

April • 1952

CALDWELL-CLEMENTS'

RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing



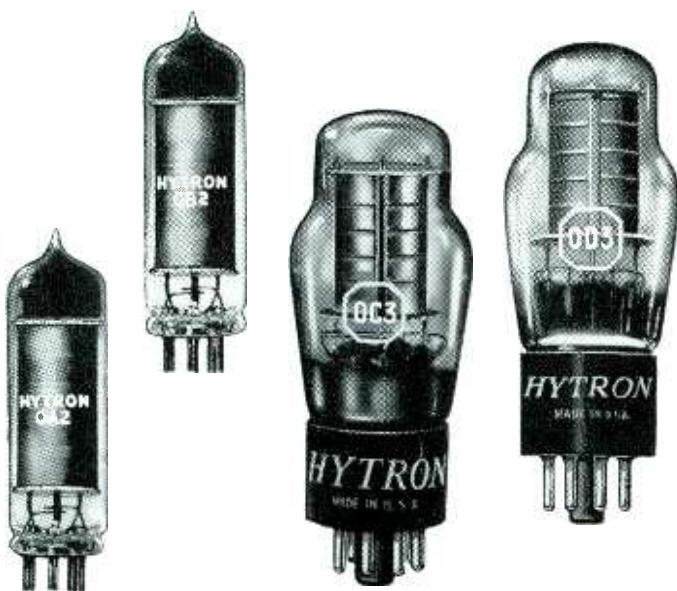
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It's automatic with scores of top-flight manufacturers. They turn to CBS-Hytron for the miniature OA2, OB2 and standard OC3, OD3.

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Write for Complete Free Data on

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Every custom-built set installed with big 6x9" speaker and control plate to match specific instrument panel.

4 Golden Voice CUSTOM SET

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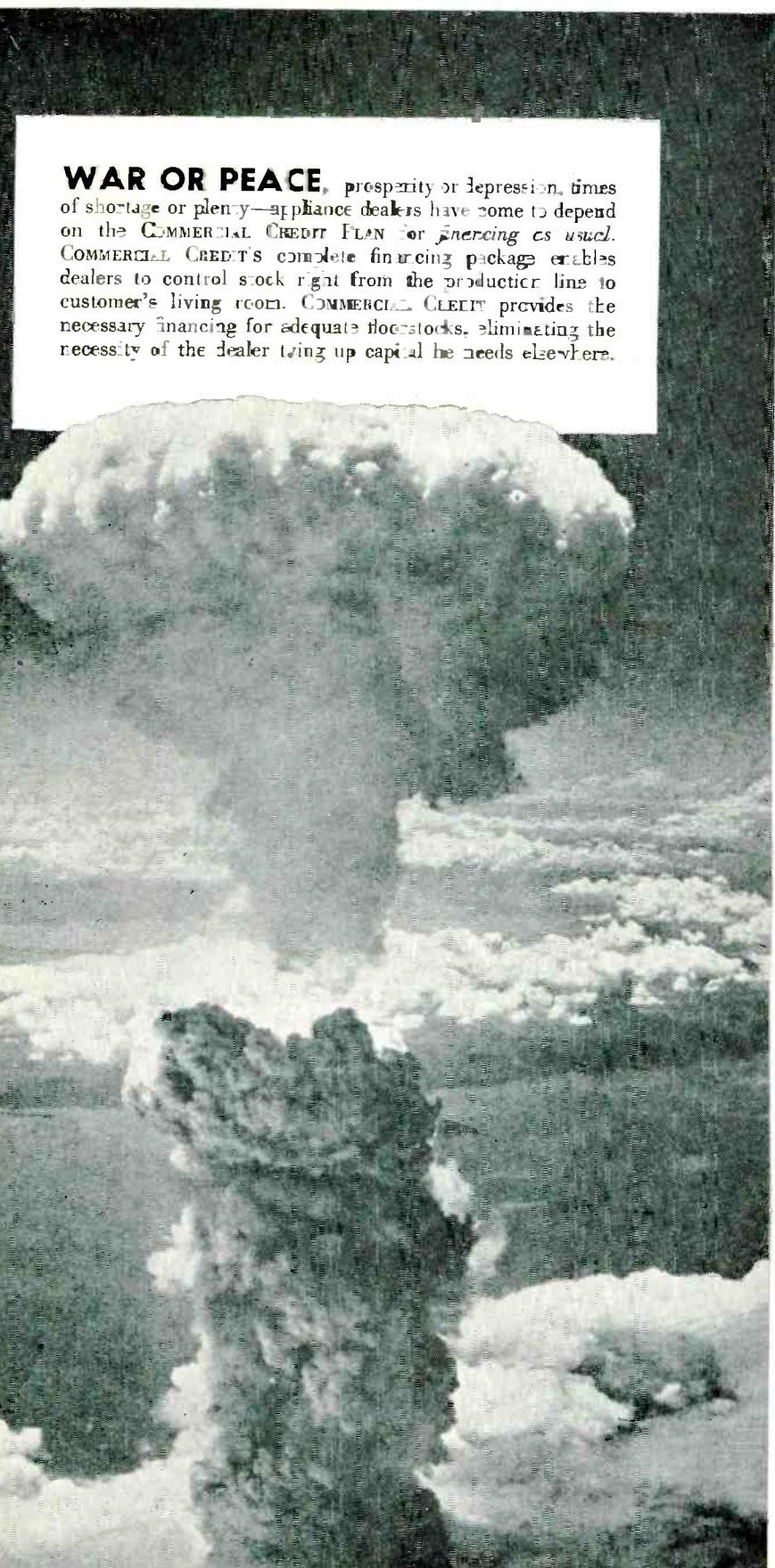
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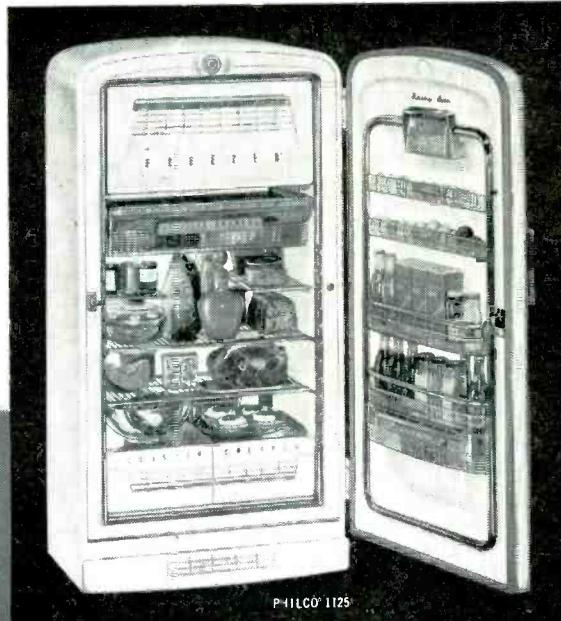
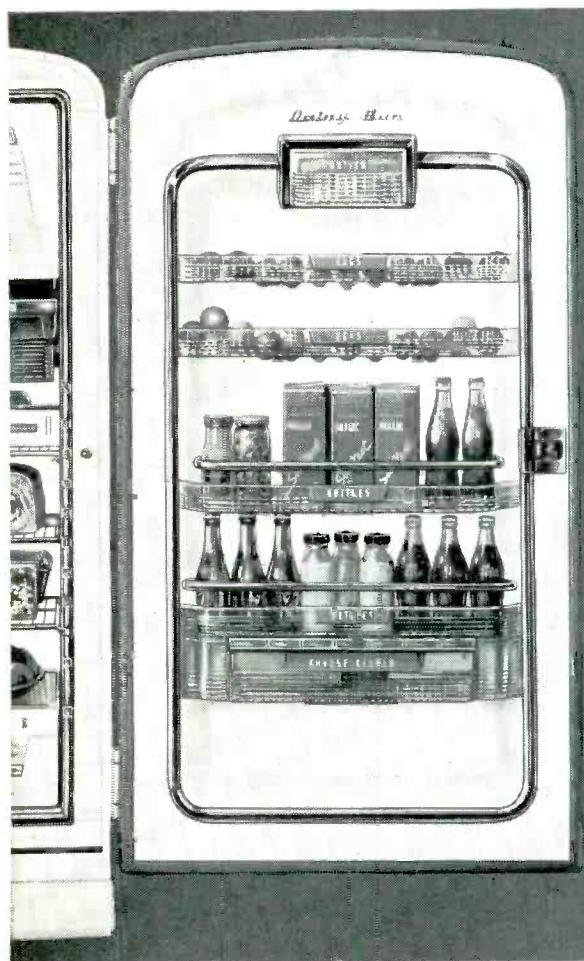
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in Door Storage Refrigerators . . .



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PHILCO
DAIRY BAR
with the wonderful
Cheese Keeper

Yes, the sensational Philco Dairy Bar, with the exclusive Cheese Keeper, is the talk of the industry . . . Philco once again blazes new trails in door storage design, convenience and luxury. Distributors and dealers everywhere are acclaiming its exciting sales features.

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FEATURE PACKED!
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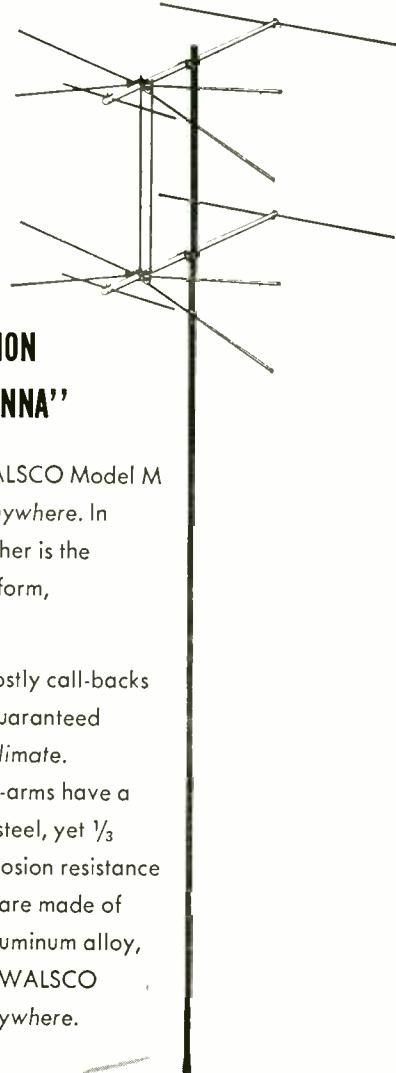
NANTOOK MOOK WALSCO ONKO

(translation)

"BETTER FRINGE AREA RECEPTION WITH WALSCO MODEL M ANTENNA"

There's a magical difference in WALSCO Model M Signal King performance almost anywhere. In the fringe areas, or wherever weather is the roughest, the Model M will out-perform, out-last any competitive antenna.

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WALSCO

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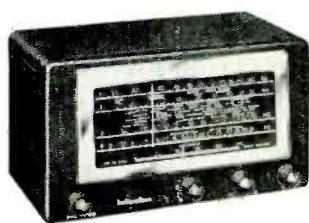
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\$39.95—Standard Broadcast plus 1 short-wave band. In House & Garden colors.



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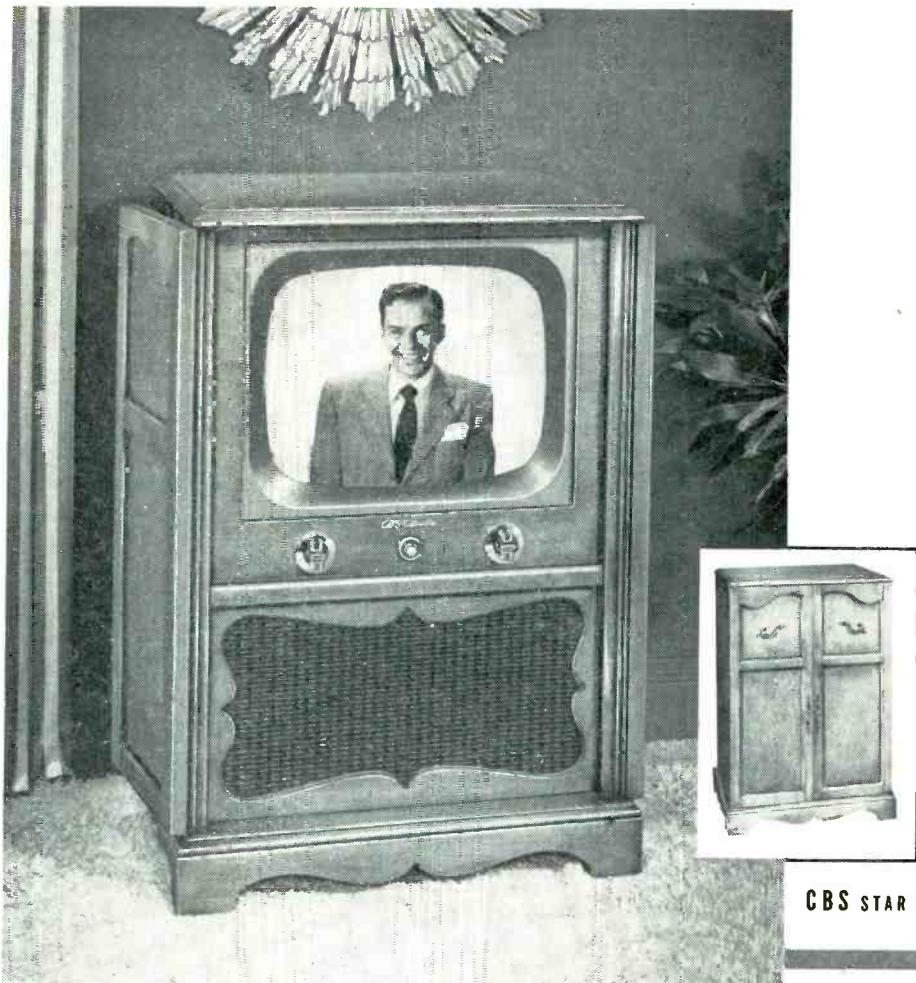
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HALICRAFTERS—WORLD'S LEADING MANUFACTURER OF **PRECISION** RADIO AND TELEVISION CHICAGO 24



CBS-

DECORATOR DESIGN CABINETS. The authentic French Provincial console illustrated at the left typifies the superb cabinet craftsmanship and decorator styling that characterizes every CBS-Columbia receiver.



CBS STAR Frank Sinatra

MODEL 20C 3. A handsome, hand-rubbed maple finish console in French Provincial styling with full double doors. Big, room-size 20 inch picture. A decor piece that will appeal to the more sophisticated buyer.

Smartly Styled Consoles

IN MAHOGANY AND LIMED-OAK



CBS STAR Mary Sinclair

MODEL 20C 1. A stunning open face console in hand-rubbed mahogany veneer finish. Big 20 inch picture. Styled and priced for volume sales. One of the leaders in the line.

MODEL 20C 4. This is one of the most attractive consoles in the CBS-Columbia line. Rich, dark, hand-rubbed mahogany finish cabinet. Gold mask and mountings. Big 20 inch picture. Will appeal to families who buy the best.



CBS STAR Jack Benny



CBS STAR Maria Riva

MODEL 20C 4B. Same as Model 20C 4, but in the popular limed-oak finish so much in demand for modern decor. One of the smartest looking consoles ever built and priced to appeal to today's buyers.

CBS- HEARD by millions every day SEEN by

COLUMBIA

The Magic Name in T-V Merchandising

Magic is one word for it! Mighty is another because behind this TV brand name stand the vast resources, the advanced engineering skill, and the enviable nation-wide reputation of the great Columbia Broadcasting System. Your customers know CBS! They see it every day! They hear it every day! It's an old friend in their households...it's a name they can trust.

Now this famous, trustworthy name is at work for you and your dealers in the sales-worthy line of CBS-Columbia television receivers. Its established consumer acceptance offers merchandising might that is loaded with sales magic!

If TV sales are lagging in your market, latch onto the line that's setting the pace...CBS-Columbia...the magic name in TV merchandising.



20" BIG PICTURE TV!



CBS STAR Ed. Sullivan

MODEL 20M 1. This attractive 20 inch table model will bring a lot of buying traffic into your store. Decor designed metal cabinet in simulated mahogany grain finish. Priced for volume sales.

Handsome Table Models

IN MAHOGANY AND METAL



CBS STAR Ralph Bellamy

CBS STAR Garry Moore



MODEL 20T 2. A prestige model at a profit price. Rich, hand-rubbed mahogany table model with attractive gold mask and mountings. Big 20 inch picture. Styled for beauty! Priced for economy!

MODEL 20M 3. Here's a sure-fire traffic stopper and volume builder. Stunning ebony black metal table model with striking gold mountings and mask. Styled to blend with modern decor. Big 20 inch Screen. Big Consumer value!

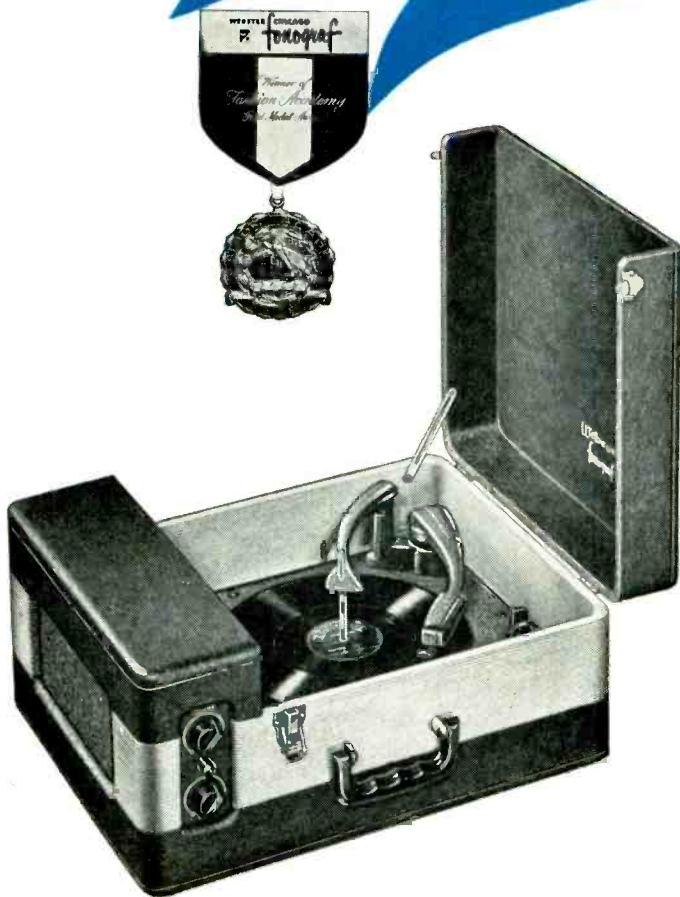
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GOLD
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performance, this award recognizes
the years of design and production
planning that Webster-Chicago has
built into the 1952 complete
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WEBSTER-CHICAGO CORPORATION
Chicago 39



Model 131



Model 103

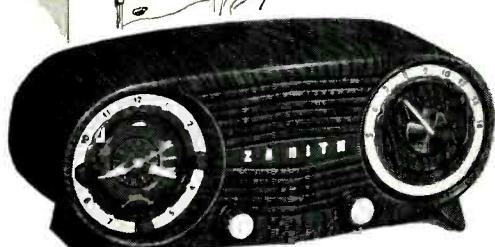
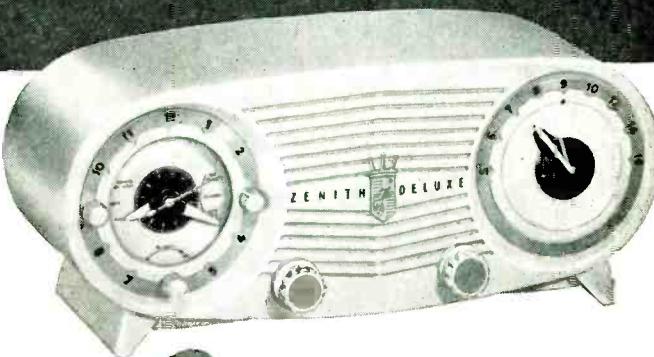
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industry has seen in years!

New Zenith Deluxe Clock Radio.

An extra powerful performer with amazingly sensitive Long Distance AM reception. Built-in Wavemagnet antenna. Handsome plastic cabinet in Bisque, Walrus, Ebony, Ivory and Dawn Grey.



New Zenith Clock Radio.

A moderately priced set featuring famous Zenith Long Distance AM reception. Built-in Wavemagnet antenna. Gleaming Ebony, Walnut, Ivory, French Green and Dawn Grey plastic cabinets.

R-216

2 GREAT Clock Radios

WITH "BIG SET" TONE—
DISTANCE—PERFORMANCE!

Let's keep that sales curve climbing—'round the clock and 'round the seasons. And to help you do just that Zenith brings you two sure-fire 'round the seasons sales hits, certain to keep sales high—and profits climbing—even during the usual summer doldrums.

Yes, it had to be Zenith to bring you these two magnificent new style Clock Radios. They're entirely new—entirely different. They boast "Big Set" Radio Quality—Tone—Distance—Performance!

And they sell on sight—because they're so different, so beautiful, so moderately priced. They come in an array of customer-winning, fashion-keyed colors to blend with any room—any decorative scheme.

One more thing about these profit-leaders. They take little room—and are easy to stock. A simple counter display is certain to pull in sales galore.

So don't miss out. Keep that sales curve high. Stock up! Display! Sell Zenith's great new Clock Radios!

ZENITH
LONG DISTANCE RADIO and TELEVISION



ZENITH RADIO CORPORATION • Chicago 39, Illinois • Also Makers of Fine Hearing Aids

RADIO & TELEVISION RETAILING • April, 1952

SURE SALES AND

for the '52 Nominations
Motorola TV presents

⑥ New Candidates for assured profits!

the people's choice for

WORLD'S FINEST

Area Selector Switch

provides 3-way adjustment of power to assure finest reception whether near or far from station.

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produces finest quality reception, most dependable performance.

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of both picture and sound, with the "Target Tuner" selector dial.



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Anti-Reflection Glare-Guard

eliminates 98% of annoying reflected-light interference from both picture and viewing range.

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offers continuously variable adjustment of sound in full range from bass to treble.

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stay sharp and steady—in perfect Electro-Lock Focus edge to edge.

Motorola TV

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1952 LINE TODAY
AT YOUR DISTRIBUTOR**

PROFITS FOR YOU with New 1952 **Motorola TV**

"CONVENTION" SERIES



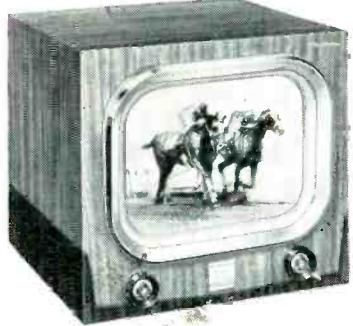
MODEL 17T9E—Ebony Plastic table model, 17 inch screen. Also available in Mahogany MODEL 17T9.



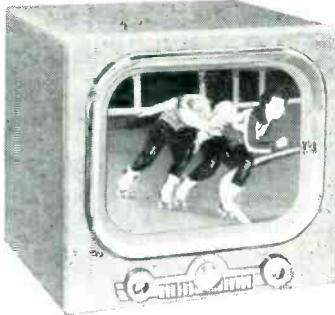
MODEL 17K13—Mahogany console model, exceptionally low priced! Lifesize 17 inch screen.



MODEL 21K3M—Mahogany console, 20" Glare-Guard screen. Also in Walnut MODEL 21K3W, Limed Oak MODEL 21K3B.



MODEL 17T10—Mahogany table model, 17 inch screen.



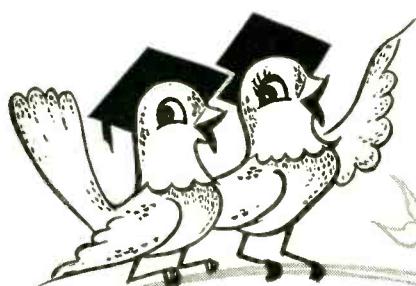
MODEL 21T1—Mahogany leatherette table model, 20 inch screen. Available in tan leatherette MODEL 21T1B.



MODEL 21T2—Mahogany table model, 20 inch screen. Also in Limed Oak MODEL 21T2B.

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Boost Spring Sales..

with

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V-M tri-o-matic 971 — complete playing unit, with its own superb amplifying system. Also features Siesta Switch.

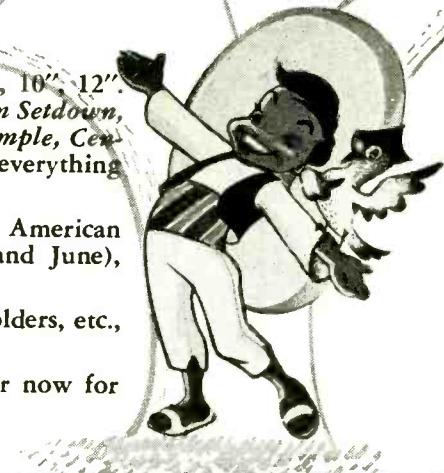
CHECK THESE FAMOUS V-M TRI-O-MATIC FEATURES:

Completely Automatic Operation, all records — 33½, 45, 78 rpm., 7", 10", 12". Positive Intermix, 10" and 12" records, same speed. Automatic Tone Arm Setdown, All Size Records. Positive Record Protection. Completely Jamproof. Simple, Centralized Controls. Exclusive *Siesta Switch* — after last record plays, everything shuts off, including the amplifying system!

PLUS — a Spring "Graduation" Promotion with advertisements in American Weekly (May 4th), Seventeen (April and May), and Esquire (May and June), to pre-sell prospects and bring them into your store.

AND — a new promotion package with new display material, mats, folders, etc., to help you sell!

Be sure you're identified as a V-M Dealer! Call your V-M Distributor now for full details!



V-M Corporation

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS





Everybody is
talking
about..



"POWER-
PLUS" CONTROL



only
FADA
TELEVISION
has it...

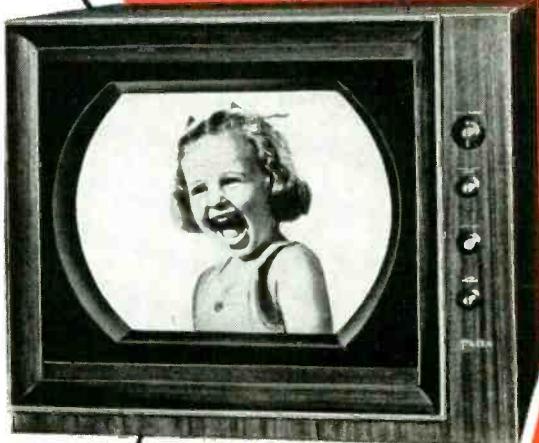
Of course, they're talking about "Power-Plus" control — and why shouldn't they?

Because "Power-Plus" control means More Sales! It's as simple as that! When you eliminate tear, wobble and fading in fringe areas — when you can guarantee superb television reception up to 150 miles away from the nearest TV station — you increase the number of potential customers who want TV . . . and can get it!

But remember — only FADA has "Power-Plus" control — and only "Power-Plus" control can deliver the kind of performance your customers want.

Distributors and dealers tell us that our new, super-sensitive Turret Tuner with Cascode RF Amplifier is sensational, too. It has many times the power, sensitivity and "noise factor" of tuners on other brands. And it can be adapted for UHF reception in the twinkling of an eye!

See your Fada distributor today for a demonstration of this remarkable new "Power-Plus" line. Don't take our word for it—make him prove every claim we've made. He will, too!



the 24" President
Model 24T10

Never before such smart styling, such superb performance in a 24" table model! Priced so that your customers can afford it. One of twelve sensational "Power-Plus" TV receivers by FADA, all available for immediate delivery. Model 24T10BM — same in Blonde Mahogany.

FADA RADIO & ELECTRIC CO. INC.

• BELLEVILLE, NEW JERSEY

America says "YES!" to HALOLIGHT*

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES



The MADISON — Beautiful 20" Console in Mahogany or Blonde. Features HALOLIGHT in famous Movie-Clear® receiver. Built-in tuner for all-channel UHF reception also available in Mahogany models.

**SCIENCE MAKES
IT BETTER!**

SYLVANIA

TELEVISION

©Sylvania Trademark

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 RANO STREET, BUFFALO 7, NEW YORK

-AND SYLVANIA
SALES ZOOM!

BIGGEST SELLING FEATURE EVER PUT ON A TELEVISION SET

THEY'VE HUNG OUT the welcome sign for HALOLIGHT! Only a few months ago, Sylvania introduced this great new eye-comfort feature—and retail sales have skyrocketed!

HALOLIGHT gives the buyer what he wants—greater comfort in TV viewing. HALOLIGHT applies the scientific principle of "Surround Lighting" to television. The soothing, restful effect is *instantly apparent to the viewer*.

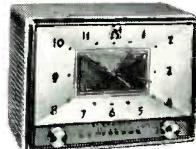
In your store-window or on your floor, HALOLIGHT is a standout—the only TV set that *looks* different, *is* different, sells on sight!

Ask your Sylvania distributor for the facts and figures. The Sylvania band-wagon is moving fast for '52—get aboard it NOW!



The COOLIDGE — Superior reception and fringe-area performance in this handsome 20" Table Model with HALOLIGHT. Selected Mahogany grained laminate veneer cabinet—scratch-, burn-, and stain-resistant. A real value-leader in big-screen television.

Truly Modern Radios by SYLVANIA



New, colorful, dependable—in colors to suit every taste and decor. Radio-Clock wakes you to music, turns itself off when you sleep, controls any appliance.

Trim, modern Table Radio, like Radio-Clock, has an unusually large speaker and built-in antenna.

Real sales-winners, both of them—and big volume builders for your store!



Your dollar buys
more "instrument"
... in our Model

630

by R. L. Triplett
PRESIDENT

Because we build every major part of our instruments the quality is carefully controlled. For example, we know we have more torque driving our pointers because we designed and built the complete instrument. We know we have sustained dependence in the shafts and switch contacts of our test equipment for the same reason. Cycle tests for switches exceed several times the rigid requirements of the armed forces.

There is another important value to you. Because we make our own components we eliminate the profit another manufacturer would make in selling them to us. And this "profit" is passed on to you.

Consider these features of Model 630 V.O.M., for example—

One Hand Operation—One switch with large recessed knob has a single position setting for each reading. Leaves one hand free. Eliminates switching errors, trouble, saves time.

Ranges—AC-DC Volts: 3-12-60-300-1200-6000 (AC, 5000 Ohms/Volt; DC, 20,000 Ohms/Volt). 60 Micro-Amps. 1.2, 12, & 120 Mil Amps. DB scales at 1.73V on 500 Ohm line, 0-66 DB output.

Highest Ohm Reading—To 100 Meg. in steps of 1000-10,000-100,000 Ohms—100 Megohms.

Yes, with us it's a matter of personal pride to make "Triplett" stand for better construction and more service for your test equipment dollar.

R. L. Triplett

PRESIDENT

TRIPLETT ELECTRICAL INSTRUMENT CO.
Bluffton, Ohio

630
Model

Volt-Ohm-Mil-Ammeter

For service, accuracy, highest dependability, buy

Triplett





Tape Recorders sell EASY



Here is sales-tested proof of the ease with which the Eicor Model 115 sells itself! You don't have to convince your customers of the quality in this sound recorder.

Just demonstrate . . . anyone who has seen and heard the Eicor tape recorder demonstrated can specify it for a multitude of uses. Such features as volume and tone-control, two-speed recording and playback, full range and true-pitch recording gives the customer his best value in sound recording.

SELL EICOR AND SELL EASY!

Conversion kit changes the
Eicor Model 115 from standard
7½ in. per sec. to 3½
in. per sec. **\$5.00** List Price



DEALERS — for information on
contacting your nearest distributor
write to us . . . Department TR- RTR-4-52



EASY OPERATING



EASY MAINTAINING



EASY CARRYING



EASY LISTENING

RETAILS AT
\$144.95

SLIGHTLY HIGHER
WEST OF THE ROCKIES

Eicor, Inc.

1501 W. Congress St., Chicago 7, Illinois

The Strongest SELLING Story in the Industry!

Yes, Emerson gives your customers the Greatest-Reason-Why-to-Buy in Television today. Deliberately designed to move merchandise and make profits for you NOW, because it's based on PROOF of PERFORMANCE and VALUE—Not just CLAIMS.

PROOF! Emerson Television OUTPERFORMS THEM ALL!

Facts...NOT Claims!

The chart tells the story. Here are the results of actual comparative tests of the performance of a 17-inch table model of 5 leading TV makes, conducted by impartial, independent U.S. Testing Company engineers, over 100 miles from the nearest TV station. Similar tests were conducted in city center locations with the same proved results. This is 100% proof of Emerson's superior reception in all locations.

	EMERSON	SET B	SET C	SET D	SET E
Contrast	Very Good	Good	Fair-Good	Fair-Good	Good
Detail	Very Good	Good	Fair	Good	Fair
Focus	Very Good	Very Good	Very Good	Very Good	Very Good
Smear	None	Present	Present	None	Present
Brightness	Adequate Plus Reserve	Adequate	Adequate	Adequate	Adequate
Picture Interference	Low	Medium-Low	Medium	Medium	Medium-Low
Sound Volume	Adequate Plus Reserve	Adequate Plus Reserve	Adequate	Adequate	Adequate Plus Reserve
Tone	Very Good	Very Good	Very Good	Muffled	Very Good

U. S. TESTING COMPANY TEST E-4212. REPORT DATED FEB. 1, 1952



17-INCH MODEL 714. Super-powered long distance circuit specially engineered for super fringe area or city center, with Fringe Compensator to adjust for best reception under your particular reception conditions. Built-in antenna. One-knob Simplimatic Tuning. Removable front bezel for cleaning picture tube and glass. Hand-rubbed mahogany wood veneer cabinet.



Emerson Radio

Better Style, Tone, Performance and Value

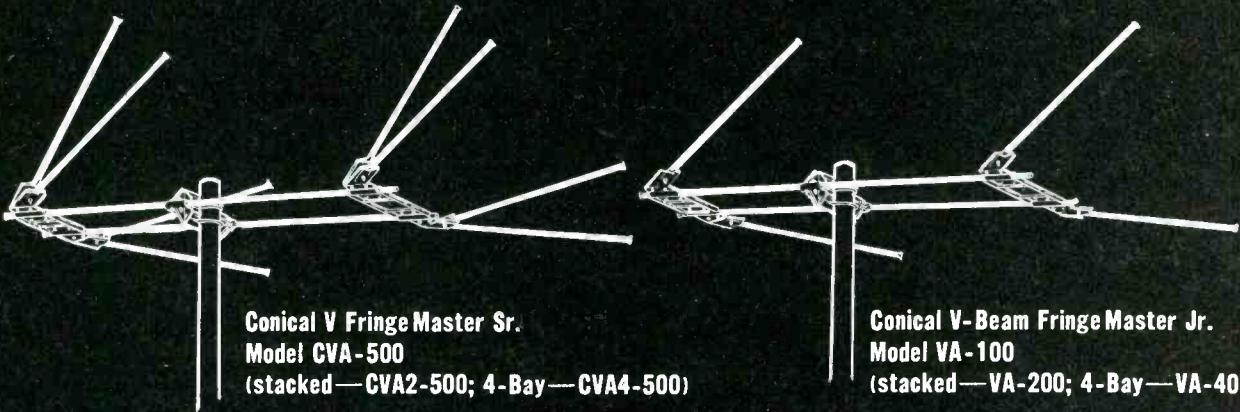
COMPACT MODEL 706

New style and performance sensation. Big "Small Radio" value—only 6½ inches high. Compact, light-weight. Built-in Ferriloop antenna. Wide range of beautiful decorator colors.

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK, N.Y.

GET ALL THE FACTS FROM YOUR EMERSON DISTRIBUTOR NOW!

They're here THE LATEST RMS ANTENNAS



FRINGEMASTER ANTENNAS

CVA-500 features high gain on all bands with extra long dipoles for low band compensation.

VA-100 is ideal for urban and semi-fringe reception.

OTHER FEATURES

- Double U-bolt mast attachment
- $\frac{3}{8}$ " aluminum dipoles; pinched ends
- $\frac{1}{2}$ " aluminum Q-matching section
- quick-rig

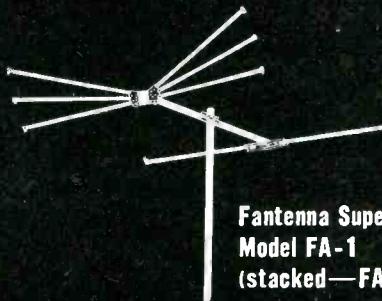
FANTENNA SUPER-FAN

Provides high gain coupled with excellent broad band characteristics.

OTHER FEATURES

- $\frac{3}{8}$ " drawn aluminum elements with pinched ends.
- dowel-reinforced cross-arm at the U-bolt.
- Crossarm of 1" drawn aluminum with capped ends to prevent whistle.
- Quick-rig.

NEW YORK 59, N. Y.



Fantenna Super-Fan Array

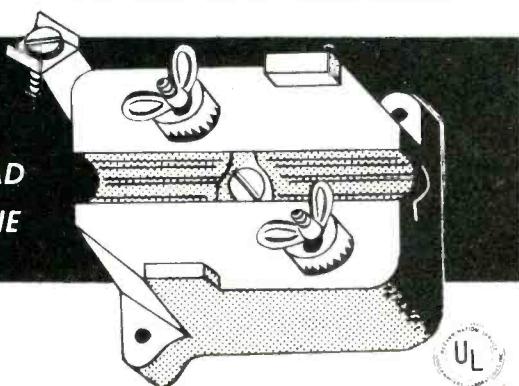
Model FA-1
(stacked—FA-2; 4-Bay—FA-4)

. . . and the latest in
LIGHTNING ARRESTOR protection

Lightning arrestors are the tremendous trifles that can jeopardize an installation. Play it safe . . . use them. Play it safe . . . choose them with care. Play it safer . . . choose RMS LA-3, uniformly manufactured, quality-control-checked, performance-tested lightning arrestors.

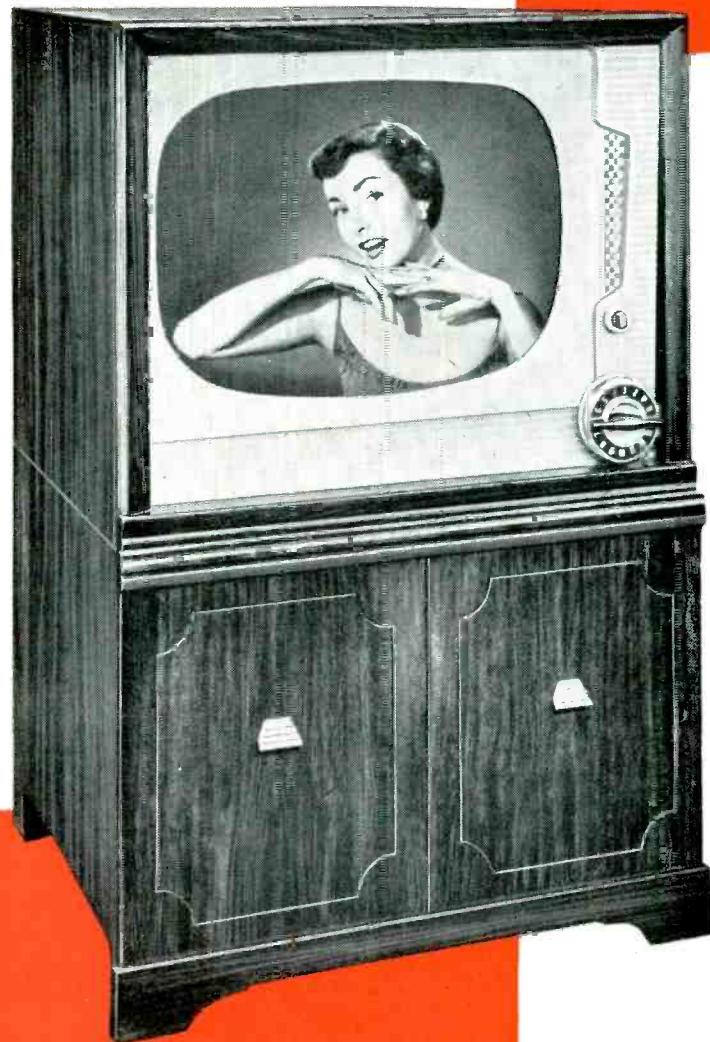
See Your Local RMS Jobber

model LA-3
FOR TWIN LEAD
AND OPEN LINE



LIMITED OFFER

Westinghouse Television offers its dealers a chance
to make a fast profit during a slow season.



GIGANTIC

21"

CONSOLE TYPE

WESTINGHOUSE TELEVISION
WITH THE ELECTRONIC CLARIFIER

TO RETAIL
FOR ONLY

\$299⁹⁵

plus warranty
and federal tax

This is not a low mark-up deal—nor is it a model you nail to the floor. You can move them out in a hurry! For your TV prospects, it's the

BUY OF A LIFETIME!

Backed up with strong NEWSPAPER ads in every major TV market—with WESTINGHOUSE STUDIO ONE demonstrations—with dealer's newspaper mat ads, available now.

We've got a good supply, but when the present stock is exhausted, there will be no more.

See your Westinghouse Distributor today.

Make the "Buy of a Lifetime" your biggest and most successful money-making

ORDER TODAY!

PROMOTION OF THE YEAR!

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

LOOK - NO HANDS!



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



AUTOMATIC SELF-TUNING

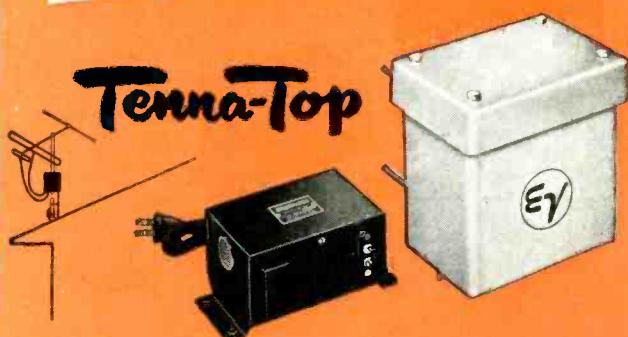
SUPER Tune-O-Matic TV BOOSTER

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 Super Tune-O-Matic, 4-tube, List . . . \$57.50

Model 3002 Tune-O-Matic, 2-tube, List \$39.50

SEND FOR BULLETINS 163-165



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.

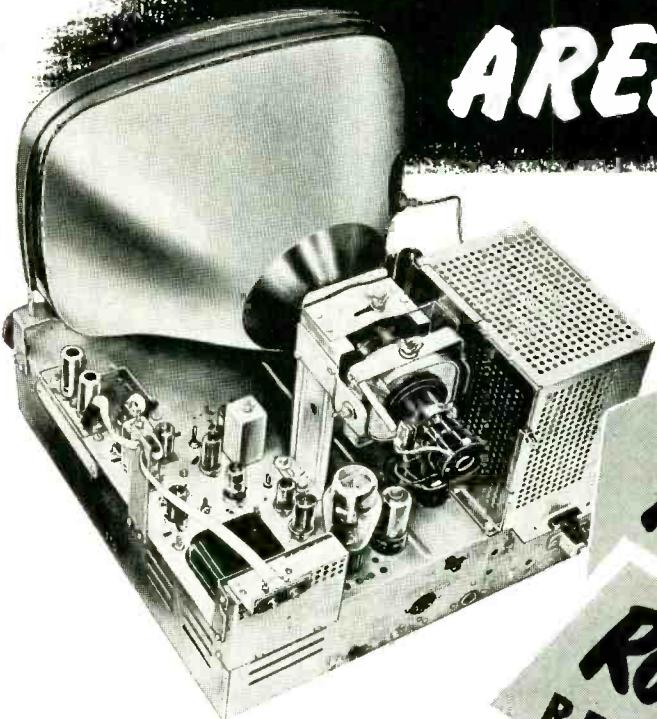
Model 3010 Tenna-Top Booster, List Price \$88.00

Electro-Voice

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

Patent Pending

At last! You Can Sell the PROFITABLE FRINGE AREAS, too!



SELL THE GREAT NEW 1952

Olympic

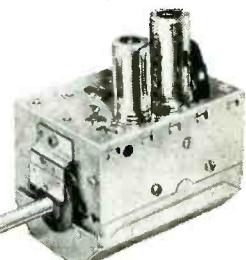
FEATURING

THE SENSATIONAL NEW

Powerhouse Chassis

Rocket TV Tuner

READY FOR UHF!



At last, you can tap the huge, eager-to-buy TV market out in the difficult fringe areas... as well as local prospects! Jack-up your TV sales... build new profits!

The all-new 1952 Olympic Powerhouse Chassis with amazing Rocket TV Tuner actually lets you guarantee sharp, clear pictures... even in remote fringe areas! Thoroughly field-tested... completely proven... 1952 Olympic with special local-long distance switch performs better... sells faster... stays sold... in every TV area!

Start cashing-in today on profit-packed "fringe" area sales with great new 1952 Olympic Television.

Olympic Radio & Television, Inc., Long Island City, N. Y.



The greatest value in TV today! The Olympic Champion - 5 way 17" TV Combination, including AM radio, and Webster-Chicago 3-speed record changer... sensationally priced to retail at \$299.95 plus tax.

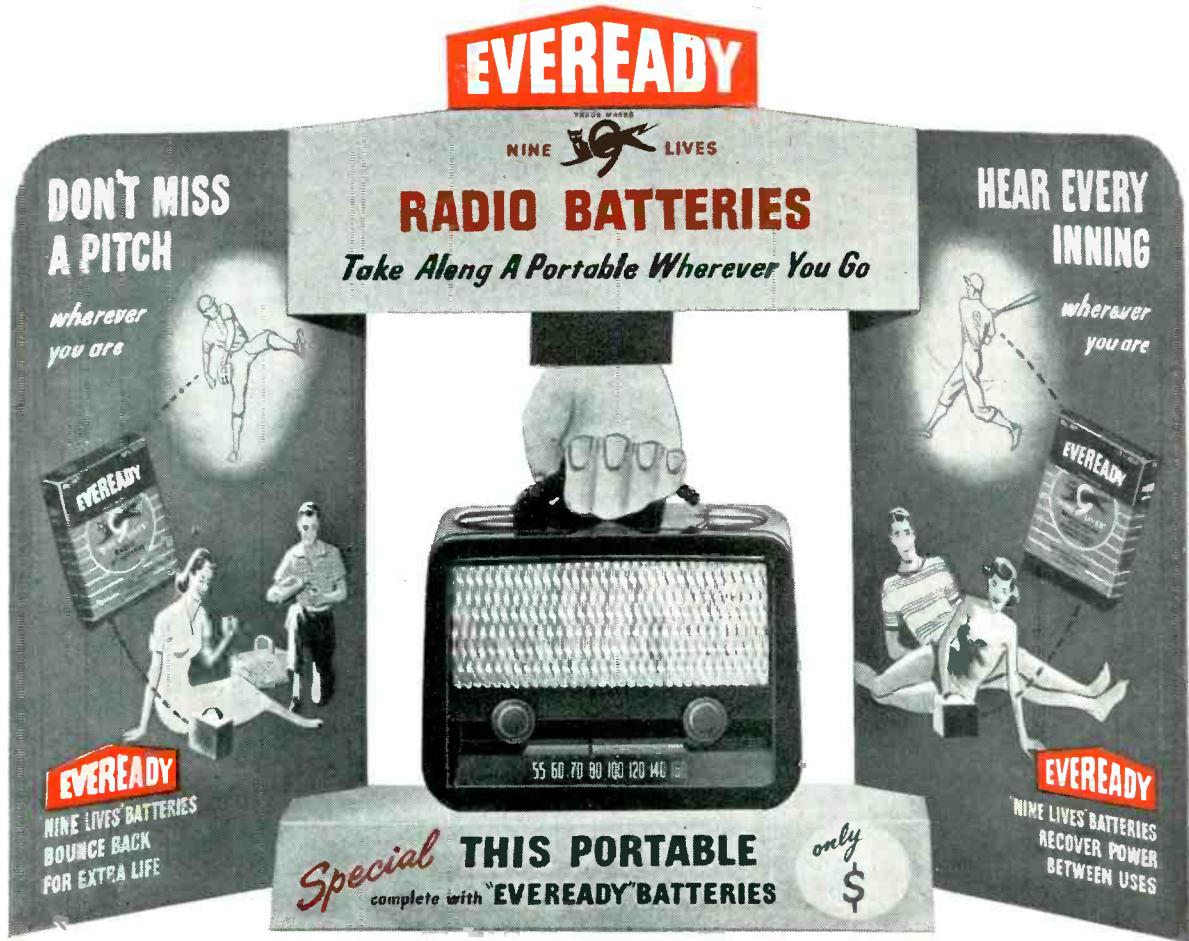
Tie-in, Cash-in on
OLYMPIC'S BIG SPRING AD BLAST!

Hard-hitting Olympic color ads will reach 72,000,000 "hot" prospects in April alone! Tie-in your store... see your distributor TODAY!

LIFE
SATURDAY EVE. POST
AMERICAN WEEKLY

April 7th
April 19th
March 30th

Olympic
America's Favorite
TELEVISION



Display measures 27" wide x 22" high x 9" deep

YOURS... AT NO EXTRA COST— THIS GIANT YEAR-ROUND DISPLAY!

STOP them . . . TELL 'em . . . SELL 'em — ALL YEAR 'ROUND with the big, new, portable-radio and "Eveready"-battery sales kit featuring this striking, all-season window display.

One side of the display highlights spring and summer sportcasts. When baseball season's over, simply reverse the side panels to spark fall-winter sales with reminders of the big football broadcasts. The realistic hand in the display shows customers at a glance that you're featuring a *portable* set.

Kit also contains streamer, pennants, acetate "service" poster, dummy batteries and complete, up-to-date replacement guide. The WHOLE KIT is YOURS at no extra cost with an order for "Eveready" portable-radio batteries totaling \$25.00 or more at dealer prices.

ACT NOW . . . offer expires June 30, 1952.

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



SEE YOUR DISTRIBUTOR NOW ABOUT THE BIG "EVEREADY" RADIO-BATTERY BONUS OFFER

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



Must TV retailing be manual labor?

Sparton dealers don't think so!

Models like these are making Sparton Cosmic Eye Television a hit



17" Sparton Hastings
Model 5225



17" Sparton Roxbury
Model 5270



20" Sparton Beaconsfield
Model 5296



20" Sparton Balfour
Model 5294

Sparton Cosmic Eye Television is burning its way across the TV horizon as the most imaginative sales idea in retailing today.

The vivid Cosmic Eye story in *Saturday Evening Post*, *Holiday* and *Newsweek* is pulling prospects right out of their seats, and Sparton dealers are clinching the sales with peppery, "sky's the limit" local merchandising.

Everyone's pleased with the results:

TV customers cheer Cosmic Eye reception. They say it's so clear and true "it's like having an eye in the sky!"

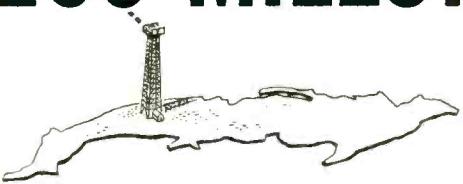
Sparton dealers like the amazing engineering of the Cosmic Eye chassis. Profits aren't swallowed up by servicing and repairs when you handle Sparton, the set that *stays sold*. And speaking of profits, *Sparton dealers receive what are probably the longest discounts in the business*.

If you're already a Sparton dealer, you know the Sparton way of doing business pays off. If you're not a Sparton dealer, why not investigate SCMP (Sparton Cooperative Merchandising Plan), the plan that insures each Sparton dealer exclusive selling rights in his community or shopping center? *Sparton Radio-Television, Jackson, Mich.*

THE SUPERB

Sparton
THE SET THAT STAYS SOLD

HAVANA TO MIAMI! 250 MILES!



PHONE 82-7014

FROST TELEVISION CENTER, INC.

115 W. FLAGLER STREET
MIAMI, FLORIDA

PHONE 82-0210

February 15, 1952

Mr. Walter L. Stickel
National Sales Manager
Allen B. DuMont Laboratories, Inc.
East Paterson, New Jersey

Dear Walt:

If I hadn't seen it, I wouldn't believe it!
I have just returned from a pre-view showing of your
new 1952 models held at your branch here in Miami, and
wanted you to know how terrific we think your new line
will be in this market.

The cabinet styling is tops. Prices are more
than competitive. Performance is really outstanding.
For example, I saw the Devon model receive a clear and
sharp picture with perfect sound from Havana, Cuba -
Channel 6 Station CMQ-TV. That's over 250 miles away!

The picture quality with the 4mg bandwidth and
16 KV voltage puts your receivers in a class by themselves.
This year it looks like it's DuMont all the way.

Can't wait for my first shipment.
We hope you can get down this way and see for
yourself how DuMont is taking Miami by storm!
Best regards from all of us.

Cordially yours,
Jay Jacobi
Jay Jacobi
President

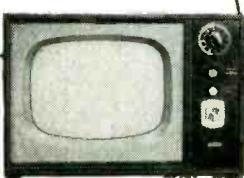
JJ:woj

...SHARP PICTURE
WITH PERFECT SOUND
FROM HAVANA..OVER
250 MILES AWAY

says *Important Miami Dealer*
of the

All-New 1952
DuMont
Table Model

READ HIS
ENTHUSIASTIC
REPORT



The DEVON, by Du Mont
with big 17-inch rectangular tube.
Plug-in for record player. Cabinet of
fine mahogany or limed oak veneers.



LOOK INSIDE
then compare!
See Why
Du Monts
Do More
in '52

See Them Now!

The Harvest of 21 years pioneering
by DU MONT

First with the Finest in Television

A Simple 5-Minute Demonstration Sells AMPRO Tape Recorders!



*It's as simple
as this...*

RECORDS ANYTHING Plays back instantly!

- Two Full Hours on One 7 inch reel
- Light, Compact: Weighs Only 17 Pounds
- Easy to Thread, Operate
- Big 5" x 7" Speaker
- Motor Rewind and Fast Forward

- 1 Record and play back music or your own "commercial" to attract customers!
- 2 Invite customers to hear their own voices . . . put up a counter-card with a "Free . . . hear your own voice" message!
- 3 Encourage customers to operate it themselves. If children are present, record and play back children's voices!
- 4 Whenever possible, find out a customer's business . . . then explain how he can use the tape recorder in business, too!
- 5 Clinch the deal by pointing out the economy of Ampro . . . in first cost and long run operating cost!

MAIL THIS COUPON...TODAY

Ampro Corporation RTR-4-52
2835 N. Western Ave., Chicago 18, Ill.

I am interested in complete information on a franchise for the new AMPRO Tape Recorder. I am a () Dealer () Distributor.

Name.....

Firm Name.....

Address.....

City..... State.....

AMPRO CORPORATION

2835 N. Western Ave., Chicago 18, Ill.

(General Precision Equipment Corporation Subsidiary)

8mm Cameras and Projectors • 16mm Sound-on-film
Slide Projectors • Tape Recorders

For YOU, the Local Radio Dealer and Serviceman . . .

We're beating a path to your door



HOW? By telling millions of radio listeners and television viewers that *you, the local Radio dealer-serviceman . . .* are best qualified to sell and install RCA Radio Batteries. The RCA Battery message, beamed out on our big national

network radio and TV programs, is building BIG RCA Battery demand for you. Portable radio owners everywhere will be *beating a path to your door*. Be ready for them . . . stock, promote, and sell RCA Radio Batteries.



Here are 3 more ways we are helping you

1. **We help you advertise on the RCA Battery carton itself.** A printed message on the carton of each volume-type RCA Battery tells the owner of a portable radio to come to you, his radio dealer, when it's time to buy replacements. And right on the batteries there's a space where you can stamp your own name and address to pull repeat business back to you.

2. **We channel our principal battery distribution to YOU as a radio dealer and serviceman.** And because radio outlets are the primary source for RCA Batteries, you get profitable repeat business from portable-radio owners in your community.

3. **We will continue to provide fast, reliable battery service backed by a nation-wide warehousing and**

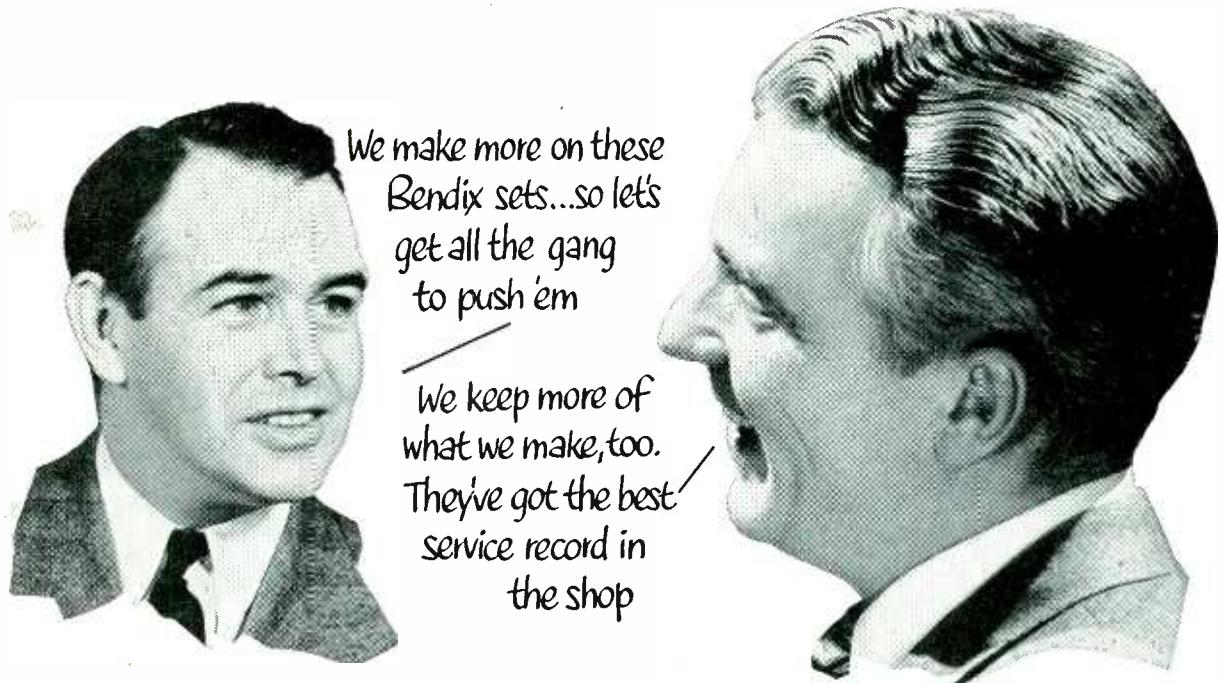
distribution organization geared to the needs of the radio trade.

Now! Get ready to fill the sizzling demand for RCA Batteries . . .

They're competitively priced for fast, easy sales. They're geared to your Radio trade. And your personal stamp on the batteries you sell directs new customers and old friends to your door. So call your RCA Battery Distributor . . . get lined up for this profitable big volume business . . . **RIGHT NOW.**



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



We make more on these
Bendix sets...so let's
get all the gang
to push 'em

We keep more of
what we make, too.
They've got the best
service record in
the shop

Make more and Keep more by selling

Improved filtering circuits eliminate tweets and beats . . . full contrast and brilliance range produces perfect shading and flutter-free picture. This giant 20" picture can be viewed without eye strain even at close range.

The 20-inch console models feature an inclined, non-reflecting picture tube . . . Magic Interlace . . . Full-scope built-in Antenna . . . removable safety glass for easy cleaning.

Exceptional ease of operation is a feature of every Bendix television receiver. Controls for channel-to-channel selective adjustments are on front panel . . . controls not normally used are readily accessible at the rear of the receiver.

Keyed automatic picture gain control makes it possible to switch from channel to channel without readjusting the contrast or brightness controls. "Air-craft Flutter" is practically eliminated.



Bendix TV

First off, *Bendix gives you the highest discount in the business*. You can keep retail prices at a quick turn-over level without chopping into your profits. Even when your competitors go "hog-wild" on price-cutting promotions, you can keep right on making a profit with Bendix* TV . . . and you can match competitive prices, too. What's more, when you sell Bendix, you're selling a set that's backed by one of the world's most trusted electronic specialists—the Bendix Aviation Corporation.

The other Bendix feature that boosts your margin of profit is *reduced service costs*. How would you like to slash your service costs in half? You can with Bendix TV because Bendix TV holds a steady picture . . . stays in focus . . . really pulls in sharp, clear pictures in fringe areas—and keeps on doing it month after month.

No matter how you add it up it comes out to the same answer. Sell Bendix and you make more! Sell Bendix and you keep more!

*REG. U. S. PAT. OFF.

The Line of Lasting Profits



THE PICTURE WITH THE BILLION DOLLAR BACKGROUND

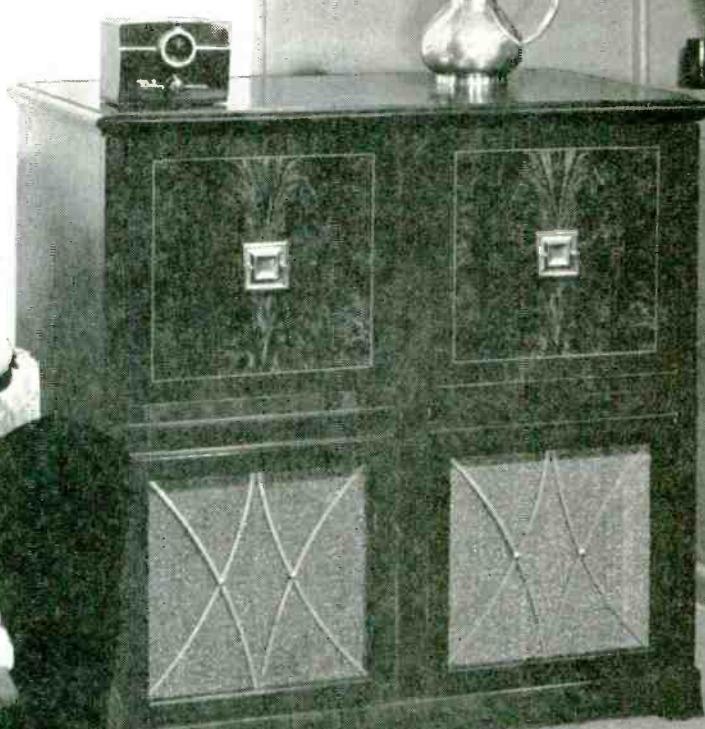
AVIATION CORPORATION HAS DESIGNED AND BUILT BILLIONS OF DOLLARS WORTH OF RADIO, TELEVISION, AUTOMOTIVE, RAILROAD, MARINE, AVIATION, AND INDUSTRIAL EQUIPMENT, INCLUDING ELECTRONIC DEVICES FOR SUCH ADVANCED FIELDS AS RADAR AND GUIDED MISSILES. FAMOUS FOR RELIABILITY IN EVERY MAJOR INDUSTRY, THE BENDIX NAME GIVES YOU THE FINEST PLEDGE OF QUALITY IN TELEVISION.

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

HIS CHOICE IS

Regency

LARGEST
SELLING
VHF
BOOSTER
AT ANY PRICE!



MR. JACK HUGHES
PROMINENT VICE PRESIDENT
LITTELFUSE, INC.
PHOTOGRAPHED IN HIS HOME

ALSO MAKERS OF THE

Regency

UHF CONVERTER

NOW! RADIO'S BIGGEST TRAFFIC BUILDER! SALES GETTER! PROFIT MAKER!

EXCITING G-E "WEEK END WITH FRED WARING" PROMOTION

APRIL 14 — MAY 24



CELEBRATING THE 2,000,000th
CLOCK-RADIO

● G.E. celebrates its 2,000,000th Clock-Radio with sensational nation-wide campaign! Here's your big opportunity to build traffic, step up sales and profits by promoting America's most popular clock-radio... so popular that it outsells all other makes combined! There are 100 consumer winners! Grand Prize winner gets a round trip to New York City with one companion, private suite at Waldorf-Astoria Hotel and lots of other valuable prizes!

G-E Clock-Radio Prices Start at \$29.95*

*Prices subject to change without notice. Slightly higher West and South. General Electric Company, Receiver Department, Syracuse, N. Y.



**100 CONSUMER WINNERS
BIG CASH AWARDS FOR DEALERS**

COMPLETE DEALER PROMOTION KIT



PLUS

- Complete merchandising plan
 - National magazine, newspaper and television advertising
 - Added promotion incentives.
- CALL YOUR G-E RADIO DISTRIBUTOR TODAY!

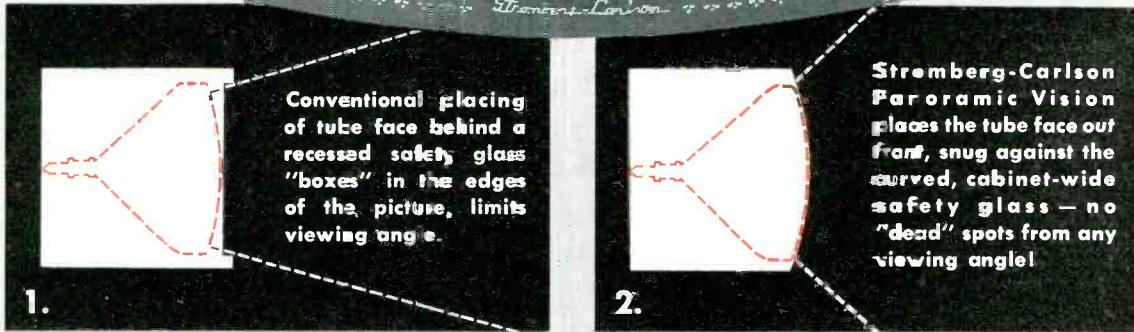
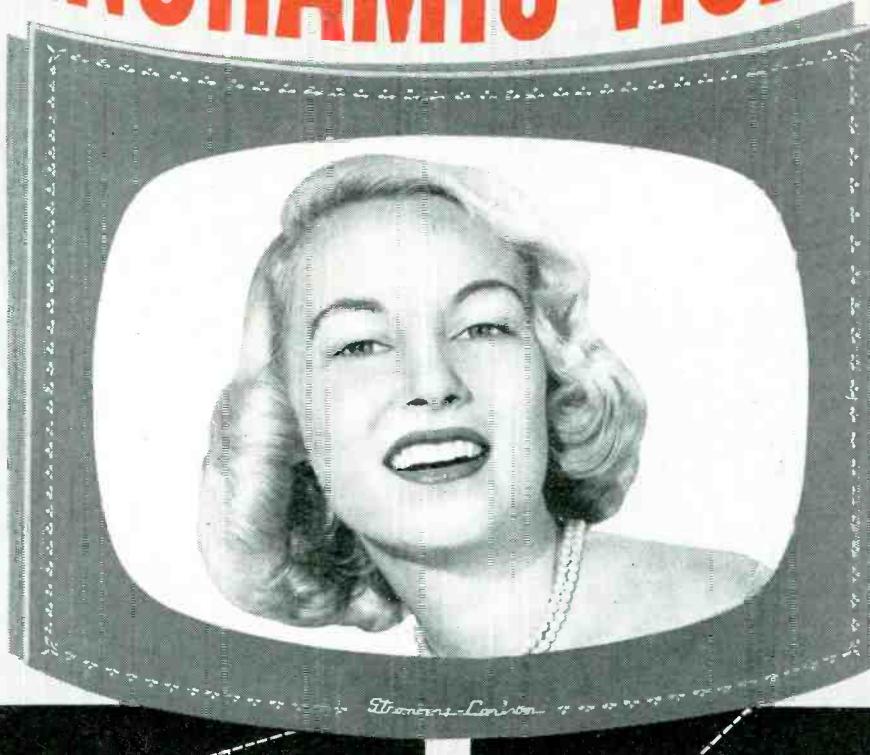
You can put your confidence in —

GENERAL ELECTRIC



→New TV View for '52!

21" PANORAMIC VISION*



Panoramic Vision is OUT IN FRONT!

- Here's a picture that makes fullest possible use of the new 21" cylindrical tube — every inch of it — with brilliant, glare-free viewing from any angle.
- Panoramic Vision is NEW — it's DIFFERENT — it's a Stromberg-Carlson EXCLUSIVE.
- It's the biggest talking feature you've had since TV came out of the seven-inch stage!
- PANORAMIC VISION models, table and console, priced from \$329.50 to \$465, Zone 1. Includes excise tax. Installation, warranty extra.

"There is nothing finer than a

STROMBERG-CARLSON®

*Patent applied for

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

RADIO & TELEVISION RETAILING

Including "Radio & Television,"
"Radio & Television Today,"
and "Electrical Retailing"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

INVENTORY OF NEW MODEL TV SETS AND RADIOS low at the manufacturing level with some of the big producers having virtually no backlog at all at the present time. Trends noted: Increased interest in FM sets, combinations and portables, with clock-radios still going like hot cakes.

WONDER WHAT TV-RADIO-APPLIANCE-RECORD DEALERS think of those OPS radio spot announcements urging consumers to help curb inflation by refusing to pay more than the ceiling prices?

MAJORITY OF TV MANUFACTURERS, DISTRIBUTORS AND DEALERS believe that television sales will hold up well for balance of '52, but will have to be sold, and also, that there will be enough sets to go 'round. However, a few still believe that there will be some shortages before the year ends.

SOME MANUFACTURERS STILL HAVE fairly large inventories of refrigerators on hand, as have some distributors and retailers. Price-cutting going on in many sections of the country, but it is expected that this practice will die down to a great extent as inventories are reduced through peak demand period and because of the usual heavy breakdown rate of old units during extremely hot weather.

A CAUTION AGAINST MUNICIPAL PROHIBITION OF HOUSE-TO-HOUSE SELLING except upon invitation by the occupant is sounded by the U. S. Chamber of Commerce. Sensible regulation is recommended instead. Prohibition of selling as undertaken in Alexandria, Louisiana, a Chamber committee said, might lead to other controls that would affect adversely companies which do not limit their calls to private residences.

"PRICE WARS, LIKE ALL WARS ARE DESTRUCTIVE. There is no bottom to price. If you cut the price of a product, you'll always find someone who will cut deeper than you do. . . . Cut prices, fantastic premiums, exorbitant trade-in allowances, and the like, stimulate business for a while. But these benefits are only temporary—merely 'shots in the arm'. . . Just as dangerous as dope. . . They're habit-forming—and the need for increased dosages continues until they finally result in ruination."—E. R. Taylor, vice-president-marketing, Hotpoint, Inc., in a letter to the firm's dealers.

NEMA ELECTRIC HOUSEWARES gift campaign offers real opportunity for alert merchants to get more store traffic, more sales and more profits. Send now for a free copy of the 32-page Plan Book. Address: Electric Housewares Section, National Electrical Manufacturers Assn., 155 E. 44th St., New York 17, N. Y.

THE BIG POLITICAL CONVENTIONS may well serve to stave off any summer slump since just about every man, woman and child will want to hear and see what's going on. Dealers should start right now to promote sales of new TV sets, radios, and to offer service on old units in customers' homes so that the folk in their communities can get in on the big doings. An early start in banging away at the political theme will pay off. Dates of the conventions: Republicans start their shindig on July 7, the Dems on July 21. Both nominating hassles will be held in Chicago.

MANDATORY REPAIR BOOKS would have to accompany all electrical-cord appliances, including TV and radio sets, if Congress ever passes the bill (H.R. 6219) just introduced by Representative Walt Horan, Republican, of Washington State (5th District) who is a member of the House Appropriations Committee. Each failure to attach such instruction-and-repair book would subject the manufacturer to a \$5,000 fine and a year in jail. But don't worry—experts on "the Hill" predict no Congressional consideration will ever be given this bill, the author of which, it is reported, had some recent disagreeable experiences in getting his home electrical devices repaired, and so decided that with simple instructions he could have easily made the repairs himself.

EXCERPTS FROM AD promoting one of those fix-it-yourself TV books: "Cure Snow: . . . Locate point where antenna is screwed to set . . . unscrew antenna. Scrape ends of antenna with scissors, knife or edge of screwdriver. Screw clean antenna ends back on set . . . You may have just made a \$10 repair in less than one minute!" And to "Cure burnt-out tube," set owner is advised to let receiver run for 5 minutes, then pull out plug and "touch" each "small tube . . . The good tubes will be hot. The bad tube will be cold." The ad also declares that the book gives "information you can trust on buying a new set . . . getting a 40% discount." Mr. Dealer, make your own comment!

NICKEL VERY HARD TO GET, and the situation has provided plenty of headaches for appliance manufacturers, who also have difficulty in obtaining enough copper. Lots of experimenting with "alternate" materials going on in labs. Meanwhile, and as of April 1, second quarter quotas of copper and aluminum for radio-TV-appliances makers have been trimmed 14 per cent.

"THE AMERICAN PUBLIC WILL BE DEPRIVED of an opportunity for accurate and first-hand reporting of Congressional hearings if the present ban on radio and television coverage imposed by Speaker Sam Rayburn is continued . . . We hope that speedy action will be taken to restore the opportunity to millions of radio listeners and television viewers of hearing and seeing our government in action."—Frank Stanton, CBS president.

What's Ahead! — in Radio,

BUSINESS IS PERKING UP A BIT in many sections of the country but sales are not coming easily. Meanwhile, dealer inventories are fairly small, and merchants are buying slowly and cautiously, with many working like beavers to set their financial houses in order as they emerge from the period of top-heavy inventories which were liquidated by fast-paced effort in a lagging sales market.

WITH RAW MATERIALS PILING UP, look for a continuing relaxation of civilian production controls by government allocators, and very little talk about shortages on the home front. The U.S. Chamber of Commerce points out that while steel was curtailed for many civilian uses, steel producers in some cases had to cut their output because defense production was not ready to absorb the total.

CONSUMER RESISTANCE ON THE WANE? Declaring that the major appliance industry suffered "nothing worse than a heavy cold, certainly not a serious ailment" during 1951, L. J. Sorensen, general manager of the Deepfreeze Appliance Div., Motor Products Corp., predicts that 1952 could well be one of the most successful years in the industry's history. "There are already firm signs that the log jam of consumer reluctance has begun to break up," he said at a recent distributors' meeting, in prophesying that the upsurge of defense business would put more money into consumers' pockets.

REMEMBER AWAY BACK WHEN there were dire predictions that the postwar period would see lots and lots of technicians injured by TV high voltage; and plenty of living rooms wrecked by pix tube explosions? And remember those early postwar electric irons with the "low melting points," produced by quickie manufacturers now out of biz? And, recall how dealers had "priority lists" made up of eager customers who wanted to get early delivery of the postwar products?—all at list prices!

PROGRAM ARRANGEMENTS FOR THE '52 NEDA CONVENTION have been announced by Aaron Lippman, convention chairman. The event will be held at Atlantic City, Sept. 22-25. The annual board meeting is scheduled for Monday, Sept. 22, at 10 A.M., and the annual membership meeting will be held the same day, at 8 P.M. An educational program will be held on the 23rd and 24th. For the final day, the conference floor will be open from 10 A.M. to 6 P.M.



3. Set up a compensation plan which will be fair to both dealer and salesman.

WATCH FOR A GREAT MANY DEALERS to do a lot of outside selling this year as the very best answer to slow business that they can come up with at the present time. Reiterating advice given in an article in last month's issue: 1. If you can't get experienced men, hire "green" ones, including the young and the old. 2. Train them thoroughly before turning them loose in the field.

RECORD-BREAKING ATTENDANCE AT CHICAGO PARTS SHOW foreseen when the industry gets together at the Conrad Hilton (Stevens) hotel, May 19-22. Complete list of exhibitors, together with special editorial features on the Show will appear in next month's issue.

PHONO RECORD PRICE-CUTTING WAR BREAKS OUT IN NEW YORK (and in some other places, too), with across-the-board slashes up to 40 per cent on big-name platters. Several conservative dealers in New York have been advertising heavy cuts, and one of such merchants claims certain record manufacturing execs have indicated that disc prices are too high. Department stores and discount houses have joined in that war, too. However, there is no indication that any of the major pressers will reduce lists. A spokesman for Columbia Records said, "It is not our intention to reduce the value of the dealer's inventory by reducing prices at this time."

SALES ARE STILL ON THE SLOW SIDE, though good in a few localities. But dealers are banking on the political campaigns to boost TV-radio sales and service, and are watching with appreciative interest the promotions launched by manufacturers to stimulate interest in hearing and seeing the campaigners in action in the hottest political battle the nation has ever seen. The baseball season, too, should prove to be another major factor in improving business.



SMART SALESMAN CAN GO A LONG WAY in overcoming consumer resistance by stressing the savings certain purchases can effect for the customer, an angle overlooked by too many merchants. A TV set, for instance, can provide during its lifetime, entertainment worth many times its original cost; a home freezer saves real money for the consumer who is highly conscious of food prices these days, and a new refrigerator to replace an old worn-out unit can save money in operating costs, in maintenance and in better food preservation. Home laundry equipment lasts for many years, pays for itself in a short time. Folk who are worried over the high cost of living must first be convinced that any big-ticket purchase they make today is a wise and thrifty one. It's up to the salesman to present the savings angle, and to believe in it himself so that his presentations will be sincere.

CBS DEMONSTRATED ALL-ELECTRONIC COLOR TV receiver operating with its color system at March IRE show in New York. The experimental set employed an RCA Victor color tube, and contained no moving parts.

ADDITIONAL CHANNELS FOR TV SERVICE BETWEEN CHICAGO, OMAHA AND SAN FRANCISCO. The Long Lines Dept. of the American Tel. & Tel. Co. has filed an application with the FCC for authority to provide extra channels between the before-mentioned cities. Some 6,000 channel miles of radio-relay facilities are involved in the projected addition.

Appliances, Records and Television

THE LITTLE 10-POUND MOTOROLA "HANDIE-TALKIE" portable 2-way radiophone has a big number. The trade-mark registration number 542,561 has been issued to Motorola, Inc., by the U. S. Patent Office for the term "Handie-Talkie," and hence the trade-mark cannot be used with any equipment other than that made by Motorola, and the name cannot be used generically.

SOME OF THE LARGE PRICE-CUTTING OUTFITS working with "3-Plus" prices. First, there's the manufacturer's original list price which has been crossed out in ads and on display cards. Next, there's the advertised reduced price, and third, the "rock-bottom" the salesman can quote. The "plus" is the final-final price, which, however, the salesman must obtain from the store manager.

RADIO HAMS NOT RESPONSIBLE FOR ALL THE TVI laid at their doors but they have almost been driven off the air during the last three years because of rash action of many TV servicers in blaming all interference which they can't cure on the Amateurs. Because Hams can play a very important part in civil defense (as they did in World War II) it is essential that they be allowed to continue their activities, provided they do so properly and within regulations laid down for them by FCC. As a result, joint action of the RTMA Service Committee and the RTMA Amateur Committee will be fostered, with the objective of getting the servicemen more cognizant of the problems of Amateurs, how to recognize genuine Ham interference when it exists, and how to cope with it. Much of the efforts of servicers to eliminate interference at the sets is now ineffectual, it is said, because of lack of knowledge concerning how this can best be done.

BILL PROPOSING STATE SUPERVISION of businesses repairing or selling contracts to repair radio, TV sets and electrical appliances was introduced in the Rhode Island Legislature. Proposed legislation would require such businesses to take out a \$2 license and to post a \$2,000 bond with the general treasurer. Violators of the act would be subject to fines up to \$500.

SCIENTISTS SHOULD BE ABLE TO GENERATE ELECTRICITY BY ATOMIC energy in the laboratory within the next 10 years, according to estimates of Westinghouse officials. They believe it will be from 15 to 25 years, however, before as much as five per cent of the nation's electric power will be made from atomic energy.

"HOW TO TEACH YOUR DOG TO OBEY," a complete training course, is on a new RCA Victor 78 RPM record made by Willy Necker, famous dog trainer. The platters retail at \$1.95, come packed 12 to a shipping carton, and are available from the producer, Arthur C. Barnett, 520 N. Michigan Ave., Chicago 11, Ill.

INDUSTRY AGREEABLY SURPRISED with the boom in sales of clock-radios all over the country. This item was certainly a "sleeper" for some time, but now promises to really go places as more and more dealers put heavy promotion behind these small units.

STILL MORE MANUFACTURERS PLANNING TO ENTER THE room air conditioner field, including a fan maker in the Southwest, a Midwest manufacturer of air circulators and a very large producer of appliances.

WHEN IT COMES TO THE VARIOUS RECORD SPEEDS, it's the dealer's choice. Some towns and cities still buy more 78's than any other speed and will continue along such lines until some merchant promotes sales of multi-speed players.



HINTS ON INCREASING SALES OF PHONO RECORDS suggested by a prominent manufacturing executive: Make full use of the colorful and expensive album covers, and be sure to display them in association with record players and combinations. . . . Demonstrate how changer plays all three speeds; don't just tell the customer about this feature. . . . Explain fully and clearly the facts about the new-speed discs, using actual records as "props."

THE GEOGRAPHICAL AREA SERVED BY TV is continuing to expand in spite of the freeze on new station construction, according to J. B. Elliott, vice-president in charge of RCA Victor consumer products. "We are expanding television's service area, not by installing more transmitters, but by manufacturing better receivers. Some of the sets on the market today can bring in quality reception in fringe and 'difficult' areas that have always been considered television dust bowls," Elliott told members of a group of Philadelphia merchandisers.

LOW VOLTAGE POWER LINES BLAMED FOR RADIO NOISE by engineers addressing a recent session of the American Institute of Electrical Engineers. Where these lines parallel or cross residence service lines with close separation, induced coupling carries interference into homes. These lines also usually parallel public highways where the close coupling to radios in automobiles can seriously interfere with reception. Another potential source of severe radio noise and probably one of the most common, is due to loose or improperly placed hardware on the lower voltage wood pole lines.

Future Events of Interest to Readers

- May 11: Mother's Day
- May 19-22: 1952 Radio Parts and Electronic Equipment Show, Hotel Conrad Hilton, Chicago.
- May 23-24: 1952 Audio Fair, Conrad Hilton Hotel, Chicago.
- June 8-12: 44th Annual Convention, National Association of Electrical Distributors, Ambassador Hotel, Atlantic City, N. J.
- June 15: Father's Day
- June 16-26: International Home Furnishings Market, Merchandise Mart, Chicago.
- July 14-18: Western Summer Market, Western Merchandise Mart, San Francisco.
- July 28-31: National Association of Music Merchants, Trade Show and Convention, Hotel New Yorker, N. Y.
- Aug. 27-29: 1952 Western Electronic Show, Municipal Auditorium, Long Beach, Calif.
- Sept. 14-17: 4th Western Housewares Show, Hotel Biltmore, Los Angeles, Calif.
- Sept. 22-25: 3rd National Convention, Nat'l. Electronic Distributors Association, Ambassador Hotel, Atlantic City, N. J.
- Sept. 29-Oct. 1: National Electronics Conference, Sherman Hotel, Chicago.
- Oct. 6-10: National Hardware Show, Grand Central Palace, N. Y.



Easy to take...



RCA VICTOR



RCA Victor PX600. Built to army specifications, this portable is tough. And powerful . . . 3-gang condenser gives it unusual range. Beautifully styled, it plays on batteries, AC or DC. Less batteries.



RCA Victor BX57. This portable has beauty and matchless performance to spell strong sales appeal. Plays on RCA battery or AC or DC outlet. Less batteries.



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

The **portable business** is profitable business and is steadily growing in volume. Cash in on these important spring and summer sales with RCA Victor "Pick of the Portables"—built right to sell big in this profitable market. Stock them . . . advertise them . . . give them star billing in your store. They're easy to sell.

The RCA Victor name on these portables means quality performance to your customers . . . money in the till for you. Stock this complete line of portables and take advantage of the RCA Victor reputation for high-quality merchandise. RCA Victor portables are famous for such quality features as: Superb "Golden Throat" tone system—finest listening anywhere . . . extra-powerful reception and sturdy construction . . . a wide choice of styling. No question about it! Your customers get what they expect from RCA Victor—and you'll find RCA Victor portables are easy to sell.



RCA Victor B411. The portable that's no bigger than a book. Display it big . . . demonstrate its brilliant tone—for faster sales turnover. Less batteries.

RCA VICTOR—World Leader

Easy to sell... "the pick of the portables"

Your own advertising campaign

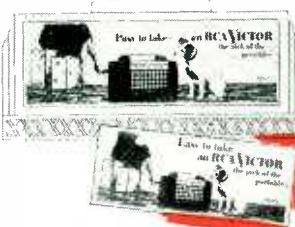
Tie in with the hard-selling RCA Victor national advertising campaign to boost your sales . . . make your store a beehive

of activity. Your RCA Victor Distributor will help you develop your own campaign. Ask him for this material:



NEWSPAPERS

Ask your distributor for brand-new "Pick of the Portables" newspaper ad mats. They're specially designed to pull portable sales for you. They're your ads. Start them running in your newspapers now . . . for more customers tomorrow.



OUTDOOR ADVERTISING

24-sheet billboard posters and car cards will remind your neighborhood that your store sells RCA Victor "The Pick of the Portables." They'll make you a part of the great RCA Victor National advertising campaign. They'll make more sales for you.



TELEVISION AND RADIO

Your distributor has television slides and radio spot commercials that are tailored to your needs. Use them to further build portable sales activity in your store.



POINT-OF-SALE MERCHANDISING

Your portable display is the place where you make contact with the customers your advertising has brought into your store. You can't afford to take chances. Center your store's activity around your portable campaign. Use the Point-of-Sale Kit, Counter Display and the "Personal" Radio Display Holder to highlight your RCA Victor portable display . . . the center of your own advertising campaign to roll up portable sales.



"45" "Victrola" Phonograph Model 45EY3. A phonograph that's easy to take . . . will play wherever there's an AC plug. Display it prominently . . . you'll find they're easy to sell.

"PICK OF THE PORTABLES" NATIONAL ADVERTISING

1 Page—LIFE—May 5; SATURDAY EVENING POST—May 10. Here's a walloping sales message that will spark your advertising campaign.



RCA VICTOR

DIVISION OF **RADIO CORPORATION OF AMERICA**

"Victrola" T.M. Reg. U.S. Pat. Off.

in Radio . . . First in Recorded Music . . . First in Television

Gear Up for Increased Trade-In Volume This Year

Replacement Business Potential Is Big, and Merchandising

Used Radios, TV Sets and Appliances Can Be Profitable

• Rather than having any fear of shortages, the average dealer came out of 1951 hoping that he would be able to find customers for all the merchandise that he will be able to get.

There is no need, at this late date, to hold post mortems on why business was not good in many months of last year. Suffice it to say that dealers should not let those conditions interfere with an intelligent evaluation of what the supply situation is likely to be this year and the next couple of years to come.

Crystal gazers may have been off in their prognostications concerning exactly when shortages would become critical, but it is inevitable that government purchases and government restrictions on production and on the use of certain materials will eventually seriously affect the dealer.

Now Is the Time for Action

The smart merchant will not wait for the day to arrive when his showroom floor is bare before he starts to figure out how to cope with the problem. He will already be planning certain measures to offset a declining supply of new goods. These measures will include such things, already previously suggested in these pages, as an increased diversification in the number of products he handles, a stepped up promotion of items likely to continue in good supply (such as phono records), and enlarged servicing activities.

Another activity which will pay off in the coming months is the acceptance and resale of trade-ins of radios, TV sets and appliances.

Although considerable trade-in activity was seen in 1951, much of such business was conducted at a loss as a sales promotion activity to stimulate lagging sales of new merchandise.

What we have in mind now, however, is the handling of reconditioned and guaranteed trade-in resales, where a sensible purchase price and a reasonable markup make

it possible to show a profit on this type of merchandise.

Such business should be entered on the books as regular purchases and sales, with appropriate costs charged against them, instead of the haphazard manner in which they are now handled in some stores, where the owner has no idea of the effect of these activities on the overall profit picture.

Customer's Point of View

Handled the right way, as a legitimate adjunct of the business (instead of as a "necessary evil") trade-ins can, in times of good supply, stimulate the sale of new merchandise and, in times of short supply, supplement stocks and bolster up what would otherwise be a declining sales volume.

In considering how to go about building this type of business, it is well to be aware of the customer's attitude toward used merchandise. The average person, and especially the owner of a \$200-\$400 appliance or TV set, believes that this merchandise has considerable life left in it and should have a legitimate value to some second user even though he himself is ready for a newer model.

This feeling has been to no small extent stimulated by the automobile industry where, except in slack periods, trade-in values bear a bona-fide relationship to resale values. The consuming public has been led to believe that there is a "blue book" of such values, and has a good deal of confidence in the operation of this system.

Contrast to this the attitude of many radio-TV-appliance dealers, who tell the customer that his old unit is "worthless," that in offering a trade-in allowance he is suffering a loss and that he is only doing this in order to accommodate the customer and to get his business. Such a dealer will often tell the customer that he would just as soon the customer keep the old product and try to dispose of it on his own.

It can easily be seen that such an attitude goes counter to the customer's own feelings, and besides is an insult to a product of which he may be very proud. In addition, it undermines his confidence in the longevity of the new product, from a depreciation point of view, and would certainly act as a deterrent against any possible future purchase of a second-hand product on his part, should this ever become necessary for any reason.

Considering that production of new products will inevitably decline in the future as the government armament program takes a bigger and bigger slice of our gross national product, it is also inevitable that traffic in trade-ins must increase as time goes on.

Planned Program Will Pay

Therefore, it makes sense to start now to develop a realistic trade-in policy and procedure which will inspire more confidence on the part of the customer in both the dealer and the products he sells, and at the same time may also return a profit.

Such a program would include soliciting trade-ins, handling them with a sensible and consistent policy (as well as a courteous one), putting the traded-in products in acceptable condition for resale, and promoting their resale in a manner which will inspire confidence in the (second-hand) products and at the same time take advantage of the large market which always exists for these lower-priced units.

To give some idea of the market potential for trade-ins, we might consider refrigerators. There are at least 15 million refrigerators in use which are pre-war models, ten years old or more. As a matter of fact, this represents the major market for the sale of refrigerators, since the number of wired homes without refrigerators is probably not more than 15% of the total wired homes.

Since we know that it is not at all uncommon for refrigerators to be in good working condition and appear-

ance after 15 or 20 years, it is evident that many owners of pre-war refrigerators are satisfied with what they have and have to be sold on the features of the newer models—for instance, more interior space with the same exterior dimensions; cross-the-top freezers; sealed units which run quieter and use less electric current; faster freezing of ice-cubes, etc.

The "Need" Potential Is Big

There are even numbers of post-war refrigerator purchasers who are ready for a new one. Many people bought immediately after the war when the choice was limited, and they may not have gotten what they wanted. Many people, in our post-war boom, have increased the size of their bankroll and in many cases, their family. They need and can buy bigger models. Many people with early post-war models can be sold new features such as freezer lockers, automatic defrost, color, butter keepers, germicidal lamps, etc.

Similarly in the radio field, despite the very high rate of production and sale, and the high number of sets in use, there are probably as many as 17 to 18 million pre-war sets in use. It is logical that a preponderance of these are in non-TV areas. There have been innumerable improvements in radios in the last few years which can be sold to these prospective customers. Not the least of these are smaller and more compact designs with better cabinet styling. FM is also an important sell-up feature. Better audio is characteristic of the newer sets. And an important feature to sell is the fact that the older sets are more difficult and more expensive to service because of the obsolescence factor in the parts and tubes used.

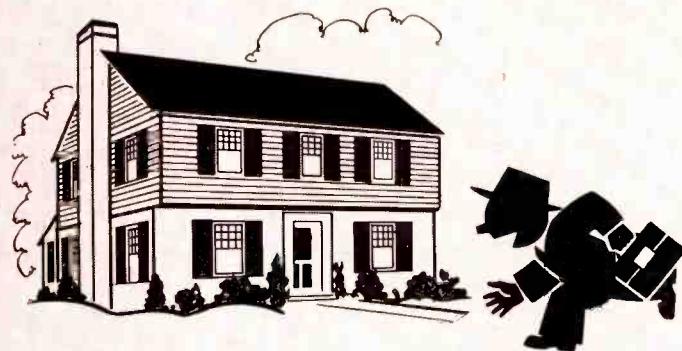
About the TV Trade-In Market

Even in TV, there is a large trade-in market waiting because of the rapid obsolescence factor in a new industry. Larger screens, higher sensitivity and simpler tuning are factors which can be emphasized in attracting these customers.

In suggesting the trade-in, the dealer or his salesman must try to forget what he knows about the product and put himself in the customer's point of view. That is, in many cases, a "new" development which has been known to the dealer for several years is often taken for granted by him and not even mentioned to a customer who is probably not aware of it. This condition may exist even though it seems as if

RIPE FOR SALES!

SOME OF THESE PRODUCTS LISTED BELOW ARE IN "SATURATED" HOMES IN EVERY COMMUNITY. The householders may never realize that they are years behind the times until some clever salesman calls on them—offers to take the used stuff in exchange for modern things!



10-inch television set

Radio-combination with old-band FM—one speed turntable

A 1930 vacuum cleaner "in perfect order"

An old fashioned range that heats the kitchen faster than it cooks food

Old-fashioned wind clocks

Playroom radio (You can get one station very well!)

1929 clothes washer with that famous shredding action

Combination gas and electric ironer—called a "mangle," and they're not fooling

Rusty, shorted TV antenna—a first rate picture-and-sound degrader

The refrigerator was new in '32,

Still works, but is much too small, and costs a lot to run

Busy Bee electric fan. Buzzes and "walks"

Insomnia no. 8 electric fan. This was a hot number in 1933

A second radio for the child's room. It's the famous Howler midget. The speaker rattle is supposed to amuse the baby!

the customer would have been deluged with consumer advertising apprising him of these facts.

For instance, there are still many record buyers who don't know that there are new speeds, surprising as it may seem. There are many people with old phonographs with heavy magnetic pickups (the old type) which feature low sound quality with a high rate of record wear. Some of these people don't even know what they're missing.

Lick the Saturation Bugaboo

We will probably never have to worry about "saturation" in any product, for there are two factors which are always working in our favor. One is that with every year that goes by, even though many new products are sold, the old ones which are in use get older (and more ripe for replacement). The second is that, of course, our population continues to grow every year.

These are important factors to continuously emphasize to salesmen, for one of the first things which oc-

curs to them in a slack period is that there's nobody left to sell anything to. Anyone who gets such a complex should be reminded that radio sets in 1930 had reached the same saturation point that TV has today (about 35%) and that since that time about 150 million radios have been sold and the number of families in the U.S. has increased by 51%.

How is the dealer going to find out who in his area has appliances, radios, or TV sets which are ripe for trade-in? One method which the editors of **RADIO & TELEVISION RETAILING** have long recommended is to take advantage of the house calls of servicemen and salesmen. That is, they should keep their eyes open for the presence of and condition of appliances already in the home. Information secured in this manner can be followed up by outside salesmen or telephone solicitors.

Another useful technique which is employed by some dealers is to keep a permanent file card on customers,

(Continued on page 68)

"Traffic" System Helps Sell

With Total Floor Space of But 5,000 Square Feet, Downtown Los Angeles

Establishment Found a Way to Ring Up \$60,000 Sales in First Week.

Friendly Atmosphere, Good Service Facilities and Unique Promotions Pay Off



Tommy Crosson's downtown Platt Radio Store during its festive grand opening in Los Angeles. Although bunting and pennants are hung around entire building, the store itself includes only two floors in area covered by neon sign.

• Ever feel that you just didn't have enough floor space to hold all your merchandise and let customer traffic flow freely through your store at the same time?

Tommy Crosson, head of Los Angeles' multi-million dollar Platt Radio Store chain, felt this same problem with the opening of his newest store in the city's teeming downtown shopping area.

He solved the dilemma with a unique one-way traffic system that routes customers into the main display room from the street entrance, past the neat, compact rows of TV sets, downstairs to other displays of new and then used sets, then over to credit and contract desks, and from there into an elevator that takes them up to the lobby of the building next door, and thence back out onto the street . . . without once backtracking or returning through the main display room or impeding progress of other customers coming in.

"Sounds good, but does it work?" you ask.

With a total of only 5,000 square feet of space available on the two floors, this little "big Platt Store" did approximately \$60,000 worth of business during its opening week. Time

has brought a leveling off, of course, but the "small" branch is still a whopper in the chain, and Crosson reports cases when a single salesman has been known to write \$5,000 worth of business in one day in the downtown store. A good portion of business of this size must be attributed to the traffic system, for while it benefits from Platt advertising equally with the other branches, the downtown store doesn't begin to compare in size with its big brothers.

Active, well-lighted window displays stop potential customers out on the street, and it takes no more than that pause to bring a cordial invitation to "Come in and look around" from a ready salesman with a friendly, proffered hand near the door. This freely extended welcome is more than a trite selling gesture with Platt salesmen, for it has been built up to a near trade-mark of Platt stores through voluminous advertising, all of which features repeated use of the first name

This welcoming pose by Tommy Crosson, head of Los Angeles' multi-million dollar Platt Radio Stores, typifies friendly service stressed in all advertising and customer transactions. Life-size cutouts of figure are placed in all stores.

"Tommy" and the friendly appeal. Life-size cutout photos of Crosson in a hand-extended, welcoming gesture are spotted throughout the interior of the little downtown store, in fact, as they are in all branches.

To best utilize the small floor space in the main street-level display room, television sets line both walls running the length of the room, while others form tight rows of three sets each, perpendicular from the inside wall. Sets along the outside wall (the windows on the street side) are all low consoles or table models, so not to interfere with vision into the store from the outside. Advertising banners and displays of name brands are kept to a minimum throughout the store, thus preventing a great deal of visual confusion which would be much more noticeable in a small store.

The only aisle running the length of the room is near the street, or window, wall. A customer entering the store, then, can look the entire length of the room, walk it slowly, noticing any sets he may be interested in, and if not, merely turn right at the end of the room and go



Big Volume in Small Store



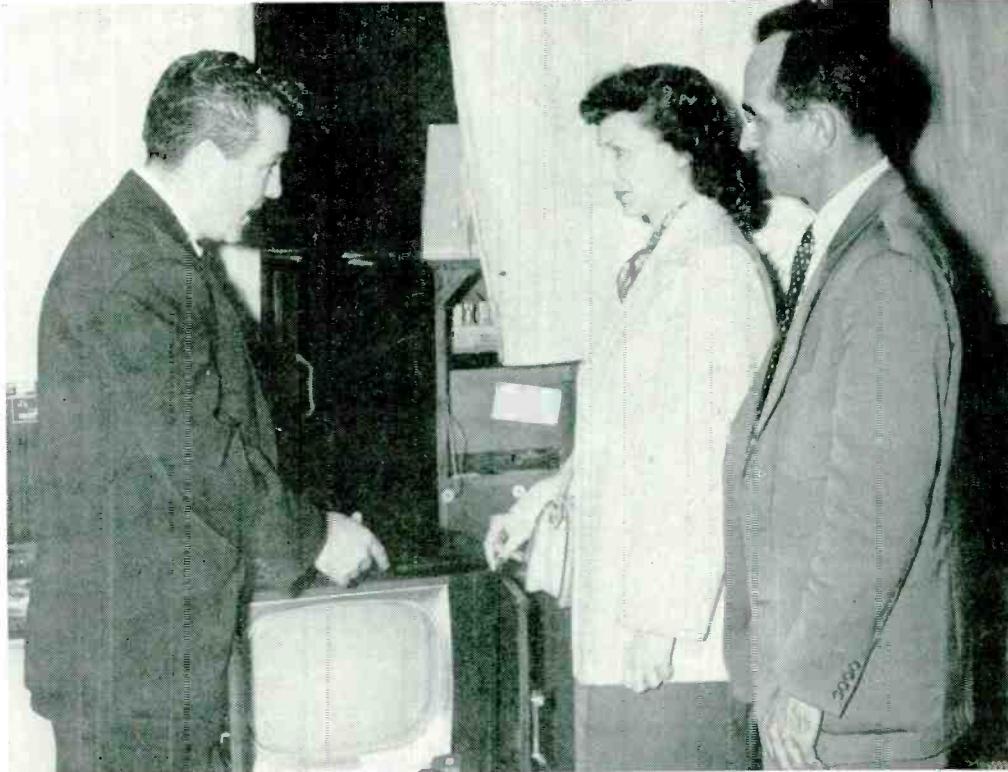
Eye-catching displays stop customers in the street outside of Tommy Crosson's downtown Platt Radio Store. Friendly greeting constantly featured in all advertising is put to use by salesman Jack Hanley who immediately welcomes prospects into store.

downstairs where there are more new sets and many used ones. One or more of the new sets in this downstairs room is always turned on, thus first drawing the customer's attention to the new merchandise.

If the customer cannot afford a new set, he has a wide range of screen sizes and styles in used models to choose from. These are displayed at the opposite end of the small room, where they will be seen as the customer proceeds from this room out into the larger order desk and white goods display room. The order and contract desks are set in the middle of the large downstairs display room, surrounded on three sides by white goods and small appliances. This arrangement leads to another unique merchandising feature that has accounted for an increasing amount of white goods trade in this as in all Platt Stores.

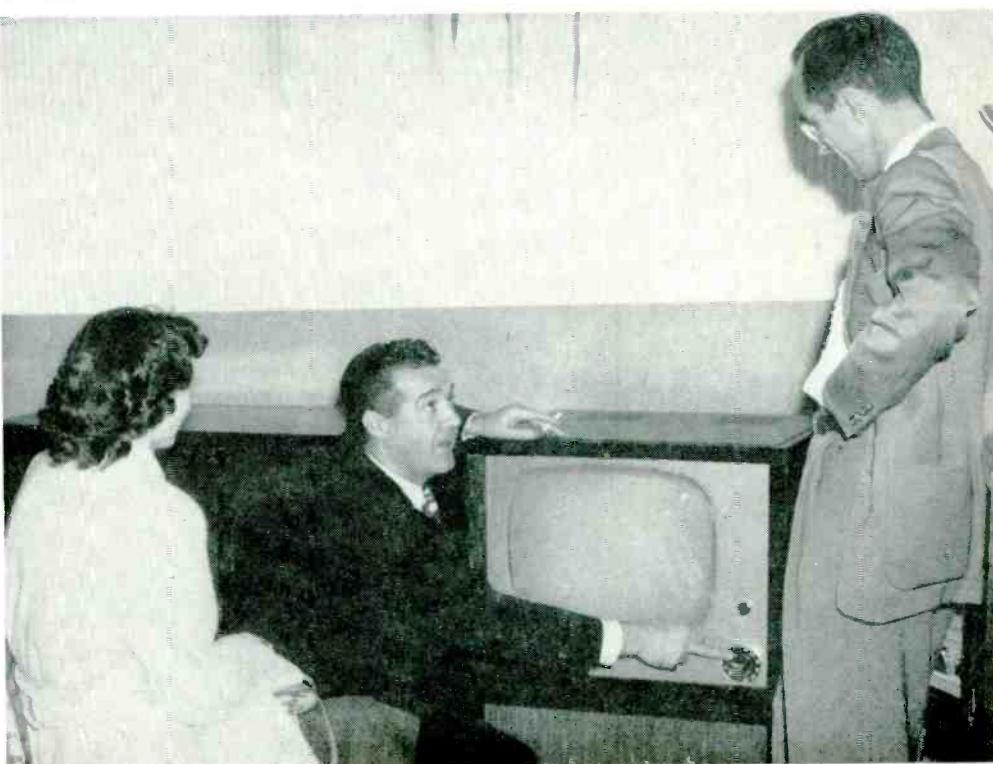
As the salesman is figuring out a satisfactory payment plan for the TV customer, it is natural and easy for him to "incidentally" mention the new refrigerator that happens to be displayed behind him. Without the

(Continued on page 58)



Street floor of Platt store is long, narrow, and filled with TV sets. Salesman Hanley goes right to work, explaining nearby set to customers Charlotte and Robert Lockwood. Salesmen are backed up with top-flight service provided by 110 persons, and a fleet of 50 service trucks. The service facilities are an integral part of each sales presentation in the Platt store.

If customers do not decide on a set from main display room they are taken downstairs to smaller demonstration room containing other new and many used sets. Here, Hanley explains tuning control on a new model to customer Robert Lockwood while Charlotte looks on.



Radio Program Really

"Spinner Sanctum" Plus Free Delivery Moved Out 780 Discs in



Doris Scheller of record department takes phone orders resulting from "Spinner Sanctum" program, sponsored by Schaad. Salesman at right already has begun thumbing through catalog.

• Bob Schaad has hitched his phono record sales wagon to a radio program called "Spinner Sanctum."

The owner of one of the largest (in inventory size) and most modern record departments in Evansville, Ind., credits the hour-long, six-day-a-week program with selling a lot of discs all the year 'round.

He knows exactly how much business the program brings because of the unique free-delivery offer that plays such an important part in the casual, disc jockey show.

Here's how it works:

Jerry Hayden, in charge of the Bob Schaad Company's record department at 2229 W. Franklin Street, makes up a list of records to be played on each day's program—with an eye to what is currently popular, what could and should be popular in the near future, and what the Schaad company would particularly like to sell.

He gives the list to Disc Jockey Ken McCutchan, who has handled this program for all its three years of existence on Radio Station WIKY, the only independent station of the four in Evansville. Ken plays the records for the program, from 2:05-3:05 P.M., interspersing plugs for the Bob Schaad outfit right along. He pitches this sales talk to the listeners—mostly housewives of course.

"Hear anything you like today, ladies? Or heard anything lately

you'd like to play on your own phonograph tonight? Just call WIKY, give us your order, and this evening the Bob Schaad company will deliver your choice in records right to your door. All you pay is the cost of the record—the same price you'd pay if you personally went into Bob's store and picked it up."

One Saturday, a total of 780 records went across the Schaad counter and into the waiting delivery cars. Jerry gets the list of orders from WIKY at the end of the program, and pulls and packages the records in time for deliveries to start

about 4:30. Judging from that, you can guess that Spinner Sanctum is one of the best-listened-to programs on local dials.

Besides delivery costs, the program costs \$1320 a month, of which the local firm pays one-half. Philco co-ops on the first-half-hour paying half of that cost, and RCA Victor does the same for the second thirty minutes.

Thus the Schaad company pays \$600 a month for getting about four commercials per half hour. And if Schaad bought the same plugs as spot announcements, it would cost him more than the entire program does now.

When the program was first born, Bob's friend Bud Bays did the delivery work on the Indian motorcycles he sells. But the burden got too heavy. To get the records delivered the day they were ordered, Bays sometimes had to strip the shop of salable vehicles, which didn't do his business any good. Of course, the announcer mentioned the fact that the records were being delivered on Indian cycles from the Bays' shop.

Then Yellow Cab picked up the delivery tab, for the price of the mention that records were being sped on their way by "safe, dependable Yellow cabs. Just pay the driver the retail price of the record, ma'am, and thank you kindly."

Even Yellow Cab had trouble carrying the ball.

One day the manager called Bob

Bob Schaad sells a TV set to customer who first became acquainted with the store via its record department. Schaad sells all TV personally, to combat misinformation about reception found in this "fringe area." Television receivers are advertised heavily on the firm's radio program.



Sells Records for Schaad

One Day. \$92,000 in Platters Sold Last Year in City of 130,000

and said, "Say, how can I give that good, dependable service that Ken McCutchan is advertising when I've got 45 cabs and you've got 14 of them tied up making record deliveries?"

An auto dealer then offered to furnish a new car and driver. When cars started getting scarce again, though, this dealer wasn't much interested in that form of advertising. He reasoned that he could sell all the cars he could get, and couldn't spare one for deliveries.



Disc Jockey Ken McCutchan, of station WIKY, Evansville, Ind., has handled the program ever since it was first aired, three years ago.

That was when Mr. Schaad bought a car for the firm, and hired a college student to make deliveries after classes, working from about 4:30 P.M. to 8, or later, if need be.

"This project has been tried in larger cities, and failed," Mr. Schaad says. "And I don't think any retailer could afford to do it unless he had a large enough market to work on. But Evansville is just right—not so big that you have to drive 20 miles between deliveries, yet big enough that there are always plenty of persons wanting records so that it really doesn't cost us much per record to deliver them."

Mr. Schaad feels he is more than repaid for his delivery costs by the drop-in trade in not only records, but radios, phonos, TV sets and electrical appliances directly traceable to the radio program.

"Of course we don't just plug records," he explains. "Our first big promotion over the program was small record playing attachments. They were good ones, and very good



Drop-in record sales resulting from the program also are heavy. Records are displayed "like greeting cards" in racks and also filed down below. Here Miss Scheller helps a customer.

buys. We sold all we could get our hands on, between 35 and 50 a week—and I know that most of that trade was drummed up by the program. We picked the customer's radios up, attached the "45" player, and delivered the outfit, all for the price of the attachment alone. "That promotion," he states, "put the '45' in Evansville."

Later, "L.C., B.B.A." was the plug—not only on the record program, but on spots, newspapers and in the window and inside displays.

After a few weeks of such teasers, Bob revealed to the waiting world that the initials stood for "Little Change Buys Big Appliances."

For a \$5 deposit, Bob would lay away the appliance of your choice,

and accept your weekly payment until you had enough for a down payment, when the item was delivered to your house. And all the time the money was being laid away, you were getting interest on it.

Now TV is one of the main attractions on the Schaad radio program, Schaad newspaper ads, and window and inside displays.

Schaad is known as "the man who put TV in Evansville," which can at best be called a fringe reception area. No broadcasting stations are within 100 miles, and little chance exists of getting any in the near future. Yet Schaad is selling a great many receivers. There are more than a thousand sets in use now, in

(Continued on page 69)

White goods are displayed despite lack of great space in Schaad store. Expansion later this year to larger store will enable the Schaad firm to capitalize on its growing reputation, give more display to all lines carried by the progressive Indiana dealership.



Gear Up for Peak Sales of Portable Radios This Year

Latest Specifications Show More and Better Models Available, Priced

Right To Cash in On Growing Popularity of the Carry-About Sets

• Although over 10 million portables have been sold since the end of World War II, there is still a tremendous market for these versatile units. With a potential of one to every home (almost 50 million) there is still 80% of the market to be sold, and aggressive merchandising can push 1952 sales of portables to a record figure.

Significant in this sales picture is the fact that more manufacturers are offering more models for sale this year than last year, as shown in the accompanying table. Caldwell-Clements' annual specifications of portable radios, listed on the next page, show that 28 manufacturers are presenting almost 70 different models for dealer sales this year.

15% of the models listed are of the "straight battery" variety, 15% are 3-way types which provide both broadcast and short-wave reception, and 70% are 3-way broadcast-band models.

Trend to Lighter Weight

Average prices of the models listed indicate a favorable situation for easy movement of this merchandise from dealer to consumer. Straight battery models listed average \$27.30, short wave sets average \$97.57, and the popular 3-way jobs average \$41.11. Prices shown in the table, except where noted, include tax but not batteries.

A trend toward smaller, lighter units can be seen, with the battery sets averaging 3.6 pounds with batteries, and the 3-way broadcast-band models averaging 6.8 pounds with batteries. Since a book like "Gone With the Wind" weighs about 1½ pounds, it can be seen that the average straight battery set weighs only a little more than two books. This fact can be capitalized on in window displays.

80% of the 3-way sets utilize a selenium rectifier.

In tune with the trend toward all-year round use of portables, both inside the home as well as outside, there has been an increased emphasis on styling.



Sell these vacationers via tie-ins with sporting goods stores, sportswear shops and travel bureaus.

Two thirds of the new models have plastic cabinets, and almost all the portables are designed attractively enough to be used in the home as a table radio when not being carried about. Many sets have special emphasis on the placement of knobs, dial and handle to make this double duty especially feasible.

Contributing to the more attractive appearance of portables is the trend toward smaller size, made possible by the use of more compact and more efficient circuits, and the use of such components as selenium rectifiers, powdered iron antennas, printed circuits and smaller batteries (delivering more power per pound). Ranging upward from a real midget which measures 5 inches long by 2¼ inches wide by ¾ inches deep, the models listed on the next page have dimensions averaging only 9¾ inches by 5¾ by 7½ inches.

Yet, even though smaller and lighter in weight than their predecessors of previous years, the new portables are, if anything, more sensitive and more powerful. And with the more efficient batteries which are now available, these sets work better and longer on batteries than they ever did.

Dealers should be building adequate stocks of portables for the peak selling season which is practically upon us. A

special display and promotional program should be built around this merchandise, which is so markedly growing in popularity and salability.

Salesmen should be instructed to consider every table radio customer a prospect for a sell-up to a 3-way portable. With many straight battery jobs due to come out of the mothballs soon for refurbishing, the service department should be instructed to alert a salesman when a unit comes in which is obsolete or which would be very expensive to repair, so that the potential sale of a new set can be realized.

Tie-in displays can be arranged in sporting goods stores, sportswear shops, railroad stations, and travel bureaus, catching the customer who is in a vacationing mood and suggesting that he or she buy a portable at your store.

In selling the portable, take advantage of all the features mentioned above to capitalize to the fullest on the sales ammunition available to you: size, weight, sensitivity, styling (and don't forget color—a wide range is available), etc., as well as the versatility of these units. Many of the possible uses of portables were outlined in the article "Get Your Share of the Growing 12-Month Portable Market" in last month's issue of RADIO & TELEVISION RETAILING.

NEW BATTERY, 3-WAY RECEIVERS

Model No.	Manufacturer	Weight lbs.	W/batts.	Total lbs.									
Admiral Corp., 2800 Lorillard St., Chicago, Ill.	Heico Mfg. Corp., 161 W. Huron St., Chicago, Ill.	39.95	3	BC	LT	4	1	4	1
4T11	Jewel Radio Corp., Long Island City, N. Y.	29.95	3	BC	P	5	1
4W18	10-40 45th Ave., Long Island City, N. Y.	32.95	3	BC	P	5	1
4W19	5050	36.95	3	BC	P	5	1
Andreas Radio Corp., 27-01 Bridge Plaza N., Long Island City, New York. P-163	Motorola Inc., 4545 W. Augusta Blvd., Chicago, Ill.	29.95	3	BC	LT	4.2	5.7	5	1
Arvin Industries, Inc., Columbus, Ind.	522N 52B	44.95	3	BC	LT	17.5	6
430P 446P	42B	18.95	3	BC	P	6.3	5	1
Automatic Radio Mfg. Co., Inc., 1222 Brookline Ave., Boston, Mass.	Olympic Radio & Television, Inc., 34-01 38th Ave., Long Island City, N. Y.	*49.95	3	BC	P	11.2	14	5	1
Camera Radio	489	44.95	3	BC	LT,P	12.4	..	5	1
Baldwin Radio Corp., Subsidiary of Raytheon Mfg. Co., 5321 W. Dickens Ave., Chicago, Ill.	Philco Corp., 'G' & Tioga St., Phila. Pa. 613 61	39.95	3	BC	P
Raytheon PR51	2516 Broadway Ave., N. Y. 60.	29.95	3	BC	P
Cashier-Farnsworth Corp., 3700 E. Pontiac, Fort Wayne, Ind.	101	*24.95	3	BC	P5	2
CBS-Columbia Inc., 170 53rd St., Brooklyn, N. Y. A520	* Includes batteries	28.95	3	BC	P	4	5
Crosley Div., Aero Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio. 11-301 Series	RCA Victor, N. J., Camden, N. J. PA600 BA11 BA57	44.95	3	BC	P	4.8	5.9	4	1
Dowdall Radio Mfg. Corp., 2515 37th Ave., Long Island City, N. Y.	29.50	3	BC	P
D527	2525 N. G. W. 1, 312-LW, PG	32.50	3	BC	P
D508	34.00	3	BC	P
* With Batteries	323 E. 48th St., New York, 17. H.R.P. 1	99.50	3	BC-SW-LW	P
Emerson Radio & Phono. Corp., 111 Eighth Ave., N. Y., N. Y.	Satellite Radio Corp., Evanston, Ill. 325-P.M., G. W. 1, 312-LW, PG	39.95	3	BC	P
640	44.95	3	BC	P
584	6000	29.95	3	BC	P	2.5	3.2	4	1
646	602	29.95	3	BC	P	4.4	6	5	1
656	602	39.95	3	BC	P	5.5	10.5	6	1
Esquire Radio Co., 26 Court St., Brooklyn, N. Y.	Sound Laboratories, 323 E. 48th St., New York, 17. H.R.P. 1	4.5	4
55P1	Steelman Phonograph & Radio Corp., 12-30 Anderson Ave., Mt. Vernon, N. Y., 915-A	49.95	3	BC	P
P111	6000	602	602	BC	P
P130	602	602	602	BC	P
Fada Radio & Elec. Co., Inc., 525 Main St., Buffalo, N. Y.	Stewart-Warner Electric, 1300 N. Kosher Ave., Chicago, Ill.	39.95	3	BC	P
General Electric Co., Electronics Park, Syracuse, N. Y.	Westinghouse Electric Corp., Schenectady, Pa. H331P4 H332P4 H348P5 H349P5	39.95	3	BC	P
607	39.95	3	BC	P	4.5	5	5	1
614	49.95	3	BC	P
615	49.95	3	BC	P
Hallerather's Co., The 4401 W. 5th Ave., Chicago, Ill.	Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.	39.95	3	BC-SW	LT
5240	1422	129.95	3	BC-SW	LT	4.5	8	1
5242	1422	134.95	3	BC-SW	LT
5-72	1422	109.95	3	BC-SW	LT
5-73	H500	119.95	3	BC-SW	LT

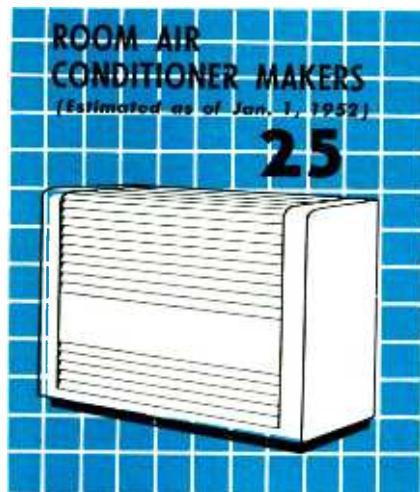
How to Sell More

Big Market for Room Coolers Can Be Tapped With Smart Merchandising

• 1952 can be a record-breaking year for room air conditioners, topping both '50 and '51 by sizable margins, if radio-TV-appliance dealers get into high gear and exploit to the fullest the sales potentialities of this product.

Showing great postwar promise, compressor-type room coolers are only just beginning to "catch on," with the surface hardly scratched by an estimated 500,000 in use.

The number of manufacturers offering these units has almost doubled in the past two years. This indicates a greatly stepped up advertising and promotion program (in the aggregate) to augment dealers' selling efforts come warm weather this year, as well as a greater number of lines and models available to retailers.



With the potential looming large, it is essential that dealers fully understand air conditioners so as to realize this potential to the fullest. This means: (1) Sell all the features of these units, (2) Don't oversell their capabilities, and (3) Be cognizant of the installation problems and how to handle them.

Compressor-type room air conditioners can lower room temperature and the apparent humidity, greatly increasing personal comfort during the hot weather. This makes for better sleeping, more efficient working, more comfortable relaxation during non-working hours, and actually better mental and physical health during prolonged hot spells. In addition, room coolers filter the



air—not only increasing comfort and cutting down on housecleaning, but also directly benefiting hay-fever and other allergy sufferers. A third feature is that, with windows closed (made possible by the fact that room coolers force cooled, filtered air into the room), outside noises are cut down.

Most of the public has been exposed to air conditioning at one time or another and is aware of some of these advantages, but possibly not all of them. A possible sales disadvantage of this previous exposure is that some people have felt uncomfortably cold in air conditioned theaters and offices. It should be a simple matter to point out the readily available adjustable controls on most room coolers, which make it possible for the user to suit his own tastes.

Overselling the capabilities of these units can be avoided if the emphasis is laid on the name: ROOM air conditioners. The makers of these units are usually quite specific in stating the approximate number of square feet which can be cooled by a specific unit, and it would probably be reasonable to assume that these are optimistic ratings, based on rooms of average ceiling height (about 8 feet). Overselling the capabilities of such a machine can only mean dissatisfaction on the part of the customer—possibly a return, and at the least, bad word-of-mouth advertising to friends of the customer.

A typical unit is rated for a room 200 square feet in area. This might be an average living room about

12x17 feet. Such a unit cannot produce the cooling effect claimed by manufacturer if it works into three times that space—which, as a matter of fact, it could be doing if the door into the room were not closed.

In selling air conditioners, the salesman should have at least a speaking acquaintance with the terms used by the manufacturers. He doesn't need to be an engineer, however, and he shouldn't snow the customer under with doubletalk in pseudo-scientific terms. But in order to meet questions which may arise, and also so as to be able to make a rough comparison between units of different brands and prices, he might well have some notion about horsepower, tons, watts, etc.

The horsepower rating of the compressor motor represents the amount of work it is supposed to be able to do. Translated into watts, one horsepower equals 746 watts, but unlike a 746 watt toaster, for instance, it may take much more electric power to operate the motor. This depends somewhat on the efficiency of the motor; average requirements in electric power for motors of different sizes are given elsewhere in this article.

The "ton" is an arbitrary unit of the refrigeration industry, equivalent to the cooling effect produced by melting one ton of ice in 24 hours. This cooling effect is equivalent to the removal of about 12,000 BTU per hour, and from a rough averaging of the ratings of various room coolers, it can be seen that the terms "ton" and "horsepower" are approximately interchangeable.



Air Conditioners This Year

Techniques Based on Full Understanding of the Product and Its Sales Advantages

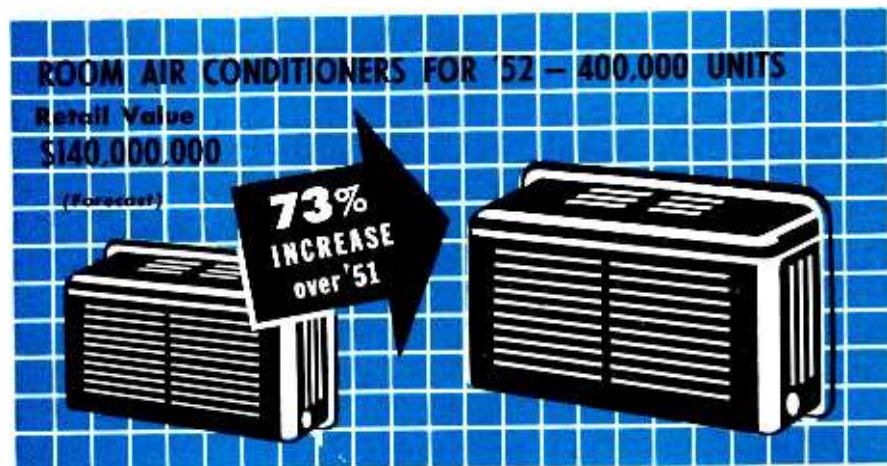
That is, $\frac{1}{2}$ HP and $\frac{1}{2}$ ton are approximately the same rating.

"BTU" is an abbreviation for British Thermal Unit, which is a unit of heat (about $\frac{1}{4}$ of a calorie). Interpreting cooling requirements into BTU is a complicated mathematical process which usually requires the services of an engineer. Therefore, the salesman is dependent more or less on the cooling capacities as stated by manufacturers.

For the benefit of the dealer, however, it should be pointed out that when a manufacturer states the capacity of a unit in terms of room size, it cannot be expected to produce the desired inside temperature under all conditions of outside temperature. The ratings must be evaluated in terms of the conditions stated in the rating. For instance, a certain unit rated at $\frac{1}{2}$ HP and 5800 BTU per hour is stated to be able to produce the following cooling effect: when the outside temperature is 90° and the relative humidity about 50%, the inside temperature will be 80° and the humidity still no higher than 50. This cannot be assumed to be capable of producing a 70° temperature inside with a low humidity when the temperature outside is 100° and the humidity very high.

The dealer would do well to stay away from numbers, and emphasize the point that, for rooms of the stated size, much more comfortable conditions will be produced with the room cooler than existed without it.

Probably one of the greatest obstacles to the sale of room air con-



ditioners of the compressor type is the electrical requirements of these units. The dealer can circumvent many problems arising from this quarter through a proper understanding of them on the part of his salesmen.

The average full load running currents of motors from $\frac{1}{6}$ to 1 HP are shown in the accompanying table. It can be seen that none of these currents exceeds 15 amperes, for which residential branch circuits are normally wired and fused. It is for this reason that many dealers have been guilty of overselling the "plug in" nature of room coolers.

The starting current of compressors under load is considerably higher. For 1 HP units, it always exceeds 15 amps, and these units cannot be plugged into such a circuit. For $\frac{3}{4}$ HP units, the starting current often exceeds 15 amperes, especially

in hot weather, and such units cannot be reliably operated on a 15 amp circuit unless there is no other current drain on the circuit, and unless there is a time delay fuse protecting the circuit. $\frac{1}{2}$ HP units will probably start regularly on a 15 amp circuit provided there is no more than about 500 watts additional load on the circuit, and provided there is no other motor on it. Where there is another motor (not as large) such as a refrigerator, a time delay fuse would probably permit them both to start.

One thing should be emphasized at the outset: No circuit should be overfused. It has been found that some dealers have recommended overfusing rather than accept a return. A far better solution would be to assist the customer in redistributing the load in his home and,

(Continued on page 48)

Table I.—Wiring to an outlet carrying a motor should have a capacity of not less than 125% of the full load current of the motor. Starting currents for compressor motors often run higher than 125% figure shown below. Running currents shown are average figures for single phase AC motors on 115 volts.

Horsepower	Average Full Load Running Current (Amps.)	125% of Full Load Current (Amps.)
1/6	3.2	4.0
1/4	4.6	5.75
1/3	5.7	7.1
1/2	7.4	9.25
3/4	10.2	12.75
1	13.0	16.25



Sell Air Conditioners

where necessary, advise time delay fuses.

A second point is that where the manufacturer of the room air conditioner prescribes a certain size fuse for the line, if that fuse exceeds 15 amperes, the unit should not be sold for a 15 amp circuit.

Check Circuit Capacity

It is really mandatory, in order to assure a permanent sale, to assure customer satisfaction, and to avoid fire hazards, that the dealer or his salesman or his serviceman inspect the customer's premises to see if the circuits will carry the load. This is too infrequently done, and as a result, many landlords have become soured on room coolers and will not permit their installation.

Since air conditioners run almost continuously in hot weather, it is essential that the electrical situation be adequate. Otherwise blown fuses result, leading to frayed tempers (at the least) and most often to improper electrical practices (such as overfusing) on the part of the customer.

Survey the Situation

Since the customer cannot be relied upon to correctly estimate the load on his electrical system (more often than not, he doesn't even know which or how many outlets are controlled by a fuse), the dealer should survey the situation. Often a redistribution of portable lamps and appliances and a short "educational" talk to the customer about the requirements of the room cooler will make a sale possible where the situation seemed impossible. Often the installation of a time delay fuse (rather than overfusing) will solve the trouble. More infrequently a special circuit should be recommended, or a smaller size compressor. But where the latter solutions may jeopardize a sale (in the dealer's eyes), they more often assure satisfaction for a longer time to come, and help build repeat business.

One further point in this connection: local electrical codes or, in some cases, the requirements of landlords, may prescribe special practices. The dealer should of course, know and abide by his local regulations. As for the landlords,

this is but one additional reason why an inspection of the premises is advisable. The sale to a customer who buys on open account but finds after delivery that the landlord will not permit air conditioners, or will permit them only with special wiring, is more often than not apt to result in a cancellation of the sale, with delivery costs charged up to "profit and loss."

You Can Make More Sales

If the dealer and his salesmen know the facts about room air conditioners as presented in this article; and if they study and know the ratings and claims of units they sell as set forth in the manufacturers' specifications; and if they keep these facts in mind as background material while they are selling, they will in the long run produce more sales, and more satisfied customers.

But to produce the kind of increases which the air conditioner industry can realize this year, the dealer cannot wait for the customer to come in so the former can display his knowledge.

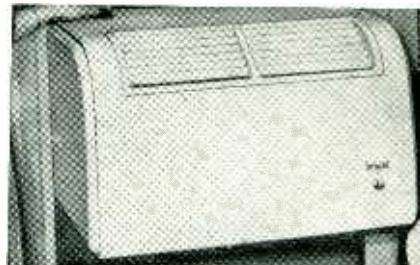
He must plan now to go out after this business aggressively with an all-out promotion and advertising program. He must start now to build adequate stocks for the hot weather months, and to train his sales people adequately. He must acquaint himself with the promotional programs being instituted by the manufacturer, so as to take full advantage of these programs and the promotional material which is available. He must know what they are doing in the way of advertising, and he should capitalize on this advertising as much as possible. He should be building lists of leads and prospects, and can start already to solicit some of these.

Get an Early Start

This can be a busy summer for TV-appliance-radio dealers. With a political campaign getting under way, radio and TV sales need not have their usual let-down, and probably will not. Therefore the full realization of an all-out effort on room air conditioners cannot be attained unless advance planning is initiated immediately, since dealers will be too busy to manage it when the time for business has arrived.

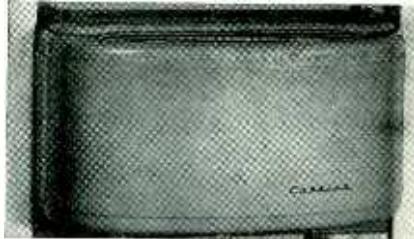
New Model Room Air Conditioners

BRYANT Div. Affiliated Gas Equipment Co., Cleveland 10, Ohio. Model 50-551 is a $\frac{1}{2}$ HP unit; model 75-551, $\frac{3}{4}$ HP. Both units feature single-knob con-



trols, four-row condenser coils, blower wheels, five-way air distribution, steel discharge louvers, asphalt bases. Dimensions, both units: $15\frac{7}{16}$ " high x $26\frac{13}{16}$ " wide x $3\frac{3}{8}$ " deep.

CARRIER. Six models in the line. Window sill units are priced as follows: $\frac{1}{3}$ HP, \$239; $\frac{1}{2}$ HP, \$329; $\frac{3}{4}$ HP, \$399; 1 HP, \$469. Console models include a $1\frac{1}{2}$ HP size as well as the 1 HP unit. Optional water-cooled condensing has been made available on the 1 HP console. The Carrier room air conditioners are being



produced in a new pearlescent finish to harmonize with room colors, and all have simplified fingertip controls. The $\frac{1}{3}$ HP job for 8 hour operation will handle applications which figure up 6000 BTU/hr.; the 1 HP model for 8 hour operation will handle applications which figure up 12,000 BTU/Hr. The $\frac{1}{3}$ HP model measures $13\frac{9}{16}$ " high x $27\frac{3}{8}$ " wide x $26\frac{1}{2}$ " deep.

CHRYSLER CORP., Airtemp Div. Model 1675 is a $\frac{3}{4}$ HP unit for 115 or 230 volts. Model 1600, a 1 HP air conditioner operates on 230 volts. The BTU rating of the smaller model is 8200, the



1 HP, 10,100. Compressors have protective cut-out switches. Cabinets come in sandstone gray. Both models have adjustable, directional grilles, and controls marked "off", "fan only", "cool" and "room exhaust." Optional accessories include a thermostat, three-prong connector, and extra wide window kit available for windows up to 70" wide. Measurements: both models, $35\frac{1}{8}$ " long x $27\frac{1}{2}$ " wide x $15\frac{3}{8}$ " high.

(Continued on page 50)

SCOOP!

We know what the
biggest story in the May 26th
issue of **LIFE** Magazine will be!

and we'll let
you in on the secret...

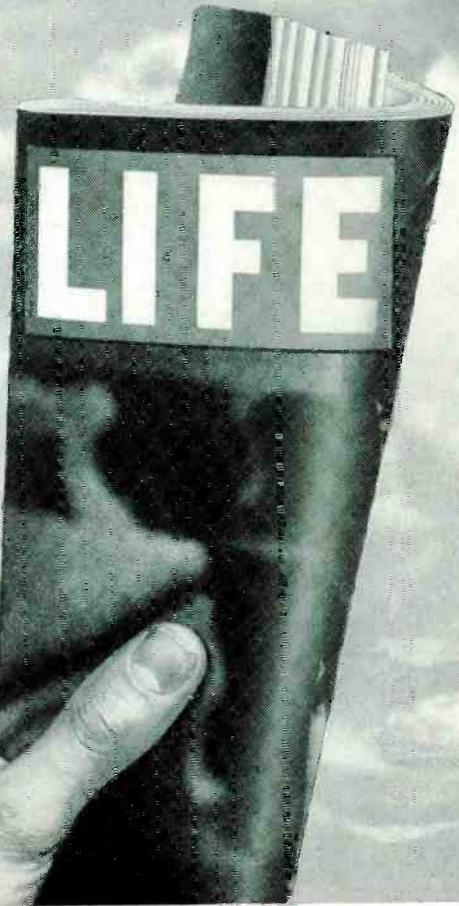
It's the double-page spread in FULL COLOR
for the new RCA Room Air Conditioners... the
first time that any manufacturer of air conditioning
units has used a double spread in color in
LIFE... the first time that dealers will have
this kind of advertising power to help sell room
air conditioners.

Tie in with the news... cash in on the biggest
profit opportunity since TV...RCA Room
Air Conditioners.

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



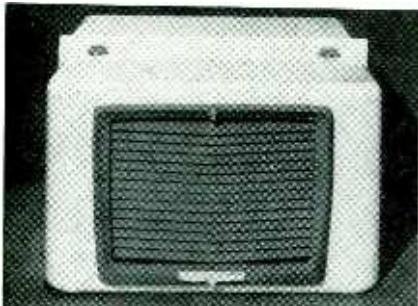
Sell better living...and you'll sell RCA Room Air Conditioners



Room Air Conditioners

(Continued from page 48)

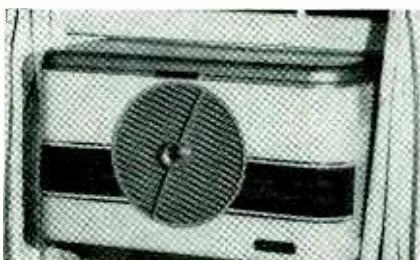
CROSLEY. New "year-round" units being promoted on basis that in addition to cooling and dehumidifying rooms in the heat of summer, they can be used



Crosley 3/4 HP unit has a 2-speed fan

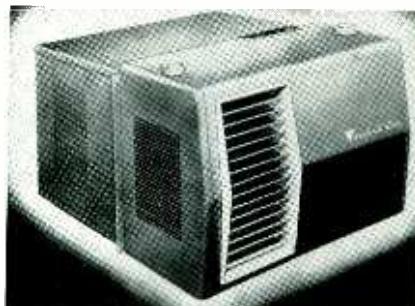
to exhaust stale, smoky air during the Fall, Winter and Spring. Available in 3 sizes: 1/3 HP, \$229.95; 1/2 HP, \$329.95 and 3/4 HP, \$339.95. Units have 3-way adjustable outlet grilles, permitting air to be directed to any part of room. Fan operates at full or half speed on the 3/4 HP model. The 1/3 HP model is 13 1/2" high x 23 1/10" wide x 27" deep, and extracts 1 3/10 pints of moisture an hour from room's temperature and moves 470 cubic ft. of air per minute. The 1 HP is 13 3/16" x 27", and has extraction capacity of 1 3/4 pints, and circulates 560 cubic ft. of air per minute. The largest unit, 3/4 HP is 15 3/16" x 27" x 27", and removes 2 1/2 pints of moisture and circulates 700 cubic ft. of air per minute. Crosley room air conditioners are being made by the Fedders-Quigan Corp.

FEDDERS-QUIGAN. Model WH14 retails at \$229.95, and is a 3/4 HP unit having rotatable grille, and is designed for rooms up to 230 sq. ft., and comes in pastel Hawaiian tan. 1/2 HP model WH16, shown, selling at \$329.95, is for rooms up to 325 sq. ft., and is available in Hawaiian tan or ivory; has thermostat for complete automatic control. The 3/4



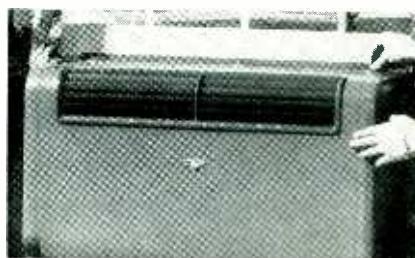
HP model WH19, for rooms up to 485 sq. ft., is fully automatic and comes in Hawaiian tan, ivory at \$399.95 and rich mahogany or blond veneers. (Extra charge for 2 latter colors.) Dimension of window type units: WH14, 13 1/2" high x 23 1/16" wide x 27" deep; WH16, 13 3/16" high x 27" wide x 27" deep; WH19, 15 3/16" high x 27" wide x 27" deep. The 3/4 HP console, F17, sells at \$589.95 in mahogany, \$10 extra in blond; the 1 HP model, F210, retails at \$699.95 in mahogany, \$15 extra for blond. The 1 1/2 HP console sells at \$899.95, mahogany, blond, \$15 extra.

FRESH'ND-AIRE COMPANY (Div. of Cory Corp.), Chicago 1. Model 712 is a 1/2 HP unit retailing at \$349.95. The



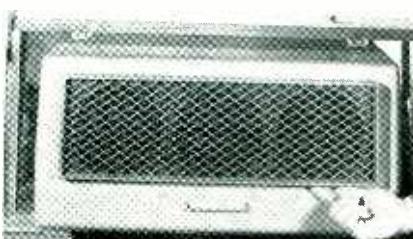
734, a 3/4 HP model sells at \$399.95. Both feature directional air control.

FRIGIDAIRE: 1/2 HP model ARO-50 retails at \$331.90; model ARO 100, 1 HP at \$470.25. Frigidaire features quiet operation, easy-to-see controls, directional air flow vanes. The ARO-100 is equipped with two 1/2 HP "Meter-Miser" compressors. Discharges conditioned air



into the room at rate of 315 cu. ft. per minute. The ARO-50 has about one half the capacity of the 1 HP unit. Measurements: 1/2 HP model is 22 1/2" wide x 30 1/8" deep x 16 1/4" high (including mounting frame). ARO-100 is 28 1/2" wide x 31 1/2" deep x 16 1/4" high, including mounting frame.

GENERAL ELECTRIC. Two models, one a 3/4 HP unit at \$429.95, the other a 1/2 HP room conditioner listing at \$349.95. Model FA55, 1/2 HP, shown, is designed for rooms of about 275 sq. ft.; FA75, the 3/4 HP unit for rooms approximately 425 sq. ft. Both models are 14 7/8"



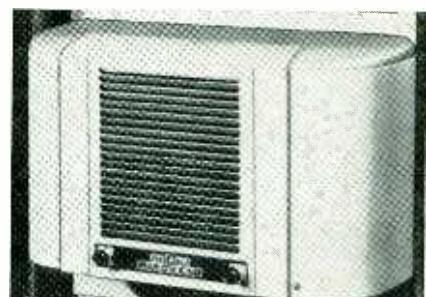
high above sill, and are 27" wide. The units feature "Air-Focus" grilles, stale air exhausts, quiet blowers, "Comfort Selector" dials. Cabinets are finished in cool beige and tan, and have transparent window panels. Refrigerating units are warranted for five years.

LIPMAN Refrigeration Div., Yates-American Mach. Co., Beloit, Wisc. 3/4 HP model is for rooms up to 425 sq. ft. if heat load does not exceed 9200 BTU.



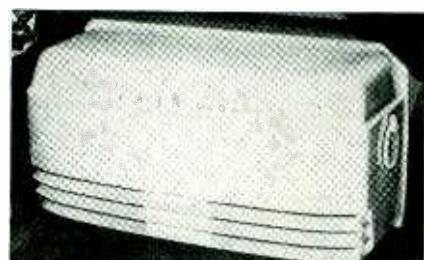
Comes in attractive steel cabinet in Catalina gray enamel, and retails at \$399.00. Three-way control permits ventilation in winter with cooler shut off. Warranty: 5 years.

MITCHELL Mfg. Co., Chicago, Ill. Three models come in following sizes: 1/3, 3/4 and 1 HP. Featured in the line is the "Weath'r Dial" and the "Sound Muffler." The dial allows control of two adjusted levels of cooling and dehumidification together with control of ventilation and two-speed air exhaust. The



"Sound Muffler" directs air against a special sound-absorbent material. A four-direction air louver system is also incorporated. The 1/3 ton model, M-132, lists at \$229.95. The 1/2 ton model, M-122, retails at \$319.95, and is rated at 6,300 BTU's per hour. The 3/4 HP unit sells at \$379.95, and is rated at 9,100 BTU's per hours. Two other voltages are available on the 3/4 ton units. The 1 HP model is for use on 230 or 208 volts, sells at \$459.95 (230 volts) and \$469.95 (208 volts). Window units are 16" high x 28" wide and 30" deep.

PHILCO. Four window-type models in line. The 33-HL retails at \$229.95, and is shown here. It is a 1/3 HP unit, available in either walnut or ivory, and is de-



signed for rooms up to 180 sq. ft. The 33-HL measures 13 11/16" high x 26 1/8" wide; extends 12 1/4" into room. Model 50-H,

(Continued on page 52)

PROSPECTS EVERYWHERE

for CROSLEY ROOM AIR CONDITIONERS!



BEDROOMS



HOSPITAL ROOMS



HOTEL ROOMS



SHOPS AND STORES



LIVING ROOMS



DOCTORS' AND DENTISTS'



BUSINESS OFFICES



NURSERIES

MODEL ACD-75 for rooms up to 485 sq. ft.* $\frac{3}{4}$ h.p., controls for ventilation, circulation, cooling, and exhaust. Two-speed fan switch. $15\frac{1}{16}$ " high, 27" wide, 27" deep. 110 or 230 volts. $\frac{1}{2}$ -h.p. and $\frac{1}{3}$ -h.p. models also available —all with these big selling features: Quiet Compressor... Simplified Controls... Adjustable Vent... Replaceable Air Filter... Beautiful Cabinet... Easy Installation.

*Certified rating based on standard ASRE conditions.

CROSLEY

Division



Cincinnati 25, Ohio



Shelvador®
Refrigerators

Shelvador®
Freezers

Electric
Ranges

Sinks and Food
Waste Disposers

Steel
Kitchen Cabinets

Electric
Water Heaters

Radios

Television

Room
Air Conditioners

CROSLEY... Better Products for Happier Living

Room Air Conditioners

(Continued from page 50)

PHILCO (Continued)

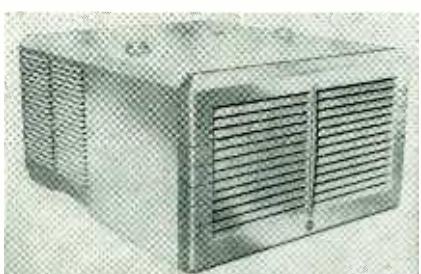
$\frac{1}{2}$ HP unit, handles rooms up to 290 sq. ft. The 76-HL retails at \$399.95, and has $\frac{3}{4}$ HP compressor, and is designed to handle rooms up to 450 sq. ft. Comes in ivory or two-tone tan, and is available with or without Philco's dual-purpose automatic temperature control; has 4-way adjustable grilles—dimensions: $14\frac{1}{4}$ " high x $26\frac{1}{4}$ " wide, and extends $20\frac{1}{16}$ " into room. Model 100-GC is a 1 HP console. Model 106-H, 1 HP unit has new luxury features such as "Weather-Maker" control center, 4-way adjustable grilles, and control for exhausting stale air. 200-GCW is a 2 HP water-cooled unit, also a console.

QUIET KOOL, Quiet-Heet Mfg. Co., Newark 5, N. J. Two models in the line. G5E is a $\frac{1}{2}$ HP unit selling at \$279.95.



G7D, $\frac{3}{4}$ HP retails at \$345. The cooling capacity of the smaller unit is 5500 BTU/H (ASRE rating); the G7D, 8650 (ASRE rating). Units feature a silencing chamber. The G5E measures $28\frac{1}{2}$ " wide x $14\frac{3}{4}$ " high x $25\frac{1}{2}$ " deep. The larger model is $30\frac{3}{4}$ " deep. Slow speed fans are installed in both units; 1100 RPM's in the small unit; 1,080 in the larger model.

RCA VICTOR. Three models, as follows: AC233 (shown), is a $\frac{1}{3}$ HP unit retailing at \$229.50; AC250, $\frac{1}{2}$ HP, at \$329.50, and AC275, $\frac{3}{4}$ HP at \$399.50. All units have "Airflow" grilles. The smallest model is rated at 4010 BTU/H for rooms up to 230 sq. ft., and measures 13" high x $22\frac{1}{2}$ " wide x $26\frac{3}{8}$ " deep. It removes 1.3 pints moisture per hour. The $\frac{1}{2}$ HP model is rated at 6020 BTU/H for



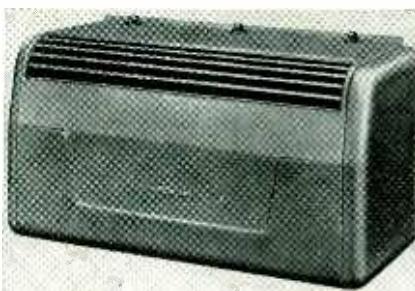
rooms up to 325 sq. ft., removes 1.75 pints room air moisture per hour, and measures $13\frac{3}{16}$ " high x 27 " wide x 27 " deep. The model AC275 is for rooms up to 485 sq. ft., is rated at 9010 BTU/H, removes 2.5 pints moisture per hour, and measures $15\frac{1}{16}$ " high x 27 " deep x 27 " wide. The $\frac{3}{4}$ HP air conditioner features high and low speed fan motor. Refrigerating units are warranted for five years. The firm offers a low-cost contract covering installation and service by the RCA Service Co., Inc.

REMINGTON Corp., Auburn, N. Y. 115 volt models: 4A21 (Roomette), $\frac{1}{3}$ HP, \$229.95; 6A21, (Bedfellow), $\frac{1}{2}$ HP, \$329.95; 8A21 (Professional), $\frac{3}{4}$ HP, \$399.95. 230 volt units: 10C-129M (Director) 1 HP, \$699.50; 12C-129 (Overton), $1\frac{1}{2}$ HP, \$899.50; 10C-129C (Leader), 1 HP, \$639.50, and 12C-129C, $1\frac{1}{2}$ HP, \$839.50. Roomette provides 140



cubic ft. per minute; Bedfellow, 220 cubic ft. of air, and 330 cubic feet of air per minute in the Professional. All hermetically sealed compressor units carry a five-year warranty.

USAIRCO United States Air Cond. Corp., Minneapolis, Minn. Model 7950C, $\frac{1}{2}$ HP, and measures $26\frac{7}{8}$ " wide x $13\frac{5}{8}$ " high. Cooling capacity, 5800 BTU's per hour; air circulating capacity, 200 cubic ft. per minute discharged through directional louvers. Designed to cool and de-



humidify a room with about 200 sq. ft. of floor space under average conditions. Total power input—900 watts. Model 7975C has dimensions same as preceding model. Cooling capacity, 8900 BTU's per hour, air circulating capacity, 275 CFM through directional louvers. Total power input—1250 watts; HP, $\frac{3}{4}$.

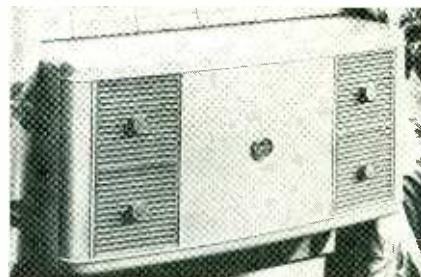
VORNADO, The O. A. Sutton Corp., Wichita 1, Kansas. Model 75WAC, $\frac{3}{4}$ HP, retails at \$419.95. Has twin air directors, and following capacities: 8800 BTU's/hr; recirculated air, 300 CFM; dehumidifica-



tion (moisture removal) 2 $\frac{1}{2}$ pints per hour. Finished in neutral two-tone

gray-green with burgundy and gold trim. 5-year warranty on compressors. Maker also plans to bring out $1\frac{1}{3}$, $1\frac{1}{2}$, $3\frac{1}{4}$, 1 and $1\frac{1}{2}$ HP models.

YORK Corporation. Prices as follow: $\frac{1}{3}$ HP window model, \$229.95; $\frac{1}{2}$ HP, window, \$319.95; $\frac{3}{4}$ HP window, \$379.95; $\frac{1}{2}$ HP, window, with modulation \$399.95; 1 HP, window, with modulation, \$459.95; 1 HP, console, \$685.00; $1\frac{1}{2}$ HP console, \$839.00; 2 HP console, \$990.00. The $1\frac{1}{2}$ and 2 HP models are equipped with



"Step-Matic" controls which function as a humidity balancer. Finger-tip controls permit the introduction of outside air, with or without cooling. Pump out controls remove stale air. "Modulation" controls automatically prevent overcooling. The $\frac{1}{3}$ HP model, shown, is 26 " wide x $13\frac{3}{4}$ " high x $26\frac{3}{8}$ " deep. All York units carry a five-year warranty on the refrigerating systems.

Kumm in Buying Post

Appointment of Benjamin H. Kumm as buyer of appliances, radios and television at Wilderotter's Department Store, Newark, N. J., has been announced by Walter Wilderotter.

Promote This Big Event!



Mother's Day comes on May 11, and alert retailers will use dignified, though effective methods in suggesting gifts for Mother. Available display items are described in a free, colorful broadside which may be obtained from the Nat'l Committee on the Observance of Mother's Day, 393 Seventh Ave., New York 1, N. Y.

THERE ARE NO FALL GUYS HERE!

REPRINTED FROM
RETAILING DAILY

ATTENTION ALL T.V. AND APPLIANCE RETAILERS "HELLO BROTHER FALL GUYS"

? How did you enjoy working last year for the television manufacturers, for free?
 ? What did you think of selling TV for less net profit than your operating cost
 and subsidizing the TV manufacturers with profits from white goods?
 ? How did you like the way your margins were cut by the ruse of quoting excise
 tax and warranty separately on your invoices and sales, then handing this
 money, from the customer to the distributor, at a bookkeeping loss, and pay-
 ing this money, with your capital, before you received it?
 ? Was it a privilege to be forced to purchase a parts warranty you did not
 want, and then be forced to go through an elaborate system of bookkeeping
 for parts return & replacement, and pay freight & handling? Both ways?
 ? How did it agree with your company policy to set a price and then tell the
 customer what she had to pay to own it? Did you fully appreciate customer
 reaction to this practice? There are a number of other questions we would like
 to put in this box but we do not think it good policy to put them in print as
 they all pertain to the basic reasons behind this condition and the question
 of survival for the dealer.

"LISTEN BROTHER FALL GUYS"

You can do something about this. If you don't you can kiss your business "good
 bye," for it is only a question of time.
 Get together with other dealers and dealer associations in your area and do
 what we are doing.

We will not buy any TV set unless it carries a fair margin of profit.
 We refuse to pay separate charges on any invoice or handle money without
 profit.

We will continue to spend advertising money, like this, to awaken other dealers
 to the fact that they are the customers and can give their money to charity
 if they desire, but they do not have to donate to the TV manufacturers the profit
 made in other lines.

Now do your part—Start the ball rolling in your area—Take action on policy now
 and advertise in the trade papers. Don't be a fall guy any longer.

Appliance Dealers Association of Stamford, Conn., 32 Worth St., Stamford

Tele King says you're entitled to a decent profit—and does something about it!

1. Biggest mark-up in the industry!
2. Quality that's tested and proved by over a half million sets in use!
3. Tele King requires a minimum of service calls—the Tele King tuner has fewer moving parts to get out of order!

Stop working for peanuts—sell TELE KING,
 America's No. 1 profit line!

Send for
 FREE book—it's
 loaded with
 selling ideas!



Tele King

THE BEST IN TELEVISION AT ANY PRICE!

TELE KING 601 WEST 26TH STREET, NEW YORK 1, N. Y.

With **Tele King**
 you make almost
 twice the usual
 profit...and it's
 all yours!

A LETTER FROM A
TELE KING DEALER

Drake's radio and appliances

171 MAIN STREET • MIDDLETOWN, CONN.

February 7, 1952

Tele King Connecticut Corp.
 63 Buckingham Street
 Hartford, Connecticut

Attention: Nathan Altman, District Mgr.
 Dear Nate:

My auditor has just finished the annual audit of my books and
 you will no doubt be pleased to learn that his report shows
 conclusively that the Tele King line has afforded me double
 the profit that I have enjoyed on any other merchandise.

Today Tele King is the top line in this store and both myself
 and my floor salesmen concentrate our efforts on selling and
 installing Tele King sets.

We find that from all angles, service wise and absence of
 electronic trouble, Tele King deserves every bit of attention
 we can give it and we will continue to merchandise Tele King
 to the utmost of our efforts.

Please accept my earnest thanks for your continued cooperation
 and good will.

Any time that any of your dealers wishes my frank and honest
 opinion he has my permission to call me or write me.

Very sincerely yours,

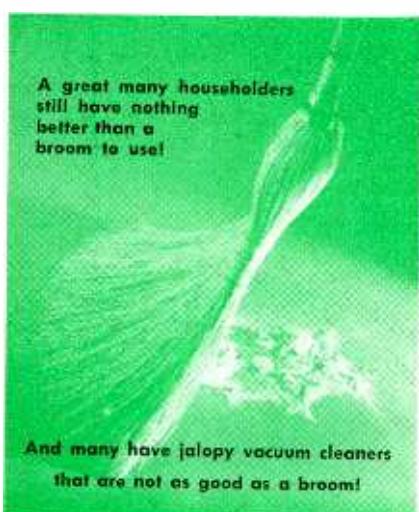
Stanley A. Drake

Get Your Share of Vacuum Cleaner Sales

Here's How: Offer to Trade In the Old Junkers; Don't Patch 'Em Up. Use Window-Displays, In-Store Demonstrations, Phone Canvassing, Direct-Mail. And Work the Outside Field

• Vacuum cleaners are not seasonal items, but when Spring house-cleaning rolls around, and people are thinking about sprucing up their homes, the cleaner stands out as the center of attraction . . . and this center of attraction should be the spanking new unit you have for sale, and not the still-operating junker in some customer's home.

SPRING HOUSECLEANING Makes millions of women VACUUM CLEANER-MINDED



Alert merchants will capitalize on the Spring housecleaning angle, and they will also capitalize on the vast sums being spent by cleaner makers in promoting the new and exciting models which have hit the market recently.

In every community in the country there are a great many old, broken-down, patched-up vacuum cleaners being used by people who tolerate them because they are still "running."

Most of such folk will keep right on using these antiques until the appliance just plumb stops dead in its tracks. Many fail to realize that the leaky bags on the cleaners fill the home with a fine dust, that they

have to "go over" rugs and upholstery a number of times to get even some of the dirt out.

While it's true that some women just reach the end of their patience pushing the junkers around and eventually call on some dealer to offer the antique in a trade-in for a sparkling, new and efficient cleaner, others call on Hubby to do a repair job, or take the beaten-up cleaner to a dealer for repairs.

Surprisingly enough, too many dealers actually try to repair a cleaner which has long since outlived its usefulness, thus overlooking a bet to perform genuine service to the customer, and, to themselves, of course, in offering to demonstrate a new model.

Offer 'Em a New One

The first thing to do when a battered cleaner comes in for repairs, is to offer to trade it in for a new one. The dealer thus puts himself in a position to make comparisons for the customer's benefit—and profits for himself. If he does an emergency job on the worn-out vac cleaner, the customer will *not be satisfied*, and the chances of the repair job bouncing back for free re-service are very real.

So to get his share of this Spring business in cleaners, the dealer will insist that his salespeople and servicers make every endeavor to convince the owner of a worn-out unit that it will be to the customer's advantage to stop spending money on it, but rather to get an efficient, modern appliance to lighten labor and to provide greater home sanitation.

From here on until early Summer, people in increasing numbers will bring cleaners in for repairs, so the first step to take in getting a fair share of sales is to cash in on this walk-in, bring-in business. If a cleaner is worth repairing, then the dealer is justified in fixing it up, but if it isn't he is performing a *disservice—not a service* to his customer and to his store.

As we have seen, those dealers rendering efficient, honest service on

cleaners are in a good position to get leads on new sales. But, no dealer can count on his service facilities alone to bring him enough leads to do a good job selling vacs. He must undertake numerous other activities in order to get satisfactory volume. Such activities include advertising, show-window display, consistent use of the "demonstration centers" provided by manufacturers, and outside work.

The outside work should consist of follow-up calls on those who have had demonstrations in the store, and on prospects developed in various ways, such as through advertising, and from names of those on file who bought cleaners some years ago.

One of the very best bets for quick results is the telephone canvass. Here, the person calling (using the store's list, or a telephone directory) first identifies the store, then asks a forthright, qualifying question, such as "Is your vacuum cleaner operating satisfactorily?" or "Would you care to have one of our salesmen call on you and demonstrate the new X vacuum cleaner, without obligation?" The phone canvass should be run systematically. That is, it shouldn't be a flash-in-the-pan affair, dropped after a couple of hours or a couple of days.

Direct-mail can also be used effectively, offering such things as free home demonstrations, free check-up service calls, or small premiums to be given where in-home or in-store

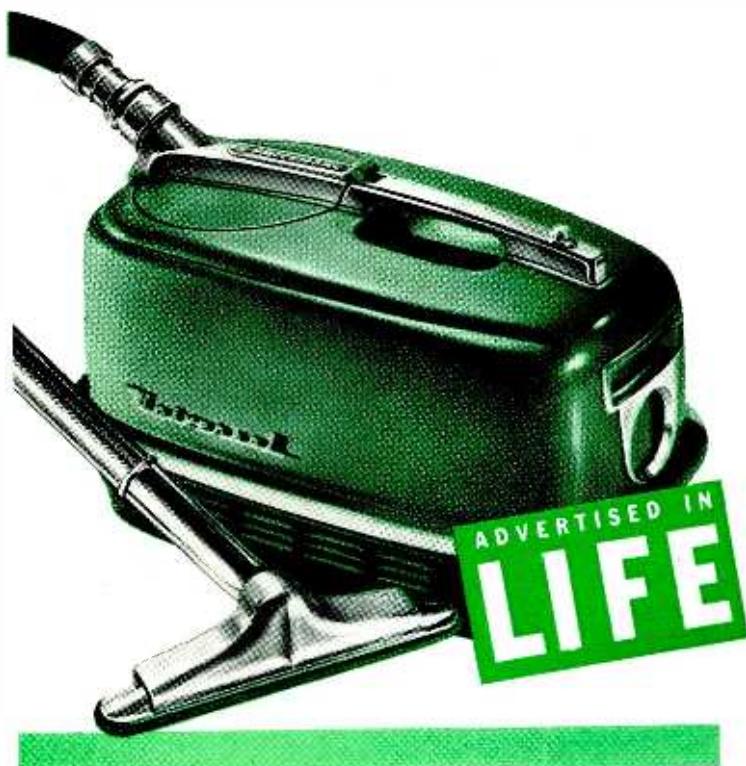
(Continued on page 89)



Jet 99 Acceptance

Terrific-J. L. Hudson

Recorders End of 1st Week!



H. J. WILSON, GEORGIA
POWER COMPANY SAYS:

'It's highly probable that the new *Jet 99* vacuum cleaner, with its impressive styling and new convenience features, will establish a new trend in vacuum cleaner design. And the exceptionally strong promotion effort behind the *Universal Jet 99* launching should guarantee a jet-propelled take-off in sales!'



\$1,000,000 on the line behind the *Jet 99*

Chappell & Son, Syracuse

**"The New *Jet 99* is the
'Hottest' Cleaner
in the Industry!"**

May-Stern & Co., Pittsburgh

**"The *Jet 99* Should Lead
the Field in 1952!"**

Leading New York Appliance dealer reports *Jet 99* sales from *Jet 99* literature before his stock of cleaners was delivered to the store!

Well-known Eastern distributor reports that in case after case, while distributor salesmen demonstrated the *Jet 99* to a dealer prior to taking an order, customers in the store stood by and watched, then stepped up and bought a *Jet 99* on the spot!

Never in the history of the industry has any cleaner hit the market with such impact as the new Universal *Jet 99*. No other cleaner has ever fired the trade with so much enthusiasm and imagination at first sight. From the moment it was introduced in January, it started an avalanche of buying. Within a matter of days, the *Jet 99* was on fire in stores across the country. Leading retailers report unparalleled sales activity that moved out stock almost overnight.

Sales prove it! The Universal *Jet 99* is the "hottest" cleaner on the market. If you haven't seen it, phone your Universal Distributor today for complete information!

America's Most Complete Line of Home Cleaning Equipment

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

New Electrical Appliances

Leonard REFRIGERATORS

LMT, 12 cu. ft., two-door combination, shown, \$499.95; LMA, 11 cu. ft., top-to-base cold, self-defrosting, \$409.95; LMH, 11.6 cu. ft., top-to-base cold, cross-top freezer, \$369.95; LEA, 8 cu. ft., self-



defrosting, \$344.95; LEH, 8.3 cu. ft., cross-top freezer, \$299.95; LES, 9 cu. ft., side evaporator, \$269.95; LNH, 7.1 cu. ft., top-to-base cold, cross-top freezer, \$259.95; LNS, 7.6 cu. ft., top-to-base cold, side evaporator, \$229.95.—Leonard Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Dormay SLEEPING PAD

An electrically warmed mattress pad is a comparatively new version of supplementary warmth in bed. It maintains a constant temperature $1\frac{1}{2}$ ° above body temperature and is placed on the bed under the sheets, similar to conventional mattress pads. Nothing more than a light cover is needed to keep the sleeper warm. Waterproof, the Dormay can be washed in soap and water. It has no moving parts as it is not foldable in use,



and it can be left on the bed all year 'round, thus avoiding the storage problem. The Dormay retails at \$23.95 (slightly higher in the West), comes in full and twin sizes, and carries a five year guarantee.—Dormay Products Co., 612 No. Michigan Ave., Chicago 11, Ill.—RADIO & TELEVISION RETAILING.

Youngstown WALL CABINET

Rotary corner wall cabinet has three circular shelves, each 22 inches in diameter. The shelves are welded to a center post which turns on a ball bearing. An upturned flange on each shelf keeps items from falling. Cabinet measures 25 inches along each wall and is 30 inches high. Youngstown Kitchens, Warren, Ohio—RADIO & TELEVISION RETAILING.

GE ELECTRIC SINK

New "electric sink" has a front-opening, top-loading automatic dishwasher under its porcelain enameled sink and drainboard. Sink is 48 inches wide, 25 inches deep and 36 high. A swing-type faucet assembly is provided, and the sink drain opening is sized for easy, inexpensive installation of a garbage disposer. Carries a recommended retail price of \$469.95.—General Electric Co., Major Appliance Div., Louisville, Kentucky.—RADIO & TELEVISION RETAILING.

IH "TRI-MATIC" REFRIGERATORS

8 models in new line, G-93D, G-85D, G-G-93, G-85, G-95, G-84, G-82 and G-74. G-93D and G-85D feature "Tri-Matic" defrosting. Colored door handles



are retained in new line. Top of line is the G-93D, illustrated. It has a fully colored interior, a 50-lb. horizontal freezer, cold-to-the-floor refrigeration, and many other features. All models have one-piece, all-steel wrap-around cabinets; stain-resistant porcelain enamel interiors. International Harvester Co., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Bendix "SNOW WHITE" WASHER

New unit has built-in heater which makes wash water hotter. Heater operates only during the washing cycle



and only when the dial is turned to "hot," as illustrated here. Bendix Home Appliances, Div. of Avco, South Bend, Ind.—RADIO & TELEVISION RETAILING.

Deepfreeze REFRIGERATORS

Stand-out addition to the 1952 refrigerator line are 11 cu. ft. and 9.3 cu. ft. refrigerators with fully automatic defrosting. These, with the six other models in the new line, feature insulated, full-width Deepfreeze compartments with separate freezer shelf. Two vegetable crispers and large shelf areas are standard equipment on seven

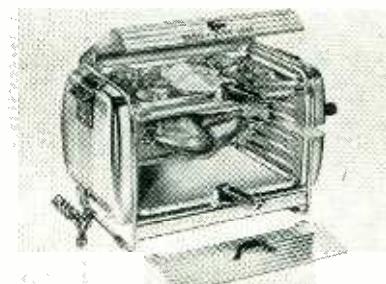


models. All have full-length doors and ten-point temperature controls. Retail prices range from \$269.95 to \$449.95, the latter price for the DWA-1150, shown.

Four models come equipped with specially designed, additional space in the door interiors to provide easily accessible storage for bottles, eggs and vegetables. "Handy Jugs" for constant cooling of juices are also featured in these models. Among the engineering advancements carried over into the new line from earlier Deepfreeze refrigerator models are baked-on enamel finishes and $3\frac{1}{4}$ " fiber glass insulation. Acid-resistant porcelain enamel is used on interior surfaces of all eight models as are automatic interior lights.—Deepfreeze Div., Motor Products Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Broil-Quik 5-WAY APPLIANCE

A new, 5-way kitchen unit that broils, roasts, barbecues, grills and fries called the Broil-Quik Chef, has been introduced. The rotisserie unit comprises a spit and skewer which is revolved automatically at a fixed speed by a dependable AC motor. By simply removing the



spit and skewer, the appliance becomes a fast infra-red broiler with six levels for broiling foods rare to well done. A Kool-Grip handle on the family size broiling pan folds in when not in use. The wide open front imparts a delicious, outdoor-grilled flavor. Complete with cord and plug, its retail price is \$59.95.—Broil-Quik Company, 2330 Fifth Ave., New York 37, N. Y.—RADIO & TELEVISION RETAILING.

the **Andrea** franchise... your ticket to television profits

"Getting fed up with small profits, customer complaints, crushing inventories, crowded competition and the rest?

"Here's your chance to get out of the rut. The famous ANDREA 'quality' line is now available on a selected basis to a limited number of new dealers and distributors across the country. This is the same TV line which successfully conquered the tough New York market — with room to spare.

"The ANDREA franchise guarantees you a wider margin of profit . . . no 'next-door' competition . . . a precision-built, time tested* 'quality' instrument—at the lowest prices in ANDREA history.

"And ANDREA'S three sales leader models shown on this page cut your inventory to the bone.

"Write me today if you want a new and *better* deal in television franchises."

Frank A. D. Andrea

PRESIDENT, ANDREA RADIO CORP.

*Independent surveys prove that ANDREA receivers average less than one service call per year.

ANDREA—THE STABILITY LINE FOR '52

1. NO SERVICE "RED INK" . . . Independent surveys show Andrea with the lowest service incidence in the TV industry. It's the stability set of the industry.
2. LONG DISCOUNTS . . . One Andrea sale is worth two ordinary sales—more margin—extra profit for you.
3. FAST-MOVING INVENTORY . . . Just 6 basic models, geared to 1952 popular demand. No white elephants on your hands.
4. RESTRICTED DISTRIBUTION . . . No "next door" competition—more prospects for you—room for real sales.
5. QUALITY LEADERSHIP . . . finest product of Frank A. D. Andrea's 32 years as a pioneer in radio and television.

Leaders of the '52 line



STABILITY... today's biggest TV value

ANDREA RADIO CORP. • 27-01 Bridge Plaza North, Long Island City, N.Y.

Big Volume in Small Store

(Continued from page 41)

customer even arising from his chair by the desk, the salesman takes a few steps back and launches into an easily accepted sales talk. Based on the theory that "everybody is in the market for appliances at some time," and making use of the customer's buying mood during the TV ordering-signing, this method has proven itself by accounting for a rise in white goods from a secondary line to from 35% to 40% of the merchandise in the new Platt store.

Large Service Facilities

The customer's purchase of a TV set includes its installation in his home, as well as a six-hour test of the set before it leaves the store. Should the set develop trouble later on, the Platt Radio Corporation has its own service department to handle the difficulty. The service department has 4500 square feet in a new building constructed in 1950, and employs 110 persons. Fifty service trucks, each with the personal reminder "Here comes Tommy" emblazoned across the front, bustle to and from the building. Two technicians ride in each truck on every call. The service facilities are an integral part of the sales talk, and all Platt salesmen hit hard on the renewal of service warranties.

Crosson believes in premiums as long as they will help sell merchandise at a normal profit margin. Regardless of the pros and cons of this practice, they are partly responsible for the phenomenal rise of his organization, and the results they have turned in uphold their use. So the downtown Platt Radio Store currently gives away free TV seats (folding cushions to facilitate viewing from the floor) and TV lamps

with every TV set, no matter what the size, sold in the store.

Another facet of this practice, but one that amounts more to a friendly courtesy, is the giving of free soft drinks to customers during their visit to the store. And should a customer mention that he's hungry, an office employe will soon appear with a ham sandwich procured from a nearby refrigerator kept well stocked with the makings.

The entire Platt chain is built upon a personality, exemplified by these special services. The constant use of the first name "Tommy" is a prominent feature in all Crosson's advertising, of which Platt does a tremendous amount. Crosson reports that he has at least one 90-inch ad in one of the five metropolitan papers ever day. Radio advertising is also plentiful, with minute spots often transcribed by Crosson personally heard several times throughout every day. The third form of advertising used by the Platt stores is direct-mail, aimed at both potential customers and those already sold, to capture as much referral trade as possible.

Pay Customers for Leads

Recommendations from previous customers amount to such a large percentage of the business, according to Crosson, that he has one department in the main store tied up entirely with business referred from other customers. A valuable gimmick in this department is the five dollars sent to any customer who turns in a lead resulting in an actual sale.

Crosson's Platt Radio Corporation now has seven stores in the Los Angeles area serving 30 nearby communities. The firm's ultimate goal is

Order desks in downstairs room are conveniently surrounded by white goods. In buying frame of mind, customer can be shown, casually, the latest in refrigerators and ranges. Here Hanley pitches while Charlotte and Robert Lockwood remain comfortably seated. Coke is "on the house."



Complete choice of both new and used sets usually results in sale. Customers then proceed into larger downstairs room where salesman Hanley here figures out payment plan at one of the order desks.

30 stores in Southern California, one in each of the localities. It can truthfully say it serves all the communities now with only seven stores because of a telephone answering service employed by Crosson to handle calls from areas not served by an outlet. Thus each community has a phone number to call, even though there is no actual store there. The nearest store will be given the call made by a possible customer, and that store will offer any assistance needed, such as advice, demonstrations, service . . . any of the functions that an actual store in the community itself could offer.

Tommy Crosson's story is based on a primal procedure . . . intelligent planning and use of what you have on hand made to work as well as your ultimate aims. True of his entire organization, this theory is embodied in the "small" downtown store, where Crosson has turned a space liability into an asset by a functional traffic and display system that has given it an equal place with its larger and more well established fellow stores.

After sale is completed, nearby elevator takes customers up to lobby of next door building, getting them out of store without backtracking through display rooms and interfering with incoming traffic. Friendly treatment is stressed after sale also, and salesman Hanley accompanies new TV owners to door. Lockwood carries free TV seat given by store with every set purchased.



DON'T GAMBLE WITH SUMMER PROFITS!

STOCK!

DISPLAY! SELL...

ZENITH'S SUPER-POWERED

REG. U. S. PAT. OFF.

"Holiday" Portable

the radio with exclusive "Top-Side" Tuning and the new "Pick-Me-Up" Handle!



Model J402

Demonstrate these first-line benefits!

- Convenient "Top-Side" Tuning
- Shielded Speaker Design
- Smart "Pick-Me-Up" Handle
- Zenith-Built Alnico Speaker
- Wavemagnet* Antenna
- Instantaneous Operation
- Easy Battery Change
- Works on AC, DC or Battery

ZENITH RADIO CORPORATION, Chicago 39, Illinois

RADIO & TELEVISION RETAILING • April, 1952

It's new! It's beautiful! It's super-powered! That's the great, new Zenith "Holiday" portable radio!

It's really a beauty in sleek Maroon, Ebony or Grey plastic. And its rich, full sound compares with many big consoles. Features Zenith's exclusive "Top-Side" tuning—with dial and knobs conveniently placed on top. Flush-fitting "Pick-Me-Up" handle snuggles down recessed in against the cabinet when not in use. Plan now to cash in on these profit-building features!

Remember, customers will soon be going to resorts, picnics, beaches, etc. And wherever they go, they'll want a portable of Zenith's quality to take their entertainment with them. So—don't gamble with summer profits! Get set for soaring profits! Stock! Display! Sell—Zenith's new "Holiday!"

*Reg. U. S. Pat. Off.

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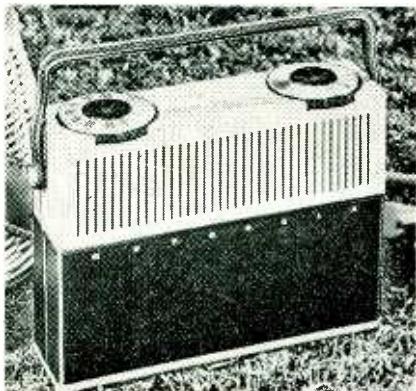


59

New Sets for Spring Sales

Motorola NEW RADIO LINE

The home radio line consists of 20 sets, including an ingenious clock radio, with most models available in a large variety of different colors, including walnut, ivory, maroon, gray, forest green and red. Prices range from \$17.95 for a compact table model to \$54.95 for an AM-FM model in two-tone gray featuring an exclusive new Motorola coaxial tuner. The clock radio has an appliance outlet, and sells for \$36.95 in walnut and \$39.95 in ivory or forest green. Four different auto radios, each custom designed for a specific make of car are in the line. Two are manually-tuned and two have automatic push-button tuning. Prices are \$59.95 for a manually-tuned 6-tube receiver, \$69.95 for a manually-tuned 8-tube set, and \$69.95 and \$79.95 respectively for the 6-tube and 8-tube push-button models. The five new standard Motorola models, which are interchangeable for all types of cars, range from a 6-tube manually-operated model complete in a single unit for \$39.95 to a



de luxe 8-tube push-button model for \$79.95. Three other 6-tube models are priced at \$49.95, \$59.95 and \$69.95. Making up the new portable line are eight new models. Cabinets are of both plastic and metal. Maroon, gray and forest green colors are employed. Seven of the receivers operate on AC or DC current as well as on self-contained batteries, while the eighth model is battery-operated only. Prices are \$24.95, (illustrated), \$29.95, \$39.95 and \$49.95. Considered an outstanding buy at \$24.95, it is a battery-operated model housed in a die-cast metal case with recessed control knobs in its polished chrome head. In its combined AC/DC and battery-operated version, this model sells for \$29.95. Priced at \$39.95 is a model featuring an armored steel cabinet with a plastic cover. Luxury model in the portable line is a set in a premium Polystyrene case, weather-tested for long life and appearance. The front section is hinged at the bottom so that the tuning dial and panel can be folded into the set. Like the other AC/DC and battery-operated portables, this model is constructed with an automatic cut-off switch to preserve battery power when the set is operating on house current. Motorola, Inc., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Magnavox COMBINATION

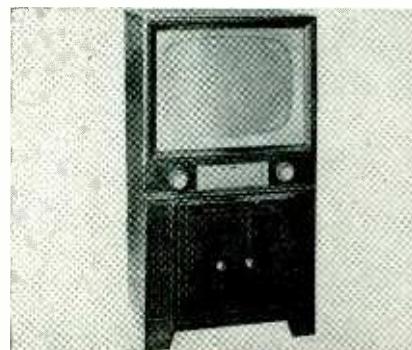
The de luxe Belvedere, 20" tube combination, is equipped with two speakers—a 15-inch bass and 5-inch treble speaker to cover the complete broadcast and recording range. Its AM-FM radio chassis incorporates 11 tubes, including one rectifier, and develops 18 watts of undistorted power. Three-gang condenser tuning and continuously variable individual bass and treble controls are features of the radio. As a three-way combination, the Belvedere is powered with the new Magnavox LD 105 synchromatic TV chassis for superb performance in both primary and fringe television areas. The LD 105 chassis employs 20 tubes, including two rectifiers



and the rectangular picture tube, and is especially designed for long-distance reception. A three-speed record changer with exclusive Pianissimo feather-touch pickup and dual stylus plays all sizes and types of records automatically. The set is housed in a cabinet with white oak finish, de luxe hardware and interior trim. The Belvedere lists at \$695. As a radio-phonograph with built-in add-a-television space, it lists at \$395.—The Magnavox Co., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

National TELEVISION BASE

Model 9A is 20" deep; model 9B, 22" deep. The adjustable base is designed to fit all table model receivers. It comes in



mahogany veneer. The front panel raises and lowers to hide cut-outs. Equipped with casters, the base expands from 16 to 28". National Table Co., Inc., 484 Tenth Ave., New York 18, N.Y.—RADIO & TELEVISION RETAILING.

Zenith NEW TELEVISION LINE

Nine receivers announced by Zenith, as follows: Table models—J2031E, 17" tube, \$279.95; J2031R, 17" tube, \$269.95; J2232R, 21" tube, \$359.95. Consoles—J2050E, 17", \$349.95 (cabinet of Gold Coast Afara woods); J2050R, 17", mahogany, \$329.95; J2046R, 17", mahogany, with doors, \$379.95; J2252R, 21" open-faced console in mahogany, \$419.95; J2256R, 21" console with doors, mahogany, \$469.95; J2766R, 17" TV-radio-



phono combination, (shown) is equipped with Cobra-Matic variable speed record changer (plays from 10 to 85 RPM); shelves for record storage, in mahogany. Provides long distance AM reception, and lists at \$499.95. All prices include parts and tube warranty for one year. Federal tax is extra. Zenith Radio Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Sparton RECEIVERS

The complete line includes five table models, four open consoles and two half-door consoles, with 17 and 20-inch screens; one full-door console with a



21-inch screen and one 20" TV-radio-combination. All were described in the March issue. Shown here is the 20-inch Balfour, model 5294. Sparton Radio-Television Div., Jackson, Mich.—RADIO & TELEVISION RETAILING.

Trav-Ler TABLE MODEL RADIO

Model 5200, five-tube table receiver with furniture styling. Measures 5 $\frac{5}{8}$ " wide x 5 $\frac{3}{4}$ " deep x 7 $\frac{1}{2}$ " high. Available in choice of mahogany or blond. The mahogany set retails at \$19.95; the blond at \$21.95. Sets operate on AC or DC. Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, Ill. RADIO & TELEVISION RETAILING.

Sensational combination offer introduces Arvin's new 3-way portable

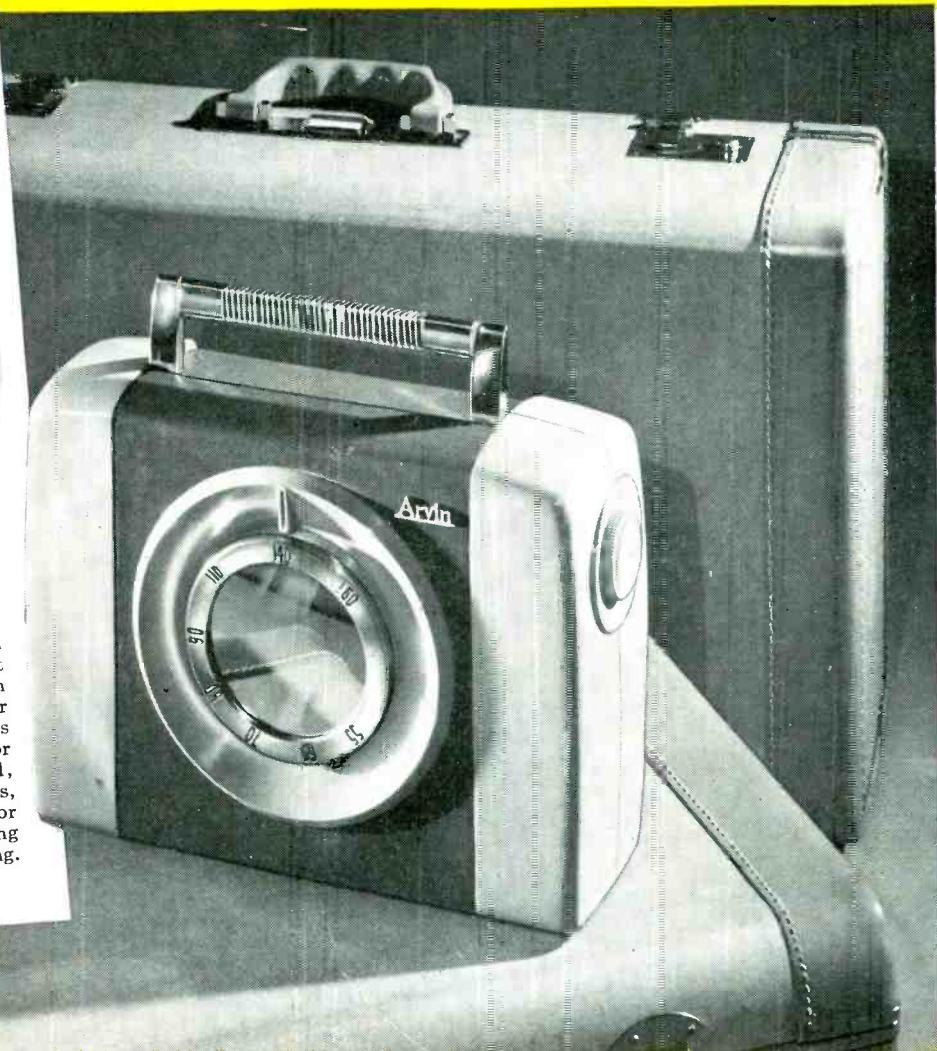
This \$8.95 picnic case

at no
extra cost

with every set you sell



Arvin Vactioneer will be extensively advertised in May and June issues of national magazines, offering this smart plastic shoulder picnic or beach bag at no extra cost. Regular \$8.95 retail value! Keeps foods or beverages hot or cold for hours. Fiberglas-insulated, waterproof, washable, odorless, scuffless. Ideal for picnics, motor trips, school lunches, nursing bottles, frozen food shopping.



Model 650P

Arvin Vacationer

with the sensational new
super-powerful Magnetenna

- Stunningly styled plastic cabinet with leatherette midriff, in 3 color combinations, with touch-o-gold trim.
- Battery, AC/DC—switches from one to the other with no warm-up delay.
- Unique revolving dial with unbreakable mirror in center.
- Handle folds flat when not in use.
- Five tubes plus selenium rectifier.
- Mighty "Magnetenna"—radically new, super-sensitive ceramic core rod antenna with amazing pulling power.
- Alnico V PM speaker, Arvin Velvet Voice tone.
- Weight, complete with batteries, only 6 $\frac{3}{8}$ lbs.

\$44⁹⁵

less batteries

Radio & Television Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

A Tune-Up, Tube-Up, Check-Up Drive for More Service \$'s

• A Tune-Up, Tube-Up, Check-Up campaign, when properly run, can get more volume of business and more customers for the service department. Furthermore, such drive can also add greatly to the prestige of the dealership, can tie-in with the present red-hot political campaigns, and can result in selling plenty of new sets, too.

All over the country there are homes having sets in need of repairs, and many having inoperative receivers, which cannot play at all. The aim of the Tune-Up, Tube-Up, Check-Up campaign is to induce people to get the most out of the equipment they now own by making the dead sets come alive, and the half-dead, half-live ones perk up.

OLD RADIOS NEVER DIE!

They simply pine away in some closet

But We Can Revive Them,
and put them back into use
for that guest room, rumpus
room or what have you, and,
for a limited time, we'll
thoroughly inspect any in-
operative or poorly operating
radio set or phonograph for
only \$0.00.

No extras unless you authorize them, and if you do want that old radio or phono put in playing condition, our servicer will give you an estimate right on the spot. The inspection fee covers a step-by-step check and minor adjustment of the set, using the most modern test equipment possible. In addition to a complete check on the operation of the set, we will REPAIR FREE such things as loose knobs, slipping or broken dial cord, blown pilot lamp, loose screws, wires, etc.

The special offer of \$0.00 is made solely for the purpose of advertising Blank's superior service facilities.

Call Us Right Now—Our Man Will Call

Tel. No. YOUR STORE Address

The big job at hand then for the dealer who wants to build up his service revenue is to find out who has sets in need of service and/or sets not in playing condition, and then to induce these receiver owners to avail themselves of offers to put such sets in first class condition.

To reach those needing service, the dealer turns to advertising. He advertises special "inspection" offers, at a flat fee, using newspapers, direct-mail radio time, window displays, and word-of-mouth messages conveyed to the set owner by the servicer on each call he makes.

In order to get best results or "returns" from the various mediums he uses to promote the drive, there must

How's Your TV Set Acting These Days?

Can you receive all the stations you should get? Are you haunted by ghosts, shadows, hollow voices? Does the picture roll or flicker?

If you're putting up with poor reception you're missing plenty—and unnecessarily so, too, because we'll inspect your TV set and antenna system, and make minor adjustments—ready it for the big political campaigns

For Only \$0.00

Here's What We'll Do—Right in Your Own Home:

1. Inspect entire antenna system for loose connections, rusting, etc., and do re-orienting where necessary.
2. Inspect aerial lead-in wire (from antenna to set).
3. Inspect lightning arrester, booster, rotator (if installed).
4. Check set thoroughly, making any minor adjustments necessary.
5. Clean face of picture tube and glass panel.
6. Check and advise reasons for poor reception on some channels.
7. Adjust picture for sharp focus, proper framing, etc.
8. Check wire and plug to house electrical receptacle.
9. Submit written report on condition of set with recommendations and estimates for any additional parts and service necessary.

Tel. No.

YOUR STORE

Address

Editor's note: If you use a mailing piece, your technician can check report in duplicate, directly on the card or letter, giving copy to customer. You will note that the headline on this piece of copy suggests a number of familiar troubles which set owner may be experiencing.

be some "hook" to attract the customer. In this case, it is suggested that the flat-fee inspection offer is the best to use because it does several things. For instance, it invites response on the part of the recipient and it offers the recipient something for his special benefit at a special price.

To make the special inspection offer worth while to both dealer and customer, it must be fairly and accurately carried out by the servicer. We all know that there are many offers made in various fields, and unfortunately some of them in our own, which are nothing

more than come-ons, and which accomplish nothing in the long run except to antagonize customers and breed headaches for the dealer.

So live up to what you agree to do. Insist that your servicers carry out every minute detail of the check-up service promised, and you'll get a lot of sales of tubes and parts, and repeat business from a lot of satisfied customers.

On this page are some copy ideas to use in running your own Tune-Up, Tube-Up, Check-Up campaign. They can be used in newspapers, on direct-mail pieces, on show-window cards, etc.

How's Your Auto Radio Working These Days?

If it isn't performing at peak operation, drive over to

YOUR NAME RADIO COMPANY

Address

Telephone No.

We'll check your auto radio thoroughly for only \$0.00, for a limited time. The inspection fee includes examination of antenna system, all parts of set, and minor adjustments, using the most modern test equipment.

Do you hear the click of the spark-plugs in your radio or the rhythmic noise of tire static? Is your aerial bent or broken from hitting low branches? Do your push-buttons work properly? We will check all these things, recommending repairs where necessary, and in addition, we will FREE OF CHARGE, replace blown pilot lamps, tighten bolts loosened by the jar of bumps, oil control cables. And if you desire, we will arrange the set so it will go off with your ignition key, so radio cannot be used when car is parked. Charge for this latter service, \$0.00, in addition to flat inspection fee.

Plenty of Parking Space. Call Us Now to Make an Appointment.

Nearest TV Station 386 Miles....

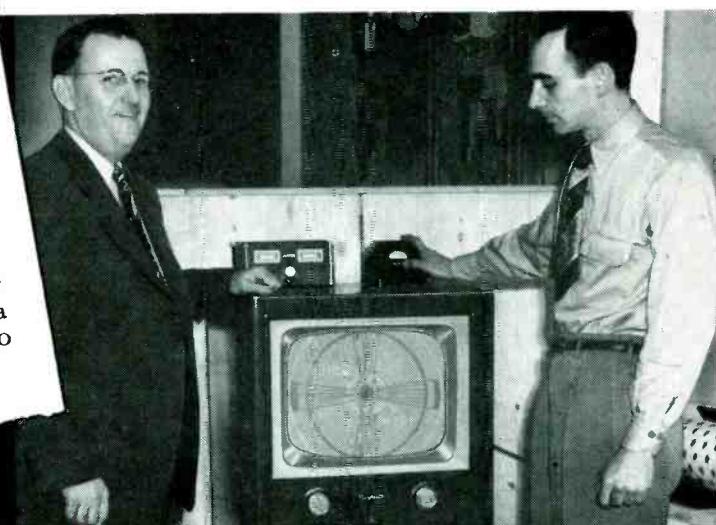
Read what McKee's Modern Home Center Did!

Uses SENTINEL to Get Jump on Competition

Howard McKee (owner of McKee's Modern Home Center) and his technician, Lawrence Pickerell, determined to get the jump on all future competition by building a reputation for having 'THE television store' even before their nearest city, Denver, had a TV station.

So they bought a stacked array and fitted it with a rotator. Then they hooked up a *Sentinel* receiver, added a booster, and just see the log below to learn what they got!

yet this Longmont, Colorado, Sentinel dealer logged 24 stations up to 1400 miles distant!



Sentinel gives you performance, NOT PROMISES!

Certainly, *Sentinel* does NOT promise anything like the performance Messrs. McKee and Pickerell got. As far as *Sentinel* will go is to point out that when these men wanted maximum performance, they chose *Sentinel*—as more and more people are doing every day. *Sentinel*'s only promise is: outstanding performance in normal fringe areas. You make the test. See for yourself how much MORE *Sentinel* can do for you and your customers. Then call your *Sentinel* distributor or write direct to *Sentinel*—FAST.

McKee's Astounding Log of *Sentinel* Performance

City	Station	Est. Air Miles	City	Station	Est. Air Miles
Birmingham	WBRC	1060	Charlotte	WBTV	1375
Hollywood	KTSF	735	Greensboro	WFMY-TV	1400
San Francisco	KRON-TV	960	Cincinnati	WLW-T	1060
Atlanta	WAGA-TV	1265	Columbus	WLW-C	1000
Chicago	WNBT	960	Memphis	WMCT	945
Chicago	WBKB	960	Nashville	WSM-TV	1060
Louisville	WAVE-TV	1030	Dallas	KRLD-TV	675
Detroit	WJBK-TV	1200	Houston	KPRC-TV	965
Minneapolis	WTCA-TV	700	Salt Lake City	KSL-TV	386
Kansas City	WDAT-TV	600	Seattle	KING	980
Omaha	WOW-TV	480	Milwaukee	WTMJ	935
Albuquerque	KOB-TV	386	Rock Island	WHBP	760



Model 449-TVM—21" screen. Cylindrical face tube. Mahogany, with superbly matched TURN-table optional.

Sentinel Television

SENTINEL RADIO CORPORATION • EVANSTON • ILLINOIS



Line of greatest profit and prestige

Magnavox offers longer discounts, Fair Trade prices
wherever permitted by law . . . and the most respected name
in the Television-Radio-Phonograph Industry.

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA



BETTER SIGHT
BETTER SOUND
BETTER BUY

the magnificent
MagnaVox
television - radio - phonograph

Here's How UHF Works, and Where It Stands Today

• The present TV band extends from 54 to 216 megacycles, and there are only 108 stations transmitting in it.

About two-thirds of the country still does not receive any TV programming. There are no stations in Arkansas, Colorado, Idaho, Kansas, Maine, Mississippi, Montana, Nevada, New Hampshire, North Dakota, Oregon, South Carolina, South Dakota, Vermont, and Wyoming. And many parts of other states which are not near large population centers get little or no reception.

70 New Channels

But when the UHF (Ultra High Frequency) band is authorized, which may be a few weeks from now, there will be 70 new channels, extending from 470 mc. to 890 mc. The FCC is at present holding hearings to determine channel-area assignments.

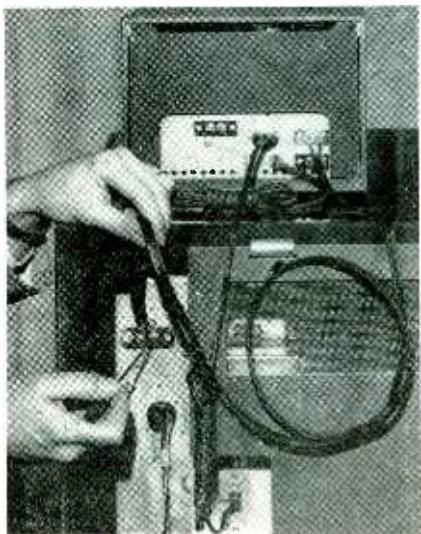


Fig. 1. This Crosley UHF converter is being connected to TV set's regular antenna terminals. Other makers have produced one and two channel converters.

These channels will be 6 mc. wide, as are the present VHF channels.

There are two basic ways of converting the present types of TV sets to receive the 470-890 mc. signals at the same time that they continue to pick up VHF. In the first method an external converter, similar in appearance and method of connection to a large booster, will be placed on or near the TV set. It will pick up the UHF waves, mix them in a crystal mixer with the output of a local RF oscillator and then amplify them in an IF amplifier whose frequency is that of some unused local VHF chan-

nel. This IF will be fed into the TV set just like a regular TV signal. Many companies have already announced such converters. It is anticipated that they will cost about \$50.

The other way of receiving UHF signals with a VHF set is to install new channel strips in the VHF tuner. Zenith and Standard Coil have dem-

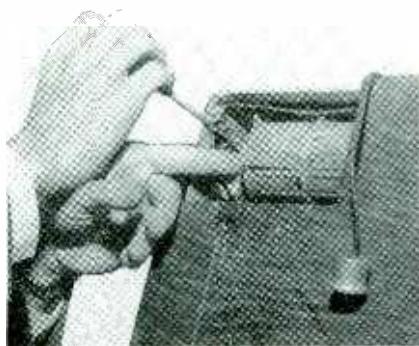


Fig. 2. Cutaway made in cabinet of demonstration set shows how UHF strips go into Standard Coil tuner assembly. A new Standard Coil tuner, shown in the "New Products" section of this issue, will tune all of the 70 UHF Channels plus the present 12 VHF Channels.

nstrated this method practically as have the makers of the converters previously referred to, at Bridgeport, Conn. where RCA has an experimental UHF station. The VHF strips are snapped out, and the new UHF strips snapped quickly in place of them. This method also employs a germanium or silicon diode mixer. But the IF produced is the regular IF of the VHF set.

The propagation characteristics of UHF waves have not been as good as are the characteristics of VHF waves. The signal at these high frequencies tends to travel even more than at VHF in an absolutely straight line. Bending, or refraction of the TV signal is much less at UHF, and there is little doubt that the range of UHF stations will be considerably less than that of VHF stations.

In addition, the handling of such high frequencies at the receiver entails many problems which are not serious in VHF. For example, lead lengths at 70 mc are just pieces of wire, but at 800 mc they become half wave lengths, and act as tuned circuits to resonate or trap the signal. The antennas are very small; a half-wave dipole at 890 mc is just over 6 inches in length. This is an advantage, of course, in the matter of an-

tenna design and installation.

It is well that UHF antennas are small enough for easy handling and orientation, because the problem of ghosts will be more severe than it is in VHF. This is because, as most radio-men have observed—the higher the frequencies employed, the more nearly like light waves the radio waves will act. They are much more easily reflected at UHF, and in some metropolitan areas UHF may not be practical. Also, the transmission line losses at these extreme high frequencies are greater, so that produces another set of problems.

Equipment for UHF stations should cost a little less than that needed for operation of a VHF station.

The range of operation of the present VHF stations is often stated to be about 60 miles. On the same basis 30 miles would be considered about the effective range of a UHF station.

From the foregoing it will be seen that UHF may not be all peaches and cream, when it comes. It will bring many additional stations to many

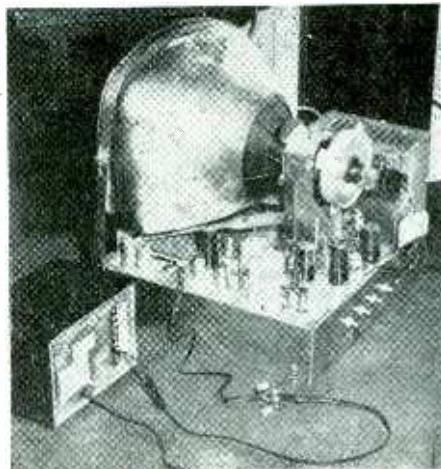


Fig. 3. Another external converter (Sarkes Tarzian) converts VHF TV set for UHF signals.

people, but TV will then become more like radio in that everyone can no longer expect to get all the stations. Depending on his location the customer may have to be content with getting only a majority of the stations broadcasting in his area.

From the looks of things today, it may be more than a year before very many UHF stations begin to operate. However a few stations are likely to come on the air in 1952, and the wise dealer and serviceman will keep himself informed as this new development gets closer to the home.

RCA Victor "Nipper" Contest

Nationwide "Little Nipper Riddle Contest" open to children under 12 years of age, launched by RCA Victor Records, will run from April 1 to May 30. Triple-barreled radio, TV and newspaper barrage of promotion aimed to stimulate disc sales in retail stores. Dealer co-op plans and valuable point-of-sale material available from distributors.

To Distribute Admiral

Associated Distributing Co. of 822 Gervais St., Columbia, S. C., has been appointed Admiral distributor in a new sales territory covering 37 South Carolina counties, according to announcement by W. C. Johnson, vice president and general sales manager of Admiral Corporation.

Steelman Wholesaler

Morris Steelman has announced that Olympic of Syracuse, Inc., 1133 Erie Blvd. W., Syracuse, N. Y., has been appointed distributor for the Steelman Radio and Phonograph line in the Syracuse area.

In Sangamo Sales Position

Sangamo Electric Co., Springfield, Ill., has announced the appointment of Bruce E. Vinkemulder as distributor sales manager of the capacitor division located at Marion, Ill.

New Rider Books Out

The latest volume in Rider's Television Manual series, Vol. 9, will be shipped to distributors this month, it has been announced by John F. Rider, Publisher. Over 40 manufacturers contributed their factory-authorized service data for the period October 1951-February 1952, covered by the new 2,112 page (8½ x 11) book. Full coverage is given to the manufacturers' various production runs and chassis modifications in addition to the usual complete troubleshooting and alignment data. TV 9 is priced at \$24.00. Also released are 8 new Tek-File Packs containing 222 TV models (Packs 49-56). This brings to 2,196 the number of TV models available in Tek-File form.

Crosley Appoints Blatz

D. B. Blatz has been named manager of business management, Crosley Division, Avco Manufacturing Corporation, according to W. A. Blees, Avco vice-president in charge of Crosley sales.

Hartman Resigns from Belmont

The resignation of G. L. Hartman, general sales manager of Belmont Radio Corp., manufacturers of Raytheon television and radio receivers, was announced by W. L. Dunn, vice-president in charge of sales and engineering. No announcement was made concerning a possible successor to Hartman, nor was information immediately available concerning his plans for the future.

Raytheon Price Reductions

New Raytheon reduced prices, including tax and one-year warranty on all parts and tubes, including the picture tube, are: M 1712, \$219.95; M 1726, \$239.95; M 1725, \$259.95; M 2007, \$289.95; M 2008, \$299.95; C 1714, \$299.95; C 1731, \$329.95; C 1724, \$319.95; C 2001, \$379.95; C 2002, \$399.95; C 2103, \$389.95; C 2105, \$399.95; RC 1720, \$349.95; RC 2005, \$595.00.

Record Attendance Predicted

An attendance of 10,000 is being predicted for the 1952 Western Electronic Show & Convention at Long Beach, Cal., Aug. 27-29, according to R. G. Leitner, chairman of the general committee. A year ago, from figures recently released, the attendance at San Francisco was 8745. The breakdown follows: manufacturers, 20.5%; industries (other than prime producers), 7.2%; operations (commercial, governmental, etc.), 16.5%; research, 10%; manufacturers' agents, 3.5%; distributors, 4.8%; installation and service, 10.2%; education, 6.4% and miscellaneous 20.9%. The annual event, established in 1945 on a non-profit basis, alternates yearly between San Francisco and Los Angeles counties.

Zenith Division Ad Manager

J. Donald Johnson has been appointed advertising manager of the hearing aid division of Zenith Radio Corporation.



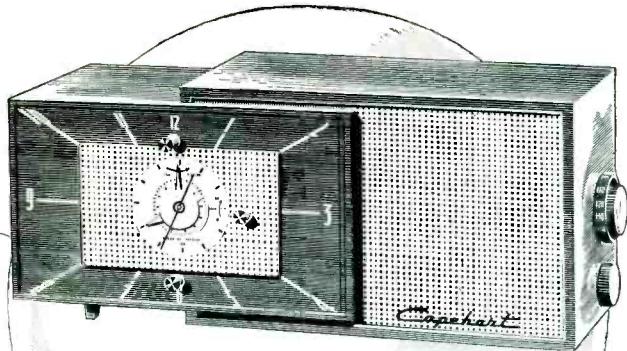
**Sell your fringe area
market with TELE-
TURN TV TABLES**
**Your fringe area
market offers big
opportunities for
sales boosting.**

The TELE-TURN TV TABLE with its storage shelf for the power booster fills the needs of fringe area set owners. And the full 360 degree turn-top provides directional tuning where indoor antennas are used. The new Rollator* corners of metal eliminates binding of the top. Tele-Turn TV Tables are quality throughout; built of hardwoods furniture finished in rich mahogany or light blond, yet, they are priced right for volume turnover and maximum dealer profits.

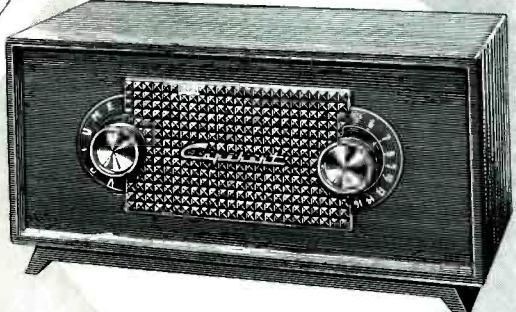
*Patent pending

Contact Your Local Distributor
Warehoused from Coast to Coast

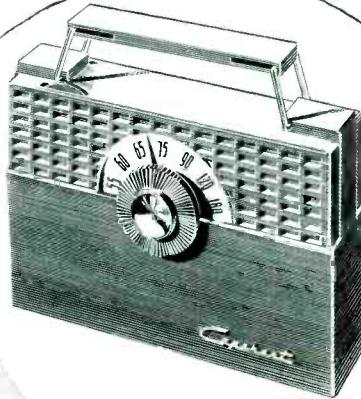
Guy Hobbs, INC.
DALLASTOWN, YORK COUNTY, PENNSYLVANIA



The CAPEHART Clock Radio. The fastest selling clock radio on the market—the most wanted, the highest-styled now available. Beautiful plastic cabinet in choice of colors. Only \$49.95*



The CAPEHART Table Radio—True Capehart quality in miniature. Distinguished design beyond compare. Unbelievably beautiful tone. Choice of colors. Only \$32.95*



The CAPEHART Personal Portable Radio. Plays where you play. Handsomely styled to lead its field in looks and performance. Modern design in choice of colors. Only \$29.95*

Capehart

SALES GOING UP!

**Get set with goods that SELL
in the selling season**

- Here they are—"small goods" items that mean more profits for you! There's nothing else like them on the market. None can match the Capehart Clock Radio, the Capehart Table Radio and the Capehart Personal Portable for beauty of design . . . for reliable performance. None can touch them as sure sight-sellers. Be sure your stocks are adequate for the selling season ahead. Check your Capehart distributor or write to Fort Wayne.

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

*prices for Zone 1.

Trade-Ins

(Continued from page 39)

showing what they have purchased and when. As the years go by, such files become more and more important, for they are a bona fide prospect list of customers who own equipment which is out of date.

A sales promotion stunt which has been used successfully with some products is a contest with a prize to the family owning the oldest product of the type being promoted. This could very easily be done with ra-

dios, for instance. It serves not only to bring all the old merchandise out into broad daylight, but provides the raw material for a complete new prospect file for the dealer, showing just exactly what is owned by the customer, whether he bought it from the sponsoring dealer or not. It also can be arranged to stimulate store traffic, where the customer is required to come into the store to file his entry in the contest.

In many cases, it also gives the dealer a chance to get into the customer's house in order to identify a product of unknown vintage.

Such a contest will undoubtedly

unearth a lot of merchandise which is not in working condition and which the customer just never got around to throwing out. One dealer offered to pay a small sum for certain products which were blank number of years of age and over and which were *inoperative*. This served two purposes.

First, it got a lot of dead wood out of circulation, and second it served to call the customer's attention to the fact that he didn't have as many *working* products around as he thought he had, and therefore could use a new one.

These are but a few of the ways in which trade-in prospects can be lined up. Beyond this point it's up to the dealer to go out after this business actively.

We have made several allusions earlier in this article to "profitable" handling of trade-ins. The key to this is in the resale angle. When the trade-in is considered in the light of its resale value (after reconditioning), the amount offered for it in the first place will be a carefully calculated and realistic figure. And when the resale of trade-ins is an integral part of the business (and not a scorned step-child) it will be found that a much better price can be obtained for guaranteed products in good rebuilt condition than would usually be expected. That is, of course, when there is an aggressive sales policy backing them up.

Amphenol Realigns Sales Staff

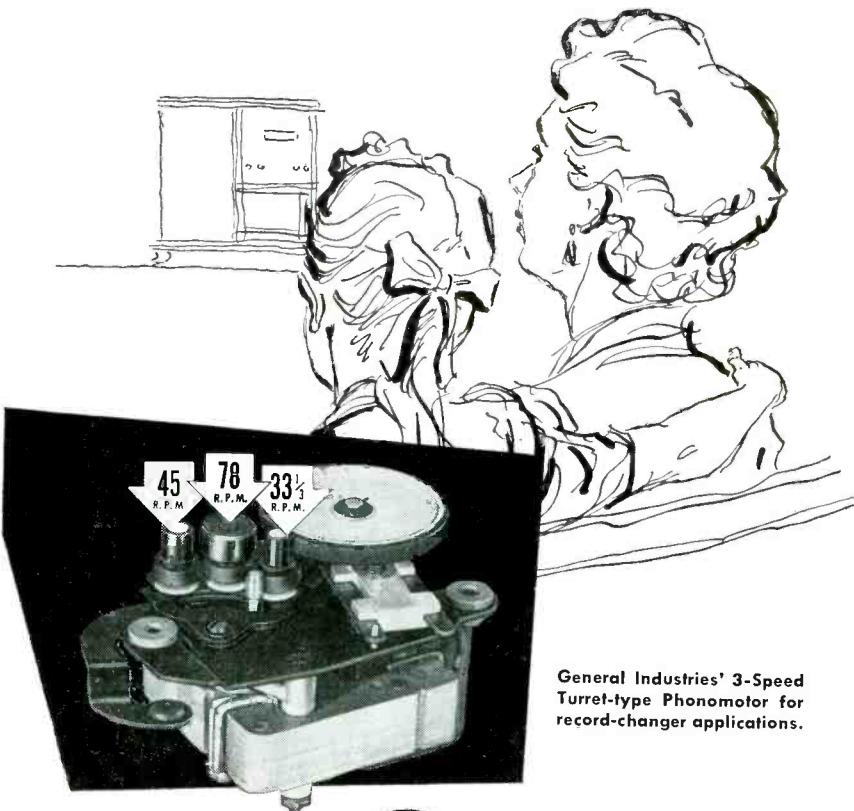
The American Phenolic Corporation of Chicago has realigned its industrial sales staff in both the city and state of New York. New offices have been opened in the Empire State Building, 350 Fifth Ave., Suite 7323. This office, which will handle industrial sales only, is staffed by four men, headed by Ray Whitmore, district sales manager. He will be assisted by Herbert Brontsema, Herbert Motz and Henry Le Blanc. The Syracuse office is now in charge of Walter B. Wasson, recently from the Chicago office. Robert Van Guilder remains in the Syracuse office to handle distributor sales. The D. R. Bitton Company of New York City will continue to handle distributor sales.

Bendix Appoints Ridge Co.

The Ridge Company of South Bend, Indiana, has been assigned as distributor of Bendix television and radio products in the northern Indiana and southwest Michigan territory.

Coral Signs Ray Bloch

Ray Bloch, orchestra leader and arranger for such TV shows as "Toast of the Town," "Songs for Sale," "The Kate Smith Evening Hour" and CBS Radio's "Big Time," has been signed to an exclusive recording contract by Coral Records.



an important reason why leading manufacturers prefer General Industries' 3-Speed Phonomotors

Because they are extremely low in hum, wow, rumble and speed variation, General Industries' Phonomotors meet every performance requirement of radio and television set manufacturers and record-changer producers alike.

Write today for detailed information, including specifications, design features and dimensions of General Industries' complete line of phonomotors.

THE GENERAL INDUSTRIES CO.

Department MD • Elyria, Ohio



Boosts Disc Sales

(Continued from page 43)

a city of 130,000. All, of course, are hooked up with special antennas and special boosters.

"Come in and talk to Bob about TV" is the theme of the Schaad announcements over the radio and in the newspaper ads. Not "Come in and buy your TV set from Bob," just "come in and talk it over."

"People are confused about TV in Evansville," Bob explains. "They've been told so much misinformation, they don't know what to believe. So we try to make sure that everyone who wants to buy a set from us understands just what he is buying."

"In fact, we try to undersell TV as much as we can, and still make the sale to those who really want to buy," he concludes.

Schaad says TV is one of the main reasons total sales of the company were 2½ times as good for October, November, and December, 1951, as they were for the same three months of 1950. Records also played a big part in the growth of the firm, as indicated earlier. But to get down to figures, Schaad reports that he sold a total of \$92,000 worth of records in 1951, as compared with \$83,000 in 1950, and about \$38,000 in 1946. Forty per cent of the gross record business is in 45's today.

That includes the sales made through the radio program, and over-the-counter sales in both stores, the big radio-record appliance shop and appliance store at 2229 W. Franklin Street, and the smaller place, called Shop No. 2, at 603 S. Elliot Street.

Displays Are Kept Orderly

In the Franklin Street Store, the "45" records are displayed like greeting cards, with several hundred records, all different, filed where one can examine them, then take one or two to the turntable for a hearing. Below are drawers full of replacements, all catalogued by the Schaad numbering system. All albums are on revolving racks.

Taking up better than half of one wall are the standard records, also displayed much the same as the smaller "45's." Some are filed under titles such as "New Blues," "New Strings," and so on, so you can tell at a glance whether you're in "Bop Land" or "Symphony Corner." Others are by title, still others under the artists' name, and finally, the top tunes of the week, are filed by titles.

Mr. Hayden, the record manager, has been with Schaad since soon after records were first sold there. He'd done similar work in another town. That, plus what Bob calls a "remarkable memory," have made him a valuable employee.

Doris Scheller started working after classes during her high school days. Jerry and Bob both trained her whenever they got a chance, and asked her to make it a career when she graduated.

For a comparative newcomer to the television appliance, electrical, and record business, Mr. Schaad is doing very well.

Before the war, he was assistant sales manager for a local industrial plant. Late in 1942, he joined the local branch of the WPB as priorities manager. It was during this period he began planning for a Schaad store—but his dream of that time just included radios and appliances.

When he got out of government service, late in 1945, he and a friend started the Schaad-Elles Company, on Evansville's West Side, which has a complete shopping district of its own. Mr. Elles sold out early in 1946, and from then on it was the Bob Schaad Company.

(Continued on page 105)

THE WORLD'S MOST POWERFUL TV RECEIVER

The new 1952 Sheraton line incorporates the famed 630 chassis, recognized by electronic engineers as the finest TV receiver known today. No other set can equal its performance anywhere.



The New Super Video "20" with Long Range 630 DX Chassis

YET IT COSTS NO MORE THAN ORDINARY SETS

The Sheraton franchise offers you higher discounts, greater profits, better values, exclusive territory and proven performance.

Write TODAY for the Sheraton Exclusive Franchise Plan in Your Area.

Why Sheraton is the "World's Most Powerful TV Receiver"

- 30-tube Chassis (incl. 3 rect.)
- Keyed Automatic Gain Control
- Syncroloc—Automatic Frequency Control
- Four Stages of Video I.F.
- Standard Coil Cascode Circuit Tuner
- Separate Circuits for Sound and Video
- Full Four Megacycle Bandwidth

Affiliate of
Video Products Corp.
Sheraton Television Corp.
Red Bank, N.J.
Contact N.Y. Sales Office, 370 Seventh Ave., Penn Terminal Bldg., N.Y. 1, N.Y.

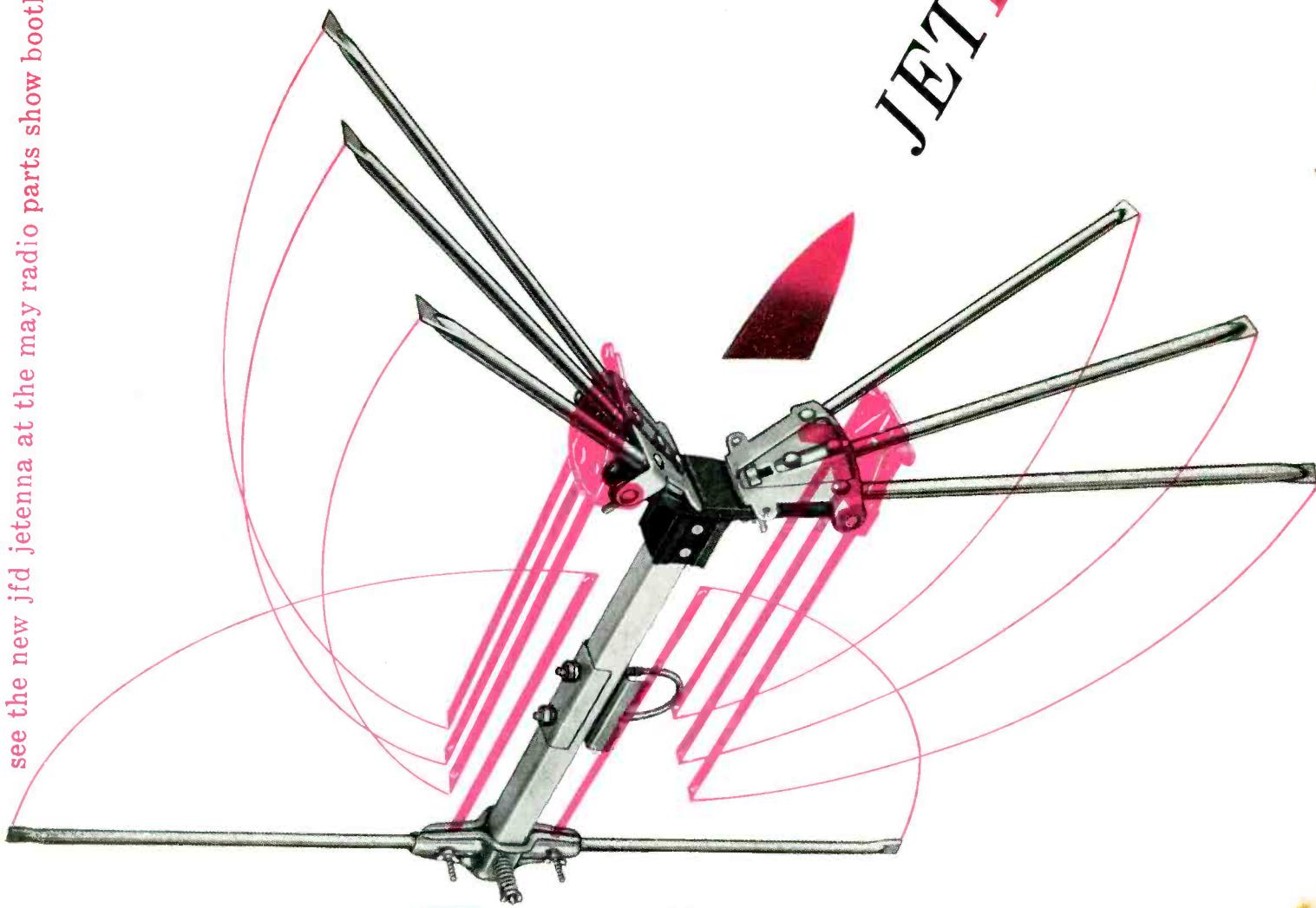
see the new jfd jetenna at the may radio parts show booth 578 or room 616

no other fan conical

assembles so fast

performs so well!

JETENNA



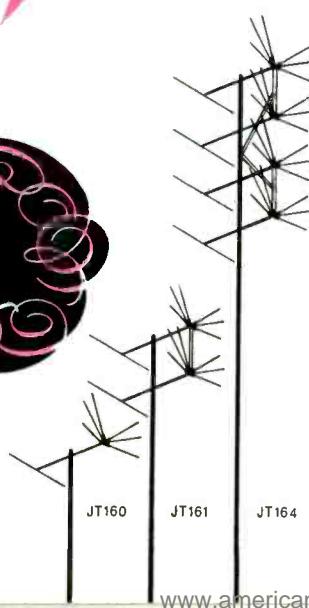
JFD JETENNA, the conical with the jet-action assembly, has absolutely no separate parts to put together—the slowest part is opening the carton! Just swing out the elements, tighten two "T" bolts and two wing nuts and it's assembled! Front elements automatically fan out as they are swung forward. Reflector elements are spring-loaded to lock into position for tightening. 1" square seamless crossarm, seamless elements and element brackets are of high tensile strength aluminum—unbreakable head is of all weather, high dielectric material. Solid, unbreakable "vibration dampers" do not absorb moisture or swell and will not rot out. SEE YOUR JOBBER OR WRITE FOR FURTHER INFORMATION ABOUT THIS REVOLUTIONARY NEW ANTENNA.



JFD MFG. CO., BROOKLYN 4, N.Y.

BENSONHURST 6-9200

world's largest manufacturer
of TV antennas and accessories



JT160 SINGLE BAY 12.50 LIST

JT161 STACKED 26.40 LIST

JT164 DOUBLE STACKED 56.80 LIST

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

How to Hold Your Customers

Wave of Switching, Particularly in TV Areas, Calls for Prompt Action by Service Department

Once a customer of the service department has switched to another dealer the chances are heavily against his ever returning to the fold. And the chances are, too, that unless the one-time customer has registered a beef with the service department manager or one of the technicians, the dealer will never know why he quit.

There are a great many reasons why customers suddenly stop buying service from a dealer, and many of these reasons may appear on the surface to be a trivial nature.

For instance, to list some of the seemingly smaller things, there is the sloppy mechanic. He may leave dirty fingerprints all over the cabinet. He may damage home furnishings, or leave pieces of wire, solder, etc. on the customer's rug. Whatever turn his sloppiness takes it may finally, or even on the first call, put the Indian Sign on the dealer. *And all this in spite of the fact that the technician may have made an efficient repair!*

Other "little" things which may cause a customer to quit include such things as seemingly harmless remarks, dropped by the servicer, which could include such things as comments on furnishings and decorations in the home; something about some member of the family, or the remarks could be of a political or religious nature antagonistic to the views of the householder.

What Causes the Switch

Dealing with the first-mentioned situation, the merchant or service manager who has a good mechanic who is sloppy, should try to get such man to mend his ways. In the instance of the talkative man, the advice should be—"don't talk too much, and be very careful what you do say." There are a great many other "small" things which should be avoided. It's no trivial matter to lose a customer!

Following are some of the more obvious reasons for customers taking their service work elsewhere:

1. Not satisfied with the work. Either the TV set or radio wasn't properly repaired, or too many call-backs fed up the customer.

2. Disputes over charges. This is a common reason, and delay by the



The courteous, efficient mechanic is a real asset to the service department. He can hold the customer's good-will for the dealer.

dealer in handling the complaint is the chief reason why people quit coming back. *Prompt* adjustment of some sort will pay off.

3. The "piecemeal" repair is up front as a customer-losing practice. In this case there is no effort made by the servicer to do any more than the merest work necessary to put the radio or TV set into operation. In some cases, the dealer fears asking a sufficient amount of money to do all of the work required. In other instances, the servicer just doesn't want to be bothered.

As an example, the technician may make a home call to restore a picture on a TV receiver, and do just that, leaving a canted, improperly framed image on the set. Or, he may work to bring back sound, and neglect to fasten the antenna leads down tight on the

posts. Then, when Mr. Neighbor, who knows all about everything (and the woods are full of them), drops in and comments on the poor picture, and offers to (and does) remedy it—well, the customer is more than likely to lose confidence in the servicer and the firm he represents.

4. Delay in answering service calls causes plenty of switching too. The set owner, having received a promise that the serviceman will call on a certain date, and having been disappointed, *may make several calls*—and then kiss the dealer goodbye with a cancellation.

5. Rude, impatient, uncouth servicers, however efficient, can leave behind them a trail of disgruntled, disgusted people, who, for the most part, will spend their money with another dealer. The ideal man to make calls in the home is the top-notch mechanic who has a pleasing personality.

Action Needed Now

The dealer who wants to hold customers must see to it that all of the little and big things which antagonize people are eliminated from his operation. There is a real wave of switching going on right now, particularly in the TV areas. It is a very serious situation, and, if figures on such switching from one dealer to another or others could be obtained, on-the-ball merchants would run hell-bent to their service departments this minute and start to clean house!

It will pay any dealer to go over his books now and see who-and-how-many are no longer giving him service work. If he is at all shocked by what he can learn, it's high time to start anew, and try to hold those whom he now calls his customers.

Do These Things to Keep Your Patrons Pleased

Answer calls promptly

Handle complaints immediately

Do efficient, clean work at all times

Try to sell a complete job—all that's really necessary

Train servicers to be polite, watch what they say to customers

Automatic Gain Control

Part I: Need for AGC; How the Basic

by Solomon Heller

The automatic gain control circuits in the television receiver keep the output of the video detector as nearly constant as possible. To better appreciate their contribution to optimum set performance, let's consider what might happen if they were absent.

In the first place, when the set viewer switched from a weak station to a strong one, an excessively contrasty picture might result. Worse, the picture might jump, roll, or tear out horizontally, due to overloading of sync stages. Still worse, the picture might suffer a complete loss of synchronization. Such an impairment of sync might be due to a loss of the sync pulses in an overloaded IF amplifier (see fig. 1).

If the set viewer had switched from a strong station to a weak one, the received picture might show inadequate contrast. Some loss in synchronization due to the inadequate size of the incoming sync pulses might also manifest itself.

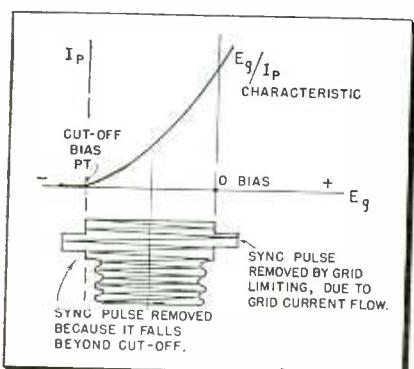


Fig. 1—A large-amplitude IF signal may force the grid bias to swing beyond 0 volts, into the positive region, on positive peaks of the signal, and to exceed cut-off, on negative signal peaks. This condition is most apt to occur in the last video IF amplifier, where the IF signal level is highest. A sharp cut-off tube is assumed.

In either case, resetting of the contrast control would be necessitated—an extra chore that would scarcely draw sighs of pleasure from tired set owners.

By keeping the video detector output substantially constant in spite of large variations in the amplitudes of incoming signals, the need for resetting the contrast control when channels are switched is minimized. Even when the incoming signal increases by a factor of 100, the video detector output will be no more than doubled, in the usual AGC-controlled receiver. When the changes in the strength of the incoming signal are moderate, the output of the video detector will remain substantially constant.

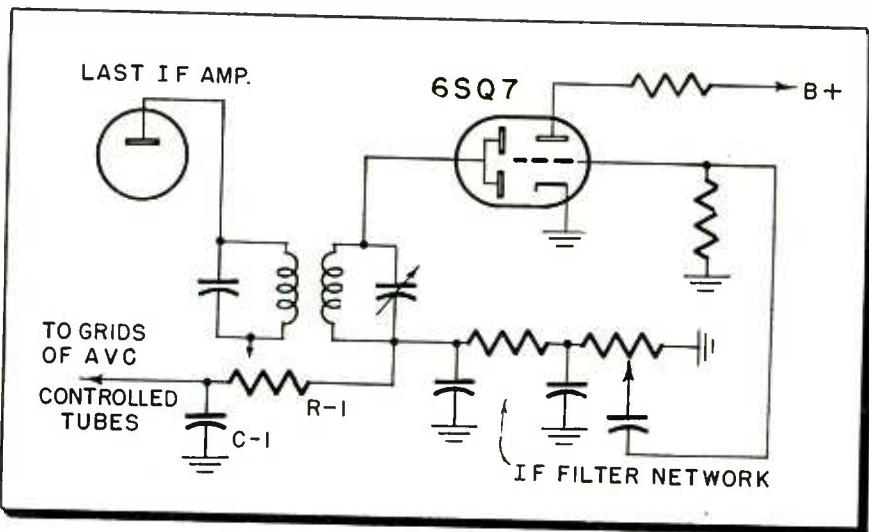


Fig. 2—Typical AVC circuit used in broadcast AM receivers.

Other undesirable conditions that are avoided by the use of AGC include those due to: 1—changes in signal strength caused by fading 2—changes in the gain of various amplifiers produced by slow variations in supply voltages and 3—changes in the strength of incoming signals because of signal reflections from moving conductors, such as airplanes.

AGC systems may be divided into three basic categories: simple AGC, delayed AGC and keyed AGC. Before we tackle the simple AGC system, a review of AVC action in broadcast AM receivers may prove helpful, because there are several points of similarity between AGC and AVC.

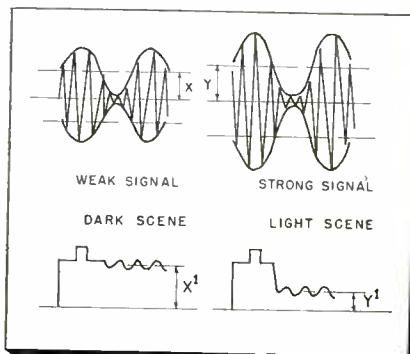
AVC, or automatic volume control, is, as we know, a means of keeping the sound volume constant, in spite of fluctuations in the strength of the incoming RF carrier. A typical AVC circuit is shown in fig. 2. The detector develops a negative DC voltage across R-1 that is proportional to the strength of the incoming signal. This negative voltage is fed back to controlled RF and/or IF stages as a bias. When the carrier tends to increase in strength, a larger voltage is developed across R-1, causing the AVC bias to increase, and the gain of the AVC-controlled stages to decrease proportionately. The signal output of the detector thus remains substantially the same. Similarly, when the incoming RF signal tends to decrease, the lowered voltage developed across R-1 causes a lower AVC bias to be fed back to the controlled stages, increasing their amplification. The signal output of the detector again remains substantially constant as a result.

The rate of change of the AVC voltage is determined by R-1 and C-1. The time constant of these components determines how fast the AVC action will

be. If the time constant is too long (R-1 or C-1 is too large) the AVC bias may not change as rapidly as fluctuations in the strength of the incoming signal, and proper correction will not be maintained.

If the time constant is too small (R-1 or C-1 is too low in value), C-1 will be appreciably charged by low audio frequencies—i.e., low audio frequencies will develop a voltage across C-1, instead of being filtered out. The AVC bias will, in such a case, fluctuate at an audio rate. A feedback of audio signals among different stages to which C-1 is common may now occur, and degeneration or oscillation is apt to result, depending on the phase of the different signal currents that pass through, and develop voltages across C-1.

Fig. 3 (top)—The DC bias developed by an AVC circuit is proportional to the average amplitude of the incoming carrier. The average amplitude of the strong carrier, or amplitude Y, is greater than average amplitude X of the weaker signal. Fig. 5 (bottom)—The average level of the TV picture carrier depends on the brightness of the transmitted scene. X₁ is the average amplitude of the video signal carrier between sync pulses in a dark scene; Y₁ is the average amplitude in a light scene.



Circuits in TV Sets

Control System Works; Typical Circuits

Note that the AVC circuit, under normal operating conditions, develops a voltage that is proportional to the average amplitude of the carrier (see fig. 3).

Now, an AGC circuit (fig. 4) must, like an AVC circuit, develop a bias proportional to the strength of the incoming signal. A rectifier is employed that changes the applied IF signal into a pulsating DC voltage proportional to the strength of the incoming signal. The pulsating or video-signal component of this voltage is filtered by R-1 and C-1, and a pure DC voltage is fed back to the controlled stages.

The AGC circuit, unlike the AVC circuit, cannot use the average amplitude of the carrier as a base or reference level. This is true for the following reason: While the average amplitude of the sound carrier in the case of broadcast band signals remains substantially constant if the station is not changed, and fading is not present, the *average amplitude of the TV picture carrier does not*.

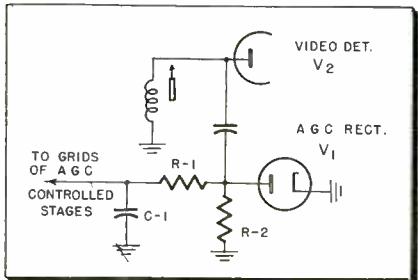


Fig. 4—Simple TV AGC circuit.

This is so because the average amplitude of the TV picture carrier varies with the average brightness of the scene being telecast. The brighter the scene, the lower the average amplitude of the carrier and vice versa (fig. 5). If the AGC system developed and fed back a DC voltage proportional to the average amplitude of the carrier, whenever an increase in brightness caused the carrier average amplitude to decrease, the reduced AGC bias fed back to the controlled stages would increase the amplification of these stages, increasing their output, and bucking the tendency of the carrier to decrease. Similarly, when the average amplitude of the carrier tended to increase, the AGC system would counteract the tendency. The picture's illumination would be incorrectly rendered in consequence.

To avoid such an undesirable condition, the DC voltage output of the AGC rectifier is based on the sync and blanking pulse levels. Since these levels are "always of the same amplitude regardless of the brightness of the scene (provided that no fading is present, and the station setting is not changed), the

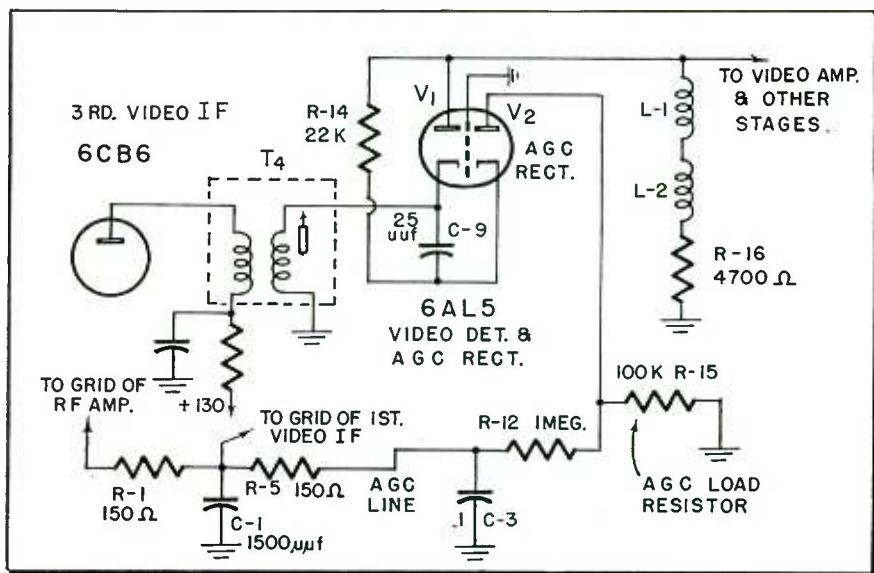


Fig. 6—Commercial form of simple AGC circuit using separate tube for AGC rectifier. Circuit is used in Emerson, Models 662B and 663B. R12 and C3 form the AGC time constant or filter network. R5, C1 and R1 are additional units, used to remove video signals from the AGC voltage.

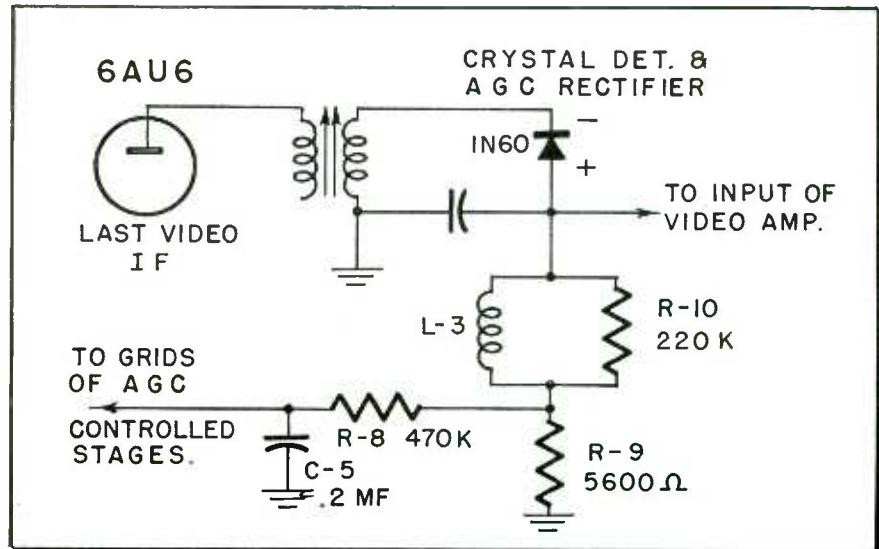
AGC bias developed will be proportional to the incoming signal strength, but will not adversely affect the picture brightness.

Let's see how the simple AGC circuit shown in fig. 4 works. The video IF signal is applied between plate and cathode of the AGC rectifier V-1 and causes current to flow during the positive peaks of the incoming signal. A rectifier voltage is consequently developed across R-2. This voltage is proportional to the strength of the incom-

ing signal, as represented by its sync and blanking levels. If the incoming signal tends to fade, or fall in amplitude, the input to V-1 decreases, and the DC voltage across R-2 falls, reducing the bias of the AGC-controlled stages, and thus raising the input to the video detector to its former level—or rather, preventing the input to the video detector from dropping below its former level. Similar bucking changes oppose any tendency of the signal to

(Continued on page 92)

Fig. 7—Circuit used in Bendix TV, Models 2051, 3051, 6001, 6003, and 6100. A 1N60 crystal is employed as a common video detector and AGC rectifier. The + and - signs beside the crystal indicate the cathode (-) and the plate (+) sides of the crystal, not the polarities of the voltages developed by the circuit action.



Antenna Considerations

Part 2: Bandwidth, Beam Width and Gain Must All Be

The importance of TV antennas in the overall reception chain from transmitter to picture tube can be graphically illustrated by citing the example of a certain TV transmitter: the transmitter delivers 2.68 KW of video power to the antenna, while the effective radiated power is 18.5 KW. The antenna itself thus provides a power gain of 6.9 times (8.4 DB).

Gains of as high as 10 DB are not unattainable with receiving antennas. Since we are more accustomed to consider volts (or rather, microvolts) at this stage of reception, we can interpret this as a voltage gain of 3.16 times.

The importance of antenna gain can be appreciated from a brief analysis of picture reception in the fringe areas. Picture quality can be (and usually is) marred by (1) Lack of contrast, (2) Snow, (3) Interference and (4) Poor sync. All of these troubles can be summed up by the expression "weak signal." Snow and external interference will degrade the contrast by breaking up the solid blacks and whites as if a screen were put over them. Interference can upset sync by injecting relatively high amplitude noise peaks over the weak sync signals.

Therefore it can be seen that snow and external interference can be the seat of most of the troubles. The sources of external interference need not be explained at great length. They are such things as ignition, motors (particularly with arcing brushes), unwanted RF signals, etc., and are familiar to the technician.

Snow is, however, internal. A certain level of noise in tubes and resistors is inherent in the design of electronic equipment. Ordinarily this noise is kept at a minimum and is well over-ridden by the signal. In the presence of a weak

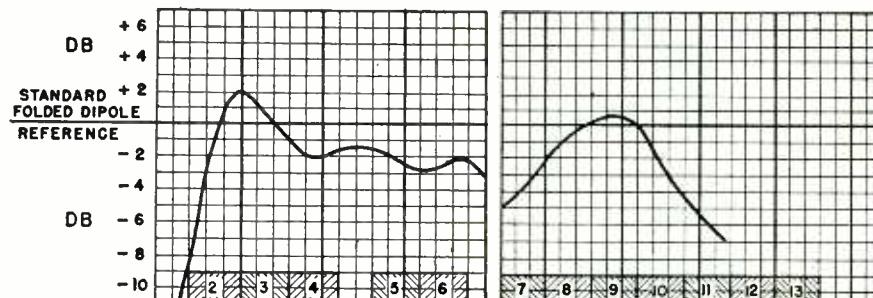


Fig. 2: Gain of a simple dipole (90" long) and reflector over the 12 channels, compared to "standard" cut for each frequency. Compare this broad-band, low-gain antenna with the narrow-band, high gain Yagi shown in fig. 3. Illustration courtesy American Phenolic Corp.

signal, however, the receiver is operating "wide open" and the higher the gain of the stage, the greater the tube hiss and noise (which manifests itself as snow). In other words, the signal-to-noise (S/N) ratio is already low with a weak signal, and by running the gain wide open, we increase the noise and lower the ratio still further. This ratio should be at least 10:1 at the output of the tuner, which is one of the principal limiting factors on the sensitivity of a receiver.

The acceptance of both external and internal noise is increased as the bandwidth increases. This makes sense if we consider random noise as occupying a broad band of frequencies. The wider the bandwidth of the receiver, the more of the noise spectrum it will accept. This is why a TV receiver with a 6 MC bandwidth is so much more susceptible to noise than, for instance, a high sensitivity AM set.

Improvement of the signal to noise ratio must take place prior to the grid of the first IF amplifier, or in other words, in the front end or at the antenna. Or to put it another way, this is the most critical spot for S/N, since the signal level is low and the gain is relatively low. Any noise passed on by the tuner will be tremendously amplified by the IF amplifier and, if the level is high enough, will appear in the picture.

Assuming for the moment that we do not intend to make any changes in the receiver, then it is obvious that the only way to increase the S/N ratio at the

output of the tuner is to increase the signal input to it. This could be done with a better antenna or with a booster. Considered purely as an amplifier, however, a booster would contribute noise of its own, and in addition would amplify any noise present at the antenna. A booster has certain advantages, however, which will be taken up later. But for improving the S/N ratio, the antenna is the likeliest place.

Let us assume some hypothetical values for the sake of clarification. Suppose we have a tuner with a gain of 10 from input to converter plate, and internal noise at the output of 50 microvolts. A signal input (pure, without external noise) of 50 microvolts would produce an output of 500 microvolts, and this would give us our desired S/N of 10:1.

But now let us suppose that the input signal were not clean, but instead that there was a 10 microvolt noise signal present (actually a very small amount). The signal to noise ratio in the input would then be 50:10 or 5:1. After 10 times amplification by the tuner, we would have 500 microvolts of signal plus 100 microvolts of noise. This added to the 50 microvolts of internal noise would give a total of 150 microvolts of noise. The noise ratio at the output of the tuner would now be 500:150 or about 3.3 to 1, a very unsatisfactory ratio.

To overcome a situation such as this would require a signal of 150 microvolts. With the same 10 microvolts of external noise and a tuner gain of 10, we would have an output signal of 1500 microvolts and a noise signal of 100. This latter, added to the internal noise (50) would give 150 microvolts of noise. 1500 to 150, then, would give the desired 10:1 ratio.

To achieve this result, namely to increase the input signal from 50 to 150 microvolts, would require an antenna voltage gain of 3, or about 9.5 DB. A Yagi could do it, or a corner reflector, or several other types of antennas previously mentioned in these pages.

Thus it can be seen that an improve-

VHF

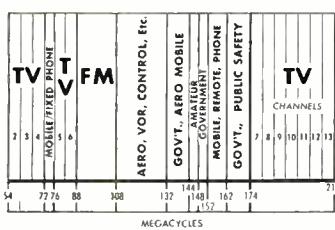
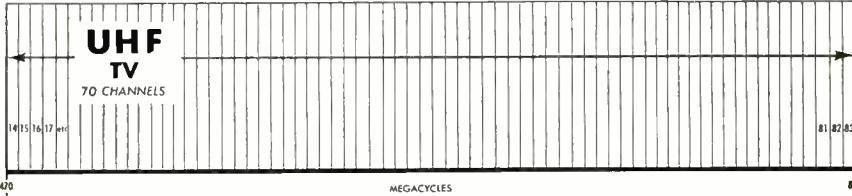


Fig. 1: UHF TV band is 2-4 times higher in frequency and almost 3 times as wide as VHF.



in Fringe Area Reception

Taken Into Account to Achieve Optimum Results

ment in the signal to noise ratio must be achieved early in the game in order to effect a really worthwhile improvement in the picture. Although increases in amplification may produce more black and white, if the snow and interference are not reduced, detail will not be improved and annoyance and eyestrain will be the only results.

Antennas may increase gain by cutting down in beamwidth and bandwidth, or both, for they can "reach out" farther. They can also cut down on noise pickup with narrow beamwidth, low front-to-back ratio and low vertical pickup, since they tend to eliminate the possible areas of noise origination. Reduced bandwidth also helps to cut down noise pickup, since as we mentioned earlier, it tends to discriminate against some of the noise frequencies.

A typical Yagi response is shown in figure 3. It can be seen that the useful bandwidth of this antenna is hardly wider than the channel it is intended to cover. The antenna is cut for the low side of the channel, which emphasizes the picture carrier, a desirable feature in the fringe. The gain of the antenna, of course, is high.

Compare the above with the response curve shown in figure 2, for a simple dipole and reflector. While not nearly so high in gain, this type of antenna is usable over a great deal of the VHF-TV spectrum.

Beamwidth vs Gain

The polar response patterns (horizontal plane) in figure 4 show the relationship of beam width between a 6-element Yagi (left) and a simple dipole and reflector (right).

These two comparisons, of bandwidth and beam width, tell the general story for high gain antennas, with a few exceptions. As pointed out in last month's article on antennas, the rhombic has a narrow beam (narrower than the Yagi) but a broad bandwidth (in addition to high gain). The corner reflector antenna, also discussed last month, has both a broad beam and a broad bandwidth, while still a high gain antenna. These two antennas, probably too cumbersome for general use in VHF-TV (especially the low band) will no doubt be more widely used come UHF, along with a number of other specialized types not used at all in VHF.

UHF will make many exacting demands on the antenna installer, when it arrives. In the first place, the spectrum (470-890 MC) is 420 MC wide, 2½ times the size of the present VHF band from channel 2-13. UHF will furnish 70 channels, from 14 to 83. In the second place,

signal powers attained at the transmitter are as yet relatively low compared with VHF. At the same time, attenuation of the signal is greater, so that signal strengths are low comparatively, and 20 miles will probably be a "fringe" area. In addition, reflections and shadows are more of a problem, and attenuation due to rain, leaves, etc. is much greater. Consequently, antennas will need to be very high gain and very directional, but due to the frequency, need not be large. A half wave length at 500 MC is less than a foot. Attenuation in flat twin-lead due to weathering has been quite serious, but tubular twin-lead seems to stand up better, and it is likely that the latter will be used extensively in UHF. Attenuation in coax is rather high, but it weathers well, and it is also recommended. Impedance matching will be critical at UHF, and even special lightning arresters are recommended, so that losses and unbalance will not result.

Getting back to our fringe reception problems, it is of course, axiomatic that gain is inversely proportional to bandwidth in amplifiers. It is also true that noise is inversely proportional to bandwidth. Therefore it can be seen that by cutting down the bandwidth (that is, by tuning more sharply, or peaking the response), we can not only increase the gain but also cut down on the noise so that we make a two-fold improvement in S/N ratio. In TV, naturally, this means cutting down on picture definition. But if by sacrificing some definition we can improve contrast, cut down on snow and interference and make the sync more stable, it may often be worth it. This is actually done by many TV set owners in setting the fine tuning

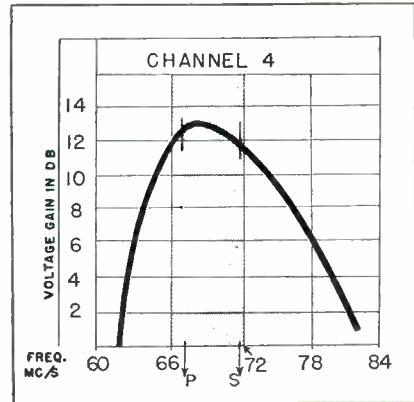


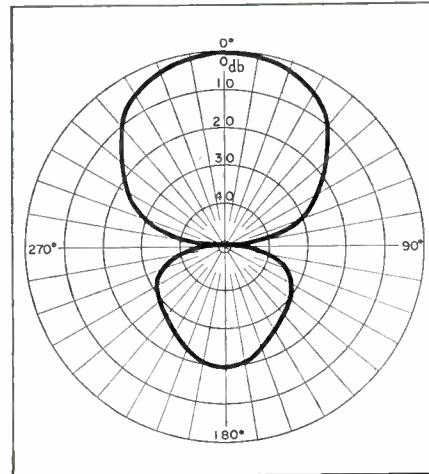
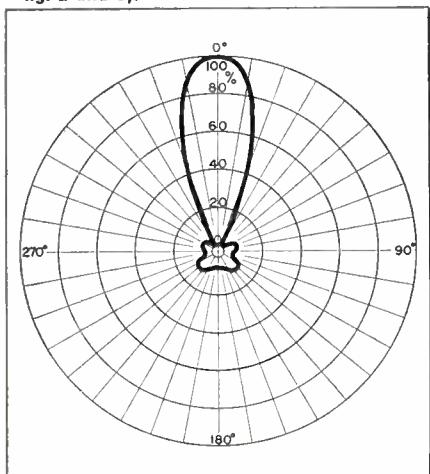
Fig. 3: Response of Telrex Y5X1-4, a 5-element Yagi cut for channel 4. "P" and "S" are pix and sound carriers. This high gain antenna shows less than 1 DB variation over the channel.

control for the brightest picture, usually at the expense of the sound as well as picture definition. It is also done, more skillfully of course, by some fringe area servicers, who peak-align the sets for higher gain. There are also some receivers which incorporate a circuit which automatically reduces the bandwidth when the signal strength is down, of which more will be said in a future article.

This is the point to which we were referring when we said that amplification is not the only function of boosters. Many tunable boosters not only permit the user to peak-tune the input for higher gain and narrower bandwidth, but are actually built to provide a narrower bandwidth signal. Adding a pre-selector ahead of the front end of the receiver also tends to cut out some in-

(Continued on page 94)

Fig. 4: Comparison of a narrow beam (left—a 6-element Yagi, from Tele-Tech) and a broad-beam antenna (right, a simple dipole and reflector, from TV and Other Receiving Antennas by Arnold B. Bailey). These patterns do not indicate the difference in gain between the two (see fig. 2 and 3).



Installing PA Equipment

Demanding Only Comfortable Listening and Realism, a Well Functioning

• "Often the name *auditorium* clings to a room which is a marvel of structural engineering; which is perfectly illuminated, heated and ventilated; which is provided with every comfort and luxury; which is a monument to architectural art and beauty; but which is so burdened with acoustical defects that the audition of music is reduced to a confusion of sound and the audition of speech is an utter impossibility." (from "Architectural Acoustics," by Vern O. Knudsen).

While this citation is of a rather extreme case, it is nevertheless true that many auditoriums were designed for appearance rather than good acoustical results. And it is also true that many rooms are being used to present music, drama, political speeches, lectures and the like to an audience—or in other words, are being used as an auditorium—which were never meant to do so in the first place.

It is also true that a relatively small number of persons appearing on the stage or at the lecture stand have the requisite control over their voices—as to loudness, sonority and clarity—to make themselves heard by a large audience.

As a matter of fact, it is no longer considered good practice for players to speak their lines so as to "split the ears of the groundlings," as Shakespeare put it.

Sales Potential Seen

For these several reasons, speech and music reinforcement systems have come into somewhat general use. Such systems might be said to differ from the ordinary PA function only in that an attempt is usually made to make such systems inconspicuous—to contribute to the illusion that the listener in the audience is actually hearing the person, the performers or the musicians who are before his eyes.

As a matter of fact, many in the audience will actually hear the original sound, without reinforcement. Usually reinforcement will be provided only to fill blind spots and to "boost" the sound to reach distant points.

The alert PA dealer will keep his eyes and ears open to situations which suggest the need of a sound reinforcement system, in order to build up his business with this type of work.

A system of this sort will provide a relatively limited amount of facilities. First, there must be sound pickup at the source of the live performance. The number and placement of microphones will depend on the nature of the sound

source emanating from the stage platform.

For instance, a lecturer or a political speaker could have a microphone at the speaker's stand. In a dramatic performance, however, microphones should be invisible, and would have to be placed so that they could not be seen by the audience. In the case of musicians or singers, microphones would have to be placed so as to pick up a balanced coverage of the whole unit.

In the latter case, you must assume that we are not referring to a symphony orchestra, which would probably require no reinforcement, except perhaps in a very large, very poorly designed opera or symphony hall. Rather, however, one might suppose a chamber music group, or individual soloists.

In addition to the live, on-stage pickup, provision might be required for (1) off-stage pickup of live sound, and (2) off-stage pickup of an electrical sound source such as telephone lines, radio,

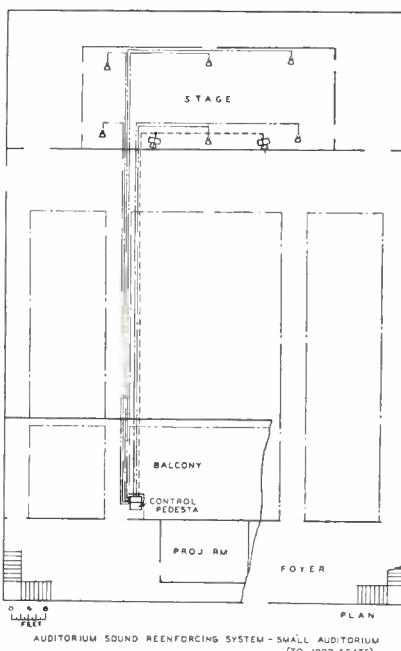


Fig. 1: Auditorium sound reinforcing system with 2 speakers and 4 mikes on stage.—Courtesy RCA.

phonograph records, etc. These would depend, as we used to say in the service, "on the tactical situation," or rather on the demands of the users. A third sound pickup need might be in the audience itself, as for instance, for audience participation programs, lectures and meetings where the audience is permitted to ask questions, etc.

All the sound pickup sources would feed to a control panel where an operator could mix them, fade them in or out, adjust the level of each, etc. This would preferably be located in the audience area, so that the operator can judge the results with his own ears.

A power amplifier would then be required, of course, and finally loudspeakers, located so as to accomplish the desired reinforcement.

The possible need for and employment of preamplifiers between the sound sources and the mixing-control panel will be covered below.

For a number of reasons, the use of several loudspeakers operating at low levels is indicated. For one thing, echoes and interferences between speakers is held to a minimum when the level is low. In the second place, realism is better attained when the PA system doesn't sound like a PA system—in other words, like an artificial sound source. In the third place, this system is designed to reinforce the sound, not to be a substitute for it.

Many Auxiliary Functions

One other function that this system may be called on to perform—a subsidiary feature, and not part of its main function—is to feed the sound which has been picked up and amplified to other places besides the auditorium itself. In other words, it might feed a recorder, a telephone line, or other rooms in the building, or all three. Here again, the desires of the users will determine.

We mention these various added features of the input and output circuits of the reinforcement system as a suggestion to the PA man who is selling the job to the customer. He may be able to "sell up" the job to much more than the customer originally had in mind if he suggests uses which the customer would appreciate but hadn't thought of.

Fig. 1 shows a simple speech reinforcement system for a small auditorium. In this installation, six microphones feed to a control console on the balcony in the rear of the auditorium. The seating area is roughly 88 feet from the stage to the rear of the balcony and about 96 feet wide. The average height of this auditorium is about 35 feet. Thus the volume of the listening area is roughly 300,000 cubic feet. To produce the level of ordinary speech would take relatively little power output from an amplifier (perhaps 1 watt), whereas to simulate the power of a symphony orchestra (as for instance,

for Sound Reinforcement

System of This Type Should Not Be Conspicuous to the Audience

from a phonograph record, or from the radio), as much as 100 watts might be needed. In this particular case, an amplifier producing 30 watts with relatively low distortion was recommended.

Low impedance microphone lines could be, in this case run all the way from the stage to the control station (88 feet) without undue losses. For ease and versatility of control, it is usually good practice to have a preamplifier stage and an input attenuator for each signal source, feeding into a mixer circuit. In this case there are six microphones, and amplifiers with six mike inputs are not very common; as a matter of fact, even preamplifiers of this capacity are rare. Consequently, at least a couple of preamps would probably be necessary.

A more elaborate setup is shown in figure 2. Here mikes 1, 2 and 3 are for

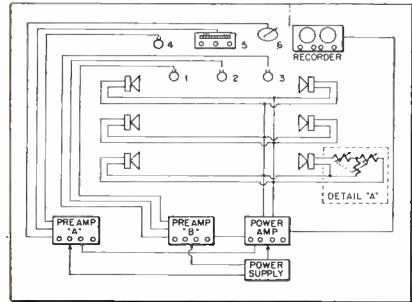


Fig. 2: Wiring diagram for auditorium reinforcement system similar to fig. 1. Placement of mikes and speakers is described in text.

speech reinforcement on the stage. Mike 4 is for off-stage (live) sound effects and voices (for instance, simulated telephone conversations or radio voices). Input 5 is a radio tuner and input 6 is a phonograph turntable, which might be used for sound effects or recorded voices. Either 5 or 6 or both might be used to provide music when a radio-phonograph on-stage is supposed to be turned on.

All the inputs are fed to the control position in the rear of the auditorium, since the operator at that position is in a better spot to judge the level coming out to the audience. In a detailed setup, an intercom would be provided between the back-stage and the control positions. Preamp "A" covers the backstage sound sources, whereas preamp "B" covers the on-stage mikes. The two preamps feed into the power amplifier, which is also located at the control position. A separate power supply is shown, although the preamps and the power amplifier might be self-powered.

The power amplifier feeds six small, low level loudspeakers, well spread around on the sides of the auditorium. These are kept at a low level so as (1) Not to create an unreal, amplified sound where the source is actually supposed to be live performers; (2) To prevent feedback to the microphones, and (3) To prevent room echoes and cancellation effects between loudspeakers.

Detail "A" in figure 2 shows a ganged T-pad across the loudspeaker. This type of attenuator maintains a constant impedance both in and out, while permitting the level to the speaker to be adjusted.

Selecting Microphone Types

Attenuators of this type on each speaker would permit their level to be adjusted to suit local conditions in the vicinity of the speaker (such as hanging drapes, etc.). They would also make it possible to adjust the speakers in descending loudness as they got farther away from the stage, which would contribute realism since it simulates the decay of sound in air which would naturally occur. It is usually advised, however, not to place any speakers too far back from the stage, else the illusion of sound coming from the stage would be destroyed.

Fig. 3 shows the circuit of a typical high quality preamplifier with 3 mike input channels and one phono input. As shown, the unit provides for 30-50 or 150-500 ohm low impedance microphones. A similar unit, minus the input transformers, is available for high impedance mikes. Gain of the amplifier with low impedance microphones is 86 DB at 400 cycles, which is equivalent to an input sensitivity of 121 microvolts for rated output (63 milliwatts). Tone

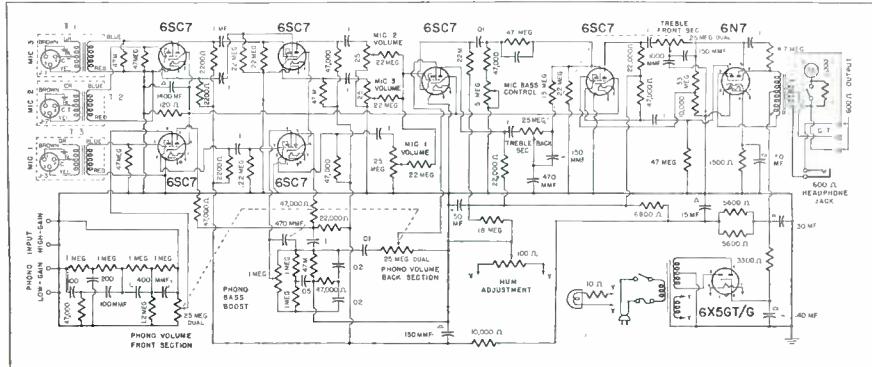
controls and volume controls are provided for both microphones and phonograph, and the output of mikes and phono can be mixed. A phone jack is provided so that the operator can monitor the amplifier aurally, and an output meter is provided for visual monitoring of the level. As mentioned earlier, the operator would have to depend to a certain extent on his judgment as to the actual sound in the auditorium. It can be seen, however, that with several different input sources, it would be necessary to adjust these individually in order to avoid continuous adjustment of the power amplifier to compensate for the variations in the inputs. It would probably prove most convenient to adjust all inputs to a predetermined output-meter level, and leave the power output level to the speakers more or less constant.

Omnidirectional mikes are handy for picking up sound over a wide area and from all directions. A difficulty may arise, however, which would indicate the need for very directional mikes. This is the fact that omnidirectional, high gain mikes will pick up a lot of extraneous noises, such as the moving of scenery, closing of doors, whispered directions between stage-hands, prompters, etc. This difficulty is often observed on TV programs, where necessity for concealment of not only the mike but its shadow limits the producer in obtaining optimum results.

Such details (concerning the operation of the system) are, of course, up to the user and not the installer. But the installer should be aware of them so as to properly advise the customer of his needs and avoid future complaints.

(To be continued)

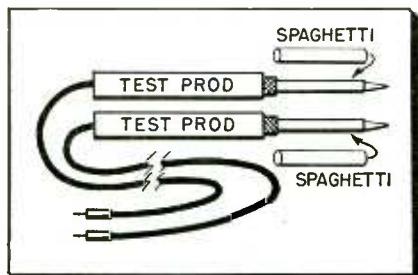
Fig. 3: Stromberg-Carlson AV-38 preamp such as might be used in fig. 2, provides input for 3 low impedance mikes.



Shop Shortcuts Speed Servicing

Test Prods in Tight Places

When using prods to test voltages on tiny midget sets, and TV sets too, the wiring is often so tightly matted and interlaced that it is difficult to reach the testing point with the ends of the prods. Forcing the prods through often causes a slip, resulting in a burned out tube



or some other damage. All this trouble can be eliminated by fitting a piece of spaghetti over the end of each prod tip so that only the very tip end of the metal protrudes. This easily applied insulation will eliminate many disastrous and costly shorts.—Joseph Amorose, Amorose Radio, Hungary Rd., Richmond, Va.

Crosley Portable Switch

On model 11-301U, 302U, 303U, 304U, 305U Crosley portable radios, considerable difficulty is experienced with an intermittent or inoperative on-off switch. This switch is supposed to operate when the lid is opened. The switch can be replaced, but it is a long job, and often you don't have a new one in stock. I have repaired it as follows: first, remove the chassis from the cabinet (you will need a long stem Philips screwdriver for this), unsolder the antenna leads and take the chassis out. The switch is on

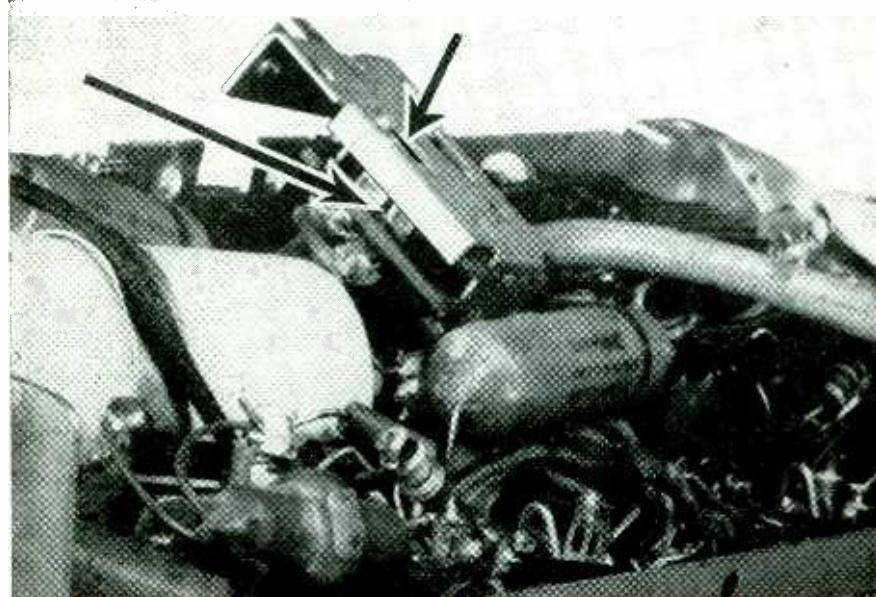
SHOP HINTS WANTED

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

Alignment Tools

Save those damaged plastic alignment tools. They will come in handy for special jobs for which no tool is available. Sometimes I run across a tuning slug which has no stud and must be adjusted with a special tool which fits into a hole in the slug itself. By heating the end of a plastic rod with a match, the rod can be pushed into the hole in the slug, forming a perfectly fitting tool. After the plastic has "set," it can be removed and used on all slugs of corresponding hole size.—Robert G. Seymour, 567 Elm Grove Drive, Elgin, Ill.

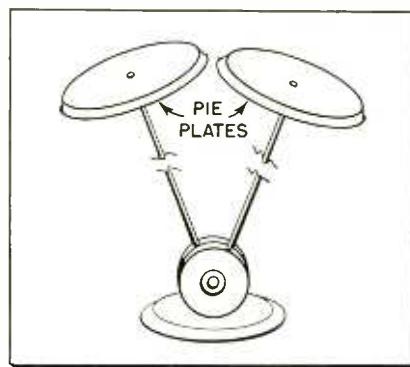
the front of the chassis, under the speaker. Remove the bottom cover from the chassis, and the two bolts holding the switch on. This allows you to move it around on its leads. The trouble with it is that the fingers don't fit tight in the plastic body of the switch, and they make poor contact (or none). Put some Duco cement on the base of each finger, where it fits in the plastic, and allow to set. When they are rigid, bend where with carbon tet and Lubriplate, and necessary to make good contact, clean you're back in business.—Henry Frick, Brooklyn, N. Y.



Bottom of Crosley 11-301, switch unbolted and hanging on its leads. Apply cement at arrows.

Indoor Antenna

In some locations where difficulty is experienced bringing in the low channels on a "rabbit ear" type of indoor antenna, the difficulty can be remedied as follows: Punch holes in the center of ordinary 10¢ store tin or aluminum pie



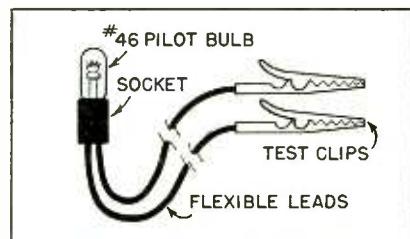
plates and mount them as shown by means of the threaded ball on the ends of the arms. This "loads" the antenna and makes it more responsive to the lower frequencies.—Milton M. Schuman, Maryland Sales Co., 1300 Hollins St., Baltimore 23, Md.

TV Rear View Mirror

For your TV adjusting mirror, take an old 16" recording disc, remove the coating (with hot water), mount center hole on a universal joint or flexible mike arm and mount on mike stand. And it's non-breakable, too!—F. C. Hoffman, Radio Doctor, 309 Harrison St., Keweenaw, Wis.

High Voltage Fuse

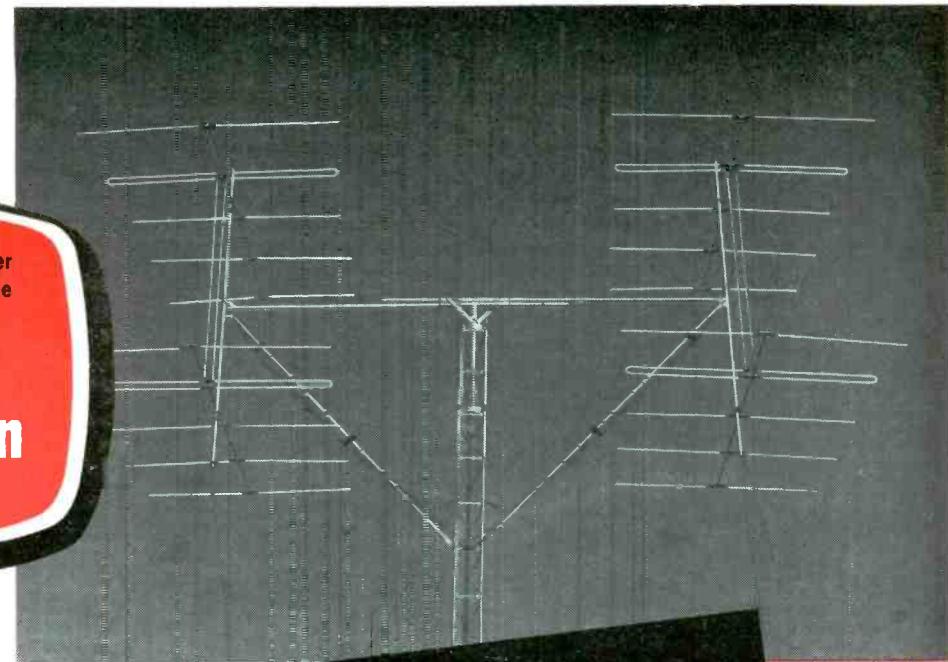
While troubleshooting a TV receiver, many troubles will cause the high voltage fuse to blow out. Until the servicer has the opportunity to eliminate this trouble, he must continually replace fuses, which is bothersome and costly. The test fixture shown makes use of a pilot bulb such as the #46, which carries $\frac{1}{4}$ ampere, a pilot socket, and a pair of



flexible leads with clips. By clipping these leads in place of the fuse leads, the pilot bulb acts as a fuse, but instead of blowing when excessive current is drawn, the bulb will light. When the trouble is eliminated, the bulb will go out. A regular $\frac{1}{4}$ amp fuse may then be permanently installed, knowing it will not blow.—Grant Nonnamaker, Grant's Radio Sales and Service, 6548 Torresdale Ave., Philadelphia 35, Penna.

A 4 Bay array of Channel Master Z-Match Yagis, installed on the Super Mount, produces

OVER 15 DB gain
on the LOW BAND.



new **Super mount** by CHANNEL MASTER

model no. 9100

for the most **SENSITIVE**
stacking arrangement
you've ever seen!

Versatile—yes! And efficient, too! Full wave spacing on the Super Mount improves the performance of any antennas, and provides higher gain than any other practical stacking arrangement yet devised. A 4 Bay Low Band Z-Match Yagi array, installed on the Super Mount and using Channel Master's new Z-4 Matching Harness, provides gains of over 15 DB, the highest ever achieved in a practical TV antenna installation. Easily assembled.

Eliminate mismatch and watch gain zoom skyward!

It's a well-known fact. The mismatch created by stacking ordinary Yagis causes a noticeable loss of gain. Now—Channel Master has developed the Z-4 Matching Harness, which extends the impedance-matching principles of the exclusive Z-Match Yagi system. This Harness perfectly matches 4 Z-Match Yagis to 300 ohm line. Such an array provides over 15 DB gain on the Low Band, and over 16 DB gain on the High Band—providing the strongest and clearest fringe pictures you've ever seen.

Remember—antenna gain is pure gain—free of noise and snow!

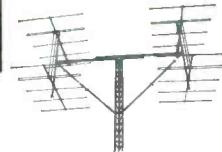


Write for complete technical literature
and name of your authorized distributor.

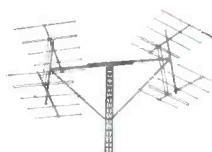
\$52⁷⁸
list price

**the right way...
the ONLY way...
to install:**

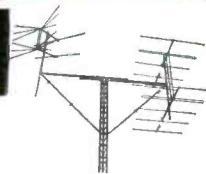
4 Low Band Yagis
for 1 channel



2 pair of Yagis for 2
different channels



Any combination of
Broad-Band and Yagi
antennas on one mount



Unlimited stacking arrangements are
made possible by the Super Mount.

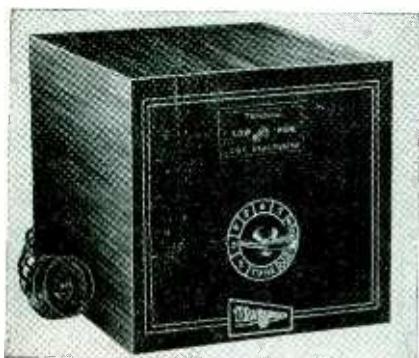
CHANNEL MASTER CORP.

ELLENVILLE, N. Y.

New Test Equipment

Transvision CRT REACTIVATOR

Reactivation with this new unit can be performed without removing the picture tube from the customer's set, and is said to improve light emission and picture brightness. Unit operates on the theory that, with use, CRT cathode is



"poisoned" by gases released within the tube. Reactivator temporarily increases cathode temperature and emission, which renews the cathode surface, the maker states. Weighing 3 lbs. the portable unit is priced at \$14.95 net. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

EMC TUBE TESTER

Model 205 is designed to give test readings for all tubes, including noval and sub-miniatures, from .75 volts to 117 filament volts through the standard emission method of testing. This instrument, using four-position lever-type switches and individual sockets for each



tube base type, is available in either stationary or portable oak cases. The former, model 205, is priced at \$46.50 and the latter, model 205P, at \$47.50.—Electronic Measurements Corp., 280 Lafayette Street, New York, N. Y.—RADIO & TELEVISION RETAILING.

Merix ANTI-STATIC COMPOUND

The new #79 now permits smooth plastics of all types to be kept free of static charges for many months. This means practically dust-free plastic dial windows, television lenses, Vinylite and plastic records, color discs for color television, plastic radio and television cabinets. For full information write Merix Chemical Co., 1021 E. 55 St., Chicago 15, Ill.—RADIO & TELEVISION RETAILING.

Weller SOLDER GUNS

Models 100 and 200 are single heat types, delivering 100 or 200 watts respectively within several seconds after pulling the trigger. Heavy duty models WD133 and WD 250 feature a double-heat arrangement. Pulling the trigger to the first position gives one heat for normal work, and pulling the trigger all the way back gives extra wattage for heavier jobs. Another important advantage of the dual-heat models is the resultant substantial increase in tip life. Weller soldering guns have been reduced 20% to 25% in a new price policy covering all models. For instance, WS-100 model, formerly \$11.95, is now \$8.95. Weller Electric Corp., Easton, Penna.—RADIO & TELEVISION RETAILING.

RMS "PIX-EYE"

A new test instrument for TV servicing, "Pix-Eye" utilizes a magic eye type indicator tube for instant spot check of picture tube and other receiver circuits. The instrument is plugged into the CRT socket of the receiver and



various indications in the eye tube guide the service technician in determining if proper conditions for operating the picture tube are present at this point. \$9.95 is the suggested list. Radio Merchandise Sales, Inc., 1165 Southern Blvd., New York 59, N. Y.—RADIO & TELEVISION RETAILING.

Ohmite CALCULATOR

The new calculator is made of Vinylite. Like the older cardboard calculator, the new plastic calculator is pocket size (3" x 9") and provides a simple, handy means of solving resistance problems. All Ohm's Law computing scales are on the front side of the calculator. On the back of the new calculator are provided a standard slide rule, and direct-reading, one-setting scales for computing parallel resistance. Price of the new plastic Calculator is \$1.50 net. The varnished cardboard calculator is priced at 25 cents. Ohmite Mfg. Co., 4937 W. Flournoy Street, Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Wen SOLDER GUN

The new low cost Wen soldering gun is a "quick-hot" transformer type soldering device which heats instantly (in 3 to 5 seconds) when trigger is pressed. Cools when trigger is released. Built-in spot light illuminates work. Long tip reaches spots otherwise inaccessible. Soldering tips easily replaceable. Wen Products, Inc., 5806 Northwest Highway, Chicago 31, Ill.—RADIO & TELEVISION RETAILING.

Triplet 5" OSCILLOSCOPE

Triplet Model 3441 provides wide frequency range for TV, FM and Industrial testing requirements. An illuminated calibration meter makes it possible to view the percentage of positive and negative peak-to-peak volts in addition to reading peak-to-peak voltage direct in 8 ranges from 0 to 1000 volts. Horizontal amplifier-frequency range flat within $\pm 20\%$ from 20 cycle to 150 KC; deflection sensitivity: .15 RMS Volt/Inch. Vertical amplifier: re-



sponse usable beyond 4 MC. Will show a square wave with no distortion. Sensitivity: .01 RMS Volt/Inch with a switch in 2 MC position; .02 RMS Volt/Inch with switch in 4 MC position. A phone jack connection on the panel makes a convenient way to familiarize the visual pattern with the familiar audio sounds. Accessories include coaxial cables, probe and instructions. A crystal signal tracing probe available as an extra accessory.—Triplet Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

Trade Assoc. TEST EQUIPMENT

A new V-O-M, measuring $2\frac{1}{4} \times 2\frac{1}{4} \times 4$ inches is made to test AC and DC voltages in ranges 1, 10, 50, 100, 500 and 1000 and DC mils at 1, 10 and 100. The instrument has a resistance range to 1 meg with 22,500 ohms center scale. The 1000-ohm-per-volt meter utilizes a crystal diode rectifier and lists at \$14.95. Also new is a Cathode Ray Tube Tester measuring $4 \times 5 \times 6$ inches which will check voltages in actual operation (except 2nd anode), as well as shorts, emission, gas, brightness control and beam current to anode. Test all magnetically deflected tubes without removing from set or carton, and lists at \$34.95. Trade Associates, Inc., 128 So. 1st St., Brooklyn, N.Y.—RADIO & TELEVISION RETAILING.

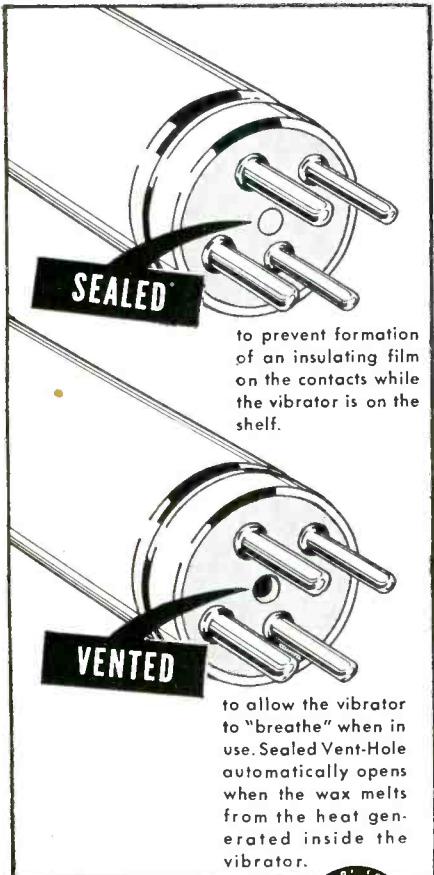
TVD PLASTIC MASKS

Masks are of one-piece clear Lucite molded to shape and framed in gold paint, and are available for conversions, replacements, and custom builders. Models are available for all tube sizes and range in price from \$7.84 for $12\frac{1}{2}$ -inch to \$32.85 for 24-inch, at list. T.V. Development Corp., 2024 McDonald Ave., Brooklyn 23, N. Y.—RADIO & TELEVISION RETAILING.

ACCEPTED!

by servicemen and
electronics experts . . .

as the GREATEST Improvement in Vibrators in 17 Years



Experts everywhere agree that this is the greatest advancement in vibrator design in the last 17 years! That's because NOW . . . with the RADIART SEAL VENT . . . the vibrator is sealed BEFORE it is used . . . and VENTED after it is put into use! The RED SEAL rubber-faced bakelite plug prevents formation of an insulating film on the contacts. Heat generated when the vibrator is put into service melts the wax out of the sealed vent-hole and permits air circulation . . . FOR LONGER LIFE AND EVEN GREATER PERFORMANCE! Give your customers the best . . . give them RADIART . . . the STANDARD OF COMPARISON.



THE **RADIART** CORPORATION CLEVELAND 13, OHIO

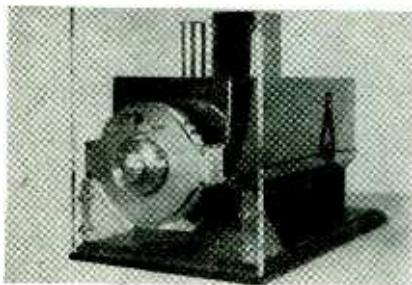
VIBRATORS • AUTO AERIALS • TV ANTENNAS • ROTATORS • POWER SUPPLIES

Television Technician

Section of RADIO & TELEVISION RETAILING

Standard VHF-UHF TUNER

Employing the "detent" principal used in the Standard VHF tuner, the new unit covers all 82 prospective television channels, 12 VHF and 70 UHF. The tuner will be supplied with all channels "pre-tuned" at the factory, so it will not be necessary for the dealer or serviceman to make any station adjust-



ment. The selecting dial consists of three superimposed knobs. To get the station desired, the viewer turns one knob for the tens digit, another for the units digit, and a third knob for fine tuning, the number of the selected station appearing in the dial window. Standard Coil Products Co., 2329 N. Pulaski Road, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Rauland PICTURE TUBE

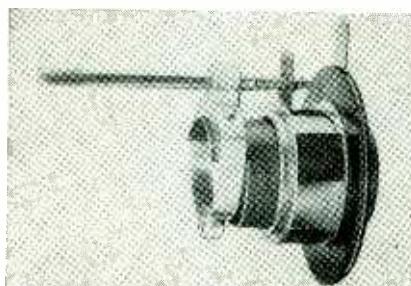
Type 27QP4 is a 27" rectangular electrostatic-focus, magnetic-deflection, direct view tube. It is shorter from face to back than a standard 20" tube by reason of using 90° deflection. The screen of this new tube provides a picture area of approximately 390 square inches. The face plate of the tube is absorbent gray filter glass like that of the "black face" tube originated by Rauland. It is treated so that reflection from inner and outer surfaces is 97½% eliminated. The tube employs Rauland's well-known indicator ion trap tilted offset electro-static gun with new "fine-line focus." The 27QP4 can be used as a zero-voltage focus or can be focused to maximum sharpness with low-voltage supply from the set's regular power supply.—Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING.

RCA TV-ISOTAP

The RCA Tube Department has resumed production of the RCA TV-Isotap isolation transformer (WP-25A) which incorporates both a high-low isolation transformer, for television, and a 500-volt-ampere high-low auto-transformer winding. The steel-cased Isotap transformer also features a 275-volt-ampere isolated secondary winding, a primary line voltage range of 105 to 130 volts, and a 7-position rotary switch to provide "off" position and adjustment in 5-volt steps. Suggested user price is \$17.95.—Tube Dept., Radio Corp. of America, Harrison, N. J.—RADIO & TELEVISION RETAILING.

Heppner FOCUSING DEVICE

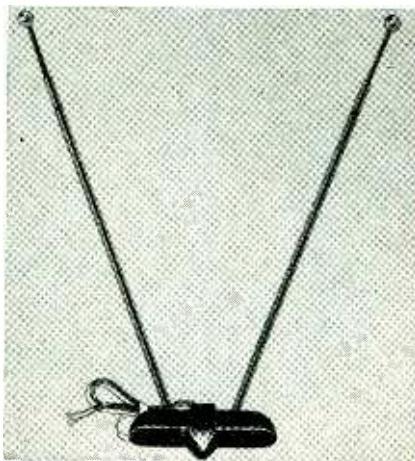
Designed for use with the new low energy magnetic focus tube, a new TV PM focusing device can be installed in two seconds by simply slipping over the tube's neck and tightening the clamp. Manufacturer states that the price is



less than 1/2 that of previous focusing devices. Other features include a built-in picture positioning device and the fact that there is no interference magnetically or mechanically with other components. Heppner Mfg. Co., Round Lake, Minn.—RADIO & TELEVISION RETAILING.

Snyder INDOOR ANTENNA

Bearing a list price of \$1.95, a brand new indoor TV aerial is designated the P-TZ. The new aerial is an all-channel



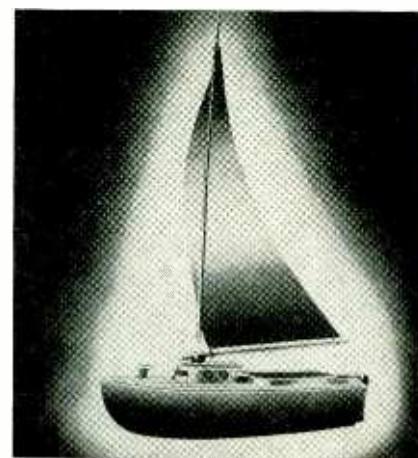
model with all-way orientation. The P-TZ comes complete with a 42" twin-x cable and features 4 telescopic dipoles, mirror finish and a topple-proof heavy cast base of modern design. Snyder Mfg. Co., 22nd and Ontario Sts., Phila., Penna.—RADIO & TELEVISION RETAILING.

Clearbeam TV LEAD-IN

"Spaceline," a new and improved type of TV twin lead made of polyethylene, which is a normal low loss conventional plastic insulation for TV leadin, having a loss of 4.0 DB per 100 feet at the high TV frequencies. By eliminating a substantial portion of the polyethylene and substituting air for insulation, TV signal loss is cut by at least half, the maker states. Clearbeam TV Antennas and Accessories, 100 Prospect Ave., Burbank, Calif.—RADIO & TELEVISION RETAILING.

Tricraft INDOOR ANTENNA

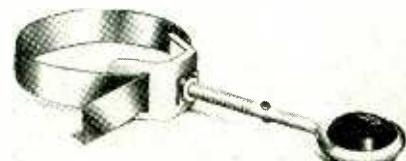
The Tricraft "Tenna-Boat" Model No. T. B. 400, is an indoor TV antenna in the form of a sailboat. The boat itself is made of ceramic, in three colors, dark green, crimson and golden harvest. The sails are of pastel shaded plastic. The



boom of the boat is movable, thereby allowing the user to orient the antenna for best reception without moving the boat itself. There is a tuning condenser operated with a knob in the form of a mooring peg. The unit lists at \$12.95. Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

JFD STANDOFF

The "Nut" is a strap type screw-eye stand-off featuring six machined threads. The Nut is all heavy-gauge steel and bright zinc-plated to prevent any corrosion. It is delivered complete



with an ultra-low-loss polyethylene insert (both single and double models) and a sturdy electro-galvanized steel strap. It will fit any mast up to 2 1/2" od. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

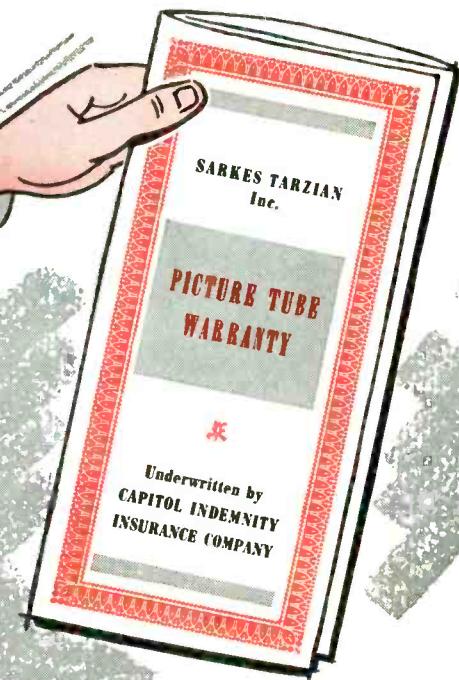
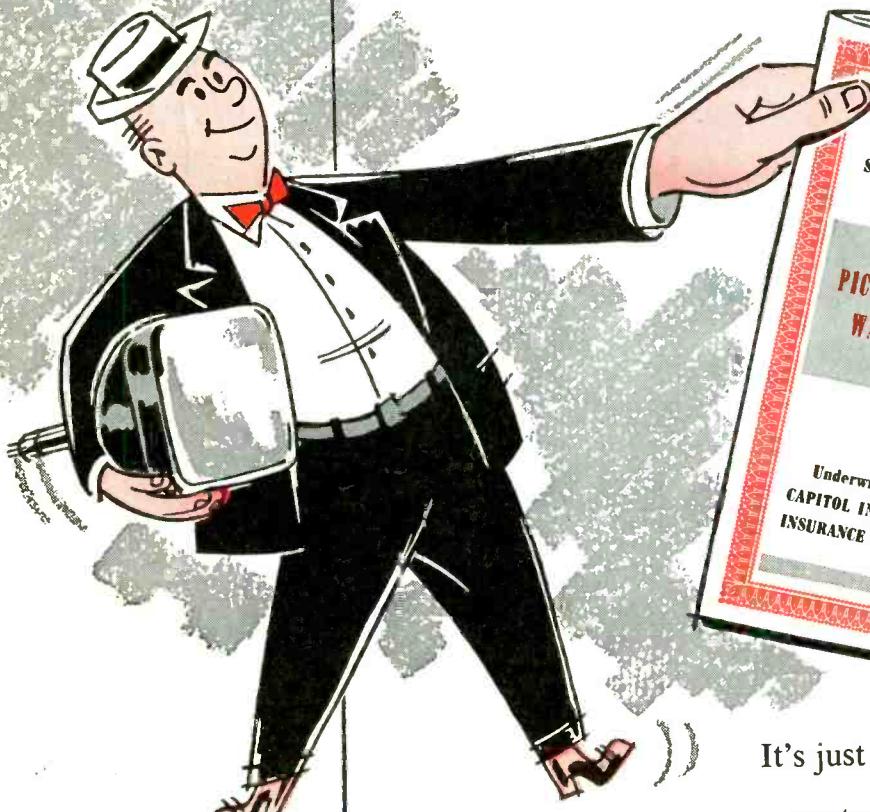
Todd-Tran TV COMPONENTS

Anti-corona deflection components include a sealed-in-plastic flyback transformer, and a sealed-in-plastic deflection yoke. This type of construction minimizes corona radiation and breakdown due to dust and grease particles attracted to or precipitated by deflection components. A universal mounting bracket is used for the flyback transformer so it can be mounted either vertically or horizontally. If it is desired to minimize corona, it is recommended that these units be used together in a kit. Todd-Tran Corp., 156 Gramatan Ave., Mt. Vernon, N. Y.—RADIO & TELEVISION RETAILING.

With every

TARZIAN TUBE goes a **BONDED WARRANTY**

**Underwritten by
CAPITOL INDEMNITY INSURANCE COMPANY**



It's just another means of assuring
customers' complete satisfaction
when he buys a TARZIAN PICTURE TUBE.

Money can't buy a better tube than
the TARZIAN Fine Beam Tube.

SARKES TARZIAN, Inc., Bloomington, Indiana

TARZIAN MADE PRODUCTS

Tuners Air Trimmers Selenium Rectifiers Cathode-Ray and Receiving Tubes

STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10)
OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON

MR. SERVICEMAN:

You Need These 3 G-C Television Chemicals



NEW G-C RED-X CORONA DOPE

Prevent corona shorts on high voltage TV circuits with this new G-C dope. Easy to apply. Air dries faster. Excellent high voltage insulating qualities.

No. 50-2 2oz. bottle
List \$1.20

G-C TELEVISION CEMENT

Popular cement for completing repairs on TV sets and for installation work. Seal antenna lead connectors; keep bolts and nuts tight. Useful on speakers, antennas, rotors, many others.

No. 34-2 2oz. tube List \$0.55



G-C TELEVISION TUBE KOAT

Fast-drying conductive coating for re-coating outside of picture tubes where scratched or peeling. Use also to coat inner part of TV cabinet to prevent high voltage leaks and static discharges.

No. 49-2 2 oz. bottle List \$1.20

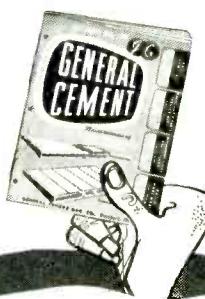
G-C FIRST CHOICE OF SERVICEMEN. Today servicemen everywhere know G-C . . . know that G-C stands for top quality merchandise. Insist on G-C products . . . they're your best buy!

FREE CATALOG . . . WRITE TODAY!



**GENERAL CEMENT
MANUFACTURING COMPANY**

902 Taylor Avenue, Rockford, Illinois



Crosley Sets Up Two Separate Sales Organizations

The creation of two separate sales organizations to adequately take care of the broad expansion of the lines of products now sold by the Crosley Division of Avco Mfg. Corp. has been announced by John W. Craig, Avco vice-president and Crosley general manager. Effective immediately, there will be a complete sales organization for refrigerators and appliances, and one for television and radio, Mr. Craig said. Both sales organizations will be under the direction of W. A. Blees, vice-president of Avco in charge of Crosley sales. Mr. Craig also announced that L. F. Cramer, in addition to his responsibilities as assistant general manager, will coordinate all television and radio functions. Inwood Smith, who has been assistant general sales manager, has been appointed to assistant to the general manager on special assignments. Concurrent with this announcement, Mr. Blees announced the appointment of F. F. Duggan as general sales manager for refrigerators and appliances, and E. W. Gaughan as general sales manager for television and radio. Mr. Duggan recently came to Crosley from the general sales management of the American Kitchens Division of Avco. Mr. Gaughan has been Crosley eastern divisional sales manager.

Mr. Blees also announced the following appointments to his staff with headquarters in Cincinnati: R. K. White, assistant general sales manager in charge of coordinating general advertising, promotional, and public relations activities, and R. H. Schneberger, general service manager; M. R. Rodger as Western divisional sales manager for appliances and T. H. Mason as Eastern divisional sales manager for appliances. H. E. McCullough, who has been manager of the television sales section, is appointed field sales manager for television and radio under Mr. Gaughan. The expansion of the Crosley field sales organization for appliances, which will report directly to Mr. Rodger and Mr. Mason, includes the appointment of five regional managers on appliances. They are: F. D. O'Sullivan, New York; L. R. Walker, Atlanta; J. E. Shelton, Chicago; R. O. Adkison, Kansas City; and C. E. Germaine, San Francisco.

New Regency Factory

All activities of Industrial Development Engineering Associates, Inc., have moved to their new factory at 7900 Pendleton Pike, Indianapolis 26, Indiana.

Permoflux Reduces Prices

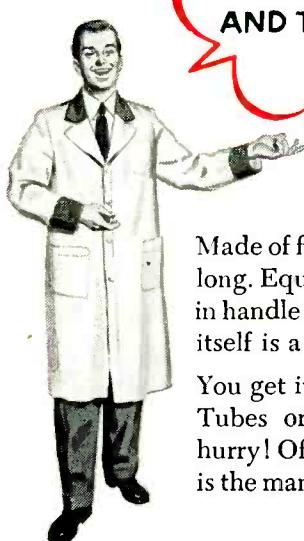
The Permoflux Corporation, Chicago, has announced a decrease in prices on the Champion line of replacement speakers. Decreases on the individual models range from 8% to 14%—the overall reduction is 11.2%. Copies of the new price schedules have been sent to Permoflux representatives and all jobbers.

This Amazing MAGNA-TIP SCREW DRIVER!

4 Screw Drivers in 1



...with every 100 Sylvania
Receiving Tubes or 4 Picture Tubes
purchased between April 1st and May 15th



"SAVES HOURS
IN RADIO
AND TV WORK!"

Lifetime quality

Made of fine tool steel, this slim-shaft driver is 8½ inches long. Equipped with 2 Phillips and 2 slotted bits, (3 bits in handle compartment and one in shank). And the shank itself is a power driver for ¼-inch hex-head screws.

You get it FREE when you buy 4 Sylvania TV Picture Tubes or 100 Sylvania receiving tubes. But, better hurry! Offer closes May 15th. Your Sylvania Distributor is the man to see . . . TODAY!

It's the greatest time-saving tool you ever saw! Just slip the right-sized bit in place and a permanent Alnico magnet charges the bit... holds both your bit and screw in place for fast, easy, one-hand operation.



SYLVANIA



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

here's your new, fast-selling, big-profit item

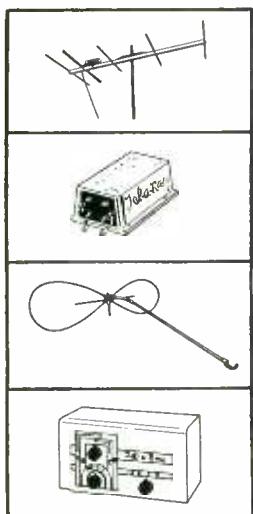
**THE TEL-A-RAY
SWING-OVER*
TOWER**



*PATENT
APPLIED FOR

Here's a new big-profit item that will actually pull customers into your store — a tower that swings over to the ground for servicing! The Swing-Over Tower, an exclusive development of the Tel-a-Ray Laboratories, promises to make all other types of towers obsolete. It is the easiest tower for servicing ever made. Built from steel angles with welded construction, the Swing-Over Tower is guaranteed to withstand wind and weather damage.

Yet one man can lower the tower top to the ground, or raise it, in just three minutes. Competitively priced and guaranteed, the Swing-Over will be your biggest sales-builder in 1952. Model TT1 (for ground installations) is illustrated.



These Tel-a-Ray products are steadily making profits for TV dealers across the country: Top, the Model T antenna, receives good images up to 200 miles . . . completely guaranteed against weather damage. The Preamplifier (Model TB), only low-priced antenna-mounted preamplifier on the market . . . high signal, low noise ratio. Butterfly swivel-mounted antenna . . . receives 13 channels and FM radio in primary areas . . . fully guaranteed. The Switching Booster (Model PTB1) . . . four antenna inputs . . . furnishes voltage for four preamplifiers . . . switch from one antenna to another with one knob.



Arvin Promotion Aid

Dealers are being offered free with every Arvin "Vacationer" portable a waterproof, vinyl plastic beach bag with zippered top, Fiberglas insulation and shoulder strap. The offer will be in effect from the time the new portables are marketed nationally in early May. The bag is commodious enough to hold the Arvin portable itself, or it can be used to carry food, refreshments, photographic gear or swimming suits. Retail value of the beach bag is \$8.95.

Transvision Appoints Fletcher

David Gnessin, sales manager of Transvision, Inc., has announced the appointment of Alex Fletcher as sales representative for that company in the Westchester, Putnam County and Connecticut area.

New Zenith Distributor

H. C. Bonfig, vice-president of Zenith Radio Corporation, has announced the appointment of J. H. McKee & Company, 640 Ricks Street, Jackson, as distributor for Zenith products in the Mississippi area.

General Cement New Rep

The F. A. Daugherty Co., Bedford, Ohio, has been appointed sales representative to cover Ohio, Kentucky, West Virginia and Pennsylvania for the General Cement Co., 919 Taylor Ave., Rockford, Ill.

Hallicrafters District Manager

Hallicrafters Company, Chicago, Ill., announces the appointment of Jack H. Cronk as district manager for Florida, Georgia, Alabama, North and South Carolina. A. H. Thyness, who formerly covered this territory for Hallicrafters, will now be located in the Middle West, working in Minnesota, Kansas, Nebraska and Iowa.

Telechron Appointments

M. Joseph Dunn, clock sales manager of Telechron Department, General Electric Co., Ashland, Mass., announces the appointments of Gilbert H. Carlson as national accounts representative, with headquarters in New York; Roger A. Thomas as sales representative in the New York territory, reporting to district manager Arthur H. Tippas; and Robert D. Kokins, as sales representative in the Baltimore and Washington area, reporting to Philadelphia district manager Allen W. Rork.

New Sylvania Display

Sylvania Radio and Television has introduced a new counter or window display featuring HaloLight, their frame of light around the picture tube, in contrast with an ordinary television set. The display, designed and manufactured by Kindred-McLean & Co., Long Island City, N. Y., is of heavy cardboard in red, gold and green, and measures 38 x 29 inches.

Rep News

J. T. Hill Sales Co., and J. C. Van Groos, both Los Angeles electronic representatives, will now be represented in the San Francisco bay area and northern California through association with Charles E. Ault Associates, 625 Laurel Ave., Menlo Park, Cal. Markel Products Co., Buffalo, N. Y., makers of recorders, will now be represented in California, Arizona, Nevada and New Mexico by Neely Enterprises. The Neely group maintains four branch offices in addition to the Hollywood headquarters.

Tele King Distributor

Gill-Brand Products Inc. of 195 Middle St., Portland, Maine, has been appointed distributor for Tele King Corporation in the Maine, New Hampshire and Vermont territory, announced Harvey L. Pokrass, Tele King president.

Hallcrafters Appointments

Rollie J. Sherwood, vice-president in charge of sales for the Hallcrafters Company, Chicago, Ill., has announced the appointment of John W. Bullock as Eastern regional sales manager, and Jack Fröhlich as Western sales head.

Du Mont Service Manager

Fred L. Lyman, manager, has announced the appointment of Frederick L. Tiedman as service manager for Allen B. Du Mont Laboratories, Inc., New York Factory Distributorship.

Blackstone Distributor

Blackstone Corporation, Jamestown, N. Y., announces the appointment of the Kimball Distributing Co., 115 S. West Temple, Salt Lake City 1, Utah, to distribute its products, replacing Western Gas Appliances, Inc.

Vacuum Cleaners

(Continued from page 54)
demonstrations are accepted by the customer.

Of course, the top way to get more vacuum cleaner business is to go out in the field and ring doorbells. Firms specializing in this method have been getting results for years, and the independent dealer can do the same if he can get the right men.

For the dealer who is not set up to do cold canvassing, the advice is to at least make follow-up calls a must. Call on those who have been in the store and who have expressed interest, and call on the customer who has just purchased.

Following out the other angles stressed in this article will increase one's volume in vacuum cleaners, and will, when properly and vigorously carried out help to get the local dealer at least some of the business which ordinarily would go to the house-to-house boys.



How to put your radio and television business in the sales spotlight

WHEN YOU ADVERTISE in the 'yellow pages' of the telephone directory, you're turning the sales spotlight on your business.

Survey after survey throughout the entire nation has proved that 9 out of 10 shoppers use the 'yellow pages' for buying information. That's why it's smart business to advertise in the 'yellow pages' under the headings that cover all products and services you offer.

The Classified helps you reach out for new prospects ... to remind old ones. It's the ideal way to put your business in the sales spotlight.

For further information call the directory representative at your telephone business office.

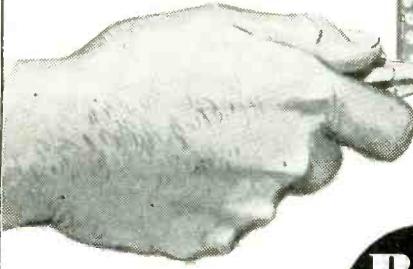


MORE TV
OUTLETS
PER
DOLLAR!

AMPLIFIED, ALL-CHANNEL MASTER ANTENNA SYSTEMS FOR 2 TO 2000 TV SETS

NO Special connectors
NO Matching transformers
NO Engineers
NO Individual channel equipment

INSTALLED WITH THE
TURN OF
A SCREW



Combine these B-T units to serve up to 2,000 sets from 1 antenna.



Model #CA-1-M
Commercial Antensifier
(30 Times Gain)
Use As Pre-Amplifier, Line
Amplifier or de-luxe Booster
List Price \$77.50



MODEL #DA2-1-M
Distribution Amplifier
2 TV Set Outlets
List Price \$39.50



DISTRIBUTION AMPLIFIER, MODEL DA8-1-M
8 TV Outlets
Amplified and Isolated
List Price \$87.50

B-T HOME ANTENSIFIER MODEL HA-2-M



Finest All-Channel
TV Booster. Fully
Automatic, 16 Times
Gain. In Metal Cabinet
List Price \$57.50

See us in Chicago,
Booth 6.

FREE INSTRUCTION BROCHURE ON MASTER ANTENNA SYSTEMS..Write Today. Dept. F-2

Blonder-Tongue Labs., Inc. Mt. Vernon, N.Y.

MORE

RECOTON Phoneedles

are sold by retailers
than any other brand in the world!

There's a reason—Recoton's Reputation for Quality is world famous. Music lovers ask for Recoton needles. Give them what they want!

RECOTON

World Famous for Quality

147 West 22nd St. • New York 11, N.Y.

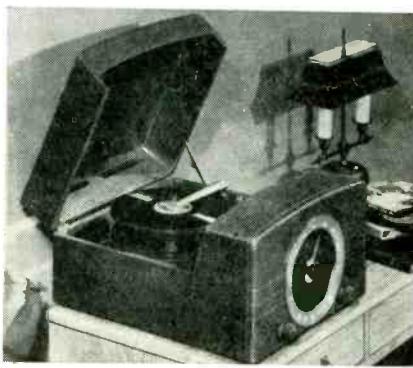


I.D.E.A. Buys Ohm-Art

A statement issued by Edward C. Tudor of I.D.E.A., Inc., Indianapolis, makers of the Regency TV signal booster, announces the purchase of the Ohm-Art division of the Chicago Dial Company. This division dealt exclusively with the design and manufacture of precision deposited carbon resistors. The new company will be known as the Radell Corp. and will have its general sales offices in Indianapolis at 55 North New Jersey St. Edward C. Tudor will be president and Richard W. Mitchell is vice-president and sales manager.

Zenith RADIO-PHONOGRAPH

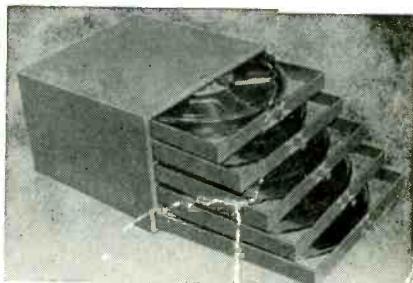
The Riviera, designed for long distance AM reception, features a 7½" speaker, Cobra-Matic record changer, and plays all phono record speeds from 10 to 85 RPM, and permits manual operation of old-time discs. The J665R retails at \$119.95. There are 15 sets in



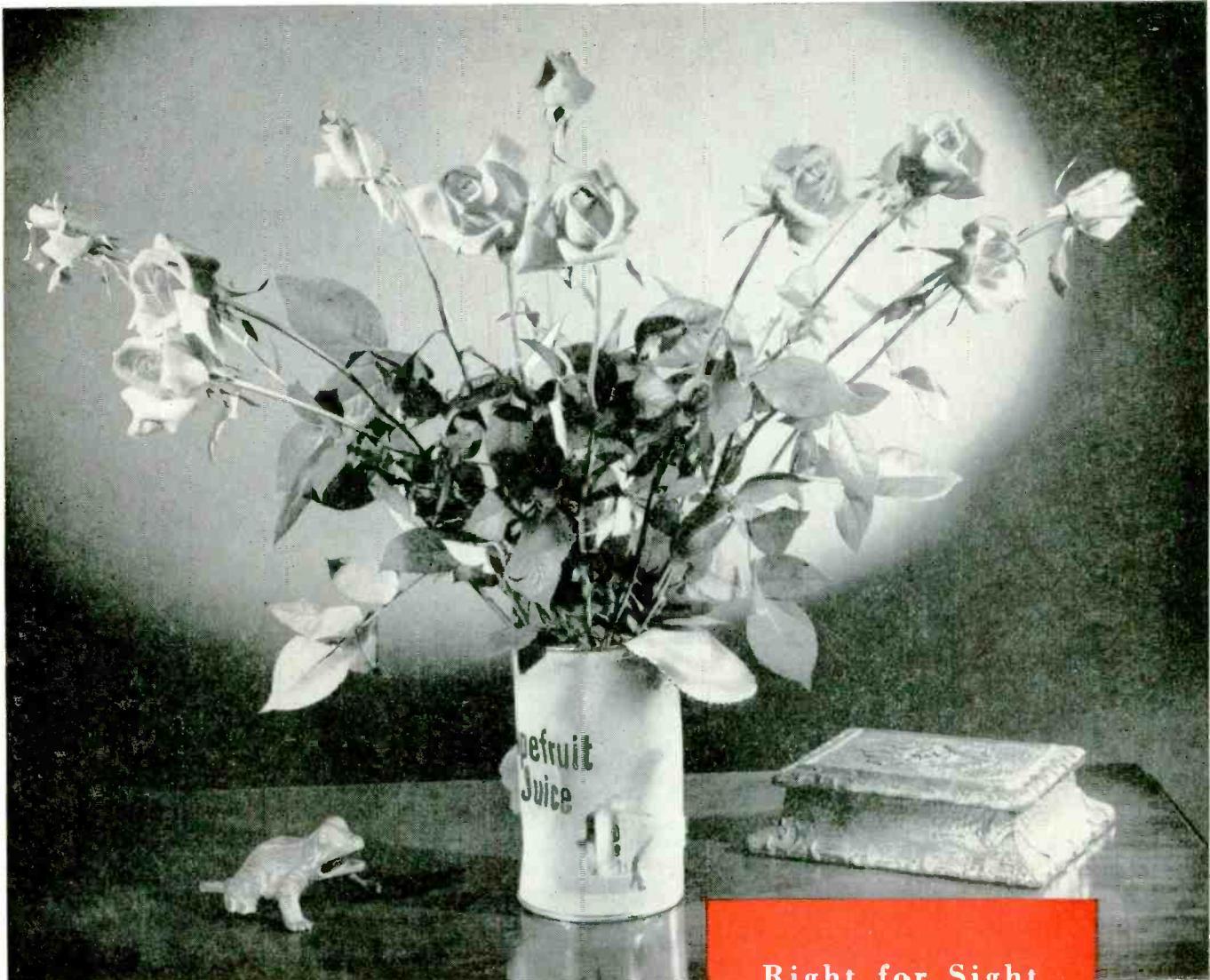
Zenith's new line, including ten clock-radios ranging from \$39.95 to \$46.95, and the model 402, three-way portable retailing at \$39.95, less batteries. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO TELEVISION RETAILING.

Reeves 5-Drawer "Tape-Chest"

Reeves Soundcraft has introduced a new 5-drawer "Tape-Chest" to assist its dealers in obtaining multi-unit sales of the new magnetic recording tape. The unit is made of durable lined boxboard in an attractive blue color. It is available in two sizes, to accommodate 625 and 1250 ft. reels of tape. This unit is



offered free to the consumer with the purchase of 5 reels of tape in either size. Each drawer, for a single reel of tape, has a polished brass knob. The front of each drawer has a label where its contents can be identified. The Tape-Chest will stimulate the hobby of building tape libraries of memorable events, sound effects and fine artists.



Makeshift Replacements Reduce Picture Quality

Replacements with
Raytheon Television Tubes
assure picture quality

Right for Sight



**RAYTHEON PICTURE
TUBES**

Don't forget. Raytheon Picture Tubes with Corona Inhibitor give constant picture clarity whatever the weather.



RAYTHEON MANUFACTURING COMPANY

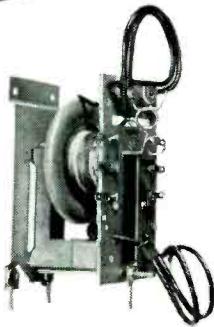
Receiving Tube Division

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

Excellence in Electronics
RECEIVING AND PICTURE TUBES • RELIABLE SUBMINIATURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • RADIAC TUBES • MICROWAVE TUBES

MERIT

tv full-line* components
give universal coverage



NEW IMPROVED HVO-7 FOR GREATER COVERAGE
Tapped AFC Winding. Covers Admiral Chassis 21-24 Series.

MWC-1 UNIVERSAL WIDTH COIL
(3-27 MH) A Tapped Secondary For AGC or AFC.



IF-RF COILS
Only complete line of TV replacements.

MATCHED FOR DIRECT DRIVE
MDF-30 **HVO-8**



**A-3080 Vert. Mtg.
A-3081 Horiz. Mtg.
Autoformer**



These three MERIT extras help you:
Exclusive: Tapemarked with specs
and hook-up data.
Full technical data packed
with every item.
Listed in Howard Sams Photofacts.

*Merit is meeting the TV improvement,
replacement and conversion demand with
a line as complete as our advance information warrants!



"COSINE" YOKES
Complete with leads & network.



KIT NO. 1000
MATCHED SET FOR SPEEDY
PROFITABLE SERVICE!

MERIT . . . HQ for PRACTICAL TV Service Aids

MERIT'S 1952 Catalog No. 5211 with new MERIT IF-RF Coils.
Other MERIT service aids:
TV Repl Guide No. 404, 3500 models & chassis.
Cross Ref Data, IF-RF Coils, Form No. 14.
See your Jobber or write: Merit Coil and Transformer Corp., 4425 Clark Street, Chicago 40.

Automatic Gain

(Continued from page 73)

momentarily rise in amplitude.

When the first positive-going signal is applied to V-1's input, V-1's plate becomes positive to its cathode, and the tube conducts. C-1 acquires a charge at this time through R-1. When the incoming signal decreases to the point where V-1's plate is no longer positive to its cathode, the tube stops conducting, and C-1's charge leaks off through R-1 and R-2, developing a negative voltage across these resistors.

After several cycles, the charge acquired during V-1's conduction and the charge lost during V-1's non-conduction become equal, and conditions stabilize. The negative voltage across R-2 has, at this time, become large enough to prevent conduction at any time except the peaks of the incoming signals—i.e., the sync pulses.

The charge built up across C-1 by V-1's conduction is approximately equal to the peak amplitude of the sync pulses. Due to the long time constant of C-1 and R-1 (more precisely, R-1 in series with R-2), compared to the interval between horizontal sync pulses, C-1 does not have enough time to lose much of its charge before the next pulse comes along and replenishes it.

In between horizontal sync pulses, therefore, C-1's charge will not change appreciably. Although video signals are present at the input to the AGC rectifier at this time, they will not appear at the rectifier's output, because the long time-constant of R-1 and C-1 does not permit the output voltage to change at a video rate.

In this way, video signals are filtered out, and the horizontal sync pulse level determines the AGC bias (since AGC condenser C-1 charges up to practically the level of the horizontal sync pulses).

The time constant of R-1 and C-1 is an important feature of the circuit. If this time constant is too short, C-1 will charge up more, since a shorter time constant for a condenser means a faster charging rate, and a larger amplitude of charge acquired in a given interval of time. Now, under normal conditions, when vertical sync pulses are present at the input to the AGC rectifier, C-1's charge will increase from about 75% of the peak amplitude of the input signal, to 88%, approximately, since these pulses have a large amplitude and a long duration. This is an undesirable condition, because it means that the AGC bias will increase when the vertical sync pulses are coming in, reducing the gain of the AGC-controlled stages at this time. The reduction in gain will persist even when the vertical sync pulses are no longer present, because the charge built up across C-1 cannot leak off instantly. The background shading of the picture will be incorrectly rendered as a result of this condition. The resultant distortion is not too noticeable ordinarily, but if the C-1, R-1 time constant decreases considerably, distortion will be apparent.

In Capehart-Farnsworth Post

William C. Cole is the newly-appointed manager of the Detroit sales region of the Capehart-Farnsworth Corporation, according to an announcement by L. J. Collins, Capehart's director of sales. Mr. Cole's territory extends from Detroit to Pittsburgh and includes, in addition to these two markets, Capehart television and radio distributors in Grand Rapids, Michigan, and Toledo, Akron, and Cleveland, Ohio.

Sylvania Table Model

"HaloLight" is available in a table model TV set for the first time in Sylvania's 20-inch "Coolidge" TV set. Styled by Sundberg-Ferar in mahogany grained laminate veneer, the "Coolidge" is 23½" high, 22½" wide and 21½" deep. Suggested list price is \$369.95. Without "HaloLight" and in plain mahogany finish, it's \$329.95.

Privat-Ear PERSONAL RADIO

Weighs less than 8 Oz., complete with batteries. The plastic case measures 2½ x 5¾ x ¾ inches. Uses 2 low-current drain sub-miniature tubes and a germanium crystal detector. A reflex circuit is used. The signal is picked up on the telescopic antenna which extends to 18 inches. A switch on the antenna turns on the set when the aerial is extended. The incoming RF signal is amplified at radio frequency (thus giving a stage of RF) rectified by a detector, in this case the IN 60 (IN34) can be used,



and then amplified at audio frequency using the same tube. In this particular case no feedback loop is used as in the original reflex, but the amplified RF signal is returned to the grid of the first tube network LN60-47 K's. Frequency range 600 to 1600 KC. Current drain is low since the sub-miniature pentodes draw a total of 100 ma filament current and 0.8 ma plate current. Two 1.5 volt cells and a 22.5 volt hearing aid battery are used. Magnetic earphone inserts into the ear canal. Privat-Ear Corp., 2016 Bronxdale Ave., New York 60, N. Y.—RADIO & TELEPHONE RETAILING.

"CONICAL-V-BEAMS"®

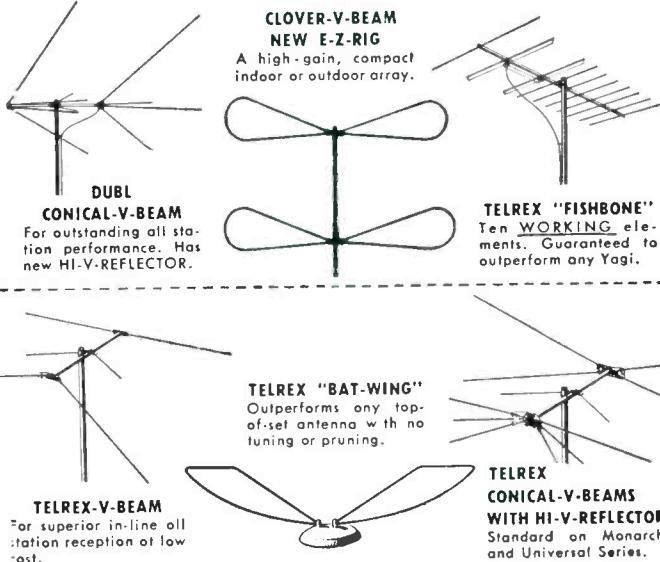
*REGISTERED
TRADE MARK

Now! Customized for your locality CUSTOM-DESIGNED ANTENNAS at mass production prices!



Another Telrex first in superior antenna service. Famous Conical-V-Beams custom designed for best results in your particular area. Regular list prices prevail, meaning you get better performance, more satisfied customers and your selling territory for TV receivers is increased tremendously. Installing customized Telrex antennas is insurance against callbacks due to antenna adjustments and you enjoy the added protection of Telrex super-durable, all weather construction. Just specify the installation area when ordering. Telrex will supply your antennas cut-to-area for the finest pictures ever!

—for superior reception on TV, FM and UHF



"CONICAL-V-BEAMS" are covered by Patent No. 23,346
CANADIAN and FOREIGN PATENTS PENDING

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CONICAL-V-BEAMS

ASBURY PARK 2, N. J.

Originators and
Manufacturers of
"CONICAL-V-BEAMS"
—INSIST on
the original!!

SENSATIONAL, NEW BRILLIANCE MAGNIFIER

Adds 100% brilliance to picture . . .



Brilliance Magnifier

List	\$4.98
Your price	3.00
Your profit	1.98

- Now every set owner can enjoy full brightness.
 - Completely eliminates vertical retrace lines.
 - Easy to install, does not require removal of chassis. Full instructions & schematic with order.
 - Permits full variation of contrast & brightness controls.
 - Fully tested, ready for 15,000,000 set owners' immediate use.
- Choice territories available to distributors. Liberal discounts.

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Telephone OR 4-7847

Send me — Brilliance Magnifiers
 Enclosed find \$ — Deposit. Balance C.O.D.
 Enclosed find \$ — in Full. Send prepaid.

Name
Address
City State

W. D. May Joins Fada

Jack M. Marks, president of Fada Radio & Electric Co., Inc., Belleville, N. J., manufacturers of Fada "Power-Plus" television, radios, and electronic equipment, has announced the appointment of D. W. "Winnie" May as general manager of the Metropolitan Division of that company. Mr. May, who just resigned as eastern regional manager of Hoffman Radio Corp., will make his headquarters at Fada of New York, Inc., 351 W. 54 St., New York City, an affiliated distributing company of Fada Radio, and distributors of Fada products in the New York area.

Marx Heads DuMont Div.

Ernest A. Marx has been appointed director of the International Division of Allen B. Du Mont Laboratories, Inc., it has been announced by Stanley F. Patten, vice-president at the firm's Clifton, N. J., headquarters. Mr. Marx, who was general manager of Du Mont's receiver sales division, has already assumed his new duties. As director of Du Mont's International Division, Mr. Marx will be responsible for the coordination and extension of all Du Mont export activities including the licensing of foreign manufacturers for Du Mont products.

Second Big GE Sales Campaign

The second General Electric "Weekend with Fred Waring" consumer promotion campaign will be launched on the 14th of April and continue through May 24, according to D. E. Weston, Jr., radio sales manager for the company's receiver department. The promotion is the focal point of GE's celebration of the production of its two millionth clock-radio and is designed, according to Mr. Weston, to increase traffic for dealers and stimulate interest in clock-radio sales.

A total of 100 prizes will be offered; the grand prize winner to receive an all-expense paid air trip to New York City with a companion for three days at the Waldorf Astoria as the guest of Fred Waring. Numerous entertainment features and attractive merchandise prizes are also offered.

The GE spokesman pointed out that the program is unique in that no puzzles have to be solved, no jingles written, no coupons clipped. Contestants merely have to visit GE dealers for an official entry card, fill in their name and address and mail the card before midnight, May 24, 1952.

An elaborate and colorful promotion kit for use by dealers has been prepared by the GE receiver department, and is now available through company distributors, according to S. M. Fassler, advertising and sales promotion manager.

In Channel Master Sales Posts

Channel Master Corp., Ellenville, N. Y., has named three new district sales managers to intensify sales coverage of Channel Master television antennas, towers, telescoping masts, and accessories. Edward S. Hill will call on distributors in the Southeast, Sam R. Alexander, the Southwest, and Oscar K. Leisher, the central Pennsylvania and Maryland territory.

TV Antennas

(Continued from page 75)
terference signals.

Before aligning the receiver, however, the installer would do well to do all he can with the antenna installation. This, of course, includes picking the highest gain array which will suit the local situation (as to number of channels, frequency of channels, etc.); trying additional height; using low-loss lead-in well matched at both ends; keeping lead-in away from roofs and walls (with long standoffs) where they might be subject to excessive moisture; experimenting with tilt of the antenna, both in the horizontal and vertical planes, etc.

Regardless of what is used after the antenna—whatever make set, booster, etc.—best results will be obtained with the optimum antenna installation. Attention lavished on this detail will pay off in better picture quality, more satisfied customers, and more dollar profits in the end. (To be continued)

* Compare Clear Beam's T-MATCH YAGIS From Every Angle...

Clear Beam
TV ANTENNAS and ACCESSORIES
The Largest and Most Complete Antenna Line
Manufactured Under One Roof
100 PROSPECT AVENUE
BURBANK, CALIFORNIA
Charleston 0-4886 ROckwell 9-2141

SIX QUALITY FEATURES OF ALL TUNG-SOL PICTURE TUBES MEAN BETTER TV RECEIVER OPERATION



1

Glass bead type assembly is stronger, both mechanically and electrically—gives greater protection against leakages and arcing.



2

Double cathode tab provides double protection against failure in the cathode circuit.



3

Low resistance of outside conductive coating minimizes radiation of horizontal oscillator sweep frequency.



4

Fortified screen composition resists burning (X pattern).



5

Rigid control of internal conductive coating materially improves service reliability.

6

Tung-Sol Picture Tubes can be used with single or double field ion trap designs.



TUNG-SOL®

RADIO, TV TUBES, DIAL LAMPS

Dependable

TUNG-SOL ELECTRIC INC., Newark 4, N. J. • Sales Offices: Atlanta • Chicago • Culver City (Calif.) • Dallas • Denver • Detroit • Newark
Tung-Sol makes All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.

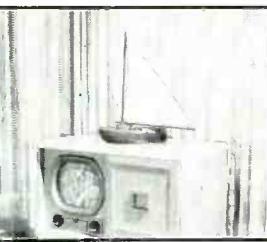
New - Decorative!
A Sure Seller - - -

"TENNA- BOAT"

Pat. App. for

Indoor
Antenna

Model No. TB 400



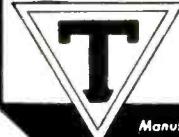
List Price

\$12.95

• BEAUTIFUL CERAMIC—Available in Dark Green, Crimson and Harvest Moon. Sails of Plastic in Pastel Shades to match.

- TUNING CONDENSER assures perfect impedance match
- EXCELLENT PERFORMANCE
- EASE OF OPERATION—Move boom of boat to orient for peak reception

Sold Through Jobbers only!



Tricraft Products Co.

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

Philharmonic



*an instrument worthy
of the name!*

tested
verified

Philharmonic Radio and Television Corp.

MAIN OFFICES and PLANT: NEW BRUNSWICK, N.J.

Tele King Expands

TeleKing Corporation is expanding its sales organization with the addition of a number of new independent and associate distributors and sales reps. The firm now has 7 wholly-owned affiliates, 40 independent distributors, 38 associate distributors and a staff of sales reps in all parts of the country.

Sparton Promotes Fors

The appointment of William B. Fors as advertising and sales promotion manager of Sparton Radio-Television, has been announced by B. G. Hickman, Sparton general sales manager. In his new post, Fors will direct sales promotion in addition to his present responsibilities as manager of advertising.

Magnavox Wedgwood on Market

Magnavox announces the Wedgwood 21 TV-radio-phonograph, with 21-inch tube. Cabinet has full-length doors. As model MV91L with AM radio, the set lists at \$550; as model MV90L, with AM-FM radio, \$595.

New Natalie Kalmus Set

24-inch "Amsterdam," compact console, announced by National Electronic Mfg. Co., Los Angeles, lists at \$449.95 in walnut, slightly higher in other finishes.

New Universal Iron

Landers, Frary & Clark is marketing a new electric iron. The "Leader" is popularly priced, thermostatically-controlled; has 1,000 watt element, and weighs just under 4 pounds.

In Westinghouse Ad Posts

The appointments of Charles N. Presnail as head of major appliances advertising and sales training, and Roy A. Bridges as Laundry equipment advertising supervisor has been denounced by J. R. Clemens, advertising manager Westinghouse Appliance Div.

Sylvania 17" Table Model

The "Jackson" is Sylvania's newest entry in the popular line of 17-inch table model TV sets. The receiver has 19 tubes, eight of which are multi-purpose, plus 4 rectifiers. Suggested retail price is \$249.95.

New Capehart Clock-Radio

Model TC-100 clock-radio lists at \$32.95 in brown cabinet; \$36.95 in ivory. Has modern plastic cabinet with basket weave grille.

For the **clearest** picture of campaign progress...



Rauland PICTURE TUBES

Man, what a year for TV—and TV service profits! The richest menu of regular attractions ever offered to viewers . . . PLUS the party conventions, the campaign, the elections and inauguration! When viewers need replacement picture tubes, they'll want them fast—and good.

So remember that Rauland alone

offers these replacement profit advantages:

- The *most complete* line of replacement picture tubes . . . a far better supplement for your regular tube line than a second line of receiver tubes.
- The faster, *surer* installation adjustment made possible by the patented Indicator Ton Trap.

• The dependable, uniform *extra* quality that so many smart service men depend on for assured customer satisfaction.

• • •
Remember, Rauland research has developed more "firsts" in picture tube progress since the war than any other maker. And this leadership pays off . . . in your customers' satisfaction.

THE RAULAND CORPORATION



Perfection Through Research
4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



The New Mandl's Television Servicing

gives you detailed, illustrated trouble-shooting procedures for every flaw or failure you're likely to encounter.

A COMPLETE MASTER INDEX and separate lists of trouble symptoms for each circuit defect make it easy to locate any particular trouble and the exact procedures for correcting it. Unusual, hard-to-find flaws as well as all common trouble are dealt with.

THE LATEST CIRCUITS are explained and illustrated, including servicing techniques for UHF and VHF.

ORIGINAL PHOTOGRAPHS show actual symptoms that appear on the TV screen when defects occur. Hundreds of circuit diagrams, illustrations of station defects, scope patterns, and other illustrations aid in the identification and location of circuit faults.

and these are only a few of the features that make this the most helpful, practical, and complete service manual yet to be published.

**Are these outstanding
radio & TV aids on your
working reference shelf?**

Radio and TV Mathematics

by Fischer. Step-by-step solutions for hundreds of typical problems, arranged under radio and electronic headings for quick reference. Shows what formulas to use, what numerical values to substitute, how to solve each.

Television for Radiomen

by Noll. Very clear, non-mathematical explanation of all principles and full instruction on installation, alignment, adjustment, and troubleshooting.

Television & FM Antenna Guide

by Noll & Mandl. A basic course on theory plus a complete handbook on all types of antennas and installation procedures.

Movies for TV

by Battison. Practical information on all equipment and experienced advice on the do's and don'ts of making newsreels, commercials, features, titles, special effects, cartoons, etc.

SEE THEM ON APPROVAL

The Macmillan Co., 60 5th Ave., N. Y. 11

Please send me copies of the books checked. I will either remit in full or return the books in 10 days.

- | | |
|---|---------------|
| <input type="checkbox"/> Mandl's TV Servicing \$5.50 | Signed |
| <input type="checkbox"/> Radio & TV Math. \$6.75 | |
| <input type="checkbox"/> TV for Radiomen \$7.75 | Address |
| <input type="checkbox"/> TV & FM Antenna Guide \$6.25 | |
| <input type="checkbox"/> Movies for TV \$5.00 | |

Reps and NEDA Members Have Some Fun in Philly!



Attending a cocktail party given by the Mid-Lantic Chapter of "The Representatives" for the Keystone Chapter in Philadelphia, are, left to right: L. B. Calamaras, executive vice-president of the National Electronic Distributors Assn.; George Wedemeyer, president of NEDA; W. S. Trinkle, national president of the Reps; Morris Green, president, Keystone Chapter of NEDA; S. K. Macdonald, Mid-Lantic senior member and chairman of arrangements committee; L. D. "Doc" Lowry, Mid-Lantic senior, also on arrangements committee; Al Margolis, Almo Radio Co., Philadelphia; and Dahl W. Mack, secretary-treasurer, Keystone Chapter of NEDA.

Discussing Raytheon's Merchandising Plans at Chicago Meeting



At a luncheon meeting in the Merchandise Mart, Chicago, W. L. Dunn, vice-president, Belmont Radio Corporation, right, met with Clifton Utley, left, nationally known news commentator currently appearing weekly on WNBQ for Raytheon Television, manufactured by Belmont. Along with members of Belmont's advertising agency, public relations firm, and NBC staff, they discussed the history of radio and television, its future, and Raytheon's present merchandising plans. Those present included Scott Keck, TV director, Henri, Hurst, & McDonald advertising agency; Tom Horan, NBC sales; Kenneth Sickinger, agency vice-president, Belmont Distributors, Inc., W. E. Bronson, television writer, Henri, Hurst & McDonald, and Ellis Keehn, Tower Publicity, Inc.

They Like the "Jet 99" on the West Coast, Too!



Nelson R. Thomas, president of Thomas Distributing Company, Los Angeles, smiles appreciatively as Melvin M. Pelzman demonstrates sleeve lock hose coupling on Universal "Jet 99." Pleased onlookers are Frank Grieco and Don Spellman, distributor's salesmen and Robert E. MorriU, Southern California representative for Landers, Frary & Clark's Home Cleaning Equipment Division.

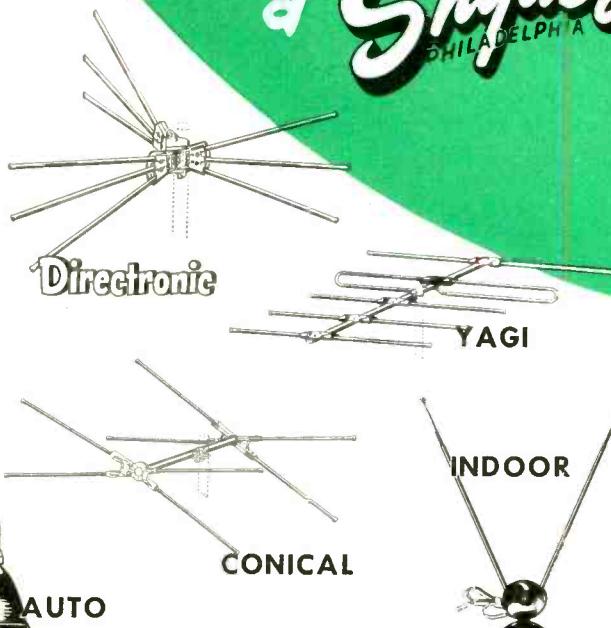
TAKE IT FROM AN EXPERT



H. L. DALIS, INC.

New York

For 18 Years It Has **Paid** to be
a *Snyder* **DISTRIBUTOR**



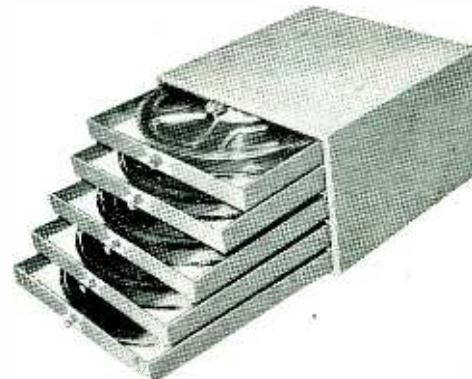
BECAUSE SNYDER GIVES

- complete line TV and AUTO aerials
- products with a "Market Edge"
- new products first
- advanced engineering
- consistent advertising
- participation promotion planning
- proper pricing
- fair merchandising
- 21 years of know-how

SNYDER MFG. CO.
PHILADELPHIA

H. L. DALIS, INC., 175 VARICK ST.—METROPOLITAN NEW YORK DISTRIBUTOR

PLUS PERFORMANCE



in QUALITY SOUNDCRAFT MAGNETIC RECORDING TAPE

New Reeves Soundcraft Recording Tape outperforms all others. Experience will show you that Soundcraft Tape has unique *lasting* qualities, over and above other magnetic recording tape.

Soundcraft Tape is the *only* tape manufactured by specialists with 20 years of continuous experience in the sound recording field . . . a tape perfected after years of painstaking research and experimentation to produce the ultimate in fidelity.



REEVES SOUNDCRAFT TAPE HAS ALL THESE PLUS PERFORMANCE FEATURES!

**Send for FREE
Descriptive Literature—Now**

Reeves Soundcraft Corp.,
10 East 52nd Street, N. Y. 22, N. Y.

Gentlemen: Please send me, without cost or obligation, your Soundcraft Magnetic Tape brochure showing how I can get better recording results.

NAME _____

ADDRESS _____

CITY _____ STATE _____

1. Pre-coated for greater adhesion.
2. Constant speed coating process for output uniformity.
3. Each foot checked to guarantee absolute output uniformity.
4. Buffed for improved high frequency response.
5. Surface lubricated to insure quiet performance.
6. Six-spoke reels to prevent sagging when stored.

REEVES SOUNDCRAFT

10 East 52nd Street, N. Y. 22, N. Y.

**THE ONLY RECORDING MATERIALS
PERFECTED AND MANUFACTURED
BY RECORDING SPECIALISTS**

Please write Reeves Soundcraft for additional information.

Coolerator REFRIGERATORS, RANGES

Coolerator announces its new refrigerator and electric range line. The new refrigerator models, three of which feature automatic defrost, are as follows: RA-82, 8.3 cu. ft., no suggested list price; RA-86, 8.1 cu. ft., \$279.95, with freezer compartment, meat keeper and Chill-R-Ator; RA-107, 10.7 cu. ft., \$389.95; automatic defrost, door shelves, meat keepers and freezer compartments are featured in models RDA-98, 9.8 cu. ft., \$399.95 and RDA-117, 11 cu. ft.,



\$449.95. RTA-119 (shown) also features automatic defrost, and has 75 lb. freezer compartment, moist-cold, and 20½ sq. ft. of shelf area, \$499.95.

The new range models, which feature 25% more room in oven due to new radiant wall ovens, and the Quik-Lift Well-E-Vator are:

HA-20 double-oven with push-button controls, automatic preheat, minute sentry-timer, and fluorescent illuminator, \$439.95; HA-17, double oven, with two giant and two six-inch surface units, \$329.95; HA-19, single oven with warmer drawer, \$399.95; HA-18, with push-a-button feature, retails for \$339.95. Two regular surface units, one giant-sized unit, and deepwell cooker characterize models HA-16, \$279.95 and HA-15, \$209.95; while king-size oven, rotary controls and infra-red broiler are found on models HA-12, \$174.95 and HA-14, \$184.95. All new models have titanium porcelain tops and reversible and interchangeable side panels.—Coolerator Co. Div. I.T.&T., 50th Ave. & Wadena St., Duluth 1, Minnesota.—RADIO & TELEVISION RETAILING.

Times Appliance Names Kaplan

In order to prepare for the greatly enlarged advertising and sales promotion program which the Westinghouse Electric Corporation has planned for their radio-television line for the immediate future, it has been announced by Arthur F. Callahan, vice-president and general manager, that a complete reorganization of the radio television division of Times Appliance Co., Inc., New York, was being undertaken. Ira Kaplan has been appointed sales manager of the division. He has an outstanding record in the radio and television business since 1935, having been with Emerson-New York most of this time and was their sales manager for the past 10 years.

Westinghouse RANGES, REFRIGERATORS

The '52 line of Westinghouse ranges features the super Corox surface unit that gets hot in 30 seconds, found in both Commander models and Champion and Commodore models; two-level speed cooker with range from 'high' to 'simmer'; fiberglass heat guard seal, found on all models except the Rancho; and color glance controls with changing colors to show selected heat, found on the Commander, and the Champion. The models are: single-oven Commander, BC-74, \$389.95; Champion, DC-74, \$322.75; Commodore, ECA-74, \$279.70; Challenger, EC-74, \$236.65; Rancho, GC-64, \$193.60 and double-oven Commander, AC-774, \$439.95.

The new refrigerators are: Model DFD-104, 10½ cu. ft., \$449.95; DFD-75, 7½ cu. ft., \$319.95; DFD-84, 8½ cu. ft., \$399.95; FD-84, \$359.95; DD-11, \$379.95 and DD-8, \$274.95; SD-8, \$249.95; HD-6, \$214.95; and UD-6, 6 cu. ft. freezer, \$299.95. These new models are highlighted by freeze-chests, meat-keepers, butter-keepers, humidifiers, and are 'Frost Free'—automatic defrosting. All models use ½ HP motors and have built-in watchmen, which automatically turn off the power in event of an electrical or heat overload, then automatically re-sets. — Westinghouse Electric Corporation, Mansfield, Ohio.—RADIO & TELEVISION RETAILING.



The latest Rider Television manual designed to make your TV servicing easy. Large, easy-to-follow schematics — lots of photos — troubleshooting test patterns — waveforms — complete factory parts lists — enlarged chassis views — circuit changes — everything you need to do a fast, easy and thorough job!

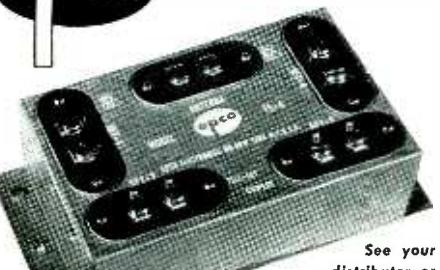
With a Rider TV Manual you eliminate call-backs and repairs are positive and final... because for each set you service, Rider provides you with all the factory-issued data direct from the manufacturer. No one knows his receiver better than the manufacturer who made it. Nothing cut — nothing edited... everything is organized and indexed for speed and accuracy.

Rider's TV9 contains more than 2,000 pages (8½" x 11") covering new models. \$24. BUY IT AT YOUR JOBBER'S. Note: A complete Rider TV manual and radio manual shelf is the solution for all your servicing problems. They make servicing easy! Get these vital editions at your jobber's... today.





MODEL TS-4
OPERATES 4 SETS
FROM 1 ANTENNA



See your distributor or send for literature

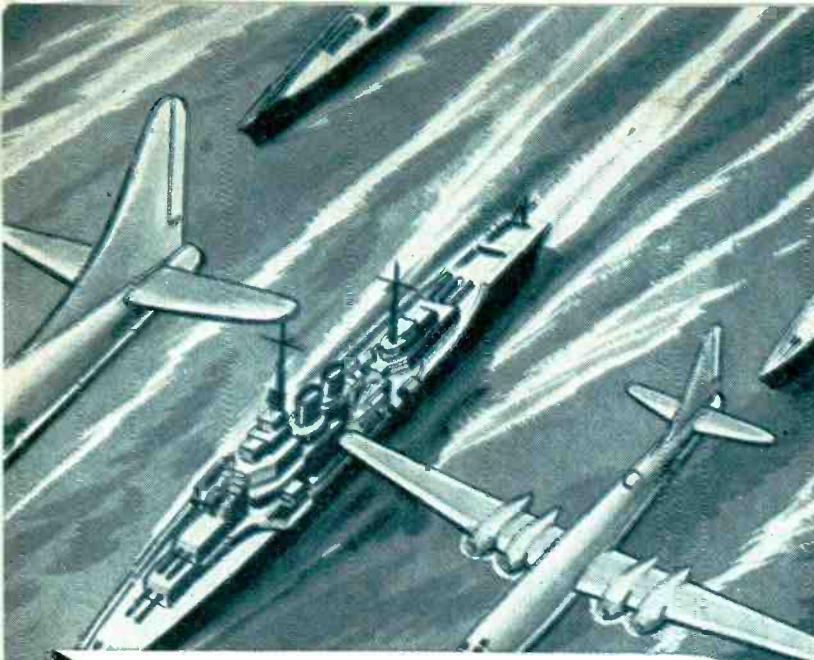
EPCO ELECTRONICS, INC., 140 Liberty St., New York 6, N.Y. Dept. RT-4

/ Check these features

- ✓ Low Cost \$8.75 List
- ✓ No Inter-Set Coupling
- ✓ Operates in Fringe Areas
- ✓ High Efficiency Transformer Used
- ✓ Easily Installed with a Screw Driver
- ✓ No Soldering

Some of Our Other TV Accessories

TS-2—2 Set Coupler for Weak Signal Areas.
IGF-1—Ignition Interference Filter.
HPE-1—Hi-Pass Interference Filter.
AC-1—2 Set Coupler for Strong Signal Areas.

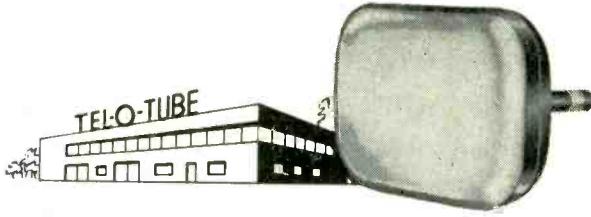
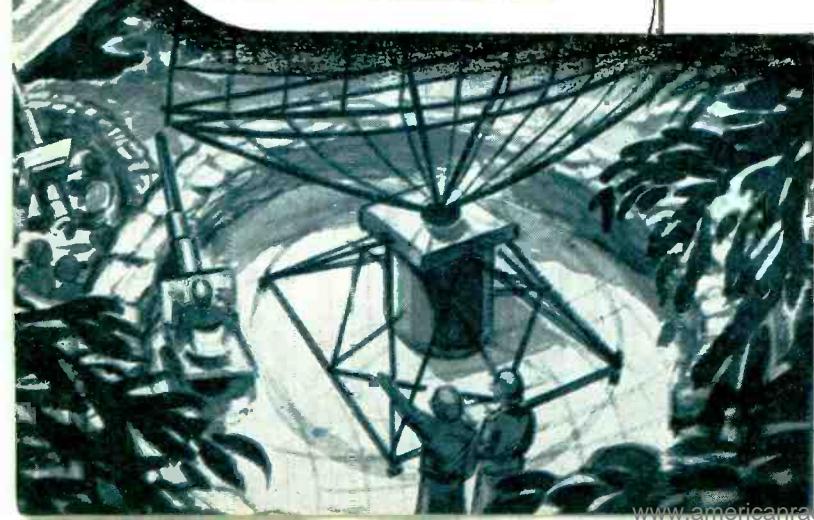


... and **TV**
ANTENNAS too!

Amphenol has long been recognized as one of the world's leading manufacturers of radar and communications antennas for civilian and military use. When Amphenol's famed team of engineers originated the Inline Antenna, they incorporated into their design the best in mechanical and electrical characteristics that years of antenna research had developed.

In the almost four years since the Amphenol Inline Antenna was originated, many other types of antennas have come into the TV market. Comparison with the manufacturers' own test data and reports reveal that the Amphenol Inline is still the superior all-channel TV antenna.

AMERICAN PHENOLIC CORPORATION
1330 SOUTH 54th AVENUE • CHICAGO 50, ILLINOIS



TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 20 inches Round and Rectangular
Electrostatic Focus Tubes

Send Today For Complete Specifications

TEL-O-TUBE CORPORATION OF AMERICA

E. PATERSON NEW JERSEY
Sales Office: Tel-O-Tube Sales Corporation
580 5th Ave. New York 19, N. Y.

Hey, you guys—
WEBB's got your answer!



WEBB TV Wrapabout

for handling with extra care



Handle any size TV or radio set faster and more safely with easily adjustable Webb TV Wrapabouts. They're made of ruggedly padded and quilted water repellent canvas . . . lined with soft white flannel . . . and they slip on in seconds. Because Wrapabouts last years, they pay for themselves many times in efficient deliveries, lasting customer goodwill. Let us know what models and makes you handle and we will send you prices and information.



WEBB MANUFACTURING COMPANY
2920 N. 4th Street, Philadelphia 33, Pa.

Representing Permoflux



L. F. Waeltman will handle distributor sales for the Permoflux Corporation, Chicago manufacturers of replacement speakers in four Midwest states, Missouri, Kansas, Iowa and Nebraska (except counties of Sioux, Scotts Bluff, Banner and Kimball).

La Pointe Plascomold in Long Range Expansion Program

Two major steps in the long-range expansion program of the La Pointe Plascomold Corporation, Windsor Locks, Conn., have now been completed, it was announced by Jerome E. Resess, Vee-D-X president. The first was the recent acquisition of Press Wireless Manufacturing Co., Inc. of Hicksville, New York. This concern is well-known throughout the world for electronic and communication equipment. The second was the purchase of the Springville Mill in Rockville, Conn., a large four-story brick building with 156,000 square feet of production space. This new plant is about 15 miles from the Windsor Locks home of Vee-D-X and will be used to house Press Wireless.

Along with the Press Wireless facilities, many new electronic products have been acquired including radio, telegraph and telephone transmitting equipment, radio-photo receiving equipment, frequency shift and associated terminal equipment such as amplifiers, filters, oscillators and antenna multicouplers.

One of the important products which will be included in initial production at Rockville is a new 24-hour recorder reproducer which will continually record or transcribe voice frequency for an entire day, or by the utilization of the voice-actuated relay, will record intermittently for a number of days the equivalent of 150 thousand words on a single magnetically sensitized sheet.

New RCA Victor Office

A new regional office of the RCA Victor Division, Radio Corporation of America, which will cover the New England states and eastern New York state north of New York City, was opened officially in Boston at 200 Berkeley Street. Focal point of the newly established Northeastern region of the company, the office will serve as a central location for the marketing of RCA Victor products in the area. The region is one of eight such divisions covering the U. S.

Industry News

General Custer Joins Alamo

Alamo Distributing Co., San Antonio, Texas, announces that General H. Custer has joined the company as sales manager. In 1944, Mr. Custer finished eleven years with the Rollman's Department Store, Cincinnati, Ohio, as buyer of all major appliances, and managed the wholesale distribution of Chambers ranges. For the next four years he owned and operated the Major Distributing Company in Cincinnati, and at the same time handled a major wholesale territory for the Dexter Washing Machine Company. In 1948 he was a direct agent with Dexter washers in a major part of Ohio, and also recently represented, during part of the same time, the Tennessee Stove Works.

Heads Tape Recorder Sales



Donald Morse, above, has been named sales manager of the tape recorder division of Eicor, Inc., Chicago.

CBS-Columbia Distributor

R. D. Payne, manager of sales of CBS-Columbia Inc., manufacturing subsidiary of the Columbia Broadcasting System, has announced the appointment of Appliance Distributors as CBS-Columbia distributors for the state of Washington.

Kelley and Holsten Promoted by Motorola, Incorporated



William H. Kelley, left, has been elected vice-president in charge of sales and E. A. Holsten, right, has been named general merchandising manager in the radio and television division of Motorola Inc., Chicago. The announcement was made by Paul V. Galvin, president.

Heads Olin Division



W. S. Allen, above, has been named general manager of the newly-created Electrical Division of Olin Industries, Inc. The new division has headquarters at New Haven, Conn. Paul E. Gilman has been named assistant field sales manager. In his new post, Gilman will work closely with division managers and field men on sales of the company's flashlights, radio and hearing aid batteries.

Houston Admiral Wholesaler

Covington Distributing Corp. of 34 N. Hamilton, Houston, Texas, has been appointed the Admiral distributor in Houston, according to an announcement by W. C. Johnson, vice-president and general sales manager of Admiral Corp. The new distributor will handle sales and service for the complete line of Admiral products, including television, radio, refrigerators, ranges and dehumidifiers.

Webcor Contest Winner



This show-window display by J. H. Fisher of Pound & Moore Co., Charlotte, N. C. won first prize of \$500 in the nationwide wire and tape recorder display contest conducted by Webster-Chicago Corporation.

New Hoffman Distributor

A new corporation has been formed in San Diego for the distribution of Hoffman Television. The name of the new company is San Diego Appliance Distributors, Inc. Western Radio & Television Supply Company, distributors of Hoffman products in the San Diego area since 1945, the first Hoffman Distributor to be signed up, will continue in the distribution of electronic supplies and parts.

PERFECT PICKUP FOR SALES!

Steelman
PORTABLE RADIOS

The most power-packed, profit-packed line you can carry! Each model a pace-setter for striking design — precision-engineering — console-like tone — unbeatable for value!

#601—The "Gadabout"
Straight battery portable. 3½" Alnico V speaker. Ferrite loop. Full AVC. High sensitivity. Low distortion. Leatherette covered wood cabinet. Retail list, \$21.95.

#602—The "Journeyman"
3-way portable. AC-DC, and battery. Super-heterodyne 4" Alnico V speaker. Ferrite loop. Full AVC. High sensitivity. Low distortion. Leatherette wood cabinet. Retail list, \$29.95.

#6000—The "Pacemaker"
3-way portable. AC-DC superheterodyne. Built-in loop antenna. Heavy duty 5" round Alnico speaker. Automatic volume control. 5 tubes plus rectifier. Full RF stage. Beautifully finished in simulated leather. Retail list, \$49.95.

Write for Catalog and Price List
STEELMAN Phonograph & Radio Co., Inc.
12-30 Anderson Ave., Mt. Vernon, N. Y.

Phonograph Record News

Stars Sing Eight New Numbers



Robert Merrill and Dinah Shore as they appear in the forthcoming Paramount Technicolor musical comedy, "Aaron Slick From Punkin Crick." Merrill, making his film debut as "city slicker" Bill Meridew, and Dinah, playing the winsome "Widder Berry," co-star with Alan Young in the RCA Victor "Original cast" album of the film score. "Aaron Slick From Punkin Crick," containing eight captivating tunes, is included in release #52-3.

MGM Album Brings Tunes From "The Belle of New York"

The latest addition to MGM Records' sound-track album series brings selections from "The Belle of New York," the new MGM Technicolor musical starring Fred Astaire. There are eight delightful tunes by Johnny Mercer and Harry Warren. One of the cutest songs is "Oops" an original from the movie. It's the simple story of a heart reacting to Cupid's call; Fred sings "Oops" when he sees the "Belle of New York" for the first time. Other tunes are: the lilting "Baby Doll," the "Bachelor Dinner Song" and "I Wanna Be a Dancin' Man." A rollicking turn-of-the-century waltz, "When I'm Out With the Belle of New York," is sung by a male chorus, while "Naughty But Nice" and "A Bride's Wedding-Day Song" are the songs with which the "Belle" sung in the album by Anita Ellis charms the "Bachelor."

Coral Signs Don Cornell

The announcement has been made by Jimmy Hilliard, vice-president in charge of recording at Coral Records, that vocalist Don Cornell has been signed to an exclusive Coral recording contract.

Remington Opera Albums

Remington Records has released the complete Verdi "Requiem" and a full-length recording of "La Bohème" on three long-play records. Both the Verdi Mass, one of the greatest works of its kind ever written, and the beloved Puccini opera are available.

Two LP's Recorded by Beecham

Coinciding with the 1952 American concert tour of Sir Thomas Beecham, Bart., Columbia releases two new long-playing recordings by the world-famous conductor. Sir Thomas directs England's leading ensemble, the Royal Philharmonic Orchestra which he founded, in a group of Beecham specialties. Schubert's immensely popular "Unfinished" Symphony No. 8 is performed with characteristic Beecham clarity and vitality. Noted for his definitive Mozart readings, Sir Thomas conducts a distinguished performance of that composer's dramatic "Paris" Symphony No. 31. To Columbia Masterworks AAL series of brief classics Sir Thomas adds a spirited new recording of Chabrier's extravaganza, the "Espana" Rhapsody. For an unusual companion selection, Sir Thomas offers the little-known and rarely-recorded Overture to "La Cambiale Di Matrimonio." Highlighting the sparkling Overture are numerous virtuoso French horn passages.

New Mercury Releases

Mercury Records' Patti Page has come up with two new sides. "Come What May" is a ballad, well done, as usual, by Miss Page. The other side, "Retreat (Cries My Heart)" is slightly reminiscent of Patti's recent hits in the Hillbilly and Western vein. Good listening from the versatile Mercury star.

Other new Mercury releases include "Stolen Love" and "Wishin'" by Eddy Howard; "Wheel of Fortune," and "If I Had the Heart of a Clown" by Bobby Wayne. Two old favorites, "Chinatown, My Chinatown" and "Shuffle Off to Buffalo" are by Bobby Maxwell. "Jump Through the Ring" and "My Funny Valentine" feature Vic Damone, while "Since My Love Has Gone" and "Would You" are by Ray Cura. Other Mercury pressings: "Babalu" and "More Than Love"—Xavier Cugat Orch. with Richard Hayes on the vocal; "Goodbye Sweetheart" and "Autumn Leaves"—Ralph Marterie; "Milk Bucket Boogie" and "Silver and Gold"—Tiny Hill; "Ma Belle" and "Hot Lips"—Jan August; "I'll Hate Myself in the Morning" and "Just Walking Out the Door"—Sue Thompson; "Until the Real Thing Comes Along," and "Love for Sale"—Oscar Peterson; "Apple Honey" and "Broadway"—Flip Phillips.

Columbia Appoints Avakian

The appointment of George Avakian as director of a new Popular LP Record Department has been announced by Goddard Lieberson, executive vice-president of Columbia Records. Mr. Avakian, well-known jazz historian and record authority, will develop popular album ideas both for collections from Columbia's extensive catalog and for new material.

Boosts Disc Sales

(Continued from page 69)

"I built the company around my personality," Mr. Schaad says with a grin. "That was the advice I was given when I started out, and it's worked well." Not being a shrinking violet, nor yet the overpowering type of hail-fellow-well-met, Mr. Schaad easily handles the tightrope walk over the twin pitfalls of underselling and overselling.

"I began stocking records strictly as a traffic item about five years ago," he explains. "But I soon found out you either have to be in the record business, or out. There's no compromise. If you try to be half-hearted about it, someone comes in and wants something, and when you say you haven't got it, you're dead. They'll not come back for a second try, as there are plenty of other stores that want their business."

Bob is building a \$75,000 two-story new store, just four doors down from the present site. Footings have just been poured, so it'll be some time before the outfit moves into its new home. It will give him 11,000 square feet of floor space.

"We'll make this place a used appliance center, and perhaps store some things here." Warehouse space is something he hasn't got handy. He has to rent a place across town, which certainly doesn't keep the overhead down.

Bob, of course, does well because he's the kind of a fellow he is. He's president of the West Side Nut Club, an organization of boosters of the West Side and Evansville, as a whole. And he wasn't elected because he has the biggest record shop in that part of town, either.

He's been active in the organization for years, and especially has helped build up the club's annual Fall Festival. That's not a commercial whoop-to-do, but a civic project. The money raised goes to help the people—children, mainly of the community. But, indirectly, it helps all the West Side merchants. Upwards of 50,000 persons attend the affair. Many come back afterwards and trade along Franklin Street.

Bob explains it like this:

"People who've never been shopping on the West Side before are drawn by the festival. They see the store, say: 'Here's that place that has that good record program. Let's go in.' They come in and many keep coming back. So the combination of the program and the Festival has been a good one to keep the Bob Schaad company in the people's minds."

Alprodco

ALUMINUM TOWERS

TV • FM • AM

BROADCASTING
AND
RECEIVING

The Height of
Perfection



Schwartz Joins Majestic

Barnett Schwartz has joined the sales staff of the New York distributing branch of Majestic Radio & Television, Division of The Wilcox-Gay Corporation according to an announcement from Sanford M. Gordy, general manager of the branch. Mr. Schwartz was formerly associated with Mayflower Industries and Weiss & Besserman.

New Hoffman Distributor

J. A. Walsh and Co., 4301 Calhoun Road, Houston, Texas, has been appointed a distributor for the Hoffman Radio Corp., Los Angeles, according to R. J. McNeely, director of sales. The area will be the basic Houston area and the organization will work in liaison with Dean Benton, Dallas, Southwest district manager for Hoffman Radio Corp.

New Arvin Portable



3-way model 650P, retails at \$44.95, less batteries. Available in suntan, jet black and burgundy with leatherette center section in complementary color. With batteries, the set weighs less than 6 1/2 lbs.

Phonograph and Phono Accessory Makers Have Some Fun



This happy party at the Latin Quarter, New York City, was sponsored by Samco Products Co., suppliers of Goldring acoustic tone arms and reproducers, and the Recoton Corporation, mfrs. of phonograph needles. Everyone had a wonderful time, and after midnight the entire party proceeded to Monte's On-The-Park for snacks and coffee. Among those smiling faces are Mr. and Mrs. Jack Karns of Samco Products Co.; Mr. and Mrs. Rothman and Mr. and Mrs. Berger of Electronic Creations; Mr. and Mrs. Herold, Mr. and Mrs. Steelman, Mr. Kalb and Miss Green of Steelman Radio Phonograph; Mr. and Mrs. Harold Kraft, and Mr. and Mrs. Jack Kraft of Kraft Bros.; Mr. and Mrs. George Boetsch, Mr. Fred Boetsch and Mr. Jacobs of Boetsch Bros.; and Mr. and Mrs. Frank of Vanity Fair. Mr. Lamanto of Shura-Tone Products arrived too late to make the picture.

Crescent Appoints Rollins

William L. Rollins has been named vice-president in charge of industrial sales for Crescent Industries, Inc., large Chicago manufacturer of radio and TV loud speakers, record changers, wire recorders, stampings, and other electronic equipment. Mr. Rollins has been associated with the radio business for more than 18 years, 13 of them with Crescent. He is responsible in many respects for Crescent's large volume speaker production, and is well qualified to work with industrial accounts on volume production.

The following advertisement appeared in "Retailing Daily" February 18. Because we dealers in Bridgeport, Connecticut, agree wholeheartedly with the opinions expressed, we are reprinting it verbatim.

ATTENTION ALL T.V. AND APPLIANCE RETAILERS

"HELLO BROTHER FALL GUYS"

- ? How did you enjoy working last year for the television manufacturers, for free?
- ? What did you think of selling TV for less net profit than your operating cost and subsidizing the TV manufacturers with profits from white goods?
- ? How did you like the way your margins were cut by the ruse of quoting excise tax and warranty separately on your invoices and sales, then handling this money, from the customer to the distributor, at a bookkeeping loss, and paying this money, with your capital, before you received it?
- ? Was it a privilege to be forced to purchase a parts warranty you did not want, and then be forced to go through an elaborate system of bookkeeping for parts return & replacement, and pay freight & handling? Both ways?
- ? How did it agree with your company policy to set a price and then tell the customer what she had to pay to own it? Did you fully appreciate customer reaction to this practice? There are a number of other questions we would like to put in this box but we do not think it good policy to put them in print as they all pertain to the basic reasons behind this condition and the question of survival for the dealer.

"LISTEN BROTHER FALL GUYS"

You can do something about this. If you don't you can kiss your business "good bye," for it is only a question of time. Get together with other dealers and dealer associations in your area and do what we are doing.

We will not buy any TV set unless it carries a fair margin of profit.

We refuse to pay separate charges on any invoice or handle money without profit.

We will continue to spend advertising money, like this, to awaken other dealers to the fact that they are the customers and can give their money to charity if they desire, but they do not have to donate to the TV manufacturers the profit made in other lines.

*Now do your part—Start the ball rolling in your area—Take action on policy now
and advertise in the trade papers. Don't be a fall guy longer.*

Television-Appliance Dealers Association of Bridgeport, Conn., 1241 Main St., Bridgeport, Conn.

Promoted by Eicor, Inc.



Robert S. Saichek, shown, has been named to the post of advertising and public relations director for all the company's divisions. The Chicago firm manufactures electronic equipment and tape recorders.

Anchor Names J. W. Russell

Harold W. Goldstein, president of Anchor Distributing Company, 955-957 Liberty Avenue, Pittsburgh, has announced the appointment of J. Warren Russell as merchandise manager. Mr. Russell's background in the home appliance field qualifies him very highly. Recently he held the position of vice-president in charge of sales for Allied Distributors, Inc., Newark, New Jersey, and prior to that, was eastern division manager for Bendix Home Appliances.

Brownback Heads N.Y. Branch

The appointment of Glen R. Brownback as manager of the New York branch of General Electric Appliances, Inc., has been announced by P. A. Tiley, president.

Hytron Eastern Sales Manager



Louis H. Neimann, above, has been appointed Eastern sales manager, announces John Q. Adams, vice-president in charge of sales of Hytron Radio & Electronics Co., a division of Columbia Broadcasting System, Inc. Niemann is taking the place of Fred Garcelon who has been promoted as assistant to Mr. Adams.

Doyle Named Vice-President



William J. Doyle, above, former general sales manager of the Astatic Corp., Conneaut, Ohio, has been made vice-president in charge of sales, it has been announced by J. D. Cahoon, president. Doyle joined the firm, which is a manufacturer of phono pickups, microphones and related equipment, as assistant sales manager in 1940.

New Bendix Service Manager

L. D. Chiplett formerly assistant service manager has been appointed to the post of service manager of the Bendix TV and broadcast receiver division. With Bendix Radio for the past 11 years, he served as inspection supervisor in the communications division prior to his connection with the television division. He is being succeeded by C. E. Bowers, former field service engineer who has been appointed assistant service manager.

The symbol of
QUALITY and PERFORMANCE

CORNISH

*Flexible
Cords*

in convenient lengths, on smart metal spools for fast and profitable "footage" business ... well known to your trade as the choice of leading manufacturers... also U-L approved Cord Sets that put an end to CORDelirium.

For exacting uses requiring special resistance to oil, heat and light, our SO and SJO cords are supplied with Neoprene jackets... both 40% and 60%

CORNISH WIRE CO., INC.

50 Church St., New York 7, N. Y.

Private-Ear Radio

Smallest Real Personal Pocket Radio

- Privat-Ear is Electronic Magic!
- A Tiny ear phone of Special Design lets you enjoy your favorite programs in complete privacy
- Large 4-Tube Set Performance with 2 Tubes plus Diode Crystal Detector
- Weighs Less than 8 oz including Batteries
- 50 mile Daytime Reception
- Dimensions 2 1/4" wide 5 3/4" long 7/8" thick

Write for
Brochure

Dealers—Distributors
Some Key Territories Available

Also

Privat-Ear Personal Call Systems
High or Low Frequencies

PRIVAT-EAR CORPORATION

2016 Bronxdale Ave., New York 60, N. Y., Telmadge 3-1005

Free Offer Highlights Eveready Battery Promotion

National Carbon Company announces a 1952 Spring promotion plan for dealers, involving free "Eveready" portable radio batteries and a new, all-season window display kit. The offer, available to all dealers who purchase "Eveready" batteries from distributors participating in the plan, provides a "bonus in batteries"—specified quantities of No. 467 "Eveready" batteries free of charge for sale by dealers at 100% gross profit. The free battery offer is applicable to dealer orders valued at \$50 or more—the larger the order the bigger the bonus in free batteries.

For example: A dealer orders from his distributor "Eveready" portable radio batteries totalling \$100 at dealer prices. The dealer gets the batteries he orders plus 3 No. 467 batteries free. He can sell these batteries at the suggested list price of \$2.50 each for a total profit



of \$7.50—on merchandise that hasn't cost him a cent. In addition to the free batteries, the dealer also gets, at no cost, the elaborate dealer helps display kit, available with all orders totalling \$25 or more. This kit contains a large window unit for displaying a portable radio, and includes a streamer, pennants, dummy batteries, acetate on-the-window "Service" poster and a complete battery replacement guide.

If the dealer orders \$50 worth of batteries he is entitled to 1 No. 467 battery at no charge; a \$200 order brings a bonus, under the plan, of 7 No. 467 batteries worth \$17.50 at suggested list prices.

Aim at Big Sales Year

The No. 467 "Eveready" battery was selected as the premium for this special offer because it is the most widely used portable radio battery type. It is the small, 6 1/2 volt "Mini-Max" battery used in numerous compact "personal" type portable sets, and is the largest selling type in the "Eveready" radio battery line.

According to National Carbon spokesmen this battery merchandising program is aimed toward the biggest sales year in "Eveready" radio battery history because the demand for portable sets and batteries is at an all-time high. Set manufacturers are maintaining high production and introducing new models.

As one National Carbon sales executive put it, "The battery operated portable radio will always be in a class by itself because it is a relatively low cost entertainment device within the popular budget, yet having the advantage of being able to go with the user—wherever he chooses to take it—power lines or no."

Zenith Merchandise Manager



Robert C. Wallace, above, who has been with Zenith for more than 13 years, has been appointed merchandise manager, announces H. Bonfig, Zenith vice-president.

Tele King Sales Rep

Sam W. Folson, of 1102 Windomere, Dallas, Texas, a veteran executive in electronics, has been appointed manufacturers' rep for Texas, Louisiana, Oklahoma and Arkansas by Tele King Corp., New York.

Representing Bogen Firm

Gordon C. Leroy, 29 Bancroft Drive, Rochester, N. Y., and Ellinger Sales Co., 6663 Northwest Highway, Chicago, Ill., have been appointed sales representatives for the David Bogen Co., Inc of New York City.

Colorful JFD Decal



This new, colorful decal, prepared by the advertising department of the JFD Manufacturing Company, Inc., Brooklyn, N. Y., is being distributed to over 2,000 distributors of JFD television antennas and accessories. The decal, which is completely weather resistant, is in a brilliant two color design—red and black. It immediately identifies the distributor as one who handles JFD products.

At Deepfreeze Showings



Eight new refrigerators and two new ranges have been introduced to distributors and their staffs by the Deepfreeze Appliance Division of Motor Products Corp. at meetings in New Orleans, Los Angeles, Chicago and New York. This Photo, snapped at the Chicago meeting, shows (left to right) R. V. Newbell, vice-president and John P. Roche, president, Roche, Williams & Cleary, Inc., Deepfreeze advertising agency, and L. J. Sorensen, vice-president of Motor Products Corp. and general manager of its Deepfreeze Appliance Division.

New Du Mont Distributor

Home Products, Inc., 907 Broadway, Cincinnati, Ohio, has been named distributor for Du Mont television receivers in the Cincinnati area, which includes southwestern Ohio, southeastern Indiana and northern Kentucky. Felix Kahn is executive vice-president and Rodney B. Young sales manager of the distributor organization.

To Gross Sales Post

Gross Distributing Corp., of Newark, N. J., has announced the appointment of William F. Carhart, Jr., as assistant sales manager.

Arvin TELEVISION RECEIVERS

Arvin "Conventionalaire," a mahogany console with 21-inch picture screen and the "Dual-Power" 26-tube custom chassis carries a retail price tag of \$339.95 in Zone 1, including tax but not warranty. Priced \$30 lower than any other 21-inch console in the Arvin line, the new model, designated as the 5218-CM, is styled in the modern American spirit. The hand-rubbed cabinet is executed from selected hardwoods and imported mahogany veneers.

Two new Arvin "promotional" TV models with 17-inch picture tubes and numerous de luxe features, including the 26-tube "Dual Power" chassis, at new prices, have been announced. They are model 5175TM, a table set in mahogany which will carry a Zone 1 price, including tax, of \$239.95 and model 5176CM, an open-face console model in mahogany, which will retail at \$279.95, including tax. The warranty is not included in these prices. In addition to the 26-tube "Dual Power" chassis, these latest models have Arvin "Perma-Focus" picture tubes with slanted, glare-proof safety glass, simplified two-dial tuning, local-distance control switches, as well as gain and tone controls. They also have seven interference rejection traps and four picture IF stages for greater sensitivity and selectivity. Both sets are equipped with phono jacks. Arvin Industries, Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

First... AGAIN IN 1952!

In the year's first survey of dealers' trade paper preference, a prominent manufacturer finds that, as usual, **RADIO & TELEVISION RETAILING** is way out in front.



January 25, 1952



Mr. William Fors,
Advertising Manager
of Sparton, asked
his dealers to vote
for the trade paper
they prefer—the
one most helpful
in radio and tele-
vision problems.

Mr. Sully M. Gaskins
Radio & Television Retailing
201 North Wells Street
Chicago, Illinois

Dear Sully: -

In the midst of our factory sales meeting and the Chicago Furniture Mart show, we have been delayed in tabulating the results of our trade paper survey to Sparton radio-tv dealers.

The results I assure you are worth waiting for. Listed below are the total first place votes in percentages for the eight top dealer publications.

Total first place
votes in %

Publication
RADIO & TELEVISION RETAILING
Retailing Daily
Electrical Merchandising
Electrical Dealer
Radio & Television Service
Radio Service Dealer
Radio & Television Journal
Radio & Television Weekly

37.5
25.9
17.1
7.6
5.
3.2
3.2
.5

As you possibly suspected, Radio & Television Retailing garnered the number one position — this certainly justifies our page a month schedule in your very fine publication.

With best regards,
William Fors
Advertising Manager

William B. Fors
*RJF

THE PREFERRED TRADE PUBLICATION FOR 30 CONSECUTIVE YEARS

**RADIO & TELEVISION
RETAILING**

CALDWELL-CLEMENTS, INC.

Publishers also of **TELE-TECH**

ADVERTISING OFFICES — 480 Lexington Avenue, New York 17, N. Y. • Telephone: PLaza 9-7880

CHICAGO BRANCH OFFICE — 201 N. Wells Street, Chicago 6, Illinois • RANDolph 6-9225
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BUYING ANTENNAS?

Buy by This Mark—
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and Sound Business Practices



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CAMBURN, INC.
Woodside, L. I., N. Y.

CHANNEL MASTER CORP.
Ellenville, N. Y.

THE FINNEY CO.
Cleveland 3, Ohio

HY-LITE ANTENNAE, INC.
New York 51, N. Y.

JFD MANUFACTURING CO., INC.
Brooklyn 4, N. Y.

RADELCO MANUFACTURING CO.
Cleveland 25, Ohio

THE RADIART CORPORATION
Cleveland 2, Ohio

RADIO MERCHANDISE SALES, INC.
New York 59, N. Y.

WALTER L. SCHOTT COMPANY
Los Angeles 18, California

SNYDER MANUFACTURING CO.
Philadelphia 40, Penna.

T-V PRODUCTS CO.
Brooklyn 5, N. Y.

WARD PRODUCTS CORP.
Division of The Gabriel Co.
Cleveland, Ohio

THE WORKSHOP ASSOCIATES
Division of The Gabriel Co.
Needham Heights 94, Mass.

In Sparton Sales Post

B. G. Hickman, Sparton Television sales manager, announces the appointment of Newell L. Webster as district merchandiser for the Boston area. Webster succeeds the late Dan True who served as the Sparton representative for six years.

Appointed by Ampro

Howard Marx, general sales manager of Ampro Corporation, manufacturers of motion picture cameras, projectors and tape recorders, has announced the appointment of Mrs. Nonie Hunter to handle the firm's customer relations and publicity programs.

New Steelman Sales Manager

James N. Ryan, Jr., has been appointed sales manager of Steelman Phonograph & Radio Co., Inc., of Mount Vernon, New York, according to an announcement made by Morris Steelman, president of the firm. The appointment is effective immediately.

Arvin Has Special Offer On Its New Lectric Cook

"An automobile salesman who doesn't drive a car won't roll up many sales in this day and age", says Gordon T. Ritter, sales director of the electric housewares division of Arvin Industries. "And the appliance dealer who can't demonstrate his product in use, probably won't sell the prospective customer, either", he continues.

So Mr. Ritter has developed a special "get acquainted" offer to help dealers and their salesmen learn more about the Arvin 3550 Lectric Cook.

Arvin is offering dealers, for their personal use only, an Arvin Lectric Cook at a sharply reduced wholesale price. Upon purchase of three Cooks at the regular trade price of \$17.97 each, the dealer is entitled to a fourth Cook at the "get acquainted" price of \$12.95. The offer lasts until July 1.

"This entire promotion is built on the simple premise that if a dealer has an Lectric Cook in his home—and finds out through personal experience how many uses it has—he'll do a better job of demonstrating the appliance to prospects", Mr. Ritter points out. "He'll also train his store personnel more effectively by being able to show them how the Cook works."

WCEMA Election

State-wide officers for the West Coast Electronic Manufacturers' Association have been elected by the board of directors, following the 1952 election for chairmen and officers in the San Francisco and Los Angeles Councils. Leon B. Ungar, Los Angeles (Ungar Electric Tools, Inc.), becomes president; Noel E. Porter, Palo Alto (Hewlett-Packard Co.), for vice-president; J. J. Halloran, Oakland (Electro Engineering Works), secretary, and George Clark, Los Angeles (Tetrad Co., Inc.), treasurer.

Group Protests Trade Practices

Aggravated by last year's sluggish sales of TV sets, which conditions necessitated more costly sales promotion efforts in order to move merchandise to the consumer and keep inventories at safe levels, many dealers have registered protests against the practices of manufacturers and distributors concerning discounts, extra handling costs, and extra bookkeeping involved in warranties and excise taxes. One group of Connecticut retailers, the Television-Appliance Dealers Assn., Bridgeport, has banded together to take paid advertising space in local newspapers as well as trade magazines to point up the "squeeze" put on the merchant. This group suggests that the only means of bringing about better and more profitable conditions for retailers is collective action, brought about by the forming of other similar associations throughout the country. These dealers suggest longer discounts and elimination of extra charges and handling costs.

Forms New Rep Firm

Oden F. Jester, formerly vice-president of Utah Radio Products and Meissner Mfg. Co., and during recent years a member of a firm of manufacturers representatives in the Chicago area, is now operating under his own name with headquarters at 510 N. Dearborn St., Chicago, Ill. He represents Utah Radio Products Co., Inc., (transformers and speakers), to all manufacturers and jobbers in the Chicago area.

PMA Re-elects R. J. Kalb

At the annual election of the Phonograph Manufacturers Association, Roland J. Kalb was re-elected president of PMA for another year, it was reported by A. D. Adams, executive-secretary of the association. The membership also voted to keep Ben Birns and Joseph Dworken in their present positions as vice-president and secretary-treasurer respectively. All three are charter PMA members. Mr. Kalb is also vice-president of Steelman Phonograph and Radio Co., Inc., Mr. Birns is president of Sonic Industries and Mr. Dworken heads Dynavox Corporation.

The election also resulted in the addition of four new members to the PMA board of directors. They include: Larry Lewin, president of Edu-Craft Sales Corp., George H. Fass, president of Dean Sales Corp., Jake and Harold Kraft of Kraft Brothers and A. Mae Morse, general manager of Hudson Electronic Corp. Miss Morse replaces the late Harvey Everett, one of the PMA founders.

Harris Joins Sonkin

Arthur Milliard Harris has joined the staff of David Sonkin, New York Rep. In his new capacity he will further the interests of Masco Electronic Sales Corp., Grayhill, Condenser Products Co., Peerless Electrical Products Division of Altec Lansing Corp., and ORRadio Industries, Inc.



NEW!

Transformer Catalog and TV Replacement Guide

Halldorson's new one-source catalog has the components you need, well classified for easy use.

This highly active line has been super-charged with 114 new items. Special attention is given to TV replacements. A self-contained guide section tells you where they are used.

Here's extra value, too. Halldorson prices actually have been reduced, but Halldorson quality is even better than ever.

Ask for a copy at your distributor, or write direct.

The HALLDORSON COMPANY

4500 N. Ravenswood Ave., Dept R-4
Chicago, 40, ILL.

Halldorson
QUALITY *Transformers* SINCE 1913

HERE IS A TV SET THAT WILL OPERATE WHERE OTHERS FAIL



List Price **\$389.95**
Dealer Cost **245.00**
Profit **144.95**

Federal Excise Tax & Warranty included

Exclusive "Brilliance Magnifier"
adds 100% brilliance & eliminates retrace lines.

- New improved keyed AGC
- Phono-input
- 21" Non-reflective tube
- 12" RCA Speaker
- Cascade-Tuner
- Push-pull amplification on sync amplifier & separator
- Adaptable for UHF and color (Get ready now for new U.H.F. stations)
- 1 year guarantee on CRT . . . 90 days on all parts . . .
- Complete line of decorator styled cabinets . . .
- Available in 17-19-21-24-27 inch tube sizes . . .

Available in private brand. Control your own discounts and safeguard your profits.

Write for catalogue . . .

Commander Television Corp.
116 East 18th St., New York • Tel. OR 4-7847

South River NEWS



CHIMNEY MOUNT ANTENNA BASE Model SR-10A

U.S. Pat. 2482575

One-piece chimney mount, of air-craft-type aluminum, cast in permanent mold for high tensile strength. Mounted on chimneys by galvanized steel strapping and 4 eyebolts. "Kwik Klip" feature takes up slack, fastens loose end of banding. Egg-shaped socket gives 3-point contact with mast, accommodates tubes from $\frac{1}{2}$ " to $1\frac{1}{2}$ " O.D. With hardware. (ALL SOUTH RIVER CHIMNEY MOUNTS ARE ALSO AVAILABLE WITH STAINLESS STEEL STRAPPING.)

South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

New catalog mailed to all Dealers and Service Men. Write, if you haven't received yours!

SOUTH RIVER METAL PRODUCTS CO., INC.
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER OF FINEST LINE OF ANTENNA MOUNTS

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AUTO RADIO VIBRATORS

have Ceramic Stack Spacers



A COMPLETE LINE OF VIBRATORS . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life. Backed by more than 20 years of experience in Vibrator Design, Development, and Manufacturing.



"A" Battery Eliminators, DC-AC Inverters, Auto Radio Vibrators

See your dealer or write factory

AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931

SAINT PAUL 1, MINNESOTA-U.S.A.

Griffin Executive Secretary of Phono Record Group

John W. Griffin, one of the pioneers and leaders of the record industry, has been elected executive secretary of the newly formed Record Industry Association of America it was announced in New York City. The selection was made by the board of directors which includes Paul A. Barkmeier, vice-president of RCA Victor; James B. Conkling, president, Columbia Records; Irving B. Green, president, Mercury Records; Milton R. Rackmil, president, Decca Records; Dario Soria, Cetra-Soria; John Stevenson, Children's Record Guild, and Glenn E. Wallich, president of Capitol Records.

The Record Industry Association of America was organized a short time ago for the sole purpose of forwarding the interest of all persons engaged in the record business.

Berlioz Opera on MGM Records

American knowledge of Berlioz' massive opera, "The Trojans at Carthage," has long been based upon two orchestral excerpts from the score: the extremely popular "Trojan March" and the dazzling "Royal Hunt and Storm Music." However, since the work was practically the last major effort of this highly individual composer, it is literally filled with music which is as unusual

as it is beautiful. Working with this in mind, MGM Records has dipped into the score and come up with two other important orchestral sections to add to the "March" and the "Hunt and Storm" sequence. These sections, which will be new to many record collectors, are the "Overture" and the "Ballet Music" from the second act. The "Overture" is a dark, brooding affair with moments of Gluckian grandeur. The dance music is colorful, tuneful, and charming. The dramatic "Hunt and Storm" follows next and a vigorous finale is provided by the "March." Jean Martinon, young French protege of Charles Munch, conducts the Lamoureux Orchestra of Paris in the fresh, beautifully controlled performances.

Urania Appoints Chase

Norman Chase has been appointed managing director of Urania Records, Inc., New York 21. The announcement was made by the company's vice-president, Walter Rissland. Mr. Chase will supervise production, promotion, sales and advertising.

RCA Signs Horowitz

An exclusive Red Seal recording contract, which continues an uninterrupted 25-year association between Vladimir Horowitz and RCA Victor, was announced by Paul A. Barkmeier, vice-president in charge of the RCA Victor Record Department.

Decca Featuring Beethoven Sonatas Record by Kempff

What Decca Records terms "its most important project to date," the complete Beethoven Piano Sonatas as recorded by Wilhelm Kempff, are being released each month until the project is complete on 15 long-playing Gold Label records, at about the end of June. In this series of the Piano Sonatas of Beethoven (the monumental achievement in music literature that has been called the "Pianist's New Testament") Kempff does full credit to the genius of Beethoven.

Remington Records Enlarges

As part of its continuing program of expansion, Remington Records has broadened manufacturing, distributing and home office operations. Announcement has been made by Don H. Gabor, president of the company, of the re-opening of their plant in Montreal, a branch office in Detroit and an addition to the sales staff to cover the Pittsburgh territory, as well as the opening of a new recording studio in New York and the installation of a reviewer's service as part of the publicity operation. Newest branch office in the growing Remington chain is Continental Record Distributing Co., 3708 Woodward Ave., Detroit, managed by Harry Miller. Continental distributes only labels manufactured by Remington.

Trav-Electric

MIGHTY MIDGET CONVERTER

Model 6-1160
List Price \$15.95

2½" x 2½" x 3½" Converts 6 volt D.C. to 60 cycle A.C. 40 Watts, 110 volts. Just plug in cigar lighter. Fully Guaranteed. Trav-Electric operates small Radios, Electric Shavers, Phonographs, Small Electric Soldering Irons, Small Dictating Machines. Popular with Salesmen, Truckers, Sportsmen, Service men.

Trav-Electric Sales prove its popularity. Small inventory, good turnover, fine profit. Write for details today.

1000's in use
Attractive Discounts to Jobbers and Dealers

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1068 Raymond Ave., St. Paul 8, Minn.

Sensational! BEACON New! SPIRAL TV AND FM ANTENNA

Licensed under Pat. # 2,495,579
MODEL NO. 400
No Rods to Pull or Bend.
No Orienting in MOST Locations.
All channel for both TV and FM.
Hide it and forget it.

Available in silver or gleaming gold finish.
Attractive Jobbers Discount
Your inquiries are invited.
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Get more Business with the "Gem"! PRINT YOUR OWN POST CARDS

The GEM STENCIL DUPLICATOR saves money . . . gets results quickly! Hundreds of uses for every Radio-TV business as well as social groups. We ship the GEM to you complete with all supplies, Guide Board for accurate printing and 60-page Book of Ideas at the special low price of only \$8.50 (a \$15.00 value). No experience needed to use the GEM.

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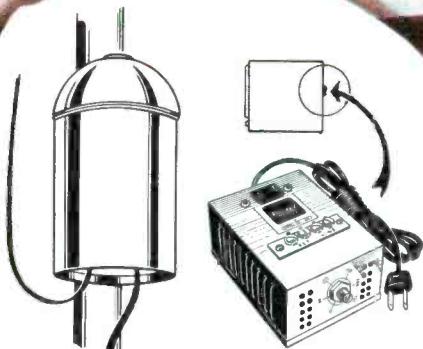
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Fringe Areas Hold Vast Potential for TV Sales

THESE 3 VEE-D-X

FRINGE AREA SALESMEN

WILL HELP YOU GET YOUR SHARE!



NEW ROCKET BOOSTER

This single channel mast-mounted booster provides powerful 18 db gain. Amplifies signal at antenna height where most favorable signal-to-noise ratio exists. Uses only single 300 ohm transmission line. Has two components — (1) the mast-mounted booster, and (2) a control unit which fits snugly against back of TV set.

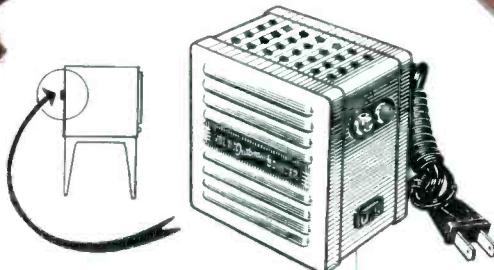


NEW VEE-D-X

Long John

Provides 41%
More Gain Than
The Best
5 Element Yagi

You can lick those twin demons of fringe area reception—"snow" and "flop-over"—with this sensational new, extra powerful 8 element Yagi. Produces as much gain as a double stacked Yagi array! Yet it costs less, is easier to install, and provides better roof-top appearance. Has famous VEE-D-X pre-assembled construction.



OUTBOARD BOOSTER

The original single channel outboard type booster. Packs a powerful gain which provides brilliant picture quality in fringe areas. Easily and quickly installed by your maintenance men. Both-some tuning completely eliminated.

REMEMBER . . . for the ULTIMATE IN SINGLE CHANNEL RECEPTION—install *Long John* plus the new Outboard Booster or the mast-mounted Rocket Booster. In EXTREME FRINGE AREAS both boosters can be used in combination for added gain.

VEE-D-X

MAKERS OF
THE WORLD'S
MOST POWERFUL
ANTENNA SYSTEMS

Just Released By Vee-D-X

A specially engineered phasing harness for stacking Long Johns. Provides 50% additional gain.

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The LaPointe-Plascomold Corporation
Windsor Locks, Connecticut



How we spot "shady characters" before they can damage your business

THE instrument you see is working for you. A sensitive light-measuring device, it is used like a doctor's stethoscope, to explore the surface of a picture tube for screen imperfections the unaided eye would fail to detect.

Employing a photosensitive surface and color filters, this device does two jobs. It checks not only the uniformity of brightness, but also the color values from center to edges of the faceplate.

Why is this important? It is important because RCA has learned, through long

experience in the manufacture of picture tubes, that the best picture—the picture having superior quality—calls for unusually rigid processing controls of the phosphor and its application. The light-measuring device spots any departure from RCA's established brightness and color standards. Result? "Shady characters"—those tubes that would produce pictures lacking in fine quality—*never reach your shop.*

This constant vigilance and *quality control* at all stages of manufacture assure

that RCA standards will be met. In this way, RCA guards its own reputation for quality . . . and yours as well.

**With RCA Receiving Tubes,
as well as RCA Kinescopes,
TOP-QUALITY CONTROL
makes the difference.**



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