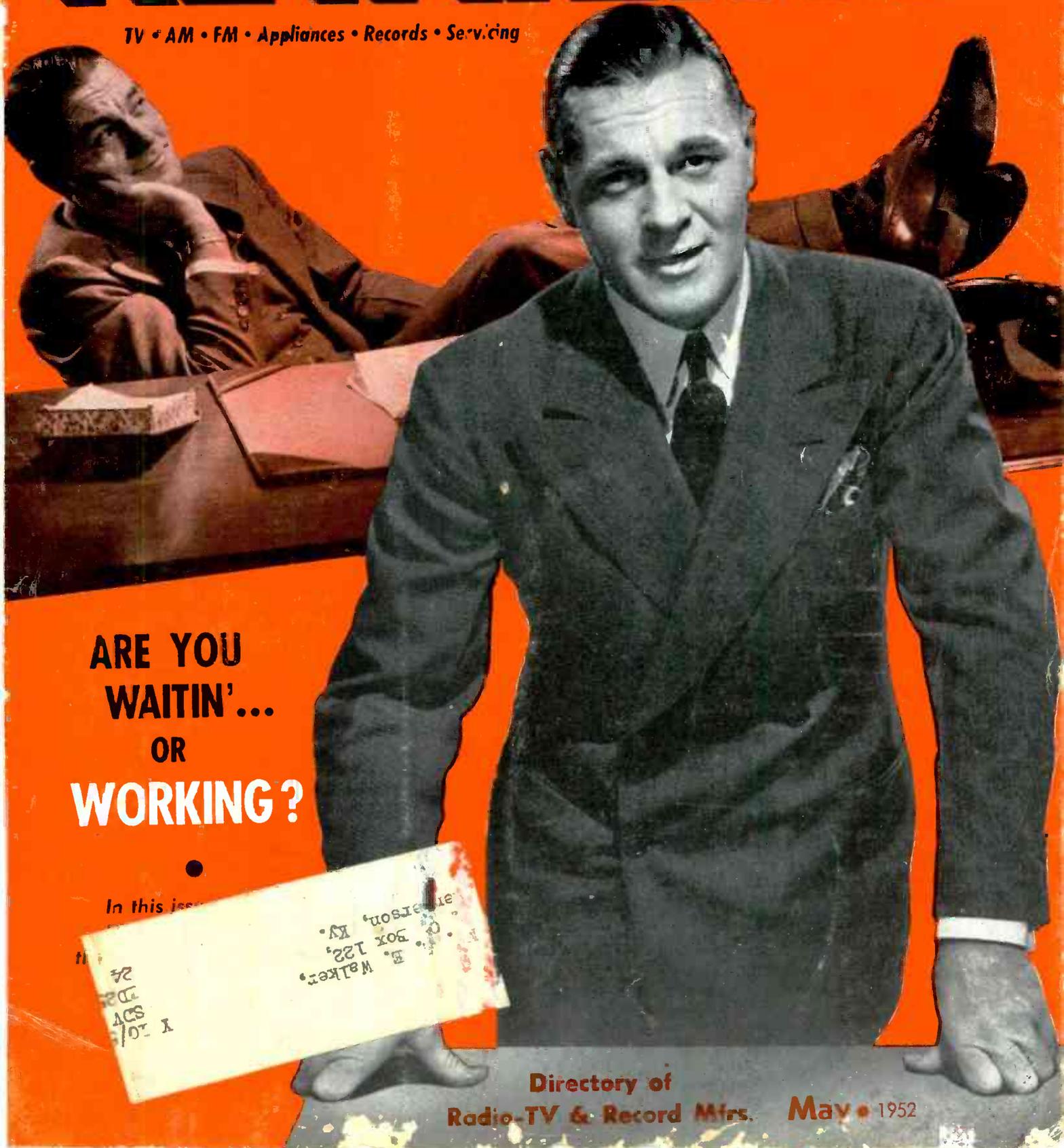


CALDWELL-CLEMENTS'

RADIO & TELEVISION RETAILING

TV • AM • FM • Appliances • Records • Servicing



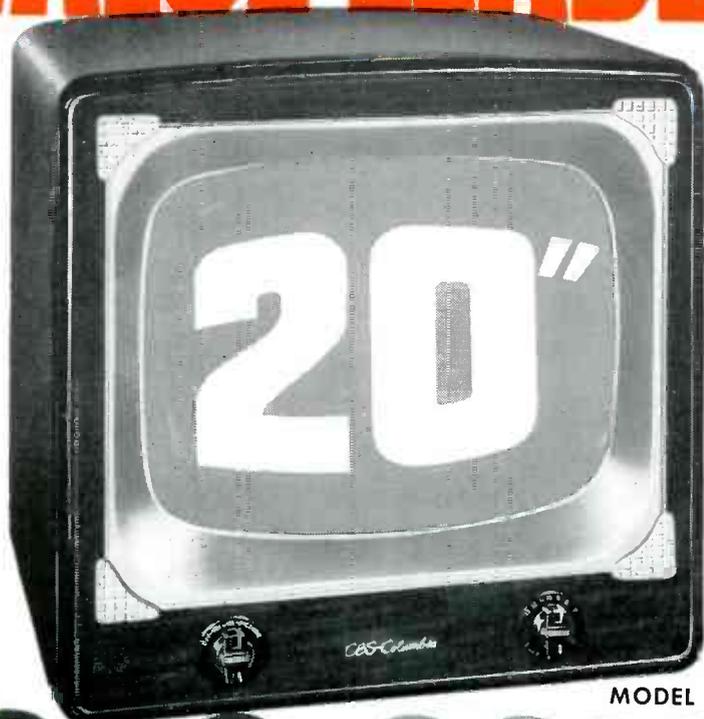
ARE YOU
WAITIN'...
OR
WORKING?

In this issue

E. Walker,
Box 122,
erson, Ky.

Directory of
Radio-TV & Record Mfrs. May • 1952

VALUE LEADERS FROM



2 Smart Table Models
Priced and Styled
for Action!

Strikingly designed metal cabinets with simulated mahogany grain picture frames in both 17 and 20 inch screen sizes. Contrasting mask and matching mountings. CBS-Columbia engineered for dependable performance. Powerful! Compact! Lively traffic builders. Order now from your CBS-Columbia distributor.

MODEL 20M1

CBS-COLUMBIA

CBS-COLUMBIA

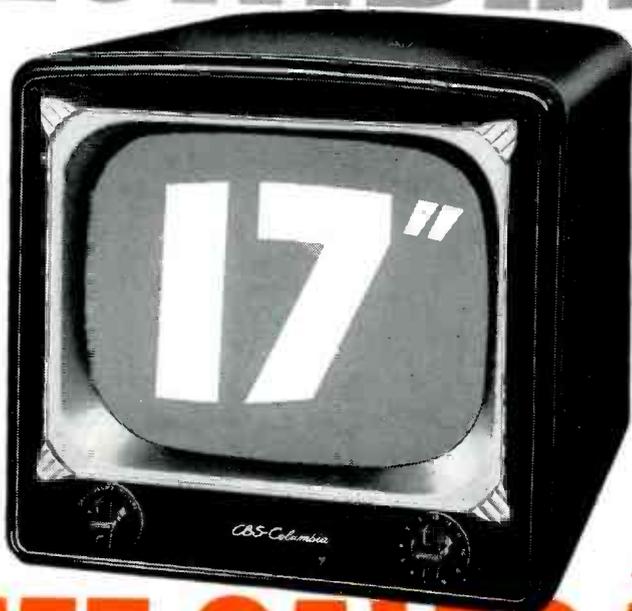
THE MAGIC NAME IN
TV MERCHANDISING

HEARD BY MILLIONS
EVERY DAY

SEEN BY MILLIONS
EVERY DAY

KNOWN BY MILLIONS
EVERYWHERE

MODEL 17M1



CBS-Columbia

CBS-COLUMBIA INC.—A Subsidiary of COLUMBIA BROADCASTING SYSTEM

FOR VOLUME SALES!

RADIO & TELEVISION RETAILING

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

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Publishers also of TELE-TECH

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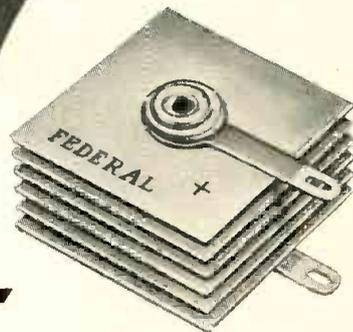
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The Original Miniature Selenium Rectifier!

IT PAYS YOUR CUSTOMERS in finest quality and dependable, long-life performance—proved by over 30,000,000 units shipped to the field!

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SAVE TIME—SERVE YOURSELF

from *Federal's* **NEW**

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For your customers who
come seeking June gifts for
BRIDES, GRADS, AND DADS...



Arvin

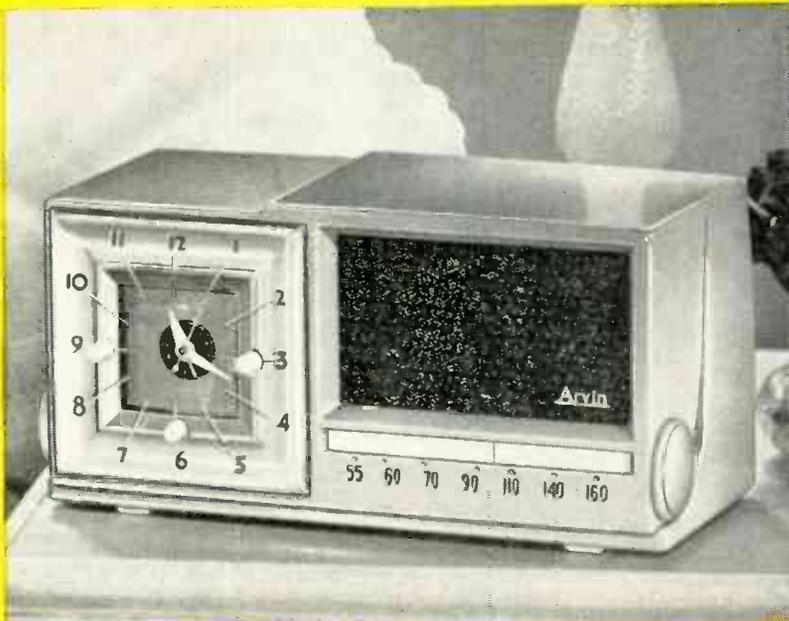
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Most beautiful of all clock-radios
—brand new and 12 ways better!

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- Famous Arvin Velvet Voice Radio
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- Mighty "Magnetenna" —built-in ferrite core rod-type antenna with amazing pulling power
- Horizontal radio dial
- Magna-Bass amplifier
- Heavy duty 5-inch speaker

\$39⁹⁵

Willow Green or Ivory



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**Introductory
combination
offer!**



Arvin Vacationer is being 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. Fiberglass-insulated, waterproof, washable, odorless, scuffless. Ideal for picnics, school lunches, nursing bottles, frozen food shopping.



Model 650-P

Arvin

Vacationer

Latest 3-way portable with \$8.95
picnic case at no extra cost

*Who wouldn't be
thrilled to give—or
receive—such a
perfect gift?*

- 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.

- Mighty "Magnetenna"—radically new, super-sensitive ceramic core rod antenna with amazing pulling power.
- Five tubes plus selenium rectifier.
- Alnico V PM speaker, Arvin Velvet Voice Tone.
- Weight, complete with batteries, only 6½ lbs.

\$44⁹⁵ less
batteries

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Arvin Industries, Inc.
Columbus, Indiana

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May 19-24

Nationally advertised
to homes,
schools,
churches
and in-
dustry.

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MULTI-SPEED TAPE RECORDER

MODEL PB-A2
TAPE PLAYER

MODEL F-100
3-SPEED AUTOMATIC PHONOGRAPH

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AUDIO MIKE MIXER

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MODEL FP-5
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PRODUCTS

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FOR THE **GREATEST
MERCHANDISING
EVENT** IN TV-RADIO HISTORY



YES, for Philco dealers everywhere, Philco is bringing to the American public the country's most extensive coverage of the political conventions and election returns over the combined NBC TV and radio networks. It's the biggest news in the history of broadcasting! There's never been anything like it before!

All Philco products—TV, radio, appliances and accessories—will be paraded before the largest

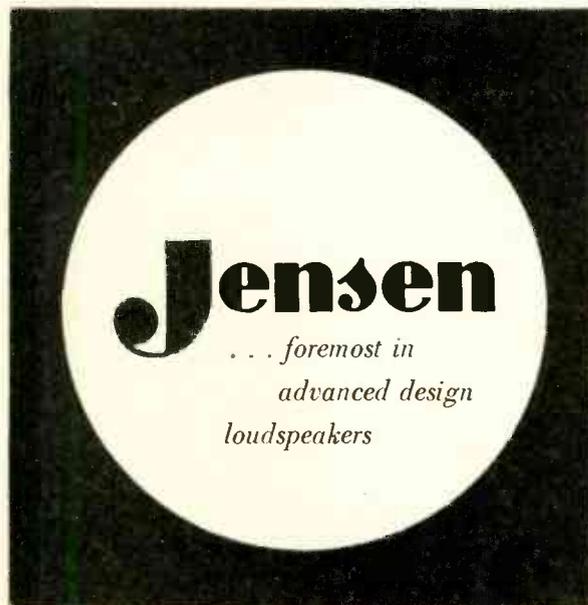
combined TV and radio audience ever assembled. All Philco dealers—from border-to-border and coast-to-coast—will be in the MAIN TENT for the greatest selling event the appliance industry has ever known. Once again, it points to Philco as the *one* name and the *one* franchise that offers the dealer his safest investment and best opportunity for volume sales and profits. Once again, it's proof of Philco leadership in merchandising!

More than Ever in this All Important Election Year . . .

Concentrate on PHILCO

The Most Powerful . . . Most Profitable Franchise
in TV-Radio and Appliances

***a quarter
century
of leadership***



in sound...

Jensen celebrates its Silver Anniversary this year with an outstanding series of loudspeakers for high fidelity sound reproduction...loudspeakers of unprecedented importance to everyone seeking the finest quality attainable today. They are described in a comprehensive Brochure (publication date May 15) which will be sent free on request.

JENSEN MANUFACTURING COMPANY

Division of The Muter Company
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In Canada: Copper Wire Products, Ltd., Licensee

See and hear Jensen's finest loudspeakers at the Audio Fair in Chicago, May 23-24, Conrad Hilton (Stevens) Hotel. Plan to attend the free "Jensen Silver Anniversary Sound Theatre," Tower Room, featuring the "Reproducer of the Future."

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PICTURE QUALITY

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Never before such picture quality... with thrilling depth and clean, sharp contrasts. Hallicrafters *new* picture with sparkling, unprecedented clearness gives you maximum viewing enjoyment. It's the result of the most modern circuit design in television... the result of Hallicrafters world-famed precision engineering.

Hallicrafters... Priced As Low As \$219.95 *INCLUDING* Federal Excise Tax and One Year Parts Warranty. Prices Slightly Higher West and South.



MODEL 1027C

HALLICRAFTERS

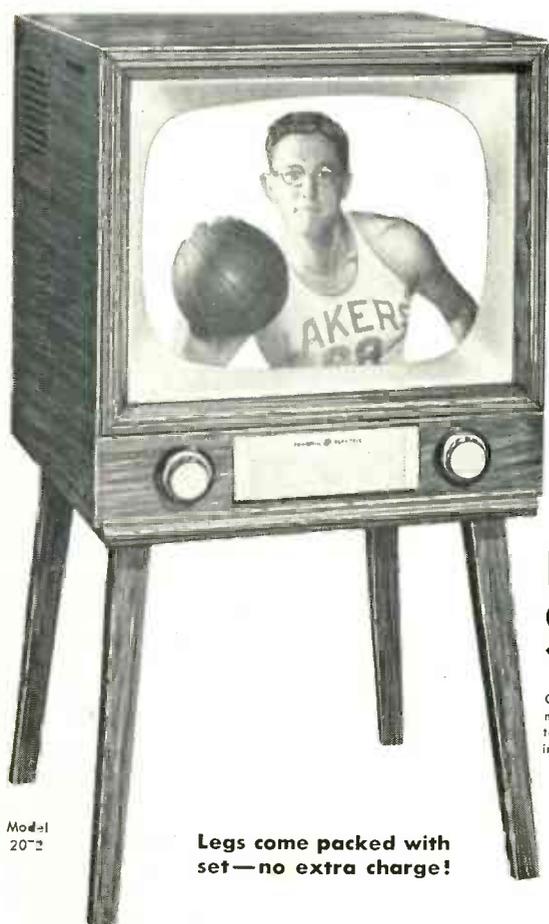
WORLD'S LEADING MANUFACTURER OF

PRECISION

RADIO AND TELEVISION
CHICAGO 24

Biggest picture buy per dollar!

BLACK-DAYLITE



Mod-1
20T2

Legs come packed with set—no extra charge!

Now priced to out-value other leading makes of MAHOGANY BIG-SCREEN TV

THE new low General Electric prices on these great 20-inch G-E Black-Daylite TV models . . . all in genuine mahogany veneers . . . give you a powerful selling advantage! You can prove to your customers—with an *actual cost-per-square-inch* showdown—these are the biggest big-screen values in history!

For example:—G-E consolette Model 20T2 delivers for \$1.25

per sq. inch of picture compared with \$1.34, \$1.40 and \$1.53 for other leading makes of table models. And in consoles, G-E Model 20C105 is \$1.40 per sq. inch as against \$1.44, \$1.58 and \$1.86 for other leading television brands. And as a final clincher—back of these dollar for dollar value advantages—is the name General Electric, the quality name of the industry.

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

NOW ONLY
\$269⁹⁵*

Complete consolette in genuine mahogany veneer. No extra table to buy. Outstanding 20-inch picture. Model 20T2.

★ ★ ★
NOW ONLY
\$299⁹⁵*

Modern console richly styled in genuine mahogany veneer, 20-inch Black-Daylite picture. Concealed, swivel casters for fingertip turning. Model 20C105.



Model 20C105

*Now includes one year Factory warranty on picture tube and 90 days on parts; excludes Federal Excise Tax. Prices subject to change without notice. Slightly higher West and South.

BIG G-E SALES CLINCHERS!

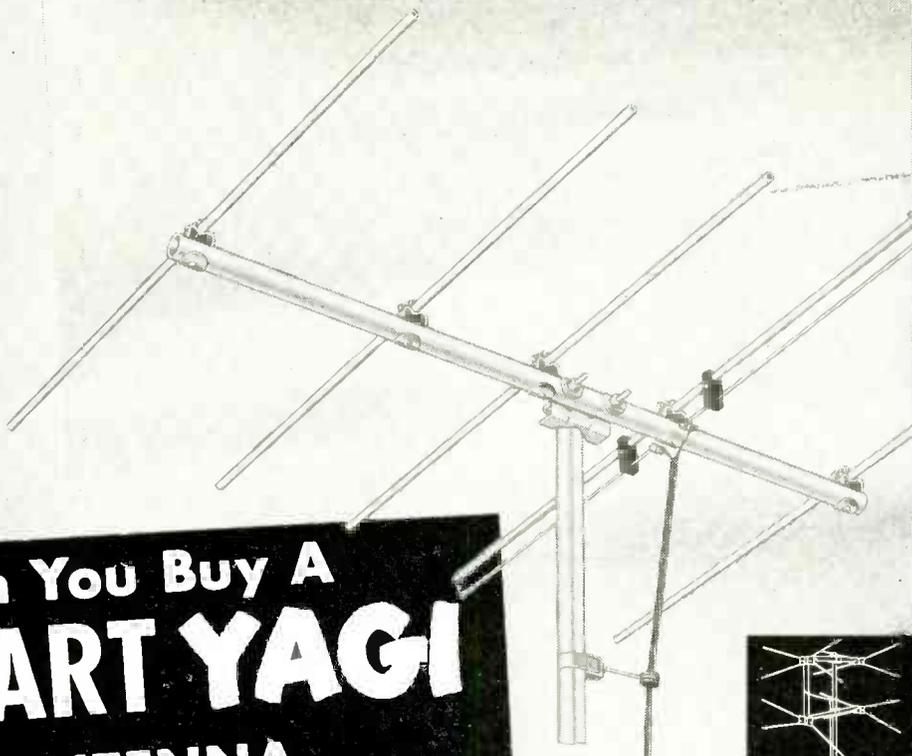
- Fine furniture styling—genuine mahogany veneered cabinetry
- Great G-E Inter-Carrier Chassis assures Automatic Sound
- G-E Reserve Power for long-distance reception
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- Big G-E Dynapower speaker
- Ultra High Frequency plug-in
- Two RF stages
- Gruen Synchronizing Circuit
- G-E constant level of brightness
- General Electric—the quality name of the industry

CALL YOUR G-E TV DISTRIBUTOR TODAY

You can put your confidence in—

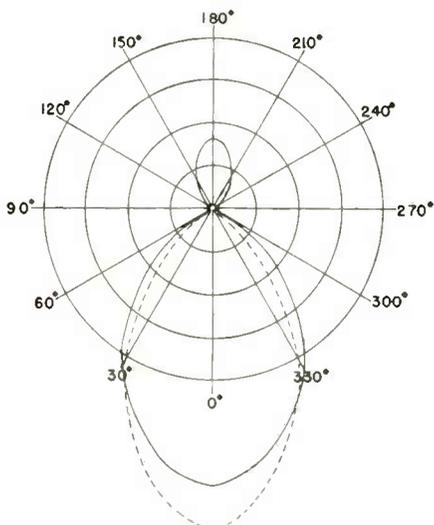
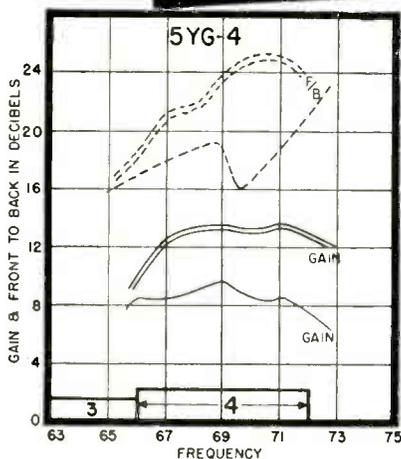
GENERAL  **ELECTRIC**

Assured Balanced
Performance On
Both Audio and
Video Signals



When You Buy A
RADIART YAGI
TV ANTENNA

You **KNOW** it covers the entire
6 Megacycle Band width in the
specific channel for which it
was designed



YAGI response curves for all channels available
from your RADIART distributor . . . or write direct
to us . . . Specify Form F885.

The perfect answer to the need for maximum signal
pickup in "fringe" areas. Each YAGI is cut for a specific
channel and may be used singly or doubly stacked.
Nothing skimpy or shortcut in their manufacture either
—each RADIART YAGI covers the full band width of
its channel.

CHECK THESE FEATURES:

- Pre-assembled Fold-out Design for FAST Installations
- Over 8 lb. Forward Gain
- Excellent Front-to-Back Ratio
- Narrow Beam Width That Develops High Signal-to-Noise Ratio
- Low Standing Wave Ratio
- Sturdy Construction For Lasting and Dependable Performance.



THE RADIART CORPORATION

CLEVELAND 2, OHIO

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

Announcing
6 NEW Series 52
MASCO SOUND-BEEL TAPE RECORDERS

*with fast forward speed
and new duo-motor drive*

at new low prices from

\$160 LIST



The full frequency range of the New MASCO Series 52 Tape Recorders provides a professional tone quality unequalled in any but the most costly recorders.

- **FAST FORWARD** and Fast Rewind Speeds.
- **NEW DUO-MOTOR DRIVE** Two Motors. Separate Idler Takeup Mechanism for lowest wow and flutter.
- **MONITORING AND PLAYBACK** by headphone or internal or external speaker provided in separate outputs.
- **SEPARATE "PRESS-TO-RECORD" BUTTON** prevents accidental erasure.
- **DUAL SPEED** 3.75 or 7.50 inches per second. Automatic amplifier equalization for each speed.
- **DUAL TRACK** Up to two hours of recording time on a seven-inch reel.
- **RECORDS FROM MICROPHONE, RADIO OR PHONOGRAPH** Separate inputs provided.
- **SPECIAL OUTPUT** for external amplifier.

Write for new Tape Recorder Catalog TR-52.

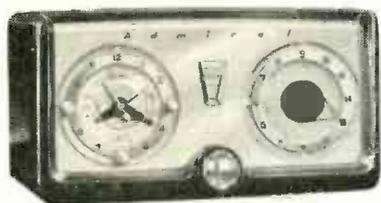


Masco Electronic Sales Corp.

32-28 49th Street, Long Island City 3, N. Y.

Products of MARK SIMPSON MANUFACTURING CO., INC.

Admiral announces a NEW Radio Line at Sensational Prices!



Model 5A32 Deluxe Clock-Radio. Has all the wanted features! Automatic on and off, appliance plug-in, lavish gold trim. Comes in popular ivory. In mahogany, **\$37.95.**

Admiral's complete new radio line is planned to appeal to every customer with its fresh new styling, brilliant performance, and low, low prices. It's planned for sound profits, too . . . with every model a real money-maker. You're in for a pleasant surprise when your Admiral distributor gives you the inside story! Get set with Admiral now for fast, *profitable* selling in the wedding-graduation-vacation season that lies just ahead!



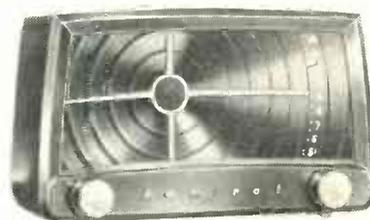
Model 5X21 Clock-Radio. Newest idea yet! Big Clock, "hidden" radio, ideal for desk, mantel or bedside . . . a terrific value in ivory or mahogany. Ebony, only **\$29.95.**



Model 6C22 Table Radio. Powerful 6-tube beauty "pulls in" far-off stations with 3-gang tuning, Ferro-Scope antenna. In ivory plastic; mahogany (shown), **\$34.95.**



Model 5Z22 Table Radio. Outstanding style, high-lighted with touches of gold. Superb tone, Alnico speaker, Aeroscope antenna. Lustrous ivory—mahogany, **\$27.95.**



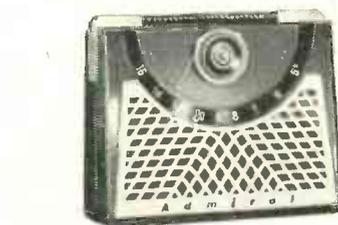
Model 5S21 Table Radio. Low price sensation! Ultra-modern design, Alnico speaker, built-in antenna, amazing tone quality! Colors: mahogany, ivory—ebony only **\$19.95.**



Model 5Y22 Radio-Phono. Plays 33 $\frac{1}{3}$, 45 or 78 rpm—all sizes; super-sensitive radio. Mahogany plastic cabinet only 9" high! An incomparable value at **\$69.95.**



Get this Beautiful DISPLAY STAND



Model 4V18 Portable. AC/DC or batteries. Compact, sturdy cabinet with gold grille, flexible handle—a knockout for style! *Same price* gray, maroon, green—**\$32.95.**

This smart, *permanent* merchandiser is yours at *no cost* with your purchase of a representative assortment of New Admiral radios. Holds more than a dozen sets, including radio-phonograph, at ideal height for easy selection . . . accessible from all sides. Rugged plywood construction, finished with three coats of lacquer. A quality store fixture you'll be proud of!

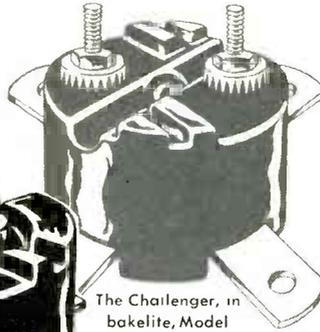
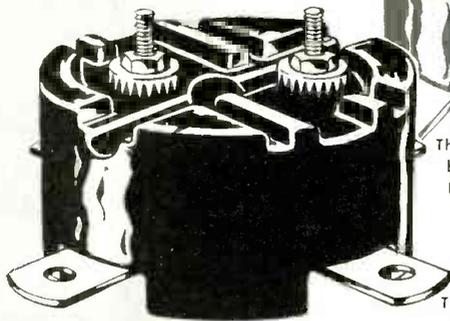
ASK YOUR ADMIRAL DISTRIBUTOR TODAY!

Prices slightly higher South and West.

Now

Radion brings you

the



The Challenger, in bakelite, Model LA-2 \$1.00 list

The Champion, in ceramic, Model QLA-2 \$1.50 list

TWO ALL-PURPOSE MODELS:

LIGHTNING ARRESTOR

that fits all leads, mounts anywhere!

Simplifies inventories—simplifies installations! Specify Radion . . . get the *only* arrestor that handles *any* and *all* leads and mounts! Lowest dealer price in the trade yet either model gives outstanding markup. Rugged, dependable, laboratory tested, individually packed in attractive lucite boxes. It's the all-purpose arrestor you've waited for . . . get the details now!

The Radion Corp., 1130 W. Wisconsin Ave., Chicago 14



See us at the MAY SHOW . . . suite 616A-617A at the Conrad Hilton

"Radio Nostalgia"

By

Norman M. Simons, of The M. Simons & Son Co., New York exporters of electronic equipment since the birth of the industry.

How good is your memory and your radio IQ?, asks Mr. Simons, who worked out this interesting memory test in which the reader is asked the significance of the various names and items printed below. The answers will be found on page 86, this issue:

- A) American Mechanical Laboratories, inc.
- B) "MAR-CO"
- C) "E.R.L."
- D) "SUPERTRON"
- E) "ELECTRAD"
- F) "Bread-Board"
- G) "FERGUSON"
- H) "THERMIUM"
- I) "FINCH"
- J) "MUSIC-MASTER"
- K) "MASTERPIECE"
- L) "Cat-Whisker"
- M) "PHONOVOX"
- N) "BRANDES"
- O) "BURTON-GREEN"
- P) "APCO"
- Q) "FARRAND"
- R) "THOROLA"
- S) "BALDWIN"
- T) "AIR-WAY"
- U) "P A M"
- V) "Vario-Coupler"
- W) "Grid-Leak"
- X) "WRIGHT de COSTER"
- Y) "GALENA"
- Z) "UV-201-A"

New FCC TV Allocations

The new TV allocations released April 14 by FCC provide for 2053 new stations in 1291 communities. About one-eighth of the assignments will be educational and non-commercial. Some 25 cities will have certain of their present VHF assignments shifted. This includes Chicago which trades Ch. 4 for Ch. 2, and adds Ch. 11. Allocations are based on the following principle:

Minimum Co-Channel Spacing:

ZONE	UHF	VHF
1 (Northeastern U.S.)	155 miles	170 miles
2 (Areas outside Zones 1, 3)		
3 (Within 150 miles of Gulf Coast)	175 miles	190 miles
	205 miles	220 miles

Maximum Effective Radiated Power:

VHF Ch. 2-6, 100 kw. Ch. 7-13 316 kw.
UHF All channels, 1000 kw.

Processing: Starting April 14, there will be a two-and-a-half month period for the filing of new applications and amending old applications. Processing of applications will begin July 1. Present applications will not be thrown out, but amendments for each are required and this will demand the use of a new form.

Priorities: A system has been set up to process high-priority applications first. Priorities will be based on need. For instance, the larger cities having no or very limited services will have the highest priorities. At FCC there will be two processing "lines" operating in parallel.

Applications: Applications will be considered on a channel-by-channel basis. That is, there will be no hearings "lumped" by cities.

Construction Permits: Actually it is expected that construction permits on some applications requiring no hearing, can be issued the first week in July.

A complete list of the 2053 allocations is available to readers of Radio & Television Retailing on request to the editor.

POWER-PLUS
ER-PLUS
PLUS

FADA

WER-PLUS
POWER
-PLUS

"POWER-PLUS"

Television



**"has
tripled*
my
business!"**

SAYS L.F.R. *A Dealer in
Upstate N. Y.*

* ... Until a couple of months ago, my TV receiver sales were few and far between. Because, in this extremely tough fringe area to get any kind of a picture at all I had to make special antenna installations, use a booster and all kinds of special equipment. That added up to a lot of cash for the customer — and a headache for me!

"But now with FADA "Power-Plus" as my featured TV line, I don't have these troubles! TV sales are a cinch! In most cases, I just plug in a Fada, and with normal installation the customer gets a beautiful, steady, snow-free picture; something no other TV set I have seen can match!"

"And my customers know that Fada's new Turret Tuner can be adapted for U.H.F. in seconds by merely changing tuning strips."

MODEL 24T10
Exclusive "Power-Plus" control, on this giant-screen 24" table model, *guarantees* superb reception in all areas. Cabineted in genuine mahogany veneers, this is but one of twelve sensational performers in Fada's "Power-Plus" line. All feature the remarkable new Cascode Turret Tuner.
Model 24T10BM — same in blonde mahogany.



THE 24" PRESIDENT



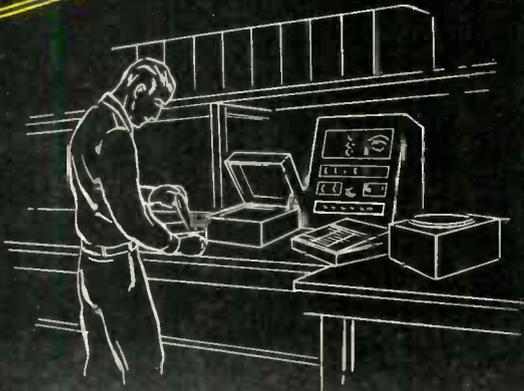
Profit by this dealer's experience — and experience greater profits. See your FADA distributor for a demonstration of remarkable, new FADA "Power-Plus" television — the TV receiver that sells itself!

FADA

**RADIO AND
ELECTRIC CO. INC.**

BELLEVILLE, NEW JERSEY

for the
component
parts
trade



PERMO



for
the
music
trade



Fidelitone



First Choice of Millions....

... AND LEADING MANUFACTURERS, TOO

BOTH
MADE BY

PERMO, INC.

6415 Ravenswood

Chicago 26, Illinois

MANUFACTURERS OF "FIDELITONE", "PERMO-POINT", AND "PERMO" PRODUCTS.
LONG-LIFE PHONOGRAPH NEEDLES—RECORDING TAPE AND WIRE—RECORD BRUSHES

TO HELP YOU KEEP THE SALES CURVE CLIMBING ALL SUMMER LONG

ZENITH gives you
the hottest merchandise our
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, Walnut, 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 RADIO CORPORATION • Chicago 39, Illinois • Also Makers of Fine Hearing Aids

NEW!

The

Capehart

5-WAY RADIO

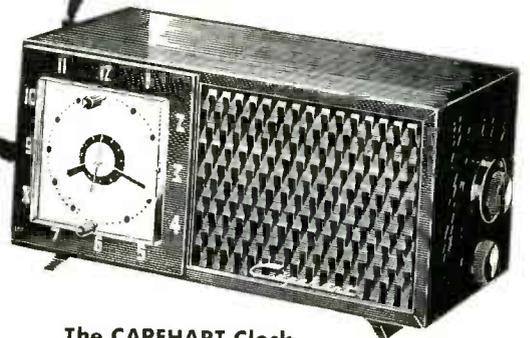


INCOMPARABLE

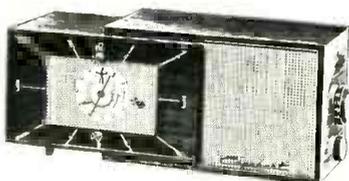
For Superb Performance For Volume Sales

A portable and a table radio in one attractive package. Plays on battery or AC or DC current. Perfect choice for the extra radio everyone needs. A real booster for extra radio sales. Only **\$39.95** less battery

'52—with its political conventions and other news-making events—is the year for small radio sales. Be sure you get your share. Be sure you're set to supply the big demand for CAPEHART! No other sets on the market can touch these fine instruments for styling . . . for performance . . . for trouble-free servicing. That's why they're moving fast . . . building sales records everywhere. Start them rolling up profits for you. See your Capehart distributor or write Fort Wayne.



The CAPEHART Clock Radio (Model TC-100). Unique new design in clock radios—priced to cash in on the volume market. Superb tone. Plastic cabinet in two colors. Brown **\$32.95**
Ivory \$36.95.

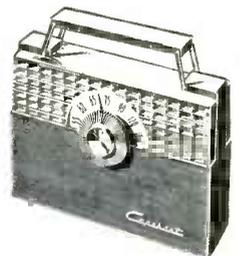


The CAPEHART Clock Radio (Model TC-20). The fastest selling clock radio on the market—the most wanted, the highest styled. Beautiful plastic cabinet in choice of colors. Only **\$49.95**



The CAPEHART Table Radio. Capehart quality in a table set! Beautiful tone. Handsome, compact plastic cabinet in choice of colors. Only **\$32.95**

The CAPEHART Personal Portable Radio. Plays where you play. Weighs only 3½ pounds with batteries. Handsomely styled to lead its field for looks and performance. Choice of colors. Only **\$29.95**



less batteries



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

Now!

V

M

tri-o-matic[®]
phonographs

offer luxury styling -



at no increase in price!

Smooth, modern styling adds a luxury note to the V-M tri-o-matic Phono Line — already famous for its many exclusive features, and its simple, foolproof operation.

Yet, V-M brings you this new, improved design at *no increase in cost* over previous models — and with a price range *below* that of any other quality line!

V-M tri-o-matic has *always* given you the *most* — and the *best* — in the features your customers want. With the new luxury styling added, the V-M tri-o-matic Phono Line is your best bet for fast turnover and bigger profits!

**full details
inside!**

V-M Corporation — WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS





V-M tri-o-matic — the

NOW, with Luxury Styling, Plus

Siesta Switch[®]

Everyone likes the Siesta Switch, found only on V-M tri-o-matic Phonographs! You can read, relax, even fall asleep to soothing music — after the last record plays, everything shuts off, including the amplifying system. In fact, V-M models 920 and 972 will even turn out the light! (A lamp can be plugged into the base and, when the amplifying system shuts off the light shuts off, too!)

V-M TRI-O-MATIC FEATURES: COMPLETELY AUTOMATIC OPERATION, ALL RECORDS — 33 1/3, 45, 78 rpm., 7", 10", 12".

POSITIVE INTERMIX, 10" and 12" records of same speed. AUTOMATIC TONE ARM SETDOWN, ALL SIZE RECORDS — 7", 10", 12" — no controls necessary.

POSITIVE RECORD PROTECTION — Records are lowered — not dropped — on spindle shelf, and flat air cushion dropped to turntable. COMPLETELY JAMPROOF, SIMPLE CENTRALIZED CONTROLS, DUAL-NEEDLE, REVERSIBLE CARTRIDGE.

V-M tri-o-matic 920 — A Record Changer Attachment that plays through any radio or TV set. Mahogany plastic base, with Gold finished appointments. Lowest priced three-speed changer on the market. Plus more features than any changer on sale today.



V-M tri-o-matic 972 Phonograph — The most popular unit in the V-M line! A complete changer-player, with its own top-quality amplifying system. Has all tri-o-matic features and new luxury styling. Plugs into any AC outlet. Has Siesta Switch feature.



V-M tri-o-matic 985 Portable — Compact, lightweight, completely automatic — has all tri-o-matic features, plus Lazy-Lite (lets you change or reject records without lifting lid!), and Siesta Switch. Mahogany wood-grain Leatherette Case.



V-M Corporation — WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS



Phono Line with ALL the features!

GOOD NEWS FOR YOUR HI-FI FANS!

The V-M tri-o-matic 956-GE (shown below) features a *hum-free, four-pole motor, muting switch*, and a *GE Variable Reluctance Cartridge*, in addition to standard tri-o-matic features and Luxury Styling. Mounted on metal pan, complete with AC and sound cords. Here is quality unsurpassed at any price! Also available without base (as Model 951-GE) for use in combinations. V-M tri-o-matic 951 (not shown) is the ideal replacement unit for obsolete one- and two-speed changers in older combinations — a market of millions! Has all tri-o-matic features and Luxury Styling. V-M tri-o-matic 956 — The model 951 mounted on a metal base as a wired changer, for playing through any radio or TV set. Complete with AC and sound cords.



TEEN-AGER'S FAVORITE!



The V-M 150 tri-o-speed Portable plays all records, all speeds, all sizes, *manually*. Its top quality amplifying system reproduces *faithfully* the complete tonal range of any record, just as it was pressed. Lightweight, compact, with a beautiful Mahogany Wood-Grain Leatherette case, the V-M 150 is a really fine Portable at a modest price!

NEW! V-M'S PORTABLE P-A PACKAGE OPENS UP NEW MARKETS FOR YOU!

Meet the most sensational portable sound system on the market today! Designed and engineered to highest quality standards, the new V-M "package" will please the most sensitive ear — yet the modest price tag opens up a whole new potential for you, in stores, offices, schools, small factories and homes where tops in reproduction is a must.

The V-M Model 160 Amplifier is an outstanding unit, with many exclusive practical features, including

- (1) Amplifier assembled as a separate, "pul-out" unit; the speaker is equipped with 25-foot cord and plug, and can thus be placed or hung, wherever desired, while the amplifier itself remains near the record changer or microphone.
- (2) Only one power outlet needed.
- (3) Plug provided for extra speakers.
- (4) Microphone input. The V-M Model 160 includes an 8-watt push-pull amplifier circuit with full range tone and volume control . . . 10-inch P.M. speaker . . . storage space for power cords . . . On-Off Switch combined with Tone Control . . . Beautiful Mahogany Leatherette Case.

The V-M tri-o-matic 960 is the Model 950 Record Changer — with all tri-o-matic features, — encased in a compact, Mahogany Wood-Grain Leatherette Case that matches exactly the Model 160 case.



THERE'S MORE ON PAGE FOUR...

© Reg. in U.S. Pat. Off.

V-M Corporation — WORLD'S LARGEST MANUFACTURER OF RECORD CHANGERS





No trick at all, to remove or install! V-M's new 45 Spindle slides quickly and easily over the standard tri-o-matic spindle; fits all V-M 950-920 Series record changers. No fussing, no adjustment necessary.

With V-M's 45 Spindle, you can play a stack of 12 large-center-hole records, without the bother of inserting center-hole adapters in each record.

V-M'S NEW 45 SPINDLE adds extra profits - - helps you "sell up"!

Just put a V-M 45 Spindle on your tri-o-matic demonstration unit, and watch the extra profits pile up! "Package" sales are easy to new customers — and don't forget, there are more than a million V-M 950 and 920 Series record changers *now in use*, that this new spindle will fit! Here's a fast-selling, low-cost accessory that helps you build record sales while it boosts your profits.

Packed in colorful carton that forms appealing counter display. Six Spindles to carton (minimum order)



V-M tri-o-matic is the "Profit" Phono Line!

✓ V-M tri-o-matic is the fastest-selling Phonograph line on the market today. With V-M, you have a *complete* line of high quality record changers and phonographs, incorporating *more exclusive selling features* than any other brand.

✓ V-M tri-o-matic Phonographs are consistently advertised in consumer magazines that reach *your* top prospects. This year's schedule calls for large space advertisements, many in color!

✓ A complete promotion package is available to all V-M Dealers, to help you identify yourself as a V-M tri-o-matic outlet. Included are eye-appealing wall banners, new motion displays that set right on the turntable, colorful folders, newspaper mat ads, and many other sales-tested items to help you sell.

✓ **GET ALL THE FACTS** — contact your V-M Distributor *now*, for complete information on the new V-M tri-o-matic Line, or write direct to

Printed in U.S.A.

V-M Corporation — FOURTH AND PARK STREETS, BENTON HARBOR, MICHIGAN



Bendix sets give us the biggest profit. So it's smart to give them the biggest push.



You make more . . .

because

You keep more

WITH

Bendix TV

THE LINE OF LASTING PROFITS!

From every angle, Bendix* TV means more business . . . and more profit . . . for you.

First, Bendix offers you one of the most liberal discounts in the business. So you can *profit more from the original sale*.

Next, Bendix sets *stay sold*. You have no problem with costly comebacks because the Bendix picture is the finest picture that money can buy. And it *stays* that way . . . keeps owners satisfied month after month after month.

Further, Bendix sets give less trouble . . . and require less servicing. You have fewer service headaches and lower service costs. You *keep more* of what you made from the original sale.

The Bendix quality that brings these important advantages to you is no accident. It results from the fact that Bendix Aviation Corporation is one of the world's most experienced and most trusted specialists in electronics. Bendix knows how to *build in* the reliability that spells p-r-o-f-i-t for you.

To make more money . . . to keep more of what you make . . . sell Bendix.

*REG. U.S. PAT. OFF.

Check. And don't forget they show up best on our service records, too.



Picture and sound are locked together so that tuning in best picture automatically brings in best sound. Full contrast and brilliance range provides perfect shading and a flutter-free picture.

Tilted, non-reflecting, 20" picture tube with Magic Interlace produces clear, sharp picture that's easy on the eyes. Full-scope built-in Antenna another Bendix plus.

Famous Bendix ease of operation results from front-panel location of all controls used in normal tuning. Other, infrequently-used adjustments easily accessible at rear of set.

Keyed Automatic picture control does away with annoyance of readjusting contrast or brightness controls when switching channels. Virtually eliminates "Aircraft Flutter."



MODEL 20 K 2

Available with casters for easy turning



THE PICTURE WITH THE BILLION DOLLAR BACKGROUND

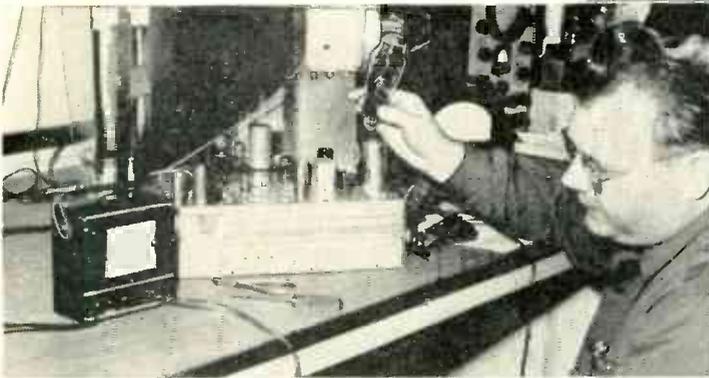
AVIATION CORPORATION HAS DESIGNED AND BUILT BILLIONS OF DOLLARS WORTH OF RADIO, TELEVISION, AUTOMOTIVE, RAILROAD, MARINE, AVIATION, AND INDUSTRIAL EQUIPMENT, INCLUDING ELECTRONIC DEVICES FOR SUCH ADVANCED FIELDS AS RADAR AND GUIDED MISSILES. FAMOUS FOR RELIABILITY IN EVERY MAJOR INDUSTRY, THE BENDIX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

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

Bill Clemens says—

Midget Radio Service (a 3-Man Shop)
129 S. Elizabeth St., Lima, Ohio

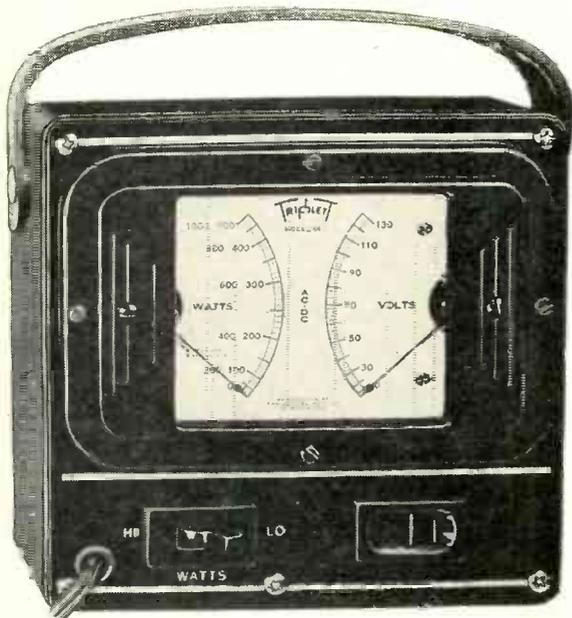
*"TRIPLETT 660 saves us
50 to 100 man hours
per month."*



1. **ISOLATING THE TROUBLE**—Plug the power cord of the chassis into LOADCHEK and note the reading. With your eye on the large meter remove the rectifier tube and you can tell immediately which side of the tube the trouble is on. You have already eliminated 50% of your probing time.



2. **LOCATING THE SHORT**—With Loadchek you can quickly check the shorted side, part by part, without laying down tools or picking up test leads. Here, the trouble was a short in the transformer, spotted without having to warm up set. Overloads are found the same way.



Locates trouble in a hurry

The above pictures illustrate but one of the many time-saving uses of Triplett 660 Loadchek. This versatile instrument accurately measures power consumption, enables you to see instantly any deviation from normal load, without disconnecting a single part... finds trouble in a hurry.

For Radio and TV servicing—for almost any kind of electrical trouble-shooting—LOADCHEK saves hours of painstaking work every day. At its moderate cost no service technician can afford to be without it. Try one today—and see! Write for free booklet.

TRIPLE ELECTRICAL INSTRUMENT CO., BLUFFTON, OHIO, U.S.A.



Triplett

SEE TRIPLETT 660 LOADCHEK AT YOUR DISTRIBUTOR

are you looking for a better deal in TV?

"Our increased production facilities plus the added demand of the buying public for better-built, longer-lasting* 'Quality' TV has enabled ANDREA to extend distribution nationwide.

"Here's your opportunity to get away from lines that load you up with slow-moving inventory that hangs like a millstone around your neck. The ANDREA franchise is a delight to dealers and distributors who look for wide profit margins, fast-moving inventory . . . on a 'quality' TV line that's backed by 32 years experience in the electronics field.

"Then, when you add to all this the attraction of new low prices—the lowest prices in ANDREA history—you can't help but realize that it sums up to more profits for you . . . with far less headaches.

"Contact me as soon as possible if you want a better deal in TV. I'll rush the full particulars to you via return mail."

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

Frank A. D. Andrea

PRESIDENT, ANDREA RADIO CORP.

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



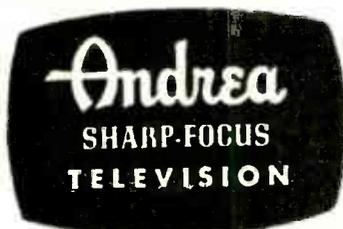
STRATFORD... 20-INCH... FM RADIO... FULL DOORS



GOTHAM... 17-INCH... FM RADIO... TABLE MODEL



BREWSTER... 17-INCH... FM RADIO... CONSOLE



®

STABILITY... today's biggest TV value

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



Tape Recorders sell EASY



Be sure to drop in
to see us at the
ELECTRONIC PARTS SHOW
May 19, 20, 21, 22
Rooms 700 & 701A



EASY OPERATING



EASY MAINTAINING



EASY CARRYING

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 3¾ in. per sec. **\$5.00** List Price



DEALERS — for information on contacting your nearest distributor write to us . . . Department TR—RTR-5-52



EASY LISTENING

RETAILS AT
\$14495
SLIGHTLY HIGHER
WEST OF THE ROCKIES

Eicor, Inc.

1501 W. Congress St., Chicago 7, Illinois

Emerson Television

NEW "700" SERIES...GREATEST VALUES

IN 30 YEARS OF GREAT VALUES!



17 INCH MODEL 700 \$179⁹⁵

Mahogany wood veneer cabinet

Super-powered *Long-Distance* circuit specially engineered for fringe area or city center. *Fringe Compensator* adjusts for best reception in your own home. Built-in antenna. Removable bezel to clean picture tube. Mahogany veneer cabinet.



← **17 INCH CONSOLE MODEL 714 \$229⁹⁵**

Super-powered *Long Distance* circuit. *Fringe Compensator* adjusts for best reception under all conditions. Built-in antenna. Removable front bezel for cleaning picture tube and glass. Mahogany wood veneer cabinet.

Emerson and ONLY Emerson could offer these amazing Television values at Low — Low Emerson Prices! Designed to move merchandise for you NOW! Feature this sensational new "700" series for Greater Value, Quicker Turnover and Bigger Profits. Now, more than ever, Emerson means Business.

Not only the LOWEST PRICE but also the Greatest Performance in TV Today!

Here's Proof!
BY IMPARTIAL U. S. TESTING COMPANY

... The chart tells the story. Here are the results of actual comparative tests of the performance of a 17-inch 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—with facts not claims.

	EMERSON	SET B	SET C	SET D	SET E
Contrast	Very Good	Good	Fair-Good	Fair-Good	Good
Detail	Very Good	Good	Fair	Fair-Good	Good
Focus	Very Good	Very Good	Very Good	Very Good	Fair
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



← **20 INCH MODEL 709 \$229⁹⁵**

Mahogany wood veneer cabinet

Super-powered *Long Distance* circuit specially engineered for fringe and high-signal areas. *Fringe Compensator* adjusts for peak performance in any location. Built-in antenna.

Call, Wire or Write Your Emerson Distributor Today for the Hottest Selling Proposition In The Industry

Prices plus federal excise tax and warranty—prices slightly higher in south and west.

EMERSON RADIO AND PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.



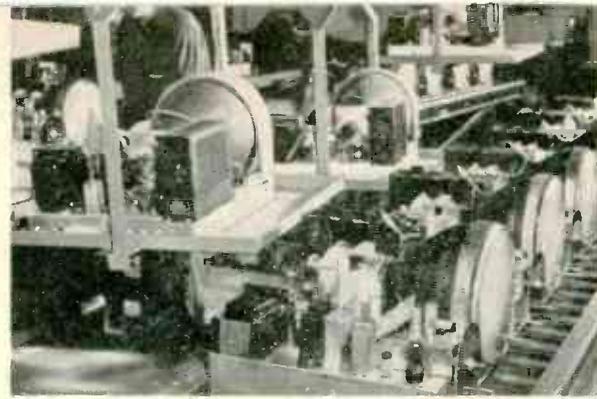
INSURANCE, A GODSEND IN TIME OF NEED—Many grateful customers and dealers have expressed their praise of the *complete* insurance protection offered with **COMMERCIAL CREDIT PLAN**. Every appliance sold under this plan is automatically covered by Property Insurance, which protects the customer in event of damage to or loss of the merchandise as outlined in the policy. Life Insurance Coverage cancels the unpaid balance in case of purchaser's death.



**More appliance dealers use
Commercial Credit financing
than any other national plan**



BETTER USE OF WORKING CAPITAL—**COMMERCIAL CREDIT PLAN** offers dealers everything they need — from wholesale financing of floor stock down to the retail sale to the customer involving credit investigation, property and life insurance, collection, adjustment and prospect follow-up. This plan enables dealers to free working capital for use elsewhere in their business.



A CONTINUING SOURCE—No matter whether weapons for war or appliances for peacetime living are rolling off the production lines—dealers know they can count on **COMMERCIAL CREDIT** for *financing as usual!*



A LOCAL SERVICE—**COMMERCIAL CREDIT**'s hundreds of offices throughout the United States and Canada offer dealers a truly local financing service, with the added advantage of bringing to the local scene the breadth and vision gained through nationwide facilities. You deal with one reliable source only. You benefit by **COMMERCIAL CREDIT**'s years of financing experiences in handling all details . . . eliminate possibility of lost sales due to delays or outside influences.



EIGHT WAYS BETTER

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

Your distributor will be glad to give you a copy of this interesting booklet that analyzes the appliance market — gives eight reasons why **COMMERCIAL CREDIT PLAN** can help you build a sound, profitable business through increasing time sales. Ask him for a copy today.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.

I'm not in business for my health!



Mr. Victor Hendler—trading as Vic Hendler, Philadelphia, Pa.

"This business of selling a lot of television sets to make landlords and manufacturers happy has no appeal for me. I'm in business to make money for *myself!*

That's why I sell Tele King. Tele King gives me the biggest margin in the industry — and the quality is

second to none. I hear lots of talk about tuners — but Tele King definitely has the *best engineered tuner* in the industry—*fewer moving parts, fewer parts to get out of order.*

You can't beat that—it's the answer to the service problem, *saves me and my customers money!*"

Send for valuable **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.



Exciting New View for '52!

STROMBERG-CARLSON

PANORAMIC VISION*



New cylindrical tube!
More can watch



New automatic
focusing



Curved
safety-glass front!
It's glare-proof



New customized
Tru-Lok tuning



New VHF-UHF
strip-type
tuning



More power
in fringe areas



The PANATOMIC

BIG 21" TELEVISION!



The PAN-AMERICAN, 21" console
¾-length, curved doors. Curved safety
glass—removable for cleaning. Tru-Lok
tuning. Phono jack. Ready for UHF.
Hand-rubbed mahogany veneers. \$465†

Now see the television development of
the year! It's PANORAMIC VISION—the new
21" cylindrical tube scientifically adapted
by Stromberg-Carlson to give true wide-
angle viewing, extra picture size without
glare.

It's exclusive! It's different! It's some-
thing you can get prospects excited
about!

Feature PANORAMIC VISION—another
great product of Stromberg-Carlson
engineering.

The PANATOMIC, (shown above) 21" table
model. Curved, removable safety glass.
Tru-Lok tuning. Phono jack. Ready for UHF.
Compact cabinet . . . Perma-Veneer with ma-
hogony finish—19" deep. \$329.50†



The INVADER, 21" console. Curved,
removable safety glass. Phono jack.
Tru-Lok tuning. Ready for UHF. Com-
pact cabinet—19" deep. Mahogany
veneers, hand rubbed. \$395†

†Zone 1. Includes excise tax.
Installation, warranty extra.

*Patent applied for

"There is nothing finer than a **STROMBERG-CARLSON**."

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

Let's Smoke Out the ENEMIES OF TV!

Honest, efficient TV men (as the majority are) find themselves wearing a black-eye these days. And they aren't a bit happy about it, either. As a matter of fact, they're fighting mad over the "shiner" hung on them by the enemies of TV—*enemies outside and inside the industry.*

These enemies of TV include:

TV Enemy No. 1. Misleading, and often viciously dishonest advertising, painting the TV man as a black-hearted, conniving gyp. Such advertising has appeared in newspapers and on the radio. In addition, there have been many editorial articles in the consumer press picturing the TV man as a guy with horns.

TV Enemy No. 2. Self-serving groups who crucify the TV man in the eyes of the public with the sole motive of either furthering their ends or cashing in on the magic of TV to obtain publicity for their own activities.

TV Enemy No. 3. The gyp within the industry. Though definitely belonging to a very small minority group, he sells out his fellow TV men through fake advertising, swindling methods, screw-driver servicing, and "fadeaway" disappearances.

TV Enemy No. 4. The "lousy" TV programs which crop up now and then to irritate the viewing public—irritate them so much they overlook the fact that most of our TV shows are really tops.

The Time to Fight Back Is Here

The only way to combat the harm being done by these enemies of TV *is to employ truth as a weapon, using every means at our disposal to publicize the fact that the majority of TV men are not only honest and hard working, but highly efficient. . . . That they have heavy investments in equipment, and in education. . . . That more often than not they lose money on come-back service calls. And that they, along with the family doctor, are the men the TV home can't get along without when an emergency arises.*

Let's get some action on the part of individuals, associations, distributors and manufacturers in spending money to buy some of the right kind of publicity in telling the truth about the average TV man.

Let's smoke out the enemies of TV, and give Mr. and Mrs. John Q. Public a little something on the *right* and *bright* side of television.

What's Ahead! — in Radio,

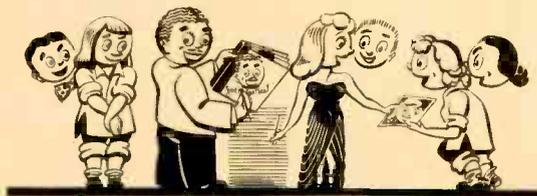
COMPETITION BETWEEN TV SET MAKERS hotter than it ever was in the old days of radio, and making it very tough for some of the smaller concerns. Price reductions are a reflection of the feverish pitch being made to sell receivers in a lagging market. Only a firming up of the sales situation, which should come as a result of the political campaigns, baseball, etc., can call a halt to the trend to lower list prices.

WHY IS THE RADIO-TV-APPLIANCE BUSINESS dragging its feet? A great many experts will venture some or all of the following opinions: Too many dealers in the thickly populated areas, too much dependence on price-cutting in such localities as a substitute for salesmanship; too much distressed merchandise on the market, in spite of the fact that inventories are lower than they were at the peak of last year's business standstill. And, of course, just about everybody will agree that the high cost of necessities is an outstanding factor.

"MUSIC IS FUN FOR EVERYONE" is theme of show and convention of National Association of Music Merchants, scheduled for the Hotel New Yorker, July 28-31. Information regarding this important event may be obtained from Robert H. Gardner, 105 W. Madison St., Chicago 2, Ill.

RADIO-TV-APPLIANCE DEALERS FOUND REMISS IN NOT SOLICITING business from new home owners, new tenants in housing projects, and the like. Newcomers are "welcomed" into community by an army of salesmen for milk routes, dry cleaning, baked goods, etc., but relatively few of our dealers seem to be taking this opportunity to get "in on the ground floor" with new customers.

PILFERING OF TV SET PRICE AND DATA TAGS reported by some of the large stores. Seems certain "price-shoppers" use the tickets to compare model numbers and list prices on their rounds of the stores in search of bargains.



PERSONAL APPEARANCE TOURS SELL PLENTY OF PHONO RECORDS when the big-name singers and musicians visit the home folk in the flesh, but TV covers a far greater territory, and really is the newest and brightest disc "salesman" the industry has ever seen. A great many people will go along with the statement that the healthy condition of the record business at this time is due in no small degree to TV's magic in bringing recording stars into the living rooms throughout the land. Hint to dealers: Be sure your salespeople integrate the merchandising of discs and instruments.

DEALERS IN THE METROPOLITAN AREAS of the country plagued by rising costs of doing business, cut-throat competition, and short discounts, have still another headache in the inroads being made by the cut-price service concerns, offering TV-radio home calls at ridiculously low prices.

TELEVISION SETS IN USE AS OF MAY 1 have reached 17,600,000. With the monthly rate of increase likely to go up now that the baseball season and the political conventions are practically upon us, we should easily reach 21 million by the end of the year. The number of TV stations still stands at 108, but now that the "freeze" has been lifted, we are likely to see some stations come on the air for the first time since 1948.

PUBLIC INTEREST IN OPERA DISCS STILL GROWING, and approaching the proportions of a boom. Whereas in the old "78 days" a complete opera on records was a curiosity, there are today dozens on long-playing 33's, with even a choice, in some cases, of three or more full length recordings of the same opera. With high costs keeping the "Met" off TV, it seems as if there is one form of entertainment left which will not be supplanted by the kinescope.

INTEREST IN BASEBALL LIVELY AS EVER, and dealers who don't stress this angle in their advertising and display of TV and radio sets are losing a good bet. Live TV sets in windows will draw attention as will sports broadcasts piped outside store (where permitted).

SAN ANTONIO MUSIC COMPANY is the "Brand Name Retailer of the Year" in the music field. This was announced in a telegram to Ray S. Erlandson, president of that company, from Henry E. Abt, president of Brand Names Foundation. Mr. Abt also announced the names of other winners as follows: They are: Whittle Music Company, Dallas, Texas, winner of the second place "Certificate of Distinction;" Wilking Music Company, Indianapolis, Ind., named in third place and Brown Music Co., Jackson, Miss., and Joseph-Lucas, Portland, Ore., awarded "Certificates of Distinction." San Antonio Music Co. is honored for the second time, having received a "Certificate of Distinction" for 1950.

DISCS FOR PLAY AT 45 RPM ultimately will be used exclusively for recordings of popular music and supplant the 78 RPM platters which now dominate the record field, according to John W. Haddock, president of AMI Incorporated, makers of automatic music machines.

FAMOUS-MAKE ELECTRIC HOUSEWARES being offered at "28 per cent to 63 per cent off fixed prices" by S. Klein, New York City department store, in newspaper ads. Quoting from a portion of the advertisement: "For example! Camfield Electric Toasters, price-fixed at \$23.95!—\$11.99."

Appliances, Records and Television

SALES OUTLOOK ENCOURAGING, with business still slow but better than it has been since the first of the year. Some veteran merchandisers predict that there will be no acute slump this year in radio and TV because of the combination of political campaigning and baseball. Optimistic industry figures are looking for a much better Fall season this year, too.

A COOPERATIVE EDUCATIONAL CAMPAIGN launched a year ago by leaders in the TV industry and the Philadelphia Better Business Bureau has contributed to an 85 per cent drop in the number of TV complaints received by the Bureau, according to a report. The marked improvement in television receivers and the stabilizing of service methods also helped to bring about this rapid decline of complaints, according to Hugh Smith, the Bureau's manager.

INTERESTING MIMEOGRAPHED "weekly newsletter" going out to customers of Sparks Radio Service, Beaumont, Texas. One sheet features brief, personal items under the heading, "TV Chatter." On the reverse side is the weekly program of KPRC-TV. News of recent phono record releases is captioned, "Sparks Presents."



OUT OF THE IGLOO INTO THE BEEHIVE! Plenty of profit-minded dealers have made radical changes in their business set-ups in order to gear operations to the present tough market. Among the new things designed to increase activity; guard profit structure: Chopping out all unnecessary expense, striving to improve salesmanship through training, buying carefully and deliberately, and paying more attention to advertising copy.

"TELEVISION SELLING IS DONE IN THOSE LAST THREE FEET in the retailer's store, and that is where the help is needed. For that reason, Du Mont factory sales personnel will be spending more and more of their time, working with the dealer and his sales force in the retail establishment."—Walter L. Stickel, Du Mont national sales manager. The firm has prepared a sound-slide film and attendant training material; will give awards to distributor and dealer personnel doing the best job of carrying sales training into the field.

GRIST FROM THE RUMOR MILL. Very large New York retail outlet, not presently selling TV or major appliances, said to be dickering to buy a large inventory of refrigerators. . . . If material conditions permit, Midwest manufacturer may bring out an automatic washer this year. This firm has never made washing machines. . . . Certain signs point toward the possible merger of a couple of phono record makers.

POLITICAL CAMPAIGN STRATEGISTS WILL "STAGE" conventions to gear them to TV audiences. The result should be the elimination of millions of words and the substitution of action in place of long-drawn-out speeches.

SOME OF THE SERVICING PROBLEMS being thrashed out at forums held by the Television Installation Service Association, Chicago, include such subjects as licensing, fix-it-yourself books, cut-rate service rackets, derogatory newspaper and magazine articles, parts warranties, and factory operated service departments.

TIE SHOW-WINDOWS IN WITH POLITICAL CAMPAIGNS. Aggressive dealers are capitalizing on the tremendous interest in the coming conventions and campaigns. They are angling show-window displays to attract the passerby, calling his attention to the advantage of owning a big-screen TV set, a portable radio and other home receivers. Right up until Election Day, and even for some time after it, the public's interest will be white-hot on political goings-on. Huge sums of money will be spent by manufacturers in putting the campaigns and campaigners on the air, and the smart merchant will cooperate to the fullest extent.

FOUR OUT OF THE FIVE BRAND NAME COMPETITION AWARDS winners this year in this field are members of the National Appliance and Radio-TV Dealers Association, with the coveted title of "Brand Name Retailer of the Year" going to dealer, Roy W. Springer, of Ross Electrical Co. in Superior, Wisc. Other NARDA members, winning "Certificate of Distinction" awards, are O. B. Lank, of O. B. Lank & Sons, Inc., Harrisburg, Pa., George Marcuse and Loris K. Levy, The Radio Center, New Orleans, and Harold Sampson, Sampson's Enterprises, Inc., Milwaukee, Wisc., The Apex Tire & Appliance Company of Pawtucket, R. I. also received a "Certificate of Distinction" award.

Future Events of Interest to Readers

- May 11: Mother's Day
- May 19-22: 1952 Radio Parts 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: Int. Home Furnishings Market, Merchandise Mart, Chicago.
- June 16-26: American Home Furnishings Market, American Furniture Mart, Chicago.
- June 22-24: 1952 Mid-year Convention, National Appliance and Radio-TV Dealers Association, Sherman Hotel, 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.
- 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.

New RCA VICTOR

gives all

the Center



3-Speed "Victrola" Attachment—This compact instrument can play through your customer's radio, phonograph or television set. Price leader in table-model line. 2J51.

Compare performance! Compare tone! Compare feature for feature!

You can sell all your record customers—easier than ever! Prove it yourself. "45's", 78's, 33 $\frac{1}{3}$'s—it makes no difference. The great, new 3-speed "Victrola" changer plays *all three* records with equal ease plus features like slip-on "45" spindle... last-record stop in all models. There's nothing on the market that can touch this new, quality-packed RCA Victor line.



3-Speed "Victrola" phonograph—Here's a spectacular performer that's compact, functionally styled. Unsurpassed tone quality from the "Golden Throat." (AC operation.) 2E53.

Here's repeat record sales—because every 3-speed "Victrola" instrument out in your customers' homes will keep them coming back for records in *all three* speeds. Customers can now play "45" records the *right way*... from the center. Every 3-speed "Victrola" changer you sell will keep the door open for volume sales in *all* speed records—especially "45's"!



3-Speed "Victrola" Portable—For the customer who likes to roam—and listen to the best. Simulated leather luggage-type cabinet, 8" speaker, carrying handle. Plug into AC outlet. 2E538.



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

RCA VICTOR — World Leader

3-speed "Victrola" changer

advantages of "45" System

is the Secret

Here's no lost sales . . . because RCA Victor offers a full table-model line of four 3-speed "Victrola" changers: attachment . . . table phonograph . . . portable phonograph . . . phonograph-radio combination. There's a model for every prospect.

Follow these three easy steps to boost your "Victrola" sales:

1. See your RCA Victor Distributor now! Get full information on this great, new money-making line.
2. Display these trim, compact 3-speed instruments. Make it BIG.
3. Demonstrate them for fast turnover. Show how easy it is to drop the magic "45" spindle in place. Compare tone performance against any other! And watch your repeat record sales grow! In all three speeds!



HOW IT WORKS: Slip the handy "45" spindle over the small diameter spindle . . . press . . . it's locked in place, ready to play up to fifteen "45" records at the twist of a knob . . . the twin-stylus pickup has flop-over lever to change to proper stylus—plus a new "guard position" which completely protects stylus when not in use. "45" records change from the center the "45" way.



3-Speed "Victrola" Radio-Phonograph—All the advantages of the 3-speed changer plus powerful AM radio, its top-quality performance and looks mean more sales (3 watts push-pull tube operation.) 2U57.



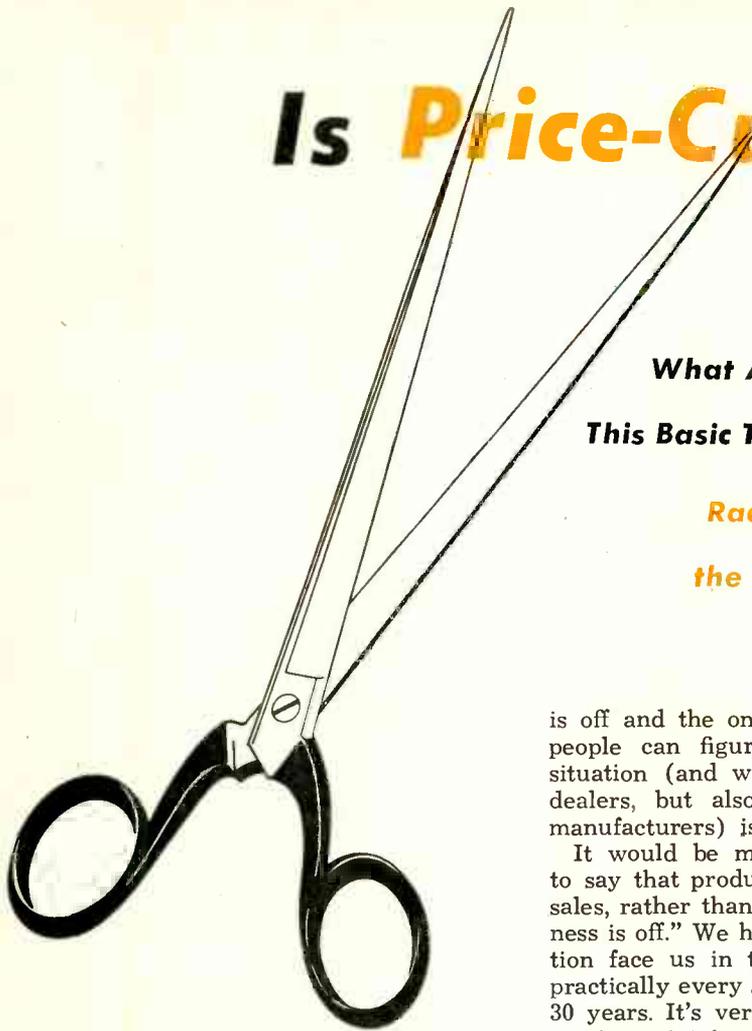
RCA VICTOR

DIVISION OF THE RADIO CORPORATION OF AMERICA

Tmks. ®

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

Is Price-Cutting the Only



What Are the Underlying Facts and Factors Behind This Basic Trade Evil? And What Can Be Done About It?

Radio & Television Retailing Examines the Conscience of the Industry Without Pulling Any Punches

• It doesn't take a CPA to figure out that sales volume doesn't do anybody any good unless it's profitable. And yet we are continually faced in this industry with a situation in which retailers try to maintain volume by cutting prices.

We are not talking about little price cuts, but big ones—the kind of slash that doesn't leave enough margin to cover overhead.

This type of activity comes into full bloom when business is off, naturally. Conversely, when business picks up—and we fully expect it to be pretty good when we get into full swing on the baseball season, the political campaigns, and the allocation of new TV stations—then price-cutting isn't so much of a problem.

Why Cut Prices?

But that won't get rid of the basic evil itself—it only covers it up temporarily. So we have gone around and asked dealers, "Why are you cutting prices?"

The answers are almost always one of two: "I've got to meet competition," or "I've got to get rid of my inventory and pay my bills." These are really only symptoms, not causes. The cause is basically that business

is off and the only way that some people can figure to remedy the situation (and we don't mean just dealers, but also distributors and manufacturers) is to cut prices.

It would be more correct, even, to say that production is exceeding sales, rather than to say that "business is off." We have had the situation face us in the radio industry practically every summer in the last 30 years. It's very commendable to try to maintain sales levels twelve months of the year, but by *positive* means, rather than negative. Price-cutting is negative.

Nobody Wins Price War

Everyone in business should know that you can't win a price war. There's always somebody who'll undercut you. All that merchants, distributors and manufacturers achieve when they start, foster, encourage or just wink at price-cutting is to give the consumer the idea that there is a tremendous markup on our products and no fool should pay list. It

also stimulates consumers to shop around for the best buys, ignoring such things as long established reputations, integrity, service, etc.

We believe that every segment of our industry, from dealer to manufacturer, is equally culpable in this situation. The dealer is wrong in substituting price-cutting for salesmanship and smart buying practices . . . and in screaming for higher discounts so he can have "more to play with" in a price war.

The distributor is wrong in that he has overbought and oversold . . . has forced tie-in deals, and has encouraged price-cutting by bludgeoning dealers into taking more merchandise than they could sell . . . has granted preferential discounts and special rush deliveries to large price-cutters, enabling them to cut price *and* make money at it, while the little dealer has to take the bread out of his own mouth to meet the price . . . has been selling to too many retailers in his territory, so that few can make a profitable living with his line . . . and has sold to non-retail outlets who merely ag-

CAN PRICE-CUTTING BE STOPPED?

Yes, if manufacturers will

**Not overproduce, especially for slow seasons
Not pay co-op funds for price-cutting ads**

Yes, if distributor will

**Not give price-cutters special deals and deliveries
Not give franchises to too many retail outlets**

Yes, if dealer will

**Sell quality, brand, features, services—not price alone
Utilize outside selling and incentive pay to boost sales
Diversify lines to accommodate off-season selling**

Way to Get Radio-TV Sales?

gravate the price-cutting situation. The manufacturer has been wrong in overproducing, and in forcing ridiculous quotas on his distributors, who had to either accept or get out . . . also, in paying cooperative ad funds to price-cutters, and in general making no effort to police his suggested lists, or his franchises. The manufacturer has winked at the nefarious activities of his distributors and dealers, and more, has encouraged them. At least one manufacturer has come out and said that the only way to merchandise in the radio-TV field is with large volume and low discounts, supported by aggressive "promotional" selling and plenty of advertising.

Small Retailer Squeezed

Such a program is great if you're a Davega or a Macy's, but if you're the run-of-the-mill \$100,000-\$500,000 dealer (who is the backbone of our industry) . . . if you're accustomed to deal with regular customers rather than transient street traffic . . . and you've been selling reputation, service and quality over the years, you don't fit into that picture, and there's no reason why you need to.

But what happens to Mr. Small Retailer? When sales are booming, he doesn't get good deliveries because he won't buy a carload. When sales are bad, he loses his customers to price-cutters who are getting preferential discounts and big co-op ad funds.

There is nothing illegal about price-cutting per se, but we believe that any tendency to build up the big businesses and squeeze out the small ones is unAmerican.

What can be done about it?

Manufacturers: Gear production to seasonal sales patterns and to educated sales prognostications—in other words, don't overproduce if you can help it. Initiate a policy to hold down the number of your franchised dealers to a realistic figure. Police your list prices. Don't pay co-op ad funds for price-cutting ads. If your dealers want to cut their throats (and your reputation, too) publicly, you can't stop them, but don't pay them to do it. Guarantee your prices for at least 90 days, and

when you change prices, don't leave somebody else holding the bag. Write your ads honestly and clearly, without a lot of extras in the small print. Help your dealers through slow periods by inspiring sales building programs and providing sales promotional aids—instead of by suggesting that they cut prices.

Distributors: Give everybody a fair break, and don't encourage the price-cutter with special deals and discounts. The only legal basis for different prices at your level is quantity—let's keep it that way. Know the sales potential in your territory and buy intelligently, rather than be forced to club your retailers into taking more than they need so that you can get off the hook. Don't sell direct to consumers, and don't sell to outsiders such as drug jobbers who, having no interest in our field, will merely use your brand as a football to foster their own ends.

Dealers: Try to get sales with salesmanship, instead of by giving away the merchandise. Make an accurate check of what it costs you to do business and don't sell below cost in a frantic effort to keep up the numbers on your cash register.

If you think that business is so bad that you're going into Chapter 11, remember that you'll get there just as fast selling at a loss as you will not selling at all. Remember that you can't "meet competition" by cutting prices, because someone can always undercut you. The best way to meet competitors is to outsell them.

Many people feel that Fair Trade is the answer to price-cutting, while some feel that it is unAmerican to force the consumer to pay a fixed, high price and to stifle competition. This is too big a subject to cover here, and we plan to treat it in full in a forthcoming issue. We welcome the comments of our readers on this subject, as well as on all the phases of price-cutting, and invite them to write in now, while the subject is fresh in their minds.

priced below original wholesale!

Sale! LOW PRICED at CUT PRICE

PRICES CUT SAVE \$70.00

25% TO 33% OFF 25 TO 60% OFF

ORIG. PRICES **BIG TRADE-IN ALLOWANCE** Why pay more?

new low SALE

Price policy SAVE 51%

SAVE \$100! CUTS PRICES! SAVES YOU \$10.05 TO \$30.00! 1/3 OFF!

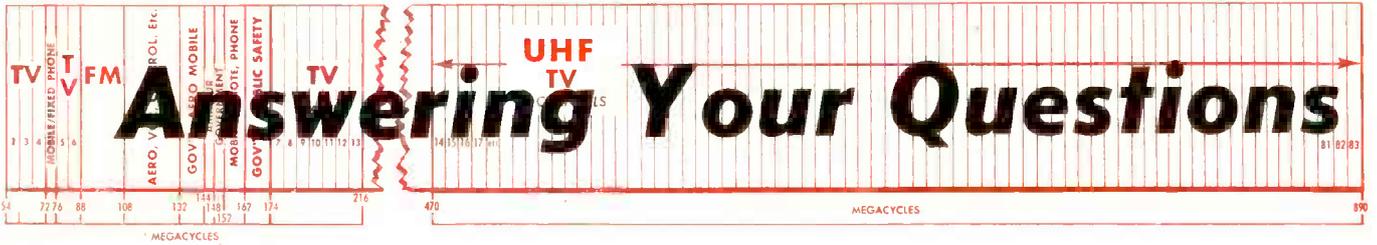
Giant 21" Famous Make TV

New 1952 Console Model

Unbelievable Low Prices!

NONE HIGHER

NATIONALLY KNOWN BRAND NEW 1952

VHF**UHF**

With the "Freeze" Lifted, Permitting the Building of New Stations, TV Expansion an Ultimate Goal of Almost 2000 Stations, Two-Thirds of Them UHF. Caldwell-About UHF-TV as a Service to Its 30,000 Readers, to Help Them

What is UHF?

UHF means "Ultra High Frequency." Whereas present TV is broadcast in the "Very High Frequency" (VHF) band between 54 and 216 megacycles, many new stations will operate in the UHF band, between 470 and 890 megacycles.

Will UHF be the same as VHF in quality?

In general, the quality of the reception and the quality of the programs will at least be as good as VHF. In some cases, the results will be even better due to the fact that UHF is more immune to certain types of interference. UHF probably will not "carry" as far, but this will be of no importance in the long run, as there will be new stations operating in what are now the "fringe areas."

Why must there be UHF-TV?

Because the present plan for allocating frequencies to different TV stations, which provides for 12 channels in the VHF band, does not allow for as many stations as the nation needs.

What's the difference between "channel" and "station"?

Instead of being assigned a single frequency, TV stations are assigned a small band of frequencies known as a channel. There are 12 VHF channels, as you can see on the tuning knob (or "channel selector") of a TV set. A station is a place where broad-

casting is done, the channel is the band of frequencies on which it operates.

How many stations are there?

There are 108 stations in 65 cities of 33 states. 43 of these cities have only one station; 15 states have no TV stations at all.

Will there ever be more than 108 stations?

Yes, and soon. The Federal Communications Commission (FCC) is expected to start issuing permits for the construction of new stations in August, and several can be expected to "get on the air" this year.

And the new stations will be UHF?

Under the new plan providing for almost 2000 stations, over $\frac{2}{3}$ will be UHF, the balance will be on one of the present 12 VHF channels.

Where will the UHF stations be located?

The plan provides for UHF stations all over the U.S., but it is expected that in issuing permits, first preference will be given to cities that have no TV at present, and second preference to those with only one station.

Will there be UHF and VHF stations in the same city?

Yes. The plan provides for both types in many cities. In addition to those cities which have no TV, 62 of



About UHF-TV

Can Again Get Under Way Toward Clements Presents Below the Facts Answer Customers' Questions.

the 65 cities now with TV will eventually have both UHF and VHF. Of these, 40 are one station cities, and can be expected to get UHF grants early in the game.

● *Will present sets get both UHF and VHF?*

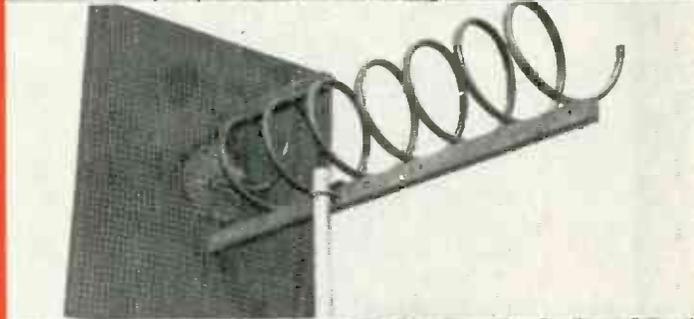
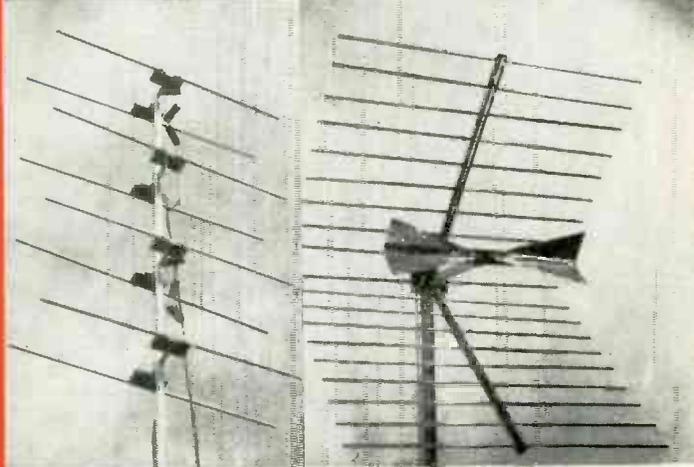
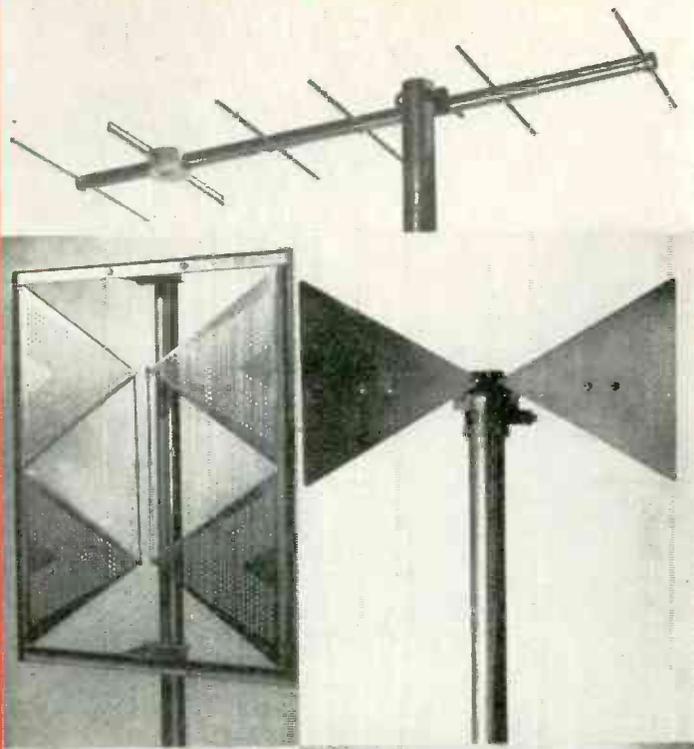
No sets made up to the present time can receive UHF without modification, but virtually all present sets have "provision" for UHF, which means that with either a slight interior change or the addition of an external converter, they can receive UHF. Manufacturers have UHF converters all ready, as shown in photos elsewhere on this page.

● *Wouldn't it be better to wait for UHF sets?*

No. By doing so, you would miss out on many months of enjoyment of TV (including the baseball games and the political conventions). In addition, it is very possible that even were you to wait for a UHF set, there might not be any UHF station here to watch. Furthermore, it is likely that the new UHF-VHF sets will be more expensive, so you won't lose anything by buying now and taking a chance that you might have to convert.

● *Are special antennas needed for UHF?*

In most cases, specially designed antennas will be needed for UHF. In size they will be a great deal smaller than present antennas. These antennas have already been developed and tested, and a few are shown in photos on this page.



Small Town Folk Flock to

Big Selection, Attractive Displays, Radio-Newspaper Advertising and Fast



This attractive front at Lancaster Radio Company, Lancaster, Calif., impresses rural folk just as it would city dwellers. Note full-length show-windows, and center column built of Arizona flagstone.

Principals of Lancaster Radio are shown here at open house ceremonies. Second from left is W. B. Carter, president. On the right are R. W. Weir, vice-president and general manager, and J. S. Sherlock, secretary-treasurer. Two unidentified persons are salesmen.



• There are two main requirements for a successful dealer operation in a rural area according to R. W. Weir, vice-president and general manager of the 20-year old Lancaster Radio Company in Lancaster, California. First, a showroom must be provided which makes it possible to display merchandise just as effectively as in a city. Second, service is much more important in a community where everyone knows all that is going on.

"We operate on the theory that we'll get at least one crack at a person before he leaves our town for the city to look at a TV set or appliance," Weir explains. "Almost invariably they'll take a look around home first. That's all we or any small town dealer can ask. We're falling down on the job if a prospective customer can't be interested and sold when he stops in to investigate. But to make the sale our display and closing techniques must be on a par with the best of them. The day is long since past when a rural merchant can sit on his hands in the assurance that he'll get his share of the business regardless of what is being done by competitors 50 or 100 miles away."

Weir punctures another old bromide by pointing out that small town residents are just as responsive to modern architectural design and eye appeal as their big city brothers. Lancaster Radio's full plate glass front and attractive decor would make it a fitting addition to the famed Miracle Mile in Los Angeles, 75 miles distant. Yet it's patronized exclusively by farmers and local people.

Inside the store, visitors see a 50 x 65 foot showroom with an 18 foot ceiling. Combed plywood in natural finish decorates front and rear walls. One side wall is strikingly decorated in deep burgundy color, and the other is finished in canyon pink.

Unlike many rural appliance dealers, Weir goes in for mass display. If a person is interested in refrigerators he'll be shown 20 different models instead of only two or three. This practice has a terrific impact in a town of 4000. Prospects are immediately aware that they have just as wide a choice here as they will any other place.

Nor do the officials of Lancaster Radio believe in letting the building
(Continued on page 87)

This Modern Store!

Service Give Local People Everything They'd Find in Large City, 75 Miles Away



Mass display in a luxury setting builds profitable sales volume for this 20-year old California firm. Dealer Weir finds small town folk respond to modern facilities.

Display for smaller items is placed near the front door. There's a big-city selection of radios, TV sets and appliances in this store in town of 4,000.



Record-Breaking Crowd

Series of Seminars and Conferences Will Highlight Sales, Distribution,

• The 1952 Electronic Parts Show, with 204 companies exhibiting in 164 booths in Exhibition Hall at the Conrad Hilton Hotel, Chicago, and in 136 display rooms on the hotel's fifth and sixth floors, will open its doors officially at 10 A.M., Monday, May 19th, with traditional ceremonies ushering in four days of displays and a comprehensive series of seminars and conferences on sales, distribution, management, finance, inventory and priority problems.

The combination of a record number of displays and the most elaborate program of educational sessions is expected to bring an estimated eight to nine thousand persons to the Show from all parts of the United States and a score of foreign countries.

"Blue Ribbon" Attendance

Aside from the added number of educational sessions, the Show itself has been streamlined, from an attendance standpoint, so that distributors will have a maximum opportunity to see the displays, products and persons most important to them. Rigidly enforced admission rules which require that distributors meet specific qualifications as to number and type of lines handled are expected to attract a "blue ribbon" attendance of manufacturers' customers.

Unofficially, the 1952 event gets under way on Sunday morning, May 18th, when the special trains arrive from New York, Philadelphia and other points. Hotel registration has been simplified to the point where most persons attending will have only to ask for their keys for accommodations assigned them through pre-registration. The first event on the calendar is the cocktail party and get-together sponsored by the Radio's Old Timers, in the South ballroom of the Conrad Hilton, at 6 P.M. Sunday.

Monday morning, promptly at 10 A.M., Charles A. Hansen, Show president, will lead the board of directors through the Aisle of Trade Names flanking the entrance to Exhibition Hall, where he will perform the traditional ribbon-cutting ceremonies which will officially open the Show. This year President Hansen will be vested with additional duties, as official representative of Mayor Martin H. Kennelly, of Chicago, who has proclaimed May 18th to 24th, inclusive, as "Electronics Week In Chicago."

Wealth of New Products

The first innovation to greet the crowd which invariably jams the entrance to the Hall at the opening ceremonies will be giant "silent paging screens," on which will appear images of comely young ladies holding signs listing persons being paged. The pretty pages will be telecast from the Hospitality Center on the fifth floor of the hotel, where "The Representatives" of Radio Parts Manufacturers have been charged with responsibility for maintaining the message service.

The Exhibition Hall displays this year promise a wealth of new products, advance announcements of new items and new promotions indicating that preparations for the 1952 Show have been on a scale unprecedented in the industry.

Promptly at 9:30 A.M., on Tuesday, Jack A. Berman, chairman of the Show educational program committee, will open the seminar and discussion sessions, which will include, on Tuesday: "How Parts Distributors Should Secure and Use Priorities"; "Material Availability

for Parts Distributors in 1952"; a Panel Discussion and Forum on "Industry Practices and Ethics," and "How Parts Distributors Can Most Effectively Select and Train Salesmen."

On Wednesday, the panel discussions will continue with how the parts distributor can help his customers improve their public relations and how parts distributors can forecast their sales volume.

Meantime, two other seminars will be under way. One, the Management Seminar, will consist of groups of twenty-five distributors, non-competitive as to market areas, who have previously conferred by mail with group leaders on subject matter to be discussed in their restricted group meetings. These informal discussions will include all topics of interest to the distributor, ranging from branch store practice, sound merchandising, promotional activities, employee compensation and other important topics.

The other will be a complete nine-hour course in applied salesmanship, conducted by Benjamin Franklin Bills, noted authority on marketing methods.

The course, to be held from 9 A.M. to noon on Tuesday, Wednesday and Thursday, May 20th, 21st and 22nd, will be open on application to all distributor personnel who have registered for the Electronic Parts Show and have badges issued by the credentials committee. There will be no charge for the course. A registration fee of \$1.00 (one dollar) per person will entitle those attending to a complete set of material, including notes and outlines.

Bill's course, a "capsule" version of that taught by him to thousands of students at Northwestern University, where he is professorial lecturer on marketing, will be divided into nine topics:

How to "Type" a Prospect; How to Approach a Prospect; How to Probe

**For List of Exhibitors
See Page 54**



at '52 Chicago Parts Show

Financing, Management, Inventory and Priority Problems

for Your Best Sales Appeal; How to Use Brand Names to Help Increase Sales; How to Tie In Promotion and Advertising to Make Sales; How to Overcome Price Objections; How to Test to Close; How to Close; and a general discussion of selling electronic parts and components and sound equipment.

Outside activities during Show week are expected to include meetings of various electronics industry associations, in addition to the regular meetings of the directors of the sponsoring group, the Radio Parts & Electronic Equipment Shows, Inc.

In designating the week of May 18th-24th as Electronics Week in Chicago, Mayor Kennelly took cognizance of the fact that in addition to the Show's co-sponsoring groups: Radio Television Manufacturers Assn.; National Electronic Distributors Assn.; Assn. of Electronic Parts & Equipment Mfrs.; West Coast Electronic Mfrs. Assn. and Sales Managers Club, Eastern Division; activities also are planned by the Radar-Radio Industries of Chicago; the (Canadian) Radio Parts Sales Managers; "The Representatives" of Radio Parts Manufacturers and the Audio Engineering Society.

For the ladies who will be in town during Show week, the Show management and "The Representatives" of Radio Parts Mfrs., Inc., have set up an elaborate entertainment program which includes a get-together at Ladies Headquarters in the Conrad Hilton Hotel at 10:30 A.M. Monday; a luncheon and fashion show in the Upper Tower Room; on Tuesday tickets are available for radio and television shows, and at 2:30 P.M. a private showing of scenes from "South Pacific" by Gertrude Shepley, musical dramatist; on Wednesday, a smorgasbord lunch at a famous Swedish restaurant, and on Thursday shopping tours and additional tickets for radio and television shows.

Sponsors, Officers, Directors and Program of Events

Sponsored by the Radio Parts & Electronic Equipment Show, Inc.
Headquarters, 11 So. LaSalle St., Chicago 3
Sponsoring groups: Radio Television Manufacturers Assn.
National Electronic Distributors Assn.
Assn. of Electronic Parts & Equipment Mfrs.
Sales Managers Club, Eastern Division
West Coast Electronic Mfrs. Assn.

SHOW BOARD OF DIRECTORS:

President—Charles A. Hansen, Jensen Mfg. Co., Chicago
Vice-Pres.—Samuel L. Baraf, United Transformer Co., New York
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John H. Cashman, Radio Craftsmen, Inc., Chicago
Byron C. Deadman, Northern Radio & Television Co., Green Bay, Wisc.
A. J. Dykowski, Dymac, Inc., Buffalo
Arthur C. Stallman, Stallman of Ithaca, Ithaca, N. Y.
V. N. Zachariah, Zack Radio Supply Co., San Francisco
H. E. Ruble, Srepco, Inc., Dayton, Ohio
Show manager—Kenneth C. Prince, Chicago

CONRAD HILTON HOTEL, CHICAGO, MAY 19-22, 1952

Exhibition Hall and display rooms 5th and sixth floors

MONDAY, May 19th

10:00 A.M. Exhibition Hall and Display Room area open.

6:00 P.M. Exhibition Hall closes. (Attendance on this day confined to exhibitors, sales representatives and distributors only.)

7:00 P.M. Industry dinner in the Grand Ballroom of the Conrad Hilton Hotel.

TUESDAY, May 20th

9:30 A.M. to 1:00 P.M. Educational program for distributors.

1:00 P.M. Exhibition Hall and Display Room area open.

9:00 P.M. Exhibition Hall closes. (Attendance on this day confined to exhibitors, sales representatives and distributors only.)

WEDNESDAY, May 21st

9:30 A.M. to 1:00 P.M. Educational program for distributors.

1:00 P.M. Exhibition Hall and Display Room area open.

6:00 P.M. Exhibition Hall closes. (Attendance on this day confined to exhibitors, sales representatives and distributors only.)

THURSDAY, May 22nd

10:00 A.M. Exhibition Hall and Display Room area open.

6:00 P.M. Exhibition Hall and Display Room area close. Show closes. (Attendance is confined to exhibitors, sales representatives, distributors, industrial buyers, industrial engineers, government agencies.)

EDUCATIONAL SESSIONS:

Tuesday 9:30 A.M. to 12:30 P.M. (Sales Course 9 A.M. to 12 N.)

Wednesday 9:30 A.M. to 12:30 P.M. (Sales Course 9 A.M. to 12 N.)

Thursday (Sales Course 9 A.M. to 12 N.)

MANAGEMENT SEMINARS: (Times to be set by group leaders)

Low-Pressure Selling Moves

Dealers Succeed by Providing Top-Notch Installation and Efficient Service—Let Customers Sell Themselves

• There is every reason to believe that in time, as new TV stations begin to dot the landscape and increased transmitter power is made possible, the word "fringe" will drop from our TV merchandising vocabulary.

But by the time that this condition arrives, merchandising in weak signal areas will have written an important chapter in the development of television. Certainly fringe TV was the star of the show in 1951. Determined not to be "have-nots," the DX merchants have brought about a surprising degree of saturation in areas which four years ago were considered to be beyond the pale.

As a matter of fact, several manu-

facturers who were getting the lion's share of the business at that time declined to franchise dealers for TV beyond 50 miles from a transmitter.

Today an entirely different situation exists. Virtually every set maker is advertising the long range features of his chassis, and improvements made in receivers by the factory engineers have played no small part in obtaining acceptance from the "beyond normal range" consumers.

Just as in the days of DX radios, fringe area dealers have played no small part in solving the problems of reception with their own ingenuity, and have been instrumental—through their experiments, their

techniques, and their suggestions—in influencing and speeding up the development of TV.

Merchandising television in these areas takes a special turn, with price usually taking a back seat. This is because a good long range antenna installation and the usual addition of a booster take the sale out of the category of an advertised price. In addition, bargaining can only diminish the quality of the installation, where even the best is none too good.

Although jaded metropolitan people often decry the poor quality of TV programs, the programming has probably done more than anything else to keep sets sold once they were in the home.

The average deep fringe picture is full of snow, RF interference and ignition interference and, in the presence of weak signals, not infrequently rolls or breaks up from a sudden burst of noise or interference. By the standards of the pictures shown in the advertisements this didn't appeal much to the new TV owner. In addition, the reception varied from day to day and from season to season. It was (and is) the programs which kept the fringe viewer interested, and desirous of keeping the set.

No "Sales Talk"

It is for this reason (namely, the difficulty of getting really perfect reception "as advertised") which kept fringe dealers from using highly promotional hard selling to move TV sets.

In the beginning, forward looking dealers stimulated interest by showing TV in their stores. A few



TV in Fringe Areas

early enthusiasts bought sets, and word-of-mouth (free) advertising helped to spread the news around.

At this stage, most dealers declined to give a "sales talk" for a TV set, and usually went so far as to offer the set on trial in order to get the customer to interest himself. As a matter of fact, free trials have been the order of the day in some communities, and have been successful in producing sales in as much as 90 per cent of the cases and sometimes more.

As the audience increased and public understanding of the nature of fringe TV increased, more dealers entered the business and it became possible to do a little more aggressive selling based on the brand and performance of the set sold, plus the quality of the installation and the know-how of the dealer.

Installation is not only still of paramount importance in these areas where successful selling has produced a fairly large audience of DX viewers—it is probably the most important factor.

Not only must the installation be adequate to produce the best pictures available in that area, but it must also stand the test of time. High antennas in the country are much more subject to deterioration from the wind and the weather, and customers do not take kindly to paying for a replacement \$50-\$100 installation the first time a bad storm comes along.

Installations usually run 50 feet or more above the ground, with guyed masts being used where a fairly high roof is available, or towers where necessary or preferable. At least two-stack arrays are common, with Yagis getting the nod in single station areas. Twin-lead, though not weathering as well as coaxial cable, seems to be preferred because of its lower losses, easier handling and lower cost. Open-wire line is growing in popularity in areas of high humidity, and particularly at the seashore. As mentioned before, boosters are quite generally sold with the installation, and in extreme cases, more than one. Antenna-mounted boosters seem to be gaining favor because of the advantage of over-riding noise developed in the downlead.

Fringe dealers not only have to know how to *make* a good installation; they also have to be able to *sell* one. Very often the dealer who likes to offer "nothing but the best" is faced with a higher initial cost, and he has to be able to put this across to a customer who doesn't understand anything about signal-to-noise ratio, DB attenuation per foot at 200 MC, weather cycling, etc.

Great care must be exercised in the long range installation to see that every detail is attended to which will produce more signal strength or achieve lower losses. In addition, every detail which contributes to strength, good weathering and long life must be attended to. Finally, in assembling, erecting and securing a high installation, the installer must take precautions to protect the customer's home, roof, etc.

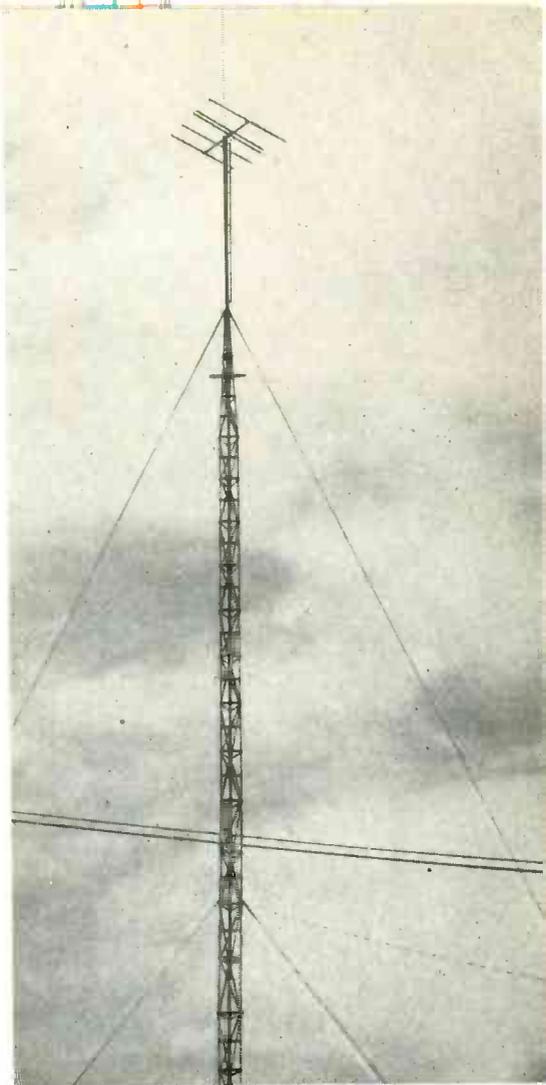
Attention to all these details is an important factor in producing satisfied customers and repeat business. Of course, the design of the installation itself and the choice of materials must be founded on sound principles, obtained through experience.

Have Good Demonstrator

Installation in the store itself should, of course, be the best that money can buy since demonstration on the sales floor may often be the first step in creating a prospect. The customer would naturally be inclined to think that if a dealer can't get good results in his own store, he's hardly apt to be able to do it in a home.

Actually, the dealer has a better chance of getting high quality performance since, for this one installation, money need be no object. Where several demonstrators are shown on the floor, an amplified distribution system of commercial quality can provide stronger and cleaner signals than a home booster. A separate antenna can be used for every channel where this will afford superior results, and shielded lead can be used to cut down noise pickup from street traffic, cash registers, etc.

It is fairly common practice to keep a demonstrator going at all times when there is programming available, in order to interest shop-



pers who come in for other reasons, and to attract casual passersby. Of course, someone should take a look at the set once in a while to make sure that it is properly adjusted, and that the reception is adequate at the time for good demonstration.

Some dealers keep a demonstrator on the floor until it is shopworn and then take a markdown, while others sell off the floor, taking advantage of the fact that some customers like a set which has been well tested and "baked out."

Presale Check Made

As a matter of fact, although many metropolitan dealers deliver sets in sealed cartons, many fringe dealers make it a practice to set up every set and run it for a while in order to make sure that no factory "bugs" will mar the customer's initial impression of TV during the first few hours of use.

In addition, some dealers in extremely weak signal areas have their service departments check alignment and performance in the shop, and even "peak" the alignment for higher gain (albeit poorer definition in the picture). It is also more or less common in such areas
(Continued on page 85)

Catalogs & Bulletins

Ward Products Corp., Div. of Gabriel Co., 1523 E. 45 St., Cleveland 3, Ohio: A new catalog on auto aerials gives complete description of the Ward line including the "8-Ball," "Phantom," and "Air-King" aerials. It also describes available counter displays and other merchandising material for Ward aerials. In addition, the catalog introduces Ward's exclusive Elektran lead cable. Free copies of the catalog may be obtained from radio parts distributors or direct from the firm.

Heppner Manufacturing Co., Round Lake, Ill.: Ion traps, centering devices, Alnico PM speakers, adjustable focus magnet with picture positioning control and fly-back transformers are described and illustrated in the Heppner catalog.

Simpson Electric Co., 5200 W. Kinzie, Chicago, Ill.: Specifications, ranges and other pertinent information are arranged for ready reference in the condensed four-page catalog and price list which contains illustrations of all Simpson test instruments and panel meters, including Model 276 oscilloscope calibrator. This catalog can be had by requesting Form 2052 from Mel Buehring at Simpson Electric Co.

RCA Tube Dept., Harrison, N. J.: The RCA Tube Department has released a revised edition of its "Triple Pindex" socket manual, in which are compiled, for ready reference by radio-TV servicers, socket-connection diagrams for more than 660 receiving tubes and kinescopes, including recently announced types. The book is divided into three identical horizontal sections, each connected to the same flip-over-type binding. This arrangement enables the serviceman to refer to a single composite page for simultaneous reference to any three of the diagrams, thus minimizing the necessity for leafing back and forth through the book. The new "Triple Pindex" is priced at 75 cents, and is available from all RCA tube distributors and from the Commercial Engineering Div., RCA Tube Department.



HIGH FIDELITY IS BIG BUSINESS NOW!

Sales of Custom Sound Systems are growing at a terrific rate! The nation's leading publications, Business Week, N. Y. Herald Tribune, Saturday Review, Retailing Daily and others, have recognized the phenomenal expansion of the industry and are exploiting it to the hilt. All this means profitable business for you... don't miss it!

... High Fidelity revolves around **REK-O-KUT**

At the 1950 Audio Fair in New York City and again at the Fair in '51, the leaders in the Sound Equipment Industry used REK-O-KUT turntables and REK-O-KUT Phonographs to bring out the best reproduction in demonstrating their own components! Here are those, who by their choice, paid the greatest tribute to the quality of REK-O-KUT equipment:



ALTEC LANSING
AUDAK COMPANY
BELL SOUND SYSTEMS
ELECTRONIC WORKSHOP
HARVEY RADIO CO.
HUDSON RADIO & TV

LEONARD RADIO
MARK SIMPSON MFG. CO.
McINTOSH ENG. LABS.
PANORAMIC RADIO PROD.
PICKERING & COMPANY
RCA-VICTOR DIVISION
REEVES SOUNDCRAFT

SAT. REVIEW OF LIT.
STEPHENS MFG. CORP.
SUN RADIO & ELECTRONICS
TETRAD CORP.
TRIAD TRANS. MFG.
UNIVERSITY LOUDSPEAKERS

... Let **REK-O-KUT** Show You

how to get your full share of this profitable business. See and hear the popular, money-making, quality line of REK-O-KUT Transcription Turntables, Disc Recorders and Portable High Fidelity Phonographs, Room 507, at the Conrad Hilton Hotel, during the Parts Show! We've always introduced a new item at the Parts Show... this year it's our new 16", 3-speed transcription turntable for the Broadcasting and Recording Studio.

REK-O-KUT CO. 38-09 Queens Boulevard
Long Island City 1, N. Y.

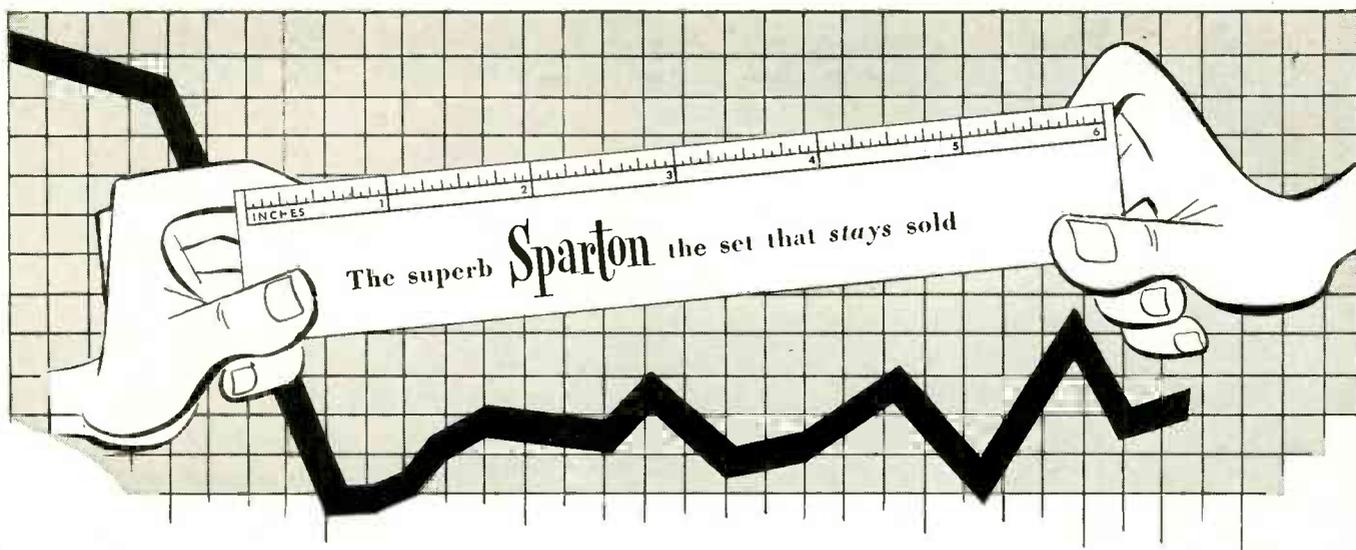
Export Division: 458 Broadway, New York, U.S.A. • Cables—Morhanex
In Canada: Atlas Radio Corp., Ltd., Toronto, Ontario

Standard Transformer Corporation, 3581 Elston Ave., Chicago, Ill.: New Television Transformer Catalog and Replacement Guide, described as the largest and most complete TV guide in the industry, lists 2416 TV models and chassis made by 82 manufacturers, and lists 107 transformers in the catalog section. Copies may be had without charge from distributors, or directly from Standard Transformer Corp.

Audio-Master Corp., 341 Madison Ave., New York 17, N. Y., offers free of charge a catalog that incorporates the latest developments in the audio-visual field—transcription players, PA systems, 3-speed phonographs, recording tape, educational and classical music records, filmstrips on American history, 16mm musical films, etc.

Sprague Products Co., North Adams, Mass.: New motor capacitor types in both metal and plastic cases; new speedy-change terminals; smaller capacitor sizes and complete listings of replacement units for 125, 160, 220 and 320 volt as well as 110 volt service are among the new developments included in Sprague Catalog C-907. Copies will be sent on request. Handy tables included in the catalog give complete data for choosing the correct replacement capacitor for practically all leading makes of refrigeration equipment. Also included is a complete listing of hardware, available from stock, that fills practically any motor capacitor mounting requirement.

Grayburne Corp., 103 Lafayette St., New York 13, N. Y.: The new 1952 electronic equipment catalog contains four two-color pages comprehensively describing the complete Grayburne line. The Grayburne products described include such important basic accessories as: Ferri-Loopsticks and Vari-Loopsticks, TV Interference Filters, Tube Carriers, and TV-IF Signal Boosters. For a free copy of this valuable catalog, write directly to Grayburne Corporation.



How does your TV franchise measure up when the going gets rough?

A few Sparton Cosmic Eye Television stars



17" Sparton Hastings — Model 5225



20" Sparton Bedford — Model 5289



21" Sparton Lochmoor — Model 5298

Almost any TV franchise is good when the retailing picture is rosy.

It's not till the going is tough that you can take the real measure of a TV franchise. For example, how much protection and profit are you enjoying in these days of dumping, vanishing discounts, extras and down-the-street competition?

If you're a *Sparton* dealer, you're sitting pretty! Under the Sparton Cooperative Merchandising Plan (SCMP), every Sparton dealer:

- 1 *Receives what are probably the longest discounts in the business.*
- 2 *Is completely protected from dumping and price cutting.*
- 3 *Is the only Sparton dealer in his community or shopping area.*
- 4 *Buys direct from the factory. Sparton dealers don't share their profits with a middleman!*
- 5 *Collects all his local benefits of Cosmic Eye merchandising.*

Add to that the dramatic presentation of Cosmic Eye TV, both locally and nationally, and it's easy to see '52 is *the* year for Sparton dealers!

If you're a Sparton dealer already, you *know* SCMP protects you come what may. If you're not a Sparton dealer, why not look into SCMP? *Sparton Radio-Television, Jackson, Michigan.*

THE SUPERB

Sparton

THE SET THAT STAYS SOLD

"Slanted" Phono Record

Selections and Salesmanship Geared to Classics Pay Off for New Orleans Dealer.



Mrs. Van Husen sells a record album. The classical musical collector toward whom the store's promotion is directed spends more than the pop customer in this progressive New Orleans disc department.

A feature article in the March issue pointed out that now and then certain dealers are quite successful in "specializing" in catering to well-defined musical tastes. The Van Husen store in New Orleans goes in heavily for classical, and the reasons for such specialization follow.

● "Unless your location happens to be on the principal shopping street of a big town, where there is abundant drop-in traffic of varied tastes, the way to make a phonograph record department prosper is to specialize in one type of record, one type of customer—retaining, of course, sufficiently complete selections of other things to get along and get new business."

The authority for that statement is Mrs. Paul Van Husen who, with her husband, runs Van Husen's, 130 Carondelet street, New Orleans, La. With complete selections of radios, phonographs and TV—in addition to some appliances—and a service department of its own, Van Husen's has a going, separate record section. In fifteen years of making that

record section prosper, Mrs. Van Husen has developed a definite system for "slanting" not only selections and salesmanship, but sales promotion as well toward a definite type of customer. The purpose of her plan is to double-sell, to make the record customer into a fine instrument buyer, and get continuing record sales from the customer who purchases the de luxe instrument.

"We're in the heart of New Orleans' main commercial district and, to be exact, a scant few steps from the principal shopping thoroughfare, Canal street. But for all that, we do not have the sort of traffic to make a record department successful unless it specializes to a pretty great degree," explains Mrs. Van Husen. "The things which draw a heavy traffic flow simply don't exist in this first block of Carondelet street. We have to build a particular customer group. And so, I believe, would any record department that does not happen to be blessed with a flow of heavy *buying-minded* foot

traffic right in front of its doors."

The first step in the Van Husen's "selection" of a principal customer group was to decide just what kind of customer they wanted. "That sort of came naturally," Mrs. Van Husen says. "Before we opened here, there had been a national chain sheet music house in the same location. They sold all sorts of sheet music and, after a time, also had a record department. It happened that the bulk of their business was done in classical music. So when my husband and I started at 130 Carondelet street, there was a ready-made group of people coming for classical records."

Mrs. Van Husen was careful, however, not to restrict her selections entirely to classical records. The store has a selection—not as wide as some but sufficiently complete—of "pops" and even of children's records. That's important, the



Interesting and effective sign stops traffic.

Van Husens are discovering today, in attracting tomorrow's business.

"For one thing," Mrs. Van Husen notes, "we're beginning to get in good numbers of the sons and daughters of our important classical music customers. They want popular stuff. Maybe as they grow older, they will become primarily classical collectors too. Perhaps they'll stick to their present tastes. At any rate, these are the customers of tomorrow. It is important to get them in the habit of coming here now, while their shopping habits are forming. It

Facts About the Van Husen Store

30 to 40% of total sales volume is in discs

About 85% of inventory is in 33 1/3 RPM records

Sales breakdown: 75% classical, 15% pops, 10% kiddie

Important here that salespeople know music

Department Builds Up Sales

Merchandising of Instruments and Discs Tied Closely Together, a Profitable Technique

may be that ten years from now when these youngsters are mamas and daddies in their own right, our slant will be fifty-fifty between classical and popular records. But for the present, the man and woman who like the enduring pieces are the folks who produce the bulk of our volume."

In order to bring in sales promotion and selling efforts on the beam that leads toward sound net profits, the Van Husens wanted a picture of their composite classical customer. He was, they found by delving into records and asking questions of the people who came in to buy, a person in the upper-middle and sometimes upper income brackets, with pretty good education and, generally, a lover of all good music. He was probably a professional man or, failing that, held at least a minor executive post somewhere.

"Where could we reach this classical composite?" Mrs. Van Husen asks. "We first discarded the important medium which leads to most of our new appliance, radio and television leads. The daily newspaper, while excellent for mass selling that kind of merchandise, wouldn't do too well as an avenue leading to the classical customer's attention. There were too few of

Dealer Van Husen sells a TV set. Instrument and disc selling go hand-in-hand here to boost volume in both departments.



The record department is a special section, separate from the radio-TV appliance salesfloor.

him, we determined, in proportion to the vast general public whom we would be paying to reach in newspaper insertions. We continue to use the papers for radio and TV. But we worked out a different advertising approach for the record department.

"It's based upon what we discovered about the 'average' customer. Fairly well off in worldly goods, he can afford to take part in civic activities, particularly those to which his musical bent leads him. So we decided to reach him in those spots."

The Van Husens' approach is delivered via programs of the Little Theatre, Civic Symphony, New Orleans Opera Association. In these media, they have discovered, they can make a direct appeal to the classical prospect.

New customers come in from two directions. The first source of new business is the young folk, for whom Mr. and Mrs. Van Husen carry an "adequate" selection of the most popular records. The second source is the radio-phonograph-television department.

"Things generally work this way," explains Mrs. Van Husen. "A customer buys, let's say, one of the de luxe combinations in our store. The salesman there then proceeds to suggest fine records to play on such a fine instrument and, bingo! a new record customer is born.

"And the record section sends sales to the TV-radio department,

too. After a person begins to collect and play fine music on fine records, he soon becomes dissatisfied with anything except reproduction of the finest, high-fidelity quality, and in such instances, he is invited to listen to a top-quality instrument."

The Van Husens have found their business location a disadvantage in one way. "It's in the matter of parking," Mr. Van Husen explains. "Like many cities, New Orleans allows no on-street parking in the middle of the commercial district. But a serviceman has to be able to come and go. We solved this problem by obtaining a second building, far outside the business area, used for the service department only."

The Van Husens provide comfortable listening booth facilities for their customers; do not believe in counter-listening for classical buyers.



Phono Record News

In a letter to its record dealers, RCA VICTOR gave assurance that it will not sacrifice quality in any attempt to reduce prices below levels now in effect. In the letter, signed by Paul A. Barkmeier, vice-president in charge of the RCA Victor record department, RCA stated that its record prices were not too high, and that they have no intention of reducing their prices, despite the report of a New York record retailer that . . . "powers that be among record manufacturers have indicated that record prices are too high and that they intend to reduce them."

George London, internationally acclaimed American bass baritone, made his solo debut on COLUMBIA Masterworks. For his premier, London chose four rarely-recorded arias the French and Russian operatic repertoire. He sings arias from Borodin's "Prince Igor", Rubenstein's "The Demon", Paldilhe's "Patrie" and Massenet's "Don Quichotte". Jean Morel conducts the Metropolitan Opera Orchestra in the French operatic selections, and Kurt Adler directs the same ensemble for the Russian scenes.

Johnny Ray, that singing phenomenon, has made his COLUMBIA album debut with a collection of eight recordings. Untitled, the album cover features only a dramatic picture of Johnny in

singing action. The distinctive vocal style of "Mr. Emotion" is heard in such songs as "Don't Blame Me", "The Lady Drinks Champagne", "All of Me", and "Coffee and Cigarettes", to name a few. Supplementing Johnny's repertoire, four (best-selling) single records to date, this unique collection of blues, ballads and up-tempo numbers should ride high.

Andres Segovia, world-famous master of the Spanish guitar, has been signed to an exclusive DECCA Gold Label recording contract. Plans for Segovia include the recording of the basic catalog for the guitar, as well as the classic repertoire, with which he has been associated during his many years in the concert field. He will record as a solo artist as well as with orchestra and choral groups, both here and in Europe.

CORAL RECORDS has acquired the masters from the Signature catalog. The roster includes such major artists as Ray Bloch, recently signed to a Coral pact, Connie Haines, a Coral artist for the past three years, Alan Dale, Paul Whiteman, Monica Lewis, Anita O'Day and Johnny Long, to name a few. Some of the records will be released on Coral label, and some on Brunswick label, whose active catalog is now being distributed through Coral Records.

REMINGTON RECORDS has added two new distributors to its network. Coast Line Distributors in Nashville, Tenn., and Reid Distributing Co., in Birmingham, Ala., join the Houston and El Paso, Tex., supply companies in servicing the southern region. Remington's musical director, Edward Kilenvi, has recorded two Beethoven Sonatas—the Waldstein and Les Adieux—and the complete set of Chopin's waltzes for that company. Addition of program notes to the back cover of long-play jackets and boxes constitute a change in album format for this firm. Text of copy, which will be written by well-known musicologists in Europe and the U. S., will feature annotations on the works, their composers and the recording artists.

National headquarters of CAPITOL RECORDS DISTRIBUTING CORP, and New York executive office of Capitol Records, Inc., have been moved from the 18th floor of the Fisk Building at 250 West 57th St., N. Y., to larger quarters on the ground floor, 55th St., corner, of the new 25-story Mutual Life Building—two blocks south of their former location.

RCA VICTOR has, for the third time within a year and a half, set up shop in Manhattan Center studio in New York to record a full-length grand opera, "Il Trovatore". The album, scheduled for Fall release, features Jussi Bjoerling as Manrico; Zinka Mil-
(Continued on page 50)

they sell on
SOUND



PHONOLA TK-146C
U. L. APPROVED

Plays all three speeds. 3-tube (including rectifier) amplifier . . . 5" speaker. Volume and tone controls. Smartly styled . . . priced to meet competition.

ELECTRONIC AND ACOUSTIC PORTABLES

Even Phonolas don't sell on sight . . . smartly styled though they are. But once customers hear their rich full tone, they immediately appreciate the engineering excellence that distinguishes Phonola from all others. The new 1952 models are the finest in true-to-life sound reproduction and mechanical perfection.

PHONOLA TK-236 — U. L. APPROVED
3-speed automatic record changer.
3-tube (including rectifier) precision
built high fidelity amplifier. Volume
and tone controls. 6" Alnico V speaker.

A complete line of phonographs for children and adults
—in acoustic and amplified portables. Write for details.

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA





NEEDLES

WELCOME TO OUR LEADING DISTRIBUTORS AT THE 1952 PARTS SHOW!

ALABAMA

Allen and Jemison
Auto Service Co.
James W. Clary Co., Inc.
Emrich Radio Supply
Forbes Distributing Co., Inc.
Hand Supply Company
McGowan-Lyons Hardware & Supply Co.
Nelson Radio & Supply Co.
Radio Distributing & Supply Co.
Radio Maintenance Company
Radio Parts & Equipment Co.
Reid Distributing Co.

ARIZONA

Dalis Brothers
Radio Specialties Appliance Corp.
Standard Radio Parts
Western Radio and Engineering Co.

ARKANSAS

Blytheville Radio Supply
Martin Wholesale Radio Supply
Southern Radio Supply
David White Radio Supply Co.
Wise Radio Supply

CALIFORNIA

E. B. Abbott Company
Acorn Radio Supply
Cass Allshaver Company
Jock C. Arbutnot
Associated Radio Distributors
W. D. Brill Company
Brown Company, C.
Channel Radio Supply Co.
Dealers Wholesale Supply
Fred S. Dean Company
DeJornatt, B. J.
Dow Radio Supply Company
Dunlap Wholesale Radio Company
Eber Bros.
Electric Supply Co.
Electronic Supply Corp.
Empire Electronic Distributors, Inc.
Figart's Radio Supply Co.
Hollywood Radio Supply, Inc.
Inland Electronic Supply
Kemp Company, E. M.
Kierulff & Company
Kierulff Sound Corp.
Kinney & Faust
Linwyn W. Ley
Los Angeles Radio Supply Corp.
Leo J. Meyberg Company
Millers Radio & Television Supply
Pacific Radio Exchange, Inc.
Pacific Teletronics & Radio Supply, Inc.
Pacific Wholesale Co.
Peninsula Television and Radio Supply
G. M. Popkey Co., Inc.
Frank Quement, Inc.
Radio & Television Equipment Co.
Radio Parts Co.
Radio Products Sales, Inc.
Radio Specialties Company
Sacramento Electronic Supply Co.
San Francisco Radio & Supply
Santa Rosa Electronics Co.
Shanks & Wright
Smith & Crawford
Television Radio Supply Co.
Valley Radio Supply
W. M. Van Deren
Wenger Co., E. C.
Western Radio and Television Supply Co.
Wholesale Radio and Electric Supply Co.
Yale Radio Electric Co.
Zack Radio Supply Co.

COLORADO

The Electric Accessories Co.
Fistell's Radio & Electric Supply Co.
Inter-State Radio Supply Co.
Murray Radio Company
Pueblo Radio & Television Supply Co.
Radio & Electronics Supply Co.
J. B. Walker Radio Company

CONNECTICUT

Ammred Co.
Band Radio Supply Co.
Harty & Young of New London, Inc.
Harty of Bridgeport, Inc.
Harty of Hartford, Inc.
Harty of New Haven, Inc.
Harty of Stamford, Inc.
Harty of Waterbury, Inc.
Moses Radio & Electronics Co.
Regent Electronics
L. N. Weidhaus

DELAWARE

Alma Radio Co.
Radio Electric Service Company
Wilmington Electrical Specialties Co., Inc.

DISTRICT OF COLUMBIA

Customercraft Radio & Television Co., Inc.
Delort Radio Engineering Co.
Electronic Wholesale Supply, Inc.
Emerson Radio of Washington
Kernon Radio Supplies
Ricker Radio Wholesalers
Silberne Radio & Electric Co.
Southern Wholesalers, Inc.
Sun Radio

FLORIDA

Cooper Radio Company
East Coast Radio & Television Co.
Electronic Supply Co.
Goddard Distributors, Inc.
Grice Radio & Electric
Hammond-Adams, Inc.
Herman Radio Supply Company
Kinkade Radio Supply
Radio Accessories Company
Thompson Appliance Co.
Thurston Distributors, Inc.
Waldner Radio & Appliance Co.
Welch Radio Supply

GEORGIA

Atlanta Phonograph Co.
Herdon Thomas Electronics
Prestwood Electronics Co.
Radio Sales and Service Co.
Southeastern Radio Parts Co.

IDAHO

Schwendiman's

ILLINOIS

Allied Radio Corp.
Harold Bruce
Chauncey's, Inc.
Clayton Radio Parts
Cooper Supply Company
Electronic Parts Company
H & M Electronic Supply, Inc.
Herberger Radio Supply
Howard Electronics Inc.
Illinois Appliance Co.
Klaus Radio & Electric Co.
Lomplex Radio Co.
Lukko Sales Corp.
Melvin Electronics
Mid-West Associated
Midwest Electronics
Art Nagel, Inc.
Nation Wide Radio
Newark Electric Co.
Pioneer Radio Supply Corp.
Radio Doctors
Radio Doctors Supply House
Radio Parts Company
Radio Television Supply Corporation
Remington Distributors
Star Electronic Distributors, Inc.
Tri-City Radio Supply
Walsh Electronics
Walker-Jimison, Inc.
Warren Radio Company
Wexler & Co., Inc.
Yark Radio & Television Corp.

INDIANA

Archer & Evinger
Broadwin Television & Radio, Inc.
Calfax Co., Inc.
Commercial Sound & Radio Company
Cosmopolitan Radio Company
Fox Electronics Co.
George's Electronic Supplies
Graham Electronic Supply, Inc.
Holmes Radio Supply Co., Inc.
Hoosier Radio Supply Co.
Hub Distributors, Inc.
Lafayette Radio Supply, Inc.
Lakeland Radio Supply
Mackler Electronic Supplies
Mobile Radio Supply Co.
Ohio Valley Sound Service
Pemberton Laboratories
Radio Distributing Co.
Radio Supply of Muncie
Kinshart, Inc.
Rayco Co., Inc.
Terre Haute Radio
Warren Radio Company
H. A. Williams Co.

IOWA

Boe Distributing Company
Brown Radio Supply Co.
Duke's Radio Company
Farnsworth Radio & Television
Friday-Lynch Radio Co.
Ray-Mac Supply Co.
Tri-City Radio Supply Co.
World Radio Laboratories, Inc.

KANSAS

Acme Radio Supply
Excel Distributors
Interstate Electronic Supply Corp.
Radio Supply Company
Western Distributors

KENTUCKY

P. I. Burks & Co.
Crescent Radio Supply
Ewald Distributing Company
Lexington Electronic Supply Co.
Peerless Electronic Equipment Co.
Radio Equipment Co.
Universal Radio Supply Co.

LOUISIANA

Bell Radio Supply Company
Central Radio Supply Co.
Crescent Radio & Supply Co.
The Electronics Company, Inc.
Electronic Supply Co., Inc.
Louisiana Radio & Television Dist. Inc.
Pelican Radio Supply, Inc.
Radio Electronic Supply
Radio Parts, Inc.
Wholesale Radio Equipment

MAINE

Maine Electronic Supply

MARYLAND

Henry O. Berman Co., Inc.
Gimbal Brothers, Inc.
Lytton Distributing Company
Radio Electric Service Company
A. R. Sparto Company
Standard Electronic Supply Co.
Wholesale Radio Parts Co., Inc.
The Jos. M. Zamolski Co.
Zimmerman Wholesalers

MASSACHUSETTS

Cushing, T. F.
David B. Dean & Company
DeWamble Radio Supply Company
Des Roberts Electric Supply Co.
Durrell Distributors
The Eastern Company
Gerber Radio Supply Co., Inc.
Harty & Young of Lawrence, Inc.
Harty & Young of Springfield, Inc.
The Louis M. Herman Co.
Mayer Co., A. W.
McLure Sales Company
Radio Electronic Sales Co.
Radio Shack Corporation
Radio Wire Television Inc.
E. A. Ross & Company
Springfield Sound Co.
Worse Radio Supply Co.
Willitt Radio Supply Co., Inc.

MICHIGAN

Bursma Radio
W. N. Duffy & Co.
Electronic Supply Corporation
Erickson's Electronic Wholesale
Fellon Radio Co.
Ferguson Radio Supply Co.
Fitzpatrick Electric Supply Co.
Fullan Radio Supply Co.
General Electric Supply Corp.
Hi-Park Distributors
Kinde Distributing Company
K. L. Laboratories
Lifsey Distributing Co.
Main TV Supply Company
Northwest Radio & Michigan
Offenbauer Company
Purchase Radio and Camera Shop
Radio Electric Supply Company
Ralph M. Rolston Co.
Radio Parts Company
Radio Parts, Inc.
Radio Sales Company
Radio Supply & Eng. Co., Inc.
Reno Radio Co.
Samborn Music Company
Shand Radio Specialties
Straits Distributors, Inc.
Wademyer Electronic Supply Co.
West Side Radio Supply
Wholesale Radio Company

MINNESOTA

Bauman Company
Levi Bonn Company
Hall Electric Co.
Northwest Radio Company
M. Popkey Co.
Stark Radio Supply Co.

MISSISSIPPI

Griffin Radio Supply
Southern Distributors, Inc.
Swan Distributing Co., Inc.

MISSOURI

Tom Brown Radio Company
Burnstein-Applebee Company
Ebinger Radio & Supply Co.
Four-State Radio and Supply Co.
Henshaw Radio Supply
Hollander & Company, Inc.
Interstate Supply Co.
McGee Radio & Electric Co.
Radiolab
Radonics
St. Louis Music Supply Co.
Suedekum Electronic Supply Co.
Toler Radio Supply
Van Sickle Radio Company

MONTANA

Electronic Supply Company
Northwest Distributors
Smith Supply Co.

NEBRASKA

J. B. Distributing Company
Joachim Radio Supply, Inc.
Luck Radio Supply Co.
Omaha Appliance Co.
Radio Equipment Company

NEVADA

Osborne & Dermody, Inc.

NEW HAMPSHIRE

American Radio Corp.
Evans Radio
Radio Service Laboratory

NEW JERSEY

Allen & Hurley
Alma Radio Company
Bennett Radio Supply
Economy Electronics
Electronic Markets, Inc.
Electronic Sound Corporation
Emerson New Jersey, Inc.
General Radio Supply
International Distributing Co.
Joak's Radio Shop
Kear's, Inc.
Aaron Lippman and Company
Monmouth Radio Supply Company
Nidisco Cliffside Park, Inc.
Nidisco Jersey City, Inc.
Nidisco Passaic, Inc.
Nidisco Trenton, Inc.
Radio Electric Service Company
Radio Wire Television, Inc.
Union Television Parts Co.
United Tire Stores Co.
William Radio Supply Co.
Williams, Carl B.

NEW MEXICO

A-1 Communications Supply
L. B. Walker Radio Co., Inc.

NEW YORK

Adirondack Radio Supply
B & D Distributing Co.
C. R. Barker
Both-Feinberg, Inc.
Beacon Electronics, Inc.
W. E. Berndt
Bonafide Radio & Electronics Co.
Cardinal Electronics Company
Chief Electronics
Consolidated Radio Sales Corp.
Davis Radio Distributing Co.
Dares Radio Service
Dymac, Inc.
Electric City Radio Supply
Electronic Laboratories & Supply Co.
Electronic Wholesalers
Emerson New York, Inc.
Federal Sales & Supply Corp.
Federated Purchaser, Inc.
Fischer Distributing Co., Inc.
Genesee Radio & Parts Co.
Green Tele-Radio Distributors, Inc.
Greylock Electronics Supply Co.

NEW YORK Continued

Harrison Co., Fred C.
Harrison Radio Corp.
Heins and Bafel
Island Radio Distributors
Johnson Radio and Electronic Equipment
Leonard Radio, Inc.
Major Electronics
Masline Radio & Electronic Equipment Co.
Morris Distributing Co.
National Radio Distributors
National Radio Supply Co.
New York Band Instrument Co.
O. & W. Radio Company
Radio Electric Products, Inc.
Radio Equipment Corporation
Radio Wire Television, Inc.
Ray Distributing Company
Roberts & O'Brien
Rochester Radio Supply Co.
Schwartz & Son, M.
Slate and Company
Stallman of Ithaca
Standard Electronics Distributing Co., Inc.
Standard Parts Corporation
Strong Television Corp.
Sylvan-Wellington Co.
Taylor Co., E. E.
Trajan Radio Company, Inc.
United Radio & Electric Co.
Westchester Electronic Supply Company
Wilco Radio Dist.

NORTH CAROLINA

Delton-Hegge Radio Supply Company
Dixie Radio Supply Company, Inc.
Dugan's Radio Supply Company
Johannessen Electric Co., Inc.
Leonard Electronics Supply Co.
Long's Distributing Company
Meridian Electronics
Radiotronic Distributors, Inc.
Shaw Distributing Company
Southeastern Radio Supply Co.
Womack Electric Supply Co.

NORTH DAKOTA

Bristol Distributing Co.
Dakota Electric Supply Co.
Radio Equipment Company

OHIO

Appliance Wholesalers, Inc.
Armstrong's Electronic Center
Broadway Electric Supply Co.
Burroughs Radio, Inc.
Chambers Electronic Supply Co.
Cleveland Electronics
D & R Radio Supply
Eberle's Radio Supply
E.L.A. Co.
Goldhammer, Inc.
Housfeld Radio Supply
Herringer Distributing Co.
Holub & Hogg
Hughes-Peters, Inc.
Hutch & Son
Lima Radio Parts Co.
Main TV Supply Company
Marietta Radio & Electrical Supply Co.
Morrison's Radio Supply
Olson Radio Warehouse
Pioneer Radio Supply Corporation
Progress Radio Supply Co., Inc.
Radio & Electronic Parts Corporation
Radio and Television Parts Co.
Radio Parts Co.
Radio Specialties
Radio, TV & Refrigeration Supply, Inc.
Electronic Supply Co.
The Sommer Electric Co.
Strepco, Inc.
Stotts-Friedman Co.
Thompson Radio Supplies
United Radio
Warren Radio Company
Whitehead Radio Company
Winteradio, Inc.

OKLAHOMA

Electronic Supply Co.
Miller-Jackson Company
Radio Supply, Inc.

OREGON

Central Distributors
Harper-Meggee, Inc.
R. F. Supply Co.

PENNSYLVANIA

A. C. Radio Supply Co.
Air-Tone Sound & Recording Co.
Alma Radio Company
Allied Electric Appliance Parts, Inc.
Alvo Recording Company
Geo. D. Barbey Co.
Barnett Bros. Radio Co.
Barron Radio Supply
Busch Radio Electric Supply
Cambria Equipment Company
Came Radio Co.
D. & H. Distributing Co., Inc.
Danby Radio Company
Duncumbe Co., J. V.
Federated Purchaser, Inc.
Friend's
General Radio and Electronic Co.
General Radio & Refrigeration Co.
Hollenback's Radio Supply
Jordan Electronic Co.
Kraitz Brothers
Nat Lazor Radio Co.
Marshall Co., The John
Matasala-Phelan Company
Meyer Electronics Supply Co., Inc.
Penn Electronic Parts Company
Pursell, Fred P.
Radio Distributing Co.
Radio Electric Service of Pa., Inc.
Radio Parts Company
Radio Service Co.
Reliable Motor Parts Co.
Scranton Radio and Tel. Supply Co.
South Hills Electronics Supply Co.
Warren Radio
Wile, Eugene G.
Williamsport Radio Supply
York Radio & Refrigeration Parts
Zimmerman Wholesalers, Inc.

RHODE ISLAND

City Hall Bldg. Co.
Dandrea & Company, Wm.
W. H. Edwards Co.

SOUTH CAROLINA

Carolina Radio Supply Co.
Dixie Radio Supply Co., Inc.
Florence Radio Supply
Gilliam Radio Company
Krell Radio & Appliance Company
Southeastern Radio Parts Co.

SOUTH DAKOTA

Burghardt Radio Supply
Newkirk Supply Co.
Warren Radio Supply

TENNESSEE

Bluff City Distributing Co.
Broad Electric Co.
Chemistry Radio and Electric Company
Clark Radio Supply
Elettra Distributing Co.
Lavender Radio Supply
Radio Electric Supply Company
Randolph & Cole
Roden Electrical Supply Company
W & W Distributing Company

TEXAS

Amateur Radio Supply Co.
A. R. Bayer & Company
Clark & Gose Radio Supply
Denison Radio Supply
Dobbs of Dallas
Electronic Equipment & Engineering Co.
Farr Worth Radio Supply Company
Guarantee Radio Supply
Gunter Distributing Company
H & L Radio Supply Co.
The Hergis Company
Jones & Hutson Radio Supply
L & M Sales Company
Lavender Radio Supply Co., Inc.
Mission Radio
Modern Radio Supply, Inc.
Monologue Radio Distributing Co.
Mooney Radio Supply
Olson Radio Supply
Pan American Electronic Co.
Radio and Television Parts Co.
Radio Parts Company
R & R Supply Co., Inc.
Rio Radio Supply Co.
Southern Radio Supply
South Texas Radio Supply, Inc.
Southwest Radio Supply
Sterling Radio Products Co.
Sun Radio Lab.
Bill Sutton's Wholesale Electronics
Wanslow and Company
West Texas Radio Supply
Wholesale Electronic Supply
Wicks-DeVibis Company
Wilkinson Brothers

UTAH

Ballard & Carter Company
Harrison Radio Co.
O'Loughlin Radio Supply
Radio Supply Co.

VERMONT

Vermont Appliance Co.

VIRGINIA

Bristol Radio Supply Corporation
Eastern Electric Company
General Supply Company
J. B. J. Appliances
D. R. Johnston Company
Leonard Electronics Supply Co.
Lynchburg Battery & Ignition Company
Matison's, Inc.
Radio Supply Co.
Southern Electric Corporation
Virginia Radio Supply Co.
Womack Electric & Supply Co.

WASHINGTON

Alaska Radio Supply, Inc.
C and G Radio Supply Company
Coast Radio Corp.
Harper-Meggee, Inc.
Kar Radio & Electronic Company
Lay & Nord
Pringle Radio Wholesale Company
Seattle Radio Supply, Inc.
Standard Sales, Inc.
A. T. Stowers Company
Western Electronic Supply Co.
White Radio Supply
Yakima Wholesale Radio

WEST VIRGINIA

Chemistry Radio & Electric Co.
Electronic Supply, Inc.
General Electronics Distributors, Inc.
Hicks Radio Supply
King & Irwin, Inc.
Mountain Electronics Co., Inc.
Meyers Electronics, Inc.
Rondie & Hornbrook
Trenton Radio Company
Wheeling Radio Supply

WISCONSIN

Appleton Radio Supply
Badger Electric Parts Co.
Bushland Radio Specialties
Electronic Expeditors Co.
Frank Lingmar & Co.
Marsh Radio Supply Co.
Nesko Electronic Distributors
Northern Radio & Television Company
G. M. Popkey Company
Radio Service & Supply Co., Inc.
Latterfield Radio Co.
Stark Radio Supply Co.
Standard Radio Parts Co.
Taylor Electric Co.

WYOMING

Barton Battery & Electric Co.
Edwards Distributing Service

DISTRIBUTORS: You can still join this great band of JENSEN Needle Distributors. Get the full profits-plus story from us at the show . . . or write us direct NOW!

SERVICE AND RECORD DEALERS: Contact your nearest distributor listed here for all your JENSEN Needle requirements. Let him tell you how to increase your volume via JENSEN Replacement Needles!

Jensen INDUSTRIES, INC.
332 South Wood St., Chicago 12, Ill.
Canadian Branch
Duplate Canada Ltd.
50 St. Clair Ave., West, Toronto 5, Canada

Phono Record News

(Continued from page 48)

anov as Lenora; Leonard Warren as Count di Luna; Fedora Barbieri, as Azucena; and Nicola Moscona as Ferrando. Renato Cellini, who directed RCA's full length "Rigoletto", conducts the RCA Victor Symphony Orchestra, and Robert Shaw directs the Robert Shaw Chorale.

MGM RECORDS' "Singin' in the Rain" album is the theme of a national prize contest for exhibitors and dealers. Theatres playing "Singin' in the Rain" and dealers selling the MGM record album are eligible to win the \$180 in

cash and the 10 MGM record albums offered as prizes. First, (\$100), second (\$50), and third (\$30) prizes will be given in cash; those 10 that receive honorable mention will be awarded albums. To enter the contest, which closes October 31, 1952, theatres and record dealers get together and plan a window in which the MGM album gets prominent display—take a photo of that window and mail it to Sol Handwerker, MGM Records, 701 7th Ave., N. Y. Submit photos of as many different windows as you wish. They will not be returned. Place on the back of each photo the name and address of exhibitor, theatre and dealer.

"Coda", a new pocket-sized COLUMBIA publication featuring the compa-

ny's latest LP recordings, is a 16-page illustrated booklet which includes reviews of new releases, feature articles by well-known stars, and a monthly listing of 33 1/3 RPM discs released since issuance of Columbia's latest long-playing record catalog. A brief news section features notes about artists and upcoming record releases. "Coda" is distributed free of charge to dealers.

RCA VICTOR Red Seal artists will be well represented during the 111th season of the New York Philharmonic Symphony Society in 1952-53, according to an announcement from Carnegie Hall. Guido Cantelli will be one of four guest conductors of the Philharmonic during the season which runs from October 16, 1952, to April 26, 1953. Among the pianists appearing with the Philharmonic will be Myra Hess, Artur Schnabel, and William Kapell. RCA Victor's outstanding violinists, Yehudi Menuhin, Nathan Milstein, and Mischa Elman, will also lend their talents to the season.

Advisory Board to Aid Stancor on Product Planning

A twenty-one member Serviceman Advisory Board, selected from among America's top radio-television servicemen to advise Standard Transformer Corporation on replacement transformer problems and to represent the service industry in Stancor's product planning, was announced by Jerome J. Kahn, president of Stancor. The members of the Stancor Serviceman Advisory Board, selected from all sections of the country on the basis of their standing and experience in the industry, include Thomas Ayoob, San Francisco; R. A. Beezley, St. Louis; Arthur M. Bullock, Kansas City, Mo.; Harold Chase, Detroit; Walter S. Cox, Oklahoma City; Lothar E. Dietel, Miami; John B. Donner, Brookline, Mass.; Sidney S. Fleischman, New York; Max Fleming, Portland, Ore.; Francis R. Gibb, Columbus, Ohio; Albert M. Haas, Philadelphia; W. J. Inman, Dallas; Irving J. Kaluzna, Chicago; George Kelso, Denver; Stedman Lidell, Staten Island, N. Y.; Joseph Martin, San Pedro, Calif.; Frank J. Moch, Chicago; James F. Pinto, Buffalo; Gerald Soroka, Los Angeles; William A. Steed, College Park, Ga.; and Elmore S. Walter, Milwaukee.

Allied Radio Appointments

Sanford H. Levy, sales manager of the Allied Radio Corporation, Chicago distributors, has announced the organization for a greatly expanded sales division. Appointments include Leo Brook, industrial and broadcast sales manager; Dave Kennedy, sales development manager; Gordon Hough, inside sales administration; George Kelly, government sales manager; Jack Lizars, dealer sales manager; Fred Prehn, Chicago store sales manager; Eugene Carrington, general product promotion; and Julian McBarron, general account promotion.



Colorful dubonnet, gold lettering, 4 transparent acetate compartments — each holds 3 needle cards.

Every serviceman needs this!

Plastic Leatherette Wallet

NEEDLE CARRIER

- Holds 12 ind. carded needles with all necessary tools for installation
- Creates "impulse buying"
- Saves times on service calls
- Makes extra sales for YOU!
- Allows serviceman to make up to 90% of installations on 1st call

Here's the Newest
MILLER Special Deal:

You'll make fast, quick sales, volume profits . . . every serviceman must have needles . . . you make extra money, your customers do too . . . dozen Miller needles include Astatic, RCA, Shure, Columbia, etc.

Wallet, Manual, one dozen needles
\$15.00 list value **\$7⁹⁵**
... servicemen's cost... complete

Visit Booth #585
1952 Electronic Parts Show
May 14-22, Chicago

M. A. Miller Manufacturing Co.
1165-1169 East 43rd Street, Chicago 15, Illinois

Manufacturers of the world's largest line of long-life playback and recording needles
Selected by the world's largest manufacturer of original equipment

Canadian representatives: ATLAS RADIO CORP., LTD., 560 King Street West, Toronto, Ontario, Canada

MILWAUKEE Automatic Record Changers



Model 12300
with Pan. Plays through
your present radio, phono,
or T.V.



Model 12300 Without Fan—a splendid
replacement for obsolete single speed
equipment.

**Attractively Priced
For Any Installation**

**“MILWAUKEE” Has Been the
Choice of Leading Manufacturers of
Phonographs and Radios For Many
Years**

**See “MILWAUKEE” Changers
At The Blackstone Hotel,
Chicago, Illinois
During The May Parts Show**

**3-Speed
33 $\frac{1}{3}$ -45-78 R.P.M.**

**Play All Popular
Records Automatically
Regardless of Size or Speed**

OFFERING THESE IMPORTANT FEATURES:

- ★ Automatic Shut-Off After Last Record—
- ★ Fast, Silent Change Cycle—
- ★ Patented, Jam-proof Tone Arm Action—
- ★ Needle Skid Eliminated By Exclusive Cam Action—
- ★ Uniform Needle Pressure On One Record Or A Full Stack—
- ★ Normal Adjustments Made Completely From Top Side Of Changer—
- ★ Improved Pick-up Arm Mounting—
- ★ Effective Velocity Trip—
- ★ Records Shuttle From Spring Cushion Spindle—

On the MILWAUKEE Automatic Changer, records are supported at two points for ease and convenience of loading, minimizing record center hole wear, and eliminating cumbersome, manually operated cross bar.

Controls are located conveniently at the front of the changer, easily accessible for all installations.

DYNAMICALLY BALANCED MOTOR provides smooth power and high fidelity of reproduction. Another important feature is the velvet-soft, heavily piled electrostatically flocked turn-table with oil-impregnated bearing. Vertical and lateral pick-up arm friction is at a minimum for faithful reproduction of records of all speeds, insuring perfect tracking.

The MILWAUKEE Record Changer is a versatile instrument, a product of skilled record changer engineering specialists, designed to provide accurate reproduction and true listening pleasure.

**Distributor Sales Division
MILWAUKEE RECORD CHANGER CORP.
39 Warren St.—New York 7, N. Y.**

Manufactured By:

MILWAUKEE STAMPING COMPANY

Milwaukee 14, Wisconsin

Recorders Can Make

These Important Profit-Builders Are Slowly But Surely Gaining

• A relatively small number of Radio-TV dealers are doing a real job with home recorders—an item which the consumer naturally expects to find in a radio-TV store. This relatively small number of active merchandisers is probably due to the fact that many retailers, “spoiled” by easy selling of some products, have found that recorders do not “sell themselves.”

Although many dealers “carry” recorders, the walk-out rate has been rather high in the majority of stores, where the customer came in with recorders in mind.

The reasons for poor sales under such conditions are very simple:

(1) A very small stock is usually maintained, often only one on the floor.

(2) Recorders are not featured in a display, but are merely sitting somewhere: alone, unheralded and unsung. More often than not, they are hidden.

(3) It is not uncommon that the recorder on the floor is not plugged in, and is not near an outlet.

(4) There is no salesman who knows how to operate recorders, or demonstrate them, or sell them.



Devote an entire window to recorders several times a year to stimulate interest and sales.

(5) Not infrequently the floor sample is in poor working order.

All this adds up to the treatment usually reserved for “dogs.” And like most dogs, the shopworn, neglected demonstrator is ultimately offered at a very drastic reduction. Many dealers have asserted that even then, very little interest is created in the product. But who should be interested in distressed merchandise, especially when the dealer and his salesmen assert that their only interest is to get rid of it?

Contrast to this a dealer who sells an average of three recorders a

week all year, and apologized to us that he could sell more but has only been able to devote about 10% of his sales effort and expense to promotion of this item. This dealer found that recorders added \$50,000 to his gross sales in 1951, and as a result intends to step up his sales effort this year.

Many Sales Advantages

Any dealer who initiates and maintains the proper sort of promotion for home recorders will find the effort rewarding. The sales features, to the retailer himself, are obvious. First, recorders are a “related” item to radios, TV, phonographs and records. The recorder is a product which the public expects to be sold in a store where other electronic devices for home entertainment are sold. And it is an item which can usually be serviced only where such items are sold. Second, recorders are not seasonal. They can be sold all year ‘round, and are an important addition to the diversity of a stock which contains so many seasonal items. Third, recorders are an item which is just beginning to grow in public acceptance. There is every reason to believe that the market for recorders is at least as large as that for phonographs, and with over 20 million phonograph-equipped homes, there’s a long row to be hoed yet for recorders. Fourth, recorders are a relatively “big-ticket” item well worthy of the efforts of a salesman . . . and of a sales incentive plan.

How can the retailer sell more recorders? One thing is obvious: he must counteract all the negative points mentioned earlier in this article. An in-store educational program is the first and most urgent step. Everyone should be acquainted with this merchandise, and at least one person should be expert in demonstrating and selling it. Second, there should be a display of recorders. Just setting one or two on top of a console or TV set will not accomplish anything. It looks like an afterthought—or perhaps that you’re waiting for someone to come and pick them up.

The display should have an attention-getting sign which, among other things, tells that these are home re-

corders. At least 50% of your customers don’t know a recorder by sight. The display stand should have a multiple electric outlet so that all the recorders may be plugged in. Where possible, it is a good traffic stopper to leave a recorder running so that the passerby can tell what it sounds like. It is recommended that the dealer have available a program source such as a radio tuner or a phonograph, so that the salesman will not be dependent solely on a voice (although he should make



Include recorders in your newspaper advertising program. Explain product's many uses.

sure, in the course of the demonstration, to let the customer hear his own voice).

The person in charge of the department should be familiar with the features of each machine, know how to operate them and be able to demonstrate them with ease. The customer should get an impression that there is nothing complicated about a recorder.

It is important to have several different models of recorders on display for two reasons: first, to give the customer a choice between models of different size, appearance and features (and by inference, give him the impression that he is able to survey the field in one spot); and second, so as to be able to sell up to higher priced models, should the customer appear receptive. Unless a fairly complete selection can be offered, the customer, even though “sold” on the idea of a recorder, may want to “look around” some more before making a decision.

Your service department should

Money for You This Year

in Popularity—Market Saturation Still Very Low

be notified of the types of recorders you carry, and every effort should be made to obtain all pertinent service notes and data, as well as spare parts. As your recorder business grows, the service department will not only be called upon to maintain the recorders in warranty, but also the demonstrators on the floor. With a good stock of recorders, sales help trained to handle them, and a service department qualified to service them, you can justly brag of being a "head-quarters" for home recorders.

Add-on Sales Features

In addition, your service department can perform a very important function to aid the sales department . . . and one which will even further sell the idea of being "recorder specialists." This function could be called the "custom tailoring" of recorders. This can be an important source of add-on revenue.

For instance, the recorder can be mounted on a shelf or in a cabinet, with pull-out drawer slides. It can be equipped with an automatic clock timer, so that unattended recordings can be made. It can be equipped with a larger, better sounding auxiliary speaker, and possibly a more powerful amplifier . . . or it can be arranged to play back through an existing speaker in the customer's home. The customer's radio, phonograph or TV set can be equipped with jacks permitting off-the-line recordings. This also suggests the sale of shielded patch cords of adequate length.

Sell Accessories Too

Of course, there are also accessories which can be suggested, such as a telephone pickup coil, a contact mike for musical instruments, a revolution counter, extra reels, reel storage boxes, mixers for several sound sources, etc.

Preferably, the recorder display space should show some of the accessories stocked, and at least suggest (by signs and pictures) the custom work which can be done.

The next step is promotion. When you have a well-equipped recorder department, you don't want to keep it a secret. Every sales person in the



An "album" of recordings of the voices of growing children is an idea which has been catching on all over the country. It is but one of the many uses of home recorders which may be exploited saleswise by the alert dealer.

store should know not only that you have recorders and where they are, but should include mention of them in their suggestive selling. In addition, some little counter cards in various parts of the store can be helpful, such as "Visit Our Recorder Department for A Free Demonstration," etc.

At least a few times a year, a window should be devoted entirely to recorders, showing the types available and suggesting some of the uses to which they may be put (or the custom service available). During the balance of the year, an effort should be made to get a recorder into the window as often as possible. When this is not possible, at least get a card or sign in, similar to the counter cards mentioned above.

To at least the same extent that floor space, window space and salesmen's time is devoted the recorders, revenue for display advertising and direct-mail should be allocated for the promotion of these items. At certain times, deliver both barrels on recorders; the rest of the time, always remember to at least include a mention of your recorder facilities and know-how. Aid can be obtained from distributors and manufacturers for this purpose, in the form of

co-op funds, mats, mail stuffers, etc. In addition, a certain amount of display material can also be obtained.

Over and above these standard avenues of promotion, avail yourself of every opportunity to promote the unique features of recorders. For instance, a demonstrator can be loaned to a political club on the occasion of a speech or address; to a school, or to a music teacher for special programs or recitals; to a newspaper for recording an on-the-spot interview; to a police court for the recording of special testimony or a deposition, etc., etc.

Or you can make a recording of a special event or a radio or TV program and make it available in your store. Your window, in-store display, radio spot announcements, etc. can call attention to your customers: "Did you miss hearing so-and-so last night? Come into our store and hear it at your leisure from the recording we made on our X brand home recorder."

These are but a few of the ways that the sale of recorders can be promoted. Properly stimulated, the sale of these units will not only increase your 1952 sales volume, but will provide a growing annual source of revenue of which the peak is not even yet in sight.

Chicago Parts Show

List of Exhibitors

AEROVOX CORP. Booth 680.
 ALLIANCE MFG. CO. Booth 322.
 ALLIED ELECTRIC PRODUCTS. Booth 201
 ALPHA WIRE CORP. Booth 412.
 ALPRODCO INC. Booth 13.
 ALTEC LANSING CORP. Booth 592. Room 607.
 AMERICAN MICROPHONE CO. Booth 302.
 AMERICAN PHENOLIC CORP. Booth 207. Room 560A-563A.
 AMERICAN RADIO HARDWARE CO. Booth 415.
 AMERICAN TELEVISION & RADIO. Booth 308.
 AMPERITE COMPANY. Booth 214.
 ANCHOR RADIO CORP. Booth 123.
 APPROVED ELECTRICAL INSTRUMENTS. Booth 113.
 ARGOS PRODUCTS CO. Room 500.
 THE ASTATIC CORP. Booth 416. Room 542A-544A.
 ATLAS SOUND CORP. Booth 213.
 AUDAK COMPANY. Room 507A.
 AUDIO DEVICES, INC. Booth 321.
 BAKER MFG. CO. Booth 114.
 BARKER & WILLIAMSON, INC. Booth 225.
 BELDEN MFG. CO. Booth 405.
 BELL SOUND SYSTEMS. Booth 319. Room 546A-548A.
 DAVID BOGEN CO. Room 539 & 553.
 BLONDER-TONGUE LABS. Booth 6.
 BRACH MFG. CO. Room 660A, 661A.
 BRITISH INDUSTRIES. Booth 301.
 BRUSH DEVELOPMENT CO. Booth 678.
 BUD RADIO, INC. Room 561.
 BURGESS BATTERY CO. Booth 313.
 BUSSMAN MFG. CO. Booth 105.
 CENTRALAB DIV. Booth 685.
 CHANNEL MASTER CORP. Room 549.
 CHICAGO TRANSFORMER DIV. Booth 684. Room 522 & 520.
 CLAROSTAT MFG. CO. Booth 410.
 CLEAR BEAM TV ANTENNAS. Booth 26.
 CLEVELAND ELECTRONICS. Booth 312. Room 658A-659A.
 COLUMBIA WIRE & SUPPLY. Booth 587.
 CONDENSER PRODS. Room 620.
 CONSOLIDATED WIRE & ASSOC. Booth 208.
 COPPERWELD STEEL CO. Booth 117.
 CORNISH WIRE CO. Booth 683.
 CRESCENT INDUSTRIES. Room 629A, 630A.
 CREST LABS. Room 627A.
 CREST TRANSFORMER CORP. Booth 108.
 CRESTWOOD RECORDER. Room 628A.
 DRAKE ELECTRIC WORKS. Booth 222.
 DU KANE CORP. Room 556A-557A.
 ALLEN B. DUMONT LABS. Booth 580. Room 613-614.
 DUOTONE CO., INC. Booth 118.
 EASY-UP TOWER. Room 618A.
 EICOR, INC. Room 700-01A.
 ELDICO OF NEW YORK, INC. Room 658-659.
 ELECTRONIC DEVICES, INC. Booth 203.
 ELECTRONIC INSTRUMENT. Booth 202.
 ELECTRONIC MEASUREMENTS. Booth 112.
 ELECTRO PRODUCTS LABS. Booth 414.
 ELECTRO-VOICE, INC. Booth 128. Room 550A-551A.
 ELECTROVOX COMPANY. Booth 129.
 ERIE RESISTOR CORP. Booth 318. Room 536A.
 ESPEY MFG. CORP. Booth 673.
 EXCELITE INC. Booth 320.
 FEDERAL TEL. & RADIO. Room 622A, 623A.
 FINNEY COMPANY. Room 625.
 FREED TRANSFORMER CO. Booth 303.
 FRETCO TELEVISION CO. Booth 126. Room 656.
 THE GABRIEL CO. Booth 674. Room 612A-613A.
 GEE-LAR MFG. CO. Booth 109.
 GENERAL CEMENT MFG. CO. Booth 419. Room 504A.
 GENERAL ELECTRIC CO. Booth 676. Room 537A.
 GENERAL FUSE CO. Booth 13.
 GENERAL INDUSTRIES CO. Booth 417. Room 521A.
 GENERAL TRANSFORMER CO. Booth 10. Room 629.
 GRAYBURNE CORP. Room 651A.
 GRAYHILL. Room 588.
 GUARDIAN ELECTRIC MFG. CO. Booth 212.
 THE HALLDORSON CO. Booth 586.
 THE HALLICRAFTERS CO. Booth 574. Room 512A-513A.
 HAMMERLUND MFG. CO. Booth 407.
 HAYDON PRODUCTS. Room 635, 636.
 HICKOK ELECTRICAL INSTRUMENT CO. Room 528A-530A.
 HI-LO TV ANTENNA CORP. Booth 3
 HYTRON RADIO & ELECTRONICS. Booth 305.
 ILLINOIS CONDENSER. Booth 687.
 ILLINOIS TRANSFORMER CO. Room 603A-609A.
 INDIANA STEEL PRODUCTS CO. Booth 408. Room 502.
 INDUSTRIAL DEVEL. ENG. ASSOCS. Booth 116.
 I.E MFG. CO. Booth 24. Room 637A.
 INSULINE CORP. OF AMERICA. Booth 206. Room 523.
 INTERNATIONAL RESISTANCE CO. Booth 307.
 JACKSON ELECTRICAL INSTRUMENT. Booth 421.
 JACKSON INDUSTRIES. Room 650A.
 JAMES VIBRAPOWR CO. Booth 127.
 J-B-T INSTRUMENTS. Booth 576. Room 501A.

JENSEN INDUSTRIES, INC. Booth 577. Room 602.
 JENSEN MFG. CO. Booth 404. Room 504-505.
 JERSEY SPECIALTY CO. Booth 115.
 JFD MANUFACTURING CO. Booth 578. Room 516.
 E. F. JOHNSON CO. Booth 133.
 JONTZ MFG. CO. Room 662.
 KESTER SOLDER COMPANY. Booth 122.
 LAPORTE PLASCOMOLD CORP. Booth 688. Room 653A.
 LENZ ELECTRIC MFG. CO. Booth 314.
 LITTELFUSE, INC. Booth 317. Room 539A.
 LOWELL MFG. CO. Booth 120.
 P. R. MALLORY & CO. Booth 573.
 MAGNA ELECTRONICS. Room 648, 649.
 MARKEL ELECTRIC PRODUCTS. Room 632.
 MERIT TRANSFORMER CORP. Booth 689.
 JAMES MILLEN MFG. CO. Booth 217.
 M. A. MILLER MFG. CO. Booth 585.
 MODEL ENGINEERING & MFG. CO. Booth 102.
 MOSLEY ELECTRONICS. Booth 119.
 DON MCGOHAN, INC. Booth 1. Room 634, 637.
 NATIONAL CARBON CO., INC. Booth 125. Room 621-622.
 NATIONAL COMPANY. Booth 575.
 NATIONAL ELECTRIC PRODS. Room 625A, 626A.
 NATIONAL UNION RADIO CO. Booth 103.
 NATIONAL VIDEO CORP. Room 533 & 536.
 NEWCOMB AUDIO PRODUCTS. Booth 223. Room 521.
 OAK ELECTRONICS. Room 621A.
 OAK RIDGE PRODUCTS. Booth 11.
 OHMITE MFG. CO. Booth 210.
 OXFORD ELECTRIC CORP. Booth 309. Room 557.
 PAR-METAL PRODUCTS CORP. Booth 215.
 PEERLESS PRODUCTS INDUSTRIES. Booth 9.
 PENN BOILER & BURNER MFG. CO. Booth 121. Room 657.
 PENN TELEVISION PRODUCTS. Booth 124.
 THE PENTRON CORP. Booth 107. Room 529.
 PERMOFLUX CORP. Booth 418. Room 614A-615A.
 PERMO, INC. Booth 104.
 PFANSTIEHL CHEM. CO. Room 626.
 PHILMORE MFG. CO. Room 533A-534A.
 PHOENIX ELECTRONICS. Booth 101. Room 635A.
 PICKERING & CO. Room 657A.
 POTTER & BRUMFIELD. Booth 591. Room 612.
 PRECISE DEVELOPMENT CORP. Booth 130.
 PRECISION APPARATUS CO. Booth 403. Room 501.
 PREMEX PRODUCTS DIV. Booth 135.
 PRESTO RECORDING CO. Room 515A.
 PYRAMID ELECTRIC CO. Booth 671.
 QUAM-NICHOLS CO. Booth 411. Room 601.
 RACON ELECTRIC CO. Booth 111.
 RADELCO MFG. CO. Booth 23.
 RADIART CORP. Booth 209. Room 610-611.
 RADIO APPARATUS CO. Booth 205.
 RADIO CITY PRODUCTS. Booth 409.
 RADIO CORPORATION OF AMERICA. Booth 21. Room 524A-526A.
 RADIO CRAFTSMEN, INC. Room 505A.
 RADIO MERCHANDISE SALES. Booth 691.
 RADIO RECEPTOR. Booth 5.
 RADION CORP. Room 616A-617A.
 RAM ELECTRONICS, INC. Booth 110.
 RAULAND-BORG CORP. Booth 204. Room 618-619.
 RAULAND CORP. Booth 216. Room 532A.
 RAYTHEON MFG. CO. Booth 422.
 RECOTON CORP. Booth 590.
 REEVES SOUNDRAFT. Booth 27.
 REK-O-KUT COMPANY. Room 507.
 JOHN F. RIDER PUBLISHER, INC. Booth 583.
 RIVER EDGE INDUSTRIES. Room 652A.
 RYTEL CO. Room 624A.
 HOWARD W. SAMS & CO. Booth 211.
 SANGAMO ELECTRIC CO. Booth 316.
 WALTER L. SCHOTT CO. Booth 218.
 SHURE BROTHERS, INC. Booth 581. Room 519A-520A.
 SIMPSON ELECTRIC CO. Booth 219. Room 509.
 MARK SIMPSON MFG. CO. Booth 679. Room 512-513.
 HERMAN H. SMITH, INC. Booth 582.
 SNYDER MFG. CO. Booth 310.
 SOLA ELECTRIC CO. Booth 413.
 SOUTH RIVER METAL. Room 665, 666.
 SPIRLING PRODUCTS. Room 556.
 SPRAGUE PRODUCTS. Booth 686.
 SQUARE ROOT MFG. CO. Booth 14. Room 633A-634A.
 STANDARD TRANSFORMER CORP. Booth 401. Room 605A-607A.
 STROMBERG-CARLSON CO. Room 619A-620A.
 SWITCHCRAFT, INC. Booth 672.
 SYLVANIA ELECTRIC PRODUCTS INC. Booth 681.
 TALK-A-PHONE CO. Booth 221. Room 610A-611A.
 TAPE-MASTER, INC. Room 639, 640.
 TECH-MASTER PRODUCTS. Room 560.
 TECHNICAL APPLIANCE CORP. Booth 22.
 TELE-MATIC INDUSTRIES. Room 649A.
 TELREX, INC. Booth 7.
 THOMAS ELECTRONICS. Room 655A.
 THORDARSON-MEISSNER DIV. Booth 572.
 TRIAD TRANSFORMER MFG. CO. Booth 402. Room 600-602A.
 TRICRAFT PRODUCTS CO. Booth 677.
 TRIMM, INC. Booth 589.
 TRIO MFG. CO. Booth 4. Room 631A-638A.
 TRIPLET ELECTRICAL INSTR. CO. Booth 675.

TUNG-SOL ELECTRIC CO. Booth 106. Room 517A.
 THE TURNER CO. Booth 220.
 TV PRODUCTS CO. Booth 131.
 UNGAR ELECTRIC TOOLS. Booth 315.
 UNITED CATALOG PUBLISHERS. Booth 12.
 UNITED TRANSFORMER CO. Booth 406. Room 604-605.
 UNIVERSAL CO. Room 660, 661.
 UNIVERSITY LOUDSPEAKERS. Booth 304. Room 509A.
 UTAH RADIO PRODUCTS. Booth 25.
 VACO PRODUCTS CO. Booth 311.
 VAN CLEEF BROTHERS. Booth 2.
 VIDEON ELECTRONICS. Room 651.
 V-M CORPORATION. Booth 306.
 WALDOM ELECTRONICS. Booth 579.
 WARD LEONARD ELECTRIC. Booth 420.
 WEBSTER-CHICAGO CORP. Booth 571. Room 534.
 WELLER ELECTRIC CORP. Booth 584.
 WELLS & WEINGARD. Room 616, 617.
 WEN PRODUCTS. Room 662A.
 WESTINGHOUSE ELECT. Room 664A.
 WILCOX-GAY CORP. 682.

Parts Show Special Train

New York "Representatives" will sponsor the 27th annual train to the Parts Show being held on May 19-22. The train will leave New York about 4 P.M., Saturday, May 17, arriving in Chicago, 9 A.M., Sunday.

New "Rep" Members

Two new senior and eight new associate members have been elected to "The Representatives" of Radio Parts Manufacturers, Inc., announces L. W. Beier, national treasurer. New senior members include: R. O. Whitesell & Associates, 2208 E. Washington St., Indianapolis 1, Indiana, recently elected to the Hoosier Chapter; and Charles J. Nace, treasurer of W. Bert Knight Co., Inc., 10373 W. Pico Blvd., Los Angeles 64, elected to Los Angeles Chapter.

Associate members elected are: Ken-nyth N. Raymond of W. Clif McLoud & Co., 5528 E. Colfax Ave., Denver 7, and W. J. (Jack) Connors of W. H. Connors Co., 1590 Eudora St., Denver 7, to Rocky Mountain Chapter; Laurence L. (Larry) Lindsey, Jr., c/o W. S. Harmon & Co., 1638 LaCienega Blvd., Los Angeles 35, and Richard L. Stone, of Carl A. Stone Associates, 1102 S. Western Ave., Los Angeles 6, to the Los Angeles Chapter; James C. Halliday, with Dean A. Lewis, 1355 Market St., San Francisco 3, Thomas Jacobs, Jr., 22 Battery Street, San Francisco 6, and Edward Walter Brandt, 758 Natoma St., San Francisco 3, to California Chapter; and Warren H. Wright, Wright Engineering Co., 4241 Melbourne Rd., Indianapolis 44, to Hoosier Chapter.

Three of the before-mentioned associates have the distinction of joining their fathers' firm: Richard L. Stone, W. J. (Jack) Connors and Warren H. Wright. Richard A. Strassner, son of Conrad R. Strassner, Los Angeles, moved from associate to senior status recently.

Service by Chicago Reps

The Chicagoland Chapter of the "Reps" announces a new service for midwestern jobbers and manufacturers: a complete list of lines and products handled by members of the Chicago Chapter is now available at its new secretarial office, 600 S. Michigan Ave., Chicago 5, WAbash 2-7812.

FM Shows Steady Growth

Audience More Than Doubled in Past Three Years—Continuing

Rise in Popularity Points to Larger Sales Potential This Year

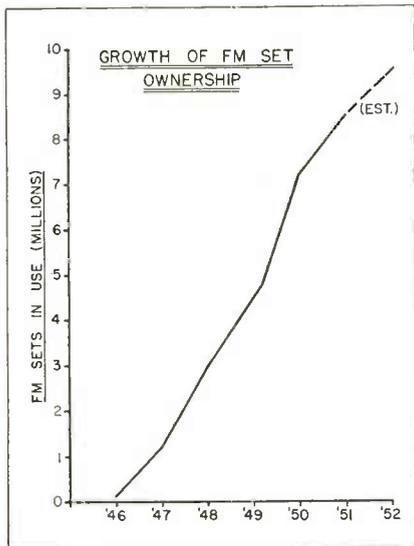
● The steady progress made by FM radio in the past six years suggests the need for a re-evaluation of this medium with an eye toward continuing merchandising efforts designed to cash in on its growing potential.

In a nation in which people tend to think of things as either "colossal" or a "flop," FM has sometimes failed to garner the consideration which its highly salable features merit. Since FM did not respond in meteoric fashion, some dealers have stopped pushing it, and only the persistence of the public has kept this merchandise moving out of the stores. In other areas, enthusiasm has continued on a high level, and cooperation between broadcast stations, set manufacturers, distributors and dealers has paid off in sizeable volume.

Despite this somewhat spotty promotion, the FM audience has continued to grow strongly and steadily. The accompanying chart shows this fact graphically. If your sales have not kept pace with this graph, you can figure that you have been missing out on a sizeable chunk of profit. A new awareness of this situation, coupled with an intelligently planned promotional program—a year round program—will correct this condition.

Being, in the last analysis, a "radio," an FM set often does not get

Graph shows number of FM sets in use at the end of each postwar year. "FM Set" includes FM-AM sets and TV-FM and TV-FM-AM combinations.



the special attention it merits. The features of FM make it stand head and shoulders above conventional AM radio, and make it infinitely more salable.

In the first place, FM is immune to natural static. This is particularly effective as a sales point in the sum-

mer when electrical storms and interference are more common.

In the second place, FM reception closes the door on amplitude modulated interference. This means a great deal in areas where AM stations interfere with each other to the

(Continued on page 58)

LOOK for the biggest all-out **RECOTON** promotion!

GET the facts on the campaign that will send your sales soaring!

SEE us at Booth 590—Chicago Parts Show!



Recoton Replacement Needle Kit #550

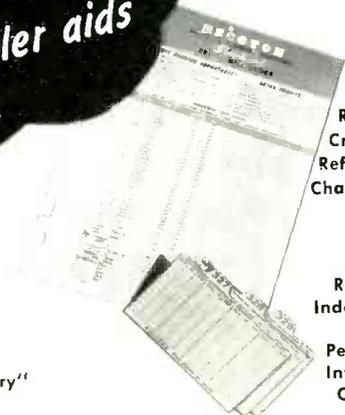
Recoton Replacement Needle Kit #150



RECOTON helps you sell more **REPLACEMENT NEEDLES** with these **FREE** complete dealer aids



New Recoton Simplified Reference Guide "Bible of the Industry"



Recoton Cross Reference Chart

Recoton Index Cards for Perpetual Inventory Control

RECOTON CORPORATION

147 West 22nd St. • New York 11, N. Y.

For Summer Selling

Emerson TV SETS, RADIOS

New Emerson line:	
17" table, mahogany	\$179.95
20" table, mahogany	229.95
17" console	229.95
17" console, full doors	279.95
21" table, mahogany	279.95
21" table, Early American	289.95



Model 715 illustrated.

	<i>Radios</i>	
Mod. 710 clock-radio		32.95
706 table, walnut		19.95
706 asst. colors, table		22.95
707 table asst. colors		24.95
Emerson Radio & Phonograph Co., 111 Eighth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.		

Sheraton 20-INCH CONSOLE

A 20-inch console featuring the long range, 30-tube Super Video #630 chassis has the Cascade circuit tuner and lists at \$299 (plus federal excise tax and warranty) in hand rubbed mahogany, slightly higher in limed oak.—Sheraton Television Corp., Penn Terminal Bldg., 370 7th Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.



hogany, slightly higher in limed oak.—Sheraton Television Corp., Penn Terminal Bldg., 370 7th Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Motorola "CONVENTION SERIES"

Eleven new television receivers, seven of them table models and the other four consoles known as the "Convention Series" line, have been introduced by Motorola. The complete list of receivers and prices follow:

Model Number	Type	Price
17T9E	Ebony pl. tab.	\$199.95
17T9M	Mahogany pl. tab.	219.95
17T10	Mahogany table	239.95
17K13	Mahogany console	279.95
21T1	Mahogany leath, tab.	259.95
21T1B	Bl. leath, tab.	259.95
21T2	Mahogany table	279.95
21T2B	Limed oak table	299.95
21K3W	Walnut console	299.95
21K3M	Mahogany console	319.95
21K3B	Limed oak console	339.95

Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Majestic TV RECEIVER

New model 20T84, 20-inch tube, listing at \$269.95, has a modified modern teardrop design with no sharp corners or edges. According to the manufacturer, "the graceful sweeping lines of the symmetrical cabinet make this model a real boon to decorators who



are constantly searching for a final finishing touch in a room layout." The entire cabinet is constructed of hand-rubbed mahogany, and features a removable lucite front shield which permits cleaning of the front tube surface and the inside of the shield when necessary. Majestic emphasizes the need for constant cleaning of the tube face inasmuch as an accumulation of dirt often reduces the brightness of a picture as much as 25%.—Majestic Radio & Television, Div. of Wilcox-Gay Corp., 385 Fourth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Edu-Craft PORTABLE RADIO

3-way portable has built-in loop antenna, 5 tubes, including rectifier. Size: 10" x 12" x 6". Has wooden case covered in smart 2-tone leatherette. Dealer cost for model RP-1, \$17.50. Edu-Craft, Whitestone, N. Y.—RADIO & TELEVISION RETAILING.

Magnavox COMBINATION

Belvedere 21, three-way combination features a 21-inch cylindrical picture tube, superpowered long-distance TV chassis and superior sound quality. Magnavox AM-FM radio and a fully automatic three-speed record changer combine with the television to make the Belvedere 21 a complete home entertainment unit. The console is available in either white oak or mahogany finish, with de luxe hardware and Roman gold interior trim. It is equipped with invisible casters and stands 37 inches wide, 41 inches high and 23 1/4 inches deep. A removable front panel allows dusting of the picture tube without removal of the entire chassis. The set is being presented as both a TV-radio-phonograph and as a radio-phonograph with space for later addition of 21-inch TV. As a three-way combination, model MV92L, it lists at \$695. As a radio-phonograph, model 292MB, it lists at \$395.—Magnavox Company, Fort Wayne, Indiana—RADIO & TELEVISION RETAILING.

Admiral, TV, RADIO SETS

TABLE MODELS: 16M12—Pl. mahog.—16"—\$179.95; 57M10—Pl. wal.—17"—\$229.95; 57M12—Pl. mahog.—17"—AM—\$239.95; 57M16—Mahog.—17"—AM—\$249.95; 57M17—Blond—17"—AM—\$259.95; 121M10—Pl. wal.—20"—\$259.95; 121M12—Pl. mahog.—20"—\$269.95; 520M12—Pl. mahog.—20"—AM—\$289.95; 520M16—Mahog.—20"—AM—\$299.95; 520M17—Blond, 20"—AM—\$309.95.

CONSOLES: 27M12—Pl. mahog.—17"—\$229.95; 47M35—Op. face wal.—17", AM—\$299.95; 47M36—Op. face mahog.—17"—AM—\$309.95; 47M37—Op. face blond—17"—AM—\$319.95; 47M26—1/2 door mahog.—17"—AM—\$359.95; 47M27—1/2 door blond—17"—AM—\$369.95; 421M35—Op. face wal.—21"—AM—\$389.95; 421M36—Op. face mahog.—21"—AM—\$339.95.

COMBINATIONS: 37M25—Wal.—17"—AM—\$429.95; 37M26—Mahog.—17"—AM—\$449.95; 37M27—Blond—17"—AM—\$469.95.

Prices include tax, 1 year warranty on pix tube; 90 days on parts.

TABLE RADIOS: 5S21—Ebony—\$19.95; 5S22—Mahog.—\$22.95; 5S23—Ivory—\$24.95; 5Z22—Mahog.—\$27.95; 5Z23—Ivory—\$29.95; 6C22—Mahog.—6 tubes—\$34.95; 6C23—Ivory—6 tubes—\$36.95.

CLOCK RADIOS: 5X21—Ebony—\$29.95; 5X22—Mahog.—\$32.95; 5X23—Ivory—\$34.95; 5A32—Mahog.—\$37.95; 5A33—Ivory—\$39.95.

PORTABLES: 4V11—Ebony—\$32.95; 4V12—Maroon—\$32.95; 4V18—Green—\$32.95.

TABLE RADIO - PHONOGRAPH: 5Y22—Mahog.—3-speeds—\$69.95.—Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

**More New Products
Elsewhere in This Issue**

Now **UNIVERSAL** Means Everything in

MAJOR APPLIANCES



New 1952 Refrig-a-Dor with mammoth freezer & ten storage zones. 8, 9, 10 and 14 cubic foot models available.



Automatic Washer with exclusive Gyroating "Agitator Basket". Saves up to 50% in time, hot water and soap.



Automatic Dryer with "Sun-Sweet" drying. "Dry Flat" eliminates timing question. Electric or gas models.



Home Freezers 7 models in 8, 12 and 17 cubic foot capacities including the sensational new Upright "PB".



Speedmaster Ranges in seven beautiful models, single or double. True-Bake oven, 7-heat Manicure-units.

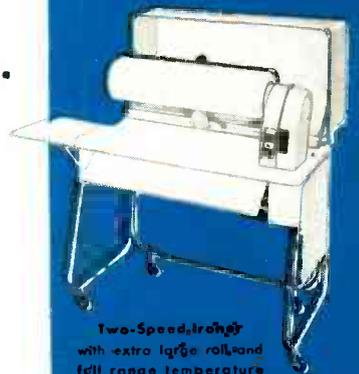


Two-Speed Washer eliminates hand-washing easy on shirers fabrics. Also six single-speed models with Lavell wringers.

UNIVERSAL goes full line...

to meet every aggressive dealer's major appliance requirements. This complete line is all new for '52... packed with new features... exclusive features that add up to extra value because these appliances are priced right for profits.

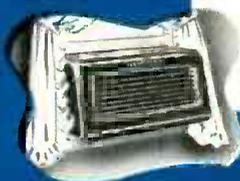
And you know Universal means dependable top quality. That's why it will pay you to look over the "solid sell" packed into this complete '52 line... from the sensational Refrig-a-Dor® and the Home Freezers including a superb new Upright "18" right on through to the new Automatic Washer and the Automatic Dryer with its exclusive "Sun-Sweet" feature. Call your Universal Distributor today for the whole story.



Two-Speed Ironing with extra large rollers and full range temperature control. Four models including Portable available.



Complete Kitchens with new Cabinets, new Dishwasher, and a new Garbage Disposer-Unit.



Room Air-Conditioner in 14 and 20 capacities, in beautiful 2-tone, Mahogany finish. Blonde also available.

UNIVERSAL MAJOR APPLIANCE CO.
Lima, Ohio



Dehumidifier removes up to 20 pints of condensate every day, stops musty odors.



Television 17, 20, 24 and 24-inch in console and table. Blonde or Mahogany. Long distance reception, front controls.



Water Heaters 12 to 32 gallon capacities, round or table-top, electric or gas.



FULL PAGE COLOR ADS

will announce this great new line in Saturday Evening Post, Better Homes & Gardens, McCall's, Good Housekeeping, Sunset and other leading magazines.

Keep your eye on UNIVERSAL!

UNIVERSAL

The Oldest Name in Home Appliances...
The Broadest Line of Major Appliances

FM GROWTH

(Continued from page 55)

point that no station can be enjoyed. A situation such as this is relatively common at night in the country.

As a matter of fact, there are many areas where—due to atmospheric conditions, interchannel AM interference, the absence of nearby AM stations, or a combination of all three—no reliable radio reception was obtainable prior to the advent of FM.

In the third place, FM broadcasts

a wider audio bandwidth than AM, and makes possible tonal values and realism in the reproduction of sound that was never before possible.

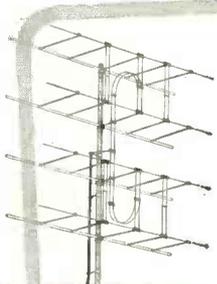
These points are but a capsule examination of FM radio. They are glossed over because we are sure that the reader is by now familiar with the general points.

It is important to make a careful evaluation of the merchandise available before making a final judgment on FM. As in any new art, great improvements have been made since FM sets were introduced. Sets now available feature higher sensitivity, more ease of tuning, even better dis-

crimination against noise, static and interference, and better tone quality—all at more competitive prices than previously. Many manufacturers have reconsidered FM, and more companies are offering more models than a year ago.

In selling FM, it is important to demonstrate the advantages to the customer. It is not enough to say that it sounds better or receives less noise. Have a set in good working condition on the floor which can be compared with an AM set. If there is not enough noise or interference at the time for the demonstration, produce some noise (for instance, with some kind of motor, or with a signal generator), showing how the FM set is immune to it.

It is also important not to sell FM short in your own estimation without giving it the benefit of a good installation. In many areas, properly installed VHF directional antennas (outdoor) will be needed to get best results. But when the proper type of antenna is provided, the results are rewarding, and sales result.



**Acclaimed by TV owners
IN FRINGE AREAS AS
THE FINEST CONTRIBUTION TO
RECEPTION YET DEVELOPED!**

FINCO TV Antenna
PATENTED

20 in 1

"We have found that television can now be had in the remote areas not now served. Many of our dealers are selling and installing television sets with the Finney aerial where before, reception was impossible..."

Features . . .

- Clear pictures up to 120 miles and more from station!
- 12 driven elements on high band!
- 8 driven elements on low band!
- High gain—low noise!
- One antenna—one transmission line!
- Total weight only 8 lbs.!

... **Preassembled for easy-fast-simple installation!**

You can expand your TV sales without limits in fringe areas by recommending the sensational FINCO 20-in-1 Antenna. Constructed on entirely different principles than any other unit on the market today, it provides perfect reception over 100 miles from stations. FINCO owners are your best salesmen—so get started with FINCO TODAY! Write for details.

SEE US AT THE STEVENS

"In Pittsburgh we view channel 4, WNEK at Cleveland with regularity, also channel 4, WWJ-TV at Detroit in the morning and late at night when WNBK is off the air. We also receive channel 5 WEWS, channel 9 WXEL at Cleveland, WXYZ-TV at Detroit, WLW-C at Columbus and others which I will not bother to list..."

"With no exceptions, reports indicate that performance is superior to anything in use in this area and I might say that we have 'tried them all'..."

"Our city-county radio engineer, at our request, performed an 'in the field test' on this unit and reported it to have the highest gain over all channels of any one antenna he has checked..."

THE FINNEY COMPANY
4612 ST. CLAIR CLEVELAND 3, OHIO



Display poster made available to radio-TV dealers in connection with an FM promotion campaign conducted in Washington, D. C. and the states of Wisconsin and North Carolina.

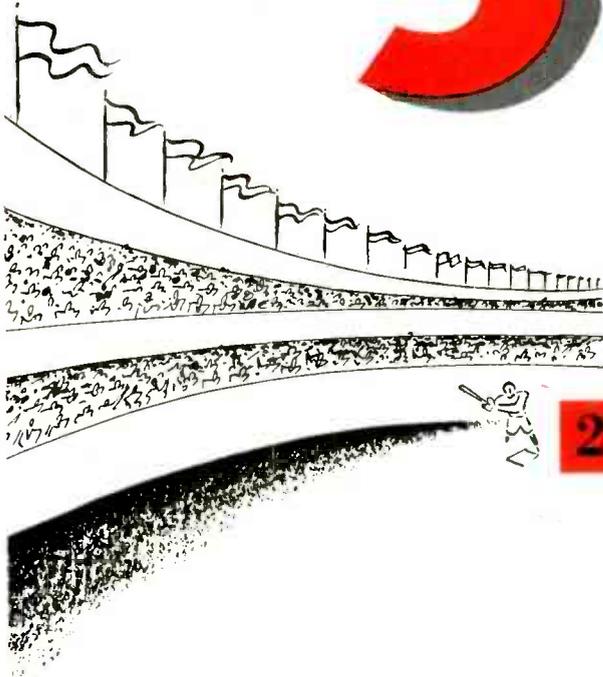
To make the most of FM, know your local FM stations—what frequency they're on, what hours they broadcast, what programs they offer, etc. A majority of FM stations duplicate network broadcasts, so that favorite programs will be available—but with better quality reproduction. In addition, many special programs are available on FM which cannot be heard on AM. This is especially true of fine music programs. The dealer should be familiar with what is available in order to know how to appeal to the customer's special tastes.

In addition, he should take advantage of (and where possible, tie in with) the local FM station's promotional efforts. The FM broadcaster and the radio dealer are completely

(Continued on page 79)

LEAGUE LEADERS in SALES

FOR 3 GOOD REASONS!



1. SOUNDCRAFT MAGNETIC RECORDING TAPE

You get high-scoring quality with Reeves Soundcraft Tape, the *only* tape manufactured by specialists with 20 years of continuous experience in the sound recording field. Reeves Soundcraft Magnetic Recording Tape *outperforms* all others. It will *outlast* all others. Stock it, display it, and see for yourself how it will *outsell* all others!



2. SOUNDCRAFT 5 DRAWER TAPE-CHEST*

You get clean-up sales potential with the remarkable Soundcraft Tape-Chest. With the purchase of 5 reels of Soundcraft Tape, you can now offer customers this permanent filing cabinet at *no* extra cost. Constructed of durable lined boxboard, these tape-chests store either 5 or 7 inch reels horizontally, each in an individual drawer . . . insuring greater protection for your customers' reels, greater sales for you!



3. SOUNDCRAFT COUNTER DISPLAY

You get crowd-winning attraction with the colorful Soundcraft Counter Display. It tells the Soundcraft Tape Story at a glance. Invites inspection, provokes questions — and, unquestionably — promotes sales. Self-dispensing, too. Back of display holds twenty 5 inch reels and ten 7 inch reels, conveniently stored for quick dispensing.



REEVES SOUNDCRAFT CORP.

10 East 52nd Street • New York 22, N. Y.

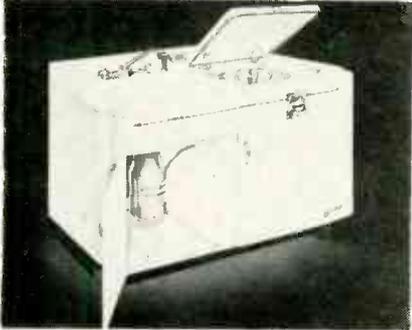
THE ONLY RECORDING MATERIALS PERFECTED AND MANUFACTURED BY RECORDING SPECIALISTS

Please write for additional information.

* Pat. applied for.

Youngstown DISHWASHERS

Horizontal embossings across the front panel of both the 48-inch electric sink (illustrated) and the 27-inch dishwasher give the units a lower, streamlined appearance. The porcelain enameled lid is flat, providing extra work surface. The rinse spray is extra equipment. The upper racking basket holds up to 50 per cent more ware, including stem ware, ash trays, coasters and other small or



odd-shaped pieces. A cutlery basket is vinyl covered, curved to hang on the outer rim of the rack, holds service for six. The electric sink may be plumbed to a single drain where the code permits, or to a double drain. For installation and service, the undersink compartment housing the mechanism is larger. In both models larger cut-outs are provided in the floor, and the front panel is removable.—Youngstown Kit-chens, Warren, Ohio.—RADIO & TELEVISION RETAILING.

Universal HEAT SCREEN

A radiant electric heat screen, for use anywhere in the home, consists of a specially-designed 20" by 30" Thermo-Ray radiant electric heat panel with an hermetically sealed electric element. Protected against any mechanical, electrical or fire risks, the asbestos-type heater panel enclosed in a mahogany frame with matching base is said to be unbreakable, shatterproof and to operate without flame or glow, giving off no noises, fumes or dirt. Screen has surface temperature of 150° and consumes about ½ KW per hour of operation. Cord plugs into any 110-120 V., AC or DC wall outlet. Available in styles for the living room, nursery, kitchen, etc., the screen retails for about \$34.95.—Universal Company, High Point, N. C.—RADIO & TELEVISION RETAILING.

Steber INFRARED BROODER

This new four lamp infrared heat lamp brooder is designed to accommodate 250 chicks. Protective hood is 17-inches.

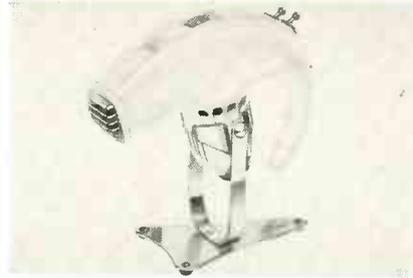


Loop hanger permits easy handling by chain or other means. Illustrated bulletin is available upon request. Steber Mfg. Co., Broadview, Ill.—RADIO & TELEVISION RETAILING.

New Appliances

Master HAIR DRYERS

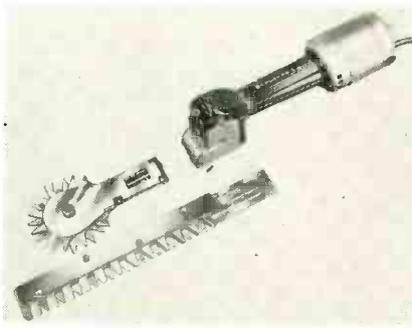
"Thriftie" sells at \$7.95, complete with stand, provides 180 degree heat, and delivers 14 cu. ft. air per minute, AC only. "Sunny" (shown), retails at \$12.95, without stand, \$13.95 with. Comes



in coral, blue or sand, in luggage case box, and can be used on AC or DC. Three other dryers in firm's line. Master Appliance Mfg. Co., 4th and Ontario, Racine, Wisc.—RADIO & TELEVISION RETAILING.

Roberton LAWN-EDGER, ETC.

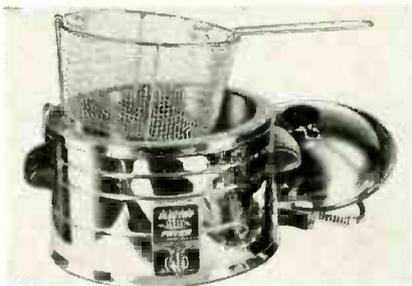
Lawn-edger and hedge-trimmer has two interchangeable blades with one balanced-at-grip power unit. Features: light weight, sap-free teeth, oscillating blades. 1/0 HP AC or DC, it has nickel



steel gears, a sealed transmission and chrome and nickel plated blades. 21" overall, the unit weighs 4 lbs., sells at \$37.50. The firm also manufactures electric and gas mowers. Roberton Div., King Pneumatic Tool Co., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Welko ELECTRO-FRYER

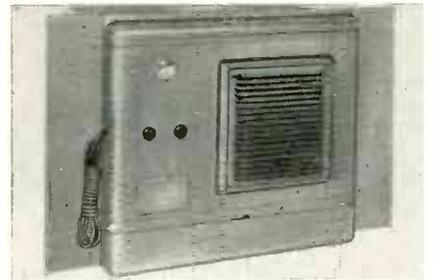
Draws 1200 watts with 50 sq. inches of heating surface; has neon lamp to show when unit has reached frying temperature. Has variable thermostat so that



appliance can be used as corn popper, roasts, etc. Special drain hook holds basket in all positions from any direction and is removable. Welko, Inc., 219 W. Chicago Ave., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Palmer AIR COOLER

Portable pour-in "Sno-Breeze" evaporative cooler requires no water or drain connection. Cooler fits windows to 36"



wide. Inexpensive automatic water filler is available, which eliminates hand filling. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & TELEVISION RETAILING.

Noel FLOWER-LITES

Miniature steady or blinking bulbs built inside flowers create a glow which dramatizes the life-like coloring and texture of flowers. A variety of flowers such as roses, lilies, gladiolus, tulips, etc., make them particularly valuable in preparing displays for special occa-



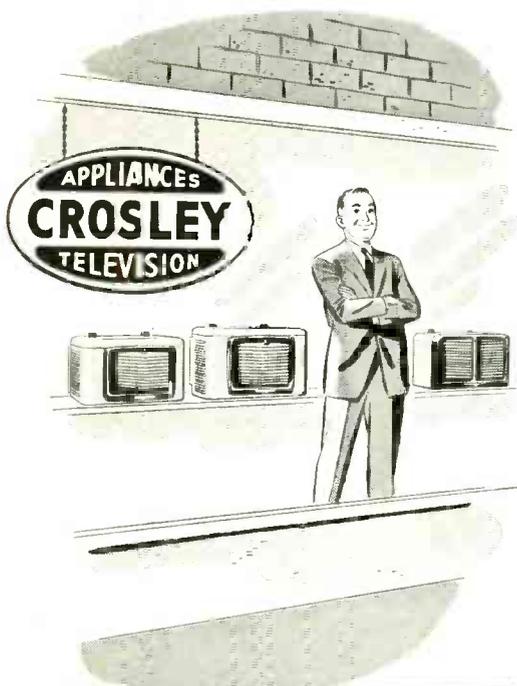
sions, such as Easter, Mother's Day, June promotions for bridal gowns and accessories. They operate on 120 volts AC or DC voltage, and do not need a transformer. The flowers are available complete with wiring and bulbs.—Noel Manufacturing Co., 1675½ Third Ave., New York 28, N. Y.—RADIO & TELEVISION RETAILING.

Dulane DRIP COFFEEMAKER

"Coffyryte" is an automatic drip coffeemaker retailing at \$37.95. The unit brews 4 to 10 cups. A thermostatic heating element in the server (drawing 125 watts) serves a dual purpose—the



brewed coffee drips into a pre-heated bowl and any desired serving temperature from 120 to 190 degrees can be maintained. Brewing bowl draws 950 watts. The appliance is finished in chrome with dark brown trim and handles. Dulane Inc., River Grove, Ill.—RADIO & TELEVISION RETAILING.



OPEN YOUR WINDOW ON A BIG NEW MARKET!

Crosley Room Air Conditioners provide new prospects everywhere you look. A single prospect often buys several units at the same time for such varied uses as . . .

- BEDROOMS
- BUSINESS OFFICES
- LIVING ROOMS
- HOTEL ROOMS
- DOCTORS' AND DENTISTS'
- HOSPITAL ROOMS
- NURSERIES
- SHOPS AND STORES



MODEL ACD-75 for rooms up to 485 sq. ft.,* $\frac{3}{4}$ horsepower, controls for ventilation, circulation, cooling, and exhaust. Two-speed fan switch. $15\frac{3}{16}$ " high, 27" wide, 27" deep. 110 or 230 volts. $\frac{1}{2}$ -horsepower and $\frac{1}{3}$ -horsepower 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.

For complete information see your nearest Crosley Distributor or write: Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio.

Among your *best* prospects are those who have already purchased air conditioning units. They are completely sold . . . really receptive to the idea of buying additional units for other rooms in their homes or places of business.

The new line of Crosley Room Air Conditioners is designed and manufactured so that you can offer customers the room air conditioning they want—and assure them complete, continued satisfaction. See Crosley—compare Crosley . . . and you'll *sell* Crosley!



CROSLY

Division



Cincinnati 25, Ohio

BETTER PRODUCTS FOR HAPPIER LIVING

How to Make More Refrigerator, Freezer Sales

Find the Prospects, and Use the Economy Angle to Get Them to Buy

• There are plenty of prospects in all communities who can be sold refrigerators and food freezers. But in order to get action the dealer has to find such folk, and having found them convince them that they—the customers—will benefit by buying a new refrigerator or a home freezer in spite of the fact that the bare necessities of life are costing more and more.

And speaking of the high costs of living, the dealer who pushes freezers and refrigerators is, fortunately, offering a product intimately associated with the item foremost in the customer's mind today when it comes to such high costs of living, namely food.

People are highly conscious of food costs today, and the good salesman has loads of economy-slanted sales ammunition to offer in selling replacement refrigerators, and freezers.

While a great many refrigerator sales are made via the trade-in route, there are numerous opportunities to sell units to those who are building new homes, or moving to rented places where there are no refrigerators.

With freezers, most of the sales are "firsts," with few trade-ins. Using the "economy" angle or the "it-will-pay-for-itself" theme, freezers can be sold in volume in all communities if salespeople will make full use of the dramatic, factual material supplied by all makers of freezers. (Incidentally, an outstanding job in home freezers is being done by the dealers of a certain distributor in the New York metropolitan area!)

The "economy" angle is a potent one to use in selling replacement refrigerators. And here are some of the reasons why the owner will be interested in trading in his old unit for a new one: 1. Because he's spending a lot of money on repairs, and is losing money on food spoilage, and patience in waiting for servicers to show up. 2. He's spending too much money on current on an old, inefficient refrigerator. 3. The old refrigerator is too small, and hence, cannot be used to keep the required

amount of food. This condition forces the householder to make frequent trips to the stores, and to be obliged to pass up bargains offered in quantity because of insufficient storage space. 4. And don't overlook the appearance factor. Modern Americans love modern kitchens, and many refrigerators are traded in because they clash with the rest of the equipment.

Following are some ways to ferret out prospects for refrigerators and food freezers:

Use your customer and prospect files as sources. Solicit freezer sales from those you've sold refrigerators. Call on 'em, phone them or send them direct-mail pieces.

Contact builders, real estate men for leads.

Use coupon ads in newspapers offering, for instance, to test efficiency of reader's refrigerator free of charge, or offering a certain amount of food free with a food freezer. (Salesman will call and explain without obligation).

Effective Advertising

Advertise refrigerators and food freezers on air time over local radio or TV station. Angle your commercials. For example, ask the listener or viewer if the old refrigerator is "eating you out of house and home"; don't merely offer to sell a new refrigerator—offer to *buy* the customer's old one, thus letting him get out from under a troublesome, costly-to-

operate unit. Angle your freezer commercials economy-wise; towards the large family, the sportsman, the farmer.

Make a telephone canvass. Call 'em all—from A to Z. Use a forthright approach. Try to get an appointment for a salesman.

Door-Openers Work Magic

Make a house-to-house canvass, using some sort of door-opener, which could be an inexpensive cookbook, a thermometer or some sort of kitchen gadget. One dealer suggests that his salesmen carry with them an attractive manufacturer-supplied folder containing a table showing just how much a food freezer can save a purchaser in a year. He urges his salesmen to greet the housewife with the statement that, "I'm sure you'll be interested in this chart showing you how to save money on food."

Finally, of course, get prospects via your show-windows and in-store displays. Think up some new gimmicks to attract the attention of the passerby as well as interesting the store visitor.

Put real or mock-up food in the refrigerator. Use mock-up thermometers inside and outside the refrigerator and food freezer to stress high-outside-low-inside temperatures.

Use manufacturer-supplied easels and other material in displays.

(Continued on page 80)

In This Article, Read . . .

How to locate prospective buyers

How to get them to sign on the dotted line

With the present slow-down in sales, it's up to the dealer to go after business actively—it won't come to him

Choose **B-T** for the **Best**

VHF and UHF TV Amplifiers, Mixers, and Distribution Units

Designed expressly for the Service Technician to enable him to plan and make any installation . . . whether a single receiver or a complete 2000-set Master Antenna System . . . at lower cost, and without outside engineering.

This is 'Packaged Engineering' . . . at its Best.



**B-T MIXER-AMPLIFIER
Model MA4-1**

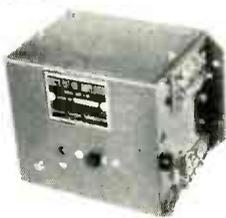
Operation: Mixes and feeds signals of 5 antennas to 1 TV receiver or distribution system. One input is broad-band for signals requiring no pre-amplification, and the remaining 4 accommodate separate plug-in strip assemblies. Several units may be ganged to serve any number of antennas.

Impedance: 75 & 300 ohms at all terminals.
Isolation: At least 35 db.

Plug-In Strips: CHANNEL STRIP CS-1—single channel, highly selective amplifier. One for each channel. Gain exceeds 17 db. Tubes: 6AB4 and 6CB6.

UHF CONVERTER STRIP UC-1 lowers UHF signals to existing TV frequencies.
Installation: Ordinary screw-terminals. Require only a screw-driver and pliers.
Cabinet: Hammertone grey metal, 4 x 6 x 8 3/4 inches.

List Prices:
MA4-1 (less plug-in strips) **\$52.50**
CS-1 (specify channel) each **19.50**
UC-1 to be announced



**B-T Distribution Amplifier
Model DA2-1**

Terminals: 2 isolated TV outlets, 1 antenna or line input and 1 line output for additional distribution units.

Impedance: 75 and 300 ohms at all terminals, except line output of 75 ohms.

Isolation: At least 35 db.
Losses: None. Amplifies as it distributes.

Controls: None. Factory aligned.

Tubes: 2-6BC5.

Installation: Ordinary screw-terminals. Require only a screw driver and pliers.

Cabinet: Hammertone grey metal, 4 x 5 x 4 inches. Weighs 2 1/2 pounds.

List Price **\$39.50**



**B-T Distribution Amplifier
Model DA8-1**

Terminals: 8 isolated TV outlets, 1 antenna or line input, and 1 line output for additional distribution units.

Impedance: 75 and 300 ohms at all terminals, except line output at 75 ohm.

Isolation: At least 35 db.

Losses: None. Amplifies as it distributes.

Controls: Screw-driver control for setting uniform signal level at all sets in system. Other operations, factory-aligned.

Tubes: 3-6J6 and 1-6BC5.

Installation: Ordinary screw-terminals. Require only a screw driver and pliers.

Cabinet: Hammertone grey metal, 5 1/4 x 9 x 5 1/2 inches. Weighs 6 1/4 pounds.

List Price **\$87.50**



**B-T Home Antisifier
TV Signal Amplifier
Model HA-2**

Amplification: 24 db.

Impedance: 300 ohms at input and output terminals.

Controls: Amplifier bypass switch. No tuning. All-channel transmission, factory aligned.

Tubes: 3-6J6 and 1-12AV7 in a cascaded, push-pull circuit.

Operation: Fully automatic. Patented thermal switch turns unit on and off with operation of TV receiver switch.

Installation: Ordinary screw-terminals. Requires only a screw driver.

Cabinet: Hammertone Mahogany metal 4 x 4 1/4 x 7 inches. Weighs 4 pounds.

List Price **\$57.50**



**B-T Commercial Antisifier
TV Signal Amplifier
Model CA-1**

Amplification: 28 db.

Impedance: 75 ohm and 300 ohms at input and output terminals.

Controls: Screw-driver gain control. No tuning. All-channel transmission, factory-aligned.

Tubes: 2-6J6 and 2-6BQ7 in a cascaded, push-pull circuit.

Installation: Ordinary screw-terminals. Require only a screw driver and pliers.

Cabinet: Hammertone grey metal, 8x4 1/2 x 5 inches. Weighs 5 pounds.

List Price **\$77.50**

IMAGINE!

You can install a complete packaged, B-T Master Antenna System with only a pair of pliers and a screwdriver.

Available at distributors from coast to coast, or write to our Service Department F for FREE Literature. Standard RTMA Warranties Apply



BLONDER-TONGUE LABORATORIES INC.

Mount Vernon 3, New York

Electric Housewares Gift Campaign to Increase Sales

By: John A. Sullivan, chairman, Electric Housewares Section, National Electrical Manufacturers Association; and Division vice-president, Home Appliance Marketing, General Mills, Inc.

• Every year, Mr. and Mrs. America spend multi-billions of dollars on anything from chocolates to automobiles—for the pleasure of giving them away. These gift dollars make up a tremendous part of total retail income.

More and more of this gift business is filling the electric housewares cash register. Gift buyers are becoming more practical in their selections—passing up the frivolous gifts for those that will continue to provide pleasure and service for years to come.

To help the dealer capture a larger share of this huge gift purse is the aim of the industry's long-range electric housewares gift program.

It has been estimated that approximately 65 per cent of all electric housewares business is done from July through December. The campaign helps to eliminate this seasonal aspect of electric housewares selling and return steady profits throughout the year. The basic idea of the campaign expressed in the theme—GIVE ELECTRIC HOUSEWARES, FIRST CHOICE FOR EVERY GIFT OCCASION—works for dealers the year 'round.

Shooting at a Billion \$'s

Retail sales of electric housewares tallied over 600 million dollars last year. The electric housewares industry wants to hypo this figure to a whopping billion. It can be done—and sooner—with the aid of the Electric Housewares Gift Campaign.

Because the campaign, initiated in January 1951, won such wide dealer acceptance it has been greatly expanded this year, and for the dealer who climbs aboard the campaign bandwagon there are many advantages and far-reaching benefits.

First, the campaign opens a wider market to the dealer—the multi-



John A. Sullivan

billion dollar gift market. It provides the techniques with which to attract and sell this whale-size potential.

Second, it builds more traffic and more sales by directing a consistent promotional drive at a market that includes practically everyone. The campaign shows how to put that all-important showmanship into merchandising and selling. Dramatizing the merchandise attracts a *buying* audience.

Third, it creates a faster turnover. Through well-planned promotions, merchandise moves faster, keeps inventories fluid. This faster turnover creates resultant increased profits which add a major contribution to the overall sales picture.

Fourth, the gift campaign helps sell a wider variety of electric housewares products. Gift buyers are potential customers for all of the 30 or more basic items. The campaign helps to promote *all . . .* helps to sell *all*.

Fifth, it will help establish the store as the electric housewares gift headquarters in the community. This long-range benefit will continue to pay dividends far into the future.

Last year's campaign was highly successful on all trade levels. Individual manufacturers helped to put steam behind it with national advertising and publicity. Distributors pitched in and provided the all-important link between dealer and campaign headquarters. 255,000 dealers were alerted to the "why"

and "how" of the campaign. More than 24,500 dealers actively tied in with the project.

Dealers such as Lewis & Conger, New York City; Lederer's, Bridgeport Conn.; Lansburgh & Bro., Washington, D.C. and electric light and power companies such as Consolidated Edison, Connecticut Light and Power and Dallas Light and Power were enthusiastic in their support and praise of the gift campaign. All of these credited gratifying sales increases to their display tie-ins. One store reported a 54 per cent increase over the corresponding period for the previous year as a direct result of their display which was entered into the National Contest.

The campaign received coveted national news coverage when the industry selected Dolores Gray, Broadway star of "Two on the Aisle" as "Electric Housewares Queen." The campaign was also publicized from Coast to Coast via nationwide television and radio network give-away programs. These reached an estimated 30,000,000 viewers and listeners weekly.

"Merchandiser" Aids Dealers

Realizing the tremendous potential of the gift campaign, trade publications lent enthusiastic support through their editorial pages. Many devoted special sections and special issues to get across the benefits of dealer tie-ins to their readership. They did an excellent and informative job.

The enthusiasm worked up during the Spring campaign was carried over into Fall and Christmas selling. A 20-page "How-To" Merchandiser showed dealers how they could continue to cash in on gift opportunities such as Thanksgiving, Fall weddings, birthdays, anniversaries, showers and Christmas. From the Merchandiser dealers could order a wide assortment of display material—permanent gift display fixtures, gift wrapping kits, gift certificates, a Christmas display kit, postage meter plates and other dealer aids.

(Continued on page 83)

You're top-man on our Totem Pole



You...
the Local Radio Dealer
and Serviceman

...here's why:

You're in the *Radio Business*. So are we.

You're interested in promoting the sale and use of *radio products*. So are we.

If You prosper, so do we!

That's why we are so anxious to *give you help* when you stock, sell and promote the *RCA Battery Line*.

That's why we continue to channel our principal battery distribution to *You, the radio dealer-serviceman*, thereby assuring *You* the repeat business for **RCA RADIO BATTERIES**.

That's why we advertise *You, The Radio Service-Dealer*, on national network radio and TV programs . . . and tell millions of listeners that *You are best qualified to sell and install RCA RADIO BATTERIES*.

We also help *You advertise for repeat sales on the RCA Battery carton itself!* Millions of volume-type RCA Batteries carry a printed message directing the user to *return to You* for replacements. Below this message is a space where you can stamp *your own name and address* with a personalized stamp which you may obtain from your RCA Battery Distributor.

We will continue to provide speedy, dependable service, backed by the *only* nation-wide warehousing and distribution organization geared to the needs of the radio trade.

With all this to back you, your best move is to stock, sell and promote *the RCA Battery Line*.

Remember: You're a *Radio Man*.
We're a *Radio Company*.
If You prosper, so do we!

That's why you're tops on our totem pole. And that's why you'll *do better . . . make more money . . .* with the *RCA Battery Line*.

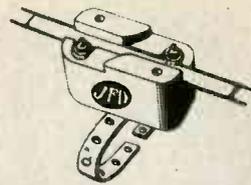
So call your RCA Battery Distributor. Let's get started selling RCA Batteries together . . . *right now*.



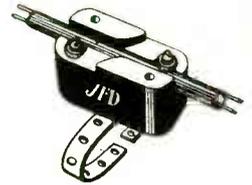
RADIO CORPORATION of AMERICA
RADIO BATTERIES **HARRISON, N. J.**



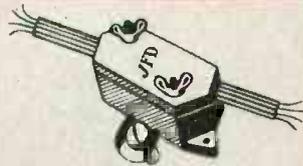
world's largest manufacturer of TV antennas and accessories



AT102 for regular twin lead (universal mounting) **2.25** list

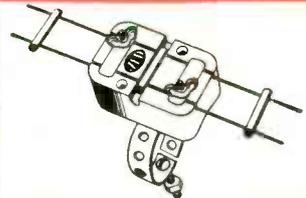


AT103 for oval jumbo and tubular twin lead (universal mounting) **2.25** list

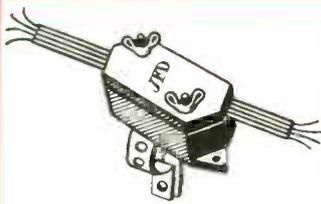


AT104 4-wire, 8-contact for rotator lead-in (wall mounting) **1.50** list

AT104-T same as above except with clamp **1.75** list



AT107 for open-line installations (with 4-ft. ductile aluminum ground wire and strap for universal mounting) **3.50** list



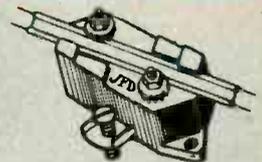
AT104S 4-wire, 8-contact for rotator lead-in (with strap for pipe mounting) **1.75** list

lightning means business!

it pays to be safe with a JFD underwriters' approved lightning arrester

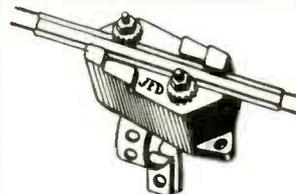
millions sold! because they've proved their value both as a vital home safety device and as a valuable profit item.

Write for Form No. 84R.



AT105 for regular & oval jumbo twin lead (wall mounting) **1.25** list

AT105-T same as above except with clamp **1.50** list



AT105S for regular & oval jumbo twin lead (with strap for pipe mounting) **1.50** list

JFD Mfg. Co.

Brooklyn 4, N.Y.

phone: BENSONHURST 6-9200

SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

Cash in on the Hi-Fi Boom

Growing Public Interest in Custom Installations Can Mean Money for Servicers

• There are definite indications that efforts to stimulate a consumer interest in better quality sound reproduction are beginning to bear fruit, and yet a relatively few service departments are taking advantage of this avenue to new (and easy) profits.

Most oldtimers in the business have learned to take a dim view of "high fidelity" (except perhaps in their own personal equipment) because they have heard the term abused for so long by application to low-priced midget table radios and similarly constructed equipment.

In addition, they have been taught that the public has a tin ear, which is allegedly proven by the popular desire for a "tone control" (with the treble cut off).

Nevertheless, considerable evidence has been produced to show that what people *don't like* is distortion, not wide frequency range. So for quite a while, we have had effort expended by some manufacturers of components (amplifiers, speakers, cartridges, etc.) to produce extended range without distortion (or shall we say, without objectionable distortion). This development was considerably stimulated by the emphasis on better quality sound by disc manufacturers subsequent to the introduction of long-playing microgroove records in 1948.

The top was easier to reach than the bottom, and probably more effort was expended last year on trying to get better bass (chiefly through speakers, baffles and horns) than anything else.

Since most of good results obtained during the period of frenzied activity in Hi-Fi since the war could only be explained in terms of frequency response, decibels, equalization, horn loading, etc., it was considered to be beyond the understanding (and the interest) of the average consumer. Consequently, it stayed in the components category, and was principally exploited by parts jobbers who sold to people who understand this language.

There is an angle to the custom-building field which appeals to the con-

sumer, however. Not only could he obtain super quality sound reproduction; he could also get a unit tailor-made to his requirements (or desires) and in a setting that appealed to him (cabinet, bookshelf, wall, etc.).

In its all-inclusive sense (high quality sound plus personalized selection of components plus tailor-made installation), the Hi-Fi idea appealed to the long-hair record reviewers, the home magazines, the consumer purchasing advisory groups, and a number of other opinion-influencing individuals, who started beating the drums for custom installations.

We won't say that the public started coming in droves to buy Hi-Fi gear, because that isn't the case, for a number of reasons. In the first place, it's easier to sell the public something they've never had (like TV) than it is to sell them something better than they've got (like a new car, a new refrigerator, or a new radio-phonograph system). This sort of movement grows gradually, rather than in leaps and bounds.

In the second place, in order to tap a mass market, you've got to have mass distribution. This is something the Hi-Fi stuff doesn't have, and *this is where you come in*.

As we said before, most of the spade

work has been done by jobbers, many of whom have set up some excellent "sound salons," have done extensive consumer advertising, printed nice catalogs, etc. The mail order houses, too, have made a good start in this field.

The trouble is that most of the consuming public is unfamiliar with both of these sources of supply; and since the number of jobbers who have been active in the Hi-Fi business so far is relatively small, most of the public is not within calling distance of them, even if they knew of their existence.

Furthermore, when it comes to buying things which are described in cycles and DB, most of them are completely out in left field. They need the advice and help of somebody, and particularly somebody local that they know and can trust. We don't mean to imply that they can't trust out-of-town sources, but simply that one is more inclined to trust a friend than a stranger.

The local man in need and friend in deed can be and should be you: the man who sells and services all their radio and TV needs. You're the doctor, if you want to be, and if you go about it in the right way.

Would it be worth it? Let us suppose that you sold a package of \$200-\$300

(Continued on page 80)



Gain Control Circuits

Procedures in Simple AGC Circuits.

those specified in the manufacturer's notes.

If this data is unavailable, an identical or similar receiver, in good working order, may be used as a reference or standard of comparison. The AGC voltage may be measured in this normal set with a) the antenna connected b) the antenna disconnected, and the antenna input shorted c) the antenna disconnected, and a signal generator attached to the antenna input terminals. The generator is set at some frequency within the range of the channel to which the front end is set, and its output is reduced to a relatively low level for his check.

The receiver under test is then checked under identical conditions, and the voltages obtained compared with those read on the good set.

When the presence of trouble in the AGC circuit is indicated by such checks, conventional DC voltage, resistance and condenser bridging tests should quickly locate the defective unit. It should be noted, incidentally, that improper operation of a stage preceding the AGC rectifier will cause improper AGC voltage readings to be obtained. This is true in all AGC circuits, not merely the one shown in fig. 1.

Testing With a Scope

When a loss in capacitance or open-circuit in the AGC filter condenser (C-110) is suspected, a scope may be used to verify if this is the case. The scope should be set to a low frequency (60-100 cycles), its vertical gain control turned all the way up, and its hot lead attached to the hot side of C-110 (scope ground lead goes to chassis, of course). Normally, very little or no AC voltage should be seen at this point. Just how little is to be expected, can be determined by testing across the AGC condenser of a receiver known to be working properly. If C-110 has lost a good deal of its capacitance, however, its bypassing of video and vertical sync signals will be impaired, and vertical sync pulses may be seen in appreciable amplitude across it.

Suggested DC voltage test points are A, B, C, D, and E. The absence of voltage at any of these points can be readily interpreted. If the AGC voltage, for instance, is present at point C, but not at point D, an open in R-103 or a short in C-101 is indicated.

In the circuit shown in fig. 2, the AGC rectifier is separate from the video detector, and has its own place of business, so to speak. A portion of the IF signal voltage coming from the 4th video IF amplifier and developed across

L-102 is fed between cathode and ground of the video detector, detected, and transferred to the input of the video amplifier. The entire IF signal voltage across L-102 is injected via C-125 between plate and cathode of the AGC rectifier.

R-124 and C-128 form the basic AGC time-constant network. A switch providing for modification of the time constant of this network is incorporated. R-123, R-209, C-127 and C-187 are decoupling units.

The correct setting of this switch is generally made at the time of the receiver's installation. When the set is located in a strong signal area, the three-position switch is placed in position 1, its extreme counter-clockwise setting. The time constant network is now made up only of R-124 and C-128.

When noise external to the receiver is great enough to interfere with reception, the switch is set to position 2, or its center setting. In this position R-127 shunts series-connected resistors R-125 and R-214, reducing the resistance in the discharge path of C-128. Noise pulses that tend to charge up C-128 will now discharge faster, reducing the false or undesired AGC bias they tend to introduce. This undesired contribution to the AGC voltage lowers the signal gain at a time when optimum signal gain is very much needed.

In position 3—the last position—C-128 is shorted out, and the AGC bias is completely removed. This setting is intended for use when weak signals are being received, and maximum amplification is desired. The receiver will

overload if signals in excess of 200 microvolts are received. For signals under 200 microvolts, the set's sensitivity will be optimum, and the sync pulses delivered to the sync stages will be best able to maintain synchronization in the presence of noise.

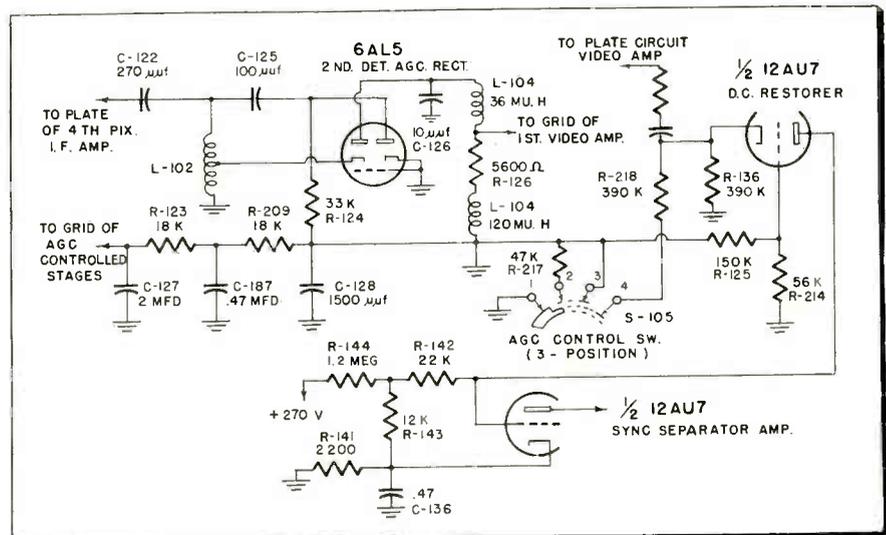
When the switch is in position 3, contact 4 connects to 1, returning the bottom of R-218 to ground, and shunting R-136 with a resistor of equal value. The signal input to the DC restorer is lowered as a result. Such a lowering of the input to the restorer is necessary because the AGC bias also serves as bias for the triode restorer, and when this bias is removed, the restorer output will tend to become too large. That is, its plate current will increase, and since this current flows through R-142, the grid resistor of the sync separator, and helps determine the latter's bias, the separator's bias may become excessive. Lowering the signal input to the restorer when its bias drops tends to maintain the restorer's plate current at its former amplitude.

The servicing procedures used in this circuit are the same as in the preceding one, with some additions.

First, the possibility of the switch being in the wrong position exists.

Second, the presence of a separate AGC rectifier diode brings up the possibility of this section of the duo-diode tube going weak, while the video detector section stays OK. In such a case, the AGC bias would be insufficient, and overloading would tend to occur at all settings of the AGC control switch, when strong signals were coming in.

Fig. 2—AGC circuit used in RCA Models 2T51, 2T60, chassis numbers KCS45 or KCS45A. Only a part of the DC restorer circuit is shown. Separate diode sections of a duodiode tube are used for video detection and AGC rectification.



New Service Equipment for

Regency BOOSTER

A new exclusive circuit stabilizer for which patent has been applied is the principal of 10 features in the new Regency booster. Designed for model DB-520, the stabilizer provides both inductive and capacitive neutralization to assure maximum stability on all 12 VHF channels. Other features are ease



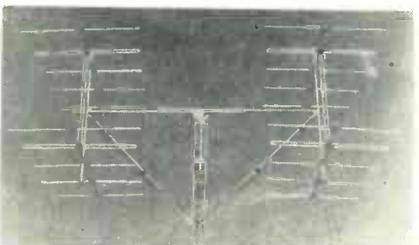
of installation, an off-on switch of 3 amp. capacity, 120 VAC; single tuning knob; push-pull triode in balanced circuit, link coupling for optimum impedance matching; compact cabinet, and broad band response. Approved by UL, list price is \$32.50. I.D.E.A., Inc., Regency Div., 7900 Pendleton Pike, Indianapolis 26, Ind.—RADIO & TELE-

South River MOUNTS

A replacement kit of strapping for chimney mounts is available, to fit all chimney mounts and consists of 3 models. Kit A is composed of galvanized strapping and all necessary hardware. Kits B and C are composed of stainless steel strapping and special plated hardware. South River Metal Products Co., Inc., South River, N. J.—RADIO & TELEVISION RETAILING.

Channel Master SUPER MOUNT

A new ready-made mounting structure permits side-by-side stacking of 4 antennas. Full wave spacing improves antenna performance and provides high gain. Known as the Super Mount, unit permits installation of 4 low-band yagis for single channel; 2 pair of yagis for



2 different channels; any combination of broadband and yagi antennas on one mount. A 4-bay array of yagis installed on the Super Mount produces over 15 DB gain on the low band. Structure is made of heavy-gauge seamless steel tubing, bright zinc plated. Channel Master Corp., Ellenville, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X PHASING HARNESS

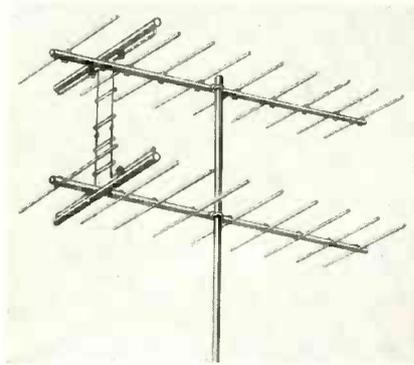
A specially engineered phasing harness (Model LJH) has been designed for stacking Vee-D-X Long Johns, the 8-element Yagi. The usual half-wave spacing cannot be used with the LJ because of the excessive coupling effects between the 2 bays. In order to minimize this coupling effect and maintain 300 ohm match, it was necessary to design an entirely new type of harness. Due to this phasing method developed by Vee-D-X, a double-stacked Long John will produce 50% more gain than a single LJ, the maker states. The La-Pointe Plascomold Corp., Windsor Locks, Conn.—RADIO & TELEVISION RETAILING.

Baker TV MAST

The 10 AM is a 10-foot mast with a special Baker tapered joint for stacking 10-foot sections to make higher masts. Mast is constructed of 1 1/4" OD Jones & Loughlin welded Perma-Tube steel. Baker Mfg. Co., Evansville, Wis.—RADIO & TELEVISION RETAILING.

JFD YAGI

This new 10-element yagi antenna is said to produce 52% more gain than any 5-element yagi and 12% more gain than any extra-long yagi now being marketed. Called the "Baline," the antenna features matching transformers which eliminate the conventional impedance-lowering jumper bars, and brings about



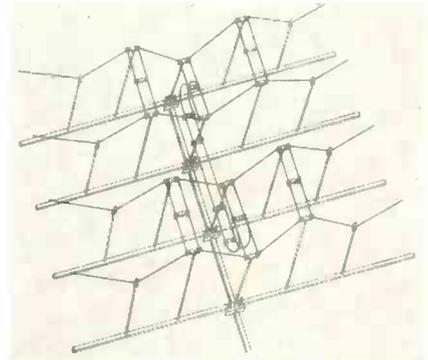
a 300-ohm impedance match. Precision cut to exact channel wave lengths, "Baline" yagis are constructed of seamless aluminum, and achieve high gain across a full six MC band width, the maker states. The narrow beam width, too, is said to produce a very high signal-to-noise ratio plus a sharp directivity. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

RMS BOOSTERS

The SP-6 pentode tube booster is for use in extreme fringe areas and features external gain control. SP-6J duo-triode booster features low noise level with high gain and has full 6 MC bandwidth per channel. Both boosters are approved by UL and carry full year guarantee with RMA tube and part warranty. List price is \$29.90. Radio Merchandise Sales, Inc., 1165 Southern Blvd., N. Y. 59, N. Y.—RADIO & TELEVISION RETAILING.

Fretco TV ANTENNA

"Fretaray" is a broadband colinear array, said to retain high gain on all channels. In appearance, the antenna is equivalent to 4 bays, each with 6 quarter-wave dipoles broadside. Phas-



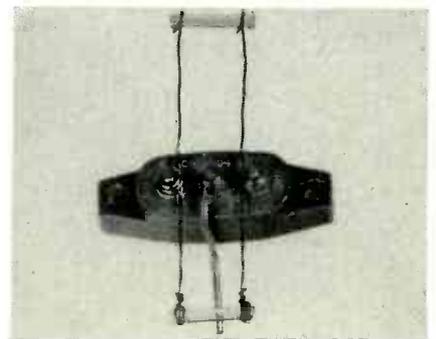
ing harnesses included make it possible to use with a single transmission line. Antenna comes fully assembled: it is only necessary to unpack, tighten and mount. Fretco, Inc., 1041 Forbes St., Pittsburgh 19, Penna.—RADIO & TELEVISION RETAILING.

Rohn TV TOWER

Constructed of welded 1" tubular steel, these towers are designed to be self-supporting without guy wires. The makers state that, when set in a 3 ft. base, the towers will withstand winds up to 80 mph. Arrangement of braces on the towers permits easy climbing. Rohn Electronic Supply Co., 2108 Main St., Peoria, Ill.—RADIO & TELEVISION RETAILING.

Brach LIGHTNING ARRESTER

The #4004 lightning arrester has been adapted for open-wire transmission lines, and is said to solve the fringe area installation problem of installing a lightning arrester on open-wire line without distorting the air spacing. Brach claims no mismatch at any TV frequency. The #4004 arrester uses a



rare gas tube in which the charges are dissipated before they can enter a TV set. The #4004 is waterproof with all parts protected against corrosion and specially designed for outdoor installation. It can be purchased complete with mounting hardware and is listed by UL. Brach Mfg. Corp., Newark, N. J.—RADIO & TELEVISION RETAILING.

the Television Technician

Precise SIGNAL GENERATOR

Unusual new RF-AF-TV marker generator (model 630) produces signals from 20 cycles to 110 MC on fundamentals, and to 330 MC on harmonics. Audio from 20-20,000 cycles. Features cathode follower output, stepping at-



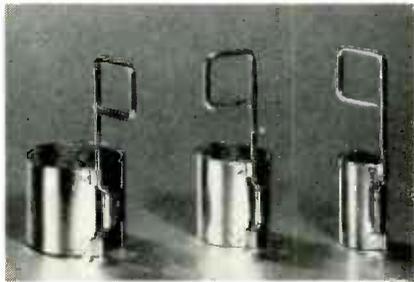
tenuator, crystal marker, RF and AF standby, coaxial fittings, constant output impedance, filtered line, vernier tuning and complete shielding. Dealer net is \$33.95 for kit, \$53.95 wired. Precise Development Corp., Oceanside, N. Y.—RADIO & TELEVISION RETAILING.

GE PICTURE TUBES

GE's tube department has announced three additions to its new zero-voltage electrostatic tube line. The three new picture tubes embody the same principles which have proven successful in the 17RP4/17HP4, General Electric's first commercial zero-voltage tube, which was placed on the market in August, 1951. The three new tubes are the 17VP4, a 17-in. tube; the 20HP4-A/20LP4, a 20-in. tube, and the 21FP4-A, a 21-in. tube. All are space saving glass rectangular tubes. The 17-in. and 21-in. tubes have cylindrical faces.—General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

IE TUBE PULLER

This new tool for servicers is designed to pull tubes while they're hot. Simple to operate, the tube puller slips over the tube and is tightened in place by twisting an eccentric key. Tube is then pulled by means of the key. Tube puller



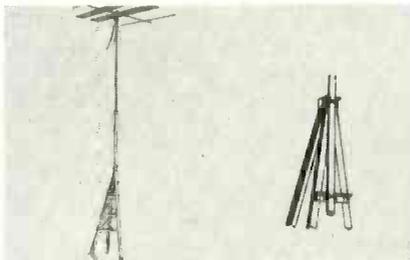
set comprises 3 sizes to cover all types of tubes. List price is \$5.95. The item is among 145 items illustrated in a new 12-page two-color catalog, covering IE's complete line of TV antennas, mounts, hardware and accessories. Catalog is available on request to IE Mfg., 325 N. Hoyne Ave., Chicago 12, Ill.—RADIO & TELEVISION RETAILING.

Simpson OSCILLOSCOPE CALIBRATOR

Light in weight and featuring direct meter readings, a new calibrator (Model 276) is self-contained and operates from 117V, 50-60 cycles. Can be used with any oscilloscope. Unit has a sine wave output read directly on the 4½" meter, which is calibrated directly in RMS, peak, and peak-to-peak values. Six ranges are provided with peak-to-peak full scale values of 1, 2.5, 10, 25, 100 and 250 volts with an accuracy of 3%. A 12-position function switch provides the six range positions. Alternate positions of switch provide for feeding signal under test to the oscilloscope. Weighing just over 2 lbs., net to dealers is \$29.50. Simpson Electric Co., 5200 W. Kinzie, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Mallard TV MAST

A new TV tower and telescoping mast have been designed for easy installation and servicing. The new tower weighs 30 pounds and can easily be carried up a ladder by one man. It can be set up and secured to any roof in a matter of minutes, the maker states. The mast also weighs 30 pounds and the entire assembly is completely self-



supporting during erection. Mast consists of 3 telescoping sections of thin wall conduit, 1½", 1¼" and 1" OD. When fully extended, tower and mast put antenna almost 40' above roof. Complete details can be had by writing the manufacturer, the Mallard Mfg. Co., 6025 N. Keystone Ave., Chicago 30, Ill.—RADIO & TELEVISION RETAILING.

RCA VOLTOHMYST

The new WV-87A Master Voltohmyst includes facilities for the direct measurement, on separate scales, of peak-to-peak voltage values of complex wave-forms and the RMS voltage values of sine waves. It also reads DC voltage, resistance, and direct current. In AC-voltage measurements, the WV-87A will read directly the peak-to-peak values of unsymmetrical complex waves from 0.2 volt to 2000 volts, peak-to-peak values of symmetrical complex waves from 0.2 volt to 4200 volts, and RMS values of sine waves from 0.1 volt to 1500 volts. DC voltages from 0.02 volt to 1500 volts and resistance values from 0.02 volt to 1500 volts and resistance values from 0.2 ohm to 1000 megohms may also be read directly. 8½-inch meter offers long-range readability. Suggested user price, including probes and cables, is \$112.50. Tube Dept. RCA Harrison, N. J.—RADIO & TELEVISION RETAILING.

HICKOCK MARKER GENERATOR

Accurate to .05%, Model 680 is a crystal calibrated standard to check oscillators, generators and front-end or overall response curve of a TV set; or as a crystal calibrator to check the calibration of any signal generator. It includes these features: RF signal generator covering the ranges from 53-89 MC and 174-217 MC on fundamentals,



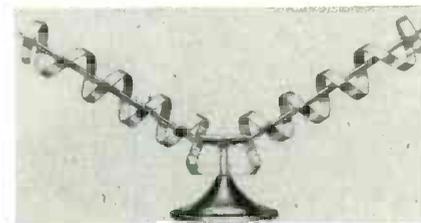
and to 868 MC on harmonics for TV tuner and overall response curve; a crystal calibrated marker from 53-89 MC and 174-217 MC, in two bands; has accurately calibrated sound and picture frequencies for all 12 TV channels. Built-in magic-eye provides a zero-beat indicator. The Hickok Electrical Instrument Co., 10523 Dupont Ave., Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING.

Davis FRINGE ANTENNA

The new TV antenna is known as the Davis Super-Vision Antenna. The manufacturer claims the following advantages for the new product: (1) Excellent for fringe area, with broad band width and high gain on all channels. (2) Ghost problems reduced or eliminated. (3) Provides 10 DB or more gain on high channels. (4) Has excellent front to back ratio on all channels. (5) Minimizes interference. (6) Eliminates double stacked arrays, and outperforms 2 bay yagis on low band and 4 bay yagis on high channels. (7) Only one transmission line necessary. Bulletin No. SV-1 can be obtained from Davis Electronics, 3047 W. Olympic Blvd., Los Angeles 6, Calif.—RADIO & TELEVISION RETAILING.

Clearbeam TV ANTENNA

A new indoor TV antenna, named the "Inductenna," is said to produce a signal strength greater than any other type of indoor TV antenna now on the



market. Its design eliminates the need for constant adjustments, switches and tuning rods. Clearbeam TV Antennas and Accessories, 100 Prospect Ave., Burbank, Calif.—RADIO & TELEVISION RETAILING.

ESTIMATE and PROPOSAL
for
SOUND SYSTEM

- To include the functions of
- INTERCOMMUNICATION
 - PAGING
 - WIRED MUSIC
 - PUBLIC ADDRESS
 - Indoor
 - Outdoor
 - Movable
 - Portable
 - EMERGENCY ALARM SYSTEM
 - HEARING AID SYSTEM
 - CHURCH TOWER Chimes Music
 - Theater Sound Reinforcement

For the Straw Hat Theater Company
New Columbia, Ohio

Submitted 4/1/1952

By the
PIEDMONT SOUND SALES and INSTALLATION CO.
4408 Piedmont Avenue
Piedmont, Ohio

Installing PA Systems

Part 2: Step-by-Step Outline for Planning, Estimating

• In the first installment of this article, which appeared last month, we outlined the general considerations for auditorium, theater and other indoor sound reinforcement jobs, and showed how a typical system might be laid out. This month we will take the same typical installation, and show how the work would be planned, estimated and priced for proper presentation to the customer.

The system is shown in Figure 1. As outlined last month, this would be a reinforcement system for a small auditorium or "little theater." Flexibility and versatility have been added to the simple reinforcement requirement, as shown by the addition of the off-stage mike, tuner and turntable. These could be for supplying sound effects for a play; for supplying "demonstration" material for a lecture; for supplying "between-the-acts" entertainment, etc.

Five mikes are provided (four on stage and one off). In this instance, 4 unidirectional mikes are provided (to avoid the pickup of extraneous noises on stage and to avoid feedback and pickup from the audience) and one "slim" type omnidirectional mike. The latter could be used in the backstage position but would be substituted for one of the stage mikes, should the platform be used for a lecturer or musical performer (where an unobtrusive-appearing mike would be desirable).

The turntable is a 16" transcription type, 3-speed, with tone arm and magnetic pickup. The tuner is equipped with a preamp stage for a magnetic pickup, and the turntable feeds through it. The tuner is an AM-FM type. No provision is made in the installation and estimating sections of this plan for antennas. If the location is such that antennas would be required, appropriate additions should be made to the parts list, the labor schedule and the overall price.

at the front of the auditorium. For purposes of concealment and also for realism of sound, these are fairly good quality 12-inch cone-type speakers, mounted in wall baffles. The two which appear to be on the stage are actually above the proscenium arch.

A recorder is shown as optional equipment.

Two preamplifiers are shown for two reasons: first, amplifiers with more than four inputs are hard to find; second, control is facilitated by having one preamp for off-stage sound sources and one for on-stage; and third, flexibility is provided in that there can be a couple of spare inputs for future changes.

Writing The Proposal

The proposal or "prospectus" presented to the customer should outline the general features of the system as sketched above and in last month's article and should include a plan as shown in figure 1. The list of equipment to be provided can be specific on the actual job, stating make and model number, and some of the manufacturer's specs on the equipment (such as frequency response, power output, power consumption, etc.). Some details may be over the customer's head, but will protect the installer from later complaints that he didn't provide equipment as originally promised in the estimate.

A typical estimate is shown below. The prices listed are not actual, but merely exemplary of what might appear on a real job. The labor would, of course, vary all over the lot depending on the nature of the job, the local electrical requirements, etc. Since this particular job is a low-power one, the voltage on the speaker lines could be kept under 70 volts and conduit should not be needed. As mentioned last month, an intercom system could be provided between the back-stage sound effects position and the control position for the purpose of passing on cues, instructions, etc. This is listed as "optional."

Estimate

1 Omnidirectional mike	\$ 38.22
4 Unidirectional mikes @ 44.10	176.40
1 Mike floor stand	7.64
1 Mike desk stand	2.95
4 Mike wall brackets @ 6.76	27.04
4 12-in speakers @ 27.00	108.00
4 line-voice coil matching transformers @ 3.50	14.00
4 wood wall baffles @ 7.50	30.00
1 Turntable in portable case,		
3-speed, with magnetic pickup	100.00
1 AM-FM tuner with built-in preamp for magnetic pickup	100.00

Features of System

Amplification and control is performed in a position located in the balcony. This position enables the operator to judge the results of the system as it reaches the audience. He also has a good view of the stage so that he can follow a cue sheet if there is one.

The on and off stage sound sources feed to two preamplifiers at the control point. Individual level controls are provided for each source (mikes, phono, tuner), and provision is made for mixing them in any desired manner.

The preamplifiers (A and B of figure 1) feed into a power amplifier (C) which in turn feeds four loudspeakers



for Sound Reinforcement

and Pricing a Typical Auditorium Installation

2 4-input preamps for low-imped. mikes, with output meters @ 75	150.00
1 15-20 watt power amplifier ..	100.00
1 Headset for monitoring	15.00
1000 feet microphone cable, lowloss	56.00
500 feet speaker cable, 2-conductor	12.50
Total	937.75
48 Man-hours labor @ 5.00	240.00
Grand total (ESTIMATE)	1177.75

OPTIONAL EXTRA

Tape recorder	\$300-\$500
Intercom between balcony and back-stage, with wiring and labor, about	\$75.00

For the PA dealer to provide such a complete estimate (we will presume that the list, in actuality, would show actual makes and model numbers) to the customer in advance would actually save him time in two ways. First he would have an actual working list for use in installing the system, and second, a ready-made list for computation of the final bill. The latter would probably only need minor corrections to cover the work actually done and the equipment actually installed.

Up to this point, certain more or less technical aspects of the job have been skimmed over. They are: (1) estimating audio power required, (2) determining power handling capacity of loudspeakers,

(3) loudspeaker matching problems, and (4) details of wiring layout.

The first three of these points have been simplified by the relatively limited scope of the installation. High power is not required because (1) the size of the auditorium (roughly 100 x 100 x 30) is small, and the audience is small (under 1000); (2) It is an indoor location, and (3) It is only a sound reinforcement system, not a PA system.

In this 300,000 cubic foot auditorium, 10 watts would probably supply sufficient acoustic power for the needs, and the 15 to 20 watts recommended in the list of equipment should be able to provide any needs that would arise.

This may sound small to the dealer who is accustomed to supply 10 to 20 watts for a home installation. Full power of that magnitude is practically never actually used in the home, although as much as half of it may be consumed in equalization and feedback. If 10 watts of fairly distortion-free power were available (which might require a 15 or 20 watt amplifier), it should be ample to fill an auditorium of this size.

As for the loudspeakers, good quality 12-inch speakers are usually rated for at least 10 watts, and therefore this would present no problem. Actually, connected in parallel, each of the four speakers would draw no more than a fourth of the power.

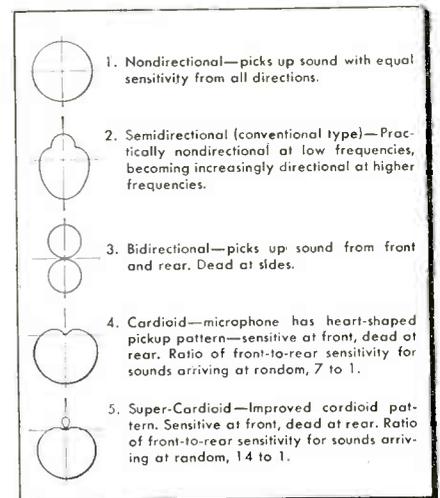
Speaker Impedance Matching

For the impedance problem, let us suppose that there would be a maximum of 20 watts available, to be on the safe side. There are two ways to figure out the speaker matching problem: one is the old constant impedance method, the other is the newer constant voltage method. The latter is the RTMA-recommended system, and is infinitely simpler for the installer. However, we shall figure out the problem both ways, for the benefit of those who are not using the 70-volt line (the RTMA system) and also to show how simple the latter is.

Under the old way, it would be common to use a 500-ohm output tap, to take a for instance. Each of the four line-to-voice coil transformers would have 2000-ohm secondaries so that the resultant of the four in parallel would be 500 ohms. If it were desired to have unequal powers among the loudspeakers, the problem would be a little more difficult. Let us suppose that we wanted 4 watts each in two of the four, and 2 watts each from the other two, from a 15 watt amplifier. This would be 12 watts, or 12/15 of the total power. If

the amplifier output were 500 ohms, then the four speakers should reflect back an impedance which is to 500 as 12:15. $500 \times \frac{12}{15} = 400$, then $X = 400$ ohms. The two-watt speakers will absorb 1/6 of the power, the four-watt jobs will absorb 1/3 of the power. The impedances, of course, will be just the reverse of this, so the 2-watt speakers will require 6×625 or 3750 ohm line transformer primaries and the 4-watters will require 3×625 or 1875 ohm primaries.

With the constant voltage, or 70-volt line system, the output tap of the amplifier is selected for the number of watts required (if it is adjustable; more often, there will be just one output, for maximum output). This is calculated to provide no more than 70.7 volts on the line at maximum output, and lower at



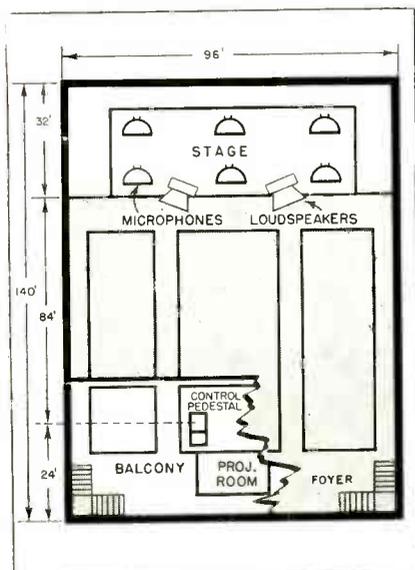
Microphone types.—Courtesy Shure Bros., Inc.

anything less than full output. Line to voice coil transformers for 70-volt lines are also marked in watts at the taps, with the impedance arranged for connection to a 70-volt line. One has only to select the desired watts for each speaker at its transformer, without regard to any mathematics (except that the total watts to all speakers should not exceed the output of the amplifier). Thus in our example, if all four speakers were to get equal power from a 16-watt amplifier, each would be tapped at 4-watts. If unequal powers were desired: for instance, two speakers at 2 watts and two at 6-watts, the appropriate taps would be selected without any figuring.

So much for the impedance problem. As to the wiring, this will be done with three requirements in mind: (1) The

(Continued on page 83)

Fig. 1: A typical layout for sound reinforcement in a small auditorium or little theater. Speakers are above Proscenium arch.



BUILD A BIGGER ON POWERFUL G-E



AMERICA'S BIGGEST MAGAZINES PRESELL G-E TUBES!

● 35,000,000 people read G-E full-page tube ads. 35,000,000 TV owners and enthusiasts see *proof* month after month that General Electric tubes are superior!

● Every message emphatically directs these owners to you—the serviceman with the General Electric tube sign. The ads tell

why patronizing *your* shop means brighter, sharper, more lifelike television pictures in the home.

● Take advantage of the big local market that G-E tube advertising creates for you! Make real money by selling G-E tubes to a *presold* television public!



BUSINESS "LIFE" AND "POST" ADS!



We install
Aluminized TV Picture Tubes

"up to 100% brighter"

AS ADVERTISED IN LIFE AND SATURDAY EVENING POST

**THIS SIGN PUTS G-E
NATIONAL ADS
TO WORK FOR YOU!**



EVERY MINUTE of every hour, people who have read G-E tube advertising pass your shop. They want to know where to go for service. Use these colorful gummed streamers to tell them *you* install G-E tubes!

21" WIDE, the streamer is just the right size for your door or window. Blow-ups of LIFE-POST ads, supplied from time to time, can be mounted beneath. For counter giveaway, or for display where space is limited, actual-size ad reprints are available to you regularly.

YOUR G-E TUBE DISTRIBUTOR will be glad to supply you with streamers and reprints. See, phone, or write him today! Get *all* the tube and service business "Up to 100% brighter!" will bring to your door! *Tube Department, General Electric Company, Schenectady 5, New York.*

GENERAL  ELECTRIC

161-1A2

Shop Shortcuts Speed Servicing

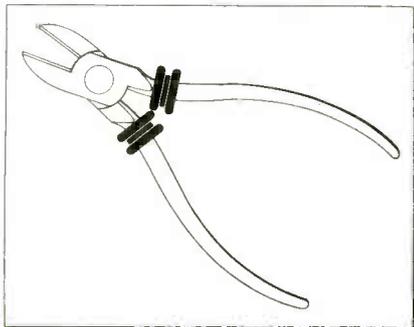
Tips for Home and Bench Service Contributed by Readers

Tool Keeper

Although you may have "a place for everything" in the way of tools at your service bench, it is very seldom that you keep "everything in its place" when you're busy turning out the work. The result is that when you want a particular tool, you have to stop and turn everything over in an attempt to find it. I have solved this problem by putting the most-often-used ones in a pan or tray where I have them handy for every job. I use a wide bread pan, which works out very nicely. For the contents, I suggest: long nose pliers, cutters, solder, soldering tool, dual blade screw-driver (Philips & Standard), small set-screw driver, $\frac{1}{4}$ " socket, $\frac{3}{8}$ " socket and flashlight.—*Ralph E. Hahn, 2450 Waukegan Rd., Glenview, Ill.*

Spring Pliers

Often I have to use snips, long nose pliers or cutters where it is a great disadvantage not to have a spring opening device. I have found the solution shown to be a great help. Just slip a rubber grommet over each handle, up to the very head. This automatically pro-



vides spring tension on the tool. To adjust the amount of spring return, merely slide the grommets up or down as is necessary until the desired amount of tension is achieved.—*Nick Capellini, 639 N. 25th St., Camden 5, N. J.*

Dial Stringing

I use an old shoe-button hook to pick up cable and slide it onto reels. For string, I use 24 lb. hard braided nylon fishing line, which I find most satisfactory, and I keep it wound on an old reel. Some wax on a large pulley will help hold two cables in place while stringing. To get a good fit, I first string the cable on the shafts of the slide pulleys (will stay in place there better, too) and when I'm finished, I slip it over the pulleys themselves. This makes the cable tight and eliminates "push-pull"

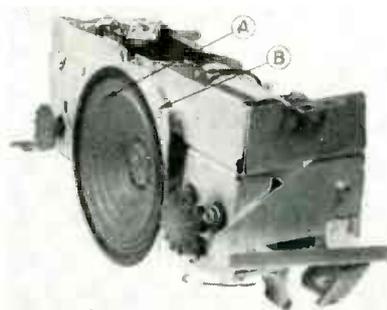
SHOP HINTS WANTED

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, New York."

dialing. Rubber bands on knob shafts keep string from slipping.—*Beryl Bass, Bass Radio, Lamoni, Iowa.*

Speaker Repairs

Speaker defects are common in low-priced radios, yet the customer doesn't want to buy a new one because the price is high with relation to the cost of the set. Many of these faults can be repaired. For instance, the cone often cracks in the folds at "A" in the picture. I've been able to repair these by spreading Duco cement around the grooved section. This stiffens the cone and makes it sound almost as good as new. If this section is badly worn and torn, a better repair can be made by glueing a piece



of thin paper (such as used in photo albums) over the cone. Cut the paper in the form of a ring or doughnut, about thick enough to cover the torn section and glue on. It should not extend much beyond the grooved section for best tone. A slight loss in bass response is sometimes noted by these repairs, but since these speakers rarely produce a very low note, the set owners do not notice any defect. A badly centered or warped cone can frequently be made to sound good by placing a washer over one of the screws that holds the speaker to the chassis, as indicated at "B" (between the speaker frame and chassis). When the screw is tightened, the frame

will be slightly bent, centering the cone.—*Joseph Amorose, Route 4, Richmond, Va.*

Cabinet Repairs

Plastic cases of boosters and small radios often become broken. It is possible in many instances to repair these cases to last a considerable time. In the case shown, the broken piece was first coated along the broken edges with Vinylite Cement (made by General



Cement Co.) and then it was firmly placed in original position. Adhesive tape was then used around the entire case to hold the broken piece in place until the cement had set.—*H. Leeper, 1346 Barrett Ct., NW., Canton 3, Ohio.*

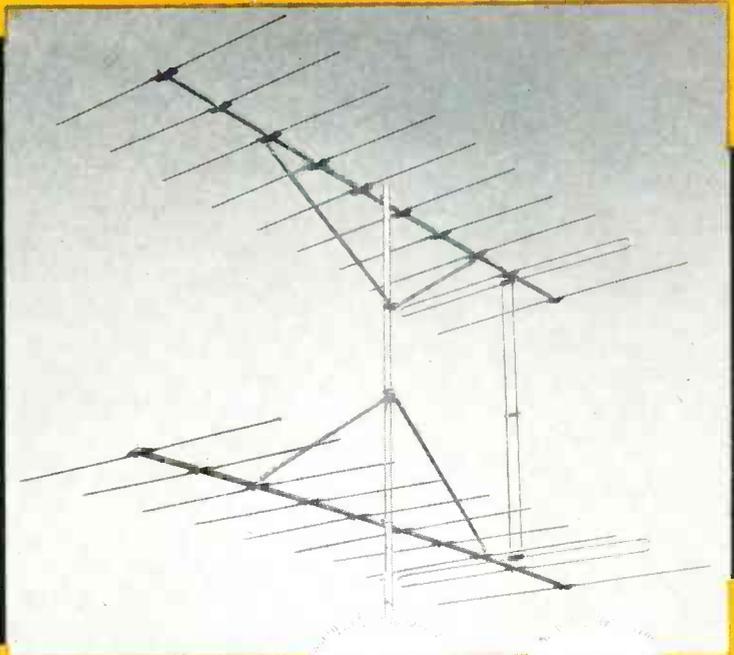
Repairing GE TV Sets

I have experienced trouble in GE TV sets that could happen in any of the 14C-, 14T-, 16C-, 16T-, 17C- and 17T-models. The characteristics are: no raster, high voltage OK, CRT filament lights, but 1st anode voltage is very low. The remedy is to replace C-311, the .01 coupling condenser feeding the grid of the vertical blanking tube V9A. When shorted, this capacitor can cause a positive voltage to appear on the grid, and the resultant grid current causes the plate voltage to drop. This plate is tied directly to the 1st anode of the CRT, therefore the anode voltage is lowered.—*Melvin Parks, 621 S. Hosmer St., Lansing 12, Mich.*

the **BIG 10**

is terrific!

CHANNEL MASTER'S fabulous new **10** ELEMENT YAGI

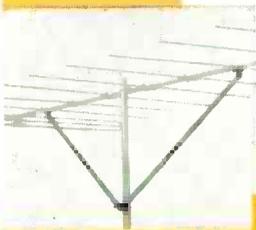


Highest Gains In TV History

12 DB
single

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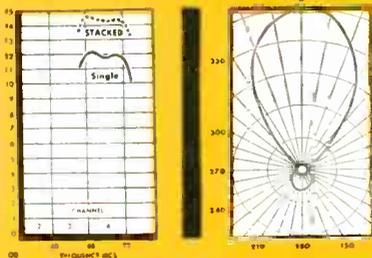
COMPARE these 10 Terrific Features:



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Another original Channel Master development. Eliminates crossboom "bounce" — provides steadier pictures.

Amazing sensitivity!



Channel 4 gain curves and polar pattern.

- 1 10 Elements—more signal, less noise, less rear pickup.
- 2 Highest gain of any Yagi ever developed.
- 3 Over 30% more gain than any 8 element Yagi.
- 4 This antenna **can be stacked**, with 78% additional gain over single bay.
- 5 Includes the famous Z-Match system.
- 6 You don't pay for stacking bars.
- 7 Excellent 300 ohm match in all installations.
- 8 "Boom Braced" to prevent crossboom "bounce" which causes picture flicker.*
- 9 Two piece "Swej-Lok" crossboom for simplified stocking, handling, and installation.*
- 10 Completely pre-assembled.

*Low Band only.

List Prices	channel 7-13	\$13⁸⁸	channel 2 or 3	\$31 ⁹⁴
			channel 4 or 5	28 ⁴⁷
			channel 6	25 ⁶⁹

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



CHANNEL MASTER CORP.

NAPANOCH ROAD, ELLENVILLE, N. Y.



New Audio Components

E-V HORN ENCLOSURE

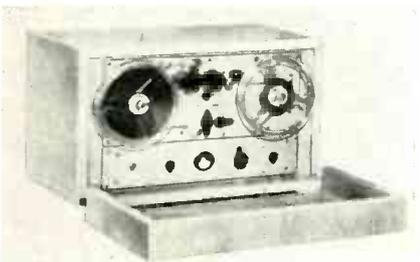
The Royal is a new Klipsch-licensed, moderately-priced folded corner horn enclosure designed by Electro-Voice for 15" coaxial speakers and for 800 cps separate 2-way and 3-way speaker systems. Employing the walls of the room as an extension of the exponential air



load on the driver, this cabinet provides bass reproduction down to 30 cps. Dimensions: 37" high, 20½" deep, 23¾" wide. Net wt., 69 lbs. Shpg. wt., 79 lbs. Mahogany, less speaker, list price, \$180.00. Blonde Korina, less speaker, list price \$190.00. For full details, write for free Bulletin No. 183 to Electro-Voice, Inc., Buchanan, Michigan.—RADIO & TELEVISION RETAILING.

Magnecord TAPE RECORDER

The MagneCordette, designed for use with custom home amplifier and speaker systems, permits recording from microphone, AM or FM radio and other sources. Playback is from the recorder through existing radio amplifier and speaker combination. Has separate erase head and record-reproduce head (full or half track) and includes 7½ in. and 15 in./sec. tape speed capstan.



It is equipped with standard 7" reels, but may be adapted to 10½" reels. Rewind speed is 1800 ft./min. Amplifier has high-impedance inputs for microphone and for radio tuner or other custom equipment, also equalization which permits recording at frequency response from 50-15,000 cps at 15 in./sec. Overall distortion is said to be less than 2%. Unit has four tubes including rectifier, with all audio filaments operating from DC. Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

Collins TUNER KITS

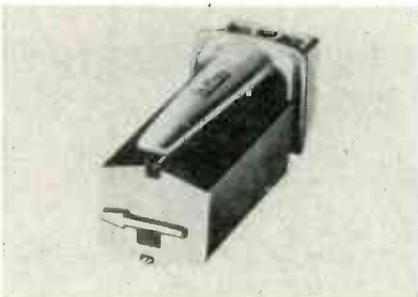
The FM-AM "Pre-Fab" tuner kits consist of high fidelity sub-chassis which can be combined in several ways for a tailor-made custom installation. Units consist of a 3-tube FM head end, a 6-tube FM IF amplifier, a 3-tube AM tuning unit and a 4-tube AM tuning unit. A chassis kit with dial, escutcheon etc., can accommodate a complete FM



tuner and/or a 3 or 4 tube AM tuner. Prices range from \$15.25 for a single unit to about \$75.00 for a complete FM-AM tuner. Write for catalog to Collins Audio Products Co., P.O. Box 368, Westfield, N. J.—RADIO & TELEVISION RETAILING.

Audax CARTRIDGE

The new "Chromatic" polyphase pickup features a single magnetic unit with a replaceable diamond stylus and response from 20 to over 20,000 cps. The maker states that the new unit is de-



signed for near infinite compliance and near zero mass so that needle talk is eliminated and even soft master discs can be played many times without harm to the grooves. Audax Co., 500 Fifth Ave., New York 36, N. Y.—RADIO & TELEVISION RETAILING.

Maynard AMPLIFIER

XT10B is a power amplifier for music reproduction featuring response (+0, -1 DB) from below 2 cps to 100 KC. Unit will deliver 14 watts of undistorted square wave power from 10 cps to 40 KC. Intermodulation distortion less than 1% at 10 watts, hum and noise 90 DB below 10 watts. Output tubes are 5881's. Net price is \$129.50. A preamp with comparable response, distortion and hum figures, the PR-2A is self-powered. A 6-position selector switch provides correct equalization for Columbia, RCA, AES and FFRR records, plus microphone and radio inputs. Net price is \$62.50. Maynard Electronics, Inc., 1414 S. Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Newcomb AMPLIFIER

Model E-25MP phono top amplifier for sound trucks, outdoor meetings, resorts, carnivals, parades, etc., has inputs for 2 mikes and 1 phono, and is built to take rough usage, consume minimum current per watt output.



Model E-25M is the same amplifier without the phono top. For lesser power requirements there is Model E-10M, a 10 watt, low cost mobile also for use on either battery or AC. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, California.—RADIO & TELEVISION RETAILING.

Ansley PHONOGRAPH

A new portable phonograph, Model TP-1, plays all size records up to 16-inch transcriptions. The AC amplifier uses six tubes for 8-watt push-pull output, with mike input and provision for mixing mike and phono inputs An 8-inch



speaker is mounted in a bass reflex enclosure in the removable cover of the case. The pick-up uses a long tone arm and a double needle cartridge for standard or microgroove records. Arthur Ansley Mfg. Co., Doylestown, Pa.—RADIO & TELEVISION RETAILING.

Weathers PHONO CARTRIDGE

"FM" phonograph cartridge operates on the variable capacitance principle. Stylus pressure is 1-3 grams, depending on tone arm. Frequency response is 20-20,000 cps. The cartridge operates with an oscillator unit using one 6AT6 tube. Filament and plate current may be taken from the amplifier or from a power supply sold separately. Weathers Industries, 510 Richey Ave., West Colingswood 6, N. J.—RADIO & TELEVISION RETAILING.

FM's Growth

(Continued from page 58)

dependent upon each other's efforts; the one for an audience for his programs, and the other for the means to build up his audience. Cooperation between broadcasters and dealers has proved very beneficial to sales in many areas.

The Radio-Television Manufacturer's Association and the National Association of Radio and Television Broadcasters (RTMA and NARTB) have gotten together this year to build a co-ordinated promotional "package" to promote the sale of FM sets in concentrated areas. This program, designed to help dealers build sales, encompasses local broadcasters, set distributors, newspapers and the national set manufacturers. It includes special broadcasts and spot announcements, newspaper ads and promotional helps, display material, mats, handouts, mailing pieces, etc. This co-ordinated program has already been successfully initiated in a couple of test areas. For more information on how an FM promotion program may be initiated in your city, contact your local FM broadcasters or the Information Director, Radio-Television Manufacturers Assn., 777 14th St., NW, Washington 5, D.C.

A "bigger ticket" product, FM sets are an important sell-up item which can not only turn in a worthwhile profit this year, but will show increasing returns year after year with proper, consistent promotion.

Big Turnout at Raytheon TV Educational Meeting

The largest attendance at television service training meetings ever recorded in Southern California was reported for two meetings held at Los Angeles by the James J. Kerwin Company, Los Angeles distributor of Raytheon television and radio receivers.

"How to Interpret What You See," a Raytheon educational program, has been developed by Belmont Radio Corporation, manufacturer of Raytheon television. The program shows TV servicemen how to determine proper service from the picture seen on the face of the tube. The Kerwin Company sponsored the first meeting in connection with the Henderson Company, exclusive Raytheon Bonded Tube Distributor. A total of 450 persons, admitted by ticket only, attended this meeting. The following evening 950 servicemen jammed the local Elks club ballroom to learn the new Raytheon method of diagnosing and correcting imperfect TV performance.

NEW • ADVANCED
SUPERIOR IN PERFORMANCE

THE
SCANAFAR



ASTATIC'S
NEW
TV BOOSTER
MODEL CT-1

The Scanafar, new Astatic TV Booster development, incorporates improvements that match the forward strides made in newer model TV Receiver front-ends. It stands alone as a working companion with the new receivers, for added picture brilliance and clarity . . . and offers a still higher measure of reception improvement for older style sets. The Scanafar presents a new minimum noise figure with maximum gain. Band width (over seven megacycles on all channels) and picture definition are excellent. A balanced, cascaded circuit is employed, with a neutralized 6J6 tube driving a 6BQ7 (the highly touted "quiet tube"). Both tubes are used over the entire TV frequency range. It all adds up to booster performance that is unparalleled today. Test this new unit yourself . . . at your first opportunity. Be prepared for a new experience in booster aid to TV reception.

SEE ASTATIC'S NEW BOOSTER . . . OTHER NEW ASTATIC DEVELOPMENTS AT THE 1952 ELECTRONIC PARTS SHOW, May 19 to 22, Conrad Hilton Hotel, Chicago. ASTATIC BOOTH NO. 416—DISPLAY ROOMS 542-A and 544-A.

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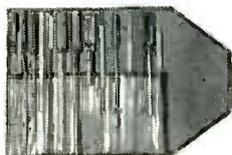
Do You Know?

G-C MAKES 3,521 SERVICE NEEDS

FOR RADIO TV SERVICING

RADIO - TV CHEMICALS

In the G-C chemical line alone, there are more than 85 different products. Every one's designed to help the serviceman do a better job faster, easier, more profitably.



ALIGNMENT TOOLS AND EQUIPMENT

Virtually every type of servicing tool for the bench or on the job is available at G-C, both separately and in kits. "Whatever you need, G-C makes" might well be the G-C motto!



ACCESSORIES AND SERVICE AIDS

There are literally hundreds and hundreds of in-demand items in this G-C category. Switches, terminal strips, knobs, belts, dial drives, cables, recording wire and tape are included.

RADIO HARDWARE

Nuts, bolts, set screws and all the rest of these indispensable items are conveniently packaged by G-C in jars, boxes, envelopes, displays and racks. And the line is both big and complete.



TV ANTENNAS AND HARDWARE

The G-C Master-Line Antenna line-up is America's finest. In addition, there's a matching line of accessories — stand-offs, chimney and wall mounts, connectors, and the rest — to guarantee the success of every installation.

G-C MEANS QUALITY! Though our line is a big one, we've never forgotten that Quality is the first essential of any merchandise. That's why . . . no matter what you need . . . it will pay you to insist on G-C products every time you buy!



GENERAL CEMENT MANUFACTURING COMPANY

902 Taylor Avenue

Rockford, Illinois

See Us — Booth 419 — Parts Show!

FREE! 80-PAGE G-C CATALOG shows every G-C product. Fully illustrated. Write for your copy today!

Refrigerators

(Continued from page 62)

Just about everybody knows what a refrigerator looks like, so use "props" to get the man and woman in the street to "read" your show-window set-ups.

With food freezers it's different. A great many people are not familiar with this comparatively new, product with its low saturation rate, so be sure to tell 'em exactly what it is via cards and display pieces. (For more information on dramatizing displays, read "How to Use Props as Show-Window Traffic-Stopppers" which appeared in our February, 1952 issue.)

Now is the time to go after the refrigerator and food freezer business. It won't just come drifting along in satisfactory volume, but it can be developed by hard, consistent work in the store and in the field.

The job to do is: (A) Get the prospects through solicitation, advertising, display, and (B) Use sound salesmanship to convince a "reluctant" buying public that it's smart to buy modern refrigerators and food freezers because these products are necessities, not luxuries—that they last for a great many years, and save the user money and time.

Hi-Fi Boom

(Continued from page 67)

worth of components (at list) to a local hi-fi enthusiast at a mere 40%. How many radios would you have to service before you could clear that much profit? Need we say more?

And to you, this business need not be a cash and carry sale of assorted components (like groceries). Being on hand, you have the opportunity of making the actual installation, of maintaining the equipment in good order, and of getting repeat business as, in time, the customer wishes to add to or improve what he bought . . . or as he develops new leads for you from his pleased and interested friends. Also you can contract the cabinet work (if you can't handle it yourself, or if the customer doesn't want ready-made custom cabinets) and still make a profit on it.

And finally, no one is better qualified than you to evaluate this type of equipment, to give real professional advice on it, and to make a really high quality job of assembling and installing a system.

How can you go after this business? Well, first, you have to arrange a fairly nice set-up at your place of business where you can demonstrate what you consider to be good quality sound reproduction. This doesn't necessarily

(Continued on page 82)

Now... in the beautiful
New RMS Booster...
 the first real
 contribution to
 Booster Engineering



The TV Booster may be considered a dam of power. In ordinary boosters, this power may spill over, thus overloading the tube and setting up noise or "snow." In an attempt to avoid this, ordinary boosters do not make use of maximum possible gain.



SP-6's easily operated external gain control is like a dam spill-way. It cuts down the tremendous power to the point *just before* overload. Thus, for each channel, the highest practical gain possible brings in a clearer picture than might be obtained with a conventional booster.

EXTERNAL GAIN CONTROL



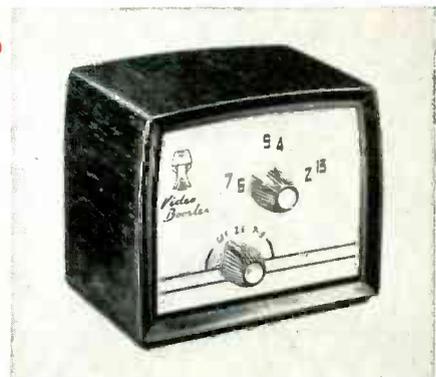
MODEL SP-6
PENTODE TUBE BOOSTER
\$29⁹⁰
LIST



also **A NEW RMS TRIODE TUBE BOOSTER . . . MODEL SP-6J**

America's first and oldest booster manufacturer now offers you a choice in TV Boosters unmatched for their fine performance and tasteful styling. Impressively low noise level in both boosters; each approved by Underwriters Laboratories, each carries a *full year guarantee* with RMA 90-day warranty on parts.

See Your Local RMS Jobber
 Visit our booth at The Chicago Parts Show!



SP-6J TRIODE TUBE BOOSTER \$29.90 LIST

RMS INC. NEW YORK 59, NEW YORK

CBS-Columbia Names Groves

The appointment of Sidney Groves as a factory representative covering New York and Connecticut (with the exception of metropolitan New York) was announced by David H. Cogan, president of CBS-Columbia. Groves comes to CBS-Columbia with an extensive merchandising background. He most recently was assistant sales manager with Macy's, New York with which he held important merchandising and management responsibilities. He was also associated with Abraham and Strauss in somewhat similar duties and prior to that had been a member of Marschalk and Pratt Co., large New York advertising agency.

Belmont Assistant Sales Manager

Donald W. Jackson, West Coast representative for Belmont Radio Corporation, manufacturer of Raytheon TV and radio receivers, has been promoted to assistant sales manager, with headquarters in the Chicago office, it was announced by William J. Helt, general sales manager. Jackson started his business experience in the wholesale field in his home town of Indianapolis, and subsequently was with Goodyear Rubber Company as technical service man in Tennessee, Mississippi and Arkansas. He joined Belmont Radio Corporation in 1950 as district manager for the Michigan and Ohio territories, and had been West Coast representative.

Hi-Fi Boom

(Continued from page 80)

mean an elaborate switchboard where the customer punches dozens of buttons, "pays his money and takes his choice."

As an expert called in for a consultation, you are expected to have a definite opinion about what is good and what isn't. You don't expect the customer to play pin-the-tail-on-the-donkey; you tell him what you think he should get. The only flexibility you need have is in the matter of price, and this can be obtained with a relatively small number of components, plus the addition of components rather than the substitution of higher priced ones.

For instance, a basic record playing assembly might consist of a record changer, amplifier and speaker. To this might be added a tuner, a cabinet for the speaker, or a cabinet for the whole unit, or a built-in installation, and/or a recorder—still retaining the same basic components as in the original package. A second step up might be to add a larger speaker (let's assume that the first one was a 12"), then perhaps a corner horn type speaker cabinet, then perhaps a TV chassis.

These are but a few examples of how this could be handled without carrying a complete line of different brands of components which would involve you in a large inventory. More about this subject will be covered in a forthcoming issue.

Having set up a corner devoted to the Hi-Fi customer, you will, of course, have to draw him in with some sort of advertising: newspaper, direct-mail, telephone directory advertising, window displays, counter cards, mail stuffers with your bills, and direct selling to customers who come in your store for other purposes. You can also leave a card or circular on house service calls. Read the consumer publications for articles which help you sell Hi-Fi, and call them to the attention of your customers. Set yourself up as an authority and cash in on this growing source of new business.

TeleKing Distributor

William Cohen Sales Company of 1217 N. Charles St., Baltimore, has been named distributor for TeleKing Corporation. Announcement of the appointment was made by Duke Wellington, national sales manager of TeleKing. The Cohen Company territory will include all of Maryland and some counties in Virginia.

Raytheon Promotes Two

James J. Tynan, manager of commercial sales, equipment sales division of the Raytheon Manufacturing Co., Waltham 54, Mass., has announced the appointments of Harold L. Herndon as manager in charge of sales and service for its Cleveland district and Albert R. Wolfe as service manager in the same district.



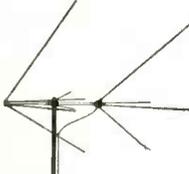
"CONICAL-V-BEAMS"

*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



**DUBL
CONICAL-V-BEAM**
For outstanding all station performance. Has new HI-V-REFLECTOR.



**CLOVER-V-BEAM
NEW E-Z-RIG**
A high-gain, compact indoor or outdoor array.



TELREX "FISHBONE"
Ten **WORKING** elements. Guaranteed to outperform any Yagi.

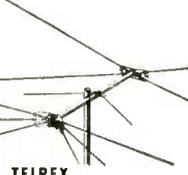
**SEE THEM ALL
AT BOOTH 7
RADIO PARTS
SHOW!**



TELREX-V-BEAM
For superior in-line all station reception at low cost.



TELREX "BAT-WING"
Outperforms any top-of-set antenna with no tuning or pruning.



**TELREX
CONICAL-V-BEAMS
WITH HI-V-REFLECTOR**
Standard on Monarch and Universal Series.

"CONICAL-V-BEAMS" are covered by Patent No. 23,346
CANADIAN and FOREIGN PATENTS PENDING



telrex INC.
CONICAL-V-BEAMS

AMERICA'S
OUTSTANDING
TELEVISION
BEAM

Originators and
Manufacturers of
"CONICAL-V-BEAMS"
—INSIST on
the original!

ASBURY PARK 2, N. J.

Elec. Housewares

(Continued from page 64)

The core of this year's expanded campaign is a larger 32-page Retail Sales Plan Book. 100,000 copies have been mailed free of charge to dealers, distributors, electrical leagues, electric light and power companies and others concerned with the sale of electric housewares. The Plan Book has added more promotional tools to make this year's the most successful campaign yet. It includes comprehensive advertising aids, radio copy, plans for city-wide promotions, increased visual merchandising helps and ideas, a large 72-piece display kit and many other new ideas that have been retail-tested for results. The national display contest will be held again this year, supplemented by a nationwide advertising contest.

Always on the look-out for new and more effective selling ideas, the industry is conducting a 20-city research study this Spring in order to develop and implement their findings into a future phase of the campaign.

The campaign is going full steam ahead right now. If you have not yet received your free copy of the Plan Book, write to: Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, New York. With Mother's Day just about here, and Father's Day coming up, now is the time to tie in and cash in on those extra gift sales!

Installing PA

(Continued from page 73)

physical make-up of the building, (2) The desires of the customer, and (3) Local codes. It may be that it will not be permissible to put any wires on the exterior surface of walls; or it may be, on the other hand, that it is not permissible to conceal any wires in the walls; or it may be that existing conduit must be used, or new conduit installed.

It can easily be seen that the choice of one of these alternatives over another could change the cost of the job by 100% or more. Therefore it is obvious that there can be no guesswork here when making an estimate. The wiring plan shown for the job illustrated in figure 1 is merely assumed to be laid by the most direct route along the exterior of the walls.

Future articles in this series will take up actual installation problems, as well as other typical installations in schools, stores, etc.

perfectly designed
for proper servicing
of all tv and fm
receivers



model 479
tv-fm
signal generator
\$269 dealer's net

Simpson

SIMPSON ELECTRIC COMPANY, 5200 W. KINZIE ST., CHICAGO 44, ILLINOIS 1-1221

BURTDW BROWNE ADVERTISING



MODEL TS-4
OPERATES 4 TV SETS
FROM 1 ANTENNA



See your distributor or send for literature

EPCO ELECTRONICS, INC., 140 Liberty St., New York 6, N.Y.

✓ 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.
- HPI-1—Hi-Pass Interference Filter.
- AC-1—2 Set Coupler for Strong Signal Areas.

Dept. RT-5

GE's Heating Pad Sales Offer

GE is offering dealers three special combination offers on heating pads: with the purchase of six pads, one free heating pad, complete with cardboard display; purchase of 12 pads, two free heating pads and two cardboard displays; and purchase of 18 pads, three free pads and an all-metal display.

New Bendix Distributor

Hamburg Brothers of Pittsburgh, Youngstown, Ohio and Wheeling, W. Va., are now exclusive distributors of Bendix Home Appliances, it was announced by Parker H. Ericksen, director of sales for Bendix, a division of Avco Mfg. Corp.

NARDA Retailer Addresses Edison Institute Meeting

Al Robertson, owner of the Al Robertson Westinghouse Appliance Stores in Oklahoma City, was a featured speaker at the Annual Edison Electric Institute Meeting on April 1 at the Edgewater Beach Hotel, Chicago. He spoke to the utility group on "As An Appliance Dealer Sees Us." Mr. Robertson has, for the past several years, been a featured speaker at the annual conventions of the National Appliance and Radio-TV Dealers Association, where his pungent wit and penetrating analyses of the retailer's weaknesses and problems have won him considerable recognition among his fellow dealers, the press and the industry.

Landers, Frary & Clark Name New Distributors

Landers, Frary & Clark announces the appointment of the following as distributors of its Home Cleaning Equipment line. Modern Appliance & Supply Co., New Orleans, as distributors of its complete line of home cleaning equipment in New Orleans and southern Mississippi trading areas; Graff Motor Supply Co. of Sioux Falls, South Dakota, distributor of its complete line of Universal home cleaning equipment and the JET 99 vacuum cleaner; Home Products, Inc., of Cincinnati, Ohio as distributors of its complete line of home cleaning equipment and the JET 99 in the Cincinnati and Dayton, Ohio areas; Siebert & Willes, Inc., Wichita, Kansas as distributors of Universal home cleaning equipment and the new JET 99 vacuum cleaner in the Wichita trading area.

Mullins Offers Allowance

The Mullins Manufacturing Corp., Warren, Ohio, makers of Youngstown Kitchens, is offering sales allowances to its customers through its dealers if the purchaser signs an agreement to demonstrate the appliance in his home to five prospects. On the firm's Jet-Tower electric sink model, \$100 is allowed, and on the Jet-Tower automatic dishwasher, \$75. Names of persons seeing the demonstrations are given to the dealer for his prospect files.

Poll Returns to Hotpoint

Robert E. Poll is resuming his position as Minneapolis zone manager for Hotpoint, Inc., after being recalled to 18 months' active duty with the United States Army, Edward R. Taylor, vice-president, announced. Poll will direct sales activities through distributors and retailers in an area including Minnesota, North and South Dakota, north-west Wisconsin and northern Wisconsin and northern Iowa.



**± 1 db
40 TO 20,000 CPS**

**new
Rauland
MODEL 1810
HIGH-FIDELITY
PHONOGRAPH AMPLIFIER**

**Custom Quality
FOR LESS!**

SPECIFICATIONS

Output: Measured at 100, 400 and 5000 cps—10 watts at 3% harmonic distortion. Percentage intermodulation distortion at 60 and 7000 cycles with 4 to 1 ratio—2 watts 1.5% (home level), 5 watts 3%, 10 watts 5%.

Gain: Magnetic phono input 103 db (10,000 ohms), crystal pickup (aux.) input 80 db (500,000 ohms), 73 db (100,000 ohms).

Frequency Response: ± 1 db 40 to 20,000 cycles per second.

Tone Controls: Separate boost type controls. Bass + 13 db to -7 db at 40 cycles; treble + 10 db to -20 db at 15,000 cycles.

Output Impedances: 4, 8 and 16 ohms.

Hum and Noise Level: 45 db below rated output (unweighted) on phono; 75 db below rated power output (unweighted) on aux.

Tubes: 1-6SC7, 1-6SQ7, 1-6SL7, 2-6V6GT, 1-5Y3GT.

Power Consumption: 75 watts, 117/130 volts, 60 cycles. Chassis is finished in handsome light-green hammerloid. Size: 10½" x 6½" x 6" high overall.

THE IDEAL LOW-COST HI-FI UNIT FOR CUSTOM INSTALLATIONS

Here's a high-quality adequately powered unit capable of the finest high-fidelity reproduction, and available at really low cost. The RAULAND 1810 10-watt High-Fidelity Phono Amplifier is equipped with 3-position input selector switch for magnetic or crystal pickup and high level auxiliary input. Features include: built-in preamp for magnetic pickup, separate boost type bass and treble tone controls, and compensated volume control which increases lows when volume is reduced. There's nothing on the market comparable for features, performance and value. Available for immediate delivery from stock. Get the full details today!

See us at the Chicago Radio Parts Show and at the Audio Fair . . . you'll find us in Display Room 619

Electroneering is our business

SOUND
EQUIPMENT

Rauland

INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

Miss Clothes Pinup!



Miss Larri Thomas models novel hairstyle. The Thor Corp. declares automatic washers allow a woman to look attractive while doing the washing. The firm is backing its theory by offering a cosmetic kit to every woman purchaser of its washing machines.

Selling Fringe TV

(Continued from page 43)

to disable the AGC, where no switch is provided, since the AGC may tend to work against the effect of a booster.

It can be seen that a well equipped and efficient service set-up with plenty of know-how is essential to the merchandising of television in fringe areas. As a matter of fact, one can hardly see how the one could exist without the other.

Not only is the actual work of the technician in service and installation important, but also his personal contact with the customer. In the average area, where the dealer is more or less tied to his store and does not have a crew of salesmen out making calls, the serviceman sees more of the customer than the dealer does.

It is the installer on whose personal efforts the ultimate picture actually depends; it is the servicer who gives the customer his or her first instruction in operating the set; and it is the servicer who returns, not only to keep the set and its installation in good condition, but also to explain to the customer the facts of TV: why it is that on certain days or nights the reception isn't so good, why two stations can sometimes be received on the same channel in some areas, why little lines appear on the screen when mother is using the sewing machine, etc., etc.

In short, he keeps the set sold. For these reasons it is important to choose men carefully, train them well, and keep check on them to make sure that they are treating your customers the way you would yourself. In addition, if trained to be observant, these men can produce sales leads for other appliances, as well as discover additional servicing jobs to be done.

Observing the practices outlined in this article, many fringe dealers are doing a bang-up job of spreading the gospel of TV in the highways and byways, and at the same time racking up good sales volume and handsome profits.

Pentron Recording Booklet

The Pentron Corp., makers of tape recorders and players, are offering a booklet to dealers, describing the operation of magnetic tape recording in simple ABC language and outlining its various uses. Free copies from the firm at 221 E. Cullerton St., Chicago 16, Ill.

there's no tower like an

Alprodco

ALUMINUM TOWER

TV • FM • AM
BROADCASTING — RECEIVING

the height of perfection

easy to install

attractive and modern

low cost...

light weight

strong durable...

... NO PROFITS LIKE THOSE IN AN ALPRODCO TOWER, EITHER! For fringe areas and other difficult locations, these can't-be-beat antenna towers get the antenna up where the signal is — and keep it up without costly follow-up maintenance for you. Get full details from your local parts distributor now.

WRITE FOR NEW LITERATURE AND OTHER INFORMATION ... ADDRESS DEPT. A.

Alprodco, Inc.

KEMPTON, INDIANA
MINERAL WELLS, TEXAS DUBLIN, GEORGIA

See Us at Our PARTS SHOW Booth



Organizing Radio-Appliance Industry for JDA Campaign



Shown at left are the radio and appliance industry leaders who are spearheading the industry's fund drive for the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. The national JDA goal is \$5,000,000, with half of it being sought in the N. Y. Metropolitan area, in order to finance programs for combatting bigotry and promoting better group relations. A dinner will be held on Thursday, May 15, to climax the JDA drive, and Barry Gray, the noted midnight commentator, will participate. The industry leaders are (standing, left to right): Irving Sarnoff, Lewis Dorfman, David Oreck, Jack Kuscher, Joseph Shaw, Alex M. Lewyt, Benjamin Gross, and Lester Waldman. (Seated) Perry Saffler, Max Abrams, Jim Jordan, Harry Lefkowitz, William Boyne, and Sam Alessi. Frank M. Folsom, president of RCA will be the guest of honor at the dinner.

New Brach Antenna Campaign

The Brach Manufacturing Corp. of 200 Central Ave., Newark, N.J., has announced the initiation of a poster campaign on its automotive line. The Brach poster is a two-color job designed for both jobber and dealer requirements. The poster describes Brach's new patented #418 "Top Cowl" antenna which is designed for installation by one man in a matter of minutes. Coupled with this campaign is a "Locator Tool" give-away promotion. The "Locator Tool" which enables the installer to make certain of a straight up-and-down antenna installation will be given away to dealers who buy the #418 antenna in quantities of 21 or more pieces. The tools list at \$2.50 each.

Answers to "Radio Nostalgia Quiz"

(See page 12)

- A) Internationally known for volume controls (now Clarostat Mfg. Co., Inc., of Dover, New Hampshire).
- B) Maker of tuning dial of great popularity (Martin-Copeland)
- C) Electrical Research Labs. Inc. (now SENTINEL in Chicago, Ill.)
- D) Extinct radio tube manufacturer who "saw no future in electrified radio sets"—Hoboken, N. J.
- E) Extinct maker of potentiometers and volume controls—New York.
- F) Trade nomenclature of early Atwater Kent radio sets—Philadelphia, Pa.
- G) Extinct American radio set maker now very successful in England.
- H) R.C.A.'s mystic music maker (Camden, N. J.)
- I) The engineer who started facsimile recording.
- J) Extinct but once tops in radio loudspeakers (Philadelphia, Pa.)
- K) FRESHMAN—a hot seller in "the good old days."
- L) Part of a crystal set.
- M) Lou Pacent's red hot phonograph pickup.
- N) Headphones—a black market item in those days.
- O) Radio "B" battery eliminator.
- P) Home-type storage or "A" battery charger (Providence, R. I.)
- Q) One of the earliest paper cone loudspeakers (Long Island City, N. Y.)
- R) "Goose-neck" radio speaker manufacturer (Chicago, Ill.)
- S) Headphones and speakers known the world over (Salt Lake City, Utah)
- T) Radio set maker (now important vacuum cleaner manufacturer—Toledo, Ohio)
- U) PAM amplifiers (Samson Electric Co., Canton, Mass.)
- V) Radio component of "ancient splendor."
- W) The butt of "old-timer" radio gags.
- X) Extinct radio loudspeaker manufacturer (St. Paul, Minn.)
- Y) No, not a city in Ohio—another crystal set component part.
- Z) Now, if this symbol means something to you, you are far too old to be in radio/TV and you should have retired long ago.

*** Compare**
Clear Beam's
T-MATCH YAGIS
From Every Angle...

CONSTRUCTION!

PERFORMANCE!

QUALITY!

COST!

And if they aren't
The BEST VALUE
On the Market Today—
WE'LL
EAT 'EM!

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

Modern Store

(Continued from page 39)

and showroom carry the whole burden of attracting customers. Their advertising is as streamlined as any other department. There's no hit-or-miss promotion on an indefinite schedule. A flat 2½% of the sales volume is budgeted for advertising purposes. The most important medium is radio, where a 15-minute morning news program is tailored to country listeners. Space insertions are also purchased in three community newspapers and a shoppers' throwaway.

"Word would get around like wildfire if we failed to give adequate service on a single TV set," Weir says in describing the emphasis he places on proper servicing. "For this reason, we don't attempt to promote any sales beyond a 30 mile radius of the store. If we can't answer a call within a day or two we're not being fair to the customer and will forfeit potential business.

"Sometimes we flatly refuse to make a television installation outside of the 30-mile limit because we would rather have no customer than one who is dissatisfied because we can't service him properly. That's also the reason we concentrate on table models for out of town purchasers. It's a comparatively easy matter for the owner to bring smaller sets into the shop for repair."

New Arvin Distributors

Raymond P. Spellman, sales manager of the radio and television division, Arvin Industries, Inc., Columbus, Ind., announces the appointment of three new Southern distributors for Arvin: Adams Sales Co., Inc., San Antonio, will cover that city and adjoining area in south central Texas; Appliances, Inc., Atlanta, for Georgia; and Earle Rogers Co., Wheeling, W. Va., for that city and the surrounding area.

Sparton Sales Rep

Sparton Radio-Television of Jackson, Michigan, has appointed F. E. Drouillard sales representative for eastern Michigan excluding Detroit. Announcement was made by B. G. Hickman, Sparton general sales manager.

Distributing Kalmus Sets

Appointment of National Television of Kenosha, Wisconsin, formerly National Radio, as distributor of Natalie Kalmus Television receivers in the Kenosha-Racine area has been announced by Milton Figen, sales promotion director for Natalie Kalmus. National Television's new showrooms are located at 1653 Taylor Ave., Racine, Wis.

MODEL 480 GENESCOPE

Simpson

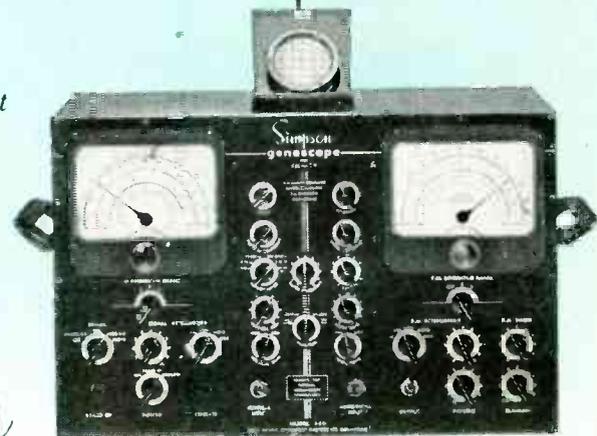
RECOMMENDED

by service managers of leading manufacturers:

don anderson
frank smolek
floyd makstein
norm cooper
max schinke
tim alexander

hoffman
zenith
emerson
hallicrafters
admiral
motorola

\$395 dealer's net



Simpson

SIMPSON ELECTRIC COMPANY, 5203 W. KINZIE ST., CHICAGO 44, COLUMBUS 1-1221

BURTON BROWNE ADVERTISING

DISTRIBUTORS
DEALERS

EXTRA PROFITS!

with America's
top line of TV LAMPS

- High fired ceramics
- Exquisitely styled
- Moderately priced

Catalog sheets
available on request



Rite-Lite MANUFACTURING CO.

3243-45 LAWRENCE AVENUE • CHICAGO 25, ILLINOIS • TELEPHONE JUNIPER 8-3561

Welch Joins Bendix Radio

Arthur E. Welch has been named assistant general manager of Bendix Radio, Television and Broadcast Receiver Division of the Bendix Aviation Corporation at Baltimore, Md., according to an announcement made by W. A. Mara, general manager of the Division. Mr. Welch leaves the Raytheon Manufacturing Company where he has served as National Merchandising Manager. He assumed his new duties May 1.

"We believe that Mr. Welch will make a valuable contribution to our plans for expanding radio and television operations," said Mr. Mara. "His experience is broad, embracing not only sales,

financial and management experience, but also the successful operation of his own appliance distribution business. In his new assignment he will work directly with management in the formulation of distribution and operational policies.

In Hallicrafters Post

Theodore T. Sharaf has been appointed district manager for New York and Pennsylvania for the Hallicrafters Co., Chicago, it was announced by Rollie J. Sherwood, vice-president of sales. He will work with John W. Bullock, recently appointed Eastern sales manager, and will headquarter in Albany, N. Y.

Crosley Appoints Suplee



DeWitt C. Suplee, above, has been appointed assistant manager, television sales, Crosley Division of Avco Mfg. Corp., it was announced by E. W. Gaughan, general sales manager for Crosley radio and television.

New Emerson Vice-President

At a recent meeting of the board of directors of Emerson Radio and Phonograph Corporation, R. T. Capodanno was elected vice-president in charge of engineering, in accordance with announcement made by Benjamin Abrams, president of the company.

Arvin Appoints Sevy to Sales

Raymond P. Spellman, sales manager of the radio and TV division of Arvin Industries, Inc., Columbus, Ind., announces the appointment of William Sevy as radio and TV district manager for Cleveland, Pittsburgh, Columbus, Ohio, Charleston, W. Va. and intervening cities.

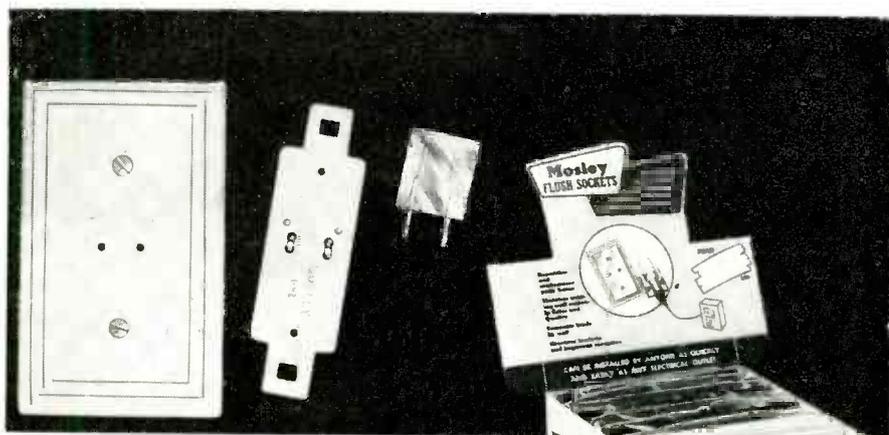
Harding Joins Heimann Co.

Edward W. Harding has been appointed sales engineer with the Heimann Co., 1215 Harmon Place, Minneapolis 3, Minn., manufacturers representatives.

Du Mont Appoints Marx



Ernest A. Marx, above, has been appointed director of the international division of the Allen B. Du Mont Laboratories, Inc. He will handle all Du Mont export activities, including the licensing of foreign manufacturers for the firm's products. Marx was formerly head of Du Mont's receiver sales division.



Working for You!

New "FACTORY MATED" Packaging of MOSLEY TV SOCKETS and PLUGS

- ✓ Makes Buying and Selling Easier!
- ✓ Provides Effective Point-of-Sale Advertising!
- ✓ Assures Customer Satisfaction!

Dealers and Jobbers will appreciate the time-saving convenience offered by the handy new packaging of popular MOSLEY TV Transmission Line Sockets and Plugs. Now, with each MOSLEY Socket packaged with its mating plug, ordering is easier, faster—a balanced stock assured!

You build customer "good-will", too, when you sell units especially designed to work together for the highest possible degree of efficiency. You can't sell a mis-match when you stock "factory mated" MOSLEY TV Sockets and Plugs!

Typical "Factory Mated" MOSLEY Socket and Plug combination is the Cat. No. F-1PK. Socket is flush-mounted type and is precision molded of low-loss polystyrene. Fits standard electrical outlet box or can be installed in most walls with mounting brackets supplied. Packaged unit includes

Flush Socket with attractive face plate, mounting hardware, and one Constant Impedance MOSLEY Solderless Transmission Line Plug. Outlet box not included. Available in brown or ivory. List Price, only \$1.95. Packaged 10 in counter display carton.

Attractive "Sales Aid" Display Carton

Let this attention-getting yellow and black MOSLEY display carton help you promote More Efficient TV Installations. Your customers will enjoy better TV pictures—greater convenience! You'll profit by fewer callbacks—extra dollars in the cash register!

Distributed through leading radio parts jobbers

MOSLEY Electronics

2125 LACKLAND ROAD • OVERLAND 14, MISSOURI

See the complete MOSLEY line at the May Show in Chicago. We're looking forward to meeting you in Space 119.

Radion Plant Modernization

Radion Corp. has announced completed modernization of its plant at 1130 W. Wisconsin Ave., Chicago 14. It will be used for civilian products. The firm's second plant at 1137 Milwaukee Ave., Chicago, has also been completely refinished and will be devoted to armed service needs.

V-M PORTABLE PA PACKAGE RECORD CHANGER, 45 SPINDLE

The V-M 160 amplifier is an unusually versatile unit that features an amplifier assembled as a separate "pull-out" unit; the 10-inch PM speaker is equipped with a 25-foot cord and plug and can thus be placed or hung wherever desired, while the amplifier itself remains near the record changer or microphone. In addition, only one power outlet is needed, and a plug is provided for extra speakers. The V-M model 160 includes an 8-watt push-pull amplifier circuit with full range tone and volume control, on-off switch combined with tone control, and storage space for cords and microphone. A fitting companion to the V-M model 160 amplifier, the V-M Tri-O-Matic 960 is the well known 950 record changer—with all standard features, including automatic and complete shutoff, enclosed in a compact, mahogany wood grain leatherette case to match the model 160.

A deluxe version of the well-known V-M Tri-O-Matic record changer, especially designed for discriminating Hi-Fi fans, will be introduced at the Chicago Parts Show. Called the V-M



Tri-O-Matic 956-GE (shown) this newest model features a hum-free four-pole motor, muting switch, and GE variable reluctance cartridge. Smooth, modern, luxury styling adds a true note of distinction. The 956-GE is mounted on a metal pan, and plays through any radio, TV set, or separate amplifying system. It is equipped with 6-foot AC cord and 4-foot phono cord. The V-M Tri-O-Matic 951-GE is the same unit without the pan, for custom-built installations, and for use in combinations, to replace obsolete one- and two-speed record changers. Pre-cut mounting boards are available.

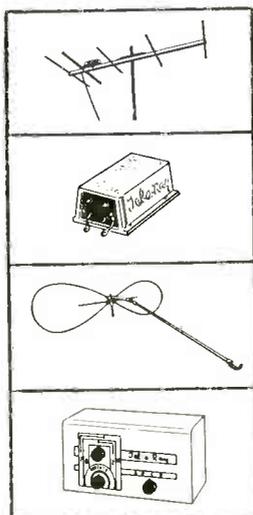
A low-cost, easy to use 45 spindle that fits all V-M Tri-O-Matic 950 and 920 series record changers is now being manufactured. The new Spindle slips easily over the standard V-M spindle, and enables owners of 45 disc collections to play them on a V-M Tri-O-Matic phonograph without the bother of fitting adapters into each center hole. Retailing at \$2.95, the spindles are packed six to a carton.—V-M Corp., Benton Harbor, Mich.—RADIO & TELEVISION RETAILING.

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

THE TEL-A-RAY SWING-OVER* TOWER



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.



Bomar Distributing Du Mont

Bomar Appliance Company, Inc., 520 West End Ave., Knoxville, Tenn., has been named distributor for Du Mont television receivers in eastern Tennessee, it has been announced by Walter L. Stickel, national sales manager for the receiver sales division, Allen B. Du Mont Laboratories, Inc., of Clifton, N. J.

Sullivan Joins Oxford

James "Jimmy" A. Sullivan has joined the sales staff of Oxford Electric Corp., Chicago, speaker manufacturers, and will work directly under vice-president and manager Hugo Sundberg.

RCA Victor Sales Clinics

RCA Victor will continue its television sales clinics for dealers in the Fall because of widespread approval and actual increase in sales volume, it was reported by H. G. Baker, vice-president in charge of RCA Victor's home instrument department.

New Jensen Needle Cabinet

Jensen Industries, Inc., Chicago, is introducing a new counter display for replacement phono needles. This new dispenser of blond mahogany permits proper selection in just 30 seconds, is theft-proof and has a see-through card for each Jensen needle.

Packard-Bell CLOCK RADIO

Model 621 is a six tube radio with an automatic Telechron luminous-dial clock. The superheterodyne radio also features the exclusive Packard-Bell "Stationized Dial and Tone Control." The set has built-in high-Q Ferro-Loop antenna. Available in plastic cabinet, Model 621 measures 10" wide, 6" high, and 5" deep. Retail prices are \$37.95 in brown and \$39.95 in ivory. Packard-Bell Co., 12333 W. Olympic Blvd., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

Standard PERIOD-STYLED CABINETS

Because of the increased consumer interest in Period-motif TV cabinetry, Standard Wood Products Corp. has recently added 7 new period-styled models to its Series 503 TV Cabinet line. These new models make the Series 503 line one of the most complete in the industry. Typical of these new period-designed cabinets is the Series 503



French Provincial (illustrated). Size: 40" high, 24" wide, 24" deep. As with all Series 503 TV cabinets, these 7 new models house all 630-type chassis and all others of similar dimensions, and all sizes round and rectangular tubes. Available in mahogany, walnut, ebony or blonde. Each model can be provided with record changer pull-out drawer at the bottom for a nominal additional cost.—Standard Wood Products Corp., 43-02 38 St., Long Island City 4, N. Y.—RADIO & TELEVISION RETAILING.

New Mercury TV Console



Model 2113 in new line announced by Mercury Television & Radio Corporation, Los Angeles, has 21-inch black tube; 21 tube chassis; phono jack, Cascade tuner, adaptable to UHF. Comes in blond oak. Other models include 24-inch consoles and combos, other 21-inch consoles and 20-inch table sets.

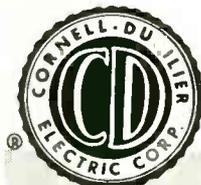
Better than Ever!

the new
CORNELL-DUBILIER

Seal-Vent

VIBRATORS

★ You'll agree that this is the greatest advance in vibrator design in the past 17 years. This new CORNELL-DUBILIER vibrator is SEALED until used, to prevent oxidation of the vibrator contacts, and VENTS itself when needed! Heat generated when the vibrator is put into service melts the wax out of the sealed vent and permits air circulation... for LONGER LIFE and EVEN GREATER PERFORMANCE!



CONSISTENTLY DEPENDABLE
CORNELL-DUBILIER
SOUTH PLAINFIELD, NEW JERSEY



- CAPACITORS
- ANTENNAS
- ROTATORS
- VIBRATORS
- CONVERTERS

New Snyder Antenna Kit



Designed to be a self-service merchandising kit, a new package has been styled for the Snyder Manufacturing Company Indoor Directronic TV aerial system. As described by Dick Morris, company sales manager, the complete components of the aerial are packed in a box that may be opened and easily folded for counter display. In bright colors, the package presents a pleasing appearance and shows each component plainly marked. Included with this complete kit is a fully illustrated booklet on the installation and operation of the Indoor Directronic. By simply following the easy, step-by-step instructions, anyone can install this aerial.

New Rep for Gravely

Louis R. Goldman & Co., 251-7 W. 42nd St., N. Y. 18, is now the exclusive representative for the Gravely Novelty Furniture Co., Inc., Ridgeway, Va., in the metropolitan New York area, including N. J. north of Trenton, and all types of accounts in the U. S. with the exception of four areas now covered by regular Gravely men. Gravely has been making television furniture since its inception.

In Hallicrafters Sales Post

Michael D. Kelley, television sales manager for the Hallicrafters Company, has announced the appointment of Tom C. Paxton as district manager. Mr. Paxton will supervise distributor operations in Indianapolis and Ft. Wayne, Indiana, Louisville, Kentucky, St. Louis, Mo. and Cincinnati, Ohio. In his new position Paxton will be associated with John Bullock, Hallicrafters eastern regional sales manager. He will continue to make his home in Chicago.

Pentron Names New Reps

The Pentron Corp., Chicago, makers of tape recorders and players, announces four new sales representatives: William E. Fry & Co., Kansas City, Mo., covering Kansas, Missouri, Iowa and Nebraska; Fred Hill Co., Minneapolis, Minn., covering southern California, Arizona and Las Vegas, Nevada; Sherwood P. French, Palo Alto, Cal., covering northern California and Reno, Nevada.

Correction

In the March issue of this magazine, Gibson refrigerator model 922 was listed as selling at \$279.95. The correct price is \$249.95.

Harry M. Neben,

chief of Amphenol's Electrical Testing Laboratory,
recommends

model 303 Vacuum Tube Volt-Ohmmeter

Simpson



\$58.75 DEALER'S NET
SIMPSON ELECTRICAL COMPANY
5200 W. KINZIE ST.
CHICAGO 44
COLUMBUS 1-1221

BURTON BROWNE ADVERTISING

CLOSING DATES FOR

RADIO & TELEVISION
RETAILING

5th
10th
1st

of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
of preceding month for complete plates only—no setting.
of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.
480 LEXINGTON AVENUE
NEW YORK 17

Spectacular Times Square Sign Advertises Admiral Products

Times Square, the world's brightest sector after sundown, added another million-and-a-quarter candle power to its famous dazzle with the unveiling of a new spectacular sign. The new sign, advertising Admiral, 50 ft. by 50 ft. in size, stands at 47th Street and Times Square, straddling the square and facing south. In the three words which comprise its message, the first letter of "Admiral" is 16 ft. high, the other letters 11 ft. high. In the words "Television" and "Appliances" the letters are 8 ft. high. The sign contains more than 10,000 lamps, 9920 ft. of neon tubing, 1500 separate circuits controlling the

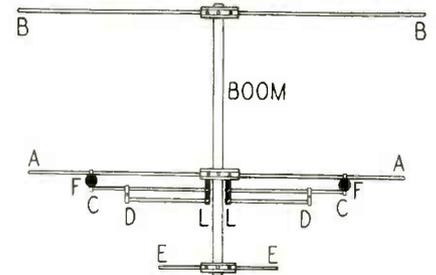
operation of the sign and nearly 2,000,000 ft. of wiring. If all elements of the sign were illuminated at the same time it would draw more than 350,000 watts of electricity and deliver 1,250,000 candle power, which is one candle power for every person who visits Times Square in a day.

New CBS-Columbia Outlet

W. L. Roberts, Inc., 505 South Main St., Memphis, Tenn., is now distributor for CBS-Columbia in northern Mississippi, western Tennessee and eastern Arkansas, it was announced by David H. Cogan, president of CBS-Columbia, Inc., Brooklyn 32, N. Y.

New Antenna Announced By LaPointe-Plascomold

The new Vee-D-X "Q-Tee" antenna is designed to provide higher average gain over both high and low channels with more nearly uniform directivity. The basic antenna is shown in illustration. On the low channels, B-B acts as a reflector for dipole A-A. F and F are isolation filters in weatherproof plastic housing—on the low channels they have low reactance and connect A-A through sections C-C and D-D



to the 300 ohm line at L and L. Thus C-C and D-D act as a "T match" between the line and dipole A-A. The filters F and F are anti-resonant at the center of the high channels (195 Mc.) and effectively isolate A-A from the 300 ohm line at these frequencies. However, C-C forms a full-wave antenna in this range, coupled to the 300 ohm line through the T match of sections D and D. In these high channels, E-E acts as a director, for optimum forward gain and directivity.

One low and one high channel can be "peaked", if desired, by the proper selection of element lengths. The average gain is 4 db. across the low channels, with a peak of 5.5 db. where emphasis is obtained. On the high channels the average gain over a plain dipole is 3.5 db., with a 5-db. peak.

Maximum gain is always in the line of the boom through E-E, and the response is down to the sides and rear. This is effective in reducing spurious responses that may bring in unnecessary noise or co-channel interference. For greater gain, two "Q-TEE" antennas can be stacked to give an additional gain of about 3 db. or better. For extreme fringe reception a four stack array gives excellent response over high and low channels.

The production model of the new "Q-Tee" antenna is shipped pre-assembled, and elements B-B, A-A and E-E unfold into position and are anchored securely in place. Weatherproof molded insulating blocks support the inner ends of elements C-C and D-D.

The "Q-TEE" was developed by The LaPointe-Plascomold Corp., of Windsor Locks, Connecticut. The isolation-filters used in this antenna are exclusively licensed under Amy, Aceves and King patents 2,262,292 and 2,422,458.

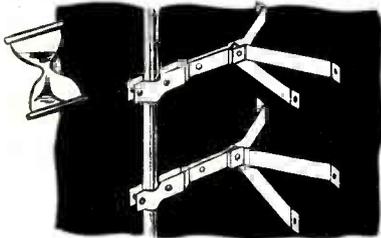
Joins Kenneth E. Hughes

Paul W. Leighton, a licensed professional engineer, is now associated with Kenneth E. Hughes, manufacturers representative, 17 W. 60th St., N. Y. 23.

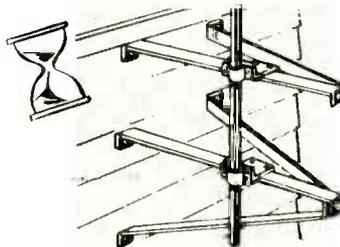
Time is a THIEF



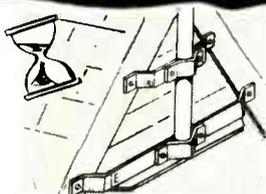
Service calls can mean profit loss! You don't have to commit profit suicide. Guarantee your profit! Eliminate costly service calls with trouble-free iE installations. Cut installation time too, with iE Quick "N" Easy Antenna Mounts.



No. 102 DELUXE WALL MOUNT. Comes to you completely assembled—all rivet construction. Snap-on mast mount for masts up to 2 3/4" Wall clearances—18" and 24".



No. 145 ADJUSTABLE WALL MOUNT for difficult overhang installations. Clears obstacles up to 20 inches from wall. Quick "N" Easy assembly and installation.



No. 147 EAVES MOUNT. Adjustable! Allows for complete adjustment of mast alignment on uneven installations. Complete with clamps and hardware. See your distributor or write...



HOTTEST! HOT TUBE PULLER! Only vibrator tube puller on market that works and will not crush the can. Just slip iE tube puller over radio or TV tube, lock, and pull out. 3 sizes in a set.

iE
MANUFACTURING

325 NORTH HOYNE AVENUE, CHICAGO 12, ILLINOIS

Manufacturers of Industrial Electronics

DON'T MISS iE AT THE ELECTRONIC PARTS SHOW, BOOTH 24

Poorman with Scheer Agency



Earle Poorman, above, has joined William N. Scheer, Advertising, as vice-president in charge of merchandising, according to an announcement by William N. Scheer, president of the Newark, N. J. agency bearing his name. A specialist in the creation and execution of appliance merchandising and selling methods, Mr. Poorman, until March 1, was general manager of General Electric Appliances, Inc., of New York, the distribution branch of the General Electric Company selling major appliances in the New York market. He comes to the Scheer agency with a background of more than 45 years selling experience.

Recoton Appointment

The Recoton Corporation announces the appointment of S. M. Levin, Main P. O. Box 405, St. Louis 3, Mo., to cover radio parts distributors in Iowa, Nebraska, Missouri and Kansas.

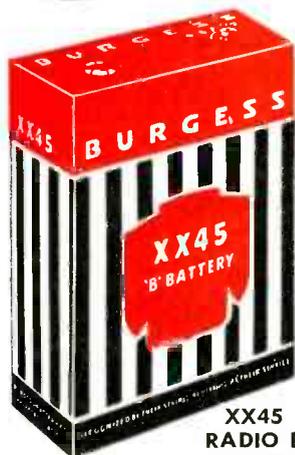
Heads Sales Managers Club



Bernard L. Cahn, above, general sales manager of the Insuline Corporation of America, Long Island City, N. Y., has been elected 1952 chairman of the Sales Managers Club, Eastern Division. This is an association of executives of electronic parts and equipment manufacturers, dedicated to the improvement of industry relations. Other officers chosen for the year are Jerome Kirschbaum, of the Precision Apparatus Co., Inc., Elmhurst, N. Y., vice-chairman; Walter Jablon, of the Espey Manufacturing Company, New York, N. Y., secretary; and Vinton Ulrich, of the National Union Radio Corporation, Orange, N.J., delegate to the industry's show corporation board.



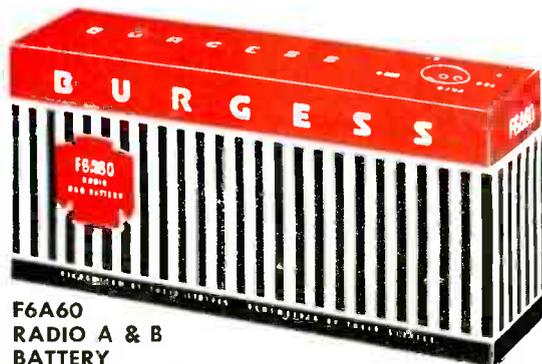
**SIX
BIG REASONS WHY
BURGESS
IS THE PORTABLE RADIO
BATTERY LINE FOR '52!**



**XX45
RADIO B
BATTERY**



**2R
RADIO A
BATTERY**



**6A60
RADIO A & B
BATTERY**

1 Most Complete Line!

Burgess has the only complete battery line. Because they make batteries for every dry battery use, consumer acceptance is greater for Burgess Radio Batteries.

2 Highest Quality!

Burgess product quality is tops. More than 40 years of making only dry batteries, protects dealer reputations... Burgess quality control is your best guarantee of satisfied customers and repeat business.

3 Manufacturer Identity!

There's no private label competition with Burgess... and there's no question about the manufacturing source, either. You can be sure that every Burgess Battery you sell is a product of Burgess Battery Company.

4 Nationally Advertised!

Burgess advertising is a real sales help all along the line. Folks really remember those distinctive two-color ads in leading national magazines... you'll see it reflected on your profit sheet all through the year.

5 Oldest Line!

Burgess is the oldest line for radio dealers and servicemen. Burgess was first to see the great future of portable radios... that's why it's the major radio battery line today.

6 Best Promotional Program:

You'll like the aggressive way Burgess promotes sales for you in '52! For instance, the 1952 portable radio promotion... (the Burgess Portable Battery Prize Carnival)... is the soundest, most complete sales promotional program ever organized.

Order Your Stock from Your Burgess Distributor Today!

**BURGESS BATTERIES
BURGESS BATTERY COMPANY TREPOT, ILLINOIS**

Trav-Electric

MIGHTY MIDGET CONVERTER

2 1/2" x 2 1/2" x 3 1/2" 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.



Model
6-1160
List
Price
\$15.95

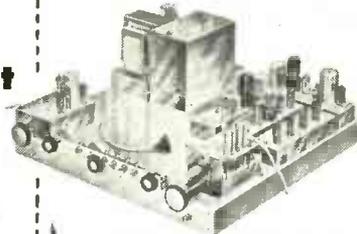


Trav-Electric Sales prove its popularity Small inventory, good turnover, fine profit. Write for details today.

1000's in use
Attractive Discounts to
Jobbers and Dealers

TERADO COMPANY
1068 Raymond Ave., St. Paul 8, Minn.

exclusive
advancement
in
television
engineering



SETCHELL-CARLSON UNIT-IZED TELEVISION

- "Forward Looking" Unit-ized Construction
- "Full Face Focus"
- Front Panel Adjustment of Controls
- Full Complement of Tubes
- 21" Cylindrical Black Face Tube
- Patented Protected Hi-Voltage Circuit
- Television's Finest Locked-in Circuit
- Simple to Service—Economical to Maintain
- Full Year Picture Tube Guarantee
- New Striking Models with or without Radio and Phono

... FOR UNIFORMITY—Exclusive Unit-ized quality control... all units are individually tested for collective perfection.

... FOR MODERNIZATION—All new developments, like U.H.F., can be easily incorporated in units at a minimum of added expense.

... FOR MAINTENANCE—Unit-ized construction makes SETCHELL-CARLSON the simplest set to service in the industry.

AND NOW . . .



a hi-voltage unit hermetically sealed to prolong its life and prevent arcing, sparking and corona.

SETCHELL-CARLSON NEW-BRIGHTON, MINNESOTA

Finest TV Reception



the *Hi-Lo*
TV Spiral Indoor
ANTENNA

*U. S. Patent No. 2,495,579
Canadian patents 1951

\$9.95
LIST PRICE

Available at leading jobbers!

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood Chicago 13.



IT'S A SHAME

to throw away
that beautiful old
Console . . . replace the
obsolete radio with a
modern, easily-installed



ESPEY AM/FM CHASSIS

and your console is "right-up-to-date"



It is not necessary to spend a large sum of money to modernize your old radio or to become a "High Fidelity" enthusiast. ESPEY chassis provide the Highest Quality at moderate prices.

Fully licensed under RCA and Hazeltine patents. The photo shows the Espey Model 511-C, supplied ready to play. Equipped with tubes, antenna, speaker, and all necessary hardware for mounting.

NEW FEATURES—Improved Frequency modulation circuit, drift compensated * 12 tubes plus rectifier, and pre-amplifier pick-up tubes * 4 dual purpose tubes * High quality AM-FM reception * Push-pull beam power audio output 10 watts * Switch for easy changing to crystal or variable reluctance pick-ups * Multi-tap audio output transformer supplying 4—8—500 ohms.

Write Dept. RT-5 for literature and complete specifications on Model 511-C and others.

Visit our Booth No. 673 at the PARTS Show in Chicago.

Makers of fine radios since 1928.

ESPEY TEL. TRafalgar 9-7000
MANUFACTURING COMPANY, INC.
528 EAST 72nd STREET, NEW YORK 21, N. Y.

Heads Belmont Sales

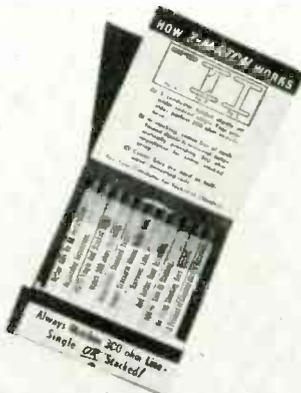


William J. Helt, above, has been promoted to general sales manager of Belmont Radio Corporation, manufacturer of Raytheon television and radio receivers, it has been announced by W. L. Dunn, vice-president in charge of sales and engineering. He was television sales manager.

Wald Blasts "Fly-by-Nighters"

Peter S. Wald, president of Clear-beam TV Antennas and Accessories, Burbank, Cal., has launched an intensive advertising and direct mailing campaign against what he terms the "fly-by-night manufacturing peddlers" who undermine regular radio-TV dealers and servicemen by selling TV antennas and accessories direct to price-slashing auto supply, five-and-dime, and drug store chains. He points out that these manufacturers are flooding the West Coast market with cheap products, and that the dealer has no control over the manufacturer because he is using no regular distributor. The "manufacturer-to-chain operator" menace, now prevalent on the West Coast, may spread nation-wide, Wald warns.

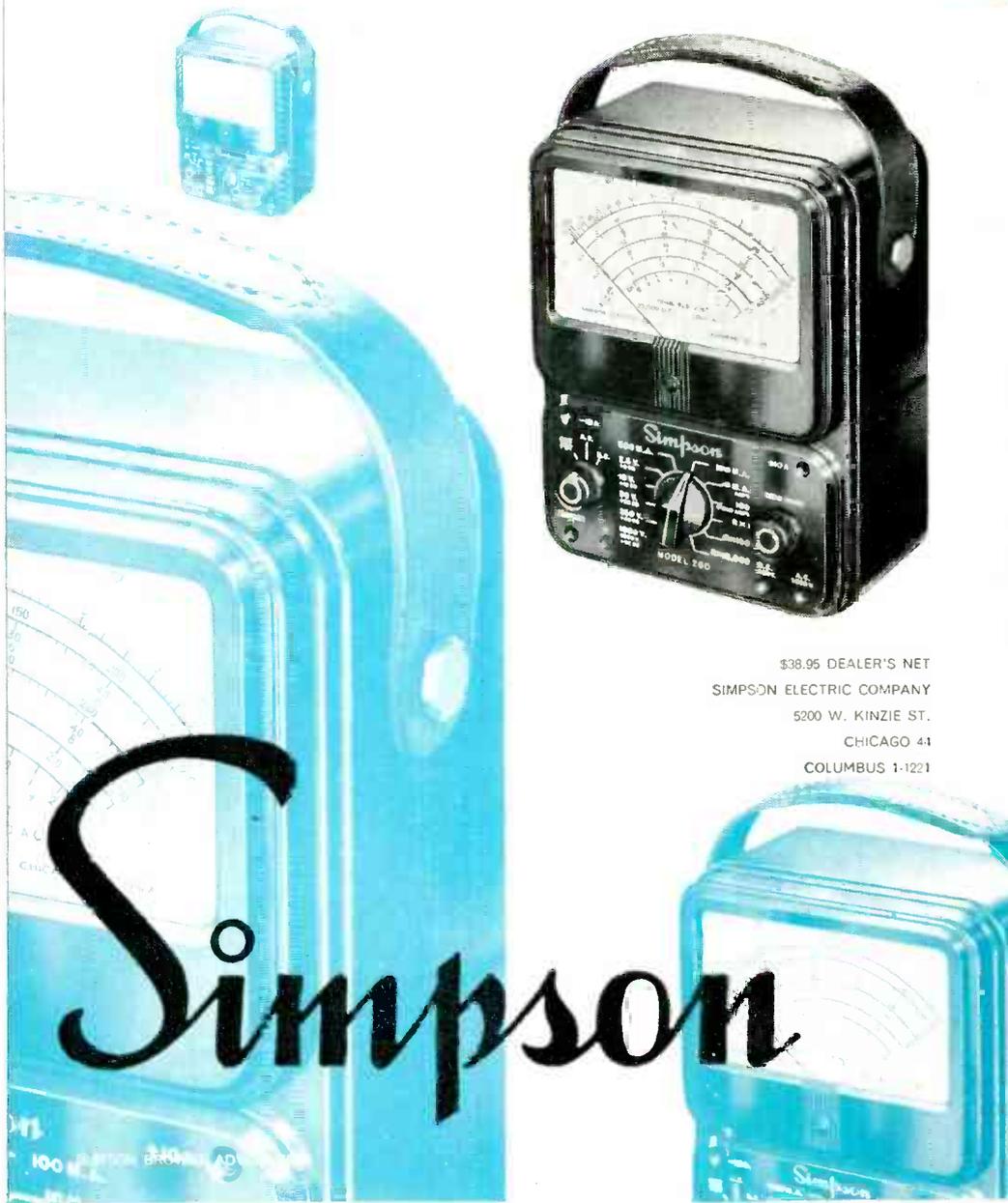
Antenna Matchbook



This 3-color Giant Z-Matchbook, 3 3/8" x 4 1/4" when closed, describes how the Z-Match Yagi eliminates mismatch and always matches 300 ohm transmission line, single or stacked. Diagrams show how the antenna, when stacked, is adjusted automatically for impedance. Each match, 3" long, carries a sales message, including the fact that no stacking bars are required. Available from Channel Master Corp. distributors only.

outsells all others combined

MODEL 260 VOLT-OHM-MILLIAMMETER



\$38.95 DEALER'S NET
 SIMPSON ELECTRIC COMPANY
 5200 W. KINZIE ST.
 CHICAGO 41
 COLUMBUS 1-1221

Simpson

CLOSING DATES FOR

**RADIO & TELEVISION
 RETAILING**

- 5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.
- 10th** of preceding month for complete plates only—no setting.
- 1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

Caldwell-Clements, Inc.
 480 LEXINGTON AVENUE
 NEW YORK 17

Magnavox Appoints Five

Stewart Roberts, director of merchandising and assistant sales manager, the Magnavox Co., Fort Wayne, Ind., has announced five new appointees: Paul Solomon, district manager in northern New Jersey with headquarters in New York City; Paul Hunter, district manager in New York State with headquarters in Buffalo; Joseph C. Papp, Southern California district manager with headquarters in Los Angeles; Maynard Moore, district manager in the Boston-Providence territory with headquarters in Boston, and Frank W. Bram, district manager of a new sales territory comprising parts of eastern Pennsylvania, New Jersey and Delaware. Bram will

headquarter in Philadelphia. Charles N. Hoffman, former Boston-Providence district manager, will head a new territory covering most of Indiana and Kentucky, with headquarters in Indianapolis.

In Gabriel Post

George E. McAllister has been appointed division manager of the Norwood plant of Workshop Associates, Needham Heights, Mass., a division of the Gabriel Co., Cleveland, Ohio, it was announced by Gardiner Greene, Gabriel vice-president. The Norwood plant will fulfill Workshop contracts for radar and other electronic equipment for the armed services.

Discussing Jet 99



W. J. Cashman, director of advertising and promotion, Landers, Frary & Clark, Sid Poetzch, news editor, station WFAA, Dallas, Texas and George Stevens, special events director of WFAA, are shown after special presentation of Jet 99 cleaner to Dallas retailers.

General Cement Sales Reps.

With the addition of the F. A. Daugherty Company to its roster, the General Cement Manufacturing Company, Rockford, Illinois, now has three sales representatives covering a key Midwestern territory. West Virginia and Pennsylvania are covered for G-C by the veteran Morris F. Taylor Company, Silver Spring, Md. In Kentucky and Indiana, Southern Sales Co. of Fort Wayne represents General Cement. The Daugherty organization, headquartered in Bedford, Ohio, was recently assigned the Buckeye state.

In New Admiral Post

Henry A. Browe has been appointed to the new position of radio division sales manager for the Admiral Corp., Chicago, it was announced by W. C. Johnson, vice-president and general sales manager, Browe was advertising and sales promotion manager for Appliance Distributors, Admiral's Chicago branch, from 1948 until recently. Prior to that he was assistant advertising manager of National Tea Company. He is a graduate of Loyola University, 1941, and served overseas in the U. S. Army with the rank of Captain.

Mike Roth Joins JFD



Milton "Mike" Roth, formerly with Radiart as national sales manager, has joined JFD Manufacturing, Inc., Brooklyn, N. Y., as a sales representative. He will cover western Ohio and Kentucky.

Oh, yes, Most of the Better Sets Use the **TARZIAN TUNER**

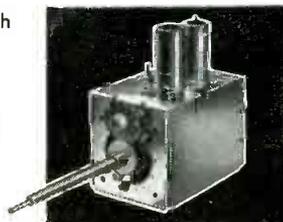


For selectivity . . . unexcelled stability . . . and trouble-free performance, you just can't beat the TARZIAN TUNER.

Certainly, the Tuner improves the receiver, and the sensible, but simple, application to UHF is making the Tarzian Tuner more popular than ever.

Technical, descriptive terms such as "low oscillation radiation" . . . "good matching" . . . "good input balance" . . . "uniform vernier range on low and high channels" may not mean much to the average buyer of a TV set, but it all adds up to

IMPROVED OVERALL PERFORMANCE OF THE SET HE BUYS



SARKES TARZIAN, Inc., Tuner Division, Bloomington, Ind.

TARZIAN MADE PRODUCTS



Tuners



Air Trimmers



Selenium Rectifiers



Cathode-Ray and Receiving Tubes

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

In Sylvania Sales Post



The appointment of Donn F. King, above, as east central district sales manager of the Parts Division of Sylvania Electric Products, Inc., is announced by P. M. Pritchard, divisional general sales manager. Mr. King's new headquarters are in the Company's district sales offices in the Terrace Plaza Building, Cincinnati, Ohio.

Hallcrafters Distributors

Rollie J. Sherwood, vice-president in charge of sales for the Hallcrafters Company has announced the appointment of two new distributors for Hallcrafters television and home radio: S & S Distributing Company, 902 W. Second St., Wichita, Kansas, and Dakota Electric Supply, Rapid City, South Dakota.

New Sparton Sales District

A new Sparton sales district has been formed in Southern California, according to B. G. Hickman, general sales manager of Sparton Radio-Television, Jackson, Michigan. Consisting of San Diego, Orange and Imperial counties, the new sales area will be headed by Sparton district merchandiser W. R. Brittle of Long Beach.

Westinghouse Supply Manager



Thomas B. Kalbfus, above, has been appointed general radio and TV sales manager for the Westinghouse Electric Supply Co., it was announced by John F. Myers, president. His headquarters will be in New York.

Cornish Wire Distributors

The Wood & Anderson Company, 3001 Delmar Blvd., St. Louis, Mo., has been appointed by Cornish Wire Co., Inc., 50 Church St., New York 7, N. Y., to handle distribution of the full line of flexible and portable cords, custom-made cord sets, wiring harnesses and radio and electronic hook-up wires in territory embracing Missouri, Kansas and Southern Illinois. This agency has been actively in the electrical field for over twenty years.

Hughes Joins Simpson Electric

A recent addition to the industrial sales staff of Simpson Electric Co., 5200

W. Kinzie St., Chicago 44, Ill., is David Hughes. Mr. Hughes formerly was director in the instrument school of the Industrial Training Institute, Chicago. Simpson's five plants in Chicago and Wisconsin make electronic and electrical instruments and testers.

CBS-Columbia Distributors

The appointment of Jones-Cornett Electric Company, 2526 E. Washington Street, Charleston, W. Virginia, as CBS-Columbia distributors for W. Virginia and eastern Kentucky has been announced by David H. Cogan, president of CBS-Columbia.

Magnificent

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

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

EUREKA TELEVISION and TUBE CORPORATION
 Manufacturers of Cathode-Ray Tubes and Electronic Products
 69 Fifth Avenue, Hawthorne, New Jersey • Telephone Hawthorne 7-3908



3 Main Reasons
 For Choosing
 Eureka Picture Tubes . . .
**Clarity,
 Durability,
 and Long
 Life.**

Philharmonic



*an instrument worthy
of the name!*

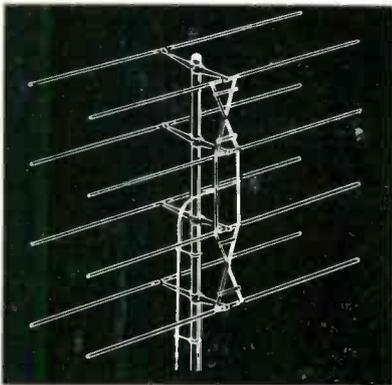


tested
verified

Philharmonic Radio and Television Corp.

MAIN OFFICES and PLANT: NEW BRUNSWICK, N. J.

SUPERB HIGH FREQUENCY RECEPTION!



WAMCO DX 7 TV ANTENNA

Does a terrific job on channels 7 and 9, excellent on channels 4 and 5. New four-stack full-wave length design improves signal strength in critical fringe areas up to 30%. Highly directional characteristic brings contrast up and eliminates shadow effects. Easy to assemble, light in weight for easy handling. Durable construction of *all-aluminum seamless tubing*. Individually boxed. Shpg. wt. 10 lbs. List price \$35.00.

Dealer Net Price \$21.00

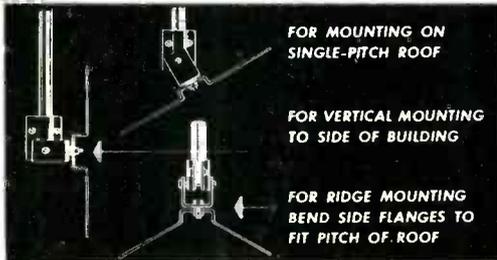
WAMCO No. 177 UNI-BASE

Handiest Antenna Mount Yet Devised!

Extra-rugged, easy-to-use. Real one-man mounting—fits any surface—flat, gable or ridge. 360° rotation. Full hinge action for raising mast. Strong, durable, rust-resistant.

List price \$3.25.

Dealer Net \$1.95



FOR MOUNTING ON
SINGLE-PITCH ROOF

FOR VERTICAL MOUNTING
TO SIDE OF BUILDING

FOR RIDGE MOUNTING
BEND SIDE FLANGES TO
FIT PITCH OF ROOF

WALNUT

MACHINE CO.

Manufacturers of
Famous WAMCO Products

Dept. RT5-52
1525 South Walnut St.
SOUTH BEND 14, INDIANA

Gentlemen, Please send me:

..... Wamco DX-7 Antennas @ \$21.00 ea.

..... Wamco No. 177 Uni-Bases @ \$1.95 ea.

Name

Street

City Zone State

My Distributor is

Permo Announces New Phono Needle Merchandiser

A new Fidelitone phonograph needle counter merchandiser being made available to retailers is designed to simplify needle selling, boost sales, and at the same time assist in display, inventory and reordering. The five-point "pack-



age" includes (1) the counter merchandiser (shown), which combines the functions of stock, display and reorder. Needle packages are coded: red for 1 mil tips, blue for 3 mil tips and green for compromise or twin tips for all three speeds; (2) the needle package, containing not only the needle, but also installation instructions plus tools necessary to installation; (3) cartridge information and reorder ticket are printed on a removable label which can be torn off the package at the time of sale and put in the space provided in the "stock-display-reorder case;" (4) The "12 in 1" box of 12 special type replacement needles can be used as a display box or a practical storage unit for back-up stock; and (5) a complete needle chart making it possible to select the proper replacement needle.

The chart covers cartridge name and number, record players that require that number, speed or speeds for which the needle is made, Fidelitone replacement number, retail price of the needle and an illustration of the needle. This chart is made available in two forms: a large folding chart for posting on a wall, and in 8½x11 book form, punched for a ring binder for use on the counter. Finally, a "sales movement" chart is provided as a guide in determining the size of inventory which should be stocked. In all, 110 replacement needles are available, although it is not recommended by Permo that a complete stock be maintained unless the local demand justifies it.

An attractively designed stock cabinet is available to distributors and dealers.

It provides space for 40 boxes of 12 each Fidelitone needles in individual packages.

The cabinet can be locked.

The Radion Corp., 1130 W. Wisconsin Ave., Chicago 14, Ill.—A new Facilities Brochure describes in detail the firm's plant and equipment. It is specifically designed to furnish the industrial-electronic field with Radion's production capacity for antennas and related electronic and mechanical assemblies.

Philco Launches New Sets Via Closed Circuit TV Telecast

Merchandising history was made April 8 by Philco Corporation with the closed circuit TV presentation of merchandising, promotion and advertising plans and the introduction of five "Campaigner" model television receivers to the largest nationwide multi-city dealer meeting ever conducted by any manufacturer. The Philco television closed circuit dealer meeting was the first full hour closed circuit Coast-to-Coast telecast in the history of television. Presented from the NBC stage of Center Theatre in New York with pickups from other New York studios, Washington, D. C. and Chicago, the telecast had all the production values of a regularly scheduled coast-to-coast television program.

The new receivers are:
"Campaigner"

Models

1822—17" leather table	\$229.95
1823—17" mahog. console ens.	\$259.95
2121—20" mahog. console ens.	\$289.95
2150—M—20" mahog. console ..	\$319.95
2157—20" mahog. 1/2 door	\$349.95

Prices do not include tax.

GE Has New 21" TV Set; Lowers Prices on 14 Models

The General Electric Company has announced list price reductions of from 20 to 90 dollars on 14 models in its current line of TV receivers, according to W. H. Sahloff, manager of the receiver department. At the same time, a new 21 inch television set, designated model 21-C-200, was announced at an Eastern list price of \$369.95.

All new prices listed include picture tube warranty and warranty on parts but do not include federal tax. List prices on GE's line are: Table models, 17T5 - \$229.95; 17T6 - \$229.95; 17T7 - \$229.95; and 20T2 - \$269.95; Open consoles, 17C103 - \$229.95; 17C112 - \$229.95; 17C113 - \$239.95; 17C117 - \$249.95; 20C105 - \$299.95 and 20C106 - \$329.95. Door consoles, 17C109 - \$289.95; 17C114 - \$249.94; 17C115 - \$259.95 and 17C120 - \$289.95.

New Magnavox Set Prices

Magnavox has announced price reductions on its line. The new list prices are as follows: MV21J, 17-inch table model, \$229.50; MV47J, 17-inch console, \$249.50; MV33J, 17-inch console, mahogany, \$279.95, oak \$298.50; MV48H, 20-inch console, \$298.95; MV50H, 20-inch console with doors, \$375; MV41H, 20-inch console with doors, \$375; MV43H, 20-inch console with doors, \$375; MV46H, 20-inch console with doors, \$375; MV45H, 20-inch console with doors, \$419.50; MV80J, 17-inch 3-way combination, \$445; MV83H, 20-inch 3-way combination, \$550. Radio-Phonographs: 247M, AM-FM, \$189.50; 147M, AM, \$179.50; 245P, \$350; 244P, \$298.50. Magnavox is also reducing its TV and TV-radio-phonograph line from 25 to 15 instruments and its radio-phonograph line from 11 to 8 instruments.

New Signs for Dealers

Brilliant "Day-Glo" signs can be made by anyone in a few minutes time with a new "ADisplay Kit" introduced by the Glo-Ad Company, 1116 Empire Bldg., Milwaukee, Wisc. The ADisplay Kit incorporates the use of Day-Glo sheets of die cut letters, numerals and art spots with a "Kleen Stik" adhesive coating on the back. Messages are easily picked out of the sheet forms, the protective coating peeled off of the Kleen Stik, and the sign put in place.

Units of the Kit may be used on any hard, dry surface, and a special plastic coated easel and other background material are provided with the Kit. There are over 800 pieces in the 10 sheets of

neon red and saturne yellow stock—enough materials for 35 to 40 signs. Letters, numerals, etc., may be removed, stored on sheets of waxed paper provided, and reused. The complete Kit retails at \$18.95. A half-size kit sells at \$9.95.

New Admiral Price Structure

W. C. Johnson, vice-president and general sales manager, Admiral Corp., Chicago, announced that Admiral is revising its television pricing structure to include the federal excise tax in list prices. One-year warranty on picture tube and 90 day parts warranty are included as usual.

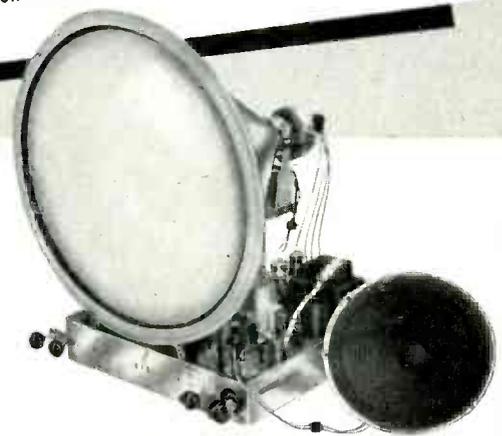
Sales Are Steady... Profits Are Intact...

WITH TECH-MASTER

CUSTOM BUILT TELEVISION CHASSIS

To that "most important group of quality-conscious customers," to whom quality is of prime importance, Tech-Master has no equal in sight, sound and value. The Tech-Master line has never been subjected to vicious price-cutting and discount-giving so prevalent with ordinary "commercial" and so-called "custom" models. You can sell Tech-Master in confidence... and earn your full margin of profit every time!

The new Gold Medal Series incorporates all the latest Tech-Master features which have made this improved 630 type chassis the standard by which custom TV is measured... performance and service are assured because Tech-Master design and construction are as fine as human hands and brains can produce. Special color converter connections are provided for adoption to any color TV system. U.H.F. channels may be received by simply interchanging tuner strips.



TECH-MASTER

Gold Medal Series

De Luxe Chassis for 16" to 24" Picture Tubes

Model 2430 (Illustrated) Designed specifically for all picture tubes requiring 65 to 70 degrees horizontal deflection (such as 24AP4, 20CP4, 19AP4, etc.) Has quality PM speaker, Universal picture tube mounting brackets, Phono input Jack \$189.50

Model 2431P Same as 2430 but with Push-Pull Audio, True Fidelity Output and Universal picture tube mounting brackets \$199.95

Model 2431C Similar to model 2430 but with continuous tuner Push-Pull Audio, True Fidelity Output and Universal picture tube mounting brackets. Allows complete coverage of both TV and F.M. bands \$199.95

All chassis completely wired, aligned and tested with all tubes (less picture tube).

ADVANCE SHOWING
of New Items
ROOM 605
Conrad Hilton Hotel



TECH-MASTER PRODUCTS CO.

443-445 Broadway • New York 13, N. Y.

What
can we
say now?

...about
the



TECHNICAL APPLIANCE CORP., SHERBURNE, NEW YORK

We are trying to determine under what conditions these amplifiers are used in the field. Kindly check the following questions:

1. Is it used on a new or old installation?
(X) New (X) Old (X) Taco (X) Other
2. Approximate length of down lead from antenna to receiver. () Under 50 ft. (X) Over 50 ft.
3. Was a definite improvement experienced?
(X) Yes () No.

Comments: *This Booster has been the greatest "Miracle" to TV reception both with your own and other antenna systems resulting in good reception in some of the most stubborn places.*

By means of reply cards enclosed with Taco Superchargers we asked servicemen in all parts of the country for their comments on the performance of the unit. Frankly, we expected some good constructive comments. The enthusiastic reports exceeded our best advertising copy . . .

Try a Taco Antenna Supercharger on that next installation. This is the signal amplifier that improves reception with any type receiver—whether cascade-type or other.

TACO antenna supercharger

Leading from antenna box. 1150 feet long out booster to receiver. Without booster about 25 mv., with booster about 300 mv.

Definite improvement, with no distortion in picture as has been possible with other boosters. Satisfying antenna booster we have.

Approx. 100% improvement! New Taco 5-element stacked plus same old receiver.

Your booster has given the best reception of a number that have been tried. This location is very tough as we have a great deal of noise and low power.

No reading obtained with field strength meter without booster, although weak snowy picture was obtained. With booster, reading of approximately 100.

We are working with WMBR-TV, Jacksonville, Fla., 150 miles away. This is the best set up we have yet!

Best we've tried yet in this area!

NEW MODEL: Cat. No. 1628-(415) receiver and amplifier both Channel 4 and 5. Ask your Taco distributor for Engineering Bulletin No. 70.

TECHNICAL APPLIANCE CORPORATION
SHERBURNE, N. Y.

RADIO & TELEVISION RETAILING

1952

DIRECTORY

1953

MANUFACTURERS OF

RADIO, TV, FM RECEIVERS • PHONOGRAPHS • RECORDERS

PHONOGRAPH RECORDS • PHONOGRAPH ACCESSORIES • SERVICING & SOUND

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RAYTHEON BONDED ELECTRONIC TECHNICIANS

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 Waters Conley Co.—1
 WCFM Recording Corp.—2
 Webster-Chicago Corp.—1, 3, 20, 24, 30
 Webster Electric Co.—20, 24

Weingarten Elec. Labs.—8, 24
 Weller Electric Corp.—27
 Wells Auto Radio—29
 Wells & Winegard—4, 7
 Wen Products Inc.—27
 Western Coil & Electrical Co.—4
 Westinghouse Electric Corp.—1
 Westminster Recording Co.—2
 Westline Prods.—19
 Weston Elect. Instr. Corp.—26
 Wheeler Insulated Wire—10, 24, 30
 White Rock Mfg. Corp.—20
 Wilcox & Follett—6
 Wilcox-Gay Corp.—1, 3, 8, 10, 20, 24
 Wiley & Sons Inc., John—6
 Wilkor Products—23
 Willard Storage Battery—5
 Willads Records—2
 Wincharger Corp.—4
 Wind Turbine Co.—4
 Winpower Mfg.—4
 Wirt Co.—23, 25
 Wolff Woodcraft, Robert—8
 Wood Specialty Mfg. Co.—27
 Workshop Associates Div.—4, 19
 World Wide Records Corp.—2
 Warner Electronic Devices—26
 Wright Inc.—8, 10, 24
 Wright Zimmerman Inc.—22, 24
 Xcelite Inc.—27
 Young People's Records—2
 Zenith Radio Corp.—1
 Zephyr Products Co.—24
 Zetka Television Tubes—28
 Zim Products—3

1952

DIRECTORY

1953

(1) Receivers:

Radio, Auto, broadcast R
 Radio, communication RC
 Radio, portable, pocket, broadcast P
 Radio, portable, battery, broadcast PB
 Radio, portable, 3-way, broadcast PT
 Radio, portable, short wave PS
 Radio, home, broadcast B
 Radio, home, broadcast & short wave BS
 Radio, home, broadcast & FM BF
 Radio, home FM F
 Radio, home with phono O
 Radio, home, clock controlled L
 TV only TV
 TV & AM TA
 TV & FM TF
 TV, FM & AM TFA
 TV, AM & Phono TAP
 TV, FM, AM & Phono TFAP
 Recorders, home, disc RD
 Recorders, home, tape RT
 Recorders, home, wire RW
 Recorders, home, disc & tape RDT
 Recorder-Radio Combination RRC
 Phonographs, electrical PE
 Phonographs, acoustical PA
 Tuners, AM, FM, FM-AM T
 Converters, UHF-TV C
 Converters, Color-TV CC
 Adapters, Color-TV A

Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.—TF, TFAP
 Ansley Mfg. Co., Arthur, Doylestown, Pa.—BF, O, PE
 Ansley Radio & Television, 35 Tremont St., Meriden, Conn.—F, O, TA, TF, TFA, TV
 Approved Electronic Instr. Corp., 142 Liberty St., New York 6, N. Y.—BF, C, F, T
 Arvin Industries, Columbus, Ind.—B, BF, L, O, PB, PT, TV
 Atlantic Video Corp., 18 Clinton St., Brooklyn 2, N. Y.—BS, TFA, TFAP, TV
 Audar, Inc., P.O. Box 438M, Pasadena 18, Calif.—B, L, O, T
 Audio Industries, Michigan City, Ind.—O, RD
 Audio-Master, 343 Madison Ave., New York 17, N. Y.—O, PE
 Audio & Video Products, 730 5th Ave., New York 19, N. Y.—RD
 Autocrat Radio, 5024 Elm St., Skokie 8, Ill.—PE
 Automatic Radio Mfg. Co., 122 Brookline Ave., Boston 15, Mass.—B, BS, L, O, P, PB, PE, PS, PT, R, RRC, TV
 Baco Television, Green & Leuning, S. Hackensack, N.J.—TV
 Barker & Williamson, Upper Darby, Pa.—RC
 Beam Radionics, 224 N. Desplaines, Chicago 6, Ill.—P, PE
 Bell Radio, 125 E. 46 St., New York 17, N. Y.—B, BS, BF-TA
 Bell Sound Systems, 555 Marion Rd., Columbus, O.—RD, RT
 Bell Television, 552 W. 53 St., New York 19, N. Y.—TV
 Belmont Radio, Subsidiary Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago, Ill.—B, BF, L, PB, TA, TFA, TV
 Bendix Radio & Television, Baltimore 4, Md.—BF, BS, F, O, TAP, TFAP, TV
 Berger Communications, 109-01 72 Rd., Forest Hills, N.Y.—TA, TF, TFA, TFAP, TV
 Berlant Assoc., 4917 W. Jefferson Blvd., Los Angeles 16, Calif.—RT
 Blonder-Tongue Labs., 38 N. 2nd Ave., Mt. Vernon, N. Y.—C
 Boetsch Bros., 221 E. 144 St., New York, N. Y.—PE
 Bogen Co., David, 29 9 Ave., New York, N. Y.—T
 Browning Laboratories, Winchester, Mass.—HC, T
 Brunswick Div., Radio & Television, Inc., 119 W. 57 St., New York 19, N. Y.—L, TFA, TFAP
 Brush Development, 3405 Perkins, Cleveland 14, O.—RT
 Cadillac Electronic Corp., 19 W. 26 St., New York 10, N. Y.—B, O, PE, RDT, TAP, TA, TF, TV
 Calbest Eng'g & Electronics, 828 N. Highland Ave., Hollywood 38, Calif.—B, BF, BS, F, PB, PT, T, TA, TAP, TF, TFA, TFAP, TV
 Capehart-Farnsworth Corp., 3700 E. Pontiac, Ft. Wayne 1, Ind.—B, BF, L, O, PB, TFAP, TV
 Capitol Records, 1730 Broadway, New York 19, N. Y.—C
 Carron Mfg., 741 W. Harrison St., Chicago, Ill.—PE
 Cass Machine, 691 Antoinette St., Detroit 2, Mich.—TFA
 CBS Columbia, Inc., 170 53 St., Brooklyn 32, N. Y.—A, B, BS, C, CC, L, PT, RRC, TFA, TFAP, TV
 Clevens Co., Raymond, 294 Broad St., Lynn, Mass.—B, O, PE
 Clinton Radio & Phono., 103 Lafayette St., New York—PE

Collins Audio Prods., P. O. Box 368, Westfield, N. J.—T
 Collins Radio Co., Cedar Rapids, Iowa—PE
 Columbia Records, 799 Broadway, New York 19, N. Y.—PE
 Commander Television, 116 E. 18, New York, N. Y.—TV
 Commodore Television, 18 Clinton St., Brooklyn, N. Y.—TV
 Conrac, Inc., 19217 E. Foothill, Glendora, Calif.—TV
 Coradio, Inc., 212 Broadway, New York, N. Y.—B
 Crestwood Recorder Corp., 221 N. LaSalle, Chicago—RT
 Crosley Div., Avco Mfg., 1329 Arlington, Cincinnati 25, Ohio—F, L, O, PB, TA, TAP, TF, TFA, TFAP, TV
 Dean Sales Co., 35 5 Ave., Brooklyn 17, N. Y.—L, O, PA, PE
 Decca Records, 50 W. 57 St., New York, N. Y.—PE
 DeWald Radio Mfg., 35-15 37 Ave., Long Island City 1, N. Y.—B, BF, BS, L, O, PB, PS, PT, TAP, TV
 DuKane Corp., St. Charles, Ill.—RT
 DuMont Laboratories, Alton B., E. Paterson, N. J.—TAP, TFA, TFAP
 Dynavox Corp., 40-05 21 St., Long Island City, N. Y.—PE
 Eckstein Radio & Television, 3400 E. 42 St., Minneapolis 6, Minn.—B, TV
 Edu-Graft Sales, 150-45 12 Ave., Whitestone, N. Y.—B, O, PA, PE, PT
 Eicon, Inc., 1501 W. Congress St., Chicago 1, Ill.—RT
 Electro-Mite Co., 1026 Myrtle Ave., Brooklyn 6, N. Y.—B, O, P, PE
 Electron Enterprises, 6917 Stanley Ave., Berwyn, Ill.—B, PB, PE, RT, RW
 Electronic Creations, B & R Elect. Div., 363 Greenwich St., New York, N. Y.—PA, PE
 Emerson Radio & Phono. Corp., 111 8th Ave., New York 11, N. Y.—B, BF, BS, L, O, P, PB, PT, TAP, TFAP
 Empire Radio Co., 125 E. 46 St., New York 17, N. Y.—B, P, PE
 Espey Mfg., 528 E. 72 St., New York 21, N. Y.—B, BF, BS, T
 Esquire Radio, 6201 15 Ave., Brooklyn 19, N. Y.—B, BS, L, O, PB
 Fada Radio & Elect. Co., 525 Main St., Belleville, N. J.—B, BF, BS, PB, PS, PT, TFAP, TV
 Federal Video Corp., 195 Front St., Brooklyn, N. Y.—TV
 Ferrar Radio & Television, 55 W. 26 St., New York 10, N. Y.—B, BS, O, PE
 Fidelity Amplifier Co., 703 W. Willow St., Chicago 14, Ill.—PB
 Fisher Radio, 41 E. 47 St., New York, N. Y.—O, TV
 Flush Wall Radio, 965 Broad St., Newark 2, N. J.—B
 Freed Radio, 200 Hudson St., New York 13, N. Y.—TF, TV
 Geib Co., 1757 N. Central Pr., Chicago, Ill.—PE
 Gem Radio & Television, 900 Passaic, Newark, N. J.—TV
 General Electric Co., Receiver Dept., Electronics Park, Syracuse, N. Y.—B, BF, F, L, O, PB, PT, TFAP, TV
 General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—C, PA, PE
 Gonset Co., 501 S. Main St., Burbank, Calif.—T
 Greene Co., L. Charlton, 314 Wash. St., Newton, Mass.—PE
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—B, C, CC, TA, TFA, TV

(Continued on page 109)



Model F-1000

TELE-TURN SERVER

21½" diam. x 21" height. Shipped knock-down in corrugated carton. Complete with pottery. Shipping weight 17 lbs.

A NEW DESIGN IDEA

... a lazy susan on wheels

**THE TELE-TURN SERVER
OPENS A NEW MARKET**

Designers of Guy Hobbs, Inc. have given life, mobility, beauty; and added many uses to a generation old serving help. The Lazy Susan has been modernized.

The new Tele-Turn Server has a 20½" top which turns at fingertouch. Gracefully tapered legs on large casters make serving easy, anywhere.

And the Tele-Turn Server has a beautiful, pastel tone, 5-piece pottery set in matching colored individual units which harmonize with the server's wood finishes.

The Tele-Turn Server is quality made of solid hardwoods, fine furniture finished in mahogany, walnut, maple or blond. It has strong and rugged construction throughout.

A new market opportunity is opened. Every TV set purchaser is a prospect. Buyers everywhere are enthusiastic about this "hot" promotion item—The Tele-Turn Server.

Guy Hobbs, INC.

DALLASTOWN, YORK COUNTY, PENNSYLVANIA

Contact Your Local Distributor
Warehouses From Coast To Coast

Tape Recorder

first

push-button operated

fully automatic

two-speed

portable

tape recorder



WILCOX-GAY

CHARLOTTE, MICHIGAN

You are cordially invited to visit us at...
BOOTH 682 EXHIBITION HALL
CONRAD HILTON HOTEL

or

THE FRENCH ROOM
BLACKSTONE HOTEL

... during the RADIO PARTS SHOW

(1) Receivers:

(Continued from page 107)

Hallcrafters Co., 4401 W. 5 Ave., Chicago 24, Ill.—B, BF, BS, C, L, O, PS, RC, PT, TA, TAP, TV
Hamilton Electronics, 2726 W. Pratt Blvd., Chicago—PE
Hammarlund Mfg., 460 W. 34 St., New York 1, N.Y.—RC
Hedco Mfg., 161 W. Huron St., Chicago 10, Ill.—B, BF, BS, F, L, O, PA, PB, PE, PT
Hoffman Radio Corp., TV Div., 6200 S. Avalon Blvd., Los Angeles 3, Calif.—TFAP, TV
Hotel Radio, 1040 W. Fort St., Detroit 26, Mich.—B
Hudson Electronics, 110 E. 3. M. Vernon, N.Y.—O, PA, PE
Industrial Television, 369 Lexington Ave., Clifton, N. J. C, TV
Int'l. Mfrs. (Murphy), Int'l Trade Mart, New Orleans, La.—B, BS, PB, PS
Int'l Television Corp., 238 William St., N. Y., N. Y.—TV
Jackson Industries, 58 E. Collerton St., Chicago 16, Ill.—O, PE, TV
Jewel Radio Corp., 10-40 45th Ave., Long Island City 1, N. Y.—B, BS, L, O, PB, PS, PT, TV
Kaye-Halbert, 3623 Eastham, Culver City, Calif.—TAP, TV
Keeney & Co., J. H., 2600 W. 50 St., Chicago 32, Ill.—B, TV
Kent Television, 808 Driggs Ave., Brooklyn, N. Y.—TFAP
Kraft Bros., 1299 Jerome Ave., New York 52, N. Y.—PA, PE
Learn Inc., 11916 W. Pico Blvd., Los Angeles 34, Calif.—RW
Lion Mfg., 2640 Belmont Ave., Chicago 18, Ill.—A, B, BF, BS, C, CC, L, O, P, PB, PE, PS, PT, TA, TAP, TF, TFA, TFAP, TV
Magna Electronics, 9810 Anza Ave., Inglewood, Calif.—B, O, PA, PE, RT, T
Magnavox Co., Ft. Wayne 4, Ind.—O, TAP, TFA, TFAP, TV
Magnecord, Inc., 360 N. Mich. Ave., Chicago 1, Ill.—RT
Magnetic Recorders, 7120 Melrose Ave., Los Angeles 46, Calif.—P, PE, RD, RRC, RT, RW, T
Maestri Radio & TV Div., Wilcox-Gay, 385 4 Ave., New York 16, N. Y.—B, BF, BS, F, L, O, P, PB, PT, T, TFA, TFAP, TV
Major Electronics, 1090 Bedford Ave., Brooklyn 5, N. Y.—PA, PE, RRC
Mars Television, 112-33 Colonial, Corona, L. I., N. Y.—TV
Martin & Co., H. S., 1916 Greenleaf, Evanston, Ill.—TFAP
Mattison TV & Radio, 893 Broadway, New York 3, N. Y.—A, TE, TFAP, TV
Meek Industries, John, Div. Scott Radio Labs., Plymouth Ind.—A, B, BF, BS, CC, O, P, PB, PS, PT, TA, TAP, TF, TFA, TFAP, TV
Micro Electronic Prods., 11 W. 5 St., Peru, Ind.—P
Miles Reproducer, 812 Broadway, New York, N. Y.—RT
Millen Mfg., James, 150 Exchange St., Malden, Mass.—RC
Milwaukee Stamping, 800 S 72 St., Milwaukee 14, Wis.—PE
Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago 14, Ill.—B, L, PB, PT, TV
Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—B, RC, RW
Monarch Radio & TV, 61 Crescent St., Brooklyn 8, N. Y.—B, BF, BS, L, O, PB, PS, PT, T, TA, TAP, TFA, TFAP, TV
Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.—B, BF, BS, C, L, O, PB, PT, R, RC, TAP, TFAP, TV
MP Central Installations, Fairfield 3, Conn.—O, PE, TFA, TFAP, TV
Multiple TV Mfg., 987 Hegeman Ave., Brooklyn, N. Y.—TV
National Co., 61 Sherman St., Malden 48, Mass.—B, BS, RC, TV
National Electronic Mfg. Co., 314 W. 58 St., Los Angeles, Calif.—TV
Newcomb Audio Prods., 6824 Lexington Ave., Hollywood 38, Calif.—PE
Olympic Radio & Television, 34-01 38 Ave., Long Island City 1, N. Y.—TAP, TFAP, TV
Pacific Mercury, Television, Van Nuys, Calif.—TFAP, TV
Packard-Bell Co., 12333 W. Olympic Blvd., Los Angeles 64, Calif.—RD, RRC, TA, TAP
Pathe Television Corp., 250 W. 57 St., New York 19, N. Y.—B, BF, O, PE, TF, TV
Peirce Wire Recorder, 1328 Sherman, Evanston, Ill.—RW
Pentron Corp., 221 E. Collerton St., Chicago 16, Ill.—PE, RRC, RT, T
Philo Corp., Tioga & C Sts., Philadelphia 34, Pa.—B, BF, BS, F, L, O, P, PB, PS, PT, R, TA, TAP, TF, TFA, TFAP, TV
Philharmonic Radio & TV, New Brunswick, N. J.—B, L, TV
Phillmore Mfg., 113 University Pl., New York, N. Y.—B, TV
Phittain Elec., 2131 Fairfield Ave., Ft. Wayne, Ind.—B
Phono, Corp. of America, 55 W. 42 St., New York 36, N. Y.—B, L, O, PA, PE, PT
Pilot Radio Corp., 37-06 36 St., Long Island City, N. Y.—TFA, TEAP, TV
Presto Recording, Box 500, Hackensack, N. J.—RD, RT
Privat-Ear, 2016 Bronxdale Ave., New York 60, N. Y.—P
Radio Apparatus Corp., 310 Fountain Sq. Theatre Bldg., Indianapolis 3, Ind.—B
Radio Corp. of America, RCA Victor Div., Camden, N. J.—B, BF, BS, C, F, O, P, PB, PE, PT, T, TA, TAP, TV
Radio Craftsmen, 4401 N. Ravenswood, Chicago 40, Ill.—T, TV
Radio Eng'g Labs, 36-40 37 St., Long Island City, N. Y.—B
Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—TF, TV
Radio Music Corp., 84 S. Water St., Port Chester, N. Y.—PE
Raytheon, see Belmont Radio Div.
Recorder Sales, 218 S. Wabash Ave., Chicago 4, Ill.—RT
Regal Electronics, 603 W. 130 St., New York 11, N. Y.—B, PS, PT, TV
Rek-O-Kut Co., 38-01 Queens Blvd., Long Island City, N. Y.—PE, RD
Reverse Camera, 320 E. 21 St., Chicago 16, Ill.—RRC, RT
Rodger Radio Mfg., 4226 S. Lawndale St., Lyons, Ill.—B
Romwebber Co., Batessville Ind.—TFAP
Sargent-Raymont, 212 9 St., Oakland 7, Calif.—T
Scott Radio Labs., 1020 N. Rush St., Chicago 11, Ill.—O, TFAP, TV
Seeburg Radio Corp., J. P., 1500 Dayton St., Chicago—PE

Sentinel Radio, 2100 Dempster, Evanston, Ill.—B, PB, TV
Setchell-Carlson, New Brighton, Minn.—B, PB, TFAP, TV
Shaw Television, 195 Front St., Brooklyn 1, N. Y.—A, C, CC, TA, TAP, TF, TFA, TFAP, TV
Sheraton Television, 370 7 Ave., New York 1, N. Y.—TF, TV
Shevers Inc., Harold, 123 W. 64 St., New York 23, N. Y.—B, BF, BS, F, L, O, PB, PE, PS, PT, R, T, TA, TAP, TF, TFA, TFAP, TV
Shura-Tone Prods., 440 Adelphi St., Brooklyn, N. Y.—PA, PE
Sightmaster Corp., 111 Cedar, New Rochelle, N. Y.—B, PB, TF
Simpson Mfg. Mark, 32-28 49 St., Long Island City 3, N. Y.—PA, PE, RD, RRC, RT, T
Sonora Radio & TV, 2023 W. Carroll Ave., Chicago—B, TV
Sound Laboratories, 1325 E. 48 St., New York 17, N. Y.—T
Soundview Marine, 1455 Unionport Rd., New York, N. Y.—PS
Spartan Radio-Television, Jackson, Mich.—B, BF, TFAP, TV
Speak-O-Phone Recording & Equip., 23 W. 60 St., New York 23, N. Y.—RD, RRT
Starratt Television, 601 W. 26 St., New York, N. Y.—TFAP, TV
Steelman Phono & Radio, 12-35 Anderson Ave., Mt. Vernon, N. Y.—B, BF, F, L, O, PA, PB, PE, PT, RRC
Stewart-Warner, 1300 N. Kostner Ave., Chicago 51, Ill.—B, BF, BS, L, O, PB, PT, TFA, TFAP, TV
Stromberg, J. G., 1355 Market, San Francisco, Calif.—PA
Stromberg-Carlson, 100 Carlson Rd., Rochester 3, N. Y.—B, BF, C, L, O, TAP, TFAP, TV
Sylvania Electric Products, Radio-Television Div., 254 Reno St., Buffalo 7, N. Y.—B, C, L, O, R, TFA, TFAP, TV
Symphonic Radio, 112 E. Walton Pl., Chicago, Ill.—PE
Symphonic Radio-Electronics, 160 Washington St., Boston 14, Mass.—PE, TAP, TV
Symphony Radio & TV Corp., 825 W. Pico Blvd., Los Angeles 15, Calif.—B, BS, L, O, P, PA, PB, PE, PT, RD, RRC, RT, TA, TAP, TFAP, TV
Tape Master, Inc., 13 W. Hubbard St., Chicago 10, Ill.—RT
Tape Recording Ind., 3335 E. Mich., Lansing, Mich.—RT
Tech-Master Prods., 443 Broadway, New York 13, N. Y.—TA, TAP, TF, TFA, TFAP, TV
Telcote TV Corp., Carleton Ave., E. Islip, N. Y.—C, TV
Tele King Corp., 601 W. 26 St., New York, N. Y.—TA, TAP, TF, TFA, TFAP, TV
Tele-Tone Radio Corp., Bayway Term., Elizabeth, N. J.—TV
Telegrip Radio, 2559 W. 21 St., Chicago, Ill.—TA, TAP, TV
Telex, Inc., Telex Park, St. Paul 1, Minn.—B, L, R
Thordarson-Weissner Div., McGuire, Ind., Mt. Carmel, Ill.—T
Trad Television, 1001 1 Ave., Asbury Park, N. J.—TA, TAP, TF, TFA, TFAP, TV
Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—TF, TV
Trans-Vue Corp., 22 E. Collerton, Chicago, Ill.—TFAP, TV
Traylor Radio, 571 W. Jackson Blvd., Chicago, Ill.—B, TV
Trylon Radio, 1136 N. American St., Philadelphia, Pa.—PE
Universal Major Appliance Co., Lima, Ohio—TV
Vanity Fair, 61 E. 11 St., New York 3, N. Y.—O, PA, PE
Vidaire Television, 576 W. Merrick Rd., Lynbrook, L. I., N. Y.—A, BF, CC, TF, TFA, TFAP, TV
Video Corp. of America, 229 W. 28 St., New York 1, N. Y.—TV
Video Electronics, 1220 1/2 Grand Ave., Des Moines, Ia.—PS
Video Products, 370 7 Ave., New York 1, N. Y.—TF, TV
V-M Corp., Park & 4 Sts., Benton Harbor, Mich.—PE
Wagner Research, 150 W. 56 St., New York 19, N. Y.—RD
Warwick Mfg., 4640 W. Harrison, Chicago 44, Ill.—B, TV
Waters Conley Co., Rochester, Minn.—PA, PE
Webster-Chicago, 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RT, RW
Westinghouse Electric Corp., Television-Radio Div., Sunbury, Pa.—B, BF, L, O, PB, PT, TAP, TV
Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—B, BF, BS, O, RD, RPT, RRC, RT, T, TV
Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—B, BF, BS, F, L, O, PS, PT, TA, TAP, TFA, TFAP, TV

(2) Phonograph Records

Abbey Records, Inc., 418 W. 49th St., New York 19, N. Y.
Adventure Record Co., 1674 Broadway, New York, N. Y.
Allegro Music, Inc., 2 Columbus Circle, New York, N. Y.
Apollo Records, Inc., 457 W. 45th St., New York, N. Y.
Atlantic Recording, 301 W. 54th St., New York, N. Y.
Audio-Master, 341 Madison Ave., New York 17, N. Y.
Banner Records, 33 Union Sq., New York 3, N. Y.
Blue Note Records, 767 Lexington, New York 21, N. Y.
Brattle Theatre Classics, Cambridge 38, Mass.
Capitol Records, 1730 Broadway, New York 19, N. Y.
Caravan Records, 113 W. 57th St., New York, N. Y.
Castle Records, 5821 Sunset Blvd., Los Angeles 28, Calif.
Century Record Co., 737 Fox St., Bronx, 55, N. Y.
Cetra-Soria Records, 38 W. 48th St., New York, N. Y.
Chandler Recordings, 422 1/2 W. 46th, New York 19, N. Y.
Children's Record Guild, 100 6 Ave., New York, N. Y.
Circle Records, 778 10th Ave., New York 19, N. Y.
Clark Phono. Record, 718 Wilhelm St., Harrison, N. J.
Columbia Records, 799 Broadway, New York 19, N. Y.
Colossus Records, 27 William St., New York 5, N. Y.
Command Performance, 167-08 Hillside, Jamaica, L.I.N.Y.
Concert Hall Soc., 250 W. 57th St., New York 19, N. Y.
Confin Records, 324 E. Wisc., Milwaukee 2, Wisc.
Continental Records, 551 5th Ave., New York, N. Y.
Coral Records Div., Decca, 50 W. 57 St., New York, N. Y.
Coxnell Alumni Assoc., 18 East Ave., Ithaca, N. Y.
CRS Historical Records, 2060 1st Ave., New York 29, N. Y.

Damon Recording, 1221 Baltimore, Kansas City 6, Mo.
Dana Music Co., 314 North Ave., New Rochelle, N. Y.
Decca Records, Inc., 50 W. 57th St., New York, N. Y.
Dial Records, 520 W. 50th St., New York 19, N. Y.
Discovery Records, 708 N. Irving Blvd., Los Angeles, Calif.
Dome Records, 20 E. Jackson Blvd., Chicago 4, Ill.
Dot Records, Inc., Gallatin, Tenn.
Dunkle Records, 2506 W. 8 St., Los Angeles 5, Calif.
Eagle Record, 1069 Market St., San Francisco, Calif.
Educational, 1702 K St., N.W., Washington 6, D. C.
Esoteric Records, 75 Greenwich Ave., New York 1, N. Y.
Fantasy Record Co., 489 5th Ave., New York 17, N. Y.
Folkways Records, 117 W. 46 St., New York 19, N. Y.
Fortune Records, 1629 Linwood, Detroit 6, Michigan
Fox Records, 1558 N. Vine St., Hollywood 28, Calif.
Globe Record, 2561 W. Pico Blvd., Los Angeles 6, Calif.
Good Time Jazz, 8481 Melrose Pl., Los Angeles 46, Calif.
Gotham Records, 1416 Wood St., Philadelphia 2, Pa.
Harmonia Records, 201 W. End Ave., New York, N. Y.
Hart-Van Recording, La Grange, Ill.
Harvard University Band, Cambridge 38, Mass.
Harvard Vocarium Records, Cambridge 38, Mass.
Haydn Society, 30 Huntington Ave., Boston 15, Mass.
High-Time Records, Santa Monica, Calif.
Hollywood Rhythms Records, Box 162, Culver City, Calif.
Howard Recordings, Mary, 37 E. 49, New York 17, N. Y.
Imperial Records, 6425 Hollywood Blvd., Hollywood, Calif.
Israel Music Found., 1650 Broadway, New York, N. Y.
Jansen Electric Co., 86 Sherman Ave., Teaneck, N. J.
Jazz Man Records, 6420 Santa Monica Blvd., Hollywood Key Records, 1457 Broadway, New York, N. Y.
Keystone Records, 1415 Locust St., Philadelphia 2, Pa.
Kiddieland Records, 1595 Broadway, New York, N. Y.
Kismet Record Co., 227 E. 14th St., New York 3, N. Y.
Life Record Co., 64 W. Randolph St., Chicago 1, Ill.
Lincoln Records, 1420 Walnut St., Philadelphia, Pa.
London Records, 539 W. 25th St., New York 1, N. Y.
Lyricord Records, 464 W. 51st St., New York 19, N. Y.
Magic-Tone Records, 545 5th Ave., New York 17, N. Y.
Magnolia Record Co., Box 472, Van Nuys, Calif.
Mars Records, 310 Cedar Ave., N. Sacramento, Calif.
Mello-Strain, 1658 Broadway, New York 19, N. Y.
Melody Trail Records, Lancaster, Calif.
Melody Records Inc., 693 10th Ave., New York, N. Y.
Mercury Record Corp., 839 S. Wabash Ave., Chicago, Ill.
MGM Records, 701 7th Ave., New York 36, N. Y.
Midtown Records, 27 Union Sq., New York 3, N. Y.
Mondi's Records, New Hyde Park, L. I., N. Y.
Music For Enjoy Inc., 96 Warren St., New York, N. Y.
National Record Co., 1841 Broadway, New York, N. Y.
New Records, Inc., 141 E. 4th St., New York, N. Y.
Oceanic Records Inc., 15 Park Row, New York, N. Y.
Old Timer Records, 3703 N. 7th St., Phoenix, Ariz.
Parade Records, 80 E. 11th St., New York 3, N. Y.
Paradox Industries, 139 E. 47th St., New York 17, N. Y.
Paramount Distr., 1637 N. Ashland, Chicago 22, Ill.
Perfection Plastic Prods., 33 W. Union St., Pasadena, Calif.
Period Music Co., 884 10th Ave., New York, N. Y.
Peter Pan Records, 461 8th Ave., New York 1, N. Y.
Piano Records, Inc., 220 5th Ave., New York, N. Y.
Pleasant Records, 1619 Broadway, New York 19, N. Y.
Plymouth Records, 263 W. 54 St., New York, N. Y.
Polymusic Records, 66 W. 88th St., New York, N. Y.
RCA Victor Div., Radio Corp. of America, Camden, N. J.
Record Corp. of America, 510 22 St., Union City, N. J.
Red Bird Records, Lincoln Hwy. E., Ft. Wayne 8, Ind.
Reena Record Corp., 130 W. 42 St., New York 36, N. Y.
Regal Record Co., Linden, N. J.
Regent Record Co., 58 Market St., Newark 1, N. J.
Remington Records, 551 5 Ave., New York, N. Y.
Saco Records, 342 N. LaBrea, Los Angeles, Calif.
Savoy Records Inc., 58 Market St., Newark, N. J.
Seco Records, 1393 Fifth Ave., New York 29, N. Y.
Seva Record Corp., 45 E. 49th St., New York 17, N. Y.
Skrating Rhythms Records, 1608 E. 4 St., Santa Ana, Calif.
Skystreak Records, 2406 36 Ave., San Francisco 16, Calif.
Spanish Music Center, 1291 6 Ave., New York 19, N. Y.
Specialty Records, 8508 Sunset Blvd., Hollywood, Calif.
Square Dance Assn., 102 N. Columbus Ave., Freeport, N. Y.
Star Songs, 34 Hillside Ave., New York 34, N. Y.
Stephens Mfg., 3538 Warner Dr., Culver City, Calif.
Stradivari Records, Inc., 79 Buff Rd., Tenafly, N. J.
Swing Time, 3427 S. San Pedro St., Los Angeles, Calif.
Tara Irish Records, 4903 Girard, Philadelphia 31, Pa.
Tempo Records, 8540 Sunset Blvd., Hollywood 46, Calif.
Tico Recording Co., 143 W. 41st St., New York, N. Y.
Urania Records, Inc., 667 Madison Ave., New York, N. Y.
Valentino Inc., T. J., 150 W. 46 St., New York 36, N. Y.
Vanguard Recording Soc., 799 Broadway, New York 3, N. Y.
Verve Records, 1724 Madison Ave., New York 29, N. Y.
Voco Inc., 33-34th St., Brooklyn 32, N. Y.
Vox Productions, 236 W. 55th St., New York, N. Y.
WCFM Recording, 1120 Conn. N.W., Washington 6, D. C.
Westminster Recording, 233 W. 42 St., New York, N. Y.
Willida Records, 1595 Broadway, New York, N. Y.
World Wide Records, 315 W. 47th St., New York 19, N. Y.
Young People's Records, 920 Broadway, New York, N. Y.

(3) Phono Record Accessories:

Albums, record storage A
Blanks, see blanks, recording (disc)
#20
Brushes, Record B
Cabinets, Home Record Storage C
Holders, Portable Record, etc. H
Needles, Phonograph N
Racks for Store Display R
Systems, Indexing S
Static Eliminator E
45 RPM inserts I
Turntables, Display TD
Counters & Booths CB

Acton Inc., H. W., 370 7th Ave., N. Y. 1, N. Y.—N
Aero Needle Co., 911 W. Superior Ave., Chicago 22, Ill.—N
Album Corp. of Amer., 239 St. Marks Ave., Bklyn, N.Y.
Amberg File & Index, Kankakee, Ill.—A, C
(Continued on page 111)

TAKE IT FROM EXPERTS

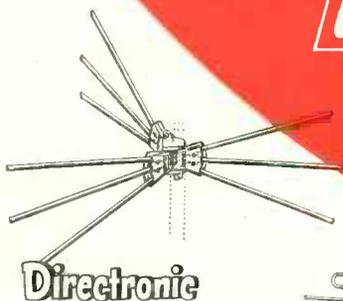


ALMO

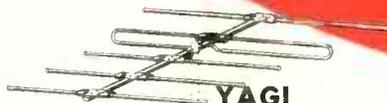
RADIO COMPANY
PHILADELPHIA

We've been a *Snyder* DISTRIBUTOR

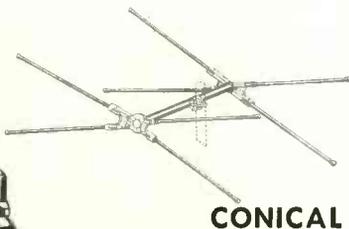
RIGHT FROM THE START



Directronic



YAGI



CONICAL



INDOOR



AUTO

BECAUSE SNYDER GIVES

- complete line TV and AUTO aeriols
- 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

ALMO RADIO CO., DISTRIBUTORS: PHILADELPHIA, CAMDEN, ATLANTIC CITY, WILMINGTON

(3)

(3) Phono Record Accessories:

(Continued from page 109)

American Laubscher, 333 W. 52 St., N. Y. 19, N. Y.—N
Astatic Corp., Harbor St., Conneaut, Ohio—N
Audar Inc., P.O. Box 438M, Pasadena 18, Calif.—C
Caltron Prods., 1406 S. Hobart, Los Angeles 6, Calif.—N
Chicago Album, 426 S. Clinton St., Chicago 7, Ill.—A
Clarkstan, 11921 W. Pico Blvd., Los Angeles, 64, Calif.—N
Columbia Records, 799 Broadway, New York 19, N. Y.—N
Dennis Co., 23 Nairn Pl., Newark 8, N. J.—C, R
Dorothea Mechanisms, Gale, 81-01 Bdwy., Elmhurst, N. Y.
—TD
Dunkle Records, 2506 W. 8 St., Los Angeles 5, Calif.—
A, N
Duo-tone Co., Locust St., Keyport, N. J.—B, N
Electro-Voice, Carroll & Cecil Sts., Buchanan, Mich.—N
Electrovox Co., 60 Franklin St., E. Orange, N. J.—E, N
Emerson Radio & Phono Corp., 111 E. Ave., N.Y., N.Y.—N
General Cement Mfg., Rockford, Ill.—E, I, N
General Electric Co., Receiver Dept., Electronics Park,
Syracuse, N. Y.—N
Globe Albums, 3811 3 Ave., New York 57, N. Y.—A
Hudson Electronics, 110 E. 3 St., Mt. Vernon, N. Y.—I
Illinois Wood Products, 1656 N. Besley Ct., Chicago, Ill.—C
Jensen Industries, 329 S. Wood St., Chicago 12, Ill.—N
JFD Mfg., 6101 16 Ave., Brooklyn 4, N. Y.—N
Lo-Mire Products, 870 W. Randolph St., Chicago, Ill.—A, I
Magna Electronics, 9810 Anza Ave., Inglewood, Calif.—E
Magnetic Recorders, 7120 Melrose, Los Angeles, Calif.—E,
N
Mattison TV & Radio, 893 Broadway, New York, N. Y.—
C, CB, R
Merchandising Displays, Colorado Springs, Colo.—R
Merix Chemical, 1021 E. 55 St., Chicago 15, Ill.—E
Miller Mfg. Co., 1169 E. 43 St., Chicago 15, Ill.—N
Minnesota Electronics, 6 & Minn. St., St. Paul, Minn.—E
MP Concert Installations, Fairfield 3, Conn.—C
Peerless Album, 300 Union St., Brooklyn 15, N. Y.—A
Perno Inc., 6415 Ravenswood Ave., Chicago 28, Ill.—N
Pfanstiel Chemical, 104 Lake View, Waukegan, Ill.—N
Phila. Badge, 1007 Filbert St., Philadelphia 77, Pa.—E
Philo Corp., Tioga & C Sts., Philadelphia 34, Pa.—I, N
Phono. Corp. of America, 55 W. 42 St., N.Y., N.Y.—A, C
Pickering & Co., 309 Woods Ave., Ocean-side, N. Y.—N
Radio Corp. of America RCA Victor Div., Camden, N. J.—
A, CB, N, R, TD
Recordaid, Inc., 5521 N. 5 St., Philadelphia 20, Pa.—A, S
Recordplate Co., 16 E. Holly St., Pasadena 1, Calif.—S
Reclon Corp., 147 W. 22 St., New York 11, N. Y.—N
Reptile Globes, 315 N. Hoyne Ave., Chicago 12, Ill.—
H, S
Royal Diamond Tool, 172 Green St., Boston 30, Mass.—N
Scott Inc., Herman Hosmer, 385 Putnam Ave., Cambridge
39, Mass.—E
Shura-Tone Prods., 440 Adelphi St., Brooklyn 17, N.Y.—H
V-M Corp., 4 & Park Sts., Benton Harbor, Mich.—I
Walco Products, Inc., 60 Franklin, E. Orange, N.J.—E, N
Walton Electronics, 911 N. Larrabee, Chicago 10, Ill.—I
Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chi-
cago 39, Ill.—N
Wilcox-Gay Corp., 604 W. Seminary, Charlotte, Mich.—N
Zim Products, 4412 Donovan Ave., St. Louis 9, Mo.—B

(4) Antennas and Antenna Accessories, Receiving:

- Antennas, AM outdoor A
Antennas, Auto Radio R
Antennas, FM F
Antennas, TV, VHF T
Antennas, TV, UHF U
Antennas, Loop, AM L
Antenna Systems, TV, amplified S
Antenna Systems, TV, non-amplified N
Accessories, Antenna, Misc C
Cable, grounding G
Clamps, ground GC
Insulators, antenna I
Lightning Arresters LA
Masts, antenna M
Mounts, antenna O
Rotators, antenna AR
Switches, antenna AS
Towers, antenna AT
Wire, guy W

Aero Needle, 911 W. Superior Ave., Chicago 22, Ill.—T
Air-Up Tower, 350 E. Broadway, Muskegon Hgts., Mich.—
AT
All Channel Antenna, 70-07 Queens Blvd., Woodside,
N. Y.—AR, AS, C, I, M, N, T, U
Alliance Mfg., Lake Park Blvd., Alliance, Ohio—AR
Alpar Mfg., 466 St. Francis, Redwood City, Calif.—
AT, M, O
Alprocco, Inc., Kempton, Ind.—AR, AT
American Phenolic Corp., 1830 S. 54 Ave., Chicago, Ill.
—A, AR, C, F, I, L, LA, M, N, O, R, S, T, U
Amy, Aceves & King, 11 W. 42 St., New York 36, N. Y.
—N, S
Andrew Corp., 363 E. 75 St., Chicago 19, Ill.—T
Antenna & Mounting Hdw., 830 N. Blvd., Oak Park,
Ill.—C
Antenna Products, 3628 N. Lincoln, Chicago 13, Ill.
—C, F, I, M, O, T, U
Baker Mfg. Co., Evansville, Wis.—AT, M, O
Barb City Industries, 1150 S. 4 St., DeKalb, Ill.
—C, O, T

Beacon Corp., 2846 Milwaukee Ave., Chicago, Ill.—T
Bell Television, 552 W. 53 St., New York 19, N. Y.—S
Blirnback Radio, 145 Hudson St., New York 13, N. Y.
—C, I, M
Blaco Mfg., 6541 Euclid Ave., Cleveland 3, Ohio—C, GC
Blonder-Tongue Labs., 338 N. 2 Ave., Mt. Vernon,
N. Y.—S
Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J.
—A, AR, C, F, LA, M, N, O, R, S, T, U
Bud Radio, 2118 E. 55 St., Cleveland 3, Ohio—AT, C, O
Camburn, Inc., 32-40 57 St., Woodside, L. I., N. Y.
—LA, T
Camburn Sales, P. O. Box 408, Battle Creek, Mich.
—AT, C, M, O
Cameron Tool & Supply, Box 488, Cameron, W. Va.—T
Cass Machine, 691 Antoinette St., Detroit, Mich.—A, C,
F, I, M, O, T, U
Channel Master, Ellenville, N. Y.—AT, C, M, O, T, U
Chicago Stoker (Steel Tower Div.), 4711 W. North Ave.,
Chicago 39, Ill.—AT
Cincinnati, 1028 S. Homan Ave., Chicago 24, Ill.—C
Circle X Antenna, 500 Market St., Perth Amboy, N. J.—T
City Tool Access., 3831 W. Lake St., Chicago 24, Ill.—T
Clear Beam Antennas, 100 Prospect Ave., Burbank,
Calif.—F, M, O, T, U
Cleveland Electronics, 6611 Euclid, Cleveland 3, Ohio
—LA
C. & M. Mfg., Easton-dale, Mass.—C, M, O, T, U
Colman Tool & Machine, 1017 NE 3 St., Amarillo, Tex.
—AT, O
Commonwealth Utilities, 512 S. Mich., Chicago 5, Ill.—T
Copperwell Steel, Glassport, Pa.—G, GC, W, WT
Cornell-Dubilier Elect., 333 Hamilton Blvd., S. Plain-
field, N. J.—A, AR, C, F, O, R, T
Crown Controls, 124 S. Washington, New Bremen, Ohio
—AR, C
Davis Electronics, 3047 W. Olympic Blvd., Los Angeles 6,
Calif.—C, S, T, U
Ducalyn, Box 577, Dubuque, Iowa—F, T, U
Easy-Up Tower, 427 Romayne Ave., Racine, Wis.—
AT, C, O
Electro-Voice, Carroll & Cecil St., Buchanan, Mich.—S
Energy Farm Equip., Main St., Monticello, Iowa—AT
EPCO Electronics, 140 Liberty St., New York 6, N. Y.—N
Ferro Electric Prods., Kirkland, Ill.—C, N, S, T, U
Finney Co., 4612 St. Clair Ave., Cleveland, Ohio—T, U
Frazier Engrg., 1965 Peck St., Muskegon, Mich.—AT
Fretton, Inc., 1911 Forbes St., Pittsburgh 19, Pa.—T
Geekins Radio, 1005 S. Aurora Way, Wheaton, Ill.—AR,
AT, C, M, O, T
Gas-Lar Mfg., 1330 10 Ave., Rockford, Ill.—AT, I,
M, O, T
General Cement Mfg., 919 Taylor Ave., Rockford, Ill.
—A, AT, C, F, I, LA, M, O, R, T, U
Gleam Mfg. Corp., 740 N. Leavitt St., Chicago 12, Ill.—
AT, T
Gonsset Co., 801 S. Main St., Burbank, Calif.—F, T, U
Grayburn Corp., 103 Lafayette St., New York 13,
N. Y.—L
Grem Engrg., 206 8 Ave., Brooklyn 15, N. Y.—AR, AT
A, T, U
Hamilton Electronics, 2726 W. Pratt Blvd., Chicago,
Ill.—N
Haskey Co., 1741 N. Pulaski, Chicago 39, Ill.—T
Hawthorne Mfg., O. V., 1926 Gull Rd., Kalamazoo,
Mich.—AT
Haydon Prods., 1801 8 Ave., Brooklyn, N. Y.—C, I, M,
O, T, U
Haygren Electronic Mfg., 436 18 St., Brooklyn, N. Y.
—C, O
Hi-Lo TV Antenna Corp., 3540 N. Ravenswood Ave., Chi-
cago 13, Ill.—T, U
Hi-Par Prods., 347 Lunenburg St., Fitchburg, Mass.
—F, T
Holub Industries, 413 DeKalb Ave., Sycamore, Ill.—C
Hy-Lite Antenna, Inc., 242 E. 137 St., New York 51,
N. Y.—A, F, M, N, T, U
iE Mfg., 325 N. Hoyne Ave., Chicago 12, Ill.—C, M,
O, T, U, W
Imperial Radar & Wire Corp., 4342 Bronx Blvd., New
York 66, N. Y.—C, O
Industrial Television, 369 Lex. Ave., Clifton, N. J.—S
O, T, U, W
Insuline Corp. of Amer., 36-02 35 Ave., Long Island
City, N. Y.—A, C, F, I, LA, M, O, R
Javex, Garland, Tex.—C, N
Jerrold Electronics, 26th & Dickinson Sts., Philadelphia,
Pa.—S
JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—A,
AS, AT, C, F, I, L, LA, M, N, O, R, S, T, U
Johnson Co., E. F., Waseca, Minn.—I
Jontz Mfg., 1101 E. McKinley, Mishawaka, Ind.—AT, M,
O, T, U
Judd Co., H. L., 87 Chambers St., New York, N. Y.—C
Kay-Towne Antenna, 1511 Dean Ave., Rome, Ga.—
F, M, O, T
Kenwood Engrs., 265 Colfax Ave., Kenilworth, N. J.
—C, M, O
Koenig Engrs., H. G., 6359 Antioch St., Merriam,
Kans.—AR
Laco Mfg., 3332 Milwaukee Ave., Chicago, Ill.—T
LaPointe-Plascomold Corp., Canal Bank, Windsor Locks,
Conn.—AT, C, F, LA, N, O, S, T, U
Larson Co., C. O., Sterling, Ill.—C, O
Lingo & Son, J. E., 2814 Burne Ave., Camden, N. J.
—AT, M
Louis Bros., 3543 E. 16 St., Los Angeles, Calif.—M, T
Magnia Electronics, 9810 Anza Ave., Inglewood, Calif.
—C, I
Marvel Lens Ind., A & Lippincott Sts., Philadelphia,
Pa.—T
Marvin Radio-TV Unimac Div., 8906 Buckeye Rd., Cleve-
land 4, Ohio—O
Master Mobile Mounts, 1306 Bond St., Los Angeles 36,
Calif.—R
Miller Mfg., Fondren St., Jackson, Miss.—AT
Moley Electronics, 2125 Lackland Rd., Overland 14, Mo.
—AS, C, I, N
Motorola, Inc., 4545 W. Augusta, Chicago, Ill.
—F, L, R, T
Mueller Elec., 1583 E. 31 St., Cleveland, Ohio—GC, I
National Co., 61 Sherman St., Malden 48, Mass.—I
National Electronic Mfg., 35-05 36 St., Astoria, L. I.,
N. Y.—R
Neal Electronic Co., Huntsville, Ala.—AT
Neo Products Corp., Erie, Mich.—AR
Obitgaard Mfg. Co., 5416 8 Ave., Brooklyn, N. Y.—C
Ohio Aerial Co., 4552 Lewis Ave., Toledo 12, Ohio—C, T
Parris-Dunn Corp., Clarinda, Iowa—AT, T
Peek, Inc., W. E., 132 E. 44 St., Indianapolis 5, Ind.—T

Peerless Prods., 812 N. Pulaski Rd., Chicago, Ill.—T, U
Penn Boiler & Burner Mfg., Lancaster, Pa.—AT, M
Penn TV Prods., 3336 Frankford, Philadelphia, Pa.—C, O
Peters, A. A., 231 N. 7th St., Allentown, Pa.—AT
Philo Corp., Tioga & C Sts., Philadelphia, Pa.—A, AT,
C, F, I, M, O, R, S, T, U
Philmore Mfg., 113 University Pl., New York 3, N. Y.—C
Philon Mfg., 60 Sackett St., Brooklyn, N. Y.
—C, F, M, R
Phoenix Electronics, 50 Island St., Lawrence, Mass.—
A, C, I, O, T, U
Pioneer Mfg. Co., Huntley, Ill.—AT
Pittsburgh Coil, Box 303D, Crafton 5, Pa.—O
Plymouth Electronics, 50 Kingsbury, Worcester, Mass.
—O, W
Porcelain Prods., P. O. Box 300, Findlay, Ohio—I
Precision Electronic Research, Garland, Tex.—C
Premax Prods., Div. Chisholm-Ryder Co., Highland &
College Aves., Niagara Falls, N. Y.—I, M, O
Price Tenna-Trailer, 115 N. 4 St., Watseka, Ill.—O
Radelco Mfg., 7580 Garfield Blvd., Cleveland 25, Ohio
—C, LA, M, O, R, T
Radiant Corp., 3455 Vega Ave., Cleveland 13, Ohio—A,
AR, C, F, M, O, R, T
Radio Corp. of America, RCA Victor Div., Camden, N. J.
—AT, C, F, LA, M, O, S, T, U
Radio Corp. of America, RCA Victor Div., 405 S. 5 St.,
Harrison, N. J.—AT, C, F, LA, M, O, S, T, U
Radio Merchandise Sales, 1165 Southern Blvd., New York
59, N. Y.—A, C, F, G, I, LA, M, O, T, U
Radion Corp., 1130 W. Wisconsin Ave., Chicago 14, Ill.
—A, AT, C, F, M, O, T, U
Radio Tube Mfg., 508 Clifford St., Flint, Mich.—AS, I
Ramsey Radio & TV, P. O. Box 297, Ramsey, Ill.—AT, M
Raynor, Inc., 7800 W. Addison St., Chicago, Ill.—L
Raytron, 443 Summit Ave., Toledo, Ohio—T
Rice Industries, W. E., 1005 Mass. St., Gary, Ind.—T
Roger-Phillips Research Labs., 711 N. Lake Ave., Pasade-
na 6, Calif.—T
Rohn Electronic Supply, 2108 Main St., Peoria, Ill.—AT
Rollan Sales, 663 N. Wells St., Chicago, Ill.—T
Rowland-Kendall, 715 E. Mansion St., Marshall, Mich.
—AT
S/C Laboratories, 37 George St., Newark, N. J.—AR,
N, T, U
Schott Co., W. L., 3225 Exposition Pl., Los Angeles 18,
Calif.—I, M, T
Shore Engrg., 272 West Ave., Long Branch, N. J.—A, C,
F, O, T, U
Smith Elec. Mfg., Sherman & 7 St., Ashland, Ohio—O
Snyder Mfg. Co., 22 & Ontario Sts., Philadelphia, Pa.—
A, M, R, T, U
South River Metal Prods., South River, N. J.—AT, C, I, O
Spirling Products Co., 64 Grand, New York, N. Y.—T
Square Root Mfg. Corp., 391 Saw Mill River Rd., Yonk-
ers, N. Y.—A, C, N, T, U
Stanwick Winding, 137 Walsh Ave., Newburgh, N. Y.—L
Tabet Mfg., 254 W. Tazewell St., Norfolk 10, Va.—AT, M
Taylor Mfg., N. Dixie Highway, Lima, Ohio—C
Technical Appliance, 1 Taco St., Sherburne, N. Y.—
C, F, T, U, W
Tel-A-Roy Enterprises, Henderson, Ky.—AT, T
Telcote TV Corp., Carlton Ave., E. Islip, N. Y.—C
Tele Matic Industries, 1 Jorammon St., Brooklyn 2, N. Y.
—AS, C, F, M, N, O, S, T, U
Tele-Steel Towers, P. O. Box 21, Normandy 21, Mo.—AT
Television Associates, 140 Pennsylvania Ave., Manchester,
N. H.—AT, T
Television Equipment Corp., 238 William St., New York
38, N. Y.—S
Television Radio Electronics, Rt. 1, Box 291, Merced,
Calif.—C, T, U
Tele-Ex-Pand Prods. Sales, Berwick, Pa.—AT, M, O
Telrex, Inc., Asbury Park, N. J.—C, F, L, M, O, T, U
Tempo TV Products, 2450 Ramona Blvd., Los Angeles 33,
Calif.—C, M, O
Tennalab, 419 S. 10 St., Quincy, Ill.—C, M, T, U
Thomas Mold & Die, P. O. Box 126, Wooster, Ohio
—AT, M, O
Towers Corp., 3332 E. 55 St., Cleveland, Ohio—AT, M, O
Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—S
Triangle Products Co., 1548 W. 64 St., Chicago, Ill.—T
Triler Prods., 1535 N. Ashland, Chicago, Ill.—
C, F, M, T, U
Tric Mfg. Co., Griggsville, Ill.—AR, AT, F, T, U
TV Development, 2024 McDonald Ave., Brooklyn, N. Y.
—AS, C, R
TV Prods., 152 Sandford St., Brooklyn, N. Y.
—C, F, M, O, T, U
UHF Resonator Co., 224 7 St., Racine, Wis.—F, T
Universal Prods., 4100 Taylor Ave., Racine, Wis.—
AT, M, O, T
Video Associates, 1821 Adams St., Toledo, Ohio—T
Video Electronics, 1220 1/2 Grand Ave., Des Moines, Ia.
—T, U
Viking Tool & Machine, 2 Main St., Belleville, N. J.—AR
Walnut Machine, 1525 S. Walnut St., South Bend, Ind.
—C, O, T
Ward Co., E. M., 619 N. Michigan Ave., Chicago, Ill.—T
Ward Prods., Div. Gabriel Co., 1523 E. 45 St., Cleveland
3, Ohio—A, F, M, LA, O, R, T, U
Warren Mfg., 250 East St., New Haven, Conn.
—A, C, F, O, T, U
Wells & Winegard, 1511 Mt. Pleasant, Burlington, Ia.
—T, U
Western Coll & Elec., 215 State St., Racine, Wis.—A,
AT, C, I, M, O
Wincharger, E. 7 & Division Sts., Sioux City, Ia.—AT
Wind Turbine, Market St., West Chester, Pa.—A, AR,
AT, F, M
Wingpower Mfg., Newton, Ia.—AT
Workshop Assoc., Div. Gabriel Co., 135 Crescent Rd.,
Needham Heights, Mass.—F, M, O, T, U

DIRECTORIES That Have Appeared in RADIO & TELEVISION RETAILING

Table with 2 columns: Distributors, TV & FM Antenna Mfrs., Custom Components Mfrs., Test Instruments, Electric Housewares, Phono Record Mfrs., Roster of Representatives. Dates range from Jan '52 to Oct '51.

(Continued on page 113)

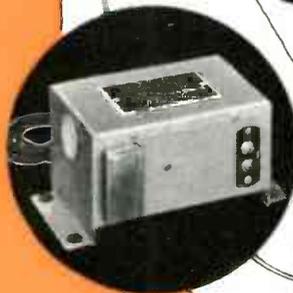
LOOK— NO NOISE!

Boosts the signal . . .
not local lead-in noise!
Eliminates effect of
external interference!
Gives higher signal-to-
overall-noise ratio!

MOUNTS AT ANTENNA WHERE A BOOSTER BELONGS



Tunes itself automatically
on all channels.
Lowest internal noise
factor—means less "snow."
Exclusive all-electronic
4-tube broadband circuit.
Uniformly high usable gain—
no limiting peaks.
Single twin-lead line* carries
power up—signal down.



Junction Box
Concealed Behind
TV Set

AUTOMATIC SELF-TUNING Tenna-Top TV BOOSTER



PICTURES ARE SHARPER, BRIGHTER! SOUND IS CLEARER!

You can see and hear the difference when you hook up the TENNA-TOP. Because it is mounted at the antenna ahead of the lead-in...it amplifies only the wanted TV signals, not any local noise interference produced by automobile ignition systems, neon signs, diathermy, or other external noise picked up by the lead-in. You have the further advantage of E-V low-noise circuit. All this guarantees the best possible results with any TV set anywhere...even in toughest fringe areas or in all noisy locations. The TENNA-TOP is completely automatic. Turns "On" or "Off" with the TV receiver switch. It is easy to install, highly stable, trouble-free.

Model 3010 Tenna-Top TV Booster. List Price . . . \$88.00

Send today for Bulletins No. 163-165



E-V Tune-O-Matic TV BOOSTER

First with completely automatic self-tuning. Turned "On-Off" by TV receiver switch. Instantly boosts signal on any channel selected on TV set. Uniform high gain—low noise circuit assures better pictures and sound. Easily concealed in or behind TV set or elsewhere. All-electronic. Insures long-life service. Proved in thousands of installations.

Model 3000. Super Tune-O-Matic. 4-stage. List \$57.50
Model 3002. Tune-O-Matic. 2-stage. List . . . \$39.50

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

(Continued from page 111)

(5) Batteries:

- Batteries, dry (portable radio) . . . BD
Batteries, farm radio . . . BF
Batteries, flashlight . . . BL
Batteries, hearing aid . . . BH
Batteries, ignition . . . BI
Batteries, storage, gen'l purpose . . . BG
Batteries, storage, portable radio BP

Bright Star Battery Co., Getty & Crook Ave., Clifton, N. J.—BD, BF, BI, BL
Burgess Battery Co., Freeport, Ill.—BD, BF, BG, BI, BL
Gen'l Dry Battery, 13000 Athens, Cleveland, Ohio—BD
Mallory & Co., P. R., 3029 E. Wash. St., Indianapolis, Ind.—BD
Nat'l Carbon Div., Union Carbide & Carbon Corp., 30 E. 42 St., New York, N. Y.—BD, BF, BI, BL
Nat'l Union Radio, 350 Scotland Rd., Orange, N. J.—BD, BF, BL
Olin Industries, Elec. Div., 275 Winchester Ave., New Haven 4, Conn.—BD, BF, BI, BL
Philco Corp., Tioga & C Sts., Philadelphia, Pa.—BD, BF, BL
Radio Corp. of America, RCA Victor Div., Camden, N. J.—BD, BF, BI, BL
Radio Corp. of America, RCA Victor Div., Harrison, N. J.—BD, BF, BI, BL
Ray-O-Vac Co., 212 E. Wash. St., Madison, Wis.—BD
Specialty Battery Co., 505 Insurance Bldg. Madison 3, Wis.—BD
Willard Storage Battery Co., 246 E. 131, Cleveland, Ohio—BD

(6) Books ad Data, Service:

Arco Publishing, 480 Lexington Ave., New York, N. Y.
Authentic Publications, 145 W. 57 St., New York 19, N. Y.
Caldwell-Clements, Manuals Corp., 480 Lexington Ave., New York 17, N. Y.
Chemical Publishing, 212 5 Ave., New York, N. Y.
Cisin, Harry G., 200 Clinton St., Brooklyn 2, N. Y.
Cleveland Inst. of Radio Electronics Terminal Tower, Cleveland, 13, Ohio
DuMont Laboratories Inc., Allen B., 35 Market St., E. Paterson, N. J.
Eby Sales Co., 130 Lafayette St., New York 13, N. Y.
Harper & Bros., 49 E. 33 St., New York, N. Y.
Hoffman Radio Corp., TV Div., 6200 S. Avalon Blvd., Los Angeles 3, Calif.
MacMillan Co., 60 5 Ave., New York 11, N. Y.
Murray Hill Books, Radio Technical Div., 232 Madison Ave., New York 16, N. Y.
Nefda Publications, Inc., 855 Ave. of the Americas, New York 1, N. Y.
Oelrich Publications, 4135 N. Lawlor Ave., Chicago 41, Ill.
Pitman Publishing Corp., 2 W. 45th St., New York, N. Y.
Prentice-Hall, Inc., 70 5 Ave., New York 11, N. Y.
RCA Victor Div., Radio Corp. of America, Camden, N. J.
RCA Victor Div., Radio Corp. of America, 405 S. 5 St., Harrison, N. J.
Recordaid, Inc., 5521 N. 5 St., Philadelphia 20, Pa.
Rider Publisher, Inc., J. F., 480 Canal St., New York, N. Y.
Rinehart Books, Inc., 232 Madison Ave., New York, N. Y.
Rodale Mfg. Co., Emmaus, Pa.
Sams & Co., H. W., 2201 E. 46 St., Indianapolis 5, Ind.
Standard Register, Albany & Campbell Sts., Dayton, Ohio
Stromberg-Carlson, 100 Carlson Rd., Rochester 3, N. Y.
Supreme Publications, 3727 W. 13 St., Chicago 23, Ill.
Van Nostrand Co., D., 250 4 Ave., New York, N. Y.
Wilcox & Follett, 1249 S. Wabash Ave., Chicago 5, Ill.
Wiley & Sons Inc., John, 440 4 Ave., New York 16, N. Y.

(7) Boosters, Filters:

- Antenna System TV, amplified—see Section 4
Boosters, TV . . . BO
Filters, Optical, TV . . . FI
Filters, interference, see Coils & Transformers: Radio and/or TV Interference Elim. see Section 10

Alliance Mfg., Lake Park Blvd., Alliance, Ohio—BO
Anchor Radio Corp., 2215 S. St. Louis, Chicago, Ill.—BO
Approved Elec. Instr., 142 Liberty St., New York, N. Y.—BO
Astaire Corp., Harbor St., Conneaut, Ohio—BO
Barb City Industries, 1150 S. 4 St., DeKalb, Ill.—BO
Blonder-Touge Lab., Inc., 38 N. 2 Ave. Mt. Vernon, N. Y.—BO
Bogen Co., David., 29 9 Ave., New York 14, N. Y.—BO
Celomat Corp., 521 W. 23 St., New York, N. Y.—FI
Decl Meter, Inc., 1430 Market St., Denver 2, Colo.—BO
Deitz Miracle Lens, 141 President St., Passaic, N. J.—FI
Ducain Co., Box 577, Dubuque, Iowa—BO
Electro-Voice, Carroll & Cecil Sts., Buchanan, Mich.—BO
General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—FI
General Instrument, 829 Newark Ave., Elizabeth, N. J.—BO
Industrial Prods. Supp., 201 S. Dean, Englewood, N. J.—FI
Industrial TV Inc., 369 Lexington Ave., Clifton, N. J.—BO
Insuline Corp. of Amer., 36-02-35 Ave., Long Island City 1, N. Y.—FI
Jerrold Electronics, 26th & Dickinson, Phila. 46, Pa.—BO

JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—BO, FI
Ken-Way Prods., Owensboro, Ky.—BO
LaPointe-Flascomold, Canal Bank, Windsor Locks, Conn.—BO
Mattison TV & Radio, 893 Broadway, New York 3, N. Y.—BO
National Co., 61 Sherman St., Malden 48, Mass.—BO
Oak Electronic, 150 Oak St., Buffalo 3, N. Y.—BO
Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—BO
Radiart Corp., 3455 Vega Ave., Cleveland 13, Ohio—BO
Radio Merchandise, 1165 Southern Blvd., New York, N. Y.—BO
Regency Div., IDEA, Inc., 7900 Pendleton Pike, Indianapolis 26, Ind.—BO
Simpson Mfg., Mark, 32-28 49 St., Long Island City, N. Y.—BO
Standard Coil Prods., 2329 N. Pulaski Rd., Chicago, Ill.—BO
Stanley Sales, 600 W. Third St., Owensboro, Ky.—BO
Tech-Mastor Prods., 443 Broadway, New York, N. Y.—BO
Technical Appl., 1 Taco St., Sherburne, N. Y.—BO
Tele-A-Ray Enterprises, Henderson, Ky.—BO
Telcite TV, Carleton Ave., East Islip, N. Y.—BO
Turner Co., 909 17 St., N. E., Cedar Rapids, Iowa—BO
TV Devel., 2024 McDonald Ave., Brooklyn 23, N. Y.—BO, FI
Video Electronic Lab., 1220 1/2 Grand, Des Moines, Ia.—BO
Video Electronic, 222 E. Ohio, Indianapolis 18, Ind.—BO
Wells & Winegard, 1511 Mt. Pleasant, Burlington, Ia.—BO

(8) Cabinets & Cases:

- Cabinets, metal, radio, TV & amplifier . . . M
Cabinets, plastic, radio, TV . . . P
Cabinets, wood, radio, TV . . . W
Cases, phonograph . . . PC
Cases, radio . . . RC
Tables, television . . . T

Amberg File & Index Co., 1625 Duane St., Kankakee, Ill.—PC
Argos Prods., 310 Main St., Genoa 40, Ill.—W
Bender Bros., 2558 Pitkin Ave., Brooklyn, N. Y.—T
Bud Radio, Inc., 2118 E. 55 St., Cleveland 3, Ohio—M
Cabinet Industries, Danville, Pa.—W
Cameron Craft, 963 32 St., Oakland 8, Calif.—PC, RC, W
Caswell-Ruymon Co., Huntington, Ind.—W
CBS Columbia, Inc., 170 53 St., Brooklyn 32, N. Y.—M, P, W
Colortone Co., 503 E. Walnut St., Des Moines, Iowa—PC
Duotone Co., Locust St., Keyport, N. J.—RC
Electron Enterprises, 6917 Stanley Ave., Berwyn, Ill.—PC
Ellis Tabla, 130 W. 3rd St., New York, N. Y.—T
Emerson Radio & Phono., 111 8 Ave., New York 11, N. Y.—W
Gravelly Novelty Furn., Ridgeway, Va.—T
Grayburn Corp., 103 Lafayette St., New York 13, N. Y.—PC
Hammond Desk, 6248 Holman Ave., Hammond, Ind.—T
Haydon Prods., 1801 8 Ave., Brooklyn 15, N. Y.—M
Hobbs, Inc., Guy, Dallastown, Pa.—PC, RC, T, W
Hollingsworth, John R., Mill & Sycamore Rds., Clifton Heights, Pa.—M, PC, RC
Hudson Electronics, 110 E. 3 St., Mt. Vernon, N. Y.—PC
Illinois Wood Prods., 1656 N. Besly Ct., Chicago, Ill.—T
Insuline Corp. of America, 36-02 35 Ave., Long Island City, N. Y.—M, P, C, RC
Kaye-Halbert, 36223 Eastham Dr., Culver City, Calif.—W
Kent Television, 808 Driggs Ave., Brooklyn 11, N. Y.—W
King & Sons, J. E., 311 W. 8 St., Peru, Ind.—T, W
Kraft Bros., 1299 Jerome Ave., New York 52, N. Y.—PC
Lowell Mfg., 3030 Laealde Sta. Rd., St. Louis, Mo.—M
Magna Electronics, 9810 Anza, Inglewood, Calif.—M, PC, RC, W
Manfredi Wood Products, 226 N. Y., Huntington, N. Y.—W
Major Electronics, 1090 Bedford, Brooklyn 5, N. Y.—PC
Marvin Radio-TV, Unimac Div., 8906 Buckeye Rd., Cleveland 4, Ohio—T
Mattison TV & Radio, 893 Broadway, New York, N. Y.—PC, RC, W
Millercraft, 1119 Merriam Blvd., Kansas City, Kansas—T, W
Minute Mar Prods., 430 E. 102 St., New York, N. Y.—M
Mississippi Prods., Jackson, Miss.—PC, RC, W
Molded Insulation, 335 E. Price St., Philadelphia, Pa.—P
Monarch Radio-TV, 61 Crescent St., Brooklyn 8, N. Y.—W
National Table, 484-10 Ave., New York 18, N. Y.—T
Nunn Better Cabinet, Box 94, Marietta, Ga.—PC, RC, W
Omara Furn. Mfg., 241 W. Hubbard, Chicago, Ill.—T
Par-Metal Prods., 32-62 49 St., Long Island City, N. Y.—M
Pentron Corp., 221 E. Cullerton, Chicago 16, Ill.—PC, RC
Phoenix Electronics, 50 Island St., Lawrence, Mass.—M
Porter Mfg., 1524 Fredrick St., Racine, Wis.—T
Radio-Matic of Amer., 760 Ramsey, Hillside, N. J.—W
Radio & TV, Brunswick Div., 119 W. 57 St. New York, N. Y.—W
RiverEdge, Ind., 5 RiverEdge, Rd., RiverEdge, N. J.—PC, RC, W
Romweber Co., The., Batesville, Ind.—W
Setchell Carlson, Inc., New Brighton, Minn.—W
Shawano Furn. Mfg., 115 E. Mauren St., Shawano, Wis.—T
Shaw TV Corp., 195 Front St., Brooklyn 1, N. Y.—W
Shura-Tone Prods., 440 Adelphi, Brooklyn, N. Y.—PC, RC, W
Sound Labs, 323 E. 48 St., New York 17, N. Y.—W
So. River Metal Prods., 377 Turnpike, So. River, N. J.—M
Std. Wood Prods., 43-02 38 St., Long Island City, N. Y.—W
Stephens Mfg., 8538 Warner Dr., Culver City, Calif.—M—P
Stromberg-Carlson, 100 Carlson Rd., Rochester, N. Y.—P, W
Sylvania Elec. Prods., Radio & TV Div., 254 Rano St., Buffalo 7, N. Y.—P, W
Tabet Mfg., 254 W. Tazewell, Norfolk 10, Va.—M

Tech-Master Prods., 443 Broadway, New York, 13, N. Y.—W
Transision Inc., 460 North Ave., New Rochelle, N. Y.—W
Universal Co., High Point, N. C.—T
Universal Woodcrafters, La Porte, Ind.—T
Vidaire TV Co., 576 W. Merrick Rd., Lynbrook, L. I., N. Y.—W
Walco Industries, 330 5 Ave., New Brighton, Minn.—PC, RC, W
Ward Co., E. M., 619 N. Michigan Ave., Chicago 11, Ill.—T
Weingarten Elec. Labs., 7556 Melrose, Los Angeles, Cal.—W
Wilcox-Gay, 604 W. Seminary St., Charlotte, Mich.—W
Wolf Woodcraft, Robert, 1125 Union Ave., Bronx, N. Y.—W
Wright, Inc., 2233 University Ave., St. Paul 4, Minn.—M

(9) Changers, Record, see Phono Equipment. Sec. 20

(10) Coils & Transformers:

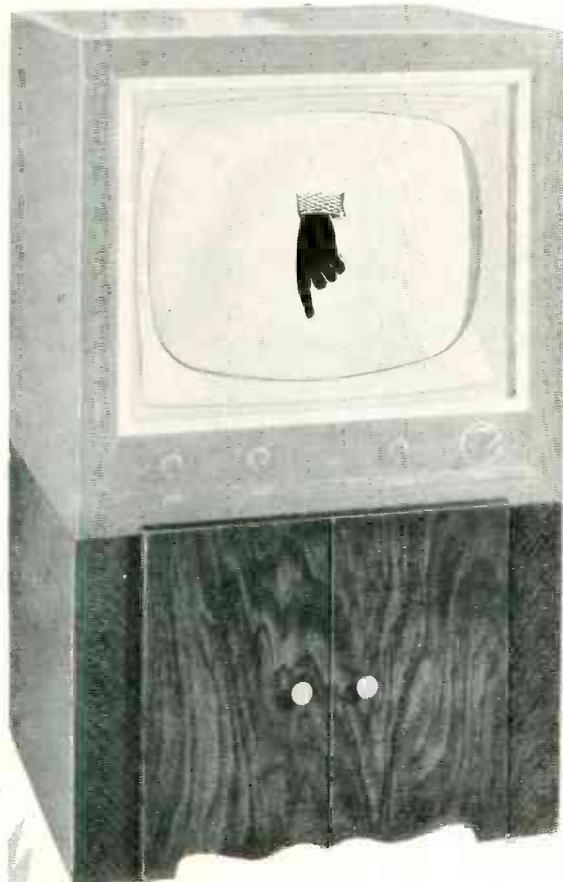
- Chokes, AF . . . CA
Chokes, Power filter . . . CF
Chokes, RF . . . CR
Coils, RF, IF, & Oscillator . . . CT
Coils, magnetic deflection & focus for CRT'S . . . CM
Coils, peaking . . . CP
Coils, speaker voice . . . CS
Fields, speaker . . . FS
Transformers, audio . . . TA
Transformers, high voltage (TV) . . . TH
Transformers, power . . . TP
Transformers, RF, IF, & Oscillator . . . TV
Traps & Filters, Radio and/or TV interference elimination . . . TF

Acme Electric, Water St., Cuba, N. Y.—TP, TV
Aerolite Electronics, 507 26 St., Union City, N. J.—CR, CP, CT, TF, TO
Aerovox Corp., 740 Belleville, New Bedford, Mass.—TF
Altec Lansing, 9356 Santa Monica, Beverly Hills, Calif.—CA, CF, CS, TA, TH, TP
Amplifier Corp. of America, 396 Broadway, New York, 13, N. Y.—CA, CF, CR, CT, TA, TO, TP, TV
Astron Corp., 255 Grant Ave., Newark, N. J.—TF
Audio Dev., 2833 13 Ave. S., Minneapolis, Minn.—CA, CF, TA, TP
Barker & Williamson, 235 Fairfield, Upper Darby, Pa.—CT
Brach Mfg., 200 Central Ave., Newark 4, N. J.—TF
Bud Radio, 2118 E. 55 St., Cleveland 3, Ohio—CR, TF
Calbest Eng'g & Electronics, 828 N. Highland Ave., Hollywood 38, Calif.—CP, CT
Chicago Transformer Div., Essex Wire Corp., 3501 Addison St., Chicago 18, Ill.—CF, TA, TH, TP
Clarkstan, 11921 W. Pico Blvd., Los Angeles, Calif.—TA
Cleveland Electronics., 6611 Euclid, Cleveland, Ohio—CM
Communication Coil, 2839 N. Narragansett, Chicago, Ill.—TF
Consolidated Radio Prods., 350 W. Erie, Chicago, Ill.—CM
Crest Transformer Corp., 1834 W. North Ave., Chicago 22, Ill.—CA, CF, TA, TO, TP, TV
Custom Craft Mfg., 256 E. 98 St., Brooklyn, N. Y.—TF
Dezi Meter Inc., 1430 Market St., Denver 2, Colo.—TF
Deutschmann, Tobe, Providence Hwy., Norwood, Mass.—CF, TF
Drake Co., R. L., 11 Longworth St., Dayton 2, Ohio—TF
DuMont Labs., A. B., 750 Bloomfield, Clifton, N. J.—CM, TH
DX Radio Prods., 2300 W. Armitage, Chicago, Ill.—CM, CR, CT
Empire Coil, 238 Huguenot, New Rochelle, N. Y.—CM, TF
EPCO Electronics, 140 Liberty St., New York, N. Y.—TF
Freed Transformer Co., 1718 Weirfield, Brooklyn 27, N. Y.—CA, CF, TA, TF, TP, TV
General Electric Co., Receiver Dept., Electronics Park, Syracuse, N. Y.—CM, CT, TF, TH
General Transformer Co., Homewood, Ill.—CA, CF, TA, TP, TV
Good Inc., Don, 1014 Fair Oaks S. Pasadena, Calif.—TF
Gramer Co., 2734 N. Pulaski Rd., Chicago, Ill.—CF
Grayburn Corp., 103 Lafayette St., New York, N. Y.—CR, TF
Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—CT, TF
Guthman & Co., E. I., 15 S. Throop St., Chicago, Ill.—CT
Hallorson Co., 4500 Ravenswood Ave., Chicago 40, Ill.—CA, CF, CM, TA, TH, TP, TV
Hilburn Electronic Prods., 55 Nassau Ave., Brooklyn 22, N. Y.—CR, CP, CT, TH, TO
Hollingsworth Corp., John R., Mill & Sycamore Rds., Clifton Heights, Pa.—CA, CF, CM, CP, CR, CS, CT, FS, TH, TP
Illinois Transformer Co., 412 S. Green St., Chicago 7, Ill.—CA, CF, FS, TA, TP
Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—CR, TF
Jefferson Electric Co., 900 25 Ave., Bellwood, Ill.—TP
Jensen Mfg. Co., 6601 S. Laramie, Chicago 38, Ill.—TA
JFD Mfg., 6101 16 Ave., Brooklyn 4, N. Y.—TF
Johnson, E. F., Waseca, Minn.—CR
Kanyon Transformer, 840 Barry St., New York, N. Y.—TA
Langevin Mfg. Corp., 37 W. 65 St., New York 23, N. Y.—CA, CF, TA, TP
Lansing Sound, J. B., 2439 Fletcher, Los Angeles, Calif.—CS

(Continued on page 115)

**YOU
DEMANDED IT!**

Here it is!



On
Swivel
Casters

The **NEW** Engineered
ADJUSTA-BASE
Fits any TV Table Model

**Priced low enough that you
can **SELL** more table models
at a **PROFIT!****

- ★ Made of heavy beautifully grained five-ply veneer
- ★ Finished in mahogany, limed oak and blonde, with the same quality that characterizes all **UNIVERSAL** of **LA PORTE** products
- ★ Engineered, designed and finished as skillfully as your grand piano
- ★ The one base to handle your complete line . . . extends up to 26³/₄" wide
- ★ Eliminates large stock of obsolete useless bases
- ★ Transforms **ANY** table model into a beautiful console
- ★ **THE** adjustable base which is tailor-made to conform to the lines of table models
- ★ Now available from the nation's leading quality furniture specialists serving the radio-television industry

ADJUSTA-BASE has been developed after months of designing and planning by the same producers of our famous television tables.

Each base is easily adjusted with a flick of the wrist . . . a real piece of furniture . . . precision-made, with swivel casters.

NOW . . . we offer the **ADJUSTA-BASE** which so many dealers and distributors demanded . . . no more need to stock different size bases . . . keep your inventory down and your **PROFITS** will go up.

SEND THIS COUPON TODAY!

Sold through recognized distributors only.

Universal Woodcrafters, Inc.
LaPorte, Indiana

Gentlemen: Kindly send name of my nearest distributor of your new **ADJUSTA-BASE** and line of Television Tables.

FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____
BY _____



The Nation's
Leading Furniture
Specialists to
the Radio and
Television Industry

PACKED KD . . . one to small, well-engineered shipping carton for lowest freight cost

**Universal
WOODCRAFTERS inc.**
of LA PORTE, Indiana

(10) Coils & Transformers:
(Continued from page 113)

Lectrohm, 5560 Northwest Hwy, Chicago, Ill.—CA, CF, CR
 Linell Eng'g. Corp., C. S., 447 S. Blvd., Oak Park, Ill.—CM, CP, CR, CT, TO
 Magnavox Co., Fort Wayne, Ind.—CA, CF, TA, TH, TP, TO
 Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, Ill.—CA, CF, CM, CP, CR, CT, TA, TP, TH, TO, TT
 Mid-West Coil & Transformer Co., 1642 N. Halsted St., Chicago 14, Ill.—CF, TA, TP, TV
 Miller Co., J. W., 5917 S. Main St., Los Angeles 3, Calif.—CR, CP, CT, TF, TH, TO
 Millivac Instrument, 444 2 St., Schenectady, N. Y.—TP
 Motorola Inc., 4545 W. Augusta Blvd., Chicago, Ill.—CM, CT, TA, TF, TO, TP
 Muter Co., 1255 S. Michigan Ave., Chicago, Ill.—CR, CT, TO
 National Co., 61 Sherman St., Malden, Mass.—CR, CP, CT, TO
 N. V. Transformer Co., 3 Ave., Alpha, N. J.—TP
 Northern Prods., 2210 N. Clark St., Chicago, Ill.—CM, TA
 Ohmco Mfg. Co., 4835 W. Flournoy, Chicago 44, Ill.—CR
 Orthon Corp., 196 Albion, Paterson, N. J.—CA, CF, TA, TF, TP
 Oxford Electric Corp., 3911 S. Mich., Chicago, Ill.—CS
 Peerless Electrical Prods., Div. Altec Lansing Corp., 116 N. Vine St., Hollywood 38, Calif.—TA
 Penn-Tran Corp., Bellefonte, Pa.—CM
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—CM, CT, TA, TF, TO, TP
 Philmore Mfg., 113 University Pl., New York, N. Y.—CT, TA
 Quam-Nichols, 33rd Pl. & Cottage Grove Ave., Chicago 16, Ill.—CM, CS, FS
 Radio Corp. of America, RCA Victor Div., Camden, N. J.—CA, CF, CR, CM, CP, CS, CT, FS, TA, TF, TH, TO, TP, TV
 Radio Corp. of America, RCA Victor Div., 405 S. 5 St., Harrison, N. J.—CA, CF, CR, CM, CP, CS, CT, FS, TA, TF, TH, TO, TP, TV
 Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—TH
 Radio Music Corp., Port Chester, N. Y.—CA, CF, TA, TF
 Ram Electronics Inc., S. Buckhout St., Irvington-on-Hudson, N. Y.—CM, CT, TA, TH, TO
 Raygar Inc., 780 W. Addison St., Chicago 34, Ill.—CP, CR, CT, TF, TH, TO
 Ross Mfg. Co., 860 Washington St., Burlington, Iowa—CT
 Scott Radio Labs., Plymouth, Ind.—CP, CR, CT, TF, TO
 Seckles Div., F. W., General Instrument, 165 Front St., Chicago, Mass.—CR, CT, CM, CP, TF, TH, TO
 SNC Mfg., P.O. Box 277, Oshkosh, Wis.—CA, CF, TA, TP
 Sota Electric Co., 4633 W. 16 St., Chicago 50, Ill.—TV
 Spellman TV, 3029 Webster Ave., New York, N. Y.—CT
 Sprague Products Co., North Adams, Mass.—TF
 Square Root Mfg., 391 Saw Mill River Rd., Yonkers, N. Y.—CA, CF, CM, CP, CR, CS, CT, TA, TF, TH, TO, TP
 Standard Coil Products Co., 2329 N. Pulaski Rd., Chicago 14, Ill.—CR, CM, CT
 Standard Transformer Corp., 8580 Elston Ave., Chicago 18, Ill.—CA, CF, CM, CR, TA, TH, TO, TP, TV
 Stanwyck Winding Co., 137 Walsh Ave., Newburgh, N. Y.—CR, CP, CT, TF, TH, TO, TP
 Stephens Mfg., 8538 Warner Dr., Culver City, Calif.—CS, FS
 Stolle Eng'g., 3970 S. Grand Ave., Los Angeles 37, Calif.—CM, TH, TP
 Stromberg-Carlson, 100 Carlson Rd., Rochester, N. Y.—TA, TP
 Superior Electric Co., 83 Laurel St., Bristol, Conn.—TV
 Sylvania Electric Prods., 1740 B'way, New York, N. Y.—TA, TP
 Tele-Matic Industries, 1 Joralemon, Brooklyn, N. Y.—CF, CR, TF
 Telex Inc., Telex Park, St. Paul, Minn.—CA, TA
 Thornderson Meissner Div., Maguire Industries, Mt. Carmel, Ill.—TA, TP, TV
 Todd Transf., 156 Gramatan Ave., Mt. Vernon, N. Y.—CM
 T-V Prods., 152 Sandford St., Brooklyn, N. Y.—TF
 United Transf., 150 Varick St., New York, N. Y.—TA
 University Loudspeakers Inc., 80 S. Kensico Ave., White Plains, N. Y.—TA
 Waldrom Electronics, 911 N. Larrabee, Chicago, Ill.—CS, FS
 Wheeler Insulated Wire, 150 Aurora St., Waterbury 20, Conn.—CA, CF, CM, TA, TP
 Wilcox-Gay Corp., 604 W. Seminary St., Charlotte, Mich.—CR, CP, CT, TF, TO
 Wright, Inc., 2233 University Ave., St. Paul, Minn.—TA

(11) Condensers:

Capacitors, fixed, ceramic CC
 Capacitors, fixed, dry electrolytic CD
 Capacitors, fixed, wet electrolytic CW
 Capacitors, fixed, mica CM
 Capacitors, fixed, paper, wax or molded CP
 Capacitors, metallized paper MP
 Capacitors, variable, trimmers CA
 Air trimmer CA
 Capacitors, variable, trimmer: mica CR
 Capacitors, variable, tuning CT
 Filters, line noise FL

Aerovox Corp., 740 Belleville Ave., New Bedford, Mass.—CC, CD, CM, CP, CW, FL, MP
 All Star Prods., Squire Ave., Defiance, Ohio—CA, CT
 American Condenser Co., 4410 N. Ravenswood Ave., Chicago 40, Ill.—CC, CD
 American Radlonic, 33 Flatbush Ave., Brooklyn, N. Y.—CP
 Astron Corp., 255 Grant Ave., E. Newark, N. J.—CD, CP, FL, MP

Bud Radio Inc., 2118 E. 55 St., Cleveland 3, Ohio—CA, CR
 Cardwell Mfg. Corp., A. D., Plainville, Conn.—CT
 Centralab Div., Globe-Union, 900 E. Keefe Ave., Milwaukee, Wis.—CC
 Chicago Condenser, 3255 W. Armitage, Chicago, Ill.—CC, CD
 Condenser Products, 7517 N. Clark St., Chicago, Ill.—CP
 Cornell-Dubilier Elect., 333 Hamilton Blvd., S. Plainfield, N. J.—CC, CD, CM, CP, CT
 Cosmic Radio, 853 Whitler St., New York, N. Y.—CP
 Crown Capacitor, Minot & Depot Sts., Wrentham, Mass.—CP
 Deuschmann, Tobe., Providence Highway, Norwood, Mass.—CD, CP, FL
 Drake Co., H. L., 11 Longworth St., Dayton, Ohio—FL
 DuMont Electric, 308 Dyckman St., New York, N. Y.—CC, MP
 EPCO Electronics, 140 Liberty St., New York, N. Y.—FL
 Erie Resistor, 644 W. 12 St., Erie, Pa.—CC, CM
 Gen. Instrument, 829 Newark Ave., Elizabeth, N. J.—CA, CT
 Good-All Elec. Mfg., 112 W. 1 St., Ogallala, Neb.—CP
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—FL
 Gudeman Co., 361 W. Superior St., Chicago, Ill.—CC
 Ill. Condenser, 1616 N. Throop, Chicago, Ill.—CD, CP
 Industrial Condenser, 3243 N. Calif. Ave., Chicago, Ill.—CC
 Insuline Corp. of America., 36-02 35 Ave., Long Island City 1, N. Y.—CA, FL
 JFD Mfg., 6101 16 Ave., Brooklyn, N. Y.—CA, CT, FL
 Johnson Co., E. F. Waseca, Minn.—CA, CT
 Magnavox Co., Fort Wayne, Ind.—CD
 Mallory Co., P. R., 3029 E. Washington, Indianapolis 8, Ind.—CA, CC, CD, CM, CP, CR, FL
 Miller Co., J. W., 5917 S. Main St., Los Angeles, Calif.—FL
 Molded Insulation, 335 E. Price, Philadelphia, Pa.—CT
 Muter Co., 1255 S. Michigan Ave., Chicago, Ill.—CC, CR
 National Co., 61 Sherman St., Malden, Mass.—CA, CR, CT
 Nize Mfg., 550 Westchester Ave., Bronx 55, N. Y.—CP
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.—FL
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—CC, CD, CM, CP, CW
 Philmore Mfg., 113 University Pl., New York 3, N. Y.—CA, CC, CD, CM, CP, CT
 Pittsburgh Coil Co., Box 303 D. Crafton, Pa.—FL
 Planer Mfg., 225 Belleville Ave., Bloomfield, N. J.—CD
 Pyramid Electric Co., 1445 Hudson Blvd., N. Bergen, N. J.—CD, CP, FL
 Radio Materials, 3325 N. Calif. Ave., Chicago, Ill.—CC
 Sangamo Electric, 1301 E. 11 St., Springfield, Ill.—CP
 Solar Mfg., 2660 E. 46 St., Los Angeles, Calif.—CC, CM
 Siskies Div., F. W., Gen. Instrument, 165 Front St., Chicago, Mass.—CA
 Special Products Co., Silver Spring, Md.—CR
 Sprague Products, N. Adams, Mass.—CD, CM, CP, FL, MP
 TeleMatic Indus., 1 Joralemon, Brooklyn, N. Y.—CA, FL
 Telex Inc., Telex Park, St. Paul, Minn.—CC
 United Condenser, 337 E. 139 St., New York, N. Y.—CP

(12) Converters:

Converters (frequency), FM CF
 Converters (frequency), UHF TV CU
 Converters (power), see Sec. 21

Approved Electronics Instrument Corp., 142 Liberty St., New York 6, N. Y.—CF, CU
 Atlantic Video, 18 Clinton St., Brooklyn, N. Y.—CU
 Blender-Tongue Labs., 38 N. 2 Ave., Mt. Vernon, N. Y.—CU
 General Instr., 829 Newark Ave., Elizabeth, N. J.—CU
 Hallicrafters, 4401 W. 5 Ave., Chicago 24, Ill.—CU
 Industrial TV Inc., 369 Lexington Ave., Clifton, N. J.—CU
 Mallory & Co., P. R., 3029 E. Wash., Indianapolis, Ind.—CU
 Motorola Inc., 4545 W. Augusta Blvd., Chicago, Ill.—CU
 RCA Victor Div., Radio Corp. of America, Camden, N. J.—CU
 Telelite Television, Carleton Ave., E. Islip, N. Y.—CU

(13) Crystals:

Crystals, frequency control F
 Crystals, germanium, diode D
 Crystals, germanium, transistor T
 Crystals, microphone M
 Crystals, phono cartridge P
 Crystals, rectifier R
 Rectifiers, instrument—see Test Equip. Sec. 26

American Microphone, 370 S. Fair Oaks, Pasadena, Cal.—M, P
 Bliley Electric Co., Union Sta. Bldg., Erie, Pa.—F
 Brush Development, 3405 Perkins Cleveland, Ohio—M, P
 Crystal Prods., 1519 McGee St., Kansas City, Mo.—F
 DX Radio Prods., 2300 W. Armitage, Chicago, Ill.—D
 General Electric, 1 River Rd., Schenectady, N. Y.—D, T
 Hudson Electronics, 110 E. 3 St., Mt. Vernon, N. Y.—P
 James Knights Co., Sandwich, Ill.—F
 Magnetic Recorders, 7120 Melrose, Los Angeles, Cal.—M, P
 Motorola Inc., 4545 W. Augusta Blvd., Chicago, Ill.—F
 Peterson Radio, 2800 W. Broadway, Council Bluffs, Ia.—F
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—M, P
 RCA Victor Div., Radio Corp. of America, Camden, N. J.—D, T, M
 RCA Victor Div., Radio Corp. of America, 405 S. 5 St., Harrison, N. J.—D, T, M
 Scientific Radio Prods., 1024 Farnam St., Omaha, Neb.—F
 Sonotone Corp., Elmsford, N. Y.—M, P
 Sylvania Electric Prods., 1740 B'way, New York, N. Y.—D, R

(14) Filters—see Coils & Transformers, Radio and/or TV interference elimination, Sec. 10

(15) Filters, line noise, see Condensers, Sec. 11

(16) Kits, Construction:

Kits, amplifier K
 Kits, radio KR
 Kits, test equipment KE
 Kits, TV KT

Approved Electronics, 142 Liberty, New York, N. Y.—KE
 Atlantic Video, 18 Clinton St., Brooklyn 2, N. Y.—KT
 Brach Mfg., 200 Central Ave., Newark 4, N. J.—KR, KT
 Calbest Eng'g & Electronics, 828 N. Highland Ave., Hollywood 38, Calif.—KR, KT
 Cass Machine, 691 Antoinette, Detroit 2, Mich.—KT
 Eby Sales, 130 Lafayette St., New York, 13, N. Y.—KE
 Electronic Instr., 84 Withers St., Brooklyn 11, N. Y.—KE
 EPCO Electronics, 140 Liberty St., New York, N. Y.—K
 Espey Mfg., 528 E. 72 St., New York 21, N. Y.—KT
 Ferrar Radio & TV, 55 W. 26 St., New York 10, N. Y.—K, KR
 General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—KT
 Greene, L. Charlton, 314 Washington, Newton, Mass.—KR, KT
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—K, KR
 Heath Co., 305 Territorial, Benton Harbor, Mich.—K, KE, KR
 Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—KE, KT
 Linell Eng'g., C. S., 447 S. Blvd., Oak Park, Ill.—KR
 Magna Electronics, 9810 Anza, Inglewood, Calif.—K, KR
 Merit Coil & Transf., 4427 N. Clark, Chicago, Ill.—KR
 Micro Circuits Co., New Buffalo, Mich.—KE
 Miller Co., J. W., 5917 S. Main St., Los Angeles, Calif.—K, KR
 Monarch Radio & Television, 61 Crescent St., Brooklyn 8, N. Y.—K, KR, KT
 Philmore Mfg., 113 University Pl., New York, N. Y.—KR, KT
 Precise Devel., 999 Long Beach Rd., Oceanside, L. I., N. Y.—KE
 Radio City Prods., 152 W. 25 St., New York, N. Y.—KE, KT
 Ram Elect., S. Buckhout, Irvington-on-Hudson, N. Y.—KT
 Standard Transformer, 3580 Elston, Chicago 18, Ill.—K
 Tech-Master Prods., 443 Broadway, New York, N. Y.—KT
 Transvision Inc., 460 North Ave., New Rochelle, N. Y.—KT

(17) Magnets, Permanent:

Magnets, loudspeakers L
 Magnets, TV, beam centering B
 Magnets, TV, focus F
 Magnets, TV, ion trap T

All Star Products, Squire Ave., Defiance, Ohio—B, F, T
 General Electric Co., Receiver Dept., Electronics Park, Syracuse, N. Y.—F, T
 Guardian Elec. Mfg., 1627 Walnut, Chicago 7, Ill.—T
 Heppner Mfg. P.O. Box 612, Round Lake, Ill.—B, F, T
 Indiana Steel Prods., Valparaiso, Ind.—B, F, L, T
 Perfection Elec., 2635 S. Wabash, Chicago 16, Ill.—B, T
 Quam-Nichols, 33rd Pl. & Cottage Grove, Chicago 16, Ill.—B, F, L, T
 RCA Victor Div., Radio Corp. of America, Camden, N. J.—B, F, L, T
 RCA Victor Div., Radio Corp. of America, 405 S. 5 St., Harrison, N. J.—B, F, L, T
 Sylvania Elec. Prods., 1740 B'way, New York, N. Y.—T
 Trade Associates, 128 S. 1 St., Brooklyn, N. Y.—T

(18) Motors:

Motors, antenna, rotating A
 Motors, generator, see Power Supplies, Sec. 21
 Motors, recording R
 Motors, spring wound S
 Motors, turntable, phono T
 Timers, clock C

Alliance Mfg., Lake Pk. Blvd., Alliance, Ohio—A, R, T
 Crown Controls, 124 S. Washington, New Bremen, Ohio—A
 General Ind., Olive & Taylor Sts., Elyria, Ohio—R, S, T
 General Instr., 829 Newark Ave., Elizabeth 3, N. J.—T
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—A
 Hudson Electronics, 110 E. 3 St., Mt. Vernon, N. Y.—T
 Magnetic Recorders, 7120 Melrose, Los Angeles, Calif.—R
 Major Electronics, 1090 Bedford, Brooklyn 5, N. Y.—R, T
 Radiart Corp., 3455 Vega Ave., Cleveland 13, Ohio—A
 Radio Music, 84 S. Water St., Port Chester, N. Y.—T
 Sessions Clock Co., Forestville, Conn.—C
 Small Motors, 2076 Elston Ave., Chicago, Ill.—R
 Telechron Dept., General Electric Co., Ashland, Mass.—C

(19) Parts, Accessories, Hardware:

Assemblies, dial, complete A
 Assemblies, dial light AS
 Belts, dial B
 Bushings BU
 Chassis C
 Clamps, cable CL
 Clips, fuse CF

(Continued on page 117)

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 material 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, Signa Flashers, Picture Tubes Radio, TV and Special Purpose Electron Tubes

(19) Parts, Accessories, Hardware:

(Continued from page 115)

Cloth, grille, speaker	CG
Connectors, cable & wire	CO
Cords, dial	CD
Dials	D
Escutcheons	E
Fuses	F
Grommets	G
Hardware, radio misc	H
Holders, fuse	HF
Insulation, electric	I
Insulation, wire	IW
Jacks	J
Knobs	K
Lights, dial	L
Lights, pilot	LP
Mounts, shockproof	M
Nameplates	N
Panels	P
Parts, stamped	PA
Plugs	PL
Posts, binding	PO
Racks	R
Shields, tubes & coils	S
Sleeving, spaghetti	SL
Sockets, tube	SO
Spray, plastic, protective	SP
Straighteners, tube pin	ST
Terminals, solderless	T
Windows, dial, glass	W
Windows, dial, plastic	WP

Aerolite Electronics, 507 26 St., Union City, N. J.—AS, CF, CL, G, H, HF, J, L, LP, M, PL, PO
Alden Products Co., 117 N. Main St., Brockton 64, Mass.—C, HF, LP, PA, BU
American Laubscher, 333 W. 52 St., New York 19, N. Y.—D, N
American Phenolic Corp., 1830 S. 54 Ave., Chicago 50, Ill.—BU, CL, CO, E, J, PL, PO
American Radio Hardware, 152 S. MacQueston Pkwy., Mt. Vernon, N. Y.—AS, BU, CF, CL, CO, E, G, H, HF, I, J, L, LP, PA, PL, PO, T
Arbor Mfg. Co., Depew, N. Y.—R
Audio Development, 2833 13 Ave., S., Minneapolis, Minn.—J, PL
Barker & Williamson, 235 Fairfield Ave., Upper Darby, Pa.—M
Bevin-Wilcox Line Co., E. Hampton, Conn.—CD
Birnback Radio, 145 Hudson, New York 13, N. Y.—CD, CF, CL, D, H, IW, J, K, PL
Blazon Mfg., 6021 Dempster, Morton Grove, Ill.—CO
Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J.—CO, J
Brady Co., W. H., Chippewa Falls, Wis.—N
Brookhaven Electronics, P.O. Box 931, Sanford, N. C.—CO
Bud Radio, 2118 E. 55 St., Cleveland 3, O.—BU, C, J, P, PL, R
Bussmann Mfg., Jefferson & Univ. St., Louis, Mo.—CF, F
Cambridge Co., 2561 N. Clark St., Chicago 14, Ill.—CG
Cannon Electric, 3209 Humboldt St., Los Angeles 31, Calif.—CL, PL
Carter Parts Co., 213 Institute Pl., Chicago 10, Ill.—J, PL
Cass Machine, 691 Antoinette St., Detroit 2, Mich.—H
Cinch Mfg. Corp., 1026 S. Homan Ave., Chicago 24, Ill.—CL, CO, H, HF, J, P, PA, PL, PO, S, SO
Clarkston Corp., 11921 W. Pico Blvd., Los Angeles 64, Calif.—K
C & M Mfg. Co., Eastondale, Mass.—PA
Conn. Telephone & Elect., 70 Britannia St., Meriden, Conn.—J, PL
Cortland Industries, 4545 W. Cortland St., Chicago 39, Ill.—I
Crescent Industries, 5900 W. Touhy Ave., Chicago 31, Ill.—C, P, PA
Croname, Inc., 3701 Ravenswood Ave., Chicago, Ill.—D, E
Davies Molding Co., Harry, 1423 N. Wells St., Chicago 10, Ill.—K
Dial Light Co. of America, 900 Broadway, New York, N. Y.—L, LP
Dorothea Mechanisms, Gale, 81-01 Bdw., Elmhurst, N. Y.—PA
Drake Mfg., 1713 Hubbard St., Chicago 22, Ill.—AS, L, LP
Ducairn Co., Box 577, Dubuque, Iowa—PA, SO
Eby Sales Co., 130 Lafayette St., New York 13, N. Y.—CF, CO, H, HF, J, PL, PO, S, SO, T
Eitel-McCullough, 798 San Mateo, San Bruno, Calif.—SO
Electronic Mechanics, 70 Clifton Blvd., Clifton, N. J.—I
Gee-Lar Mfg. Co., 1330 10 Ave., Rockford, Ill.—CG, CO, G, H, HF, IW, J, K
General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—AS, B, RU, CD, CF, CG, CL, CO, G, H, HF, I, IW, J, K, L, LP, M, P, PA, PL, PO, SL, SO, ST, T, W, WF
General Fuse Co., Robert St., So. River, N. J.—F, HF
General Laminated Prods., 2857 S. Halsted St., Chicago 8, Ill.—M, N, P, PA, PL, SO, T
Grayhill Co., 4524 W. Madison St., Chicago, Ill.—CO
Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—C, PA, WP
Hall, Inc., F., Sumner, 153 W. 33 St., New York 1, N. Y.—J, P, PL
Haydon Prods. Corp., 1801 8 Ave., Brooklyn 15, N. Y.—H
Hollingsworth Corp., John R., Mill & Sycamore Rds., Clifton Heights, Pa.—S
Holub Industries, 413 DeKalb Ave., Sycamore, Ill.—CL, CO
Hubbel, Inc., Harvey, Bridgeport, Conn.—CO

Ideal Industries, Park Ave., Sycamore, Ill.—CF, CO, HF
IE Mfg. Co., 325 N. Hoyne Ave., Chicago 12, Ill.—CF, CL, CO, HF
Industrial Devices, Inc., Edgewater, N. J.—LP
Industrial Hdwe., 109 Prince St., New York, N. Y.—CO, SO
Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—BU, C, CF, CL, CO, D, E, G, H, HF, IW, J, K, N, P, PA, PL, PO, R, S, SL, SO, T
Javex, Garland, Tex.—CO, H, PA, PL
JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—B, CD, CF, CG, CL, CO, G, H, HF, I, IW, J, S, SO, ST, T
Johnson Co., E. F., Waseca, Minn.—AS, CO, D, J, K, L, LP
Kaye-Halbert, 3623 Eastham Dr., Culver City, Calif.—AS
Krylon, Inc., 2601 N. Broad St., Philadelphia 32, Pa.—SP
Larson Co., Chas. O., Sterling, Ill.—H
Littelfuse, Inc., 1865 Miner St., Des Plaines, Ill.—CF, F, HF
Lynn Products, 317 E. Ontario Sts., Chicago 11, Ill.—CL, CO
Magn Electronics, 9810 Anza Ave., Inglewood, Calif.—C, D, P, PA, R
Mallory & Co., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—J, PL
Matchless Electric, 1423 W. Lake St., Chicago, Ill.—L, LP
Metalcraft, Inc., Box 979, Mason City, Iowa—N
Milwaukee Stamping Co., 800 S. 72 St., Milwaukee 14, Wis.—PA
Minute Man Products, 430 E. 102 St., New York 29, N. Y.—C, P, PA
Mitchell Industries, FM RD. 1195, Mineral Wells, Tex.—H
Molded Insulation Co., 335 E. Price St., Philadelphia 44, Pa.—CO, K, PL
Mosley Electronics, 2125 Lackland Rd., Overland 14, Mo.—CO, PL
National Carbon, Div. Union Carbide & Carbon Corp., 30 E. 42 St., New York 17, N. Y.—L, LP
National Co., 61 Sherman St., Malden 48, Mass.—BU, D, J, K, PL, PO, R, S, SO
Ohio Aerial, 4553 Lewis Ave., Toledo 12, Ohio—CL
Oxford Electric, 3911 S. Michigan, Chicago 15, Ill.—L
Penn Boiler Mfg., Lancaster, Pa.—H
Phileo Corp., Tioga & C Sts., Philadelphia 34, Pa.—CD, CO, F, H, K, L, LP
Philmore Mfg. Co., 113 University Pl., New York 3, N. Y.—J, K, PL, PO, SL, SO, T
Phoenix Electronics, 50 Island St., Lawrence, Mass.—C
Poray, Inc., 3345 W. Grand Ave., Chicago, Ill.—C
Radio City Prods., 152 W. 25 St., New York 2, N. Y.—K, PA
RCA Victor Div., Radio Corp. of America, 405 S. 5 St., Harrison, N. J.—L, LP
Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—G, H, I, IW, T
Raypar, Inc., 7800 W. Addison St., Chicago 34, Ill.—SO
Rogan Bros., 2506 W. Irving Pk. Rd., Chicago 18, Ill.—K
Rohden Mfg., 4789 W. Montrose Ave., Chicago 41, Ill.—K
Schott Co., Walter L., 3225 Exposition Pl., Los Angeles 18, Calif.—B, CD, CF, CG, CL, CO, G, H, HF, I, J, PA, PL, SL, T, WP
Shore Engineering Inc., Long Branch, N. J.—CL
Smith Inc., Herman H., 436 8 St., Brooklyn 15, N. Y.—BU, CF, G, H, HF, J, L, PA, PL, PO, T
South River Metal Prods., 377 Turnpike, South River, N. J.—C, CL, H, M, P, PA, R
Star Expansion Prods., 147 Cedar St., New York 6, N. Y.—PL, ST
Stromberg-Carlson, Rochester 3, N. Y.—J, PL
Superior Electric, 85 Laurel St., Bristol, Conn.—FO
Switchcraft, Inc., 1328 N. Halsted St., Chicago 22, Ill.—J, PL
Sylvania Elec. Prods., 1740 Broadway, New York, N. Y.—CO, E, K, M, PA, SO, T, WP
Tabet Mfg., 254 W. Tazewell St., Norfolk 10, Va.—C, P
Technical Appliance, 1 Taco St., Sherburne, N. Y.—H
Telegraph Apparatus, 412 S. Green, Chicago 7, Ill.—J, PL
Tele Plastics Co., 202 Broadway, New York, N. Y.—E
Thomas & Betts Co., 36 Butler St., Elizabeth, N. J.—CO
Tinnerman Prods., P.O. Box 6688, Cleveland 1, Ohio—H
Trimco, Inc., Libertyville, Ill.—J, PL
Tung-Sol Electric, 95 8 Ave., Newark 4, N. J.—AS, L, LP
TV Development Corp., 2024 McDonald Ave., Brooklyn 23, N. Y.—E, K, WP
U.H.F. Resonator Co., 227 7 St., Racine, Wis.—C
U. S. Eng'g., 521 Commercial, Glendale 3, Calif.—H, T
United Technical Labs., Morristown, N. J.—T
Vaco Products, 317 E. Ontario St., Chicago, Ill.—CO, T
Van Cleef Bros., 7800 Woodlawn, Chicago 19, Ill.—I, IW
Waltham Horological Corp., 899 Main St., Waltham 54, Mass.—CO, J, PL, T
Waldom Electronics, 911 N. Larrabee, Chicago 10, Ill.—A, D, K, N, SO
Westline Products, 600 E. 2 St., Los Angeles 54, Calif.—N
Workshop Associates, Div. Gabriel Co., 135 Crescent Rd., Needham Heights 34, Mass.—CO

(20) Phonograph Equipment:

Accessories, phono misc	A
Arms, pickup, phono	M
Blanks, recording, (disc)	B
Cartridges, phono pickup, ceramic	C
Cartridges, phono pickup, crystal	CC
Cartridges, phono pickup, magnetic	CM
Changers, record, automatic phono	CR
Heads, recording (disc)	H
Motors, phono turntable, see Sec. 18	M
Motors, spring wound, see Sec. 18	M
Parts, acoustic phonograph	P
Parts, phono misc	PP
Player, single record, phono	PR
Records, test, phono	R
Turntables, phono	T

Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—CR
Alliance Mfg., Lake Park Blvd., Alliance, Ohio—T
American Microphone, 370 S. Fair Oaks, Pasadena, Cal.—CC, M

Astatic Corp., Harbor St., Conneaut, Ohio—C, CC, CM, H, M, T
Audaik Co., 500 5 Ave., New York, N. Y.—CM
Audio Industries, 532 W. 4, Michigan City, Ind.—CR, PR
Audio-Master, 341 Madison Ave., New York 17, N. Y.—PR
Audio-Tone Osc., 237 John St., Bridgeport, Conn.—R
Autocrat Radio, 5024 Elm St., Skokie, Ill.—PR
Beam Radlions, 224 N. Desplaines, Chicago, Ill.—CR, PR
Callione Corp., 1041 N. Sycamore Ave., Hollywood 38, Calif.—PR
Caltron Prods., 1406 S. Hobart Blvd., Los Angeles, Cal.—CM
Capitol Records, 1730 Broadway, New York 19, N. Y.—R
Clarkstan, 11921 W. Pico, Los Angeles, Calif.—CM, M, R
Clemons, Raymond, 294 Broad, Lynn, Mass.—CR
Comet Corp., P.O. Box 68, McHenry, Ill.—CR
Crescent Industries, 5900 W. Touhy, Chicago 31, Ill.—CR
Damon Record Studios, 1221 Baltimore, Kansas City, Mo.—R
Dean Sales, 35 5 Ave., Brooklyn 17, N. Y.—P, PP, PR
Dorothea Mechanisms, Gale, 81-01 Bdw., Elmhurst, N. Y.—PR
Duotone Co., Locust St., Keyport, N. J.—B, H
Eby Sales, 130 Lafayette St., New York, N. Y.—PP
Edu-Craft Sales, 150-45 12 Ave., Whitestone, N. Y.—CR, PR
Electron Enterprises, 6917 Stanley, Berwyn, Ill.—CR, PR
Electro-Voice, Buchanan, Mich.—C, CC, M
Erwood Inc., 1770 W. Berteau Ave., Chicago 13, Ill.—PR
Fairchild Recording Equip., 154 St. & 7 Ave., Whitestone, L. I., N. Y.—CM, H, M, T
Fidelity Amplifier, 703 W. Willow, Chicago 14, Ill.—PR
Garrard Sales, 164 Duane St., New York 13, N. Y.—CR, T
Gee-Lar Mfg., 1330 10 Ave., Rockford, Ill.—A, PA
General Cement Mfg., 919 Taylor, Rockford, Ill.—A
General Electric, 1 River Rd., Schenectady, N. Y.—CM, M
General Electric Co., Receiver Dept., Electronics Park, Syracuse, N. Y.—CM, M
General Industries, Olive & Taylor, Elyria, Ohio—T
Gen'l Instrument, 829 Newark Ave., Elizabeth, N. J.—M, CR
Hedco Mfg., 161 W. Huron St., Chicago 10, Ill.—PR
Hudson Electronics, 110 E. 3 St., Mt. Vernon, N. Y.—CC, CR, PP
Keystone Records, 1415 Locust St., Philadelphia, Pa.—R
Kraft Bros., 1299 Jerome Ave., New York 52, N. Y.—PR
Life Record Co., 64 W. Randolph S., Chicago 1, Ill.—H, PR
Lincoln Eng'g., 5701 Natural Bridge, St. Louis, Mo.—CR
Lindberg Instrument, 830 Folger, Berkeley, Calif.—CM
Magna Electronics, 9810 Anza, Inglewood, Calif.—PR
Magnetic Recorders Co., 7120 Melrose, Los Angeles 46, Calif.—C, CC, CM, CR
Major Electronics Co., 1090 Bedford Ave., Brooklyn 5, N. Y.—CR, P, PP, PR, T
Market Electric Prod., 147 Seneca, Buffalo, N. Y.—CR
McGowan, Don, 3700 W. Roosevelt Rd., Chicago 24, Ill.—CR
Milwaukee Stamping, 800 S. 72, Milwaukee, Wis.—CR, M, PR
Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.—CR
Oak Mfg., 1260 Clybourn Ave., Chicago, Ill.—CR
Pfanstiel Chemical Co., Waukegan, Ill.—CC, M
Phileo Corp., Tioga & C Sts., Philadelphia 34, Pa.—B, CC, CR, M
Phonograph Corp. of America, 55 W. 42 St., New York 36, N. Y.—CR, PR
Pickering & Co., 309 Woods Ave., Oceanside, N. Y.—A, M, M
Presto Recording Corp., Box 500, Hackensack, N. J.—B, T
RCA Victor Div., Radio Corp. of America, 405 S. 5 St., Harrison, N. J.—CC
Radio Music, 84 S. Water, Port Chester, N. Y.—CM, M, PR, T
Recordisc Corp., 395 Broadway, New York 13, N. Y.—B
Reconon Corp., 147 W. 22 St., New York 11, N. Y.—B
Reeves Soundcraft, 10 E. 52 St., New York 22, N. Y.—B
Rek-O-Kut Co., 38-01 Queens Blvd., Long Island City, N. Y.—B, T
Shevers Inc., Harold, 123 W. 64 St., New York 23, N. Y.—PR
Shura-Tone Prods., 440 Adelphi, Brooklyn 17, N. Y.—PR
Shure Bros., 225 W. Huron St., Chicago 10, Ill.—C, CC, M
Sonic Recording Prods., 58 Mill Rd., Freeport, N. Y.—B
Sonotone Corp., Elmsford, N. Y.—C, T
Valentino, T. J., 150 W. 46 St., New York 36, N. Y.—B, R
V-M Corp., 4 & Park Sts., Benton Harbor, Mich.—CR, PR
Webster Corp., 5626 W. Bloomingdale, Chicago 39, Ill.—CR, PR
Webster Electric, 1900 Clark, Racine, Wis.—C, CC, M
White Rock Mfg., White Rock, S. C.—PR
Wilcox-Gay Corp., 604 W. Seminary, Charlotte, Mich.—B

(21) Power Supplies, Access. Components and Parts:

Chargers, battery	CB
Converters	CO
Dynamotors	DY
Eliminators, battery	E
Generators	G
Rectifiers, metallic	R
Regulators, voltage	RV
Supplies, power	S
Units, rectifier	U
Vibrators, auto radio	VA
Vibrators, farm radio	VF
Vibrators, inverter (DC-AC)	VI

Altee Lansing, 9356 Santa Monica Blvd., Beverly Hills Calif.—S
American TV & Radio, 300 E. 4 St., St. Paul, Minn.—CB, CO, E, R, S, U, V, VF, VI
Benwood-Linze, 1815 Locust St., St. Louis 3, Mo.—R
Bradley Labs., 168 Columbus Ave., New Haven, Conn.—R
Broelner Electronics Lab., 1546 2 Ave., New York, N. Y.—S

(Continued on page 119)

Be Sure of Your Installations . . . Use

Aptitude-Tested

MULTIPLE CONDUCTOR

CABLE

● You know what you are doing when you use Belden Multiple Conductor Cables — they're aptitude rated. They are designed to provide desirable electrical characteristics, and rigid control assures constant quality.
Specify Belden Radio Wires.

Belden Manufacturing Co., 4697 W. Van Buren St., Chicago 44, Ill.

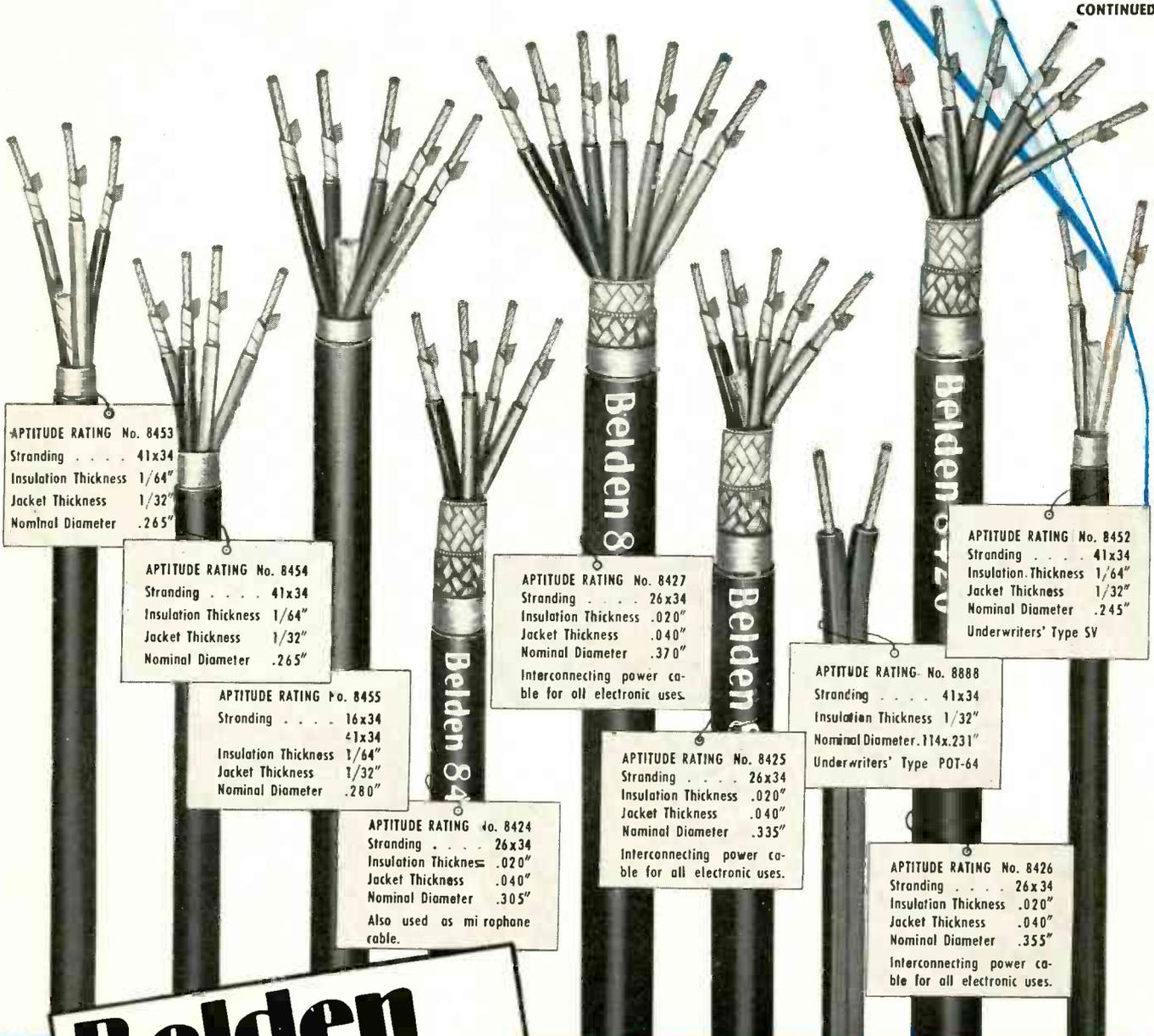
To You, Belden's Golden Anniversary Means — product performance that can come only from a "know-how" that has grown through actual service since the inception of Radio.

— an ability to co-operate in pioneering new wires to meet or anticipate industry's growing needs.

In the years that follow

This Belden Program Is—

— TO BE CONTINUED



APTITUDE RATING No. 8453
Stranding 41x34
Insulation Thickness 1/64"
Jacket Thickness 1/32"
Nominal Diameter .265"

APTITUDE RATING No. 8454
Stranding 41x34
Insulation Thickness 1/64"
Jacket Thickness 1/32"
Nominal Diameter .265"

APTITUDE RATING No. 8455
Stranding 16x34
 41x34
Insulation Thickness 1/64"
Jacket Thickness 1/32"
Nominal Diameter .280"

APTITUDE RATING No. 8424
Stranding 26x34
Insulation Thickness .020"
Jacket Thickness .040"
Nominal Diameter .305"
Also used as microphone cable.

APTITUDE RATING No. 8427
Stranding 26x34
Insulation Thickness .020"
Jacket Thickness .040"
Nominal Diameter .370"
Interconnecting power cable for all electronic uses.

APTITUDE RATING No. 8425
Stranding 26x34
Insulation Thickness .020"
Jacket Thickness .040"
Nominal Diameter .335"
Interconnecting power cable for all electronic uses.

APTITUDE RATING No. 8888
Stranding 41x34
Insulation Thickness 1/32"
Nominal Diameter .114x.231"
Underwriters' Type POT-64

APTITUDE RATING No. 8426
Stranding 26x34
Insulation Thickness .020"
Jacket Thickness .040"
Nominal Diameter .355"
Interconnecting power cable for all electronic uses.

APTITUDE RATING No. 8452
Stranding 41x34
Insulation Thickness 1/64"
Jacket Thickness 1/32"
Nominal Diameter .245"
Underwriters' Type SV

Belden
Radio WIRE

The *Aptitude-Tested* **LINE**

(21) Power Supplies, Access. Components and Parts:

(Continued from page 117)

Carter Motor, 2644 N. Maplewood, Chicago, Ill.—CO, DY, G
 Chatham Electronics, 475 Washington, Newark, N. J.—S
 Conant Labs., 6500 "O" St., Lincoln, Neb.—R
 Conn. Telephone & Elect., 70 Britannia, Meriden, Conn.—CB
 Cornell-Dubilier Elect., 333 Hamilton Blvd., S. Plainfield, N. J.—CB, CO, E, VA, VF, VI
 Electro Eng'g Prods., 609 W. Lake, Chicago, Ill.—CO, DY, G
 Electronic Instr., 84 Withers, Brooklyn 11, N. Y.—E
 Electro Prods. Labs., 4501 N. Ravenswood, Chicago 40, Ill.—CB, E, S
 Federal Telephone & Radio, 100 Kingsland Rd., Clifton, N. J.—CB, E, R, RV, S
 Ferrar Radio & TV Corp., 55 W. 26 St., New York 10, N. Y.—S
 Freed Transformer, 1718 Weirfield, Brooklyn 27, N. Y.—S
 Gotthard Mfg. Co., 2110 Clear Lake Ave., Springfield, Ill.—CO, DY
 Grem Eng'g Co., 206 S. Ave., Brooklyn 15, N. Y.—CD, E, VF
 Hall, F. Sumner, 153 W. 33 St., New York 1, N. Y.—E, R, S, U
 Haydu Bros., Plainfield, N. J.—G
 Hollingsworth, J. R., Clifton Heights, Pa.—DY, G
 Internat'l Rectifier, 1521 E. Grand, El Segundo, Calif.—R
 James Vibrapowr, 4036 N. Rockwell St., Chicago 18, Ill.—S, VA, VF, VI
 JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—RV
 Kato Engineering, 1415 1 Ave., Mankato, Minn.—CO, G
 Kotron Corp., 54 Clark St., Newark 4, N. J.—R
 Kurman Elec., 35-18 37 St., Long Island City, N. Y.—CO
 Langevin Mfg. Corp., 37 W. 65 St., New York 23, N. Y.—S
 Magna Electronics, 9810 Anza, Inglewood Calif.—S
 Magnetic Recorders, 7120 Melrose, Los Angeles, Calif.—CB, DY
 Mallory Co., P. R., 3029 E. Washington, Indianapolis, Ind.—CB, CO, R, S, U, VA, VF, VI
 Monarch Radio-TV, 61 Crescent St., Brooklyn 8, N. Y.—S
 National Co., 61 Sherman St., Malden 48, Mass.—S
 Oak Electronic, 150 Oak St., Buffalo 3, N. Y.—R
 Onan & Sons, D. W., University Ave., S. E. & 25 St., Minneapolis 14, Minn.—G
 Orthon Corp., 196 Albion Ave., Paterson, N. J.—CB, R, RV, S, U
 Perma-Power Co., 4721 N. Damen Ave., Chicago 25, Ill.—E
 Philco Corp., Tioga and C Sts., Philadelphia 34, Pa.—VA
 Philmore Mfg. Co., 113 University Pl., New York 3, N. Y.—VA
 Pioneer Gen-E-Motor, 5841 W. Dickens, Chicago, Ill.—CB, G
 Precise Devel., 999 Long Beach Rd., Oceanside, L. I., N. Y.—E
 Precise Measurements, 942 Kings Highway, Bklyn., N. Y.—S
 Precision Rectifier Div., Electronic Devices, 429 12 St., Brooklyn, N. Y.—R
 Radiart, 3455 Vega Ave., Cleveland, Ohio—CO, E, S, VA, VF, VI
 Radio Receptor Co., 251 W. 19 St., New York 11, N. Y.—R
 Raypar Inc., 7800 W. Addison St., Chicago 34, Ill.—S
 Schauer Mfg., 4520 Alpine, Cincinnati, Ohio—CB, E, R, S, U
 Scott Inc., H. H., 385 Putnam Ave., Cambridge, Mass.—S
 Small Motor, 2076 Elston Ave., Chicago 14, Ill.—DY, G
 Sola Electric Co., 4633 W. 16 St., Chicago 50, Ill.—RV
 Spellman TV, 3029 Webster Ave., New York 67, N. Y.—S
 Square Root Mfg. Corp., 391 Saw Mill River Rd., Yonkers, N. Y.—CO, DY, R, S
 Standard Transformer, 3580 Elston, Chicago, Ill.—RV, S, VA
 Stephens Mfg., 8538 Warner Dr., Culver City, Calif.—S
 Stromberg-Carlson, 100 Carlson Rd., Rochester, N. Y.—S
 Superior Elec., 83 Laurel St., Bristol, Conn.—RV, S
 Tarzian, Sarkes, 415 N. College Ave., Bloomington, Ind.—R
 Teleflex TV Corp., Carlston Ave., E. Islip, N. Y.—RV, S
 Telex Inc., Telex Park, St. Paul 1, Minn.—CB
 Terado Co., 1068 Raymond Ave., St. Paul 8, Minn.—CO
 Trad TV Corp., 1001 1 Ave., Ashbury Park 2, N. J.—S
 TV Development, 2024 McDonald Ave., Brooklyn 23, N. Y.—R, U
 Vibration Research Labs., 36-01 Lawrence St., Flushing, L. I., N. Y.—CO, E, RV, S, U, VI
 Video Corp. of America, 229 W. 28 St., New York, N. Y.—S

(22) Relays:

Advance Elec. & Relay, 2435 N. Naomi, Burbank, Calif.
 Allied Control Co., 2 E. End Ave., New York 21, N. Y.
 Amperite Co., 561 Broadway, New York 12, N. Y.
 Automatic Electric Mfg., 10 State St., Mankato, Minn.
 Ebert Electronics, 185-09 Jamaica Ave., Hollis, N. Y.
 Eby Sales, 130 Lafayette St., New York 13, N. Y.
 Eureka Television & Tube, 69 5 Ave., Hawthorne, N. J.
 Federal Telephone & Radio, 100 Kingsland, Clifton, N. J.
 Guardian Electric Mfg., 1627 Walnut St., Chicago, Ill.
 Kurman Electric, 35-18 37 St., Long Island City, N. Y.
 Leach Relay, 5915 Avalon Blvd., Los Angeles 3, Calif.
 Potter Brumfield Mfg., 1200 E. Bway, Princeton, Ind.
 Sheldon Elec. Co., Allied Elec. Prods., 76 Coit St., Irvington 11, N. J.
 Sprague Products Co., North Adams, Mass.
 Stromberg-Carlson, 100 Carlson Rd., Rochester 3, N. Y.
 Terado Co., 1068 Raymond Ave., St. Paul 8, Minn.
 Trio Mfg. Co., Griggsville, Ill.
 Ward Leonard Electric, 53 W. Jackson, Chicago 4, Ill.
 Wright Zimmerman, Inc., 330 5 Ave., New Brighton, Minn.

(23) Resistors:

Attenuators A
 Controls, volume, tone, etc. CV
 Cords, line, resistor C
 Resistors, adjustable, tap T
 Resistors, fixed, composition F
 Resistors, fixed, wire wound W
 Resistors, precision P
 Resistors, variable carbon RV
 Resistors, variable, wirewound .. RW
 Suppressors, ignition, auto S

Aerovox Corp., 740 Belleville, New Bedford, Mass.—P, W
 American Volume Control, 115 Liberty, New York, N. Y.—CV
 Atlas Resistor, 423 Broome St., New York, N. Y.—RW, T, W
 Carter Parts, 213 Institute Pl. Chicago 10, Ill.—CV, RW
 Centralab Div., Globe-Union, 900 E. Keefe Ave., Milwaukee 1, Wisc.—RV, RW
 Cima Corp., 119 Braintree St., Allston, Mass.—P, T, W
 Clarostat Mfg. Co., Dover, N. H.—A, CV, P, RV, RW, T
 Continental Carbon Inc., 13900 Lorain Ave., Cleveland 11, Ohio—F, S, P, W
 Date Products, Inc., Box 1, Columbus, Nebr.—P, W
 Davon Co., 191A Central Ave., Newark, N. J.—A, P, W
 Erie Resistor Corp., 644 W. 12 St., Erie, Pa.—S
 Grem Eng'g Co., 206 S. Ave., Brooklyn 15, N. Y.—A
 Hardwick Huddle, 40 Hermon St., Newark, N. J.—RW, T, W
 Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—C, RV, S, W
 International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa.—A, CV, F, P, RV, RW, S, T
 Javex, Garland, Tex.—A, F
 Jerrold Electronics Corp., 26th & Dickinson Sts., Philadelphia 46, Pa.—A
 JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—C, S
 Lectrohm Inc., 5560 NW Hwy, Chicago, Ill.—F, P, S, T, W
 Mallory Co., P. R., 3029 E. Washington, Indianapolis, Ind.—CV, F, RV, RW, W
 Model Engr'g & Mfg., 2800 Milwaukee, Chicago, Ill.—RW, T, W
 Muter Co., 1255 S. Michigan, Chicago 5, Ill.—RW, W
 Ohmite Mfg. Co., 4835 W. Flourney, Chicago 44, Ill.—A, CV, F, P, RV, RW, T
 Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—CV, F, RV, RW, W
 Philmore Mfg., 113 University Pl., New York 3, N. Y.—C, CV, F, RW, W
 Radiophon Corp., 55 W. 42 St., New York 36, N. Y.—F, P
 Resistance Products Co., 714 Race St., Harrisburg, Pa.—P
 Shallcross Mfg., 520 Pusey Ave., Collingdale, Pa.—A, P, W
 Sprague Products Co., North Adams, Mass.—P, W
 Supreme Inc., Greenwood, Miss.—P, W
 Symphony Radio & TV, 825 W. Pico Blvd., Los Angeles 15, Calif.—F
 Tech Laboratories, Bergen & Edsall Bldgs., Palisades Park, N. J.—A
 Telex Inc., Telex Park, St. Paul 1, Minn.—CV
 Ward Leonard Elec., 53 W. Jackson Blvd., Chicago, Ill.—RW, W
 Wilkor Prods., Inc., 3835 W. 150 St., Cleveland 11, Ohio—W
 Wirt Co., 5221 Greene St., Philadelphia, Pa.—CV, RW, S, W

(24) Sound & Recording Equipment:

Accessories, magnetic recording misc AR
 Accessories, microphone, misc MA
 Accessories, speaker, misc AS
 Amplifiers AM
 Baffles, speaker B
 Blanks, recording discs BL
 Cable, microphone C
 Coils, field, speaker—see Sec. 10
 Cloth, grille, speaker—see Sec. 19
 Cones, loudspeaker CL
 Connectors, microphone CM
 Frame, speaker F
 Headphones H
 Heads, recording, disc HD
 Heads, recording, magnetic HR
 Horns, speaker HS
 Horns, speaker, multicellular HM
 Intercommunicating Systems IS
 Loudspeakers, cone type LC
 Loudspeakers, horn type LH
 Magnets, speaker—see Sec. 17
 Microphones, carbon MI
 Microphones, ceramic MC
 Microphones, crystal MR
 Microphones, dynamic MD
 Microphone, ribbon MB
 Microphones, velocity MV
 Parts, magnetic recording misc .. PM
 Parts, microphone, misc MP
 Parts, speaker, misc PS
 Projectors, speaker horn PR
 Sound Systems, complete SS

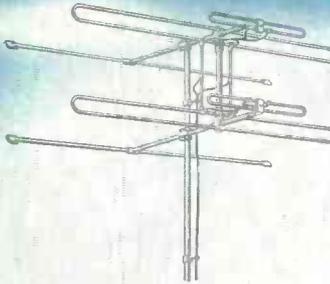
Stands, microphone SM
 Tape, magnetic, pre-recorded P
 Tape, recording, magnetic TR
 Transformers, microphone TM
 Wire, recording, magnetic (see also Wire & Cable) W

Aero-Tone Mfg., 4836 Joy Rd., Detroit, Mich.—LC
 Alreon Mfg., 1401 Fairfax Trafficway, Kansas City 15, Kansas—LC
 Allied Radio, 833 W. Jackson Blvd., Chicago, Ill.—AM, SS
 Alpha Wire Corp., 430 Broadway, New York 13, N. Y.—C
 Altec Lansing, 9356 Santa Monica Blvd., Beverly Hills, Calif.—AM, B, HM, HS, LC, LH, MB, MD, PR, SM, SS
 American Merrille, 918 Halsey St., Brooklyn 33, N. Y.—H
 American Microphone, 370 S. Fair Oaks, Pasadena 1, Calif.—MA, MB, MD, MI, MR, MV, SM
 American Phenolic, 1830 S. 54 Ave., Chicago, Ill.—C, CM
 American Radio Hardware, 152 S. MacQuesten Pkwy., Mt. Vernon, N. Y.—CM
 Amperite Co., 561 Broadway, New York 12, N. Y.—MR
 Amplifier Corp. of America, 396 Broadway, New York 13, N. Y.—AM, HR, PM, TR
 Ansley Mfg. Co., Arthur, Doylestown, Pa.—AM
 Approved Electronic Instr. Corp., 142 Liberty St., New York 6, N. Y.—AM
 Astatic Corp., Harbor St., Conneaut, Ohio—HD, HR, MA, MC, MD, MI, MR, SM
 Atlantic Video Corp., 18 Clinton St., Brooklyn 2, N. Y.—B
 Atlas Sound Corp., 1449 39 St., Brooklyn 18, N. Y.—AS, B, HM, HS, LH, MA, MP, PR, PS, SM
 Audar Inc., P.O. Box 438 Mt. Pasadena, Calif.—AM, SS
 Audiercraft, Inc., 77 S. 5 St., Brooklyn 11, N. Y.—HS, LH
 Audio Devices, 444 Madison Ave., New York, N. Y.—BL, TR
 Audio-Master, 341 Madison Ave., New York, N. Y.—SS, TR
 Audio-Tone Osc., 237 John St., Bridgeport, Conn.—SS
 Audio & Video Prods., 730 5 Ave., New York 19, N. Y.—BL
 Aurex Corp., 1115 N. Franklin, Chicago 10, Ill.—HD, HR
 AV Tape Libraries, 730 5 Ave., New York 19, N. Y.—P
 Beam Radionics, 224 N. Desplaines, Chicago, Ill.—AM, IS
 Bell Sound Systems, 555 Marion Rd., Columbus 7, Ohio—AM, B, IS, SM, SS
 Berlant Assoc., 4917 W. Jefferson Blvd., Los Angeles 16, Calif.—AM, HR
 Birschbach Radio, 145 Hudson St., New York 13, N. Y.—C
 Bogen Co., David, 29 9 Ave., New York 14, N. Y.—AM
 Bozak Co., R. T., 90 Montrose Ave., Buffalo, N. Y.—LC
 Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J.—TR
 Brociner Electronics Labs., 1546 2 Ave., New York 28, N. Y.—AM, B, HM, HS, LC, LH, LS
 Brook Electronics, 34 DeHart Pl., Elizabeth, N. J.—AM
 Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio—AM, AR, H, MR, PM, TR
 Calbest Eng'g & Electronics, 828 N. Highland Ave., Hollywood 38, Calif.—AM, IS, SS
 Cafron Products Co., 1406 S. Hobart Blvd., Los Angeles 6, Calif.—BL
 Cameron Craft, 963 32 St., Oakland 8, Calif.—B
 Cannon Co., E. F., Springwater, N. Y.—H
 Carbonneau Industries, 21 Ionia St., NW Grand Rapids, Mich.—LC
 Carron Mfg., 741 W. Harrison St., Chicago, Ill.—CL
 Chester Cable Corp., Hilltop Rd., Chester, N. Y.—C
 Cinch Mfg. Corp., 1026 S. Homan, Chicago, Ill.—CM
 Cleveland Electronics Inc., 6611 Euclid Ave., Cleveland 3, Ohio—LC
 Conn. Telephone & Elect., Meriden, Conn.—H, IS, MI
 Consolidated Radio Products, 350 W. Erie St., Chicago 10, Ill.—LC
 Cornish Wire Co., 50 Church St., New York 7, N. Y.—C
 Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago 31, Ill.—AR, HR, LC, PM, PS, W
 Crest Transformer, 1834 W. No. Ave., Chicago 22, Ill.—TM
 Custom Craft Mfg., 256 E. 98 St., Brooklyn 30, N. Y.—AM
 Ducairn Co., Box 577, Dubuque, Ia.—AM, SS
 DuKane Corp., St. Charles, Ill.—AM, B, IS, LC, LH, SS
 Duotone Co., Inc., Locust St., Keport, N. J.—BL, HD, TR
 Eby Sales Co., 130 Lafayette St., New York 13, N. Y.—PS
 Egor Inc., 1501 W. Congress St., Chicago 1, Ill.—HR, PM
 Electron Enterprises, 6917 Stanley Ave., Berwyn, Ill.—AM, HR, TR, W
 Electro-Voice, Inc., Carroll & Cecil, Buchanan, Mich.—AS, B, HM, HS, LC, LH, MA, MB, MC, MD, MI, MR, MV, PR, SM
 El-Tronics, Inc., 2647 N. Howard, Philadelphia, Pa.—AM
 EPCO Electronics, 140 Liberty St., New York 6, N. Y.—AM
 Erwood, Inc., 1770 W. Berteau, Chicago 13, Ill.—AM, SM
 Espy Mfg. Co., 528 E. 72 St., New York 21, N. Y.—AM
 Fairchild Recording Equip., 154 St. & 7 Ave., Whitestone, L. I., N. Y.—AM, HD, TR
 Ferrar Radio & TV, 55 W. 26, New York 10, N. Y.—AM, IS, SM
 Fidelity Amplifier, 703 W. Willow St., Chicago, Ill.—AM
 Fonotalk Corp., 11 S. LaSalle St., Chicago, Ill.—IS
 General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—CM, MP, PM, PS, TR, W
 General Electric, 1 River Rd., Schenectady, N. Y.—CL, LC
 General Electric, Receiver Dept., Electronics Park, Syracuse, N. Y.—AM, LC
 General Industries, Olive & Taylor, Elyria, Ohio—TR
 Grayburne Corp., 103 Lafayette St., New York 13, N. Y.—B
 Greene Co., L. Charlton, 314 Washington St., Newton 58, Mass.—AM, IS
 Grem Eng'g, 206 8 Ave., Brooklyn 15, N. Y.—AM
 Hallardson Co., 4500 Ravenswood Ave., Chicago, Ill.—TM
 Hamilton Electronics Corp., 2726 W. Pratt Blvd., Chicago 45, Ill.—AM, MP, SM, SS
 Hedco Mfg. Corp., 161 W. Huron St., Chicago 10, Ill.—AM
 Illinois Transformer, 412 S. Green St., Chicago, Ill.—TM
 Indiana Steel Products Co., Valparaiso, Ind.—HR

(Continued on page 121)



**Better
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**this
Book** →



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Featured in this book is a detailed comparison, complete with illustrations and graphs, of the various types of antennas, their characteristics and performance under given conditions. Presented in a clear, factual manner, the performance data and comparative information contained in this review has been compiled from the test reports and published literature of manufacturers of the various types antennas.

This book also reviews the problem of coordinating the antenna with the location, the use of rotators, television reception in the "fringe" areas and the advisability of installing lightning arrestors.

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AMPHENOL

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(24) Sound & Recording Equipment:

(Continued from page 119)

Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—CM, H
 Jensen Industries, 329 S. Wood St., Chicago, Ill.—TR
 Jensen Mfg., 6601 S. Laramie Ave., Chicago, Ill.—AS, B, LC, LH, PR, PS
 JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—C
 Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.—IS, MI
 Keystone Records, 1415 Locust, Philadelphia, Pa.—AM, B
 Langvign Co., 37 W. 65 St., New York, N. Y.—AM
 Lansing Sound Inc., J. B., 2439 Fletcher Dr., Los Angeles 39, Calif.—AS, B, F, HS, HM, LC, LH, PS, SS
 Loge Sound Engineers, J. M., 2171 W. Washington Blvd., Los Angeles 18, Calif.—AM, IS
 Lowell Mfg. Co., 3030 Laclede Station Rd., St. Louis 17, Mo.—B, LH
 Magna Electronics Co., 9810 Anza Ave., Inglewood, Calif.—AM, AS, B, IS, PS, SS, TR
 Magnavox Co., Fort Wayne 4, Ind.—LC
 Magnetics, Box 6960, Washington 20, D. C.—AR
 Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.—AM, HR
 Manfredi Wood Prods., Huntington, L. I., N. Y.—B
 McGohan, Inc., Don, 3700 W. Roosevelt Rd., Chicago 24, Ill.—AM, B, LC, LH, MD, MR, PR, SM, SS
 McIntosh Labs., 320 Water St., Binghamton, N. Y.—AM
 Merit Coil & Transformer, 4427 N. Clark, Chicago, Ill.—TM
 Merix Chemical Co., 1021 E. 55 St., Chicago 15, Ill.—AR
 Mid-West Coil & Trans., 1642 N. Halsted, Chicago, Ill.—TM
 Minnesota Electronics, 6 & Minn. Sts., St. Paul 1, Minn.—AM
 Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.—TR
 Molded Insulation, 335 E. Price, Philadelphia, Pa.—LC, W
 Monarch Radio-TV, 61 Crescent, Brooklyn 8, N. Y.—AM, B, IS
 MP Concert Installations, Fairfield 3, Conn.—AM, SS
 Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—AM
 Northern Prods., 2210 N. Clark St., Chicago 14, Ill.—LC
 Orradio Industries, Opelika, Ala.—AR, TR
 Oxford Electric Corp., 3911 S. Michigan Ave., Chicago 15, Ill.—AS, LC, PS
 Peirce Wire Recorder, 1328 Sherman, Evanston, Ill.—PM, W
 Pentron Corp., 221 E. Cullerton St., Chicago 16, Ill.—AM, AR, B, HR, PM, SS, TR
 Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill.—AS, B, H, LC, MD
 Permo Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—TR, W
 Philco Corp., Tings & C Sts., Philadelphia 34, Pa.—AM, C, EM, LC, MB, MD, B
 Philmore Mfg. Co., 113 University Place, New York 3, N. Y.—H, LC, MI, PS
 Phonograph Corp., 55 W. 42 St., New York 36, N. Y.—AM
 Pickering & Co., 309 Woods Ave., Oceanside, N. Y.—AM
 Precision Electronics, 641 Milwaukee, Chicago, Ill.—AM
 Presto Recording Corp., Box 500, Hackensack, N. J.—AM, HD
 Quam-Nichols Co., 33rd Place & Cottage Grove Ave., Chicago 16, Ill.—F, LC
 Quincy Speaker Mfg. Corp., 221 Oak St., Quincy, Ill.—LC
 Racon Electric, 52 E. 19 St., New York, N. Y.—HM, HS, LH
 Radio Corp. of America, RCA Victor Div., Camden, N. J.—AM, AR, AS, B, CL, HR, IS, LC, LH, MA, MB, MD, MR, MV, SS, TM
 Radio Corp. of America, RCA Victor Div., Harrison, N. J.—AM, AR, AS, B, CL, HR, IS, LC, LH, MA, MB, MD, MR, MV, SS, TM
 Radio Craftsmen, 4401 N. Ravenswood, Chicago 40, Ill.—AM
 Radio Music Corp., 84 S. Water, Port Chester, N. Y.—AM
 Raundand-Borg Corp., 3515 W. Addison St., Chicago, Ill.—AM, IS, SS
 Raypar Inc., 7800 W. Addison St., Chicago 34, Ill.—AM
 Recora Co., 7419 S. Western Ave., Chicago 36, Ill.—IS
 Recordisc Corp., 395 Broadway, New York, N. Y.—BL, TR, W
 Recoton Corp., 147 W. 22 St., New York 11, N. Y.—BL, TR
 Reeves Soundcraft, 10 E. 52 St., New York 22, N. Y.—TR
 Revere Camera, 320 E. 2 St., Chicago 16, Ill.—AR, TR
 River Edge Inc., 5 River Edge Rd., River Edge, N. J.—B
 Russell Speaker, 6158 S. Kedzie Ave., Chicago, Ill.—LC
 Sargent-Raymont Co., 212 9 St., Oakland 7, Calif.—AM
 Scott Inc., H. H., 385 Putnam Ave., Cambridge, Mass.—AM
 Setchell Carlson, Inc., New Brighton, Minn.—B, IS, LC
 Shura-Tone Prod., 440 Adelphi, Brooklyn 17, N. Y.—AM, B
 Shure Bros., 225 W. Huron St., Chicago, Ill.—HR, MD, MI, MR
 Simpson Mfg. Co., Mark, 32-28 49th St., Long Island City 3, N. Y.—AM, B, IS, SS
 Sound Laboratories, 323 E. 48, New York, N. Y.—AM, B, SS
 Special Products Co., 9115 Brookville Rd., Silver Spring, Md.—AM, MA, SM
 Standard Transformer, 3580 Elston Ave., Chicago, Ill.—TM
 Standard Wood Products Corp., 43-02 38 St., Long Island City 1, N. Y.—B
 Stephens Mfg. Corp., 8538 Warner Dr., Culver City, Calif.—AM, AS, B, CL, F, HM, HS, IS, LC, LH, MA, MB, MR, MV, PR, PS
 Stromberg-Carlson, 100 Carlson Rd., Rochester 3, N. Y.—AM, B, HM, HS, IS, LC, LH, MD, MR, PR, SM, SS
 Talk-A-Phone Co., 1512 S. Pulaski Rd., Chicago 23, Ill.—AM, IS, SS
 Tartak Speaker Co., 55 E. Angelino, Burbank, Calif.—LC
 Tech Laboratories, Bergen & Edsall Bldgs., Palisades Park, N. J.—AR
 Television Equipment, 238 William, New York, N. Y.—IS
 Telex Inc., Telex Park, St. Paul 1, Minn.—H, LC, MD, TM
 Trad Television Corp., 1001 1 Ave., Asbury Pk., N. J.—IS
 Trimm Inc., Libertyville, Ill.—H

Turner Co., 908 17 St., N. E., Cedar Rapids, Iowa—MB, MC, MD, MI, MP, MR, MV, SM, TM
 University Loudspeakers, Inc., 80 S. Kenosca Ave., White Plains, N. Y.—AS, B, HM, HS, LC, LH, MI, PR
 Utah Radio Products Co., Huntington, Ind.—LC
 Valentino Inc., T. J., 150 W. 46 St., New York 36, N. Y.—TR
 Vidair Television, 576 W. Merrick, Lynbrook, L. I., N. Y.—AM
 Vocaline Co. of America, Old Saybrook, Conn.—IS
 Waldom Electronics, 911 N. Larrabee, Chicago 10, Ill.—CL
 Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—TR, W
 Webster Electric Co., 1900 Clark St., Racine, Wis.—AM, IS, SS, TR
 Weingarten Electronic Labs., 7556 Melrose Ave., Los Angeles 46, Calif.—AM, SS
 Wheeler Insulated Wire Co., Waterbury 20, Conn.—H
 Wilcox-Gay, 604 W. Seminary, Charlotte, Mich.—AM, BL
 Wright, Inc., 2233 University, St. Paul 4, Minn.—B, LC
 Wright Zimmerman, Inc., 330 5 Ave., New Brighton, Minn.—LC
 Zephyr Products Co., 129 E. 124 St., New York, N. Y.—BL, TR

(25) Switches:

Switches, electronic S
 Switches, knife K
 Switches, mercury, micro M
 Switches, push button P
 Switches, lever L
 Switches, rotary R
 Switches, slide SL
 Switches, toggle T

American Phenolic, 1830 S. 54 Ave., Chicago, Ill.—R
 Birnbach Radio, 145 Hudson, New York 13, N. Y.—K, P, R, T
 Bryant Electric, 1421 State St., Bridgeport 2, Conn.—T
 Carter Parts Co., 213 Institute Pl., Chicago, Ill.—P, R
 Centralab Div., Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.—L, P, R, SL
 Conn. Telephone & Elect. Corp., Meriden, Conn.—L
 Cutler-Hammer, Inc., 312 N. 12 St., Milwaukee, Wis.—T
 Daven Co., 191A Central Ave., Newark, N. J.—R
 DuMont Laboratories, Allen B., 35 Market St., E. Paterson, N. J.—S
 Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.—L
 Gee-Lar Mfg. Co., 1330 10 Ave., Rockford, Ill.—P, S, T
 General Cement, 919 Taylor, Rockford, Ill.—P, R, S, SL, T
 General Control Co., 1200 Soldiers Field Rd., Boston 34, Mass.—L, P, R
 General Electric Co., 1 River Rd., Schenectady, N. Y.—M, S
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—S
 Grigsby-Allison Co., 407 N. Salem, Arlington Hts., Ill.—S
 Hollingsworth Corp., John R., Clifton Heights, Pa.—T
 Insuline Corp. of America, 36-02 35 Ave., Long Island City 1, N. Y.—K, P, R, T
 International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa.—R
 Javex, Garland, Texas—R
 JFD Mfg. Co., 6101 16 Ave., Brooklyn 4, N. Y.—K, P, R, T
 Leviton Mfg. Co., 236 Greenpoint Ave., Brooklyn, N. Y.—S
 Littelfuse, Inc., 1865 Miner St., Des Plaines, Ill.—M
 Mallory & Co., P. R., 3029 E. Washington St., Indianapolis 6, Ind.—K, P, R, T
 Mosley Electronics, 2125 Lackland Rd., Overland, Mo.—R
 Muter Co., 1255 S. Michigan Ave., Chicago 5, Ill.—K, P
 Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago, Ill.—R
 Philco Corp., Tings & C Sts., Philadelphia 34, Pa.—R, T
 Philmore Mfg. Co., 113 University Pl., New York 3, N. Y.—K, P, R, T
 Pioneer Electronics Corp., 2232 Broadway, Santa Monica, Calif.—S
 Plymouth Electronics Corp., 50 Kingsbury St., Worcester 10, Mass.—L, S
 Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—K
 Sessions Clock Co., Forestville, Conn.—P
 Shallers Mfg. Co., 520 Pusey Ave., Collingdale, Pa.—R
 Shure Bros., 225 W. Huron St., Chicago 10, Ill.—P, R
 Smith Inc., H. H., 436 18 St., Brooklyn, N. Y.—K, P, R, S, T
 Stromberg-Carlson, 100 Carlson Rd., Rochester, N. Y.—L
 Switchcraft, Inc., 1328 N. Halsted, Chicago, Ill.—L, P, R
 Tech Laboratories, Bergen & Edsall Bldgs., Palisades Park, N. J.—R
 TV Development Corp., 2024 McDonald, Brooklyn, N. Y.—R
 Wirt Co., 5221 Greene St., Philadelphia 44, Pa.—SL

(26) Test Equipment, Servicing:

Analyzers, capacity A
 Cells, photoelectric C
 Generators, audio GA
 Generators, signal, RF GR
 Generators, signal, sweep GS
 Generators, signal, TV, RF (VHF) GT
 Meters M
 Meters, field strength MF
 Meters, noise level MN
 Multi-meters MM
 Oscilloscopes, cathode-ray O
 Parts, instrument PI
 Parts, meter PM
 Rectifiers, instrument R
 Testers, appliance T
 Testers, tube TT

Testers, tube & set combination TC Tracers, signal TS Voltmeters, vacuum tube V

American Phenolic, 1830 S. 54 Ave., Chicago, Ill.—PI, PM
 Approved Electronic Instrument Corp., 142 Liberty St., New York 6, N. Y.—GR, GS, GT, MF
 Atlantic Video Corp., 18 Clifton, Brooklyn 2, N. Y.—MF
 Audio-Tone Oscillator Co., 237 John St., Bridgeport 3, Conn.—MN, TS
 Batson Electronics, J. A., 1031 S. 27, Omaha, Nebr.—TC, TS, TT
 Bradley Laboratories, 168 Columbus, New Haven, Conn.—C
 Burlington Instrument, 203 N. 3 St., Burlington, Ia.—M
 Chicago Industrial Instr., 536 W. Elm, Chicago, Ill.—MM
 Clarkstan Corp., 11921 W. Pico Blvd., Los Angeles 64, Calif.—GS
 Clippard Instrument Laboratory, 1125 Bank St., Cincinnati, Ohio—TS
 Clough-Bregle, 6014 Broadway, Chicago, Ill.—A, GA, GR
 Conant Laboratories, 6500 "O" St., Lincoln 5, Nebr.—R
 Cornell-Dubilier Elect. Corp., 333 Hamilton Blvd., S. Plainfield, N. J.—A
 Daven Co., 191A Central Ave., Newark, N. J.—V
 Electronic Beam Corp., 923 Old Nepperhan Ave., Yonkers, N. Y.—MF, TT
 Electronic Development Labs., 4851 W. Division St., Chicago 57, Ill.—MM
 Electronic Instrument, 84 Withers St., Brooklyn 11, N. Y.—A, GR, GS, GT, MM, O, TS, TT, V
 Electronic Measurements Corp., 280 Lafayette St., New York 12, N. Y.—GR, MM, TC, TT, V
 El-Tronics, Inc., 2647 N. Howard St., Philadelphia 33, Pa.—GA, GS, O, V
 EPCO Electronics, 140 Liberty, New York 6, N. Y.—MM, T
 Erwood, Inc., 1770 W. Bertrian Ave., Chicago 13, Ill.—MF
 Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.—P, R
 Freed Transformer, 1718 Weirfield, Brooklyn, N. Y.—V
 General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—General Electric, 1 River Rd., Schenectady, N. Y.—GT, O, TT
 Grem Eng'g., 206 8 Ave., Brooklyn 15, N. Y.—GT, MM, V
 Hewlett-Packard, 481 Page Mill Rd., Palo Alto, Calif.—M
 Hickok Electrical Instrument Co., 10516 DuPont Ave., Cleveland, Ohio—GA, GR, GS, GT, TC, TT, V
 Hycon Mfg. Co., 2961 E. Colorado St., Pasadena, Calif.—C
 Industrial Devices, Inc., Edgewater, N. J.—M
 Instrument Electronics Corp., 90 Main St., Port Washington, L. I., N. Y.—V
 Insuline Corp. of America, 36-02 35th Ave., Long Island City 1, N. Y.—TS
 International Instruments, Inc., P.O. Box 2954, New Haven 15, Conn.—M, MM
 International Rectifier Corp., 1521 E. Grand Ave., El Segundo, Calif.—C, R
 Jackson Electrical Instrument, 18 S. Patterson Blvd., Dayton 2, Ohio—A, GA, GR, GS, GT, O, TT, V
 J-B-Y Instruments, 441 Chapel St., New Haven, Conn.—J
 Jerrold Electronics Corp., 26 & Dickinson Sts., Philadelphia 46, Pa.—MF
 Kay Electric Co., 19 Maple Ave., Pine Brook, N. J.—GT
 Marcy's Radio & TV, 1353 Washington, Racine, Wis.—M
 Marion Electrical Instr., 400 Canal, Manchester, N. H.—M
 Measurements Corp., 116 Monroe St., Boonton, N. J.—GS
 Millivac Instrument Corp., 444 2nd St., Schenectady 6, N. Y.—MM, O, V
 Monarch Mfg. Co., 2014 N. Major St., Chicago, Ill.—MM
 National Co., 61 Sherman St., Malden 48, Mass.—MF
 National Union Radio, 350 Scotland Rd., Orange, N. J.—TT
 Oak Electronic, 150 Oak St., Buffalo 3, N. Y.—TT
 Oak Ridge Prods., Mfg. Div., Video Television, Inc., 37-01 Vernon Blvd., Long Island City 1, N. Y.—GA, GR, GS, GT, M, MM, PI, PM, TC, TS, TT, V
 Philco Corp., Tings & C Sts., Philadelphia 34, Pa.—GR, GS, GT, MF, MM, O, TT, V
 Precise Development Corp., 999 Long Beach Rd., Ocean-side, L. I., N. Y.—GA, GR, GS, GT, V
 Precise Measurements, 943 Kings Hwy., Brooklyn, N. Y.—M
 Precision Apparatus Corp., 92-27 Horace Harding Blvd., Elmhurst, L. I., N. Y.—GT, O, TC, TT, V
 Precision Rectifier Div., Electronic Devices Inc., 429 12 St., Brooklyn 15, N. Y.—R
 Pres-Probe Co., 4034 N. 6 St., Milwaukee, Wis.—A
 Pyramid Instrument, 630 Merrick Rd., Lynbrook, N. Y.—M
 Radex Corp., 2076 N. Elston Ave., Chicago 14, Ill.—MM
 Radio City Products, 152 W. 25th St., New York, N. Y.—A, GA, GR, GS, GT, MM, O, R, T, TC, TS, TT, V
 Radio Corp. of America, RCA Victor Div., 405 S. 5 St., Harrison, N. J.—GR, GS, GT, MM, O, TS, V
 Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—TT
 Radio Supply, 85 Selden Ave., Detroit, Mich.—GT, O
 Schauer Mfg. Corp., 4520 Alpine, Cincinnati 36, Ohio—R
 Scott Inc., H. H., 385 Putnam, Cambridge, Mass.—GA, MN, V
 Shallers Mfg. Co., 520 Pusey Ave., Collingdale, Pa.—A
 Simpson Electric Co., 5200 W. Kinzie St., Chicago 44, Ill.—A, GR, GS, GT, M, MF, MM, MN, O, PI, PM, R, T, TC, TS, TT, V
 Special Products Co., Silver Spring, Md.—T, TS
 Sprague Products Co., North Adams, Mass.—A
 Square Root Mfg. Corp., 391 Saw Mill River Rd., Yonkers, N. Y.—A, PI
 Sterling Mfg. Co., 9205 Detroit Ave., Cleveland, Ohio—M
 Superior Instruments Co., 227 Fulton St., New York 7, N. Y.—GR, GS, GT, MM, T, TS, TT
 Supreme Inc., Greenwood, Miss.—GA, GR, GS, GT, M, MM, O, TC, TS, TT, V
 Sylvania Electric Products, 1740 Broadway, New York, N. Y.—GS, GT, O, TT, V
 Telcite Television, Carleton Ave., E. Islip, N. Y.—MF, MN
 Television Equipment Corp., 238 William St., New York 38, N. Y.—GA, GS, O

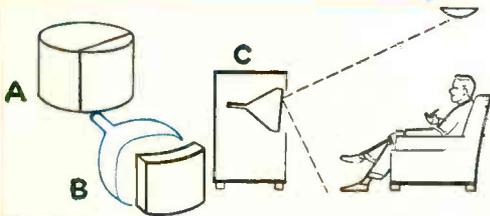
(Continued on page 123)



New CBS-Hytron
cylindricals
17LP4 and 21FP4A low
voltage electrostatics
17QP4 and 21EP4A
electromagnetics

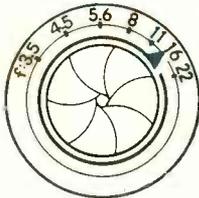
Facts

YOU'LL WANT TO KNOW ABOUT NEW CBS-HYTRON Cylindricals



WHY CBS-HYTRON CYLINDRICAL?

To eliminate reflected glare? How? Simple as ABC: A. Imagine a cylinder; slice it vertically. B. You now have the shape of the face plate of a cylindrical tube: curved horizontally; straight, vertically. C. Light falling on this surface at an angle from above is reflected at the same angle... downward. Tilting the tube directs glare downward even more, away from the viewer's eyes.



WHY CBS-HYTRON SHIELDED LENS?

With this shielded lens in the electron gun, greater depth of field and better definition are achieved. Just as when you stop down the diaphragm of a large, fast camera lens ($f/3.5$) to a small aperture ($f/16$). Distortion caused by interaction of external electrostatic fields used to focus and accelerate the electron beam is avoided. Focusing is easier, less critical. Slight changes in voltages and currents do not cause drift.



WHY CBS-HYTRON BLUE-WHITE SCREEN?

Ever notice how a shirt laundered with bluing appears whiter? With the CBS-Hytron blue-white screen, whites appear whiter; blacks, blacker. Picture definition is crisper. In fringe areas, the expanded gray scale of the blue-white screen gives noticeably clearer pictures. No wonder CBS-Hytron's original blue-white screen is fast becoming the standard preferred by consumers for best definition.



MAIN OFFICE: SALEM, MASSACHUSETTS

These are just a few reasons why it's smart to demand CBS-Hytron... original studio-matched rectangulars. Try the new CBS-Hytron cylindricals yourself. Discover for yourself why 9 out of 10 leading set manufacturers pick CBS-Hytron.

(Continued from page 121)

Television Products, 7466 Irving Pk. Rd., Chicago, Ill.—GT
Trade Associates, 128 S. 1st St., Brooklyn, N. Y.—TT, V
Trad Television, 1101 I Ave., Asbury Pk., N. J.—GR, MM, V
Transvision Inc., 460 North, New Rochelle, N. Y.—MF, TT
Triplett Electrical Instrument Co., Harmon Rd., Bluffton, Ohio—GR, GS, M, MM, O, T, TT
Triumph Mfg., 913 W. Van Buren St., Chicago, Ill.—A, MM
Trojan Electronics, 3706 N. Halsted, Chicago, Ill.—GT, TT
Waterman Products Co., 2445 Emerald St., Philadelphia 25, Pa.—O
Weston Electrical Instr. Corp., 614 Frellyghuysen Ave., Newark 5, N. J.—A, C, M, MF, MM, MN, TT, V
Worner Electronic Devices, Rankin, Ill.—C

(27) Tools for Servicing:

- Adapters, analyzer A
Bins & Cabinets for parts B
Bits, expansion BE
Chemicals, radio CR
Clips, alligator, battery, test C
Cutters, circle CC
Cutters, wire CW
Drills, electric D
Drivers, nut DN
Drivers, screw DS
Flux, soldering F
Hammers H
Holders, chassis, radio HC
Irons, soldering I
Leads & Prods, test L
Pliers P
Plugs, analyzers PA
Puller, tube PT
Punches, radio chassis PR
Saws, hacksaw S
Solder SO
Stands, soldering SS
Staplers, line SL
Strippers, wire ST
Taps & Dies T
Tester, neon TN
Tools, alignment TA
Wrenches, socket W

Acro Tool & Die Works, 4554 Broadway, Chicago, Ill.—HC
Aerofite Electronics, 507 26 St., Union City N. J.—C, L
Alpha Metals, Inc., 363 Hudson Ave., Brooklyn, N. Y.—S, O
American Elect. Heater, 6110 Cass, Detroit 2, Mich.—I
American Phenolic, 1830 S. 54 Ave., Chicago, Ill.—PR, TA
American Radio Hardware Co., 152 S. MacQuisten Pkwy., Mt. Vernon, N. Y.—C, DN, DS, L, TA, W
British Industries, 164 Duane St., New York, N. Y.—SO
Clark Mfg. Co., 15 Union St., Lawrence, Mass.—I
Clarke Co., Robert H., 9330 Santa Monica Blvd., Beverly Hills, Calif.—BE, CC
C & M Mfg. Co., Easton, Mass.—ST
Cummins Portable Tools Div., CBM Corp., 4740 Ravenswood Ave., Chicago 40, Ill.—D
Deel Meter, Inc., 1430 Market St., Denver 2, Colo.—F
Dee Electric Co., 1101 N. Paulina St., Chicago 22, Ill.—F
Division Lead Co., 836 Kinzie, Chicago 22, Ill.—F, SO
Electric Soldering Iron Co., Deep River, Conn.—I
Electronic Beam Corp., 923 Old Nepperhan, Yonkers, N. Y.—C
Equipo Div., Aurora Equipment Co., Aurora, Ill.—B
Fastener Corp., 800 W. Fletcher St., Chicago, Ill.—SL
Federated Metals Div., American Smelting & Ref. Co., 120 Broadway, New York 5, N. Y.—SO
Gee-Lar Mfg. Co., 1330 N. Ave., Rockford, Ill.—A
General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.—B, C, CR, CW, DN, DS, F, HC, I, L, P, PA, PT, ST, TA, TN, W
Good-All Electric Mfg., 112 W. 1 St., Ogallala, Nebr.—I
Greenlee Tool Co., 2136 12 St., Rockford, Ill.—BE, DS, PR
Heller Co., 2135 Superior Ave., Cleveland 14, Ohio—SL
Hexacon Electric, 157 W. Clay, Roselle Park, N. J.—I
Hollingsworth Corp., John R., Clifton Heights, Pa.—B
Hubb Industries, 413 DeKalb, Sycamore, Ill.—ST, TN
Hunter Sales, 3499 E. 14 St., Los Angeles, Calif.—DS
Ideal Industries, Inc., Park Ave., Sycamore, Ill.—I, ST
IE Mfg. Co., 325 N. Hoyle Ave., Chicago 12, Ill.—PT
Insuline Corp. of America, 36-02 35th Ave., Long Island City 1, N. Y.—C, CC, DS, I, L, PR, TA, W
Javed, Garland, Texas—TN
JFX Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.—C, L, TA
Kester Solder, 4201 Wrightwood Ave., Chicago, Ill.—SO
Lenk Mfg. Co., 30 Cunningham St., Boston 15, Mass.—I
Lyons Metal Products, Aurora, Ill.—B
Machinery Sales & Equipment Co., 626 Broadway, Cincinnati 2, Ohio—DS
Micro Circuits Co., New Buffalo, Mich.—CR
Mitchell Industries, Mineral Wells, Tex.—I
Mueller Electric, 1583 E. 31 St., Cleveland 14, Ohio—C
N. Y. Solder Co., 684 E. 133 St., New York 54, N. Y.—SO
Pfanstiehl Chemical Co., 104 Lake View, Waukegan, Ill.—F
Phillips Mfg. Co., 2816 Aldrich Ave. S., Minneapolis 8, Minn.—I
Philmore Mfg., 113 University, New York, N. Y.—C, F, SO
Pioneer Gen-E-Motor, 5841 W. Dickens, Chicago 39, Ill.—D

Pioneer Tool Co., 5008 W. Jefferson Blvd., Los Angeles 16, Calif.—CC, DN, PR, W
Precision Measurements, 942 Kings Hwy., Brooklyn, N. Y.—CC
Precision Plastic Prods., 628 W. Lake, Chicago 7, Ill.—PT
Quietrol Co., 395 St. John St., Spartanburg, S. Car.—CR
Radio Corp. of America, RCA Victor Div., 405 S. 5th St., Harrison, N. J.—L
Schott Co., Walter L., 3225 Exposition Pl., Los Angeles 18, Calif.—CR, S, ST, TA
Smith Inc., Herman H., 436 18 St., Brooklyn 15, N. Y.—C, DS, L, TA
Special Products Co., Silver Spring, Md.—P
Speed Way Mfg., 1834 S. 52 Ave., Cicero 50, Ill.—D
Spot Tools, Inc., Morris Plains, N. J.—DS, TA
Star Expansion Prods., 147 Cedar, New York 6, N. Y.—TA, V
Stevens Walden, 467 Shrewsbury, Worcester, Mass.—DS, DN
Sylvania Electric Prods., 1740 Broadway, New York, N. Y.—L, P, PT, W
Transvision Inc., 460 North Ave., New Rochelle, N. Y.—I
TV Development Corp., 2024 McDonald Ave., Brooklyn 23, N. Y.—CR, CV, ST
Uniqar Electric, 615 Ducommun, Los Angeles 54, Calif.—I
United Technical Laboratories, Morristown, N. J.—L
Utica Drop Forge & Tool, 2415 Whitesboro, Utica, N. Y.—I
Vaco Prods., 317 E. Ontario, Chicago, Ill.—DN, DS, H, TA, W
Wassellin Mfg. Co., 126 W. Cass St., Joliet, Ill.—I
Weller Electric Corp., 808 Packer St., Easton, Pa.—I
W E N Products, 5806 Northwest Hwy., Chicago 31, Ill.—I
Wood Specialty Mfg., 915 Taylor Ave., Rockford, Ill.—ST
Xcelite Inc., Orchard Park, N. Y.—DN, DS, P

(28) Tubes:

- Tubes, ballast B
Tubes, cathode ray (indicator) I
Tubes, cathode ray (oscilloscope) O
Tubes, cathode ray (television) T
Tubes, receiving R
Tubes, special purpose P
Tubes, sub-miniature S
Tubes, voltage regulator V

American Television, 523 S. Plymouth Ct., Chicago 5, Ill.—O, P, T
Amperex Electronic Corp., Hicksville, L. I., N. Y.—P, V
Amperite Co., 561 Broadway, New York 12, N. Y.—V
Arcturus Electronics, 54 Clark, Newark 4, N. J.—I, O, T
Atlantic Electronics, 91 Jefferson, Passaic, N. J.—P, T
Chatham Electronics, 475 Wash. St., Newark, N. J.—P, R, S, V
Claremont Sales, 58-15 57 Drive, Maspeth, L. I., N. Y.—R
Claroat Mfg. Co., Washington St., Dover, N. H.—B
Continental Electric, 715 Hamilton St., Geneva, Ill.—P, T
DuMont Labs., Allen B., 750 Bloomingfield, Clifton, N. J.—T
Eitel-Waculough, 798 San Mateo San Bruno, Calif.—P, T
Electronic Beam, 923 Old Nepperhan, Yonkers, N. Y.—T
Electrans Inc., 127 Sussex Ave., Newark 4, N. J.—P, T
Emerson Radio & Phono., 111 8 Ave., New York, N. Y.—R, T
Eureka Television & Tube, 69 5 Ave., Hawthorne, N. J.—T
Federal Tele. & Radio, 100 Kingsland, Clifton, N. J.—S, T
Fidelity Tube Corp., 900 Passaic Ave., E. Newark, N. J.—T
General Electric Co., 1 River Rd., Schenectady 5, N. Y.—B, I, O, P, R, S, T, V
General Electronics, 101 Hazel St., Paterson, N. J.—T
General Vacuum Tube Corp., 45 Elm St., Ardley, N. Y.—T
Havin Bros., Philadelphia, N. J.—P, R, T
Hytron Radio & Electronics Div., CBS Inc., 76 Lafayette St., Salem, Mass.—P, R, T, V
JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.—B, V
Lewis & Kaufman, 90 ElRancho Ave., Los Gatos, Calif.—P
Martie Co., H. S., 1916 Greenleaf St., Evanston, Ill.—P, T
National Electronics, 628 North St., Geneva, Ill.—P
National Union Radio Corp., 350 Scotland Rd., Orange, N. J.—B, I, O, P, R, S, T, V
National Video Corp., 3019 W. 47, Chicago 32, Ill.—P, T
Navidion Inc., 901 W. Huron St., Chicago 22, Ill.—T
Orsdy Co., Electronics Div., 6602 Walton Ave., Detroit 10, Mich.—I, O, P, T
Philo Corp., Tioga & C Sts., Philadelphia 34, Pa.—B, O, R, T
Pioneer Electronics, 2232 Broadway, Santa Monica, Calif.—I, O, P, T
Radio Corp. of America, RCA Victor Div., Camden, N. J.—I, O, P, R, S, T, V
Radio Corp. of America, RCA Victor Div., 405 S. 5th St., Harrison, N. J.—I, O, P, R, S, T, V
Radiogion Corp., 55 W. 42nd St., New York 36, N. Y.—P, R
Rauland Corp., 4245 N. Knox Ave., Chicago, Ill.—I, O, P, T
Raytheon Mfg. Co., Receiving Tube Div., 55 Chapel St., Newton 58, Mass.—P, R, S, T
Sheldon Electric Co., Allied Elec. Prods., Inc., 76 Coix St., Irvington 11, N. J.—P, R, T, S
Sonotone Corp., Elmsford, N. Y.—P, R, T, S
Stewart-Warner Electric, 1300 N. Kostner, Chicago, Ill.—R
Sylvania Electric Products Inc., 1740 Broadway, New York, N. Y.—I, O, P, R, S, T, V
Tarzian Inc., Sarks, Tube Div., Batavia, Ill.—R
Taylor Tubes, 2312 W. Wabansia, Chicago 47, Ill.—P
Tel-Ray Tube, 984 Sawmill River Rd., Yonkers, N. Y.—T
Tel-O-Tube Corp. of America, 180 Van Ripper Ave., E. Paterson, N. J.—T
Thomas Electronics, Inc., 118 9 St., Passaic, N. J.—T
Transvision Inc., 460 North Ave., New Rochelle, N. Y.—T
Tung-Sol Electric, 95 8th Ave., Newark 4, N. J.—P, R, S, T, V
TV Q Custombilt Corp., 170 5th Ave., Hawthorne, N. J.—T
Vacuum Tube Prods., Oceanside, Calif.—I, O, P, T
Zetka Television Tubes, 142 Getty, Clifton, N. J.—I, O, T

(29) Tuning Units:

- Mechanism, automatic tuning, auto radio A

Mechanism, automatic tuning, home radio H
Tuners, front end TV T
Tuners, AM-FM, see Receivers, Sec. 1
Converters, see Sec. 12

All Star Products, Inc., Squire Ave., Defiance, Ohio—A
American Steel Package Co., Defiance, Ohio—T
Anchor Radio, 2215 S. St. Louis Ave., Chicago 23, Ill.—T
DX Radio Prods., 2300 W. Armitage, Chicago 47, Ill.—T
Emerson Radio & Phono., 111 8 Ave., New York, N. Y.—T
General Instrument 829 Newark Elizabeth, N. J.—A, H, T
Mallory & Co., P. R., 3029 E. Wash., Indianapolis, Ind.—T
Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.—T
National Co., 61 Sherman St., Malden 48, Mass.—T
Philo Corp., Tioga & C Sts., Philadelphia 34, Pa.—T
Radio Corp. of America, RCA Victor Div., Camden, N. J.—T
Ross Mfg. Co., 860 Washington St., Burlington, Iowa—T
Sickles Div., F. W., General Instrument Corp., 165 Front St., Chicopee, Mass.—A, H, T
S.M.A. Div., Lyle Eng'g & Mfg., 4721 N. Kedzie Ave., Chicago 25, Ill.—T
Standard Coll Prods., 2329 N. Pulaski, Chicago, Ill.—A, T
Tarzian Inc., Sarks, 415 N. College, Bloomington, Ind.—T
Telcote Television, Carleton Ave., E. Islip, N. Y.—T
Wells Auto Radio, 666 N. LaSalle St., Chicago, Ill.—A

(30) Wire & Cable:

- Cable, coaxial C
Cable, microphone CM
Cords, line I
Wire, hook-up WH
Wire, magnetic recording WM
Wire, misc WR
Wire, TV Antenna transmission line WT

Accurate Insulated Wire, 45 Fox, New Haven, Conn.—WR
Alden Prods., 117 N. Main St., Brockton 64, Mass.—L, WH
All Channel Antenna Corp., 70-07 Queens Blvd., Woodside, N. Y.—WT
Alliance Mfg. Co., Lake Park Blvd., Alliance, Ohio—WT
Alpha Wire Corp., 430 Broadway, New York 13, N. Y.—C, CM, L, WH, WR, WT
American Phenolic Corp., 1830 S. 54 Ave., Chicago 50, Ill.—C, CM, WH, WT
Anaconda Wire & Cable Co., 25 Broadway, New York 4, N. Y.—C, WH, WT
Andrew Corp., 363 S. W. E. 75 St., Chicago 19, Ill.—WT
Antenna Products, 3628 N. Lincoln, Chicago 13, Ill.—WT
Atlantic Wire & Cable, 254 Huron, Brooklyn, N. Y.—C, WH, WT
Belden Mfg. Co., 4697 W. Van Buren St., Chicago 44, Ill.—C, CM, WH, WT
Best Electronic Co., 4822 8 Ave., Brooklyn 20, N. Y.—WT
Birnbach Radio Co., 145 Hudson St., New York 13, N. Y.—C, CM, L, WH, WM, WR, WT
Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J.—C, WT
Chestor Cable Corp., Chester, N. Y.—C, CM, L, WH, WR, WT
Clear-Beam Antennas, 100 Prospect, Burbank, Calif.—WT
Columbia Wire Supply, 2850 Irving Park Rd., Chicago 18, Ill.—C, CM, L, WH, WR, WT
Consolidated Wire & Assoc. Corps., 1635 S. Clinton St., Chicago, Ill.—WH
Copperwell Steel Co., Glassport, Pa.—WH, WR, WT
Cornish Wire Co., 50 Church St., New York 7, N. Y.—CM, L, WH, WR, WT
Crescent Insulated Wire & Cable, Trenton, N. J.—WR
Electric Auto-Lite Co., Champlain & Mulberry Sts., Toledo 1, Ohio—WR
Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.—C, WT
Fretco Inc., 1041 Forbes St., Pittsburgh 19, Pa.—WT
Gee-Lar Mfg. Co., 1330 10 Ave., Rockford, Ill.—L, WR, WT
General Cement Mfg., 919 Taylor Ave., Rockford, Ill.—WT
General Insulated Wire, 69 Gordon Ave., Providence 5, R. I.—C, CM, L, WR
Gonsel Co., 801 S. Main St., Burbank, Calif.—WT
Good, Inc., Don, 1014 Fair Oaks, S. Pasadena, Calif.—WT
ie Mfg. Co., 325 N. Hoyle Ave., Chicago 12, Ill.—WR, WT
Imperial Radar & Wire Corp., 4342 Bronx Blvd., New York 66, N. Y.—WT
JFD Mfg. Co., 6101 16th Ave., Brooklyn 4, N. Y.—C, CM, L, WH, WM, WR, WT
Ken-Way Products, Inc., Owensboro, Ky.—WT
Lenz Electric, 1751 N. Western Ave., Evanston, Ill.—WM
Peirce Wire Recorder, 1328 Sherman, Evanston, Ill.—WM
Pentron Corp., 221 E. Cullerton St., Chicago 16, Ill.—WM
Permo Inc., 6415 Ravenswood Ave., Chicago 26, Ill.—WM
Phalo Plastics Corp., 25 Foster St., Worcester 8, Mass.—C, CM, L, WH, WR, WT
Philo Corp., Tioga & C Sts., Philadelphia 34, Pa.—C, CM, WT
Philmore Mfg. Co., 113 University Pl., New York 3, N. Y.—CM, L, WH, WR
Plastoid Corp., 42-61 24 St., Long Island City, N. Y.—C, WH, WT
Radio Merchandise Sales, 1165 Southern Blvd., New York 59, N. Y.—WR, WT
Rea Magnet Wire, 3610 E. Postiac, Ft. Wayne 4, Ind.—WR
Reeve Soundcraft, 10 E. 52 St., New York 22, N. Y.—C, WH
Roger-Phillips Research Labs., 711 N. Lake Ave., Pasadena, 6, Calif.—WT
Sylvania Electric Prods., 1740 Bdwy., New York, N. Y.—WR
TV Development, 2024 McDonald Ave., Brooklyn, N. Y.—WT
TV Wire Products, 102 Prospect Ave., Burbank, Calif.—WT
U. S. Wire & Cable, 510 N. Dearborn St., Chicago, Ill.—WT
Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—WM
Wheeler Insulated Wire, Waterbury, Conn.—WR

"TENNA-BOAT"

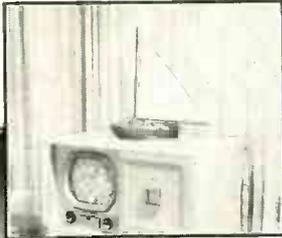
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- BEAUTIFUL CERAMIC—Available in Dark Green, Crimson and Harvest Moon. Sails of Plastic in Pastel Shades to match.
- TUNING CONDENSER assures perfect impedance match.
- EXCELLENT PERFORMANCE
- EASE OF OPERATION—Move boom of boat to orient for peak reception

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RADIOS

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Some choice territories now available.
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and
TELEVISION

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SOMETHING
BETTER,
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DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

Emerson's Abrams Has Sales Message for Retailers

In a sales letter to Emerson dealers, Benjamin Abrams, president, after describing his firm's plans for aggressive merchandising, tells merchants that "what we need today is a return to aggressive selling and sound merchandising. My recommendations, based on 37 years of experience, for dealer growth and progress are to:

- (1) Select carefully the television and radio lines which you are to handle.
- (2) Limit the number to no more than three or four.
- (3) Make sure that you and your salesmen are well informed with regard to the respective features of the lines you handle.
- (4) Carry in stock no more than the equivalent of one month's supply.
- (5) Don't be swayed by "spiffs" or other "commercial bribery" to induce you to handle models for which there may not be a ready sale.

Gibson Room Air Conditioners Are Put on Market

Gibson Refrigerator Company has announced a line of ¾ HP window room air conditioners. Distribution will be through Gibson wholesalers.

New Webcor Console Phonograph

Just announced is the "Authentic," an end table 3-speed phonograph, featuring a large PM speaker and a bass reflex chamber. Mahogany model lists at \$168.50; French Provincial at \$178.50. The phonos are being manufactured by Webster-Chicago Corp., Chicago.

Replacement Parts Listings In Rider Manuals & Tek-File

Commencing with TV manual Vol. 10 and Tek-File Pack 57, replacement parts will be listed in connection with service information published by John F. Rider. Every replacement part listed in Rider Servicing Data is guaranteed to meet the physical and electrical performance ratings of the original equipment used in the receiver. The Rider organization and the participating parts manufacturers back this guarantee to the service technician with the promise of a complete refund.

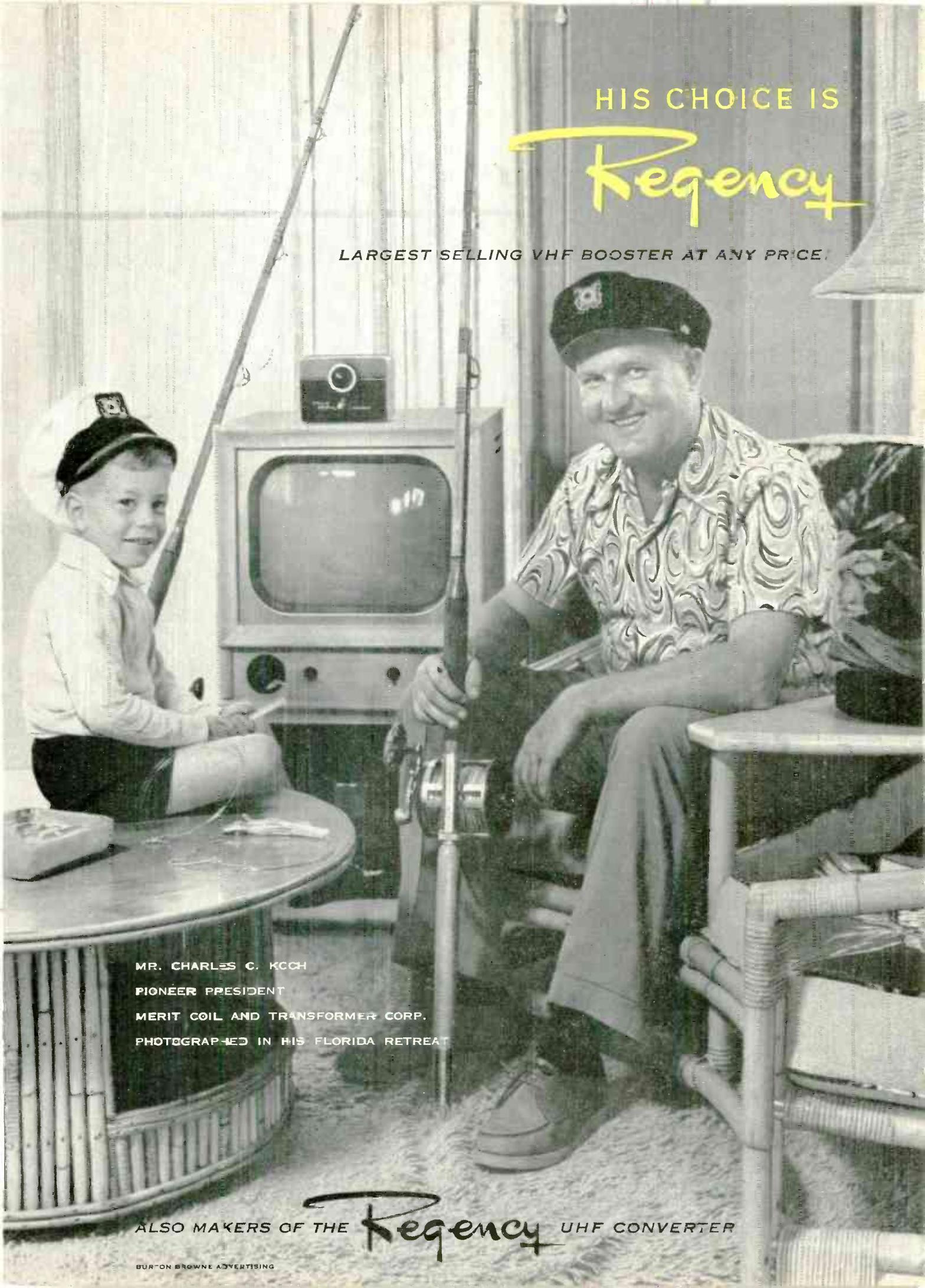
Announces Two New Columbia Records Appointments

The appointment of Albert B. Earl as executive assistant and director of Consumer Research for Columbia Records Inc. has been announced by Goddard Lieberman, executive vice-president of the company. Irving Townsend has been appointed advertising manager to succeed Mr. Earl.

HIS CHOICE IS

Regency

LARGEST SELLING VHF BOOSTER AT ANY PRICE.



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PIONEER PRESIDENT
MERIT COIL AND TRANSFORMER CORP.
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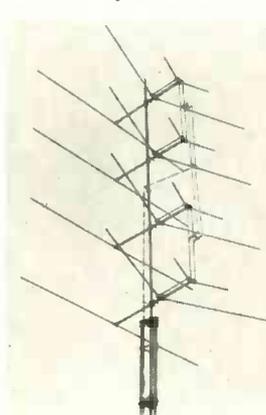
All Materials and Workmanship
Guaranteed Unconditionally For
One Year

Allow us the privilege of showing
this revolutionary antenna to you.

1. All elements of 1/2" aluminum alloy tubing.
2. Easy and quick to assemble.
3. Durable construction.
4. Successfully tested in numerous fringe areas.

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"CROSS-COUNTRY"
Antenna, WR 4-300



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and YOURS—

Mr. Wholesale Parts Jobber
Distributor and Representative

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**WHAT: The Electronics
PARTS SHOW**

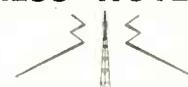
WHEN: May 19th. thru 22nd.

CHICAGO

WHERE: We Will Be At

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★Patent Pending

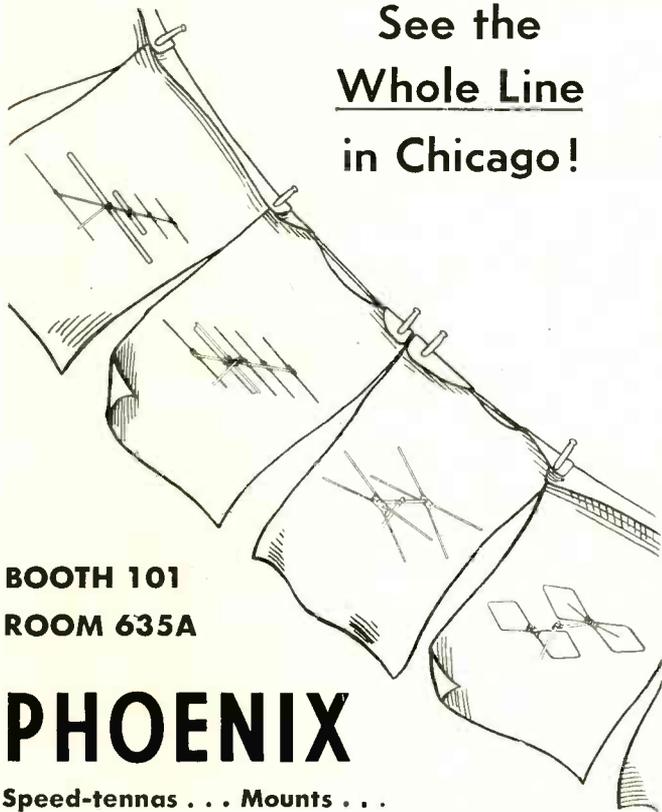
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TELE-EX-PAND PRODUCTS SALES CORP.

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Berwick—Penna.

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in Chicago!



**BOOTH 101
ROOM 635A**

PHOENIX

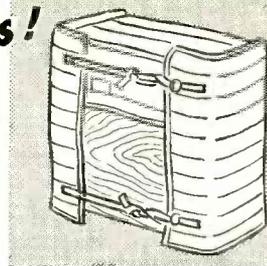
Speed-tennas . . . Mounts . . .

Accessories

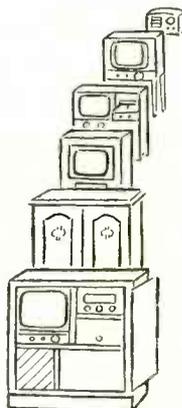
Phoenix Electronics, Inc., Lawrence, Mass.

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Rugged canvas protection; water repellent; thickly padded; lined with soft scratchless white flannel. Body encloses front and sides of set. Flap covers top. For protection that repays first cost many times over, use Wrapabouts.

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Adelman With Arrow

Maurice Goldberg, president of Arrow Electronics, Inc., 82 Cortlandt St., New York 7, N. Y., distributors of radio, television, sound, broadcasting and industrial electronic equipment, announced the appointment of Harry Adelman, widely known electronics advertising specialist, as advertising and sales promotion manager for the firm.

In Westinghouse Sales Post

The appointment of J. J. Anderson as manager of the laundry equipment department for the Westinghouse Electric Appliance Division has been announced by T. J. Newcomb, sales manager. Mr. Anderson succeeds R. J. Sargent, who was recently made division major appliance manager.

DiRado Assistant to President

David H. Cogan, president of CBS-Columbia, Inc., has announced the appointment of George DiRado to the position of assistant to the president. He succeeds Mort Barron, who was recently appointed assistant sales manager for this company.

Arvin Creates New Post

Miss Rhea Shields has been appointed director of the new home economics department of Arvin Industries, Inc., Columbus, Ind., it was announced by Gordon T. Ritter, director of sales for the firm's electric housewares division.

New Hallicrafters Portable

New Hallicrafters AC-DC-battery portable is the 5R40. It includes stand and broadcast plus world-wide short-wave reception. The 5R40 is smartly styled in rich saddle brown leatherette with white piping. An attractive gold control panel and medallion sets off the sleek styling. This new portable retails at \$49.95.

Maytag Regional Sales Heads

The Maytag Co., Newton, Iowa, has appointed three new regional sales managers. They are Russell Lang and Wayne C. Smith, assigned to the Richmond sales branch, and Fred W. Moye, for the Chicago branch.

Lyman in New Du Mont Post

Fred A. Lyman has been promoted to the newly formed post of national merchandise manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc., it has been announced by Irving G. Rosenberg, director of operations. Mr. Lyman has been manager of Du Mont's New York Factory Distributor branch, and prior to that was assistant national sales manager, from the time he joined the Du Mont organization in September, 1949.

SET YOUR "SAILS" FOR MORE SALES *with* "Tenna-Ship" INDOOR TV ANTENNA

**PRACTICAL and
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FOR
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- Ceramic ship in Ebony, Hunter Green, and Tropic Brown. Fibre-Glass sails in Sea Green, Lawn Green and Crimson.

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PERFECT PERFORMANCE AND OPERATION!
Here is the latest "eye-appeal" indoor antenna. The "TENNA-SHIP" with gleaming ceramic base and washable fibre-glass sails, guaranteed fade and wrinkle-proof, with chrome mast and boom antenna. Steering wheel variable control for finer reception. Ship size: 14½" long, 6" wide. A fine antenna and beautiful ornament—just right for any room in the house.

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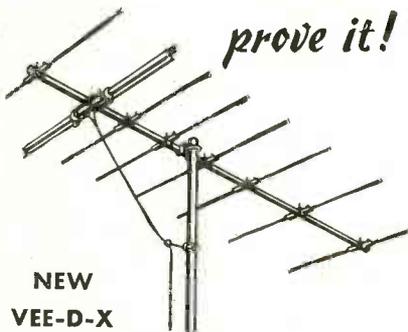


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SINGLE CHANNEL
PERFORMER**

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**41% MORE GAIN
THAN THE BEST
5 ELEMENT YAGI
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IMPORTANT! You can get an additional 50% gain by stacking Long John with a specially engineered phasing harness. Can also be four-stacked.

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Channel 2 or 3	\$29.85 list
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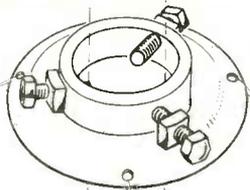
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South River

★★ NEWS ★★



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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

Scott Opens Retail Outlets

Scott Radio Laboratories, Inc., Chicago, has opened 21 retail stores in 20 cities, which are being operated by Meck Television, Inc., a new subsidiary of Scott, it was announced by John S. Meck. Advertising featured a 20-inch table model Mirror Tone receiver, listed at \$99.95 plus tax, a 20-inch console at \$149.90, and a 21-inch console at \$179.90. All sets are made by John Meck Industries division of Scott. Locations are Washington, D. C., Louisville, Ky., Baltimore, Md., nine Michigan cities, Newark, N. J., metropolitan New York, Cincinnati and Toledo, Ohio, and Philadelphia.

New 3-Speed "Victrolas"

RCA Victor has brought out a table-model line of four 3-speed "Victrola" changers: The models include an attachment unit, a table phonograph, a portable phono and a radio-phono combination: A "45" spindle drops over the small diameter spindle to accommodate 45 RPM records.

In Crosley Sales Post

The appointment of John C. McDevitt as assistant sales manager of the radio sales section of the Crosley Division of Avco Manufacturing Corporation has been announced by E. W. Gaughan, general sales manager for Crosley Radio and television.

GOLDEN WAND

INDOOR Television ANTENNA

New • • Improved

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List

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**BOOTH
9**



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Henges, Graybar President

W. E. Henges has been elected president of the Graybar Electric Company, according to A. H. Nicoll, chairman. Mr. Nicoll formerly held the office of both president and chairman of the board. He continues as chairman.

Additions to Recoton Staff

Jack Karns, sales manager for the Recoton Corporation, manufacturers of phonograph needles, blanks and magnetic tape, announces the following additions to the company's sales staff: Grant Shaffer, 16267 James Couzens Highway, Detroit, to cover the state of Michigan; Yale L. Saffro, 800 N. Clark St., Chicago to cover from Green Bay, Wisconsin, south to and including Champaign, Illinois and west to Rock Island.

New RMS Appointments

Sidney Pariser, president RMS, Inc., New York manufacturers of television antennas and accessories announces new appointments to the company's production and engineering staffs. Edward Cappucci is now plant superintendent for the firm. He is a well-known industrial engineer. Under Mr. Cappucci is Gene Reich who heads the company's quality control section. He was formerly with the Magnavox Corporation. Rubin Agdern continues as production manager. Added to the sales engineering staff is Mal Greenberg who was formerly branch manager for Conlan Electric Corporation. Harold Merson is now associated with RMS as chief electronic engineer, after numerous connections in engineering and government technical work in radar.

RCA Victor DEHUMIDIFIER



New unit will supplement recent line of room air conditioners. Model ACD-28, designed for home use, but suitable for commercial purposes, will remove up to 12 qts. of moisture from the air in 24 hrs. and will control humidity in closed areas up to 8,000 cubic ft. Operated by a hermetically sealed 1/8 HP power compressor which is permanently lubricated and quiet in operation. Suggested list price, \$139.50. RCA Victor, Camden, N. J.—RADIO & TELEVISION RETAILING.



Will this call have a future?

That depends on you! Because when you receive a call for service . . . future income from that customer depends upon the *satisfaction* you deliver. Good service and satisfaction are very often the only difference between you and competition . . . they are your means of survival. Satisfied service customers give you a reputation for quality work and an excellent prospect list for future appliance business.

It has never been more important than now . . . with national advertising telling your customers to repair their own tv receivers . . . to make certain that your service shop is doing a job that spells *satisfaction*. Your service technician must have complete, accurate, factory authorized servicing information in order to do a permanent repair job. The only source for this official information . . . in organized, easy-to-use form . . . is RIDER SERVICING DATA . . . which has made servicing easy for thousands of service technicians. Rider data is available two ways . . . in Manual or Tek-File form. The only difference between them is the package. Whether you choose Rider Manuals, for permanent shop use, or individual Rider Tek-Files, for complete information on certain receivers only . . . the data will enable your shop to do a better job for you and your customers. Now available—to make your service departments' technical library *complete*—Rider's TV Manuals Vols. 1 through 9 . . . AM-FM Manuals Vols. 1 through 22 . . . Tek-File packs 1 through 56.

For your top service-dollar value . . . get the best . . . get Rider.

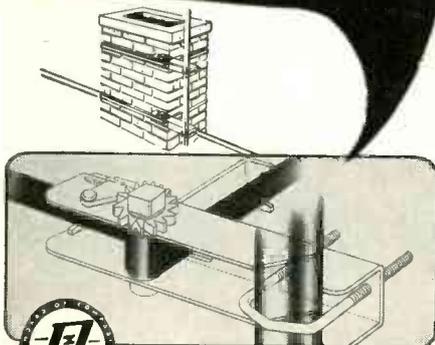


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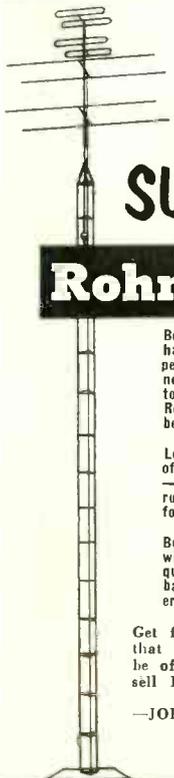


SPEE-DEE

CHIMNEY MOUNT

Model AK 85 The fastest-installed chimney mount ever devised for TV antennas! Rugged in design—simple to install. Simply thread strapping through ratchet, around chimney and back through ratchet—wind up ratchet tight—and the job's done! Heavy gauge, zinc-plated steel with large "U" bolt for up to 1 3/4" O.D. mast and full length galvanized steel strapping.

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SUPERIOR!**

Rohn TV TOWER

Better Reception—with Rohn, you have proper antenna height. Especially for VHF reception, it is necessary to have antenna elevation to get away from signal interferences. Rohn Towers can give this height best—and most economically.

Long-Life—Sturdy, durable—Made of 1" tubular steel, electric welded—in 10 ft. sections. Permanent, rust-resistant finish. Can be climbed for service work.

Beauty—Neat and trim—no guy wires needed up to 50 ft. Easily and quickly installed in small concrete base.—Takes less than 2 hours to erect.

Get full details on Rohn Towers—that have every feature proved to be of value! Sell with confidence—sell Rohn!

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Rohn ELECTRONIC SUPPLY CO.

2108 MAIN ST. PEORIA, ILL.

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THERE'S ONLY ONE
SUPERTUBE

The Replacement C.R.T.

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THE NEW LOW PRICE

\$1.15 PER with your
INCH defective tube

(Metal tubes \$1 more per tube.)

Terms: COD—FOB Brooklyn, N. Y.

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Large service organizations, chains, department stores and manufacturers, now using our Supertube Service, find it completely satisfactory.

Let us replace your defective C.R.T.'s. You, too, will find it profitable. Ship them today.

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of
Electronic
Equipment

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ASSOCIATES
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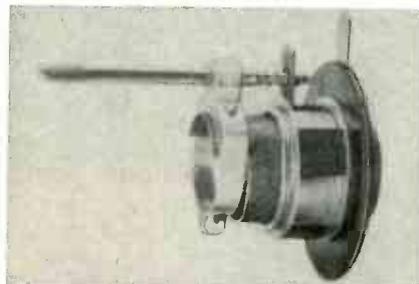
128 So. 1st St., Brooklyn 11, N. Y.
Phone EVergreen 8-9720

New Coolerator Distributor

Appliances, Inc., headed by William H. Martin, has been named as the Coolerator outlet in Georgia, it was announced by F. C. Margolf, sales manager of the Coolerator Co., Duluth, Minn. The new firm has a territory of 152 Georgia counties. Its main store is in Atlanta, with branches in Albany, Savannah and Augusta, Georgia.

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, Ill.—RADIO & TELEVISION RETAILING.

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Buy by This Mark—
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Cleveland 25, Ohio

THE RADIART CORPORATION
Cleveland 2, Ohio

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New York 59, N. Y.

WALTER L. SCHOTT COMPANY
Los Angeles 18, California

SNYDER MANUFACTURING CO.
Philadelphia 40, Penna.

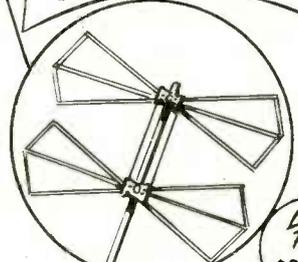
T-V PRODUCTS CO.
Brooklyn 5, N. Y.

WARD PRODUCTS CORP.
Division of The Gabriel Co.

THE WORKSHOP ASSOCIATES
Division of The Gabriel Co.

Needham Heights 94, Mass.

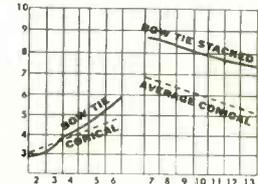
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QUALITY LEADER**



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- ✓ NO FREE VIBRATING ELEMENTS



FREE: Write for "Bow-Tie Story"



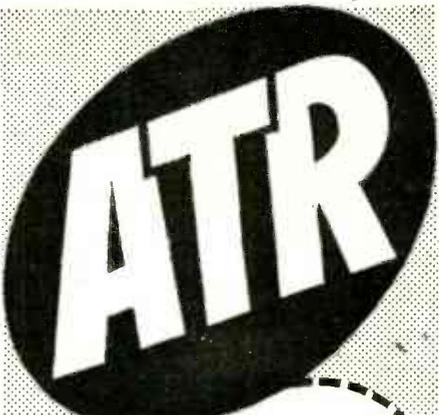
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AUTO RADIO VIBRATORS

have Ceramic Stack Spacers



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A COMPLETE LINE OF VIBRATORS . . .

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NEW MODELS



NEW DESIGNS



NEW LITERATURE

"A" Battery Eliminators, DC-AC Inverters, Auto Radio Vibrators

See your jobber or write factory

AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931
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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

REVOLUTIONARY

Engineering Achievement in Antenna Construction

Q-TEE FEATURES

- All-channel Performance
- Ideal for Primary, Near Fringe and Fringe Areas
- Higher Average Gain Than Other Broadband Antennas
- Smaller, Lighter, Better Looking
- Higher Uniform Gain Over All Channels
- Better Front-to-Back Ratio
- Perfect 300 Ohm Match on Both High and Low Channels
- Lower Standing Wave Ratio Than Any Other Broadband Antenna
- More Easily Installed and Stacked
- VEE-D-X Pre-assembled Construction

EASILY STACKED FOR FRINGE AREAS

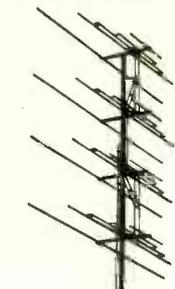
SINGLE BAY for primary areas



2-STACK ARRAY for near fringe areas provides a gain increase of 40% or better



4-STACK ARRAY for fringe areas provides a gain increase of 100% or better

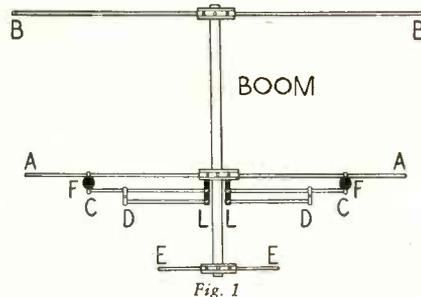


Q-TEE is shipped pre-assembled and the elements fold open into position. Portions of this antenna are manufactured under license of A.A.K. Patent Nos. 2,282,292 and 2,422,458. Other patents on this antenna pending.

HOW THE Q-TEE FUNCTIONS

by Sydney E. Warner, VEE-D-X Chief Engineer

The Q-TEE is a new engineering approach to the all-channel TV antenna problem. Entirely new in design, this antenna incorporates a revolutionary feature, Electronic Channel Separators. The result is a unique antenna with better gain and directivity, higher front-to-back ratio, greater ease of assembly, increased mechanical strength and better appearance. Figure 1 shows the basic antenna assembly. On the low channels, elements (A-A) form a half-wave dipole, with elements (B-B) as the reflector. On the high channels, elements (C-C) form a full wave dipole with elements (E-E) as a half-wave director.



Isolation filters (F-F) are anti-resonant at the center of the high channels (195 mc) and isolate the low channel dipole (A-A) from the high channel dipole (C-C). The center matching and phasing section performs a dual function and accounts for the unique operational characteristic of this antenna. In the high channels elements (D-D) are "T" match sections which tap the dipole (C-C) and provide a 300 ohm termination at (L-L). The high channel antenna is, therefore, a full wave antenna "T" matched, with a half-wave director. On the low channels the isolation filters (F-F) have a low impedance (inductive) since they operate below resonance. The high channel dipole (C-C) combined with element (D-D) form a double "T" match which taps dipole (A-A) to provide a 300 ohm termination at (L-L).

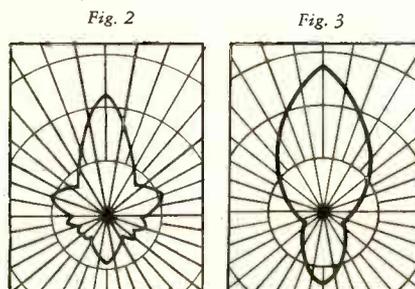
The close proximity of (A-A), (C-C) and (D-D) provides a driven element with very low "Q". This low "Q" in effect represents a driven element of a large electrical diameter and which in turn accounts for the broad (all-channel) frequency characteristics of the antenna.

Figures 2 and 3 show the horizontal directivity pattern of the Q-TEE. Note that the directivity is quite pronounced. The front-to-back ratio on the low channels will run from 6 db to as high as 12 db. This is an important consideration in those areas where co-channel interference problems exist. On the high channels, the front-to-back ratio is as high as 8 db on the center of the band.

The directional characteristics of the antenna give less noise pickup since signals off the side and back are rejected to a much greater degree than they are in a conical type antenna. Conicals designed for good response on the high channels are poor on the lows, while those designed for the low channels are poor on the highs. Q-TEE does not have these limitations.



Mail coupon for full information on the Q-TEE.



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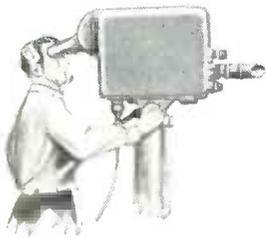
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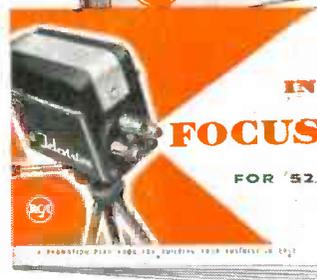
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