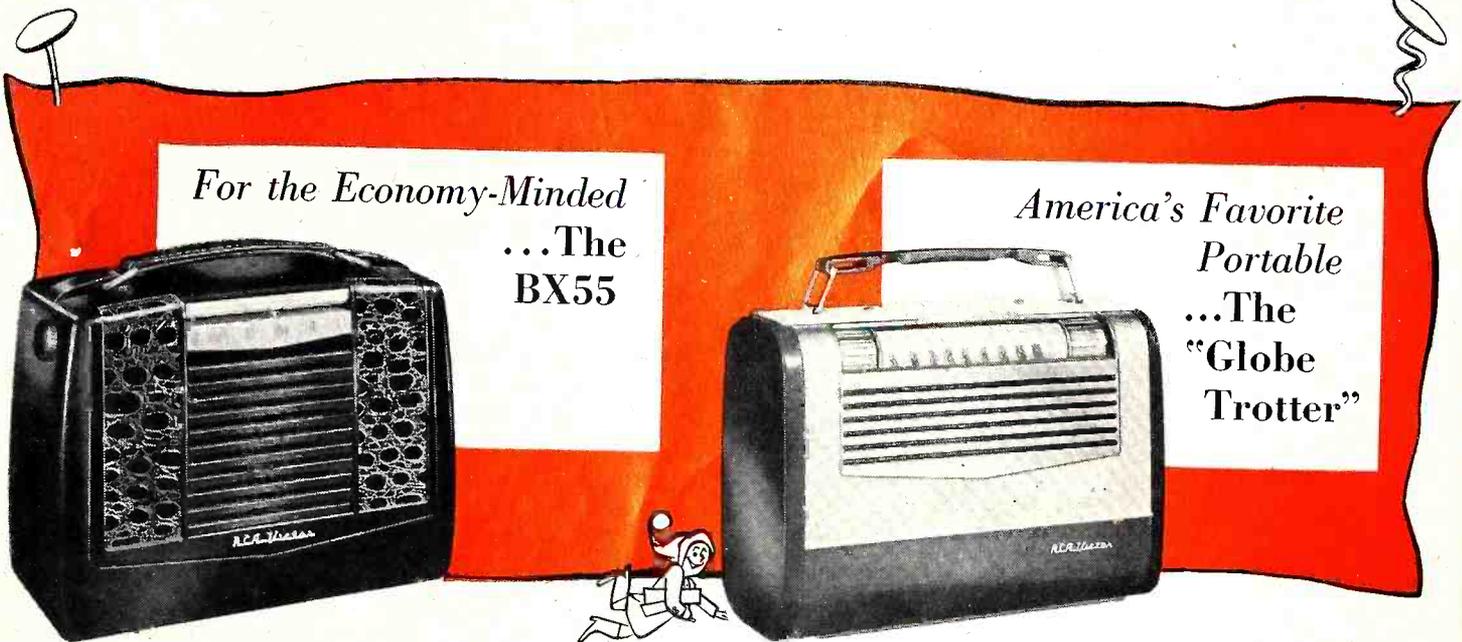


to get things started: RCA Victor, America's leading name in radio, television and recorded music.



2. THE DEVICE

the *complete* RCA Victor line. It's a realistic *sell-up line* priced to fit the budget of every customer . . . all superbly styled.



For the Economy-Minded
...The BX55



Smart, lightweight maroon plastic case with molded alligator front. Battery or AC-DC operation. Set offers wide coverage of Standard Broadcasts.

America's Favorite Portable
...The "Globe Trotter"



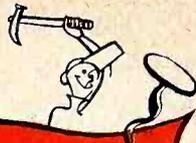
The most wanted of all portables—in smart new styling. Has aluminum finish with brown plastic ends and smart simulated alligator trim.



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

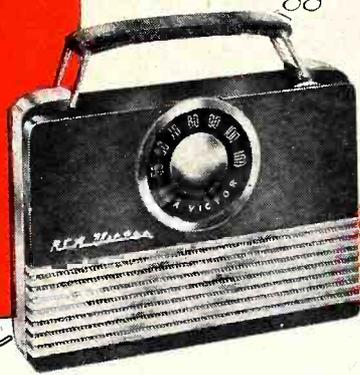
ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T.M. Reg. U.S.Pat. Off.



*Budget Priced
3-Way
Performer
...The
BX57*

Beautiful lightweight portable in alligator grain plastic. All the features of the BX55 including 3-way performance.



*No Bigger than
a Book
...The
B411*

Battery-operated "Personal" radio in handsome plastic. Less than 6 inches high. Equipped with new type "Built-in" antenna.

3. THE CLOSER

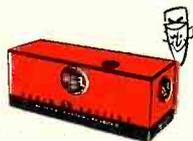
your demonstration. Flick the set on and let customers hear the rich, full tone and powerful volume. Picture the extra fun customers can have with an RCA Victor Portable—"Good Company, Anywhere!" . . . and you've got another sale!



*For Record
Fans
...The "Victrola"
45
Personal*



Newest, most compact "Victrola" 45 Phonograph is easy to carry around. Plugs right into any wall outlet.



For extra profits push RCA long-life batteries

In Portables too, You Profit with

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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

Eye-Appeal Store,

Denver Dealer Attracts Sales via Sparkling Displays, Good Salesmanship, Clever Advertising and Efficient Service

• The Mel Collier Music Company, 1530 Broadway, Denver, Colorado, is a new business, but it is increasing its sales volume daily because the owner, who launched his new store in January, 1950, planned the whole method of operation before he opened his doors. First, he brought the people of Denver a most attractive store which is unique, but not garish. Second, he set up an efficient, well-trained sales force. Third, he launched an advertising campaign which is carried out consistently and effectively. Fourth, he offered a wide selection of leading brands, and fifth, his entire sales operation is backed up by one of the finest service departments to be found anywhere.

The store design has attracted wide

Oval at right: Mel Collier, owner of the new Denver store bearing his name. A merchandiser of long experience, he brought the Colorado city a novel store and new ideas.



attention. The sloping glass front puts the whole show-room floor on display from the sidewalk or street.

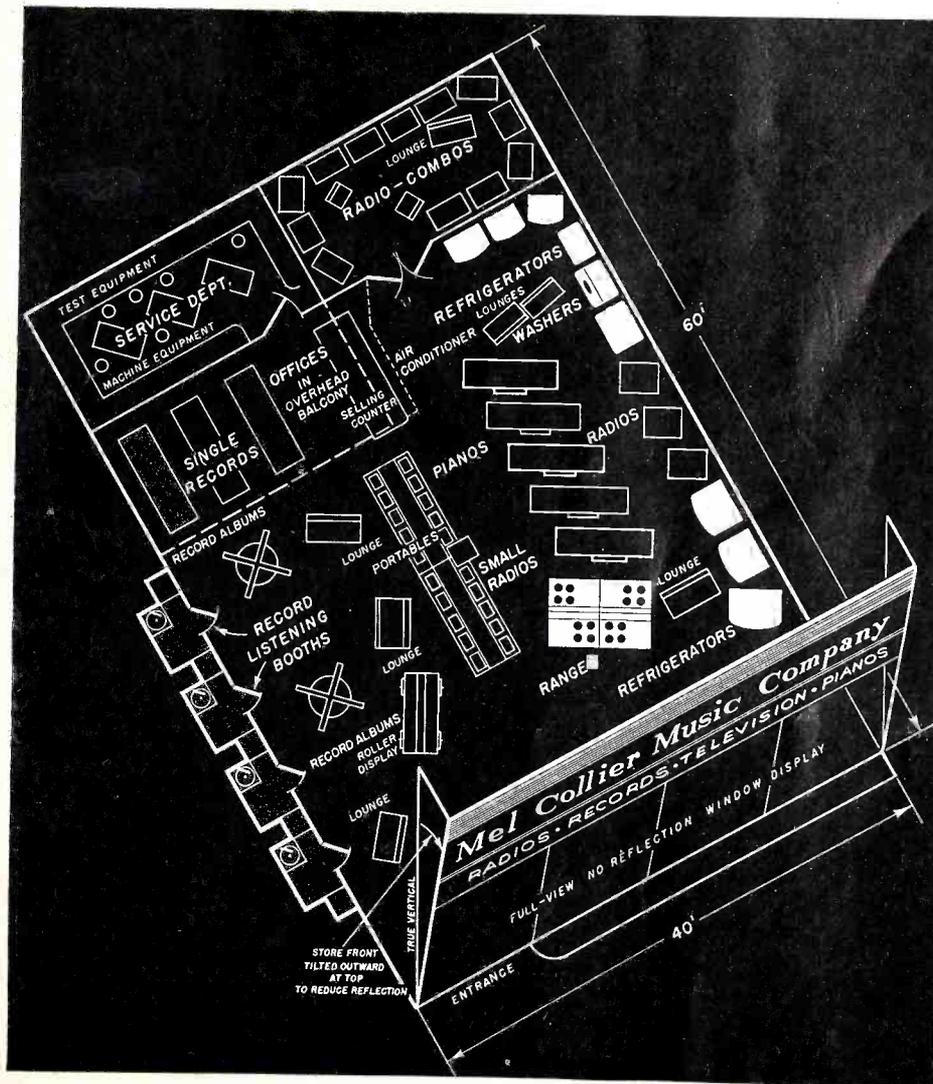
The front of the store is black glass trimmed in aluminum. The sign above the show window is frosted glass with the name sandblasted in the glass and filled-in in black. This is illuminated from the back with fluorescent tubing; fluorescent lighting is also used in the main portion of the store with 150-watt spotlights every ten feet in the fixtures. These are installed so that they may be focused to highlight any particular display used in the store.

The color scheme used throughout the main portion of the store is as follows: The ceiling is a deep plum shade, the righthand wall looking from the front of the store is a warm rose, the lefthand wall is a chartreuse, the flower box in the front of the store together with the trellis is painted rose as well as the flower box above the counter. The display pillar is painted a deep plum and the shelves built around this pillar are painted rose. All the other fixtures in the store are painted a pearl grey.

The display room where the large combinations are demonstrated has a deep grey needlepoint rug. The bottom half of the room is panelled in combed weltex, the top half is celotax stippled. The bottom half is painted a deep rose and the top in chartreuse.

Each record demonstrating booth houses a three-speed player that is built-in in one corner of the room. Along side the record player is a shelf to hold records and packages. The other side of the room has a built-in seat that will accommodate three listeners. There is a built-in fan together with coat hangers in each room. The glass in the doors extends to the bottom to give the clerks a complete view of the record booths. There are comfortable, moveable stools around the counter for customers to be seated upon while the record salespeople are attending to their needs.

Directly behind the counter are island bins housing approximately 10,000 single records. Through the door to the left, behind the counter, is the reserve records stock room, and directly behind this is the service shop. There is an intercommunication system connecting the record counter with the service shop so that any time



At left: Floor plan of the Mel Collier Music Company, showing how excellent use can be made of available floor space when properly planned.

Buy-Appeal Methods

a customer asks a service question or has a problem regarding needles or their record changer, the salesperson can call one of the service men to wait on the customer. This has proved very effective because so many customers do not know what needle is required for their particular instrument, and it is rather hard to train employes to know all the answers on needles with so many needles and so many different instruments on the market.

The service shop is fully equipped with the finest equipment available. Not shown in the picture is a lathe, also a jig saw and a buzz saw for cutting new motor boards for the instruments that have been changed over. The shop is also equipped with spray guns for touch-up work, together with an attachment for re-flocking turntables and the interior of record changer cabinets.

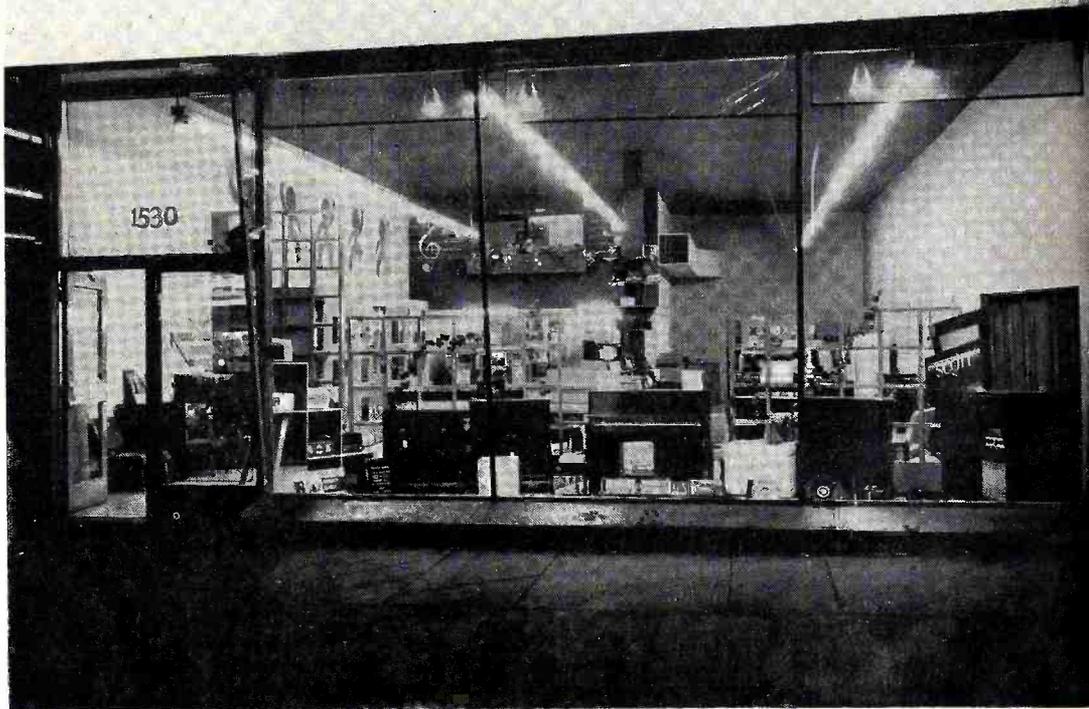
The firm sold and changed about 150 instruments to the new three-speed changers in 1950.

Mr. Collier describes this activity as follows: "In changing over instruments to use the three-speed discs we usually pick up the entire unit from the customer's home. A new motor board and changer are installed, also the coupling condenser and input network is changed so that the full frequency response from the "45" and long play records can be attained. Very often we have changed the customer's speaker to a new high fidelity coaxial type. Our average charge has been between \$75 and \$100 for this change over. Practically all of this work has come into our shop without any advertising other than word-of-mouth advertising from customers who have instruments that we have changed over."

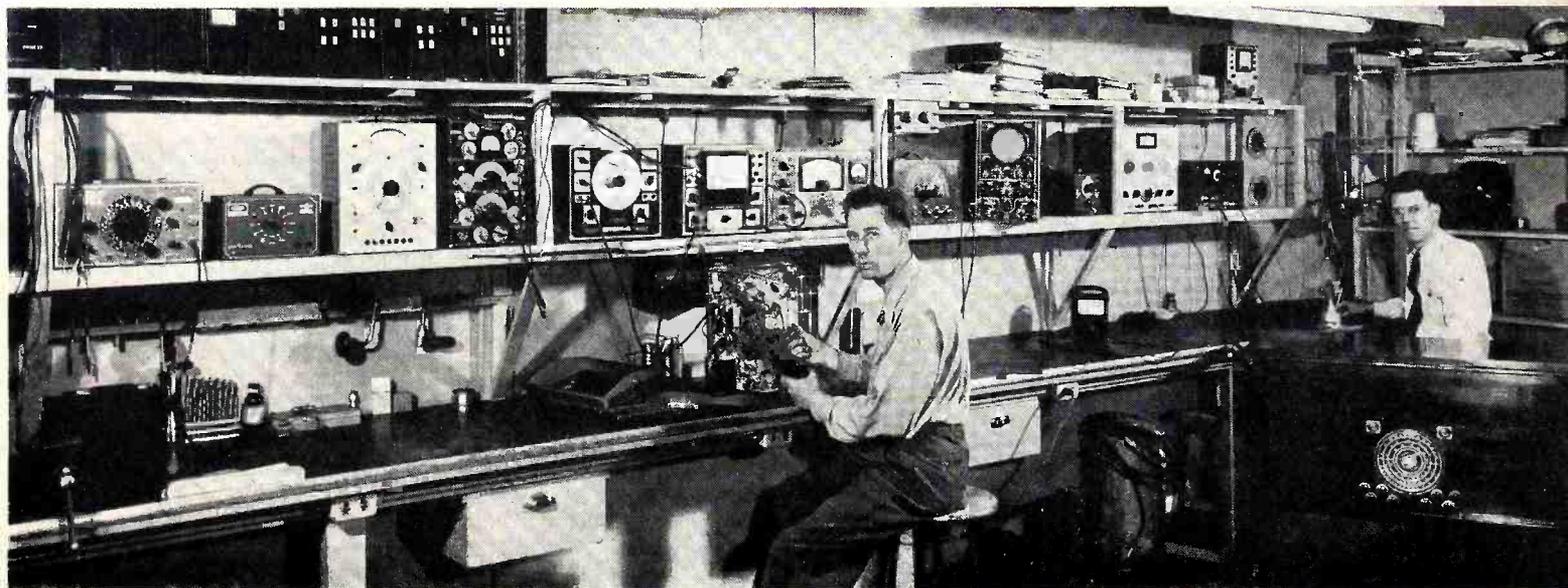
(Continued on page 78)

Mel Collier Music Company

RADIO • RECORDS • TELEVISION • PIANOS



Above: Sloping glass front, permitting view of entire interior, is a traffic-stopper. Below: Portion of service department. Shop foreman Iseman, at left; Mel Gregg, right. Not shown is a lathe, and buzz saw. Shop is equipped with spray guns, with flocking attachments.



Extra Profits Selling Fine Music Systems for the Home

How to Merchandise Custom-Built Units to a Special Market

• With the revival of interest in records that has come since the end of the war there has been an accompanying increase of sales both in the field of classical records and of fine radio-phonograph combinations. This has happened even while television was changing the entire entertainment picture and the radio industries of the country. The slow speed record has been one of the most important factors in this increased interest and sales, while another contributing factor has been the development and *commercial use* of high quality loudspeakers, amplifiers and changers. These and other things have made music lovers more aware than ever before of the pleasure to be gained from the possession of a fine combination. Many of these people have bought fine machines made by one of the many radio manufacturers. Many more are buying them every day. But there are numbers who are not buying, not so much because of a lack of money but because they want a made-to-order instrument. It is not our purpose here to say that there are not many top grade combinations available. There are. It is apparent that for the greatest number of people, mass-produced combinations are satisfactory, else they would not buy them. But the people we are here speaking of have not bought because they want one or more of the following three things in a combination:

First, they may be looking for a particular piece of furniture which

they have not seen in the type of machine they want. Or they may wish to keep their old cabinet but have the equipment in it completely modernized. Second, they may believe that they can save money in the higher price range by having high quality components assembled for them—and they can particularly if existent cabinets or present bookshelves, wall space, etc., are utilized. Third, they may want something unusual, something different, something “built special,” either for the understandable pride and satisfaction that comes with that, or because they really have in mind facilities which just are not available in the regular market.

Fresh Market Exists

It is our purpose here to point up how simple it is to build and sell fine music systems to people who are not satisfied with their own or presently available sets. Record reviewers in more and more literary and music periodicals are telling their readers about the advantage of assembling their own fine music systems. Many people have found out, and more are finding out every day, that a fine phonograph or combination can be built for them from good components at prices comparable to similar commercially produced machines, but which have the little differences which are important to some people.

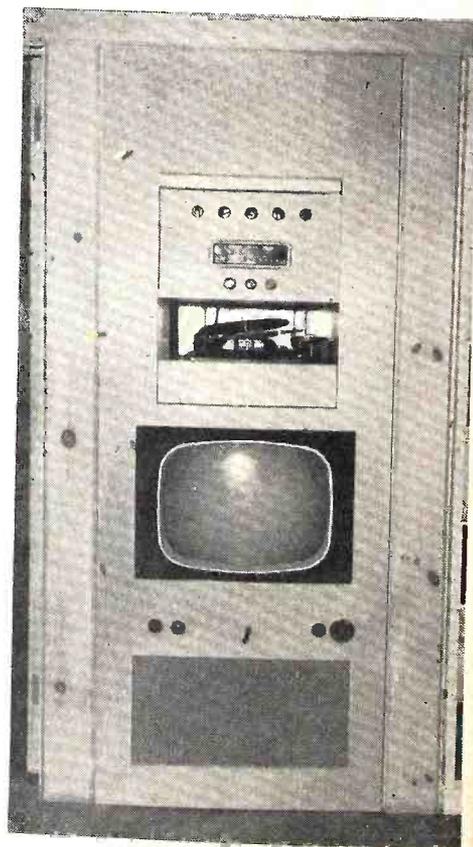
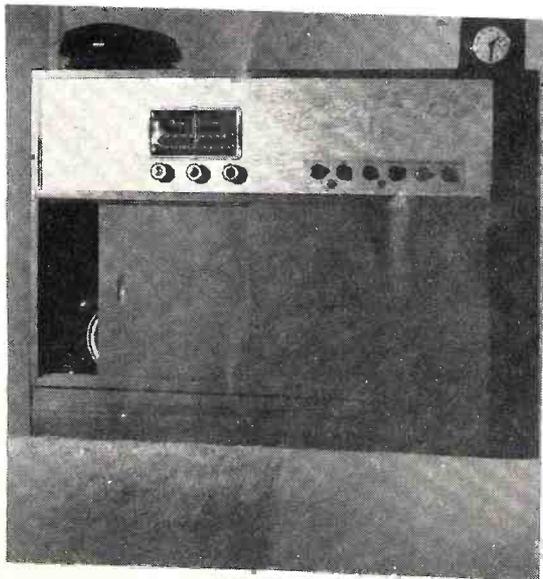
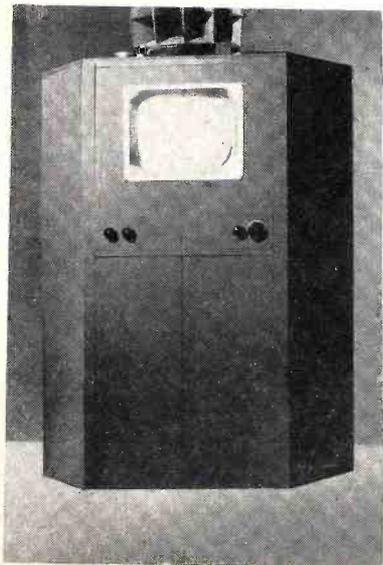
Many dealers feel that if a market

doesn't chase after them, if it doesn't come into the store, sit up and bark, it doesn't exist. But there are markets which develop slowly so that they are unnoticed until somebody else opens them up. These markets are developed by the dealer who is wide awake and sensitive to their existence before the other fellow is. These markets are the ones which pay off most for those who first discover and are first able to profit from them. One such market is the one we are here concerned with. There is today available a large variety of components for the assembly and installation of reproducing instruments and systems for the music-lover.

In addition, there is a large market among people who are not yet music lovers but who feel that if they had a fine instrument they would become interested in music, or they believe that their children would. Finally, there is a group of people who are potential customers just because they are always ready for anything which is sufficiently “different,” elaborate and/or “special”—“custom-built.”

Selling and installing these combinations or systems does not take a great deal of new inventory. It does not require much learning of new

At left is a TV set with the “tweeter” atop it and record player hidden behind doors under it. Center is the AM-FM tuner and dynamic noise suppressor amplifier. Right is built-in entertainment center. Middle TV knob is remote speaker switch.



Typical cost sheet which should be used both as a job-selling aid and as a contract form.

techniques on the part of salesmen or technicians. It can be handled with the present personnel and equipment. The dealer's most important asset is the ability of his salesmen to recognize the custom-built prospect and to follow this prospect up.

The best salesman in this type of sale is, as in most other cases, the merchandiser himself. Once a fine custom-built music system is in the home of a customer it sells itself ten times over in a year. This claim is made for every new article, of course, but it happens to be especially true here. The reason is simple—the machine really is different, and the customer's friends can see that at a glance, as well as hear it. The customer's wife, even if she is not a music lover, will usually have had a large hand in the design, placement, and finish, and will therefore talk to her friends about it at some length, instead of merely mentioning it in passing.

A demonstration set-up in the store is not a necessity, but it's a help. Most custom builders use this method to floor test new pieces of equipment to ensure that they will run properly in the customer's home. Later in this article we will suggest a number of marketing ideas. At this point it may be helpful to consider the important operation of selling a high-quality custom-built radio phonograph.

There are four important parts in a high-quality set-up. They are tuner, record player, amplifier and loudspeaker. The loudspeaker is not complete if it does not include the loudspeaker enclosure. A fifth is often the TV chassis. The components must be selected so as to be of roughly equal quality for here as elsewhere, the chain is only as strong as its weakest link.

Selling the Job

Once the potential customer has shown an interest in a custom-built set the selling job is well under way. It has been found that people are very timid in inquiring about this sort of thing, and that when a man starts asking questions he is usually half-bought already. With custom-built sets there is a great deal of talk and discussion between the salesman and the customer. The salesman has to ask questions, and so does the customer, and it is during this discussion, which can easily be made to take the form of planning a possible installation for the customer, that the salesman can work.

The best thing to do is to ask the potential customer questions about what type of music he likes to listen

This period furniture combination and matching corner speaker cabinet sold for \$900.

CUSTOM BUILT COMBINATION

John Jones
(Customer's Name)

TELEVISION	MAKE & MODEL	PRICE
PHONOGRAPH	<i>A-brady has - We will connect</i>	
AM-FM RECEIVER or TUNER	<i>3 speeds - Model 21</i>	
LOW FREQUENCY "WOOFER"	<i>Johnson 828</i>	<i>43.50</i>
HIGH FREQUENCY "TWEETER"	<i>12" - Halsey</i>	<i>105.25</i>
ASSEMBLY, HOOKUP, incl. 90 day labor warranty	<i>5" - Halsey</i>	<i>24.50</i>
CABINET	<i>We will install in customer's cabinet</i>	<i>16.25</i>
		<i>17.50</i>
Total		<i>\$ 216.90</i>

Plus installation in customer's home @ \$5.00 / hr.

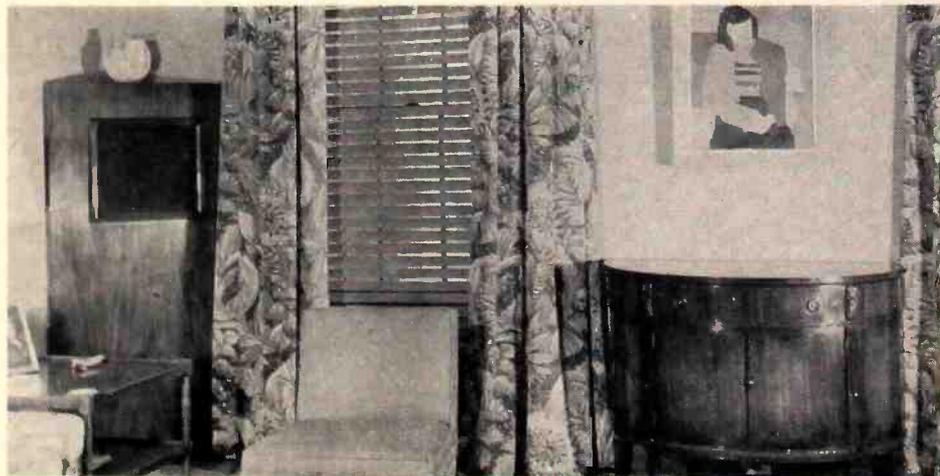
It is understood that all parts used in this installation and purchased from Blank Radio are under the standard RTMA 90 day warranty.

PAID *\$75.00* on account. Balance due on completion of installation.

W.J. Meyer

to, what his present furniture is, what sets he has seen, and similar questions to get him to talk about it. From this the salesman forms an estimate as to what type of set to discuss with the customer. Then he may draw up a tentative plan, including little extra features like an automatic clock timer, or one or more extra loudspeakers. The costs for these extras are small, and many a customer has been sold a \$500 setup because he liked to be able to have his favorite records wake him up in the morning. While the customer is going over the plan he is selling himself. He may wish to change one item or more, but he is now thinking in terms not of "Shall I buy or not?", but in terms of, "Can I afford an AM-FM tuner or should I stick to FM only and get a better loudspeaker?"

If the salesman manages to draw the customer out completely as to his wishes and needs in a custom-built set, he may write the items down with the approximate prices beside them. Then, adding costs for assembly and installation, he arrives at a rough total figure for that particular set-up. Frequently the customer finds that this is more money than he had intended to spend. If he cannot be sold on the idea that the quality involved is worth the extra money, then it may be necessary to change one or more items to less expensive components. Once they have arrived at a meeting ground the salesman should try to get a down payment. From strangers this should be either one-third or one-half the total. The remainder is to be payable on completion of the installation. (Continued on page 46)



Directory of Manufacturers of Custom Installation Components

- T—Tuners**
- A—Amplifiers**
- Ap—Preamplifiers**
- C—Cartridges**
- P—Pickups**
- N—Needles**
- L—Loudspeakers**
- CB—Cabinets**
- Ph—Phonos, turntables**
- Rh—Recorders, home**

Acro Products Co., 5328 Baltimore Ave., Philadelphia 43, Pa.—A
 Acton Inc., H. W., 370 Seventh Ave., New York 1, N. Y.—N
 Aero Needle Co., 619 N. Michigan Ave., Chicago 11, Ill.—N
 Aero Metal Products Corp., 4704 W. Arthington St., Chicago 44, Ill.—Ph
 Aim Industries, 41 Union Square, New York 3, N. Y.—Ph
 Air King Products Co., 170-53rd St., Brooklyn, N. Y.—Rh
 Aireon Mfg. Corp., 1401 Fairfax Trafficway, Kansas City 15, Kansas—Ph
 Airtronix Development Corp., 20 W. 22 St., New York 10, N. Y.—A, Ap, Ph
 Alliance Mfg. Co., Alliance, Ohio—Ph
 Altec Lansing Corp., 1161 N. Vine St., Hollywood 38, Calif.—T, A, L
 American Laubscher Corp., 333 W. 52 St., New York 19, N. Y.—N
 American Microphone Co., 370 S. Fair Oaks, Pasadena 1, Calif.—P, C
 Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.—A, Rh
 Ampitone Corp., 1329 N. Broad St., Philadelphia, Pa.—Ph
 Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—Rh
 Ansley Mfg. Co., Arthur, Doylestown, Pa.—Ph
 Approved Electronic Inst. Corp., 142 Liberty St., New York 6, N. Y.—T
 Astatic Corp., Harbor & Jackson Sts., Conneaut, Ohio—N, P, C, Ap
 Atlas Sound Corp., 1449 39 St., Brooklyn 18, N. Y.—L
 Audak Co., 500 Fifth Ave., New York, N. Y.—N, P, C
 Audar Inc., Walnut & Maple Sts., Argos, Ind.—Ph
 Audio Development Co., 2833 13th Ave., Minneapolis 8, Minn.—A
 Audio Industries, 1001 Green St., Michigan City, Ind.—Ph, Rh
 Audio-Master Co., 425 5th Ave., New York 16, N. Y.—Ph
 Beam Radionics Corp., 3700 W. Roosevelt Rd., Chicago 24, Ill.—Ph
 Bel Canto Electronic Labs., Inc., 7556 Melrose Ave., Los Angeles 46, Cal.—Ph
 Bell Sound Systems, Inc., 555 Marion Rd., Columbus, Ohio—A, CB, Rh
 Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.—Ph
 Boetsch Bros., 221 E. 144 St., New York 51, N. Y.—Ph
 Bogen Co., Inc., David, 663 Broadway, New York 12, N. Y.—T, A, CB
 Brociner Electronics Lab., 1516 Second Ave., New York 28, N. Y.—A, L, CB, Ap
 Brook Electronics, Inc., 34 De Hart Pl., Elizabeth 28, N. J.—A
 Browning Labs, Inc., 750 Main St., Winchester, Mass.—T
 Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio—Rh
 B. R. Z. Cabinet Co., Inc., 6 Varet St., Brooklyn 6, N. Y.—Ph
 Califone Corp., 1041 N. Sycamore Ave., Hollywood 38, Cal.—Ph
 Caltron Products Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.—N, P, A
 Capitol Records, Inc., Sunset & Vine Sts., Hollywood 28, Cal.—Ph
 Carbonneau Industries, Grand Rapids, Mich.—Ph
 Carron Mfg. Co., 741 W. Harrison St., Chicago 7, Ill.—Ph
 Cinaudograph Speakers, Div. of Aireon Mfg. Corp., 1401 Fairfax Trafficway, Kansas City 15, Kansas—L
 Clarkstan Corp., 11927 W. Pico Blvd., Los Angeles 34, Calif.—N, T, C
 Collins Audio Products Co., P.O. Box 368, Westfield, N. J.—T, A, Ap
 Columbia Records, Inc., 1473 Barnum Ave., Bridgeport, Conn.—Ph
 Comet Corp., 540 Lake Shore Drive, Chicago 11, Ill.—Ph
 Corvall Industries, Inc., 55 Ferris St., Brooklyn 31, N. Y.—Ph

Crescent Industries, Inc., 4132 W. Belmont Ave., Chicago 41, Ill.—L, Rh, Ph
 Crestwood Recorder Corp., 624 W. Adams St., Chicago, Ill.—Rh
 Duetone, Inc., 799 Broadway, New York 3, N. Y.—N
 Dynavox Corp., 40-05 21st St., Long Island City, N. Y.—Ph
 Eicor, Inc., 1501 W. Congress St., Chicago, Ill.—Rh
 Electro-Voice Mfg. Co., Inc., Buchanan, Mich.—C, L, CB
 Electrovox Co., Inc., 60 Franklin St., E. Orange, N. J.—N, C
 Ellar Woodcraft Corp., 431 W. 28th St., New York, N. Y.—CB
 Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N. Y.—T, A
 Ferrar Radio & Television Corp., 55 W. 26th St., New York 10, N. Y.—T, A, Ap
 Fonotalk Corp., 11 S. LaSalle St., Chicago 3, Ill.—Ph
 Garrard Sales Corp., 164 Duane St., New York 13, N. Y.—Ph
 General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—N
 General Electric Co., Electronics Park, Syracuse, N. Y.—Ap, P, N, L
 General Industries Co., Olive and Taylor Sts., Elyria, Ohio—Ph, Rh
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—Ph
 Grand Rapids Woodcraft Corp., 1400 Front St., N. W., Grand Rapids 4, Mich.—CB
 Greene Mfg. Co., 9 Elliot St., Watertown 72, Mass.—Ph
 Hamilton Electronics, 2726 Pratt Ave., Chicago 45, Ill.—A
 Hedco Mfg. Corp., 4564 Broadway, Chicago 40, Ill.—Ph
 Herold Mfg. Co., Inc., 3267 3rd Ave., Bronx 56, N. Y.—Ph
 Illinois Wood Products Corp., 1656 N. Besly Court, Chicago 22, Ill.—CB
 Industrial Sapphire Corp., Quakertown, Pa.—N
 Insuline Corp. of America, 36-02 35th Ave., Long Island City 1, N. Y.—CB
 Jackson Industries, Inc., 500 E. 40th St., Chicago, Ill.—Ph
 Jensen Industries Inc., 329 S. Wood St., Chicago 12, Ill.—N
 Jensen Mfg. Co., Div. of The Muter Co., 6601 S. Laramie Ave., Chicago 38, Ill.—CB, L
 JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 25, N. Y.—N
 La Magna Mfg. Co., Inc., 51 Clinton Pl., E. Rutherford, N. J.—Ph
 Langevin Co., 37 W. 65th St., New York, N. Y.—A
 Lear, Inc., 110 Ionia Ave., N. W., Grand Rapids, Mich.—Rh
 Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo.—Ph
 Lipan Radio & Television Co., 2430 Atlantic Ave., Brooklyn 3, N. Y.—Ph
 Lowell Metal Products Corp., 1531 Branch St., St. Louis 7, Mo.—CB
 Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.—Rh
 Magnetic Recorders Co., 7120 Melrose Ave., Beverly Hills, Cal.—Rh
 Markel Electric Products, Inc., 145 Seneca St., Buffalo 3, N. Y.—Ph
 Meissner Mfg. Div., Maguire Industries, Inc., 7th & Belmont Sts., Mt. Carmel, Ill.—Rh, T
 McIntosh Labs, Silver Spring, Md.—A
 Micro-Verter, Inc., 53 Park Place, New York 7, N. Y.—Ph
 Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—Rh
 Miller Mfg. Co., M.A., 1169 E. 43rd St., Chicago 15, Ill.—N
 Milwaukee Stamping Co., 800 S. 72nd St., Milwaukee 14, Wis.—Ph, P
 Molded Insulation Co., 335 E. Price St., Philadelphia, Pa.—Rh
 Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—Ph, A, CB
 Oak Mfg. Co., 1260 Clybourn Ave., Chicago 10, Ill.—Ph
 Operadio Mfg. Co., St. Charles, Ill.—A, CB, L, Rh
 Oxford Electric Corp., 3911 S. Michigan Blvd., Chicago 15, Ill.—L
 Peirce Wire Recorder Corp., 1328 Sherman Ave., Evanston, Ill.—Rh
 Pentron Corp., 611 W. Division St., Chicago 10, Ill.—A, Ap, Rh, Ph
 Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—N
 Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill.—A, CB, L
 Pfanstiel Chemical Co., 104 Lake View Ave., Waukegan, Ill.—N, P, C, Ap
 Philco Corp., Accessory Div., C & Tioga Sts., Phila. 34, Pa.—N, Ph, T, C, CB, L
 Pickering & Co., Inc., 309 Woods Ave., Oceanside, N. Y.—N, T, C, A
 Portofonic Mfg. Co., 4116 1st Ave., Brooklyn, N. Y.—Ph
 Precision Electronics, Inc., 641 Milwaukee Ave., Chicago 22, Ill.—A, Ph

Presto Recording Corp., P.O. Box 500, Hackensack, N. J.—Ph
 Quam Nichols Co., 33rd Pl. & Cottage Grove Ave., Chicago 16, Ill.—L
 Racion Electric Co., Inc., 52 E. 19th St., New York 3, N. Y.—L
 Radio Corp. of America, RCA Victor Div., Front & Cooper Sts., Camden, N. J.—A, CB, L, Ph
 Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—T, A
 Radio-Music Corp., 84 S. Water St., Port Chester, N. Y.—Ph
 Radio Speakers Inc., 291 E. Cullerton St., Chicago 16, Ill.—L
 Rauland-Borg Corp., 3523 W. Addison St., Chicago 18, Ill.—A, CB
 Ray-dyne Mfg. Corp., 347 E. 23rd St., Paterson, N. J.—Ph
 Recoton Corp., 251 4th Ave., New York 10, N. Y.—N, C
 Reeves Soundcraft Corp., 10 E. 52nd St., New York 22, N. Y.—N
 Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City 1, N. Y.—Ph, Rh
 Revere Camera Co., 320 E. 21st St., Chicago 16, Ill.—Rh
 Ristaucrat Inc., 1216 E. Wisconsin Ave., Appleton, Wis.—Ph
 Sargent-Raymont Co., 212 9th St., Oakland 7, Calif.—T, A
 Scott, Inc., H. H., 385 Putnam Ave., Cambridge, Mass.—A, Ap
 Scott Radio Labs, Inc., 4541 Ravenswood Ave., Chicago 40, Ill.—A
 Seeburg Radio Corp., J. P., 1500 Dempster St., Evanston, Ill.—Ph
 Shevers, Inc., 33 W. 46th St., New York 19, N. Y.—Ph
 Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—P, C, N
 Simpson Mfg. Co., Inc., Mark, 32-28 49th St., Long Island City 3, N. Y.—A, Ap, Rh
 Sonar Radio Corp., 59 Myrtle Ave., Brooklyn 1, N. Y.—Rh
 Sonic Industries Inc., 221 W. 17th St., New York 11, N. Y.—Ph
 Sound Engineering Laboratories, 2325 Madison Ave., Toledo 2, O.—Ph
 Sound Inc., 221 E. Cullerton St., Chicago, Ill.—A, Rh
 Speak-O-Phone Recording & Eng. Co., 23 W. 60th St., New York 23, N. Y.—Rh
 Special Products Co., 9115 Brookville Road, Silver Spring, Md.—A
 Standard Wood Products Corp., 43-02 38th St., Long Island City 4, N. Y.—CB
 Star Products Co., 611 W. Division St., Chicago, Ill.—Ph
 Stark Sound Engineering Corp., 2131 Fairfield Ave., Ft. Wayne, Ind.—Ph
 Steelman Radio Corp., 742 E. Tremont Ave., New York 57, N. Y.—Ph
 Stephens Mfg. Corp., 8538 Warner Drive, Culver City, Calif.—CB, L
 Stromberg-Carlson Co., 302 N. Goodman St., Rochester 3, N. Y.—A, CB, L
 Symphonette Corp., 112 E. Walton St., Chicago 11, Ill.—Ph
 Symphonic Radio & Electronic Corp., 292 Main St., Cambridge 42, Mass.—Ph
 Tapetone Mfg. Corp., 202 Tillary St., Brooklyn, N. Y.—Rh
 Tartak Speaker Co., 3120 E. Pico Blvd., Los Angeles, Calif.—L
 Telecabinets, Inc., 155 Suffolk St., New York, N. Y.—CB
 Tetrad Corp., 60 N. Broadway, Yonkers 2, N. Y.—N
 Thordaron Electric Mfg. Div., Maguire Industries, Inc., 500 W. Huron St., Chicago 10, Ill.—A, Ap
 Topping Mfg. Co., 75 Pueblo St., San Francisco, Calif.—CB
 Trad Television Corp., Ashbury Park, N. J.—T
 Universal Moulded Products Corp., Bristol, Va.—Rh
 University Loudspeakers, Inc., 80 S. Kensico Ave., White Plains, N. Y.—L, CB
 Utah, Inc., 1123 E. Franklin St., Huntington, Ind.—L, CB
 Vibracolor Corp., 425 Bush St., San Francisco 8, Calif.—CB
 V-M Corp., 3rd & Park Sts., Benton Harbor, Mich.—Ph
 Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—Ph, P
 Waters Conley Co., Rochester, Minn.—Ph
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—Ph, Rh
 Webster Electric Co., 1900 Clark St., Racine, Wis.—P, C, A, Rh
 Western Electric Co., 195 Broadway, New York, N. Y.—A, L
 Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—Ph, Rh
 Wireway Corp. of America, 1331 Halsey St., Brooklyn 27, N. Y.—Ith
 Wright, Inc., 2233 University Ave., St. Paul W4, Minn.—CB, L
 Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.—Ph

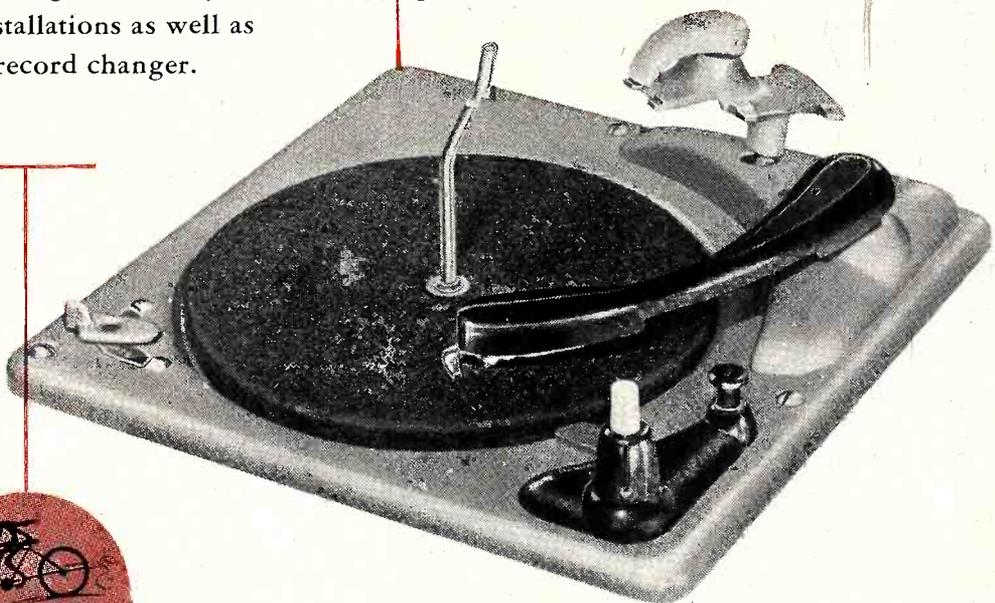
WEBSTER-CHICAGO DISTINCTIVE NEW *diskchanger*

Nothing, absolutely nothing, was spared to build the ultimate in quality and versatility into this sparkling new push-off type Diskchanger.

Here is a completely automatic three-speed record changer that has been designed for those who can be satisfied with only the finest in sound reproduction instruments.

The dynamic new Diskchanger "106" by Webster-Chicago is the ideal unit for custom installations as well as the perfect replacement record changer.

"106"



Balanced Tone Arm



Velocity Trip



Cushion Drop

these "106" features mean more sales for you:

- automatic stop shuts motor off after last record
- new muting switch to silence radio during record change
- new-type push-off changing system
- balanced tone arm
- velocity-trip mechanism takes lateral pressure away from delicate record grooves
- quick, fool-proof, jam-free record change
- plays full one-inch stack of all three size records at 45, 78 and 33 $\frac{1}{3}$ rpm without special adjustment
- dimensions: base 14" x 14" x 8 $\frac{3}{4}$ "; 5 $\frac{5}{8}$ " above mainplate; 3 $\frac{1}{8}$ " below mainplate.
- operates on 105-120 volts, 60 cycles. AC 50 cycle adaptor available.

Ask your distributor to show you the new "106" with the G. E. Variable Reluctance pick-up. Also, the "107" series on attractive metal bases.

WEBSTER-CHICAGO

5610 W. Bloomingdale Ave., Chicago 39

Another  Product

"Dignity" Counts in Selling Used Appliances

**With 50% of All New Refrigerator Sales Involving a Trade-In,
Southern Dealer Sets Up a Profitable Operation Plan**

• Profitable resale of trade-in refrigerators and washing machines, as well as other appliances, is merely a matter of investing such sales with a certain amount of readily recognizable "dignity," according to W. C. Tune, Jr., and Paul Richardson, owners of Southern Electric Company, Nashville, Tennessee. With 50% of all its refrigerator sales involving trade-ins, profitable disposition of the used merchandise is a most important angle.

Southern Electric Company, one of Nashville's largest independent appliance dealerships, has sailed a serene course so far as the trade-in problem is concerned, since the end of the war. None of the usual "headaches" and profit-leak mistakes which have harassed so many dealers have cropped up in the firm's operations. This, according to Richardson, traces back merely toward taking a realistic attitude toward the problem, and building up a trade-in sales program on the proper basis.

"We feel that there will always be a market for a good rebuilt refrigerator, washing machine, range, etc., so long as the customer retains his pride in buying it," the Southern dealer said. "If, on the other hand, he has the feeling that he is buying

someone else's castoff, and that the store is looking upon him as a bargain hunter who is not worthy of courtesy and consideration, he will shy away. If, conversely, he is given the benefit of a handsome showroom, well-finished guaranteed rebuilt appliances, the same service and help which he would expect with buying a new refrigerator, he will be pleased with the transaction from start to finish, and will boost the store enthusiastically in the process. Most important, to us, is the fact that he will also pay a better price for the trade-in on these terms."

How the Plan Works

Southern Electric Company's trade-in program functions without any of the "short cuts" or sensational operations. In brief, the store has sensibly recognized the need of trade-ins in the present market, and has set up its operations to meet them. For this reason, all trade-ins are shown in a separate showroom which is almost a duplicate of the new appliance showroom, in the large Southern Electric store which is divided into two rooms. Walls in both stores are done in a handsome black washable wallpaper, with a rich flower pattern, against

which white goods stand out surprisingly well. Both rooms are carpeted, both have comfortable lounges and chairs, the same conveniences and atmosphere, from every standpoint.

Second, all of the refrigerators and washing machines shown are rebuilt by a crew of 3 veteran mechanics, working in a small suburban shop near the city limits, where overhead is not high, and where sufficient time is available for the job. All refrigerators, ranges, washing machines, etc., are torn down, completely reprocessed, all new parts installed, and the cabinet exteriors refinished. "We accumulate large amounts of work during the summer season, to handle during the off-season," Richardson said. "This gives us the opportunity to keep the mechanic crew on the payroll the year around, and likewise to build up a stockpile of used rebuilts for the rush season ahead. Through balancing out our inventory in this way, and merely storing those trade-ins which we have no time to repair at present, we do not have to resort to distress sales, etc., to clear out the trade-ins, and we can always depend upon having something worthwhile to offer the lower-income customer."

(Continued on page 38)



SELL MORE NEW PRODUCTS THROUGH A PROFITABLE TRADE-IN PLAN

Estimate allowances carefully. Price used products realistically
Rebuild the units efficiently. Guarantee them to the customer
Demonstrate used appliances under actual operating conditions
Display traded-in merchandise attractively, in separate section
Practice courteous, dignified selling and advertising techniques

Demonstrate with a SYLVANIA

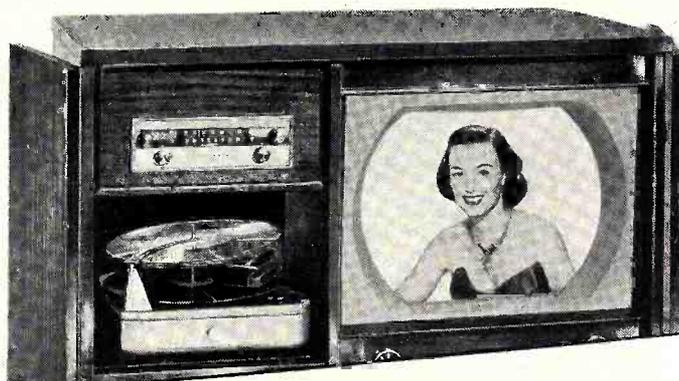
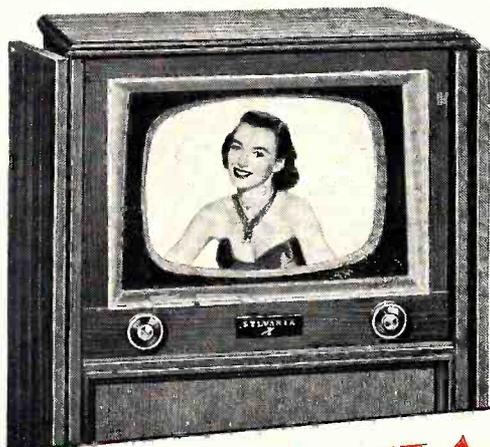
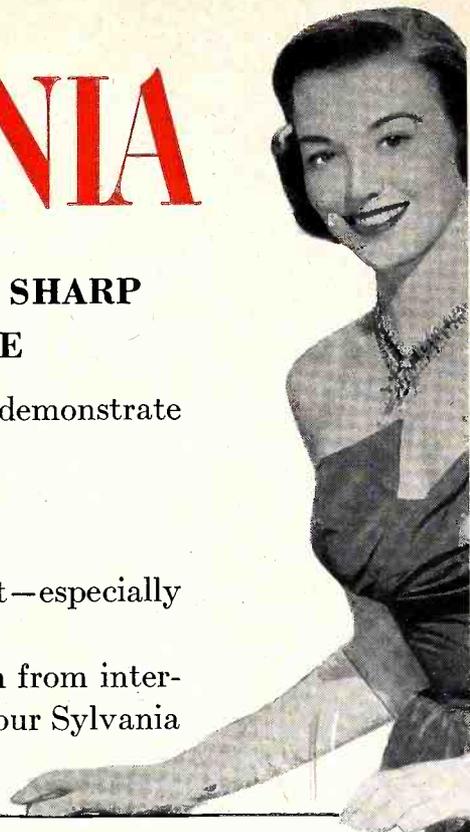
GET TRUE BLACK, GRAYS, AND WHITE IN A SHARP
FOCUS PICTURE FROM EDGE TO EDGE

Why is it that so many dealers are using a Sylvania set to demonstrate television to their customers?

because SYLVANIA sells!

Because it gives the kind of picture people have hoped to get—especially those who have been looking at small, fuzzy screens.

Because Sylvania's "Triple-Lock" gives the greatest freedom from interference that unsurpassed skill in engineering can devise. Call your Sylvania distributor or write us for his name and address.



SYLVANIA is the new T-V leader!

SYLVANIA 17" Mahogany DeLuxe Console, with doors. Big Mellow-Tone* screen that gives you *everything*. Wonderful wide-angle, non-glare viewing. Studio-Clear* sound. Built-in antenna. Only two front control positions. Provides for phonograph attachment. Also available in Walnut.

SYLVANIA 19" Mahogany DeLuxe Console Combination. Your "concert-grand"! Designed by Cedric Errol Millsbaugh. Life-size BIG pictures. Rock-Steady, Movie-Clear*. *Three* built-in antennas. AM-FM radio of *unmatched* tone quality. Automatic "pull-out" record changer for all speeds. This is the ultimate in home entertainment!



SYLVANIA

Fiftieth Year — Established 1901

GREAT OLD NAME IN ELECTRONICS
GREAT NEW NAME IN TELEVISION

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



*Sylvania Trademark

Sylvania Electric Products Inc.
Radio and Television Division
254 Rano St., Buffalo, New York

New Catalogs

Westinghouse Electric Supply Co., Box 25, Wall St. Station, New York 5, N. Y., offers booklet #B-5254 on creating special effects with commercial lighting. Store owners will find many valuable hints on illumination.

A new Emerson-Electric General Fan Catalog, illustrating in color, and describing in detail their complete line of fans for 1951 is offered by The Emerson Electric Mfg. Co., St. Louis 21, Mo. This colorful 32-page catalog gives design and construction specifications with

complete performance data. A copy of this catalog (Unit X6849) will be mailed by the company to those requesting it on their company stationery.

Concord Radio Corp., 901 W. Jackson Blvd., Chicago 7, Ill., has issued an informative 4-page Bulletin to help the high fidelity enthusiast plan the modern music system. With drawings and pictures, this bulletin gives the 5 basic components of a high fidelity music system.

Hickok Electrical Instrument Co., Cleveland 8, Ohio, is making available its new 40th anniversary catalog, showing complete line of test instruments.

Used Appliances

(Continued from page 38)

All of the appliances shown in the trade-in salon are in operating condition, and ready for instant, guaranteed service, in the buyer's home. "It is twice as impressive when the customer opens a rebuilt refrigerator and finds the ice trays full of cubes and foods actually under refrigeration," Richardson says. "For that reason, as much as to implement the guarantee with every box, all used units are kept in operation."

Because of the high degree of service which all Southern Electric Company's rebuilds give, and the "deluxe atmosphere" before described, Southern Electric Company gets prices as much as \$20 higher than the usual rate for all of its rebuilds. Refrigerators, for example, sell readily at \$79.95, \$89.95 and up, while washing machines may be priced anywhere from \$45 to \$75. Even though these prices are higher, the firm's excellent reputation, the one-year guarantee given with all rebuilds, and the calm, courteous service tend to do away with "price resistance." "We tell every customer that we are trying to sell service rather than a piece of merchandise," Richardson said. "And that this service covers our rebuilt merchandise, as well as new appliances. Once we get this idea across, the customer is not likely to resist a price which covers excellent rebuilding, refinishing of the cabinet, and a long-extended guarantee."

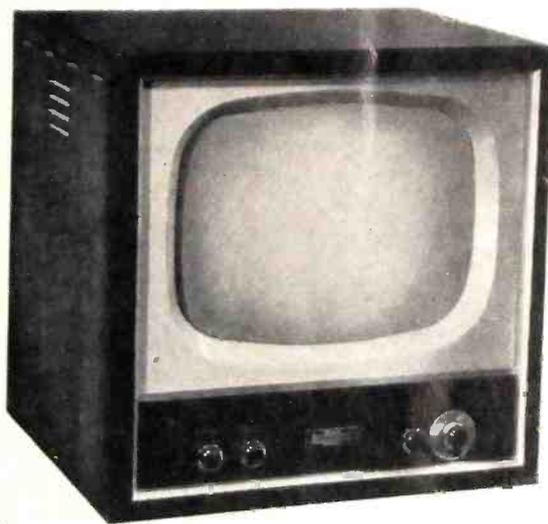
The above methods have kept trade-ins consistently profitable for the Nashville store, which finds that it must accept 50% trade-ins on all new refrigerator sales, and an only slightly smaller amount where washing machines are concerned.

Surprisingly, none of the estimating of the allowance to be given the customer is done by the crew of outside salesmen. Instead, either Richardson or Tune must go out, look over the refrigerator, and formulate an allowance which is proffered to the housewife through the salesman.

"It is a little extra trouble, I agree," Richardson said, "since we must often travel long distances several times per day. However, it does away altogether with mistakes, since we know the market best ourselves, and any error in judgment is not chargeable to a salesman, but to the heads of the firm themselves. Thus, we will continue to do all of the estimating, and we are usually close to the money when it comes to the price at which the trade-in will eventually sell. Trade-ins are going to be a more or less permanent factor in major appliance merchandising for many years to come, and for that reason, we feel that they should command the same respect, and the same operating efficiency, as the new appliance department does."



The Finest in Sight and Sound



Illustrated: Model 2201 20" table model

Atwater
PRECISION-PICTURE *Television*

Cabinetry of Unsurpassed Beauty

ATWATER'S newest table model with giant 20-inch rectangular screen . . . precision tuner . . . built-in antenna . . . powerful circuit . . . automatic gain and frequency control . . . fine cabinet with sturdiness so vital in large-screen receivers . . . quality not sacrificed for a price market, hence greater protection to distributor, dealer and purchaser.

Immediate Delivery
of 17 and 20-inch
Rectangular Sets

A few Profitable Distributorships Available

ATWATER TELEVISION • 360 FURMAN ST. • BROOKLYN 2, N. Y. • ULSTER 5-4560-1

THE CATHODE—

THE WORLD'S GREATEST PAINTER—

SHARES

RAYTHEON'S 101



RAYTHEON TELEVISION PICTURE TUBES

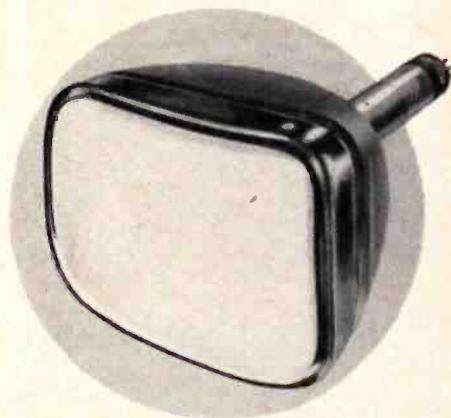
are given 101 basic tests and checks to insure their quality. The cathode pictured produces the electron ray that paints the picture on the tube's screen and will perform perfectly, because it has passed its share of Raytheon's 101 Tests.

ACTUAL SIZE

This strict control of quality means Raytheon Picture Tubes, like all Raytheon Products, are precisely right both electrically and mechanically. As pioneers in the development and manufacture of almost every type of electronic tube, Raytheon has the know-how and skill that makes Raytheon Picture Tubes *Right for Sight!*

Add precision workmanship to advanced design and you'll readily realize why you're always right if you use Raytheon Picture Tubes for every replacement and conversion job.

Ask your Raytheon Tube Distributor about these Quality Raytheon Picture Tubes.



Right for Sight!



RAYTHEON MANUFACTURING COMPANY

Receiving Tube Division

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

Excellence in Electronics

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

Television & Appliance Retailing

Section of RADIO & TELEVISION RETAILING

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

Leonard REFRIGERATORS

Eight new models have been introduced in the new refrigerator line. They are: two seven cu.ft. models, the LAH with cross-top frozen food chest, \$244.95, and the LAS, with side-mounted chest, \$224.95; three 8 cu.ft. models, the LDR, with 42½ lb. capacity cross-top freezer, \$299.95, the LHR, with 33 lb. cross-top freezer, \$274.95, and the LSR, with 31½ lb. capacity side-mounted evaporator, \$254.95; two 31-inch cabinet width long door models, the 11-cu.ft. LHM, with cross-top 42½ lb. capacity freezer, \$369.95, and the LSM, 12 cu.ft. model



with 38 lb. capacity side-mounted evaporator, \$329.95; and the 12 cu.ft. model LTM, with 70 lb. capacity freezer, \$489.95. Leonard Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Mitchell AIR CONDITIONERS

Two new models have been added to the room air conditioner line. The model M-131, 1/3 HP model, shown here, is designed to be used in a conventional double-hung sash window. Finishes available are beige or ivory. List price is \$229.95. A one HP model, also announced, is the M-1001. Also



designed as a window unit, the M-1001 lists at \$469.95. Mitchell Mfg. Co., 2525 Clybourn, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Frigidaire RANGES

New Electric ranges include two models with the "Wonder-Oven." The model RO-60, shown here, and model RO-50, in addition to the "Wonder-Oven," also feature electric time signal,



illuminated switch knobs, and other features. The top model in the line is the RO-70, with two separate ovens. Many other features are included in these other 40-inch models in the line. The "Thrifty-30" 30-inch models are RO-30 and RO-35. Both models have a full-width oven and the Time Signal. Frigidaire Div., General Motors Corp., Dayton 1, Ohio.—RADIO & TELEVISION RETAILING.

Mattison TV LINE

The new line of custom TV sets features all mahogany cabinets. They are available in modern, English regency, French provincial, and several Chinese



motifs. Shown here is the Quadrille, available with 17 or 19-inch rectangular tube. Cabinet shown is bleached mahogany; is also available in mahogany and special finishes on request. Mattison Television and Radio Corp., 893 Broadway, New York, N. Y.—RADIO & TELEVISION RETAILING.

GE NEW TV SETS

Shown here is the model 17T3, one of the new models in the GE Black-Daylite TV line. It features a 17-inch tube. Also



available as the 17T2 in mahogany cabinet. Other models in the new line include the 17C109, 17-inch console with full-doors, and the 17C103, 17-inch open-faced console. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Quiet-Heat AIR CONDITIONERS

The two models making up the line of room air conditioners are both window units. The G7D, ¾ HP model, is available in brown or ivory finish. The model G5D, ½ HP model, is also available in the same finishes. Both models use Freon-12 refrigerant. Quiet-Heat Mfg. Corp., 135 New Jersey R.R. Ave., Newark 5, N. J.—RADIO & TELEVISION RETAILING.

Alba TV LAMPS

A new line of three television lamps has been announced. The all-metal sculptured figures, shown here, are finished in an ebony black baked enamel. Reflector shade is of spun aluminum in a baked brass finish. Model 601 (center), is 14½ inches high and lists for \$11.95; model 701 (right), is 15 inches high and lists for \$14.95; and



model 222 (left) is 15½ inches high and lists for \$14.95. Alba Art Studios, 1840 South Michigan Ave., Chicago 16, Ill.—RADIO & TELEVISION RETAILING.

You're a Partner

Through Selective Distribution

with **Magnavox**

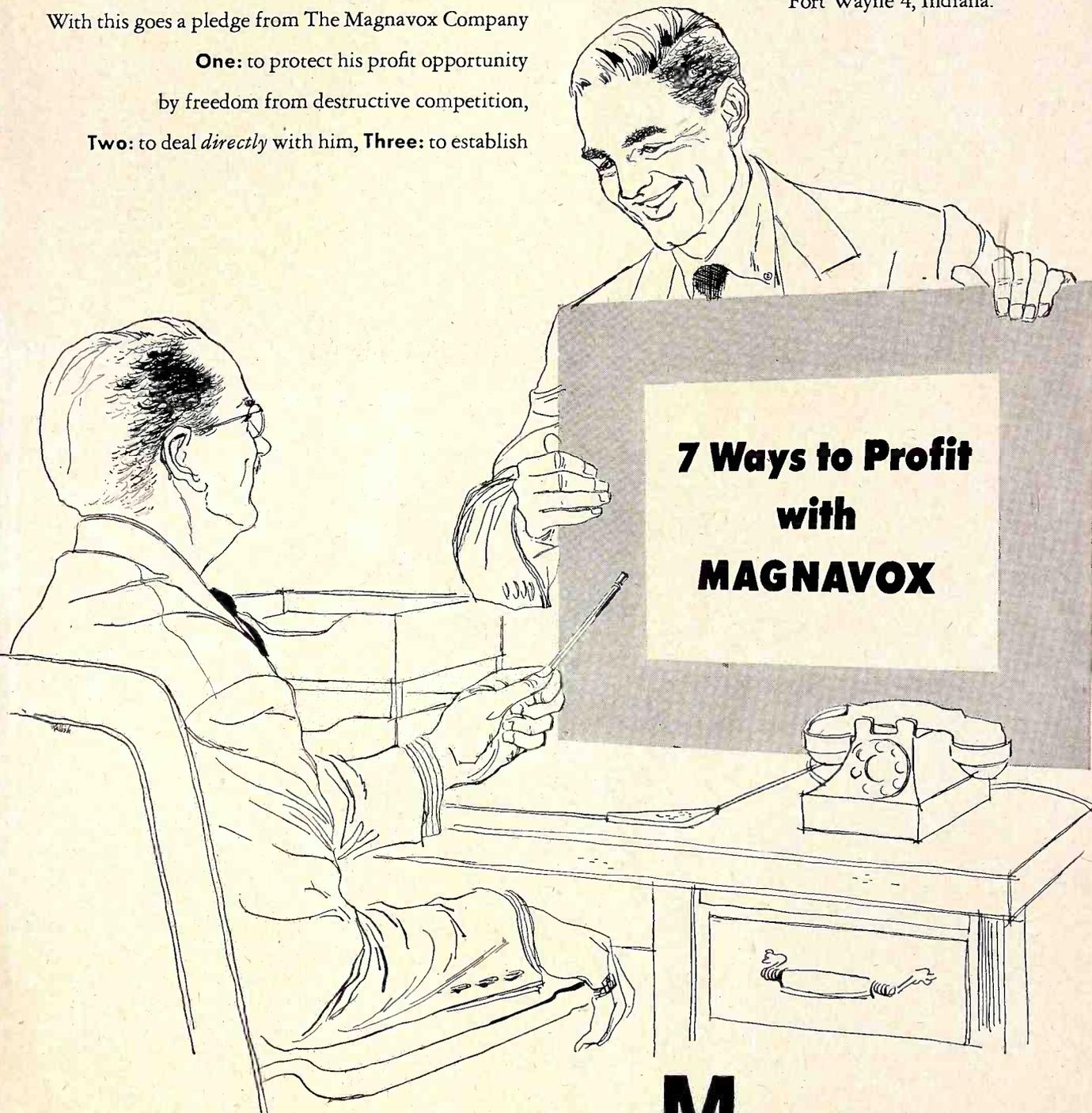
- Every Magnavox dealer enjoys a partnership through Selective Distribution.

With this goes a pledge from The Magnavox Company

- One:** to protect his profit opportunity by freedom from destructive competition,
- Two:** to deal *directly* with him, **Three:** to establish

unusually attractive discounts, **Four:** to maintain Fair Trade prices wherever permitted by law, **Five:** to supply competitively priced products of topmost quality and style, **Six:** to provide consistent, effective advertising and **Seven:** to aid his own merchandising activities in every reasonable way.

The Magnavox Company,
Fort Wayne 4, Indiana.



BETTER SIGHT . . . BETTER SOUND . . . BETTER BUY

Magnavox

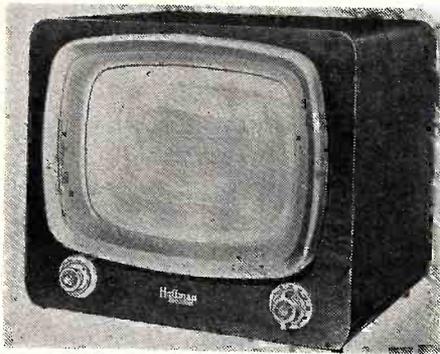
One of a series of advertisements in business papers on
"Why Magnavox Is Your Best Profit Opportunity."

New Radio and TV Sets

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

Hoffman 17" TV SET

Latest addition to the TV line is the model 637, 17-inch rectangular tube, mahogany cabinet model, shown here. Equipped with a 12 x 6 inch speaker,



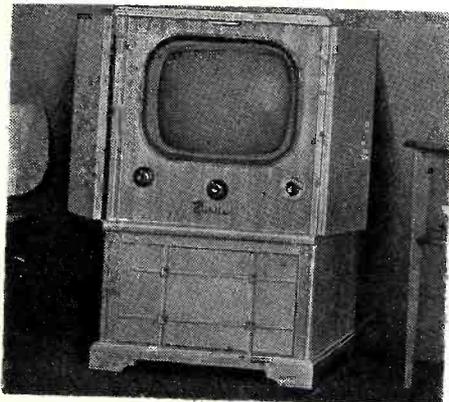
the set features a phono jack and lighted station selector. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & TELEVISION RETAILING.

Regal TV LINE

The new line of TV sets includes one table model, the 17T22, 17-inch model; two 17-inch consoles, 1708 and 2219; one 19-inch console, 2219; a 17-inch console with doors, 22D17; a 19-inch console with doors, 22D19; a 17-inch console with half-doors, 17HD31; a 17-inch FM-AM half-door console, 17HD36; a 19-inch full-door console, 19C31; a 19-inch FM-AM full-door console, 19C36; a 19-inch console with full-doors, 19D31; another 19-inch full-door FM-AM console, 19D36; and two 17-inch Chinese half-door consoles. Regal Electronics Corp., 603 W. 130th St., New York 27, N. Y.—RADIO & TELEVISION RETAILING.

Cadillac "FAIRFAX"

A new blond mahogany console TV model, called the "Fairfax," has been introduced. With 3/4 doors, the 17-inch



rectangular tube model features a 12-inch speaker and built-in antenna. List price is \$359.95. Cadillac Electronics Corp., 19 W. 26th St., New York, N. Y.—RADIO & TELEVISION RETAILING

Motorola RADIO-PHONO

A new FM-AM radio-phono console has been introduced. The new model (91FM21) is housed in a mahogany cabinet of modern design. One feature of the set is the "multi-play" record changer, which has a tone arm that can be handled while in motion without injury to the mechanism. Provides storage space for at least nine 12-inch albums plus a shelf for single records or for books. List price is \$299.95. Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Majestic TV LINE

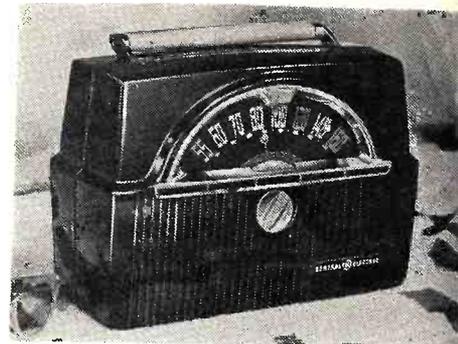
Nineteen new TV receivers have been introduced. Price leader of the new line is a 17-inch table model (70) with a luggage finish cabinet with plastic front, listing at \$239.95. A 17-inch console model (712) with part plastic front, lists at \$299.95. Two other 17-inch table models in mahogany and limed oak list for \$289.95 and \$299.95 respectively. 17-inch console models: 700, mahogany, \$329.95; 701, blond korina model shown here, \$339.95; 1710, with 2/3 doors, \$359.95; 715, French Provincial in fruitwood finish, with 2/3 doors, \$369.95; 717, blond



mahogany, \$379.95; 1720, full door model in mahogany, \$389.95; 1721, blond mahogany with full doors, \$409.95; 7PR12, TV-FM-AM-phono in mahogany with full doors, \$489.95; and the 7PR13, similar to the 7PR12 with blond mahogany finish, \$509.95. Two 19-inch consoles, 902 and 903, in mahogany and blond with full doors, list for \$469.95 and \$499.95 respectively. Two 19-inch TV-phono models: 9P4, mahogany, full doors, \$539.95 and 9P5, bleached, full doors, \$569.95. Two 19-inch TV-FM-AM-phono models with full doors, the 9PR8 in mahogany for \$599.95, and the 9PR9, in bleached finish, for \$629.95, complete the line. Majestic Radio & Television, Div. of Wilcox-Gay Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

GE PORTABLES

Four new "all year" portable radios have been announced. Models 605 and 606 feature easy tuning, weigh about 5 pounds. Model 605 has burgundy red cabinet with fawn colored control knobs and handle. Model 606 has a cactus



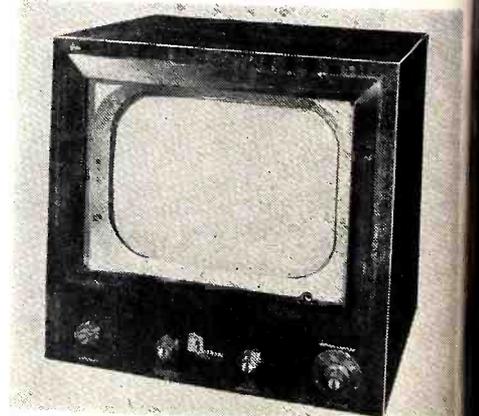
green cabinet with dark green control knobs and handle. Model 610 (shown) and 611 feature a dial that lights up when set is played on AC or DC Color choice is similar to the 605-606 models. General Electric Co., Electronics Park Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Scott "LIMITED" TV

Announcement has been made of a TV console that will be sold to only one person in each city, selling for about \$2000. Known as Scott "Limited Editions" these sets will include radio, phono and 20-inch TV in period or modern style. Scott Radio Labs, Inc., 4541 N. Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

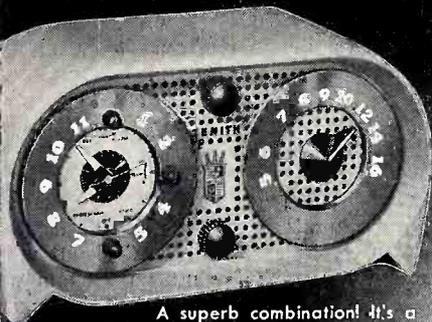
Gotham DC TV SET

A new model direct current TV set, using a 17-inch picture tube has been announced. The black face rectangular tube model features a 27 tube chassis, built-in antenna, and can also be used on AC. Available as a mahogany table model (shown) it is priced at \$299.95. Console models in period and contem-

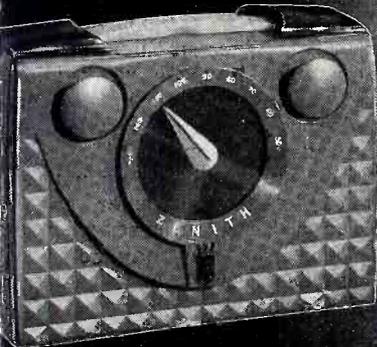


porary stylings ranging from \$329.95 up, will be released in the near future. Gotham-Visionaire, 387 Fourth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

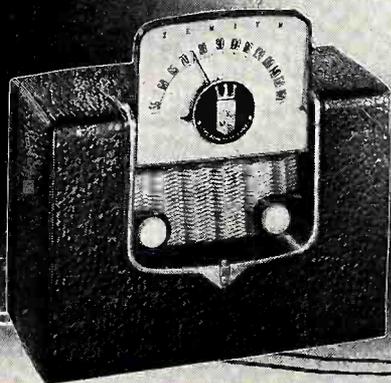
Gift business is GOOD business!



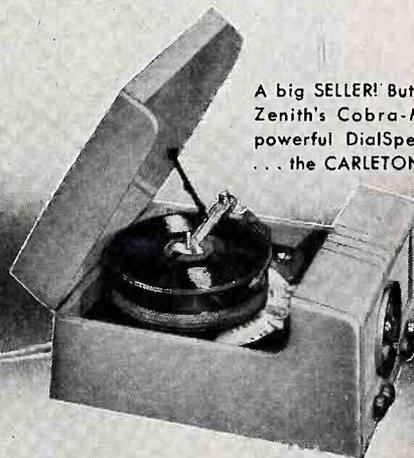
A superb combination! It's a "natural" gift item... the new Zenith Clock-Radio.



IN TIME... as a graduation gift... Zenith's brilliant NEW portable... the "401".



Plays anywhere... a "perfect" gift all year round! It's Zenith's powerhouse-portable... the UNIVERSAL.



A big SELLER! But then it has Zenith's Cobra-Matic plus powerful DialSpeaker radio... the CARLETON.

You're a SALES Headquarters on every gift occasion

with **ZENITH** QUALITY GIFTS

Gift Headquarters... SALES Headquarters, indeed! For in critical times like these your customers can't afford anything less than ZENITH Quality. Yes, people know that the radionic gift that they give may not be replaceable for years... and that the superb, advanced styling and engineering, the costlier parts and material in a ZENITH... is their guarantee of satisfaction and real pleasure. It's a gift of good sense... a gift of good taste!

Whatever occasion... weddings, birthdays, graduations... you'll realize what a terrific volume can be had in GIFT-SALES when you sell Zenith. There's a ready demand and a good profit for you in your ZENITH gift traffic. REALIZE your share of it... NOW... during this heavy gift-giving season!

there's a **HARD SELLING** package of special **ZENITH** Promotional Material for your gift campaign...

RIGHT! Zenith wants this GIFT Campaign to be the biggest, most PROFITABLE Sales Drive that any dealer ever had. And it will be... with a tremendous NATIONAL ADVERTISING schedule, hard-hitting NEWSPAPER campaign that definitely "ties-in"... PLUS... a special package of dealer material. There's new GIFT FOLDERS, GIFT CERTIFICATES, special AD-MATS, bright, attention-getting DISPLAY MATERIAL... everything you NEED and WANT for a real promotion!

KEY YOUR GIFT CAMPAIGN TO THESE MAY-JUNE GIFT OCCASIONS

- Graduations
- Anniversaries
- Weddings
- Mother's Day
- Father's Day
- Servicemen

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO 39, ILLINOIS

Fine Music

(Continued from page 33)

With regular customers it is good to have some sort of down payment, or a signed order. (Shown elsewhere is a typical cost sheet, which also serves as the contract. This should be typed on the dealer's letterhead at once and given to the customer.

There is frequently a lapse of several weeks between the planning of a system and its completion. During this time the customer has time to think it over and often may wish to change his mind about this or that part, or even about the entire idea.

This contract should include the standard RTMA parts warranty, and the dealer is safe in making it not only parts but a complete service warranty because high quality audio parts give very little trouble, and when they do, the trouble is easily assignable to this or that part. The more expensive the parts, the longer the warranty the dealer may wish to give, as a sales aid, and he is safe in so doing.

If the customer is going all out for the best, if he is not interested primarily in saving money, but rather in getting the best, then he may be interested in a fixed scratch filter or a dynamic noise suppressor added to the receiver or amplifier to give him less

surface noise and scratch from those old records. An excellent dynamic noise suppressor which can be added to most sets without any soldering is available at (dealers' cost) \$30. For the purists among record collectors there are even record compensators, which, connected between the pickup and the amplifier, compensate for the various differing recording characteristics used by the many phonograph record manufacturers. And if the music lover wants to have the sound in the kitchen for his wife, or in the bedroom or workshop, it is simple and inexpensive to add one or more loudspeakers to the system to provide for this. In some cases an entire job has been sold by simply suggesting a low-priced twelve-inch speaker (cost \$4-6) in the game room or basement for youngsters' parties and dances. It is up to the salesman to find out what extra gimmicks, what variations will convince the customer that *his needs* can be filled in this manner.

It is best to make arrangements with a local cabinetman or skilled carpenter for the cabinet and woodwork on these jobs so that the technician does not have to work with a different man on each job. The dealer must decide in each case whether it is more advantageous for him to pay the cabinetman and add on a normal profit or let the customer pay the cabinetman direct. In cases with some customers the dealer may be wise to let them deal direct, as for example where the customer is extremely fussy about details of color and finish. There are also available series of matching units in several different woods to house loudspeakers, changers, and the other components of the custom-built system.

Sell a new three-speed record changer. This is the one part of a system which can safely be sold by itself and installed in an existent system. Be careful not to oversell it—that is, don't claim it will improve the tone or eliminate scratch from the records. Sell it on its own merits—as a machine which will play new and old speed records—and as a machine which will be usable when the present old set which is almost but not quite falling apart finally is replaced. Once the customer has made a small investment in a new piece of equipment he looks with increasing distaste on his old set, and begins to think about adding an amplifier and speaker to his new changer. If he's found that the changer lives up to its advance publicity he's more likely to take the plunge into the rest of the equipment.

Built into a complete combination is a timer which will turn the set on or off. Many people would like to awake to their favorite record, be it dreamy and slow to ease them into the new day, or bright, cheery and loud, to start the day with a song or favorite morning news program. This idea has been capitalized on by the

(Continued on page 80)

FOR PROFITABLE PROMOTIONS



like the piper...

LIKE THE PIED PIPER IN THE FAIRY TALE THE JACKSON PORTABLE RADIO-PHONOGRAPH LINE WILL LEAD CUSTOMERS INTO YOUR STORE.

- Top changers and chassis
- Liberal cooperative advertising
- London tan on heavy wood cases
- Crowd stopping prices
- All-Brass Hardware
- Full Profit Margin

MODELS

JP30 3 SPEED MANUAL PHONOGRAPH	JP50 3 SPEED MANUAL RADIO-PHONOGRAPH
JP70 3 SPEED AUTOMATIC PHONOGRAPH	JP90 3 SPEED AUTOMATIC RADIO-PHONOGRAPH

WRITE, WIRE OR PHONE

JACKSON INDUSTRIES

500 East 40th St., Livingston 8-7700

Chicago, Ill.



MODEL
S7C30



17" RECTANGULAR SCREEN

Model S7C30—De luxe GENUINE mahogany veneer custom-built console with full length doors of breathtakingly beautiful crotch mahogany effect veneers. Full range 10 inch concert grand speaker. Built-in 'FADA-SCOPE' antenna.

20 INCH RECTANGULAR SCREEN CONSOLE

The big screen console value for 1951. Exquisite front control side door deluxe cabinet of hand rubbed GENUINE mahogany veneers. Clear sharp pictures with FM sound that is unmatched with its 10 inch concert grand speaker. Built-in 'FADA - SCOPE' antenna.

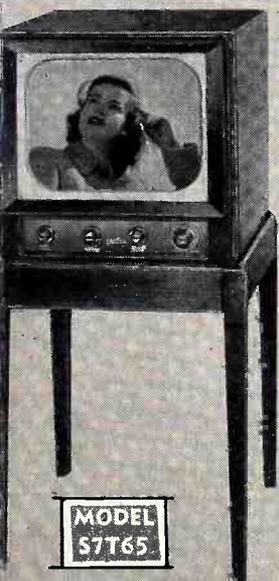


MODEL
S20C10

FADA
Television

The TELEVISION of
TOMORROW—TODAY!

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



MODEL
S7T65

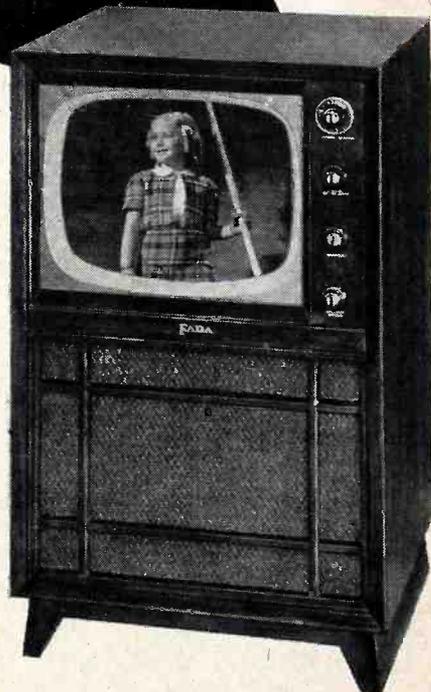
17 INCH RECTANGULAR SCREEN TABLE MODEL

Beauty, superior performance and really BIG, BIG 17 inch rectangular screen televiewing. Moulded plastic picture frame front with GENUINE mahogany veneer cabinet. Built-in 'FADA - SCOPE' antenna. Matching table available.

17" RECTANGULAR SCREEN

Model S7C20—Totally out of the ordinary de luxe console cabinet craftsmanship. Hand rubbed GENUINE mahogany veneers equal to the finest custom-built. Built-in 'FADA-SCOPE' antenna. 10 Inch concert grand 'True-to-Life' Fidelity speaker.

MODEL
S7c20



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

"Pioneers in Radio and Electronics Since 1920"

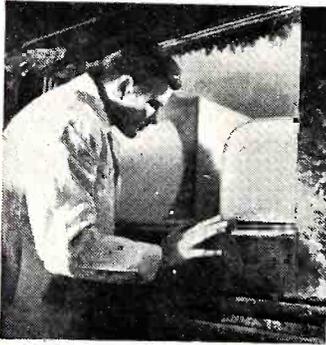
LIFE-TESTED

Television
and Radio...

The Proof that

Emerson

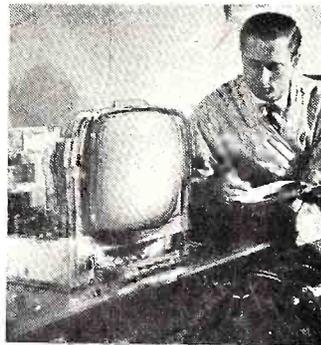
Gives Better Performance, Longer Life!



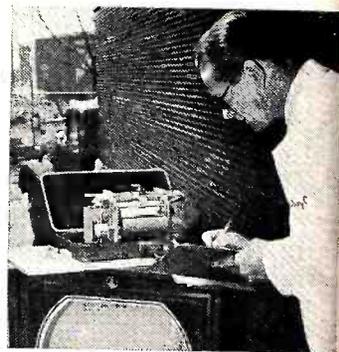
PERFORMING AT 37° BELOW—in Emerson's sealed-chamber climate tests. Here Emersons must perform perfectly from 37° below to a Super-Sahara heat of 180°!



DEADLY "DEAD-SPOT" TEST! Wherever reception is toughest, Emerson's laboratory-on-wheels field-tests new models. More proof that Emerson performs where others fail!



BRUTAL "EARTHQUAKE" TEST—gives sets brutal jolting in a man-made earthquake. One of the many Emerson scientific LIFE TESTS that *your* prospects are reading about.



ON AND OFF 140,000 TIMES! Another eye opener for your customers! Even the *switches* are LIFE-TESTED... turned on and off 140,000 times, equal to *years* of home use!

Sell Longer Life for Longer Profits!

The biggest advertising campaign in Emerson history—33 million messages a month—telling *your* prospects the LIFE-TESTED facts. So tie in

to cash in—order the powerful new LIFE-TESTED display and promotional material now on its way to your Emerson distributor!



17-inch Rectangular
Model 687 . . \$379.95



14-inch Rectangular
Model 662 . . \$179.95



17-inch Rectangular
Model 696
\$299.95



20-inch
Rectangular
Model 694
\$499.95



3-Way Portable
Model 646 . . \$29.95
(less batteries)



AC-DC Radio
Model 652 . . \$19.95

Prices include Excise Tax and Warranty

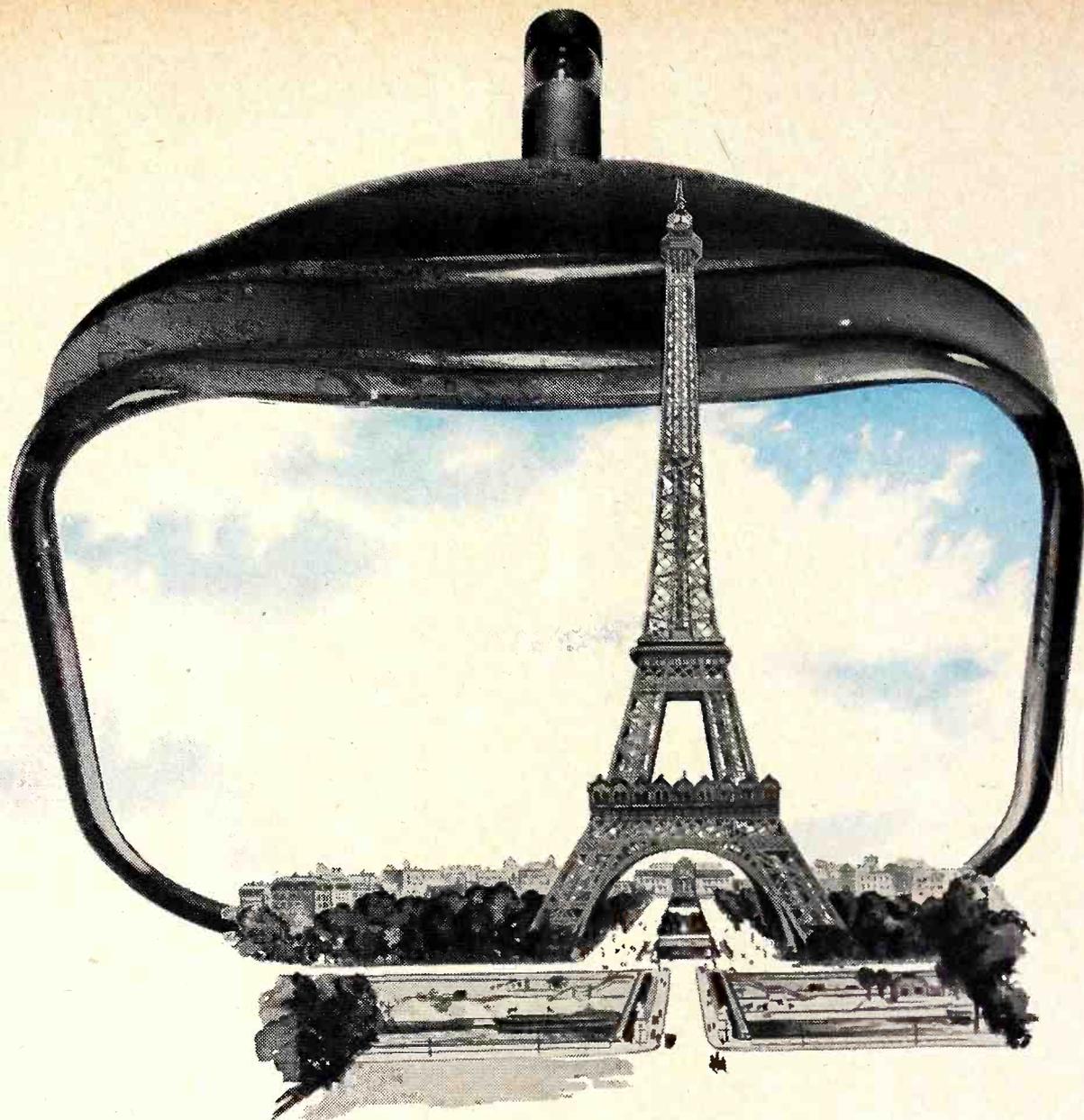
Every 5 Seconds Someone buys an Emerson . . . America's Best Buy!

Emerson LIFE-TESTED Television and Radio

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

Prices slightly higher in South and West.





Engineering Achievement

Since the Eiffel Tower was first opened 62 years ago this month it has thrilled millions and become a world-famous Parisian landmark, standing as a monument to the engineering skill of its builder.

Similarly the "T. E. I." insigne of Thomas is a hallmark of picture tube engineering and production skill known throughout the television industry. More than one-half million homes today enjoy the finest television reception on Thomas picture tubes.

For, manufacturers, distributors, and servicemen alike know that when they buy Thomas, they buy an engineering achievement! See just how good a tube **can** be — try Thomas!



THOMAS ELECTRONICS, Inc.

118 Ninth Street

Passaic, New Jersey



Sure-Fire Way to Sell More

Platter Sales Begin with the Turntable. The People in Your

Community Won't Buy Discs Unless They Can Play Them.

Here's a Simple 5-way Plan to Up Volume in All Three Speeds.

• All too many phono record departments are practicing cart-before-the-horse methods in selling platters. Too few realize that the sale of a record begins with the playing equipment.

Not long ago, a woman returned five 45 RPM juvenile discs to a clerk. She said that they "wouldn't fit" on the phonograph in her home. The clerk refunded her money without question or suggestion. In another instance, a customer asked for a specific number—a new release, and was advised that it was available only in "33 $\frac{1}{3}$ speed." The would-be buyer shrugged his shoulders and left. "He's got an old 78 player," the clerk advised. "These new speeds are a nuisance."

In one big record department, a reporter from RADIO & TELEVISION RETAILING saw seven out of ten shoppers leave the store empty-handed in less than an hour's time! In the record section of a department store a customer was advised that he would have to buy a "special player" in order to use a disc he'd brought to the counter. In spite of the fact that the store maintained an instrument department on another floor, no attempt was made to direct the customer to that department. Nor did the clerk try to find out what equipment the customer owned.

The foregoing are just a few examples of why the walk-out rate is so high in so many record departments. Many more can be cited.

Because, as previously mentioned, the sale of any record begins with the playing equipment, and because good salesmanship is necessary in "qualify-

New, Prospective Customers Include—

1. Those who own no playing equipment of any kind.
2. Those who buy but a few records because they own antiquated phono units which won't play the new speeds.

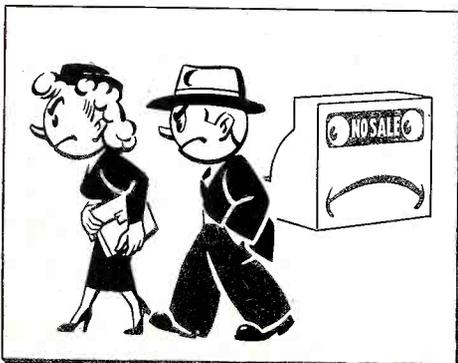
ing" customers, the Number One step in our sell-more-records plan is to upgrade salesmanship in the store. The reader will notice that earlier in this article we italicized the word clerk. This was for the purpose of urging, as we have done in previous issues of this magazine, that dealers stop hiring or maintaining clerks. That instead, merchants should employ record salespeople, and should train them to make orders—not merely take them. In this plan to obtain more new customers salespeople must be taught to "qualify" each and every record customer. This qualifying can be done very easily, and in an entirely acceptable manner. Immediately after the customer has asked for a record or records, the salesperson should inquire casually about the equipment the customer owns. Armed with this information, the salesperson can offer a variety of records to the shopper who has equipment to play all three speeds, or in the case of the owner of a single or two-speed phono, he can suggest the purchase of a replacement unit or units. Those dealers who do not have their own facilities for handling conversion or replacement jobs should tie in with others who do, turning leads and orders over to them

on a pre-arranged compensation plan.

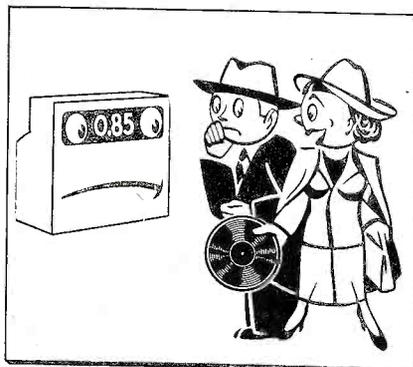
Included in the first step for getting more new customers is to insist upon intelligent, courteous qualification of each customer by learning what playing units he has, and, since this can be done only by salespeople, the dealer needs to convert his clerks into salespeople through training, and to sell them the idea that they are salespeople.

The second step in the plan to get more new customers is to familiarize the sales staff with all playing equipment on the market, and this includes single players, 3-speed players and units in combinations. In record departments where instruments are sold in another part of the store, by separate staffs, record salespeople can be briefed at sales meetings conducted by instrument salesmen. In this way they can become familiar with the equipment the customer must have before he'll buy a record.

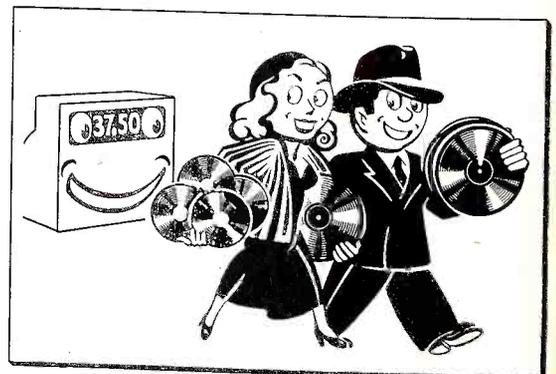
In a great many stores, record salespeople also sell instruments, and under such set-up the versatile individual is a valuable asset to the organization. On the other hand, combination instrument-disc salespeople often develop into "specialists," preferring to make an all-out effort on



The Van Blanks don't own a phonograph of any kind, so they waltz right through the record department without spending a dime. Two ways to help make them disc customers: 1. Set up lettered displays of playing equipment. 2. Direct advertising appeals to them via newspapers, mail, etc. Sell them equipment.



The Van Horns have an old 78 RPM manually-operated player that ruins records, and sounds like the very devil. Naturally, they don't buy many records, and their choice is quite limited since they cannot play either of the new speeds. The Van Horns will buy many more platters if the dealer sells them new equipment.



The Van Smarts bought a brand-new combination last week (or was it a unit player or a conversion job). Their interest in discs has climbed by leaps and bounds, and they make a number of important purchases. Their two youngsters in college will be good customers, too, as soon as they come home.

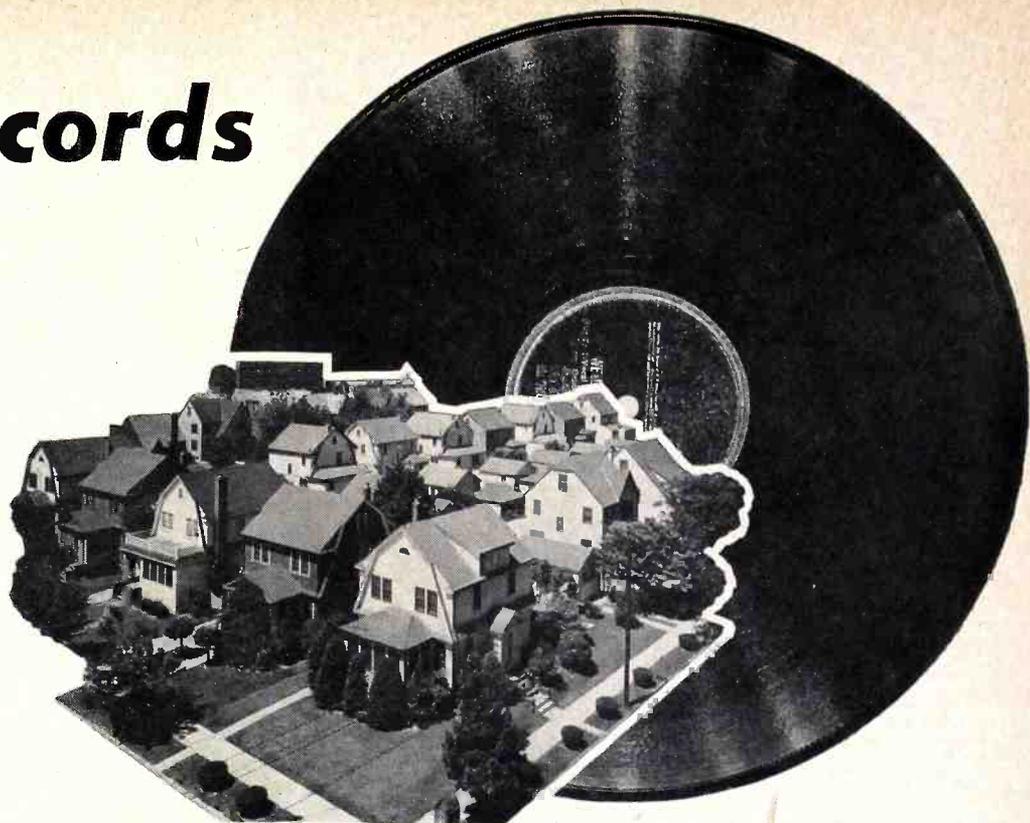
Phono Records

either platters or sets. Very often the dealer can train such salespeople away from this specialization, equipping them to give equal attention to both products by pointing out the close association and inter-dependence of discs and players. The man who may neglect records in selling an instrument running into several hundred dollars needs to realize that the customer may well spend an *equal amount on records* over a period of time.

The next three steps in the 5-way plan to get *new* customers consist of important activities in advertising and sales promotion to be supervised by the management. But before going into them, let's see exactly who these *new* customers are. First, there's the prospective customer who doesn't have any equipment to play records. Next, there's the prospective customer who has a 78RPM player, or perhaps a 2-speed job, and hence must limit his record purchases. Perhaps this latter individual is already a customer, but can be considered to be a *new* one when he purchases modern playing equipment, taking a new interest in records as a result, and buying *more* discs at his favorite store.

The third step in the plan is to direct advertising and store and show-window displays to the person who doesn't own any phonograph. The aim here should be to create the desire to buy modern record-playing equipment. The "You-don't-know-what you're missing" angle should be stressed. A great many people in all territories have no players, but most of them have seen and been affected by the advertising run by the record companies to the tune of millions of dollars. All most of such folk need is some genuine sales effort at the dealer level to put them into the ranks of record buyers. They can be sold combinations, single players or 3-speed units. In all communities there are people who owned record players years ago, and who don't buy now because they remember the tinny, scratchy reception they got in those days from the old wind-up jobs, and they haven't taken the trouble to find out the vast difference between horse-and-buggy equipment and platters and the modern units and discs being sold today. Dealer advertising and display should be elementary in appealing to the person who isn't buying records now because he has no playing equipment.

The fourth step is to aim salesmanship, advertising and display toward the owner of out-moded turntables. Ad copy should offer in clear



terms, replacement or conversion service, stressing the low price, and the great benefits the customer can get out of the deal. Such advertising display must be backed up by good salesmanship in the store. As stated previously, the customer in the store must be qualified. The shopper who buys a 78RPM record, for instance, should be shown instruments capable of playing other speeds. In showing the record customer such equipment, there is no need for high-pressure salesmanship or objectionable tactics. Demonstrate the equipment in an interesting fashion. The owner of a manually-operated phonograph will be fascinated in watching the performance of a modern changer, and the demonstration while not always resulting in an immediate sale will certainly sow the seeds of desire to own in the customer's mind.

The fifth step to up sales of records by adding more customers to the store's list consists of arranging simple displays of playing equipment. Of utmost importance in setting up such displays is the use of signs, describing the units in non-technical language. A mass display can show single players, 3-speed phonographs, 3-speed conversion or replacement units and combination instruments

featuring TV, FM-AM, etc. Again, too much emphasis cannot be placed on the need for brief descriptive material about each product. Plan descriptions to outline (a) just what the product does, and (b) how little it costs. Units in their own cabinets, such as combinations and phonographs are designed to appeal to the eye, and are accepted as complete products by the customer. But the dealer who exhibits a 3-speed replacement unit, minus a base, and minus descriptive material isn't going to get many inquiries about it, particularly from the feminine shopper, who will make a mental picture of the device perched on a table in her living room.

All in all, the dealer's job in selling more records is to get more playing equipment into the homes in his trading area. This isn't too difficult a job either, because phonographs are reasonably priced either as separate units or as additional cost to a radio or TV receiver combination. It would be silly for a tire dealer to spend time urging non-car owners in his community to buy automobiles so that he might eventually sell them tires, but the retailer who merchandises records and who wants more business makes sense in trying to overcome the slight price

(Continued on page 54)

5-Step Plan to Get New Business

1. Transform *clerks* to *salespeople*. Make them qualify each customer, finding out what sort of equipment is presently owned.
2. Familiarize salespeople with all types of turntables.
3. Direct ad and display themes to prospective customers who have no players.
4. Direct ad and display themes toward owners of old phonos.
5. Display units in store along with descriptive material.

New Sales—Pulling Discs

A new **Columbia Records** album, "Lullaby of Broadway," looks like another Doris Day sales puller. After big successes with "You're My Thrill," "Young Man With A Horn," and last season's "Tea for Two," Doris Day is set to do it again as she sings these songs from her latest Warner Bros. Technicolor film, "Lullaby of Broad-



way." Aided by the Norman Luboff Choir and the Buddy Cole Quartet, Doris sings old and new songs, ballads and rhythm numbers. Watch for special promotional opportunities and special theater tie-ins on this new collection, available in all three speeds.

A new **MGM Records** hit album features selections from the soundtrack of the MGM Technicolor film "Royal Wedding," starring Fred Astaire and Jane Powell. Lead hit in this collec-



tion of witty ditties is the so-called Liar Song, "How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life." Available in all three speeds, the set offers the Astaire-Powell team at their best and promises to take its place side-by-side with such past MGM releases as "Annie Get Your Gun" and "Three Little Words."

Woody Herman and his Herd, continuing the fine work they've been mustering for their new connection with the **MGM** label, have cut "Ninety-

nine Guys," a brisk tempoed novelty with a tongue-twister of a lyric. It's backed by "Searching," a change of pace offering a ballad with an added chorus in Italian by Woody. Aptly called a "well-rounded platter."

A new and sensational discing duo, Jimmy Durante and Helen Traubel, join forces in the **RCA Victor** recording of "The Song's Gotta Come From the Heart" and "A Real Piano Player." Available on both 45 and 78 RPM records, the disc is a repeat of the NBC telecast version of the



Durante-Traubel act on the "Four Star Review." The record, which is receiving much comment, is on the Victor Red Seal label and marks the Shnoz's RCA Victor debut.

Five new rhythm, blues and spiritual groups have been signed by **RCA Victor** in its current campaign to strengthen its influence in this field. The new artists include trumpeter "Hot Lips" Page, Clyde "Blow Top" Lynn, the Starlight Spiritual Singers, the Friendly Brothers Quartet and blues writer Lloyd Thompson.

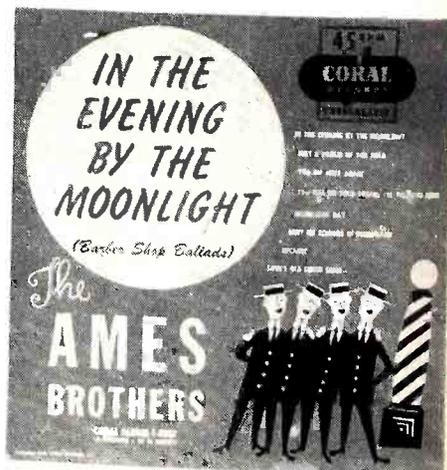
Pee Wee Hunt has cut a new **Capitol Records** disc, "Sugar Blues" and "Carolina in the Morning." Pee Wee gives an instrumental performance on "Sugar Blues" in his barrelhouse trombone style, with clarinet choruses by Red Dorris. The vocal is by Pee Wee on "Carolina in the Morning." A new Yogi Yorgesson pair has been released, too. "Cookies, Pie and Cake" and "Vot Skall We Do?" With organ music accompaniment, Yogi sticks to his familiar Swedish dialect. From the forthcoming film "The Great Caruso," Helen O'Connell records "The Loveliest Night of the Year." Flip side of this disc is "Arthur Murray Taught Me Dancing in a Hurry," and is planned as a tie-in for the recently released Capitol Arthur Murray album series. Frank DeVol has cut "Chapel of the Roses" and "Ciri-birim on the Mandolin" for Capitol, and features vocals by Jaye P. Morgan, newly contracted singing star.

New **Decca Gold Label** series release is Mendelssohn's "A Midsummer Night's Dream." This 33 $\frac{1}{3}$ RPM disc features the Overture, Scherzo, March



of the Fairies and Song of the Fairies on one side, and Intermezzo, Nocturne, Wedding March, Dance of the Clowns and Melodrama and Finale on the reverse. Performed by the Berlin Philharmonic Orchestra, the work was recorded for **Decca** by the Deutsche Grammophon Company. Ferenc Fricsay conducts the orchestra, lyrics are by the Rias Chamber Choir. Another new Gold Label release is the Johann Strauss Dances. This offers four selections by the Wurttemberg State Orchestra, conducted by Ferdinand Leitner, and two selections by the Berlin Philharmonic Orchestra, Ferenc Fricsay conducting.

Coral Records has released a new album featuring the talents of the Ames Brothers, popular vocal quartet. The new album is available in all



three speeds. Comprised of eight barber shop ballads, the album lists such favorites as "In the Evening by the Moonlight," (which is also the title of the album), "Just a Dream of You, Dear," "Till We Meet Again," "You Tell Me Your Dream, I'll Tell You Mine," "Moonlight Bay," "Meet Me
(Continued on page 52)

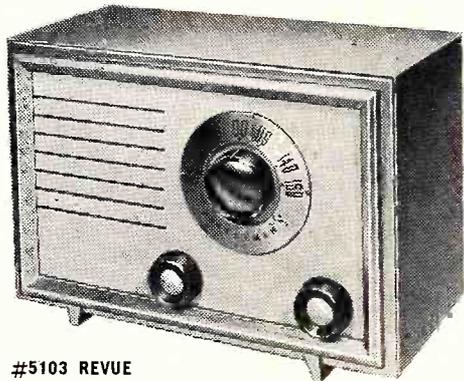
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#5103 REVUE

New AM table radio, the last word in listening pleasure! 5-tube superheterodyne including rectifier, ALNICO 5" speaker, built-in high-gain antenna, automatic tone and volume control, AC/DC. Superbly styled in Blonde.

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#325 "SERENADER"

3-speed portable phonograph made to "go places"! Plays all records, all sizes. Tone arm with twist cartridge; 3-tube, high fidelity amplifier. Handsome two-tone case with custom luggage handle.



#525 "HARMONY"

3-speed portable radio-phono combination—luxury at a low price! Plays all records, all sizes. ALNICO 5" speaker; tone arm with twist cartridge. 5-tube superheterodyne radio, with built-in antenna. Ultra-smart luggage-type case with saddle stitching.

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RADIOS • PHONOGRAPHS • RADIO-PHONO COMBINATIONS • CHILDREN'S PHONOGRAPHS

STEELMAN PHONOGRAPH AND RADIO CO., INC.

12-30 Anderson Place, Mt. Vernon, N. Y.

America's oldest manufacturer of electronic phonographs exclusively

New Discs

(Continued from page 50)

Tonight in Dreamland," "Because," and "Love's Old Sweet Song." These well-known numbers are sure to be dear to the hearts of all lovers of "barber-shop." Coral has planned a big promotion campaign in conjunction with this well-balanced hit.

The Coral Records' cutting of "Once Upon A Nickel" has featured quite prominently in recruiting nickels for the Damon Runyon Memorial Fund for the fight against cancer.

Another Capitol favorite, Nellie Lutcher, has cut two new numbers, "Pa's Not Home—Ma's Upstairs," (reminiscent of Nellie's "Hurry On Down") and "I Really Couldn't Love You." The same "whispery" style identifies Nellie on both numbers, the latter song penned by Nellie's sister, Vydah Lutcher.

Folk song singer Susan Reed makes her first appearance on Columbia Records with a collection of folk refrains from France, England, Ireland and America, including the celebrated "Songs of the Auvergne." A student of folk songs since her childhood days, Miss Reed accompanies herself on a zither for nine of the 18 numbers re-

corded in "Songs of the Auvergne," available as a 12-inch 33 $\frac{1}{3}$ RPM or three 12-inch 78 RPM records.

Verdi's "Aida" and Gounod's "Faust" have just been released by MGM Records. The performance is by the New York City Opera Company. The works are available in both 33 $\frac{1}{3}$ and 45 RPM speeds. These recordings mark the first of the New York City Opera Company by MGM Records. They feature the musical direction of Laszlo Halasz.

Victor is following the initial "Treasury of Immortal Performances" with a second collectors' issue release of fifteen albums and four singles. This second Collectors' Label series includes performances by such outstanding musicians as Jascha Heifetz, Vladimir Horowitz, Serge Koussevitzky and the Boston Symphony Orchestra, Arthur Schnabel, Leopold Stokowski and the Philadelphia Orchestra, Arturo Toscanini and the NBC Symphony Orchestra, Emanuel Feuermann, Fritz Kreisler, William Primrose, Sergei Rachmaninoff, Laurence Olivier, John Charles Thomas, Richard Crooks and Nelson Eddy. The albums are available on both 45 and 33 $\frac{1}{3}$ RPM, while the four singles are pressed on 45 RPM. Initial pressings of the first Collectors' Label series, made in February, have been presented by RCA Victor to the Library of Congress.

The National Federation of Music Clubs President's Award was awarded recently to 72-year-old harpsichordist Wanda Landowska. The second award of its kind to be made, it was presented to Mme. Landowska for her contribution to American musical culture in her RCA Victor recordings of Bach's complete "Well-Tempered Clavier."

A Columbia recording contract has been signed by 14-year-old coloratura soprano, Anna Maria Alberghetti. Miss Alberghetti will soon be seen as Monica, in the forthcoming film version of Gian-Carlo Menotti's "The Medium." Miss Alberghetti will make her first Columbia recordings in June, when she returns to this country from Italy.

Jensen Instructions

Jensen Industries, Inc. of Chicago announces that their complete line of replacement phonograph needles, consisting of over 100 different needles, is now packaged with individual instructions on "How To Install."

Detailed instructions and simple diagrams are used to explain the step-by-step procedure in installing the new needle in the cartridge. Including individual instructions with each replacement needle is believed by Jensen to be a big step forward in making it as easy as possible to take full advantage of the replacement needle market.

most everyone prefers a V-M tri-o-matic*

sell these

V-M tri-o-matic RECORD CHANGERS



Cash in on a potentially great market, with the V-M tri-o-matic 950—the practical 3-speed replacement unit for obsolete one- and two-speed record changers! V-M tri-o-matic changers play automatically all records, all speeds, all sizes, and shut off automatically after the last record plays. (Automatic intermix for 10" and 12" records of same speed, too.) Minimum mounting space, 13 $\frac{3}{16}$ " wide x 11 $\frac{7}{8}$ " deep, over-all height 7 $\frac{1}{4}$ ". Pre-cut mounting boards available. Simple installation in any cabinet.



The V-M tri-o-matic 955 rounds out the home entertainment picture! Beautifully styled to harmonize with any cabinet, the tri-o-matic 955 plays through the amplifying system of any TV set or radio. The exclusive, patented tri-o-matic Spindle offers POSITIVE RECORD PROTECTION, since records are LOWERED — NOT DROPPED — on the spindle shelf. Equipped with 6-foot AC cord and a 4-foot sound cord and plugs.

FOR FULL DETAILS, SEE YOUR REP OR JOBBER
Registered, Spindle Design Patented



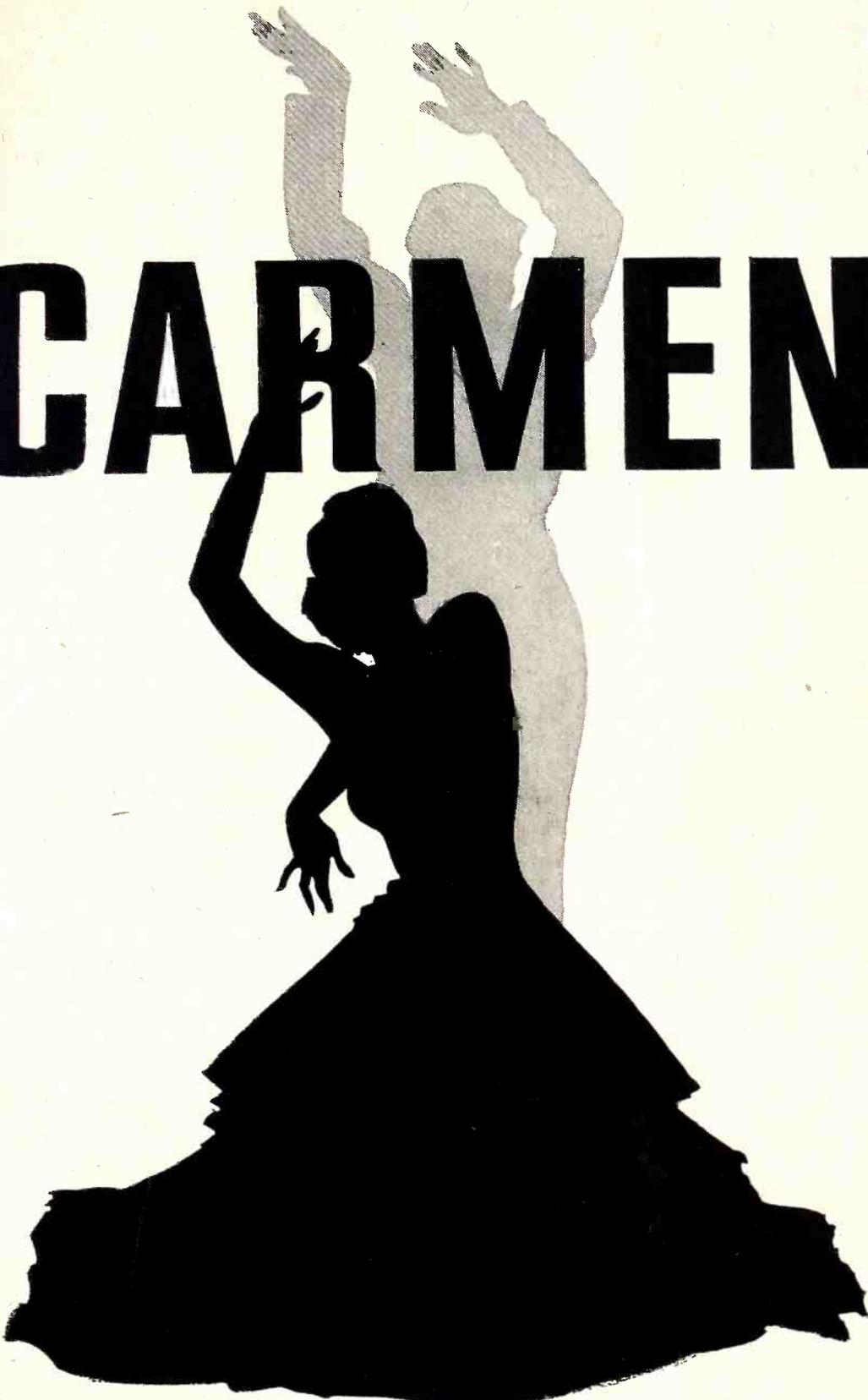
V-M CORPORATION • Benton Harbor, Mich.

*the phono in most top-brand radio-phono combinations

Here's APPEAL that makes profits!

The world's
best loved opera
now on
Columbia
Records

CARMEN



COMPLETE

Latest addition to the great Columbia Catalog of best-selling opera recordings! Another magnificent achievement in modern productions of favorite opera repertoire.

Three Columbia 33 $\frac{1}{3}$ LP Records
SL-109 or 78 rpm Set MOP-33
or 45 rpm Set MOP 4-33

●
The Opera Season flourishes all year 'round on Columbia Records...
Feature all these popular complete operas...

Fledermaus (The Authentic Metropolitan Opera version)

La Bohème

La Traviata

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Hansel and Gretel

L'enfant et les sortilèges

Check Your Stocks Today!

COLUMBIA **RECORDS**

First, Finest, Foremost in Recorded Music

Sell More Records

(Continued from page 49)

hurdle of modern playing equipment that stands between him and new customers for the platters he sells. Razor blade manufacturers make all sorts of inducements to get men to buy new razors in order to obtain a bigger sales volume of blades. They know that the owner of a new razor takes a new interest in shaving and will buy more blades. The smart phono record department head knows that the owner of efficient playing equipment will buy more records. By the same token, he knows that the home without a player buys none.

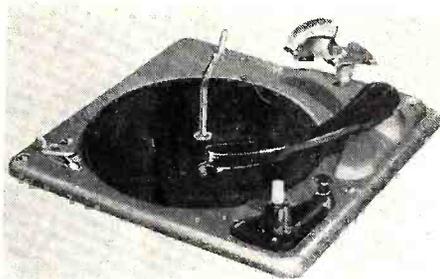
Summing up, the dealer who transforms his *clerks* into *salespeople*, who qualifies customers regarding phono players, and who makes effective sales presentations to non-owners, and to owners of antiquated turntables, will find his platter sales rising sharply. Phono record selling involves very little service, presents no trade-in problems, and is a profitable business with plenty of repeat sales. The new speeds have caused an increase in unit purchase per customer, and the quality of both record and modern changer is selling recorded music to more and more people. To get your share of this business, take a more active interest in the turntable end, and there will be more people in your store buying discs.

Phono-Cartridge Chart

Electro-Voice, Inc., Buchanan, Michigan, has announced the launching of a complete phono-cartridge replacement-modernization program for distributors and servicemen. The company is offering a replacement chart (No. 161) which provides up-to-date replacement listing covering the products of other manufacturers, and also tells when to replace cartridges, what tests to make, and what type to use. Copy of the chart may be had from E-V distributors or by writing the company.

New Phono Changer

A new record push-off type 3-speed record changer for use either in custom installation or as a replacement for one-speed changers has been in-



roduced by Webster-Chicago. Called model 106, the new unit automatically plays all three sizes. No adapter is needed for 7-inch records. Features

automatic shutoff which turns off motor and returns arm to rest position when last record has played. Also features a muting switch which silences radio or amplifier during the record change.

Philco Needle Case

A new phonograph needle display merchandiser to help dealers and servicemen sell four types of Philco needles, has been announced by Herbert S. Riband, general manager of the accessory division of Philco Corporation. The unit has a rear drawer which contains 48 individually packaged needles; also displays one needle of each type in their tamper-proof, clear-view packaging, at the top of the unit.

New AC-DC Player

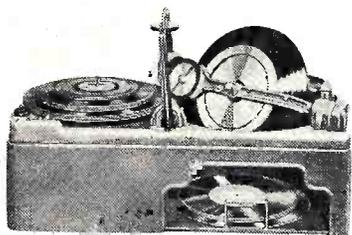
The Audio-Master Corp., New York City 17, announces the introduction of their new transcription playback machine for AC and DC operation.

Many objections were raised with regard to the system employed in switching over from one current to the other. If the switchover was inadvertently forgotten, the result was a burned out motor. However, implemented into the Audio-Master is the automatic relay switchover. With this setup it is immaterial whether the machine is connected with an AC or DC outlet. Automatically the right current will service the unit.

THE Lincoln

DOUBLE SIDE
TRIPLE SPEED

RECORD CHANGER



- Plays one or both sides of records.
- Operated by the magic gentleness of air.
- Plays continuously up to 21 hours.
- Plays all speeds — 33 $\frac{1}{3}$, 45 or 78 R.P.M.
- Available in Standard or Capehart Replacement models.
- Plays through phonograph, radio phonograph or television receiver.

Send for Descriptive Literature
and Name of Nearest Dealer

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

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3 BIG SELLING FEATURES

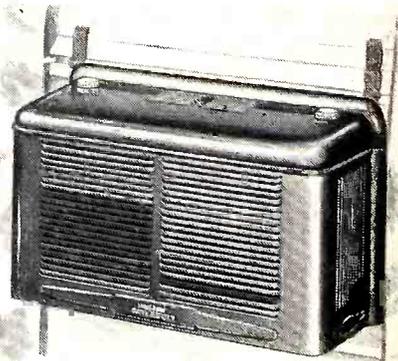
- Dyna-Cooler
- Turbo-Dryer
- Air Scoop

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 _____

Biggest Deal in Needle History

THE INCOMPARABLE
DUOTONE
Star*
*BRAND
Sapphire



...with brilliant lucite case!

Here's the BIG PROFIT deal!

It's a new Duotone exclusive! Famous Star* Sapphire, with a profit-proven record of over 1,000,000 sales, offered now with eye-catching giant lucite case and individual velvet lined cases at no additional cost. The handsome clear lucite jeweler's case lends brilliance to your counter, displays 18 Star* Sapphire needles in full view. Stock up now, for this liberal Duotone offer is limited to present stocks of display cases. Order yours today!

A NEW HIGH IN
DUOTONE
DEALER PROFITS!

Here's your cost —
18 STAR* SAPPHIRE
NEEDLES **\$22⁵⁰**

18 VELVET
LINED BOXES **0⁰⁰**

BEAUTIFUL
LUCITE CASE **0⁰⁰**

TOTAL **\$22⁵⁰**

Your Selling Price is \$45.00 — a Neat Profit of \$22.50 with Reusable Lucite Case Free!

Now Available! Sensational 3 Speed UNITONE Sapphires on the Same Money-Making Basis!

Duotone brings you the needle everyone has been waiting for—the high quality hand-crafted Sapphire Needle that plays all types of records with full brilliance and tone. Packaged in individual cases and counter displays of beautiful, clear lucite as above. Sell UNITONE Needles for replacement in 3 speed machines.

SEE YOUR REGULAR DUOTONE SUPPLIER OR WRITE DIRECT FOR COMPLETE INFORMATION



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CONSUMER AND DEALER ACCEPTANCE

RECORD PLAYERS

FIRST CHOICE

with more than 350 leading radio, record player and appliance distributors from coast to coast!

Varsity Trio #535 one of the 17 Symphonic models

TOP DOLLAR VALUE

TOP QUALITY

TOP PERFORMANCE

... everything your customers want!

- superb tone quality
- faithful reproduction
- plays all speeds, all sizes
- proven and accepted nationally

BY THE MAKERS OF AMERICA'S FOREMOST LINE OF QUALITY RECORD PLAYERS

SYMPHONIC RADIO & ELECTRONIC CORP.
160 WASHINGTON STREET, NORTH BOSTON 14, MASS.

NATIONAL DISTRIBUTION

NATIONALLY ADVERTISED

Portable Radio Specifications

Manufacturer & Model No.	List Price (*Not incl. tax)	Cabinet P—plastic W—wood L—leather M—metal	Receives *—AM FM—FM SW—SW P—phono	Type *Bat. only 3-3-way	Weight lbs. *Wt. with batts.	Tubes Less recti- fiers	Recti- fiers
Admiral Corp., 3800 Cortland St., Chicago, Ill.							
4T11	29.95	P	*	3	7	4	1
4W18	32.95	P	*	3	7	4	1
4W19	36.95	P	*	3	7	4	1
Air King Prod. Co., Inc., 170 53rd St., Brooklyn, N. Y.							
520A	28.95	P	*	3	4-2	4	1
520B	28.95	P	*	3	4-2	4	1
Arvin Ind., Inc., Columbus, Ind.							
446P	18.95	P	*	*	*-4	4	..
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston 15, Mass.							
Tom Thumb Camera	29.95*	W&L	*	*	5	4	..
Tom Thumb Bike	24.95*	M	*	*	4	4	..
C-36	44.95*	W&L	*	3	12	5	..
Berger Communications, 109-01 72nd Rd., Forest Hills, L. I.							
B-318P	49.50	W	*	3	6	4	1
B-329 B	56.50	L	*	3	8	5	1
B-332	68.50	L	*-SW	3	10	6	1
Crosley Div., Avco Corp., Arlington St., Cincinnati 25, O.							
11-301 Series	44.95	P	*	3	*-6	4	1
DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.							
D517	33.95	P	*	3	5	4	1
D508	53.95	L	*-SW	3	10	4	1
E517A	33.95	P	*	3	5	4	1
Emerson Radio & Photograph Corp., 111 8th Ave., N. Y. C.							
646	29.95	P	*	3	3 1/2	4	1
656	39.95	P	*	3	5 1/4	5	1
657	44.95	L	*	3	6 1/2	5	1
Fada Radio & Elec. Co., Inc., 525 Main St., Belleville, N. J.							
P130	110.00	L, W	*-SW	3	*-17 3/4	5	1
P111	42.95	P	*	3	*-5 3/4	4	1
General Electric Co., Electronics Park, Syracuse, N. Y.							
605	36.95	P	*	3	5	4	1
610	46.50	P	*	3	9	5	1
606	39.65	P	*	3	5	4	1
611	46.50	P	*	3	9	5	1
Jewel Radio Corp., 10-40 45th Ave., Long Island City, N. Y.							
5010	29.95	W	*	3	*5 1/4	4	1
5050	39.95	P	*	3	*6 3/4	4	1

(Continued on page 70)

Manufacturer & Model No.	List Price (*Not incl. tax)	Cabinet P—plastic W—wood L—leather M—metal	Receives *—AM FM—FM SW—SW P—phono	Type *Bat. only 3-3-way	Weight lbs. *Wt. with batts.	Tubes Less recti- fiers	Recti- fiers
McMurdo Silver Co., Inc., 417 Lafayette St., N. Y. C.							
6331	99.95	L	*-SW	3	12	5	1
6332	79.95	L	*-SW	3	12	5	1
Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.							
5M1	44.95	M	*	3	*-6	4	1
5L1	29.95	P	*	3	*-4 1/4	4	1
6L1	49.95	P	*	3	*-14	5	1
5M2	44.95	M	*	3	*-6	4	1
5L2	29.95	P	*	3	*-4 1/4	4	1
6L2	49.95	P	*	3	*-14	5	1
Olympic Radio & TV Inc., 34-01 38th Ave., Long Island City, N. Y.							
489	P	*	*	*-3 1/4	4	0
Philco Corp., C & Troga St., Phila., Pa.							
629 M	34.95	P	*	3	..	4	1
631	39.95	P	*	3	..	4	1
632	49.95	P	*	3	..	4	1
629G	34.95	P	*	3	..	4	1
RCA Victor, Camden, N. J.							
B411	29.95	P	*	*	2	4	0
BX55	24.95	L	*	3	7	4	1
BX57	34.95	L	*	3	7	4	1
BX6	49.95	P-M	*	3	10	5	1
Regal Electronics Corp., 603 W. 130th St., N. Y. C.							
1877	32.00	P	*	3	7 1/2	4	1
1878	36.00	P	*-SW	3	7 1/2	4	1
1877-220V	35.00	P	*	3	7 1/2	4	2
1878-220V	39.00	P	*-SW	3	7 1/2	4	2
777	39.00	P-M	*	3	6	4	1
P175	84.00	W-L	*-SW	3	11	5	1
Sentinel Radio Corp., Dempster St., Evanston, Ill.							
335PI, W, M	34.95	P	*	3	*-5 1/2	4	1
312PG	44.95	P	*	3	*-6 1/2	5	1
335PG	34.95	P	*	3	*-5 1/2	4	1
312PW	44.95	P	*	3	*-6 1/2	5	1
Shevers, Harold, Inc., 123 W. 64th St., N. Y. 19, N. Y.							
1101, 2	L	*-SW	8	2
Stewart-Warner Electric, 1300 N. Kostner Ave., Chicago 51, Ill.							
9153A	39.95	P	*	3	..	4	1
Symphony Radio & TV Corp., 825 W. Pico Blvd., Los Angeles, Cal.							
248P	39.50	L	*	*	4 1/2	4	1

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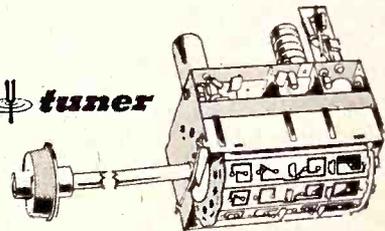


MODEL 17819

17" Rectangular Tube. Sleek new styling in a performance-price leader. Wood cabinet with mahogany finish. Polished brass trim around front. With the Dynamic Tuner.



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WORLD'S LEADING MANUFACTURERS OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILLINOIS

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Admiral Corp., Chicago, Ill.							
3800 Cortland St., 5J21	19.95	T-P	*-AM	5	4	1	1
5J22	22.95	T-P	FM-FM	5	4	1	1
5J23	24.95	T-P	SW-SW	5	4	1	1
5E22	27.95	T-P	P-plastic	5	4	1	1.5
5E23	29.95	T-P	J-phonograph	5	4	1	1.5
5G22	39.95	T-P	*-CI	4	4	1	1.5
5G23	44.95	T-P	*-CI	4	4	1	1.7
6J21	79.95	T-P	*-P	5	5	1	1.7
6J22	89.95	T-P	*-P	5	5	1	1.7
Air King Prods. Co., Inc., Brooklyn 32, N. Y.							
170-53rd St., 511	21.95	T-P	*	4	4	1	1.5
512	23.95	T-P	*	4	4	1	1.5
Arvin Industries, Inc., Columbus, Ind.							
440T	15.95	T-M	*	4	3	1	2
441T	17.95	T-M	*	4	4	1	2
450T	24.95	T-P	*	5	4	1	1.5
451T	22.95	T-P	*	5	4	1	1.5
460T	27.95	T-P	*	5	5	1	1.5
461T	32.95	T-P	*	4	5	1	1.5
480TFM	54.95	T-P	*-FM	4	7	1	2.5
481TFM	49.95	T-P	*-FM	4	7	1	2.5
462CM	139.95	C-W	*-P	8	5	1	1.5
462CR	149.95	C-W	*-P	8	5	1	1.5
482CFM	159.95	C-W	*-FM-P	8	7	1	2.5
482CFB	169.95	C-W	*-FM-P	8	7	1	2.5
Automatic Radio Mfg. Co., Inc., Boston 15, Mass.							
122 Brookline Ave., 602	21.95	T	*	..	4	1	..
Bendix TV & Radio, E. Joppa Rd., Baltimore, Md.							
951	229.95	C-W	*-FM-P	12	6	1	2
Calbest Engr. & Elec. Co., 828 N. Highland Ave., Hollywood 38, Cal.							
476	..	T	*	4	4	1	1.5
450	..	T	*	5	4	1	1.5
460	..	T	*	5	4	1	1.5
530	..	T	*	5	4	1	1.5
550	..	T	*-P	5	4	1	1.5
4810	..	T	*	4	4	1	1.5
487	..	T	*	5	4	1	1.5
Capehart-Farnsworth Corp., 3702 Pontiac St., Ft. Wayne 1, Ind.							
1008M	425.00	C-W	*-FM-P	12	11	1	12
1010B	445.00	C-W	*-FM-P	12	11	1	12
TC-20	49.95	T-P	*-CI	..	4	1	..

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Crosley Div., Avco Corp., Arlington St., Cincinnati, Ohio							
11-100	27.95	T-P	*-J	4	4	1	1.5
11-106	44.95	T-P	*-J	5	4	1	1.5
11-110	57.50	T-P	*-J	5	4	1	1.5
11-114	22.95	T-P	*-J	4	4	1	1.5
11-120	57.50	T-P	*-J	5	4	1	1.5
11-126	59.95	T-P	*-FM	5	7	1	1.5
11-207	249.95	C-W	*-P	10	7	1	5.0
10-135	42.95	T-P	*-J	5 1/2	4	1	1.5
11-550	149.95	C-W	*-P	5 1/2	4	1	1.5
DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, N. Y.							
D519	22.95	T-P	*	4	4	1	1.9
D518	23.95	T-P	*	4	4	1	1.9
A501	29.95	T-P	*	4	4	1	1.9
A502	29.95	T-P	*	4	4	1	1.9
D616	30.95	T-P	*	4	5	1	1.5
C800	55.95	T-P	*-FM	5	7	1	1.5
E520	44.95	T-P	*-SW	5	4	1	1.9
Espey Mfg. Co., Inc., 528 E. 72nd St., New York 21, N. Y.							
511B	118.50	Ch	*-FM-J	12	14	1	10
512B	93.50	Ch	*-FM-J	..	11	1	..
513B	96.50	Ch	*-FM-J	..	12	2	..
514B	41.95	Ch	Ampl.	10	8	1	20
RR14	68.50	Ch	*-SW	10	7	1	8
653	19.50	T	*	5	4	1	2
Emerson Radio & Phonograph Corp., 111 8th Ave., New York, N. Y.							
587	16.95	T-P	*	4	4	1	1.5
587	19.95	T-P	*	4	4	1	1.5
652	19.95	T-P	*	5	4	1	1.5
652	22.95	T-P	*	5	4	1	1.5
653	24.95	T-P	*	5	4	1	1.5
653	27.95	T-P	*	5	4	1	1.5
641	39.95	T-P	*-FM	6	7	1	2
659	59.95	T-P	*-FM	6	8	1	2
659	64.95	T-P	*-FM	5	8	1	1.5
671	34.95	T-P	*-CI	5	4	1	1.5
679	37.95	T-P	*-CI	5	4	1	1.5
679	199.95	C-W	*-FM-P	12	8	1	2
679	219.95	C-W	*-FM-P	12	8	1	2
Fada Radio & Elec. Co., Inc., 525 Main St., Belleville, N. J.							
855W	21.95	T-P	*	4	4	1	2
855M	22.95	T-P	*	4	4	1	2
855I	23.95	T-P	*	4	4	1	2
845W	34.95	T-P	*-SW	4	5	1	2
777W	52.95	T-P	*-SW	4x6	4	1	2
777I	55.95	T-P	*-SW	4x6	4	1	2
790W	69.95	T-P	*-FM	6	7	1	2
790I	74.95	T-P	*-FM	6	7	1	2

(Specifications continued on page 60)

Home Radio Receiver Specifications

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
<i>(Continued from page 58)</i>							
Ferrari Radio & TV Corp., 55 W. 26th St., New York 10, N. Y.							
T-G1B	46.95	T	*-SW	5	5	1	2
T-60	34.45	T	*-SW	4	4	1	1 1/2
C-81B	99.95	C	*-SW	8	6	2	4
Flush Wall Radio Co., 31 Clinton St., Newark 2, N. J. 39.40							
		Bit-in	*	4	4	1	..
General Electric Co., Electronics Park, Syracuse, N. Y.							
400, 401, 411	22.95	T-P	**	4	4	1	1
402	27.95	T-P	**	5	4	1	1
404, 405	32.95	T-P	**	4x6	5	1	1
410	42.95	T-W	**	4x6	5	1	1
408	54.95	T-P	*-FM	5	7	1	1
512, 513	29.95	T-P	*-CI	4	4	1	1
517, 518	34.95	T-P	*-CI	4	4	1	1
535	39.95	T-P	*-P	4	4	1	1
740	189.95	T-P	*-FM-P	4	5	1	1
752	249.95	C-W	*-FM-P	10	6	1	2
757	279.95	C-W	*-FM-P	12	7	1	3.5
		C-W	*-FM-P	12	10	1	8
Jackson Industries, Inc., 58 E. Cullerton St., Chicago, Ill.							
153	149.95	C-W	*-P	10	6	1	1.5
153B	169.95	C-W	*-P	10	7	1	1.5
350	189.95	C-W	*-FM-P	10	6	1	2.5
350B	209.95	C-W	*-FM-P	7	7	1	2.5
053	119.95	C-W	*-P	10	4	1	1
JP50	49.95	L'thr	*-P	5	4	1	1
JP90	84.95	L'thr	*-P	5	4	1	1
Jewel Radio Corp., 10-40 45th Ave., Long Island City, N. Y.							
955	14.95	T-P	*	4	3	1	1.4
955	15.95	T-P	*	4	3	1	1.4
955	17.95	T-P	*	4	3	1	1.4
956	19.95	T-P	*	4	4	1	1.8
956	20.95	T-P	*	4	4	1	1.8
956	22.95	T-P	*	4	4	1	1.8
960	24.95	T-P	*	4	4	1	1.8
960	26.95	T-P	*	5	5	1	1.8
920A	32.95	T-P	*-CI	4	4	1	1.8
920A	34.95	T-P	*-CI	4	4	1	1.8
935	34.95	T-P	*-CI	4	4	1	1.8
935	36.95	T-P	*-CI	4	4	1	1.8
5057U	37.95	T-P	*-CI	4	4	1	1.8
5057U	39.95	T-P	*-CI	4	4	1	1.8
5057U	41.95	T-P	*-CI	4	4	1	1.8
5020	109.95	T-W	*-P	5	4	1	1.8
The Magnavox Co., Bueter Rd., Ft. Wayne, Ind.							
247P	C-W	*-FM-P	12	8	1	6
478P	C-W	*-FM-P	12	8	1	6
472P	C-W	*-FM-P	12	10	1	10
477P	C-W	*-FM-P	12	10	1	10

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
The Magnavox Co., (Continued)							
279P	C-W	*-FM-P	15, 5	11	1	18
265P	C-W	*-FM-P	15, 5	11	1	18
268P	C-W	*-FM-P	15, 5	11	1	18
245P	C-W	*-FM-P	12, 5	11	1	18
244P	C-W	*-FM-P	12	10	1	10
307P	C-W	*-FM-P	15, horn	14	2	45
Majestic Radio & Television, 70 Washington St., Brooklyn, N. Y.							
51	20.95	T-P	*	4	5	1	1.5
52	22.95	T-P	*	4	5	1	1.5
5LA50	24.95	T-P	*	4	5	1	1.5
5LA60	26.95	T-P	*	4	5	1	1.5
5LA70	26.95	T-P	*	4	5	1	1.5
5LA80	28.95	T-P	*	4	5	1	1.5
80FMP2	199.95	C-W	*-FM-P	10	8	1	3.5
McMurdo Silver Co., Inc., 417 Lafayette St., N. Y. C.							
5202	74.95	T-P	*-SW	6	5	..	0.5W
5201	59.95	T-P	*-SW	6	5	..	0.5W
5221	74.95	T-P	*-SW	6	5	..	2W
5222	59.95	T-P	*-SW	6	5	..	2W
Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.							
5R11 to 16	18.95-19.95	T-P	*	4	4	1	1.5
5H11 to 13	22.95-24.95	T-P	*	4	4	1	1.5
5X11 to 13	29.95-31.95	T-P	*	4	4	1	1.5
6X11 to 12	34.95-36.95	T-P	*	5	5	1	1.8
7Xm21 to 22	59.95	T-P	*-FM	5	5	1	1.5
5C1 to 6	32.95-39.95	T-P	*-CI	4	4	1	1.5
6F11	179.95	C-W	*-P	8	5	1	3
7F11 & 11B	229.95	C-W	*-P	10	6	1	3
8FM21 & 21B	199.95	C-W	*-FM-P	10	7	1	3
9FM21 & 21B	259.95	C-W	*-FM-P	10	8	1	3
91FM21	299.95	C-W	*-FM-P	6x9	8	1	6
Murphy Radio, 519 International Trade Mart, New Orleans, La.							
152	T	*-SW	4	1
154	T	*-SW	4	1
156	T	*-SW	5	1
National Co., Inc., 61 Spermans St., Malden Mass.							
SW-54	49.95	T-M	*-SW	4	4	1	1.8
Olympic Radio & TV, Inc., 34-01 38th Ave., Long Island City, N. Y.							
51-421W	T	*-SW	5	4	1	2
9-435W	C-W	*-FM-P	5	4	1	2
788	C-W	*-FM-P	12	9	1	10

(Specifications continued on page 62)

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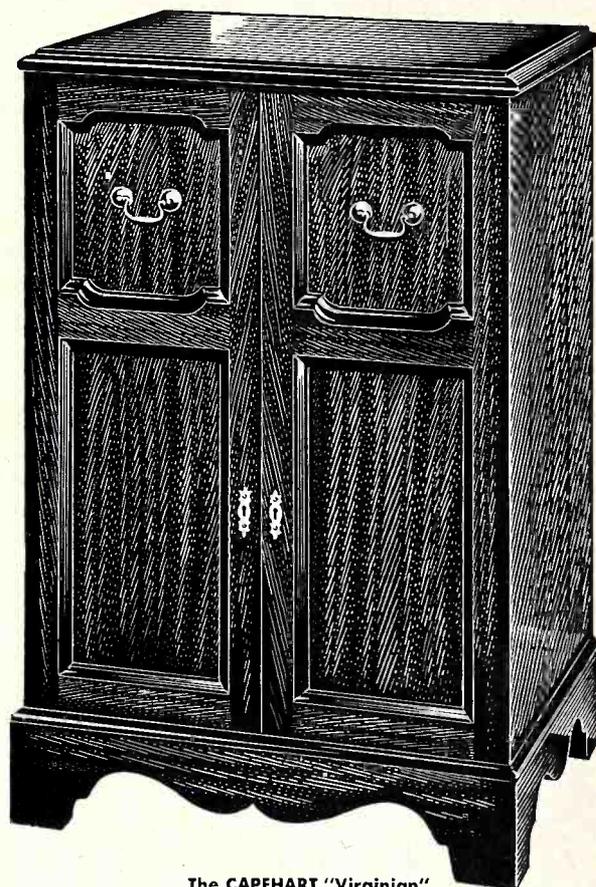
Finest cabinetry offered today—distinguished Lee Stone designs, heirloom quality cabinets.

Richer, clearer pictures from the famous CX-33 chassis

The world famous Capehart Symphonic-Tone System for true timbre tone

Priced realistically so that more can enjoy the finest

YES, it's four-ways easier to sell the world's finest instrument for home entertainment. That's because Capehart is its own best salesman. Its sharper, brighter pictures . . . its superb sound demonstrate at once its technical superiority. Its handsome cabinetry fairly shouts quality. Its remarkably reasonable price invites on-the-spot buying. For quicker and more lasting sales put Capehart through its paces every time. It's the sure way to build business . . . gain profit-winning success!



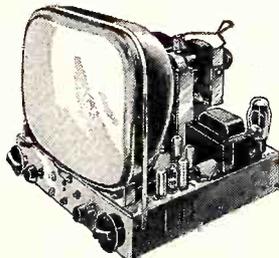
The CAPEHART "Virginian"

Chippendale styling at its very best. Deeply paneled doors fold against sides. 17-inch rectangular tube for pictures of photographic quality. Famed Capehart Symphonic-Tone System.



The CAPEHART "Nantucket"

Smart, clean modern styling in rich dark mahogany veneer. Big 16-inch rectangular tube gives full-picture to edge of screen. True-timbre Capehart Symphonic-Tone System.



New CX-33 Chassis

Produces sharpest, clearest, steadiest picture yet attained. Establishes new standards of performance. Gives new service-free operation.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

Home Radio Receiver Specifications

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Scott Radio Laboratories, Inc., 4541 N. Ravenswood Ave., Chicago 40, Ill.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
510K Kentilworth		C-W	*-FM-P		12	11	3	20
510CA-Cressy		C-W	*-FM-P		12	11	3	20
510CA-B-Cressy		C-W	*-FM-P		12	11	3	20
310 Craydon		C-W	*-FM-P		12	11	3	10
800BA Chippendale		C-W	*-FM-P-SW		15	19	5	25
515CA-Cressy		C-W	*-FM-P-SW		12	11	2	20
515CA-B-Cressy		C-W	*-FM-P-SW		12	11	2	20

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Packard-Bell Co., 12535 W. Olympic Blvd., Los Angeles, Cal.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
100A	16.95	T-P	*		4	4	1	1.75
501	21.95	T-P	*		4	4	1	1.75
602	39.95	T-W	*		4, 4	5	1	3
601	229.95	C-W	*-P		10	5	1	3.5
901	269.95	C-W	*-FM-P		10	8	1	6

(Continued from page 60)

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Sentinel Radio Corp., Dempster St., Evanston, Illinois		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
338E	19.95	T-P	*		5	4	1	1.5
338W	22.95	T-P	*		5	4	1	1.5
338L R	24.95	T-P	*		5	4	1	1.5
314W	27.95	T-P	*		5	4	1	1.7
314I	29.95	T-P	*		5	4	1	1.7
332W	34.95	T-P	*		4x6	6	1	1.7
332I	36.95	T-P	*		4x6	6	1	1.7

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Philco Corp., C & Tioga Sts., Phila. 34, Pa.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
530M	22.50	T-P	*		4	4	1	1.2
530L	24.95	T-P	*		4	4	1	1.2
532E	29.95	T-P	*		4	4	1	1.2
532M	32.50	T-P	*		4	4	1	1.2
532I	34.95	T-P	*		4	4	1	1.2
538M, I, W	44.50	T-P	*-CI		4	4	1	1.1
930M, G	49.95	T-P	*		4x6	5	1	1.1
931	49.95	T-P	*		4x6	5	1	1.1
934	52.50	T-P	*		4x6	5	1	1.1
930	69.95	T-P	*-FM		4	6	1	1.1
1330	99.95	T-P	*-P		5	4	1	1.1
1730	199.95	C-W	*-P		8	5	1	3
1731	249.95	C-W	*-FM-P		8	6	1	5
1733M	299.95	C-W	*-FM-P		10	7	1	5
1733L	319.95	C-W	*-FM-P		10	7	1	5
1736	269.95	C-W	*-FM-P		10	7	1	5

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Shevers, Harold, Inc., 123 W. 64th St., New York 19, N. Y.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
110-5	19.95	C-W	*-FM-P		12	9	1	3.2
110	20.95	T-C-W	*-SW-P		8	8	2	4

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
RCA Victor Camden, N. J.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
8X541	21.95	T	*-J		4	4	1	1.5
X551	27.50	T	*-J		4	4	1	1.5
9X561	34.95	T	*-J		8	4	1	1.7
9X571	39.95	T	*-J		8	4	1	1.7
9X641	29.95	T	*-J		4	5	1	1.4
X711	49.95	T	*-FM-J		4	6	1	1.5
8R71	59.95	T	*-FM-J		4	6	1	1.5
9X510	59.95	T	*-45		5x7	4	1	1.5
45W10	199.95	C	*-FM-45		12	9	1	11.5
A82	209.95	C	*-P		12	7	1	11
A101	259.95	C	*-FM-P		12	9	1	10.5
A108	289.95	C	*-FM-P		12	9	1	11

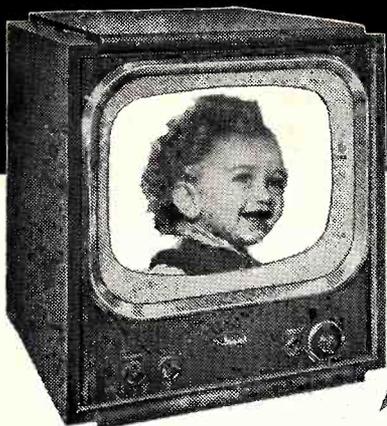
Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Steelman Phonograph and Radio Co., 12-30 Anderson Ave., Mount Vernon, N. Y.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
5100	24.95	T-L'thr	*		4	4	1	2
5101, 5102	29.95	T-P, T-W	*		5	4	1	2
5103	32.95	T-P, T-W	*		5	4	1	2
555	99.95	T-W	*-P		6	4	1	2
505	46.93	L'thr	*-P		..	4	1	..
515	49.95	L'thr	*-P		..	4	1	..
525	52.95	L'thr	*-P		..	4	1	..

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Chassis	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Stewart-Warner Elec., 1300 N. Koster Ave., Chicago, Ill.		T—table C—console P—plastic W—wood M—metal Ch—chassis	*—AM FM—FM SW—SW P—phono J—phono jack C—clock					
9150D	279.95	C-W	*-FM-P		10	7	1	..
9154C2	169.95	C-W	*-P		..	5	1	..
9151A	69.95	T-P	*-FM-J		6	7	1	2
9152A	28.95	T-P	*		..	4	1	..
9152B, C	29.95	T-P	*		..	4	1	..

(Specifications continued on page 70)

AND NOW... REGAL

OFFERS YOU ITS NEW 20" TV LINE



20" REGAL TABLE MODEL 20T22

Gigantic 20" black rectangular no-glare picture tube. Super-powered chassis with new, sensitive turret-type tuner and automatic gain control circuit. Large oval speaker for rich tone quality... and the newly developed "Regalok" feature. Finely styled cabinet of mahogany veneers with handsome gold bezel picture tube frame.

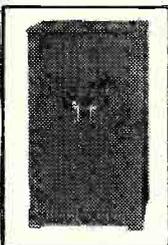


20" REGAL CONSOLE MODEL 20C22

Giant 20" black rectangular no-glare picture tube. Powerful long range chassis with new supersensitive turret-type tuner and automatic gain control circuit. Big 12" Hi-fidelity speaker... and featuring the newly developed "Regalok." Attractively styled console of fine mahogany veneers.



Smartly styled exterior of Models 20D36 and 20D31 closed.



20" REGAL CONSOLE MODEL 20D36

Peerless TV performance combined with full FM and AM radio reception. Mammoth 20" black rectangular no-glare picture tube. Powerful, long-range 36-tube chassis including rectifiers and video. Keyed automatic gain control. Voltage doubler. 12" Hi-fidelity speaker. Latest turret-type tuner... and "Regalok." A beautiful console of matched mahogany veneers with gold bezel picture tube frame and full flush folding doors.

Also Available without AM-FM Radio—Model 20D31 with doors



REGAL builds the best not the most

Dollar for Dollar... Feature for Feature REGAL TELEVISION offers your customers the biggest, the best value on the market today... They're the "hottest" traffic builders for your department!



Closed view of Model 20D22 showing attractive exterior.



20" REGAL CONSOLE MODEL 20D22

Huge 20" black rectangular no-glare picture tube. Super-powered chassis with automatic gain control circuit. 12" Hi-fidelity speaker. Latest turret-type tuner... and "Regalok". Exquisitely designed console of matched mahogany veneers with gold bezel picture tube frame and full flush folding doors.



Closed view of Models 20HD31 and 20HD36 showing rich exterior styling.



20" REGAL CONSOLE MODEL 20HD31

20" black rectangular no-glare picture tube. Super-powered 31-tube chassis including rectifiers and video. Keyed automatic gain control. Voltage doubler. 12" auditorium tone speaker. Latest turret-type tuner... and the new "Regalok" feature. A handsomely crafted console of matched mahogany veneers with gold bezel picture tube frame and flush folding doors.

Also Available with AM-FM Radio—Model 20HD36



20" REGAL CONSOLE MODEL 20C31

Huge 20" black rectangular no-glare picture tube. Super-powered 31-tube chassis including rectifiers and video. Keyed automatic gain control. Voltage doubler. 12" Hi-fidelity speaker. Latest turret-type tuner... and the new "Regalok" feature. Graceful console of the finest mahogany veneers with gold bezel picture tube frame.



Also Available with AM-FM Radio—Model 20C36

Get in Touch with Your Regal Distributor or PHONE, WIRE or WRITE Direct to Factory

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Henning vase—courtesy Metropolitan Museum of Art

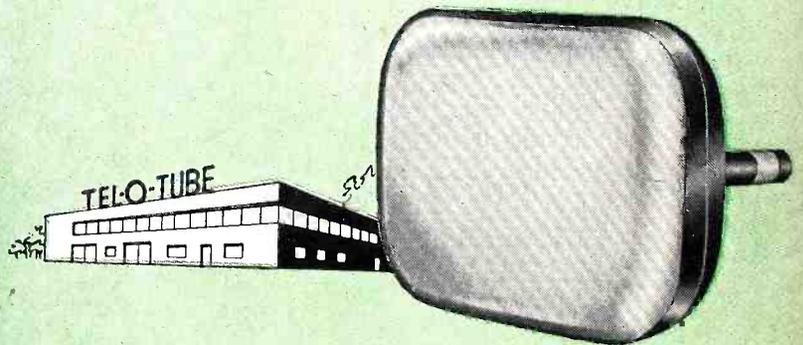
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SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Speed Up Those

Outside Service Calls

Many dealers have efficient service department operations because they see the shop every day and therefore think about it and do things about improving it and its operations frequently. On the other hand the dealer infrequently goes out on service calls, and he rarely even supervises what tools and equipment his servicemen take with them on those calls. It is assumed that he has already selected the most important piece of equipment for his service department—good brains—but has he gone beyond that? Often a good outside man can be a better one if he has a better selection (notice we do not say a bigger selection) of tools and service aids.

In one panel we have listed a basic tool kit for outside television calls. Some service man may find a pet tool missing, but if he thinks honestly about it, he'll find that there is no house repair job except parts replacement which he cannot handle with this kit. The VTVM is necessary rather than a plain multimeter for two reasons—it is less likely to be damaged by use of the wrong scale—and it is possible to read grid bias in oscillator and RF stages without disturbing the circuits. Where a tube replacement does not cure the trouble, a check of the grid bias will give a fast indication in a large percentage of the cases whether the suspected

stage is operating or not. It should be a battery operated meter because it is easier to handle—only two leads instead of three to wrap around the case, and it can be operated without struggling to reach that out-of-the-way AC outlet or looking for an extra three way socket. Also, the battery meter needs no warm-up time.

The TV tube layout or chart is, next to the meter, the most useful single piece of equipment the serviceman has to speed the location of trouble. Because many dealers at first handled only one or two makes of set, and also because many of them were copies of the same basic receiver, a lot of servicemen have come to rely on their experience and on try-and-try-again for tube function location. Today this is a waste of valuable time. No serviceman can hope to remember the layout of all the sets he may be called on to look at. With a TV schematic diagram the serviceman can save from five to eight minutes on the average 20-30 minute call.

In cases where one make of set predominates over most others in a particular locality, the serviceman may carry more tubes of some types than are listed here. A tube carrier recently announced carries over 250 tubes, so there is plenty of room in the average tube carrier to exceed the minimum tube replacement list shown in a panel accompanying this article.

Outside Call Equipment

VTVM—battery type
Schematics or parts layouts
Tubes—listed in other panel
Soldering iron, speed type, and solder
Throw-cloth
Cutters, diagonal
Pliers, long-nose (needle-nose)
Pliers, slip-joint (gas)
Screwdriver, small (for knobs)
Screwdriver, medium
Screwdriver, heavy

Screwdrivers, Phillips, small and medium
Wrenches, Allen, for some makes tuning knobs
Wrenches, socket—1/4, 3/8, 1/2, 5/16.
Test Cord, standard TV type
Test Cord, universal type with alligator clips
10" pix tube in carton (preferably aluminumized screen)
Condensers, .05, .1—600 V.; 20-20 450 V.
1/4, 3, 5, 6 amp. TV fuses
Pilot lights, assorted

Tubes to Take on Job

1B3 (4)	6CB6 (3)	6X4
1X2	6BQ6	6X5
5U4 (4-8)	6BH6	6Y6
5V4 (2)	6BJ6	12AL5
5Y3	6BN6	12AT7 (2)
6AB4	6C4 (2)	12AU6 (2)
6AB7	6F6	12AU7 (4)
6AC7 (2)	6F8	12AY7
6AG5 (3-5)	6K6 (3)	12BH7 (2)
6AG7	6H6	12SQ7
6AH6	6L6	12SN7
6AK5 (2)	6N7	19T8
6AL5 (3-4)	6S8	7F8 (2)
6AL7	6SC7	19BQ6
6AQ5	6SH7	25BQ6
6AR5	6SG7	25L6
6AS7	6SK7	25Z6
6AT6 (2)	6T8	35L6
6AU6 (4)	6SN7 (6)	35Z5
6AV6	6W4	50B5
6BA6 (3)	6SL7 (3)	50L6
6BE6	6SQ7	807
6BG6 (4-5)	6SR7	6CD6
6BC5 (3)	6V6 (3)	6J5

For Philco Only

7A6	7B5 (2)	7H7
7AF7	7C5 (2)	7W7
7AG7	7F7 (2)	7Z4
7B4	7N7 (3)	7A5

Most servicemen are careful in the customer's home to keep from damaging the floor and rug. But many customers do not know that the technician is going to be careful unless he demonstrates it, and a very easy way to do that is to spread a large cloth on the floor in front of the set as soon as he starts to work. Women appreciate the technician who is obviously thoughtful of their home furnishings and immediately have more confidence in him. The cloth also serves to keep from losing small screws and parts.

The outside service call is made more efficient not only by having tools with which to quickly determine the trouble, but by being able to *quickly* tell whether or not the job can be done in the customer's home.

Aligning FM Discriminators

Part III—Current and Voltage Phase

By Solomon Heller

• In the last two issues of RADIO & TELEVISION RETAILING, we introduced you to vectors and phase. Taking the February and March numbers from your files, you might glance over them at this time, refreshing your memory and preparing for the jungle trek to come.

Our next stopping point is differences in phase of current and voltage in resistors, condensers and coils. "Must we go into that?" you might inquire coldly at this point. Our answer is, you might not understand the operation of FM detectors if we left it out.

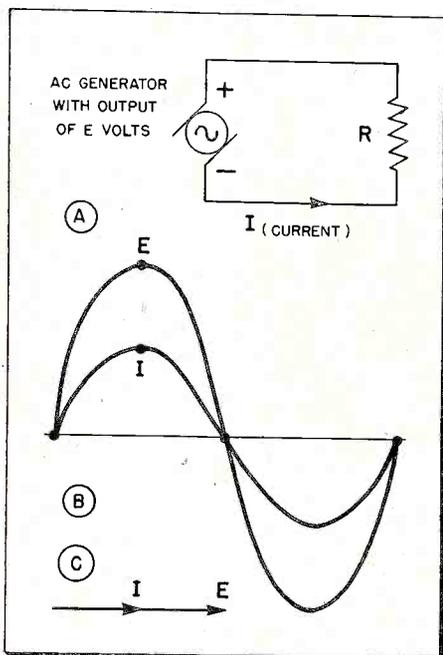


Fig. 1—B) Voltage and current in the resistor are in phase. C) Phase relations of I and E in the resistor.

We once pointed out that a phase difference between two signals can arise if the generator that produces one signal starts its operation a fraction of a second later than the generator that produces the other one. Now, this example was merely intended to illustrate how a phase difference might arise. The phase differences we are concerned with in FM detection originate in other ways.

Let's start at the beginning (just to be different) and discuss the phase relations of current and voltage in a resistor. If an ac voltage is applied to a resistor, the resultant current through the resistor will vary exactly in step with the voltage (see fig. 1). That is, voltage and current will start, rise to maximum, fall to minimum, and finish at the same instants of time. Voltage and current will thus be *in phase*.

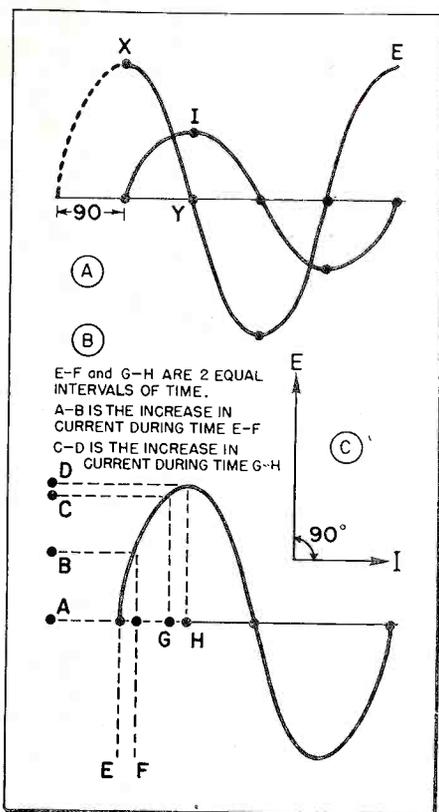
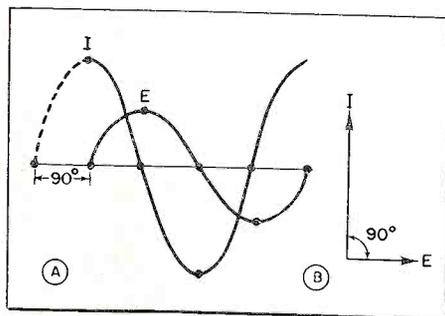


Fig. 2—A) Relation between I and induced E in a coil. When E is extended a quarter-cycle to the left by a dotted line, it becomes more apparent that current is a quarter-cycle behind the voltage, or I lags E by 90 degrees. B) Current changes fastest around the zero point of its cycle; current changes least around its maximum and minimum points. Increase AB is greater than increase AD. C) Phase relation of I and induced E in a coil.

Now, suppose we apply the same ac voltage to a coil instead of a resistor. Will the current still be in phase with the voltage? Not to keep you in suspense, the answer is no.

When an alternating or varying current flows through an inductance or coil, it causes the magnetic flux that surrounds the coil to vary in step with it. This change in flux induces a voltage in the coil. The induced voltage opposes the flow of alternat-

Fig. 3—A) Current through a condenser leads the voltage applied to the condenser by 90 degrees. B) Vectorial representation of phase relation of current and voltage in a condenser.



ing current through the coil, and is referred to as a *counter emf*.

Now this counter emf, which is the voltage induced in the coil, will not be in phase with the current flowing through the coil. The voltage induced in the coil will at any instant depend upon the *rate of change* of current. When the current is changing fastest, it will cause the greatest magnetic flux to appear around the coil, and therefore the greatest voltage will be induced in the coil at this time. When the current is changing least or not at all, the flux will be zero, and the induced voltage will likewise be zero. The resultant phase relations between the current and the induced voltage are indicated in fig. 2A.

Note that the current changes fastest at the points where it is 0, and slowest or not at all in the vicinity of the points where it is maximum or minimum (see fig. 2B). (This situation is comparable to the swing of a

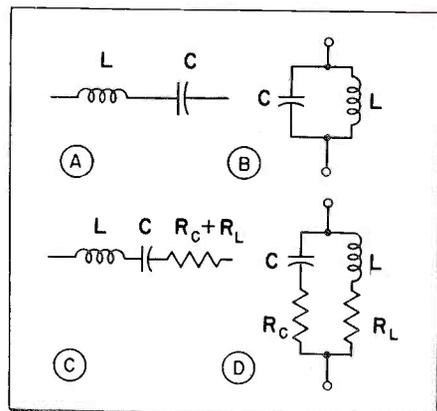


Fig. 4—A) Condenser and coil in series. B) Condenser and coil in parallel. C, D) The resistance associated with a condenser or coil acts as if it were in series with its colleague.

pendulum, which travels fastest in the middle of its cycle, but slows down and stops for an instant at the cycle's extremes, or end points.) As a result, the induced voltage is greatest at point X, least at point Y, causing the current waveform to lag that of the voltage by 90 degrees (fig. 2C).

Whenever a coil is present, this relation between the voltage induced in it, and the current flowing through it, will exist: current will lag voltage 90 degrees. Put this fact in your pipe and smoke it and (as Groucho Marx might comment) you'll soon be smoking cigarettes instead.

Since we've been snooping into the private phase relations of current and voltage in a coil, we may as well F.B.I. the phase relations between voltage and current in a condenser. Now, when an ac voltage is applied to a condenser, there is no charge

and Ratio Detectors

Differences in Resistors, Condensers and Coils

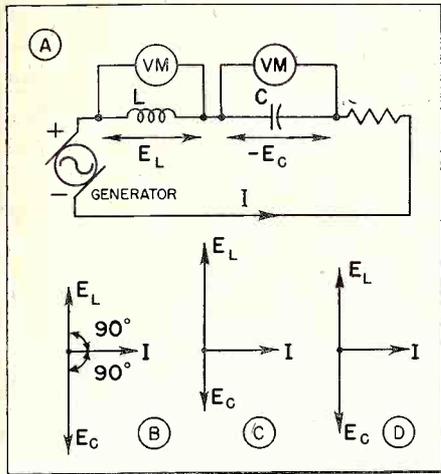
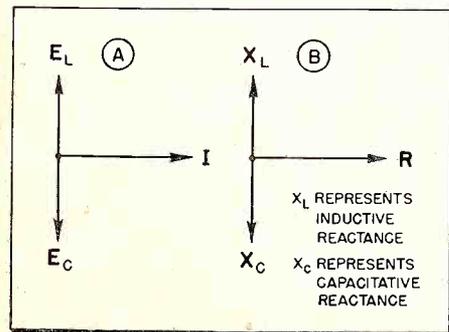


Fig. 5—A) The voltages developed across a condenser and coil in series. B) Unequal and opposing voltages developed across L and C when the inductive reactance present is less than the capacitive reactance. C) Unequal and opposing voltages developed across L and C when the inductive reactance is greater than the capacitive reactance present. D) Equal and opposing voltages developed across L and C when the inductive and capacitive reactances are equal. In B, C and D, I lags E_L , and leads E_C , by 90 degrees.

present on the condenser to oppose the flow of electrons into its plates. The condenser, so to speak, has no immigration quota on electrons, and welcomes them with open arms. As electrons begin to accumulate on the condenser's negative plate, and positive charges on its positive plate, the situation changes. Since like charges repel, current flow through the condenser drops. When the condenser is fully charged—i.e., when the voltage across it is maximum—the current flowing through it is zero, since there is, so to speak, no housing available for visiting electrons.

Let's express these facts in waveform terms (see fig. 3A). When the applied voltage starts its cycle from

Fig. 6—A) Voltages developed across inductive and capacitive reactances in series are opposed, B) Reactances of inductances and capacitances oppose each other; are in the same vectorial relationship as the voltages they respectively produce. Current and voltage have the same phase in a resistor, therefore R (resistance in series-tuned circuit) is placed at the same phase angle as I.



0, the condenser current is maximum. When the applied voltage reaches its maximum, the condenser current is 0. If we extend the condenser's current curve by a dotted line, as shown in fig. 3A, it becomes apparent that the current leads the voltage by 90 degrees (fig. 3B).

Let's see now what happens to the phase relations between current and voltage when a condenser and a coil set up housekeeping together. Two types of relationships—both perfectly legal—are possible. In one type the condenser and coil are in series; in the second, they are in parallel (see fig. 4A, B). In either case, another element is always present—resistance. Every condenser and coil have a certain amount of resistance associated with them. This resistance acts as if it were in series with the reactance of the unit it is associated with, and it is therefore included in the circuit (fig. 4C, D).

Let's look into the series condenser—coil combination first. Suppose we applied a signal generator across the

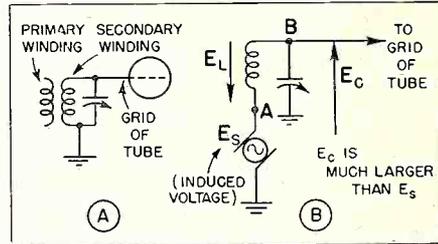


Fig. 7—The secondary tuned circuit of a transformer—say, an IF transformer—is a series-resonant one (A). This is true because the voltage induced in it acts as if it were a generator in series with the secondary (B).

series combination of L, C and R (fig. 5A), and measured the resultant voltages across L and C with a suitable voltmeter. If we tuned the generator through the proper range of frequencies, we would find that the voltage drops across L and C would be *unequal* for every frequency except the one to which L and C were resonant. At that particular frequency, the voltage drops across L and C would be equal.

The voltages across L and C would also be opposing as well as equal, because in accordance with what we learned previously, the voltage across L would *lead* the current through L, while the voltage across C would *lag* the current through C (see fig. 5B, C, D). Since the current through L and C is one and the same, the voltages across L and C would assume the phase relations shown in fig. 5D.

Now, if the voltages are opposing, something is making them do so. That something could be either current or

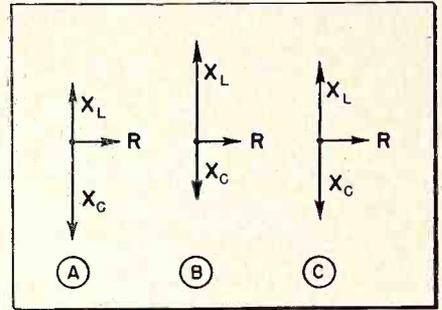


Fig. 8—A) For frequencies below resonance, the X_C in a tuned circuit is greater than the X_L . B) For frequencies above resonance, the X_L in a tuned circuit is greater. C) For the resonant frequency, X_C equals X_L .

reactance, since voltage = current x reactance (just like $E = I \times R$ in a resistive circuit.) Since the *same* current creates both voltages, the voltages can't be opposing for *that* reason. We therefore come to the inevitable conclusion that the reactances are in opposition. This is represented vectorially as shown in fig. 6.

Some readers may think at this point: if the voltages across L and C in a series-tuned circuit are opposing, how in the name of Kucziesowski is there any output from the tuned circuit? The answer is, that the output of a series-tuned circuit is taken off across the condenser, not across the condenser and coil in series (see fig. 7). Since at resonance, the reactances are equal and opposite, and only a small resistance is left to oppose current flow, current becomes maximum at that time. The voltage drops across L and C are also maximum as a result. Therefore a voltage output, considerably larger than the voltage input, is delivered to the tube element to which the tuned circuit is connected (see fig. 7B).

Since the tuned circuit, then, is resistive at resonance, current and applied voltage will put on the same brother-and-sister act that they usually do in a resistor—i.e., they will be in phase. This is an important fact that should be kept in mind: current and applied voltage in a resonant circuit are in phase—for the resonant frequency alone.

Let's Sherlock Holmes this phenomenon a bit. To do so, we must pry into the opposition offered by a condenser and resistor to different frequencies.

Now, every radioman is familiar with the fact that an .005 condenser will by-pass frequencies in the higher audio range (above 3,000 cycles, approximately) like mad, and thus act as a tone control. The same condenser,

(Continued on page 89)

Gear Up to Handle

How to Increase Efficiency of the Maintenance

• Many shops are operated on the principle that change will come when it is inevitable and not before. You can cut down on your operating costs and increase your profit margin now, by more efficient shop management and traffic routing. The customer who sees a shop where the technician has to shuffle through six or eight half-put-together sets and cabinets to find his repaired record changer gets a bad impression of both the shop and the technician.

The best repairman in the world has to consider appearance for its public relations value. And it is surprising what a little system will do for working speed and ease of operation.

One of the worst problems in keeping the service bench and shop clear for fast movement of sets in for repair is the receiver which cannot be fixed in one session—the headache set. It may be that there is no service data on the receiver, and that trying tubes and conventional voltage checks has failed to reveal the trouble. It will have to wait the arrival of service sheets. It may be a set waiting for that “ordered” part. Or it may be that radioman’s bad dream, a unit with intermittent trouble. Whatever the cause it tends to get in the way and take up valuable space unless provision is made for it *in advance*.

There are really two things that will expedite the traffic of sets through the repair section. The first is proper layout and storage space. The second is use of a simple and clear ticketing or marking system. This second idea will be taken up in another issue.

Shop arrangement articles usually consist of two to five layouts handed down with the sage counsel to use

whichever one fits nearest into your own available space, and presto, you’ve got the ideal shop set-up! We cannot honestly do that and kid ourselves that it’ll do you much good. Instead we will outline and review a few considerations which you probably already know, but perhaps haven’t taken the time to list and consider in an orderly fashion. If you will take this list in the accompanying panel and apply it to your own repair shop, you’ll be able to change and redesign your place better than any efficiency expert could. And for only the labor involved, which cost you’d have in any case. Like most constructive changes, it’ll pay itself off in an amazingly short while, in time and motion saved.

Check Your Shop

In the accompanying panel you will find a list of important questions to be asked in relation to your shop. Do not read them quickly and say “We’ve got all that!” In most cases you will find that at least some of the items mentioned have been slighted, though for what are, you think, very practical reasons. Neglect of any item, for whatever reason, means less efficient operation of that shop, so consider each one long and well.

How many times has the technician found that he has to string an extension across the bench, or move a set which is under repair four feet to get current? It’s easy to provide enough 110 V outlets all around the bench at the beginning. Be sure that there are some near the “ready” or “fixed” section, too. These are needed so that sets which have been repaired can be left on for a few hours to check them

out without cluttering up valuable working area.

Insufficient illumination is one of the commonest causes of headaches and slow work. Parts are easily lost on the floor and behind the bench. To figure the proper minimum illumination, write to the manufacturers of lighting fixtures and lamps. Most of the larger ones have booklets available showing how to arrive at the necessary average foot-candle illumination level. An important part of adequate lighting is the provision of at least one goose-neck lamp which can be used anywhere in the shop. This can be stuck down into a set when probing under the chassis. It is also very useful on intermittent set, in providing additional heat to break down an elusive part.

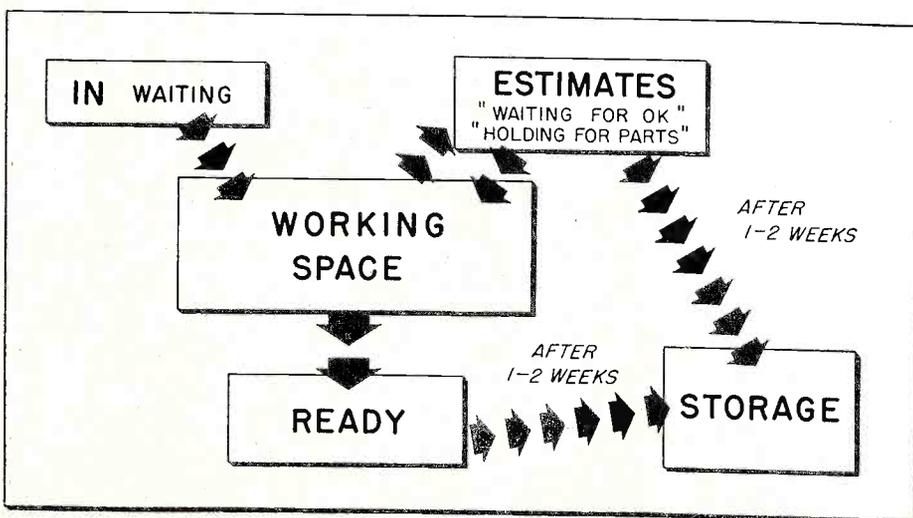
A well laid out shop always has its own master switch and terminal box. Of course it must be fused, preferably no heavier than 10 amps, so that a short at the service bench will not disable a store fuse and require a trip to another part of the building. When working on a doubtful set or piece of equipment, a fuse of 2 to 5 amps is even more desirable, preferably right at the bench position, so that the iron or ‘scope and generator, if in use on another job, won’t have to be out of commission because of a bad rectifier in an AC-DC repair job. One easy way to provide for this is to have a universal test cord, which has a fused plug on one end and a pair of alligator clips sheathed in rubber grips on the other end. This universal test cord is also helpful on TV sets such as the early Philco and Emerson, or the early GE three-pin plugs.

Space for Simple Jobs

Whether you operate a one or 5-man shop, it is wisest to have a separate space for the simpler jobs like phono adjustments, AC-DC sets, etc. These usually are not in such a hurry as the TV repairs, and may be worked on or left on the bench during interruptions for rush things. To take these simpler jobs off and back onto the bench during repair to make room for more important work is wasteful of course. So be sure there is a radio bench, or at least five feet of the main bench reserved just for that.

Again, whether it’s a one-man shop or a very large one, there must be separate space for ordinary TV repairs and for the alignment job. A TV repair can become a “Thing,” spreading all over the place with leads to sweep generator, markers,

Repair set flow chart allocating space for the necessary operations.



Greater Servicing Volume

Department with Modern Arrangement

'scope, VTVM and antenna, plus a little service data and spare tubes.

A set that starts out as a tube substitution job may end up as an alignment job, taking two days. Yet the bench must not be tied up during that time, and to undo all the connections often is a half-hour job by itself. So leave space for regular repairs, and a separate space for alignment work.

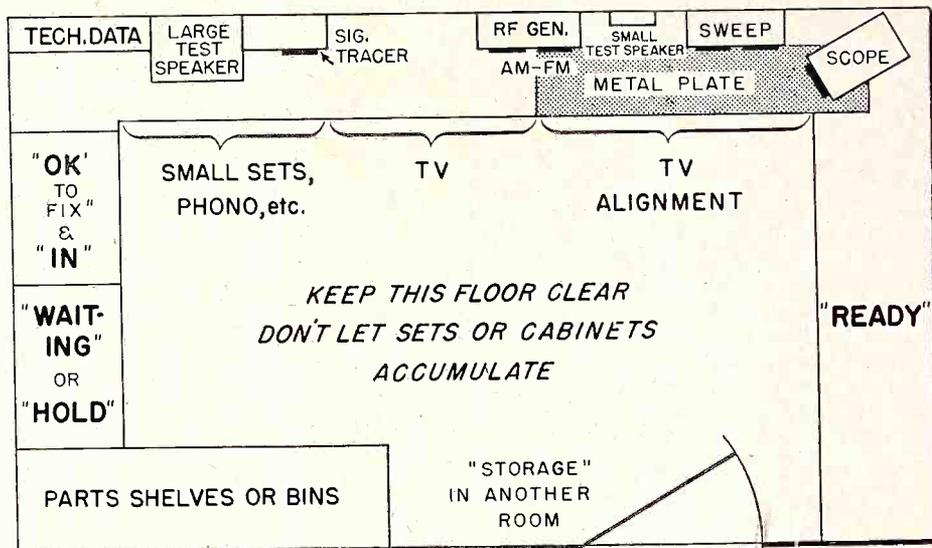
Many technicians recommend that alignment space be provided with a large steel plate on the bench to provide a good ground between the TV set, 'scope, generator and markers. Failing this, heavy ground cables have to be clipped between each piece and all the others. Mechanics, being human, usually don't do this, even if they have the necessary ground cables, with the result that the AC potential of each piece is different, often by an amount greater than the voltages being worked with. This makes the job stretch out twice (or more) as long as it should. So prepare right at the beginning by having the 'scope and sweep on a big metal plate with space between for the set. Stainless steel is best, extending the full depth of the bench, and at least 4 feet wide.

Design for Comfort

In the old days the mechanic stood at his work, particularly if the boss had learned it that way. Today we know that a man works best if he's comfortable, so long as he's not comfortable enough to go to sleep! So no easy chairs. But if the technician likes to sit at his work, provide a stool for him. The bench will be right if it's about 34 to 37 inches high.

Granddad had only 8 to 12 tube sets to work on, but his bench is not going to be deep enough for you. Although today's TV sets are getting smaller than they were two years ago, the 630, still around in large numbers, is about 22 x 24. Thus 24 inches is not too deep for a good service bench. When a chassis has to be left on end for hours at a time there should be enough room to be able to walk by it without brushing it onto the floor or knocking it over. Make the bench 24 inches deep.

"Ready" space is certainly necessary, and it shouldn't be confused with storage space. When a set is expected to be picked up soon it ought not to be mixed up with sets that have been waiting for long periods of time. The progression of a set through the shop should be from "in" space, to working space, to "estimate" ("waiting for OK") or "ready". If anything stays for more than a week in "wait-



Typical shop using the check list shown below.

ing for OK" or in "ready", it should go into storage space, out of the way.

When Mrs. Jones comes in for that portable she left at Christmas you don't want to find it's been moved twice a week for five months. Get it out of the way after a week's wait and leave it there. In this way Mr. Smith, who's in a hurry for that set he brought in recently won't have to wait ten minutes for you to dig up his pocket portable from under six other units.

Some dealers spread all repairs out on the floor, and this is OK if you have an awful lot of extra space around. Just have a lot of corrugated cardboard around too, and see that it's always used, especially under personal portables and changers—anything which can get marked. One dealer who has a very small shop and a very big turnover uses steel shelves

18 inches deep and running from floor to ceiling. He keeps every set in sight in this way, and never has to look for more than a minute. This is the most efficient system, because it uses all the volume available, instead of just using the area available.

Have plenty of shelf space for diagrams, books, reference data. This must not be a corner or shelf with papers piled high on it. All literature must be available without digging under something else or leaving other stuff all over the bench.

In "OK to fix" or "in", or "waiting" space go sets which have been examined but are waiting a day or two for a part. There should be a definite space for every type of receiver. All units will fall into one of the categories shown in the diagram of repair set flow, figure 2. It is not necessary

(Continued on page 82)

HAS OUR SHOP GOT—?

1. Plenty of 110V. outlets—near bench and "cooking space"?
2. Plenty of lights—including at least one portable gooseneck?
3. Master switch—with its own fuse?
4. Separate bench, or bench space, for radio, phono, etc. repairs?
5. A special TV bench—with space for at least two TV jobs at once?
6. TV space for alignment jobs, with a metal ground plate?
7. Bench high enough to stand at, low enough to sit at?
8. Bench deep enough—20 inches minimum?
9. "Ready" section?
10. Storage section—for those sets that hang around for months?
11. "OK to fix" section?
12. Adequate space for reference diagrams, tech manuals and books?

Home Radios

(Continued from page 62)

Manufacturer & Model No.	List Price (Incl. tax)	Type	Receives	Speaker Size, inches	Tubes (Less rect's)	Rectifiers	Power output (watts)
Kromberg-Carlson Co., 600 Carlson Rd., Rochester, N. Y.							
1507PLM	275.00	C-W	*-FM-P	12	9	1	3
1500H	34.95	T-P	*	5 1/2	5	1	1.5
Symphony Radio & TV Corp., 825 W. Pico Blvd., Los Angeles, Cal.							
SF10	29.95	T	*	5	5	1	2
S0L6	49.50	T	*	6	6	1	4
Tele-Tone Radio Corp., Bayway Terminal, Elizabeth, N. J.							
235	169.95	C-W	*-FM-P	8	7	1	..
Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, Ill.							
5056W	12.95	T-P	*	4 1/2	3	1	2
5056I	13.95	T-P	*	4 1/2	3	1	2
5015W	17.95	T-P	*	4 1/2	4	1	2
5015I	19.95	T-P	*	4 1/2	4	1	2
5056W	17.95	T-P	*	5	5	1	2
5056I	19.95	T-P	*	5	5	1	2
6053	89.95	T-W	*-P	4x6	5	1	2
Westinghouse Elec. Corp., Susquehanna Ave., Sunbury, Pa.							
H336T5	21.95	T-P	*	4	4	1	1.5
H337T5	23.95	T-P	*	4	4	1	1.5
H338T5	29.95	T-P	*	4	4	1	1.5
H341T5	32.95	T-P	*	4	4	1	1.5
H327T6	34.95	T-P	*	4	4	1	1.5
H334T7	59.95	T-P	*-FM	4	5	1	1.9
H335T7	59.95	T-P	*-FM	5	7	1	1.9
H316C7	62.95	C-W	*-FM-P	10	7	1	1.9
H328C7	229.95	C-W	*-FM-P	10	7	1	3
Zenith Radio Corp., 6001 Dickens, Chicago, Ill.							
G510	24.95	T	*
H511Y	29.95	T	*
H511W	31.95	T	*
H615Y	39.95	T	*
H615W	39.95	T	*-FM
H723	54.95	T	*-FM
H724	64.95	T	*-FM
H725	84.95	T	*-FM
H725	84.95	T	*-CI
G516	39.95	T	*-P
H661R, E	119.95	T	*-P
H684	119.95	T	*-P
H860, R	259.95	C	*-FM-P
H1083E	329.95	C	*-FM-P
H1086, R	299.95	C	*-FM-P
H1087R	349.95	C	*-FM-P

Some of the list prices on these and foregoing pages vary in different sections of the country.

Portable Radios

(Continued from page 56)

Manufacturer & Model No.	List Price (*Not incl. tax)	Cabinet	Receives	Type	Weight lbs. with batts.	Tubes Less rectifiers	Rectifiers
Tele-tone Radio Corp., Bayway Terminal, Elizabeth, N. J.							
228	29.95	P	*-AM FM-SW P-phonos	3	4 1/2	5	1
Trav-Ler Radio Corp., 571 W. Jackson Blvd.							
5022	24.95	PWL	*	3	4 1/2	4	1
Westinghouse Electric Corp., Susquehanna Ave., Sunbury, Pa.							
343PS, 342PS	49.95	P	*	3	6 1/2	5	1
Zenith Radio Corp., 6001 Dickens, Chicago, Ill.							
H401, G	39.95	P	*	3
G503, Y	49.95	L	*-SW	3
H500	124.25	L	*-SW	3
Automobile Radios							
Manufacturer's Name & Model No.	List Price (Incl. tax)	No. Units	Tuning	Receives	Tubes (Not incl. rectifiers)	Rectifiers	Output, power, watts
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston 15, Mass.							
F151 Ford	59.95	2	M	*-AM	6
D251 Dodge	59.95	1	M	*-AM	6
C351 Chevrolet	59.95	1	M	*-AM	6
H400 Hudson	59.95	1	M	*-AM	6
S500 Studebaker	59.95	1	M	*-AM	6
K700 Henry J	59.95	1	M	*-AM	6
M90 Universal	49.95	1	M	*-AM	6
Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.							
401	49.95	1	M	*-AM	5	1	3.5
451	54.95	2	M	*-AM	5	1	3.5
501	59.95	3	M	*-AM	5	1	3.5
601	69.95	3	M	*-AM	5	1	3.5
701	79.95	4	PB	*-AM	5	1	3.5
801	89.95	4	PB	*-AM	7	1	4.5
Philco Corp., C & Tiroga Sts., Philadelphia 34, Pa.							
CR501	49.95	1	M	*-AM	5	1	1.25
CR503	64.50	1	M	*-AM	5	1	3
CR505	82.50	1	PB	*-AM	5	1	3
Regal Electronics Corp., 603 W. 130th St., N. Y. C.							
CR761	53.75	1	M	*-SW	5	1	2
CR762	59.00	1	M	*-SW	5	1	2
CR762T	64.00	1	M	*-SW	5	1	2
CR1261	64.00	1	M	*-SW	5	1	2
CR1262	70.00	1	M	*-SW	5	1	2
CR1262T	75.00	1	M	*-SW	5	1	2



*We're Doing Our Best
to Keep Up With the Demand*

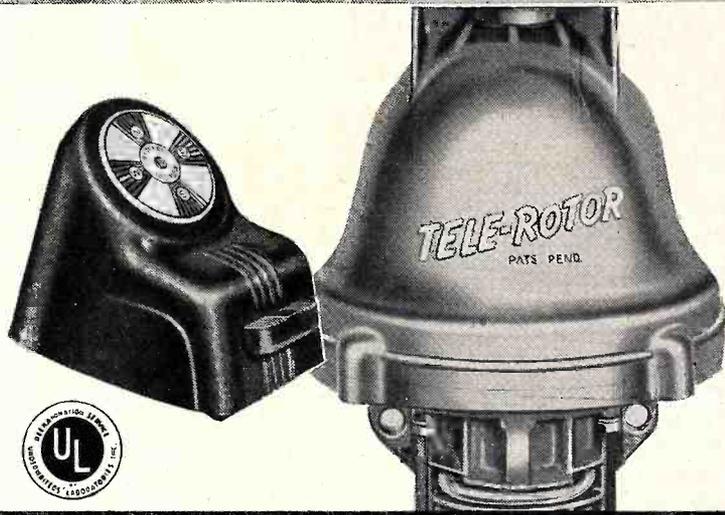


AND THE DEMAND IS PHENOMENAL — far beyond our material limitations ... but be patient and your order will be delivered. We are distributing TELE-ROTORS uniformly throughout all TV areas ... so wait ... don't compromise with quality. **YOU CAN'T BEAT A TELE-ROTOR!**

TELE-ROTOR

This heavy-duty TELE-ROTOR has no match! It's more powerful ... will turn any TV antenna array under any weather conditions. Easily installed ... it is trouble-free in performance. Easiest of all to operate!

MODEL TR-2 rotator with "compass control" cabinet having illuminated "perfect pattern" dial ... (uses 8 wire cable) \$49.95



TELE-ROTOR

CUB



The new TELE-ROTOR "CUB" is ideal for average installations. The same husky motor as the Heavy-Duty model ... the "CUB" is the fastest and easiest of all rotators to install. All-In-Line design ... with true in-line thrust between antenna and mast. The 3/4" STEEL shaft rotates on a case hardened steel ball ... with inline reamed oilless bearings.

MODEL 502A rotator with plastic control cabinet having indicating meter for "hairline" tuning. (Uses 5 wire cable) \$44.95

MODEL 501A rotator with control cabinet having end-of-rotation signal. Light flashes every 7.2° showing antenna is turning. (Uses 5 wire cable) \$34.95



CORNELL-DUBILIER SOUTH PLAINFIELD, N. J.

THE RADIART CORPORATION CLEVELAND 2, OHIO



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

Progressive Appliance Dealers know that it is easier to close sales when the customer can see the merchandise in the store . . . get fast delivery from stock. Because the COMMERCIAL CREDIT PLAN provides complete Wholesale and Retail Financing for Distributor and Dealer, it is endorsed by more major appliance Manufacturers and is used to finance more home appliance sales than any other national financing plan. The COMMERCIAL CREDIT PLAN is designed to protect your profits and to help you close more sales.



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

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2. Modern Retail Financing Plans
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4. Property Insurance Protection
5. Automatic Sales Follow-up
6. Tested Credit & Collection Service
7. Builds Customer Good Will
8. Nationwide Facilities

*Not available in California

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . .
Capital and Surplus over \$100,000,000 . . . more than 300
offices in principal cities of the United States and Canada.

Replacement Radio Battery Cross Reference Chart

	Olin	Bright Star	Burgess	Eveready	General	Philco	RCA	Ray-O-Vac	USA Lite	Willard
"A" Batteries										
1 1/2	1311-101	11M	1	935	C	C	VS033	1LP		C
1 1/2		60A					VS070			
1 1/2	1511-102	10A	2	950	D--35	D	VS036	2R	75	D
		2516					VS001			
1 1/2	4816	462	4F	742	4F1--3	P94	VS004	P94A	634	4F1
1 1/2	4814	660	6F	743	6F1--5		VS007	P94A	637	6F1
1 1/2	4819	860	8F	741	8F1--6	P8F1		P98A	635	8F1
1 1/2		465	4FL		3L1--13		VS005	P94L	642	WA-1-7
1 1/2					4L1--954	P4L1				4L1
1 1/2		26-60	20F	740	12L1L--15		VS024	P9203		
1 1/2			19G		12L1S--16					12L-1S
1 1/2	4813	865		745			VS008	P94L	645	
3		40-60	20F2	X125	P24L2	P8024	VS025	P9403		P24L2
4 1/2	4918	361	G3	746	3H3--8	P100	VS002	P93A	683	WA3-1
4 1/2	3816	360	F3	736	3F3--38		VS067	P93A		
6	4919			724						
6	4914	646	F4P1	744	4F4--4	P4F4R	VS009	P694A	639	WA4-2
6	4817	866	2F4	718	8F4--7		VS010	P694A	638	WA4-1
6	4815	868	2F4L	747			VS011	P694L	646	
7 1/2		561	G5	687	5H5		VS003	P85A	687	WA5-1
7 1/2	5316		C5	717	31		VS065	P751		
"B" Batteries										
45	6211		XX30	455	W30A--105		VS055			
45	6518	30-95	2308	487**	V30D--115	P30D	VS026	P2303		V30D1
45		30-60	10308	386	V30F--119	P30F	VS027	P5933		V30F
45			21308		V30FL--121	P30FL		P9303		V30FL
45		30-03	B-30	762*	V30B--111	P305	VS012	P5303	624	V30B
45		30-55	A-30		V30A--110	P210	VS014	P430	621	V30A
45					F30A--107	P200				WB6
45	6210	30-33	M-30	482	W30B--109	P45	VS013	P7830	640	WBM-1
45		30-59	Z-30	738	V30AA--104		VS015	P7R30	620	V30AA
45										
67 1/2	1710	45M	XX-45	467	W45A--108	P67	VS016	4367	767	WBM-2
67 1/2	1712			457						
90	1713	60N	N60	490	W60A--132		VS090	4390		WBM-3
"C" Batteries										
4 1/2	3217		5360	781	H3BS--201		VS028	531R		H-3-B
4 1/2	3516	71-17	2370	771	H3D--215	P3D	VS030	P231W		H-3-D
7 1/2	5218	51-03	5540	773	V5B--208	P5B	VS029	551		V5B
22 1/2			4156	763	H15A--003		VS102	4151		
22 1/2	5216	15-03	5156	768	H15B5--212	P15B5	VS031	P5151		H15B
22 1/2	5216-8		5156	778	H15B--210		VS131	5151		
Battery Packs										
1 1/2	60				254	P89				WP-4
1 1/2	61 1/2		4GA42		258	P41A4FL	VS053	AB419	AB669	WP-1
7 1/2	63		G5A42		259	P87	VS038	AB794	AB676	
6	75		G4B50		Z50B4H4		VS046		AB670	
1 1/2	90	0513	4SD60	758	60B6L--299	P60B6L	VS021	AB85		WZ-2
1 1/2	90	0518	17GD60	759	328	P60D11L	VS022	AB82	AB666	60B6L
1 1/2	90		5DA60		60A2L--278		VS043	AB24		60D11L
1 1/2	90		GFA60		60A4L--279	P60A4L	VS037	AB84	AB667	WP-2
9	90	0512	3G6D60		320			AB982		WP-3
9	90	0616	G6B60	752	343	P60B6F6	VS047	AB995	AB677	
7 1/2, 9	90	0619		756	362	P363	VS057	AB601		WZ-3
7 1/2, 9	90	0614	F6A60	753	60A6F6/5--271	P841A	VS019	AB994		AB-15
7 1/2, 9	90				60B6F6-5					60A6F6/5
7 1/2, 9	90	0615	G6M60	754	291		VS018	AB994		60B-6F6/5
9	135		F90D6		90FL6D	P9068				AB14
7 1/2	67 1/2		F5M45				VS020	AB767		96H
1 1/2	67 1/2	7 1/2					VS041			
6	90		F4B60		270		VS048			
6	90		2FA60				VS044			
7 1/2	75	0618	T5Z50	755		41A4G	VS050	AB775		
1 1/2	61		4GA41				VS052			
1 1/2	90		6TA60				VS054			
9	90		F6A60P				VS058	AB909		
1 1/2	90	0511	18GD60		318		VS045			
6	75		3G4D50				VS049			

NOTES:
 # Numbers separated by -- indicates that first number shown is new number, second is old.
 * Eveready 762 discontinued; use Ev. 482.
 ** All Eveready farm radio 45 volt "B" may be replaced with Ev. 487.
 Radio storage batteries: Willard No's. Radio 25-2, ER342, ER242 or Radio 20-2 are 2 volts. Radio 190-6 is 6 volt battery.

Most Popular Types

Type	Olin	Bright Star	Burgess	Eveready	General	Philco	RCA	Ray-O-Vac	USA Lite	Willard
A	4816	462	4F	742	4F1-3	P94	VS004	P94A	634	4F1
A	1511-102	10A	2R	950	35	D	VS036	2R	75	D
A	4918	361	G3	746	3H3-8	P100	VS002	P93A	683	WA3-1
A	3816	360	F3	736	38		VS067	P93A		
A	5316		C5	717	31		VS065	P751		
B	1710	45M	XX45	467	W45A-108	P67	VS016	4367	767	WBM-2
B	1713	60N	N60	490	W60A-132		VS090	4390		WBM-3
B	6210	30-33	M30	482	W30B-109	P45	VS013	P7830	640	WBM-1
AB	0614	66-50	F6A60	753	60A6F65-271	P841A	VS019	AB994		60A6F65
AB	0618		T5Z50	755			VS050	AB775		
AB	0619			756	362	P363	VS057	AB601		AB15

Television Technician

Section of RADIO & TELEVISION RETAILING

Masco 2-STAGE BOOSTER

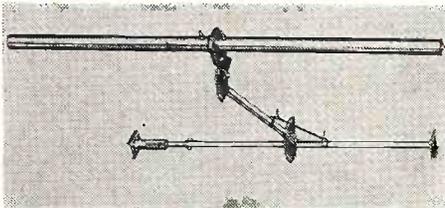
Featuring 8 tuned circuits with two tubes, the Masco Super Skychief booster is designed for fringe reception. It has a two knob control which allows control of the amount of gain and prevents overloading. In "off" the TV set is connected directly to the antenna, and if plugged into the booster the TV power may be controlled by the booster switch. A pilot light is provided and the list price is \$75.55. The Mark Simpson Manufacturing Co., Inc., 32-28 49th St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Cornell-Dublier CAPACITORS

A new series of miniature ceramic disc condensers is now being offered for use in TV and similar applications. Tiny Mike condensers run from 1/4" to 3/4" in diameter, at values from 500 uufd. to double units of .01 ufd., all 500 VDC. They are said to be guarded not only against humidity and heat by a new phenolic coating, but against contact with nearby wiring. Bulletins describing them are numbers 2-610, 611, 612, and 613. Available from Cornell-Dublier Electric Corp., South Plainfield, New Jersey.—RADIO & TELEVISION RETAILING.

Veri-Best BAZUKA

A new window antenna of unusual design is now on the market. Said to be excellent for both fringe area and local reception, the "Bazuka" is adjustable to most sizes of window frames and can be twisted or tilted into any



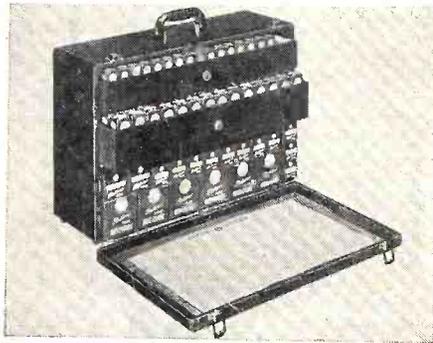
position. The special construction is for eliminating all vibrations and swaying. The Bazuka is available from the Veri-Best Electronics Co., 233 Spring St., N. Y.—RADIO & TELEVISION RETAILING.

Littelfuse HOLDER BOX

Pigtail fuses may now be carried together with their holders in a handy transparent box. After the 10 holders and fuses have been used the box is convenient for small parts, screws, needles, etc. The box is transparent plastic and the holders are the well known snap-on type which eliminate need for soldering on new pigtail fuses. The box is free with purchase of fuses from jobbers. Made by the Littelfuse Co., Inc. Chicago, Ill.—RADIO & TELEVISION RETAILING.

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.

Harmonic 5U4 ADAPTOR

A small adaptor which allows the use of 5Z3 or 80 type tubes in place of the 5U4 rectifier is now on the market. Made of Bakelite and adding only about one inch to the overall height of the tube, the adaptor costs \$1.25 retail and is available at regular discounts. There are other adaptors being designed for conversion from 6AU6 to 6SK7 and for 6AH6 to 6AC7. The makers are equipped to design and produce other adaptors upon request and will be glad to discuss them with interested parties. Harmonic Radio Corp. is at 224 Livingston St., Brooklyn 2, N. Y.—RADIO & TELEVISION RETAILING.

Techmaster TV KIT

Said to incorporate all the latest advances in television engineering, a new 630 type kit is now offered by Techmaster which will take all tubes from 12" round up to 21" rectangular. It comes in two models, the 630D19 having the principal components mounted in place, and the standard kit, in which it is unassembled. Complete with all instructions, pix tube brackets, speaker and all tubes. Techmaster Prod. Company, 443 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

DX Products TUNER

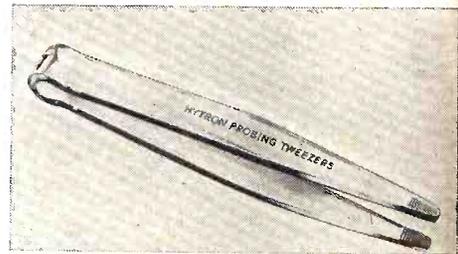
A new type of TV tuner, said to combine the best features of both the rotary and turret type tuners and giving improved response on the high frequency channels is announced by the DX Radio Products Co. It is called the "Rotorette", and is physically and electrically interchangeable with most other types of tuners. DX Radio Products Co., 2300 W. Armitage Ave., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Triplett TUBE TESTER

Additional flexibility is claimed for Triplett's new tube tester model 3413-A which has facilities for all radio and TV tubes, miniature hearing aid tubes, pilot lamps, flashlight bulbs, and, with a special adaptor which may be purchased separately, picture tubes. Also included is a continuity check for appliances and other low resistances. New tube types may be added to the roll type chart. Weight is 20 pounds. Made by the Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

Hytron TWEEZERS

Hytron announced production recently of a new handy radio tool for the serviceman. Made of polystyrene, these tweezers may be used to probe wiring and components or to grip them, even while the set is in operation. Having no capacity effect and being heat re-



sistant, this new tool is said to be the long-sought answer to many little probing problems. It costs 35 cents and is available from jobbers or from the Hytron Radio and Electronics Corp., Salem, Mass.—RADIO AND TELEVISION RETAILING.

JFD INDOOR ANTENNA

The JFD Co. has announced a "tip-proof" indoor antenna which, the company states, is unconditionally guaranteed against tipping. It is a telescoping dipole type whose dipoles may be adjusted from 15 to 41 inches in length. The base is mahogany plastic. The unit costs \$6.95 at jobbers. Literature is available from the JFD Mfg. Co., Inc., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Standard REFLEX CABINET

Designed for properly baffling 12" and 15" loudspeakers the model RX bass reflex cabinet is made of 3/4" wood with interior acoustic padding and adjustable port opening. It comes in five different wood finishes, weighs 60 lbs., and measures 36" high, 16" deep, and 24" wide. Manufactured by the Standard Wood Products Corp., 43-02 39th St., Long Island City.—RADIO & TELEVISION RETAILING.

..this letter speaks for itself!

Admiral Corporation
SERVICE DIVISION

201 E. NORTH WATER STREET - CHICAGO 11 - TELEPHONE HOUMES 4-4322

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

Dear Mel:

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

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

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

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

Congratulations!

Sincerely yours,

M. J. Schinke

ADMIRAL CORPORATION
M. J. Schinke
National Service Manager

MJS:ar

WORLD'S LARGEST MANUFACTURERS OF RADIO PHONOGRAPHS WITH AUTOMATIC RECORDS
AM-14 84414 • Television • Radio-Phonograph • Gramophone • Hi-Fi Records



**Model 303
VACUUM TUBE
VOLT-OHMMETER**

SPECIFICATIONS

DC Voltage

Ranges 1.2, 12, 60, 300, 1200 (30,000 with Accessory High Voltage Probe)

Input Resistance 10 megohms for all ranges

DC Probe with one megohm isolating resistor Polarity reversing switch

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

AC Voltage

Ranges 1.2, 12, 60, 300, 1200

Impedance (with cable) approx. 200 mmf shunted by 275,000 ohms

AF Voltage

Ranges 1.2, 12, 60

Frequency Response Flat to 100,000 cycles

Decibels

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

Zero Power Level 1 M. W., 600 ohms

Galvanometer

Zero center for FM discriminator alignment and other galvanometer applications

R. F. Voltage

(Signal tracing with Accessory High Frequency Crystal Probe)

Range 20 volts maximum
Frequency Flat 20 KC to 100 M.C.
105-125 V. 60 cycles

Size

5 1/4" x 7" x 3 1/8" (bakelite case). Weight: 4 lbs.

Shipping Wt.: 6 1/2 lbs.

Dealer's Net Price

Model 303, including DCV Probe, ACV-Ohms probe and Ground Lead-\$58.75;

Accessory High Frequency Probe, \$7.50;

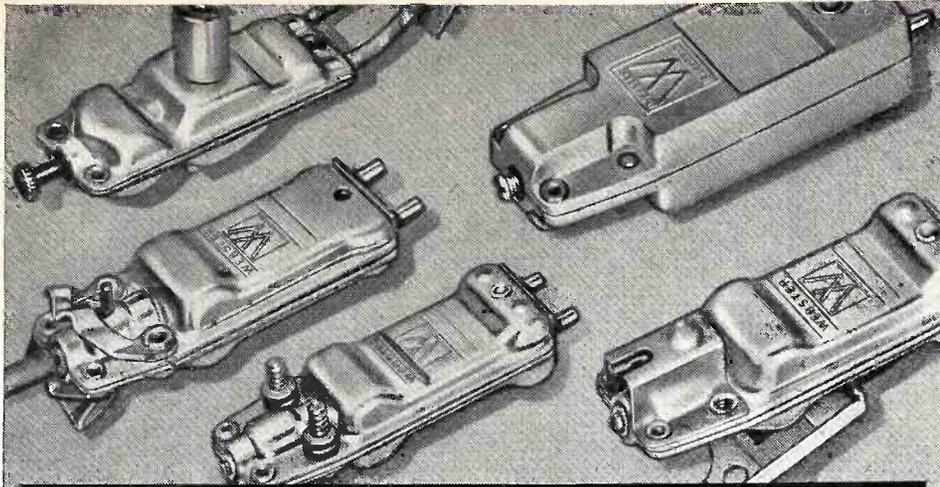
Accessory High Voltage Probe, \$14.85

Also available with roll top case, Model 303RT-\$66.70

Simpson ELECTRIC COMPANY

5200 WEST KINZIE STREET, CHICAGO 44, ILLINOIS • IN CANADA: BACH-SIMPSON, LTD., LONDON, ONTARIO

Phone: COLUMBUS 1-1221



WEBSTER ELECTRIC one of the original
manufacturers of crystal cartridges

FOR OVER **20** YEARS

a complete line of cartridges

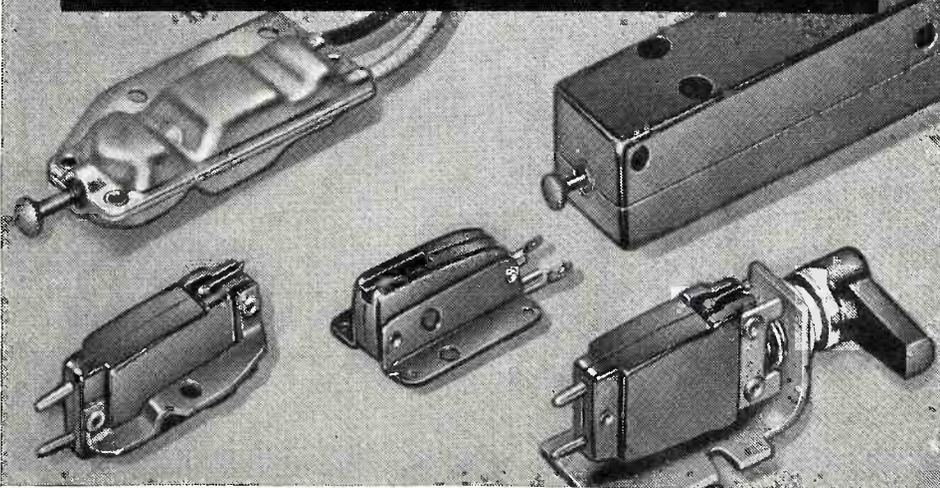
Engineered to meet your requirements

Webster Electric has been making cartridges for years and years . . . starting way back when cartridges were nearly as big as baseballs. The line of cartridges has constantly changed and improved to meet current requirements. Each year has brought improvements until cartridges are now available in thumb-nail size and versatile enough to meet the requirements of 78, 33 1/2 and 45 RPM.

Webster Electric has the experienced engineers, manufacturing know-how and long-range experience to make cartridges to meet all of the industry's requirements.

When you need a new cartridge submit your problem to Webster Electric. When your record players or changers are equipped with Webster Electric cartridges, you can be assured of the best in dependable performance.

Webster Electric Company, Racine, Wis., Established 1909



WEBSTER  **ELECTRIC**
RACINE ♦ WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Honored By Employees



The employees of the Fada Radio & Electric Company, Inc., in Belleville, N. J., recently surprised J. M. Marks, their president (shown above with Mrs. Marks) with a testimonial dinner held at the Hotel Commodore in New York, commemorating his thirty years in the electronics industry.

New Hi-Lo Representative

Hi-Lo Antenna Corporation has recently appointed John B. Tubergen, 1406 South Grand Ave., Los Angeles 15, as a representative.

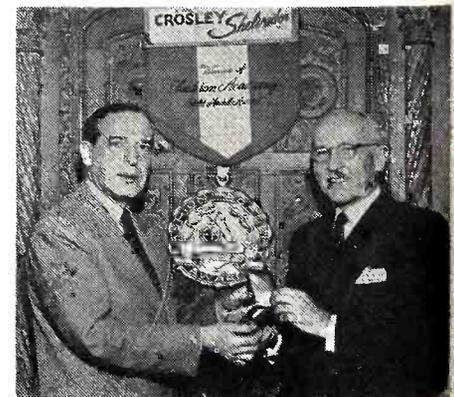
New Factory for Insuline

The Insuline Corporation of America has taken possession of a third factory in Long Island City, N. Y., to supplement its two existing plants in that area, according to Samuel J. Spector, president. Containing more than 50,000 square feet of floor space, all on one level, the building is being equipped with \$100,000 worth of new machinery.

Hallcrafters Appointees

William J. Halligan, president, The Hallcrafters Co., Chicago, has announced the following appointments: Randolph W. Westerfield as director of procurement; J. C. Matthews as purchasing agent; Robert F. Halligan as chief purchasing expediter; Hector A. Castellucci as regional expediter in New York.

Accepts Award to Crosley

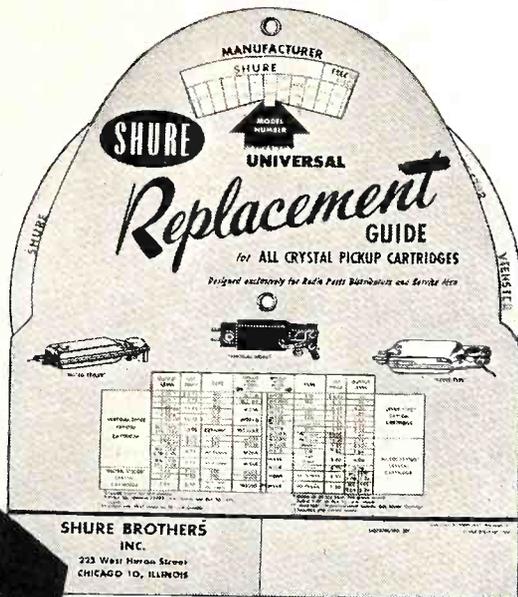


W. A. Bles (right), vice-president of Avco Mfg. Corp., and general sales manager of the Crosley Division, receives The Fashion Academy Award for Crosley's 1951 Shelvador refrigerator from Emil A. Hartman, director of the Fashion Academy.

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

Eye-Appeal Store

(Continued from page 31)

The firm stocks and sells the following instruments: RCA Victor, Scott, Philco, Bendix and Motorola. "Every instrument upon being uncrated is thoroughly checked before it is delivered to the customer; that is, the chassis is pulled out of the instrument and gone over for loose connections and defects," says Collier. "The changer is lubricated, checked for speed and adjustments made. We have found that this cuts our service calls in the home to a minimum."

The store carries all the leading labels of phonograph records in all three speeds. "At the present time," says Collier, "our classical sales are about 60%, popular sales around 30% and kiddie sales about 10%. Broken down in the various speeds our dollar volume is approximately 50% long play, 20% '45' speed, and 30% standard 78 speed."

A Collier radio program goes on the air once a week, every Sunday afternoon from 1:00-1:30 P.M. This program is titled "Song Memories," and features the hit tunes of years gone by. The program is a live-talent show featuring Monte Parker at the keyboard of the piano with the Lowrey Organo attachment. This program has been highly successful in selling pianos and the Organo. "We have four 1-minute announcements on the program," explains Collier. "One announcement advertises the Lester Betsy Ross piano, another the Lowrey Organo and its features, and a third announcement features the record department. The remaining announcement usually advertises the various radios we sell. We also run an average of two or three 2-column by 8", or larger, newspaper ads which are usually cooperative with the various manufacturers."

The store is open from 9:00 A.M. until 9:00 P.M., six days a week. This offers both husband and wife the opportunity to shop the store together.

The most outstanding feature of the store is the unique design of the fixtures together with the color scheme. This was worked out by one of Denver's leading decorators, Joe Lort, whose previous experience had been directed to designing and decorating theaters. The colors are all of the dull flat variety.

New Emerson Distributor

Century Distributing Company, wholesalers of Emerson television and radio, have opened their new San Francisco headquarters at 1111 Front Street, on the Embarcadero. The new building includes 4,500 square feet of showroom and office space and 12,000 square feet of warehousing. Among the facilities provided by the new headquarters is parking space for over 50 cars.

Want

Here it comes!

SPARTON'S BIG NEW NATIONAL AD DRIVE!

4-color pages

in
SATURDAY EVENING POST
COLLIER'S
plus junior spreads in
NEWSWEEK
featuring

Sparton's challenging "Ask all three" theme!
Sparton as the TV quality leader!
Sparton dealers as exclusive dealers!

to

Over 26,000,000 Post, Collier's and Newsweek readers regularly through 1951



Sparton Dealers! Add punch to your local advertising with Sparton's "Ask all three" tie-in material including mat ads, copy for TV and radio spots. Free upon request.

watch Sparton go...

Sparton
RADIO • TELEVISION
DIVISION OF

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

Fine Music

(Continued from page 46)

makers of the clock radios, but usually with very inexpensive radios. Here, by adding \$15 to the total cost of the system, the customer gets a good electric clock *and* a control over the whole system to turn it on or off automatically.

In some instances dealers may want to install a system in the local high school, or college music department, donating it, or donating the installation, getting local Legion, church group, Rotary, etc., to pay for the parts. If you go through with such project, be sure to get newspaper publicity on it. Make it a good job, with emphasis towards the music students and development of interest in having their own machines at home. At the same time that this is done the donating group can give a nucleus of records for a record library. By making it a lending library as many large municipalities and colleges now do, additional potential customers are created.

If the dealer has listening rooms for record purchasers, he should certainly install custom-built systems in each—including a card on the machine mentioning the components and their cost. In the usual small listening rooms only 8" or 10" speakers should be used unless adequate housings are provided for larger speakers. It might be pointed out on the card that an 8" properly enclosed, as here, is better than a 15" in the same enclosure.

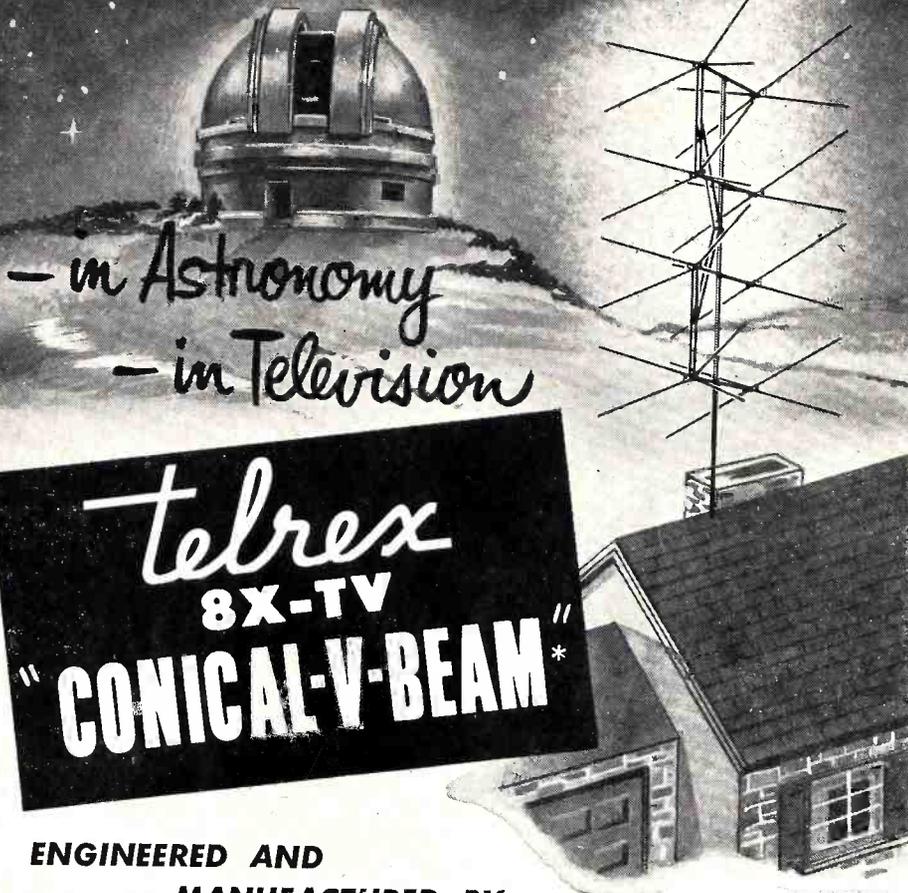
Send direct mail to selected lists of people—subscribers to book clubs, literary discussion groups, music societies, concert series groups, PTA's. The ordinary postcard announcement is not so good for this. Use simulated personal letters, or letters mimeographed at least for each club or group. Better still is a small booklet with a picture of at least one installation in some local person's home, a description of the typical procedure in selling, designing and installing it. Naturally a file of classical record customers is ideal for this. The more highly selected the list is, the more expensive and directly aimed can be the mailing piece.

With the curtailment of production, many manufacturers will have shortened lines, fewer models. This enhances the selling position of the dealer who takes advantage of the increasing custom market.

Atwater Distributor

Announcement has been made that Jack Campbell of Charlotte, North Carolina has been appointed general sales manager of the Lyn Elmora Co., exclusive distributors of Atwater receivers for North and South Carolina.

STAR PERFORMERS Conquerors of Distance!



- in Astronomy
- in Television

telrex
8X-TV
"CONICAL-V-BEAM"*

ENGINEERED AND
MANUFACTURED BY

TELREX

TO OUTPERFORM ANY
COMBINATION OF CUT-TO-
FREQUENCY TV ANTENNA

- Longer Range
- All-Channel Reception

For best reception in any TV area, depend on the antenna that's proven by actual performance to afford longer range and all channel reception everywhere. Near or far, you'll be sure of getting all the performance built into the receiver, with a genuine TELREX "CONICAL-V-BEAM"

MORE THAN
1,000,000
INSTALLED
TO DATE!

The fact that TELREX installations have exceeded the million mark is proof of their finer performance nation wide. Dealers and service men know from experience that TELREX superiority eliminates antenna failures, cuts call-backs to the bone and assures consistently better picture quality.

CONICAL-V-BEAMS
ARE AVAILABLE IN
MODELS FOR EVERY
TYPE OF SIGNAL AREA

WRITE FOR CATALOG

*Registered
Trademark

THE "CONICAL-V-BEAM" IS PRODUCED UNDER
PATENT NO. 2518297 - OTHER PATENTS PENDING

telrex INC.
CONICAL-V-BEAMS



ASBURY PARK 2, N. J.

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

... DIDN'T HAVE TO
TELL HIM "HOW"

WHO?

ST!



The Redskin

SANGAMO'S NEW MOLDED
HELP SOLVE YOUR

The Sangamo Redskin has the "How tough plastic casing stands rough are troublefree . . . they resist breakage by television manufacturers because of their long life operation at 85° C. The Redskin is molded under low pressure—assures longer life, greater resistance to "hot spots."

A trial of these better molded Redskins will design your Jobber for the Redskin use of Sangamo Tribe.

NEVER FLINCHES IF

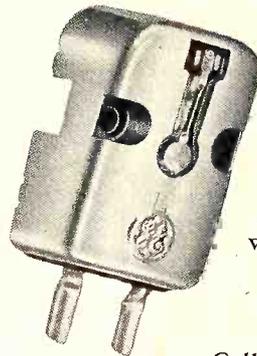
VARIABLE RELUCTANCE CARTRIDGES

Build Your Profits . . .
Build Your Reputation

Stock the complete G-E Parts Line now—let your customers know you can put new life into radios, phonographs, TV sets, with General Electric

- Speakers
- Styli
- Tone Arms

Call your G-E distributor today, or write: *General Electric Co., Electronics Park, Syracuse, N. Y.*



is every-
why G-E
my instal-
the best."

diamond or sapphire
d in your customers'
VR cartridges were sold
than all other VR car-
tridges, more than ever before,
quality merchandise backed
believe in—General Electric.



WATER TEST

surpasses any existing specification requirement.



HEAT TEST

Excellent operation under high temperature conditions.

SANGAMO

SPRING



ELECTRIC

In Canada: Sangamo

**JUST OUT!
GET YOUR COPY NOW!**

General Electric Company
Section 2641
Electronics Park, Syracuse, N.Y.

Send me your new stylus booklet
"Why You Should Use a Diamond."



NAME _____

ADDRESS _____

CITY _____ STATE _____



Managers and factory personnel of Stewart-Warner Electric who attended a Front row, left to right, Edward L. Taylor, general sales manager; M. Helderle, Frank Helderle, I. F. Johnston and Bob Felder, service manager; W. J. O'Grady, president of O'Grady, Anderson and Gray advertising agency, advertising manager; Russ Chavin, Stanley Kolonowski, chief engineer; John Brandenburg, distributor sales manager; Sam Auerbach, and Harry Gorska, export sales manager.

Shop Layout

(Continued from page 69)

to have a definite section labeled and permanently set aside for each division, but it is wise to have the "in" section between the working space and the area where sets are accepted from the customer. The "estimates" and "hold" section should be near the working space also, as should be the "ready" space. But "storage" should be out of the way, even if it's in another room.

By carefully examining the present facilities of your shop and thinking about them in relation to the flow chart of Fig. 2, and by asking oneself the questions outlined in Fig. 1, the progressive dealer or technician can materially improve the working efficiency of his repair department and speed up the handling of repair sets.

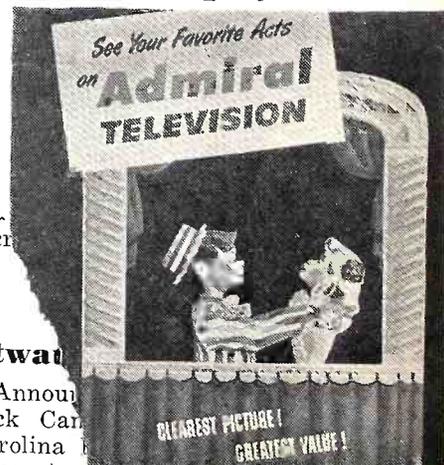
Jensen Enters New Field

With newly acquired interests in the magnetic tape manufacturing field, Jensen Industries, Inc., Chicago phonograph needle manufacturer, has announced a complete line of magnetic recording tape. The new "Jensen Acoustic Tape," according to this announcement, is said to provide higher fidelity with less distortion and noise. Jensen recently obtained an interest in Orradio Industries, Inc., of Opelika, Alabama. The move made it possible for Jensen to take advantage of the Southern firm's extensive tape experience and facilities. "Jensen Acoustic Tape" is available in either plastic or paper base, on 600 and 1200-foot plastic reels. Additional information and literature may be obtained by writing direct to Jensen Industries, Inc., 329 South Wood Street, Chicago 12.

Joins Concord Radio

Concord Radio Corporation, Chicago, has announced that Jerome Tannenbaum has joined its staff as chief engineer of its audio division.

Admiral Display

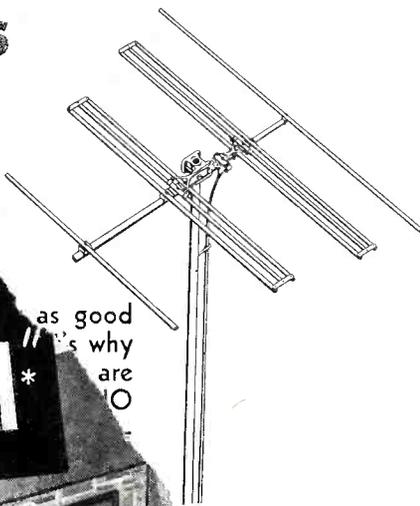


Atwa

Announcement by Jack Carolina, sales manager of Atwa Corp. has announced three new lithographic cardboard motion displays. Star of the displays is the gay Punch and Judy show above.

- in Astron
- in Televis

WANTS
"AL"



MODEL 445, the famous Yagi for TV channels 4 & 5. Supplied less and transmission line.

ENGINEERED AND MANUFACTURED BY

TELREX

TO OUTPERFORM ANY COMBINATION OF CUT-TO-FREQUENCY TV ANTENNA

- Longer Range
- All-Channel Reception

For best reception in any TV area, depend on the antenna that's proven by actual performance to afford longer range and all channel reception everywhere. Near or far, you'll be sure of getting all the performance built into the receiver, with a genuine TELREX "CONICAL-V-BEAM"

MORE granted
1,000,
INSTALL or stacked
TO DATE els 4 & 5.

The fact that TELREX or stacked installations have exceeded 9 million mark is proof of their finer performance nationwide. Dealers and Pat-service men know from 5 of experience that TELREX and superiority eliminates antenna failures, cuts call-backs to the bone and assures consistently better picture quality.

CONICAL-V-BEAMS ARE AVAILABLE IN MODELS FOR EVERY TYPE OF SIGNAL AREA

WRITE FOR CATALOG

*Registered Trademark

THE "CONICAL-V-BEAM" IS PRODUCED UNDER PATENT NO. 2518297 - OTHER PATENTS PENDING

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



Custom Quality
AT NO EXTRA COST!



VARIABLE RELUCTANCE CARTRIDGES

WHERE cost is no problem, custom designers specify the best. Philip C. Kelsey of Guilford, Connecticut, shown here beside one of his made-to-order FM phonograph installations, says:

"Customer satisfaction means everything in my business. That's why G-E cartridges are standard in all my installations. I know they are the best."

This same cartridge—with diamond or sapphire tip—belongs in your line and in your customers' sets. More than 100,000 G-E cartridges were sold last year—a better score than all other VR cartridges combined! Today, more than ever before, dealers will push quality merchandise backed by a name people believe in—General Electric.



Build Your Profits... Build Your Reputation

Stock the complete G-E Parts Line now—let your customers know you can put new life into radios, phonographs, TV sets, with General Electric

- Speakers
- Styli
- Tone Arms

Call your G-E distributor today, or write: *General Electric Co., Electronics Park, Syracuse, N. Y.*

JUST OUT!

—GET YOUR COPY NOW!

General Electric Company
 Section 2641
 Electronics Park, Syracuse, N. Y.

Send me your new stylus booklet
 "Why You Should Use a Diamond."



NAME _____

ADDRESS _____

CITY _____ STATE _____

GENERAL  **ELECTRIC**

To Distribute Hoffman TV

William Wider Distributing Co., 3825 Olive St., St. Louis, Mo., has been appointed a distributor for the Hoffman Radio Corp., Los Angeles.

New Fluorescent Starter

Sheldon Electric Company, Irvington, N. J., has announced a fluorescent starter which will provide for some light at once, in three types, for 14, 15, and 20 watt lamps, for 22 watt circline and 18 watt circlarc lamps, and for 13, 30 and 40 watt lamps. All operate on either AC or DC and all are U/L and CSA approved.

Majestic "Mighty Monarch" Award Goes to Swayze



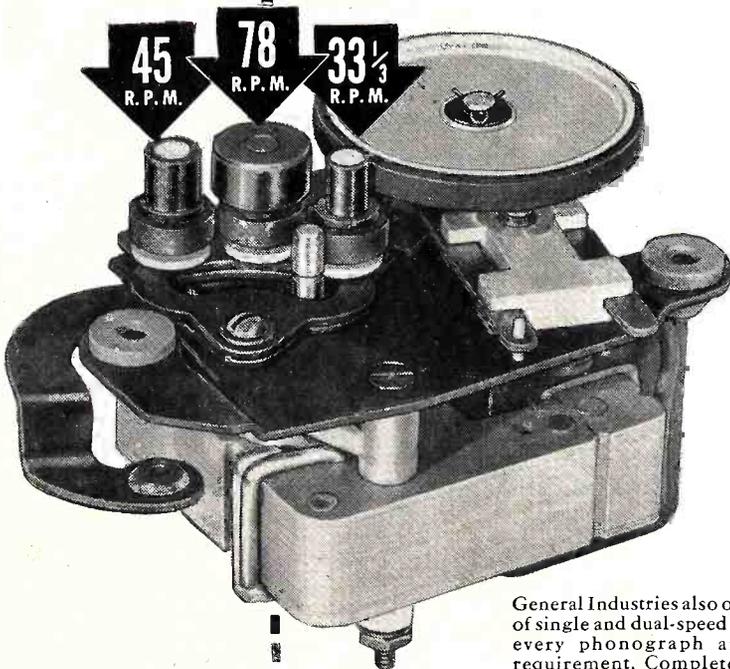
John Cameron Swayze, Camel Caravan Newscaster on NBC-TV, accepts the Majestic "Mighty Monarch of The Air Television Award" from Leonard Ashbach (left), president of Majestic Radio & Television, Division of The Wilcox-Gay Corporation as Louis Silver, vice-president and general manager looks on.

HEART  OF A *good* RECORD-CHANGER

It's General Industries' turret-type, 3-speed motor, currently being supplied to record-changer manufacturers.

In this highly efficient design, turntable speeds of 33 $\frac{1}{3}$ —45 and 78 RPM are secured through three separate pulleys mounted on a turret plate. By means of a simple lever, the desired pulley is brought into contact with the idler wheel. The two pulleys not in contact with the idler wheel remain stationary.

In addition to this turret-type motor, General Industries also offers the popular Model TR turret-type, manual 3-speed motor, as well as the Model TS belt-driven 3-speed motor for both manual and record-changer applications. Write today for full information on all models.



General Industries also offers a complete range of single and dual-speed phonomotors to meet every phonograph and record-changer requirement. Complete details on request.



The GENERAL INDUSTRIES Co.
DEPARTMENT I • ELYRIA, OHIO

New Raytheon "Starlight"

Designed especially for gracious living, Raytheon's new console, the "Starlight", model RC-1720, combines TV with a 17-inch rectangular black tube, AM radio and 3-speed phono.

Tax Would Cut Sales 40%

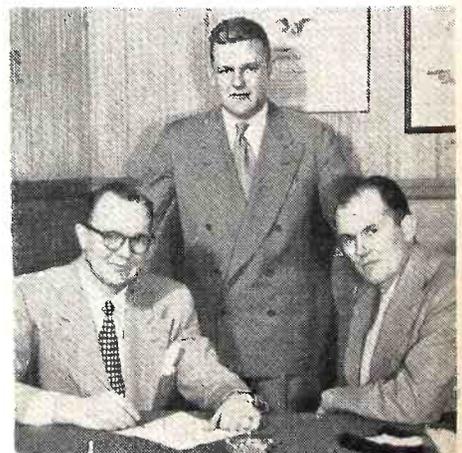
Robert C. Sprague, president RT-MA, told the House Ways and Means Committee that the proposed excise tax of 25% on radio and TV sets would curtail sales approximately 40% and would impose unfair price increases on the lower income groups.

"If there is no change in the present 10 percent excise tax," Mr. Sprague said, "it is estimated that the industry's sales of radio and television sets at manufacturers' prices will be about \$1,000,000,000 during the fiscal year ending June 30, 1952, as compared to \$1,600,000,000 for calendar year 1950."

New Meck 20" TV Set

A compact 20-inch TV receiver with a removable mask, to permit easy cleaning, has been introduced by John Meck industries. Selling at less than \$400, the receiver measures 40 inches high, 24 $\frac{1}{2}$ inches wide, 21 $\frac{1}{2}$ inches deep.

New Walco Rep Named



The Anderson Bros., Robt. B. (left, Richard W. (standing) and Donald B. (right) of Anderson Sales Co. of Boston, Mass., have been appointed as representatives in the New England territory for Walco Products Inc.

IN TUNE WITH THE TUNER!

NEW...IMPROVED

**"STANDARD
TV
BOOSTER"**



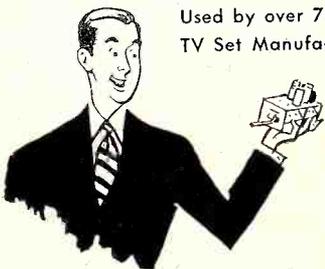
MODEL B-51



Millions of "Standard Tuners"

Now In Use

Used by over 75
TV Set Manufacturers



The new "Standard Booster" will increase the TV signal strength to a degree that will make possible "city" reception in areas remote from the TV transmitter. It reduces the "snow" or noise and interference to give a clearer, sharper picture and improved sound reception. It also makes possible receiving a picture in very remote areas or "blind" areas in close-to-transmitter locations where the TV set alone will not — makes a TV set a real enjoyment!

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

Motorola Advertising Up

Motorola, Inc., is advertising during the first half of 1951 at a rate \$1,000,000 greater than its appropriation for the same period last year, when the firm launched the largest campaign in its history, Ellis Redden, director of advertising and sales promotion, announced recently.

Named IH Distributor

Harris Distributing Company of Little Rock, Ark., has been appointed a distributor of International Harvester refrigerators and freezers, it has been announced by C. A. Lyon, district manager.

Sylvania Co-sponsors TV Service Meeting



Audience of servicemen who heard Clarence L. Simpson of Sylvania Electric deliver talk on TV servicing. Insert left: F. P. Harvey, advertising manager for the Radio Tube Division of Sylvania Electric. Insert right: John J. Bagliani, owner of the Radio Electric Service Company of Baltimore.

New Philco TV Chassis

A two-year engineering program by Philco Corporation has culminated in the demonstration of an entirely new kind of TV chassis. Designed to conserve many critically scarce materials, the chassis incorporates new deflection circuits; new power supply, including two selenium rectifiers in a voltage doubler circuit, which eliminates the usual heavy power transformer; and a new electrostatic-focus picture tube, which is designed specifically for use with the new deflection circuits and power supply. The new Philco TV chassis eliminates entirely the use of cobalt, and reduces the amount of aluminum needed by 68%, silicon steel by 58%, ferrite by 51%, copper by 26% and nickel by 15%.

William Balderson, president, said that Philco has already demonstrated the new television receiver to government officials, and is preparing to make full information on its design available to all other manufacturers.

Eureka President

Announcement has been made that Andrew F. Stanier has been named to fill the post of president of the Eureka Television & Tube Corp., Hawthorne, N. J. He succeeds William R. Holt, who recently resigned from the post. Mr. Stanier will also continue to act as chief engineer.

Hotpoint's "Headliner"

Announcement has been made of the Hotpoint "Headliner," a monthly bulletin for Hotpoint dealers giving complete information on company activities, products, economic conditions, and other phases of the business. The paper will be mailed monthly to the company's retailers.

Magnavox Names Sullivan

V. J. Sanborn, central divisional sales manager of The Magnavox Company, has announced the appointment of Frank A. Sullivan as district sales manager for the Milwaukee territory.

COMING SOON!

free

RECOTON
REFERENCE GUIDE

WATCH FOR IT!

- ★ Complete and easy to follow!
- ★ No duplication of numbers!
- ★ Includes needle guide, listing of record players, cross index of RECOTON and other needle suppliers!
- ★ Contains listing of recording blanks and magnetic tape!
- ★ Will be mailed to every dealer in the country!

RECOTON CORPORATION
251 FOURTH AVENUE • NEW YORK 10, N. Y.

ATTRACTIVELY ILLUSTRATED!

IRC Appointments



International Resistance Company of Philadelphia has announced the appointments of R. M. Butler, left, as assistant sales manager of the merchandising division, servicing electronic distributors, and J. F. Whitaker, right, as jobber contact man for the merchandise division in the Philadelphia territory.

New Atwater Officers

Officers recently elected in the Atwater Television Corp., Brooklyn, N. Y., include: William Weingarden, chairman of the board; Harry Weingarden, president; F. Robert Petrino, executive vice-president; Simon Chervin, treasurer, and Jack Entmacher, secretary.

Air King Distributors

D. H. Cogan, president of Air King Products Co., Inc., Brooklyn, has announced the appointment of three new distributors for the Air King line. They are: Liss Brothers, 2506 S. Michigan St., South Bend, Ind.; Silkworth Distributors Co., Inc., 1659 N. Saginaw, Flint, Mich.; and West Central Distributors, 1 Mt. Hope Road, Rochester, N. Y.

New Jackson Offices

Jackson Industries, Inc., has announced the removal of its national sales offices to 58 East Cullerton Street, Chicago, Ill.

Firm Expands Plant

In order to meet increased production requirements, the International Rectifier Corporation has added a second story to its plant located at 6809 S. Victoria Avenue, Los Angeles 43.

W. G. Many Resigns



W. G. (Bill) Many, above, who for the past twelve years has been advertising and sales promotion manager of the Cornell-Dubilier Corporation, recently announced his resignation, and will operate a public relations service, temporarily at his home, Metuchen, N. J.

Reach out **FARTHER...**
and bring 'em in **STRONGER!**

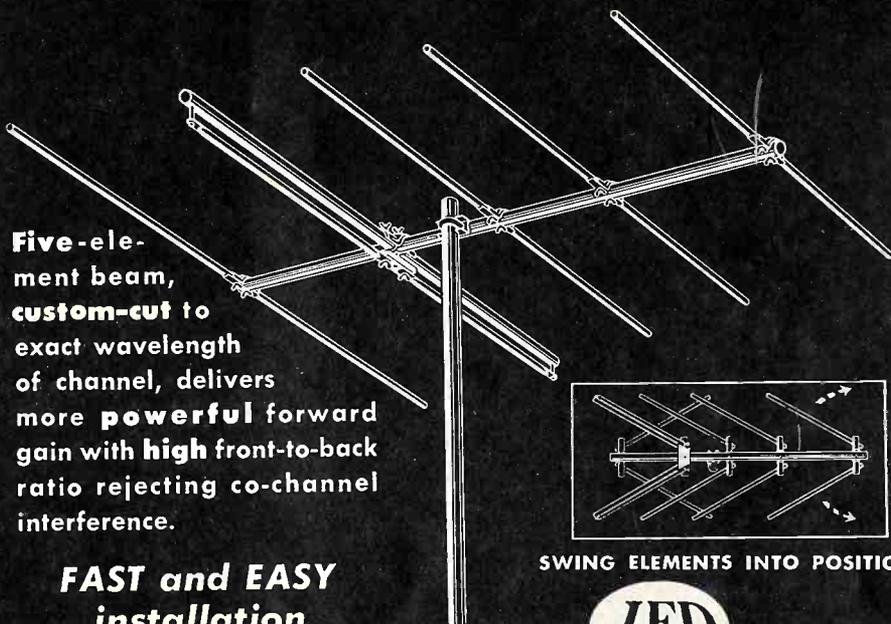


JFD

"Long Ranger"

YAGI TV ANTENNA ARRAYS

with High Impedance Driven Element for
Direct Match to 300 Ohm Lead-in.



Five-element beam,
custom-cut to
exact wavelength
of channel, delivers
more powerful forward
gain with high front-to-back
ratio rejecting co-channel
interference.

FAST and EASY installation

JFD YAGI antennas are **completely pre-assembled** at the factory. Just swing the "Quik-Rig" elements into position and tighten the wing nuts.

These all-aluminum JFD "Long Ranger" YAGI antennas are something to shout about... because even the really remote stations are now being pulled in with satisfactory viewing results. And JFD advanced design plus sturdy construction assure durability and long-lasting, trouble-free performance. Let these superior JFD YAGI installations help you e-x-p-a-n-d your television market.

SWING ELEMENTS INTO POSITION



5-ELEMENT YAGIS

LOW BAND	HIGH BAND
No. 5Y2 (Channel 2)	No. 5Y7 (Channel 7)
No. 5Y3 (Channel 3)	No. 5Y8 (Channel 8)
No. 5Y4 (Channel 4)	No. 5Y9 (Channel 9)
No. 5Y5 (Channel 5)	No. 5Y10 (Channel 10)
No. 5Y6 (Channel 6)	No. 5Y11 (Channel 11)
	No. 5Y12 (Channel 12)
	No. 5Y13 (Channel 13)

"Long Ranger" YAGI antennas for all of the high band channels are also available in stacked array. Jumper bars for stacking of low band "YAGIS" are also available.



MANUFACTURING CO., Inc.
6103 D 16th AVE., BROOKLYN 4, N. Y.
FIRST In Television Antennas and Accessories

Write for **FREE**
Technical Data Sheet No. 59

Aligning FM

(Continued from page 67)

however, will make believe it isn't there if you stick it into the power supply in place of a 20 mfd electrolytic, and tell it to go to work on 60-cycle current.

Similarly, a coil of relatively few turns—say 100 or so—will, if used as a choke in a power supply, blush in shame as 60-cycle current rampages through it. The same coil, however, may do a bang-up job in keeping radio-frequency current from getting into a power supply.

We can summarize these facts in dignified language as follows: The reactance of a condenser *decreases*, as the frequency of the voltage applied to goes *up*; the reactance of a coil *increases*, as the frequency of the voltage applied to it goes *up*.

Let's go back to that neglected series-resonant circuit of ours. Let's suppose it resonates at a friendly frequency, like 456 kc. If we apply a 400 kc signal to it, or in fact, a signal of any frequency *below* 456 kc, the relatively low frequency will find it tougher to squeeze through the condenser, than it will slither through the coil. A vector diagram of the resultant reactances will indicate that conditions are as shown in fig. 8A.

If the frequency of the applied signal is 500 kc—or any frequency *above* 456 kc, this relatively high frequency will have to struggle less with the condenser's reactance than with that of the coil (fig. 8B).

At exactly 456 kc however, the reactance of the condenser and coil become equal, and the applied signal will have just as much—or as little—difficulty getting through one as the other (see fig. 8C).

In a circuit where the condenser and coil are connected in parallel, conditions are somewhat, but not exactly similar (see fig. 4B). For frequencies above resonance, the coil offers more reactance than the condenser, causing the circuit to act as if inductive reactance was predominantly present (see fig. 8B). For frequencies *below* resonance, the condenser offers more reactance than the coil, causing the circuit to act as if capacitive reactance was predominant (see fig. 8A). For the resonant frequency, the equally-matched reactances of condenser and coil lock horns in a death struggle, while the resistance associated with the two takes over the circuit.

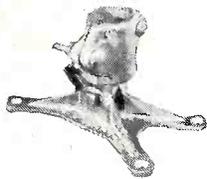
Well, we seem to have gone far afield in our safari toward FM detectors. We've had a purpose in making these side expeditions, however, and it is a worthy one. To wit: we've tried to clarify, in advance, everything that is apt to puzzle servicemen when we get into discriminators and ratio detectors.

T.V. MANN Says: "If Sets Get Scarce I'll Make Money on Teletowers"

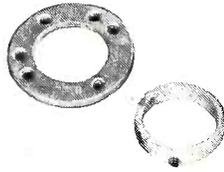
I'm all "set" for any set shortage! Teletowers—the popular "people's choice" among tripod-type towers—give *improved reception* with sets new . . . reconditioned . . . or old.

New top-section engineering improvements have increased Teletowers' lead in all-around construction. The market's ripe . . . the PRICE IS RIGHT! So why not get the hottest news in television—the complete information given in the new Teletower bulletin? Use the coupon for convenience.

T.V. MANN Says: "And Here Are Two Other Money- Makers for a Scarcity Market"



Pole Base Mount—PBM1



Guy Ring and Collar Sets

T.V. MANN Says: "Don't Take my Word— Mail the Coupon!"

Penn Boiler & Burner Mfg. Corp.
Dept. R-5, Lancaster, Pa.

Please send me NEW, free bulletins on
Teletowers and Tennamast Hardware.

Name

Company

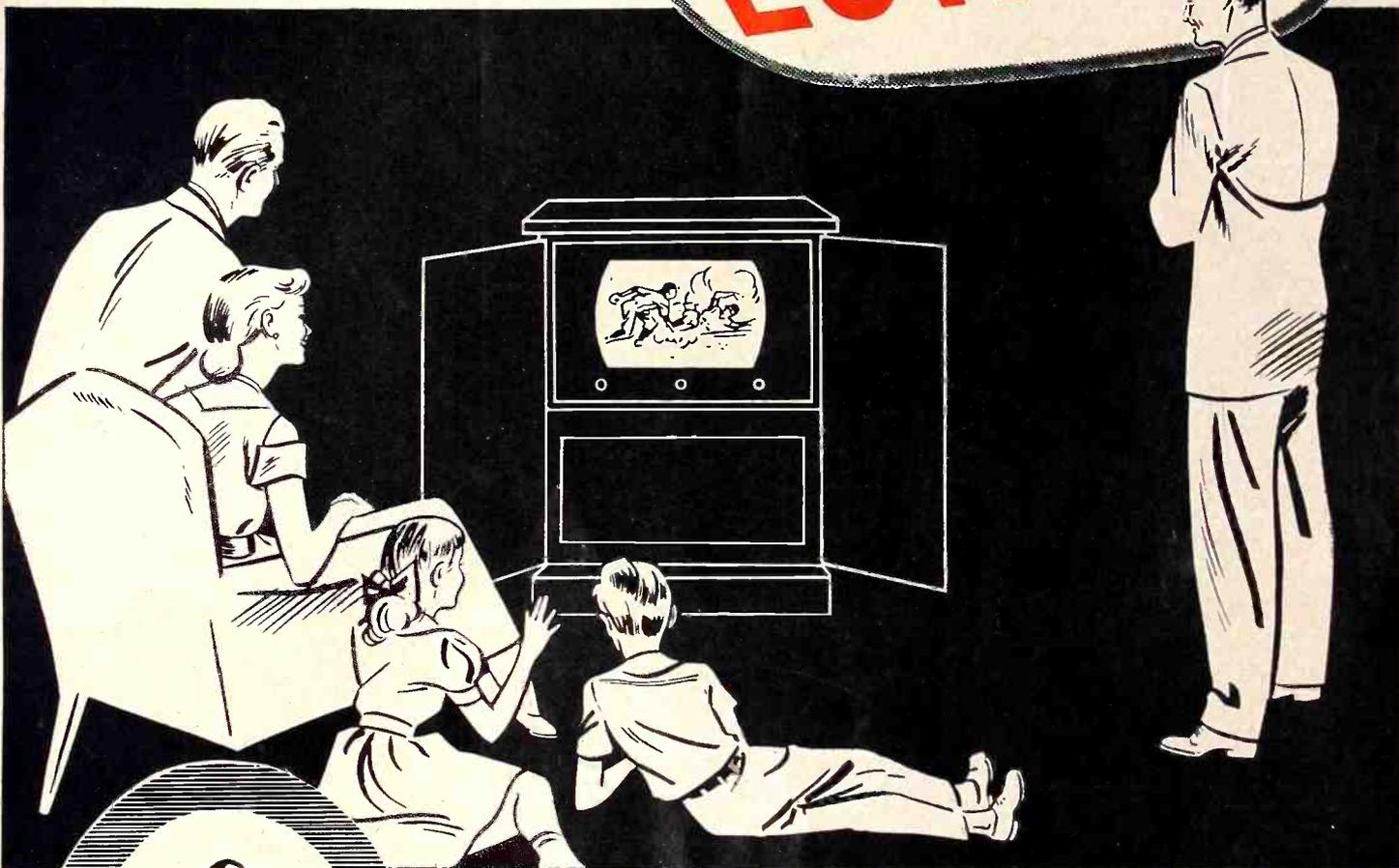
Address

PENN / Teletowers
Wiftowers
ennamast

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

Magnificent

Is the picture quality in Eureka tubes . . .
unsurpassed for life-like clarity . . .
perfect shading . . . sharp
definition and thrilling
realism . . . make
it your choice!



3 Main Reasons

For Choosing
Eureka Picture Tubes .

**Clarity,
Durability,
and Long
Life.**

Careful testing of finished product assures you that every Eureka tube will give you unexcelled performance. Write today for full information on all round and rectangular tubes.

EUREKA TELEVISION and TUBE CORPORATION

Manufacturers of Cathode-Ray Tubes and Electronic Products

69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3908

Giving a Test-Run to New Arvin Television Receiver



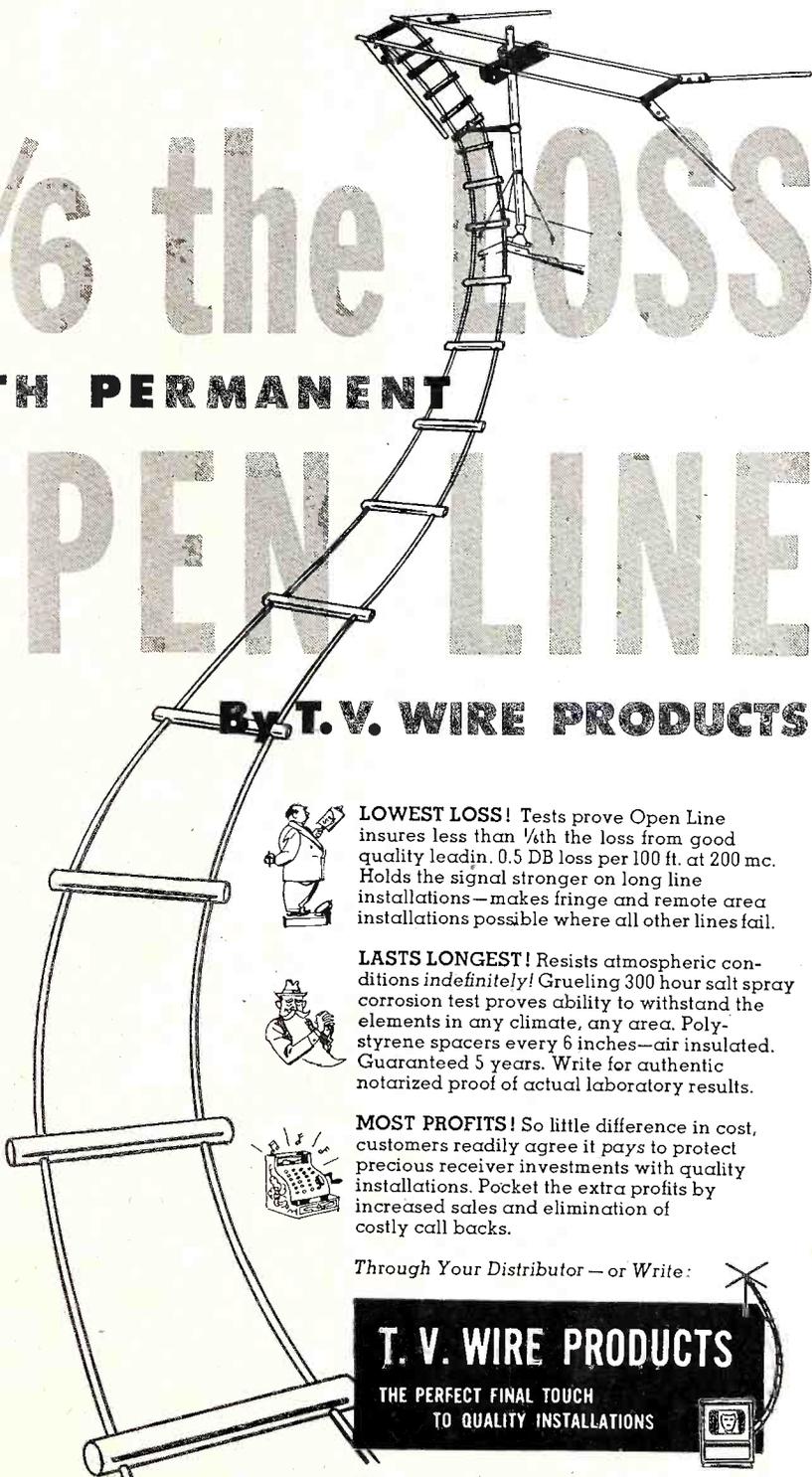
Shown demonstrating the controls of a new Arvin TV model is Albert G. Bill (left), television engineer. Interested onlookers are Ben A. Irwin, radio and television engineering head (center), and Raymond P. Spellman, sales manager.

1/6 the LOSS

WITH PERMANENT

OPEN LINE

By T. V. WIRE PRODUCTS



LOWEST LOSS! Tests prove Open Line insures less than 1/6th the loss from good quality lead-in. 0.5 DB loss per 100 ft. at 200 mc. Holds the signal stronger on long line installations—makes fringe and remote area installations possible where all other lines fail.



LASTS LONGEST! Resists atmospheric conditions indefinitely! Grueling 300 hour salt spray corrosion test proves ability to withstand the elements in any climate, any area. Polystyrene spacers every 6 inches—air insulated. Guaranteed 5 years. Write for authentic notarized proof of actual laboratory results.



MOST PROFITS! So little difference in cost, customers readily agree it pays to protect precious receiver investments with quality installations. Pocket the extra profits by increased sales and elimination of costly call backs.

Through Your Distributor — or Write:

T. V. WIRE PRODUCTS

THE PERFECT FINAL TOUCH
TO QUALITY INSTALLATIONS



4852 SANTA MONICA BLVD., LOS ANGELES 27, CALIF.

NETSDA Meeting

The National Electronic Technicians and Service Dealers' Associations met recently in Philadelphia at the Drake Hotel in its third national meeting, the first two having been held at New York and Washington. After dinner was served a number of industry leaders spoke informally to the delegates, all of whom represented local or state television technicians' organizations.

Ed Cahill, president of RCA Service Company, and Ken Kenyon, National Service manager of Philco, spoke briefly about their companies' plans to improve service and deal with the anticipated emergency problems. Mort Farr, president of the National Retail Appliance Dealers Association made some constructive suggestions to the organization. He was followed by Al Haas, president of the Philadelphia Television Contractors Association, and Al Steinberg of the National Electrical Distributors Association, who offered advice on related industry problems.

Dave Krantz, Philadelphia service dealer and long time official of PRSMA, Philadelphia servicemen's group, outlined a plan of action for publicizing the activity and aims of the association.

The dues for member associations are \$20 each and the meetings are monthly. At present the meeting place is rotated from New York to Philadelphia to Washington. The present officers are president, Max Liebowitz, New York; vice-president, Norman Sellinger, Washington, D. C.; recording secretary, Roger Haines; corresponding secretary, Richard Devaney; treasurer, Vance Beachley. Address of the associations is 1625 Kalorama Rd., N. W., Washington, D. C.

EPMA to Expand

The Electronic Parts Manufacturers Association, 1010 Vermont Avenue, N. W., Washington, D. C., is starting an industry-wide membership drive. First step is to send to every manufacturer in the radio-electronic field a six-page brochure which tells the story of EPMA's organization and purposes. This bulletin features biographical data on the officials of the organization, among whom are Charles C. Koch, president, and also president of Merit Transformer Corp., of Chicago; A. P. Hirsch, vice-president, and president of Micamold Radio Corp., Brooklyn, N. Y.; J. Gerald Mayer, vice-president and general counsel, member of the Washington law firm of Mayer, Rigby & Seeley; and James B. Guttridge, treasurer, and vice-president of Carol-Ed Co., Inc., 524 W. 43rd St., New York, N. Y.

The purposes enunciated in the brochure cover thirteen points which have been built around the industry's current needs in the national emergency.

Eveready Display



A new panoramic window display, made of metal and wood, has been announced as a dealer aid to help sell Eveready batteries and portable radios. Shown above, the display is given to dealers who order \$25.00 or more of Eveready batteries. Measures 23 in. wide and 18 in. high.

Bonded Dealer Campaign

Raytheon Bonded Dealer program campaigns have recently been launched by leading Raytheon tube distributors in a number of areas throughout the country. Among Raytheon distributors reporting recent successful campaigns underway are: Metropolitan Radio-Electronics Corp., New York; Trojan Radio Co., Inc., Troy; Mattson's, Inc., Richmond, Va.; Hi-Park Distributors, Detroit, Mich.; McGee Radio Electric Co., Kansas City, Mo.; A. T. Stewart Company, Tacoma, Wash.; The Henderson Company, Los Angeles, Cal.; and Almo Radio Company, Philadelphia, Pa.

New Oak Ridge Rep

Oak Ridge Products, manufacturer of TV test instruments and TV antennas, has appointed the firm of Cooper-DiBlasi, New York City, to handle sales for the New York metropolitan area.

ITI Auto booster Reps

Two representatives have been named for Industrial Television's new Auto booster. They are: the Ernest P. Scott Company of Cleveland, Ohio; and the Central Sales Company of Fort Wayne, Ind. ITI is located at 359 Lexington Ave., Clifton, N. J.

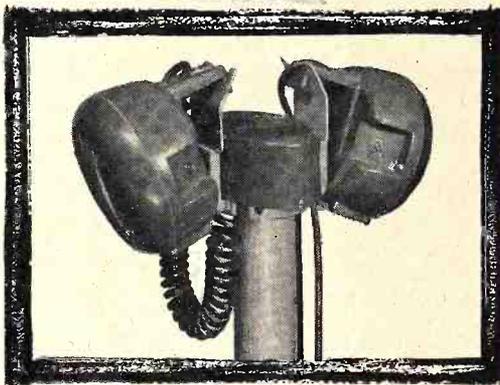
Changes Firm Name

The Veri-Best Television Products Company has announced that it has changed the name of the firm to Veri-Best Electronics Company. It will continue to manufacture antennas and other TV and electronic products.

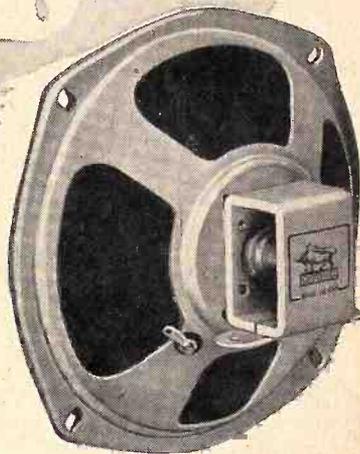
Mitchell Ad Campaign

The Mitchell Manufacturing Company's sales promotion program for its 1951 line of room air conditioners, according to Howard Haas, director of advertising, will be divided into five parts: 1) Promotional package of 28 sales tools for dealer use, 2) Direct mail, 3) Trade advertising, 4) A consumer cooperative newspaper campaign and 5) An extensive publicity campaign.

my hat's off to you, too!



Junction box with a pair of in-car speakers, manufactured by Motiograph, Chicago



Yes, we at OXFORD are taking our hats off to the many manufacturers who combine excellent components to produce quality equipment.

Motiograph, the world's best outdoor theater equipment, serves America's fastest growing phase of the entertainment field.

We take our hats off to people like Motiograph who pioneer and have no superiors. Yes, and we take our hats off to our research engineers who have perfected the finest and most complete speaker line through research and development for over a quarter of a century.



OXFORD

ELECTRIC CORPORATION

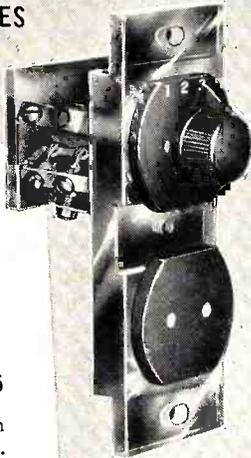
3911 South Michigan Avenue • Chicago 15, Illinois
EXPORT: ROBURN AGENCIES, NEW YORK CITY

Leading jobbers carry OXFORD SPEAKERS for TV, FM, AM, AUTO, PA, and outdoor applications. Write for your copy of our latest catalog.

MOSLEY Low Loss TV Accessories . . .



provide **BETTER TV PICTURES**
through more efficient
installation!



**F-10
FLUSH MOUNTED
SOCKET-SWITCH**



**F-1
SINGLE
FLUSH SOCKET**



**F-11
DUAL
FLUSH SOCKET**

NEW! FLUSH MOUNTED SOCKET-SWITCH

The answer to multi-channel TV reception. Provides easy, instant change-over to any one of three antennas. Ingenious MOSLEY design assures constant impedance at each switch position. Unit recesses in standard electrical outlet box and takes standard double receptacle plate. Eliminates unsightly and inefficient hawire. Sturdily made of low-loss acrylic plastic. All metal parts are non-ferrous.

Cat. F-10—MOSLEY Socket-Switch List \$3.75

MOSLEY TRANSMISSION LINE PLUG for plugging transmission line from receiver to MOSLEY SOCKET-SWITCH listed above.
Cat. 301 List \$.48

MOSLEY SINGLE FLUSH SOCKET for 300 ohm line. For terminating TV transmission line lead-in concealed in wall. Fits standard electrical outlet box and receptacle plate. Terminal spacing of 1/2". Will accept either MOSLEY 301 or 302 Plugs. Made of low-loss plastic with non-ferrous hardware. For antennas installed without rotator.
Cat. F-1—MOSLEY Single Flush Socket List \$1.67

MOSLEY DUAL FLUSH SOCKET for 300 ohm line. Same as F-1 above but provides two sockets for installations using two individual antennas with separate lead-ins.
Cat. F-11—MOSLEY Dual Flush Socket List \$2.09

MOSLEY FLUSH SOCKET for Four wire rotator control. Provides low-loss socket connection for 300 ohm TV lead-in same as F-1 listed above. In addition a second socket permits a neat efficient connection of four wire rotator cable. Fits standard outlet box and dual receptacle plate.
Cat. F-14—MOSLEY Flush Socket List \$2.09

MOSLEY FLUSH SOCKET for Five wire rotator control. Same as F-14, above, except rotator socket is for Five wire control cable.
Cat. F-15—MOSLEY Flush Socket List \$2.09

MOSLEY
W O F Q Y

Electronics

2125 LACKLAND OVERLAND, MISSOURI

A SINGLE SOURCE OF SUPPLY

MOSLEY ELECTRONICS manufactures the only complete line of antenna transmission line connectors, plugs, sockets and other accessories. MOSLEY products are solderless and designed for maximum electrical efficiency. Install MOSLEY accessories with complete confidence. Write for new Catalog No. 50-51.

CONCERT HALL SOUND REPRODUCTION

with the NEW STANDARD MODEL RX

BASS REFLEX SPEAKER CABINETS

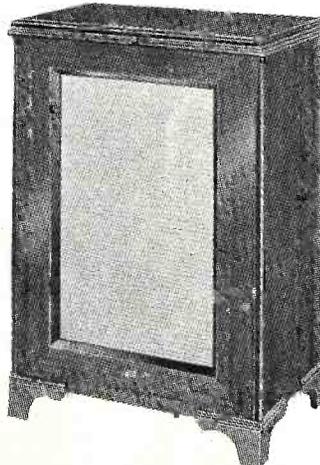
For Manufacturers, Jobbers and Dealers
Immediate Delivery from stock for 15" and 12" speakers

Latest acoustic design. Luxurious authentic furniture styling. Approximately 10,000 cubic inch capacity. Wider frequency response and angle distribution; higher power-handling capacity. Beautiful high lustre in Mahogany, Cordovan Mahogany, Walnut, Ebony, Blonde or Unfinished. See them at our plant or Showroom today. Write NOW for Bulletin RXR.

DISTRIBUTOR INQUIRIES INVITED

STANDARD WOOD PRODUCTS CORP.

43-02 38th St., L. I. C. 4, N. Y. RAvenswood 9-6010
SHOWROOM: 120 Wall St., N. Y. C. DIgby 4-8675



Electric Housewares Sales Campaign Under Way

Seen as a timely stimulant to a lagging market, the NEMA sales campaign, "Give Electric Housewares—First Choice for Every Gift Occasion", is getting enthusiastic support at all levels of the industry. The gift theme idea is being particularly stressed this month, and during May and June. Handsomely printed gift certificates are available to dealers through distributors at \$9.00 a hundred.

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. Gift certificates for dealer use at \$9.00 a hundred. 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.

NEDA Show Program

Program for the NEDA Parts Show in Cleveland next September includes: NEDA officers' meetings on Sept. 7, 8, and 9 at 10 AM.; three educational sessions, a ladies' program and the annual general meeting on Sept. 10; one more educational session, opening of the exhibition floor and another ladies' program for Sept. 11; and another educational session on Sept. 12.

Belmont Names Lunney

Allen Henry, advertising manager and newly appointed contracts administrator of Belmont Radio Corporation, recently announced the appointment of Charles R. Lunney as assistant advertising manager.

Philco Service Plan

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 by Henry T. Paiste, Jr., vice-president in charge of quality and service, Philco Corporation.

To Head Blackstone

Reginald A. Lenna, former vice-president and general manager of the Blackstone Corporation, was elected president, succeeding his father, the late Oscar A. Lenna, at a recent meeting of the board of directors.

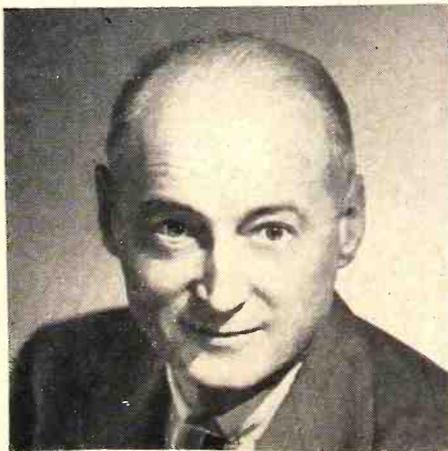
Hughes Rejoins Motorola

Jack Hughes, has rejoined the sales force of Motorola-New York Inc., according to Nathan Cooper, president of the New York distributing firm. His territory will consist of Brooklyn, east of Flatbush Avenue.

New Lamp Filament

The development of a new "coiled coil" horizontal filament has made possible the production of a new higher output 300 watt aluminized reflector R-40 flood, spot and clear lamps according to an announcement by the Sheldon Electric Company, Division of Allied Products Inc. of Irvington, N. J.

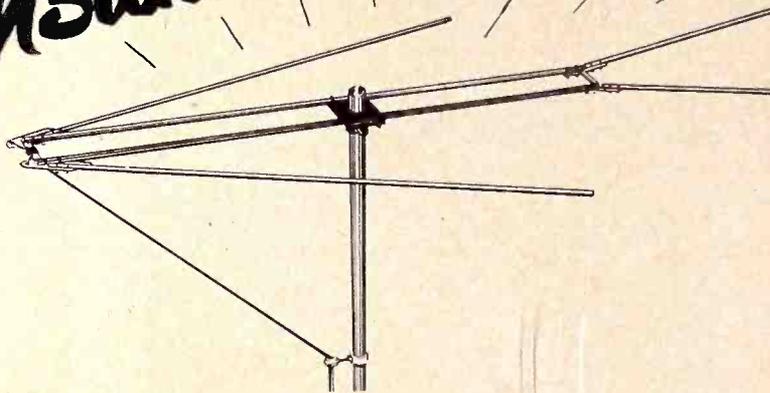
New Plant for Newcomb



On its 13th anniversary, the Newcomb Audio Products, Hollywood, Calif., has broken ground for an addition to its plant of nearly 15,000 square feet of floor space. This announcement was made by Robert Newcomb, above, president and founder of the company.



Over 250,000 installed in 1950



the WORKSHOP **DUBL-VEE** TV ANTENNA

U.S. PATENT NO. 2-538-915

For top, high-quality, all-channel reception you can't do better than install the Workshop DUBL-VEE antenna. Its high-gain, "end-fire" circuit is now protected by a basic electrical patent . . . rare among TV antennas. Streamlined but rugged, because of extremely low wind resistance, its appearance is clean-cut and inconspicuous on a roof top. Ghosts and snow are reduced to the barest minimum even in the toughest locations, and performance is boosted on the difficult high channels 7 to 13. For brilliant, outstanding pictures on all channels, specify the Workshop DUBL-VEE.

CASH IN on this proven profit maker.
See your distributor now for posters
and literature to help you sell more.

THE WORKSHOP ASSOCIATES
INCORPORATED

Specialists in High Frequency Antennas

135 Crescent Road, Needham Heights 94, Massachusetts



Beat the Tube Shortage!

This invaluable book shows you how to keep radio and TV sets working . . . even though exact replacements are unavailable.

RECEIVING TUBE SUBSTITUTION GUIDE BOOK



For TV-AM-FM Receivers and Allied Equipment
by H. A. Middleton

2500 Radio and TV tube substitutions listed: TV receiver filament wiring; heater substitution wiring instructions; tube types classified by functions. Other priceless data you must have in order to keep your shop as well as receivers going. Get this book without further delay.

215 pages, 8 1/2 x 11, durable paper cover.

Only \$2.40

All About the Scope!

WHAT it is . . . WHAT it can DO . . . and HOW to use an oscilloscope PROPERLY for greater profit to you!

ENCYCLOPEDIA ON CATHODE-RAY OSCILLOSCOPES AND THEIR USES

by John F. Rider and Seymour D. Uslan

The ONLY book that so fully describes the oscilloscope . . . its applications in servicing, engineering, research . . . with thousands of time-saving and labor-saving references, charts, waveforms, etc. More than



70 different models are described with specifications and wiring diagrams. WE GUARANTEE that it will EARN many times its cost to you. 992 pages, 8 1/2 x 11. 500,000 words, 3000 illustrations. 22 chapters. Completely indexed, easy to read. Cloth bound.

Only \$9.00

All About Antennas

No other book so thoroughly and clearly explains theory and practical aspects of TV antennas . . . a money-maker for you.

TV and OTHER RECEIVING ANTENNAS

(Theory and Practice)

by Arnold B. Bailey



A "must" reference book on all types of receiving antennas. If you have any questions, you'll find all the answers in this volume. It incorporates 50 data pages, never before published, on approximately 50 different basic types of antennas. Shows which type is best . . . what it can do . . . and how to use it. Technician, teacher, student, engineer — all can use this book. And it's readable because mathematics has been translated into charts and graphs.

595 pages, 310 illustrations . . . Only \$6.00

Time-Saving! Money-Making!

Stop wasting time, effort and money in trying to "dope out" difficult TV installations . . . order this book today.

TV INSTALLATION TECHNIQUES

by Samuel L. Marshall



The only book of its kind. Gives ALL the facts about such things as ice loading, wind surface, mounting requirements, etc. Accurate data on receiver adjustment in the home.

Municipal regulations in all the major TV areas in U.S.A. Complete information on all mechanical and electrical considerations. Sure to be a great help to you.

330 pages, 5 1/2 x 8 1/2. 270 illustrations. Cloth bound. . . . Only \$3.60

At Your Jobber's or ORDER DIRECT on a 10-DAY MONEY-BACK GUARANTEE.

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

Parts Show Plans

Plans for the 1951 Parts Distributors Show in Chicago on May 21-23 include entertainment of distributors, suppliers and representatives who will attend the show. "Welcome Travelers" NBC radio show, with Tommy Bartlett as master of ceremonies, will interview show visitors who come from most distant places or have unusual stories of interest to the radio audience.

The Aisle of Trade Names at this year's show will keynote a long-range program to keep the industry's product brands and trade marks in customers' minds. "The Names Your Customers Remember" is one of the slogans which will top the twin double-wing billboards flanking the entrance to the show exhibition hall at the Hotel Stevens.

New Scott Dealers

Thirteen new dealers have been franchised to handle the radio-phonograph-television line of Scott Radio Laboratories, Inc., it has been announced by John S. Meek, president. They are: Larsen Music Co., 314 N. W. First St., Oklahoma City, Okla.; John A. Brown Co., 209 W. Main St., Oklahoma City, Okla.; Novak and Atkin Music Co., 534 Main St. El Centro, Cal.; Westbrooks, 3750 Main St., Riverside, Cal.; Danz Music Co., 1985 Fifth Ave., San Diego, Cal.; Galveston Piano Co., Winnie and 21st St., Galveston, Texas; Leonard's, 200 Houston St., Ft. Worth, Texas; Mier's, 235 N. Hampton St., Easton, Md.; Beavertale Radio Sales, 2707 Beaver Ave., Des Moines, Iowa; Levis Music Store, 33 South Ave., Rochester, N. Y.; Nice House of Music, 2651 Park St., Jacksonville, Fla.; Haverty Furniture Co.; 407 Laura St., Jacksonville, Fla.; and McFarlane's, Inc.; 300 E. Las Olas Blvd., Ft. Lauderdale, Fla.

Kelvinator Appointees

Appointment of J. Truman Stone as sales promotion manager of the Kelvinator Division, Nash-Kelvinator Corporation, was announced by J. C. Bonning, advertising manager. Stone has been advertising manager of the company's Leonard Division for the past four years. W. L. Hullsiek has been appointed Leonard advertising manager, succeeding Stone.

Starrett New York Show

Mayflower Industries, New York distributor, held a showing at the hotel Governor Clinton recently of the new Starrett television sets. Featured were the 17 and 20-inch tube models in both table and console wood cabinets. The circuit has been completely redesigned to take advantage of modern engineering developments. Starrett is now offering a standard small parts warranty of one year and picture tube warranty of six months for only \$6.60 additional, the Mayflower representatives stated.

You need it! Get it...Now!

New Rider TV Manual . . . VOLUME 6



at your nearby Jobbers' today! Hurry in for your copy before the present supply is exhausted!

EXCLUSIVE FEATURES

- All TV Production Runs and Changes from August, 1950 Through January, 1951.
- Circuit Function Descriptions.
- Unpacking and Installation Data.
- Signal Waveforms for Trouble Shooting.
- COMPLETE Alignment Data.
- COMPLETE Parts List.
- Circuit Changes.

RIDER TV MANUAL . . . Vol. 6

ACCURATE . . . AUTHENTIC . . . FACTORY-AUTHORIZED TV servicing information direct from 66 manufacturers. BIG 12"x 15" page size, and all pages filed in proper place. Large, easy-to-read diagrams. Equivalent of 2320 pages, (8 1/2" x 11") plus Cumulative Index Volumes 1 through 6. . . . \$24.00

With all 6 RIDER TV MANUALS on your shelves you will have the world's greatest compilation of TV servicing information — right at your fingertips. This information will save you time, save you trouble, help you do a better servicing job, and help increase your profits. SEE YOUR JOBBER TODAY!

Now Available!

RIDER Manual . . . Vol. XXI



Here's another RIDER volume that you must have on your shelves . . . another time-saver . . . another money-maker for you! Factory-authorized servicing information from 61 manufacturers . . . AM-FM,

Auto Radios, Record Changers, Disc Recorders, Tape Recorders. Coverage from December, 1949 through October, 1950. 1648 pages plus Cumulative Index Volumes XVI through XXI. . . . \$21.00

Every Day, More and More Servicemen Buy RIDER MANUALS For PLUS Profits!

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

RCA Conservation Plan

The Radio Corporation of America has turned over to the radio-television industry the results of its eight-months' emergency-intensified program on conservation of critical materials which will make possible savings of millions of pounds of strategic metals. Complete information was released to radio, television and electron-tube manufacturers by the RCA Industry Service Laboratories in a report titled "Conservation of Critical Materials." Among the new RCA engineering features was a new electrostatic-focus TV picture tube, and the radical redesign of loudspeakers used in both radio and television receivers. The newly designed RCA speakers reduce cobalt content by 70%, brass by 90% and steel by 35%, and the new RCA electrostatic kinescope completely eliminates the use of alnico magnet. The RCA Service Company, it was pointed out, has achieved a savings of almost 50% in aluminum used for antenna masts during the first quarter of 1951. Measures now in effect have reduced the consumption of copper in antenna transmission line by as much as 33%. Tests now underway with "copper-weld" or copper-coated steel wire, promise a future reduction of 82% in copper used.

Farr Outlines Program

A program for radio and TV retailers to follow during the critical period ahead has been outlined by Mort Farr, president of the National Appliance and Radio Dealers Association. The program urges the dealer and serviceman to: 1. Fight inequitable taxation, and the tendency to single out the radio and appliance industry as fair game every time more money is needed; 2. Show the importance of priorities on at least service and maintenance parts and secure allocations of raw materials for them; 3. Establish training programs, working in cooperation with trade associations and business magazines of the radio and appliance industry; 4. Speed the flow and interchange of information from manufacturers to servicemen; 5. Work constantly to increase and maintain the dealers' professional stature.

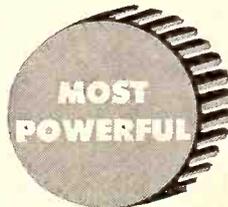
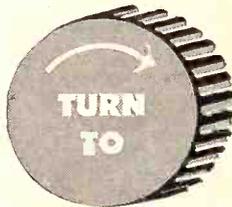
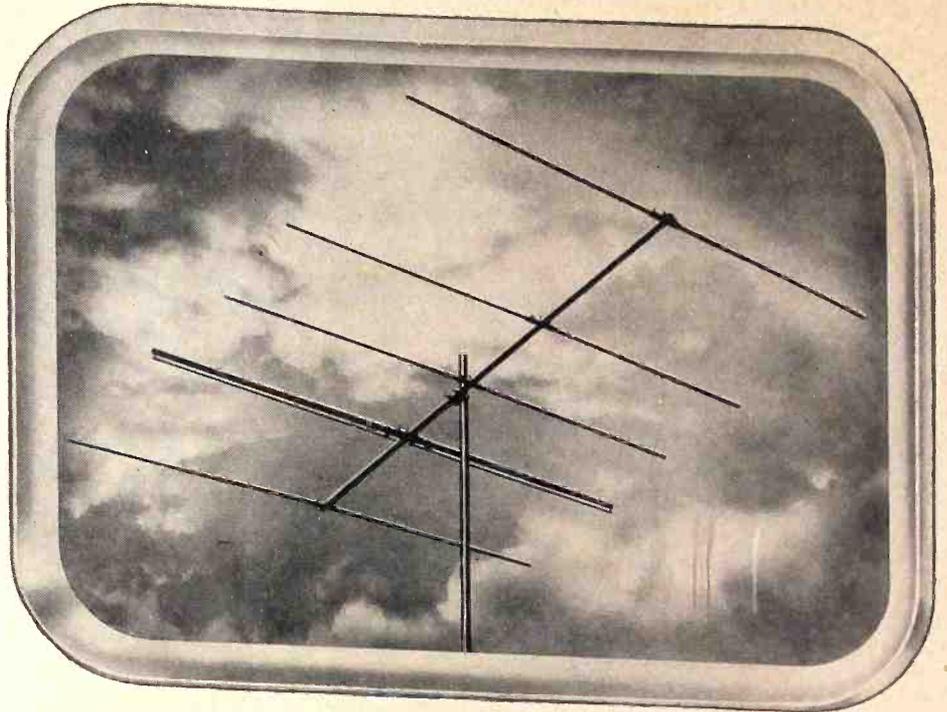
Du Mont Names Hinck

Edwin B. Hinck has been appointed sales manager of the electronic parts division, Allen B. Du Mont Laboratories, Inc., it was announced by Paul Ware, general manager of the division. Mr. Hinck succeeds Major Harry Van Rensselaer, recently recalled to active duty with the Army Air Force.

Mid-Atlantic Officers

Newly elected officers of Mid-Atlantic Appliances, Inc., Admiral distributor in Washington, D. C., are as follows: I. S. Burka, president, S. P. Cohen, vice-president, I. Grossberg, secretary-treasurer and Harry P. Brightman, general manager.

**OFTEN COPIED
— NEVER EQUALED**



The One and Only

VEE-D-X "JC" YAGI

The Vee-D-X "JC" is by far the world's most popular Yagi. It outperforms and outsells all others. It is the pioneer pre-assembled Yagi — and still by far the best. Provides powerful signal at lowest cost . . . with minimum installation time. Why accept inferior copies when you can get the one and only "JC" Yagi?

**HERE IS YOUR GUIDE TO THE
WORLD'S FINEST ANTENNA SYSTEMS**

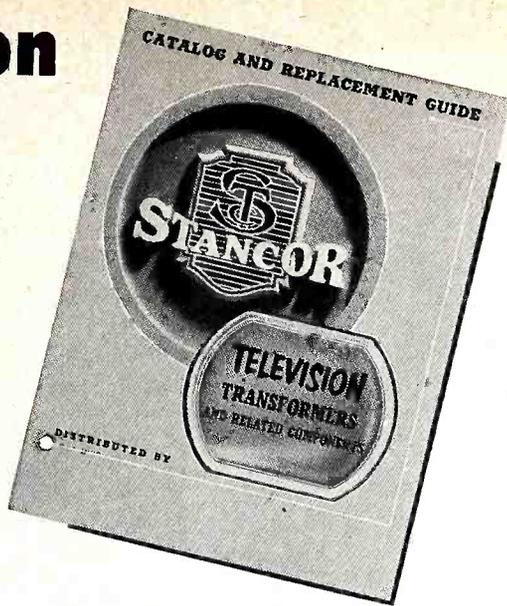
It's the big new 1951 VEE-D-X catalog — a single source for all antenna requirements. For your copy write to The LaPointe-Plascomold Corp., Windsor Locks, Connecticut.



VEE-D-X

THE WORLD'S MOST POWERFUL ANTENNAS

1951 Edition



**Ready!
NOW!**

STANCOR'S

New

TV TRANSFORMER CATALOG AND REPLACEMENT GUIDE

Lists:

- Over 900 TV receiver models and chassis made by 71 manufacturers.
- Complete specifications, dimensions and prices of 75 STANCOR transformers and related components for replacement and conversion.

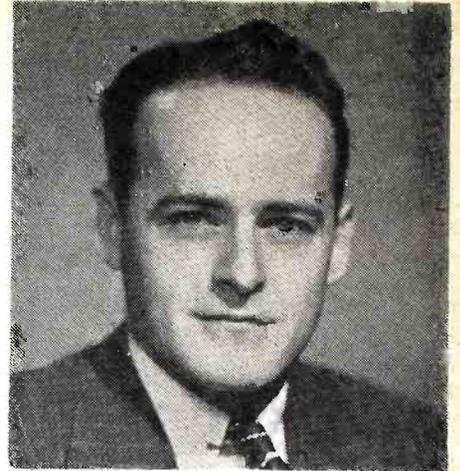
TAKE THE GUESSWORK OUT OF YOUR TV SERVICING! GET YOUR FREE COPY NOW AT YOUR STANCOR DISTRIBUTOR



STANDARD TRANSFORMER CORPORATION

3586 ELSTON AVENUE, CHICAGO 18, ILLINOIS

60% Sales Increase



Gardiner G. Greene, above, president of The Workshop Associates, Inc., has announced that the company had a 60% increase in sales for 1950. He said, "Workshop looks to 1951 with optimism and expectation of improving our 1950 record."

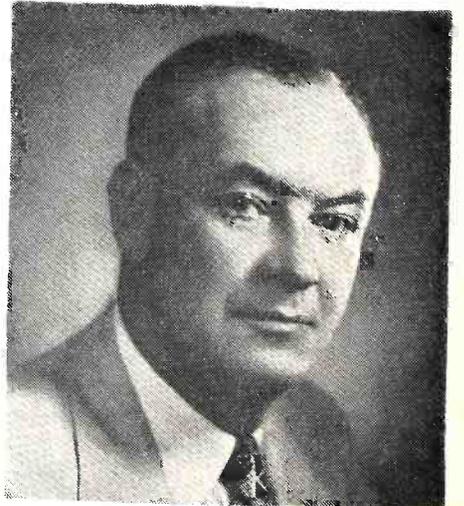
Magnavox Appointees

V. J. Sanborn, central divisional sales manager of The Magnavox Company, has announced the appointment of Frank A. Sullivan as district sales manager for the Milwaukee territory. Also announced was the appointment of new district service managers for The Magnavox Company. Richard Guilfoyle and Edward L. Schwarz have been named to head Magnavox service operations in the metropolitan New York area. New service manager for the Cleveland district is Glenn Seaton.

Snyder Employe Booklet

Snyder Manufacturing Company, Philadelphia, Pa., has distributed to its entire plant personal a new booklet explaining in full detail everything the worker should know about the company and his job. Prepared after long study and consultation with experts in the field, the radio and auto accessories firm's new booklet has brought many comments of approval.

Views on Ad Campaign



Henry L. Pierce, above, general sales manager of the radio-television division of the Sparks-Withington Co., Jackson, Mich., in stating the attitude of the company toward its big advertising campaign during these times of impending shortages, said, "No retailer ever takes his name off the store because he is temporarily short of merchandise."

WIDER PROFIT MARGIN!

with the new ...



**TELE-TUNE
TV BOOSTER ANTENNA**

new!

4

**QUICK-SELLING
FEATURES**

- Vastly improves reception of television sets.
- Rejects and reduces "Ghosts," Noise and "Snow."
- Provides additional pickup.
- Enhances any room with its rich appearance.

sensational!

write or call today

CITY TOOL ACCESSORIES CORP.

3831 West Lake Street • Chicago 24

Kamen Lectures on Antenna Installation



The Brach Mfg. Co. of Newark, N. J., recently sponsored a meeting of several hundred technicians and dealers at which Ira Kamen, sales director for the company, talked about TV antenna installations under a wartime economy.

Raytheon Appointee

W. L. Dunn, vice-president of Belmont Radio Corp., has announced the appointment of W. K. Trukenbrod as regional sales manager for the territory including Chicago, Milwaukee, Gary and surrounding counties. As president of Belmont Distributor, Inc., distributor of Raytheon television in that area, Dunn also announced the appointment of Trukenbrod as vice-president and regional sales manager of Belmont Distributor, Inc.

Du Mont Service Clinics

The Teleset service control department of Allen B. Du Mont Laboratories, Inc., has scheduled 450 television service clinics to be held all over the country in coming months. The service clinics, to be held for the benefit of Du Mont service organization and servicing dealers, will be run by Du Mont regional service managers and field representatives in conjunction with the Receiver Sales Division's distributors.

Stancor Ad Manager

Jerome J. Kahn, president of Standard Transformer Corporation, Chicago, recently announced the appointment of Harold M. Stral as advertising manager.

Sandberg Leaves Crosley

Irving M. Sandberg, general sales manager of The Crosley Distributing Corp., in New York, has resigned effective April 1, it was announced by William J. O'Brien, general manager.

New Distributors Named

The Gilham Electric Co., 10 Peachtree Pl., N. E., Atlanta, Ga., has been appointed Georgia distributor for Stewart-Warner television and radio products, Edward L. Taylor, sales manager of Stewart-Warner Electric, has announced. Also appointed was the Masda Corporation, 852 Clinton Ave., Newark, N. J.

Moulds Own Plastic

Although a little known part of the Vee-D-X operation, the LaPointe-Plascomold Corp., Windsor Locks, Conn., manufactures all of its own plastic parts and accessories. Five 50-ton moulding presses are now being used for the manufacture of Vee-D-X lighting arresters and antenna insulators.

Kaye-Halbert Distributor

Kaye-Halbert Corporation has announced the appointment of the Ed J. Moreau Company, 117 West 2nd South, Salt Lake City, Utah, as Kaye-Halbert distributor.

here is where... **12 INCHES DOES MAKE A FOOT!**

Too often television sets are sold on picture tube size . . . this is a false measure! A good set must have the power in the chassis behind the tube, so that performance is at its peak . . . obviously Commander has this driving power . . . and it is Commander that you should sell starting right now!

VISION-CLEAR **Commander TELEVISION RECEIVERS**



1700 m 17" Table Model

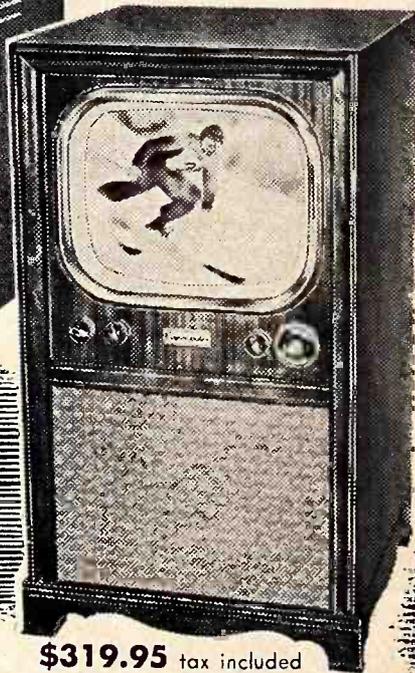
- A Precision Instrument
- Inexpensively Priced
- Magnificent Performance
- Luxurious Beauty
- High Fidelity Reception

\$269⁹⁵ tax included

Cabinet of wood . . . hand rubbed mahogany finish.

1701 m 17" Console

Cabinet of mahogany wood lustrous hand rubbed finish.



\$319.95 tax included

Your territory may still be open . . . write, wire or phone for complete information

COMMANDER TELEVISION CORPORATION

280 B Ninth Avenue, New York 1, N. Y., Phone Wlconsin 7-2007

Watch
MERIT
for TV in '51

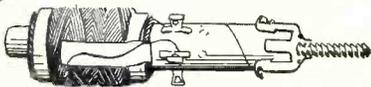
Merit is meeting the rapidly rising demand for TV replacements with a TV line as complete as current and advance information will permit
TRY MERIT FIRST FOR TV CONVERSION OR REPLACEMENT!



HVO6—Universal Ferrite core "FLYBACK" permits widest coverage.



MDF70 — 70° high efficiency Ferrite yoke for tubes up to 19"



MWC-1—Width linearity control with AGC winding (Automatic Gain Control).

FOCUS COILS



Free!

Write today for:

- MERIT TV REPL GUIDE AND CATALOG** —Dec. 1950 issue. Up-to-date listing of all replacements.
- MERIT 1951 CATALOG No. 5111** Show specs. on complete line of TV, Radio, Amateur and Industrial Transformers.

REFER TO MERIT'S LISTING IN HOWARD SAM'S PHOTOFACTS

TAPE-MARKED TO HELP YOU!
Handy tape marking on every Merit Transformer shows permanent hook-up data for quick reference. **ORIGINATED BY MERIT.**

MERIT TRANSFORMER CORP.

4419 NORTH CLARK ST., CHICAGO 40, ILL.

New Admiral Prices

Admiral Corp. has announced new low prices on three of its models. The 17-inch model 17K12 is priced at \$249.95; 16-inch model 16R12 is now priced at \$209.95; and a similar model in ebony cabinet, model 16R11, is priced at \$199.95.

Named Sales Manager

Benjamin H. Rice, president of Television Materials Corp., New York City, distributors of radio and television tubes, parts and components, has announced the appointment of Lewis Chaps as sales manager.

Steelman Expansion

Treasurer Jerry Herold of the Steelman Phonograph & Radio Co., Inc., has just returned from a short vacation in Miami and Cuba. He now plans to concentrate on expansion plans for the firm's newly-launched radios.

Terado CONVERTER

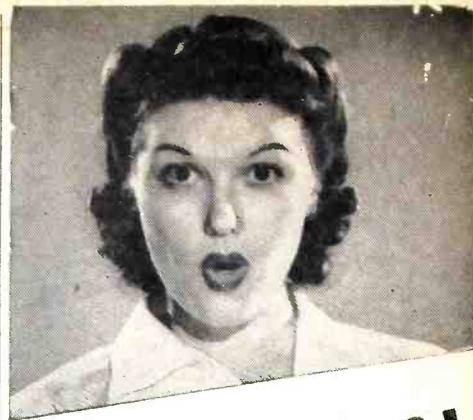
Recently introduced is the Trav-Electric, for converting DC to AC. It changes 6 volts DC to 110 volts AC for operating radios, electric shavers, phonographs, etc., in boats, trailers, cabins, etc. Plugs into cigar lighter outlet or attaches to battery. List price is \$15.95. Also offered is the Kar-Shave, converter specifically designed for use with electric shavers, and the Quik-Shave, for operating electric shavers on 110 volts AC (changes AC to DC for faster movement of the cutting blades). The Terado Company, St. Paul 8, Minnesota.—RADIO & TELEVISION RETAILING.

Kisco CIRCULATOR

The Versatil-Air Circulator has recently been added to the line. The feature of this model is that it may be used as a floor model air circulator, providing draftless circulation in all directions, or the "deflecto can" may be removed and the fan converted into an air mover or blower type fan, reversible window fan, wall or bracket fan. Kisco Company Inc., 2400 DeKalb St., St. Louis 4, Mo.—RADIO & TELEVISION RETAILING.

Frigidaire REFRIGERATORS

Top model of the new refrigerator line is the 10 cu.ft. two-door 10-100, which has three separate refrigerating systems in it. Freezer locker will hold 73 lbs. of food. Two full-door models, the 10.7 cu.ft. DO-107, and the 9 cu.ft. DO-90 both have freezer chests with close to 50 lb. capacities. The 8.1 cu-ft. model MO-81 holds 41 pounds of food in its built-in freezer chest, while the 7.1 cu.ft. model MO-71 holds 37 lbs. The line includes two Standard models, the 8.2 cu.ft. SO-82, and the 7.3 cu.ft. SO-73. The line is completed with the 6 cu.ft. AO-60 and the 4.3 cu.ft. model AO-43. For big families, there is an extra-large two-door household unit with 17.1 cu.ft. of storage space. Frigidaire Div., General Motors Corp., Dayton 1, Ohio.—RADIO & TELEVISION RETAILING.



VIBRATORS!
By every test



is Best!

ATR
AUTO RADIO VIBRATORS
have Ceramic Stack Spacers



A COMPLETE LINE OF VIBRATORS . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

Backed by more than 19 years of experience in Vibrator Design, Development, and Manufacturing.

ATR PIONEERED IN THE VIBRATOR FIELD.

NEW MODELS **NEW DESIGNS**
NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
Auto Radio Vibrators
See your folder or write factory



AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA—U.S.A.

Bendix Appoints Clement

R. W. Fordyce, general sales manager, Bendix Television and Radio Division, Bendix Aviation Corp. has announced the appointment of the J. V. Clement Company, 1024 Virginia Avenue, N.E., Atlanta, Georgia, as Bendix television and radio district merchandiser for the territory consisting of the states of Georgia and Florida.

Dynamic Stores Promotion

Irving Fain, merchandise manager of Dynamic Electronics-New York, Inc., has been elected vice-president in charge of sales, it was announced by Jack M. Winer, president.

Leonard RANGES

The 1951 electric range line includes a choice of sizes and cooking features. Model LER-9D, with full-size second oven, lists at \$389.95. The LER-9, at \$339.95, has a single oven, with three surface units. A fourth surface unit is a deepwell cooker. Another single oven unit, the LER-7, lists at \$309.95. Two standard models, the LER-3, at \$219.95, and the LER-2, at \$199.95, are also in line. For limited floor space kitchens, the model LER-14, four surface unit model, at \$174.95, and the model LER-1, with three surface units, at \$164.95, are offered. Leonard Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Sun PORTABLE PHONO

A new, portable 3-speed phonograph has been announced. Housed in a tan leatherette luggage-type case, it features an 8-inch speaker and Garrard 3-speed record changer. Standard model has an Astatic LQ-D crystal pickup. A second model at slightly higher cost is equipped with a GE RPX-050 triple play cartridge and built-in GE-UPX-003 pre-amplifier. Sun Radio & Electronics Co., Inc., 122 Duane St., New York, N. Y.—RADIO & TELEVISION RETAILING.

Dynavox PHONOGRAPH

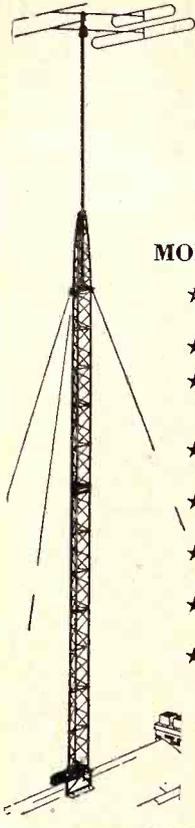
Recently added to the 1951 line is a portable 3-speed phonograph. It contains a 3-tube amplifier and 5-inch speaker. Case is covered in two-tone



DuPont Fabricoid and trimmed with brass hardware. It has a leather handle. Known as the model 931, the new portable lists for \$39.95. Dynavox Corp., 40-05 21st St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Top Value IN TV TOWERS AND POLE ACCESSORIES

Easy-Up

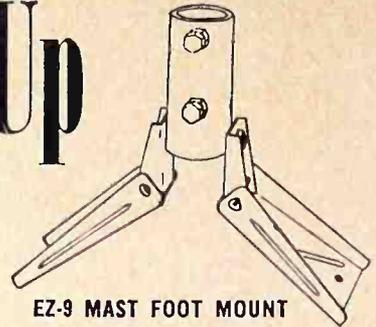


MODEL 300 ROTA-TOWER

- ★ Strong . . . Steel tube and bar construction, galvanized over-all
- ★ Light . . . 1½ lbs. per foot
- ★ Multiple cross-braces—90 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

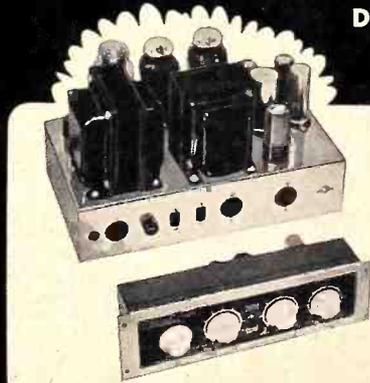
Write for literature on the complete Easy-Up line of quality towers and pole accessories.

Easy-Up Tower Co.

RACINE • WISCONSIN

PRECISION ELECTRONICS PRESENTS the GROMMES CUSTOM AMPLIFIERS

Designed by Sound Engineers
for CRITICAL MUSIC LOVERS



- For those who want the best
 - Response 10 to 100,000 CPS (±0.1 DB 10 to 50,000 CPS).
 - Passes square waves 20 to 10,000 CPS
 - Total distortion 0.2% or less at 20 watts.
 - Peak power 50 watts.
 - 25 DB feedback; Damping factor-11.
- 200 PG List \$225.00

- Out-performs larger amplifiers.
- Response ± 1 DB 20 to 20,000 CPS.
- Total distortion 1.5% or less at 10 watts.
- Peak power 20 watts.
- 10 DB feedback.

50 PG List \$73.50

Now! Available
with Pfanstiehl
pre amps....



Both models feature the most advanced circuits known to electronics; 4 inputs, feedback pickup pre-amp, calibrated bass and treble controls, hum inaudible.

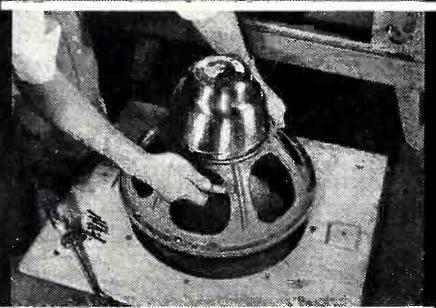
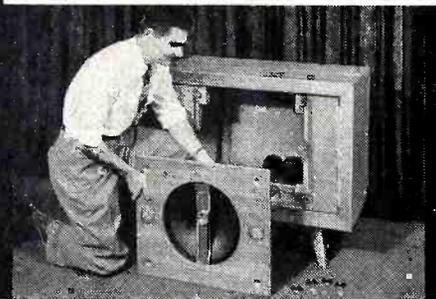
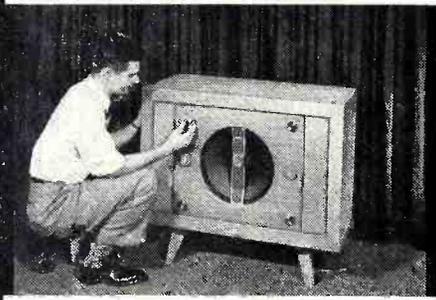
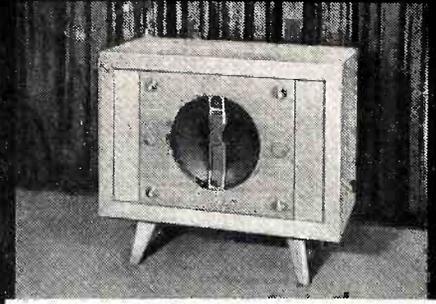
Free technical bulletin.

PRECISION ELECTRONICS, INC.

641-43 MILWAUKEE AVENUE

CHICAGO 22, ILLINOIS

FOR FINE SPEAKERS
World's Finest
Reproducer Cabinet
 by **Jensen**



These new Customode Imperial Reproducer Cabinets combine fine acoustic performance with beautiful modern styling and new features for convenience. Speaker is easily, quickly installed or removed from the front. Adjustable Base Reflex port. Optional protective grille assembly furnished. Positive anchor nut attachment of speaker to baffle — no wood screws. Fine mahogany veneer, Blonde or Cordovan finish. Ask for data sheet 161.

Jensen
 MANUFACTURING CO.
 Division of The Muter Company
 6601 SO. LARAMIE, CHICAGO 38

Buys TV Tube Patents



Meyer Bonuck, (above), president of Zetka Television Tubes, Inc., of Clifton, N. J., has announced that his company has acquired the right to purchase an interest in Sightmaster Corporation's patent position. It was announced that these patents and patent applications effect the improved construction of color cathode ray tubes.

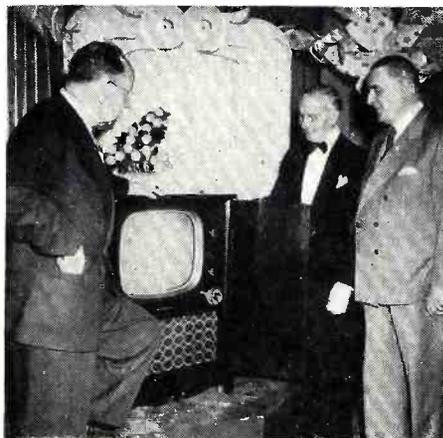
1951's Major Problem

H. L. Hoffman, Hoffman Radio Corp., Los Angeles, said in a recent statement: "In spite of all the difficulties of getting materials to build television sets, it is becoming increasingly apparent that in 1951 the major problem will be sales. Customers, now more than ever before, want quality. . . . Another factor that is more important this year than in previous years is the fact that the middle class and the upper middle class are buying television sets. Consequently, a part of the sales program at all levels should be aimed at this market."

Newcomb Distributors

The Newcomb Audio Products Co. has announced the appointment of Grady Duckett, 1145 Peachtree St., N.E., Atlanta, Ga., as representative for the states of North Carolina, South Carolina, Georgia Tennessee, Florida, Alabama and eastern Mississippi. Newcomb's Virginia distributors will now be served by the Art Cerf Co. of Newark, N. J., in the person of Dave Brothers of 3851 Boardman Ave., Baltimore, Md.

Fashion—TV Promotion



Earl Hadley, (left), advertising and sales promotion manager of the Westinghouse Television and Radio Division, inspects the Westinghouse Stratton with Melville Clark, owner of the Clark Music Company, and H. H. Silliman, of the Westinghouse Electric Supply Company, at a recent fashion and TV promotion presented at the Syracuse Museum of Fine Arts.

HEPPNER



Again leads

WITH A NEW
**UNIVERSAL
 ION TRAP**

*for use with 90%
 of the TV picture tubes*

By the use of a simple clip developed by HEPPNER, the magnetic strength of the trap may be varied, making it a universal ion trap for replacement purposes.

Features

- Clip varies magnetic strength
- Speeds up service work
- Eliminates multiple stocking
- Single magnet, snap-on type
- Competitively priced

Heppner is the world's largest producer of Ion Traps—Specialist in PM focusing devices, flyback and high voltage transformers, P.M. centering devices.

Buy from the Leader

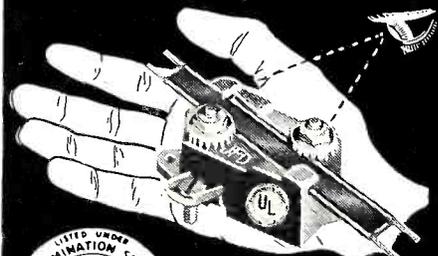
If jobber doesn't stock, write direct to

HEPPNER MFG. CO., ROUND LAKE, ILL.

Telephone Round Lake 6-2161

**JFD TWIN LEAD
 LIGHTNING ARRESTER**

*Protects TV Sets Against
 Lightning and Static Charges*



Underwriters' Laboratories Approved

No. AT105
\$1.25
 List

For Regular Twin Lead

SEEING IS BELIEVING!

ONLY JFD Lightning Arresters offer you these exclusive patented features . . .

1. Patented strain-relief Retaining Lip which prevents pulling or straining against contact points.
2. You actually see positive contact made with lead-in wire.
3. Lead-in contact remains fully visible at all times.
4. No wire stripping. No Arrester Cover to Hide Poor Contacts!

At Your Jobber or Write Direct

JFD MANUFACTURING CO., Inc.
 6103B 16th AVENUE, BROOKLYN 4, N. Y.
 FIRST in Television Antennas and Accessories

VEE-D-X for the finest LIGHTNING ARRESTERS at the Lowest Prices



New!
**2-WIRE
RW-200**

only **125**
LIST

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.



**4-WIRE
RW-204**

only **150**
LIST

The first and only arrester that will accommodate 4-wire rotator line as well as regular 2-wire transmission line.

**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.



only **200**
LIST

LA POINTE-PLASCOMOLD CORP., WINDSOR LOCKS, CONN.

New Arvin Distributors

Appointment of five distributing firms to handle sales, merchandising and promotion of Arvin television receivers and radio sets has been announced. They are: Wilson's Leading Jewelers, Inc., 310 S. Salina St., Syracuse, N. Y.; E. H. Krohn & Co., 113 W. Jefferson St., Phoenix, Arizona; Rogers & Baldwin Hardware Co., Springfield, Missouri; Standard Supply Co., 531 S. State St., Salt Lake City, Utah; and Buchman-LaPrelle, Inc., 2016 Richardson Street, Dallas, Texas.

Thomas Vice-President

James B. Lindsay was elected vice-president and director of engineering of Thomas Electronics, Inc., Passaic, N. J., Thomas L. Clinton, president, announced. Mr. Lindsay will direct the corporation's new expansion program in cathode, miniature and sub-miniature television tubes.

Clarostat Rep Territory

The territory of Clarostat sales representative W. A. Connors of 1590 Eudora Ave., Denver, Colo., has been increased to include all of the states of Montana and Idaho which heretofore he covered only in part.

New Rauland Pix Tube

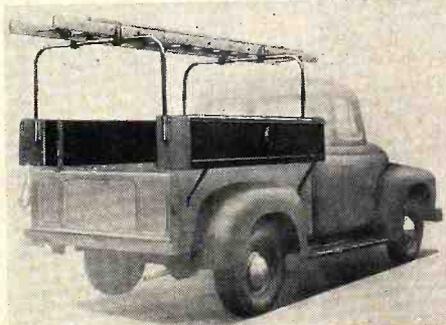
At the IRE show in New York Rauland Corp. announced a new large screen electrostatically-focussed picture tube which not only eliminates the focus coil but does not require an additional rectifier tube. Its focus operates directly off the low voltage DC supply and it needs only one additional circuit part, a voltage control.

Portable Article in May

Due to printing difficulties, the article entitled "Servicing Portable Radios", scheduled for this issue has been postponed until May.

Stahl Utility Boxes

Steel utility compartments which mount on the standard pickup truck body are now available for 1/2 ton and 3/4 ton pickup trucks. The weather-proofed side boxes may be locked and have bins for



small parts. Ladder racks are optional. Model 50 utility boxes come in 2 lengths, 75" and 85", are 12 1/2" wide and 15" high. Stahl Metal Products, Inc., 3490 W. 140th St., Cleveland, Ohio.—RADIO AND TELEVISION RETAILING.

The Hottest item since the picture tube!



ONLY
\$9.95
LIST

the TURRET BOOSTER

- Operates on Intermediate Frequency—one setting for all channels.
- Removed or installed without disrupting wiring of set.
- Fully concealed within set—no exterior units.
- Improves reception—increases video output 15% upwards.
- Improves receivers having poor sound (Emphasis placed on sound by IF coil adjustment.)
- Comes on when receiver is on—no extra switches to complicate the tuning of the receivers.

*Less additional tube.

WRITE FOR
FURTHER
DETAILS

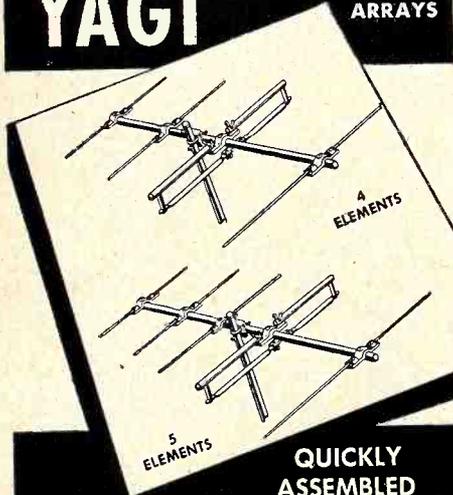
Money Back
Guarantee

BARB-CITY INDUSTRIES, Inc.

1151 FOURTH ST.

DEKALB, ILL.

CAMBURN VIDEO-BEAM YAGI ANTENNA ARRAYS



**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. 32-40 57th STREET
WOODSIDE, L. I. N. Y.

Write for catalogue R4

Magnavox Holds Three Day Sales Meeting



The Magnavox Company sales representatives and executives convened in a three day sales meeting recently held at the company's headquarters in Fort Wayne, Ind.

Plugs Mitchell Ads On Delivery Truck



Paul Miller, president of the St. Anthony Corp. of Clearwater, Florida, plugs Mitchell air conditioning units in the manner shown above. He had an artist paint reproductions of Mitchell ads on either side of his truck. This is the first of a fleet of trucks to be decorated.

GE Sales Promotion

General Electric is currently boosting its clock-radio, FM, and TV lines with special sales promotion material for GE dealers throughout the U. S., according to S. M. Fassler, manager of advertising and sales promotion for the division at Electronics Park, Syracuse, N. Y.

John Meck Executives

Five executives of John Meck Industries have been elected vice-presidents, it has been announced by John S. Meck, president. They are Russell G. Eggo, executive vice-president and secretary; B. L. Bethel, in charge of purchasing; Charles E. Palmer, in charge of production; Lewis G. Woycke, in charge of engineering; and Charles L. Hubbard, in charge of planning. Officers re-elected were John S. Meck, president, and G. F. Meck, treasurer.

Du Mont Names Schulman

Harold J. Schulman has been appointed service director of the Teleset service control department, Allen B. Du Mont Laboratories, Inc. Mr. Schulman will have full charge of the service department and will coordinate its activities with the receiver sales division.

New TRAV-ELECTRIC Model

**STURDY
MINIATURE
CONVERTER**

2½" x 2½" x 3½"

60 CYCLE AC.

40 WATTS

110 VOLTS

Just
plug into
**CIGAR
LIGHTER**



operates
Radios, Shavers

**Turn-
Tables**

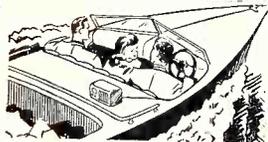
**Small
Dictating
Machines**

etc.

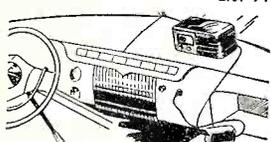
\$15.95

List Price

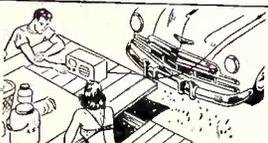
Model
6-1160



IN BOATS



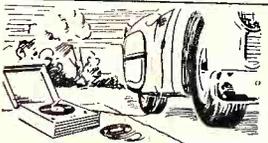
IN THE CAR - IN THE TRUCK



AT PICNICS - OUTINGS



ELECTRIC SHAVERS



PORTABLE PHONOGRAPH



Dictating Machine

Terado Company - 1068 Raymond, St. Paul 8, Minn.

SENSATIONAL GAIN! New PHOENIX YAGI

STURDY, TROUBLE-FREE CONSTRUCTION FOR LONG LIFE!

LICKS INTERFERENCE FROM GHOSTS AND NOISE!

EXCLUSIVE MAST-CLAMP DESIGN

MATCHES 300 OHM IMPEDANCE!

FAST, EASY QUICK RIG!

CUTS THE CALL-BACK NUISANCE!

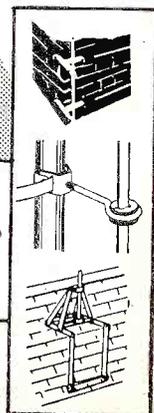
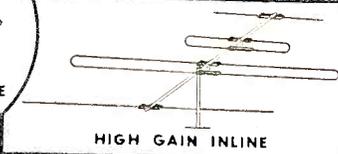
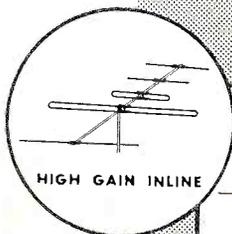
HIGH GAIN FOR SHARPER AND STEADIER PICTURES!

PHOENIX

Speed-Tennas....

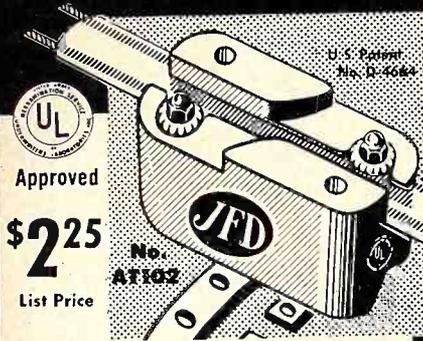
Speed-Mounts....

Hardware....



PHOENIX ELECTRONICS, Inc.
LAWRENCE, MASS.

THE WORLD'S LEADING TWIN LEAD TELEVISION LIGHTNING ARRESTER



Approved
\$225
List Price

JFD
No. AT102

completely waterproof

SAFE TV GUARD

Protects television sets against lightning and static charges. Simple to install everywhere and anywhere...no stripping, cutting or spreading of wires. More than 500,000 in use today!

See your jobber or write to —

JFD MANUFACTURING CO., INC.
6103-D 16th Ave., Brooklyn 4, New York
FIRST In Television Antennas and Accessories

"HAVE YOU HEARD
THE SOUND OF QUALITY?"



NEWCOMB SOUND IS BETTER

Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.

Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.

NEWCOMB AUDIO PRODUCTS CO.
DEPT. A, 6824 LEXINGTON AVE.
HOLLYWOOD 38, CALIFORNIA

Admiral Corp.	6
Air King Products Co., Inc.	Cover 2
American Phenolic Corp.	58
American Telephone & Telegraph Co.	2
American Television & Radio Co.	98
Anchor Radio Corp.	Cover 3
Arvin Industries, Inc.	18
Atwater Television	38
Barb-City Industries, Inc.	101
Bond Equipment Co.	104
Camburn, Inc.	101
Capehart-Farnsworth Corp.	61
City Tool Accessories Corp.	96
Columbia Records	53
Commander Television Corp.	97
Commercial Credit Co.	72
DuMont Labs., Inc., Allen B.	22
Duotone Co., Inc.	55
Easy-Up Tower Co.	99
Emerson Radio & Phonograph Corp.	46
Eureka Television & Tube Corp.	89
Fada Radio & Electric Co., Inc.	45
General Electric Co.	7, 12, 13, 83
General Industries Co.	84
Hallicrafters Co.	57
Heppner Mfg. Co.	100
Hytron Radio & Electronics Corp.	77
Jackson Industries	44
Jensen Industries, Inc.	16
Jensen Mfg. Co.	100
JFD Mfg. Co., Inc.	87, 100, 103
LaPointe-Plascomold Corp.	95, 101
Lincoln Engineering Co.	54
Macmillan Co.	103
Magnavox Co.	41
Merit Transformer Corp.	98
Mitchell Mfg. Co.	54
Mosley Electronics	92
Motorola, Inc.	21
National Carbon Co.	8
Newcomb Audio Products Co.	103
Oxford Electric Corp.	91
Penn Boiler & Burner Mfg. Corp.	88
Pentron Corp.	58
Philco Corp.	5
Phoenix Electronics, Inc.	102
Precision Electronics, Inc.	99
Radiart Corp.	71
Radio Corp. of America	28, 29, Cover 4
Rauland Corp.	4
Raytheon Mfg. Co.	39
Raytheon Television Co.	11
Recofon Corp.	86
Regal Electronics Corp.	63
Regency, Inc.	23
Revere Camera Co.	14
Rider Publisher, Inc., John F.	94
Sangamo Electric Co.	81
Sentinel Radio & Television	15
Sheldon Electric Co.	19
Shure Brothers, Inc.	78
Simpson Electric Co.	75
Sparks-Withington Co.	79
Standard Coil Products Co., Inc.	85
Standard Transformer Corp.	96
Standard Wood Products Corp.	92
Steelman Phonograph & Radio Co., Inc.	51
Stromberg-Carlson Co., Inc.	24
Sylvania Electric Products, Inc.	20, 37
Symphonic Radio & Electronic Corp.	55
Telechron, Inc.	10
Television Materials	104
Tel-O-Tube Corp.	64
Telrex, Inc.	80
Terado Co.	102
Thomas Electronics, Inc.	47
Triangle Products	104
Trio Mfg. Co.	82
T. V. Wire Products	90
United Eastern Electric Supply Co.	104
V-M Corp.	52
Webster Chicago Corp.	3, 35
Webster Electric	76
Westinghouse Electric Corp.	17
Workshop Associates, Inc.	93
Zenith Radio Corp.	9, 43

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

FOR BETTER SERVICING

The perfect alignment, the antenna erected to give peak performance, quick and effective trouble-shooting can substantially increase your sales. These books show you how to make your servicing EXPERT.



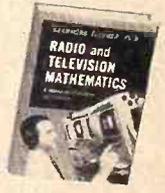
1. Television & FM Antenna Guide

By Noll and Mandl. Complete data on all VHF and UHF antennas, including information on new types given here for the first time. Shows how to select the right type for the site, where and how to install it, how to minimize noise from transmission line, and all other techniques needed to insure getting the most out of any antenna system. \$5.50



2. Television for Radiomen

By Noll. Clear, non-mathematical explanation of the operating principles and function of every part and circuit in today's TV receivers and the basic principles of transmission. Full instruction in installation, alignment, testing, adjustment, trouble-shooting. \$7.00



3. Radio and Television Mathematics

By Fischer. 721 sample problems and solutions show you what formulas to use, what numerical values to substitute, and each step in working out any problem you may encounter in radio, television or industrial electronics. Conveniently arranged for quick reference. \$6.00



4. Movies for TV

By Battison. All the information you need to choose the best equipment, operate it efficiently and make the most effective use of films on TV. Shows what may go wrong and how to avoid it; how to edit film, produce titles, special effects, commercials, newsreels, combine live scenes with film, and all other techniques. \$4.25

USE THIS COUPON

The Macmillan Co., 60 Fifth Ave.,
New York 11

Please send me the books checked by number below. I will either remit in full or return the books in 10 days.

1. 2. 3. 4.

Signed

Address

Latest Product Specifications, Directories, etc.,
that have appeared in RADIO & TELEVISION RETAILING:

Specifications:

Recorders—Music and Speech	April, '50—p. 62, 63, 64
Television Receivers	September, '50—p. 92-103
Room Air Conditioners	March, '51—p. 60
Home Radios	April, '51—p. 58, 60, 62
Portable and Auto Radios	April, '51—p. 56

Directories:

Distributors	January, '51—p. 115-178
TV & FM Antenna Manufacturers	March, '51—p. 36
"Custom" Component Manufacturers	April, '51—p. 34

Reference Charts:

FM Coverage Areas	July, '50—part II
Battery Replacement Chart	April, '51—p. 73
Statistics of Radio, TV, Appliances, Records	January, '51—p. 38, 39, 42, 47

Capehart Names Bejma

Cluster A. Bejma has been promoted to the position of manager of distribution for the Capehart-Farnsworth Corporation.

W-G Recorder Promotion

The Wilcox-Gay Corporation has released a new national advertising program to develop new markets for the company's line of portable recorders. The new campaign is slanted towards the business, educational and professional markets for tape recorders.

EVERBEST
Inline
ANTENNAS
The Quality "Quickie"
IMMEDIATE DELIVERY

Write for descriptive literature & prices

300-OHM WIRE AND MAST

TRIANGLE PRODUCTS

1548 West 64th Street, Chicago 36, Illinois

TELEPHONE PROSPECT 6-4720

TUBES

Priced *Very Low* to
Make Friends & Influence Buying

EVERY CRITICAL TYPE

6AL5 \$.65	6X5 \$.49
6AU695	12AU7 1.25
6BG6G95	12SK775
6SN7GT95	12SQ775
6V670	35Z565
6W449	50L675

Write for Complete Listing!

FULLY GUARANTEED • BRAND NEW • IMMEDIATE DELIVERY

Terms: 25% with order, balance C.O.D. All merchandise subject to prior sale, F.O.B. New York City.

ele Vision Materials Corp.
114 LIBERTY ST., NEW YORK 6, N. Y.
COrtlandt 7-4307

No Experience Needed to PRINT YOUR OWN POST CARDS



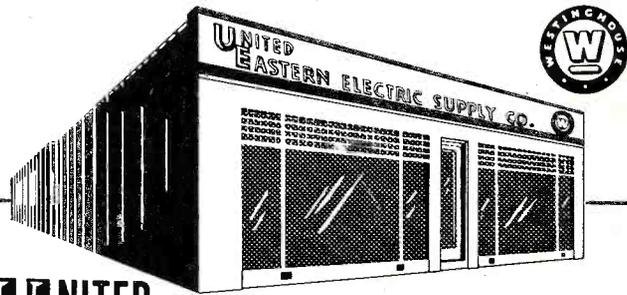
The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every type of business and organization. We ship the GEM complete with all supplies, Guide Board for accurate printing and 60-page Book of Ideas of the special low price of only \$8.50 (a \$15.00 value)

FREE TRIAL OFFER Our 21st Year

Use the GEM FREE at our expense! SEND NO MONEY. Write and complete GEM outfit will be sent you postpaid. After ten days, send us only \$8.50 or return the GEM. You must be satisfied! WRITE TODAY.

Bond Equipment Co. Dept. 53 • 6633 Enright St. Louis Mo.

RADIO AND TELEVISION SUPPLIES



UNITED EASTERN ELECTRIC SUPPLY CO.

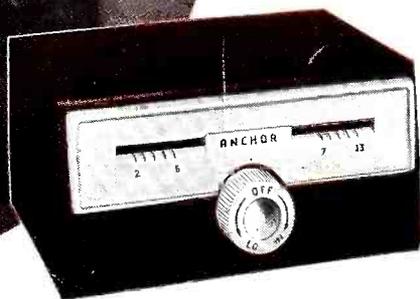
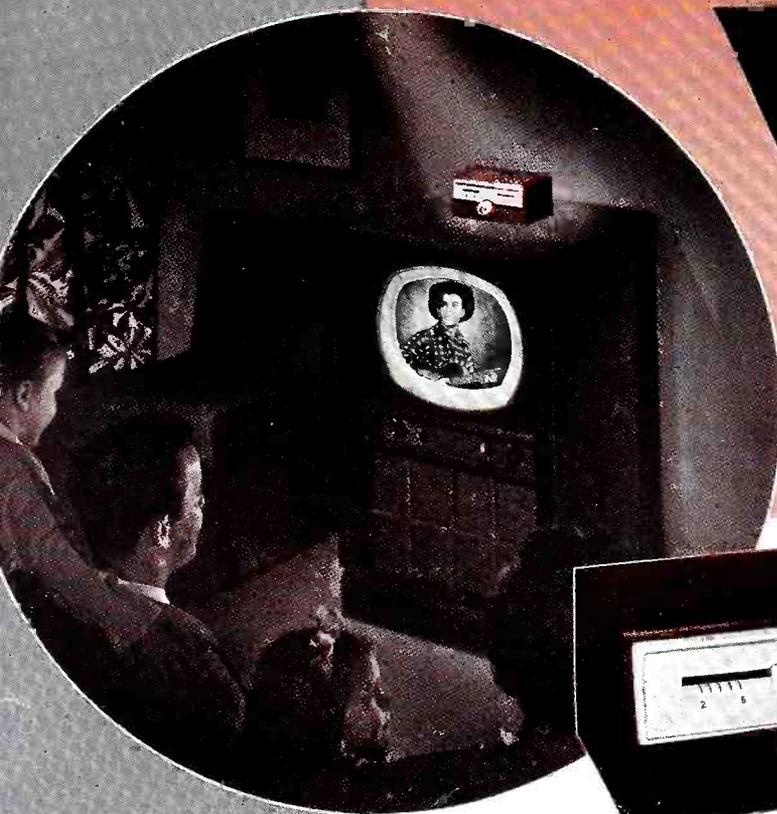
New Location: 205 Main Street, Hempstead, L. I., N. Y.

PERFORMANCE IS WHAT COUNTS!

ANCHOR'S

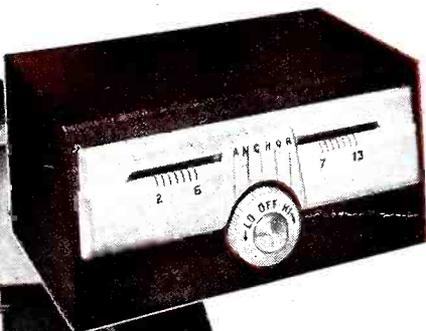
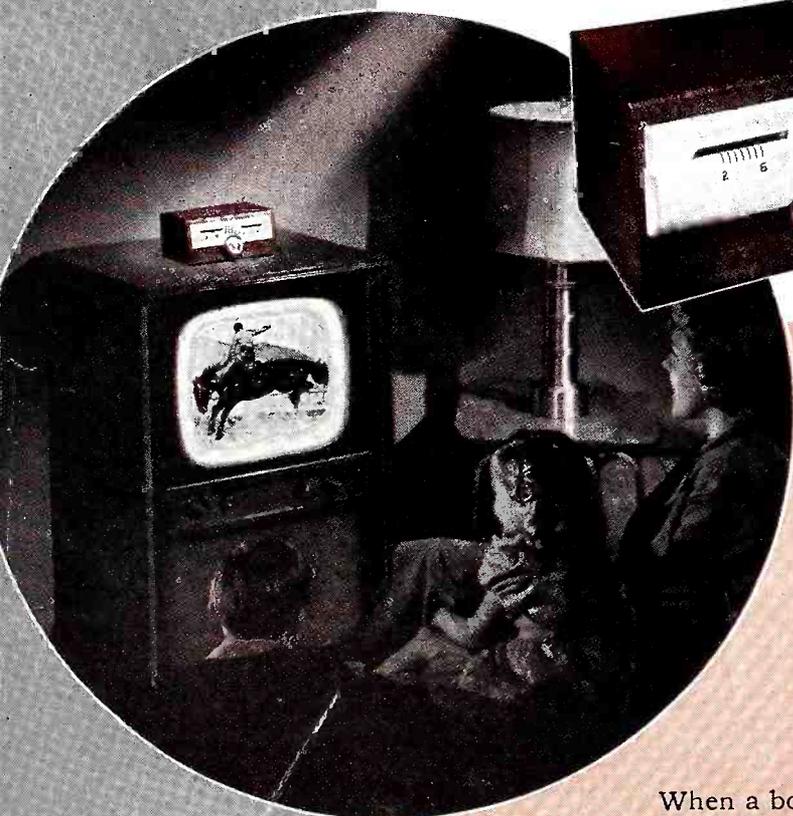
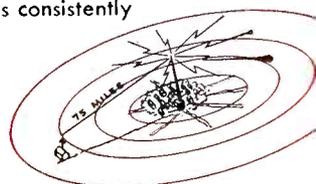
superiority of performance

remains unchallenged!



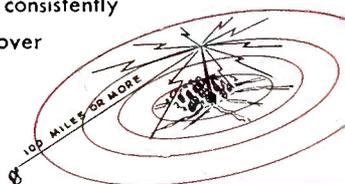
THE ANCHOR *Suburbanite*

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



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE • CHICAGO 23, ILLINOIS

THE QUALITY OF **RCA** TUBES IS UNQUESTIONED



Profit Twice...

with RCA picture tubes



PROFIT ONCE—The largest and most profitable replacement business in television picture tubes comes from the types used in most television receivers . . . the fast-moving RCA types. That's true today . . . and it will be true tomorrow. Because they are high-volume types, RCA picture tubes simplify your inventory and stocking problems.

PROFIT TWICE—In addition, when you sell RCA picture tubes, you gain from customer confidence in the RCA brand . . . solidly established by the proved performance of RCA picture tubes in millions of television receivers. Their quality and dependability mean fewer service failures and fewer costly call-backs.

Keep informed...stay in touch with your RCA Tube Distributor



RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N. J.

