

RADIO & TELEVISION RETAILING

IN THIS ISSUE

SEPTEMBER, 1951

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Latest Product Specifications, Directories, etc.,
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Washing Machines	May '51, p. 84
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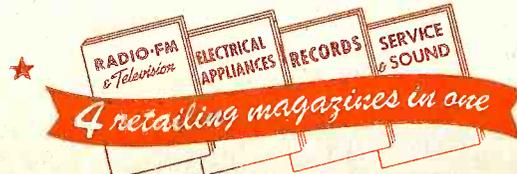
Directories:

Distributors	Jan. '51, p. 115
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TV & FM Antenna Mfrs.	Mar. '51, p. 36
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FM Coverage Areas	July '50, part II
Battery Replacement Chart	Apr. '51, p. 73
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UHF Coverage Areas	Aug. '51, p. 44



Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.

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and "ELECTRICAL RETAILING"

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RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing



Will Wait for
Business to Come
to the Store



Too Much Trouble
to Hire and
Train Men



Don't Believe
Outside Selling
Will Work



Price Cutting,
Not Salesmanship
Is the Answer



Business is Shut,
So There's
Nothing I Can Do

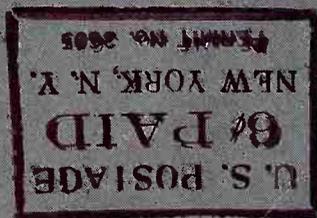
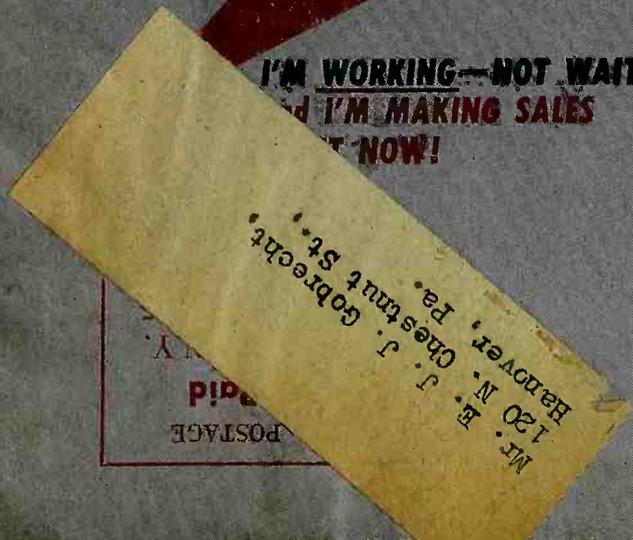


**ONE DEALER IN SIX
Is Going After Business...**

ARE YOU ?

(See article, "Do Your Salesmen Balk at Outside Selling?"
in this issue)

**I'M WORKING—NOT WAITING...
I'M MAKING SALES
NOW!**



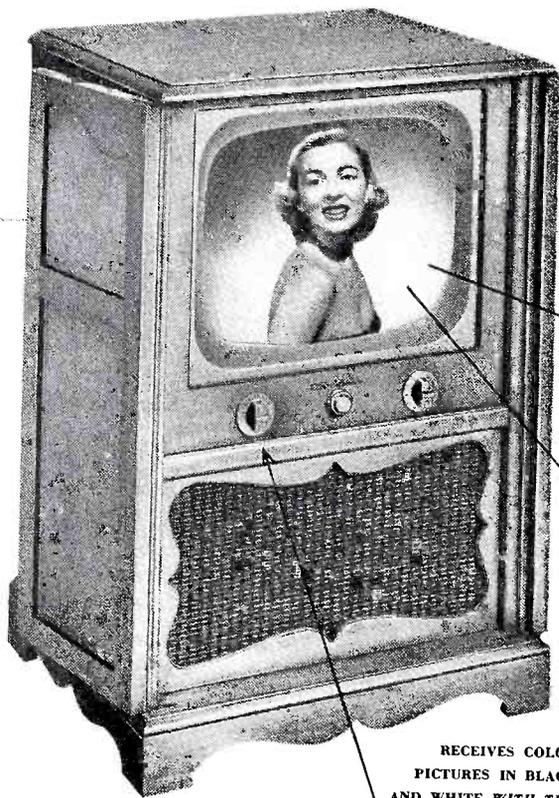
September • 1951

Get ready for **COLOR** with the new

CBS-COLUMBIA

Compatible Receiver

*Internally adapted to receive Color
Broadcasts in Black and White*



RECEIVES STANDARD
BLACK AND WHITE
PICTURES



RECEIVES COLOR
PICTURES IN BLACK
AND WHITE WITH THE
FLICK OF A SWITCH



MODEL 20 C3. A truly magnificent French Provincial design in satiny-smooth, hand-rubbed maple finish. Room size twenty inch picture. Simulated gold mountings. Superbly styled for sophisticated decor. Dual engineered for advanced television reception.

You can make Black and White sales *Now* with this Compatible Receiver

ADAPTABLE TO COLOR This new CBS-Columbia compatible receiver not only receives color broadcasts in standard black and white with the flick of a switch, but is also equipped with a "built-in" color receptacle for the addition of a *companion color receiver* when color television is broadcast in your area.

STORE TRAFFIC NOW The public interest in color television is tremendous! When you announce and display this new CBS-Columbia compatible receiver, you can expect a steady flow of enthusiastic store traffic. Customers that are ready to buy! Newspaper mats and store display material are available for your local promotion.

PLACE YOUR ORDER NOW This new CBS-Columbia compatible receiver will definitely revive and stimulate television sales. Don't delay placing your order **NOW** for floor and home demonstration samples. Take full advantage of the sales impact this compatible receiver will create in your area. You're set for sales with CBS-Columbia!

The Greatest New Name in Television Receivers

CBS-Columbia Inc.
formerly Air King Products Co., Inc.
170 53rd Street, Brooklyn 32, N. Y.

AIR  KING

CBS-Columbia Inc.

America's Color Pioneers

Admiral
now brings you...

COLOR TV OPTIONAL.

Now! Another terrific "first" from Admiral... the most exciting news since television took America by storm. It's Color Television Optional... a revolutionary achievement by Admiral engineers. Admiral's sensational, new television receivers have been specially engineered so that color can be added tomorrow... a year from now... any time!

Color Television Optional by Admiral offers three distinct advantages:

Bigger Pictures... Lower Cost... Freedom from Obsolescence.

Bigger Pictures because Admiral brings you today's big name black-and-white programs on a big 16, 17 or 20" picture screen... not just a 10" tube as in sets with color built-in.

Lower Cost because even with color added to a 20" Admiral Table Model, the combined investment will be *substantially less* than the cost of a 10" color set.

Freedom from Obsolescence because these amazing new Admiral television receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted.



20" Model 221K26 Admiral
20" Console with Color TV
optional. Beautiful, double-
door mahogany cabinet.

BUILT FOR UHF

All Admiral TV sets are equipped with famous Turret Tuner. Provides for reception on all present as well as future UHF channels by means of readily interchangeable tuning strips.

17" Model 27K85 Admiral
17" Console with Color TV
optional. Choice of walnut,
mahogany or blonde cabinet.

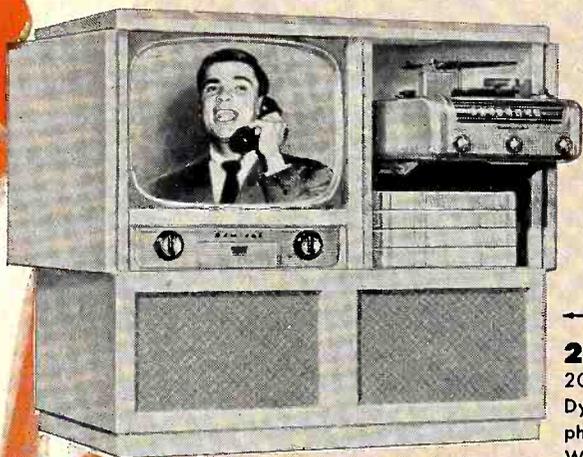


20" Model 221K46 Admiral
20" Console with Color TV
optional. Choice of walnut,
mahogany or blonde cabinet.



20" Model 121K15 Admiral
20" Table Model with Color
TV optional. Walnut, mahogany
or blonde wood cabinet.

17" Model 37K55 Admiral
17" TV Combination with
Dynamagic radio and triple-play
phonograph. Color TV optional.
Walnut, mahogany or blonde.

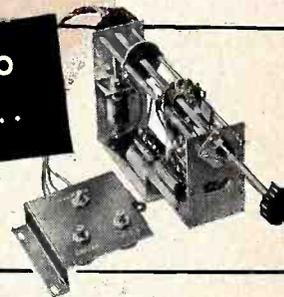


20" Model 321K67 Admiral
20" TV Combination with
Dynamagic radio and triple-play
phonograph. Color TV optional.
Walnut, mahogany or blonde.



20" Model 321K18 Admiral 20"
TV Combination with Dynamagic
radio and triple-play phonograph.
Color TV optional. Exquisite
French Provincial cabinet.

HERE'S HOW COLOR CAN BE ADDED TO
Admiral's NEW TV SETS . . .



WITH 3-WAY ELECTRONIC ADAPTER-CONVERTER

Specially engineered for easy installation within any Admiral television receiver. Three-position control switch does three things: (1) Receives black-and-white programs in usual way; (2) Adapts set to receive color programs in black-and-white utilizing full size of tube; (3) Reduces picture to 10" for conversion to color by means of color wheel.

. . . OR WITH 10" COLOR TV COMPANION CONSOLE

This completely self-contained unit with built-in adapter-converter and color wheel is simply plugged into the "master" set from which it derives its power. Nothing else required.

**BIG
SCREEN**

TV LEADERS!

by **FADA**

THE LAST WORD in

superior TELEVIEWING



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. 17 inch rectangular screen.

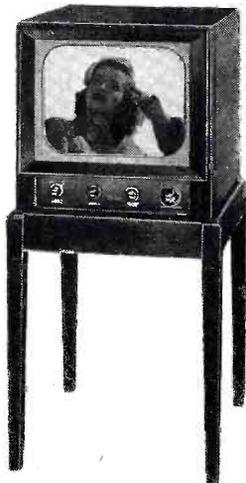


*Model S20T20
20 Inch rectangular glare-free filter glass black tube table model. Gorgeous custom-built mahogany veneer cabinet. Built-in 'FADA-SCOPE' Antenna. A Sensational performer in all areas.*

*Model S20C10
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.*



17 INCH RECTANGULAR SCREEN TABLE MODEL
Model S7T65—Beauty, superior performance and really BIG, BIG 17 inch rectangular screen tele-viewing. Moulded plastic picture frame front with GENUINE mahogany veneer cabinet. Built-in 'FADA-SCOPE' antenna. Matching table available.



"Pioneers in Radio and Electronics Since 1920"

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

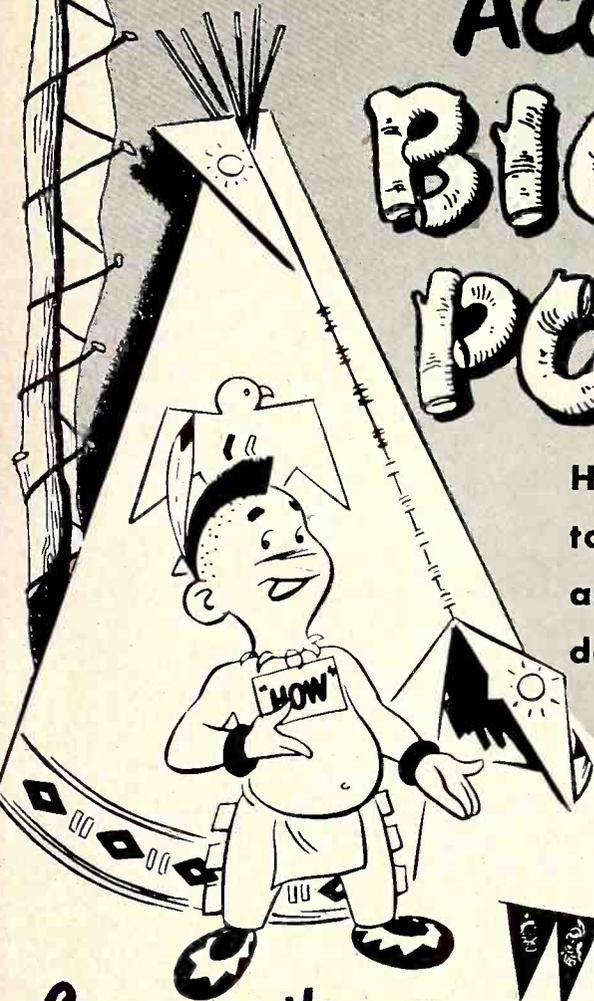
PHILCO

ACCESSORY

BIG FALL

POW-WOW

Here it is — the chance of a lifetime to stock up on the Philco parts and accessories you need — all at tremendous savings. Every buy a bargain.



Come on the run to the **BIGGEST BARGAIN SALE IN YEARS!**

Now going on at your **PHILCO DISTRIBUTOR**





Commercial Credit Offers Everything Dealers Need . . . from wholesale financing of floor stock down to the last detail of customer credit investigation, property insurance, collection, adjustment and prospect follow-up.

COMMERCIAL CREDIT's complete financing package offers you both wholesale and retail plans . . . allows you to finance your stock from distributor to customer through one dependable source.

Your customers will like COMMERCIAL CREDIT financing better, too . . . because of its broad benefits, such as Life Insurance and Property Insurance.

Ask your distributor about the COMMERCIAL CREDIT PLAN today . . . or call your nearest COMMERCIAL CREDIT office for complete details without obligation.

Appliance dealers turn to Commercial Credit for complete financing service



More Dealers Use Commercial Credit. Because of the broad protection and benefits offered both buyer and seller, *more* dealers finance *more* home appliances through COMMERCIAL CREDIT than any other national financing plan.

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

EIGHT WAYS BETTER!

- ① Wholesale Financing
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This Book Tells Why The Commercial Credit Way Is Better. Contains facts and figures on different prospect groups, other helpful facts. Explains how COMMERCIAL CREDIT helps you close more sales, make more profits. Ask your distributor for a copy, or call your nearest COMMERCIAL CREDIT office.

NOBODY ELSE BUT WESTINGHOUSE

Brings you NCAA college football on television

NOBODY ELSE BUT WESTINGHOUSE

Brings you television sets with the

Electronic Clarifier

NO STREAKS!

NO FLUTTER!

NO FLOP-OVER!

Here's the new line of High-Style—
High-Performance Westinghouse Television
with *Electronic Clarifier*

17 Beautifully Styled

Westinghouse TELEVISION

WITH

Electronic Clarifier



Built to out-perform, outlast and *outsell* any previous make or model of television available for home use! See your Westinghouse Distributor *now* about floor-planning and deliveries on this top-quality line.



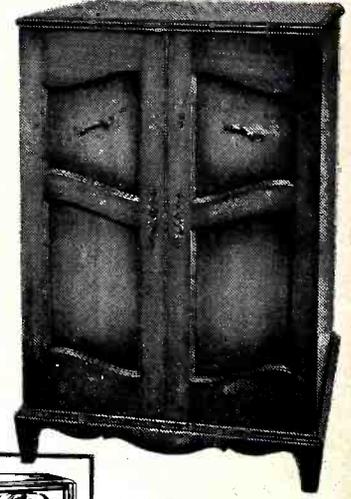
17" PICTURE . . . the Linfield . . . full-size mahogany finish console, with every new Westinghouse feature. Model 664K17.



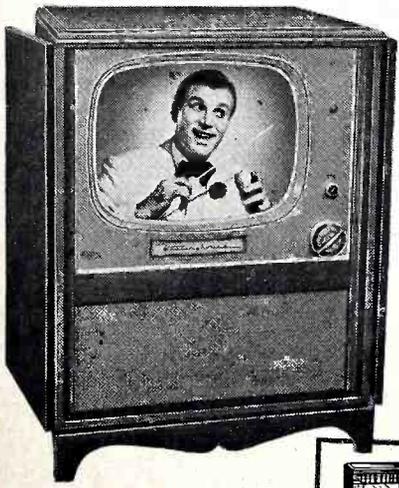
17" PICTURE . . . the Bainbridge . . . full console cabinet of selected hardwoods, mahogany finish. Model 651K17. Also available in blond finish, Model 657K17.



17" PICTURE . . . the Brentwood . . . rich-looking mahogany-finish console. Outstanding value for its price. Model 641K17.



17" PICTURE . . . the French Provincial . . . most beautiful cabinet you've ever seen. In fruitwood, Model 655K17. Also mahogany, Model 656K17.



20" PICTURE . . . the Wellington. Luxurious fine-furniture mahogany console with beautiful matched-grain doors. Model 652K20.



20" PICTURE . . . the Wadsworth. True decorator piece in frosted blond oak console cabinet. Model 662K20.



20" PICTURE . . . the Stratton . . . superior in design and performance. This luxury console of fine mahogany with full doors gives magnificent 20" pictures. Model 642K20.

Models



SPOTLIGHT SINGLE DIAL TUNING... still the simplest, easiest, most reliable you've seen . . . now SPOTLIGHTS the number of the channel tuned in!



16" PICTURE . . . the Weston . . . handsome black plastic table model. Model 665T16.



17" PICTURE . . . the Medford . . . quality table model of selected mahogany veneers. Model 649T17. Also in blond, Model 650T17.



17" PICTURE . . . the Andover . . . premium quality and performance in a distinctive mahogany table model. Model 640T17.



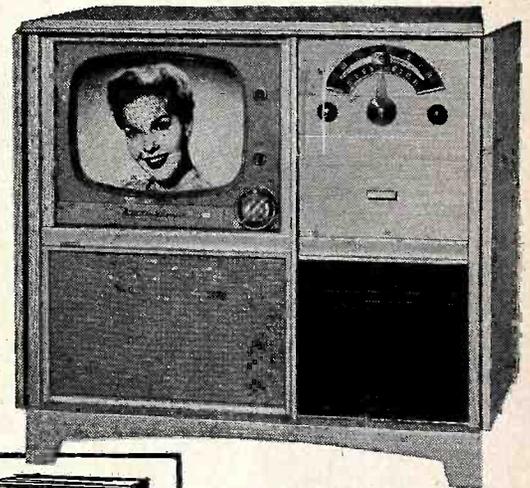
20" PICTURE . . . the Kingsley . . . huge pictures from this table model of choice mahogany veneers. Model 648T20.



17" PICTURE . . . the Shelton . . . distinctive mahogany-finish hardwoods. Big value! Model 646K17. Also blond, Model 647K17.



17" PICTURE . . . the Eastchester . . . with powerful AM-FM radio . . . top-quality 3-speed record changer . . . 12" concert speaker . . . big record storage space. Handsome mahogany console. Model 660C17.



17" PICTURE . . . the Standish . . . modern blond combination console. Powerful AM-FM radio. Fast, silent 3-speed changer, 12" concert speaker, and automatic shut-off. Model 661C17.



24" PICTURE . . . the Carlisle. Superb console of finest mahogany, with the sharpest, clearest 24" picture yet produced! Model 653K24.

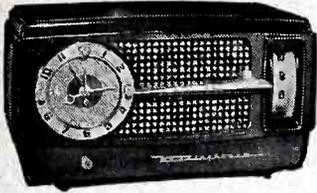
YOU CAN BE SURE... IF IT'S
Westinghouse

SEE COLOR . . . ENJOY UHF. When these services are available in your area you can get them on your Westinghouse TV set. A UHF adaptor and color adaptor or converter can be easily attached to connectors at the rear of the chassis.



NEW WESTINGHOUSE *Radios* →

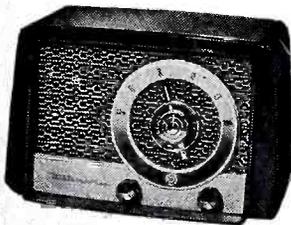
Westinghouse Radios



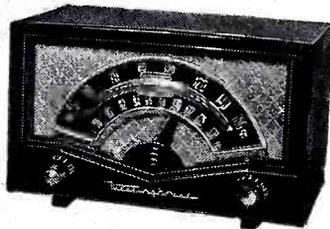
RISE AND SHINE CLOCK-RADIO. Turns itself on or off. Extra alarm-signal. Starts percolator, toaster, other appliances. 4 tubes plus selenium rectifier. Model 355T5 in maroon, Model 356T5 in ivory. AC only.



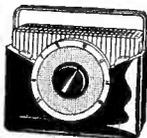
"EXTRA" SET, SUITS ANY ROOM . . . Model 345T5. 4 tubes plus selenium rectifier. Amazing power and tone. Maroon with ivory. AC-DC.



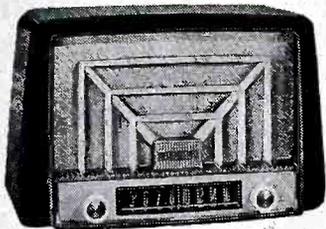
AM-FM DELUXE TABLE Model 350T7. 7 tubes plus selenium rectifier. Excellent speaker. Double built-in antennas. Super performer. Maroon with ivory trim. Model 351T7, ivory with gold trim.



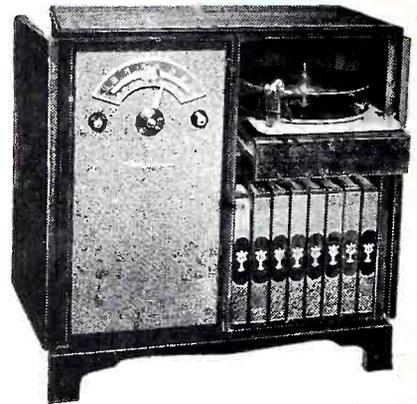
ALL-PURPOSE PORTABLE, Model 348P5. Amazing "reach," power, tone. Handle lies flat to make handsome table model. 5 tubes plus selenium rectifier. Ferrocore antenna. 3-gang condenser. Bass compensation. Instant play on AC-DC batteries. Two-tone maroon and gray. Model 349P5, green and tan.



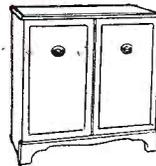
SPACE-SAVING CONSOLE . . . Model 354C7. Radio-Phonograph with huge record storage and extra compartment for 7" 45 rpm discs. Big, powerful AM-FM Radio . . . easy-to-operate high-speed changer. Single tone arm plays all three speeds. Selected hardwoods and mahogany veneers.



LONG-DISTANCE OPERATOR . . . Model 327T6. Pulls in distant stations clearly. 3-gang condenser, bass compensation, heavy speaker. 5 tubes plus rectifier. AC-DC.



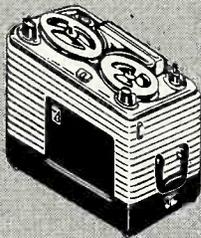
MUSIC LOVERS PRIDE, Model 328C7. Deluxe console combination. Powerful AM-FM radio with flawless range and tone. Unusually sensitive and selective. Heavy-duty concert speaker. Double antennas. Fast, silent, automatic 3-speed changer. Single Tone Arm. Plays intermixed 10" and 12" records. Reject button. Automatic shut-off. 7 tubes plus 2 selenium rectifiers. Hand-rubbed crotch mahogany, matched-grain doors.



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



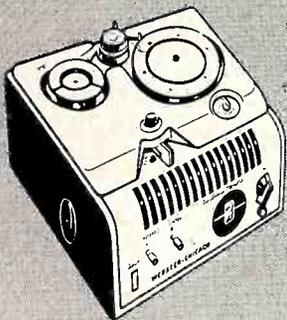
Model 130
Fonograf



Model 210
Tape Recorder



Model 181
Wire Recorder



Model 228
Dictation Machine



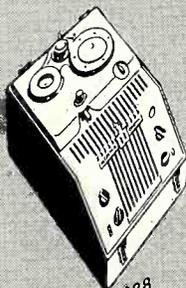
Model 621
Fonograf



Model 106
Diskchanger



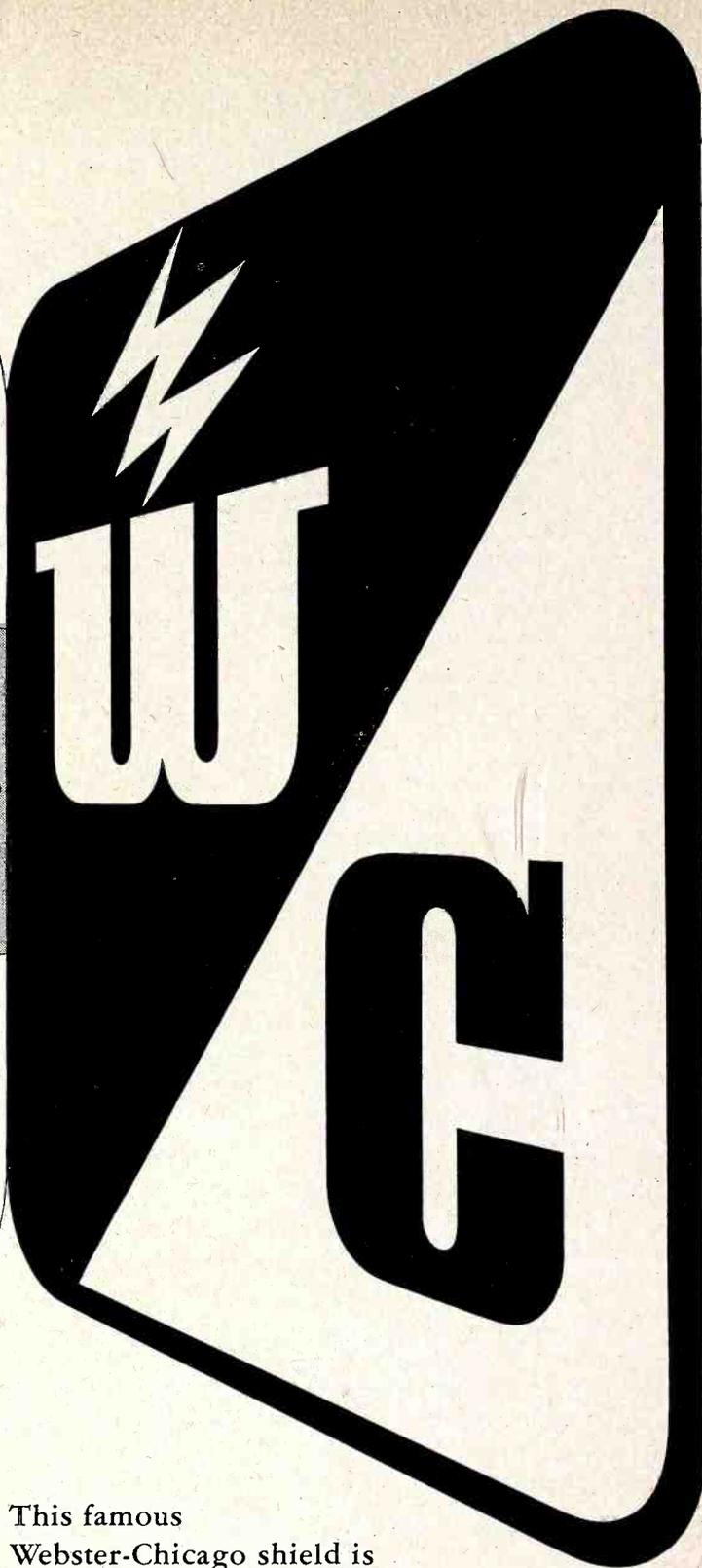
Model 551
Diskchanger



Model 288
Wire Recorder



Model 100-1
Diskchanger



DOUBLE RECOGNITION

This famous Webster-Chicago shield is recognized by dealers all over the country as the sign of fast-moving, reputation-building, high profit items.

It is also recognized by consumers as the sign of the very finest in record changers, phonographs, tape and wire recorders.

WEBSTER-CHICAGO

FONOGRAPHS & DISKCHANGERS . . .
as important as records themselves.

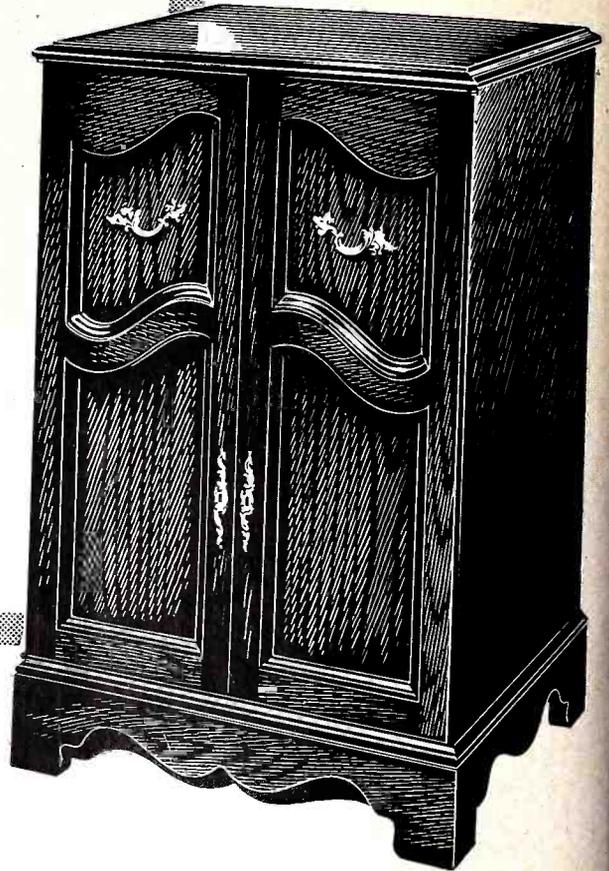
ELECTRONIC MEMORY TAPE & WIRE RECORDERS . . .
the ultimate in magnetic recorders.

The Incomparable

Capehart TELEVISION

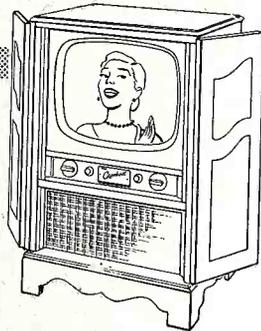
In a class by itself for

Prestige and Profits



The CAPEHART "CORDOVAN"

Features 20-inch rectangular picture tube for bright, sharp Capehart Crystal-Clear picture. Capehart Symphonic-Tone. Provincial styling in cherry cabinet with luxurious cordovan finish.



20 INCH Television for only \$499⁹⁵*

In every field there is one name that stands alone as a symbol of quality. In television the name is "Capehart." Backed by a reputation that was years in the building, this famous line bows to none as a top drawing card for prospects who want the best—and are ready to pay for it!

The reasons are evident to anyone who has seen a Capehart in action. The CX-33 chassis assures top performance . . . provides a Crystal-Clear picture that can't be beat. The renowned Capehart Symphonic-Tone System is approached by none. Capehart cabinetry sets the standards for the industry.

These quality features have made the Capehart franchise the most valued in the industry by hundreds of profit-wise dealers. There may be a place among them for you in one of the choice locations still available. See your local distributor or write E. Patrick Toal, Director of Sales, at Fort Wayne.

★ **WHEN IN CHICAGO** . . . be sure to visit the Capehart Salon, Room 1118, at the Merchandise Mart.

20 INCH Television for only \$359⁹⁵*

*Includes Federal Excise Tax.
Warranty extra. All prices for Zone 1.



The CAPEHART "BOSTONIAN"

Luxury television at a realistic price. 20-inch Crystal-Clear picture. Mahogany veneer cabinet. Capehart Symphonic-Tone. The set of the year for sales and profits!



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



servicemen can cover 94% of fuse replacements with this kit



*One-Call Kit Contains 45 TV fuses
(6 most in demand types) and 6 TV
snap on fuse holders in a clear
plastic hinged-cover bench box.*

Another LITTELFUSE first.

*Call your jobber today. Littelfuse, Inc.,
4757 Ravenswood, Chicago 40.
LONgbeach 1-4970.*

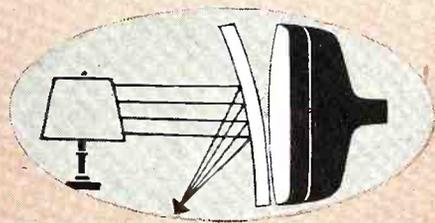


MORE OUTSTANDING NEW FEATURES THAN

Motorola

the only TV with revolutionary new
anti-reflection **GLARE-GUARD!**

Optically engineered GLARE-GUARD is a combination of the new Motorola non-reflecting TV tube and a precision-curved screen, which *together* eliminate up to 98% of all reflected glare from the picture! Tests conducted by an authoritative jury of noted doctors, using unidentified TV sets of leading makes, proved conclusively that GLARE-GUARD absolutely assures the greatest eye comfort for viewers by virtually *eliminating* reflected glare.



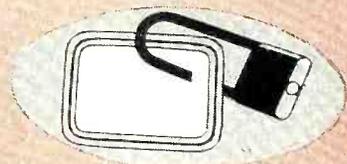
these advanced features mean superior TV entertainment



BUILT-IN UHF RECEPTION—Factory installed at extra cost in any 1952 model, or All-Channel Ultra High Frequency Adapter may easily be added to the set later.



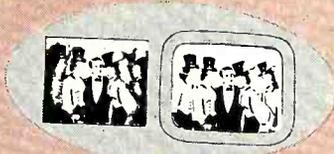
SUPER-POWER "FRINGE" PICKUP—Sharp, clear pictures even in local or distant "difficult" signal areas where picture fade is noticeable on many other TV sets in "fringe" areas.



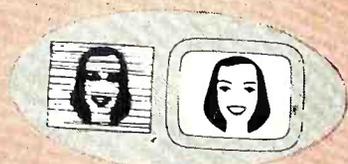
ELECTRO-LOCK FOCUS—The picture stays sharp, undistorted and clear over the entire screen, no more caved-in or "bulging" edges or fuzzy borders.



INSTANT "TARGET" TUNING—Just turn set on, select a station—that's all. One control automatically synchronizes both picture and "Golden Voice" sound.



RAZOR-SHARP PICTURES—Every detail is sharp and clear, edge-to-edge on the big rectangular full-view screen. No fade-out or distortion of the picture.



FILTERED-CLEAR PICTURES—Improved circuits produce steady, sharp, clear pictures without the annoyance of self-generated flecks, spots or flashes.

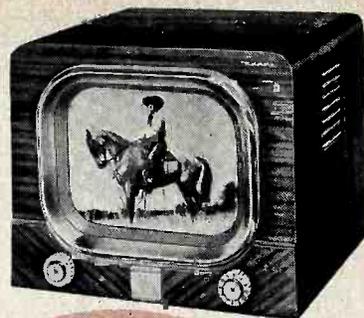
**YOU CAN COUNT ON CUSTOMER SATISFACTION EVERY WAY...
IN DEPENDABLE PERFORMANCE... PICTURE QUALITY... AND PRICE!**

ANY OTHER TV

TV



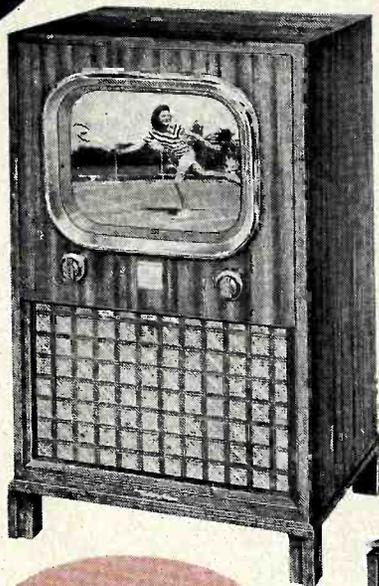
MODEL 17T5
17 inch screen



MODEL 14T4
14 inch screen



MODEL 20T2
20 inch screen



MODEL 17K8
17 inch screen



MODEL 17K10
17 inch screen



MODEL 20K4
20 inch screen

- Distinctively Different Cabinet Styling
- Exclusive "Masterpiece Finish" on Selected Imported Woods
- Consoles and Table Models in Popular 14, 17 and 20 inch Screen Sizes
- Offers a Complete Range of Prices from Low-Cost to Luxurious Models
- Engineer-Designed to be Adaptable to Future Expansion in Reception

ALL THE NEW 1952 MODELS AT YOUR DISTRIBUTOR'S NOW!
Every model with exclusive anti-reflection **GLARE-GUARD**
the feature that means sales leadership for you in 1952

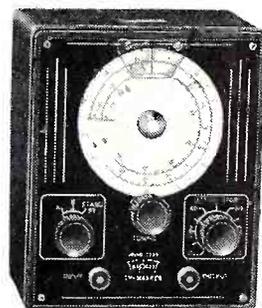
Model 3435



Only \$114.50 and you're "in"

If you have a marker, or any good AM Generator, you can substantially cut your investment in a Sweep Signal Generator by getting a Model 3435. With over 12,000,000 TV receivers in use, here's your chance to get into TV servicing with a minimum investment. Its unusual low price and ten outstanding features make Model 3435 one of the best buys of a lifetime. No complications in use; connection of external marker to the circuit under test is simple and quick through a panel connector. If you don't have a marker, use Triplet Model 1235 or 1236, shown at the right.

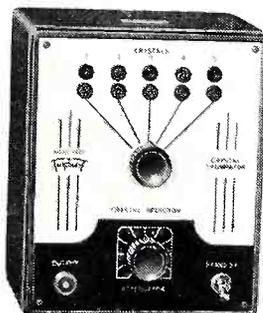
SPECIALLY DESIGNED EXTERNAL MARKERS



(Designed for use with Model 3435; also can be used with any Sweep Signal Generator)

● **MODEL 1235**—New Absorption TV Marker. First to provide control of Marker Dip Amplitude. Two tuning ranges on this Absorption TV Frequency Marker provide complete coverage of all present TV-IF frequencies, plus ample provisions for future additions. In metal case, 7⁷/₈" x 6⁵/₈" x 4¹/₂" Copper plated feet.

U.S.A. Dealer Net Price \$29.50



● **MODEL 1236**—New TV Crystal Marker. Easy to use—speeds testing. Has frequency coverage on crystal fundamentals up through 19 MC. Harmonics to 240 MC. (Crystals not included). Buy only those crystals needed for a particular TV service area and most-used IF frequencies. For power, plug into special terminals on Model 3435.

U.S.A. Dealer Net Price \$24.50

ONLY \$114.50—at your Distributor
Prices subject to change.

FOR THE MAN WHO TAKES PRIDE IN HIS WORK
Triplet
TRIPLITT ELECTRICAL INSTRUMENT COMPANY - BLUFFTON, OHIO, U.S.A.

Coming Soon!

- NEW STYLING!
- NEW FEATURES!
- NEW LOW PRICES!



Tele King

PERFECTED TELEVISION

FOR 1952

Reserve Space On Your Sales
Floor for the Line that has been
Designed, Engineered and Priced
for Greater Consumer Acceptance

The Great TV Independent
Serving the
Independent Dealer

See Your Local Distributor
or Write Direct to Factory

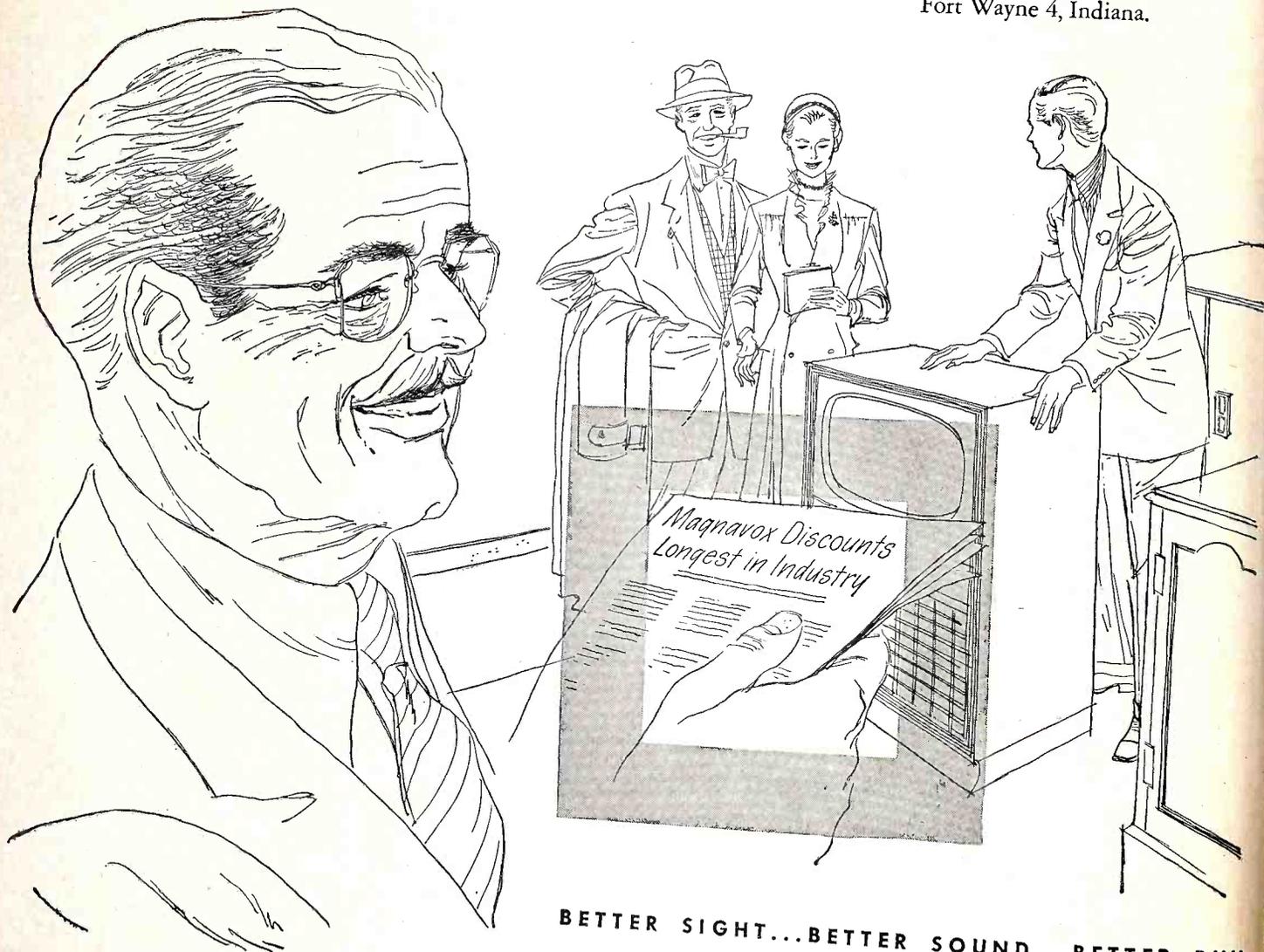
TELE KING CORPORATION
601 West 26th Street
New York 1, N. Y.

You're Way Ahead on Discounts with **Magnavox**

- Long discounts are the shortest way to profits, and Magnavox dealers enjoy the longest discounts offered by any leading

television-radio-phonograph manufacturer. These go as high as 38 1/3 per cent on TV receivers, up to 45 per cent on radio-phonographs! Furthermore, Magnavox Fair Trades its prices wherever permitted by law, protects a dealer's undiluted market, deals directly with him, provides consistent, effective advertising support and assists the dealer's merchandising activities in every reasonable way. No wonder the Magnavox franchise, a partnership through Selective Distribution, is so attractive for you!

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."

RADIO & TELEVISION RETAILING • September, 1951

WHY WRITE, WRITE, WRITE

**WHEN
ONE ZIPSET WRITING
DOES IT!**

UNIT ZIPSETS cut paperwork cost . . .

designed for you by Standard Register Systems Men

Do you want to save hours of *need-*less paperwork—eliminate repeated forms writing—operate your business with more *efficient* record systems? *Don't overlook the chance!* Let a Standard Register Representative apply 39 years of systems and methods know-how to your problems—develop the *simplest and fastest way* to make records you need.

Take Standard's UNIT ZIPSETS, for instance. In a Brooklyn service organization, 4 girls now handle not merely the same volume of business as 7 did, but 71% more. That's *Paperwork Simplification.**

Eliminate re-writing! Combine separate forms (even different sizes, different paper stocks) into one UNIT ZIPSET for ONE writing of common information. One "zip" separates forms for distribution.

Write anywhere! By machine or by hand: on counter, desk, truck, sales floor, route wagon, shipping platform. Handy Slip-Pak portable holder available.

Write any time! Copies and carbons pre-assembled. Ideal for forms that require later entries to complete. Hold entire set, or parts of it, intact.

**Here's Paperwork Simplification!* SEE what it means. Read the plain, factual system-stories—in which business men describe *their* solutions to the common "paperwork" problem. Actual forms. Ideas you can use. Get it all in the *Zip-Package* of "Business Aids," sample UNIT ZIPSETS and other exclusive information. Free; call the Standard Register office (in your telephone directory) or mail coupon.

UNIT ZIPSETS



Standard Register



KANT-SLIP CONTINUOUS FORMS

The Standard Register Company

1309 Campbell Street, Dayton 1, Ohio

Send without obligation, your ZIP-PACKAGE of aids to "Paperwork Simplification."

Name _____

Company _____

City _____ Zone _____ State _____



STAFFORD. Value-packed table model. 17" TV. Inclined safety glass. Phono jack. Compact cabinetry in mahogany veneers. Model 317 TM, \$289.95*



PINEHURST. 17" console. Inclined safety glass. Phono jack. 12" speaker. Model 317 CM, mahogany veneers, \$349.95*. Model 317 CO, comb-grain oak, \$369.95*



IMPERIAL. 17" console. Mahogany veneer cabinet. Phono jack. 12" speaker. Model 17 CM2, \$389.95*



MANDARIN. 17" TV in Chinese design. Inclined safety glass. Phono jack. 12" speaker. Model 317 C5M, \$395*. Hand-decorated, Model 317 C5Dec., \$445*

New 1951-52

Dual-Beauty Line

DUAL-BEAUTY MEANS:

1. BEAUTIFUL PERFORMANCE

- Matchless pictures—new brightness
- Steadiest, sharpest pictures with new A. G. C.
- Superb Stromberg-Carlson tone
- Electronic superiority a man appreciates.

2. BEAUTIFUL CABINETRY

- Enduring designs, modern and period
- Fashioned from choicest hard woods
- Ten-step finish with complete hand rubbing
- Decorative perfection every woman demands for her home.

You can see the beauty—you can sell the beauty in every one of the twenty-one 1951-52 Stromberg-Carlson models on these pages. Feature Stromberg-Carlson. Let Dual-Beauty sell for you.

Now . . . powerfully advertised in 10 great magazines to convince *your* best prospects, "There is nothing finer than a Stromberg-Carlson."

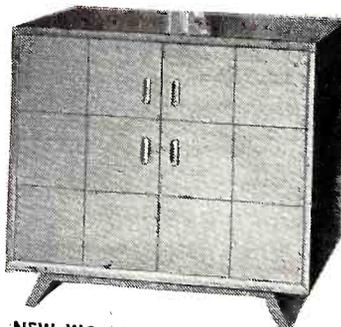
Stromberg-Carlson Company, Rochester 3, N. Y. — In Canada, Stromberg-Carlson Co., Ltd., Toronto.



PEMBROKE. Beautiful combination 17" TV—AM radio—3-speed automatic record-player. Inclined safety glass. Mahogany. Model 317 RPM, \$439.95*



CHIPPENDALE. Superb period combination. 17" TV—AM radio—3-speed automatic record-player. Inclined safety glass. Authentic cabinet. Model 317 RPM4, \$495*



NEW WORLD. Exquisite modern combination. 17" TV—AM radio—3-speed automatic record-player. Inclined safety glass. Generous album space. Lined oak veneers. Model 317 M2O, \$575*



18th CENTURY. 20" or 19" TV with AM-FM, 3-speed automatic record-player. Model 119 RPM, \$750*. Model 20 RPM, \$785*



CAVALIER. 20" console. Inclined safety glass. 12" speaker. Phono jack. Mahogany veneers. Model 321 CM2, \$419.95*



FUTURA. 20" modern console, full-swing doors. Inclined safety glass. Mahogany veneers, Model 321 CD2M, \$459.95*. Oak veneers. Model 321 CD2O, \$479.95*



EMPIRE. Beautiful 19" console in mahogany veneers. 12" speaker. Phono jack. Model 119 CM, \$499.95*

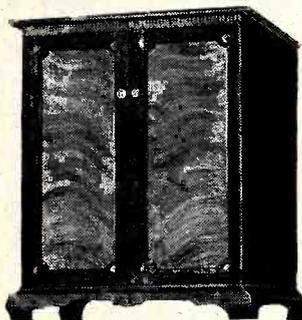


CATHAY. 24" console in exclusive Chinese design. Inclined safety glass. Exclusive top tuning. Lovely hand-decorated door panels. Model 324 C5Dec., \$795*

Proves "There is nothing finer than a Stromberg-Carlson"



PROVINCIAL. New console in select cherry. 12" speaker. Model 321 CF, \$495*



GEORGIAN. 19" console, full-length doors. Period cabinet in mahogany. Model 119 CDM, \$599.95*



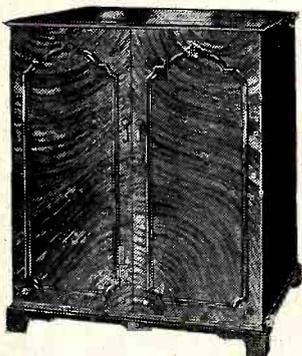
RADCLIFFE. Huge 24" TV in period cabinet. Phono jack. 12" speaker. Model 24 CM, \$675*



NEWCASTLE. Exclusive top tuning... huge 24" TV—newspaper-size pictures. Inclined safety glass. Exquisite period cabinet. Model 324 CDM, \$725*



NESSCLASSIC. World-famous hand-decorated cabinet. 19" TV—AM-FM radio. 3-speed automatic record-player. 19 M5Dec., \$975*. Model 119 M5M, \$850*



STANCLIFFE. First receiver with huge 24" TV. AM-FM radio. 3-speed automatic record-player. Model 24 RPM, \$975*



WOODSTOCK. Radio combination. AM—3-speed automatic record-player. Generous album space. Choice mahogany veneers. Model 1608 PFM, \$289.95, Zone 1.



MUSICLOCK. Smartest thing in clock-radios. Wakes you up... lulls you to sleep... times appliances. Beautiful cabinet. Ebony, red and silver-gray. \$38.95, Zone 1.



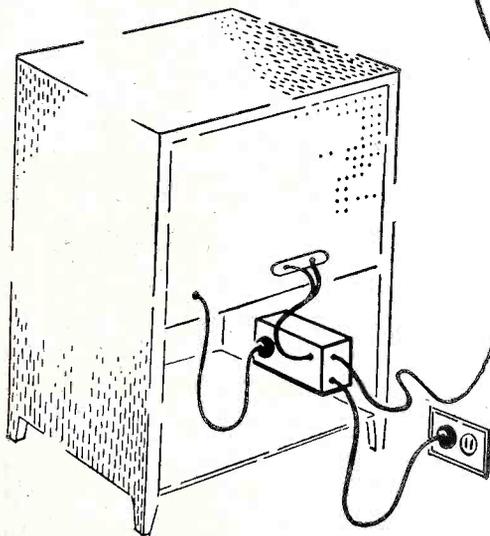
DYNATOMIC. Smart table radio in modern plastic cabinet. Model 1500HB, brown, \$34.95. With maroon (1500HR) or ivory (1500HI), \$37.50. Prices Zone 1.

*Zone 1. Includes federal excise tax. Installation, warranty extra.

14 DB GAIN AT ANTENNA

(BEFORE NOISE PICKUP)

with the



TACO ANTENNA AMPLIFIER

- Amplifies only the signal from antenna. Does not amplify noise pickup as ordinary boosters do.
- Operates completely automatically. Relay turns amplifier on when receiver is turned on.
- Single 300-ohm line carries both signal and power. No extra wiring needed.
- No special wiring at receiver. Automatic Power Mixer wired to receiver through 300-ohm line. Power cord from receiver plugs into Mixer, and Mixer power cord is plugged into outlet.

ASK YOUR JOBBER FOR DETAILS

TACO

TECHNICAL APPLIANCE CORP.
SHERBURNE, N. Y.

TV, FM, and AM, Antennas and Antenna Systems

In Canada: Stromberg-Carlson Co., Ltd.
Toronto 4, Ont.

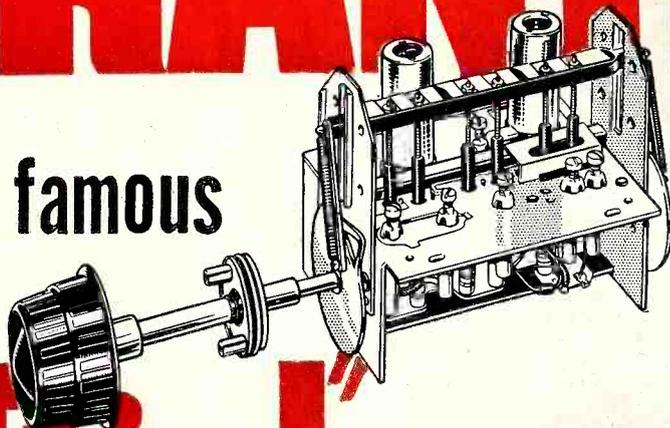
Another Raytheon



Another proof of Raytheon dependability!

LIFETIME GUARANTEE

on Raytheon's famous



the **HEART** of the TV set!

Ray-Dial TUNER

HERE'S ANOTHER PROOF of the dependability of Raytheon TV! For now . . . Raytheon offers a lifetime guarantee on all parts except the tubes in its famous "Ray-Dial" Continuous Tuner!

THERE'S GOOD REASON for this offer. Because Raytheon engineered and builds its own "Ray-Dial" Tuner. It's a unique mechanism, designed for trouble-free performance . . . a minimum of moving parts, less things to get out of whack. And it's a *continuous* tuner . . . you tune TV just like you'd dial a radio . . . simply, easily, accurately.

THE HEART OF THE TV SET, the tuner is mighty important to any TV buyer. And this lifetime guarantee on the "Ray-Dial" Tuner can be mighty important to you! So tell the story . . . and sell more Raytheon TV. For further information, contact your Raytheon distributor or write us.



BELMONT RADIO CORP.

5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of RAYTHEON MANUFACTURING CO.

* Guarantee applies only to original registered owner. Covers replacement only on all parts except tubes.

It pays to push

Raytheon tv

THE CONSTELLATION

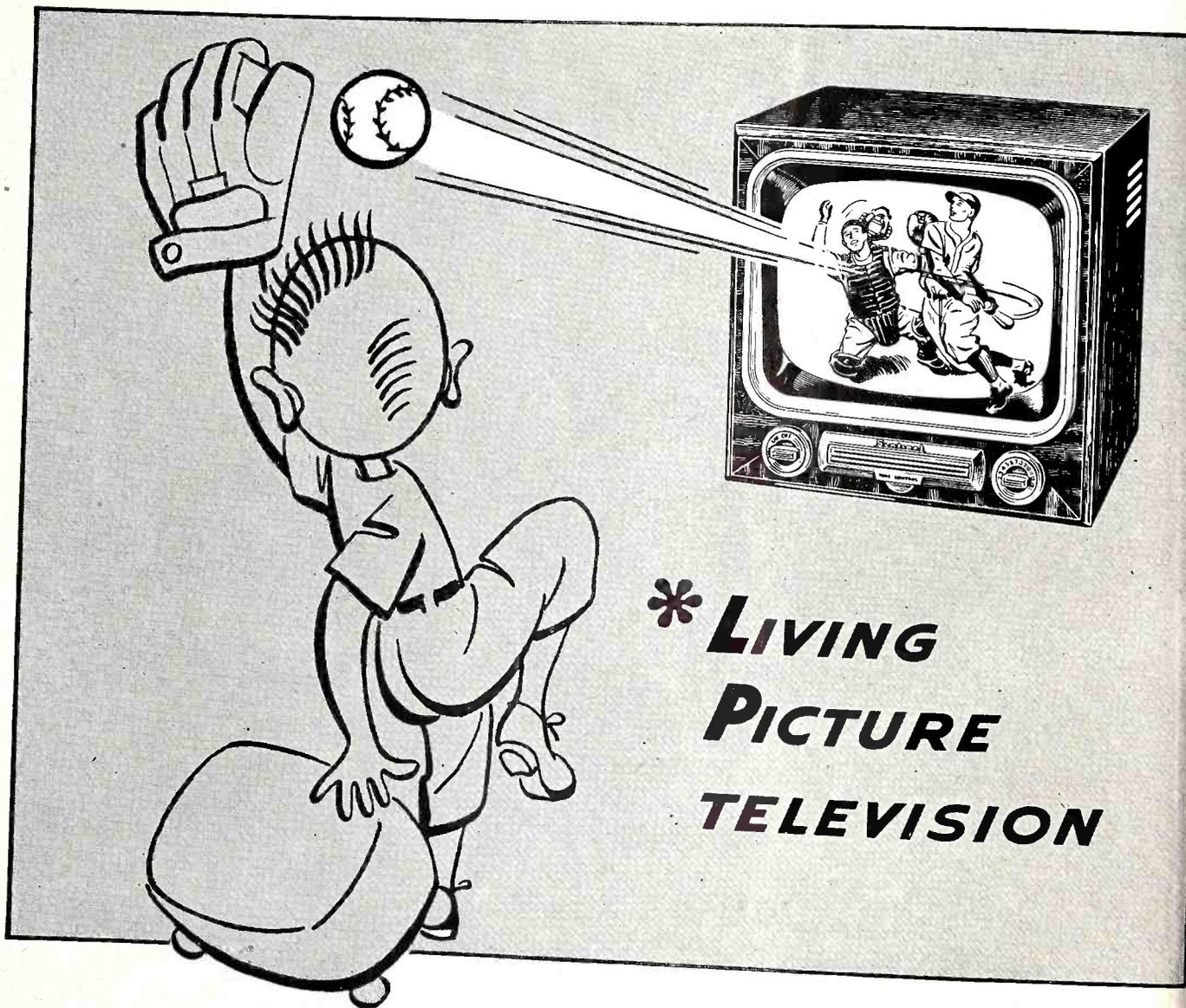
—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 38" high, 22 1/2" deep.



Raytheon TV Presents
JOHN CAMERON SWAYZE
Sundays on NBC. See local paper for time and station.

It's
NEW

L.P.*



* **LIVING
PICTURE
TELEVISION**

Sentinel

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

RADIO & TELEVISION RETAILING • September, 1951

TTV!

Nothing else like it! A picture so sharp, so clear, so well defined that your prospects see their favorite TV personalities "as they live and breathe." What a demonstration! What a sales-closer! Outperforms rivals in actual side by side comparison on your own floor.

And the Cabinetry! Styled to fit modern living and entertaining, Sentinel cabinets are superb in design, construction, woods and finishes—a joy to sell, a pride to own.

Contact your *Sentinel* distributor or *Sentinel* direct!

← Model 438-TVM
Mahogany
Also available in
Colorfast Korina

Model 440-CVML
Mahogany
Also available in
Colorfast Korina →

Yipe! They're Alive!



Television





YOURS AT NO COST!

● Dress up your counter or window with this handsome "Panoramic" window display for portable radios and "Eveready" Batteries. It's 23" wide... 18" high... and offers you four interchangeable "billboards" in vivid color, one for every season of the year. You can get this display as part of a bonus kit—including colorful pennants, streamers and replica "Eveready" batteries—with a purchase of "Eveready" portable radio batteries totalling \$25.00 or more at dealer prices. Order from your "Eveready" radio battery distributor today! Get your display in time for the big football listening season! Offer expires October 31, 1951.



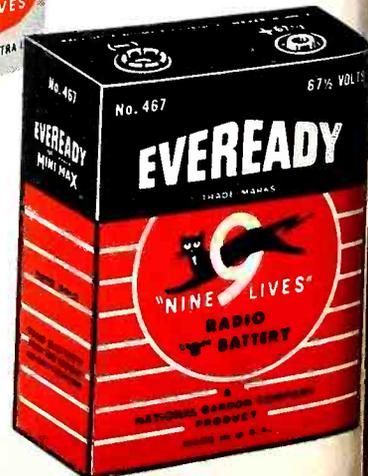
"BATTERY-ENGINEERED BY BATTERY MANUFACTURERS FOR BEST BATTERY PERFORMANCE!"

The terms "Eveready", "Mini-Max", "Nine Lives" and the Cat Symbol are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A 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
IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg



Features!

that's why **Zenith** is America's most

demonstrable Television!



Check these... Use these
...and you're sure to **SELL!**

- ✓ **Built-in Provision for UHF**—Zenith sets can be converted to receive new UHF stations in just 15 minutes . . . no costly external converters to buy!
- ✓ **Sensitized "Super-Range" Chassis**—"reaches out" to pull in weak signals. Minimizes "snow" and other picture faults—especially in fringe areas.
- ✓ **Gated Automatic Gain Control**—tiny electronic gate admits picture signal for 15 millionths of a second—then closes to lock out interference!
- ✓ **One-Knob Automatic Tuning**—on VHF now . . . and on proposed new UHF stations after adding UHF tuner strip. Pre-tuned . . . no adjustments required!
- ✓ **"Gated Beam" Sound and Picture Stabilizer Tubes**—screen out sound interference. Assure steady, clear reception of both picture and sound.
- ✓ **"Glare-Ban" Blaxide* "Black" Tube**—for pictures almost unbelievably clear and "real." Brings out full rich contrast—permits viewing in a lighted room—as doctors recommend.

Need a magic formula for higher turnover? Zenith has it! No mystic words. No Aladdin's Lamp. Just a big, strong, sales-winning combination of *more* features and *better* features . . . a combination prospects can't seem to resist!

Featured here—two of the hottest models in television today. Packed with Zenith features, Zenith quality . . . yet priced so low they spell top value to customers . . . top turnover for you. Cash in now on Zenith . . . America's most demonstrable television!



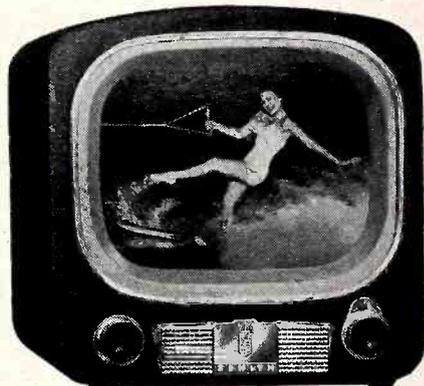
The Marlowe

Get ready for sales . . . when you feature the Marlowe! A compactly modern table model covered with functional Mahogany Pyroxylin. 17-inch rectangular Blaxide* "Black" picture tube. Model H2029R.

The quality built into every Zenith is positive assurance that Zenith profits are profits you can keep. No extra service, rebates, and other costly attempts to pacify customers.

The Burke

18th Century cabinetry at its tasteful best, interpreted in rich Mahogany veneers and selected hardwoods. With Zenith 17-inch rectangular tube. Model H2052R.



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Also Makers of Fine Hearing Aids



READY NOW FOR YOU: THE NEW



ADVANCED
COURSE

in

Television Servicing

GIVES YOU THE PRACTICAL KNOW-HOW FOR PROFITS!

- ... How to locate and correct troubles.
- ... How to get the most out of your test equipment.
- ... How to make TV-set conversions.

Post-graduate throughout—with actual TV-service problems discussed and solved for your guidance—this home-study course by G.E. is both an aid to better repairwork, and an income-booster.

Trouble-shooting. By means of photographs, drawings, and text, you're shown the common faults you will encounter in TV operation ... their causes ... how to find and eliminate them.

Test equipment. Your test apparatus can, and should, pay dividends. G.E.'s Advanced Course explains in detail how to use test equipment for efficient and profitable TV servicing.

Conversions. You're told how to convert TV sets to larger screen sizes—how to estimate costs on this remunerative work. You're also shown how conversions can be used as a means to make additional sales of tubes and parts.

G.E.'s original service course laid a solid foundation of TV principles. This new Advanced Course helps you turn your knowledge into dollars. Register *today* through your G-E tube distributor! *Electronics Department, General Electric Company, Schenectady 5, New York.*

EARN THIS STERLING-SILVER EMBLEM—
along with a distinctive wall-plaque
that bears your name—by completing
G.E.'s Advanced Course! These are the
symbols of the television expert!



SEE YOUR G-E TUBE DISTRIBUTOR FOR FULL DETAILS!

GENERAL  **ELECTRIC**

© 1951-KA9

LOOK-NO HANDS!



AUTOMATIC SELF-TUNING

SUPER

Tune-O-Matic TV BOOSTER

- NO SEPARATE BOOSTER TUNING—automatically boosts signal on any channel
- UNIFORMLY HIGH USABLE GAIN—across entire band width—with lowest noise factor
- LESS "SNOW," BETTER PICTURES—extremely low internal noise increases visibility
- EXCLUSIVE BROADBAND CIRCUIT—4-stage amplification—2 on high bands, 2 on low
- ALL-ELECTRONIC OPERATION—no moving parts to wear out and cause trouble
- EASILY CONCEALED—in or behind TV set, or in any other unobtrusive place
- HIGHLY STABLE—DRIFT-FREE—EASY TO INSTALL

Connect it . . . and forget it! Anyone . . . even a child . . . can get his favorite programs with a clarity of picture and sound like never before . . . on any channel . . . automatically . . . without any booster tuning! Exclusive E-V all-electronic circuit gives superb low-noise performance . . . provides higher *effective* gain on all channels . . . works where others have failed, even in tough fringe areas. Furthermore, the booster can be easily concealed. Installation is quick and easy. Plugs into 60 cycle a.c. outlet. Thousands of installations have proved it completely trouble-free. For more TV pleasure in fringe and primary areas, there is nothing like the E-V Booster! Users prefer it! Dealers say it wins customers!

Model 3000 Tune-o-Matic Booster. List Price . . . \$59.50

SEND FOR FULL DETAILS!



First and only all-channel, low-noise, antenna-mounted, self-tuning TV Booster! Easily mounts right at the antenna top, ahead of the lead-in. Automatically boosts the signal, not any local noise interference picked up by the lead-in. Increases signal-to-noise ratio, clearly brings in telecasts you could never get before. Ideal for tough fringe areas or noisy locations in primary areas.

Model 3010 Tenna-Top Booster. List Price . . . \$89.50

Electro-Voice
 422 CARROLL STREET • BUCHANAN, MICHIGAN
 Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab
 TV BOOSTERS • MICROPHONES • HI-FI SPEAKERS • PHONO-PICKUPS

Patent Pending



Ten Reasons Why TV and Appliance

Sales Will Be Good This Fall

1. THE 13,500,000 PRESENT TV SET OWNERS have 13,500,000 neighbors and friends without sets of their own, who are now sold on TV and, at family insistence, are ready to buy sets for themselves between now and Christmas.
2. RELAXATION OF REGULATION *W* is making TV receivers and appliances easier to buy on time—only 15% down and 18 months to pay.
3. END OF DAYLIGHT SAVING and warm evenings will bring families indoors, with a rush for TV entertainment. And they'll want new phono records, too, as well as large and small electrical appliances.
4. HIGHER POWER for present TV stations (just authorized by FCC) will open up new TV areas—expand fringe territories.
5. COMPLETION OF THE COAXIAL CABLE across the continent will bring new "live" TV shows to all parts of the nation.
6. END OF FREEZE will mark opening of new stations in cities and towns now devoid of TV; also additional stations in one-station communities.
7. NEW ENTERTAINMENT STARS and programs for Fall and Winter will bring more top features of the show world into every TV home.
8. THE PUBLIC IS GETTING OVER ITS FEARS about color TV and UHF, and recognizes that sets bought this Fall can readily be adapted for color now, and for UHF when available in 1952 or '53.
9. TV SET PRICE LEVELS are down, making this Fall an advantageous time to buy, in the face of impending future inflation.
10. EASY TRADE-IN TERMS, presently permitted, will help many an erstwhile "waiter" to make the decision to buy that TV receiver, radio or appliance now.

What's Ahead!—in Radio,

THE GOING-AFTER-BUSINESS THEME on the cover of this issue points up the necessity for fast-paced activity on the part of the dealer who needs to continue to advertise aggressively, follow-up customers, work in the outside field, maintain effective displays and demonstration techniques. Hard work among customers who still have big disposable incomes is bound to pay off.

THE TOP-HEAVY INVENTORY MILLSTONE presently hanging around the neck of many a merchant, distributor and manufacturer, should be worn down to practically nothing by the end of 1951. Because of voluntarily curtailed civilian production, shortages loom as more than a mere possibility. From here on, watch for steadily increasing sales of TV, radio, appliances and phono records. Watch, too, for upped production before long, with numbers of new models to hit the market as demand grows.

WORLD SERIES, ON THE WAY, will be the golden gimmick needed to spur many a non-TV owner into buying a receiver. Dealers who are on the ball will go all out in stressing the baseball angle, and will follow up such activities with heavy emphasis on the football season. Dealers can cash in on the sports picture in ads, through window display, and by just plain asking the people to buy.

LOOK FOR TV RETAIL PRICES TO FIRM UP between now and Christmas because of the expected increase in demand which will put the damper on the wave of price-cutting. In radio, there won't be too many small sets around for the Christmas buyer, with but few FM receivers for consumers in many localities. Watch for inventories of white goods to be sharply cut within next 60-90 days. (Washers and refrigerators now selling quite well in parts of the South).

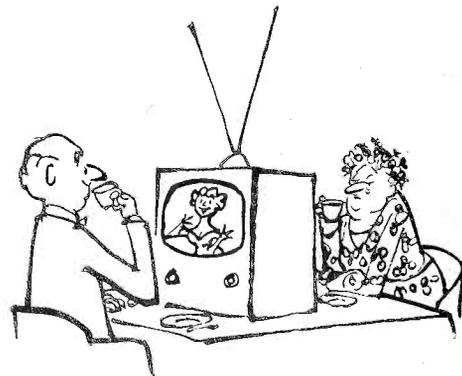
NATIONAL BETTER BUSINESS BUREAU comes out against Supreme Court decision upholding the so-called "Green River" ordinance aimed at cold canvassing. Bureau bulletin says "To ban the many whose efforts form an important part of our economy in order to control the relatively few who have abused their privilege seems to us to be an unwise and unfair way for any community to solve the problem." Bureau estimates that direct-sellers did a multi-billion business in 1950.

NEW DEVELOPMENTS IN THE FIELD OF STATE TAX legislation include the enactment in Alabama of an administration bill boosting the state's sales tax rate from 2 to 3 per cent. On the grounds the measure was unconstitutional, Governor Stevenson vetoed an Illinois bill which would have allowed city governments to tax coin-operated amusement machines for revenue.

IT WON'T BE LONG NOW BEFORE THE prophets of doom and the crepe-hangers will be hunting holes. They've been around predicting that the Summer slow-down was a permanent affair. Those with faith in the industry have been backing up their optimism with action, and a great many of such merchants will end the year 1951 with substantial increases over 1950. Watch for a humming market in TV-radio, appliances and phono records between now and Christmas.

EASY TERMS, AND TRADE-INS FEATURED in dealer advertising breaking in newspapers all over the country as soon as President Truman had signed the new controls bill, which included relaxed credit terms under Regulation W.

TURNOVER OF SALESPEOPLE IN PHONO record departments continues at high rate in this tight labor market. Dealers who have been able to train record salesmen to sell radio sets, TV receivers and other big ticket items without neglecting phono records, have found a happy solution to the problem, since such "combination" salespeople can earn larger commission checks.



"MANY AND TERRIBLE HAVE BEEN THE THINGS prophesied of that electronic monster, television. Radio was expected to shrivel away under the baleful glare of the video screen. Movies would follow their own victim, vaudeville, into limbo. National culture was to be displaced by national stupor, whose hallmarks were the phosphorescent ash tray, mechanical noise and human silence. . . . The fact is that none of these catastrophes are likely to occur in the near future. But it is equally certain that some of them will happen within the decade unless radio, Hollywood, and education adjust to TV where they must and dominate it where they can."—From "TV's Time of Trouble", in the August, 1951 issue of *Fortune*. (Cartoon on facing page is also from the same article).

PLENTY OF ACTIVITY IN ELECTRIC FANS recently, with the new types doing exceptionally well. Some newcomers are really going places. Installation of air conditioning units has cut into the commercial fan business in some of the big cities, where large pedestal types have been offered at radically lowered prices.

BIG IMPROVEMENT NOTED in photographic finishes on TV and radio cabinets recently. Only the most minute inspection reveals fact that such cabinets are not actually inlaid.

TV LICENSING BILL proposed in Milwaukee is so exact a carbon copy of early New York City bill, also written obviously by "experts", that it includes the classic technical specification first found in the NY bill—"sweep generator (minimum five inch cyclo-scope)" !!!

DEALERS ALL OVER THE COUNTRY applauding the cooperative efforts of manufacturers to bring big sporting events to set owners via the TV networks.

Appliances, Records and Television

TV ROOMS IN THE ATTIC may be the new style in home arrangements, when UHF becomes prevalent. Most UHF receiver demonstrations so far, it must be noted, have been made in 10th and 12th story hotel rooms, suggesting that to get a good picture, the street-level householder at any distance from a UHF transmitter may have to move his television set up directly under the roof. Ordinary downloads at UHF frequencies show great loss of signal so that, by actual experience, a room dipole is about as effective as a roof-top pickup. Perhaps a slogan of the UHF-TV station of 1953 will be "COME UP and see me sometime."

SLOW, BUT STEADY INCREASE IN SELLING ACTIVITY noted in many parts of the country, with some dealers down to rock-bottom inventories, and saying they'll begin buying quite heavily later on this month. The new Regulation W being heavily capitalized on in advertising, is already having a beneficial effect in most of our big cities. Watch for heavy flood of trade-ins as down payments.

HOT SPELL IN NEW YORK AND OTHER BIG CITIES kept commercial air conditioning maintenance men going night and day. Unusual number of breakdowns in public places in New York will result in some very important replacement sales after the patched-up equipment has limped through the torrid season.

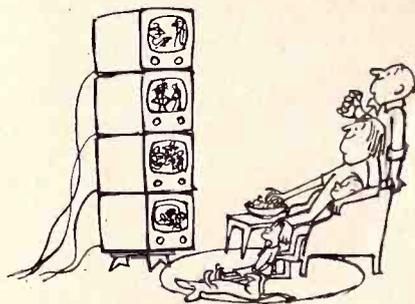
WHILE SUPPLIES OF STEEL FOR CIVILIAN use may be adequate for a few months ahead, barring further clamp-downs, appliance makers will find an unbalanced situation confronting them since some other materials, such as copper, nichrome wire, etc., will be increasingly hard to get, and will be needed to turn out the finished product.

AUTOMOBILE DEALERS HAVE BEEN IN THE SAME boat with merchants in our field, both experiencing an early Spring slump which carried on through the Summer. Auto dealers unable to explain such unusual lull but blame most of it on old Regulation W. However, many car dealers look for a brisk market soon, with shortages next year. One retailer, who has a million-dollar inventory in used cars, says he'll get rid of every car by next Spring. Significantly, one high-priced make is very hard to get right now, and has been throughout the year.

SOME DEALERS REPORTING fringe TV sales slow-up due to results of floods in their trading areas. Business was at a standstill in many of the stricken areas, which are now slowly recovering from the blow dealt by Mother Nature.

THE MOVIES IN COLOR are still under 20% of the total feature pictures by the movie industry, according to the Motion Picture Production Encyclopedia. In 1943, the color percentage was 4.3%; '44, 5.8%; '45, 7.8%; '46, 8.1%; '47, 11.2%; '48, 16.4%; '49, 14.5%; '50, 19.6%. The first color picture was produced in this country in 1917.

"IT IS ANTICIPATED THAT THE NORMAL SEASONAL MOVEMENT of television receivers will be resumed immediately after Labor Day. This movement should be accelerated by the recent announcement of the possible lifting of the 'freeze' . . . and the realization by the public of the possible curtailment of television and radio production due to limitations of materials in the final quarter of the year."—Commander E. F. McDonald, Jr., president Zenith Radio Corporation.



WITH THE BIG SHOWS BACK ON THE AIR, there will be programs to suit all tastes, and dealers and salesmen who are familiar with what's on TV can always do a better job selling receivers. The smart salesmen who has sets out on trial in the home always asks members of the family what they like to see, and then proceeds to tell them when such programs can be viewed, and on which station.

SERVICE BUSINESS CONTINUED to be good all through the dull season, with TV-radio, refrigeration and air conditioning leading as revenue producers. Numbers of smart dealers used servicemen as salesmen and got a lot of replacement business. Selling via the service department is still one of the best bets, but it's being practiced by too few merchants these days.

WHO SAID RADIO IS DEAD? Certainly not Sylvania Electric Products, Inc., who have chosen that rival medium to advertise its TV sets. Two radio network programs—Grantland Rice's Football Forecasts over CBS and the Sammy Kaye Sunday Serenade over ABC are plugging Sylvania's Golden Jubilee line, featuring the new Halolight.

FUTURE EVENTS OF INTEREST TO READERS

- | | | |
|---|---|--|
| Sept. 3-7: Boston Gift Show, Hotel Statler, Boston, Mass. | Sept. 16-20: Philadelphia Gift Show, Hotel Benjamin Franklin, Philadelphia, Pa. | Oct. 31-Nov. 1: Fifth National Home Laundry Conference, Commodore Hotel, N. Y. |
| Sept. 11-13: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, Ohio. | Sept. 23-27: Washington Gift Show, Hotel Willard, Wash., D. C. | Nov. 1-3: Third Annual Audio Fair, Hotel New Yorker, N. Y. |
| Sept. 7-14: 2nd Annual Electrical Wonderland Exposition, San Francisco Auditorium, San Francisco. | Oct. 8-12: National Hardware Show, Grand Central Palace, N. Y. | Nov. 5-8: 7th All-Industry Refrigeration and Air Conditioning Exposition, Navy Pier, Chicago, Ill. |
| | Oct. 30: National Home Vacuum Cleaning Conference, Hotel Commodore, N. Y. | |

Only RCA VICTOR can say it

**MORE
POWER
TO YOU**

and mean it



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

RCA VICTOR—

RADIO & TELEVISION RETAILING • September, 1951

- *With the new RCA Victor television achievement the whole industry will be wild about*
- *With brand-new, history-making sets to join the famous Million Proof line*
- *With a tidal wave of powerful national magazine and newspaper backing to kick off this sensational announcement*
- *With an avalanche of sales-building promotion and tie-in material—the most powerful support you've had since television began*
- *Your RCA Victor franchise more powerful, more valuable to you than ever before*

If you haven't attended the MORE POWER TO YOU meetings—DON'T MISS OUT—contact your RCA Victor distributor right away for all details.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

World leader in radio... first in recorded music... first in television.



Squeeze the Water Out

Purchasing the Right Way Prevents Pile-Up

of Dust-Gathering Merchandise—Guards Profits

• Progressive merchants squeeze the water out of their buying.

They know that the "water" is always the accumulation of stagnating merchandise; a top-heavy inventory of parts and supplies.

Such "excess" products usually result from careless purchasing, emotional buying, and the failure to centralize the buying responsibility to one man.

Successful retailers always pay as much attention to buying as they do to selling. They know that buying requires experience, good judgment, knowledge of the shopping habits of the people in the trading area. Too, good buying requires the ability to weigh purchases in the light of present trends, as well as trying to picture what's ahead.

With the exception of those emergency orders for immediate delivery, buying merchandise for resale is a for-the-future proposi-

tion, and it is because of this reason that those responsible for purchasing must always buy with an eye to the future. They must keep right on the ball in trying to picture whether the merchandise considered will be in good demand by customers for a long enough pe-

In a recent survey made among a cross-section of its readers, **more than 70%** of those answering reported that the **store owner** does all of the ordering of parts, tubes, etc., for the service department.

riod to obtain profitable turnover.

Buyers must always try to figure out whether the products they presently contemplate purchasing may be reduced in price, or superseded by newer models before such merchandise can be moved out of the store.

One Person Should Do Buying

Because of the obvious importance of buying, the dealer should set up an orderly system for purchasing. He, or some other qualified person should *do all of the actual buying* for all of the departments in the small or average-size store.

The person responsible for the actual placing of orders with suppliers should go carefully over the requisitions for new products and parts turned in by salespeople, clerks and servicers.

In cases where the purchasing

executive decides to cut down quantities or eliminate items requested by employees, he should explain his reasons for such changes to the persons making the suggestions. It is important to do this for two reasons. First, such consultations maintain harmony, and keep employees interested in the business. Second, the dealer can learn *reasons why* certain quantities or certain products are wanted.

It happens frequently that smart buyers will change their minds about cutting out or cutting down after they've received explanations from employees.

Requisition Carefully

Since the man who pays the bills is the one most directly affected when overbuying occurs, or when the wrong merchandise has been selected, he should try to train his salespeople, clerks and servicemen to realize the importance of being careful when preparing requisitions.

Many salespeople will get so excited about a fast-moving product that they'll be likely to overlook

Mr. Dealer, Do You

Make one person responsible for all the store's buying, as most successful dealers do?

Watch the present market for signs of approaching shortages?

Weigh all purchases in the light of present trends, and future outlook?

Consult with employes on requisitions they turn in?

Study all assortment deals carefully, turning down the doubtful ones?

Do you get the best possible prices and terms from your suppliers?



Some factor, say a seasonal one, or instance, which the dealer knows may crop up to slow down demand for the particular item.

Or the servicer may want to order an extra large number of parts because he's had a run on them lately.

So far as permitting a number of people to actually place orders, successful dealers are almost unanimously agreed that this is poor practice, and that it usually results in over-buying. In addition, such a method wastes the time of the salesman or technician.

As well as gauging quantities, and choosing models, the skilful buyer needs to get the best possible prices and terms from his suppliers, and to make sure that he's not obtaining a shorter discount than some of his competitors are receiving. The buyer should also see to it that he receives all of the sales aid material that's coming to him.

scarce, as well they may before too long, some arm-twisting methods in assortment deal selling will return, and then, the store buyer must once more be on his guard against all of those propositions which he feels may result in loss,

or in sharply reduced profit.

At this time, the store buyer's job is a most ticklish one.

Since it appears likely that one day not too far away, shortages will like a ton of bricks, he must keep a sharp eye on the market. He needs to buy carefully, but adequately, and be prepared to stock up as heavily as seems advisable when indications point toward the near arrival of a famine in certain products which are mainstays in his line.

of Your Buying!

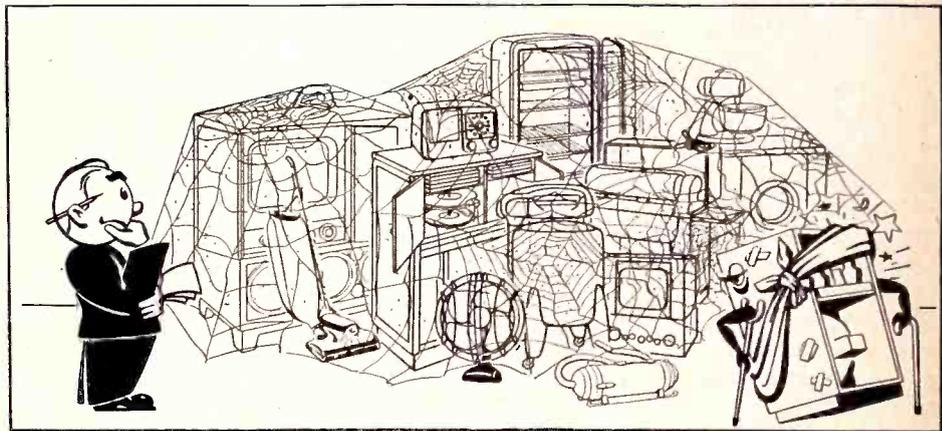
Great caution needs to be exercised in determining whether "deals" offered by suppliers have profit possibilities for the firm. Too often, merchants have taken on "deals" involving, for instance, assortments, wherein some of the items in the assortment became lead-loss dust-gatherers. All of this, however, does not mean that most of the "deals" offered in our field are of doubtful value. On the contrary, a great many, including those offering advertising material, signs, etc. for dealer use, should be snapped up by the profit-minded merchant, provided he can afford to go into such transactions at the time the offer is made.

Watch the trends

Right now, with merchandise coming out of everyone's ears, it is not necessary to warn the store buyer to resist strong-arm assortment deal tactics.

Today, the dealer is in the driver's seat . . . and maybe the driver's seat is in a Cadillac he got for placing a big order!

But, when demand-items become



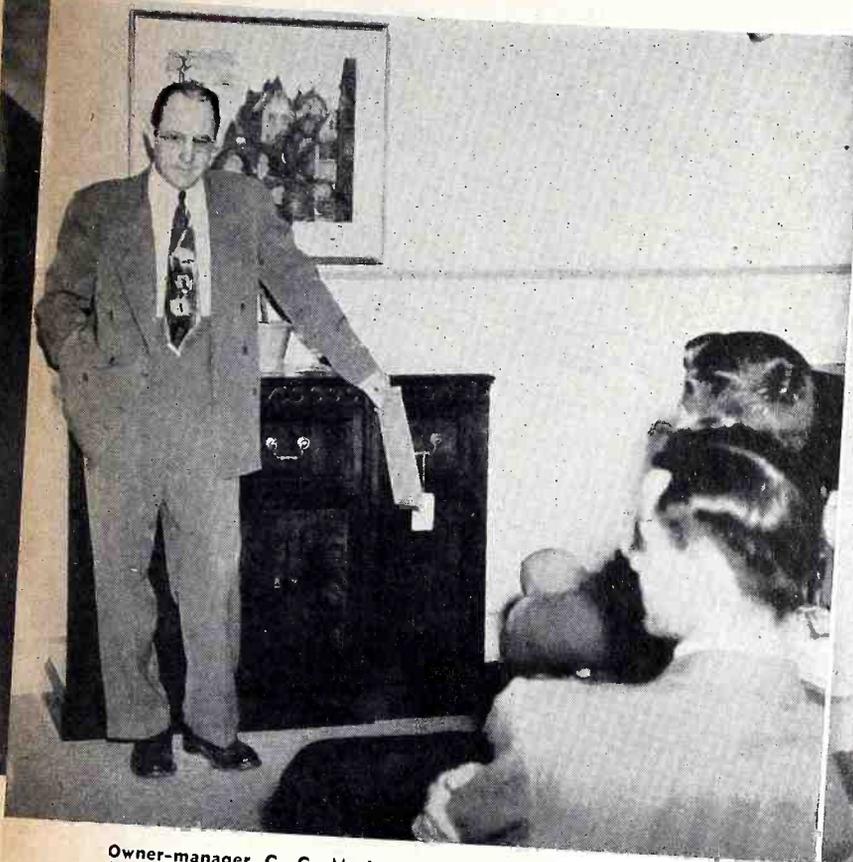
Careless Ordering Can Result in —

An accumulation of slow-moving products

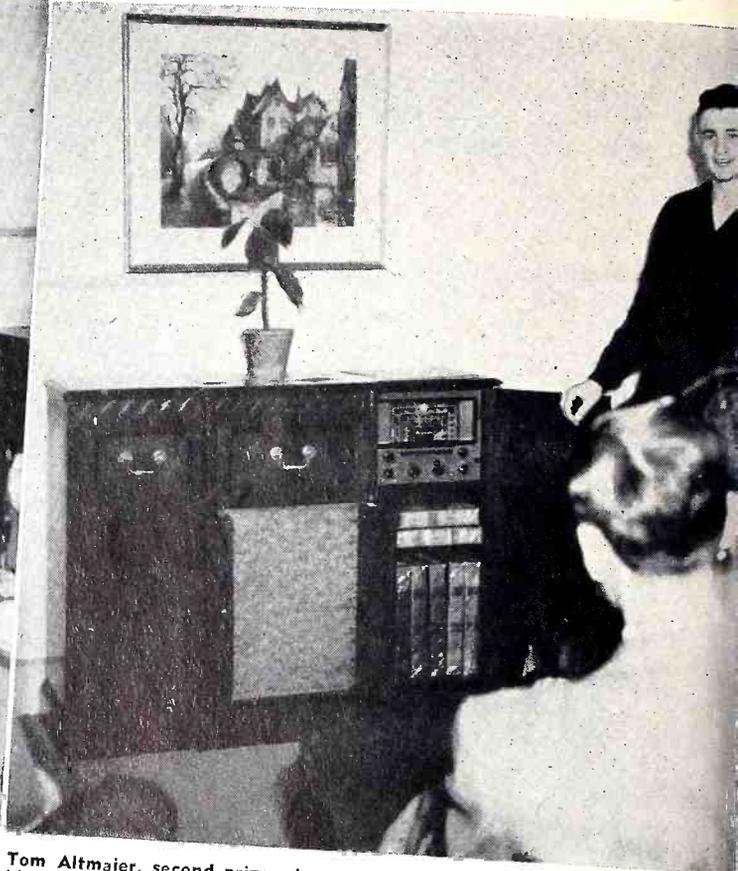
An over-supply of merchandise, parts, etc.

A stock of superseded models, or an inventory of products on which price was dropped after store purchased

"Salesman for a Day" Idea



Owner-manager C. C. Musburger of the Appliance Mart, Billings, Montana, gives a summarizing talk to youthful "Salesman for a Day" candidates. Store personnel sat in on the talk as well.



Tom Altmaier, second prize winner, practices his pitch for the benefit of his severest critics, the store's sales staff and the other contestants. He's describing the features of a Magnavox combination.

Montana Dealer Trains Students to Vie for Prizes in Unique Merchandising Promotion

• C. C. Musburger, manager of The Appliance Mart in downtown Billings, Montana, has found another way to bring favorable attention to his establishment. His recent "Salesman For A Day" contest, while proving a good traffic stimulant on a one-day basis, also served to convince people of the area that here is a store that is showing an interest in Billings' young men of tomorrow.

Worked out in advance, the plan was this: Selected young men from the Billings High School, who voiced an interest in selling radio and electrical appliances, were given the opportunity to test their ability. The boys were trained by Appliance Mart regular sales staff members.

Each boy studied the sales features of a particular appliance. Full attention was given at these practice sessions, to all selling material furnished by the maker.

Particular attention was given to everything except closing the

sale. The reason being, store salesmen were to be on hand throughout the Saturday set for the big day. All selling of the selected items was to be done, short of actual closing, by the students. They being unfamiliar with trade-ins, finance schedules, and other phases of store policy, it was decided just to coach them in the sales pitch.

Results were so good that it was decided to make "Salesmen For a Day" an annual event at The Appliance Mart.

Jim Stone, who demonstrated the Bendix home laundry to the extent of taking first prize, also keeps an engraved loving cup for a year. Next year's winner will display it at his home for the following year and so on. In addition to the cup, Jim, who was coached by the store's star salesman, Al Guidice, won a \$50.00 United States Savings Bond.

Second prize, a \$25.00 bond went to Tom Altmaier, for his excellent demonstrations of The Magnavox radio-phonograph combination. He

was instructed by salesman Bill Davis.

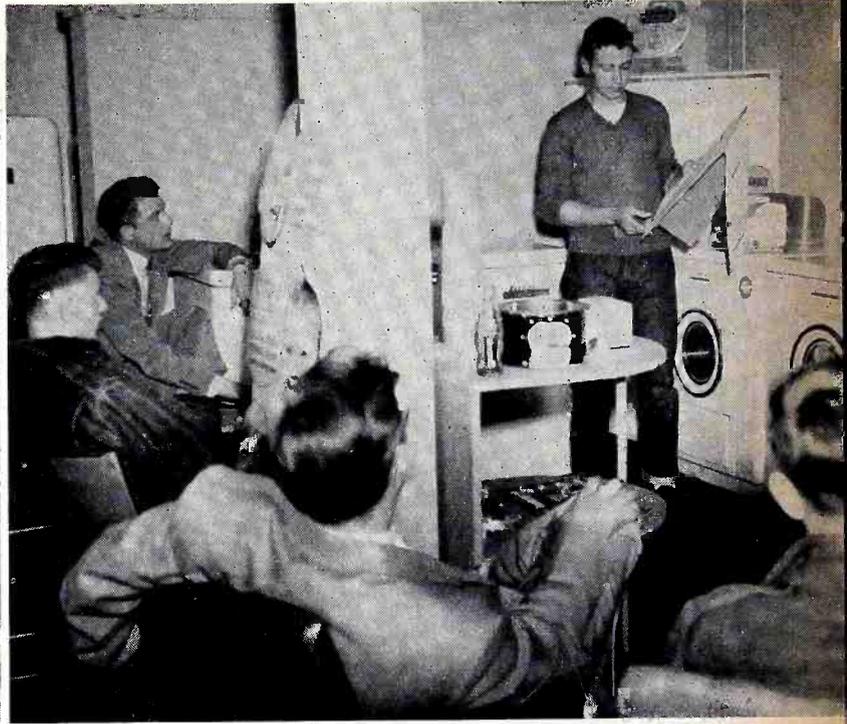
Don Banfield, who was taught by a factory representative, took third place with his story on the Monarch range.

Others in the high school crew were: Ted Harris (not shown in photos) who studied the Deepfreeze under Appliance Mart salesman Lou Weisser; Harvey Cale, shown on opposite page, with his mentor, George Pappas, as they demonstrate a Deepfreeze refrigerator.

As a result of this unique plan a good prospect list was developed for the store, and many of the people who came to the widely-advertised promotion expressed their happiness over the fact that this enterprising dealer was giving the boys an opportunity to try their hands at a prospective means of livelihood when they finish school.

And The Appliance Mart has a list of prospective salesmen, young and proven energetic.

Plugs Radios, Appliances



Below, left: Salesman-for-a-Day Don Banfield, third prize winner, describes the features of a range. He won third place in this novel promotion. Above, right: Seen here is Jim Stone, first prize winner of a gold cup and a \$50 bond, explaining the features of a Bendix washer. In the foreground, instructor, store salesman Al Guidice, second from extreme left, with arm on Deepfreeze watches closely.

In many sections of the country, young men and young women will be interested in being salespersons for a day. Enterprising merchants can stage such promotions among high school students, using The Appliance Mart's plan as a basis for operation. Many variations to the method used by the Montana dealer can be employed. The idea has plenty of merit. For instance, when properly run, the promotion can build good-will for the store, build up prospect lists, and provide the dealership with a future source of salespeople.



Instructor-salesman Bill Davis of The Appliance Mart presents the second prize to his student, Tom Altmaier.

Student Harvey Cale, left, watches with interest as his teacher, George Pappas, store salesman, points out the salient selling features of a refrigerator.

Store Salesmen Did the Real Closing

Below, left: Salesman Bill Davis interests a couple in a washer. The Coke is on the house, and came from a Coolerator refrigerator. Below, right: Salesman Lou Weisser presents the outstanding features of a radio receiver to the same couple who'd been looking at the automatic washing machine.



How Dealers Use AM,

Results of Survey Show Some Phenomenal Returns

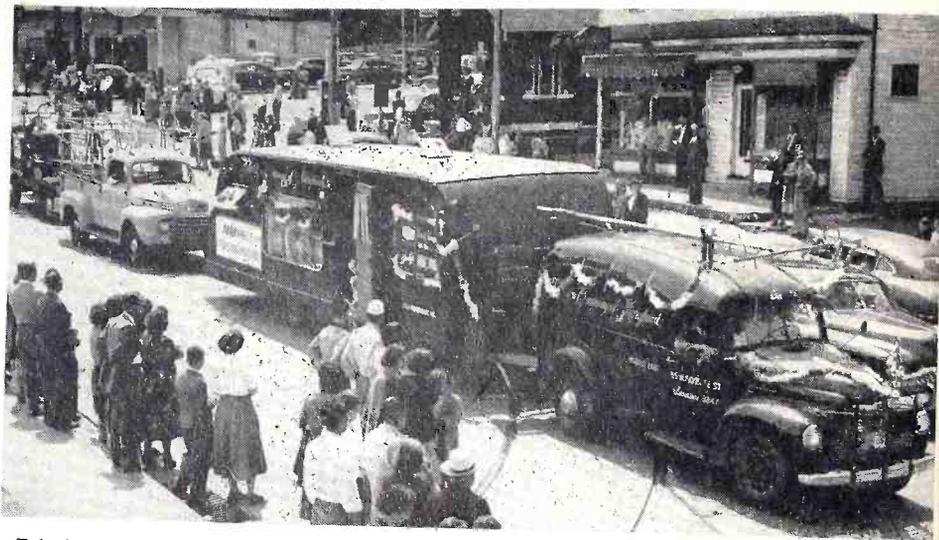
• More and more retailers throughout the country are using the air waves to advertise products, and to keep firm names in the public eye. In addition to radio—AM and FM, an increasingly large number of merchants are using television spots and programs, most with outstanding success.

The editors of RADIO & TELEVISION RETAILING quizzed a cross-section of dealers to ask them a number of questions about their use of radio and TV advertising. Returns showed that most of the respondents are well pleased with results, some reporting surprisingly large, direct returns. Stores of all sizes were quizzed. Following are excerpts from a few of the questionnaires:

Des Moines, Iowa. Munn & Casaday, owned by Mr. and Mrs. Marvin Munn has been using air advertising for about 2½ years. The firm uses advertising on Don Bell's disc jockey program, "Bell's a Ringin'". During 1950, the Munn's spent \$13,000 on air time over KRNT.

Seattle, Wash. To increase store traffic, Hopper-Kelly plugs phono records on a 15-minute disc jockey show, devoting the time exclusively to records contained in one album. Commercials are kept light, according to Whitney Howland, merchandising manager. As many as 100

Tom Dargan, staff announcer for KING-TV, delivers a commercial for Sherman, Clay's "Music Room" program in Seattle.



Television Company of Maryland, with headquarters at 115 W. Fayette St., Baltimore, is a consistent advertiser on radio and TV. When WAAM-TV in Baltimore went on the air, this firm was their first sponsor. Advertising has featured local sporting events, and many spots are used. Television Company of Maryland is headed by 35-year-old Milton Rabovsky.

albums have been sold in a day through this method. The store has also been using some TV spots on a co-op basis.

Baltimore, Md. Modern Appliance Company uses 12 weekly spots coming in before important newscasts. The spots are used primarily to pave the way for calls by outside salesmen.

Philadelphia, Pa. Allan Radio Co. spends 30% of its advertising dollar for air time over FM station WFLN, going on a community symphony hour, 8 to 9.30 PM. Direct results are checked by store visitors who mention the show.

Prestige Increased

Washington, D. C. Campbell Music Co., Inc. uses AM, FM and TV broadcasting. Says Earl Campbell, president: "Of course results can not be graphed in terms of money or merchandise moved—but the comments of the music-loving people of this city have been most gratifying and from the variety of their sources, we are sure that we have increased the prestige, not only of Campbell's, but also of television in Washington. Dan Cavalier, merchandise manager, reports the following Campbell air-time activities: The store uses radio (AM & FM), WGMS and WRC, with programs 3 times weekly, featuring a full evening's broadcasting of fine music every Tuesday; half-

hour record quiz Mondays, and network spots Wednesdays, 10.30 to 11 PM. Campbell uses TV for a half-hour symphony program Fridays, 8 to 8.30 PM on WTTG. Results are seen through increased traffic on items stressed in shows, and by telephone inquiries. Sales personnel also spot-check customers. The firm spends about 25% of its advertising dollar on air advertising.

Great Neck, N. Y. Barrow Music Shop, owned by E. J. Meyerson, is on the air twice a week, 9.30 to 10 PM over WABF-FM. Time is devoted to classical record programs. The owner spends about 20% of his advertising dollar for radio time, and is pleased with results which he checks via customer inquiry.

Gets 1,000 Letters Weekly

Upper Darby, Pa. Mort Farr, outstandingly successful retailer, and president of NARDA, urges dealers to use radio and TV time, reporting that his TV show pulls more than 1,000 letters weekly; often more than 2,000. Farr uses time on WPEN-AM, and WCAU-TV. Spot announcements are used on AM, and each Sunday afternoon the firm features a half-hour children's quiz show. Air time is bought on a co-op basis. Salesmen are required to check customers in efforts to weigh returns.

FM, TV Time to Advertise

Types of Programs Used, and Amounts Spent Out of Store Budgets

Bronx, New York. Concourse Music Stores is on WMCA-AM five times weekly and Sunday, 7.15 PM and 11.45 PM, with musical and news shows. Concourse spends about 25% of its advertising allotment on air time, reports Sandy Howard, advertising manager, who calls results "fair to good." Returns are checked by telephone calls and postal cards received.

Decatur, Ill. Emerson Piano House, Inc., uses AM and FM air advertising over stations WDZ and WSOY, daily. "Musical Clock" is featured in the morning, 7.35 to 8.45 on WDZ; night chain breaks on WSOY. Firm buys time co-operatively, and spends about a third of its advertising dollar on the air. Results are checked through floor traffic, drop-ins, and by sales on special promotions broadcast.

Indianapolis, Ind. Jarrett's Appliance Store uses station WFBM-



Here's how a recorder is plugged on a Sherman, Clay commercial over KING-TV, Seattle, Washington, by Tom Dargan.

TV twice a week at 6.30 PM with two-minute spots. The firm is pleased with results.

Flushing, N. Y. Gould's Music Store uses 18 spots per week, at various times, over WWRL. Results are satisfactory, and are checked directly through the offering of prizes.

Milwaukee, Wisc. Hack's Inc., is on WTMJ once a week at 10 PM with news. Programs are paid for on a co-op basis. Specific items are featured.

Philadelphia, Pa. Harry B. Rein-

To Make

Air Advertising Pay —

Choose station carefully with respect to time available, coverage, etc.

Decide upon a fixed percentage of your advertising dollar to spend on air time.

Get advice from experts at AM, FM or TV station on types of commercials to use.

Urge your customers to listen in or look in on your programs or spots; invite their comment.

Philadelphia, Pa. Hart, 2312-18 Columbia Ave., one of Philadelphia's oldest established retailers, uses one spot announcement daily, and two 15-minute programs each week. The proprietor states that he is satisfied with results, spending 20% of his advertising dollar for air time, using WDAS.

Washington, D. C. Dowd's Radio & Electric Company uses spots on WTTG-TV, and is pleased with results. The firm pays for the time on a co-op basis.

Institutional Copy Pays

Seattle, Wash. Of an institutional type is the weekly one-half hour live-talent show sponsored by Sherman, Clay & Company. Advertising on this show is extremely light with the all-musical show designed to offer pleasure without stark commercialism. The one aim is to build the association of "Sherman, Clay & Company" and "Music."

Television programs for the entire week are conveniently placed for customer pick-up throughout the store. In the firm's key location it is practical for many set owners to drop in for programs. Or, on telephone request, the company will mail the programs.

Advertising on radio, AM and FM, and TV by dealers in this field

can be roughly broken down into three categories. First, there's the "institutional" type of material, designed to keep the store's name before the public. Second, there's the commercial offering some sort of special inducement to the listener or viewer, such as is widely used by some of the very large stores, currently featuring big trade-in offers. Third, there is the technique which might be called "audience participation" since it usually takes the form of a contest for adults or children.

Results Are Good

Some of the respondents assert that it is extremely difficult for them to check results, but a great many others, especially those who use special offers in their commercials, and those running contests, can certainly measure returns, with many reporting almost phenomenal results. One successful user of FM time requires each salesperson to ask the following question of each store visitor: "Do you listen to our programs over station _____?" In addition to getting quite an accurate picture about results, he has sold a number of fine FM instruments to those who either traded-in old FM sets, or had not previously owned them.



Campbell Music Co., Washington, D. C., is really sold on use of air time. Shown, seated, signing a contract for shows on WTTG, is Earl Campbell, president of the dealership. At Mr. Campbell's left is Dan Cavalier, merchandise manager of the firm. Standing, left, is Walter Compton, manager of the TV station, and right, Tom Privat, general manager of American Wholesalers.

Do Your Salesmen Balk

If So, Let Them Read Here About the Rigors of the

• Dealers are experiencing considerable difficulty these days getting men to do outside canvassing. The youngsters say it's too tough, and the old ones who rang doorbells during the Depression will certainly agree with them.

But things have changed, brother. And they've changed radically!

Not too long ago the outside field was a battlefield in every sense of the word. Only the hardest individuals could work it. Only the guys with ice water in their veins could take the barbs and arrows and come back for more.

Now this field is wide open, underworked and comparatively receptive. Furthermore, that old "law-of-averages" angle, hard to prove true during the Bad Old Days, will work today. And it will work for two very good reasons. First, there's a dearth of door-bell ringing. And, second, people have money.

Today's outside field is heaven when compared with the Bad Old Days. To begin with, people have more money. Next, certainly, they are more improvement-minded than ever before. Then, too, people aren't

pestered to death these days with door-bell pushers, which is a very good reason why the field is pleasant and profitable to work in.

Today vs the Bad Old Days

When we say there's a "dearth of door-bell ringing," we're not fooling. In the Bad Old Days, what happened in the outside field is something for the book! In just about every city, town and hamlet, "crews" of canvassers, selling a wide variety of products, "worked" territories *day and night*.

Many of such canvassers had quotas as high as 75 calls a day, and were supposed to obtain the name and address at each call.

Because a great many call quotas were so high as to defy attainment, some salesmen used to get names and addresses out of the telephone book, thus giving birth to a very familiar accusation hurled at canvassers, seriously or humorously, when they turned in what appeared to be "padded" reports.

High-pressure sales managers harped continuously on the law-of-average theme, but the harassed

housewives whittled down this "average" to a pathetically low sales figure because many of them refused to answer the door, after taking a peek, and sizing up the caller as a salesman. Some housewives would answer the door a number of times before they, in sheer desperation, would finally pretend to be out.

Modern salesmanagers don't feed a lot of blue-sky stuff to their salesmen. They don't set up unrealistic call quotas. They would rather have a man make one call and one sale than they would to have him make twenty calls and no sales.

Modern salesmanagers are urging men to make forthright approaches, and to take products with them on calls. Such practice has proven to be much more effective since prospects know immediately the purpose of the visit, and since they are brand-conscious nowadays, they won't be scared at the sight of a vacuum cleaner, a portable radio or any other familiar product.

There was a great deal of beating about the bush in the Bad Old Days, too, and the direct approach,

NOTHING LIKE THIS TODAY! When outside selling was an overworked technique, every territory teemed with canvassers. Today, there's very little competition for the man who has backbone enough to go out after business.



at Outside Selling?

"Bad Old Days" Compared With Present Opportunities



Only the hardest individuals (left) could withstand the barbs and arrows of outside selling during the days when everybody and his brother was out pulling doorbells. Harassed housewives slammed doors in the salesman's face, or, worse, they didn't open the door at all.

Outdoor selling today (right) is a dignified, profitable part of the modern salesman's chore. He doesn't have to resort to a bag full of tricks, or try to get his foot in the door. The underworked outside field is not only an attractive one to work in, but it can help any salesman increase his volume.



generally advocated today, went by the board. "I'm making a survey," was the favorite gimmicked approach.

Canvassers used many techniques of their own origination. For instance, it wasn't good business to canvass both sides of a residential street. This was because most of the folk on the opposite side had already seen what was going on, and had reached firm decisions not to answer the bell.

Still other canvassers having guilty-going consciences used to hold a telegram in their hands, ring a doorbell and wait. When the woman of the house opened the door, the shrewd salesman would stuff the telegram into his pocket, and launch his sales spiel.

In spite of the fact that a great many salesmanagers told canvassers that a vacuum cleaner was a prime "door-opener", many believed through experience that just the opposite was true, and used to hide the appliance behind them as they stood waiting for a response to the rapped door-bell.

The Going Was Really Rough!

Sewing machine salesmen used the "free service and oiling" offer as a wedge to help them get into the house. Radio set salesmen offered free check-ups on customer's receivers. In numbers of instances, sales crews brought washers right

to the door in trucks, offering free home trials, in addition to doing any laundry work the housewife provided.

Yes, the going was really tough in the period before the start of World War 2, and yet in spite of the number of doors which were slammed in their faces, and the terrific competition, and lack of money in the hands of the consumers, men made livings, and pioneered a number of products which today have reached high saturation points.

In addition to legitimate salesmen, representing reputable firms, the outside field was filled with gyps of all sorts in the Bad Old Days, and their presence made it all the tougher for the honest operator. A favorite trick of the gyp was to offer an ancient, but brightly

The editorial insert in the June, 1951 issue of RADIO & TELEVISION RETAILING, entitled, "Outside Selling", has been hailed by the industry as an outstanding aid to merchants all over the country. There are a few copies of this profusely illustrated, down-to-earth selling folder available to those who write to the editors for them.

polished, unknown make vacuum cleaner at a big bargain. The gimmick which made many a woman fall for this bunch of junk was the embossed emblem of a famous maker, prominently displayed on the new dustbag.

Nowadays, there are very few gyps operating, which makes it a great deal easier for the salesman.

The Field's Wide Open Today

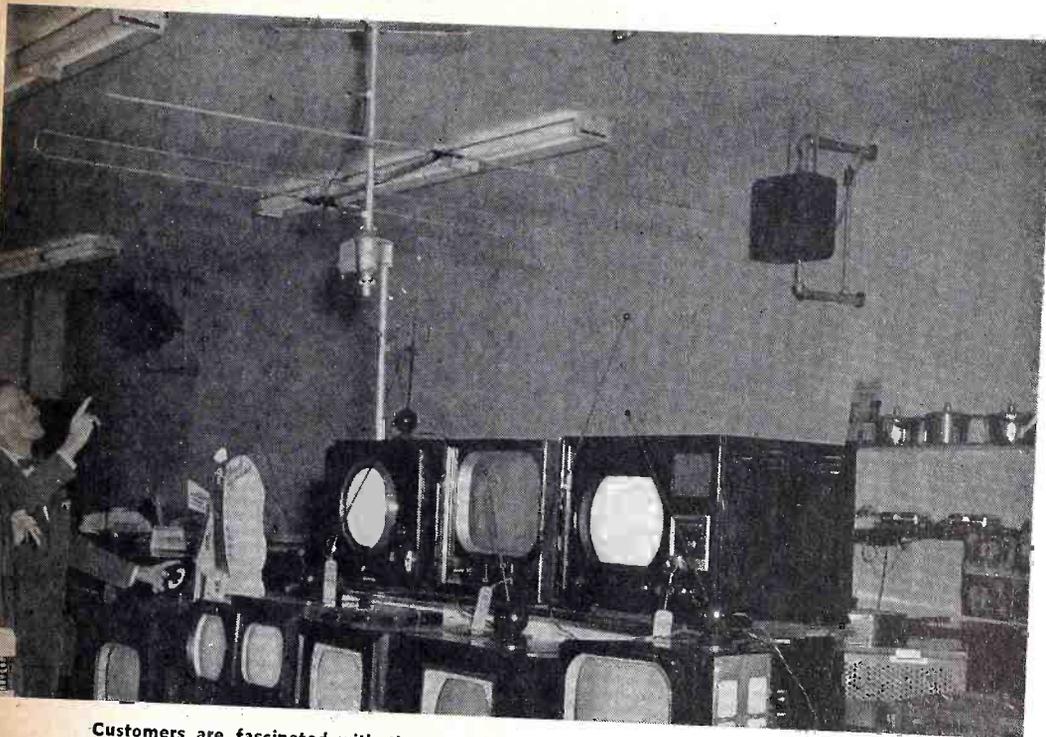
The outside field has been neglected by all too many dealers who fail to point out its profit possibilities to salesmen. In many cases, people in the home will be glad to meet a man energetic and enterprising enough to go out after business.

If men could make livings (and some were good ones) during the times when outside selling was really tough-sledding, and when a great many of the so-called salesmen were only in the game because they were desperately in need of money, the man who likes salesmanship today as a profession, will find outside selling a dignified, money-making technique.

Dealers and salesmanagers who paint an accurate picture of the opportunities in outside selling will stimulate the right men to go and find out for themselves that the outside field isn't a battlefield any more, but is the best place in which to make the most sales.

Salesmen's Bonus Plan

Baltimore Dealer Moves Selected



Customers are fascinated with the revolving antenna which makes a dramatic demonstration.

• A bonus plan used by the Modern Appliance Co., Baltimore, Md., has been a stimulant to its salesmen to apply greater effort to selected sales of certain merchandise as well as being a morale booster. This bonus is in addition to regular commissions that are paid salesmen.

"A leading problem with dealers today, is the help situation," says George S. Gardiner, Modern Appliance president. "Either the hired salesman is not aggressive or if you do develop a good salesman, he is apt to leave you. If an organization can develop a good salesman and then hold him, they will have overcome a very important sales problem.

"A good sales organization is also important for the future of the firm. They build good-will, sound merchandising principles and help to lay the ground work for increased sales when merchandise is more plentiful in certain selected lines. To many concerns, outside salesmen are the connecting link between the customer and its merchandise. And when this is the situation, a good salesman's program will pay off large dividends."

Although the Modern Appliance

Co., is located on a traffic avenue in Baltimore, the store must rely on its salesmen for the greater portion of its business. It is estimated that about 50 per cent of its business is brought in by salesmen and the other half by its regular promotional activities and the store itself.

Novel Bonus Plan

One of the store's typical bonus plans is a recent one that helped to step up the dollar sale of television sets. For a period of four weeks, the store offered all salesmen a \$10 bonus on and above regular commissions for every combination that was sold.

"We haven't been having much trouble in selling table and console television models," says Mr. Gardiner, "but we did notice a slackening in the sales of combinations. This was probably because the down payments and instalments were bigger due to Regulation W. Then again it is possible that our salesmen plugged the table and console models because they found them easier to sell. In either case, it was the combination models that we were interested in selling for this period."

Not only did salesmen get the bonus of \$10 for each combo that was sold, but the increased sale gave them a larger commission. This was a double reason for trying to build up the television sale.

During another four-week period, the store was interested in reducing its stock of 19-inch television models. The salesmen were given the added inducement to sell these models by a \$25 bonus per model. The receivers were sold out.

"Not only do the extra bonuses give the salesmen something extra to work for and give him an increase over his regular commissions," explains Gardiner, "but the plan helps us to dispose of certain selected merchandise. Some sales bonuses may be on refrigerators, ranges or small appliances. It all depends upon our stocks, the market conditions and the season of the year when it's best to promote the sale of certain lines or individual merchandise items."

Holds Regular Meetings

Every Saturday morning the store holds its regular weekly sales meeting. No matter how small or large the staff, such meetings are important. First of all, they give the salesmen a feeling of importance, letting him know that he is part of an organization. Then again, salesmen can air out their problems and the dealer can give them new sales pointers and advice.

"At every meeting, we usually have a distributor, his salesmen or a manufacturer's representative present," says Gardiner. "They discuss their lines of merchandise, give their sales points and views of vantage. In addition, it makes the meeting interesting and holds attention.

"If salesmen are handled loosely, not instructed or given an opportunity to talk about their problems, the result is a lost or discouraged salesman. Salesmen must feel that they are a member of the firm's family and regular meetings help to do this."

Modern Appliance Co. has six regular salesmen. Because of the

Helps Step Up Sales

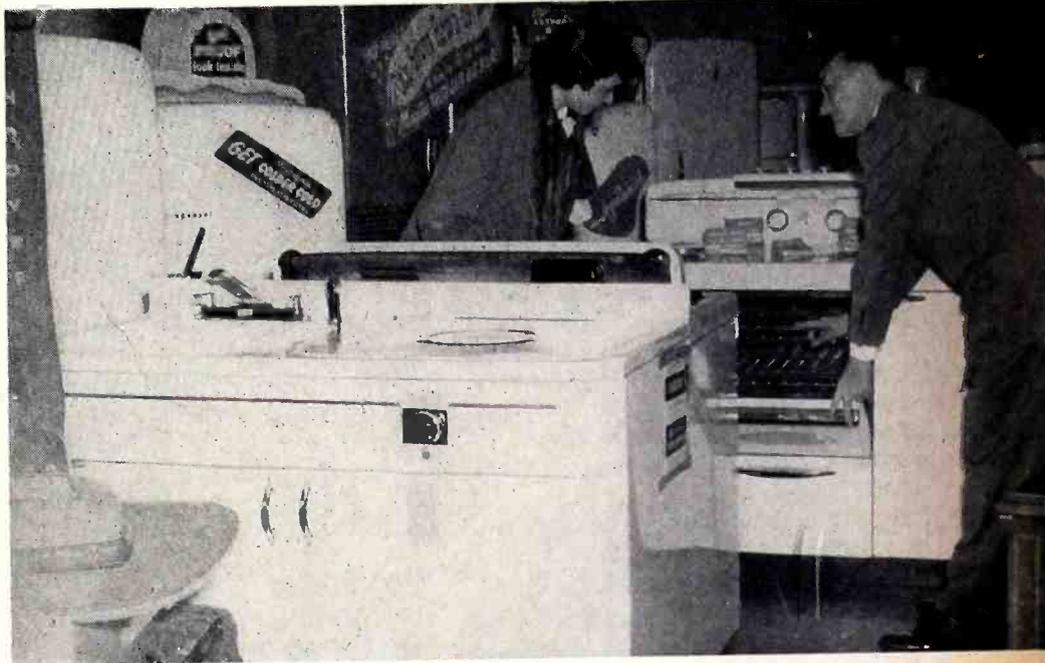
Merchandise via Special Offers to Staff

Large area covered by the store, no territory is restricted to any one salesman, but in order to protect salesmen when they do have a prospect, the store requests that a "protection card" be filed.

This card lists the prospect's name, address, date contacted and product interested in. The salesman must hand in other data on his prospect as the contact is continued. As Mr. Gardiner personally checks these "protection cards", he makes certain that they are always followed up.

Depending upon the prospect's situation, Gardiner may inquire into the final sales possibilities with the salesman and if he ascertains that he can't close it, will assign the lead to another salesman. The salesman, however, is fully protected with his prospect until he surrenders the lead himself.

"We also give each of our salesmen floor time," explains Gardiner. "We know that salesmen do not like to be kept out on the street all the time. They may have encountered some depressive sales experiences and other situations that gives them reason to need encouragement."



Store visitors are shown everything new by Modern Appliance Company salesmen.

Floor sales time is beneficial to the store as well. Rather than hire extra employees to man the store, they use their own salesmen. Thus the inside and outside selling and contacting of customers helps to improve the efficiency of the salesman.

The store has a regular promotional campaign that provides its salesmen with definite leads. The store is continually working with manufacturers on cooperative advertising from which it receives great benefits. Direct mail is also used, following conferences with salesmen. The latter are asked to suggest neighborhoods, sections or areas to make mailings in. Then they know exactly when to follow up the letter to make the contact more fruitful.

The store also has a dozen radio spots weekly before newscasts and other important announcements. This helps to keep the firm's name outstanding so that salesmen are recognized by prospects when they discuss the firm's products with them.

One of the leading sales points that the salesman can promote is the "service-after-the-sale" angle. The firm maintains four service trucks.

Modern Appliance Co. sells a \$55 annual television service contract which does not include the installation of an outside aerial. The firm will not sell a television set without a contract.

In order to keep the repairmen pleased with their jobs and also to

(Continued on page 112)



A variety of products makes this busy Baltimore store a headquarters for the home-maker.

Lively Program Set

Financing, Defense Work, New Regulations Among Topics Scheduled for

Distributors Event at Cleveland, September 10-13

• The convention and exhibit of the National Electronic Distributors Association to be held in Cleveland, September 10 to 13, will equal, if not surpass the 1950 get-together, according to NEDA officials.

The theme of the 1951 convention is "The Independent Parts Distributor in a Defense Economy."

Speakers who will address forums include:

Dr. W. R. G. Baker, vice-president and general manager, Electronics Division, General Electric Company, one of the outstanding



Dr. W. R. G. Baker, one of the featured speakers at the NEDA Convention.

personalities in the industry, who is acknowledged to have a commanding grasp of distributor problems.

Harry A. Ehle, vice-president in charge of sales, International Resistance Company, who during the past year has been the civilian advisor to the Under-Secretary of War, and who is one of the best informed in distributor matters so far as they are affected by mobilization strategy in Washington.

O. L. Carlton, vice-president of the Central National Bank of Cleveland, who is an outstanding authority on business and finance.

R. H. Metsner, vice-president of the Central National Bank of Cleveland, renowned in the field of research in banking and business.

Expected also to address distributors are Michael V. DiSalle, OPS Director, and Manly Fleischmann, Director of NPA and Administrator of DPA. In the event that DiSalle and Fleischman are unable to attend, they will be represented by their assistants and legal counsel.

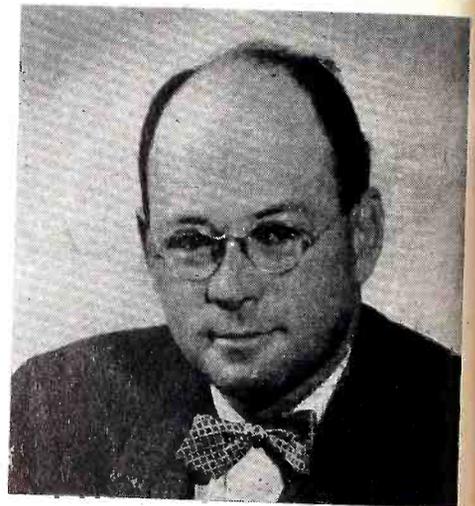
Arrangements are being made for a special committee of manufacturers to constitute a forum. They will address distributors at the educational program meeting and answer any and all questions.

Another special committee, made up of five manufacturers' representatives, will appear on the stage of the auditorium to discuss with the independent distributors problems and activities concerning business relations and activity between manufacturers' representatives and

distributors.

NEDA has made arrangements with the Office of Price Stabilization to set up an information booth on the floor of Exhibition Hall, in order to be of service to members of the industry.

Analysts from OPS will explain



Harry A. Ehle will address forums at the Cleveland electronic distributors event.

and interpret regulations as they apply to the distributor of electronic parts and components, and answer questions of distributors in an effort to bring about greater understanding of the problems on price control affecting the distributor.

A special booth on the floor of Exhibition Hall will be staffed by OPS representatives who will undertake to clarify points on price regulations and hear the distributors' problems first hand.

Wives of the Buckeye Reps will act as hostesses of the women's program. Women convention visitors will have their own recreation headquarters at the Cleveland Hotel and there will be a luncheon and fashion show for them on September 11. Mrs. Arthur H. Baier of Cleveland is chairman of the committee arranging the women's program. Other members of the Committee are Mrs. Charles Dolfuss, Mrs. Les Morrow, Mrs. Albert Steinke, and Mrs. John Olson.

Facts About the Show

Sponsored by the National Electronic Distributors Association

To be held September 10-13 at Cleveland Auditorium

Leading manufacturers will exhibit a variety of new parts, accessories and products

OPS representatives will be on hand to clarify governmental regulations

Various forums will cover all phases of distributor business operation

for NEDA Convention

List of Exhibitors

(Booth number follows name of company)

- rovox Corp., New Bedford, Mass.—213
 Alliance Mfg. Co., Alliance, Ohio—426
 American Phenolic Corp., Chicago, Ill.—237-336
 Argos Products Co., Inc., 4753 N. Broadway, Chicago, Ill.—216
 Astatic Corp., Conneaut, Ohio—209
 Automatic Radio Mfg. Co., Inc., Boston 15, Mass.—100-101
 All Sound Systems, Inc., Columbus 7, Ohio—215
 Burgess Battery Co., Freeport, Ill.—208-210
 Burnburn, Inc., 32-40 57th St., Woodside, N. Y.—135
 Comat Corp., 521 W. 23rd St., N. Y.—329
 Centralab, 900 E. Keefe Ave., Milwaukee, Wisc.—107
 Chemical Electronics Corp., New York 17, N. Y.—420
 Cannel Master Corp., Ellenville, N. Y.—224-226
 Cleveland Electronics, Inc., Cleveland 3, Ohio—326
 Copperweld Steel Co., Glassport, Penna.—432
 Cornell-Dubilier Elec. Corp., S. Plainfield, N. J.—409-411-413-415
 Glen B. DuMont Labs., Inc., Passaic, N. J.—205-207
 Electro-Voice, Inc., Buchanan, Mich.—123
 Electrovox Co., Inc., East Orange, N. J.—427
 Etco Television, 1041 Forbes St., Pittsburgh, Pa.—428
 General Cement Mfg. Co., Rockford, Ill.—231
 General Dry Batteries, Inc., Cleveland Ohio—211
 General Electric Co., Schenectady, N. Y.—106-108-110-112-114-116
 General Industries Co., Elyria, Ohio—306
 Greenlee Tool Co., Rockford, Ill.—328
 Hallicrafters Co., Chicago 24, Ill.—425
 Haygren Electric Mfg., Inc., 436 18th St., Brooklyn, N. Y.—431
 Hytron Radio & Electronic Corp., Salem, Mass.—418
 D.E.A., Inc., Regency Division, Indianapolis, Ind.—134-136
 International Resistance Co., Philadelphia 8, Pa.—410-412
 J.F.D. Manufacturing Co., Inc., Brooklyn 4, N. Y.—113-115
 Jackson Elec. Instrument Co., Inc., Dayton 2, Ohio—318
 Jay Specialty Parts Co., 220 East 23rd St., New York, N. Y.—127
 Jensen Industries, Inc., Chicago 12, Ill.—325
 LaPointe Plascomold Corp., Windsor Locks, Conn.—122
 Lenk Mfg. Co., Boston, Mass.—222
 Littelfuse, Inc., 4757 N. Ravenswood Ave., Chicago, Ill.—118-120
 P. R. Mallory & Co., Inc., Indianapolis 6, Ind.—311-313
 Merit Coil & Transformer Corp., Chicago 40, Ill.—417
 Mitchell Industries Inc., Mineral Wells, Tex.—430
 Modern-Aire Mfg. Corp., Chicago 24, Ill.—124
 National Carbon Div., Union Carbide & Carbon Corp., New York 17, N. Y.—221-223-320-322
 National Company, Inc., Malden, Mass.—308
 National Union Radio Corp., Orange, N. J.—220
 Oak Ridge Products, 37-01 Vernon Blvd., Long Island City, N. Y.—204
 Ohmite Mfg. Co., Chicago 44, Ill.—217
 Oxford Electric Corp., Chicago 15, Ill.—316
 Penn Boiler & Burner Mfg. Co., Lancaster, Pa.—305
 Penn Television Products Co., Philadelphia 34, Pa.—327
 The Pentron Corp., Chicago 16, Ill.—218
 Permo, Inc., Chicago 26, Ill.—416
 Permoflux Corp., Chicago 39, Ill.—219
 Philmore Mfg. Co., Inc., New York 3, N. Y.—330
 Philson Mfg. Co., Inc., New York 3, N. Y.—429
 Phoenix Electronics, Inc., Lawrence, Mass.—206
 Precise Development Corp., 999 Long Beach Road, Oceanside, N. Y.—434
 The Radiart Corp., Cleveland 2, Ohio—119-121
 Radio Corporation of America, RCA Victor Div., Camden 2, N. J.—104-200-201-300-301-407
 Radio Kits, Inc., New York 16, N. Y.—229
 Radio Merchandise Sales, Inc., New York 59, N. Y.—212
 RAM Electronics, Inc., Irvington-on-Hudson, N. Y.—420
 Raytheon Mfg. Co., Newton 58, Mass.—321-323
 John F. Rider, Inc., New York 13, N. Y.—312
 Howard Sams & Co., Inc., Indianapolis, Ind.—414
 Sangamo Electric Co., Springfield, Ill.—319
 Sonic Industries, Inc., New York 11, N. Y.—310
 Sprague Products Co., North Adams, Mass.—111
 Standard Coil Products Co., Inc., Chicago 39, Ill.—105
 Stevens Walden, Inc., Worcester, Mass.—303
 Stromberg - Carlson Co., Rochester, N. Y.—102
 Sylvania Electric Products, Inc., Emporium, Penn.—400-401-402-403-404-405-406
 Telematic Industries, Inc., Brooklyn 2, N. Y.—324
 Television-Electronic Research Labs., Pasadena, Calif.—202
 Telrex, Inc., Asbury Park, N. J.—214
 Thomas Electronics, Inc., 118 Ninth St., Passaic, N. J.—103
 Trio Manufacturing Co., Griggsville, Ill.—304
 The Triplett Electrical Inst. Co., Bluffton, Ohio—307-309
 Tung-Sol Lamp Works, Inc., Newark 4, N. J.—433-435
 TV Development Corp., Brooklyn 23, N. Y.—225
 TV Products, Brooklyn 5, N. Y.—423
 University Loudspeaker, Inc., 80 S. Kensico Ave., White Plains, N. Y.—422
 V-M Corporation, Benton Harbor, Mich.—408
 Vaco Products Co., Chicago 11, Ill.—331
 Van Cleef Brothers, Inc., Chicago 19, Ill.—109
 Veri-Best Electronics Co., New York 13, N. Y.—335
 Webster-Chicago Corp., Chicago 39, Ill.—424
 Ward Products Corp., Cleveland 3, Ohio—203
 Worner Electronic Devices, Rankin, Ill.—117

Easier "Credit" Terms For More Sales

New Regulation W Opens Vast Market for Alert Merchants

• The all-out effort by industry groups has resulted in relaxed terms under Regulation W. Now, dealers can sell radios, TV sets, and electrical appliances for as little as 15% down, with a maximum of 18 months to pay. Also, they may accept used products (not specified as to kind) as partial or full down payments.

A flood of new business is expected as a result of the new credit provisions, which will permit low-income groups to re-enter the market to buy things they've been wanting, but couldn't afford since October of last year when the tightened Regulation went into effect. In addition to stiff terms, the old Regulation forbade applying trade-ins against the down payment, and this feature alone was a serious obstacle.

While alert merchants can capitalize on the new terms, the first rule to observe is to guard against hog-wild selling by refusing to accept doubtful credit risks, and by weighing each potential trade-in transaction carefully, taking on only those which appear likely to be profitable. Because business has been so poor, the temptation to latch onto any sale in sight will be very great.

One of the first steps taken by merchants in almost all sections of the country was to come out with advertising stressing the new terms. This activity followed right on the heels of the signing of the new control bills by President Truman. A great many retailers put signs in windows, and inside their stores announcing the new low terms. (Portions of some of the first high-pressure ads by dealers are reproduced in accompanying illustration.)

Right now, there are a number of important steps the dealer should

take in order to get the most, and the most profitable volume of business as a result of the relaxed terms. Following are a few of the things you should do now:

Brief your sales personnel. Make certain that they know all about the new terms. Set up a trade-in pricing formula to guard profit structure.

Advertise easy terms, and acceptance of trade-ins as part or full down payments. Use newspapers, air-time, direct-mail, window displays, etc., to acquaint customers with the facts. Present facts honestly and clearly in order to avoid misunderstanding between dealer and customer.

About Regulation W

Was in effect during World War 2. Revived, Sept. 18, 1950. Terms: 15% down—18 months to pay.

Reg. W tightened, Oct. 16, 1950. Terms—25% down—15 months to pay. (Trade-ins could not be applied against down payments).

New, and present terms, went into effect July 31, 1951—15% down—18 months to pay. (Trade-ins may be taken as part or all of down payment).

Go after those prospects who have been putting off buying because of the recent high requirements of the credit law. Call at their homes, or telephone them. Also, follow-up those persons who've been accustomed to buying for cash, and who haven't purchased because of lack of ready cash. Sell them the fact that time-buying is a dignified, sensible method of enjoying products now.

Offer credit terms to each and every customer, thus insuring that the timid ones will know they can buy on time in your store. Otherwise, they may walk out without even asking about instalment purchasing.

Try to get good contracts. Substantial down-payments, and early maturity agreements benefit both dealer and customer.

For instalment-selling techniques, see article "You Can Increase Your Time-Payment Volume" in the June, 1951, issue of this magazine. For trade-in allowance tables, see "Profitable Trade-Ins on TV Sets" in RADIO & TELEVISION RETAILING, July, 1951.

**NOW-NEW
LOWER CREDIT
TERMS!**

**PAY
LESS DOWN.
18 MONTHS
TO PAY**

NO MONEY DOWN!

15% Down
78 Weeks to Pay

Just a few cents a day!

**NO
CASH
NEEDED**

NO CASH REQUIRED!
Use trade-in Allowance on your Old

78 WEEKS TO PAY

**NO CASH DOWN
WITH TRADE-IN, OR
ONLY 15% DOWN
78 WEEKS TO PAY**

**NO MONEY DOWN
WITH YOUR OLD TRADE-IN**

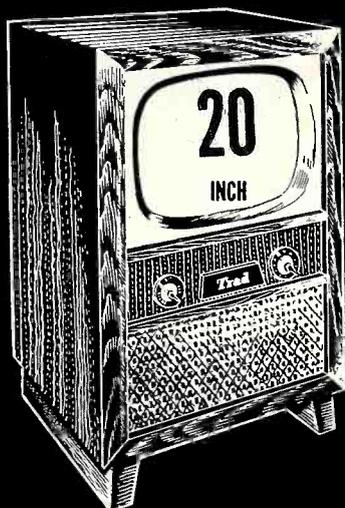
CREDIT CONTROLS EASED

**BUY TODAY! NEW,
LOWER DOWN PAYMENT
UP TO 18 MONTHS
TO PAY!**

2 great sales-builders

by **TRAD**

20" console



\$229.95

LIST PRICE
(WESTERN
PRICE SLIGHTLY
HIGHER)

24" console



\$349.95

LIST PRICE
(WESTERN
PRICE SLIGHTLY
HIGHER)

prices include Federal taxes — LESS FULL DISCOUNTS

- ★ Standard coil tuner (UHF adaptable)
- ★ Built-in color jack and switch
- ★ 21 tubes, including CRT
- ★ Built-in phono jack and switch
- ★ Co-channel sound
- ★ All mahogany cabinet, decorator finish

*For Private Brand Users
these units are available under your
own label and for promotional use.*

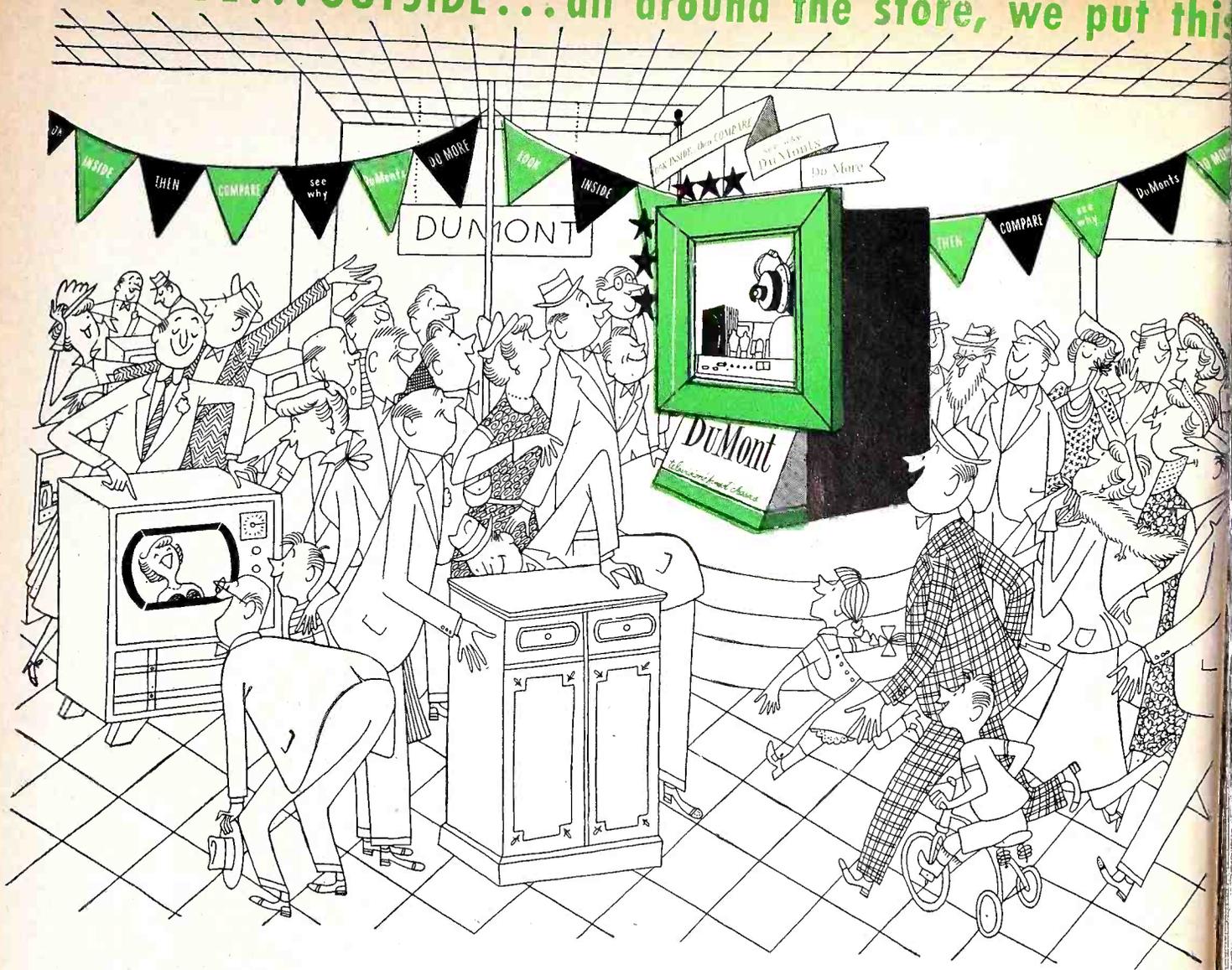
T

Write, wire or phone— but contact immediately

TRAD TELEVISION CORP.

1001 First Avenue, Asbury Park, New Jersey
In New Jersey — ASbury Park 2-7447
In New York — phone WOrth 4-1197

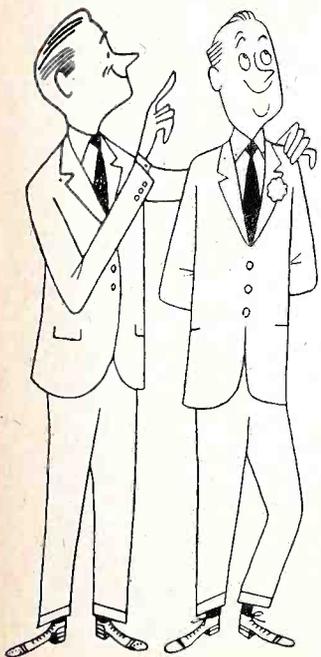
INSIDE... OUTSIDE... all around the store, we put this



Now! Get the

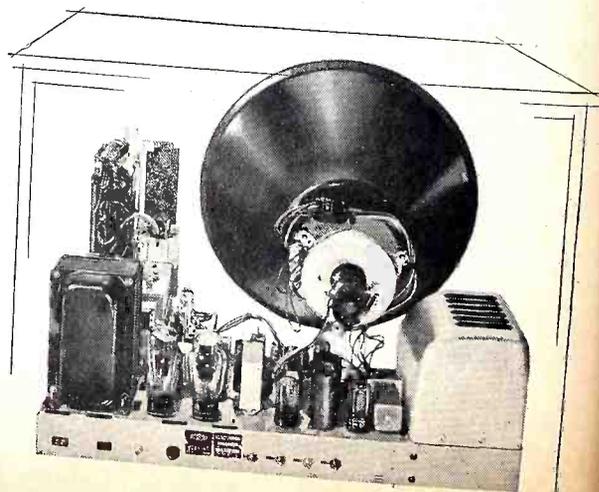
"INSIDE STORY"

on faster television selling

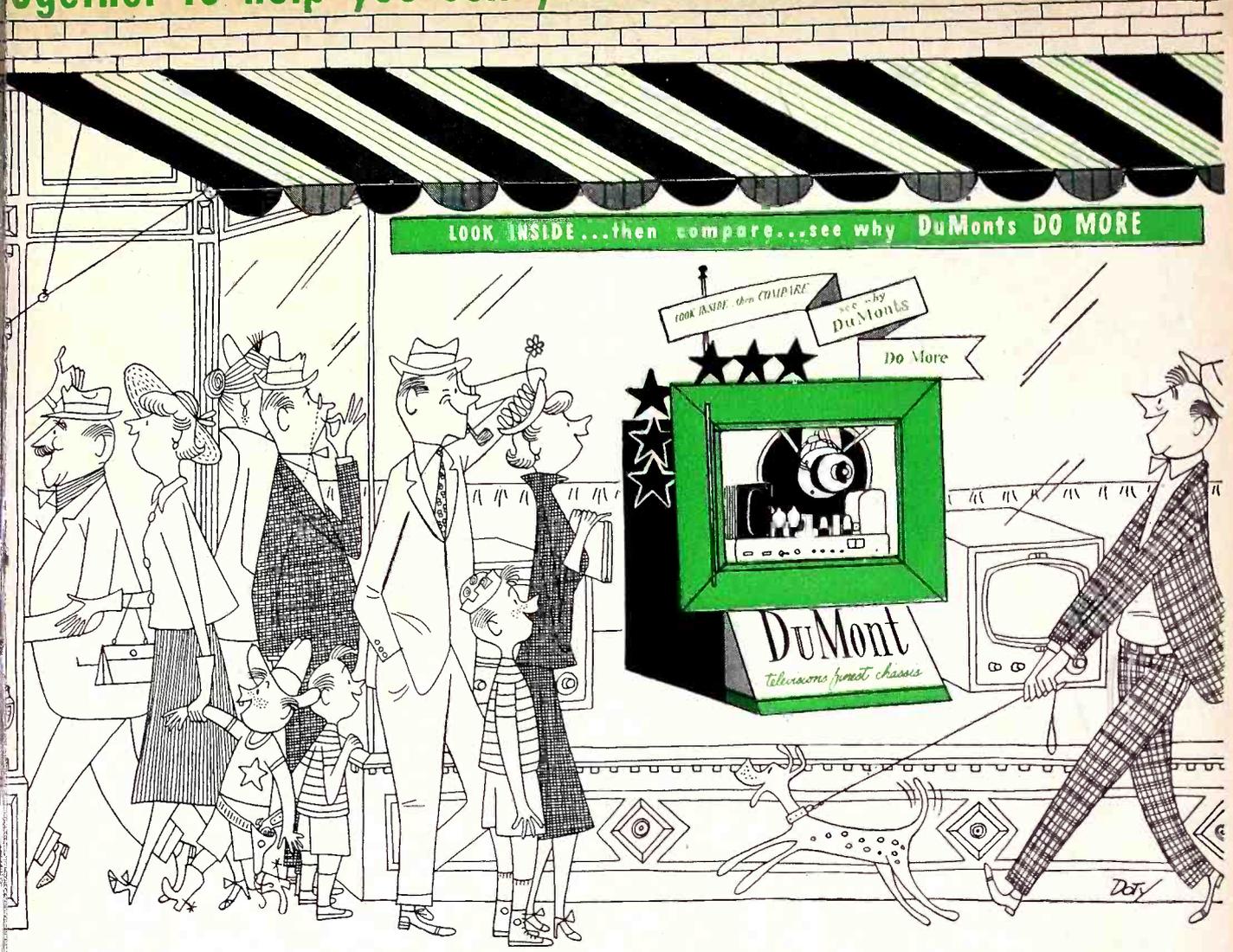


Today in television retailing, the greatest sales story is an *inside story*. It's the story of the DuMont *chassis*—the electronic triumph *inside* every DuMont Teleset* that makes DuMonts Do More.

It's a powerful story. It's a fresh story. It's the convincing reason why DuMont television performance is the finest ever achieved... why, dollar for dollar, a DuMont is the market's best buy.



Together to help you sell your Du Mont "INSIDE STORY"!



Here, then, to help you tell it, is the dramatic sales promotion package of your "Inside Story."

★ **Die-Cut Display—**

Green frame, gold stars, white banner: This is your main display—novel, eye-catching, something really different.

★ **Window Streamer—**

Green and black on white. Here is the keynote of your promotion. Look "Inside" to see why Du Monts Do More.

★ **Wire Hangers—**

Striking, attractive pennants, black and green on gold, to give your Du Mont department a lively air and carry out your keynote.

★ **Consumer Folder—**

A full line folder. Tells your "Inside Story" with words and pictures for mailing or pickup.

★ **Novelty Folders—**

Action folder with revolving wheel to illustrate your "Inside Story" graphically, memorably.

★ **National Advertising—**

Your "Inside Story" is supported with insertions in top nationally circulating magazines.

★ **Radio Scripts—**

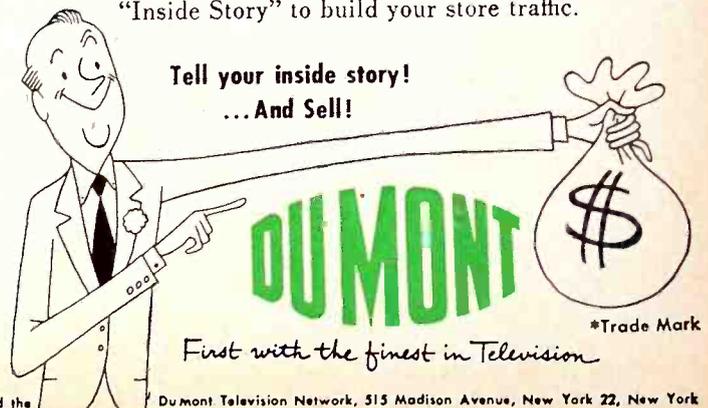
For locally placed spot commercials to tie your store name to the national advertising program.

★ **TV Spots—**

Open-end commercial spots for dealer tie-in. One-minute and station breaks.

★ **Newspaper Mats—**

For your signature. Expertly prepared to use the "Inside Story" to build your store traffic.



Disc Demonstrations

You'll Sell a Lot More Phono Records

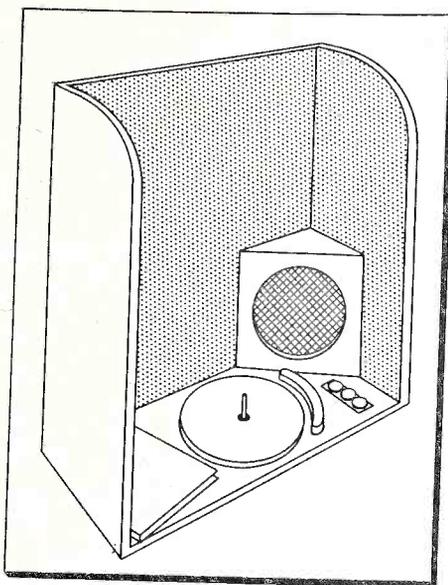
• Your phono record customers expect to be able to listen to a record before they buy it. You can cash in on this angle, and by maintaining adequate facilities and using good demonstration technique, increase your sales considerably.

What facilities you need, depends, of course, on the size of your store, the amount of your store traffic, and the temperament of your customers. This can best be judged by you after considering how many people are normally in your record department at one time, how much time is usually spent in closing each sale, and above all, whether or not your present facilities have proven to be sufficient, or if you need new, more, or better facilities. Keep in mind that a few square feet of floorspace devoted to one or two listening booths will enable your sales staff to cut down on the time spent with each customer, and allow them to wait on more than one customer at a time.

Three Basic Types

Basically, there are three different types of demonstrators used. The simplest of these is the "open" or "counter" player. This is simply a player using a speaker or earphone, without any enclosure or sound shield around it. It is the most economical type of demonstration unit, and in most cases can easily be moved about the store, but it is also the least satisfying. This type of demonstrator is ideally suited, however, for a "quick listen" or, if the volume is kept down low, for teen-age store traffic.

The second type of demonstration unit is the "stall type." This is basically the same as the counter unit, except that it has a partial sound shield built around it. While being only slightly more expensive than the counter unit, it is far more desirable. The sound shield can be either a simple plywood one, arranged to keep out other store noises, so that the listener can hear a record at quite low volume level, or it may be the sound-absorption type, designed to keep the sound



The sketch above, shows a typical stall-type demonstration unit. It is lined with sound-absorbing material; volume level is kept low. Built as a unit complete in itself, it is inexpensive, and highly adaptable to all store layouts.

within the immediate area of the player.

The stall type is very versatile, and may be built-in in many different places or made up as a separate unit which can easily be moved about. It is economical both in unit cost and in floorspace used, is relatively quiet, and can be conveniently enough placed to be inviting to the browser. A number of these units can be placed side by side in a relatively small space, back to back on a table top, on the ends of the counter, etc. Of course, the speaker size is usually limited, and so is the volume, and it does not usually lend itself to the "sit-down-while-I-listen" customer, all of which leads us to the third type of demonstration unit, the completely enclosed booth.

While being the most expensive type to build, the completely enclosed listening booth is well worth the investment of money and floorspace. When properly designed, it can go a long way toward being the salesman's "assistant." The overall size depends a lot on the amount of space available in the store. Minimum size should be no smaller than a standard telephone booth, and maximum size should be no more than two or two and a

half times this size. It should be roomy and comfortable enough to permit an enjoyable stay of 10 minutes to a half hour. It is not normally necessary for a customer to listen to both complete sides of a long-playing record before buying it. Five or ten minutes on each side should be enough to give a good idea of what the entire record is like. It should be diplomatically suggested to the customer that he will probably not want to stay in the listening booth too long, so in order to get a fast idea of what the record is like, he might care to move the pickup arm (carefully) to different sections, listening for a few minutes at each section. How long you can profitably let a customer stay in a booth depends, of course, on the amount of your store traffic. The times mentioned above, though, are about average.

Booth Efficiency

There are so many different construction possibilities for listening booths that it is not practical to suggest one specific size or design. There are, however, many things which will add to the efficiency of any booth. Needless to say, it should be well ventilated. In most cases, a quiet running fan will help, especially during hot weather. Large glass panels in one, two, or even three sides will serve a double purpose: they reduce that "closed-in" feeling, thereby making the booth seem larger than it really is, and they allow you to keep an eye on what's going on inside the booth. Many times, just the fact that you can see inside the booth prevents a lot of monkey business (such as replacing in an album a disc which has been broken, or substituting old records for new ones, etc.).

A bulletin board mounted in each listening booth is an ideal place for posting circulars and lists of new records. And operating instructions for the turntable speeds, volume and tone controls, on-off switch, etc., should be clear and simple; they'll save you a lot of time and money.

In each booth there should also be a space for putting those discs

or More Sales

You Have the Proper Listening Facilities

which are not being played. If there is no such space, the customer who goes into the booth with more than one record will probably place others on the seat while he puts the first record on the turntable. Then, if he's a typical "man on the street," he'll turn around and sit down on them! Give the customer some space beside the turntable, or, if necessary, an extra shelf where you can place these records.

The technical setups for any of these three types of demonstrators need not be expensive. A number of typical installations are suggested in the article on record demonstration setups in the "Service & Sound" section of this issue. With most any setup, a turntable behind the counter may be used and the sound piped to one of the booths or one of the stall speakers. A switching arrangement for this type of setup is also suggested in a technical article in this issue.

With any demonstration, care should be taken to make sure that the needle is in good condition. Not only will worn needles hurt the few records, but they'll hurt your sales. Someone in the store should have the definite responsibility of

checking the condition of the needles. It should not be left until a customer makes mention of it. By then, one or more sales may have been lost. And don't be afraid to let the customer know what you're doing. The time you spend in checking or changing a needle may hold up the customer for a minute or two, but it's an excellent time to point out the advantages of using a new needle. Record brushes and static-remover, too, can be sold during demonstrations, simply by making use of them. It's not very encouraging for the customer who sees record brushes and static-remover for sale on the dealer's counter, but never sees the dealer use any himself.

What Do You Need?

A good combination for any store would consist of enough booths to take care of the classical record and album customers (who usually require more time and privacy in making their selections) and enough of the counter type or stall type players to take care of the general store traffic, and prevent "waiting on line." Some of

the phono record manufacturers have made available to their dealers combinations of display racks with built-in counter type players. These combinations are especially effective in a store where floorspace is scarce.

Counter and stall type players are extremely versatile and many adaptations of them can be devised to suit any specific store. One dealer has built a rack about 15-inches square and five feet tall. The top section of this rack has shelves for holding a few copies of each of the top ten pop records. On two sides of the rack he has mounted 78 RPM turntables with crystal pickups, each hooked up to two single earphones. Placed at one end of the record department, this rack-demonstrator serves to keep some of the more unruly youngsters from crowding around the counter, and keeps them out of the listening booths. It's a simple and economical setup, and solves a number of problems, beside being a wonderful "salesman."

You can devise many more ways to use these demonstrators in your store, and they'll pay off if you use
(Continued on page 118)



You'll Make MORE SALES If Your Demonstrators Are—

Sufficient in number to take care of store traffic

Accessible and inviting to your customers

Simple and convenient to operate and control

Kept in good working order; needles in good condition

Used to demonstrate accessories as well as records



Autumn Disc Releases

RCA Victor's recent album, "Gems from Sigmund Romberg Shows—Vol. 4," was issued in response to heavy demand for the three earlier volumes. Drawing music from three of his most successful shows, the new album features Sigmund Romberg conducting his own orchestra in the melodic "Serenade," from "The Student Prince;" "Something New Is in My Heart," and "Just Once Around the Clock," from May Wine; and "Close As Pages in a Book," "April Snow," and "Big Back Yard," from Up in Cen-



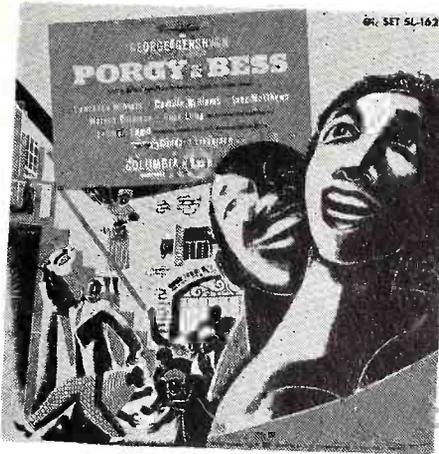
tral Park. The Robert Shaw Chorale adds its vocal talents to this collection of sprightly music of year-round appeal. Available as three 7-inch Red Seal 45 RPM discs (WDM 1529) or as a single 10-inch 33 1/3 RPM disc (LM-93).

MGM Records' latest show album, "Show Boat," contains songs recorded directly from the sound track of the MGM motion picture, which stars Kathryn Grayson, Ava Gardner, and Howard Keel. Includes "You Are



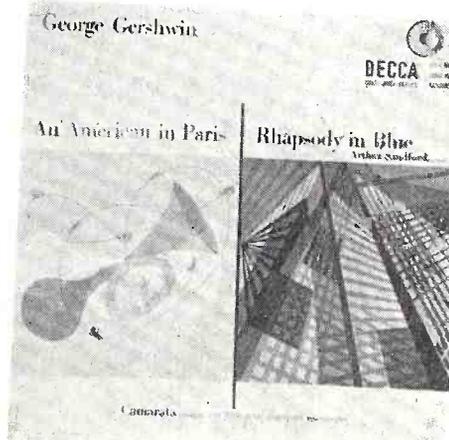
Love," "Make Believe," "Why Do I Love You," "Ol' Man River," "Bill," "Life Upon the Wicked Stage," "Can't Help Loving Dat Man," and "I Might Fall Back on You," all long-time favorites known by everyone.

Columbia Records' new show album release is George Gershwin's American folk opera, "Porgy and Bess." Containing the entire work, the album features an all-negro cast which in-



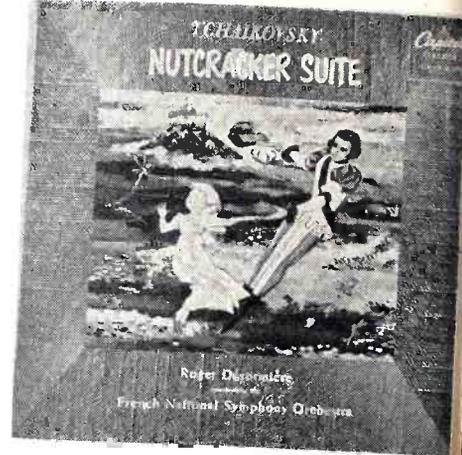
cludes many who sang in the original production. Starring as Porgy and Bess are baritone Lawrence Winters and soprano Camille Williams. The coming opera and show season, together with the opening of the motion picture on Gershwin's "American in Paris," should give high sales potential to this much-loved musical work.

Decca Records' recording of George Gershwin's "An American in Paris" and "Rhapsody in Blue" will come in for a lot of movie tie-in promotions shortly with the opening of the



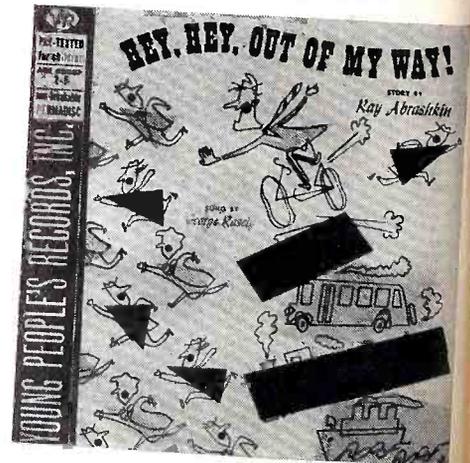
motion picture "An American in Paris" at New York's Radio City Music Hall. The 12-inch long playing Gold Label disc (DL8519) features Camarata conducting the Kingsway Symphony Orchestra. Splendid performance carries jacket comments by Deems Taylor. Extra sales potential will be added by Decca's Gold Label promotions this month.

Capitol Records' Fall releases include Tchaikovsky's "Nutcracker Suite." Available on a 10-inch long playing disc (L8141), in a 45 RPM album (KCM8141), or as one side of a 12-inch long playing disc (backed by "Swan Lake"). This fine recording features Roger Desormiere conducting the French National Sym-



phony Orchestra. Strong promotional support of this and other discs on Capitol's Fall release schedule should result in high sales during the coming show, concert and ballet season.

Recent Young People's releases include "Hey, Hey, Out of My Way," aimed at the 2 to 5 year old group.



The story teaches a lesson in respecting others. It's a good story, well told, and really gets the point across. For the 6 to 10 age group, there is "Timber-r-r!" the story of a lumber camp and what goes on there. Told and sung by Tom Glazer, the story is quite educational and absorbing.

RCA Victor's new pop release of "Treasury of Immortal Performances" album comprises six jazz sets. They include an album of the music Louis Armstrong and his All Stars played at New York's Town Hall in

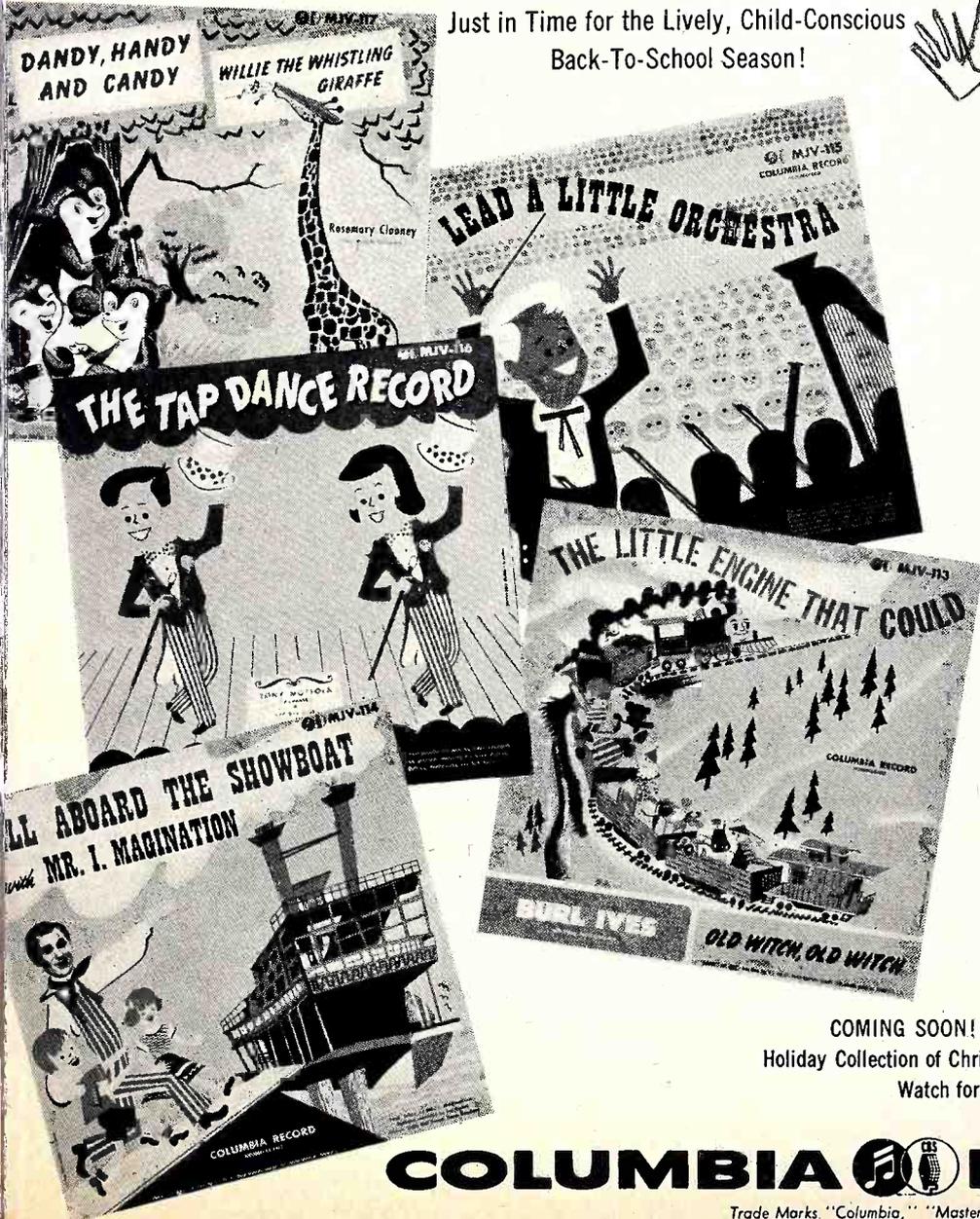
(Continued on page 58)

ap the
tot
market!



**5 NEW CHILDREN'S SETS
JUST RELEASED**

Just in Time for the Lively, Child-Conscious
Back-To-School Season!



COMING SOON! Columbia's Exciting New
Holiday Collection of Christmas Merchandise for Children.
Watch for Announcements!

COLUMBIA RECORDS

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

(Continued from page 60)

1948; an album of Benny Goodman's mid-thirties band; "Duke Ellington's Greatest;" "Bunny Berigan Plays Again;" "Fats Waller Plays and Sings;" and an album of Muggsy Spanier's "Favorites."

New Coral Album



"Hawaiian War Chant," from the above album, has been released as a single due to high popularity.

"Show Boat" Display



Liberty Music Shops, New York dealer, featured actual costumes in its window display (above) of MGM's Show Boat album.

Plugging Peter Pan



Vicky Kasen, musical director of Peter Pan Records, talked things over with Robert Q. Lewis when she recently appeared on his TV show "The Show Goes On."

RCA Victor Opera Albums

The most extensive program of full-length opera issues ever undertaken by RCA Victor will be continued this Fall with the release this month of "Faust" on 33 1/3 and 45 RPM. This album, recorded in England, features Sir Thomas Beecham conducting the Royal Philharmonic Orchestra. Scheduled for October release is the much-awaited "Carmen," another complete

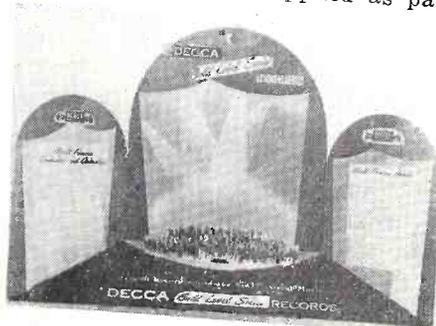


Rise Stevens and Richard Mohr, RCA Victor recording director, listen to tape playback during recording of "Carmen."

work, featuring Rise Stevens and Jan Peerce. This album, with Fritz Reiner conducting and the Robert Shaw Chorus adding its voice, has been recorded during the past summer in New York. Other soon to be released operas include the Paris-recorded Pelleas et Melisande, and the recordings made in England of Don Giovanni, Marriage of Figaro and Boris Godounoff. Recorded in Berlin: Magic Flute and Act III, Die Meistersinger.

Promotion Plans

Throughout the month of September Decca Records will feature its Gold Label catalog in store and consumer promotions. The 26 x 40 inch store display shown here is an 8-color, 3-dimensional display supplied as part



of a promotion kit for dealers, which also includes mounted album covers of Gold Label albums for counter display, ad mats for cooperative advertising, and some copies of the new Gold Label catalog, compiled especially for this promotion.

Capitol Fall Releases

New Fall releases by Capitol Records include such favorites as Tchaikovsky's "Nutcracker Suite," and "Swan Lake"; and two suites from



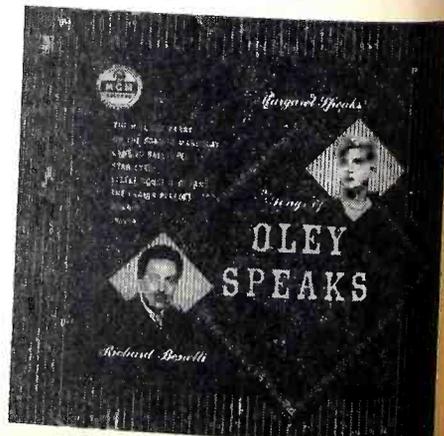
Prokofiev's "The Love for Three Oranges" and "Lieutenant Kije." Another release which will come in for many movie-tie-ins is the Jose Ferrer highlights from the motion picture "Cyrano de Bergerac."

An innovation in recorded music by Capitol is a recording of Alban Berg's concert aria "Der Wein." Reverse side of this disc carries a spoken commentary and musical analysis of this "modern" work by Alfred Frankenstein, music critic of the San Francisco Chronicle.

New Cetra Opera

Latest release by Cetra-Soria is the opera "Adriana LeCouvreur" by Cilea. Features an all Italian cast and the orchestra and chorus of Radio Italiana. The complete album, three 12-inch long playing records, with English and Italian Libretto, lists at \$17.85. This is the first recording of this opera, and was recorded, of course, in Italy.

MGM Pop Album



MGM's "Songs of Oley Speaks" album is meeting high popularity with its well-known, well-performed songs.

DECCA PHONOGRAPHS

.. Make Record Customers

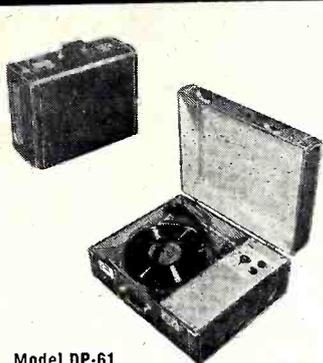
with this profitable, complete line!

(Available Now at 53 points in the U.S. and Hawaii)



Model DP-53
Designed for top play
Come or away! Plays all records.

Tube Superheterodyne ra-
• Built-in loop antenna
• Alnico V Dynamic
P.M. speaker • Lightweight
Decatone arm • Water re-
pellent cotton gabardine
covering, deluxe lug-
gauge design • A.C. only •
Similar model — DP-51 —
available at slightly lower
price. (Also available as
DP-52 U.L. Approved)



Model DP-61
Luggage styled
automatic portables! 3-speed
... plays all sizes, all speed records.

5" Alnico V Dynamic
P.M. speaker • 5 tube chas-
sis • Built-in loop antenna •
Famous make changer with
dual flip-over needle • Wa-
terproof simulated leather
in California Rust color •
A.C. only. (Also available
as DP-62 U.L. Approved)



Model DP-73
Lighter than a
portable typewriter!
Plays 78, 33 $\frac{1}{3}$, 45 RPM.

5" Alnico V Dynamic P.M.
speaker • Lightweight Dec-
catone arm • Dual needle •
Finger-flick needle control
• A.C. only • Separate tone
and volume control • Size
12 $\frac{1}{4}$ x 12 $\frac{1}{4}$ x 5 inches •
Weight 9 lbs. (Also avail-
able as DP-72 U.L. Ap-
proved)



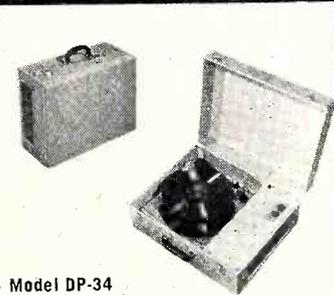
Model DP-19
A 3-speed Children's
Portable! Cowboy portable has
all features found in adult units.

5" Alnico V P.M. speaker
• 3-speed automatic start
motor • Lightweight pick-
up arm with single 3-speed
needle • Plastic-coated cow-
boy design covering • A.C.
only. (Also available as
DP-20 U.L. Approved)



Model P-903
Outstanding
P.M. speaker. Plays 12
records automatically. A great buy!

Green plastic cabinet •
Latched lid • Carry-
handle • Black turn-
table and tone arm • 4" x 6"
electro-dynamic speaker •
Weight 14 lbs. • A.C. only.
(U.L. Approved)



Model DP-34
Budget-priced
3-speed portable!
With features ordinarily found
only in larger and costlier units.

5" Alnico V Dynamic P.M.
speaker • 3-tube chassis •
Famous-make automatic 3-
speed changer • Double nee-
dle cartridge for maximum
performance • Coated sim-
ulated tan pigskin covering,
luggage type design, with
plastic stripe trim • A.C.
only.



Model DP-17
Especially designed with youth in mind! Neat,
rugged and oh-so-handy. Teen-age favorite.

5" Alnico V Dynamic P.M. speaker • Lightweight high
gain crystal • Constant speed automatic start motor
• Weight 8 $\frac{1}{2}$ lbs. • Brown, water repellent, simulated
alligator leather covering • Lucite handle • A.C. only.

DECCA PHONOGRAPHS

Call your DECCA BRANCH OR DISTRIBUTOR today!

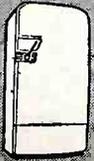
Westinghouse SCORES

24 BIG COLLEGE FOOTBALL GAMES
TO BE TELEVISED!
7 in each market on Inter-Connected Network

SPONSORED EXCLUSIVELY
by Westinghouse and its Retailers

From week-to-week it will
be a Thrill-Packed Schedule

REFRIGERATOR



DISHWASHER



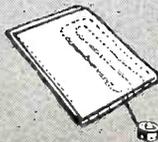
CLEANER



IRON



ELECTRIC SHEET



ROASTER OVEN



FAN



WATER HEATER



GAIN FOR ITS RETAILERS!

Westinghouse Named Sponsor of All College Games to be Televised on Inter-connected Network Sept. 22 to Nov. 24

Thirty-eight top college teams! Twenty-four key games! Seven games to be telecast in each market during the period from Sept. 22 to Nov. 24. That's the program that Westinghouse and its retailers will present this fall as a result of the National Collegiate Athletic Association's naming Westinghouse the exclusive sponsor of all Saturday games on the Inter-connected Network during this period.

Selling Power! You said it! Week after week, hard-hitting sales demonstrations of Westinghouse Appliances and Television Sets will be presented to TV grid fans watching the games. They'll be urged to go to their Westinghouse retailer—YOU—and get further details about these great products. Plan now for a great selling season with Westinghouse.

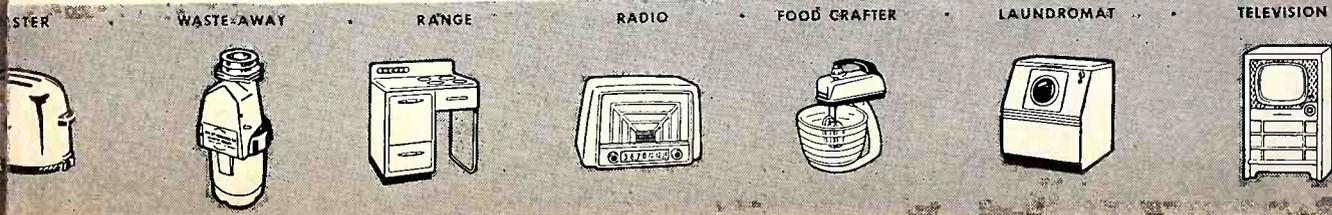
THROUGHOUT THE BIG FALL SEASON MILLIONS OF GRATEFUL FANS WILL REWARD WESTINGHOUSE RETAILERS WITH INCREASED SALES

More Good News!

Westinghouse "STUDIO ONE"
TV's Top Dramatic Show
back on the Air September 17th

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

... of course, it's electric!



TAKE A LONG LOOK AHEAD!



FROM
Retailing Daily
April 19, 1951

Who who are in the television business—whether as manufacturers, distributors, or retailers—are fortunate, indeed.

Here is a business as sure of its future as the automobile industry, and for an identical reason: television fills a fundamental human need.

Nothing can stop it—1938 Regulation W station freeze, material shortages, taxes, misgivings from other consumer products, or any other specter evoked by the prophets of gloom.

What the public wants it gets—and it is now beyond question that the public regards television as an essential of living. As sure as sunrise every home will have it, for the obvious reason that—unlike almost every other necessity—it has no substitute.

The hopes of market saturation also vanishes before the facts revealed by a nearly perfect business parallel.

The radio business is nearly thirty years old. Ninety per cent of American homes have radios. Yet, despite the competition of television to radio's major outlets, in 1950 this old and allegedly saturated market absorbed 14,500,000 new radio sets—more in a single year than all television sets sold to date.

The future is brighter still for television. For the past decade, population increase in the United States has averaged 1,900,000 a year. Simple mathematical progression should increase that figure in coming years to well over 2,900,000 brand new prospects annually. Wealthier prospects, too—

buying power is up 50% per capita over 10 years ago.

Normal replacement of small picture sets, worn out sets, and sets outmoded by improvements now in prospect, plus multiple set ownership, assure a steady yearly market of many millions more—a total far in excess of radio's annual output today. And this is assuming a static, saturated market, which is still many years away.

Actually, the lifting of the station freeze will eventually multiply the number of television buyers many times, and benefit today's television centers immeasurably by opening up sales to the millions in the marginal regions around present broadcasting areas. Phenomenal as its volume has been to date, the business is still but a shadow of what it will become.

In fact, a business opportunity as broad as television has appeared only two or three times in this century. As far as thoughts can reach the market is big and prosperous. It is one of the richest bonanzas of all time.

If you have a soundly backed and soundly financed television franchise, hang on to it—you own a gold mine. If you have television sets in storage, don't be panicked into price-cutting. The radio industry, stampeded by every seasonal change in the selling pace, threw away untold millions of dollars in profits by unnecessary dumping. We know better today. The market is there. Take a long look ahead, then get back to good old fashioned, aggressive, intelligent selling.

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION • BALTIMORE 4 MARYLAND

Now TAKE A LOOK AT THE RECORD!

The widely quoted Bendix message repeated above is more than an expression of faith in a great and growing industry. Its long range viewpoint exactly mirrors the entire Bendix* Television program and shapes all its policies, practices and products.

During the past months this thinking has been tested as never before. Its value to you is no longer a matter of guesswork. The facts are written in the record for all to read.

Thanks to the long range viewpoint Bendix did not force sales. As a result, dealers were not overstocked early in the year, and are not today. In fact, no single case of an excessive Bendix inventory has been reported to date.

Long range planning on prices has had the same fine result. Bendix sets are priced for peak value at the outset.

No padding is included for slashing later on. In consequence, dealer inventories have not been depreciated by price cuts. Bendix has maintained prices and discounts at normal levels right along.

Above all, the past months have proved the worth of the Bendix selective dealer program. This franchise feature permits Bendix to sense immediately the conditions of retail trade and plan production accordingly. For this reason neither the Bendix factory nor Bendix retailers found it necessary to disturb the market by dumping. Bendix held the line on every important front.

Keep these facts in mind when you plan your future in television, and build your program around Bendix—the line that is soundly built, soundly backed, and soundly sold.

*REG. U. S. PAT. OFF.

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION OF
BALTIMORE 4, MARYLAND



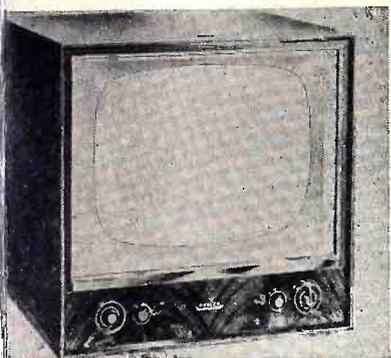
RADIO & TELEVISION RETAILING • September, 1951

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.

NEW TV LINE

Twenty-eight TV sets were introduced recently. Prices range, including tax, from \$199.95 to \$800. Typical of the new sets are the 1839 open-face 17-inch console at \$299.95 and 1842 deluxe mahogany open-face 17-inch console at \$379.95. Sixteen of the new models are both table and console models ranging from \$259.95 for a table model to \$449.95 for a mahogany 3-way combo model. One of the pace setting 17-inch models is the 1842-L at \$379.95. The



3-way unit at \$449.95, is available in walnut veneer and contains the M-22 Philco record changer. The rectangular 20-inch table model shown here, establishes a new price standard at \$359.95. The 2142, open-face mahogany console, is priced at \$399.95. Prices of the 20-inch sets range from \$259.95 for a table model to \$800 for the 3-way combo with remote control. In addition there are 2 new 16-inch table models, the 1610 and 1612. Philco Corp., 1000 Tioga Sts., Phila. 34, Pa.—RADIO & TELEVISION RETAILING.

COLOR WHEEL

A new color wheel, built for color TV reception, has been announced. It is a solid, one-piece unit, 1/100 inch thick. The vanes, which are matched to the CBS color system, are light fast, will not fade. Mounting holes are drilled for assembly either spindle or hub. Wheels are



currently available for 7, 10 and 12 1/2-inch tubes. Deitz Sales Company, 120 Orange Ave., Newark, N. J.—RADIO & TELEVISION RETAILING.

Crosley 1952 TV LINE

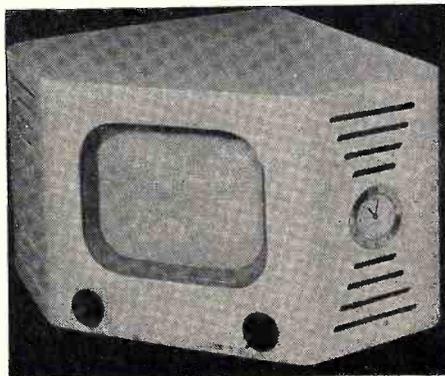
Twenty-one new models have been introduced in the new TV line. The line ranges from table models to 3-way combos. All of the new models have either 17 or 20-inch TV. Features include built-in arrangements for "at-



home" attachment of UHF and color converters. Three 17-inch table models are priced at \$249.95, \$279.95 and \$289.95. Console models include the DU-17 CDB, Jenny Lind model shown here, priced at \$419.95; and six other 17-inch models at \$399.95, two at \$389.95, \$369.95, \$339.95 and \$329.95. Twenty inch consoles are priced at \$399.95, \$419.95, \$449.95, \$469.95, and \$499.95. Combinations include five models with 17-inch TV screens, at \$469.95, two at \$489.95, \$575 and \$595; and one twenty inch model at \$795. Crosley Division, Avco Mfg. Corp., Cincinnati 25, Ohio.—RADIO & TELEVISION RETAILING.

Stratford CORNER TV

Kitchen corner TV cabinets designed and manufactured by Frank C. Doyle & Associates, Merchandise Mart, Chicago, are being used by Stratford Television



Co. Sets are being built in 14 and 17-inch screen sizes. The 14-inch size will list at \$195 and the 17-inch at \$249.95. The corner cabinets will also be made in fine woods for the living room, etc. Stratford Television Co., Merchandise Mart, Chicago.—RADIO & TELEVISION RETAILING.

Arvin 1952 TV LINE

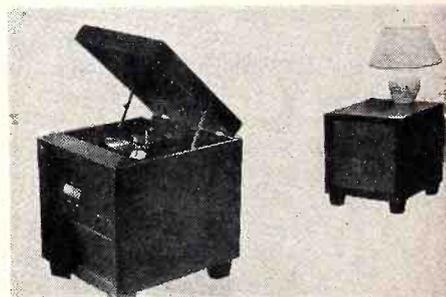
The new TV line features 17, 20 and 21-inch rectangular tube sets. The 17-inch sets include: model 5170, console, and model 5171, table model, both available in mahogany or blond; model 5172CM, mahogany console, and 5172CB, blond console with doors; and model 5173TM, table model in mahogany. The 20-inch models are the 5204CM (picture of which is shown below) a mahogany console model with doors, and the model 5206CB, blond console. The 21-inch models are the 5210, con-



sole in mahogany or blond, 5211 table model in mahogany or blond, and the 5212CFP, console with doors in cherry. List prices on the line start at \$129.95, plus tax and warranty. Arvin Industries Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

MP MUSIC MASTER

The new model shown here combines AM-FM radio with 3-speed record changer. Two cabinets are used: a control cabinet for the radio and record player, and a speaker cabinet on a 50



foot flat cord to permit placing at a distance while the instrument itself is near the listener. This high fidelity unit retails in the neighborhood of \$500. MP Engineering Company, Fairfield, Conn.—RADIO & TELEVISION RETAILING.

**Additional New Products
Elsewhere in this issue**

"G-E TELEVISION COSTS LESS TO SERVICE

than any of the other brands we handle!"



Says **NORM LIBERMAN**
Tele-Care Television and Radio Co.
San Fernando, California

"Our company installs and services television for 9 dealers who sell 14 different brands. Our records show that G-E television requires less service and has the lowest service cost of them all. For that reason we charge 12½% less on all G-E installation and service contracts."



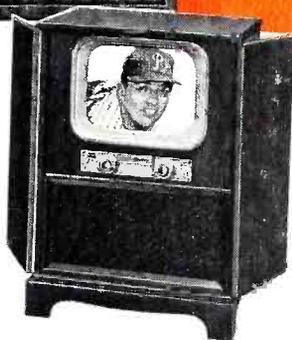
1712. 17-inch rectangular black tube. Handsome mahogany veneered cabinet. A price leader.

★ Yes! G-E requires less service—and here's why! G-E is **BUILT TO OVERPOWER INTERFERENCE.** Actual showdown comparisons are made with other best known brands in areas where TV meets its toughest tests. Whether far from the transmitter . . . or in areas of electrical disturbance—G-E **GIVES OUTSTANDING PERFORMANCE.** So it's no wonder that G-E gives such dependable service . . . so much customer satisfaction. See the G-E line at your General Electric TV distributor, now!

General Electric Co., Receiver Dept., Syracuse, N. Y.



17-INCH
BLACK-DAYLITE
TELEVISION



17C109. Powerful 17-inch set in luxurious 18th century style cabinet veneered in genuine mahogany. Finely-figured doors. Concealed casters for easy moving.



17C103. 17-inch console at low price. Rectangular black tube. Smart mahogany veneered cabinet.



17C110. 17-inch rectangular black tube. 18th-century styling. Genuine mahogany veneers. Luxurious half-doors. Concealed casters.

You can put your confidence in—

GENERAL  **ELECTRIC**

Refrigerator Specifications

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
National Refrigeration Co., Inc., 29-24 40th Ave., Long Island City, N. Y.						
\$199.50	5.1	12 lbs.	—	36x24x23	2 trays	1/8
249.50	5.6	12 "	—	36x27x24	" "	1/8
249.50	5.6	12 "	—	36x27x24	" "	1/8

Finishes—Dulux. Sealed units use Freon; warranted 5 years. Model RES in- rates a 2-burner, 110 volt, electric range on top. Model RG5 has a 4-burner range on top, built into the unit.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
RAL Corp., Chicago 47, Ill.						
\$199.95	7.5	.85 cu. ft.	—	54 9/16x24 1/2x29 13/32	4 lbs.	1/8
239.95	7.4	.8 "	—	54 9/16x24 1/2x29 13/32	4 "	1/8
259.95	7.4	.8 "	—	54 9/16x24 1/2x29 13/32	4 "	1/8
269.95	9.3	1.06 "	—	55 1/2x28x30 1/4	4 "	1/8
299.95	9.3	1.06 "	—	55 1/2x28x30 1/4	4 "	1/8
309.95	9.3	1.06 "	—	55 1/2x28x30 1/4	4 "	1/8
329.95	11.3	1.7 "	—	60x30 3/8x30 3/8	4 "	1/8
359.95	11.3	1.7 "	—	60x30 3/8x30 3/8	4 "	1/8
369.95	11.3	1.7 "	—	60x30 3/8x30 3/8	4 "	1/8
469.95	10.9	2.07 "	yes	60x30 3/8x30 3/4	8 "	1/8

Cabinets finished in Du Pont Dulux. Sealed reciprocating type compressor uses Freon; warranted 5 years.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
A Refrigeration Inc., Amana, Iowa.						
\$449.50	9.1	2 cu. ft.	*	62 1/4x32 3/4x26 3/8		1/6

Wall type. No defrosting necessary. Sealed units use Freon; warranted 5 years.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
LLAC Electronic Corp., 19 West 26th St., New York, N. Y.						
\$239.95	7	15 lbs.	—	53x24 1/8x26 1/2		1/9
259.95	8	28 "	yes	53x24 1/8x26 1/2		1/9

Cabinets in 20-gauge steel. Sealed unit warranty—5 years.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
ERATOR Company, 128 West First Street, Duluth, Minn.						
\$209.95	7.5	.59 cu. ft.	—	57 3/4x24 1/2x27 3/4	3 lbs. 9 oz.	1/8
219.95	8.2	.59 "	—	57 3/4x24 1/2x30 1/16	3 " 9 "	1/8
249.95	8.1	.76 "	—	57 3/4x24 1/2x30 1/16	3 " 9 "	1/8
254.95	7.06	.66 "	—	57 3/4x24 1/2x27 3/4	3 " 9 "	1/8
269.95	8.1	.73 "	—	57 3/4x24 1/2x30 1/16	3 " 9 "	1/8
309.95	9.7	1.17 "	—	57 9/32x28 1/2x29 3/8	5 "	1/8
329.95	9.7	1.17 "	—	57 9/32x28 1/2x29 3/8	5 "	1/8
339.95	10.3	1.17 "	—	57 9/16x28 1/2x29 3/8	7 "	1/8
359.95	10.4	1.17 "	—	57 9/16x28 1/2x29 3/8	7 "	1/8

Bake synthetic enamel finishes on all models. Sealed compressors warranted 5 years; use Freon. RD-1104 and RC-1103 have shelves on the door. Com- pressors on all models are mounted on the back of the cabinet to utilize entire space for food storage.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
LEY Div., Avco Mfg. Corp., Cincinnati, Ohio.						
\$209.95*	7.0	22 lbs.	—	55x24 1/4x25 9/16	4 lbs.	1/8
239.95*	7.6	35 "	—	55x24 1/4x27 3/8	4 "	1/8
249.95*	7.6	35 "	—	55x24 1/4x27 3/8	4 "	1/8
279.95*	10.17	22 "	—	57 3/4x30 3/4x27 3/8	4 "	1/8
299.95*	9.5	50 "	—	57 3/4x30 3/4x27 3/8	4 "	1/8
319.95*	9.5	50 "	—	57 3/4x30 3/4x27 3/8	6 "	1/8
339.95*	9.5	50 "	—	57 3/4x30 3/4x27 3/8	6 "	1/8
369.95*	9.5	50 "	yes	57 3/4x30 3/4x27 3/8	6 "	1/8
389.95*	9.5	50 "	yes	57 3/4x30 3/4x27 3/8	6 "	1/8
399.95*	9.5	50 "	yes	57 3/4x30 3/4x27 3/8	6 "	1/8
349.95*	9.5	50 "	—	57 3/4x30 3/4x27 3/8	6 "	1/8
369.95*	10.53	50 "	—	61 1/4x30 3/4x27 3/8	6 "	1/6
419.95*	10.53	50 "	yes	61 1/4x30 3/4x27 3/8	6 "	1/6
429.95*	10.53	50 "	yes	61 1/4x30 3/4x27 3/8	6 "	1/6

Suggested retail prices. All models finished in Du Pont Dulux. Reciprocating sealed units warranted 5 years. All units use Freon. "Soft-Glo" interior models DC-75, CC-9, CAC-9, CAC-11..

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
FREEZE Div. Motor Products Corp., Davis St., North Chicago, Ill.						
\$299.95	9.6	1.3 cu. ft.	—	56 1/2x29x24 7/8	8 lbs.	1/8
339.95	9.6	1.3 "	—	56 1/2x29x24 7/8	8 "	1/8
399.95	9.6	1.3 "	—	56 1/2x29x24 7/8	8 "	1/8
359.95	11.5	1.3 "	—	61x30 3/4x24 7/8	8 "	1/8
439.95	11.5	1.3 "	—	61x30 3/4x30 1/4	8 "	1/8
211.95	7	3/4 "	—	55x24 1/2x25 3/4	8 "	1/8

Enamel finishes on all models. Hermetically sealed units warranted 5 years; use Freon.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
DAIRE Div. of General Motors, Dayton, Ohio.						
\$287.75	8.1	1.18 cu. ft.	—	57 1/8x28 7/8x28 1/4	8 lbs.	1/8
345.75	9	1.31 "	—	57 1/8x30 7/8x28 1/4	8 "	1/8
382.75	10.7	1.4 "	—	62 1/4x32 3/8x28 1/4	10 "	1/8
495.75	10	2.1 "	yes	65 7/8x33 3/8x30 3/4	8 " 7/32	

(Continued in next column)

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
Frigidaire (Continued)							
S0-82	244.75	8.2	.84 "	—	57 1/8x28 7/8x28 1/4	8 "	1/8
ML-171	637.75*	17.1	1.6 "	—	67 3/8x38 7/8x35	12 "	7/32
A0-43	194.75	4.3	.45 "	—	34 1/2x24 1/2x26 7/8	4 "	1/8
A0-60	199.75	6	.45 "	—	51 7/8x24 3/8x26 3/4	4 "	1/8
A0-43F	199.75	4.3	.45 "	—	34 1/2x24 1/2x26 7/8	4 "	1/8

* F.O.B. St. Paul, Minn. DuPont Dulux finish on all cabinets. Rotary, sealed compressors carry 5 year warranty. Refrigerant used—Freon. A0-43F has auxiliary flat top surface for under sink and other custom installations.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
GENERAL Air Conditioning Corp., 4542 E. Dunham St., Los Angeles 23, Cal.							
A-450	\$179.95	4 1/2	—	—	44x23x21	4 lbs.	1/9
GA-1004	219.95	4	—	—	36x27 1/2x23	4 "	1/9
GA-1004M	229.95	4	—	—	36x27 1/2x23	4 "	1/9
R-1004	259.95	4	—	—	39x27 1/2x23	4 "	1/9
E-1004	259.95	4	—	—	39x27 1/2x23	4 "	1/9
2E-1004	259.95	4	—	—	39x27 1/2x23	4 "	1/9
S-550	—	4	—	—	36x27 1/2x27	4 "	1/9
R-520	—	4	—	—	36x27 1/2x27	4 "	1/9

Models G-1004 and GA-1004M table top refrigerators. Models R-1004, E-1004 and 2E-1004 range-refrigerator combinations. Models S-550 and R-520 sink-drain-board-refrigerator-storage drawer combinations. (S-550 complete-with-oven kitchen in 48 inches when combined with 20" apt. size range. R-520-incorporates gas range. Du Pont Dulux finishes. Sealed units have 5 year warranty; use Freon.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
GENERAL ELECTRIC CO., Bridgeport, Conn.							
NB4G	\$219.95	4	—	—	34 1/2x23 3/4x24 9/16	4 lbs.	1/8
NC6H	209.95	6.1	—	—	53x24 1/16x26	4 "	1/8
NB8H	249.95	8.1	—	—	59 1/4x29 11/16x28 7/8	8 "	1/8
NCS8H	269.95	8.2	—	—	59 1/4x29 11/16x28 7/8	8 "	1/8
LC8H	299.95	8.2	—	—	59 1/4x29 11/16x28 7/8	8 "	1/8
LF8H	329.95	8.3	—	—	59 1/4x29 11/16x28 7/8	8 "	1/8
LF10H	359.95	10.8	—	—	63 15/16x32 11/16x28 7/8	8 "	1/8
NH8H	439.95	8.3	1.5 cu. ft.	yes	63 7/16x29 11/16x27 3/8	8 "	1/4
NH10H	479.95	10.2	2 " "	yes	67x32 11/16x27 3/8	8 "	1/4

All cabinets finished in Dulux. Warranty on compressors—5 years. Freon used as refrigerant.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
GENIAL HOST, Tri-Boro Enterprises, Inc., 102-15—44th Ave., Corona 68, N. Y.							
200	\$434.50	4	—	—	42x43x23	2 lbs.	1/8—1/9
210	287.65	4	—	—	36x22 1/2x24	2 "	1/8—1/9
225	230.00	2	—	—	23x24x24	1 "	1/8—1/9
7148	544.50	4	—	—	40x40 1/2x24	2 "	1/8—1/9
7150	595.00	4	—	—	42x41x22	2 "	1/8—1/9

All of the above are "Electric Cooler Bars", for home and office use. They come in assorted finishes such as wood veneers and leatherette. Sealed compressor carries 1 year warranty; uses Freon.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
GIBSON Refrigerator Co., Greenville, Michigan.							
G-1151	\$429.95	11	54 lbs.	—	62x31x28 3/4	7.25 lbs.	1/6
G-1111	—	11.12	54 "	—	62x31x28 3/4	5.25 "	1/6
G981	329.95	9.28	48 "	—	59 1/2x31x28 3/4	5.25 "	1/8
G-941	299.95	9.28	48 "	—	59 1/2x31x28 3/4	5.25 "	1/8
G-831	269.95	8	34 "	—	62x31x27 3/8	3.25 "	1/8
B-721	239.95	7.03	23 "	—	58 1/8x24 1/2x28 5/8	3.25 "	1/8
B701	209.95	7.14	17 "	—	58 1/8x24 1/2x28 5/8	4 "	1/8
TD-1021	479.95	10.19	73.5 "	—	62x31x29 3/8	5.25 "	1/4
TD-1091	\$529.95	10.16	73.5 "	—	62x31x29 3/8	6.5 "	1/4

All Freez'r Locker refrigerators finished in Hylux. Sealed compressors warranted 5 years; use Freon.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
HOTPOINT Inc., Chicago, Ill.							
EA40-5	\$219.95	4	9 lbs.	—	34 1/2x23 3/4x26 3/8	4 lbs.	1/8
EA61-5	209.95	6.1	17 "	—	53 1/32x24 1/16x27 9/16	4 "	1/8
EA83-5	249.95	8.3	24 "	—	59 7/32x29 11/16x28 17/32	7.2 "	1/8
EB81-5	269.95	8.1	24 "	—	59 7/32x29 11/16x28 21/32	7.2 "	1/8
EC82-5	299.95	8.2	43 "	—	59 7/32x29 11/16x28 17/32	8 "	1/8
ED110-5	369.95	11	49 "	—	63 15/16x32 11/16x28 17/32	8 "	1/8
EF-83-5	429.95	8.3	52 "	—	63 7/16x29 11/16x28 15/16	6 "	1/4
EG106-5	479.95	10.6	70 "	—	67 1/32x32 1/16x28 5/8	6 "	1/4

All models in baked enamel on Bonderized steel. Sealed compressors warranted 5 years. Use Freon.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost — No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
INTERNATIONAL Harvester Co., 180 N. Michigan Ave., Chicago, Ill.							
HA-74	\$219.95	7.4	1 cu. ft.	—	54 3/8x24 7/8x28 7/8	3 lbs.	1/9
HA-82	249.95	8.2	.977 "	—	54 3/8x24 7/8x28 7/8	3 "	1/9
UA-87	269.95	8.7	.93 "	—	59 5/8x29 1/2x29 3/8	4.5 "	1/8
HA-83	274.95	8.4	1.4 "	—	59 5/8x29 1/2x29 3/8	4.5 "	1/8
UA-95	299.95	9.5					



Authentic period room setting by W. & J. Sloane, New York

CROSLEY Sets the Pace for **1952** with **DUO-FREQUENCY TELEVISION!**

For Today the clearest, steadiest picture . . . plus the enduring beauty of authentically styled cabinets.

For Tomorrow quickly, inexpensively adaptable to all forthcoming UHF channels . . . and equipped with color connections for FCC authorized color.

Here is television engineered for the finest and clearest performance *today* . . . adaptable quickly and inexpensively to all forthcoming UHF channels and FCC authorized color *tomorrow!* Authentically styled for every home décor from traditional to modern—in lastingly beautiful cabinets of mahogany or maple veneer,

or blond wood finish . . . with **Ultra-Proved Chassis** that provides 100% increase in reserve sensitivity—adds new brilliance and range to performance . . . **Permaclear Pictures** on wide-angle screens, pictures that stay sharper and brighter longer . . . **Unituner** that makes Crosley Television as simple to tune as a radio—a single control tunes both picture and sound automatically . . . **Glare-Deflecting Removable Picture Window** that keeps glaring reflections from viewer's eyes, and is easily and safely removable by the owner for cleaning the picture tube face. These and many other advancements make the new Crosley Duo-Frequency Television line for 1952 THE television of today and tomorrow!

Keep your eye on **CROSLEY!**

You remember the fall of 1949 when Crosley made its history-making move in refrigeration. A move that resulted in sales gains that brought Crosley right up among the top leaders in the refrigerator field—gains that brought increased sales and profits to Crosley Dealers everywhere—gains that made the Crosley name one of the standouts in the business!

Now, in television, Crosley is repeating the strategy that changed the picture in refrigerators—giving the public a television line it really wants, backing that line with unusual, unconventional, hard-selling-at-the-retail-level advertising and promotional support.

The emphasis in 1952 Crosley Television is strongly on the magnificent and authentic styling of our cabinetry. More than ever before, American housewives are keenly conscious and selective about the furnishings in their homes. A “good picture” alone is no longer enough—they want fine *furniture*, too . . . furniture that expresses their personal tastes and fits in with their present home furnishings.

The twenty-one new Crosley TV Models for 1952 offer your customers a complete selection of traditional or modern cabinets in the finest mahogany or maple veneer, or blond wood finish—furniture that will harmonize with the interior of any home—modern, French Provincial, Early American, 18th Century, any style of furnishing.

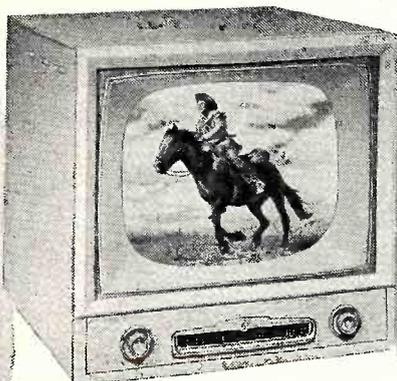
With powerful and well-timed advertising, promotional and point-of-sale support behind Crosley's superlative styling and performance, this may well be the greatest television sales opportunity you have ever seen. Keep your eye on Crosley!

← **The ENRICO CARUSO—Model DU-20 PDM.**

Georgian Combination. 20-inch picture tube.
Hand-rubbed mahogany veneer.

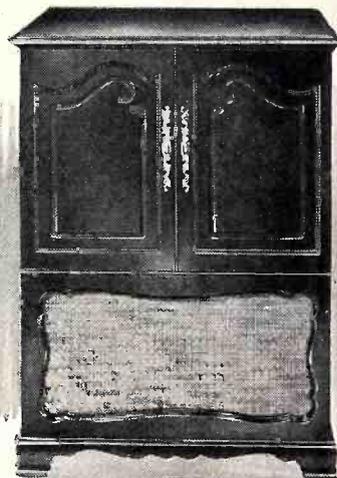
The SARAH BERNHARDT—Model DU-17 PHN.

French Provincial Combination. 17-inch picture tube.
Maple veneer. (With TV only—DU-17 CHN)



The JOHN PHILIP SOUSA—Model DU-17 TOB.

Modern Table Model. 17-inch picture tube.
Blond finish. (Mahogany veneer—DU-17 TOM)



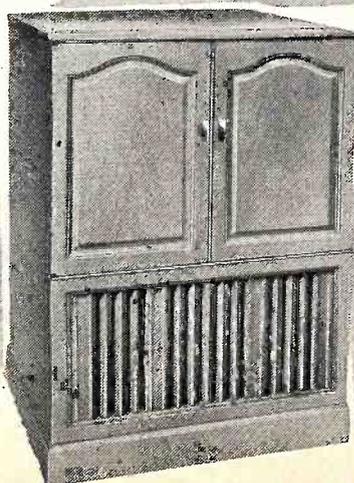
The GEORGE ARLISS—Model DU-17 PHB.

Modern Combination. 17-inch picture tube.
Blond finish. (With TV only—DU-17 CHB)



The OTIS SKINNER—Model DU-17 PDB.

Early American Combination. 17-inch picture tube. Maple. (Mahogany veneer—DU-17 PDM)



CROSLEY

Crosley Division  Cincinnati 25, Ohio

Better Products for Happier Living

Television • Radios • Shelvador® Refrigerators
Shelvarlor® Freezers • Sinks • Food Waste Disposers • Electric Ranges
Electric Water Heaters • Steel Kitchen Cabinets

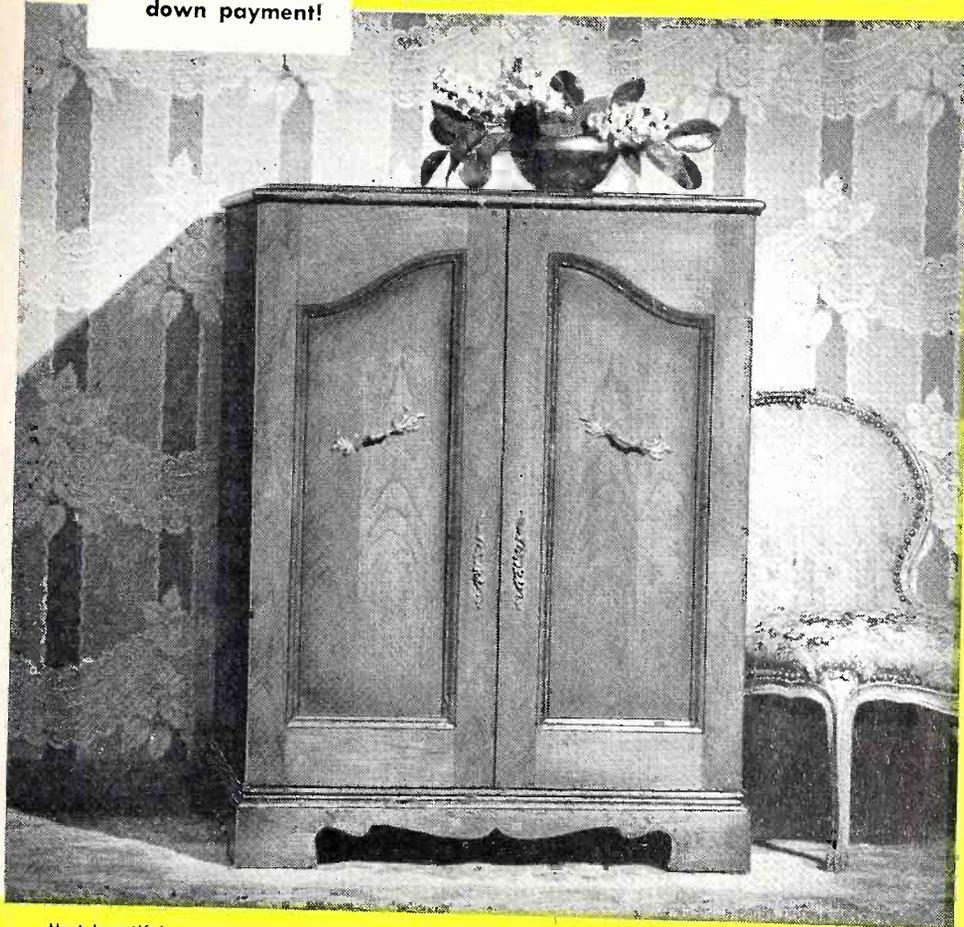
Arvin TV

Time to take
full advantage
of

- New 18 months time payment!
- New lower down payment!
- Trade-in now applies on down payment!

Visible Value  You can SELL the difference!

ALL NEW FOR '52



Most beautiful console ever created—French Provincial styling in selected genuine cherry wood, with full doors. Big 21-inch Perma-Focus picture and all the famous features of Arvin's mighty Dual Power Custom Chassis. Oversize casters for easy moving. For your customers who want the finest! Model 5212CFP. **\$499⁹⁵***



Here's the Arvin table model **\$249⁹⁵*** for the customer who wants a perfect 17-inch picture with all the quality he can get in a simple, compact cabinet. All Dual Power features. Mahogany veneer only. Matching table extra. Model 5173TM.

14 beautiful models to meet every need!

- 17-inch screen: 4 consoles, 3 table models
- 20-inch screen: 2 consoles
- 21-inch screen: 3 consoles, 2 table models

Every Arvin TV has all these quality features

1. Dual Power Custom Chassis with 26 tubes, including rectifiers and picture tube.
2. Gated automatic gain control—checks airplane flutter and other interference.
3. Local-long-distance control—uses full power to bring in distant stations; steps down power for nearby stations.
4. Automatic brilliance and contrast control—you get the picture right and it stays that way from station to station.
5. Synchro-sound tuning—tune for best picture and sound is right automatically.
6. Perma-Focus picture control—keeps picture locked in, checks rolling and drift.
7. Built-in antenna.
8. Simplified tuning—only two knobs.
9. Velvet Voice sound system—Magna-Bass tone compensation, full tone control.
10. UHF and Color TV—All Dual Power Custom sets are available at moderate extra cost with UHF tuner built-in and are easily converted to receive Color TV.
11. Fine furniture cabinets—styled by great designers, built by skilled craftsmen.

There's a big swing back to quality, performance and dependability!

With the new, easier credit regulations, your customers can afford the finest TV, and they're not going to be happy with any more "gutless wonders." Arvin has the answer—perfectly timed for you! Arvin has the complete line of big 17, 20, and 21-inch models—in a complete price range to meet every situation. And every 1952 Arvin has all the famous

Arvin quality features—the mighty Dual-Power Chassis, the controls that minimize all forms of interference and insure clear, steady, bright pictures, even in remote fringe areas! Read the list of models—read the list of features—then sign up with Arvin and lead the parade while the rest of the TV world is still trying to make up its mind!

A few protected distributor franchises still available—write Ray Spellman, Sales Manager.

Arvin Industries, Inc. • Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

*Prices listed are suggested retail prices in Zone 1, including Federal tax and subject to change in accordance with OPS regulations

Refrigerator Specifications

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
(Continued from page 65)						
VINATOR Div., Nash-Kelvinator Corp., Detroit 32, Mich.						
\$489.95	11.9	70 lbs.	*	64 1/2 x 31 1/2 x 28 7/8		
-door refrig.-freezer combination)						
369.95	10.9	42 1/2		60 1/2 x 31 1/2 x 29 5/8		
329.95	11.9	38		60 1/2 x 31 1/2 x 29 5/8		
299.95	7.9	42 1/2		57 7/8 x 31 1/2 x 29 1/4		
274.95	8	33		57 7/8 x 31 1/2 x 29 1/4		
254.95	8.6	31 1/2		57 7/8 x 31 1/2 x 29 1/4		
244.95	7.1	26		53 1/2 x 27 7/8 x 24 1/4		
224.95	7.6	25		53 1/2 x 27 7/8 x 24 1/4		

net finishes, "Permalux." Sealed "Polarsphere" units carry 5-year warranty. Refrigerant used—Freon. *Self-defrosting "Humidiplat" in lower food compartment of two-door TM; bushel-size sliding "Super-Crisper" in TM, HM, SM, TM, SM, AH, AS refrigerated from top to bottom with full length door. Butter-tioner accessory available for TM, HM, SM, DR, HR, SR. Separately insulated controlled freezer on twin-control TM; horizontal freezer on HM, DR, HR, AH. Ice evaporator on SM, SR, AS.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
LECTRO-HOST A. J. Lindemann & Hoverson Co., Milwaukee 15, Wis.						
\$329.95	9.68	1.43 cu. ft.	—	57 9/16 x 29 x 28 1/2	8 lbs.	1/8
309.95	9.68	1.43	—	57 9/16 x 29 x 28 1/2	6	1/8
269.95	7.10	1.13	—	57 9/16 x 29 x 28 1/2	4	1/8
214.95	7.485	.618	—	57 9/16 x 29 x 28 1/2	4	1/8

95HD1—Door shelves, adjustable shelves, full-length cold, full-width crisper. 95H1—Adjustable shelves, full-length cold, full-width crisper. Model 75H1 storage bin, 10 qt. crisper drawer. Model 75U1—U type evaporator, dry ice bin. Model 75U1 has Dulux exterior and interior. All other models have exterior; porcelain interiors. Warranty on sealed units—5 years; use Freon. Subject to change without notice.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
WARD Div., Nash-Kelvinator Corp., Detroit 32, Mich.						
\$489.95	11.9	70 lbs.	*	64 1/2 x 31 1/2 x 28 7/8		
-door refrig.-freezer combination)						
369.95	10.9	42 1/2		60 1/2 x 31 1/2 x 29 5/8		
329.95	11.9	38		60 1/2 x 31 1/2 x 29 5/8		
299.95	7.9	42 1/2		57 7/8 x 31 1/2 x 29 1/4		
274.95	8	33		57 7/8 x 31 1/2 x 29 1/4		
254.95	8.6	31 1/2		57 7/8 x 31 1/2 x 29 1/4		
244.95	7.1	26		53 1/2 x 27 7/8 x 24 1/4		
224.95	7.6	25		53 1/2 x 27 7/8 x 24 1/4		

net finishes, "Permalux." Sealed "Polarsphere" units carry 5-year warranty. Refrigerant used—Freon. *Self-defrosting "Humidiplat" in lower food compartment of two-door TM; bushel-size sliding "Super-Crisper" in LTM, LHM, LSM, LTM, LSM, LAH, LAS refrigerated from top to bottom with full length door. Butter-tioner accessory available for LTM, LHM, LSM, LDR, LHR, LSR. Separately insulated and controlled freezer on twin-control LTM; horizontal freezer on LHM, LDR, LAH. U-type evaporator on LSM, LSR, LAS.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
QUETTE Appliances, Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.						
	8.4	58 lbs.	—	58x30 3/4 x 25	8 1/2 lbs.	1/9
	8.1	42	—	58x30 3/4 x 25 1/2	4 1/4	1/9
	8.6	28.7	—	58x30 3/4 x 25 1/2	4 1/4	1/9

Shelves, Du Pont Dulux. Sealed units use Freon; warranted 5 years.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
BORG-WARNER Div. Borg-Warner Corp., Merchandise Mart Plaza, Chicago, Ill.						
\$209.95	6.10	.487 cu. ft.	—	54 7/8 x 23 7/8 x 26	3.4 lbs.	1/12
166	212.95	6.10	.50	54 7/8 x 23 7/8 x 26	3.4	1/12
166	249.95	8.14	.92	58 9/16 x 29 3/4 x 26 7/16	3.4	1/8
166	289.95	8.14	1.00	58 9/16 x 29 3/4 x 26 7/16	3.4	1/8
166	299.95	10.92	.96	58 5/16 x 30 3/4 x 26 5/8	7.4	1/8
166	319.95	8.30	1.02	55 3/16 x 27 7/8 x 29 3/4	7.4	1/8
166	359.95	8.30	1.02	55 3/16 x 27 7/8 x 29 3/4	7.4	1/8
166	369.95	10.30	1.50	58 5/16 x 30 3/4 x 29 3/4	7.4	1/8
166	419.95	10.30	1.50	58 5/16 x 30 3/4 x 29 3/4	7.4	1/8

net finishes in Norgloss. Norge Rollator sealed compressor warranted for 5 years. Refrigerant used—Freon.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
EY Brothers Co., Inc., 475 Schaefer at Oakwood, Detroit 25, Mich.						
\$289.50	9	67 lbs.	—	58 1/4 x 29 3/4 x 26	4 trays	1/8
329.50	10	67	—	58 1/4 x 29 3/4 x 26	4	1/8

net finishes—Du Pont Dulux. Sealed units warranted 5 years; use Freon.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
EY LO BOY, Moss Atlas Mfg. Corp., 244 Herkimer St., Brooklyn, N. Y.						
\$189.95	4			34 1/2 x 24 x 22 1/2	3 trays	1/9

Sealed compressor warranted 5 years. Cabinets finished in white Dulux.

List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
LCO Corp., C & Tioga Sts., Philadelphia, Pa.						
\$209.95	7.2	.8 cu. ft.	—	57x25x26	4 lbs.	1/8
239.95	7.2	.8	—	57x25x26	4	1/8
239.95	9.1	.8	—	59x28x28	4	1/8
284.95	9.1	.8	—	59x28x28	6	1/8
289.95	9.0	1.2	—	59x28x28	6	1/8

(Continued in next column)

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
Philco (Continued)							
1112	329.95	11.0	1.4	—	60x30x28	6	1/6
1115	359.95	11.0	1.4	—	60x30x28	6	1/6
1116	359.95	10.7	2.1	—	60x30x28	6	1/6
1312	399.95	13.0	2.0	—	63x33x28	6	1/6
1315	439.95	13.0	2.0	—	63x33x28	6	1/6
818	379.95	8.2	1.1	—	59x28x28	6	1/6
1018	439.95	10.2	1.4	—	60x30x28	6	1/6
1218	479.95	12.1	2.1	—	63x33x28	6	1/6

All cabinets finished in white enamel. Compressors warranted 4 years. Refrigerant used—Freon.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
PRESTELINE Home Appliances (Leeson Steel Prods., Inc.), 66 N. Lake Shore Dr., Chicago							
400	\$400	10	2 cu. ft.	—	60 1/2 x 29 3/4 x 28 1/2	6.5 lbs.	1/8
MD-10	379.95	10	2	—	60 1/2 x 29 3/4 x 28 1/2	6.5	1/8
MS-10	339.95	10	2	—	60 1/2 x 29 3/4 x 28 1/2	3.5	1/8
HD-9	299.95	9	1.5	—	56 1/4 x 29 3/4 x 26	6.5	1/8

All cabinets finished in white enamel. Compressors warranted 4 years. Refrigerant warranted, 5 years.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
SANITARY Refrigerator Co., Fond du Lac, Wis.							
H6DB	\$209.95	6	.934 cu. ft.	—	51 1/4 x 24 x 24 1/2	6.8 lbs.	1/9
H6SA	199.95	6		—	51 1/4 x 24 x 24 1/2	6.8	1/9
TH4SA	183.50	4		—	41 x 23 1/8 x 21	4.5	1/9

Warranty on compressor—1 year. Additional 4-year warranty on unit available for \$5.00 additional, at customer's option.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
SERVEL, Inc., Evansville, Ind.							
BR-1118(G)	\$499.95	11.5	2.0 cu. ft.	—	65 3/8 x 34 3/8 x 31 1/4	10 lbs.	*
BR-1015(G)	399.95	10.3	.97	—	60 5/8 x 32 3/8 x 31	8	**
BR-917(G)	449.95	9.4	1.4	—	60 5/8 x 32 3/8 x 31	8	**
BR-816(G)	369.95	8.0	.93	—	58 x 30 3/8 x 29 5/8	8	**
BR-813(G)	299.95	8.1	.69	—	58 x 30 3/8 x 29 5/8	8	**
BR-613(G)	249.95	6.08	.44	—	55 1/8 x 24 3/8 x 29 1/2	4	**
BR-1148(E)	499.95	11.5	2.0	—	65 3/8 x 34 3/8 x 31 1/4	10	**
BR-1045(E)	399.95	10.3	.97	—	60 5/8 x 32 3/8 x 31	8	**
BR-947(E)	449.95	9.4	1.4	—	60 5/8 x 32 3/8 x 31	8	**
BR-846(E)	369.95	8.0	.93	—	58 x 30 3/8 x 29 5/8	8	**
BR-843(E)	299.95	8.1	.69	—	58 x 30 3/8 x 29 5/8	8	**
BR-643(E)	249.95	6.08	.44	—	55 1/8 x 24 3/8 x 29 1/2	4	**
BR-836(K)	349.95	8.0	.93	—	62 x 30 3/8 x 29 5/8	8	**

*Servel refrigerators are of the absorption type, and require no compressor or motor. Models marked (G) operate on gas; (E), electricity; (K), kerosene. Suggested cash prices include installation. All cabinet finishes in Newtone; interiors, porcelain. Warranty on freezing system—10 years. Refrigerant used is ammonia. BR-1118 and BR-1148 are two-door models with separate horizontal freezer compartments. BR-917, BR-947, BR-816, BR-846 and BR-836 have horizontal freezer compartments. BR-1118, BR-1148, BR-917 and BR-947 have odds-and-ends baskets. BR-816, BR-846, BR-836 have full-width quick-cold shelves. BR-813, BR-843, BR-613 and BR-643 have meat storage trays. All models have "Unichrome" shelves, temperature controls, quick-release ice cube trays and automatic interior lights. All models except BR-613 have sliding "Dew-Action" vegetable fresheners.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
SPARTON Radio—Television, Jackson, Mich.							
A-10	\$399.95	10	70 lbs.	—	60 1/2 x 29 3/4 x 28 1/2	4 trays	1/9
A-9	299.95	9	52	—	58 x 29 3/4 x 28 1/2	3	1/9

Cabinet finish, Du Pont Dulux. Sealed units warranted 5 years; use Freon. A-10 has door shelves, butterkeeper, 8 point cold control, dri-chest storage, twin moist crispers (1 bushel capacity), 70-lb. freeze locker and chill chamber.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
UNIVERSAL Refrigeration Sales Co., 91 Lexington St., New Britain, Conn.							
UR14HMD	\$449.95	14	100 lbs.	yes	67 7/8 x 29 3/4 x 31 1/8	4 trays	1/6
10HMD	379.95	10	70	—	60 1/2 x 29 3/4 x 28 1/2	4	1/8
10HD	339.95	10	52	—	60 1/2 x 29 3/4 x 28 1/2	3	1/9
9HD	299.95	9	52	—	58 1/4 x 29 3/4 x 28 1/2	3	1/9
9HS	249.95	9	52	—	58 1/4 x 29 3/4 x 28 1/2	2	1/9

All cabinets finished in Du Pont Dulux enamel. Sealed units use Freon and are warranted for 5 years.

Model No.	List Price, Incl. Tax	Net Cu. Ft. Capacity	Capacity Freezer Chest, If Any	Automatic Defrost —No	Overall Size, Inches, HxWxD	Ice Cube Capacity	Motor Size HP
WESTINGHOUSE Electric Co., Appliance Div., Mansfield, Ohio							
SC-8	\$239.95	8	.62 cu. ft.	—	58 13/16 x 28 3/4 x 26 13/16	8 lbs.	2 oz. 1/8
DC-7	259.95	7.2	.85	—	58 13/16 x 26 13/16 x 26 13/16	8	2 " 1/8
DC-9	279.95	9	1.03	—	61 3/16 x 30 1/4 x 26 31/32	8	2 " 1/8
SC-84	289.95	8.5	1.31	—	61 3/16 x 30 1/4 x 26 31/32	8	2 " 1/8
DC-84	319.95	8.5	1.31	—	61 3/16 x 30 1/4 x 26 31/32	8	2 " 1/8
FC-8	359.95	8	1.19	—	61 3/16 x 30 1/4 x 26 31/32	8	2 " 1/8
DFC-8	389.95	8	1.19	—	61 3/16 x 30 1/4 x 26 31/32	8	2 " 1/8
DFC-10	429.95	9.8	1.19	—	64 15/16 x 32 1/4 x 28 31/64	8	2 " 1/8

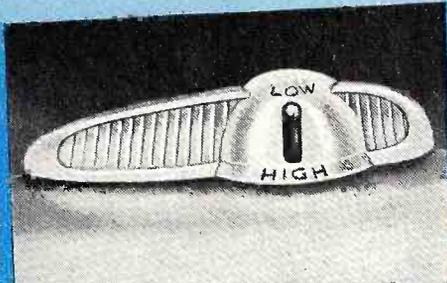
All models finished in Dulux. Sealed compressors carry 5-year warranty; use Freon. Automatic defrosting models use Westinghouse patented Frost-Free system of defrosting. Frost-Free measures fast build-up to determine when defrosting is needed and disposes of defrost water through evaporation. Ice cream or frozen foods are not affected during defrosting.

It's AMERICA'S FINEST

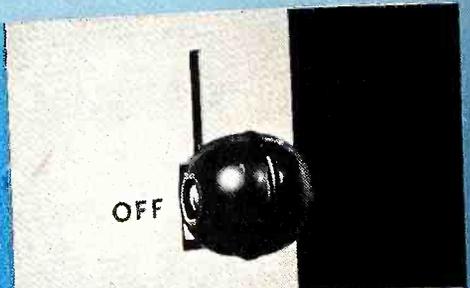
Compare These Features!



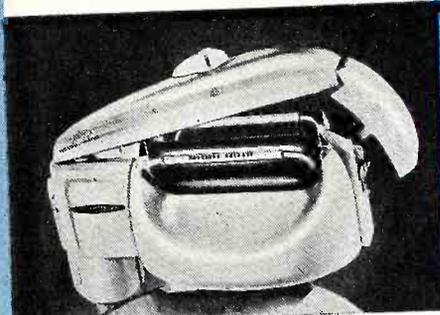
1. ★ **PATENTED STERILATOR** with triple vanes designed to develop upper and lower water currents to assure gentle, yet thorough washing!



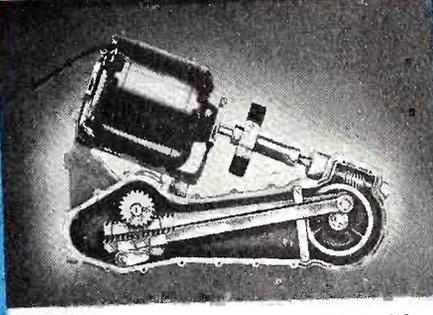
2. ★ **PRESSURE CONTROL** on the wringer rolls can be set easily and quickly to the exact pressure for every type of fabric!



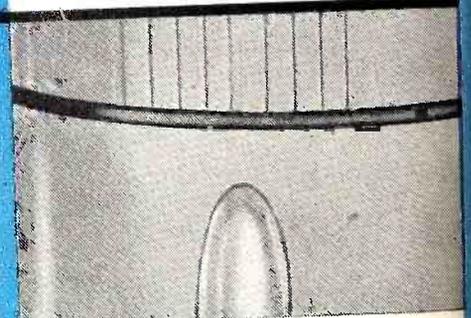
3. ★ **FINGER-FLICK PUMP** control is operated by a touch of the finger to start the friction drive, quick-emptying pump when needed!



4. ★ **"CONTROL-O-ROLL"** Wringer is super-safe. A light tug on clothes or touch of the release bar releases roll pressure instantly!



5. ★ **EVERLAST MECHANISM** is life-time lubricated, with full-power direct drive—no belts, quiet rubber-cushioned motor!



6. ★ **SHOCK ABSORBER** cushion is heavy, live rubber between base frame and tub to absorb shock and lessen annoying vibration!

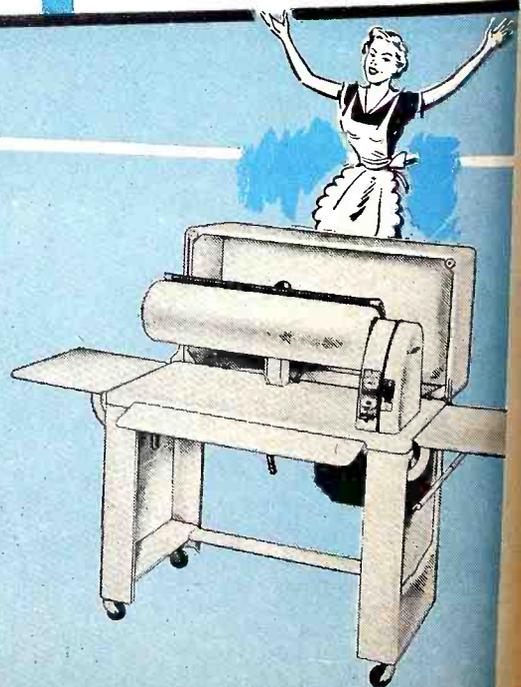
"Sit down to iron—you set the pace" with the UNIVERSAL DE LUXE 2-SPEED IRONER

That's the "stopper" selling sentence to use when you show the Universal 2-Speed Ironer.

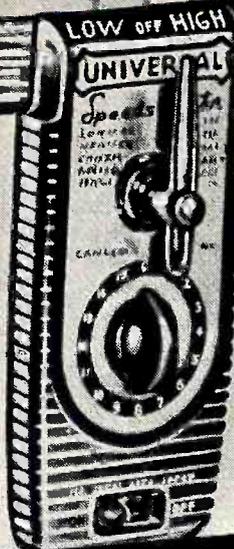
- Point out how much easier it is to iron sitting down when your prospect sets her own pace . . .
- how fast the ironing goes with the extra large roll and shoe . . .
- how the Duo-Thermostat control adjusts for every fabric . . .
- how quickly dresses can be ironed with the ruffling plates . . .
- how quickly the ironer responds to the controls . . .

Emphasize these features in a 5 minute presentation and you're ready to close another sale.

Feature the Universal 2-Speed Ironer . . . sell "sit down to iron" to set the pace for your ironer sales.



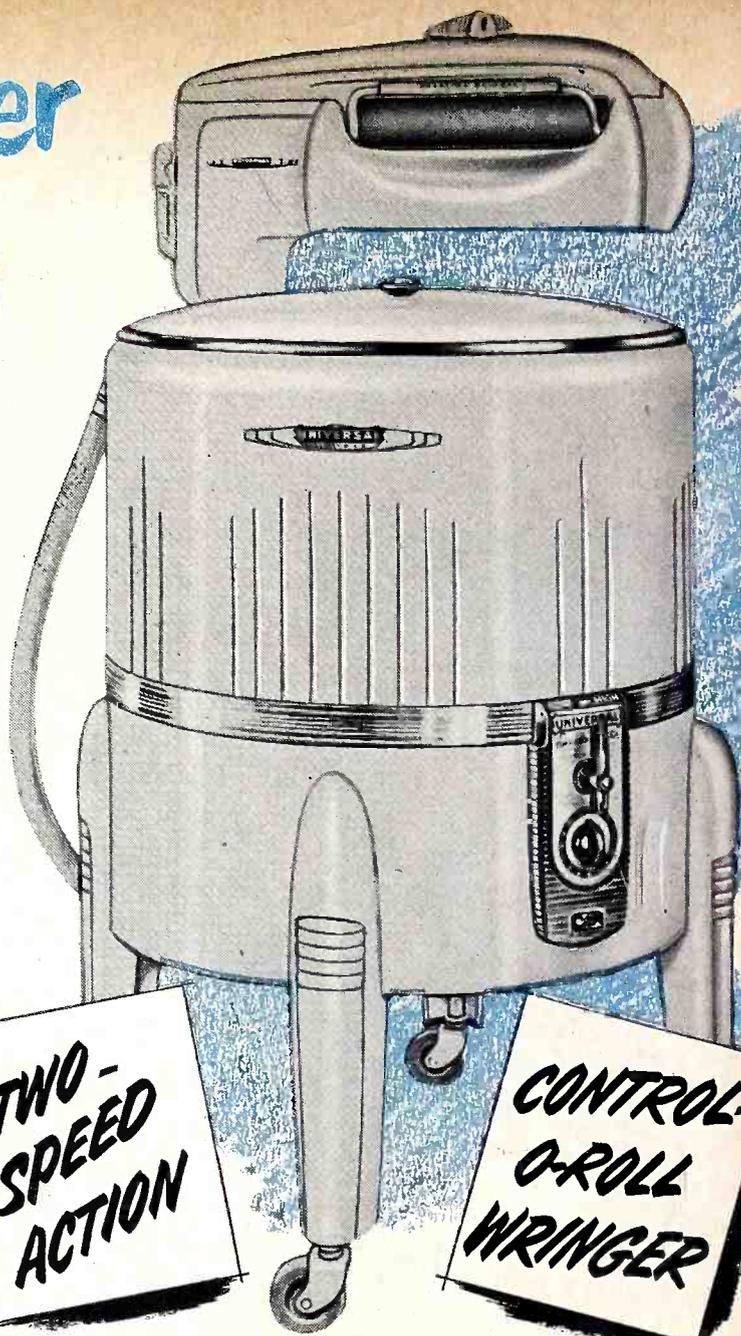
Wringer Washer



7. THE GREATEST FEATURE OF THEM ALL!

THE *NEW* EXCLUSIVE *Speedselector!*

Two-speed control in one washer! Low speed for fine fabrics . . . high speed for heavy laundry. A dramatic salesman that lets your customer control her washing! Plus . . . the famous Time-A-Matic Timer that takes the "watching" out of "washing"! Plus . . . Safe-T-Switch that shuts off the motor in case of overload or stalled wringer!



TWO-SPEED ACTION

CONTROL-O-ROLL WRINGER

UNIVERSAL

2-Speed Washer

The only washer with the exclusive Speedselector

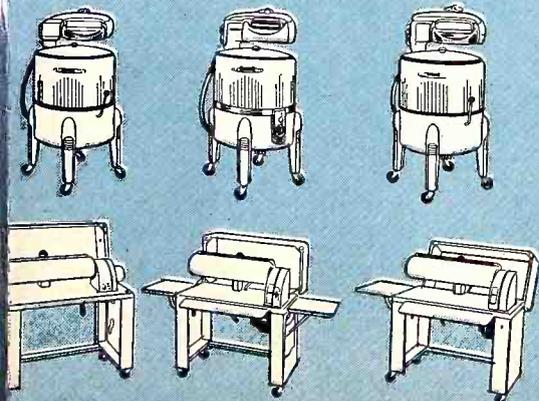
Outsell your competition with "controlled speed" washing

No other washing machine gives you so many of the features women want in one model at this low price.

HI-SPEED for thorough washing of heavy laundry

LO-SPEED for gentle washing of fine laces, rayons, nylon, etc.

PLUS- Automatic Timing • Super-Safe Wringer • Big 9 lb. Tub
Safe-T-Switch • Pressure Control
and 27 other big features.



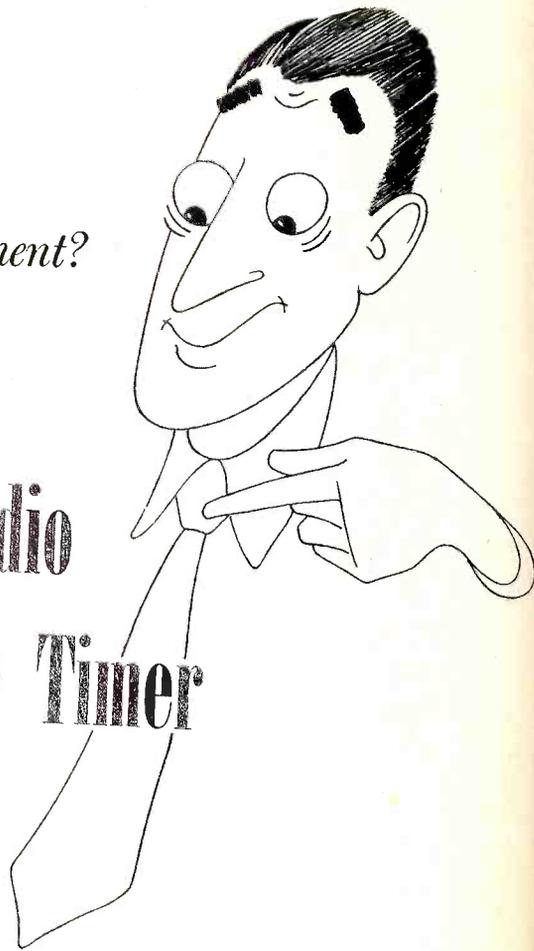
Universal—the complete line of Home Laundry Equipment

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

What's the hidden power in this statement?

Enjoy A Clock Radio ...Timed By A Telechron Timer



People. They're the *hidden* power in that statement.

More than 86 million of 'em will be urged to enjoy a clock radio, timed by a Telechron timer...in a dynamic, 4-color campaign appearing in LIFE Magazine, THE SATURDAY EVENING POST, and BETTER HOMES AND GARDENS.

Turn these magazine readers into customers by letting them know you carry what they want...automatic servants that start their day with a song, let them drift asleep to music. Advertise clock radios, timed by Telechron timers, in your local newspapers. Feature clock radios in your in-store displays. Build a window around them by using a copy of one of the advertisements as an attention-getting window card.

But do it now!

Remember. You get the benefit of a famous name when you promote Telechron timers. 4-color, full-pages or spreads on either Telechron timers or Telechron electric clocks appear *every single week* in national magazines from now

through the pre-Christmas selling peak.

It's a power-packed program! Follow through to increased sales, increased profits. Telechron is a trade-mark of Telechron Department, General Electric Company, Ashland, Massachusetts.

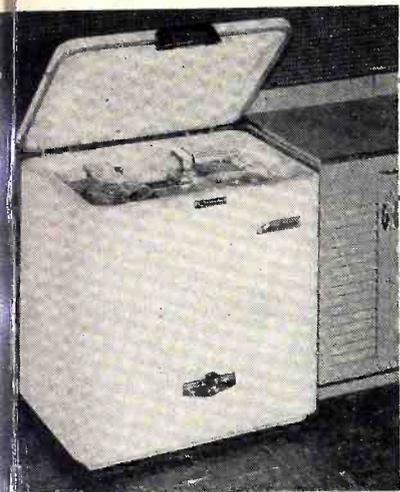


New Electrical Appliances

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

Deepfreeze FREEZERS

New home freezers with increased capacities and improved engineering convenience features have been announced. The new sizes are 7, 13,



and 23 cu. ft. All these sizes are available in deluxe models, while the 13-cu. ft. models are also offered in standard models. Features on the deluxe models include the "Silent Signal" electrical indicators, the "Menu-er," a container designed for pre-frozen meals, and the "Handy Basket," a most-used frozen foods. Shown here is the 7.22 cu. ft. deluxe model C-7. Its range from \$299.95 for the 7 cu. ft. standard model, to \$639.95 for the 23 cu. ft. deluxe model. Deepfreeze Appliance Div., Motor Products Co., North Chicago, Ill.—RADIO & TELEVISION RETAILING.

Markel HEETAIRES

A complete line of Markel electric wall-insert, wall-surface attachable, portable heaters with automatic thermostat or manual control, is offered in a new, second edition of the company's 12-page booklet and catalog, "A Guide to Quick Heating." Available to Heetaire distributors and dealers through Markel Electric Products, Inc., 145 E. 12th St., Buffalo 3, N. Y.—RADIO & TELEVISION RETAILING.

Stuber CHICK BROODER

A new 3-lamp chicken brooder has been introduced. Using three 250 watt incandescent heat lamps, mounted under a wire mesh hood, the unit has a capacity of 12 chicks. Has a built-in hanger for easy suspension and is equipped with a power cord and plug. List price, model PBU-3, \$7.25. Model PBU-3 S, same as above but with 3-way multiple switch, Stuber Mfg. Co., Broadview, Ill.—RADIO & TELEVISION RETAILING.

GE VACUUM CLEANER

Recent addition to the GE line is a new vacuum cleaner with a swivel-top feature which allows operator to clean an average-size room from one central point. The extension tubes and hose which fit into the rotating cap give the user a reach of over eight feet in any direction without moving the cleaner. Called model AVC-815, the unit features a low-mounted motor which makes it virtually tip-proof. Other features include larger dirt storage capacity, disposable dirt bag, diffused exhaust system, and complete set of attachments with holder. List price, which includes attachments, caddy and 3 extra throw-away bags, is \$99.95. Appliance and Merchandise Dept., General Electric Co., Bridgeport 3, Conn.—RADIO & TELEVISION RETAILING.

Handyhot HANDYFRYER

Newest addition to the Handyhot line is the deep fat fryer shown here. Not only a french-fryer, it also bakes casseroles, roasts meat, stews, simmers, is a dutch oven, and is a buffet-server.



Temp-o-Lite indicator is marked from 175° to 400°. Cooking well, rim and part of outer shell are one piece aluminum. Operates at 1050 watts, on AC only. List price is \$26.95; catalog no. 3102. Chicago Electric Mfg. Co., 6333 W. 65 St., Chicago 38, Ill.—RADIO & TELEVISION RETAILING.

Robot DOOR CONTROLS

An automatic overhead door operator is offered. Doors can be operated by standard 3 button remote switches (open, close, stop) or by Robot Magnetic Remote Control from cars or trucks operated by driver while vehicle is in motion. Operates in all weather. Available in four models for 8, 10, 12 and 14 ft. doors. Will operate overhead garage doors up to 800 lbs. Robot Appliances, Inc., 13165 Prospect Ave., Dearborn, Mich.—RADIO & TELEVISION RETAILING.

General KITCHEN UNITS

Shown here is one of the two units recently introduced by General Air Conditioning Corp. A "complete kitchen" only 27½ inches wide, it combines a 4 cu. ft. refrigerator, storage



drawer, 12 x 16 inch sink, drainboard, and 3 burner gas or electric range. Outside of unit is built of heavy gauge steel; top is porcelain, balance is finished in DuPont Dulux. The other new General product provides a "complete kitchen" with oven in 48 inches when combined with any 21-inch apartment range. It combines 4 cu. ft. refrigerator with a storage drawer and sink. General Air Conditioning Corp., 4542 E. Dunham St., Los Angeles 23, Calif.—RADIO & TELEVISION RETAILING.

Toast-O-Lator TOASTER

Continuous supply of hot toast is one of the features of this toaster. Open at both ends, bread is inserted at one end and passes between element heaters to emerge as toast at the other end. Base is heavy bakelite, top is chrome. Heater element is guaranteed for 10 years. Toast-O-Lator Co., Inc., 10-23 Jackson Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING.

Youngstown CABINET SINK

Recently introduced in the Youngstown kitchen line is a 48-inch twin bowl cabinet sink. Its many features include impressed soap dish, 7½ inch bowls, double cabinet below with special door racks. List price is \$129.95. Unit is planned as a promotion piece to spark sales of waste disposal units, dishwashers and complete kitchens. Mullins Mfg. Co., Warren, Ohio.—RADIO & TELEVISION RETAILING.

Theaters Get KO on Fights

LIGHT

Quick Quiz

ONLY ONE LINE!

HALOLIGHT

The Frame of Light for Viewing Comfort

A Sylvania Exclusive

SELLS ON SIGHT



THE MADISON. Model 23M. 20" desk Console. Featuring HALOLIGHT. Making modern design by Sundberg. Also available in blond woods.

THE big news in TV this Fall is the sensational new Sylvania feature, HALOLIGHT. This soft, cool frame of light surrounds the picture screen, gives greater viewing comfort and makes the picture look larger, seem clearer. HALOLIGHT demonstrates and sells itself. When two sets are placed side by side, as illustrated, all eyes are on HALOLIGHT. It is the most dramatic, sales-compelling feature offered in TV today. You can't have a complete line this Fall without HALOLIGHT. Feature it in your window, on your floor, and watch your prospects come BUY.



Makes Picture Look Larger—Seem Clearer

Established 1901 — Great Name in Electronics
Television Sets; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps; Radios. Sylvania Electric Products Inc., Radio and Television Division, 254 Reno St., Buffalo 7, N. Y.



*Sylvania Trademark.

GREATEST PROFIT OPPORTUNITY

Success the Hard Way!

Indiana Radio-Appliance Dealer, Starting from Scratch, Builds a Good Business Through Efficient Work and Effective Methods



Fred Klaehn's new radio and appliance store which he recently opened in Fort Wayne, Indiana.

• Parental tolerance may be said to have started Frederick H. Klaehn off to a successful career as a radio and electrical appliance dealer.

As a youngster, Klaehn kept the family basement in a constant turmoil by using it as the setting for his radio repair efforts. Later, his dad provided a shed in which to house his son's thriving repair business and the lad was truly on his way to fame and fortune.

Early last December Klaehn, now all of 31 years old, opened one of the finest radio, television and appliance outlets in the city of Ft. Wayne, Ind. It is located in the newly-developed Quimby Village and the opening had all of the ceremony and bright lights of a Hollywood premiere—a tribute to the young man's business ability.

Young Mr. Klaehn has worked hard for the success he's achieved. From his youthful in-the-shed radio repair business, he graduated to the

Pembleton Laboratories, sellers of radio parts. However, he didn't entirely relinquish his at-home radio activities. After working all day, he'd retire to the work shop in the shed and labor several more hours in the evening. And, when he selected a wife for himself, Klaehn was careful to choose one who was equally as tolerant as his parents. It wasn't long after the honeymoon that the youthful mechanic built a radio repair shop in the basement of the couple's new home, to carry on his after-hours repair work.

Following his release from military service in World War II, Fred Klaehn opened his first real store at 1404 East Creighton Street, in Fort Wayne. At first, he had very little merchandise—mostly ironing cords, flash lights, flash bulbs, batteries and the usual merchandise you find in one department of a large appliance store. But he continued to concentrate a good portion of his time and talents on radio repairs.

Much of young Klaehn's repair work has been taken over by his father, Carl Klaehn, seated at the work bench. In the background, working on a refrigerator, is service man Max Sierra.



In that first store Fred Klaehn's mother acted as his helper while he made pick-ups and deliveries. His father joined him in the business in 1946.

Profits from merchandise were turned back into more merchandise and it wasn't long before Klaehn's stock included table radios, record players, records and small electrical appliances.

In the fall of 1946, Bernard Frownfelter came to work for the growing concern and took over the job of radio repairing. This gave Fred more opportunity to devote his talents to merchandising.



Frederick H. Klaehn, the "boy mechanic turned merchant," shows a customer the latest model new Perfection electric range.

It was in 1948 that Klaehn decided the business needed roomier quarters. The second store, still in operation, is located at 1231 S. Anthony Blvd. It proved to be a good move. For example, Christmas trade was so good in 1948 that Fred and his Mother found the job too big for them to handle alone, and they began to build a sales staff.

At present, Klaehn's has four salesmen. Young Klaehn's Mother supervises the growing record department. His dad repairs small appliances. The

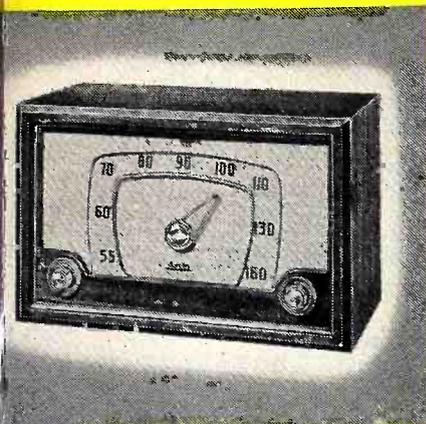
(Continued on page 121)

Mrs. Carl Klaehn, who heads the growing record department in her son's store, waits on a customer.

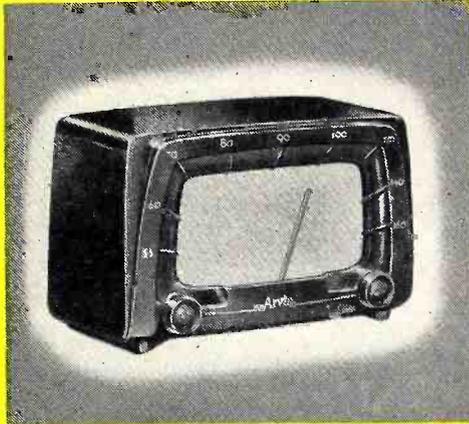


ARVIN RADIO SALES ARE ROLLING!

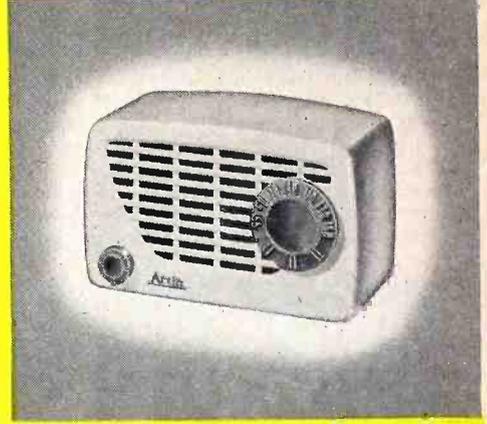
Here are the top stars in Arvin's all-star new 1952 line



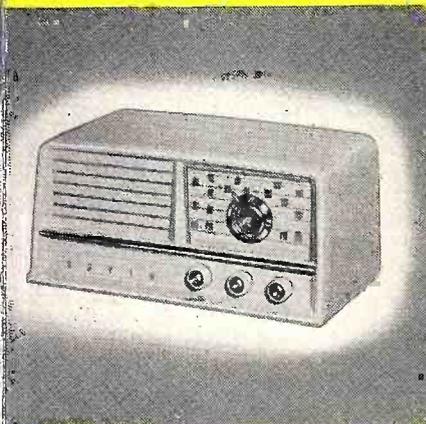
Arvin Stradivara is the finest table radio you can buy! All-new straight AC circuit—you've never known such range and tone! Richly styled in imported mahogany veneer with lucite dial and pointer. Sells sight to your quality trade! Model 551T, \$49.95



Arvin Serenade is an entirely new AC/DC superhet with 5 tubes including rectifier. Styled in rosewood plastic with a modern flair, for your customer who wants outstanding beauty, amazing performance, and unmatched value! Model 553T, \$24.95



Arvin Rainbow is the famous shatterproof AC/DC set that stops traffic wherever it's shown! Choice of 6 House and Garden colors—Cherry, Flame, Citron, Avocado, Pebble, and Ivory. Your perfect price leader—the preferred personal radio. Model 540T, \$18.95



Here's an FM/AM set that enables you to top everything your competition can show—for beauty, performance and value! 8 tubes including rectifier. Choice of 4 colors: Ivory, Willow Green, Sandalwood, or Rosewood. Model 580TFM, \$59.95

Come on along and roll up sales
and profits with the
**Most complete 1952
radio line!**

Arvin Radio

Velvet Voice  *You can SELL the difference!*

Recent months have been the healthiest months in the whole history of Arvin Radio! Coming months are going to be even better for Arvin dealers—because the 1952 Arvin Line has everything to please every customer—with prices from \$17.95 to \$179.95! Eight table models in a total of 23 color choices! An outstanding battery portable in 2 colors! And six console radio-phonograph

combinations, straight AM or FM/AM, with 3-speed record players, and choice of mahogany or limed oak finishes!

Arvin styling is the finest ever. Arvin Velvet Voice tone gives you a whale of a selling advantage. And Arvin values are unmatched, any-

where. Your selling will be backed by 20 Arvin radio ads in 7 great national magazines between now and Christmas—and Arvin's selling helps include newspaper mats, radio spots, car cards, displays—everything you need to cash in on this great, actively buying market!

Arvin Industries, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

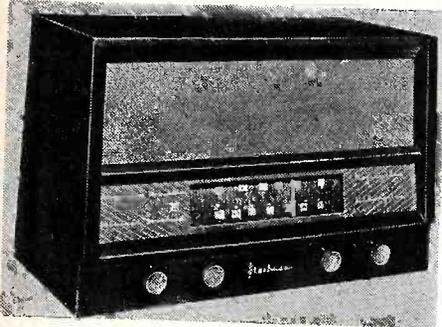
All prices subject to change in accordance with OPS regulations

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.

Steelman FM-AM RADIO

The model AF1100, Coronet, shown here, is a ten tube FM-AM table radio. Features include separate AM, FM and RF stages, full automatic volume control, and built-in FM and AM antennas. Has a phono jack for attaching phono player, and three position selector switch, FM-AM-Phono. Also includes an AC receptacle for external connection



of other equipment. Output is 5 watts; cabinet is hand rubbed mahogany. Steelman Phonograph & Radio Co., Inc., 12-30 Anderson Place, Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

Hudson PHONOGRAPHS

Four new portable phonos have been added to the Hudson line. They are the No. 3W, 3-speed manual unit, with amplifier and speaker, at \$44.50; No. RPM71, 3-speed manual phono-radio with dual purpose needle, at \$54.95; No. RPA72, mahogany finish wood table model radio and automatic record changer, at \$99.95; and the No. RPA73, portable combination with superhet radio and automatic record changer, at \$94.95. Hudson Electronics Corp., 110 East 3rd St., Mount Vernon, N. Y.—RADIO & TELEVISION RETAILING.

Mitchell RADIO-TV LINE

"Mitchell Best Selling Radios and Television" are described in a new four color catalog, number 437. The "Tone Alarm," an electric alarm clock-radio, the "Lullaby," a bed-lamp radio, a three way portable radio, several newly designed table model radios and the new 17-inch TV sets are pictured and described, with specifications, in this new catalog. Mitchell Mfg. Co., Radio & Television Div., 2525 N. Clybourn Ave., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Electro-Mite PHONOS

A new line of portable 3-speed electric phonographs carrying the trade name of Electro-Mite has been announced. The line includes a series of well-upholstered carrying cases featuring bright color combinations. List prices range from \$29.95 to \$49.95. Raymond Clevens, 77 Marion St., Lynn, Mass.—RADIO & TELEVISION RETAILING.

Majestic TABLE TV SET

Shown here is the new twenty inch table model TV set recently added to the Majestic line. Called model 20X, it



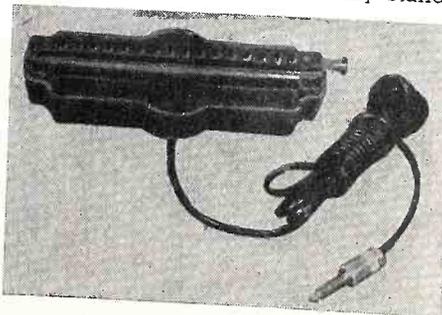
features "Coloramic" filtering, which adds color to black and white broadcasts. This type of filtering is said to have stereo qualities, producing a three dimensional effect on the screen. Majestic Radio & Television, 385 Fourth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Audio-Master TAPEMASTER

A low-cost tape playback machine, the Tapemaster, which replays magnetic recordings made on any standard tape recorder has been introduced. It is available as a complete unit, with its own speaker and amplifier, at \$89.50, or as a plug-in unit, with pre-amplifier only, at \$69.50. Audio-Master has also released the first library of pre-recorded "music on tape." Comprised of thirty different 1/2 hour reels, the library includes symphonic works, gypsy tunes, folk music, etc. Audio-Master Corp., 341 Madison Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Kishel HARMONICA MIKE

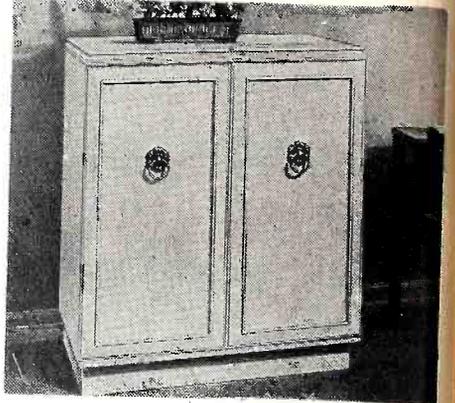
A harmonica microphone by which softly-played tones which do not overload the instrument can be intensified to full orchestra volume, has been announced. A lightweight plastic holder clamps the microphone onto any stand-



ard-sized harmonica, and a cord and plug provide for feeding the output to any standard amplifier or to the "phono" jack of a radio-TV set. List price is \$16.50. Kishel Music Co., 9528 Ogden Ave., Brookfield, Ill.—RADIO & TELEVISION RETAILING.

Magnavox NEW TV MODELS

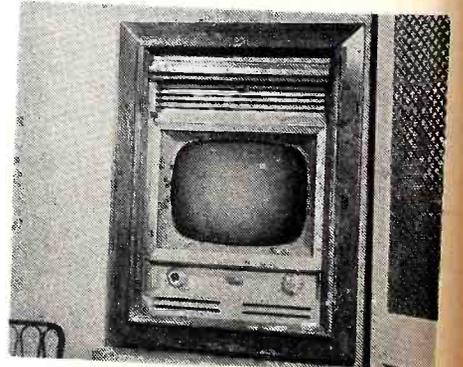
Two new models recently introduced by Magnavox are the Belvedere (MV82H) TV-radio-phono combination shown here, and the Berkeley (MV50H). The Belvedere, listing at \$610 in white oak finish, and \$595 in mahogany, offers FM-AM radio-phono in addition to its 20-inch rectangular TV screen. The



Berkeley, also a 20-inch rectangular tube set, contains TV only, and lists for \$475 in its open faced mahogany console cabinet. Magnavox Co., 2131 Beuter Rd., Ft. Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

Hoffman BUILT-IN TV

Recent addition to the Hoffman line is the built-in model shown here. It features a wall panel which slides across the set when not in use. Frame



and cover panel are designed to blend in with the decor of any room. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & TELEVISION RETAILING.

Fidelity PHONOGRAPH

Called the "Melody Martin," this new model is a complete 3-speed player equipped with a jumper cord so that it may also be connected to a radio or TV receiver if desired. Features include record centering buttons for 10 and 12 inch records, and a needle positioner, a device attached to the pickup arm which facilitates manual operation. Fidelity Amplifier Co., 703 W. Willow St., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Look what *Brunswick* television offers to Distributors!

- 1—A great TRADE NAME.
- 2—Lowest consumer prices.
- 3—Highest distributor profits.
- 4—Highest dealer profits.
- 5—Highest cooperative advertising allowances.
- 6—Highest manufacturer executive-distributor relations.
- 7—Highest quality reception.
- 8—Lowest servicing costs.
- 9—Designed for UHF conversion.
Built-in color jack.
- 10—Fringe area reception.
- 11—4-color display material.
- 12—A short, but handsomely designed line.

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO

Brunswick Division

RADIO & TELEVISION, Inc.

19 West 57th Street • NEW YORK 19, N. Y. • Phone JUdson 6-0780

NEW TRAFFIC!

NEW VOLUME!

NEW PROFITS!

with the dynamic new

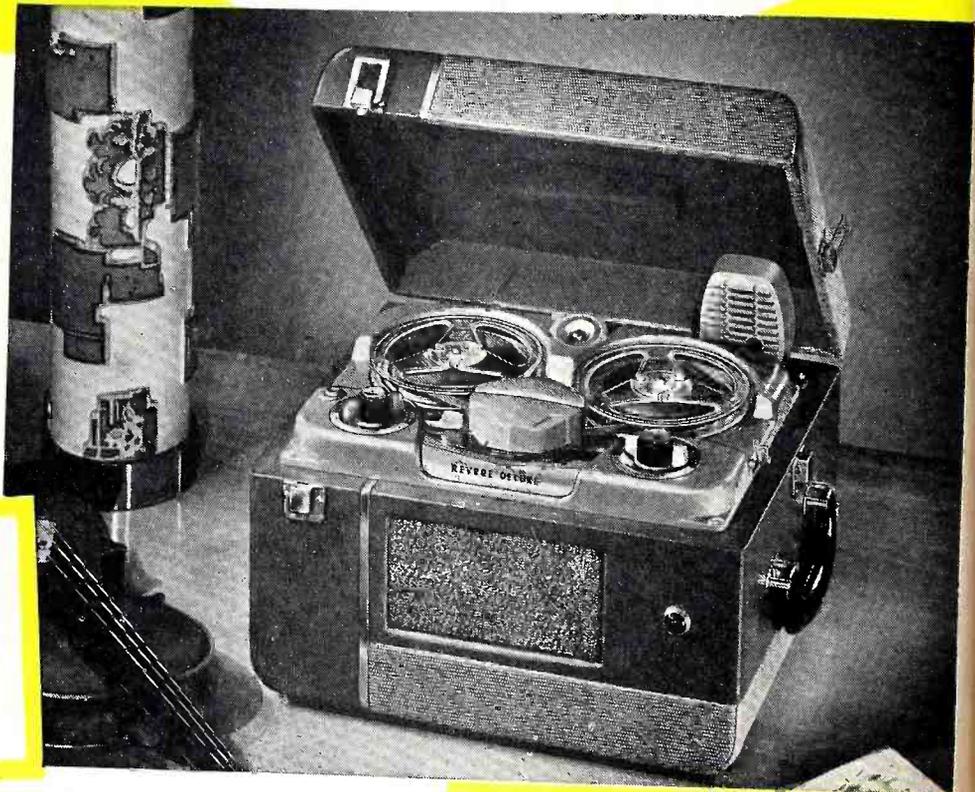
Revere

De Luxe **LONG PLAY
TAPE RECORDER**

Smart dealers everywhere have been quick to recognize the advantages of adding Revere Tape Recorders to their line. But now with the introduction of this sensational new Long Play recorder, an even greater source of new store traffic sales volume and extra profits is assured.

A Demonstration Natural!

One demonstration is often all that is needed to clinch a sale! Customers marvel at Revere's ease of operation and true-as-life sound. Set up a demonstration display and watch the phenomenal results.



A MIRACLE OF ELECTRONIC ACHIEVEMENT

AT last! Developed after years of electronic research, the sensational new Revere DeLuxe Long Play Tape Recorder is truly a brilliant engineering triumph. Note these outstanding features combined in this exciting new model:

ULTRA-LIGHTWEIGHT—Compact design and engineering skill make it the lightest-weight and most portable of any automatic long-play recorder.

EXCEPTIONAL FIDELITY—Superb

tonal quality, particularly on difficult musical passages has won the praise of leading musicians, singers and critics.

EXTRA-ECONOMICAL—Records two full hours of voice or music on a 5-inch reel—using only one-half the ordinary amount of tape.

Add to these, all the regular Revere sales-clinching advantages and you'll agree there is nothing like it anywhere! Write for complete information today.

REVERE CAMERA CO. • CHICAGO 16

MODEL T-500 DeLuxe, 2-hour play —Complete with microphone, radio attachment cord, 2 reels (one with tape), and carrying case. **\$179.50**

MODEL TR-600 DeLuxe, with built-in radio, **\$219.50**



MODEL T-100 Standard, 1-hour play. With microphone, radio attachment cord, 2 reels (one with tape), and carrying case. **\$169.50**

MODEL TR-200 Standard, with built-in radio, **\$209.50**

Revere **TAPE RECORDER**

WORLD'S LARGEST SELLING TAPE RECORDER

RTMA Opposes Tax Hike

Two witnesses for the Radio-Television Manufacturers Association, in testimony before the Senate Finance Committee, opposed the Treasury's proposal to increase to 25% the 10 percent excise tax on radios and TV. Appliances would be similarly affected under the plan.) RTMA Board Chairman Robert C. Sprague said that instead of increasing the tax, Congress should give consideration to removing the excise tax on radio and television apparatus. Leo G. Horney, Bendix Radio executive, gave detailed testimony on why commercial radio-TV equipment should be exempt.

Sees Good Sales in '52

TV manufacturing, a chastened industry which has learned an important lesson from the bitter pill of over-production, will have a record-breaking sales year in 1952, Louis I. Pokrass, chairman of the board of Tele King Corporation forecasts. Among the contributing factors to the optimistic picture, he finds, are the relaxations in Regulation W, opening of new channels by the FCC and the opening of foreign markets, particularly in Latin America.

NEMA Christmas Ideas

A new 20-page "How-To" Merchandiser, showing dealers the way to sell more electric housewares as gifts during Fall and Christmas, is now being distributed by the Electric Housewares Section of NEMA.

Capitol Promotion

Two new information bulletins have been introduced by Capitol Records, Inc., according to William H. Fowler, vice-president. Fowler, who heads up Capitol's east coast operation, explained that one of the papers, called "Pickups," is designed to bring news,



William H. Fowler

laughs and information about Capitol to the people who actually sell the records. The other paper, "Record News," is a dealer give-away for the customer. It lists over 1000 Capitol discs currently available and has a "reminder-list" with space for dealers hand stamp.

Dealers Join to Advertise Facts on Color-TV and UHF

Dealers in Gardner, Massachusetts, made good use of the feature article, "What to Tell Your Customers About Color Television and UHF", which appeared in the July issue of RADIO & TELEVISION RETAILING. The merchants went to the daily newspaper, *The Gardner News*, and bought a full-page advertisement, reproducing the article, and signing it as individual dealers. In this way, they brought a powerful message to the consumers in their trading area to offset doubt and confusion over the color-TV and UHF situation, and to assure customers that buying black-and-white sets now is definitely to their advantage.

The advertising retailers shared equal space in copy blocks at the bottom of the page, using plenty of white-space, with firm names in bold type. Three-quarters of the page was devoted to the message as reprinted from this magazine. The following headlines appeared over the signature ads: "DON'T BE STAMPEDED—YOUR BLACK AND WHITE TV SET IS AND WILL BE GOOD FOR MANY YEARS. See us regarding color television. We know the facts and are interested in helping YOU!"

Dealers in other localities can follow the effective advertising idea run by the merchants in the Massachusetts city. Those interested can have reprints of the color-TV and UHF article by writing to the editors of RADIO & TELEVISION RETAILING.

Kahn Heads RTMA Promotion Committee

Board Chairman Robert C. Sprague of the Radio-Television Manufacturers Association has named a Promotion Committee for the association with J. J. Kahn, president, Standard Transformer Corp., as chairman. The new committee was authorized by the RTMA Board of Directors as a result of a general discussion of suggestions for adding to the RTMA membership and providing tangible evidence of the Association's services for the information of both members and non-members.

Motorola Execs Retire

After fourteen and seventeen years respectively of distinguished service, Walter H. Stellner and George R. MacDonald, both of whom are Motorola vice-presidents and directors, are retiring from active association with the Chicago television-radio-communications firm.

Operadio Changes Name

The Operadio Manufacturing Co., of St. Charles, Illinois, has changed its name to Dukane Corporation, according to J. McWilliams Stone, founder and president. There has been no change in ownership, management, personnel, or policies.

IT&T Buys Coolerator

Purchase of the Coolerator Company of Duluth, Minnesota, by International Telephone and Telegraph Corporation from the Gibson Refrigerator Company of Greenville, Michigan, has been announced by General W. H. Harrison, president of IT&T. The purchase will add a complete line of refrigerators, home freezers and electric ranges to the products already manufactured by IT&T's United States subsidiaries.

Urged to Remove TV Tax

Copies of the feature article, "Memo to the Congress—Don't Tax Television Sets!", published in a recent issue of RADIO & TELEVISION RETAILING, and mailed to every Senator and Representative, added weight to the industry-wide drive against the proposal to hike excise taxes on TV, radios and appliances to 25 per cent.

Form Partnership

Ben Joseph and Harry Brittan have formed a partnership for the merchandising of electronic equipment as representatives. Offices of the firm are located at 551 Fifth Ave., New York.

New Arvin TV Line

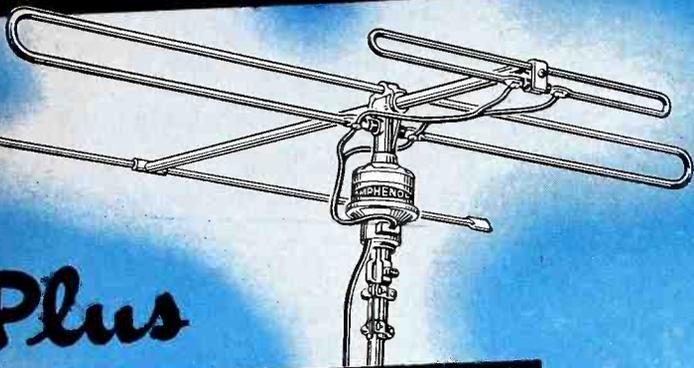


Enthusiastic acclaim marked introduction of the new 1952 line of Arvin TV sets and radios which were unveiled at the national distributors' convention of Arvin Industries, Inc., recently at the Moraine Hotel, Highland Park, Illinois. Hit attraction of the convention was the introduction of the top number, shown here, in the new Arvin television line—5212CFF.

Farr Speaks Against Tax

"The action of Congress in loosening Regulation W consumer credit restriction will serve to partially correct a horrible injustice against one phase of our economy," Mort Farr, president of NARDA, told members of the Senate Finance Committee during hearings on the proposed 25% tax on TV, radios and appliances. "On behalf of the nation's appliance and television retailers, I am imploring you not to supplant this with another injustice which has comparable capacity for destruction," Farr said, speaking in opposition to the tax.

The single forward lobe of the
AMPHENOL
—INLINE*
ANTENNA
 which receives peak signals from only
 one direction . . .

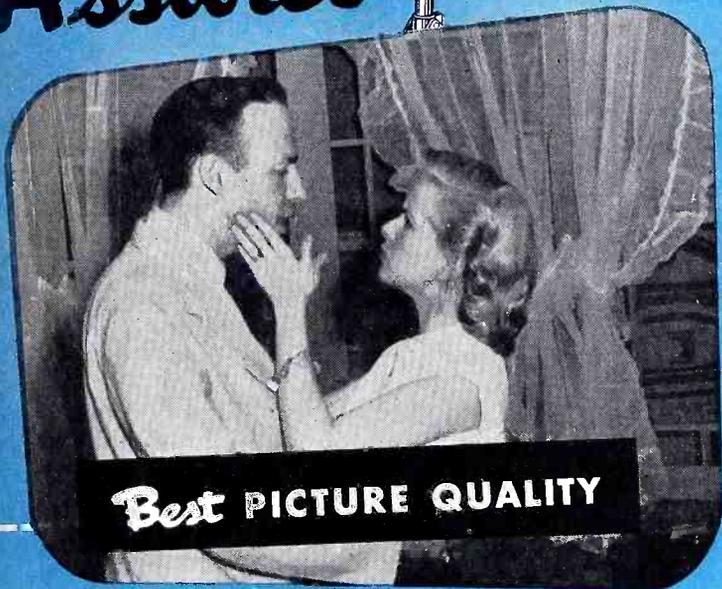


Plus

the accurate pointing of this
 lobe in the direction of the
 strongest signal by the

AMPHENOL
"AUTO-DIAL"
ANTENNA ROTATOR

Assures



Best PICTURE QUALITY

The Amphenol INLINE Antenna has no
 minor lobes to pick up reflected signals
 that create poor picture quality. When its
 single forward lobe is directed at the
 strongest signal, the best TV picture a set
 is capable of producing is received. When
 used in combination with an Amphenol
 "Auto-Dial" Rotator, the best picture pos-
 sible can be received on all channels. The
 "Auto-Dial" performs so accurately the an-
 tenna positions which receive the best pic-
 tures on each channel can be recorded and
 exactly returned to when desired.

The best combination for the best TV pic-
 ture on any channel — from any direction!

*Reissue Pat. No. 23,273

AMPHENOL

AMERICAN PHENOLIC CORPORATION
 South 54th Avenue • Chicago 30, Illinois

Coming...

IN JANUARY!

30th
ANNIVERSARY ISSUE

COMMEMORATING

30 years of radio broadcasting and
 manufacturing.

ALSO . . .

30 years of publishing service by
RADIO & TELEVISION RETAILING
 and its publishers—O. H. Caldwell
 and M. Clements.

January also brings...

the 1952 Distributor Directory, 2nd
 annual edition, far surpassing the orig-
 inal directory which won the commenda-
 tion of the entire industry. The new
 edition will contain complete informa-
 tion on nearly 3,000 distributors—a
 veritable manual of marketing.

To Manufacturers and Distributors—

In January when RADIO & TELEVISION
 RETAILING will light up the industry's
 30 candles, there's a rare occasion for
 radio and appliance manufacturers to
 turn reminiscent, telling the story of
 their progress on a then-and-now basis.
 To the Distributor who tells of his or-
 ganization, service, territory or lines fea-
 tured, the January directory section
 provides regional and national promo-
 tion over a 12-month period.

FULL DETAILS of this notable issue will be
 sent to the industry shortly.

RADIO & TELEVISION
RETAILING

CALDWELL - CLEMENTS, INC.

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

Money, Customer-Satisfaction in TV Antenna Check-Ups

With Big Shows and Vacationists Returning, the Dealer

Has a Real Opportunity to Increase Service Revenue

In-home living is once again the order of the day, and alert dealers can pile up extra profits for their service departments in offering TV antenna check-ups to the people in their communities.

With vacation time just about at an end, and with the return of the big shows to the air, set owners will want the very best they can get in the way of sound and pictures. Dealers who bring such folk *better reception* benefit two ways. First, they will make more money, and second, they will make more friends.

There's plenty of business to be had in all TV localities. In fringe areas, where customers have heavy investments in antenna set-ups, and where good reception is hard to get, the necessity for frequent inspection is most obvious. To forestall costly replacement expense, towers, guy wires, antennas, etc., should be examined twice a year. Reception-wise, orientation needs checking, as do boosters, transmission lines, insulators, etc.

Do a Thorough Job

Check-up service is needed in strong signal areas as well as in the fringe. In multi-signal communities, proper orientation of both outdoor and indoor antennas can spell the difference between good and poor pictures and sound.

In a roof-to-set inspection the technicians should start by checking direction, condition of the elements, and lead-in connections to the antenna. He should examine the mast and the mast brackets, the lightning arrester, insulators, the transmission wire, the entrance lead-in, and the connection to the set. In the case of indoor antennas, the serviceman should make sure that the connections to the set are making proper contact, and that the customer knows how to operate the

antenna to get the best reception.

A well-planned campaign is bound to bring results. The dealer can circularize his list of set owners, calling attention to the fact that the antenna system needs inspection to bring better reception and to make sure that the equipment is in proper shape to withstand the storms of Fall and Winter.

"Flat-Rate" Offer Effective

"Get the Best Out of Your TV Set" is a good slogan to use, pointing out that the return of the big shows to the air indicates the necessity for making certain that the set and the aerial system work "together" to bring about peak performance.

In direct-mail pieces, and in advertising in newspapers, the offer of a flat rate for a check-up will prove quite effective. Following is some suggested copy which appeared in a previous issue of this magazine: "We will inspect your entire television aerial system from roof-to-set for \$———. (In most localities and under most conditions.) We check all of these points. 1. Aerial elements, tightening any that may be loose. 2. Lead-in wire connection at antenna, tightening, if necessary. 3. Inspect lead-in wire, checking for bare wire touching metal, etc. 4. Check connections on lightning arrester. 5. Check mast, tightening, if necessary. 6. Examine brackets and clamps. 7. Check all insulators. 8. Check lead-in wire where it enters house. 9. Check connections to TV receiver. 10. Check ground. 11. Check booster (if any). 12. Check antenna rotator, if one is installed. 13. Check TV receiver performance. NOTE: If you have a set with a built-in or indoor antenna, a thorough check will be made for \$———. In cases where replace-

ment and service charges exceed \$———, the amount charged for inspection will be deducted from bill. Following either of the above services, we will give you quotation for replacement of parts, where necessary."

Set Up a Window Display

Another good way to bring in extra TV antenna check-up revenue is to arrange an interesting window display, using a full-size antenna system or a miniature one which can be made in the shop. Lettered cardboard arrows can be fastened at each point where loose connections, rust, etc., can affect pictures or sound. In simple terms, the parts can be described, and numbered. Such display will really stop traffic.

Another step the dealer can take in bringing in more TV antenna check-up volume is to require the technician to solicit a complete inspection service on every call he makes. Too many servicemen who work on sets in which they find trouble, such as defective tubes, fail to check on the antenna once they have restored the picture or the sound.

Extra Profit, and Prestige

Dealers in non-TV areas should should offer check-up services, too, and they can capitalize on the return of the big shows. Since FM antennas need proper maintenance to obtain good reception, merchants should go after this business by active solicitation.

There's money in antenna system check-up service and there are many ways the enterprising dealer can get this profitable business. And while he is bringing better reception to the people in his community he will be building up invaluable prestige for his firm.

Wire or Tape—Which Recorder Should You Sell?



In speech and dramatic classes, thousands of schools are finding the magnetic recorder invaluable. Shown in this photograph is a class in Catholic High School, Lebanon, Pa., using a W-C portable wire recorder.

By Norman C. Owen, sales manager,
Distributor Division,
Webster-Chicago Corporation

• Which type of magnetic recorder, wire or tape, should we recommend to our customers? This is a question frequently asked of manufacturers and distributors by retailers, particularly those with limited experience in the sale of recording equipment.

The considered answer of Webster-Chicago Corporation, which makes both types of units is that the customer is more interested in the results obtained from his recorder than in the method used to get those results, and that the purpose for which the machine is to be used and the conditions under which it will be most frequently operated should form the basis for the dealer's recommendation.

The uses to which magnetic recorders will be put by the dealer's customers are legion, and new uses are being discovered every day. These range all the way from the amateur enthusiast who wants a recorder to take programs off his radio or to provide surprise entertainment at his parties, to the professional broadcaster for whom recordings are essential in his programs and commercials.

Included are business men who use magnetic recorders for dictation, to record sales conferences, for taking stock inventories and many other purposes; ministers and lecturers who record their sermons or lectures and check on their delivery; doctors and lawyers who

record their case histories; school teachers who use recorders for instruction in music and many other subjects.

From the standpoint of either first cost or operating expense there is not much difference between tape and wire recorders, but each has certain advantages.

Various Features

The stainless steel wire, with its almost indefinite durability and its resistance to rust, fire and extremes of heat, cold and humidity, has obvious advantages for many uses. It can be played over hundreds of thousands of times without loss of reproduction quality and its durability will be appreciated by anyone who wishes to preserve permanent records, such as business or professional users or parents who want to keep a record of the voices of their children.

Tape, too, can be played over thousands of times, but it sometimes frays along the edges and then is easily torn. Tape is also affected by changes in heat and humidity and by some chemical vapors in the atmosphere. When subjected to high temperatures, the layers of tape sometimes adhere to each other, and since the plastic material of which the tape is made will burn, carelessness with a lighted match or cigarette could destroy an entire recording.

Magnetic recorders using tape have a minimum of background hiss. The high frequency response of more expensive tape units

recommends them for the use of broadcasting stations and musicians, but full benefit of these advantages can be had only when the recorder is used with professional skill and microphone technique and under ideal conditions in the recording chamber.

For most average amateur or business users, interested in recording voices or music from the radio, either a wire or a tape recorder will be found equally satisfactory, so far as tone fidelity is concerned.

Where the recorder must be reloaded frequently and rapidly, the strength of wire and the compactness of its spool give it an advantage. This applies particularly for use with dictating machines and for such business uses as recording long conferences or meetings and for taking inventory. Tape must be handled more carefully in



For police work, the recorder has many purposes. In this scene from the movie "Between Midnight and Dawn," detectives are using a unit to record a conversation being picked up from another room.

reloading, slowing up the operation.

Wire spools require no special packing and can be mailed more easily and cheaply than tape. This suggests their use by salesmen, engineers and others who mail reports back to the office while traveling.

For uses which require much or extremely accurate editing, tape has an advantage over wire. Tape can be spliced to eliminate as little as a single syllable from the recording, though care must be taken

(Continued on page 123)

Royal Names Hamala

A. H. Zirke, president, Royal Vacuum Cleaner Company, 540 E. 105th St., Cleveland 8, Ohio, has announced that Edwin A. Hamala has been appointed sales manager, succeeding L. Mahon, who has retired after 36 years with the company.

Thor Protection Plan

Thor Corp. has put into effect a five-year protection plan on the sealed mechanisms of its spinner washers.

Forward to Ironrite



Bert Law Grinnian, American Society of Industrial Engineers president, above, right, presents the 1951 Merit Award to Ironrite, Inc., for Ironrite's "Hollywood Screen Test" TV program. Accepting the award for Ironrite is L. Biddle, general sales manager of the company. Behind him is Neil Hamilton of Hollywood Screen Test."

Named Sales Manager

Sy Radzwiller has been named sales manager of Allied Distributors-New Jersey, Inc., 432 Elizabeth Ave., Newark 8, N. J.

Hotpoint RANGE

The new Hotpoint pushbutton double oven automatic electric range shown here is being used by the Chicago Tribune's Mary Meade staff, who provide readers with tried and tested reci-



pes. Its wide versatility and many automatic features are representative of the Hotpoint line now available. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Gibson Sales Drive

Gibson Refrigerator Company divisional managers were briefed on the company's Summer sales drive at a recent series of meetings held at Gibson sales headquarters in Greenville, Michigan. C. J. Gibson, Sr., president of the company, emphasized the importance of realizing the goals established for the current drive on domestic production.

Home Economist



Carmen Olson, above, recently appointed as home economist and merchandising consultant by Thomas Distributing Company, Los Angeles and San Diego. Her duties at Thomas Distributing Company will be concerned mainly with demonstrating and testing the International Harvester refrigerators and freezers, and Universal electric ranges distributed in Southern California by Thomas.

STYLE RANGE FOR ALL . . . A PRICE RANGE FOR ALL!



modern

The DEL MAR, Model 5178

Sparton TV

the profit line for fall!

Here's just a hint of what's ahead for Sparton dealers.

Cabinet styles to grace any modern or traditional setting. Chassis that are quality-engineered and quality-built (to eliminate costly service calls). Big-tube models at popular prices (with the best profit structure in the industry). And they're backed by an aggressive national magazine and newspaper advertising program.

More, Sparton dealers will be protected from price cutting, dumping, over-franchising and other profit killers by SCMP—Sparton Cooperative Merchandising Plan—and by Sparton's guaranteed price-protection policy.

Perhaps the exclusive Sparton franchise is available in your community now. Write or wire today.

provincial

The ROCHELLE, Model 5175



traditional

The RUTLEDGE, Model 5158



There Are **36,292,000** Automobiles In The U. S. A.

18,100,000 of Them Have Radios...

FOR *Each* OF THESE *18,100,000* RADIOS THERE IS A

Correct
**RADIART
 REPLACEMENT
 VIBRATOR**

This Is Big Business For You...

These 18,100,000 automobile radios require vibrator replacement at one time or another. Good servicemen everywhere install and recommend RADIART VIBRATORS in EVERY CASE... because there is a correct Radiart replacement vibrator... to ORIGINAL SPECIFICATIONS... for most every need! No "guess work"... no "next best type"... Radiart gives your customers the best... assuring you they'll keep coming back... always satisfied. Jobbers everywhere carry all popular types in stock... or can get quickly any number wanted from the 86 precision engineered types manufactured.

AND... TWO-WAY MOBILE COMMUNICATIONS... REPRESENTS BIG VIBRATOR REPLACEMENT BUSINESS!... Continuous-duty service in taxicabs, police cars, etc. - frequently 'round-the-clock - means 3 to 6 vibrators replaced per year... See your jobber for the latest issue of RADIART FORM F 781 for complete listings... or write direct to—



SUBSIDIARY OF



THE RADIART CORPORATION CLEVELAND 2, OHIO
 VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTATORS • POWER SUPPLIES

RADIO & TELEVISION RETAILING • September, 1951

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Looking for Top Technicians?

Finding new servicemen, and setting the right ones from among them once they've been located is going to be a tougher problem this Fall than usual.

On the way is the customary seasonal upswing in TV installation and service business, plus an increase in demand for good men due to improved posters, antennas, and sets which are constantly pushing the fringe areas farther and farther away from the stations. If you are anticipating a sharp increase in your service and installations you are thinking about hiring additional servicemen now or soon. The time to act is now, so that your new men can get into your routine.

Early hiring will allow them to learn from your present setup since things are not going at such high speed now as they will be before long. The inroads made on the supply of technically-trained young men by defense industries and by the armed forces have created a situation which, though not serious for the radio-TV industry at the moment, can develop to a really acute shortage of service personnel in the Fall and Winter.

Technical Training?

There are two basic types of servicemen in most repair organizations. The most highly trained are usually the "inside", or bench men. The "outside" servicemen may also be highly trained, but often very good outside men are qualified only to do minor repairs in the home, install sets and antennas and to deliver and reinstall repaired sets.

Apt individuals, even though inexperienced, and not having technical educations, often make excellent antenna installation men, though they must be sent out only with experienced technicians for the first couple of months. The experienced installer, though he may not have much schooling and theoretical knowledge, can frequently be trained in the shop to do good work on outside TV calls. A particularly important asset for any man who will come into contact with your customers is a pleasant personality.

The top inside or bench man, who is often the service manager also, should be the man who has the greatest experience with *service*, not necessarily the man who knows the most about TV. It is better to have a good *radioman* who knows how to handle a shop, and let him be aided by one or more possibly younger men who have all the theory and know-how of TV. Just as with the outside men, but even more important here, the service chief must be a man who knows how to talk to customers *without talking too much*.

Must Know Instruments

Technicians from defense plants or armed forces *maintenance* men (not operators) are often highly skilled in the use of the oscilloscope, sweep and marker generators. Adeptness in the use of these instruments is a must in TV. And these men are often available after their working hours either to help train your present men, or to work with them.

You may write to the United States Employment Service in the large city nearest you, or directly to technical schools, for the names of technically qualified young men living nearby, who have completed or are completing radio-TV courses, and who might be fitted to start in with you.

In interviewing a prospective serviceman, after talking to him for a few

minutes, give him a set to fix. The important thing by which to judge him is not so much whether he fixes it, but *how he goes about it*. (Unless it is something he should catch in a quick check, like a bad tube or a shot AC cord!) After making preliminary checks does he ask for manufacturer's (or other) service data? Does he probe at random with his meter? Or does he progress logically from one stage to the next, checking plate voltages, until he has a *reason* to examine any one particular stage. And *does he Localize his trouble?*

Don't expect too much from a man who has never handled TV before. The complexity of the sets is multiplied over that of radios by much more than the increase in number of tubes. Most manufacturers have supplied excellent service literature. There are no shortcuts around the methods they recommend, except those (shortcuts) which are gained with years of experience.

Several of the major manufacturers have short courses in schools to which authorized dealers can send service personnel. These courses usually presuppose a year or more of actual repair and service experience. They are not for beginners, or for installation and antenna men.

For fast, profitable service when business is heavier, start building your organization up wisely, now.

This service technician is adjusting the neck assembly of a TV receiver in the home. He is a good advertisement for his concern because he presents a good appearance and seems to be working carefully.



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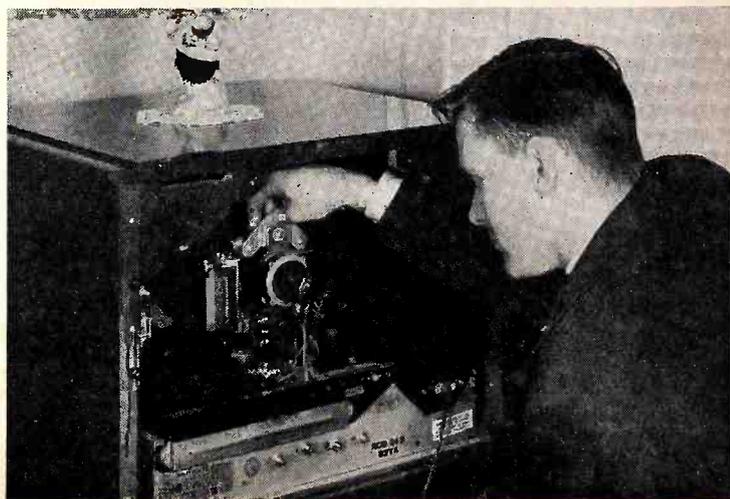
minutes, give him a set to fix. The important thing by which to judge him is not so much whether he fixes it, but *how he goes about it*. (Unless it is something he should catch in a quick check, like a bad tube or a shot AC cord!) After making preliminary checks does he ask for manufacturer's (or other) service data? Does he probe at random with his meter? Or does he progress logically from one stage to the next, checking plate voltages, until he has a *reason* to examine any one particular stage. And *does he localize his trouble?*

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Improving the Sound

These Modifications Can Better the Response

Part II

• Continuing our discussion of last month suggesting a number of ways in which the sound of FM-AM combination sets could be improved, we will examine tone controls, phase inverters, and other pertinent details. It may be well to have the first article at hand to supplement the material contained here, when actual modernization or improvements are to be carried out on a set.

To determine if there is a significant amount of unbalance in the output of a set, all that is needed is a pair of headphones (or an extra loudspeaker coupled to an extra output transformer) and a source of audio tone, either phono frequency record or generator. Bridge the phones (or primary of extra output) across a 1 K, 20 w. resistor connected from the center tap of the receiver output transformer and B plus and feed a tone into the receiver. If the circuit is unbalanced some sound will be produced in the phones or test speaker. The size of the resistors governing the amount of signal fed into the phase inverter tube are then adjusted to produce no signal in the test phones or test speaker. In Fig. 1, R_1 or R_2 would be the resistor to be adjusted. In fig. 3, R_2 would be the proper one.

Improper methods of phase inversion to obtain driving voltages for the two output tubes cannot be allowed in a good amplifier section. It is assumed that there will be no trick phase inverter circuits left in. One which was employed not long ago

in a commercial combination took the driving signal for the grid of output tube No. 2 directly off the cathode of tube No. 1. Another method, not nearly so bad, but still not satisfactory, is to take the grid No. 2 signal from the unbypassed screen dropping resistor of output tube No. 1.

The best amplifiers today employ the *split load* (also known as *cathodyne*;) phase inverter, shown in fig. 1. Entirely acceptable results have been obtained with the *self-balancing* or *floating paraphase* inverters also. All other phase inverters should be viewed with suspicion if the audio quality is unsatisfactory.

The conventional phase inverter most often commercially-used in the past has closely resembled the self-balancing inverter. But in the self-balancing type the grid of the driver for V2 was grounded through the same resistor as the driver for V1. In either the conventional type which has the grids grounded separately, or the self-balancing type, the first triode section is the stage which should employ the un-bypassed cathode for application of the inverse feedback. It is highly desirable to apply this feedback voltage back over as few stages (and consequently over as few coupling capacitors) as possible. The cathode most nearly immediately before phase inversion takes place is therefore the cathode to be used. Particularly where the cathode has been grounded and grid-leak bias employed in the voltage amplifier, the cathode should have cathode bias applied, and a suitable (consult the resistance-coupled amplifier tables in

tube manual) smaller grid return inserted.

Since most big sets today use octal or loctal tubes, usually one of the present tubes can be removed and a twin triode installed and wired in place. The phase inverter will become the stage immediately preceding the output grids, and the cathode of the triode preceding it should be left unbypassed so that the feedback may be conveniently applied here.

If the phase inversion in the original circuit is acceptable but there is insufficient gain for the application of feedback, the gain of one of the voltage amplifier stages may be increased by increasing the size of the load resistors. (In general the plate loads should not be made larger than 500,000 ohms.)* Or a twin triode may be installed for the purpose of adding one more stage of amplification.

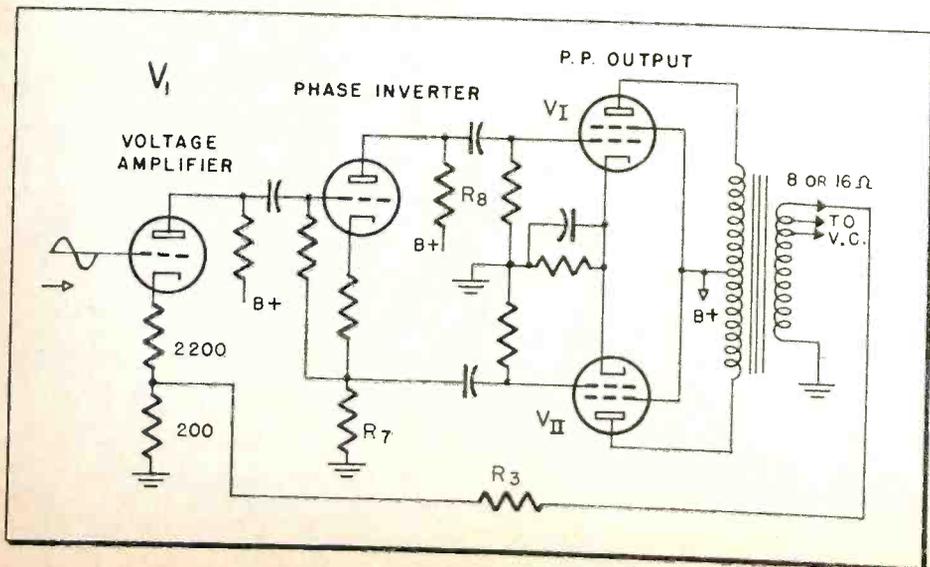
Tube Choice for Extra Stage

In choosing a twin triode for either of the above applications the 6SL7 (or 7F7 for loctal) is the best choice. Not only does it draw less plate current (typically 3 ma. per plate) instead of about 10 ma. per plate, but it requires less heater current (.3 amp.) than the 6SN7(7N7) (.6). Also, it has a much higher amplification factor—70, instead of 20. The 6SC7 would be acceptable but for the fact that it has a common cathode.

If the phase inverter is of the type shown in figure 3, referred to here as the "conventional" type (because until recently it was widely used), it may be operating unbalanced due to unequal aging of the load resistors or tubes. If the circuit had been carefully balanced when constructed and did not change due to aging, this circuit would allow excellent push-pull driving. But this sort of balancing is not practical in production, due to assembly-line tube and resistor variations. Improvement in this circuit can be made by converting it to the "self-balancing," or "floating paraphase" type. This conversion is simple, involving only one change in the circuit diagram. In figure 3, the ground return of resistor R_3 is lifted, and the grid resistor is returned to the junction of R_2 and R_1 , which is marked point X in the diagram. In the circuit of Figure 1, the cathode of V1 would be the proper one to receive the feedback voltage. (In Figure 3, the cathode of the voltage amplifier.)

Today the best sets have both treble and bass tone controls. They must

Fig. 1. Split load phase inverter shown is widely used in high-quality audio amplifiers. Simple to install, inherently balanced for all but extreme high frequencies. Feedback is applied through R_3 to V1.



Discriminator Servicing

A Review of Practical Bench Techniques and Procedure

By Solomon Heller

• The first question that is likely to arise with regard to servicing the discriminator is: when should trouble in this circuit be looked for?

Now, a defective discriminator can be the cause of no sound, weak sound, or distorted sound. So, for that matter, can other sections of the FM receiver (or the sound section of the TV receiver). Since it is best to work backwards in troubleshooting a set, the audio amplifier section should be checked first, and eliminated as a possible source of trouble, when any of the symptoms just cited are present. Then the discriminator, which directly precedes the audio amplifier section, should be checked.

The best way to test the discriminator is with a signal generator, and a vacuum-tube voltmeter. The voltmeter is connected between the "hot" cathode of the discriminator tube and ground; the signal generator is connected between grid and ground at the limiter. The signal generator is then set to different frequencies in the bandpass of the discriminator. Before this step is described in greater detail, we should make clear what we mean by *bandpass of the discriminator*.

Every tuned circuit has a bandpass. The tuned circuits of the discriminator behave the same way that the tuned circuits of less complicated stages do—that is, they pass a certain range of frequencies, and give the back of their hands to others.

If the discriminator is one used in

the sound section of a TV receiver, its bandpass must be at least 50 kc, since the transmitted signal in this narrow-band FM system has a deviation of plus or minus 25 kc from the center, or carrier frequency. A much greater bandwidth—perhaps as high as 350 kc or thereabouts—is generally employed. In FM receivers, the transmitted signal has a deviation of plus or minus 75 kc, or a swing of 150 kc. The minimum discriminator bandwidth should therefore be 150 kc. The actual bandwidth used is, however, considerably larger, and may exceed 500 kc. The reason that the larger bandwidths are employed is because the effects of oscillator drift are less troublesome when the discriminator bandwidth is large, than when it is small (see fig. 2).

So then—the discriminator should have its arms wide open, to receive, without prejudice, all the frequencies in the incoming i-f signal. To see whether the welcome mat is properly laid out, we will inject some of these frequencies. Suppose an FM receiver is being serviced; the intermediate frequency is 10.7 mc. With the signal generator and vtvm connected as previously described, we first introduce a 10.7 mc. signal. Zero voltage should be read because the voltages applied to the discriminator plates are equal and opposite at this frequency, and cause the voltages in the output circuit to completely cancel.

When the generator is moved above or below 10.7 mc, output voltages should be shown on the meter. Above 10.7 mc, the output voltage will have

one polarity (positive, let's say). Below 10.7 mc the output voltage will have a different polarity (negative). As the generator dial is very slowly rotated from 10.7 mc to the upper limit of the discriminator bandpass (10.775 in the case assumed), the voltage reading should gradually become more and more positive, going from 0 volts to a maximum of possibly + 5 v. And as the generator dial is slowly rotated from 10.7 mc to the lower limit of the discriminator bandpass (10.625 mc) the voltage reading should go from 0 to say, a minimum of - 5 v.

If the discriminator (as well as the stage preceding it, where we are injecting the signal) is working normally, the positive voltage shown at the upper limit of the bandpass will be numerically equal to the negative voltage shown at the lower limit of the bandpass.

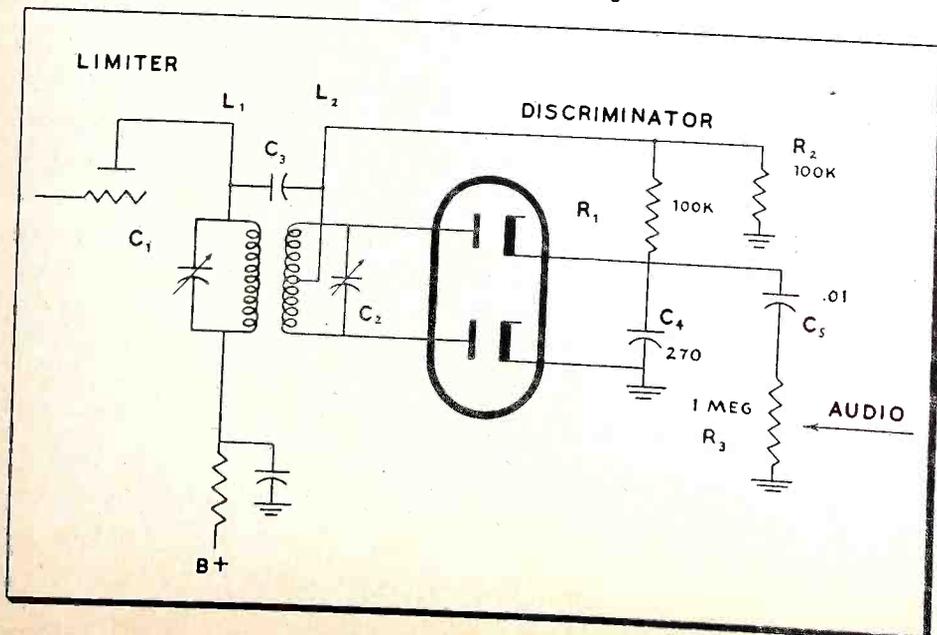
Explanation of Theory

To clarify this matter, we must delve into theory a bit. The response of the discriminator is represented by a curve that resembles an S (see fig. 3). The vertical axis of the S curve indicates the voltage output of the discriminator. The horizontal axis represents the frequency deviations of the applied signal. Note that in the sketch a frequency 25 kc above the center i-f will cause a voltage output of about + 2 v. to appear. A frequency 25 kc below the center i-f will cause a voltage output of about -2 v. The greater the frequency deviation from the center i-f, the greater the numerical value of the voltage output, and vice-versa.

Note that the S curve is linear, or fairly straight, only between point A and B. Beyond these points, the response begins to curve downwards. This means that between points A and B, the discriminator output will be proportional to the frequency deviations of the signal, and undistorted sound will be heard. Beyond points A and B, the discriminator output is not proportional to the frequency deviations of the incoming signal. If any part of the incoming signal falls beyond these points, it will not be accurately reproduced, and distortion will be heard when this part of the signal is coming in.

Now, how can a signal fall beyond the linear or straight-line portion of the S curve? Well, if the discriminator transformer is misaligned, or some other defect is present, zero output may not exist when the center i-f is heard when this part of the signal is coming in (fig. 2A), but may occur

Fig. 1—Practical discriminator circuit as used by RCA in a number of TV sets. R_1 , C_1 , and C_5 are connected, and are designated point X, for alignment procedure (see text). Junction of R_1 and R_2 is called point Y in alignment and troubleshooting.



in TV and FM Sets

Following the Series of Articles on FM Theory

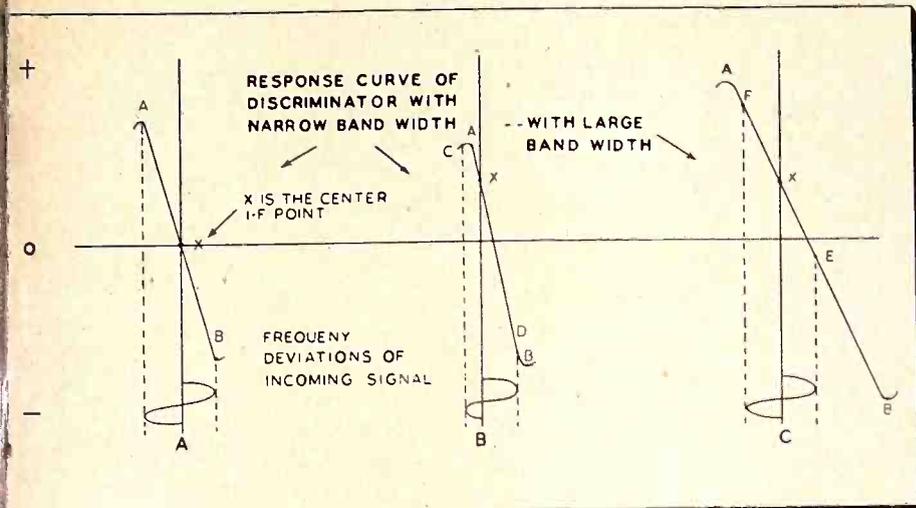


Fig. 2—A) Frequency deviations of incoming signal are developed along linear part of the response curve when alignment is normal, and the center IF comes in at the zero voltage point. B) If oscillator drifts, the center IF (as well as the other intermediate frequencies) changes, since the IF equals the oscillator frequency less the RF signal frequency (when the osc. is above the incoming signal). The center IF now comes in at some point higher up on the response curve (between points C and A). C) If the band-width of the discriminator is large, even when the oscillator drifts and the center IF comes in at some point other than the middle of the response curve, the signal may still be developed along a linear part of the curve, because of the greater length of the curve's straight line portion, or its greater frequency coverage.

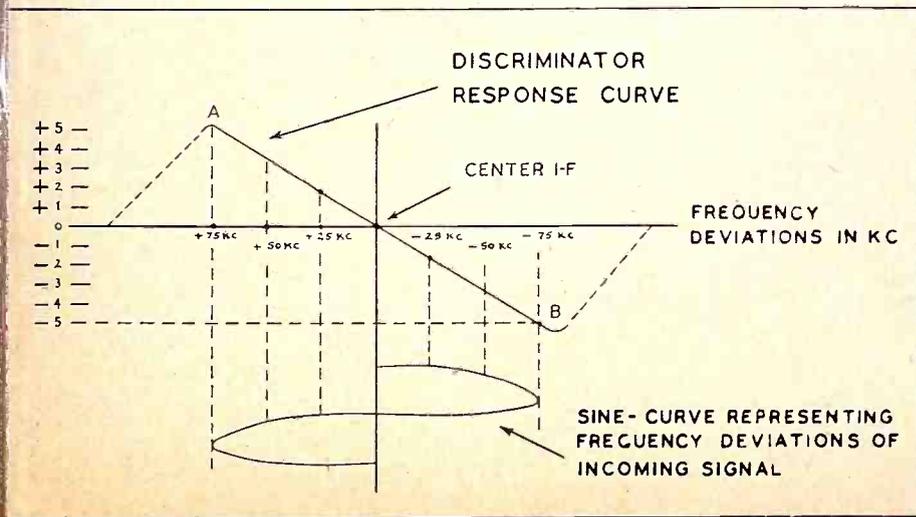
some other frequency (fig. 2B). If we let a sine wave represent the frequency deviations of the incoming signal, it can be observed that some of the frequencies above the center i-f will fall beyond point A (fig. 2B) on the discriminator response curve, and produce a non-linear output to be developed. That is, the output will not increase, as the incoming signal increases in its deviation from the center frequency. The output will decrease. The sound volume will, at this instant, drop instead of rising, producing distortion.

For undistorted reception, the following conditions must be present: 1) The center i-f must fall at the middle

of the linear or straight-line portion of the discriminator response curve and 2) The S curve's linear section must be long enough to cover all the frequency deviations of the incoming signal. If the straight-line section is not long enough (due to misalignment, or some other defect) the extremes of the signal will not be linearly amplified, and distortion will result.

Going back to our first test: If we apply a signal 75 kc above the center i-f of 10.7 mc, and then inject a signal 75 kc below 10.7 mc, voltages equal within 10%, but opposite in polarity, should be read on the voltmeter (if the discriminator, as well

Fig. 3—Response curve of the discriminator. Values in left-hand vertical column indicate audio voltage output of the discriminator. If the sine curve (shown representing the frequency deviations of the incoming signal) were smaller, that is, if it extended only to plus-and-minus 25, or say 50 KC, the audio output would be only 2 to 3½ volts AC.



as the limiter stage preceding it, are working normally). In the case of a discriminator used in a TV receiver, the equal and opposing voltages should be obtained when the applied signals are at least 25 kc above and below the center i-f. The two voltages should be at least 2.5 v each, and 0 voltage should be read when the generator is set to the center i-f. If the readings described are not obtained, misalignment or a component defect may be present in the discriminator.

If the symptom is inadequate (but equal) voltage swings, or no voltage swings, to either side of zero, the

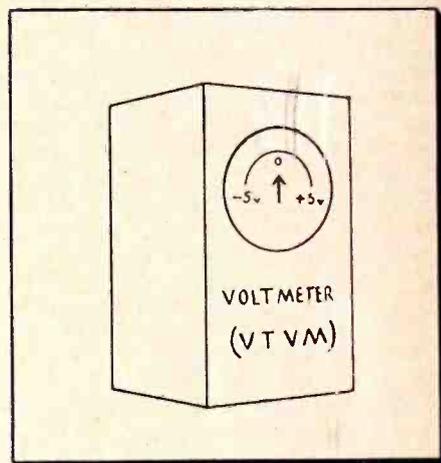


Fig. 4—If a voltmeter has a center zero adjustment, the needle should be set to this zero point. The needle will swing in one direction as frequencies above the center are injected, and in the other direction when frequencies below the center IF are coming in. If the voltmeter has no center zero adjustment, the polarity of the meter is reversed, as the generator setting goes from below the center IF to above, or vice-versa.

limiter stage preceding the discriminator may be the cause of the trouble, and should be checked. This may be done by connecting the voltmeter from junction R_1 , R_2 , fig. 1, to ground, and applying the signal generator output, through a blocking condenser of about .002 first to the plate, then to the grid, of the limiter. The voltage read on the voltmeter should increase, or at least remain the same, when the generator is applied to the grid, after having been connected to the plate. Thus, if a reading of 3 v. was obtained with the generator connected to the plate, at least 3 v. should be read when the generator is attached between grid and ground. If a substantial loss in voltage is observed, trouble in the limiter is indicated.

Let us call the junction of R_1 and R_2 point x. If no voltage is read between

(Continued on page 110)

Setting Up a Phono Record

Specific Technical Details Shown and Suggestions Made

• A phonograph record is a flat disc of plastic which has a groove 10,000 inches long (or more) laid out on each side of the disc. This groove wobbles back and forth like a drunken Toonerville trolley, in such a way that when the disc is revolved 33, 45 or 78 times a minute, a stylus fitted to the groove will be wiggled back and forth at rates from 50 to 10,000 times a second. The exact shape of the wobbles (or sound of the wiggles, if you prefer) will depend on what the amplitude and frequency of the original sound(s) (of which this groove is a record) were.

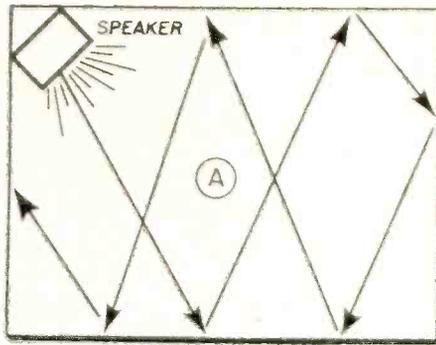
These wiggles, or wobbles, then, produce mechanical motion, when the record is revolved. Sound is also a mechanical motion, of air. To convert weak, small mechanical motions (on the disc) into fairly large mechanical motions, the small ones are made into electrical variations, which are amplified. These large electrical variations are then converted back into large mechanical movements.

System Elements

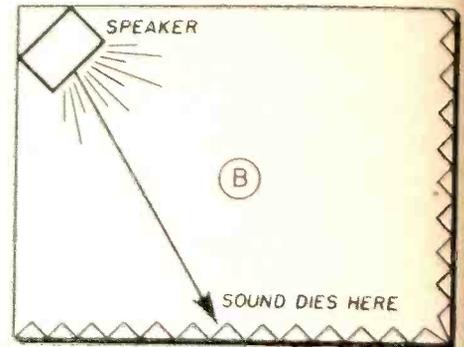
To play a record only two things are needed. (1) something to make electrical currents out of the small wiggles on the records, and (2) something to make the electrical currents into movements of air. A piezo-electric crystal will do both of these jobs, and in fact, is often used for both. There are both phono playback cartridges and headphones and cutting heads made of Rochelle salts crystals. In the playback head mechanical torsion of the crystal produces varying voltages between the faces of the crystal. And if voltages are applied to the faces of the crystal, it will twist enough to make sound or cut a record.

The device most commonly used for making sound out of electricity is the loudspeaker. The loudspeaker requires larger currents than a crystal phono cartridge can create; so the output of the crystal is amplified. Therefore we usually have three elements in a playback system—phono pickup, amplifier, and speaker.

The first unit to consider is the sound reproducer. If the layout is one which will employ earphones, then the earphones themselves will be all that is needed. They will cost between \$2 and \$4. Single earphones must be used, both to allow more than one person to listen to a record at a time, and because most people dislike putting on a headset, but are used to holding a single earphone to the ear from using the telephone.



(A) shows how sound is reflected in a booth whose walls have poor sound absorbent qualities. Music played in (A) sounds extremely harsh. In (B) the addition of drapes on two sides kills off the reflections. This is standard practice in better sound and radio studios.



If small stalls are decided upon, a six inch speaker is recommended. Saving a dollar or so on each speaker is very short sighted economy when stacked up against the difference in sales, however slight, which use of a better speaker will bring. Larger than 6 or 8 inch speakers are not recommended for the open stall, since the volume will be kept so low that these small speakers will not be over-driven.

Inside of the listening booths, an 8, 10 or even 12 inch speaker should be employed. This is the element of the playback system which is most often neglected. In designing this system, remember that it is being built to help sell more records by making the records sound good. It is hoped that your record customers will get an impression, even if they are not aware of it, of good sound at *Blanks' Radio Store*. You cannot hope to sell a good radio or phonograph to a person who has always felt that records played on *your* machines sounded poor. Your machines are salesmen not only for records; they can help sell radio-phono combinations, if they're good-sounding machines!

Mounting Speakers

Loudspeakers of the so-called extended range, or high-quality general purpose types of the various manufacturers, costing from about \$8 for the 8" ones to around \$20 for the 12" ones, should be selected. They may be installed in the wall or ceiling of the booth, if there is an empty loft or room at one side or overhead. Often this is impractical, and the speakers will then be put in boxes inside the booth.

These boxes should be placed in or as near a corner as possible. This allows the customer to back off the maximum space from it, and covers the room best. It also makes better

use of the limited space in most demonstration booths. The boxes should be 3 or 4 cubic feet in size (bigger is good, but usually too bulky for this use) made of solidly put-together wood. 1-inch pine or 3/4-inch plywood is right. They should be screwed together and glued to be airtight and to prevent vibration. Finally, the inside should be lined on three non-parallel sides with sound absorbent material to kill acoustic reflections, which will build up resonances inside the box. The underlayer which is placed beneath carpeting, or strip-type wall insulation (not glass wool, which will get into the speaker) are good for sound absorption here.

Use of L-Pads

In cases where the music is piped from a central location such as the record sales counter, to each booth, there should be a volume control in each booth. It is an L-pad, costing about 2 dollars, which is mounted right beside the speaker, in the speaker enclosure. The 4-watt series L-pad is heavy enough. Its impedance shall be the same as the nominal impedance of the speaker, which is 3.2 ohms for most small speakers. Speakers made up for the custom and sound trades are more often 8 to 16 ohms today.

In the simplest set-up the middle link, the amplifier, can be eliminated. Most modern high output crystals will produce two or more volts across a high-impedance load. If the load is a pair of headphones, this output is sufficient to make listenable sound come from the headphones. With lighter weight pickups, higher gain amplifiers, and microgroove records coming into more common use every day, the trend is towards lower-output crystals. So care must be exercised in constructing such units to see that the headphones really do receive

Demonstration System

For Various Types of Reproducing Setups

enough input signal to produce listenable sound. Both the output of the crystal—around two volts, and the impedance of the 'phones—high impedance, will determine the result. It is often difficult to get accurate ratings on headphones, so the easiest thing to do is to try a pair out.

Up to four earphones will work on a good crystal, if the phones are rated properly at a high enough impedance. Usually only two phones will be used per crystal, anyhow.

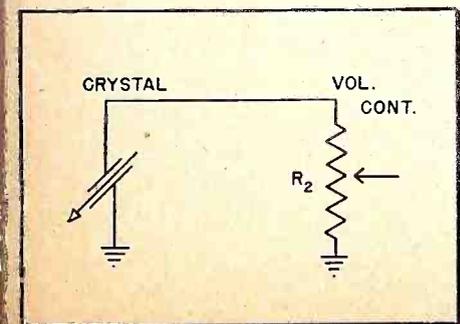
The Amplifier

If it is desired to have a small speaker driven by the same sort of crystal, a one-tube (plus rectifier) amplifier will work. Lower output crystals will usually require two stages of amplification. If a good-sized speaker (8 or more inches) is used, mounted in a reasonably large box, excellent results can be had with a two-tube amplifier. A tone control is particularly advisable if classical records are to be played often, since listeners tend to be more critical of the tone with this sort of music. In such cases it is best to use a dual tone control of the type described in another article (Improving the Sound of FM-AM Combinations—Part II) in this issue of RADIO & TELEVISION RETAILING. The extra gain needed for the added bass and treble flexibility is easily obtained from another triode amplifier stage—by adding a twin tube in place of a single one.

Inside the booths, two or more tube (plus rectifier) amplifiers should be employed, or a good amplifier from behind the counter can pipe the music into the booths, where individual L-pads control the volume.

Space requirements prevent printing circuits of recommended amplifier designs. However, RADIO & TELEVISION RETAILING will supply these diagrams free of charge to dealers who

Fig. 1. Basic circuit shows no compensation. Size of R_2 is recommended by crystal maker, most often $\frac{1}{2}$ meg.



contemplate setting up or altering their record departments. A card to the Technical Editor, RADIO & TELEVISION RETAILING, 480 Lexington Ave., N. Y. 17, N. Y., will bring a copy of the circuits and parts list.

If the music is to be played from behind the counter and sent by wire into the booths, to reduce customer handling of the records, a small 10 or 12 watt amplifier is adequate for up to three booths. Four or more should employ at least two such amplifiers. It is better, of course, to use two medium sized amplifiers like this, than to use one larger one, since different records cannot be played over the same system. Probably the ideal setup is one which uses small amplifiers in

facturer has specified a normal load of $\frac{1}{2}$ megohm. This is the most common value, but some cartridges take 1 meg, or even other loads. Reducing the load which is across the cartridge (R_2 in fig. 1) below the recommended value will reduce the volume at the lower frequencies. Using a larger value will slightly increase the bass, or will have no effect. Definite bass boost may be had from the addition of a network as shown in fig. 2 between the crystal and the volume control (or first grid). Naturally all other networks are removed.

If it is wished to raise the upper frequency response, without changing the bass response, the condenser C_1 should be bridged across R_1 , as shown

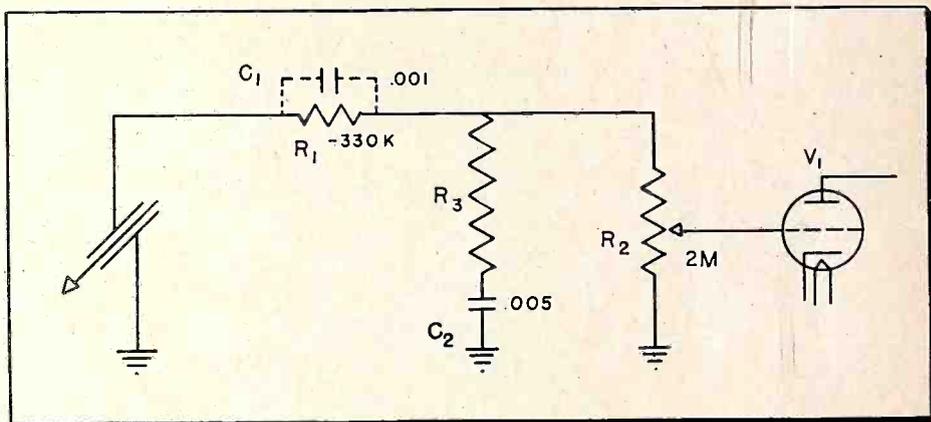


Fig. 2. Circuit for adding more bass to output of a crystal of Fig. 1. R_3 is 150 K. If recommended load were 1 meg., the above resistance would be doubled, capacitances cut in half.

each booth, and is supplemented by an amplifier behind the counter which can be switched into any booth at will, for the playing of long-playing discs, or other records which the dealer wants to keep out of the customer's hands.

In these listening booths the music is usually played at fairly low volumes. Therefore it is wise to have a *loudness* control (which boosts the bass gradually, as the volume is decreased) rather than the ordinary *volume* control, in order to get as good bass balance from the records as is possible in the store. (See article "Improving Sound in FM-AM Combinations" also in this issue.)

Another way of getting more bass response from medium grade players and equipment is to alter the loading network (if any) which follows the crystal. Examination of the schematic diagram, fig. 2, shows the basic network for adding bass boost of about 3 db per octave, starting at about 450 cps.

The values shown here are for a crystal cartridge for which the manu-

by dotted lines in the diagram. If it is OK to reduce the bass while getting more treble, it is acceptable to simply use a smaller resistor in place of R_2 . (This will boost the middle highs more, and the extreme highs less, than will the addition of C_1 .)

The pickup should be of the counterbalanced type if possible, since tracking and needle wear on new records is less with high-quality pickups than with cheap varieties. If micro-groove discs are to be played by the customers themselves, it is best to use separate players, since many customers will forget to turn over the cartridge.

The interior of booths should have at least two walls and the ceiling fairly well covered with drapes or some sort of sound absorbent material. Hard surfaces such as glass, most wood, or masonite, reflect up to 90% of the sound which strikes them.

If at least two walls and either the floor or ceiling are non-reflecting, the room allows pleasing sounds to stay pleasing, instead of building them up into shattering noises.

THIS *plus*
Makes An Unbeatable Team . . .

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**TELEVISION
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WAFER THIN

Yet Packed With



POWER+
For **UNSURPASSED** Single Channel Reception

The JFD "TUCK-AWAY"
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sensationally powerful . . .
And when teamed with the
cut-to-channel JFD Sky-Ranger
YAGI — They make an
UNBEATABLE combination!
Try it!

No. VB (*Specify channel) . . . **\$19⁹⁵** List

*NOTE: When ordering, specify channel number
desired, i.e., for channel 3 — Order Model No. VB-3.

SMALL IN SIZE!

Only 4½ x 4¾ x 1¾ inches. Designed for
concealed mounting flush on back of set or
against baseboard.

LOW IN PRICE!

Compare the cost of the JFD Tuck-Away to
any of the popular single channel boosters
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It's another fine JFD product . . . a
**TELEVISION BOOSTER . . . a SALES
BOOSTER . . . a PROFIT BOOSTER** for you!
Write for descriptive bulletin No. 122.
It's informative! It's **FREE!**

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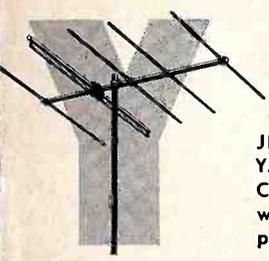
FIRST in Television Antennas and Accessories

... for **Single Channel Reception**

FIRST IN LONG RANGE PERFORMANCE!

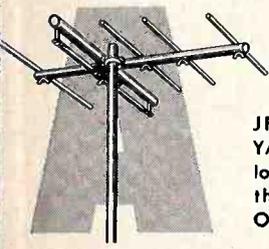
JFD Sky Ranger YAGIS

REACH OUT FARTHER . . .
and
BRING 'EM IN STRONGER!



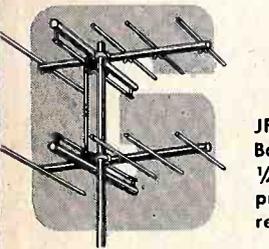
No. 5Y2-No. 5Y6

JFD 5-Element Low Band YAGI No. 5Y2-No. 5Y6 Series. Custom-cut to exact channel wave length, delivers more powerful forward gain.



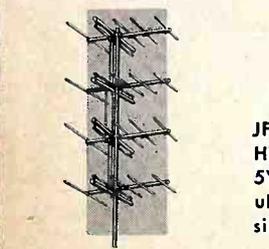
No. 5Y7-No. 5Y13

JFD 5-Element High Band YAGI No. 5Y7-5Y13. Breaking long distance records across the country. Outperforms! Outsell!



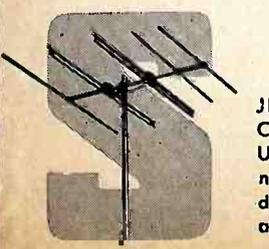
No. 5Y7S-No. 5Y13S

JFD 5-Element Stacked High Band YAGI No. 5Y7S-5Y13S. 1/4 wave-length stacked to produce still higher gain and reduced noise interference.



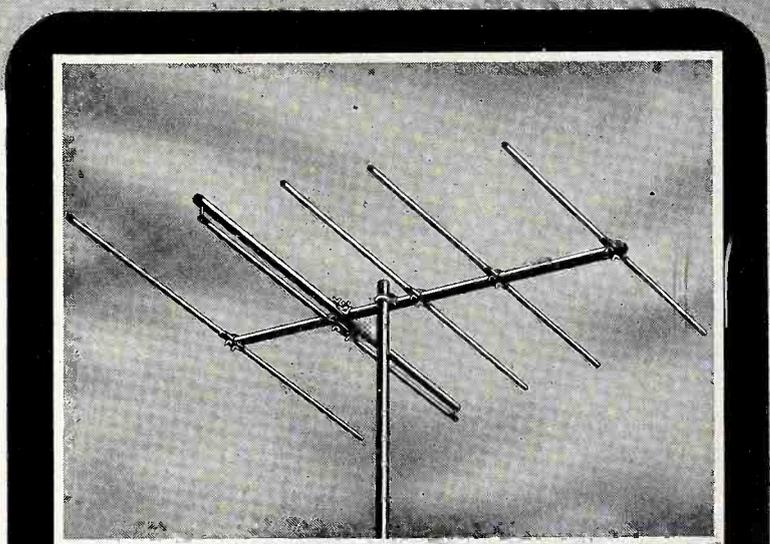
No. 5Y7DS-No. 5Y13DS

JFD 5-Element Double Stacked High Band YAGI No. 5Y7DS-5Y13DS. Designed to deliver ultra-high gain in "impossible" reception areas!



No. 5Y45

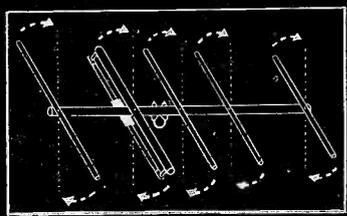
JFD 5-Element YAGI for Channels 4 and 5, No. 5Y45. Unique in performance! Economical in price. Provides 10 db gain on both channels 4 and 5.



COMPLETELY PRE-ASSEMBLED!



- 1 5-element beam custom-cut to exact channel wave-length affords unsurpassed forward gain.
- 2 Ruggedly constructed of heavy-wall, corrosion-resistant aircraft aluminum. 1" od driven element and crossarm.
- 3 Stepped-up driven element provides direct match to 300-ohm impedance.
- 4 Narrow beam width pin-points distant stations and delivers high signal-to-noise ratio.
- 5 Special jumper harnesses permit stacking on all low band channels.



- 6 Snap "Quik-Rig" elements into position and tighten wing nuts for instant assembly.



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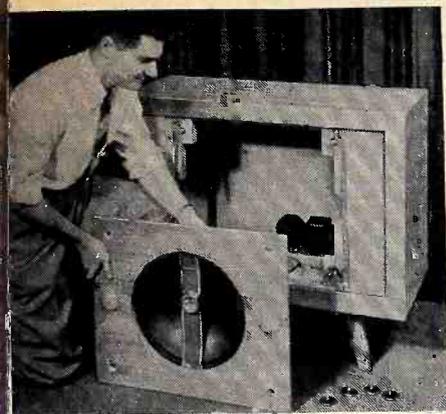
AT ANY PRICE !



Regency

Jensen SPEAKER CABINET

The Customode Imperial is the name of Jensen's new cabinet. This features a new method of mounting the speaker, by removing the front of the cabinet instead of the back. Speaker unit is



attached to the front panel which comes out easily for servicing or replacement. Available in blond or cordovan mahogany finish, it matches other Jensen Customode units. Jensen Mfg. Co., 6601 S. Laramie, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Video 24 INCH CHASSIS

The K24 is a 630 type chassis designed for use with the new 24" picture tube. It includes a 16 KV high voltage power supply for the second anode. All enquiries concerning price and delivery may be directed to the manufacturer's New York sales office. Video Products Corp., 2061 Broadway, N. Y. 23.—RADIO & TELEVISION RETAILING.

ITI TV AUTOBOOSTER

A new 2-stage, single channel, automatic-switching TV booster designed to deliver, the maker states, a gain of not less than 34 db when used with a yagi antenna for a specific channel, is now in production. Made for use either at the set or on the antenna, the booster is manufactured by Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

Mitchell IRON TIP

An improved method of hardening copper soldering iron tips has been reached which, it is said, increases the life of the iron about ten times, and virtually eliminates pitting. Known as the Egyptian Tip, this addition to the Vasco soldering iron is made by the Mitchell Industries, Camp Wolters, Mineral Wells, Texas.—RADIO & TELEVISION RETAILING.

Prevore BROILER

Announcement has been made of a new infra-red broiler. This junior size, open-front chrome broiler has two heats; 1000 watts for high and 300 watts for low heat, two broiling positions, folding broiling rack, and drip tray. Also features a glazed ceramic brick heating unit for easy cleaning. List price is \$10.95. Prevore Electric Mfg. Corp., Fulton St. at Clinton Ave., Brooklyn 16, N. Y.—RADIO & TELEVISION RETAILING.

Rider's TV Manual Vol. 7, and Q&A Radio Ready

Rider's TV VII is now in the hands of the distributors. This latest volume covers 776 models of 74 manufacturers produced during fall 1950 to summer 1951. Included is a cumulative index for all the Rider's TV manuals. The price is \$24.00. Also announced is the 3rd edition of the Radio Operator's License Q&A Manual. This edition covers Ship Radar techniques, in addition to all previously-included material.

Sylvania Tube Promotion

The Radio Tube Division of Sylvania Electric Products, Inc., has announced continuation of its million-dollar promotion for radio and television service-dealers from September through December, 1951, according to T. P. Cunningham, director of advertising. National advertising in Life, Saturday Evening Post, Collier's and Look will feature Paulette Goddard and Patrice Munsel and there will be a TV-radio service dealer tie-in on thirty-four CBS-TV stations via Sylvania's "Beat the Clock" TV show.

TV Service Sign by RCA

All servicemen using RCA test equipment are eligible to display an illuminated "Professional Television Service" sign in the window or on the wall. Being made available through RCA distributors by the RCA Tube Department the sign calls attention to the fact that the dealer in using RCA test equipment, is equipped to do a better and faster job.

Vee-D-X Fringe Package

In order to further introduce their new booster, LaPointe Plascomold Corp. now has a packaged promotion including both the new Vee-D-X Outboard booster and the JC yagi. Dealers and distributors may make use of a two color self-mailer promoting the package. There is also a streamer for jobber display.

Shura-Tone Lowers Prices

Shura-tone Products, Inc., cabinet and phonograph manufacturers, has issued a new distributor price list. Irving B. Shurack, president of the firm, said the new lower prices and improved designs have become possible because of the recent purchase of a complete woodworking and leatherette factory. The woodworking plant has been moved into Shura-tone's expanded phonograph factory which now houses all operations under one roof at 440 Adelphi Street, Brooklyn, N. Y. Price reductions at distributor level range from 16 cents to \$3.11 on single speed models, from \$1.01 to \$6.47 on three speed models and \$11.34 on automatic changer models.

New Books

F-M Simplified—Second Edition

By Milton S. Kiver, published by D. Van Nostrand Co., Inc. 250 4th Ave., New York 3. 458 pages. Price \$6.50.

A new edition of a standard FM text, this book has been rearranged and brought up to date. Treating principles thoroughly, it goes into the details of operation of several widely-used commercial FM receivers and transmitters. Included also is a section on proper associated audio circuitry and equipment for deriving the maximum usefulness from FM. Of special interest to many will be the section dealing with FM sound in TV sets, including the use of FM in the intercarrier system.

Frequency Modulation

By Nathan Marchand, published by Murray Hill Books, Inc., 232 Madison Ave., New York 16. 409 pages. Price \$5.00.

This is a practical book completely covering the field of frequency modulation, including basic theory, mobile equipment, installation, and servicing. Frequent comparisons are made with AM principles and techniques. Many illustrations and diagrams make this comprehensive book by a former electrical engineering teacher easy to understand.

1951 Radio Manual

Compiled by M. N. Beitman, published by Supreme Publications, Chicago, Ill. 192 pages 8½" x 11". Price \$2.50.

This is volume 11 in the continuing series issued by Supreme of "Most-Often-Needed" radio diagrams. It contains diagrams and service data on popular sets of about 40 manufacturers. This manual also has a complete index to the radio diagrams contained in the previous 10 yearly manuals of Radio and the five TV manuals.

Practical Electricity and Magnetism

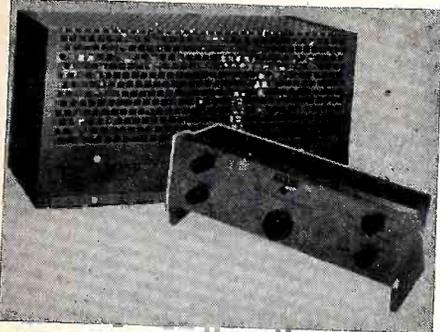
Written by Maurice Rubin. Published 1951, by Chemical Publishing Co., Inc., 212 5th Ave., New York, N. Y. 356 pages, price \$7.50.

This is a book which starts with the simplest explanations concerning conductors and insulators, and works on up through the whole field to the synchrocyclotron. Written from a non-technical point-of-view, with explanation of principles as its goal, it does a thorough job of exposition for the student or practical man who has only a basic education in physics or high school science. It covers not only principles, but deals briefly with many present-day applications such as radar and TV.

New Aids for Technicians

Altec MUSIC AMPLIFIER

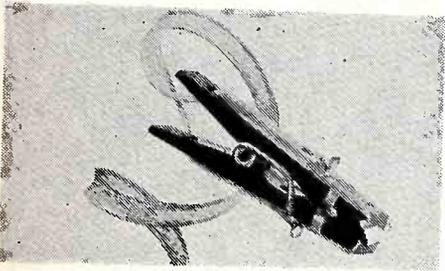
Rated at 27 watts, the A-333A power amplifier is combined with the A-433A preamplifier to provide a remotely-controlled high-quality system for home and other music applications. Remote control unit has input selector, bass & treble rise & droop controls, record characteristic turnover switch, volume



control and equalization for low-level magnetic cartridges. At 20 watts it is stated to have less than 2% harmonic distortion, and at 15 watts less than 1/2%. Altec Lansing Corp., Beverly Hills, Cal.—RADIO & TELEVISION RETAILING.

ITI TENNA-CLIP

Using a plastic version of the familiar clothes-line pin, this antenna terminal clip makes rapid connection to set terminals in cases where connections are frequently changed. Ideal for use on



demonstration floors or in repair shops, a free sample will be mailed upon request to Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

NU TUBE CARRIER

A heavy duty tube carrying case for receiving tubes and hand tools, which will take up to 225 tubes, this service accessory is supplied through distributors of National Union tubes. It is covered with leatherette, has protected corners, a lock, and a compartment for tools and other small items. Dimensions are 19" x 9 1/2" x 14". National Union Radio Corp., Orange, N. J.—RADIO TELEVISION RETAILING.

Permoflux AUTO SPEAKERS

Extension loudspeakers for auto radios are now being marketed as complete assemblies which include the switch and a metal grille. There are two models. One, a 4" x 6" lists at \$13.50, and the other, a 6" x 9", lists at \$17.50. Permoflux Corp., 49 W. Grand St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Sprague SLIDE-PAK

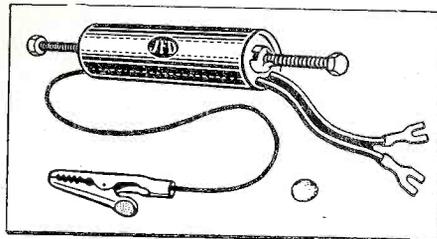
This is a transparent rigid acetate tray with a sliding cover which allows a view of condensers in the package. Also, he can remove one or more with-



out destroying the package. Parts numbers and rating information are on a card which is also visible. In addition to Cera-mite disc capacitors, Slide-Pak will package Bulplate printed circuits and multiple capacitors. Sprague Products Co., North Adams, Mass.—RADIO & TELEVISION RETAILING.

JFD WAVE TRAP

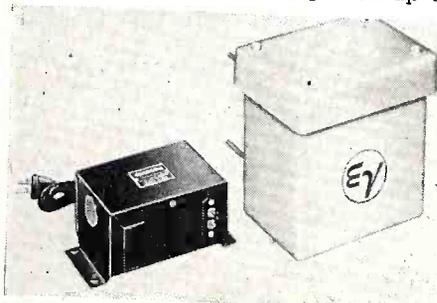
The Picture Clarifier BR 120 is a wave trap which is easily attached with a screwdriver to the antenna terminals of the TV set and then tuned for maximum suppression of interfering signals.



Tuned by means of adjustable inductors as shown in the picture, the Clarifier comes in four models, for the bands from 14-28, 80-110, 30-60, and 60-90 megacycles. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Electro-Voice BOOSTER

Called Tenna-Top, this all-channel automatic-switching booster is designed to mount right at the antenna, near the top of the mast. In this way it amplifies only the incoming signals, and overrides local noise normally picked up on



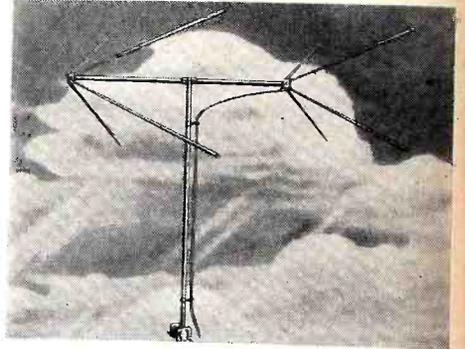
the lead-in and amplified along with the signal. Using 4 6J6 tubes, and receiving its power through the same 300 ohm lead which sends the amplified signal from the booster down to the set, Tenna-Top lists for \$89.50, including junction box. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING.

Stancor TRANSFORMER

A new HV and output transformer for up to 14 KV supplies, which will sweep up to 24" picture tubes screens is now being manufactured by Standard Transformer Corp. Designed for conversions, it requires a 3-27 mh. width coil. The A-8130 horizontal output and high voltage transformer is made by the Standard Transformer Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Ward TV CONICAL

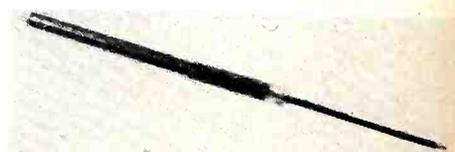
Utilizing the conical antenna with a reflector designed to act as a parabolic



reflector, this all-channel antenna is called the ParaCon. Ruggedly built to withstand wind and weather, this antenna is available at all distributors of Ward Products, 1523 E. 45th St., Cleveland, Ohio.—RADIO & TELEVISION RETAILING.

Javex HI-V INDICATOR

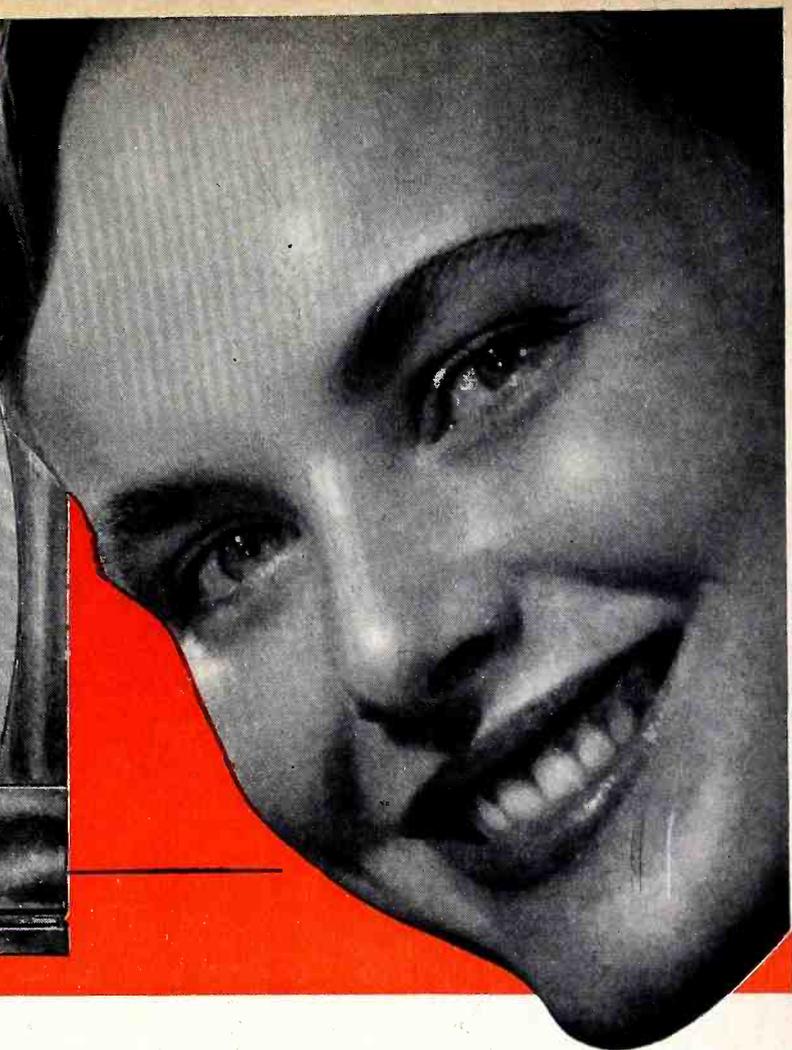
This simple glow type indicator is particularly useful to TV servicemen because it allows checking HV at the plates of the tubes without removing the HV cage or cover. The handle is lucite, extending four inches beyond the glow-tube, which is in the middle of



the tool. The probe itself is very thin, and will slide into the metal perforated cage, but will not touch the cage because of the plastic sleeve which surrounds the probe. Enquiries should be directed to the Javex Co., Garland, Texas.—RADIO & TELEVISION RETAILING.

Ceco EVER-QUIET

Introducing the Ceco line is Ever-Quiet, a volume control and contact restorer for potentiometers, continuous tuners, switch-type front ends, contacts, relays, etc. It is said to be ideal for contacts in critical oscillator circuits and for restoring RF surface to flaking condenser plates. This new chemical is a clear liquid packaged in 2 oz. bottles or 32 oz. containers by the Chemical Electronics Corporation (CECO), 521 Fifth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.



THERE ARE "101" REASONS WHY I LOOK MY BEST ON

RAYTHEON TELEVISION PICTURE TUBES

The reasons are the 101 rigid quality tests and inspections that Raytheon Television Picture Tubes must pass before shipment. At every stage of their assembly — the components, the chemicals, the processing, — Raytheon Tubes are checked and rechecked to insure electrical and mechanical perfection of finished tube. This strict control of quality is an old story at Raytheon. For more than twenty-five years they have pioneered and manufactured almost every type of electronic tube — always to the highest standards of quality and performance known to the industry. Logically, this vast experience and knowledge applied to Raytheon Picture Tubes guarantees superior quality and performance, makes them Right for Sight! That's why you can replace with Raytheons with

complete confidence that you are giving your customers the finest tubes on the face of the earth — the finest pictures on the face of a tube. See your Raytheon Tube Distributor today.

A "MUST" for SERVICE DEALERS!
8 pages of the latest information
on all Television Picture Tubes

The new RAYTHEON Television Picture Tube Characteristics Chart lists over 110 television picture tubes, including the new 14", 17" and 20" electrostatic focus tubes. It contains complete basing information, technical data, safety handling precautions plus a section covering factors concerning interchangeability. Write for your free copy of this valuable booklet, today. Address Dept. C Raytheon Mfg. Co., Receiving Tube Division, 55 Chapel Street, Newton 58, Massachusetts.



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

COMP 004 501

Westinghouse Sponsors Football Programs

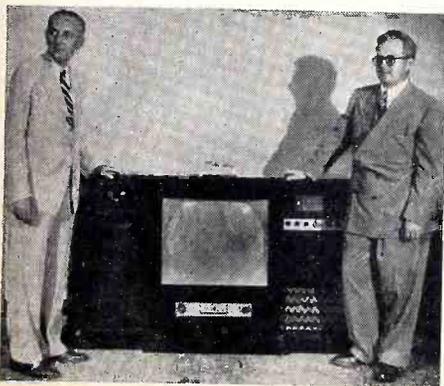
Westinghouse Electric Corporation will sponsor the televising of the National Collegiate Athletic Association football games this Fall, according to an announcement by J. M. McKibbin, vice-president in charge of consumer products. Altogether, the announcement said, selected games of some 40 college teams will be covered either by the interconnected TV network, by regional networks or by local stations. Negotiations with respect to the Pacific Coast and other areas not on the interconnected network are to be initiated soon by Westinghouse. Stations in approximately 50 cities will carry the contests. Each section of the country which can be reached will view seven topflight games during the season, with three Saturdays to be "blacked out" in each region as a part of the intensive research which is to be carried out by the N.C.A.A. as an accompaniment of the series, to determine the effect of television on game-going habits of football enthusiasts.

The N.C.A.A. and Westinghouse officials said that announcement of specific games to be televised cannot be made until negotiations with the individual colleges concerned have been completed. Westinghouse will conduct these negotiations with the home team of each of the games tentatively scheduled. It is expected that most of the major teams representing the East, Midwest, South and possibly the far West will be included in the Westinghouse television schedule.

New Merit Ad Plan

Bill Barron, sales manager of the Merit Transformer Corp., 4427 N. Clark St., Chicago, Ill., has announced a new advertising program, called "TV Service Aids." Aimed at supplying adequate information to the technician, any question on repair problems can be written or phoned in to Merit headquarters and will be answered by a service engineer.

Scott Limited Edition



John S. Meck (right), president of Scott Radio Laboratories, Inc., and L. M. Sandwick, vice-president in charge of sales, unveiled the firm's "Limited Edition" TV-radio-phonograph combination at the recent music show. Sale of the new unit, which heads the firm's "Silver Anniversary" line, will be confined to just one buyer in each city.

Upped TV Power

The whole television industry will benefit from the increased power of New York TV stations, J. R. Poppele, vice-president and chief engineer of WOR and WOR-TV has predicted. Since his station more than doubled its transmitting power recently, Poppele said that the radius of good reception has been extended well beyond the former so-called "fringe" areas.

New NAMM Officers

At the recent reorganization meeting of the NAMM Board of Directors, the following officers were elected to lead the association during the coming year: president: Ray S. Erlandson, president of the San Antonio Music Co., San Antonio, Texas; vice-president: Harry E. Callaway, executive vice-president, Thearle Music Co., San Diego, Calif.; secretary: Thomas J. Holland, vice-president and treasurer, Glen Brothers Music Co., Salt Lake City, Utah; treasurer: Ben F. Duvall, secretary-sales manager, W. W. Kimball Co., Chicago.

RCA Service Company Releases Conservation Data

In a booklet which represents the field-tested conclusions of the RCA Service Company's program to determine ways of making critical materials go further, RCA makes available to the service industry its findings. Dealing with methods of saving both of parts used for antenna installations, and of parts and tubes used in sets, the booklet contains much valuable information.

Emerson-Midwest Formed

Announcement has been made by Benjamin Abrams, president of Emerson Radio & Phonograph Corporation, N. Y., of the organization of a new subsidiary company, Emerson-Midwest Corporation, to distribute its products in Chicago and northern Illinois. The company occupies offices and showrooms at 512 So. Michigan Ave., Chicago. The warehouse, shipping and service departments are located on East 8th and Wabash. Heading the new organization as president is Charles Robbins, who has been affiliated with the parent organization over a long period of years as vice-president in charge of sales.

Distributor Anniversary

Commemorating 25 years of sales and service in the radio, electronics and television fields, Lew Bonn Company, distributors, of 1211 La Salle Ave., Minneapolis, are planning a 3-day "Sell-Ebration", September 26, 27, and 28 in the grand ballroom of the Leamington Hotel, Minneapolis. Invitations have been issued to their 4,000 dealers, industrial accounts and amateurs.

To GE Sales Post

The appointment of H. B. Nelson, Jr., as assistant to the sales manager of replacement tubes for the General Electric Company's Tube Divisions, Schenectady, N. Y., has been announced by John T. Thompson, sales manager of replacement tubes.

New Directors; Officers Of CBS-Columbia, Inc.

D. H. Cogan, president of CBS-Columbia Inc., manufacturing subsidiary of the Columbia Broadcasting System, has announced the list of members of the board of directors and officers of CBS-Columbia, Inc. Members of the board are as follows: Bruce A. Coffin, chairman; D. H. Cogan; Lloyd H. Coffin; Adrian Murphy; Frank Stanton; Sam Dean; and Ralph Colin. Officers of CBS-Columbia Inc.: D. H. Cogan, president; Bruce A. Coffin, executive vice-president; J. A. Stobbe, vice-president in charge of operations; L. M. Kay, vice-president in charge of engineering; M. A. Gardner, vice-president in charge of purchases; Allan Strauss, vice-president in charge of export; John Ward, controller, asst. secretary and asst. treasurer; Sam Dean, treasurer and secretary.

Hoffman TV Prices

Hoffman Radio Corp., 6200 S. Avalon, Los Angeles 3, Calif., has recently announced the following prices for its new TV line: table models; 14" \$199.95 in oak and 17" in mahogany \$299.95; combinations: 20" \$595.00 in maple or mahogany and 17" \$495.00; console line: 19" No. 897, \$369.95, 20" full-door 894-895, \$465.00; 17" No. 887, \$299.95; No. 881-882, \$339.95 and No. 884-885, \$395.00. Models in blonde oak cabinets range \$10.00 to \$15.00 higher.

GE Sales Campaign



W. H. Sahlhoff (right) manager of the General Electric Company's Receiver Division, gets a preview of the new radio-television sales promotion for the "Back-on-the-Air" campaign this Fall. S. M. Fassler, manager of advertising and sales promotion, shows him an array of promotional material.

... you'd never guess ... so we'll tell you!

THIS IS A TV ANTENNA!



It's the sensational new
ELECTRONIC
artenna

that performs
INDOORS as well as
most outdoor aerials!

**ELECTRONICALLY OPERATED
FOR BETTER RECEPTION**

A newly developed, patented electronic unit is responsible for the studio-clear reception the ARTENNA offers. Laboratory and field tests prove its superiority.

**DECORATOR DESIGN FOR
FUNCTIONAL DECOR**

ARTENNA is a ceramic fawn figure beautifully proportioned and finished. It is available in forest green, ebony and chartreuse.

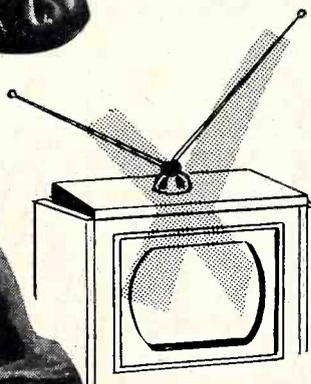
**SELLS ON SIGHT
WHEREVER DISPLAYED**

You'll build traffic and volume with the amazing ARTENNA. Success stories from the country's leading stores prove it!



It's the last word in indoor antennae! No more twisting or turning ... the tiny tuning knob brings in every station with studio clarity. ARTENNA exclusive electronic device is built right into the smart ceramic fawn. In many locations it matches outdoor installations by itself ... it actually boosts fringe area reception by 25% when combined with outdoor antenna.

**ARTENNA eliminates
awkward, unsightly
"rabbit ears".**



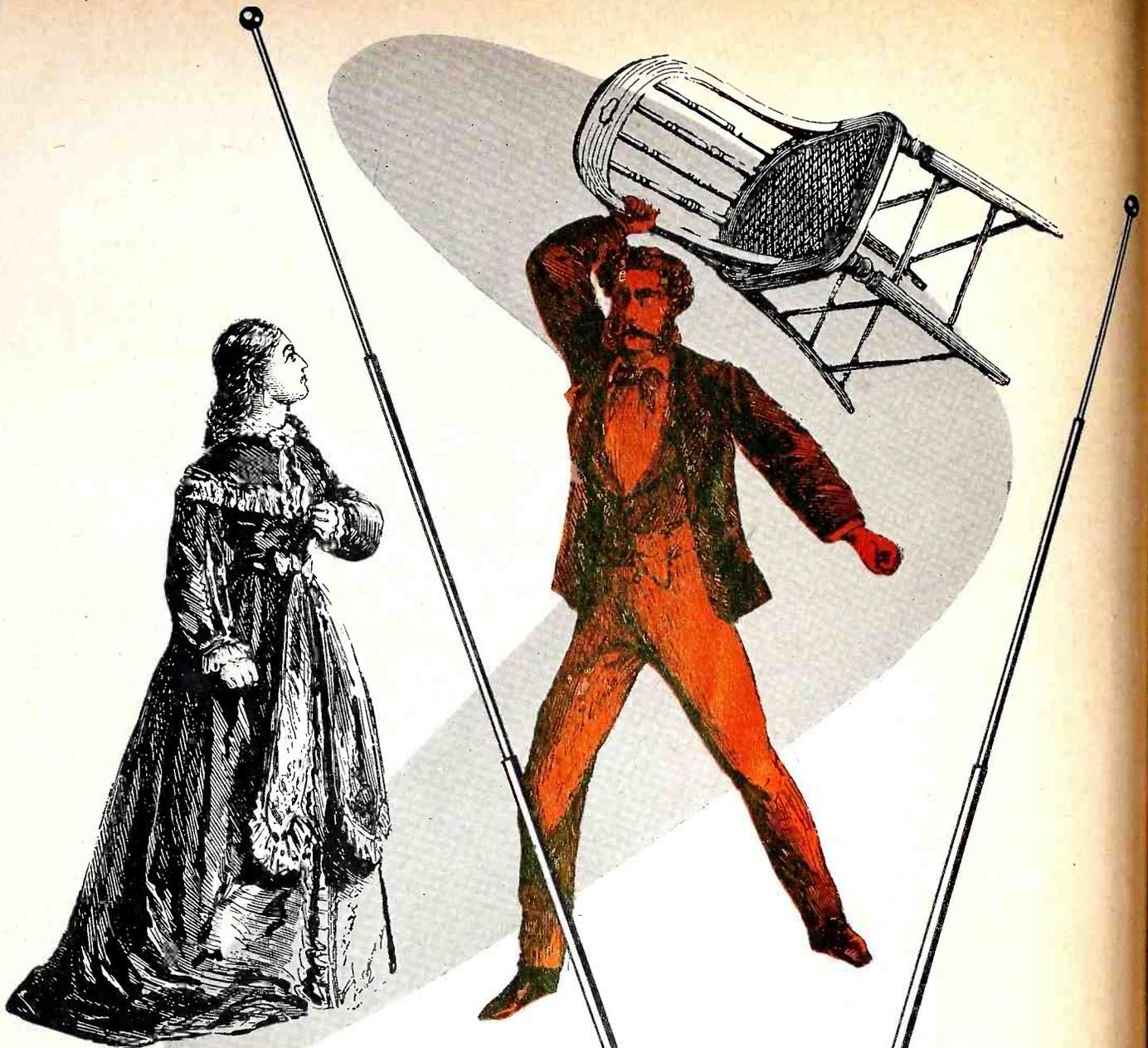
RETAILS
PROFITABLY AT

14⁹⁵



artenna

A DEVELOPMENT OF
MARVEL-LENS INDUSTRIES, INC.
12 S. 12TH STREET, PHILA. 7, PA.



OVERCOME CUSTOMER RESISTANCE!

Hold it, Mr. Dealer... there's a better way!
When your prospect balks
at the add-on for outdoor installation, let
RADION clinch the sale! The quality-performing
Radion TA-49 has helped sell over 2-million TV sets
by powering a sure-fire "Free Installation"
promotion or sold over-the-counter
at a profit-packed \$6.95 list. And look...
you profit even more because the Radion TA-49
can be installed by *one deliveryman*... in a fraction
of the old installation time. You can
save money... save manpower... *save customers*
with Radion! Mail the coupon NOW for details.

The Radion Corp., 1130 Wisconsin Ave.
Dept. RET-9, Chicago 14, Illinois
Send me free "How to Profit with Radion"

Name _____
Firm _____
Address _____

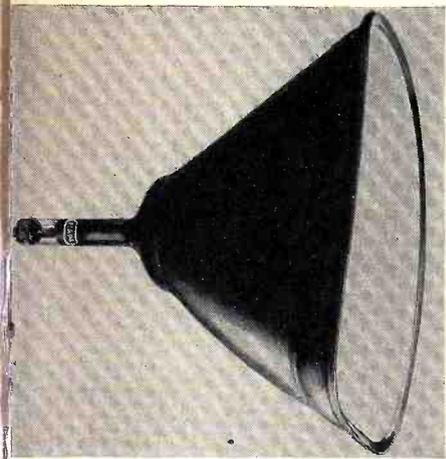


Television Technician

Section of RADIO & TELEVISION RETAILING

RCA 21" KINESCOPE

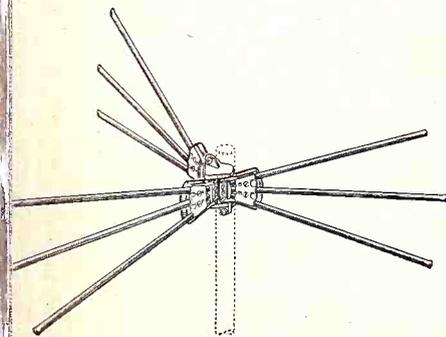
A 21AP4 picture tube has been announced by RCA. It is a metal rect-



angular with a fairly flat, frosted Filter-glass face. Employing magnetic deflection and magnetic focus, it requires horizontal deflection of 66 degrees. It is a short design, being only 22 5/16" long. Single magnet ion trap is used. RCA Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING.

Snyder TV ANTENNA

Aimed at the TV installation which requires different directions for various locations, the Snyder Directronic aerial uses three half-conical arrangements together with a switch at the receiver to



give the TV viewer a choice of deflection. Said to give as good results as motor driven rotating antennas, it is available from Snyder jobbers. Snyder Mfg. Co., Philadelphia 40, Pa.—RADIO & TELEVISION RETAILING.

Snygren UNIVERSAL MOUNT

Made of heavy steel, covered with automotive finish, held together with rivets, this mount may be used for peak, roof or chimney mounting of antenna masts. Accommodating up to 1 1/2" masts, they are packed 10 per carton. Price, 3 cents each, minimum order 20, from Snygren Electronics Mfg. Co., Inc., 436 11th St., Brooklyn 15, N. Y.—RADIO & TELEVISION RETAILING.

Precise VTVM

The model 909 vacuum tube voltmeter is being shipped in both kit and factory-wired and tested form. DC accuracy is stated to be better than 2%. Accessory probes are available to extend the ranges up to 30,000 volts for TV HV supplies, and to 250 megacycles. The kit includes easy-to-follow step by step instructions. Factory wired, the model 909 lists for \$44.98, and in kit form, \$25.98, including test leads, wire and batteries. Precise Development Corp., Oceanside, N. Y.—RADIO & TELEVISION RETAILING.

Astatic MICROPHONE

A new crystal microphone for PA and studio work is the DK-1 (high impedance). Designed to be as inconspicuous as possible, it is non-directional, with a slightly rising response from



2,000 to 5,000 cps. Output level is—55 db, and the finish is brushed chrome. With or without off-on switch. The Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Merit COSINE YOKES

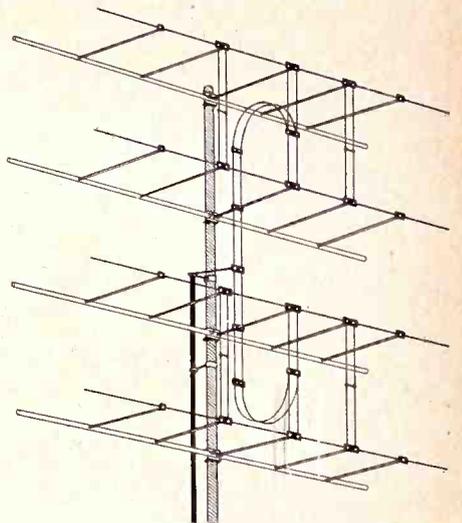
These cosine yokes have a distributed winding for edge-to-edge picture focus. The ferrite core permits use, the manufacturer specifies, with picture tubes up to 24" with 70 deg. sweep. Designated models MDF-70 and MDF-30, the latter has high horizontal, and low vertical inductance, for use with air core fly-back transformers in direct drive systems. Supplied complete with network and leads by Merit Transformer Corp., 4427 N. Clark St., Chicago.—RADIO & TELEVISION RETAILING.

DuMont TRANSFORMER

Type H1A1 horizontal deflection output and high voltage transformer is a high-efficiency design with a ferrite core. It is capable of supplying 12 to 13 KV to a 70 degree yoke with ample size, the maker states. May be mounted either vertically or horizontally with self-tapping #8 screws. Aimed at both the replacement and the big-tube conversion markets, it is sold by the Electronic Parts Div., A. B. DuMont Labs., East Paterson, N. J.—RADIO & TELEVISION RETAILING.

Finney CO-LATERAL ANTENNA

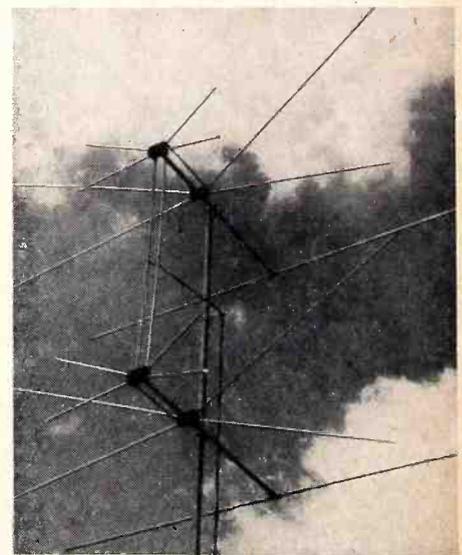
An elaborate antenna which uses a co-linear element arrangement to get both extremely wide band response and overall high gain is now available for TV installers. The model 400 TV an-



tenna is described as having 12 driven and 12 parasitic elements for the high band, and 8 driven and 4 parasitic elements on the low band. It is highly directive, and uses only one lead-in. Weight is 8 lbs. Available, pre-assembled, from the Finney Corporation, 4612 St. Clair Ave., Cleveland, Ohio.—RADIO & TELEVISION RETAILING.

Rice TV CONICAL

A high-low channel conical has been added to the Rice line of antennas. This is a double stacked array which has the small conical placed in front of,



and in line with the larger, low band conical. The reflector is of the single conventional type, behind the low band conical. Available both as a stacked or single, the Model 400 is made by Ward E. Rice Industries, Inc., Gary, Ind.—RADIO & TELEVISION RETAILING.

To IH Regional Post

O. T. Anderson, former assistant manager of International Harvester Company's Madison, Wis., district, has been appointed refrigeration representative in the company's central region, it was announced by D. J. Hahn, central regional manager. Anderson succeeds R. W. Romine, who has been transferred to the International Harvester war products division.

Hotpoint Water Heaters

In announcing a new merchandising program, Edward R. Taylor, vice-president of Hotpoint, Inc., said that if aggressively promoted, 1 out of every 32 homes in a dealer's area will buy an electric water heater. This volume would insure each dealer a minimum gross profit of \$4,000 a year from this appliance alone.

Markel Heetaire Catalog

The new, automatic Fan-Glo Heetaire, portable heater-fan with thermostatic control, is introduced in a new two-color catalog by Markel Electric Products Inc., and La Salle Products, Inc., of Buffalo, N. Y. Also included in this catalog are the manual Heetaire, the two-heat Heetaire, and the Kool-N-Heetaire.

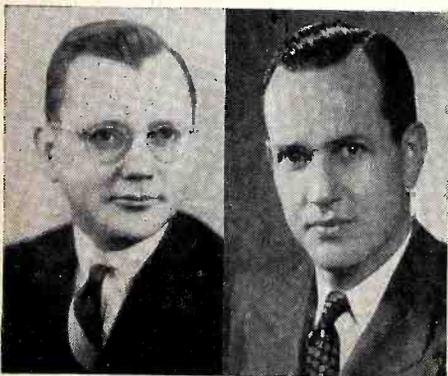
Admiral Show Space Improved and Expanded

Seymour Mintz, director of advertising for Admiral Corp., has announced that the Admiral showrooms at the Winter Market, American Furniture Mart, have been redecorated and expanded. The area of the Admiral regular display, Space 526, has been more than doubled.

Fisher Names Stockwell

Roy R. Fisher, president, Electric Steam Radiator Corporation, Paris, Kentucky, announces the appointment of F. A. Stockwell as his assistant. Stockwell was formerly a design engineer for Ideal Industries, Inc., Sycamore, Ill.

To Telechron Posts



M. Joseph Dunn, above, left, formerly field sales manager for consumer products, Telechron Department, General Electric Company, Ashland, Mass., has been appointed clock sales manager of that department. Edwin C. Pease, above, right, formerly advertising manager, has been named merchandising manager for both clocks and industrial products of the department.

Coast-to-Coast Hookup Will Spark TV Sales

Widespread consumer interest and increased TV sales activity will be sparked by the opening of the coast-to-coast television hookup by the American Telephone & Telegraph Company on September 4. Opening date for the transcontinental hookup was advanced so that the nation could view the Japanese Peace Conference in San Francisco, which begins on that date.

Universal Features "Speedselector" in Washer

Universal is presently featuring its de luxe 2-speed ironer, and its 2-speed wringer washer. The 9 lb. washing machine has the new Speedselector, the Time-A-Matic Timer, and a Safe-T-Switch that shuts off the motor in case of overload or stalled wringer. The washer is also equipped with pressure control wringer rolls, and a finger-flick pump control, The Landers, Frary & Clark laundry equipment line comprises three wringer washers, and three ironing machines.

New Walsco Reps

Walter L. Schott, president of Walsco, Los Angeles, has announced the appointment of two sales representatives for the firm's radio parts and TV antennas. J. J. Haggerty, of Royal Oak, will cover the entire state of Michigan. The Wm. H. Zimmerman Company will cover New York state with the exception of New York City.

W. R. Rich Reopens Offices

W. R. Rich announces the reopening of his Washington, D. C. offices at 740 Fifteenth St. N. W. and the formation of Rich Industries to serve the radio-TV-electronics industry as manufacturers' agents and contract liaison representatives. Mr. Rich is resigning as vice-president of Air Marshal, Inc. to devote himself entirely to his reps business in Washington. Among the companies he will serve are: Video Products, Corp., Red Bank, N. J., Harold Shevers, Inc. New York City, Au-Temp-Co Corporation, also of New York and the Intervox Company, Seattle, Wash.

Eicor Chief Engineer

Eicor, Inc., 1501 W. Congress St., Chicago 7, has announced the appointment of William George as chief engineer. George has designed and developed new radio receiver equipment as well as new radio and television equipment and installations. WXEL television station in Cleveland was one of several of his designs and installations.

Motorola 2-Way Radio

As "close-to-home" evidence of the value of mobile radio systems, Motorola, Inc. has installed 2-way FM radios in 18 of the trucks it uses for moving equipment between its four Chicago plants.

Additional Exhibitors at NEDA Convention

Following firms, whose names were received too late to be printed on pages 48 and 49 this issue, will exhibit in booth space at the NEDA Show and Convention, Cleveland Auditorium, September 10-13:

Baker Mfg. Co., 133 Enterprise St., Evansville, Wisc.—317

Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland 8, Ohio—436

Sonar Radio Corp., 59 Myrtle Ave., Brooklyn 1, N. Y.—129

South River Metal Products Co., 17 Obert St., South River, N. J.—302

Technical Appliance Corp., 1 Taco St., Sherburne, N. Y.—232

Webcor Trade Mark

The trade mark "Webcor" used by Webster-Chicago Corporation on its magnetic tape recorder since its introduction a few months ago soon will be extended to all consumer products made by the firm, it was announced by R. F. Blash, president of the company. He said the company has for some time felt the need for a short, distinctive trade name that would identify and establish the family relationship of all its products.

Westinghouse TV LINE

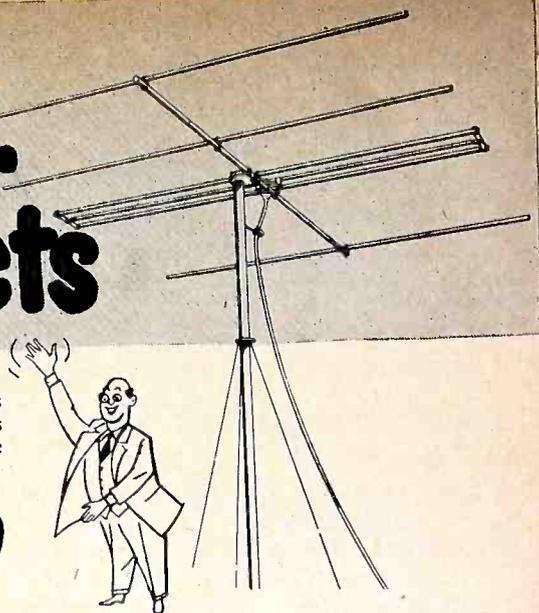
Heading the line is the Carlisle, 653K24, 24-inch set in mahogany finish cabinet with half doors, priced at \$675. Lowest priced set (\$199.95) is the Weston, 665T16, 16-inch table model. New Westinghouse style is the French Provincial, 655K17, 17-inch full door console in fruit wood veneer: \$399.95. Other



table models include the 17-inch models: Marlton, 663T17, plastic cabinet, \$229.95; Stanton, 659T17, plastic cabinet, \$239.95; Medford, 649T17, mahogany veneered cabinet, \$259.95; Shelley, 650T17, (shown here) frosted oak, \$269.95; and the 648T20, 20-inch set, mahogany cabinet, \$349.95. TV-only consoles include the 17-inch Linfield 664K17, mahogany, \$229.95; Bainbridge, 651K17, open face mahogany cabinet, \$329.95; Melbourne, 657K17, frosted oak, \$349.95; Normandie, 656K17, full door mahogany cabinet, \$399.95; Wellington, 652K20, 20-inch set, full door mahogany cabinet, \$449.95; and the Wadsworth, 662K20, frosted oak, \$469.95. Combinations are the Eastchester, 660C17, full door mahogany, \$499.95, and the Standish, 661C17, frosted oak, \$525. Westinghouse Electric Corp., 1354 Susquehanna Ave., Sunbury, Pa. RADIO & TELEVISION RETAILING.

Sell Satisfaction... Sell TRIO TV Products

Yes, complete satisfaction all the way around results when TRIO TV products are sold. Jobbers know their dealers recognize quality of product — dealers know TRIO products mean satisfied customers. That's why TRIO products are the most wanted TV products on the market today.



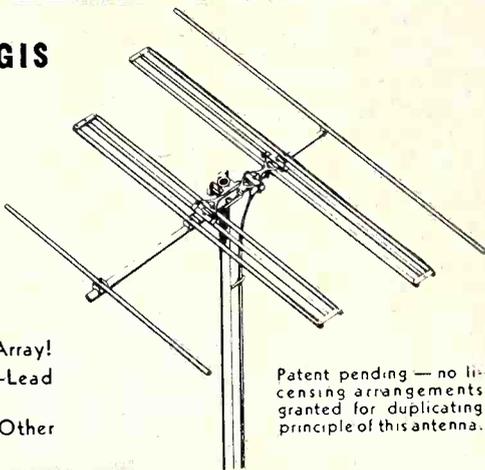
TRIO YAGIS LEAD THE FIELD

TRIO 2-CHANNEL YAGIS Models 445 & 479

Rapidly becoming the most popular — most wanted TV antenna in America. Available for channels 4 and 5, and channels 7 and 9. Provides gain on two channels equal to any two conventional 4-element yagis!

Features

- Full 10 db Gain On 2 Channels!
- One Bay Replaces Bulky Stacked Array!
- One Lead Replaces Old-Style 2-Lead Systems!
- Less Weight Per Gain Than Any Other TV Antenna!



Patent pending — no licensing arrangements granted for duplicating principle of this antenna.

TRIO DOUBLE FOLDED DIPOLE (Model 304)

Here is the popular TRIO Double Dipole TV Antenna. With 10 db forward gain and a front-to-back ratio of 25 db, it is unexcelled for extreme fringe areas. Available for each of 12 TV channels. Easily stacked for additional gain. Reinforced fittings for extra strength — extra rigidity!

Features

- Outperforms Conventional Large Arrays!
- Exact Impedance Match To 300 Ohm Line!
- Sturdy Construction — Light Weight!
- Partially Assembled!
- Gain Flat Over Entire Channel!

TRIO PHASITRON

Now Available Separately
(Model No. PC-600)

The TRIO PHASITRON, originally sold only as part of the TRIO Controlled Pattern TV Antenna System, is now available separately for TV set owners who want to get the very best results from their sets and antennas, or to hams and other experimenters.



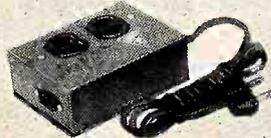
PHASITRON acts as a continuously variable tuning stub and will provide an exact impedance match between line and booster and helpful in matching output impedance of booster to set input impedance. Due to exact matching, losses in line become negligible and set performance greatly improved.

May also be used to coordinate input from two or more antennas to provide added balanced output to set. Write for full details.

NEW TRIO TV ACCESSORY CONTROL UNIT

Model No. RY-1

A handy control unit that hides away inside or in back of the TV set and provides



an automatic line switch for booster, rotator, TV lamp or other accessories. By plugging the line cords from these accessories into the TRIO Control Relay Unit, all accessories are turned on with the one switch controlling the TV set. Quickly installed without making any wiring changes in set.

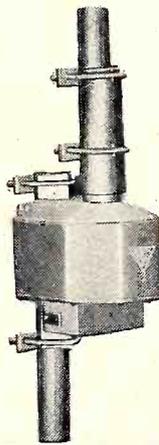
New TRIO TV ROTATOR AND DIRECTION INDICATOR

Two heavy-duty 24 volt motors — instead of one — provide a reliability of operation that makes this rotator outstanding.

One motor turns antenna clockwise — the other counter-clockwise. Even if left on continuously, a motor cannot burn out since load on a single motor is never on more than 50% of the time!

The new TRIO TV Rotator provides the ultimate in trouble-free, dependable operation. Supports heaviest arrays, even in 80 M.P.H. winds.

Positive acting electrical stops at both ends of 360° turn eliminates lead damage.



Rotator Features

- Cast TENSALLOY aluminum mast holder, 11/16" steel shaft. Withstands 4500 lbs. bending movement.
- Automatic Electro-Mechanical Brake — reduces coasting to minimum.
- All-aluminum case — no cast zinc!
- Turns 1 RPM, lifetime lubricated.
- Ball-bearing end thrusts on shafts.
- Ideal for 10, 6 and 2 meter amateur use.



"TELEVISION TOPICS"

Write today for your free copy of "TELEVISION TOPICS" by G. N. Carmichael. It discusses items of interest to TV distributors, dealers and users, includes information on Antenna Types and Height, Lead-Ins, TV Signal Propagation, Interference, TV Set Limitations, Rotators, Mast and Towers and Future Trends in TV.



TRIO

MANUFACTURING COMPANY
GRIGGSVILLE, ILLINOIS

Upped TV Power Effective

FCC-authorized TV station power increases have improved viewing for a number of fringe areas, and in many noisy city locations. Stations may now apply for and get increases up to 50KW effective radiated power. Many will not immediately take full advantage of opportunity, since they have 5 KW transmitters, and to buy medium-sized ones now, when possible 200KW authorizations may be in sight if the freeze ends in early '52, would not be economical.

Sylvania Technical & Tube Manual

The eighth edition of the Sylvania Technical Manual has just been released. Using a loose-leaf snap-open form to allow substitution of sheets as new tubes are released or new data derived, this manual covers more than 500 receiving tubes, including picture types, plus 84 pages of general information on vacuum tube operation, resistance-coupled amplifier data, and associated information. Future tube types will be covered in sheets sent to manual holders through the "Sylvania News." Cost of the new manual is \$2.00, and it may be obtained either from authorized tube distributors or direct from the advertising department, Sylvania Electric Products, Inc., Emporium, Pa.

Joins Rep Firm

Announcement has been made by manufacturers' representative David Sonkin, 1775 Broadway, New York 19, N. Y., that Millard Leff has joined his sales staff. Leff was formerly with the components parts section of Squier Signal Laboratory at Fort Monmouth, N. J.

GE Appointment

D. C. Spooner, Jr., has been appointed assistant to the general manager of the General Electric Company's Traffic Appliance Department.

RCA Distributor Opens New Headquarters



The electronics and home appliance industries were well represented at the recent opening of The Yancey Company's new headquarters in Atlanta. The company, which handles a variety of home appliances, is also regional distributor for RCA Victor. Shown above, (l. to r.): R. O. Fitzgerald and G. W. Burns, Easy Washing Machine Co.; R. M. Ryan, assistant treasurer of the RCA Victor Division; Mitchell W. Edwards, H. H. Blevins, and B. Earle Yancey, president of The Yancey Company; Elmer Eades, RCA Victor's Southern regional manager; and W. L. Rothenberger, sales operations manager of the RCA Tube Department.

GE Football Programs

The Receiver Department of the General Electric Company will initiate a major advertising and merchandising program built around national radio highlight coverage of all major collegiate football games, W. H. Sahlhoff, General Manager has announced. Backbone of the campaign will be the sponsorship of the "GE Football Round-Up", a 3-hour Saturday afternoon broadcast, over the full Coast-to-Coast facilities of the Columbia Broadcasting System radio network. The all-out football round-up will conclude with a complete run-down of final scores. The series of broadcasts will begin September 29 and continue each Saturday through November 17. Airtime will be from 2:30 to 5:30 p.m. (E.S.T.). All commercial time will be devoted to General Electric radio and television receivers. Dealers in all cities where CBS network stations will carry the program will be furnished commercial material for tie-in announcements.

Recorded Music on Tape

Marking a new development in recorded music, the establishment of A-V Tape Libraries, Inc., 730 Fifth Ave., New York, marks the initial supply to consumers of recorded music on tape. The first listing by the company offers 14 program reels, each playing 1/2 hour of music, and together holding over 150 songs, ranging from western square dance to light classic. All of the music is new release material, not previously available, and was recorded directly on tape. Announcement has recently been made by a number of tape recorder manufacturers of new "player-only" models. These will provide low priced playing machines for the recorded tapes. Recording quality is quite high, and the life is claimed to be extremely long. New recorded tapes are expected to be added to the library at the rate of about 2 each month. List prices range from \$4.75 to \$8.50 per reel, depending on speed and footage.

Sylvania Expansion

Sylvania Electric Products, Inc., is spending nearly \$10,000,000 for new plants and equipment in 1951, the company's Golden Anniversary year, president Don G. Mitchell announced recently. Another \$4,000,000 is being spent on replacement of existing machinery and equipment, Mitchell said in a statement issued in connection with the observance of the 50th anniversary of Sylvania's founding. The \$14,000,000 total represents an all-time high for Sylvania's investment in plant and machinery in any one year.

New plants placed in operation thus far in 1951 include those at Shawnee, Okla., radio receiving tubes; Wheeling, W. Va., metal fabrication; Warren, Pa., plastic and plastic-metal parts; Nelsonville, Ohio, welds; and Point Pleasant, W. Va., feeder plant. Ground has been broken for a new plant at Burlington, Iowa, where receiving tubes will be produced for national defense, and plans have been announced for construction doubling the size of the present tungsten and chemical facility at Towanda, Pa.

A-V Tape Officers

Officers and directors of the A-V Tape Libraries, 730 Fifth Ave., New York 19, N. Y., were elected at a recent meeting. They are: Percy L. Deutsch, director and president; Joseph Hards and Russel O. Hudson, directors and vice-presidents; Charles E. Rynd and W. Oliver Summerlin, directors; Richard S. Rynd, vice pres., treasurer and ass't. secretary; and Norah K. Donovan, secretary.

Cornell Condenser Guide

Cross-indexed in several ways to aid the parts buyer, this TV replacement condenser guide lists more than 1,000 TV models under 68 manufacturers. The guide breaks these models down into various replacement types and shows how many different models use each type. The guide is available from C-D jobbers, or from Jobber's Division, Cornell-Dubilier Electric Corp., S. Plainfield, N. J., for 50 cents.

Conversion Instructions

The Electronic Parts Division of Allen B. Du Mont Labs., East Paterson, N. J., is offering instructions for converting a number of popular makes and models of TV receivers. The instructions give procedure for installing the Inputuner, deflection yoke, horizontal output transformer, and other conversion components made by Du Mont.

Zetka to Rebuild Tubes

Zetka Television Tubes, Inc., Clifton, N. J., has just set up a special department to handle the rebuilding of used TV picture tubes.



Here's how YOU can sell more Picture Tubes WITH HYTRON'S NEW EASY BUDGET PLAN!



GUESS YOU NEED A NEW PICTURE TUBE - THAT'LL COST YOU ABOUT \$50.00.



OUCH, I CAN'T AFFORD IT - I DON'T HAVE THAT MUCH CASH.



DON'T LET THAT BOTHER YOU. WITH THE **HYTRON EASY BUDGET PLAN**, YOU CAN HAVE YOUR HYTRON PICTURE TUBE RIGHT NOW.

ANOTHER HYTRON FIRST FOR YOU!

No need to miss that profitable picture-tube sale — just because the customer doesn't have the cash. The original Hytron Easy Budget Plan saves the sale. Gives you a competitive edge. Hytron has arranged the details for you. A national credit organization, with facilities in all TV areas, stands ready to serve you.

Find out how *you* can put this wonderful, timely Hytron plan to work right now! Write for complete information today.



WHAT A WONDERFUL PLAN. WE'VE GOT OUR PICTURE TUBE... AND UP TO TWELVE MONTHS TO PAY.

ANOTHER HELPFUL SERVICE FOR YOU FROM...



Hytron Radio and Electronics Co.
Salem, Massachusetts

Please rush me details on the Hytron Easy Budget Plan.

Name (please print)

Street

City..... State.....



YOU POINT TO GREATER PROFITS . . .

when you select the one source that puts authentic, authoritative information on every phase of television and radio servicing right at your fingertips. When you have the *complete* information on every set in every manufacturer's line, you take less time per call . . . and do a better job. There's only one place to get this wealth of information . . . Rider Manuals.

This is the only source of service data that really tells you everything. From complete wave-form data to factory parts lists, your knowledge of every set, every change, is accurate and complete. Ask your jobber to show you Rider Manuals — today!



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

Improving Sound

(Continued from page 89)

here to consider in detail the characteristics of the loudspeakers usually employed in the medium range sets. It may be noted though, that the addition of a medium-price extended-range speaker costing from 12-17 dollars will considerably improve the range of a set, once it has been cleaned up *electronically*. It goes almost without saying, of course, that substitution of a good low-frequency speaker will help any set. Among the physical characteristics to look for are a large magnet, and a big voice coil (2 to 4 inches; the bigger the better.) Stick to reputable makes. "Bargains" are never cheap in speakers.

**It is inherent in the theory of the split-load inverter that its gain to either side of its load cannot exceed unity, so attempts to increase output by altering its circuit will not succeed.*

Emerson "Two-Year" Plan

With a view to stimulating sales of black-and-white television receivers, Emerson Radio and Photograph Corp. is offering through its dealers a "free 2-year ownership of any 1952 Emerson model" with a guarantee that, upon surrender of the set, the total purchase price will be returned as full or partial payment on any color receiver, regardless of make, which the buyer may decide upon within that period. In his development and initiation of the 2-year refunding plan, Benjamin Abrams, president of Emerson, pointed out that, although color television will probably be broadcast in a number of areas within six months to a year and that Emerson will keep abreast of all engineering and production developments, the practical insurance of Emerson's plan removes all reasons why the average family need be denied the pleasure and benefit of viewing the many splendid television programs now available.

Heads Vee-D-X Division

Malcolm V. Fields, of Unionville, Conn., was named head of the special products division of the LaPointe Plascomold Corporation, Windsor Locks, Conn., it was announced by Jerome E. Respass, president. He will be primarily concerned with obtaining and coordinating defense contracts for the Windsor Locks plant.

Heads Tele King Office

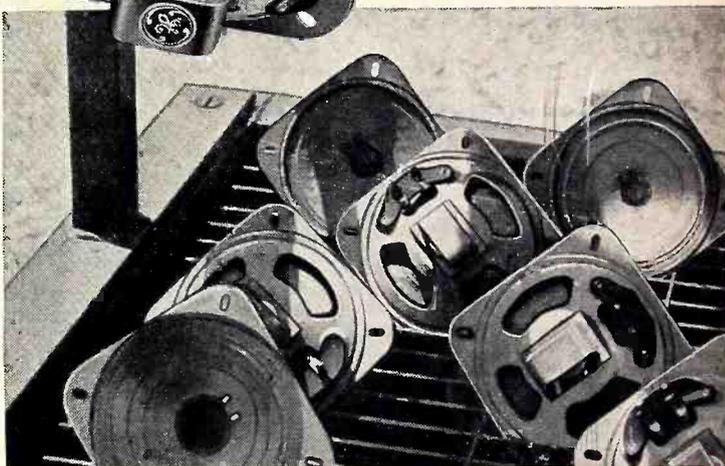
Herbert J. Davis has been appointed president and general manager of Tele King Distributors of Los Angeles, Louis I. Pokrass, chairman of the board of Tele King, has announced.

2-YEAR ALL-WEATHER TESTS

Show G-E Speakers Unsurpassed for Long-Life!



Twenty-seven sizes to choose from... and they're all G-E!

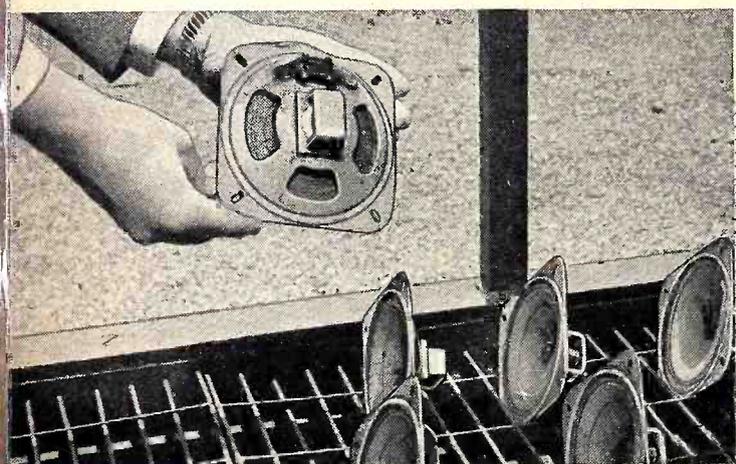


▲ **Unretouched photo** shows only slight tarnish on speakers. Special G-E plating gives excellent protection to steel frames, none of which were corroded after grueling tests.

★ After two years exposure to hot sun, rain, sleet and snow — with no shelter whatever in any season — 7 out of 8 General Electric speakers played well enough to perform in your radio set!

These recent tests at Electronics Park subjected the speakers to many times the abuse they would receive under years of actual playing conditions, indoors or out. It boils down to one more dramatic proof of this fact: *You can depend on General Electric quality — in design, in engineering, in construction.*

Our customers are entitled to this quality. How are our stocks of General Electric speakers?



◀ **Racked on exposure tray**, speakers were checked at intervals for 2 years, then taken apart and examined for wear. Outdoor-type cones were warped only slightly, G-E aluminum voice coils were like new.



General Electric Co., Section 2691
Electronics Park, Syracuse, N. Y.

Yes — send me latest speaker information plus new booklet on G-E Styli and Cartridges.

NAME _____

ADDRESS _____

CITY _____

STATE _____

You can put your confidence in—

GENERAL  ELECTRIC

MERIT

Merit TV full-line* Components For Conversion or Replacement

MDF-30—new 70-
"full focus" distributed
winding "cosine"
yoke—complete with
network. For direct
drive tubes up to 24".



HVO-8—air core
"flyback" for direct
drive systems.



Merit... HQ for TV Service Aids

Keep ahead of TV conversion and component replacement service problems—write MERIT... HQ for TV Service Aids...



FREE
Sept. 1951
Issue #404

These 3 Merit extras help you:

Exclusive: Tapemarked © with specs. and hook-up data.
Full technical data packed with every item.
Listed in Sam's Photofacts.

*Merit is meeting the TV replacement component and conversion demand with a line as complete as our advance information warrants!

BURTON BROWNE ADVERTISING

FM Discriminators

(Continued from page 91)

point x and ground, with the generator connected between grid and ground of the limiter, and if the limiter has been eliminated as the source of trouble, one of the following defects should be looked for:

- Defective discriminator tube
- Misalignment of the discriminator transformer
- Open coupling condenser between discriminator primary and secondary (c)
- Short across discriminator primary or secondary (C_1 , C_2 , L_1 or L_2 , shorted)
- No heater voltage on discriminator tube filaments, due to an open-circuit or other trouble
- Open in L_1 , L_2 , C_1 , C_2 , or the wiring to these components

If a small positive voltage appears between point x and ground, R_2 may be shorted, or one diode may have no emission. If a large—or small—positive voltage appears between point x and ground, *even with the discriminator tube out*, check for a short or partial short in C_3 .

If there is evidence that the discriminator alignment has been tampered with, checks for the preceding troubles may be postponed, and re-alignment may be attempted. If manipulation of the primary and secondary screws causes a voltage output to appear between points x and ground, the transformer is probably out of alignment.

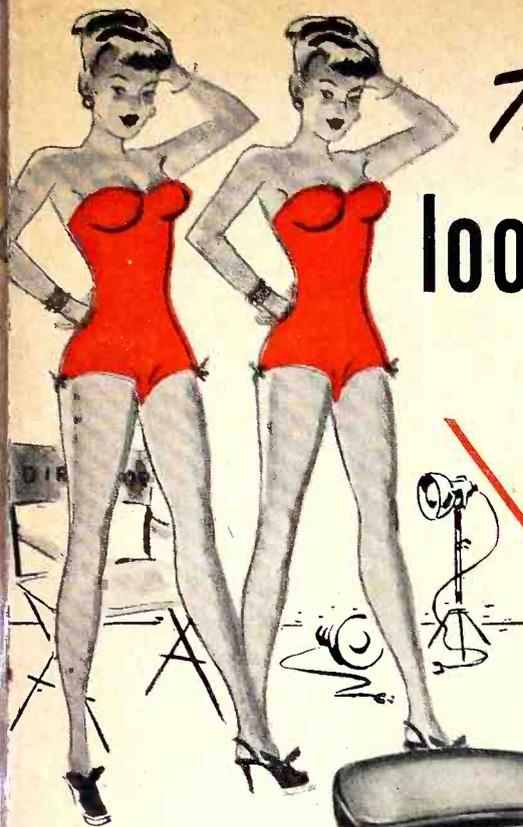
If inadequate voltage swing to either side of O is the symptom, check for: loss of capacitance in C_3 ; reduced emission in discriminator tube; inadequate voltage on discriminator tube filaments; misalignment of discriminator transformer; increases in the values of R_1 and R_2 ; open or loss of capacitance in i-f by-pass condenser.

When the voltage swings are markedly unequal, or O voltage output is not obtained at the center i-f, look for: misalignment of discriminator transformer; changes in the value of R_1 or R_2 ; unequal emission in the two diode sections of the discriminator tube.

When the discriminator is to be re-aligned, and the manufacturer's instructions are not available, the following procedure may be used:

- 1—Connect signal generator between grid and ground of limiter preceding the discriminator. Connect voltmeter between point x (fig. 1) and ground.
- 2—Set signal generator to the center intermediate frequency.
- 3—Detune the secondary winding by moving the adjusting screw on this winding several turns in either direction.
- 4—Adjust primary for maximum reading on the voltmeter.

(Continued on page 114)



They may

look alike - *be* shaped alike

but **National Video**

picture tubes deliver

better performance



*better components
better processing
better assembly*

Through every step of manufacturing—perfection—that's why the N. V. C. picture tube delivers the better performance. Designed for conversion and replacement in every standard make television set and engineered to give even a clearer, better and more lasting picture.

*Write for the name of our
Representative nearest you.
3019 W. 47th St. Chicago*

You will quickly see
it pays to tie in with N. V. C.

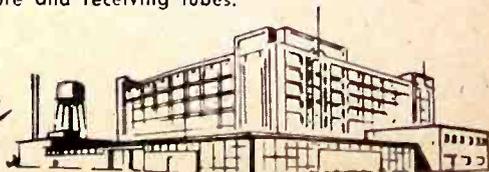
Three plants with over 17 acres of coordinated machinery and personnel, producing the world's finest television picture and receiving tubes.

National Video Corporation

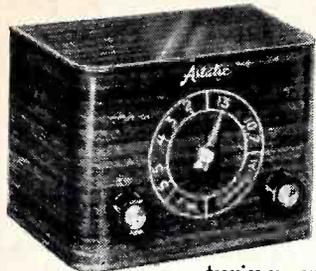
3019 W. 47th St.
Chicago

Grays Lake
Illinois

901 W. Huron St.
Chicago

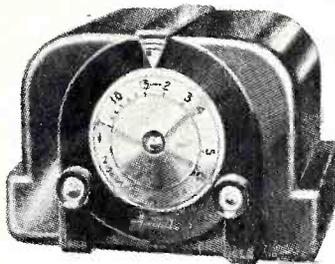


For a
BETTER PICTURE
on the TV Screen
.. And Atop the TV
Receiver Cabinet
ASTATIC TV and FM BOOSTERS



Model BT-1
List Price
\$32.50

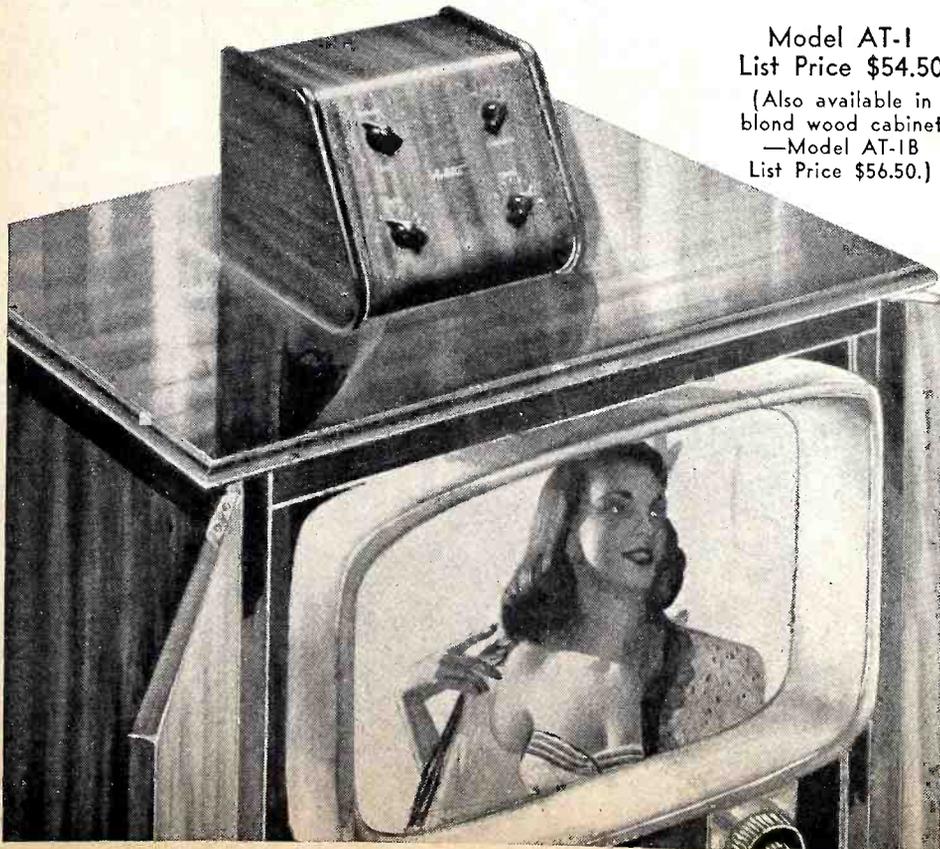
IT'S better viewing all around, with one of the four Astatic TV and FM Booster models. Advanced engineering principles and famous Astatic manufacturing quality assure better performance . . . brighter, clearer pictures . . . crisp, clear sound. Handsome, luxurious cabinets—in a variety of styles and finishes—permit selection to suit the style of the TV receiver. No matter how you look at it, the better booster is an Astatic. Write for full details,



Model BT-2
List Price
\$34.95

THE Astatic CORPORATION
CONNEAUT, OHIO
IN CANADA, CANADIAN ASTATIC LTD., TORONTO, ONTARIO

Model AT-1
List Price \$54.50
(Also available in
blond wood cabinet
—Model AT-1B
List Price \$56.50.)



Bonus Plan

(Continued from page 47)

have them accomplish the most work daily, the firm has set up a special compensation plan. Technicians are expected to make at least eight service calls a day. For every call over eight, they are paid \$1.75 per call. Thus repairmen do not waste any time on jobs and are willing to work more than their regular 40 hours weekly.

"Before this plan was in operation, we always had a backlog of work to be done," says Gardiner, "and then there was the overtime problem to cope with if more jobs had to be done. Since we installed this plan, repairmen are quite nimble for they want to squeeze in as many jobs a day as possible and are eager to work overtime.

"Inasmuch as a repairman is responsible for the work that he does, and does not get paid for doing his original job over, he is careful in doing a good job and getting to the next one."

In the four years of its existence, the Modern Appliance Co., has grown from an original 6000 square feet of floor selling space to more than double that amount. In addition, it has its own parts department and further growth is anticipated.

Prior to the opening of the business, Gardiner was a technician for another concern for nine years. Then he opened a small appliance repair shop which he retained for four years and finally expanded into his present business.

Meck Prices Hold

Prices of radio-phonographs and TV sets manufactured by Scott Radio Labs., currently guaranteed against reduction until September 15, will be protected on the same basis through November 15, 1951, it was announced by John S. Meck, president of the company.

New South River Plant

South River Metal Products Co., Inc., of South River, New Jersey, announced that it has already started producing its line of antenna mounting brackets in its new plant on the South River, New Jersey, Turnpike. The regular line and the new products will soon be incorporated in a forthcoming catalog. This presentation will be available without cost to everyone who writes for a copy. Inquiries should be addressed to Max Cohn, president.

It's Tung-Sol for radio and tv



Quality -that keeps pace with the growth of the electronic industry
-that meets fully the performance requirements of all
radio and tv set manufacturers
-that safeguards dealer service work

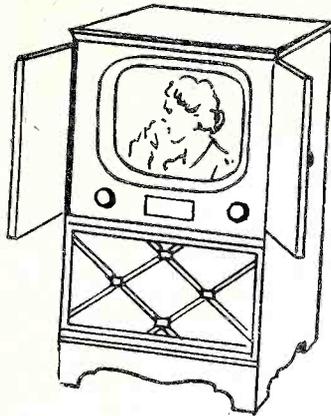
TUNG-SOL
RADIO, TV TUBES, DIAL LAMPS

TUNG-SOL LAMP WORKS INC., Newark 4, N. J.—Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • Newark

BUSINESS IS GOOD

at *Starrett*

The NEW
Starrett
Stole the Show!



From all over America, buyers came to look, remained to buy sets with built-in Quality, Performance, Dependability.

They Bought Starrett!

THEY PLACED THE LARGEST SINGLE MONTH'S BUSINESS IN STARRETT HISTORY!

Today, they're leading the sales parade in their respective cities with television that will not be obsolete Tomorrow.

They are selling sets made by Starrett!

Starrett Television Corporation
601 West 26th Street, New York 1, N. Y.

Starrett the Brightest Star in the Firmament of Private-Brand Television

Hoffman Sales Manager



M. D. "Bud" Schuster (above), has been appointed national sales manager for the Hoffman Radio Corp., Los Angeles, according to H. Leslie Hoffman, president.

Tel-O-Tube Warranty

Tel-O-Tube Corporation of America, cathode ray tube manufacturer, E. Paterson, N. J., announced its new policy of warranting its replacement picture tubes for six months after the date of installation. The new policy is directed toward the protection of the jobber and distributor by allowing them unlimited shelf time for all tubes purchased from the company.

I.D.E.A. Names Kirk

Earl H. Kirk, former manager for Van Sickle Radio Supply Co., radio-TV parts jobber in Indianapolis, has been appointed assistant sales manager for the Regency Division of I.D.E.A. (Industrial Development Engineering Associates).

Tel-A-Ray Production

Tel-A-Ray Enterprises, Inc., Box 332, Henderson, Kentucky, has purchased a building in this town which will be used for the production of long range TV and FM antennas and boosters. The firm's factory was destroyed by fire last May.

FM Discriminators

(Continued from page 110)

- 5—Connect voltmeter from junction of R₁, C₃, C₅, to ground.
- 6—Adjust screw until rotation of the adjusting screw in one direction causes positive voltage to appear, moving in the other direction causes a negative voltage to appear. Set adjusting screw to the point where 0 voltage is produced (see fig. 4).
- 7—Check discriminator operation by injecting signals at the upper and lower limits of the minimum bandwidth. If voltage swings unequal, retrim primary adjustment. Then check to make sure that 0 voltage output still occurs at the center i-f. If it doesn't, retrim discriminator secondary.
- 8—Repeat check described in (7).

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

3 Important Rauland Policies

...Are they
paying off for you?

1 Did you know that Rauland's Replacement Picture Tube Warranty and Adjustment Policy provides a 6 months warranty from the date of purchase by the consumer? And that all Rauland replacement tubes now carry a triple registration card providing protection for jobber, dealer and consumer?

2 Did you know that Rauland provides a full 120-day price protection on distributor inventory of replacement picture tubes? That Rauland distributors can carry a stock adequate for their territories without risk of loss through price adjustment?

3 Did you know that Rauland offers valuable premium points for the prompt return of warranty registration cards? Each card returned promptly entitles dealer and distributor to premium points redeemable in valuable merchandise prizes.

• • •

If you have not received full details on all of the above, write, phone or wire your distributing contact on Rauland tubes. If you have not received your prize merchandise catalog, use the coupon below today.

THE RAULAND CORPORATION

Perfection Through Research

4245 N. KNOX AVE. • CHICAGO 41, ILLINOIS

The Rauland Corporation
4245 N. Knox Ave., Chicago 41, Illinois

Please rush premium merchandise catalog and full information on:

Earning Premium Prizes 6 Months Warranty
 Distributor Price Protection

Name _____

Address _____

City _____ State _____

Du Mont Regional Manager

The appointment of Frederick W. Timmons, Jr., as regional sales manager for the cathode-ray tube division, Allen B. Du Mont Laboratories, Inc., was announced by Bill C. Scales, national sales manager. Timmons, already at work in his new post, will make his headquarters at the Du Mont plant at Allwood, N. J.

Rep's Territory Expanded

The Brach Mfg. Corp. has announced that it is extending the territory of Burlingame Associates, present representative for New York and New Jersey, to cover all of the New England States.

New Belmont Plant

More than forty thousand square feet of floor space in a newly acquired building will be devoted exclusively to research, engineering and pilot production by Belmont Radio Corp., manufacturer of Raytheon television, it was announced recently. Designated by the company as Plant No. 4, the new facility is located on Chicago's Northwest side.

Named Sales Manager

Harold G. Cheney has been appointed sales manager for the Westinghouse Electronic Tube Division, Bloomfield, N. J., Eugene W. Ritter, vice-president announced recently.

Elected to CBS Board



D. H. Cogan, above, president of CBS-Columbia, Inc., manufacturing subsidiary of the Columbia Broadcasting System has been elected to the board of directors of the Columbia Broadcasting System. Cogan was previously a member of the board of directors of Hytron Radio and Electronics Corp., and president and member of the board of Air King Products Co., Inc.

Sylvania Maps Consumer Ad Campaign

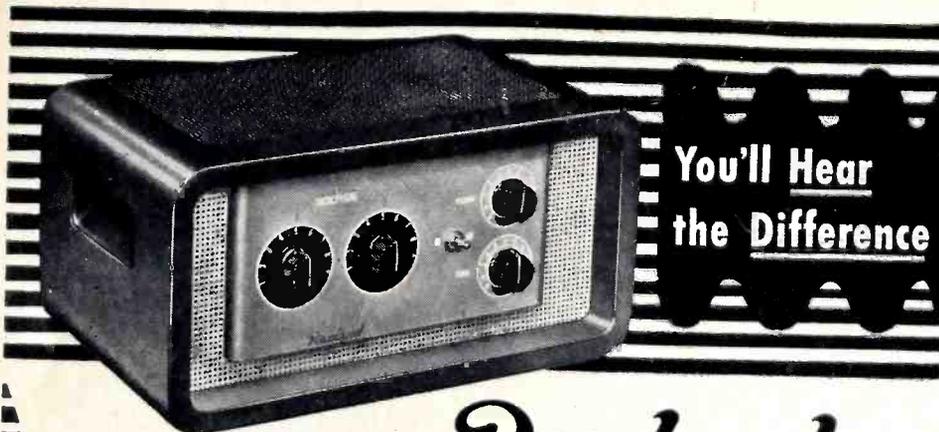
The Radio Tube Division of Sylvania Electric Products, Inc., has announced that it will continue its promotion for radio and TV service dealers through December. This program includes national advertising in the largest consumer magazines, "Beat-the-Clock" TV show, direct mail material for the dealer, service stickers, and other material. Imprinting with the local dealer's name is done by Sylvania and the cost of mailing pieces is one cent each, for government-stamped cards. A similar program last Spring aided dealers in mailing over 900,000 postal cards to TV set owners.

New TV Products Reps.

Appointments of the Henry W. Burwell Co., and G. G. Willison Co., as representatives of the complete line of TV antennas and hardware has been announced by the T-V Products Co., of 152 Sandford Street, Brooklyn, N. Y. The Henry W. Burwell organization will cover the states of Mississippi, Alabama, Florida, Georgia, Tennessee, North Carolina and South Carolina; and the G. G. Willison Co., will contact the trade in Texas, Louisiana, Arkansas and Oklahoma.

New Du Mont Warranty

A new policy on Du Mont television picture tubes sold as replacements, which warrants the tube six months from the date of installation in the user's receiver was announced by Bill C. Scales, sales manager, cathode ray tube division, Allen B. Du Mont Laboratories, Inc. The new warranty policy is effective immediately, Scales said.



You'll Hear
the Difference

THE NEW *Rauland* "Green Gem" 16 WATT P.A. AMPLIFIER

There's a world of quality difference in this advanced RAULAND medium-power amplifier. Styled to the modern tempo, it embodies complete P.A. facilities and maximum flexibility. Provides 2 microphone inputs (either convertible for use with a low-impedance mike by use of a plug-in transformer); 1 phono input; true electronic mixing and fading on all 3 inputs; tone control. Deluxe cabinet finished in a new dark green hammerloid; metallic bronze control panel set in a perforated aluminum-finish front section.

SPECIFICATIONS:

Power Output: 16 watts at 5% or less total harmonic distortion, measured at 100, 400 and 5000 cycles. 20 watts peak output.

Gain: Mike—130 db (2 meg); 117 db (100,000 ohms); 117 db (150 ohms). Phono—85 db (½ meg). Voltage required for rated output: High imp. input—.0015; low-imp.—.0001; Phono—.1 volts.

Frequency Response: ±1 db, 40 to 20,000 cps.

Output Impedances: 4, 8, 16, 250, 333 (70 volts), 500 ohms.

Hum and Noise Level: 70 db below rated power output (unweighted).

Tubes (8): 2-6SJ7; 2-6SC7; 1-6SQ7; 2-6V6GT; 1-5Y3GT.

The new RAULAND 1916 P.A. Amplifier gives you a real selling edge. Outstanding in its facilities, power and tonal performance—distinctive in its new styling—there's nothing on the market comparable for features and value. Available for immediate delivery. Get the full details today!

See your RAULAND-BORG Distributor for full information on the complete RAULAND Public Address Line. Build a solid, profitable Sound business around RAULAND dependability and quality.

Electroneering is our business

SOUND
EQUIPMENT

Rauland

INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, Ill.

Emerson's

\$20,000,000 BET

is a sure thing for you!

Time Magazine, The Wall Street Journal and other publications call Emerson's breath-taking color trade-in guarantee "a \$20,000,000 gamble." But it's a sure thing for you—because it gives every TV prospect who's been hesitating over color a compelling reason to BUY NOW!

Here's the most talked-about TV sales idea of the year to build your volume **NOW!**

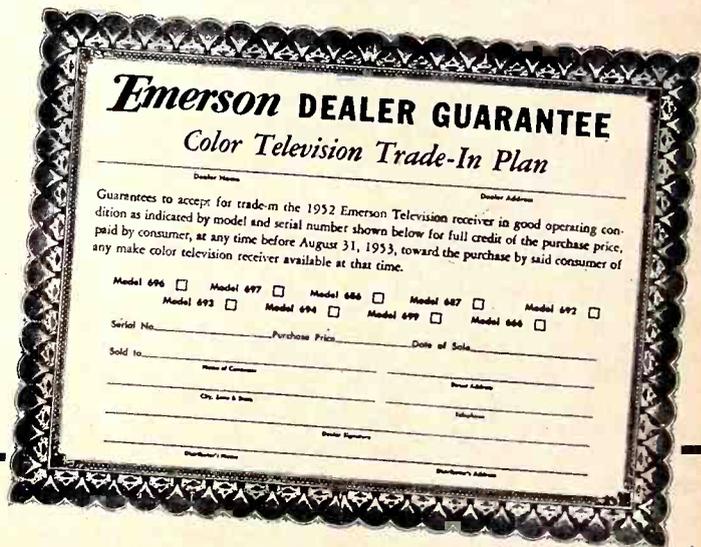
Sell new 1952 Emerson TV now. Emerson enables you to take it back for full credit against any make color TV your customer buys from you within 2 years. And Emerson will give you full credit for all the black and white sets traded in under this plan.

Your customers can have color when it's ready . . . and still not miss a minute of today's multi-million-dollar TV entertainment. Their dollars

are as safe in a 1952 Emerson as in the bank . . . and a million times more fun! Emerson is backing that guarantee . . . and backing you to the limit in putting it across!

Read Emerson's amazing guarantee and you'll see why it's today's greatest action-getter in TV!

*This Sales-Building Guarantee is offered for a limited time only—phone your Emerson Distributor **NOW** for Newspaper Mats, Display Material and Guarantee Certificates.*



Emerson DEALER GUARANTEE
Color Television Trade-In Plan

Dealer Name _____ Dealer Address _____

Guarantees to accept for trade-in the 1952 Emerson Television receiver in good operating condition as indicated by model and serial number shown below for full credit of the purchase price, paid by consumer, at any time before August 31, 1953, toward the purchase by said consumer of any make color television receiver available at that time.

Model 696 Model 697 Model 686 Model 687 Model 692
 Model 693 Model 694 Model 699 Model 688

Serial No. _____ Purchase Price _____ Date of Sale _____

Sold to _____ Street Address _____
 City, State & Zip _____ Telephone _____

Dealer Signature _____ Dealer's Address _____

Join the Emerson Profit Parade led by the Most Sensational Promotion this Industry has Ever Seen!



Emerson LIFE-TESTED Television and Radio

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

**"PENN can shout
from more roof-
tops than any other
Tower Maker"**

**Product Development Engineering
Made PENN the Best Seller**

The roofs of America "sprout" more towers by Penn than by any other manufacturer. The reason? Penn's constant product development engineering which has produced the following:

(1) The Teletower itself (2) the Thrifttower (3) the Tenna-Mast Hardware Line (4) the adjustable roof mount (5) the universal motor mount (6) the built-in base (7) Penn's new self-supporting tower that carries two hundred fifty pounds head load without guying.

STAY TUNED IN . . . WITH TELETOWERS!

PENN Teletowers
Thriftowers
Tenna-Mast
Hardware

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

Disc Demonstrations

(Continued from page 55)

them properly. A good demonstration will go a long way toward selling a record, needles, record brushes, static remover, and playing equipment, too, if you'll "talk up" these things to each listener. Tell them what you're doing, why you're doing it, etc. The customer knows he's in the store to buy records, and will accept what you say, not as "just another sales talk," but as good information. A gentle swing of the conversation from *your equipment* to the *customer's equipment*, and the first thing you know you'll be quoting prices on a new phonograph or combination.

There are many add-on sales possibilities in a good disc demonstration, as well as the record selling advantages previously mentioned, so look into your present demonstration setup and bring it up to date.

New Offices for A-V

The Audio & Video Products Corporation, manufacturers' representative and distributor sales organization formerly located at 1650 Broadway in New York City, has moved its offices to 730 Fifth Avenue, New York 19, N. Y.

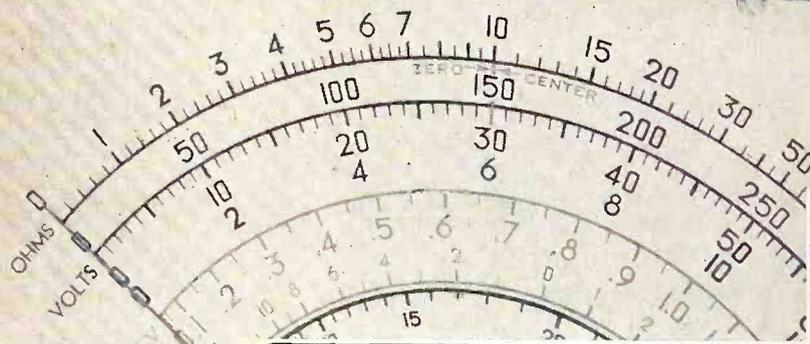
Tele-tone Sales Rep

Morton M. Schwartz, general sales manager, Tele-tone Radio Corporation, announced the appointment of William Cohen Sales Co., Inc., 1217 North Charles Street, Baltimore, as Tele-tone's sales rep for the Baltimore area.

Sparton Sales Manager



B. G. Hickman, above, formerly assistant sales manager, has been named general sales manager of Sparton Radio-Television, division of The Sparks-Withington Company, Jackson, Michigan in an announcement by John J. Smith, Sparks-Withington Company president.



Harry M. Neben, Chief, Electrical
AMPHENOL Testing Laboratory



RECOMMENDS
Simpson Model 303

VACUUM TUBE VOLT-OHMMETER

Says Harry M. Neben: "I understand the 303 was developed to be of particular use to television service men for aligning sets in the field—so it's designed to perform a lot of test functions and is compact and easy to carry around. These same features make it quite a valuable laboratory and production tool here at Amphenol."

In the photo, Mr. Neben is using the Simpson 303 in conjunction with an Amphenol test fixture to measure insulation resistance between one wire and all other wires of a cable assembly.

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 25 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.
LINE VOLTAGE: 105-125 V. 50-60 Cycles.
SIZE: 5 1/4"x7"x3 1/8" (bakelite case). Weight: 4 lbs. Shipping Wt.: 6 1/2 lbs.
STILL AT THE SAME NET PRICE: Model 303, including DCV Probe, ACV—Ohms probe and Ground Lead with Operator's Manual—\$58.75
 Accessory High Frequency Probe, \$7.50
 Accessory High Voltage Probe, \$9.95
 Also available with roll top case, Model 303RT—\$66.70

Available through your Parts Jobbers

Simpson ELECTRIC COMPANY

5200 W. Kinzie St., Chicago 44, Illinois Phone: COLUMBUS 1-1221
 In Canada: Bach-Simpson, Ltd., London, Ont.

World's Largest Makers of Electronic Test Equipment

BURTON BROWNE ADVERTISING

B-T Sales Manager

Blonder-Tongue Labs. of 38 N. 2nd Avenue, Mt. Vernon, N. Y. announce the appointment of Joseph H. Kerner to the position of sales manager. He will direct the sales of the B-T Antensifier, a high-gain TV booster for home installation.

Joins PCA Sales Staff

Perlmuth-Colman and Associates, 1335 S. Flower Street, Los Angeles 15, Calif., manufacturers' representatives, announce the addition to their sales staff of Ken Johnson. This now makes a total of seven salesmen and engineers on the staff.

Hedco Named Berman

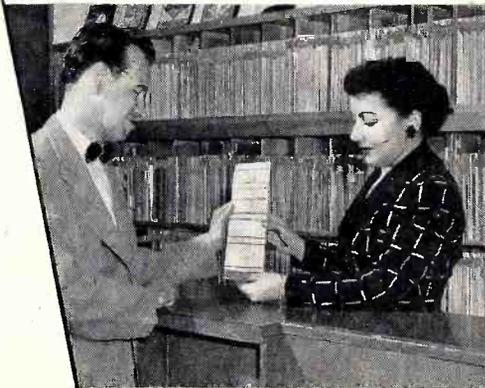
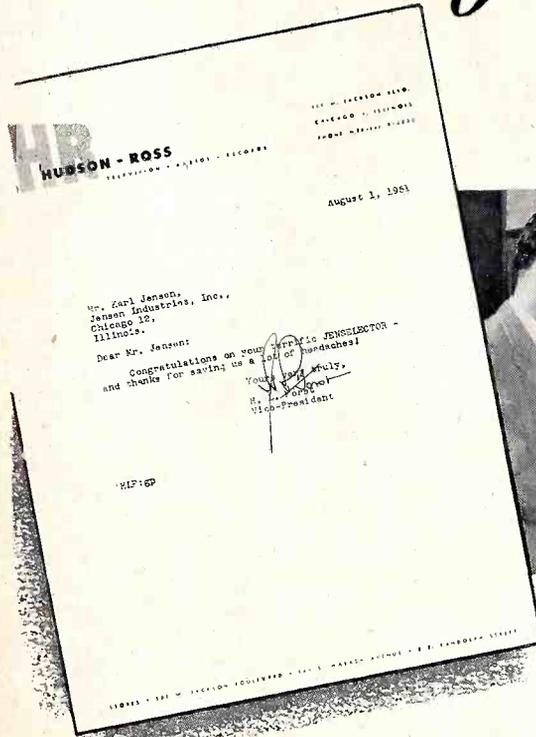
Charles H. Berman has been appointed as sales manager of the Hedco Mfg. Corp., 4564 Broadway, Chicago, according to an announcement by Paul M. Davidson, president of the firm. Berman will direct national sales of the company's record player line, marketed under the "Symphonette" trade name. Davidson also revealed that Hedco, which has made players for Montgomery Ward for a number of years, is planning to secure a large manufacturing plant in Chicago which will allow expansion of both its private brand and trade operations.

Admiral Announces New TV and Radio Sets

Admiral Corporation has announced eleven new radio and TV sets "built for the future" with color television optional and equipped for UHF, with emphasis on sharply reduced prices. 20-inch table model (121K15,16,17) \$279.95, walnut, \$289.95, mahogany, \$299.95, blond; 20-inch console (221K 45,46,47) \$329.95, walnut, \$339.95, mahogany, \$359.95, blond; 20-inch combination (321K65,66,67) \$469.95, walnut, \$499.95, mahogany, \$519.95, blond; 17-inch combination (37K55,56, 57) \$379.95, walnut, \$399.95, mahogany, \$419.95, blond; 17-inch console (27K85,86,87) \$259.95, walnut, \$269.95, mahogany \$289.95, blond; 14-inch table model (15K22) \$159.95, mahogany; 10-inch color console (Companion set) (C20M16) not priced. Clock-radio (5L21,22,23) \$29.95, ebony, \$32.95, mahogany, \$34.95, ivory; radio-phonograph table model (5M21) \$59.95, ebony; radio-phonograph table model (6M22) \$79.95, mahogany; console radio-phono comb. (6N25,26,27) \$169.95, walnut, \$179.95, mahogany, \$189.95, blond.

"Terrific" Jensen NEEDLES

NEW "JENSELECTOR"
*
SAYS HUDSON-ROSS



Larry Gordon of American Broadcasting Company buying a new Jensen Needle from Bette Andrews of Hudson-Ross with the aid of the "JENSELECTOR."

New Amphenol Plant

Completion of Amphenol's new Plant No. 4 on Chicago's West Side will permit a great expansion in AN and RF connector assemblies at the main plant, American Phenolic Corporation officials announce.

Massive plastic molding presses and cable extruders are being moved to the new plant, thus making room for more than 300 new employes at the main plant to speed production and delivery of AN and RF connectors.

The new plant, with 65,000 square feet of space will house all synthetic operations including the molding of plastics, wire mill operations including extruding and braiding, and will warehouse the vast supplies of materials used in these operations.

Big Arvin Ad Campaign

The most spectacular advertising campaign in Arvin history will be used this Fall and early Winter to back up the new 1952 line of Arvin television sets and radios introduced at a national distributor convention on July 30th. With primary emphasis on the new TV sets and radios, as well as a concentrated drive on electric housewares and metal furniture, the broad program is due to start in September issues of national consumer magazines and will run through December 5th.

A 24-page "Fall and Winter Merchandiser" just issued to Arvin's field personnel, distributors and dealers points out that Arvin ads in 16 national magazines will make 267,000,000 "sales visits" during the four month period. Seventy-seven ads are scheduled to appear within a 16-week span. TV and radio will use the bulk of space, with most of the ads in color and in half or full pages.

"SAVES A LOT OF HEADACHES" says Mr. H. L. Forst, vice president of Hudson-Ross

The "Jenselector" does just that, because it instantly shows the proper needle for any record player. Hard to get information such as serial and model number or cartridge and needle number is unnecessary.

See your local distributor for your free "Jenselector" or write directly to Jensen.

* One of Chicago's leading record dealers.

Jensen INDUSTRIES, INC.
332 South Wood St., Chicago 12
JENSEN - THE OLDEST NAME IN SOUND ENGINEERING



The Famous "JENSELECTOR".
As easy to use as A B C.

Workshop Names Scott

Thomas Scott is now representing The Workshop Associates, division of the Gabriel Company, in the State of Michigan, according to an announcement by K. S. Brock, commercial sales manager of Workshop. Scott's office is located at 15709 Turner Avenue, Detroit 21.

New Clearbeam Plant

Clearbeam Antennas, Burbank, California, has moved into its new plant at 100 Prospect Ave., Burbank. The new plant will also house the operations of its subsidiaries, TV Wire Products and Tempo Products, according to Peter S. Wald, president.

Raytheon Bonded Dealers

The popular Raytheon Bonded Dealer program was recently announced to a representative group of radio and television dealers in the Norfolk, Virginia area. In announcing their sponsorship of the program, Raytheon's Norfolk tube distributor, Radio Equipment Company, held a meeting at the Monticello Hotel at which dinner was served, followed by movies.

Successful Dealer

(Continued from page 76)

staff also includes two men who install automatic washers, dryers, oil heaters, etc., and take care of service calls; two radio men who check all new radio sets before delivery and do warranty service; one refrigerator service man; two men on truck deliveries; and a bookkeeper who has proved a big help to the company.

The 31-year old business man has been sole owner of his establishment since October of last year. His present-day line includes Perfection gas, oil and electric appliances, Philco radios, International Harvester refrigerators and many other nationally-advertised lines.

A firm believer in the principle that people will patronize you if they know where to find you, Klaehn is a consistent advertiser in both morning and afternoon papers in Fort Wayne. He makes excellent use of materials supplied him by manufacturers, and he follows the lead of most good business men in sending out mailing pieces, periodically, to everyone who has ever entered his store and to many who have never been inside.

When Fred Klaehn's new store was formally opened, probably the two happiest people in the place were Mom and Pop Klaehn. Memories of a boy tinkerer were surely with them as they looked over the beautiful business establishment—a monument to their son's business ability and to their early understanding of a boy who liked the feel of wire and coils, rheostats and batteries.

Three Permoflux Reps

Ray R. Hutmacher, sales manager, distributor division, Permoflux Corp., 4900 W. Grand Avenue, Chicago, Illinois, has announced the appointment of the following representatives: Herb Erickson Co., Hendersonville, N. C.; Harry Estersohn, Phila., Pa., and Bill Bartleson, Minneapolis, Minn.

Hotpoint Repair Service

Special repair service for persons whose appliances were damaged in the recent flood area centering around Kansas City has been made available by Hotpoint, Inc. in cooperation with its dealers and local distributor, Graybar Electric Company.

New Meck Distributor

Refrigeration Sales Corporation, 1127 Carnegie Avenue, Cleveland, Ohio, has been appointed exclusive distributor for Meck television receivers in 21 counties of northeastern Ohio, it was announced by L. M. Sandwick, sales manager of John Meck Industries, Chicago.

Du Mont Names Hakim

George Hakim has been appointed advertising manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc. Hakim joined the Du Mont organization a year ago as cooperative advertising manager of the division.

Install

"CONICAL-V-BEAM"*

*REGISTERED TRADE MARK

for "EASE OF MIND"

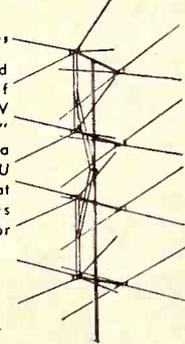
You are assured of the highest possible gain and bandwidth for maximum signal to noise ratio, full tone and elimination of busy background.

Install a genuine Telrex "Conical-V-Beam" engineered to eliminate your headaches and "See the Difference" in performance, material and workmanship.

A model for every requirement — local, fringe and extreme fringe.

The "ULTIMATE" gain, 4 bay stacked array — 8X-TV. If the Telrex 8X-TV "Conical-V-Beam" does not provide a usable signal, YOU CAN BE SURE that TV reception is either impractical or impossible.

"Conical-V-Beams" are produced under Reissue Patent No. 23,346.



DEALERS . . . SERVICEMEN . . .

"TELREX SERVICE NEWS" can be mailed direct to your place of business. This timely service periodical contains the most authentic antenna technical data available. It's FREE — Write on your Company letterhead or post card with Company stamp.

Be sure to visit
BOOTH 214
at the NEDA Show
in Cleveland

CANADIAN
AND FOREIGN
PATENTS
PENDING



AMERICA'S STANDARD OF COMPARISON

CONICAL-V-BEAMS

ASBURY PARK 2, NEW JERSEY



MOSLEY Low Loss TV Accessories . . .



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

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 haywire. Sturdily made of low-loss acrylic plastic. All metal parts are non-ferrous.

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

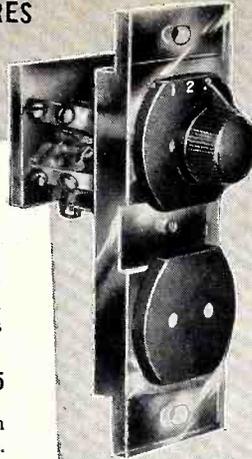
MOSLEY TRANSMISSION LINE PLUG for plugging transmission line from receiver to MOSLEY SOCKET-SWITCH listed above.
Cat. 301 List \$.48

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

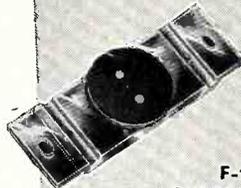
MOSLEY DUAL FLUSH SOCKET for 300 ohm line. Same as F-1 above but provides two sockets for installations using two individual antennas with separate lead-ins.
Cat. F-11—MOSLEY Dual Flush Socket List \$2.09

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

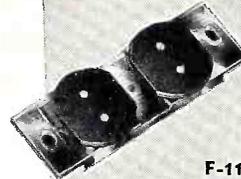
MOSLEY FLUSH SOCKET for Five wire rotator control. Same as F-14, above, except rotator socket is for Five wire control cable.
Cat. F-15—MOSLEY Flush Socket List \$2.09



F-10
FLUSH MOUNTED
SOCKET-SWITCH



F-1
SINGLE
FLUSH SOCKET



F-11
DUAL
FLUSH SOCKET

Named Ad Manager



Lincoln N. Kinnicut, above, has been appointed advertising manager of the LaPointe-Plascomold Corporation, Windsor Locks, Conn., manufacturer of television antennas, electronic devices and aircraft parts.

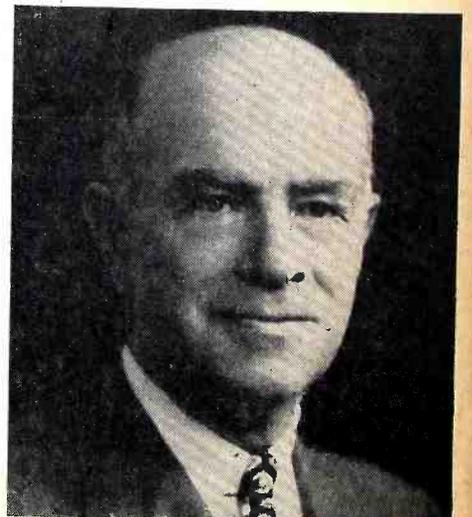
Raybro Sales Meeting

Raybro Electric Supplies, Inc., recently held a two-day general sales meeting in Tampa with all members of the sales department, including branch managers and branch sales managers, in attendance. The meeting was conducted by J. A. Mook, Jr. advertising and sales promotion manager.

RCA Radio Booklet

The RCA International Division has announced a new brochure which gives information about two-way radio systems for the transportation industry. The 8-page illustrated booklet covers the basic "Fleetfone" systems available in the 30-50 MC. band, and explains the advantages of such service for various segments of the transportation industry. Called "2-Way Radio for the Transportation Industry," it is available from Mobile Radio Section, RCA International Division, 30 Rockefeller Plaza, New York, N. Y.

Named EP&EM Chairman



John H. Cashman (above), president of The Radio Craftmen, Inc., Chicago, was elected chairman of the Association of Electronic Parts and Equipment Manufacturers at the trade group's annual meeting. Francis F. Florshiem, president of Columbia Wire and Supply Co., Chicago, was elected vice-chairman and Helen Staniland Quam, of the Quam-Nichols Co., Chicago, was reelected to her sixteenth consecutive term as treasurer.

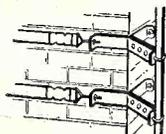
MOSLEY
W O F Q Y *Electronics*

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.

ON THE BEAM

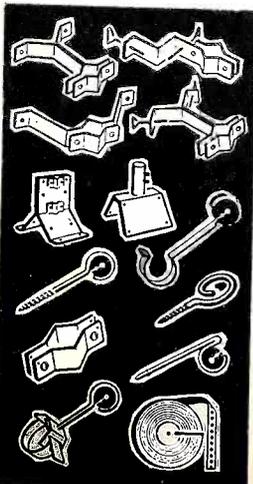


**Haygren Chimney Mount
Model Y27**

SOLID RIVETS! Sure-grip "U" bolt!
"ALCOTE" finish!

Write for **FREE** Catalog and
name of nearest distributor!

Haygren **ELECTRONIC**
MANUFACTURING, Inc.
436 18th St., Brooklyn, New York



Hoffman Names May

H. Leslie Hoffman, president of the Hoffman Radio Corp., Los Angeles, has announced that D. W. (Winnie) May, 30 Church St., New York 7, has been appointed regional manager for the organization in metropolitan New York City and northern New Jersey.

Easy-Up Display

A counter piece displaying the Easy-Up pole accessories is now offered to jobbers by Easy-Up Tower Company, Racine, Wisconsin. The display consists of a miniature roof, on which is mounted a short pole section. The basic unit is made available to jobbers at no charge.

Onorati Joins Crosley

Henry Onorati has joined the Crosley Division, Avco Mfg. Corp., as director of electronics advertising, V. C. Havens, assistant general sales manager of the division has announced. Onorati resigned as assistant advertising manager and national promotion manager of RCA Victor Records to assume his new position.

Tape or Wire?

(Continued from page 84)

that the gummy material used for splicing is not permitted to come in contact with the recording head.

To those users who will want to edit out carefully single words and syllables, the dealer should therefore recommend a tape recorder. For most of the average amateur and business uses, a wire recorder will serve better, since the wire recording can also be edited, more quickly and easily if not quite as accurately, by cutting and tying.

Even more important to most customers than the advantages inherent in either wire or tape will be the size, type, price and operating features of the particular recorder which most nearly suits each customer's own needs. That is why recorder manufacturers such as Webster-Chicago Corporation offer a variety of models, each designed to meet a definite need.

When the buyer seeks a recording machine, his purposes will be all-important in his mind, not the medium to be used. It's a magnetic recorder he wants, and to him the medium is no more than another feature of one model or another. The alert retailer will familiarize himself with all of the features of each model and thus be equipped to help his customer choose the machine that will exactly serve his purposes, irrespective of whether that model uses wire or tape.



SOUND-REEL

**Dual Speed—Dual Track
MAGNETIC TAPE RECORDERS**

MODEL
D-37

**All 5 Points of Superiority Plus
Many More**

- Instantaneous push button speed selection, 7.50 in./sec. or 3.75 in./sec., with Automatic Tone-Equalization for each speed
- Full frequency range—professional tone quality
- Up to 2 hours recording and playback time
- Proved Performance, thoroughly field tested and acclaimed everywhere
- Amazingly light weight, yet rugged. Cast zinc & aluminum components

AVAILABLE IN 6 MODELS

MODEL	DESCRIPTION	LIST PRICE
D-37	(illustrated) Complete portable recorder with carrying case	\$243.00
D-37R	Complete portable recorder with carrying case, with AM tuner	*286.20
DC-37	Complete portable recorder with metal cover and lock	243.00
DC-37R	Same as above but with self-contained AM tuner	*286.20
LD-37	Complete recorder less carrying case	221.40
LD-37R	Complete recorder, less carrying case, with AM tuner	*264.40

*Plus Federal Excise Tax
West of Rockies add 5%

MASCO

Write for your copy of Tape Recorder Catalog =TR-51

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

SOUND SYSTEMS and ACCESSORIES

RAvenswood 8-5810-1-2-3-4

Additional Features

- Capstan driven—negligible wow and flutter.
- Volume level indicator.
- Monitor speaker built-in.
- Record pushbutton prevents accidental tape erasure.
- Inputs... for microphone, for external radio or phonograph.
- Outputs... for earphone monitoring, external speaker or for existing audio system.
- Finish... beautiful spruce green hammertone.

RECORD DISTRIBUTORS WANTED

One of America's most stable, solidly financed Record Companies (not a major label) seeks several new exclusive distributors for various territories. Full Price line. Currently releasing new records in all speeds; large, widely diversified catalog, offering profitable basis for year-round sales in addition to "hit" volume. Lack of adequate representation in certain areas prompts this ad. Special consideration given to aggressive appliance distributors not now carrying a record line. Reply Box 951, RADIO & TELEVISION RETAILING, 480 Lexington Ave., New York 17, New York.

Famous Products by

Jensen



Concert Series



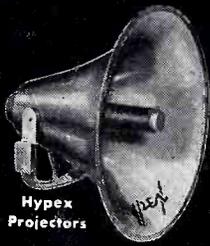
H-510 Coaxial with Acoustic Lens



Speechmaster Reproducers



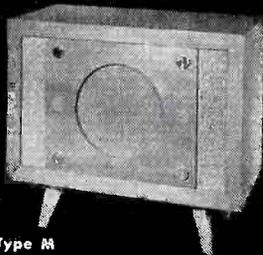
G-610 Triaxial



Hypex Projectors



VIKING economy speakers



Type M Reproducer Cabinet



Extended Range



Standard Series

Jensen MANUFACTURING COMPANY

Division of the Muller Company
6601 S. LARAMIE AVENUE • CHICAGO 38, ILLINOIS

BURTON BROWNE ADVERTISING

S-W TV & RADIO LINES

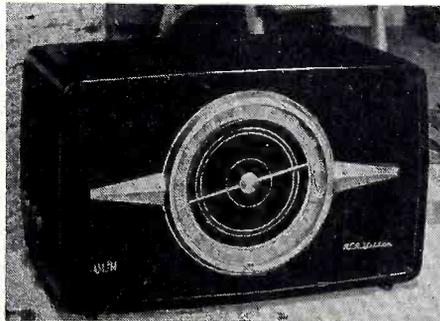
The Fall television line includes ten models. Described as the newest, and one expected to be heavily featured between now and the Christmas market, was the model 9202, 17-inch console shown here, listing at \$299.95. The radio



line includes 17 models, ranging in price from \$19.95 to \$289.95. Eight are AM table models; four are clock model table radios; one table model is AM-FM; two six-tube table models are designed for "difficult" areas; and the two top models are combinations with FM, AM and phono. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

RCA Victor AM-FM RADIO

"The Livingston," new RCA Victor table model AM-FM radio shown here, features an 8-inch speaker, shielded FM



tuner, and 3-gang tuned RF circuits. Cabinet is deep maroon plastic. Has built-in phono jack. List price: \$79.50. RCA Victor Div., Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

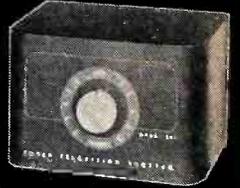
Motorola TV LINE

Sixteen new television receivers have been introduced. Equipped with 14, 17 and 20-inch black rectangular tubes, the new models are priced from \$50 to \$100 lower than similar sets in last January's line. Most significant price change was \$80 less for a 20-inch table model with attachable legs. The new price on this model is \$299.95. Other price reductions include \$60 less for both a 17-inch plastic table model (now \$199.95) and a 17-inch mahogany console (now \$269.95). Prices for the line range from \$169.95 for a 14-inch table model to \$389.95 for a deluxe 20-inch console. All new models are available with built-in UHF tuners for an additional \$40. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

THE PROOF IS IN THE PICTURE!

Bogen TELEVISION BOOSTER

performs WHERE OTHERS FAIL!



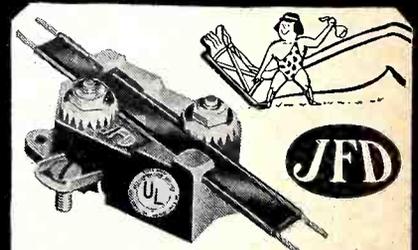
In the final analysis it is the picture received under difficult conditions which proves the value of a television booster. Hundreds of thousands of television viewers have daily proof that the Bogen Television Booster provides sharp, clear pictures in areas where others fail. Are your TV installations performing at their potential best? See Bogen—for the proof in the picture.

Write for literature to Dept. E-9

David Bogen CO., INC.
663 BROADWAY, NEW YORK 12, N. Y.

SPECIALISTS IN ELECTRONIC INTERCOMMUNICATION FOR OVER 20 YEARS

PERFORMANCE Not Size IS WHAT COUNTS



"LITTLE GIANT" LIGHTNING ARRESTER

PROTECTS Against Lightning Hazards

No. AT 105

For ribbon-type and oval jumbo twin lead.

\$1.25 LIST

ONLY JFD Lightning Arresters offer you these exclusive patented features...

1. Strain-relief Retaining Lip prevents pulling or straining of lead against contact points.
2. You actually see positive contact made with lead-in wire.
3. No wire stripping or cutting.

Write for Form No. 84 showing the damage lightning can do to a Television Installation.

JFD MANUFACTURING CO., Inc.
6105J 16th AVENUE, BROOKLYN 4, N. Y.
FIRST in Television Antennas and Accessories

New NAED Offices

The opening of new and larger headquarters offices by the National Association of Electrical Distributors at Norway House, 290 Madison Avenue, New York City, was announced by Chas. G. Pyle, executive director.

Lewyt Sales Meeting

At a recent meeting of Lewyt distributors in New York City, Lewyt executives outlined the plans and policies of the firm for the coming Fall and Winter season. Alex Lewyt, president of the Lewyt Corporation, described the quarter of a million dollar retooling program that has been so planned that Lewyt cleaners can be made from several different materials in several different ways if necessary.

Hallcrafters Plans Color Transcender

William J. Halligan, president of The Hallcrafters Company, announced plans for building a "Color Transcender" to sell for under \$20.00 which will permit Hallcrafters set owners to receive in black and white telecasts made over the CBS color system. These units will be optional on new Hallcrafters models or can readily be installed on present sets.

Duotone Names Marfree

The Duotone Corp. of Keyport, New Jersey, announces the appointment of Marfree Advertising Corp. for direction of advertising of Duotone needles and Duotone magnetic recording tape.

New Jewel Distributor

Paul W. Nief, general sales manager for Jewel Radio Corp., 10-40 45th Ave., Long Island City, N. Y., announces the appointment of York Supply Company of Dayton and Cincinnati, Ohio, as distributors.

Gabriel Names Greene

Announcement has been made by The Gabriel Company, Cleveland, of the appointment of Gardiner G. Greene as vice-president in charge of the Electronics Divisions of Gabriel. These divisions include Ward Products Corporation of Cleveland, manufacturers of automobile and television antennas, and the Workshop Associates of Needham, Mass.

Kelvinator Names Two

Two executive changes in the Kelvinator sales department were announced by Charles T. Lawson, vice-president of Nash-Kelvinator Corporation in charge of Kelvinator sales. Lawson said H. A. Willis, electric range and water heater sales manager, has been transferred to the advertising and sales promotion department as manager of national advertising; and W. E. Saylor has been appointed electric range and water heater sales manager, in addition to his present duties as manager of rural and utility sales.

TV Boosts Book Sales

In a survey conducted by John Meck Industries, it was found that dramatization of a book over television usually leads to an upsurge of demand for it at bookstores and libraries. The Meck survey checked 14 libraries and 42 bookstores in five cities—Chicago, New York, Washington, Cleveland, and Minneapolis. More than 80 per cent reported that immediately after a book was dramatized on a major program, inquiries for it shot up. "This indicates," said John S. Meck, president of the company, "that television is having a profound and wholesome influence on the tastes and education of our people."

RCA Honors Schoning

William O. Schoning, for 30 years a leader in tube and parts distribution, was recently presented with a certificate by the RCA Tube Department in tribute to his active and effective leadership in industry affairs, Hal Bersche, manager of renewal sales of the RCA Tube Department, has announced.

To Distribute Olympic

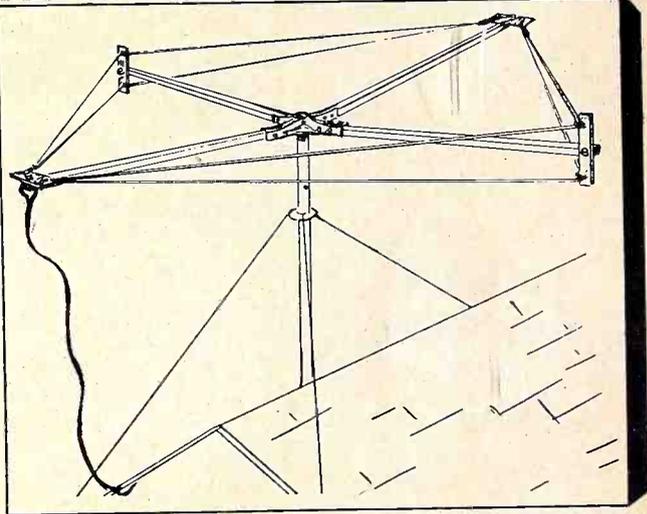
Geo. Rosen & Co., Inc., 40 Hopkins Place, Baltimore 1, Md., has announced its appointment as an exclusive distributor of Olympic television in that area.

It's SENSATIONAL!

CLEARBEAM'S NEW ALL-CHANNEL

RHOMBIC

ELECTRONICALLY ENGINEERED for LONG DISTANCE (DX) RECEPTION and SHARP DIRECTIVITY over the entire TV SPECTRUM



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7-Strand copper receiving elements.

STURDY

Heavy-duty Alum casting from Alum reinforced structural grade waterproof Douglas Fir.

PREASSEMBLED

for ease in installation.

"Remember the Rhombic" has long been the phrase used by electronic engineers wherever the problem involved long distance (dx) and sharp directivity. Now, for the first time, Clearbeam has engineered this all-time favorite in an exclusive design to cover the entire high and low TV band—bringing you a Horizontal, Multi-Wire Rhombic TV Antenna with exceptionally high gain for low signal areas, and unusually sharp directivity to rid reception of ghosts! For picture-perfect long distance all-channel reception, remember the Rhombic—specifically "CLEARBEAM"!

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for
**SINGLE
CHANNEL
RECEPTION**

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Windsor Locks, Conn.

To Emerson Sales Post

The appointment of Stanley M. Abrams as acting director of sales has been announced by Benjamin Abrams, president of Emerson Radio & Phonograph Corporation.

Graybar Dealer Help

A comprehensive dealer-help program, developed by Graybar Electric Company and tied in with NEMA's current campaign to boost electric housewares sales, is scheduled for launching some time this month. Designed to increase gift sales and attract year-round traffic to appliance dealers' establishments, it features a combined dealer catalog and merchandiser, a flexible and economical display piece and a dealer imprinted gift booklet for year-round use.

In Sentinel Sales Posts

E. Alschuler, president, announces the promotion of E. G. May to director of sales and Robert B. Parks to sales manager of the Sentinel Radio Corporation, Evanston, Ill.

In Admiral-N. Y. Post

Samuel J. Brechner has been appointed sales manager of Admiral-New York, according to an announcement made recently by Thomas J. Hodgens, vice-president and general manager.

New Lewyt Premium

A sixteen-piece cutlery set to be used by dealers as a trade-in premium toward new Lewyt vacuum cleaners is announced by Walter Daily, vice-president of the vacuum cleaner division of Lewyt. The set consists of a six-piece steak and grill set, a three piece carving set, a four-piece utility set and a three-piece butcher set. Made to retail for \$29.95, it will be available through Lewyt distributors for a fraction of this cost.

Named General Manager

L. L. Del Padre Associates, Springfield, Mass., has announced that William B. Kessler has been named general manager of their affiliate, the Regent Electronic Supply Corp., 1153 Boston Post Road, Milford, Connecticut.

Taco Catalogs

The master antenna system components made by Technical Appliance Corp., Sherburne, N. Y., are listed and described fully in catalog 36. This catalog of Tacoplex equipment, which also shows typical master antenna system layouts, is available upon request from the company. Also to be had is catalog 35, describing the entire line of antenna equipment.

Sprague Capacitor Catalog

A new 16-page catalog has just been issued which lists capacitors for virtually every radio and television service, amateur, experimental, laboratory, and other needs. The catalog also lists the company's Koolohm resistors, capacity and resistance analyzer, and many other associated products. Catalog C-607 may be had from Sprague distributors, or direct from the manufacturer, at North Adams, Mass.

RMS Fringe Forums

Under the direction of Martin Betan, chief engineer, a series of forums on the use of high gain antennas and transmission line in fringe areas are being conducted by Radio Merchandise Sales, Inc. Cities where the forums have been scheduled include Syracuse, Elmira, and Utica, N. Y.

Rauland Premium Offer

A mailer is being sent out to Rauland jobbers for distribution to dealers to acquaint them with the details of the new picture tube sales premium plan. Rauland is offering points for return of picture tube warranty cards, and these points are good for prizes ranging from an alarm clock for selling two tubes, to a Sunbeam Mixmaster for selling 11 picture tubes.

MATTISON
630 CHASSIS WITH
• **TUNEABLE** •
BUILT-IN BOOSTER!

ONLY THE MATTISON 630 CHASSIS HAS AN ALL CHANNEL TUNEABLE BUILT-IN BOOSTER THAT INCREASES SIGNAL STRENGTH UP TO 10 TIMES. THIS CHASSIS WILL OUT-PERFORM ANY CHASSIS MADE. IT IS AVAILABLE AS A SEPARATE UNIT OR IN THE COMPLETE MATTISON CUSTOM-BUILT LINE OF TELEVISION RECEIVERS.


Manufactured with integrity
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DO IT RIGHT THE FIRST TIME, AT ONE LOW COST

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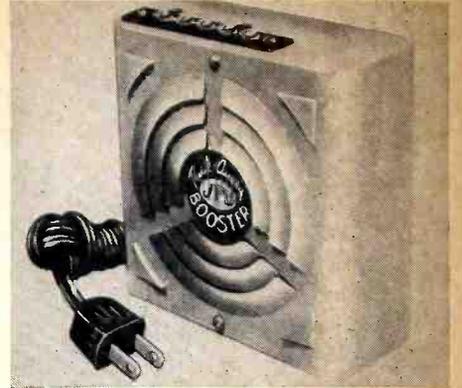
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 4711 W. North Ave., Chicago 39, Ill.
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JFD BOOSTER

Known as the "Tuck-Away" booster, this model VB single channel TV pre-amplifier comes in a very thin (1 3/4")



case with keyhole slots in the rear to facilitate fast out of the way mounting. Pretuned at the factory, employing an automatic switch which operates remotely when the set is turned on or off, the booster lists for \$19.95. Literature is available from the maker, JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Electro-Mite PHONOGRAPHS

Cedar cases, well padded, and covered in bright Scotch plaids and high colors, are features of this new phono line. Each of the three models available has a wide range tone control and tone arm with double needle. The models retail at \$29.95, \$39.95 and \$49.95. Raymond Clevens Co., 77 Marion St., Lynn, Mass.—RADIO & TELEVISION RETAILING.

Lindberg FLUID SOUND

A new phono pickup cartridge has been announced. Direct current flowing through 3 electrolytic filled cells is



modulated by the record track oscillations. Needle-record contact is used only to modulate the externally supplied DC voltage. Available in 3 needle tip sizes, all with sapphire tips, listing at \$3.95 plus tax. Frequency range: 20 to 10,000 cycles. Output: .8 volts. All cartridges have standard mounting specifications. Lindberg Instrument Co., 830 Folger Ave., Berkeley 10, Calif.—RADIO & TELEVISION RETAILING.

Shur-Tone PHONO

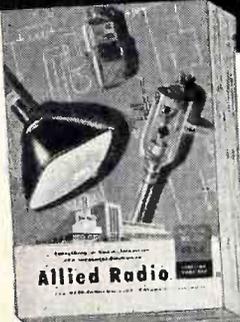
New model is the Phono-Doodle, available in three models all shaped like treasure chests, all covered in a washable lithographed material with four color designs featuring the Howdy-Doody characters. Model A, acoustic model with open top, \$12.95 list; model B, portable, two-tube amplifier model with treasure chest lid, \$24.95 list; and model C, portable, two-tube amplifier three-speed model with treasure chest lid, list: \$29.95. Shur-Tone Products, Inc., 440 Adelphi St., Brooklyn 17, N. Y.—RADIO & TELEVISION RETAILING.

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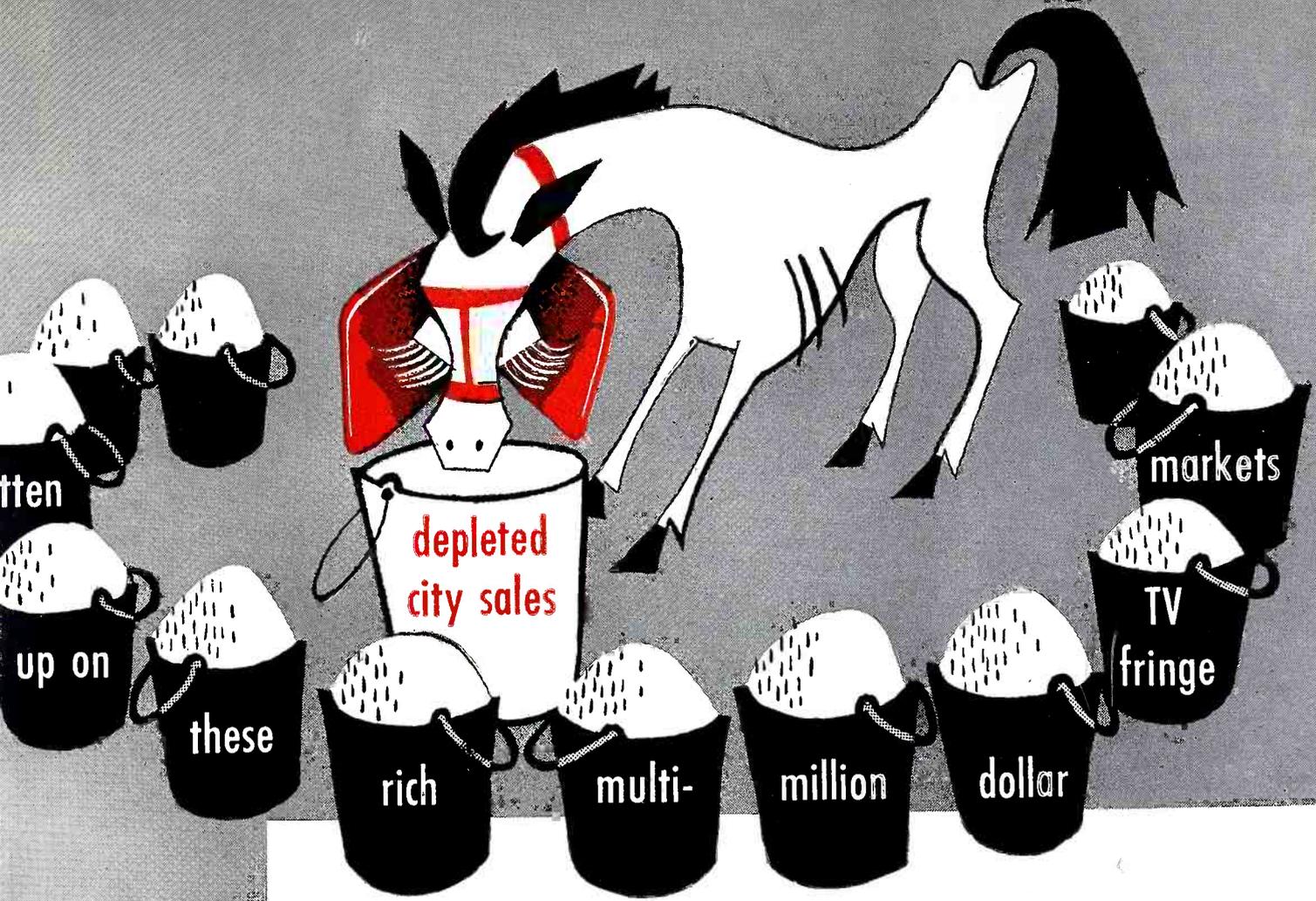
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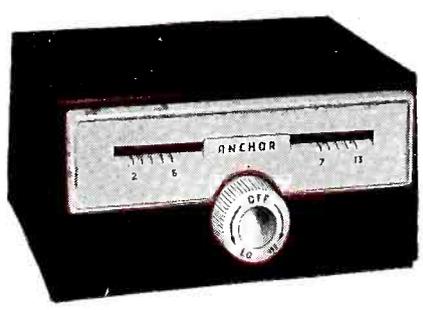
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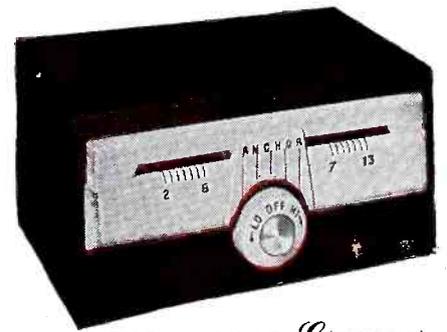


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