

CALDWELL-CLEMENTS'

# TELEVISION RETAILING

Radio • Appliances • Records • Servicing

Mr. John Giel,  
437 Nevin St.,  
Lancaster, Pa.



Plays  
**\$10<sup>00</sup>**



1952

Plays  
**50**  
minutes  
**\$5<sup>00</sup>**

5316  
3786  
9112  
  
5425  
109  
5316  
54.25

**RECORDS**  
*More for Less!*



10 inch  
**\$375<sup>00</sup>**

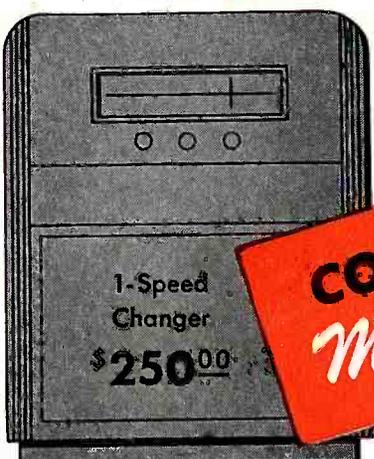
1947



17 inch  
**\$180<sup>00</sup>**

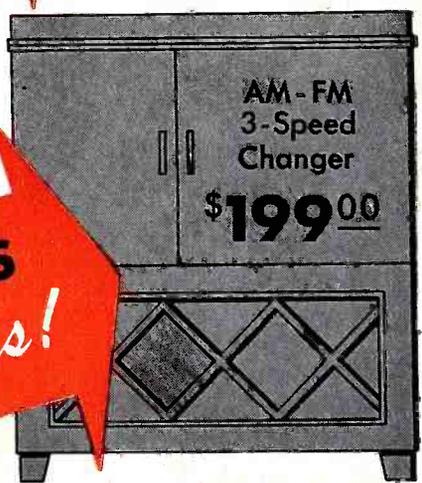
1952

**TV**  
*More for Less!*



1-Speed  
Changer  
**\$250<sup>00</sup>**

1947



AM-FM  
3-Speed  
Changer  
**\$199<sup>00</sup>**

1952

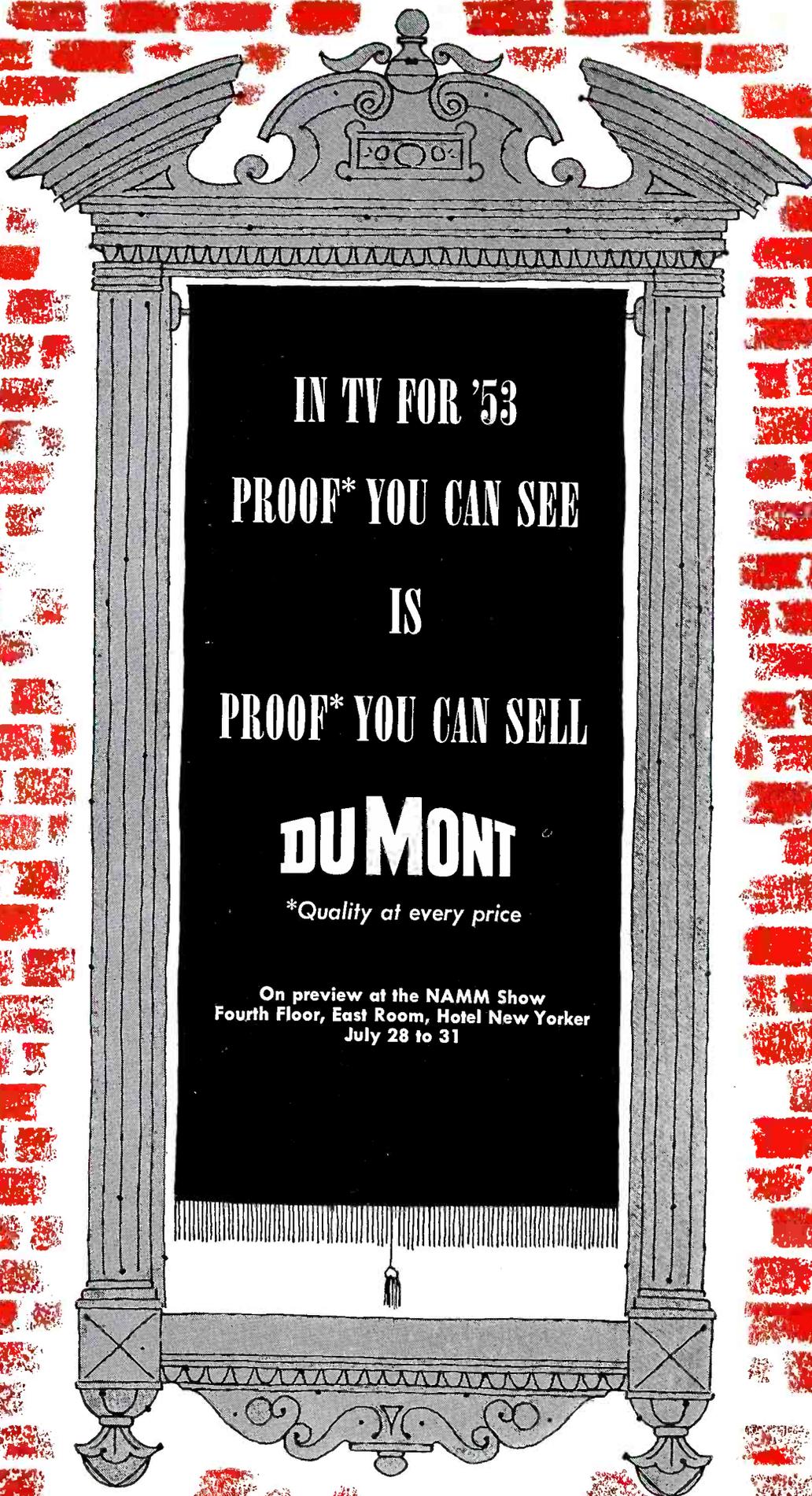
**COMBINATIONS**  
*More for Less!*

5425  
108.50



NATIONAL ASSOCIATION of MUSIC MERCHANTS  
SHOW and CONVENTION • HOTEL NEW YORKER • July 28-31

July • 1952



IN TV FOR '53

PROOF\* YOU CAN SEE

IS

PROOF\* YOU CAN SELL

**DU MONT**

*\*Quality at every price*

On preview at the NAMM Show  
Fourth Floor, East Room, Hotel New Yorker  
July 28 to 31

Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J.,  
and the Du Mont Television Network, 515 Madison Avenue, New York 22, New York

# TELEVISION RETAILING

Including "RADIO & TELEVISION"  
"RADIO & TELEVISION RETAILING"  
"RADIO & TELEVISION TODAY"  
"TV TECHNICIAN" and  
"ELECTRICAL RETAILING"

ORESTES H. CALDWELL  
Editorial Director

M. CLEMENTS  
Publisher

JOHN L. STOUTENBURGH  
Executive Editor  
EDWARD A. CAMPBELL  
Managing Editor  
SOL HELLER  
Technical Editor  
RICHARD ELLANEY  
Assistant Editor  
CHARLES F. DREYER  
Art Director

BUSINESS DEPARTMENT  
M. H. NEWTON  
Business Manager  
HOWARD A. REED  
General Sales Manager  
DIXON SCOTT  
District Manager  
HAROLD C. WELTNER  
District Manager  
G. A. DILLEN  
Sales Promotion Manager  
N. McALLISTER  
Asst. Business Manager  
A. O'ROURKE  
Production Supervisor  
JOAN ROTH  
Director, Reader Service

BRANCH OFFICE  
CHICAGO 6

S. M. GASKINS, Western Manager  
JOHN D. LUPTON, District Manager  
201 N. Wells St., Randolph 6-9225

LOS ANGELES 5  
CHRIS DUNKLE & ASSOCIATES  
Southern California Representative  
2506 W. 8th Street, Dunkirk 7-6149

B. V. SPINETTA, Directory Manager  
WARREN S. BROWN, Circulation Mgr.

W. W. SWIGERT, Credit Manager

**TELEVISION RETAILING** ★  
July 1952, Vol. 56, No. 1, 35 cents  
copy. Published monthly by Caldwell-  
Clements, Inc. Publication Office, Em-  
mett St., Bristol, Conn. Editorial, Adver-  
tising and Executive Offices, 480 Lexing-  
ton Ave., New York 17, N. Y. Entered  
second class matter at the post of-  
fice at Bristol, Conn. March 6, 1952,  
under the Act of March 3, 1879. M. Cle-  
ments, President; Orestes H. Caldwell,  
treasurer. Subscription rates: United  
States and U. S. Possessions \$2.00 for  
one year, \$3.00 for two years, \$4.00 for  
three years. Canada \$3.00 for one year,  
\$4.00 for two years, \$5.00 for three  
years. Pan American Countries \$4.00 for  
one year, \$7.50 for two years, \$10.00 for  
three years. All other countries \$5.00 for  
one year, \$7.50 for two years, \$10.00 for  
three years. Printed in U.S.A.

\*Trade-Mark Reg. U. S. Pat. Off.  
Copyright 1952 by

CALDWELL-CLEMENTS, Inc.  
Publishers also of TELE-TECH

IN THIS ISSUE

JULY, 1952

## ★ *AM, FM, Television*

Cover—More for Less	
Who's to Blame for Madhouse Merchandising?	15
What's Ahead—in Radio, Appliances, Records and Television	16, 17
Dealers Outline Current Merchandising Evils	22, 23
More Dollars in Selling the Deluxe Sets	24, 25
The Annual NAIM Music Show	26, 27
The Latest New Products in the Hi-Fi Field	30, 31
Television & Appliance Retailing	32
Specifications of the New Television Models	34, 35, 36
Selling Magnetic Recorders	43
More Profits in Fringe TV	44

## ★ *Records, Phonographs, Accessories*

How to Increase Phono Needle Sales	38
The Popularity of the "45" Record	70, 71
Ups Discs to 55% of Store's Total Sales	72, 73
Review of Phono Record Market Shows Steady Growth	28, 29
Industry News and the Latest Record Releases	begins on page 40

## ★ *Electrical Appliances*

San Antonio Dealer Makes Money in Suburban and Farm Markets	46, 47
News in the Appliance Field	16, 17
New Electrical Appliance Products	32
Electrical Appliance Activities in the Industry	begins on page 48

## ★ *TV Technician*

Don't sell Yourself Short on Service Charges	53
Servicing Phono Equipment for Microgroove Records	56, 57
New Circuits—Tube Location Guides for Latest TV Sets	54, 55
Shop Hints for Short-Cuts	62
New Products for Servicers	58

**Latest Product Specifications, Directories, etc.**  
that have appeared in RADIO & TELEVISION RETAILING:

### Specifications:

Recorders	Apr. '50, p. 62
Room Air Conditioners	Apr. '52, p. 48
Home Radios	Apr. '51, p. 59
Portable and Auto Radios	Apr. '51, p. 56
Washing Machines	May '51, p. 84
Vacuum Cleaners	July '51, p. 67
Refrigerators	Sept. '51, p. 65
Dishwashers	Oct. '51, p. 62
Television Receivers	Nov. '51, p. 42
Ironers	Nov. '51, p. 50
Hand Irons	Dec. '51, p. 42
Clothes Dryers	Jan. '52, p. 80
Electric Ranges	Mar. '52, p. 58

### Directory:

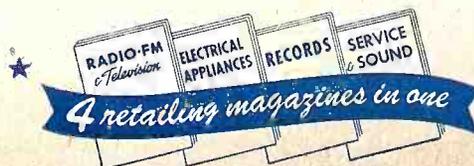
Mfrs. of Radio, TV, FM, Phonos, Phono Records, Recorders, Servicing and Sound, May '52, p. 101

### Directories:

Distributors	Jan. '52, p. 117
TV & FM Antenna Mfrs.	Mar. '51, p. 36
Custom Components Mfrs.	Apr. '51, p. 34
Test Instruments	May '51, p. 100
Electric Housewares	Feb. '52, p. 46
Phono Record Mfrs.	July '51, p. 42
Roster of Representatives	Oct. '51, p. 101

### Reference Charts:

FM Coverage Areas	July '50, part II
Battery Replacement Chart	Apr. '51, p. 73
Four-Field Statistics	Jan. '52, p. 58
UHF Coverage Areas	Aug. '51, p. 44
TV Sets in Use	Jan. '52, p. 59
TV Set Specifications	July '52, p. 34



CALDWELL-CLEMENTS, INC., Publication Office, Bristol, Conn.  
Editorial and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Plaza 9-7880

# CBS Columbia

## ANNOUNCES the most Powerful Selling Plan in the Television Industry



DAVID H. COGAN,  
President,  
CBS-COLUMBIA INC.

### CBS-COLUMBIA INC.

A Subsidiary of the Columbia Broadcasting System

With a quarter-century of leadership in television and radio broadcasting and research, it is only natural to expect leadership from CBS in the creation of outstanding television receivers.

The new CBS-Columbia television models are the result of years of planning, research and engineering, testing and retesting. Our objective was to find just the right combination of performance, beauty and price to spell out VALUE to all America!

While VALUE is the first measure of customer interest, we at CBS-Columbia recognize the need for LEADER-PRICED MERCHANDISE, as well--created to direct prospects to your store.

We also recognize the need for adequate retail margins of profit. What's more, we do something about it...with not only a leader line for store traffic, but STEP-UP LINES that permit logical selling-up--for greater PROFITS.

While merchandise must give dollar value to justify selling-up, a major stimulant to the sale of premium-priced goods is pride of ownership, which is dependent upon the trade name itself. And in all television there is no bigger...no more important trade name than CBS-Columbia!

The final ingredient is PROMOTION. And who can do a better job of promotion than CBS-Columbia--an organization that has been prominently associated in advertising--and with advertisers--for more than a quarter-century. Every medium of promotion will be employed: Newspapers, Magazines, Radio, Television, Billboards, Point-of-Sale Material, Literature. Every trick in the book! And--a few not in there yet!

Yes, a good PRODUCT...PRICED low...with adequate PROFIT... bearing a PRESTIGE name...and backed by intensive PROMOTION-- these are the selling tools you need for successful TV merchandising. With the exciting new CBS-Columbia Television Receivers, you can count on getting them all--in full measure!

Sincerely yours,

*David H. Coogan*



Superbly crafted styles for the budget buyer as well as the most discriminating owner --



The BROADWAY  
Available in 17" and 20"



The PLAYHOUSE  
Available in 17" and 20"



The HIT PARADE  
17" Mahogany



The PREMIERE  
21" Mahogany



ENGINEERED BY  
**CBS** Columbia  
 The Greatest Name in TV ... Radio ... Broadcast Research

## An Exciting New Line . . . Featuring the Exclusive CBS Power-Tron Chassis

Here is television engineered for today, tomorrow and for years ahead. It's the newest, brightest, most advanced television in America—brought to you by the greatest name in TV and Radio Broadcasting and Engineering.

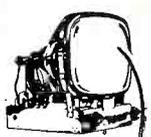
The *Power-Tron* Chassis is proof positive of PERFORMANCE. And—CBS-Columbia gives you PRICE with leader merchandise . . . PROFITS with step-up models . . . PRESTIGE with the greatest name in the industry . . . PROMOTION in every medium. Add them all up and they spell out a Powerful SELLING Plan designed to move merchandise NOW! It took CBS to do it! Call or write your CBS-Columbia Distributor today for further details.

CBS-COLUMBIA INC.—A Subsidiary of the Columbia Broadcasting System



### The *Decorator* Series

Now, for the first time, CBS-Columbia gives the home planner complete choice of color and finish in a television receiver—or, a chassis without cabinet for custom installation.



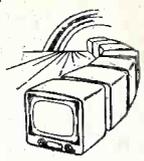
1 — Complete 20-inch chassis without cabinet.



2 — Unfinished-wood cabinet — 20-inch model — ready for paint, stain or antique application.



3 — 20-inch models in New *Decorator Colors*—Choice of seven *House & Garden Magazine* co-ordinated-color cabinets—ranging from sparkling pastels to deep basic colors.



The **AMBASSADOR**  
 21" Mahogany



The **PRESIDENT**  
 21" Mahogany or Blonde



The **IMPERIAL**  
 21" Mahogany



The **FUTURA**  
 21" Blonde



The **CAVALIER**  
 21" Mahogany



The **CORONATION**  
 21" TV-FM-AM-Phono



# Tape Recorders sell EASY



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

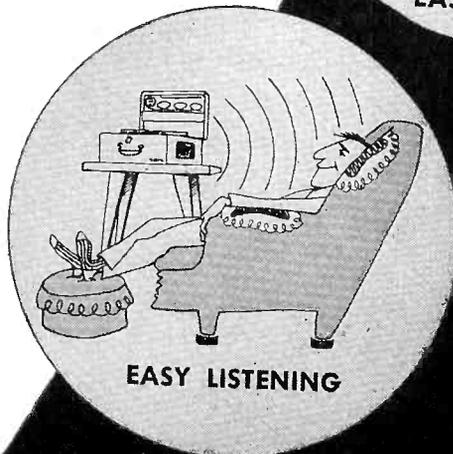
**Just demonstrate . . .** anyone who has seen and heard the Eicor tape recorder demonstrated can specify it for a multitude of uses. Such features as volume and tone-control, two-speed recording and playback, full range and true-pitch recording gives the customer his best value in sound recording.

**SELL EICOR AND SELL EASY!**

Conversion kit changes the Eicor Model 115 from standard 7½ in. per sec. to 3¼ in. per sec. **\$5.00** List Price



**DEALERS** — for information on contacting your nearest distributor write to us . . . Department TR—RTR-7-52



RETAILS AT  
**\$144<sup>95</sup>**  
SLIGHTLY HIGHER  
WEST OF THE ROCKIES

## Eicor, Inc.

1501 W. Congress St., Chicago 7, Illinois

# PHILCO FOR '53

*presents*

## EPOCH-MAKING TELEVISION AND RADIO NEWS!

**Philco celebrates 60 years of engineering  
leadership with truly precedent-shattering  
developments in Television and Radio for '53**

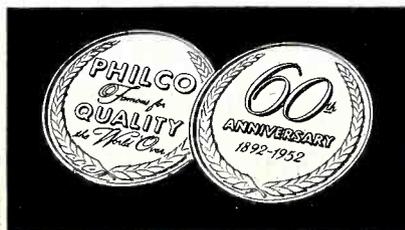
Philco Scientists and Engineers usher in a new era of Television and Radio quality, performance and values for 1953. Millions of dollars have been invested to develop, retool, and manufacture a completely new television and radio line—radically new in engineering concepts, new in design, new in features, and excitingly new in customer appeal.

Once again Philco proves its leadership. Once again Philco dealers will cash in on the greatest line of values in Television and Radio ever presented to the American Public. And, once

again, the Philco dealer franchise will be the most desirable, the most profitable in the appliance industry.

The sensational new 1953 Philco Television and Radio lines, along with the great Philco Refrigerator, Home Freezer, Room Air Conditioning, and Accessory products, will be paraded before the largest TV and Radio audience in history—the Philco sponsored Republican and Democratic National Convention Radio and Television broadcasts over NBC.

Get set to cash in on the mightiest merchandising event in the industry!



First again in Quality,  
Performance and Dollar Value

# Westinghouse television

WITH THE

*Electronic Clarifier*

"Plug-In" UHF...Single Dial Tuning

Westinghouse provides these three famous and EXCLUSIVE improvements as standard equipment on all models, regardless of price or picture size.



The Chelton  
16-inch Picture  
Model 706T16



The Dover  
17-inch Picture  
Model 681T17



The Huntley  
17-inch Picture  
Model 704T17



The Drake\*  
17-inch Picture  
Model 700T17



The Marlow  
17-inch Picture  
Model 667T17



The Dryden  
20-inch Picture  
Model 708T20



The Westfield\*  
21-inch Picture  
Model 710T21



The Westmore  
21-inch Picture  
Model 676T21

YOU CAN BE SURE...IF IT'S

# Westinghouse

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



**The Woodbridge**  
17-inch Picture  
Model 699K17



**The Winslow**  
17-inch Picture  
Model 678K17



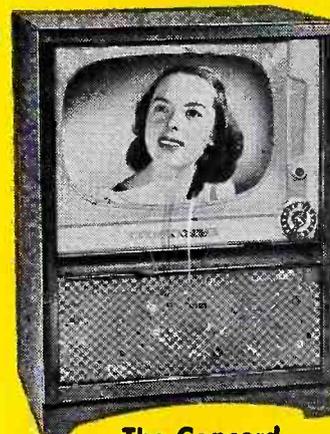
**The Whitney\***  
17-inch Picture  
Model 702K17



**The Campaign Special**  
21-inch Picture  
Model 692T21



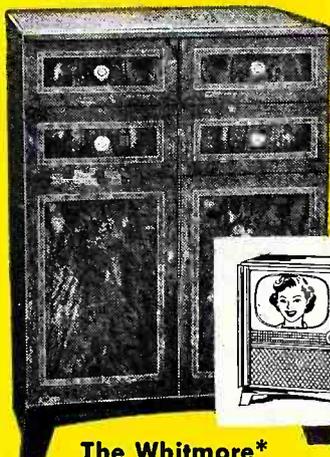
**The Markley**  
21-inch Picture  
Model 695K21



**The Concord**  
21-inch Picture  
Model 713K21



**The Welburn\***  
21-inch Picture  
Model 714K21



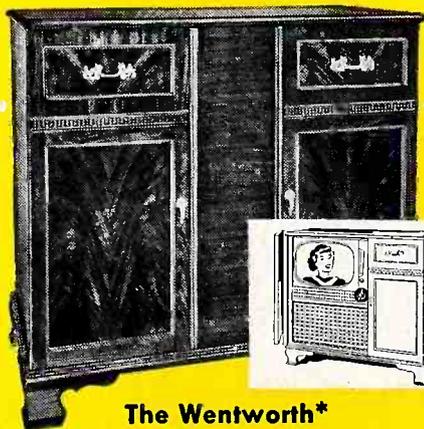
**The Whitmore\***  
21-inch Picture  
Model 720K21



**The Salem**  
21-inch Picture  
Model 722K21



**The Madison**  
24-inch Picture  
Model 688K24



**The Wentworth\***  
5-way Combination  
21-inch Picture  
Model 730C21

Also available in frosted oak.

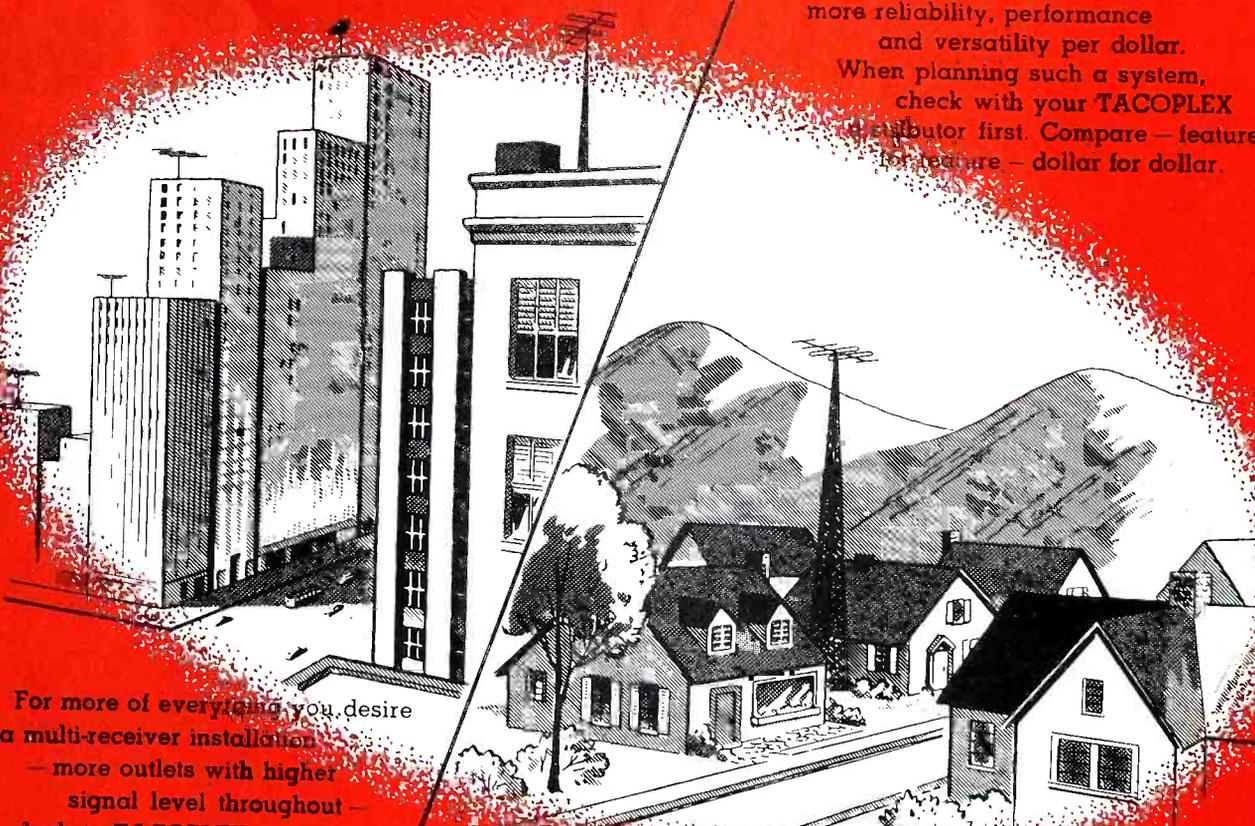
**Tune in on history!** Only Westinghouse brings you complete coverage of four-month political campaign over CBS television and radio.

**NEW 1952 FALL LINE  
WESTINGHOUSE  
TELEVISION  
AND RADIOS  
ON DISPLAY,  
Parlor F,  
National Association  
Music Merchants,  
Hotel New Yorker  
July 28-31**

# TACOPLEX

## the leader in TV Master Antenna Systems

More successful community antenna systems employ TACOPLEX equipment than any other make. The reason - TACOPLEX offers more reliability, performance and versatility per dollar. When planning such a system, check with your TACOPLEX distributor first. Compare - feature for feature - dollar for dollar.



For more of everything you desire in a multi-receiver installation - more outlets with higher signal level throughout - look to TACOPLEX. Used by leading installation companies.

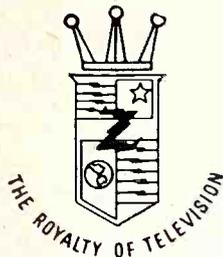
Send for  
TACOPLEX  
Catalog No. 39

# TACOPLEX

TECHNICAL APPLIANCE CORPORATION  
Sherburne, N. Y.

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

*Achieved in the tradition of* **Quality**



**ZENITH**

*Proudly Announces*

# THE ROYALTY LINE

WITH THE NEW "K-53" CHASSIS AND SUPER-AUTOMATIC STATION SELECTOR

*The Finest Television Receivers  
Ever To Bear The Zenith Name*

It's here—after two years of research and planning—the line destined to make profit history! We think it's the best-looking, best-performing TV line ever developed . . . and tests and comparisons bear us out.

There's the new "K-53" Chassis—so powerful, so superior to anything the TV industry's ever known—that its million-dollar cost to us was more than worth while. There's the amazing Super-Automatic Station Selector—the quickest, most satisfactory provision for adding UHF ever devised. And there are scores of other miracle new TV features.

See this great new line at your Zenith Distributor's. Note the wide range of decorator styles. Check the power and sensitivity of every set. Then look at those low price tags! Yes, this year your every customer can afford Zenith Quality TV— at prices starting at \$199.95, including tax and warranty.

Plan now to get behind 1953 Zenith TV—the line that has everything.  
It's a *direct line* to profits.

T2224



**ZENITH RADIO CORPORATION, Chicago 39, Illinois**

**1***for the money . . .***2***for the show . . .***1 ARRESTER** is all you need!

Simplifies inventories and installations because it fits *all* types of twin lead\*—mounts *anywhere!*

**2 MODELS** that show top profit—each is all-purpose, complete with mounting strap, screws, individually packaged.

The **Champion**, in high di-electric porcelain, Model QLA-2 \$1.50 list

The **Challenger**, in low-loss phenolic, Model LA-2 \$1.00 list

Write now for free bulletin.

\*Pat. pending.



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

### Reps Elect National Officers; Name Various Committees

At the annual national delegates' and general members' meeting of "The Representatives" of Radio Parts Manufacturers, Inc., held in Chicago, the following national officers were elected: President, Norman B. Neely, Los Angeles; 1st V-P ( Russ Diethert, Chicagoland; 2nd V-P, Wally B. Swank, Empire State; 3rd V-P, Dean A. Lewis, California; Secretary, James P. Kay, Missouri Valley; and treasurer, Royal J. Higgins, Chicagoland. Three new members were elected to the board of governors: L. W. Beier, Chicagoland, subsequently elected chairman; B. C. Landis, New York, and Wilmer S. Trinkle, Mid-Lantic. M. K. Smith, Atlanta, Ga., was re-elected to the board of governors. R. W. Farris, Kansas City, board chairman the past two years, D. N. Marshank, Los Angeles, and W. E. McFadden, Columbus, Ohio, are the remaining members of the board of governors. Mr. Neely announced new committees for 1952 as follows: Industry Relations Committee: Walter Hannigan, Boston, Chairman; John Kopple, New York; David H. Ross, San Francisco; John Thompson, Atlanta, Wm. S. Lee, Detroit; Neal Bear, West Richfield, Ohio; and Bruce MacPherson, Ft. Wayne, Indiana. Nominating Committee: S. K. Macdonald, Philadelphia; C. B. Parsons, Seattle; W. Clif McLoud, Denver; F. Edwin Schmitt, New York; J. Earl Smith, Dallas; and John Cota, Atlanta. Membership Committee: Paul Sturgeon, Boston; James Pickett, New York; Percival Ridley, Chicago; H. A. Kittleson, Los Angeles; C. L. Pugh, Columbus, Ohio; and John Crockett, Dallas.

### Parts Show a Success With More Than 11,000 in Attendance

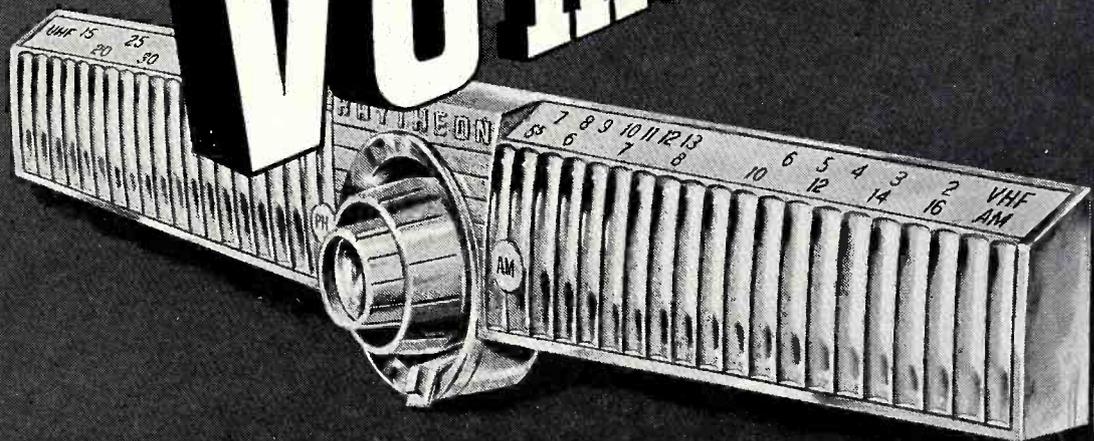
More than eleven thousand persons attended the Electronic Parts Show. Distributor attendance was estimated at 4110; a total of 636 sound dealers were listed; 3275 persons were listed as exhibiting manufacturers and their personnel; and 2293 representatives attended. The Conrad Hilton Hotel plans to enlarge Exhibition Hall to accommodate between fifty and seventy more booths next year.

### PMA Second Annual Banquet To Be Held July 30

The second annual banquet of the Phonograph Manufacturers Association will be a rollicking evening with excellent food and great entertainment, Joseph Dworken, secretary-treasurer of PMA and chairman of the dinner committee has announced. The banquet will be part of the climax to the NAMM Show and will be held on Wednesday at 7:30 p.m., July 30, at Bill Miller's famous Riviera, located on the New Jersey shore near the George Washington Bridge. Due to popularity of the night club, only 200 tables are available for NAMM.

It's here! It's exclusive with **Raytheon TV**

# VU-matic



## ALL-CHANNEL RECEPTION!

Raytheon Engineering "Know-How" has scored again... to bring you the greatest TV profit makers of the century!

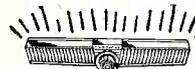
# TWO TV SETS IN ONE!

In this ONE great receiver, with SINGLE-KNOB Tuning Control...

**1** YOUR CUSTOMERS GET an individual, built-in Tuner and Circuits for perfect reception of all 12 present VHF Channels!

**2** YOUR CUSTOMERS GET an individual, built-in Tuner and Circuits for perfect reception of all 70 new UHF Channels!

And look at these attention-getting, easy-to-sell additional features that will assure consumer acceptance, and "close the sale" against any TV competition!



**"Channelite" Tuning**, with high-visibility, flat channel window, illuminates the VHF, the UHF, and Radio Sections individually as tuned. Makes tuning easy, accurate, instantaneous!

**Other "Plus" Features** include Raytheon's famous "fringe-area" performance... removable, anti-glare picture window... big, distortion-free picture tubes... and Full-Year Warranty on all parts, including picture tube.



**"Focalized" One-Knob Control of VHF, UHF, AM Radio.** Master Switch controls TV, Radio, and Phono-Jack. Full-Range Tone control under plastic escutcheon. Phono-Jack and Ear-phone plug-in provision on rear of chassis.



**Guaranteed!** Raytheon TV with VU-matic Tuning is designed and equipped to receive any VHF or UHF channel telecast in your area.

See your Raytheon Distributor, and get the complete story of the tremendous advertising, promotion and selling plans for your neighborhood and city!

And be sure to look for the news about the sensational new, popularly-priced Raytheon "Suburban" in next month's issue!

**RAYTHEON**

# Raytheon

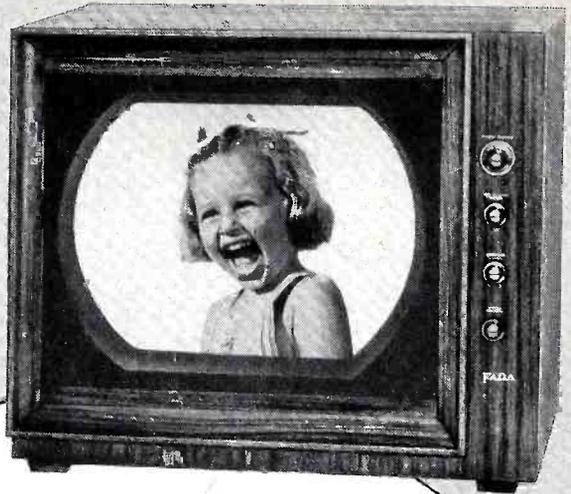
BELMONT RADIO CORP. • Subsidiary of Raytheon Mfg. Co. • CHICAGO 39, ILL.

to  
ask  
why  
buy  
Fada  
is  
like  
asking  
Why  
Make  
Money?

Because to make money, you must make a profit on every sale, satisfy your customers, and have a minimum of service calls. A Fada TV Franchise assures you of all three!



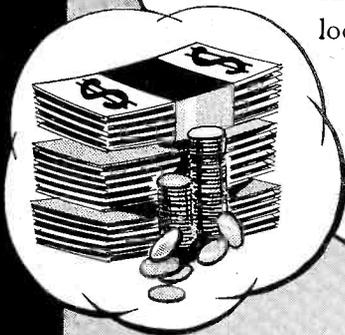
For superior, BIG picture quality, you can't top this 24" Fada "Power-Plus" table model. Truly the "President" of the Fada line. Cabined in genuine mahogany veneers or luxurious blonde mahogany... Model 24T10. One of Fada's COMPLETE LINE of TV receivers in all screen sizes and styles.



# FADA

## "POWER-PLUS" Television

guarantees your customers bright, sharp, clear pictures in the toughest fringe areas—in localities where you couldn't normally make a sale—and the best pictures ever in local areas. Your profit will be well above the average—and those expensive service calls will be few and far between. Wherever television will perform, Fada will perform better!



**W**hen UHF comes to your locality, Fada "Power-Plus" TV receivers can be adapted for this type of reception quickly and easily by changing tuning strips in the super-sensitive "Cascode" Turret Tuner. Also, Fada UHF converters are available for ALL Fada TV receivers manufactured since their introduction early in 1948.

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

Be Sure of Your Installations...Next Year

Use

*Aptitude-Tested*



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-oper-  
ate in pioneering new  
wires to meet or antici-  
pate industry's grow-  
ing needs.

In the years that  
follow

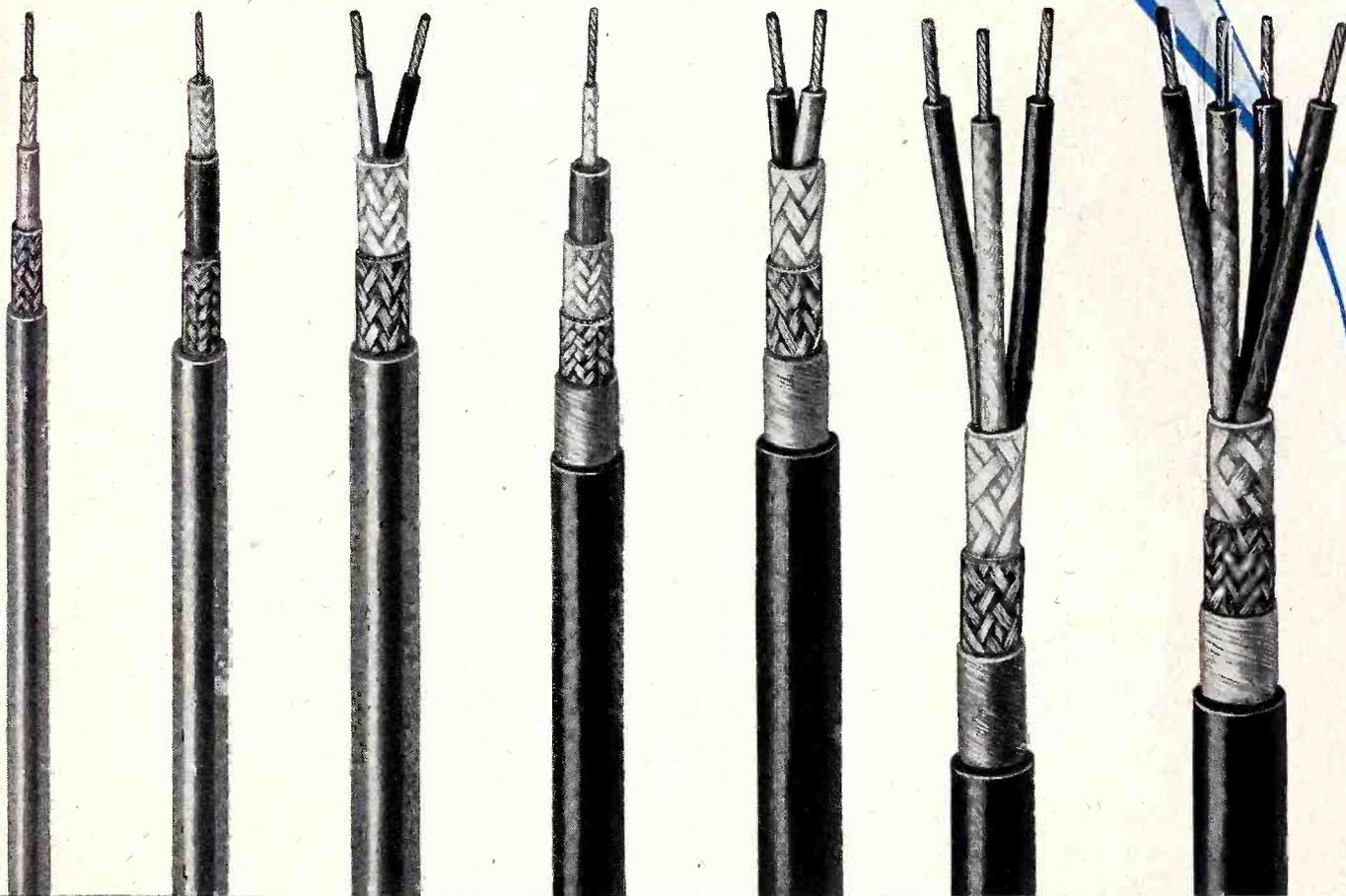
This Belden  
Program Is—

— TO BE  
CONTINUED

# MIKE CABLE Now!

•Now, you can be sure of your  
installations with Belden Micro-  
phone Cables. They are *Aptitude-  
Tested* and rated to give you safe  
and complete knowledge of their  
characteristics. Furthermore,  
Belden Mike Cables are built for  
maximum service. Put them to  
work for you now—and be sure...  
specify Belden.

Belden Manufacturing Co., 4697 W. Van Buren Street  
Chicago 44, Illinois



**No. 8411**

Nominal Capacitance 37 mmf per ft. Use particularly for lapel microphone.

**No. 8401**

Nominal Capacitance 25 mmf per ft. For crystal, ribbon, carbon microphones.

**No. 8422**

Nominal Capacitance 32 mmf per ft. Use specially for carbon microphones.

**No. 8410**

Nominal Capacitance 33 mmf per ft. For crystal, ribbon, carbon microphones.

**No. 8412**

Nominal Capacitance 68 mmf per ft. Use specially for carbon microphones.

**No. 8423**

Nominal Capacitance 54 mmf per ft. Use particularly for carbon microphones.

**No. 8424**

Use for interconnecting power cable for all electronic uses. Also microphone cable.

# Belden Radio WIRE

The  
*Aptitude-Tested* **LINE**

NEWSPAPER SURVEY\* PROVES:

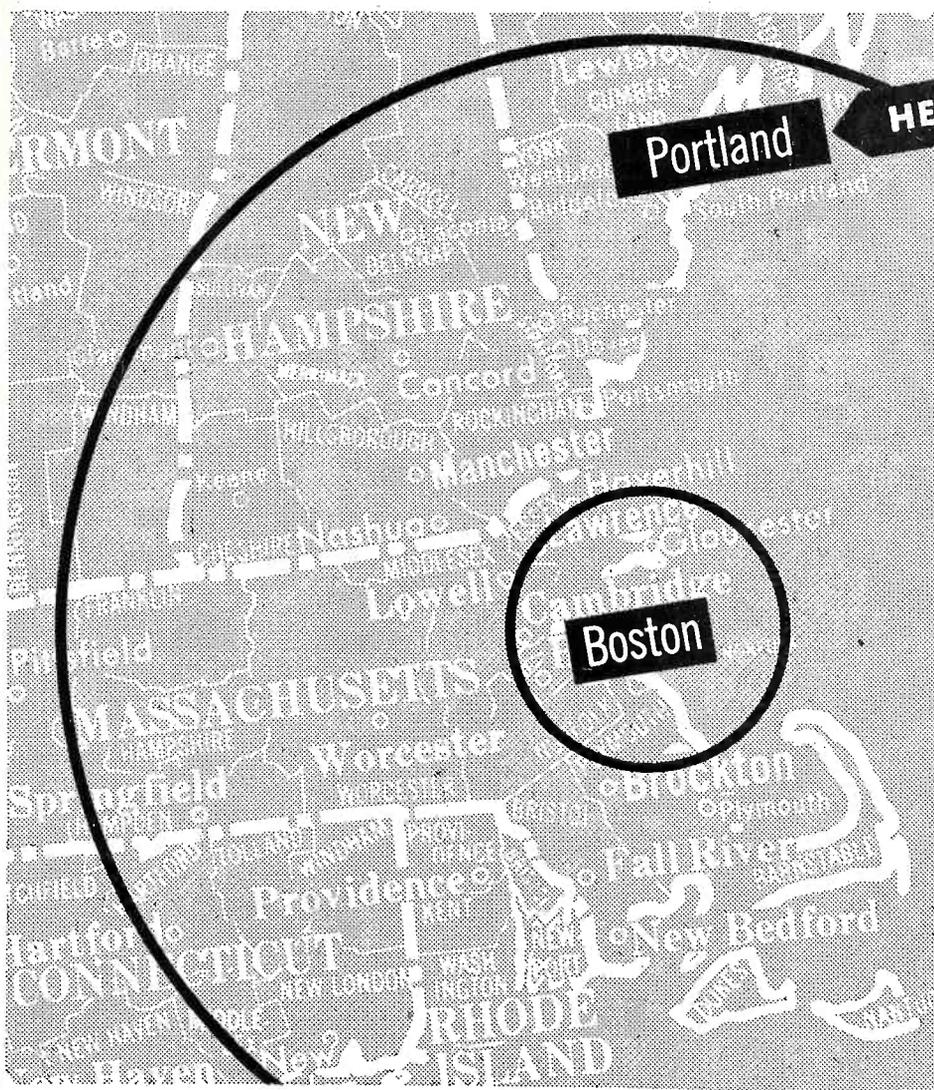
*Emerson TV*

**OUTSELLS**

**THEM ALL...BECAUSE IT**

**OUTPERFORMS**

**THEM ALL!**



**HERE'S PROOF POSITIVE:**

Consumer Preference by Brands in Portland, Maine:

<b>EMERSON</b> . . . . .	<b>22%</b>
BRAND A . . . . .	16%
BRAND B . . . . .	14%
BRAND C . . . . .	10%
BRAND D . . . . .	8%

PROOF POSITIVE that Emerson's matchless performance pays off in bigger sales...bigger profits! In Portland, Maine, ONLY EMERSON TV could pick up Boston stations and deliver the best pictures with high-fidelity sound! No wonder EMERSON OUTSELLS EVERY OTHER BRAND in America's largest market north of Boston!

Cash in on the most powerful selling story in the industry—story backed up by FACTS! Feature EMERSON in your store...in your advertising. See for yourself how Emerson's matchless performance, beautiful cabinetry, amazing low price will turn "just lookers" into purchasers!

*\*1952 Consumer Analysis Survey, Portland, Me.*



**Emerson**

OVER 13,000,000 OWNERS ACCLAIM THE NAME FOR PERFORMANCE AND VALUE

Emerson Radio & Phonograph Corp., New York 11, New York

\*REG. U. S. PAT. OFF.

# TELEVISION RETAILING

including "Radio & TELEVISION,"  
"RADIO & TELEVISION RETAILING,"  
"RADIO & TELEVISION TODAY,"  
"TV TECHNICIAN!" and  
"ELECTRICAL RETAILING"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

## Who's to Blame for This Wave of **Madhouse Merchandising?**

In relationships between manufacturers, distributors and dealers we need *less frenzy--more friendship*. We need *fewer deals and dickering--more cooperation* in helping to *sell merchandise profitably, not merely to get rid of it*.

Though there's always been a lot of griping going on in the industry, today's conditions see relationships strained to the breaking point—simple griping supplanted by genuine bitterness at all levels, with a widespread disregard for the welfare and rights of the other fellow.

Such bitterness is reflected in wanton price-cutting nurtured by deals, discriminatory discounts, and the substitution of sharpshooting tactics for the friendly, cooperative salesmanship we so desperately need. And worse, such conditions have indoctrinated a large segment of the public into the art of chiseling and the consequent loss of faith in manufacturer and dealer.

*Too many manufacturing executives* are isolated in ivory towers, unwilling to study the retailer's plight; overlooking complaints on poor quality, difficulty in getting adjustments on defective parts, obsolescence of TV sets and appliances in inventory by too frequent introduction of new models. *Too many take the cold-blooded view that their only job is to roll out the stuff, unload it and let the devil take the hindmost.*

### **Desperation-Selling in Dog-Eat-Dog Market**

*Too many distributors* view the retailer as a goat upon whom they can foist questionable deals. Such case-hardened attitude is reflected in their "salesmen" who are not taught to *sell merchandise*, and to help dealers sell merchandise, but instead are driven out to *unload* products through deals, spell-binding spiels, spiffs and what-have-you.

*Too many dealers* would rather have a fast-buck than a slower sawbuck and a satisfied customer. Too many depend upon misleading advertising and price finagling to get business. Too many inexperienced merchants think they can match tactics with the big operators, only to end up with padlocks on their doors. *Too few are willing to train salesmen to sell rather than chisel.*

### **Let's Get the Ice Water Out of Our Veins**

*It's high time that we did something about this deplorable situation.*

Manufacturers should get out in the field and see at first hand what's happening. They should make partners of their distributors and dealers, and offer friendly, constructive help by field men, and through selling aids, in addition to

producing good quality, competitively-priced merchandise. In this way they can maintain consumer good-will for the brand, encourage dealers to spend money in promoting products, and curtail switching.

### **Good Salesmanship Will Pay Off**

Distributors should train their men to treat dealers as friends, bringing them ideas as well as merchandise. So far as crooked deals are concerned, the distributor who asks his salesmen to perpetrate them is in for a shellacking himself because his men will rook him at every opportunity, and the dealer-victims will go to other brands, or to the wall, owing the wholesaler money.

Dealers need to do everything in their power to make friends of their satisfactory suppliers, visiting them and calling upon them for help and advice. They need, also, to upgrade salesmanship so that a spirit of good-will can be built up among their customers.

Fewer deals, more cooperation, and less frenzy will result in an ethical, decent business built upon fair price, fine products and friendly cooperation . . . **and bring more profits to those who will try whole-heartedly to stamp out this wave of madhouse merchandising.**

# What's Ahead! — in Radio,

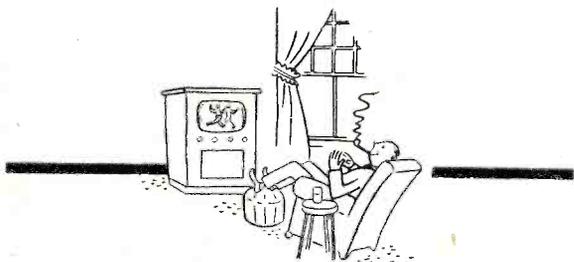
OUR NAME, you will note, has been abbreviated to TELEVISION RETAILING with this issue. But the magazine and its contents remain the same as before,—complete with full information for dealers, servicers and distributors, on radio, AM and FM, appliances, records, and servicing. Also you will see we have enlarged the section "TV Technician," covering installation, maintenance and repairs, together with the latest new technical products.

*DISTRIBUTOR ADVERTISEMENTS "FIGHTING" with those of retail outfits slashing branded merchandise is something new in the newspapers. The wholesalers urge readers to look for untampered-with serial numbers; to buy only from franchised dealers at list prices. The price-cutting copy pulls no punches with brand names, and is worded to imply that the firm is properly franchised.*

DEALERS STILL PLAYING IT VERY CLOSE TO THE VEST in buying, but a great many believe that they'll be placing some fairly heavy orders next month in anticipation of an upswing in sales starting in September.

*BIG JOB STILL TO BE DONE IN MODERNIZING PHONO PLAYERS, selling new 3-speed units to the American public so that they can get the most and the best out of records today. Dealers who don't go after this business are overlooking a good bet.*

LOOK FOR A RECORD-BREAKING CROWD TO ATTEND THE NEDA annual convention at Atlantic City, September 22-25. In addition to the convention for distributor members, there will be a manufacturers' conference, education sessions, and a program of lively events.



*"IF YOU DON'T WANT TO BUY A SERVICE contract, it's up to you to call in a service repairman . . . and to pay for each service job on a time and material basis. One way of determining the responsibility of a repairman is whether he will give you a written estimate of costs before doing the job and a breakdown of his charges afterward. Another is evidence of satisfactory servicing he has done in your neighborhood."—From "Things You Should Know About the Purchase and Servicing of Television Sets," a consumer booklet, issued jointly by RTMA and the Assn. of Better Business Bureaus.*

AT A RECENT SHOWING IN A CHICAGO HOTEL, A FAIR FEMME listened to a demonstration of the highest Hi-Fi equipment the exhibitor could get together. Asked how she liked it, the lady said, "It's really wonderful. So much better than high-fidelity music which I never was able to go for or understand." So help us, it's true!

TELEVISION SETS IN USE as of July 1 reached 18,200,000. 2,450,000 sets have been sold since the first of the year, as compared with 2,521,000 in the same six-month period of 1951, a slight decline of 3.6%. With many new cities joining the networks this month in time for the political conventions, it is expected that summer sales will somewhat exceed their normal seasonal average and more than pick up that slight loss during the first half.

*BETTER BUSINESS BUREAUS going hot and heavy after those who are pouring out a flood of misleading ads to sell freezer-food combination deals. In New York, the Bureau issued a special bulletin making recommendations for the advertising and selling of combination offers.*

GRIST FROM THE RUMOR MILL. Two biggies seriously considering entering the Hi-Fi components field . . . Personnel shake-up in one very large manufacturing firm has even the insiders guessing . . . Quality TV set maker still huddling over whether to stay in Cadillac class or slug it out with the low-pricers . . . Disc makers doing some deep thinking about pre-recorded tape these days . . . Watch for a big merger or outright purchase to occur in the white goods field . . . Some tube manufacturers really worried . . . Amazing reason why certain phono records can't be bought at cut-prices in some of the price-cutting stores in New York . . . Don't bet that the present eased-up situation on materials will last very long.

*AND MORE RUMORS. Certain brand TV sets you haven't seen lately will make a comeback . . . Positions of leaders in vac cleaner field likely to be changed before the year's end . . . Outstanding job being done by manufacturers in promoting phono needles will shoot sales up to new heights this year . . . Number-wise, the mortality rate of dealers in this field is probably nil, since more are coming in than going out . . . Is that manufacturer really going to bring out a clock-TV set? . . . Watch for the subject of Ham interference to be dropped because it was more of a figment than a fact so far as its rumored widespread effects are concerned.*

GEAR YOUR STORE HOURS TO YOUR CUSTOMERS' CONVENIENCE advises W. A. Brees, AVCO VP and general sales manager of Crosley. In a recent speech, he said: "The store that rigidly sticks to its nine-to-six schedule, had better take another look at its sales volume and cash receipts . . . Retailers who shy away from fitting their sales hours to the needs of the buying public are just not on their toes . . . We are living in an economy of full employment. Men and women work in factories and offices most of the day. Just when are they supposed to do their shopping? Between five and six in the evening—when they have to elbow their way through tired, irritated mobs of fellow shoppers, and are anxious to get home themselves?"

*THE LATEST LIGHTWEIGHT "WALKIE-TALKIE" now is in mass production for the Signal Corps by Admiral. The new unit weighs only half as much as the World War 2 models and has nearly double the operating range. The tiny sets can withstand parachute drops.*

# Appliances, Records and Television

MORE CAPITAL THAN EVER BEFORE in history of merchandising needed by distributors in this field, many of whom are "carrying" large numbers of dealers, and clamping down only on the most hopeless accounts. Reason for optimism by wholesalers, backed up by their own money, is the firm belief that business will come back with a bang one of these days before long.

*IN ORDER TO GET INTO THE BIG BUSINESS BRACKETS, HI-FI must be merchandised to the masses, with particular emphasis on selling the art to women. At present, Hi-Fi is of most interest to the males just as distant reception was to the early radio fans.*

CALL ON SATISFIED TV USERS FOR LEADS, suggests one merchant who gets plenty of business that way. Finding that he had difficulty getting his men to do canvassing, he had them visit a certain number of TV purchasers each day. In addition to building good-will, he got names of non-owners from the customers, and was able to make trade-ins on a number of small-screen sets he'd sold in the past. Nothing particularly new about this, but a proven business-getter revived for modern use.

*"A LITTLE NONSENSE NOW AND THEN . . ." Overheard at a Chicago convention, "What's the idea of those two guys shaking hands? They both manufacture TV antennas." . . . Also at a Chicago convention, a phono components maker describing the difficulty a friend had in making the acquaintance of a young woman, described the episode as a "reluctance pick-up." . . . And there was the bashful refrigerator salesman who blushed when he showed the stripped models.*

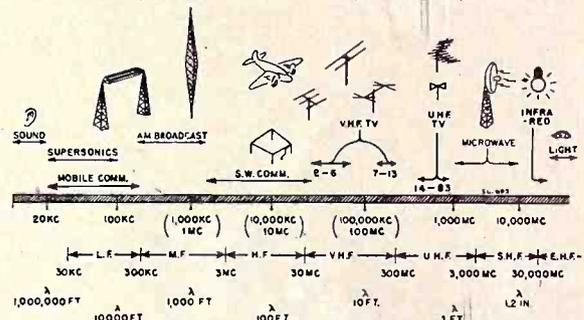
REMEMBER THE DAYS WHEN that hard-to-handle imported TV transmission line brought fancy prices in a shortage market . . . when right after World War 2, a N. Y. manufacturer announced a \$100 TV set? . . . When too many engineers said a 3-speed automatic phono record changer couldn't be built? . . . When talk of color-TV was hurting the market just like whatever it is, is doing now? . . . When a 6-foot refrigerator was considered to be a monster? . . . When foreign reception in a radio was the Number One sales gimmick?

AND REMEMBER, ALSO—When shortly after the war, distributor salesmen were being high-pressured and run ragged by dealers with cash in hand seeking scarce merchandise? . . . When there was but one make tank, one make motor-driven brush vacuum cleaner on the market—with all others being straight-suction uprights? . . . When right after TV's second start, too many expert entertainment folk said big-cast shows couldn't be broadcast because the camera couldn't get all the actors in the picture?

"IT'S HIGH TIME THE 'TOPS' OF BUSINESS who want sales success for their product and company become sales minded—not alone production and operating minded. It's high time every step of selling the product be considered carefully to avoid sticking to methods that won't work when the people's and dealer's resistance is high—like now."—W. L. Stensgaard, president, W. L. Stensgaard and Associates.

ONLY ONE TV CITY will not receive live broadcasts from the conventions via the TV networks, namely Albuquerque, N. M. To the list of cities announced in our last issue, Seattle and Phoenix will be added by convention time, bringing the network programs to 107 stations in 65 cities. In addition, special "closed circuit" viewing will be made available in Denver, Portland, Ore., and Fresno, Calif. These cities, although they have no stations yet, are already on the networks, and will pick the broadcasts off to special "viewing rooms," without rebroadcast.

*SELLING UP TO THE FINER INSTRUMENTS is the way to more profits, more satisfied users who will send in lots of leads. Selling up is a challenge to the real salesman; specializing in loss leaders and bottom-of-the-line merchandise is demoralizing to the salesman, often unfair to the customer, and almost always unprofitable.*

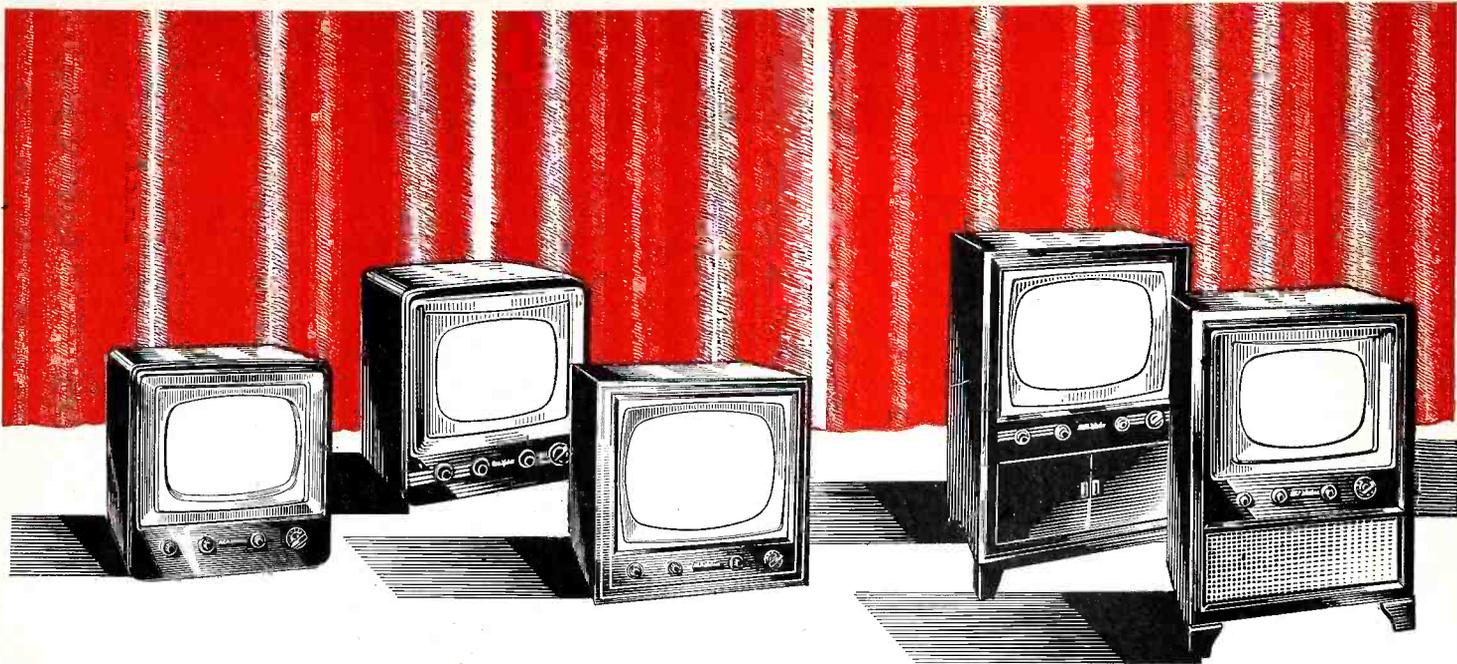


UNDERSTANDING RADIO FREQUENCIES MADE EASY by new spectrum chart prepared by the RCA Service Co. Chart shows graphically the transmitting and receiving devices for all frequencies from audio to light, together with the wave length and the band designations (VHF, UHF, etc.)

SPOKESMEN FOR 20 NATIONAL RETAIL AND WHOLESALE TRADE associations petitioned the U. S. Senate, through their million small business members, to restore the state fair trade laws to full strength. Groups in this field who fought for the McGuire bill included the National Appliance and Radio-TV Dealers Assn., and the National Electronic Distributors Assn.

## Future Events of Interest to Readers

- July 7-13: National Housewares Show, Auditorium, Atlantic City.
- 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. 3-6: Western Gift, Toy and Housewares Show, The Mart and the Civic Auditorium, San Francisco, Calif.
- 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.
- Oct. 20-21: National Farm Electrification Conference, Statler Hotel, Detroit, Mich.
- Oct. 29: 2nd National Home Vacuum Cleaning Conference, Hotel Commodore, N. Y. C.



RCA Victor Hadley  
(Model 17T201).  
\$219.95

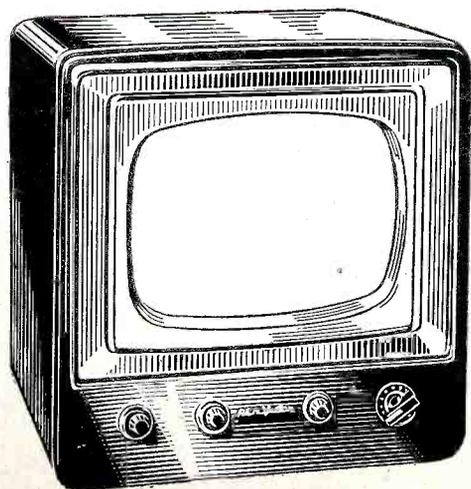
RCA Victor Kentwood  
(Model 17T202).  
\$229.95

RCA Victor Lambert  
(Model 21T208).  
\$279.95

RCA Victor Brookfield  
(Model 21T217).  
\$339.50

RCA Victor Ashton  
(Model 17T211).  
\$269.95

*Introducing...*  
*a complete new line of*  
**RCA Victor television**  
*at lowest prices ever!*

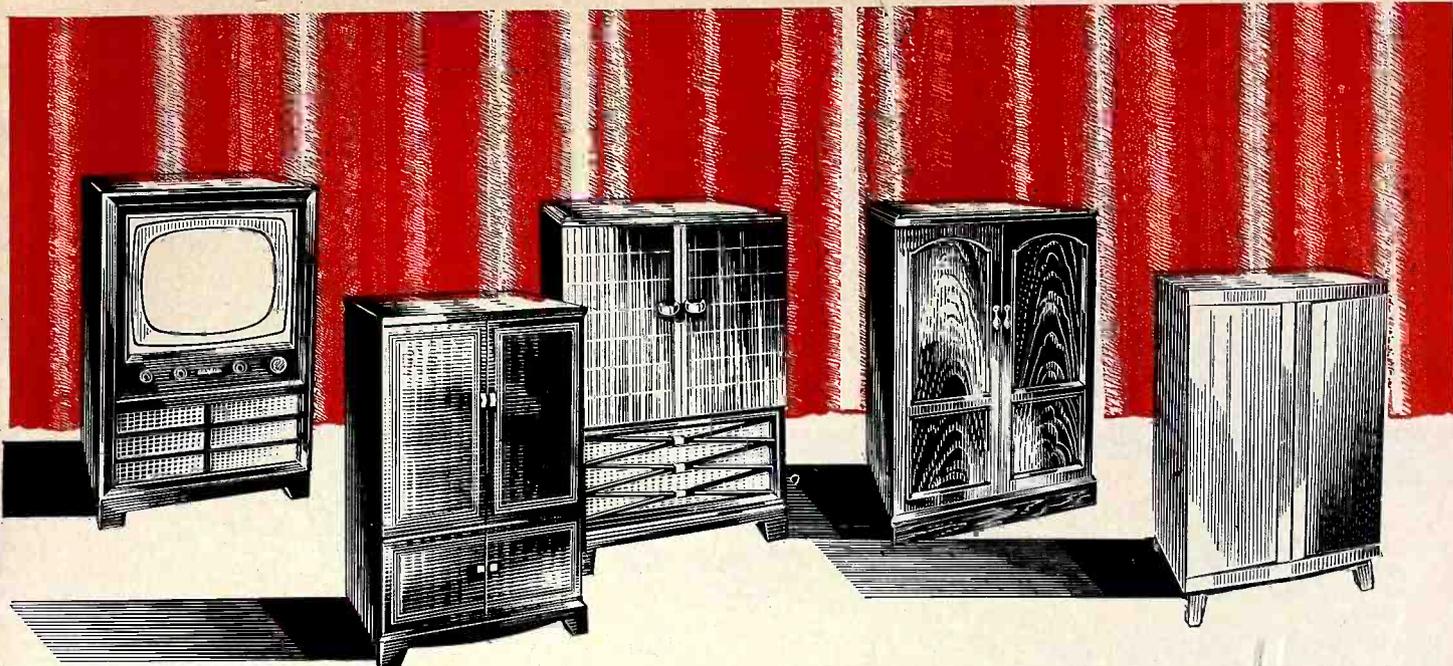


RCA Victor Shelley  
(Model 17T200).

**\$199<sup>95</sup>**

including Federal Excise  
Tax and full-year war-  
ranty on picture tube.

**RCA VICTOR**  Tmks. ®



RCA Victor Lansford  
(Model 21T218).  
\$369.50

RCA Victor Albury  
(Model 17T220).  
\$299.95

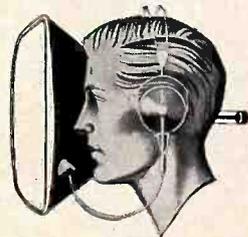
RCA Victor Lindale  
(Model 21T227).  
\$389.50

RCA Victor Brandon  
(Model 21T228).  
\$399.50

RCA Victor Belgrove  
(Model 21T229).  
\$399.50

Prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations.

with the exclusive  
**Magic Monitor**  
 Acts like an engineer  
 inside your set



"Magic Monitor"... great new RCA Victor television exclusive...

What is it? "Magic Monitor" is an intricate system of electronic circuits which automatically monitors the picture for best quality. *It's like having an engineer right inside the set!*

What's it do? "Magic Monitor" screens out interference from static, airplanes, autos and electrical appli-

ances. It amplifies weak signals, holds pictures bright, steady. And it gives perfect synchronization to picture and sound. "Magic Monitor" is built into every new RCA Victor television set!

And here's the great new line-up!

This is a complete line—built for smooth, natural sell-up. *Easy step-*

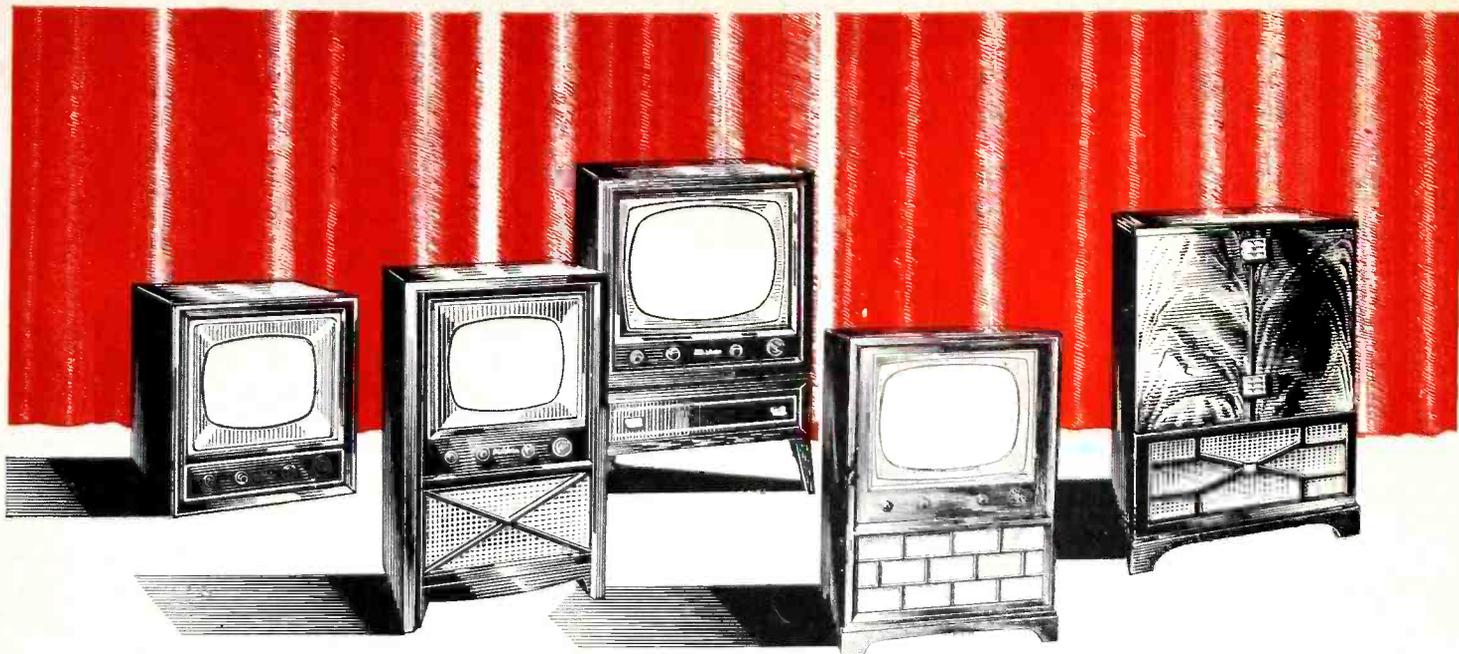
*ups for easy sell-ups!*

Just think what you can do with these eleven new sets *at these prices!* Sell America's *most wanted, most owned, most proved* television at their *lowest prices.*

Show it! Shout it! Sell it! See your RCA Victor distributor and start... **NOW!**

- ONLY RCA VICTOR HAS ALL THESE FEATURES
- Phono-jack with front switch
  - Easily adapted to UHF
  - Two-point "personalized" tone control
  - Inter-carrier sound

**Every year more people buy RCA VICTOR than any other television**



RCA Victor Brett (Model 17T250 DE).  
\$279.95

RCA Victor Ainsworth (Model 17T261 DE).  
\$339.50

RCA Victor Selfridge (Model 21T159 DE).  
\$359.50

RCA Victor Meredith (Model 21T165 DE).  
\$399.50

RCA Victor Bancroft (Model 21T174 DE).  
\$439.50

And for the Ultimate  
in television reception

# RCA Victor

- Extra circuits, extra components for all-round extra performance.
- Engineered for areas with high interference and tough "fringe" reception.
- "Magic Monitor" automatically filters out static and interference.
- Famed "Golden Throat" tone system for top fidelity sound performance.
- Finest all-round picture quality in television today.
- Specially designed fine cabinetry for the most discriminating tastes.

These sets fill out the top end of the greatest new RCA Victor television line-up in history.

The ultimate in the electronic industry today, they are designed, assembled

and finished with the finest material and craftsmanship available in America.

Every possible precaution and care is taken to insure that each single set is the best—from the smallest component to

the finished product. Display them—and be proud!

RCA Victor Television *Deluxe* is the final answer to the customer who says: "I want the best that money can buy!"



RCA Victor Suffolk  
(Model 21T176 DE).  
\$450.00

RCA Victor Donley  
(Model 21T177 DE).  
\$475.00

RCA Victor Rockingham  
(Model 21T178 DE).  
\$495.00

RCA Victor Clarendon  
(Model 21T179 DE).  
\$525.00

Prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations.

# television Deluxe!

and it's all backed up by one of America's greatest advertising campaigns

## Magazines

Sparking your own campaigns are continuous, forceful advertisements in LIFE, POST, and others.

## Newspapers

One of the greatest campaigns in TV history! Check your RCA Victor distributor for details.

## Television

Nationally televised shows hammer home up-to-date sales messages on these two great new lines.

## Radio

Tailored to pull customers to your store are commercials on RCA Victor-sponsored shows.

## Billboards

Big, colorful billboards feature the new RCA Victor television lines—all over the country.

## Point of Sale

Your RCA Victor distributor has window streamers, counter displays, etc.—to roll up more sales.

**AT YOUR SERVICE**—the vast facilities of the RCA Service Company

Tmks. ®

 **RCA VICTOR** 

# Price-Cutting Puts Squeeze

**Dealers All Over the Country Report the Old Familiar Evil Is Still "No. 1 Poison" to the Industry. Other Abuses Cited by Merchants Give Clues to Remedy.**

A number of things—call them evils, abuses or what you will—are providing some real headaches for retailers of TV, radios, appliances and records these days. Following a familiar pattern in merchandising, such evils and abuses have grown by leaps and bounds because of the slow-down in sales.

• In a nationwide survey made by TELEVISION RETAILING among thousands of dealers the results show that price-cutting still leads as the Number One evil mentioned by the respondents, and an analysis of the questionnaires returned shows clearly that most other evils and abuses mentioned are adjunctory factors directly contributing to or associated with such price-cutting. Among the contributing factors highlighted by merchants are back-door selling by distributors, preferential discounts, too frequent model changes, overboard trade-ins, misleading advertising, etc.

While price-cutting received 60 per cent of the mentions as the Number One Evil, not counting the associated factors, there were plenty of other gripes as well. Many respondents, for instance, stated that there were too many dealers; numbers protested against price drops without rebates by manufacturers, and a large percentage said that new models were brought out too frequently.

Activities of discount houses were mentioned as sources siphoning off considerable business from dealers who are attempting to hold the price line, and there were numerous protests against "valueless" and "indiscriminate" franchising by distributors. Reflecting the comparatively low inventories in dealer stores these days, few mentioned overproduction as a factor contributing to the business slow-down.

The warranty situation both at the sales and the service levels brought forth protests against the lack of uniformity in pricing, and also against the difficulty some are experiencing in getting adjustments on defective parts and tubes. Another profit-eating factor mentioned was

poor quality control of products.

A very few of the dealers returning questionnaires mentioned compulsory tie-in deals (prevalent during the days when merchandise was hard to get). Numbers of dealers want manufacturers and distributors to make efforts to police list prices, and also to cooperate more closely at the point-of-sale level.

An excellent analysis of conditions in the industry today is made by Barney Miller, Lexington, Kentucky dealer, who points out the abuses, and offers some excellent suggestions which he says may help to "create a sounder base for our business." Following are portions of Miller's letter:

"The highly competitive conditions and productive capacity of the radio industry preclude any elimination or any substantial reduction

of the abuses now prevalent. This same situation could be applied to the "white goods" field as well. It's altogether too easy for newcomers to go into this type of business. . . . Distributors in some cases consign merchandise. The methods of some manufacturers have many attributes of "rackets." They have no hesitancy in making statements in print or on the air that are extremely questionable from both factual and moral standpoints. All they are interested in is volume with no thought given to the mortality of dealers. Never in our business history have we observed as many fly-by-nights and opportunists as are operating in our industry today.

"It is true that TV has had a mushroom growth, but little thought has been given to stability for the future. The dealers in major cities who cleaned up for about two years are now giving some or most of their profits back in losses and will wind up sooner or later behind the eight-ball.

"To criticize without being constructive is unfair so we will offer a few suggestions that may help: (1) Fewer dealers to be offered the same franchise in a given territory. (2) No back-door selling by distributors. (3) Reasonable protection against price reductions. (4) Discount structure that permits a profit under normal selling conditions. (5) Better selection of dealers with responsibility and adequate financial backing.

"In making these suggestions we do so with considerable misgivings and we predict that a day of reckoning in this business is rapidly approaching. The number of bankruptcies will continue to increase among the manufacturers as well as the dealers. Our industry seems never to learn the experiences of the past but must inevitably proceed until the wash-out overtakes them and leaves the strong survivors in possession of the business.

"We trust that your efforts in calling the abuses to the attention of the industry may fall upon receptive ears and that some good will come of it."

## Here's the Way Dealers Rank Abuses in the Field Today

1. Price-cutting
2. Over-board trade-ins
3. Misleading advertising
4. Back-door selling by distributors
5. Too many dealers
6. Too frequent model changes
7. Inroads by discount houses
8. Preferential discounts
9. Warranty situation (both sales and service)
10. Mfr. price drops without rebates
11. Poor quality control
12. Lack of cooperation by mfrs. and distributors
13. "Indiscriminate" and "valueless" franchising
14. Giving free service, gifts
15. Overproduction

# on Profits

Following are a few brief comments from merchants, large and small, representing a cross-section of the country. Since the majority of the dealers who replied listed price-cutting as the Number One Evil, we have not repeated their statements on this subject in the excerpts which follow.

**ALABAMA:** "Too many small dealers without enough capital cut prices to raise cash" . . . "Distributors set up too many dealers in a town" . . . "False advertising confuses the public."

**CALIFORNIA:** "Too many new models, too many dealers, not enough margin" . . . "Too many dealers, overproduction" . . . "Discount houses encouraged by distributors and manufacturers" . . . "Dumping, low discounts, misleading advertising by large outlets."

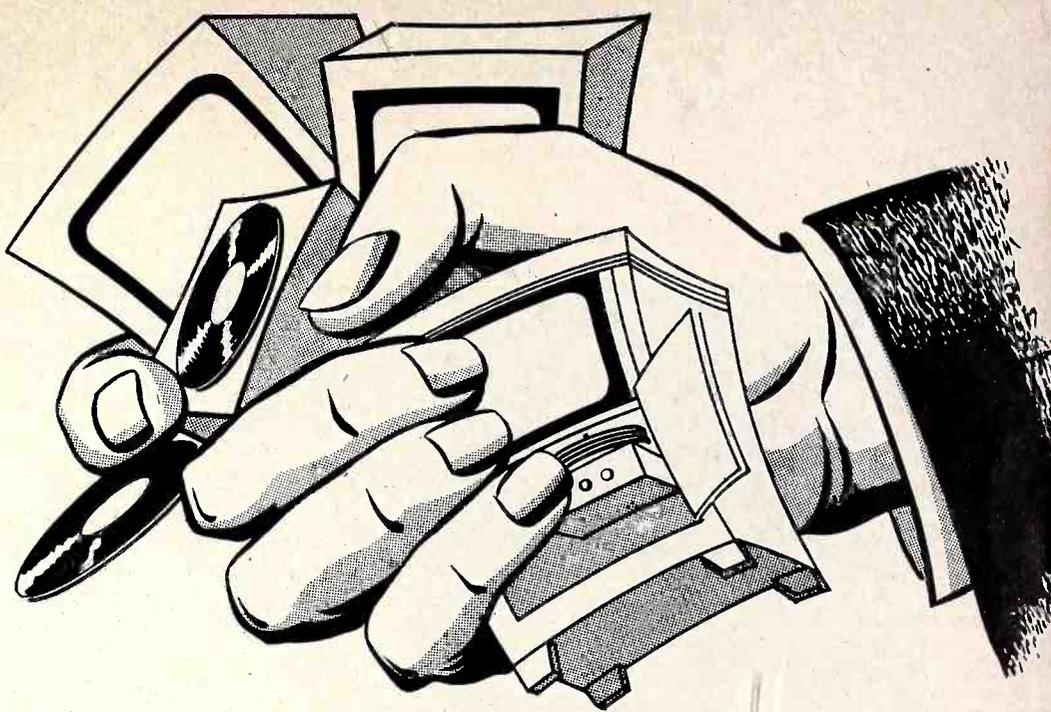
**CONNECTICUT:** "High trade-ins and 10% above-cost competition" . . . "Misrepresentation in advertising, free antennas, manufacturer dropping price, and leaving dealer stuck with 25 to 50 sets" . . . "Rise and fall of TV prices" . . . "The larger discounts that chain stores operate on enables them to undercut the independent retailer."

**DELAWARE:** "Too many dealers handling most major lines" . . . "Poor quality control."

**FLORIDA:** "Change models too fast" . . . "Corner drugstores selling" . . . "Service competition by unqualified men" . . . "No uniform policy on warranty and service" . . . "Price drops by mfrs with no inventory credit to retailer."

**GEORGIA:** "Wholesale selling to retail customers, and too many dealers installing antennas on trial basis" . . . "Back-door selling by wholesalers and poor selling job by dealers."

**ILLINOIS:** "No provision for covering dealer's servicing costs" . . . "Lumber yards, gas stations, liquor stores, etc. franchised on major lines. Non-recourse financing has encouraged widespread price-cutting. Distributors have encouraged price-cutting" . . . "Discounts too small to encourage trade-ins or pro-



motion expense" . . . Too many dealers being franchised."

**INDIANA:** "No price protection" . . . "Weakening in consumer demand" . . . "Misrepresentation, hidden charges" . . . "Confusion over parts and warranties" . . . "Low markup. When you can make a 'buy,' OPS won't let you make additional profit on it" . . . "Loose franchising" . . . "Too many model changes. When they occur the mfr and distributor have made their normal profit while the dealer must sacrifice in order to unload."

**IOWA:** "Distributors selling wholesale to retail customers and holding out currently advertised brands to push clearance models" . . . "Misrepresentation in advertising" . . . "TV sets, antennas available to public through mail-order houses at dealer discounts" . . . "Short margins and long deals" . . . "No protection in franchises; too many new models" . . . "Back-door selling."

**KENTUCKY:** "Hidden costs on TV sets" . . . "Too many fly-by-night, quick-dollar, short-margin operators."

**LOUISIANA:** "Too many people buying at wholesale" . . . "Mail-order parts houses selling to anyone" . . . "Competition in trade-ins."

**MARYLAND:** "Too many dealers with same lines" . . . "Too many price-cut-

ters not figuring costs of doing business" . . . "Manufacturers make more than they can legitimately sell" . . . "Repairmen selling sets at dealer's cost or below with trade-in" . . . "Defective new sets" . . . "20% discounts."

**MASSACHUSETTS:** "Unstable prices" . . . "Loose franchising" . . . "Too many TV manufacturers enabling everybody to get into the act as a dealer" . . . "Mfrs. and distributors unfair, selling discount houses at lower prices than to honest dealers" . . . "Too many phony prices" . . . "Consumer resistance because of probable changes in sets to come" . . . "Large trade-ins on sets or refrigerators."

**MICHIGAN:** "Too much mdse available to everyone; anything from a fur coat to a sailboat at wholesale" . . . "Short discounts will not permit outside selling" . . . "Too many outlets, too wide a difference in pricing, too many models."

**MINNESOTA:** "Pressure by some distributors to tie in slow-moving models to get desired ones" . . . "General instability in advertising" . . . "Too many 'curb-stone' and 'alley' type dealers" . . . "Poor handling of credits on faulty parts" . . . "Too frequent model changes" . . . "Misrepresentation of merchandise by manufacturer and dealer" . . . "Free service."

**MISSOURI:** "Over-franchising which leads to price-cutting" . . . "Impossible claims made by competitors in fringe areas" . . . "Poor quality and overpricing of sets" . . . "Misleading advertising and price-cutting, usually by larger stores" . . . "Slow sales and high inventories" . . . "Lack of quality control by some mfrs."

**NEW JERSEY:** "Too much price-cutting promoted by mfrs. and distributors. Too many part-time service men, some stealing tubes from employers" . . . "Too great differentials for minor and quality purchasing" . . . "No protec-

(Continued on page 106)

**How Do TV-Radio, Appliance, Record Merchants Feel About FAIR TRADE? - - and DISCOUNTS?**

**Be sure to watch for the real low-down on two red-hot topics to appear in following issues of TELEVISION RETAILING.**

**VOICES of experience, from dealers large and small, will sound off, in highlighting Fair Trade and Discount problems, so vitally associated with profitable selling today.**

# More Dollars in Selling

*There are Ways to Sell Up to Big-Ticket Receivers*



There are plenty of people who can buy big-ticket TV receivers today. Go all-out in selling up to get your share of this business. **SELLING UP** the right way is acceptable to customers, gets results and builds up morale in your salesforce.

● With all credit restrictions lifted for the time being a great many dealers are going hog-wild in advertising lowest priced sets in the store at out-of-this-world easy terms, and are neglecting the higher-priced receivers. Aside from the fact that overboard credit transactions are risky, the dealer doesn't have much of a profit margin in the low-end receivers to begin with, and in instances when he cuts the low list price he has even less.

For the profit-minded retailer, a forthright return to selling up is indicated at this time, and merchants who commence practicing this virtually lost art can obtain more

profits, better morale in their sales personnel, and, when they sell up to bigger-ticket items via time contracts they will have less difficulty negotiating installment paper with their lending agencies.

Before going into a sort of refresher course in selling up, it is necessary to delve into the reasons why so many dealers have been selling so many cheap sets; so few de luxe ones. To begin with, there is a great reluctance on the part of the public to part with money these days. Second, stiff credit terms have held back buying of the finer sets. Third, the morale of salespeople has reached such a low level that they have been depending on low price

alone to move merchandise, and third the morale of the consumer has been lowered by the flood of ads stressing cut prices.

With the exception of stiff credit terms, all of the before-mentioned factors are still in our midst to cope with, and only the firmest desire on the part of the dealer, coupled with genuine action can bring about a change. Only through making a fresh start, can the dealer increase his sales volume of the better, bigger-profit sets.

## **Many Potential Customers**

Right off the bat, the dealer must be convinced that there are customers for the de luxe receivers. Not only must he be sold on such belief, but he needs to sell his salesman the same idea. He should realize that all people inherently want to own the best, and that a great many today can afford to do just that. He needs to capitalize on this desire to own fine instruments rather than sell the can-afford purchaser down on the premise that he'll lose the sale if he doesn't slash the price. In selling "down" techniques the salesman employs but one tool—the price. He doesn't sell, he haggles. In selling up, it's a different story, with features galore to capitalize on such as finer tone, better cabinetry, and additional features such as AM and FM radio, phonos or phono jacks, etc.

Most merchants feel that deluxe receivers should be set up in a separate section away from the lower-priced sets. Needless to say such fine receivers should be kept in top operating condition, the cabinets cleaned and polished, and comfortable seating arrangements should be provided.

## **Tried and Proven Techniques**

In selling up, customers should be shown the better sets first. In cases where they show reluctance, telling the salesman that they only wanted to pay a certain amount, the salesman can usually get them to look at the de luxe receivers by assuring them that there is no obligation.

Through tactful, courteous questioning the salesman can often de-

# the Deluxe Sets

**Even in This Price-Conscious Market**

termine whether or not the prospect can afford the store's highest priced set, or whether he actually should be sold something with a lower ticket.

With respect to the customer who immediately balks at looking at something better, the smart salesman realizes that special treatment is necessary, and that there should be no arm-twisting or high-pressure in insisting that the customer look at the top of the line. The point here is to *try* to interest the prospect in the deluxe set, but not to the extent of losing the sale of a cheaper receiver upon which the person may have mentally settled on purchasing. Another warning: When customers come in and ask to see a certain advertised receiver be sure to show it to them immediately, and don't beat it down. Don't say, "I don't think you'd be interested in that receiver," or some such confidence-dispelling phrase. Let them see the special first, then escort them to the deluxe department for an attempt to sell up.

Selling up doesn't mean getting people to buy something they can't afford. It means selling them the

## **It Pays to Know the**

## **LOW-DOWN ON SELLING UP!**

People want to own the best there is, and the smart salesman caters to this want, selling them the best they can afford  
Selling up doesn't mean neglecting the lower-priced sets—  
it means giving folk an opportunity  
to consider the higher-priced ones  
Lifting of credit regulations will make it easier to sell up  
since people won't have to lay large sums on the line  
The "unsaturated" homes in the community are prime prospects  
for better sets, as are the present owners of  
small-screen receivers  
The home-trial method is especially effective in selling  
big-ticket TV sets

best they are able to purchase. Sincere selling, and belief in the product are musts in merchandising the finer receivers.

There are a great many people who would buy high-priced television sets, and can afford them, but hesitate because they do not want to lay out large amounts of cash. In

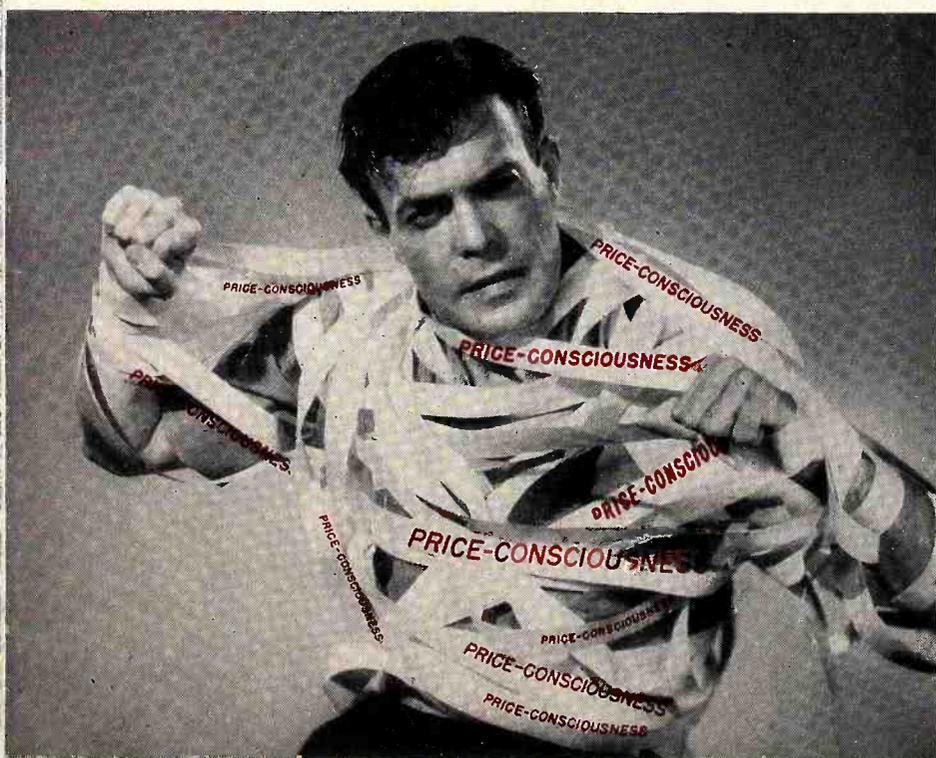
such cases, the salesman can sell via the time-payment plan, and he should immediately suggest this method.

Then, too, there are many would-be purchasers who would buy deluxe sets if they were sure they would "work." For such folk, the home trial is made to order. To bat out a high percentage of sales via the home trial method do these things: 1. Check the set thoroughly before delivering it. 2. Get the best reception possible in the home through use of some sort of temporary indoor or outdoor antenna. 3. Have salesman and technician accompany set to home, explaining its features, and how to operate it. 4. Let the serviceman help "sell," too. 5. Explain reasons why certain weak signals can't be brought in well so that customer won't think there's something wrong with set. 6. Be sure customer understands length of time set will be left. 7. Try to close sale after set has been demonstrated in the home. 8. If you can't close sale then and there, be sure to follow up promptly.

### **Effective Selling-Up Talk**

Here are some of the things you can say to the customers to justify their purchasing of a high-priced receiver (in addition to the operating and appearance features of the  
(Continued on page 98)

## **Time to Snap Out of It!**



# Music Show to Help

**Big Get-Together in New York to Feature Forums on Merchandising and Salesmanship.**

• A record-breaking crowd is expected to attend the 51st convention and trade show to be held July 28-31 in the Hotel New Yorker, New York City, by the National Association of Music Merchants.

In addition to booths on the mezzanine, exhibits of products will be displayed on the fourth, fifth, sixth,

seventh, eighth and ninth floors.

Registration will commence on Sunday, July 27, at 10 A.M. in the Ballroom Foyer, on the second floor, and the exhibit area will be open at 9 A.M., Monday, July 28.

The annual luncheon will be held at 12 Noon on Monday, July 28.

Opening the program will be the address by Ray S. Erlandson, NAMM president, whose firm, San Antonio Music Company, was selected as the "Brand Name Retailer of the Year" in the music field by the Brand Names Foundation. Erlandson's talk will be followed by the annual report by Louis G. LaMair, president of the American Music Conference.

The featured speaker at the luncheon will be Dr. Kenneth McFarland, consultant to General Motors Corp., whose topic will be "Four Buckets of Paint," discussing the type of organization, personnel policies, selling techniques, necessary for successful competition under the conditions we are now facing.

The annual business meeting will be held on Tuesday, July 29, at 9.30 A.M., in the Grand Ballroom, at which time officers will read reports, and the election of directors will be held.

The annual meeting speaker will be Jesse L. Lasky, famed Hollywood producer of such epics as "The Great Caruso" and "Rhapsody in Blue." Mr. Lasky will unveil the plans and story on his forthcoming \$2,000,000 technicolor feature, "The Big Brass Band." This stirring production will depict the story of music education in America in typical entertainment fashion. Mr. Lasky,

at President Erlandson's invitation, is making a special flight from Hollywood to New York to address the NAMM annual meeting.

Store operation sessions will be held for NAMM members only on Tuesday, Wednesday and Thursday.

The annual banquet will be held on Thursday, July 31, at 7 P.M., in the Grand Ballroom of the Waldorf-Astoria, where special entertainment features and dancing will be enjoyed by the guests.

A great variety of new products will be featured in the displays and they will include radios, TV sets, phonographs, combinations, records, recorders, sheet music, electronic organs and musical merchandise.

Dr. John C. Kendal, vice-president of the American Music Conference, and V. R. Marceaux, director of NAMM's Education Division, will team up on Tuesday afternoon, July 29, in the Grand Ballroom to conduct a comprehensive *INDUSTRIAL MUSIC CLINIC*. Dr. Kendal will review AMC's developments in this new field with their industrial workshops, and outline the purpose of music in industry. Mr. Marceaux will offer a program for dealers to use in developing the sales potential in industrial music, and provide a "Salesman's Portfolio," for use in local field work. This session is also restricted to NAMM members only.

There will be a number of special events for the ladies attending the NAMM convention this year, including addresses by selected speakers, a luncheon and fashion show, and a cruise around Manhattan Island.

## LIST OF EXHIBITORS IN TV, RADIO, PHONO, RECORDS & RECORDER FIELD

AMPRO CORP., Booth 23.  
ARTHUR ANSLEY MFG. CO. Room 717.  
AUDIO INDUSTRIES, INC., Rooms 922, 923.  
AUDIO MASTER CO., Room 903.  
BARTH-FEINBERG, INC., Rooms 625, 626.  
BEACH INSTRUMENT CORP. Room 740  
BOETSCH BROTHERS, Room 942.  
BRUNSWICK DIV., RADIO & TELEVISION, INC., Room 724.  
CAPITOL RECORDS, INC., Booths 6, 7.  
CRESCENT INDUSTRIES, INC., Room 1042.  
DEAN ELECTRONIC & SALES CO., Room 1027.  
DECCA RECORDS-CORAL RECORDS, Booth 4.  
ALLEN B. DU MONT LABS, INC., East Room.  
DUOTONE COMPANY, INC., Room 918.  
DYNAVOX CORP., Room 941.  
EDU-CRAFT SALES CORP., Room 1063.  
ELECTRONIC CREATIONS CO., INC., Room 937.  
ELECTROVOX COMPANY, INC., Room 1043.  
ESQUIRE RADIO CORP., Room 939.  
FISHER RADIO CORP., Room 715.  
FOLKWAYS RECORDS & SERVICE CORP., Booth 19.  
GENERAL ELECTRIC CO., Parlors E, G.  
HUDSON ELECTRONICS CORP., Rooms 945, 946.  
JACKSON INDUSTRIES, Room 714  
JENSEN INDUSTRIES, INC., Booth 22.  
JEWEL RADIO CORP., Room 707.  
LINCOLN RECORDS, INC., Room 1040  
LONDON GRAMOPHONE CORP., Room 943.  
THE MAGNAVOX COMPANY, Section "B", North Ballroom.  
MAGNECORD, INC., Rooms 1029, 1030.  
MAJESTIC RADIO & TELEVISION DIV. WILCOX-GAY CORP., Rooms 725, 726.  
MAJOR ELECTRONICS CO., Room 1048.  
MASCO ELECTRONIC SALES CORP., Booth 16.  
MELODY RECORD SUPPLY CO., Room 1028.  
MERCHANDISING DISPLAYS, INC., Booths 13, 14.  
MERCURY RECORD CORP., Booth 3.  
MGM RECORDS, Booth 2.  
MP ENGINEERING CO., Rooms 960, 961, 962  
NATIONAL TABLE COMPANY, INC., Rooms 954, 955.  
PATHE TELEVISION CORP., Rooms 711, 712.  
PEERLESS ALBUM CO., INC., Room 920.  
PERMO, INCORPORATED, Booth 8.  
PORT-O-MATIC CORP., Room 934.  
RADIO CORP. OF AMERICA, RCA VICTOR DIV., Section "A", North Ballroom.  
RADIO & TELEVISION EQUIPMENT CO., Room 551.  
RECOTON CORP., Room 1044.  
REGAL ELECTRONICS CORP., Room 703.  
REK-O-KUT CO., Room 925  
REMINGTON RECORDS, INC., Booth 12.  
REVERE CAMERA CO., Rooms 1045, 1046.  
RIDGEWAY DIV., GRAVELY NOVELTY FURNITURE CO., Rooms 919, 926.  
SCOTT RADIO LABS, INC., Room 723.  
SHAW TELEVISION, Parlor "D".  
SHURA-TONE PRODUCTS, INC., Room 1047.  
H. ROYER SMITH CO., Room 716  
SONIC INDUSTRIES, INC., Room 944.  
SPARTAN RADIO-TELEVISION, Rooms 721, 722.  
STEELMAN PHONOGRAPH & RADIO CORP., Room 708.  
SYMPHONIC RADIO & ELECTRONIC CORP., Rooms 709, 710, Booth 10.  
TELE KING CORP., Rooms 701, 702.  
UNIVERSAL COMPANY, Rooms 929, 930, 931.  
V-M CORPORATION, Room 704.  
WATERS CONLEY CO., Rooms 727, 728.  
WEBSTER-CHICAGO CORP., Rooms 705, 706.  
WESTINGHOUSE ELECTRIC CORP., Parlor "F".  
DAVID WEXLER & CO., Rooms 525, 526.  
WILCOX-GAY CORP., Booth 11.  
ZENITH RADIO CORP., Parlor "G".

## WHERE TO FIND EXHIBITS

Records, Radios, Recorders, Sheet Music—Mezzanine booths  
Television, Radios, Phonographs—Fourth floor  
Musical Instruments and Merchandise—Fifth and Sixth floors  
Television, Radios, Phonographs, Chimes, Carillons, Electronic  
Organs—Seventh floor; Pianos—Eighth floor  
Accordions, Pianos, Organs, Musical Instruments—Ninth floor  
NEW YORKER HOTEL, EIGHTH AVE. & 34TH ST. NEW YORK

# Merchants Make Money

Fast Array of New Products to Be Viewed by Thousands of Visiting Retailers

## STORE OPERATION PANELS

**Industrial Music Clinic**  
Tuesday, July 29, 3 P.M.  
NAMM Members Only

**Store-Studio Clinic #1**  
Wednesday, July 30,  
10 A.M.  
NAMM Members Only

**Store-Studio Clinic #2**  
Thursday, July 31,  
10 A.M.  
NAMM Members Only

**More Profits Through Sheet Music**  
Tuesday, July 29, 2 P.M.

**Tuner-Technician Clinic**  
Thursday, July 31, 2 P.M.



## List of Other Exhibitors at National Association of Music Merchants Convention

ITALIAN AMERICAN CORP., Rooms 847, 848, 849  
 LEN ORGAN CO., Room 735  
 UMINUM CO. OF AMERICA, Room 851  
 ERICAN MUSIC CONFERENCE, Room 947  
 ERICAN RAWHIDE MFG. CO., Room 546  
 ERICAN SOC. OF PIANO TECHNICIANS, Room 958  
 ESCO AND ASHLEY MUSIC PUBL. CO., Room 617  
 T. ARMSTRONG CO., Room 643  
 LAS ACCORDIONS, INC., Room 545  
 NCENT BACH CORP., Room 516  
 E BALDWIN PIANO CO., Rooms 834, 835  
 SSON, INC., Room 623  
 NVICINI ACCORDIONS, Room 970  
 OSEY & HAWKES, LTD., Room 623  
 EMEN PIANO CORP., Rooms 809, 810  
 ILHART MUSICAL INSTR. CORP., Room 550  
 BRUNO & SON, INC., Room 538  
 ESCHER BAND INSTR. CO., Room 642  
 EGELISEN & JACOBSON, INC., Rooms 511, 512  
 NTRAL COMM. INDUSTRIES, INC., Rooms 718, 720  
 CHIASSARINI, Rooms 509, 510  
 ICAGO MUSICAL INSTRU. CO., Rooms 611, 612, 614, 615  
 UIS CIRIONI & SON, Room 967  
 NN BAND INSTR. DIV., Rooms 529, 530  
 NNSONATA DIV. OF C. G. CONN, LTD., Rooms 742, 743  
 NOVER-CABLE PIANO CO., Room 819  
 INTINENTAL MUSIC (DIV. OF C. G. CONN, LTD.) (Epiphone, INC.), Rooms 532, 533, 534, 535  
 INTINENTAL MUSIC PIANO SUPPLY DIV. (DIV. OF C. G. CONN, LTD.), Room 817  
 E CUNDY-BETTONEY CO., INC., Room 973  
 MP-CHASER, INC., Room 518  
 ANDREA MANUFACTURING CO., Room 517  
 E DANELECTRO CORP., Room 639  
 C. DEAGAN, INC., Rooms 651, 741  
 ETRO DEIRO ACCORDION HQTS., Rooms 504, 505  
 MA ACCORDIONS, Room 965  
 EN TOYS, INC., Booth 21  
 ELECTRO-MUSIC ACCESSORIES CO., Room 738  
 A. ELKINGTON, Room 603  
 SO MFG. CO., INC., Room 1064  
 MPIRE ACCORDION CORP., Room 522  
 STEY ORGAN CORP., Rooms 736, 737  
 STEY PIANO CORP., Room 824  
 VERETT PIANO CO., Rooms 840, 841  
 CELSIOR ACCORDIONS, INC., Rooms 520, 521  
 ARL FISCHER MUSICAL INSTR. CO., INC., Rooms 514, 515

FRENCH AMERICAN REEDS MFG. CO., INC., Room 610  
 JESSE FRENCH & SONS PIANO DIV. H. & A. SELMER, INC., Rooms 836, 837  
 FRONTALINI DISTRIBUTORS, Room 616  
 R. GALANTI & BRO., INC., Room 648  
 GIULIETTI ACCORDION CORP., Room 635  
 GOLBRANSON MUSIC SHOP, Room 949  
 THE FRED. GRETSCH MFG. CO., Rooms 501, 502, 552, 553  
 GROSSMAN MUSIC CORP., Rooms 620, 621  
 GULBRANSEN CO., Room 846  
 HADDORFF PIANOS (DIV. OF C. G. CONN, LTD.) Rooms 852, 853  
 HAMMOND INSTRUMENT CO., Rooms 732, 733, 734  
 HARDMAN, PECK & CO., Rooms 803, 804  
 THE HARMONY CO., Room 629  
 HAYGREEN ORGAN CO., Room 739  
 HERSHMAN MUSICAL INSTR. CO., INC., Room 634  
 FRANK HOLTON & CO., Room 622  
 IMPERIAL ACCORDION MFG. CO., INC., Room 966  
 INTERNATIONAL ACCORDION MFG. CO., Rooms 506, 507  
 IVERS & POND CO., Room 822  
 JANSSEN PIANO CO., INC., Rooms 842, 843  
 G. C. JENKINS CO., Room 544  
 KAY MUSICAL INSTR. CO., Room 624  
 W. W. KIMBALL CO., Rooms 832, 833  
 KOHLER & CAMPBELL, INC., Rooms 826, 827  
 KRAFT BROS., Room 905  
 KRAKAUER BROS., Rooms 828, 829  
 KRANICH & BACH, Room 821  
 WM. KRATT CO., Room 630  
 G. LEBLANC CO., Rooms 618, 619  
 LEEDY & LUDWIG DRUMS (DIV. OF C. G. CONN, LTD.), Room 531  
 LESTER PIANO MFG. CO., INC., Rooms 811, 812, 814  
 LIBRARY OF CONGRESS, Room 957  
 LINTON MFG. CO., INC., Room 644  
 MAURICE LIPSKY MUSIC CO., Room 601  
 LO DUCA BROS. ACCORDION CO., Room 607  
 MAAS ORGAN CO., Rooms 729, 730  
 MAGNATONE DISTRIBUTORS, Room 645  
 MAJOR MUSIC, Room 971  
 THE MANUAL ARTS FURNITURE CO., Room 818  
 E. & O. MARI, INC., Room 602  
 MASON & RISCH, LTD., Room 821  
 C. F. MARTIN & CO., INC., Room 608  
 THE MARTIN BAND INSTR. CO., Room 542  
 MAXWELL MEYERS, INC., Room 638  
 McSHAN BROTHERS, Room 953  
 PAUL G. MEHLIN & SONS, Room 823

C. MEISEL MUSIC CO., INC., Room 503  
 MELODIANA ACCORDION CO., Room 972  
 MERSON MUSICAL PRODUCTS CORP., Rooms 632, 633  
 A. MESSINA, PIANOS, Room 948  
 MILLS MUSIC, INC., Booth 20  
 MINSHALL-ESTEY-ORGAN, INC., Room 731  
 MUSETTE, Room 820  
 MUSIC EDUCATORS NATIONAL CONFERENCE, Room 963  
 MUSIC PUBLISHERS ASSN. OF U. S., Booth 18  
 NATIONAL PIANO CORP., Room 815  
 NATIONAL SALES CO., Room 631  
 NEW YORK BAND INSTR. CO., INC., Room 604  
 NOVA BAND INSTR. CO., Room 985  
 O. PAGANI & BRO., INC., Room 650  
 PAN-AMERICAN BAND INSTRUMENTS (DIV. OF C. G. CONN, LTD.), Rooms 536, 537  
 PENZEL, MUELLER & CO., INC., Rooms 527, 528  
 PERIPOLE PRODUCTS, INC., Room 609  
 POLLINA ACCORDION MFG. CO., Room 508  
 PRATT, READ & CO., INC., Rooms 801, 802  
 G. PRUEFER MFG. CO., INC., Room 974  
 RECORD GUILD OF AMERICA, INC., Room 917  
 RITE-WAY MUSIC SUPPLY, Room 987  
 ROWE INDUSTRIES, Room 646  
 SACKS & BARANDES, Room 519  
 SCHERL & ROTH, INC., Room 540  
 SCHLOSS BROS. A CORP., Room 938  
 SCHULMERICH ELECTRONICS, INC., Rooms 744, 745  
 H. & A. SELMER, INC., Rooms 652, 653  
 JOSEPH SHALE, Room 845  
 SLINGERLAND DRUM CO., Room 541  
 SOHMER & CO., INC., Room 831  
 SONOLA ACCORDION CO., Room 605  
 SORKIN MUSIC CO., INC., Rooms 640, 641  
 STORY & CLARK PIANO CO., Rooms 805, 806, 807, 808  
 SWIDERSKI MUSIC CO., Room 549  
 SYNTHETIC PLASTICS SALES CO., Room 936  
 TARG & DINNER, INC., Rooms 636, 637  
 TONK MFG. CO., Room 952  
 TRAFICANTE, Room 548  
 U. S. MUSICAL MDSE. CORP., Rooms 627, 628  
 THE VANITY FAIR CO., Room 927  
 THE VEGA CO., Room 543  
 W. F. L. DRUM CO., Room 524  
 WEAVER PIANO CO., INC., Room 850  
 THE H. N. WHITE CO., Room 647  
 WINTER & COMPANY, Room 820  
 WOLFE'S PLAY-BY-COLOR, Room 844  
 THE RUDOLPH WURLITZER CO., Room 825  
 AVEDIS ZILDJIAN CO., Room 523

# Continued Growth in Disc

**"Music You Want When You Want It" Better Established**

• The strides made by the phono record industry in the last three years in the face of what seemed to be almost insuperable obstacles has established beyond a doubt the essential vitality of discs as a basic form of musical entertainment in the home.

Records have not only held up, sales-wise, against the onslaught of TV, and what seemed to be the demoralizing effect of three speeds . . . but they have registered steady gains.

It is obvious now that it is not necessary to consider records as threatened by the competition of

other forms of entertainment. They are standing up alongside the others as one of the staple items of the music merchant.

As for the new speeds, it is an accepted fact that—not only have they been assimilated—they have actually been beneficial. They have recaptured many old supporters of phono records and have created many, many more new ones. Disc customers today are getting more music for their money, decidedly better quality and infinitely longer wear from records.

In surveying the current situation at the mid-year, it is apparent that

record sales will go ahead again in 1952. Sales for the first half have been maintaining the levels of the banner year of '51, and many factors point to increases in the second half.

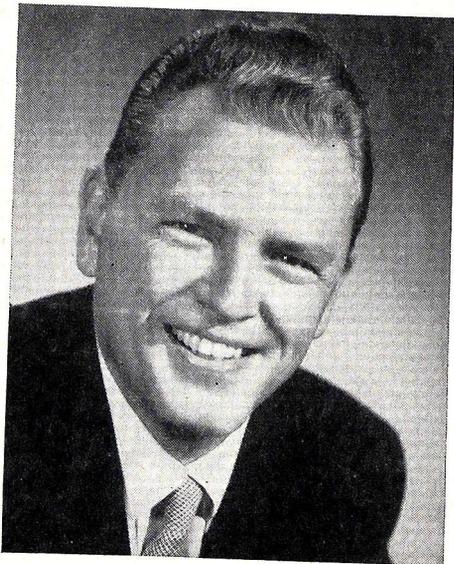
Certain facts in the disc sales picture bear repetition, however, if these heights are to be achieved.

FIRST, records do not sell themselves. They need to be promoted aggressively if increases are to be obtained. To a certain extent, it might be argued that pop hits do "sell themselves;" or at least, the promotional effort to a large degree is initiated outside the dealer's store. This is only partly true—but even more important is that year 'round disc profits are not made from hits alone. Overall sales are also made up from staple items in the catalogs, from classical records, from kiddie records, special seasonal records, records of special local or regional appeal, etc.

The successful record department head does not merely accept sales—he produces: through display, advertising, promotion campaigns, salesman's contests, etc. He takes advantage of and ties in with all promotional and advertising efforts of the disc manufacturers, designed to help him sell more records.

SECOND—In order to hasten the day when we shall have only two speeds, and also in order to promote the sale of records in general, it is necessary to push the sale of record-playing instruments. In the course of a number of surveys conducted by us among our readers we have found that a large percentage of them believe that the day will arrive when 45's will be tops in pops and 33's in classical. And yet last year, 78's accounted for almost half the dollar volume of record sales, and more than half of the unit sales. Almost half of the record players in use in homes will only play 78's, which is, of course, the reason why 78 sales are holding up. Most dealers are interested in simplifying their inventory problems . . . and from a space point of view, the elimination of 78's has additional advantages. The only way this well-established trend can keep moving ahead is if dealers will attempt to qualify all

## Columbia Notes Great Strides Made by "Lp's"



By James B. Conkling, president,  
Columbia Records, Inc.

Four years ago Columbia introduced the most significant development in record manufacturing in a quarter century—the long playing microgroove disc. The impact on both the public and the record industry has been revolutionary.

The amazing "Lp" story is illustrated by four important facts that every dealer should know about the constantly increasing "Lp" market.

1. *Booming sales.* "Lp" sales have nearly doubled in the past 18 months. More than two-thirds of all classical and semi-classical sales are on 33 1/3. Complete opera sales have nearly

quadrupled with "Lp." And in the popular album field "Lp" is gaining too, with many 33 1/3 rpm sets out-selling other speeds two to one.

2. *Biggest spenders.* "Lp" buyers are the biggest spenders. Even with the great economies of 33 1/3 rpm records, "Lp" purchasers spend 43 per cent more than average buyers.

3. *More records—more buyers.* "Lp" has given the consumer the widest variety of recordings to purchase that he has ever known. More companies are producing more records than ever before—and more people are buying them.

4. *Television, high fidelity and "Lp."* Television has helped "Lp" sales. Biggest markets for records are also the top television markets. The development and growing popularity of the high quality 33 1/3 "Lp" record spurred the mushroom growth of the booming market for high fidelity phonograph equipment.

In the past four "Lp" years the record industry has been revitalized by the introduction of a new improved product—the high quality long playing microgroove disc. In the years to come, Columbia will continue to provide highest quality recordings by the world's finest artists. We will also continue to pioneer in developing new ideas for listening, to provide the finest recordings for the dealers who sell Columbia "Lp's" and to the ever-growing public which buys them.

# Sales by Nation's Merchants

Than Ever As Basic Home Entertainment Medium.

disc customers as to the type of equipment they now own, and attempt to sell them 3-speed instruments.

THIRD, dealers must try to sell records as entertainment, and not simply as a package of a certain size for a certain price. Emphasize the amount of music, the skill of the artists and quality of the reproduction in order to establish value and salability for records. In these days of the price-conscious customer, too many dealers are selling discs like a gallon of gasoline ("one's the same as another") rather than individual selections or collections of music of widely varying content, appeal and value. One of the keys to successfully coping with price-cutting situations is to get back to selling music and get away from selling a paper envelope of a certain size at a certain price, with complete disregard for what's in it.

FOURTH, take advantage of the growing desire for high quality reproduction of recorded music. This is, in one respect, another facet of

"value" angle mentioned above, and in another way, it offers the dealer an additional opportunity to sell new instruments and equipment. Record customers are natural prospects for high quality sound—sell it to them, both on the discs and the equipment.

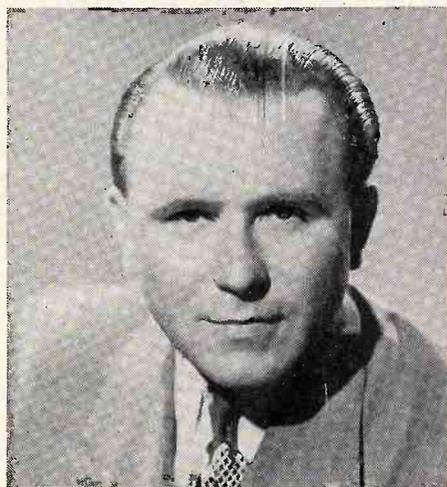
Reproduced here are statements from some of the leading merchandisers in the record industry, presenting additional facts on increasing record sales. Statement by J. B. Elliott, vice-president, RCA Victor Div., elsewhere in this issue.

## Capitol Sees More Hi-Fi, Trend to Self-Service

by Glenn E. Wallich, president,  
Capitol Records, Inc.

Once in a while I'm trapped into reading the statements of top executives in other lines of business, concerning the year ahead. When a manufacturer of golf clubs, for example, points to expanding markets and greater sales, my reaction usually is, "Well, that's what I'd expect him to say. He makes his living selling golf clubs!"

So, when I point to a bright future in the record business, I suspect many readers have similar reactions. And yet, to me the picture is clear. It's just as if someone asked me,



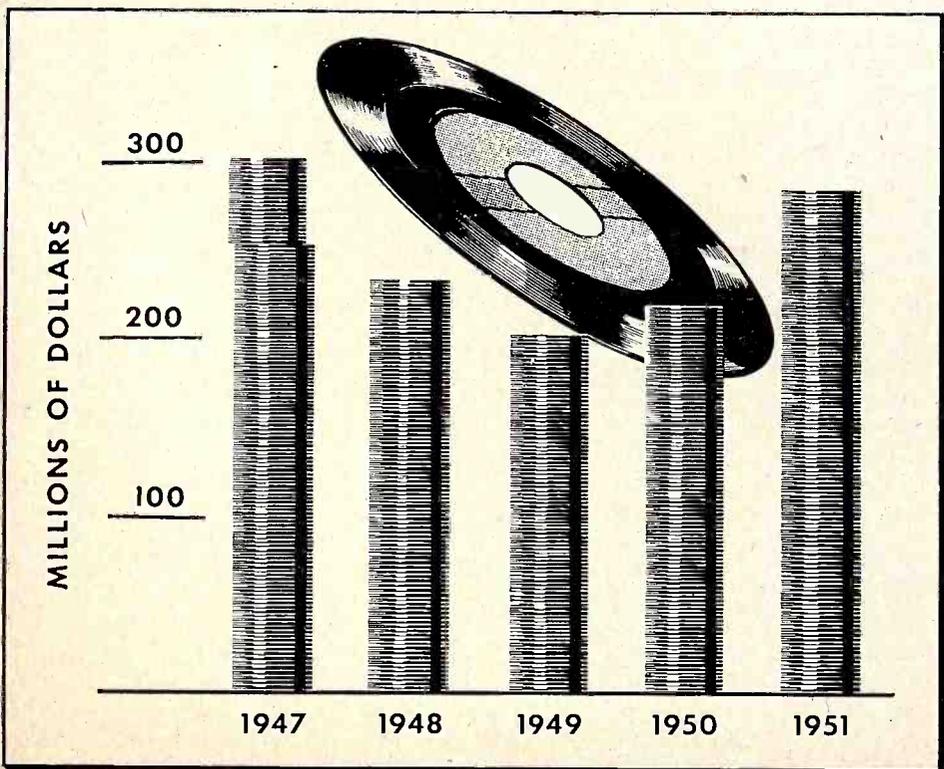
"Do you think people will continue to like music?" Of course they will! They always have. And records are nothing more than pre-selected music.

So many millions of record players are being sold that a growing record market is assured. And there has been an increase of almost twenty million people the past decade to further broaden the market. TV has helped rather than retarded record sales, possibly due to the fact that people are staying home more. All in all, it's a bright future.

I believe the next decade will see a great increase in high fidelity equipment, with finer recordings, such as Capitol's "FDS," of Full Dimensional Sound classics. Merchandising, too, will lean more toward self-service in records, increasing sales and profit margins for dealers.

I cannot close without expressing a word of gratitude on Capitol's Tenth Anniversary, to our many friends who have helped Capitol grow in the past decade. Particularly, to record dealers, on behalf of the Capitol organization, may I say a sincere and heartfelt, "Thank you."

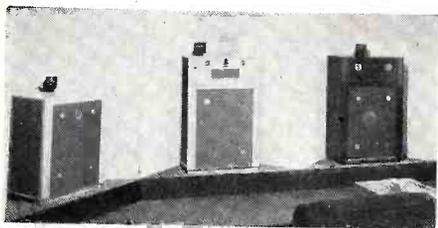
Chart prepared by RCA-Victor showing record dollar sales for the past five years reveals the steady progress made after the abrupt drop which followed the one-year Petrillo ban on the making of recordings. 1952 is expected to show a substantial increase over previous years.



# New Hi-Fi Equipment

## Jensen SPEAKER SYSTEM

Two new back-loading folded horn cabinets are available, designed for the Jensen 3-way reproducer system incorporating the recently introduced RP-302 "super tweeter" (above 4000 cps) and companion A-402 network.



RP-201 high frequency unit covers 600—4000 cps, P15-LL 15" woofer handles from 600 cycles down. Model TP-100 "Tri-Plex" reproducer lists at \$496.85 in mahogany. Cabinets are also available separately, Jensen Mfg. Co., 6601 S. Laramie, Chicago, Ill.—TELEVISION RETAILING.

## Pickering PREAMP

The "410" is designed to act as a complete audio control center, providing an equalized preamp for all magnetics, a 3-position compensator for different characteristics, step low frequency control with 5 positions of bass boost, step high frequency control with 4 positions of treble roll-off and one of boost. Hum, noise and distortion are said to be kept to an extremely low figure. Three AC outlets are controlled by an AC switch on the panel. Cathode follower output allows long line runs to power amplifier. Pickering and Co., Inc., Oceanside, N.Y.—TELEVISION RETAILING.

## Bogen XSCRIPTION PLAYER

TP17 and TP17X 3-speed transcription players incorporate a heavy-duty 4-pole motor designed for wow-free operation. Speed control permits 25% adjustment of nominal speed. High fidelity 10-watt amplifier has response of 40—10,000 cps plus or minus 1½ DB,



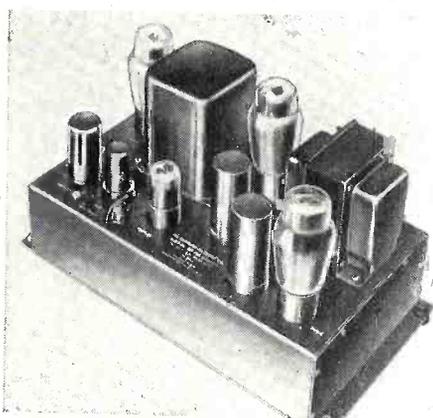
incorporates built-in scratch filter. 12" speaker is mounted in removable cover, with 25-foot cable. TP17 with crystal pickup is \$210. list, TP17X with GE pickup is \$230. list, both plus excise tax. David Bogen Co., Inc., 29 Ninth Ave., N.Y. 14, N.Y.—TELEVISION RETAILING.

## Stromberg HI FI LINE

The new "Custom Four Hundred" line of high fidelity components include the SR-401 FM-AM tuner, self-powered, with frequency response on FM from 20—20,000 cps, plus or minus 3 DB. An attractive dial and escutcheon plate are provided. Unit has 12 tubes including rectifier and tuning indicator. Also included in the line are a 10-watt amplifier (AR-410) and a 25-watt amplifier with remote control (AR-425). The line is rounded out with a 12-inch (RF-471) and a 15-inch (RF-475) coaxial loudspeaker, an exponential acoustical labyrinth speaker cabinet, a Garrard record changer, and a 21-inch TV chassis (TV-421). For complete description, write Sound Equipment Div., Stromberg-Carlson, Rochester 21, N.Y.—TELEVISION RETAILING.

## Sargent-Rayment AMPLIFIER

Model SR88 audio amplifier and pre-amplifier combination is said not to exceed 5% harmonic distortion from 30—15,000 cps at 15 watts output, 1% at 25 watts. Built-in preamp for magnetic



pickups. Tube complement of 6 tubes includes two 6L6's and one 5U4. Price is \$88.60 F.O.B. factory. The Sargent-Rayment Co., 212 9th St., Oakland 7, Calif.—TELEVISION RETAILING.

## Quam SPEAKERS

New extended range high fidelity speakers include 8-inch, model A10X, 40—12,000 cps, 10 watts, 8 ohms, list \$18.60, 10A10X ten-inch, 40—12,000 cps, 12-watts, 8 ohms, list \$24.00, model 12A10X, 12-inch, 40—12,000 cps, 15 watts, 8 ohms, list \$26.00. Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago 16, Ill.—TELEVISION RETAILING.

## R-J SPEAKER CABINET

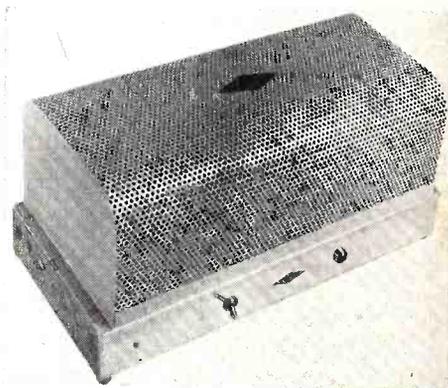
Decorative loudspeaker enclosure, available for 12 and 15-inch speakers, and in both mahogany and blonde, is said to feature exceptional bass response plus direct radiation of highs in a cabinet not much larger than the speaker itself. Typical floor model, not including legs, measures 20" high x 20" wide x 16" deep. Can be used with any loudspeaker; cutouts already provided. R-J Audio Products, Inc., 164 Duane St., New York 13, N.Y.—TELEVISION RETAILING.

## Hallicrafters AM-FM TUNER

Model ST-483 high fidelity AM-FM tuner utilizes 11 tubes including rectifier, and features 5 microvolt sensitivity on FM, 25 on AM. Included is built-in preamp for magnetic pickup, also input and switching facilities which include TV. Both bass and treble controls are provided, with boost and cut on each. Tuner is designed to work into model A-84 amplifier with frequency response of 3—200,000 cps, plus or minus 2 DB. Maximum output 15 watts; Less than .25% harmonic distortion at 10 watts. The Hallicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.—TELEVISION RETAILING.

## Stephens AMPLIFIER

The 500-D Direct Drive audio amplifier has a 500-ohm output impedance and is designed to work directly into a 500 ohm voice coil, eliminating the losses and distortion introduced by out-



put transformers. Output is 20 watts (four 2A3's in parallel), response 20—70,000 cps, plus or minus ¼ DB. Matching loudspeakers and companion networks are available for use with the 500-D. Stephens Mfg. Corp., 8538 Warner Drive, Culver City, Calif.—TELEVISION RETAILING.

## Wharfedale SPEAKERS

Line of British-made hi-fi speakers includes the 8" Bronze, a 5-watt standard speaker; the Super 8/CS/AL, 5-watt extended range 8-inch speaker (50—10,000 cps); the W12/CS and W15/CS, 12 and 15-inch low frequency drivers—the former rated at 10 watts with cone resonance of 40—50 cps, the latter rated at 20-watts with a cone resonance of 30—35 cps. The Super-5 treble is a 5-inch speaker for the range 3000—20,000 cps. Available through British Industries Corp., 164 Duane St., N.Y. 13, N.Y.—TELEVISION RETAILING.

## Craftsmen AMPLIFIER

Model 400 high fidelity audio amplifier features a direct-coupled phase inverter feeding push-pull 6V6's. Output is 10 watts, plus or minus 1 DB from 15—20,000 cps. Less than 1% harmonic distortion at 10 watts. Designed to be used with a tuner or a remote preamp, the 400 has no controls. Dealer net is \$42.90. The Radio Craftsmen, Inc., 4401 N. Ravenswood Ave., Chicago 40, Ill.—TELEVISION RETAILING.

# for the Custom Builder

## E-V CORNER HORN

New corner enclosure, the Baronet, utilizes the Klipsch folded corner horn principle designed for an 8-inch speaker. In about 1½ cu.ft. of space, the Baronet is said to achieve response down to 35 cps with the E-V SP8-B speaker, with front radiation of high



frequencies. List price in mahogany is \$59.50. Electro-Voice, Inc., Buchanan, Mich.—TELEVISION RETAILING.

## Brociner CONTROL AMPLIFIER

Model CA-2 is a self-powered preamp providing the following controls: input selector, bass boost and cut, treble boost and cut, volume and on-off control. Unit is said to be well suited



for use with Williamson and Ultra-linear type amplifiers, and is designed for use with a separate phono preamp such as the Brociner A-100. Cathode follower output. AC switch controls power amplifier. List price is \$125. F.O.B. factory. Brociner Electronics Laboratory, 1546 Second Ave., N.Y. 28, N.Y.—TELEVISION RETAILING.

## Approved AMPLIFIERS

Model A-850 10-watt amplifier (two 6C5's) has a stated response of 50—20,000 cps plus or minus 2DB with low rum level, independent bass and treble controls. Model A-800 pre-amp for use with Williamson and other hi-fi amplifiers is designed to handle GE, Pickering and other magnetic cartridges and incorporates 6-position equalizer, separate bass and treble controls, 3 input connectors (magnetic, crystal and radio). Approved Electronic Instrument Corp., 142 Liberty St., N.Y. 6, N.Y.—TELEVISION RETAILING.

## Pentron TAPE MECHANISM

Basic tape mechanism for use in custom installation is dual track, dual speed (3¾ in/sec. and 7½ in/sec.) and features response from 50—8000 cps. Unit consists of deck, tape transport mechanisms, plus special oscillator coil, mounting template, etc. Net price is \$69.50. Pentron Corp., 221 E. Cullerton, Chicago 16, Ill.—TELEVISION RETAILING.

## Califone XSCRIPTION PLAYER

New models 12MU-P2 and 12MUV-P2 are extended range transcription players incorporating 3-speed heavy duty weighted turntables and adjustable needle pressure wrist-action pick-



ups, for 7 to 17-inch recordings. 12MUV-P2 is equipped with continuous control of speed from 25% below normal to 10% above normal. 12MU-P2 is priced at \$109.50, 12MUV-P2 at \$122.50. Califone Corp., 1041 N. Sycamore Ave., Hollywood 38, Calif. TELEVISION RETAILING.

## Garrard PRESSURE GAUGE

The stylus pressure gauge checks the weight (pressure) exerted by any tone arm or pickup on the record grooves. The gauge is calibrated with 1 gram



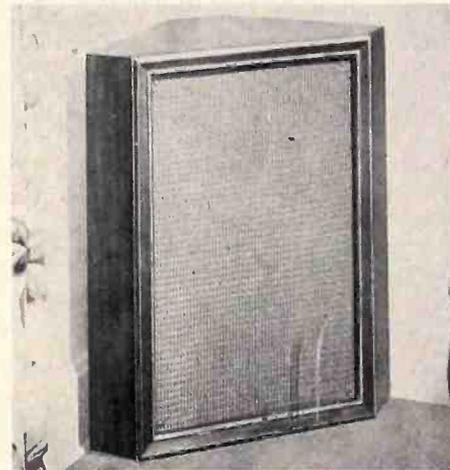
intervals. Garrard Sales Corp., 164 Duane St., N.Y. 13, N.Y.—TELEVISION RETAILING.

## McGohan MUSIC AMPLIFIER

Model M-G 10HF high fidelity music amplifier is stated to have a response of 20—20,000 cps plus or minus 1 DB with less than 1% harmonic distortion at 10 watts full output (two 6V6's). Separate bass and treble controls are provided, in addition to an 8-position equalizer for five recording characteristics plus radio and TV. Don McGohan, Inc., 3700 W. Roosevelt Road, Chicago 24, Ill.—TELEVISION RETAILING.

## Permoflux CORNER HORN

A new corner horn enclosure for hi-fi loudspeaker of 8-inch size is said to make Permoflux Royal Eight compare favorably with up to 15-inch loudspeakers. Designated model CH-8M, (mahogany) and CH-8B (blonde) the units



come empty, with mounting holes for the new speaker. Permoflux Corp., 4900 Grand St., Chicago—TELEVISION RETAILING.

## Masco TAPE RECORDERS

Six new tape recorders with fast forward speed and duo-motor drive include 52R, 52LR and 52CR with built-in AM tuner, and 52, 52C and 52L without. Dual speed (3.75 and 7.5), the units have a response of 80-8500 cps at 7.5 in/sec. Two inputs (mike and



radio-phonograph) and three outputs (internal speaker, external speaker and 500-ohm line), with 6-in speaker and 5 watts output. Takes up to 7-inch reels. Masco Electronic Sales Corp., 32-28 49th St., Long Island City 3, N.Y.—TELEVISION RETAILING.

## Eico AUDIO GENERATOR

Model 377 is a sine and square wave audio generator available in kit or wired form. Provides sine wave coverage from 20—200,000 cps in 4 ranges, square wave for 60—10,000 cps, response 1.5 DB from 60 cps to 150 KC. Distortion said to be 1% of rated output. Kit is \$31.95, wired \$49.95. Electronic Instrument Co., Inc., 84 Withers St., Brooklyn 11, N.Y.—TELEVISION RETAILING.

# Television & Appliance Retailing\*

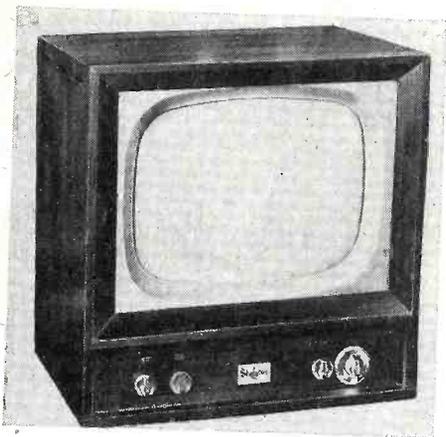
\*Trademark Reg. U.S. Pat. Off.

## Magnavox RADIO-PHONO

The Wedgewood 472MB has AM-FM radio, extraordinary sound reception through two inclined upward 12" dynamic speakers, variable bass and treble controls, and 10 watts undistorted output. The fully automatic 3-speed Magnavox changer has a dual stylus. Available in blond or mahogany finish, the de luxe Wedgewood cabinet in 18th Century styling is 32 $\frac{3}{4}$ " wide, 36 $\frac{1}{4}$ " high and 19 $\frac{1}{2}$ " deep. The deluxe Wedgewood 472MB lists at \$335.00. The Wedgewood 472M with single 12-inch speaker list at \$298.50. Magnavox Co., Fort Wayne, Indiana—TELEVISION RETAILING.

## Sheraton TABLE MODEL TV

The new Sheraton 20-inch table model is the T30M and has the long-range, 30-tube super video 630DC chassis, especially designed for fringe areas. Housed in a fine, hand-rubbed



mahogany cabinet, the new table model receiver lists at \$269.95, including warranty (plus Federal excise tax). Sheraton Television Corp., Penn Terminal Bldg., 370 Seventh Ave., New York, N. Y.—TELEVISION RETAILING.

## Webcor RECORD CHANGERS

The Webster-Chicago line has the new model 101-270 replacement type Disk-changer automatically playing all three speeds with a variable reluctance GE single cartridge. Minimum mounting space required is 14 $\frac{1}{2}$ " wide, 13 $\frac{1}{2}$ " deep, with height above mounting board 6 $\frac{3}{16}$ " and below, 2 $\frac{5}{16}$ ". Model 106 Disk-changer is a push-off type automatic 3-speed player and designed for replacement use. Model 101 is a replacement type and has the same mounting space as the 101-270 except for below the mounting board, which is 2 $\frac{1}{16}$ ". Model 107-HF is designed especially for high fidelity, is a push-off, 3-speed automatic player, with a metal base finished in neutral burgundy. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—TELEVISION RETAILING.

## Universal's TABLE MODEL BASE

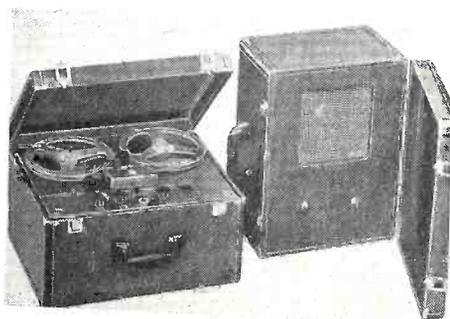
Adjusta-Base fits any table model television set. The base extends up to 26 $\frac{3}{4}$  inch in width. It is easily adjusted to different sizes and is equipped with swivel-casters. Available in beautifully grained 5-ply veneer, with choice of mahogany, limed oak and blonde. Universal Woodcrafters, Inc., La Porte, Ind.—TELEVISION RETAILING.

## NuTone HEATER-FAN-LIGHT

The Heat-A-Lite is a combination ceiling heater, light and ventilating fan. It contains an 1800-watt heating element that heats any area up to 575 cu. ft. and a powerful ventilating fan. Available in four models: white and chrome finish, chrome finish, white and chrome finish with wall plate, three switches, and neon pilot light, and chrome finish with the individual switches, wall plate, and pilot light. Priced from \$52.95 to \$67.95. NuTone, Inc., Marison & Red Bank Rds., Cincinnati 27, Ohio.—TELEVISION RETAILING.

## Crestwood TAPE RECORDERS

The model 400 is packaged in two separate units for maximum portability and utility. One unit contains the tape mechanism and preamplifier, and the other the power amplifier and speaker. Smartly packaged like custom luggage in brown vinyl, saddle stitched, scuff-proof leatherette. Recorder features fast forward time of 1 min. 25 sec. for 1200 ft. reel, reverse time: 1 min. 15 sec.; dual track record head (single track available at additional cost); wow and



flutter:  $\frac{1}{4}$  of 1 inch maximum; signal to noise ratio: -50 db; PA system switch; selector switch for recording phono, radio, microphone; magic eye recording indicator; and frequency response of 40 to 12,000 cycles. Size of recorder and preamplifier is 16 inch x 12" x 9 $\frac{1}{2}$ " and weight is 22 lbs. Price is \$199.50. Power amplifier has 8" coaxial heavy duty speaker and 10 watt output. Second unit is same size as first and weighs 21 lbs. Price is \$100. Crestwood Recorder Corp., 221 N. LaSalle St., Chicago 1.—TELEVISION RETAILING.

## Arvin ROOM HEATERS

Arvin's model 5600, shown here, is a completely new addition to the Arvin line and operates at either 1650 or 1320 watts. Finished in bronze enamel with ivory plastic appointments, it has a furnace-type thermostat control, range-type rod heating units and the current automatically shuts off if the heater is upset. It is 17" wide, 10 $\frac{1}{4}$ " deep, and weighs 14 $\frac{3}{4}$  lbs. Suggested price is \$34.95. Model 5100 is an improved design of the Arvin 5000, popularly known



as the Cool-R-Hot fan-heater. The 5100 acts as a heater, as a fan, or, with the head horizontal to the floor, as an air circulator. Its 1650-watt element enables the fan to blow 200 cu. ft. of warm air per minute. Its eight-inch "Cloverleaf" fan moves 600 cu. ft. of cool air per minute. Finished in green or bronze with bright, chromeplated base and medallion, it is 15 $\frac{1}{2}$ " high, 12 $\frac{1}{4}$ " wide, 10 $\frac{3}{4}$ " deep, and weighs 9 $\frac{1}{2}$  lbs. Suggested price is \$21.95. Arvin Industries, Inc., 1531 13th St., Columbus, Indiana—TELEVISION RETAILING.

## Emerson 1953 TV SET

The model 722 is a new advance "1953" 17" television console. It is designed for UHF reception and is equipped with Cascode turret tuner that provides for reception of all VHF stations as well as new UHF stations by means of easily interchanged tuning strips. Equipped with new low-voltage electrostatic focus picture tube that gives clear steady picture without glare from room light reflections, and 12" speaker. Housed in a pin-stripe mahogany veneer console with doors in contemporary styling, it lists at \$259.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—TELEVISION RETAILING.

# You Make More

# because You

# Keep More with

"Our Best Bet is to Go ALL-OUT with Bendix Sets. They Bring in Lasting Profits."

"THAT'S RIGHT— They let us keep more..because they need fewer Service calls than Other Sets!"



# Bendix TV

## ... THE LINE OF LASTING PROFITS

"The big true-to-life picture on this 20" Bendix can be viewed without eye strain. Improved filtering circuits eliminate annoying distortion...hold picture camera-sharp."

Bendix gives a consistently sharp picture in fringe areas where the pictures on other sets flutter, fade and fuzz. Non-reflecting picture tube features famous Magic Interlace.

Turning in a Bendix is simple, easy and convenient. The front panel contains all controls used in normal operation. Out of the way...yet handy...at the rear of the set are those adjustments which are used only rarely.

This is the keyed Automatic picture control. It permits switching from channel to channel without any adjustment of contrast or "brightness" controls. Eliminates "Aircraft Flutter", too.



MODEL 20K2  
Available with casters for easy turning

Slim profits, expensive comebacks, frequent servicing... aren't those headaches in the television business that you could do without? Easiest way to get rid of all of 'em is to push Bendix\* TV.

When you sell one of these sets you make a mighty attractive profit... because Bendix allows you one of the longest discounts in the business. Moreover, you can sell a Bendix with full confidence that it will stay sold. Money can't buy a better picture than Bendix offers. And it's the "stay-true" kind that keeps owners happy... does away with annoying, profit-stealing comebacks.

In fact, Bendix performance all-around is so trouble-free that service costs go down. So you keep more of what you make.

Why should all these advantages be peculiar to Bendix sets? The reason is simple. Behind these sets stand Bendix Aviation Corporation—the most trusted name in electronics. The result is built-in quality that puts Bendix sets in a class by themselves.

Your key to making more money... and keeping more of it... is Bendix—the Line of Lasting Profits.

\*REG. U.S. PAT. OFF.



### 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

TELEVISION RETAILING • July, 1952

# Selling Features of

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Admiral, 3800 Cortland St., Chicago 7, Ill.					
16M12	179.95	16	TP		AS
57M10	229.95	17	TP		AS
57M12	239.95	17	TP	AM-PJ	AS
57M16	249.95	17	TP	AM-PJ	AS
121M10	259.95	20	TP		AS
121M12	269.95	20	TP		AS
520M12	289.95	20	TP	AM-PJ	AS
520M16	299.95	20	TW	AM-PJ	AS
27M12	229.95	17	CW		AS
47M35	299.95	17	CW	AM-PJ	AS
47M36	309.95	17	CW	AM-PJ	AS
47M26	359.95	17	CDW	AM-PJ	AS
421M35	389.95	21	CW	AM-PJ	AS
421M36	399.95	21	CW	AM-PJ	AS
37M25	429.95	17	CW	AM-PH	AS
37M26	449.95	17	CW	AM-PH	AS

Air Marshall Corp., 12 E. 44 St., New York 17, N. Y.					
	*\$149.95	17	TW		AS

Andrea Radio Corp., Long Island City 1, N. Y.					
TVL17	249.50	17	TW	FM-PJ	AC
CVL17	299.95	17	CW	FM-PJ	AC
2CVL20	489.50	20	CDW	FM-PJ	AC

Ansley Radio & TV Inc., 85 Tremont St., Meriden, Conn.					
Empire	*450.00	21	CDW	PJ	AS
Hampshire	450.00	21	CDW	PJ	AS

Arvin, Columbus, Ind.					
5175TM	†249.95	17	TW	PJ	AC
5176CM	†279.95	17	CW	PJ	AC
6175TM	†229.95	17	TW		AC
6179TM	†199.95	17	TW		AC
5210CM	†369.95	21	CW	PJ	AC
5211TM, TB	†289.95	21	TW	PJ	AC
5218CM	†339.95	21	CW	PJ	AC
5214CM	†449.95	21	CDW	PJ	AC
5212CFP	†499.95	21	CDW	PJ	AC
5216CB	†449.95	21	CDW	PJ	AC

Atlantic Video Corp., 18 Clinton St., Brooklyn 2, N. Y.					
520TM	299.95	20	TW	PJ	
620CM	329.95	20	CW	PJ	
720DCM	399.95	20	CDW	PJ	
824TM	399.95	24-0	TW	PJ	
924CM	449.95	24-0	CW	PJ	
X24CD	599.95	24-0	CDW	PJ	
X30CD	999.95	30-0	CDW	PJ	
X27CD	759.95	27	CDW	PJ	
1027TM	599.95	27	TW	PJ	

Bace TV Corp., S. Hackensack, N. J.					
Rem. Cont. 21"	449.95	21	TW		AS
Rem. Cont. 24"	599.95	24-0	TW		AS
P80-82-83-84-85	639.95	21	CDW	PJ	AS
C-100	895.95	21	CDW	PJ	AS
M112	795.95	24-0	CDW	PJ	AS
M113	815.95	24-0	CDW	PJ	AS

Bell TV, Inc., 552 W. 53rd St., N. Y. 19, N. Y.					
5220	*495.00	20	TW		AC

Belmont, Sub. Raytheon Mfg. Co., Chicago 39, Ill.					
M1733		17	TL		AT
M1734		17	TL		AI
C1735-36		17	CW		AT
M2107		21	TL		AT
C2108-10		21	CW		AT
C2109		21	CW		AI
C2111		21	CW		AT
C2112-13		21	CW	AM-PJ	AI
C2114-15		21	CDW	AM-PJ	AI
C2116		21	CDW	AM-PJ	AI
RC-2117		21	CDW	AM-PH	AI

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Bendix TV & Radio, Baltimore 4, Md.					
0AK3	*379.95	21	CW		AS
21T3	*319.95	21	TW		AS
21KD	*399.95	21	CDW		AS
21K3	*369.95	21	CW		AS
20K2	*299.95	20	CW		AC
1702	*179.95	17	TW		AC

Berger Communications, 109-01 72nd Rd., Forest Hills, L. I., N. Y.					
PJY	229.95	17	TW		J

Capehart-Farnsworth, Ft. Wayne 1, Ind.					
319ABX	379.95	17	CW		AS
320BX	359.95	17	CW		AS
322RAMX	379.95	17	CDW		AS
324M	449.95	17	CDW		AS
325AFX	475.00	17	CDW		AS
326M	449.95	17	CDW		AS
335MX	550.00	20	CDW		AS
336-CX	499.95	20	CDW		AS
336-FX	499.95	20	CDW		AS
338-MX	650.00	20	CDW		AS
339-MX	389.95	20	CW		AS
340-X	499.95	20	CDW		AS
341-MX	499.95	20	CDW		AS
1T17MX	249.95	17	TW		AS
2T20MX	299.95	20	TW		AS
3C17MX	†279.95	17	CW		AS
4C20M	299.95	20	CW		AS
1T172M		17	TW		AS
3C212M		21	CW		AS

CBS—Columbia, 170-53 St., Brooklyn 32, N. Y.					
17M18	219.95	17	TM	PJ	
17T18	239.95	17	TW	PJ	
17C18	279.95	17	CW	PJ	
20M18	269.95	20	TM	PJ	
20T18	289.95	20	TW	PJ	
21C18	349.95	21	CW	PJ	
21K28	499.95	21	CDW	AM-FM-PH	
21T11	339.95	21	TW	PJ	
21C11	399.95	21	CW	PJ	
21C21	429.95	21	CDW	PJ	
21C31	449.95	21	CDW	PJ	
21C41	449.95	21	CDW	PJ	
21K11	649.95	21	CDW	AM-FM-PH	
27C11	699.95	27	CDW	PJ	
20TX8	279.95	20	TW	PJ	
20MD8	279.95	20	TW	PJ	
17M1	*169.95	17	TM	PJ	
20M1	*199.95	20	TM	PJ	
20M3	*199.95	20	TM	PJ	
20T2	*219.95	20	TW	PJ	
20C4	*249.95	20	CW	PJ	
20C3	*299.95	20	CDW	PJ	

Conrac, Inc., Glendora, Calif.					
35M61	399.95	21	CDW	PJ	AS
38M61	399.95	21	CW	PJ	AS
40M64	569.95	24-0	CDW	PJ	AS

Crosley Div.—Aveo, Cincinnati 25, Ohio					
EU-17COLU		17	CW		AI
EU-17COL	239.95	17	CW		AC
EU-21TOLU		21	TW		AI
EU-21TOL	259.95	21	TW		AC
EU-21COLU		21	CW		AI
EU-21COL	279.95	21	CW		AC
EU-17TOM	249.95	17	TW		AC
EU-17COM	269.95	17	CW		AC
EU-21COMU	409.95	21	CW		AI
EU-21COM	359.95	21	CW		AC
EU-21CDNU	519.95	21	CDW		AI
EU-21CDN	469.95	21	CDW		AC
EU-21CDMU	479.95	21	CDW		AI
EU-21CDM	429.95	21	CDW		AC
EU-21PDMU	625.00	21	CDW	AM-FM-PH	AI
EU-17TOLU		17	TW		AI
EU-17TOL	199.95	17	TW		AI

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
DeWald, Long Island City 1, N. Y.					
ET140	†*189.95	14	TW		AS
ET170	†*199.95	17	TW		AS
ET172	†*269.95	17	CDW		AS
ET171	†*329.95	17	CW	AM-PH	AS
FT200	†*249.95	20	TW		AS
ET190D	†*319.95	20	CDW		AS
FT201	†*319.95	20	CDW		AS
ET17120	†*349.95	20	CW	AM-PH	AC

DuMont Labs, Allen B., E. Paterson, N. J.					
Information not available at press time.					

Emerson, 111 S Ave., N. Y. 11, N. Y.					
716	†*199.95	17	TW		AS
717	†*229.95	17	TW		AS
709	†*229.95	20	TW		AS
714	†*229.95	17	CW		AS
715	†*279.95	17	CDW		AS
711	†*279.95	21	TW		AS
719	†*279.95	17	CDW		AS
720	†*299.95	21	CW		AS
722	†*259.95	17	CDW		AS

Fada, Belleville 9, N. J.					
721	†*199.95	17	TW		AS
7T32	†*229.95	17	TW		AS
775T	†*239.95	17	TW		AS
7C42	†*279.95	17	CW		AS
7C52	†*309.95	17	CDW		AS
20T12	†*279.95	20	TW		AS
20C22	†*339.95	20	CW		AS
24T10	†*419.95	24-0	TW		AS

General Electric Co., Syracuse, N. Y.					
21T4-5	329.95	21	TW		AC
21C200	399.95	21	CW		AC
Information on other new models not available at press time.					

Hallcrafters, 4401 W. 5 Ave., Chicago 24, Ill.					
1026	299.95	20	CW		AC-AT
1027	319.95	20	CW		AC-AT
1018	269.95	17	TW		AS-AC-AT
1004	279.95	17	CW		AS-AC
1008	339.95	20	CW		AS-AC
1005	329.95	20	CW		AS-AC
1010	219.95	17	TW		AC-AT
1011	249.95	17	TW		AC-AT
1021	269.95	20	TW		AC-AT
1022	289.95	20	TW		AC-AT
1012	249.95	17	CW		AC-AT
1013	269.95	17	CW		AC-AT

Hoffman, 6200 S. Avalon Blvd., Los Angeles 3, Calif.					
21M300	399.95	21	CW	PJ	AS
21B301	409.95	21	CDW	PJ	AS
21M503	439.95	21	CDW	PJ	AS
21B504	449.95	21	CDW	PJ	AS
21P505	449.95	21	CDW	PJ	AS
24M708	655.00	24-0	CDW	PJ	AS
24B707	670.00	24-0	CDW	PJ	AS
21M900	725.00	21	CDW		AM-FM-PH AS
21B901	750.00	21	CDW		AM-FM-PH AS
21P902	750.00	21	CDW		AM-FM-PH AS
7M103	259.95	17	TW	PJ	AS
7M104	269.95	17	TW	P	

# Latest Television Sets

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Jackson Industries, Chicago 16, Ill.					
217T		17	T		
221T		21	T		
221C		21	C		
321C		21	C		AM
621		21	CD		AM
27CD		27	CD		
477T		21	TL		

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Jewel Radio, Long Island City 1, N. Y.					
17TL-7	169.95	17	TL		AS
17TW-7	199.95	17	TW		AS
17CW-7	239.95	17	CW		AS
20TL-7	229.95	20	TL		AS
21-TW-7	249.95	21	TW		AS
21CW-7	279.95	21	CW		AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Layne-Halbert, Culver City, Calif.					
712M	*199.95	17	TW	PJ	AS
012M	*249.95	20	TW	PJ	AS
114W	*269.95	21	TW	PJ	AS
114N	*279.95	21	TW	PJ	AS
114PR	*299.95	21	TW	PJ	AS
122M	*299.95	21	CW	PJ	AS
124W	*329.95	21	CW	PJ	AS
124M	*339.95	21	CW	PJ	AS
124PR	*359.95	21	CW	PJ	AS
101M	*399.95	21	CW	PJ	AS
104PR	*419.95	21	CW	PJ	AS
154M	*399.95	21	CDW	PJ	AS
164M	*449.95	21	CDW	PJ	AS
144B	*459.95	21	CW	PJ	AS
144R/W	*469.95	21	CW	PJ	AS
145	*469.95	21	CW	PJ	AS
146	*469.95	21	CW	PJ	AS
425M	*499.95	24	CW	PJ	AS
425PR	*519.95	24	CW	PJ	AS
426M	*549.95	24	CDW	PJ	AS
426PR	*569.95	24	CDW	PJ	AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
McKenney & Co., J. H., 2600 W. 50 St., Chicago 32, Ill.					
	229.95	17	TW		AS
	264.95	20	TW		AS
	289.90	21	TW		AS
	274.95	17	C		
	299.95	20	C		
	329.25	21	C		

Mon Mfg., 2640 Belmont Ave., Chicago 18, Ill.  
Information not available at press time.

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Magnavox, Ft. Wayne 2, Ind.					
MV21J	229.50	17	TW		AT
MV47J	249.50	17	CW		AT
MV33J	279.50	17	CW		AT
MV41J	298.50	17	CDW		AT
MV87J	398.50	17	CDW	AM-PJ	AT
MV80J	445.00	17	CDW	AM-FM-PH	AT
MV91L	550.00	21	CDW	AM-PH	AT
MV92L	695.00	21	CDW	AM-FM-PH	AT
MV68L	695.00	21	CDW	AM-FM-PH	AT

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
MV104H	239.50	20	T		AT
MV46H	375.00	20	CDW		AT
MV42H	395.00	20	CDW		AT
MV88H	498.50	20	CDW	AM-PJ	AT
MV89H	545.00	20	CDW	AM-FM	AT
MV83H	550.00	20	CDW	AM-FM-PH	AT
MV85H	595.00	20	CDW	AM-FM-PH	AT

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
MV72J	498.50	17	CDW	AM-FM	AT
MV77J	498.50	17	CDW	AM-FM	AT
MV17H	279.50	20	TW		AT
MV48H	298.50	20	CW		AT
MV101H	298.50	20	CW		AT
MV29H	369.50	20	CW		AT
MV82H	595.00	20	CDW	AM-FM-PH	AT
MV92H	695.00	20	CDW	AM-FM-PH	AT
MV76H	695.00	20	CDW	AM-FM-PH	AT

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Magnavox (continued)					
MV163H	895.00	20	CDW	AM-FM-PH	AT
MV100L	445.00	21	CDW		AT
MV45L	445.00	21	CDW		AT
MV90L	595.00	21	CDW	AM-FM-PH	AT
MV43H	375.00	20	CDW		AT
MV50H	375.00	20	CDW		AT
MV41H	375.00	20	CDW		AT
MV45H	419.50	20	CDW		AT
MV103H	269.50	20	CW		AT
MV102L	379.50	21	CW		AT

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Majestic, Div. Wilcox-Gay, 385 4 Ave., N. Y. 16, N. Y.					
24	†289.95	20	CW		AS
21C86	†319.95	21	CW		AS
21F88	†359.95	21	CDW		AS
21F86	†429.95	21	CDW		AS
21	†169.95	16	TL		AS
17T6A1	†199.95	17	TL		AS
22	†229.95	17	TW		AS
73	†239.95	17	TW		AS
17C64	†249.95	17	CW		AS
26	†259.95	20	TW		AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Mattison TV & Radio, 893 Broadway, N. Y. 3, N. Y.					
27B86	499.50	27	CW	PJ	AS
21B86	399.95	21	CW	PJ	AS
17B86	369.95	17	CW	PJ	AS
21006	495.00	21	CDW	PH-PJ	AS
21H86	525.00	21	CDW	PH-PJ	AS
21B86	525.00	21	CDW	PH-PJ	AS
21R16	650.00	21	CD	FM-PJ	AS
27R16	795.00	27	CD	FM-PJ	AS
27FP6	595.00	27	CD	FM-PJ	AS
17QU6	495.00	17	CD	PJ	AS
21QU6	550.00	21	CD	PJ	AS
17CA6	495.00	17	CD	PJ	AS
20CA6	550.00	20	CDW	PJ	AS
21QUA6	595.00	21	CDW	PJ	AS
17DI6	429.00	17	CDW	PJ	AS
20DI6	495.00	20	CDW	PJ	AS
17CO6	429.00	17	CDW	PJ	AS
20CO6	495.00	20	CDW	PJ	AS

Meek Ind., John, Div. Scott Radio Labs., Plymouth, Ind.  
Information not available at press time

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Mitchell Mfg. Co., 2525 N. Clybourn, Chicago 14, Ill.					
T172M	269.50	17	CW	FM	AT
T212M	329.50	21	CW	FM	AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Motorola, 4545 Augusta Blvd., Chicago, Ill.					
17T9E	199.95	17	TP		AC
17T9M	219.95	17	TP		AC
17T1Q	239.95	17	TW		AC
17K13	279.95	17	TW		AC
21T1	259.95	20	TL		AC
21T2	279.95	20	TW		AC
21K3	319.95	20	CW		AC

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Olympic Radio & TV Inc., 34-01 38 Ave., Long Island City, N. Y.					
17T33	*199.95	17	TP		AS
17T20	*229.95	17	TW		AS
17C24	*249.95	17	CW		AS
21T27	*259.95	21	TW		AS
21C28	*289.95	21	CW		AS
21D29	*329.95	21	CDW		AS
17K31	*299.95	17	CDW	AM-PH	AS
21K26	*399.95	21	CDW	AM-PH	AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Packard-Bell Co., Los Angeles 64, Calif.					
2421	†249.95	17	TW		AS
2422	†289.95	17	CW		AS
2423	†319.95	20	CW		AS
2422 DeLuxe	†319.95	17	CDW		AS
2423 DeLuxe	†349.95	20	CDW		AS
2621 DeLuxe	†399.95	21	CDW		AS
2622 DeLuxe	†550.00	24-0	CDW		AS
2822 DeLuxe	†495.00	20	CDW	AM-PH	AS
3021 DeLuxe	†595.00	21	CDW	AM-PH	AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
Phileo, Tioga & "6" Sts., Philadelphia 34, Pa.					
1824	199.95	17	TM		AT
1825	229.95	17	TM		AT
1826	239.95	17	TW		AT
2125	259.95	21	TW		AT
2125L	279.95	21	TW		AT
2126	289.95	21	TW		AT
2127	309.95	21	TW		AT
2226	279.95	21	TW		AT
2227	299.95	21	TW		AT
2228	339.95	21	TW		AT
2228RC	389.95	21	TW		AT
1852	269.95	17	CW		AT
1852L	289.95	17	CW		AT
1853	329.95	17	CW		AT
1853L	349.95	17	CW		AT
1853RC	399.95	17	CW		AT
1853LRC	409.95	17	CW		AT
2152	329.95	20	CW		AT
2152L	249.95	20	CW		AT
2260	349.95	21	CW		AT
2262	379.95	21	CW		AT
2264	379.95	21	JDW		AT
2266	399.95	21	CW		AT
2266L	419.95	21	CW		AT
2266RC	469.95	21	CW		AT
2266LRC	489.95	21	CW		AT
2268	439.95	21	CDW		AT
2269	469.95	21	CDW		AT
2269RC	539.95	21	CDW		AT
2270	499.95	21	CDW		AT
2270RC	569.95	21	CDW		AT
2271	499.95	21	CDW		AT
2271RC	569.95	21	CDW		AT
2272	399.95	21	CDW		AT
2272L	449.95	21	CDW		AT
2273	459.95	21	CDW		AT
2273C	459.95	21	CDW		AT
2273RC	529.95	21	CDW		AT
2273CRC	529.95	21	CDW		AT
1883	369.95	17	CW	PH	AT
1884	399.95	17	CW	AM-PH	AT
1886	459.95	17	CDW	AM-PH	AT
1886L	489.95	17	CDW	AM-PH	AT
2183	479.95				

# Selling Features of Latest TV Sets

(Continued from page 35)

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>RCA Victor Div. (continued)</b>					
21T159DE	359.95	21	TW	PJ AC-AT	
21T165DE	399.95	21	CW	PJ AC-AT	
21T174DE	439.50	21	CDW	PJ AC-AT	
21T176DE	450.00	21	CDW	PJ AC-AT	
21T177DE	475.00	21	CDW	PJ AC-AT	
21T178DE	495.00	21	CDW	PJ AC-AT	
21T179DE	525.00	21	CDW	PJ AC-AT	
21T197DE	795.00	21	CDW	AM-FM-PH AC-AT	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Radio Craftsmen Inc., Chicago 40, Ill.</b>					
C202-CH	252.50	21 or 24-0			AS

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Radio &amp; Television Inc., 119 W. 57 St., New York, N.Y.</b>					
Information not available at press time.					

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Regal Electronics, 605 W. 130 St., New York 27, N.Y.</b>					
17T20	1199.50	17	TW	AS	
17C20	1217.50	17	CW	AS	
20T20	1239.95	20	TW	AS	
20C20	1259.95	20	CW	AS	
21H20	1299.50	21	CDW	AS	
24C20	1397.50	24	CW	AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Scott Radio Labs., 1020 N. Rush St., Chicago 11, Ill.</b>					
1000TC	1495.00	24	CDW	AM-FM-PH AS	
520TA	815.00	20	CDW	AM-FM-PH AS	
520T	785.00	20	CDW	AM-FM-PH AS	
AAV1000CA	1095.00		CDW	AM-FM-PH AS	
AAV520	545.00		CDW	AM-FM-PH AS	
AAV510AA	575.00		CDW	AM-FM-PH AS	
924W	645.00	24	CDW	AM-FM-PH AS	
820C	379.00	20	CW	AM-FM-PH AS	
820T	329.00	20	TW	AM-FM-PH AS	
817C	349.00	17	CW	AM-FM-PH AS	
817T	299.00	17	TW	AM-FM-PH AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Sentinel, 2100 Dempster St., Evanston, Ill.</b>					
452TM	229.95	17	TW	FM AC	
453TM	289.95	21	TW	FM AC	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Setchell Carlson, New Brighton, 12, Minn.</b>					
531	349.00	21	CW	AS	
5301	389.00	21	CW	FM-PH-PJ AS	
53	299.00	21	TW	AS	
53	319.00	21	TW	FM-PJ AS	
P53	259.00	17	TL	AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Shaw TV, 195 Front St., Brooklyn 1, N. Y.</b>					
121	350.00	21	TW	PJ AS	
221	425.00	21	CDW	PJ AS	
321	450.00	21	CDW	PJ AS	
2021	595.00	21	CDW	PJ AS	
3321	525.00	21	CDW	PJ AS	
2321	525.00	21	CDW	PJ AS	
2421	525.00	21	CDW	PJ AS	
2621	475.00	21	CDW	PJ AS	
2724	750.00	24-0	CDW	PJ AS	
2824	795.00	24-0	CDW	PJ AS	
2521	595.00	21	CDW	PJ AS	
3121	675.00	21	CDW	PJ AS	
921	575.00	21	CDW	PJ AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Shevers Inc., Harold, 123 W. 64 St., N. Y. 23, N. Y.</b>					
217P	199.95	8½-0	TL	AS	
B217		21	TDW	AS	
2271	1299.95	17	TW	AS	
2273	1339.95	17	CL	AS	
2275	1399.95	17	DL	AS	
219	1299.95	17	CDW	AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Sightmaster Corp., 111 Cedar St., New Rochelle, N. Y.</b>					
17E52	1199.00	17	TW	PJ AC	
20K52	1595.00	20	CDW	PJ AC	
20E52	1299.00	20	CW	PJ AC	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Sound Laboratories, 323 E. 48 St., New York 17, N. Y.</b>					
5230	695.00	21	CDW	AM-FM-PH AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Spartan Radio-Television, Jackson, Mich.</b>					
5240	1299.95	21	TW	AS	
5280	1339.95	21	CW	AS	
5281	1359.95	21	CW	AS	
5252	1279.95	17	CW	AS	
5212	1199.95	17	TW	AS	
5225	1259.95	17	TW	AS	
5292	1319.95	20	TW	AS	
5268	1399.95	17	CW	AS	
5270	1319.95	17	CW	AS	
5272	1359.95	17	CW	AS	
5291	1399.95	20	CW	AS	
5294	1409.95	20	CDW	AS	
5298	1459.95	21	CW	AS	
5296	1589.95	20	CDW	AM-FM-PH AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Sterling—see Atlantic Video</b>					
<b>Stewart-Warner, 1826 Diversey Pkwy., Chicago 14, Ill.</b>					
9127A	*389.95	20	CW	AS	
9209A	*249.95	21	TL	PJ AS	
9202C	*239.95	17	CW	AS	
9202E	*269.95	17	CDW	AS	
9204A	*299.95	20	CW	AS	
9121E	*479.95	17	CDW	AM-FM-PH AS	
9124A	*449.95	20	CDW	AM-FM-PH AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Stromberg-Carlson, 100 Carlson Rd., Rochester 3, N. Y.</b>					
417TX	1249.95	17	TP	PJ AS	
421TX	1329.50	21	TP	PJ AS	
421CM2	1395.00	21	CP	PJ AS	
421CDM	1465.00	21	CDW	PJ AS	
24RPM	1975.00	24-0	CDW	AM-FM-PH AC	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Sylvania Elec. Prod. Inc., Radio TV Div., Buffalo 7, N. Y.</b>					
Information not available at press time.					

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Tele King Corp., 601 W. 26 St., New York, N. Y.</b>					
K72	1249.95	17	TW	AC	
KC71	1289.95	17	CW	AC	
KD71	1329.95	17	CDW	AC	
KD72B	1349.95	17	CDW	AC	
K21	1299.95	20	TW	AC	
KC21	1339.95	20	CW	AC	
KD22	1399.95	20	CDW	AC	
KD21M	1449.95	20	CDW	AC	
K11	1319.95	21	TW	AC	
KC11	1359.95	21	CW	AC	
K73L	1179.95	17	TL	AC	
K74	1199.95	17	TW	AC	
KC74	1229.95	17	CW	AC	
K22	1229.95	20	TW	AC	
KC26	1259.95	20	CW	AC	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Trad TV Corp., Asbury Park, N. J.</b>					
Information not available at press time.					

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Trans-Vue—see Jackson</b>					
<b>Travler Radio Corp., Chicago, Ill.</b>					
Information not available at press time.					

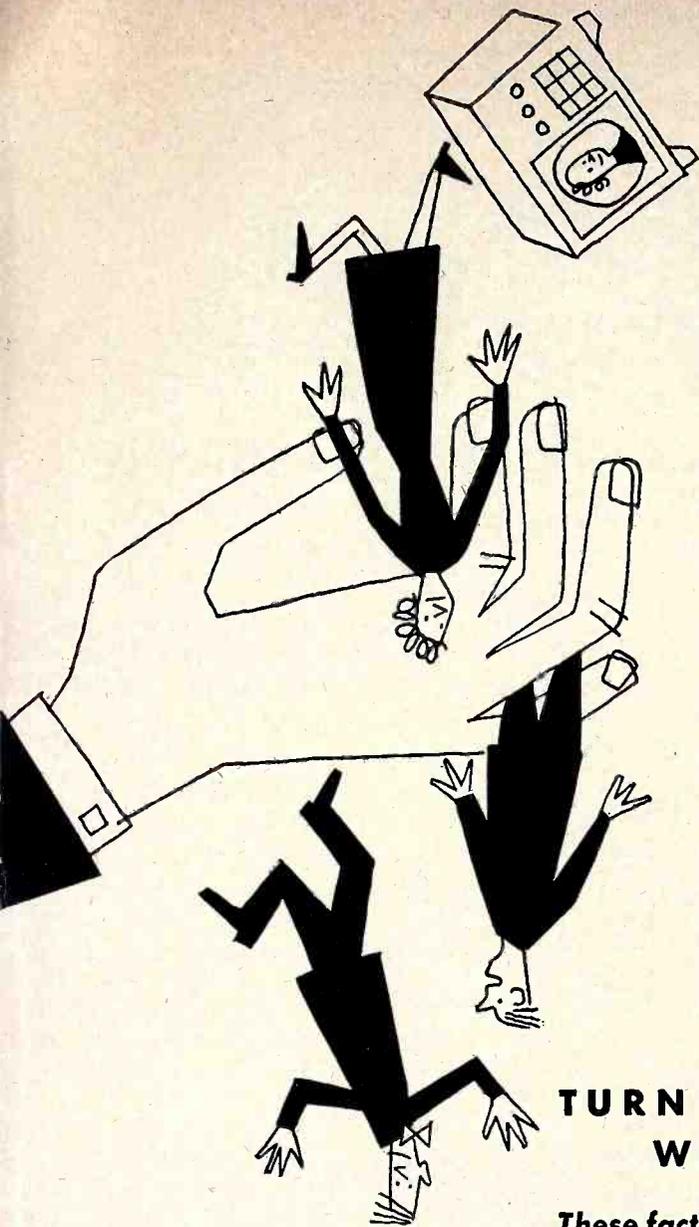
MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Universal Major Appliance, Lima, Ohio</b>					
UTV240CM	569.95	24	CW	AC	
UTV21-2DCM	429.95	21	CDW	AC	
UTV210CM	369.95	21	CW	AC	
UTV21TM	299.95	21	TW	AC	
UTV20TM	229.95	20	TW	AC	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Vidaire Mfg. Co., 576 W. Merrick Rd., Lynbrook, N. Y.</b>					
Standard	379.95	20	CW	PJ AS	
Modern	419.95	20	CDW	PJ AS	
Economy	249.95	17	TW	PJ AS	
Mod. Deluxe	489.95	20	CDW	PJ AS	
Regent	459.95	20	CDW	PJ AS	
Arlington	509.95	20	CDW	PJ AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Video Products (Sheraton), 370 7 Ave., N. Y. 1, N. Y.</b>					
T30M	*269.95	20	TW	PJ AS	
T30B	*279.95	20	TW	PJ AS	
C30M	*304.95	20	CW	PJ AS	
C30B	*319.95	20	CW	PJ AS	
C30M24	*449.95	24-0	CW	PJ AS	
C30B24	*479.95	24-0	CW	PJ AS	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Westinghouse Electric Corp., TV-Radio Div., Sunbury, Pa.</b>					
706T16	189.95	16	TP		
681T17	199.95	17	TP		
704T17	229.95	17	TP		
700T17	259.95	17	TW		
699K17	289.95	17	CW		
702K17	299.95	17	CW		
708T20	269.95	20	TP		
692T21	299.95	21	TW		
710T21	329.95	21	TW		
713K21	369.95	21	CW		
695K21	379.95	21	CW		
714K21	389.95	21	CW		
720K21	450.00	21	CDW		
722K21	475.00	21	CDW		
730C21	595.00	21	CDW	AM-FM-PH	

MFR. and Model No.	LIST PRICE (Incl. Tax and Warranty)	TUBE SIZE (Inches)	TYPE	AM-FM PHONO JACK	UHF
<b>Zenith Radio, 6001 W. Dickens Ave., Chicago 39, Ill.</b>					
K1812R	199.95	17	TL	AS	
K1815R	219.95	17	TL	AS	
K1820R	239.95	17	TW	AS	
K2229R	269.95	21	TL	AS	
K2235R	279.95	21	TW	AS	
K2230R	299.95	21	TL	AS	
K2240R	319.95	21	TW	AS	
K1846R	269.95	17	CW	AS	
K1850R	289.95	17	CW	AS	
K2258R	349.95	21	CW	AS	
K2260R	379.95	21	CW	AS	
K2266R	429.95	21	CDW	AS	
K2268R	499.95	21	CDW	AS	
K2872R	695.00	27	CDW	AS	
K1880R	449.95	17	CDW	AM-FM-PH AS	
K2286R	499.95	21	CDW	AM-FM-PH AS	



# ARE TV SALES SLIPPING THROUGH YOUR FINGERS?



**TURN SHOPPERS INTO CUSTOMERS  
WITH THIS FREE BOOKLET!**

***These facts tell you how to:—take the guessing out of selling  
—double your television profits***

Describes all sales situations... gives the answers to customers' questions. Supplies complete sales technique from your prospects' entrance into the store to the ringing up of the sale. The 5 minutes that it takes to read this booklet might change *your whole business life!*

**COVERS THESE IMPORTANT SALES POINTS:**

*Proper display of sets and promotion material • Gaining the prospect's confidence • Helping the customer make the right choice • Explaining how television sets function • Comparative value of different sets • How much should a good set cost • Possible trade-in values • Closing the sale*

Dealers all over the country in all reception areas, have proven the success of Tele King's GOLDEN 5 MINUTES sales demonstration! Television retailers using this proven sales formula are now selling more sets—than ever before!

**WRITE NOW FOR YOUR FREE BOOKLET!**

**Tele King with the Biggest Markup in Television is America's No. 1 Profit Line!**

# Tele King

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

**THE BEST IN TELEVISION—AT ANY PRICE!**

You are cordially invited to attend our display at the National Association of Music Merchants Hotel New Yorker, Rooms 701 and 702, July 28th thru July 31st.

**AMPHENOL  
-INLINE\*  
ANTENNA**



**a better picture  
with the Amphenol Inline Antenna**

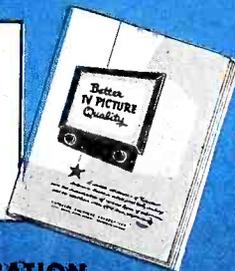
Because the Amphenol Inline Antenna operates on a fundamental frequency in both the high and low bands, you get the same steady, uninterrupted picture from channels 2 through 13. Designed by antenna specialists, the Amphenol Inline has consistently proved its superiority through four years of use in the highly competitive television field. The single forward receiving lobe of this broadband antenna literally probes the sky to return with the signal you want, uninfluenced by side radiations and reflected signals.

**and the Amphenol Tubular Twin-Lead**

Over and over again, the Amphenol Tubular Twin-Lead has been established as the one satisfactory answer to the need for an economical TV lead-in for use in those trouble areas where conventional twin-lead cannot be used. The tubular construction of high grade polyethylene provides a protected area, using air as the dielectric, between the conductors. This provides low-loss and constant impedance at all times, unaffected by any exterior condition.

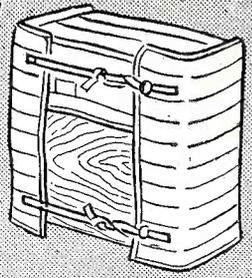
**This book contains . . .**

a complete, yet condensed evaluation of the various types of antennas on the market today, graphs and illustrations clarifying their various characteristics, and information on the use of rotators, lightning arrestors, etc. Obtain your free copy from your Authorized Amphenol Distributor.

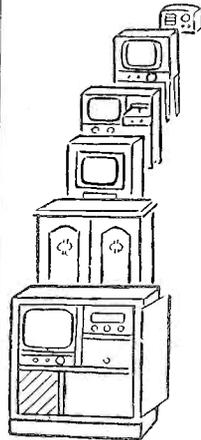


**AMERICAN PHENOLIC CORPORATION**  
1830 SOUTH 54TH AVENUE • CHICAGO 50, ILLINOIS

**Protect your sets!**



**Only 4 WRAPABOUT MODELS  
Needed FOR ALL SIZES**



Wrapabout is a flat pad with a flap! 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.

*Write now for full  
information and prices.*

**WEBB MANUFACTURING CO.**  
2920 N. 4th Street • Phila. 33, Pa.

**you are cordially invited...**

to attend the  
**DYNAVOX**

Advanced Showing for 1952-53  
during  
N. A. M. M. Convention  
July 28 thru July 31  
Hotel New Yorker  
ROOM 941

Every new Dynavox Phonograph  
and Radio is distinctively designed —  
unlike anything ever before shown —  
with advanced styling and  
engineering; new color schemes  
and the famed Dynavox Quality

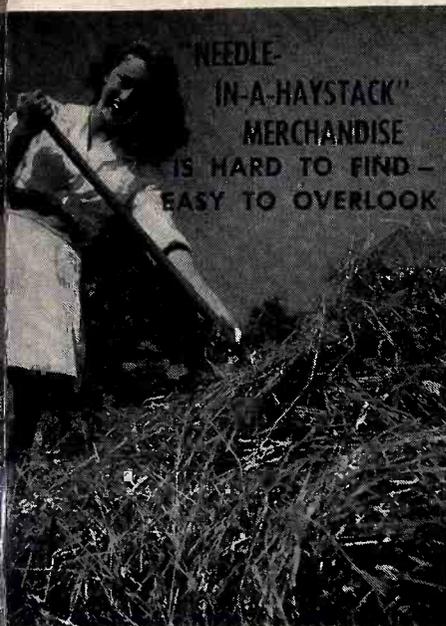
It promises to be the greatest  
selling Dynavox line ever!



40-05 21st STREET LONG ISLAND CITY 1 N. Y.

# 5 Ways to Increase Phono Needle Sales

**High Profits, Customer Good-Will in Aggressive Merchandising by Disc Department. Cash in on Boom in Records, Upped interest in Hi-Fi**



needles in "haystacks" in such out-of-sight places as floor-level shelves in showcases, or worse in boxes holding record inserts, and odds and ends of various sorts.

3. Use manufacturer-supplied selling aids to interest customers and to train salespeople. When the employe makes use of the various charts, circulars, folders, and other valuable sales devices, he impresses the customer, and, at the same time, acquires valuable knowledge himself in working with such sales tools.

4. In cases where records are returned as "defective," the dealer should require salespeople to suggest that more than likely the phono needle is at fault, and to urge that it be replaced or brought into the store for a check-up. The returned record should also be played on a good instrument in the store, and if it proves to be satisfactory under such circumstances, almost all customers will be willing to buy a replacement needle.

5. Provide salespeople with incentive to push needles. This can be done by offering special bonuses, or via a sales contest where prizes of cash or merchandise may be won by individuals or teams.

Perhaps the chief reason too many dealers overlook the profit possibilities in selling phono needles is be-

cause the item itself is so small in comparison with instruments and discs. A second reason, of course, is that sloppy salespeople hide needles in nooks and corners, and the boss, in an out-of-sight, out-of-mind state just forgets they exist.

Though the phono needle is small in size it is a big-profit item, and shouldn't be looked upon as a sort of orphan accessory to be sold on a hit-and-miss basis only when customers ask for it.

Without a good needle, the customer can't get good quality out of the finest playing equipment, and salespeople who emphasize this point will be doing their customers a favor, and, at the same time, will be making real money for the store.

One of the best ways to keep needles before the eyes of the customers and in the minds of the sales personnel is to set up displays in prominent parts of the store, using eye-catching counter cards and associated material, and see to it that they are kept there.

Because there are big profit possibilities in actively merchandising needles, and because the dealer's customers should be given the opportunity to get the best reception possible, needles should be given the same sales effort and attention personnel exerts in selling discs and instruments.

Right now, with the all-out interest in records, and with the mushrooming growth in the ranks of the Hi-Fi fan, the smart merchant will needle his needle business into new life. In so doing, and in following out the five steps outlined in this article, he will accomplish five very desirable things. 1. He will make more money. 2. He will make more satisfied customers. 3. He will get more dollar volume out of each salesperson. 4. He will reduce the record return rate, thus reducing his overhead, and 5. He will build repeat needle business because once he sells a replacement needle to a customer he makes such person highly conscious of the vital role the needle plays in good reception and long record life.

• There are five simple steps to a campaign any phono record department manager can use to greatly increase sales of phono needles, and here they are:

1. Require each salesperson to try to sell a needle or needles to every disc customer. Don't permit the salesperson to ask such stupid questions as "how are you fixed for needles?" "do you need any needles?"—questions which make it very easy for the customer to promptly give a negative answer. Instead, let the salesperson do these things: A. Show the customer needles. B. Stress the all-important role the needle plays in the phono system. C. Find out what kind of player the customer owns. D. Ask the customer to buy.

2. Display needle merchandise. The manufacturers have done an outstanding job in providing attractive counter material, yet too many dealers bury the display units and



**PUT THE PHONO NEEDLE DISPLAY OUT FRONT AT THE  
BEST POINT-OF-SALE POSITION IN YOUR STORE  
KEEP NEEDLES BEFORE THE EYES OF YOUR CUSTOMERS,  
AND IN THE MINDS OF YOUR SALESPEOPLE!**

## Phono Record News

RCA Victor has a release by opera singer David Poleri. But instead of opera, Poleri's debut disc is *One Night of Love*, backed by *Some Day My Heart Will Awake*. His big voice and romantic appeal are obvious in both these popular tunes. A really fine record has been released on the RCA Victor label. Perry Como and Eddie Fisher join talents on that beautiful oldie *Maybe* and do a really bang-up job. This one is sure-fire. Backing is a new composition by Hoagy Carmichael entitled *Watermelon Weather*. Of all the interpretations of

this tune, the boys have about the best. Great news from RCA is the fact that Barclay Allen, after being laid up due to a serious accident, is again recording. His first offering on the Victor label is *After You've Gone*, with *Cherokee* as coupling. Both sides feature a multi-piano arrangement. The Boston Symphony Orchestra, under its noted French conductor, Charles Munch, has returned from a trip to Europe after taking part in the "Twentieth Century Exposition of the Arts of Democratic Nations." The most recent RCA Victor recordings by the Boston Symphony are the *Symphony No. 103 in E Flat* by Haydn, and Beethoven's *Symphony No. 1 in C, Op. 21*. *Charles Munch Conducts French Music* is the title of the latest

Boston Symphony album on RCA Red Seal label. The works of Ravel (*Rhapsodie Espagnole, La Valse*), Lalo (*Le Roi D'ys: Overture*), Berlioz (*Beatrice and Benedict: Overture*), and Saint-Saens (*La Princesse Jaune, Op. 30: Overture*) are featured. RCA's album offerings also include the *Peer Gynt Suite No. 1, Op. 46*, and *No. 2, Op. 55* by Grieg, played by the Boston Pops Orchestra conducted by Arthur Fiedler, and *Sigmund Romberg Dinner Music* played by Romberg and his Orchestra.

CAPITOL Records has completed its production of Jerome Kern's ever-fresh Broadway musical, *Roberta*. Singing the beloved Kern melodies in the album are stars Gordon MacRae, Lucille Norman and Anne Triola. MacRae's operatic voice (underemphasized because of his "crooner" beginning) comes to light in such tunes as *The Touch of Your Hand, Lovely to Look At*, and *Smoke Gets In Your Eyes*. The album, available in all three speeds, was in preparation for six weeks, although actual recording time was seven hours.

COLUMBIA'S Guy Mitchell sings the romantic *You'll Never Be Mine* and does a beautiful job on the lovely ballad. On the other side, Guy gives out with *The Day of Jubilo*. He has the field all to himself on this type of song, and does his usual fine interpretation on it. A very unusual record on the COLUMBIA label is the Mitch Miller [with Stan (*Delicado*) Freeman on harpsichord] version of the *Cuban Nightingale*.

COLUMBIA has excerpted from Rachmaninoff's Opera, *The Miserly Knight*. Act II, "In the Cellar," is sung by Cesare Siepi, young leading basso of the Metropolitan Opera, who makes his Columbia Masterworks solo debut in this recording. Conductor Dimitri Mitropoulos and soprano Dorothy Dow present the record premiere of Arnold Schoenberg's *Erwartung* also on the Masterworks label. The theme of *Erwartung* (Expectation) is that of a young woman who one night goes into a forest to rendezvous with her lover and suddenly stumbles over his dead body. The complete English translation is reprinted on the record jacket.

DECCA's release roster includes the following tunes to watch . . . Evelyn Knight's *Pretty Bride*—also flip *It's Best We Say Goodbye*; Fred Waring's *It Happened in Monterey*. *The Wizard of Oz* album featuring Judy Garland is now available in 45 RPM, while *New Moon* with Florence George, Paul Gregory and Frank Forest, is now available on long play records.

DECCA Gold Label: Deutsche Gramophon in Germany has recorded two of Haydn's most popular symphonies. Played by the Berlin Philharmonic Orchestra, conducted by Fritz Lehmann, is the *Symphony No. 94 in G Major* ("Surprise"). *Symphony No. 101 in D*  
(Continued on page 41)

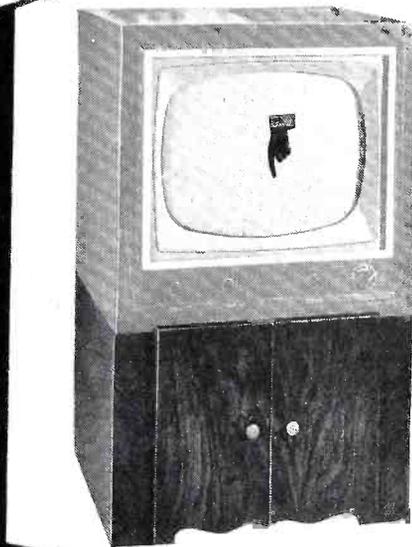
SELLING

Far  
Beyond  
Expectations!

### The NEW Engineered ADJUSTA-BASE

- One Model fits every TV Table Model
- Eliminates Large Stock of Obsolete Numbers
- Priced to stimulate sales of TV Table Models . . . and at a PROFIT!

Join the alert merchandisers who are selling the finest BASE you've ever seen. Adjusts easily. Engineered, designed and finished as skillfully as a grand piano . . . choice of fine-grained, five-ply veneer in mahogany, limed oak and blonde. Packed KD in well-engineered shipping carton. Write for completely illustrated literature today!



On  
Swivel  
Casters

Patent applied for



TELEVISION  
TABLES

Model TT-30 - 21" x 21"  
Model TT-40 - 24" x 21"  
Rotating Table

Proven sellers because of their design, price structure and appeal, these television tables stimulate sales of television table models. AND . . . "UW" TV tables sell by themselves . . . provide an extra source of volume sales, easy profits. Every table has the fine hand-finished quality that characterizes all of our products. ORDER TODAY!

Patented



The Notion's  
Leading Furniture  
Specialists to  
the Radio and  
Television Industry

Sold through recognized distributors only.

Universal  
**WOODCRAFTERS inc.**  
of LA PORTE, Indiana

# Phono Record News

(Continued from page 40)

Major ("Clock"), is played by the Rias Symphony Orchestra conducted by Ferenc Fricsay. Aaron Copland, who has composed the music for five major film productions (*Of Mice and Men*, *Our Town*, *North Star*, *Red Pony* and *The Heiress*) has released the *Children's Suite* from *The Red Pony*, and also a concert piece from his score of the movie *Our Town*. Liszt's *Hungarian Rhapsody No. 2 and 12* have been recorded by Deutsche Grammophon and are conducted by Edmund Nick with the Bavarian Symphony Orchestra. *Puccini Arias* and *Operatic Arias* played by Camarata and his orchestra are also available. They include arias from *Milena Butterfly* and *La Boheme* (Puccini), *Aida* (Verdi) and *Carmen*.

**WESTMINSTER** Recording Co., Inc., is among its new releases the works of Beethoven (*Concerto for Piano & Orchestra in G Major, Op. 58*); Bach (*Brandenburg Concerto No. 2 in F Major*); Schubert (*Four Impromptus, Op. 90*) and Beethoven (*String Quartet in C Sharp Minor, Op. 131*). Scheduled for release shortly are Beethoven's *Concerto No. 5 for Piano and Orchestra, Op. 73*; *Piano Sonata No. 29 in B Flat, Major, Op. 103*; and Brahms *Piano Quintet in F Minor Op.*

## Columbia "Roberta" Album



The score of Jerome Kern's memorable "Roberta" is now available in a COLUMBIA LP album. To tie-in with the musical's fashion establishment theme, the album cover is decorated by photographs of six striking Ceil Chapman gowns.

MGM Records announces that Gene Kelly's popular album, *Song And Dance Man*, which features Kelly paying tribute to such "greats" as George M. Cohan, Pat Rooney, Fred Astaire, and others, will soon be available in 33 1/3 as well as 78 RPM. Music from the movies is well represented on the MGM roster. In addition to their high-on-the-best-seller-list albums, the score of the movie *Lovely To Look At* is now available on MGM label. The beautiful

Jerome Kern music included is *Smoke Gets in Your Eyes*, *Yesterdays*, *You're Devastating*, *The Touch of Your Hand*, *Lovely to Look At*, and *I Won't Dance*. Available in all three speeds is the new MGM album entitled *Soft Lights and Sweet Music* featuring Lew White at the organ in such lovely oldies as the title song, *Deep Purple*, *Say It Isn't So*, and *Sleepy Lagoon*.

**COLUMBIA** songstress Jo Stafford sings a collection of such standards as *Blue Moon*, *Spring Is Here* and *I'm in the Mood for Love* in her new album for that company entitled *As You Desire Me*.

## Hoffman Appoints Tait

H. James Tait, Jr., has been appointed eastern division manager for Hoffman television, it was announced by M. D. Schuster, national sales manager for the Hoffman Radio Corp., Los Angeles. He will cover the entire Atlantic coast, from Maine to Florida.

## Du Mont Factory Branch

The receiver division of Allen B. Du Mont Laboratories, Inc., has established a factory branch distributor for Du Mont television receivers in the Chicago area, Irving G. Rosenberg, director of operations announced yesterday. Albert C. Allen has been appointed manager of the new factory branch.

# 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

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

**Here's the Newest MILLER Special Deal:** Wallet, Manual, one dozen needles \$15.00 list value ... servicemen's cost... **\$7.95** complete

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.

**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

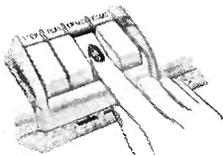
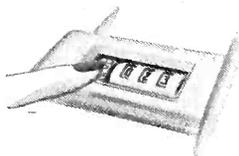
Announcing the new

# Revere "T-700" "Balanced-Tone" TAPE RECORDER



**BALANCED-TONE CONTROL** co-ordinates amplifier and acoustic system response to provide amazingly realistic tonal quality.

Exclusive Index Counter provides complete selectivity and instant location of any part of recorded reel!



High-speed Forward and Rewind Lever responds to the touch of your finger. No backlash, no danger of tape tearing!

Automatic, simplified key-controls record, play, or stop recorder instantly.



## A Masterpiece of Tonal Quality and Operating Ease!

To hear the new Revere "BALANCED-TONE" Tape Recorder is an unforgettable experience. What a thrill you'll get as each delicate sound, each musical note, is reproduced with amazing depth of tone; breadth of range and height of realism heretofore obtainable only with professional broadcast equipment.

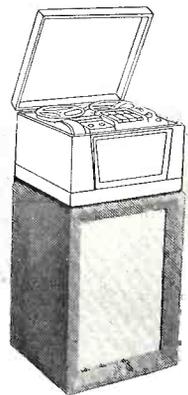
Incorporating a sensational new development—the "BALANCED-TONE" Control—with other exclusive electronic advancements, Revere has achieved an extraordinary wide frequency response (80 to 8,000 cycles per second) and rich tonal quality that has won the acclaim of many of the world's leading musicians. Yet,

key-control operation of this recording triumph is extremely simple.

Add to these features such outstanding advantages as 2 full hours recording per reel, lightweight portability, magnificent styling, glamorous beauty, low price—and you'll readily appreciate why this new Revere "BALANCED-TONE" Tape Recorder is the sensation of the industry.

**Revere T-700**—Complete with microphone, radio attachment cord, 2 reels (one with tape) and carrying case ..... **\$225.00**  
**TR-800**—Same as above with built-in radio. \$250.00

**Special Studio Models—Speed 7.50**  
**T-10**—Complete with microphone, radio attachment cord, 2 reels (one with tape) and carrying case ..... \$235.00  
**TR-20**—Same as above with built-in radio. \$260.00



**BASS REFLEX SPEAKER**—For use in auditoriums and schools where ultra fine musical reproduction is required. An exceptionally fine 12" Alnico V Speaker unit acoustically matched to a 16"x22"x13" Bass-Reflex Cabinet. Designed as a console base for the recorder. Lightweight, portable, with plug and 25-ft. cable. TS-706 ..... **\$49.50**

**ACCESSORIES**—For remote control: Hand Control \$4.00; Foot Control \$17.50; Adapter Cord Assembly \$4.00. Ear Phone \$10.50.

REVERE CAMERA COMPANY



CHICAGO 16, ILLINOIS

# Selling Magnetic Recorders

The dealer who is willing to do a bit of missionary work can make money in magnetic recorders today, and, in addition can identify his place of business as the headquarters for the sale and service of recorders.

As pointed out in previous articles, the merchant can't expect to get anywhere by just stocking a couple of units and hoping some people will come in and express interest in them.

This doesn't mean that recorders are difficult to sell. On the contrary, they will appeal to a great many folk in all walks of life, provided they are properly presented via advertising and display, skillfully demonstrated, and treated as equal partners with other products in the store.

Because recorders are totally unfamiliar to a great many people, the merchant needs to explain the fea-

## Here's How to Solicit Business—

Through ads, window-cards or by direct-mail, offer to send recorders to homes for birthday parties, and other gatherings. Send a salesman along to operate the unit, and get prospects.

Offer to demonstrate a recorder at meetings of local civic groups—chambers of commerce, women's clubs, music schools, social get-togethers, youth groups, summer camps, etc. A "canned" talk can be prepared at the store and used via tape or wire to introduce the recorder at meetings.

Have a salesman carry a recorder with him on calls in the outside field. For instance, if the salesman is making a follow-up visit on a recent purchaser of a TV set, let him bring the recorder into the home, and demonstrate it to his customers.

Canvass the business district with a recorder, and demonstrate it to professional and business men.

tures of operation in simple terms in his advertising, and in his talks with customers.

The chief features to get over

quickly to the prospect are that the device records voices, music, etc., and then plays such recordings back, either through the recorder's own speaker or through the customer's radio or phono; that the tape or wire can be automatically erased and used over and over again, and that recordings may be preserved for a great many years.

When embarking on a selling campaign on recorders, dealers and salesmen must resolve to get over the high points of this product quickly and clearly. They should be able to demonstrate the recorder effectively, and without any fumbling.

Dealers who are thinking about taking on recorders are urged to re-read, "How to Make Your Store Headquarters for Recorders," in the March, 1952, issue of this magazine. This article deals with the in-store demonstration and display techniques for effective merchandising, as does another feature, "Recorders Can Make Money for You This Year," in the May, 1952 issue.

Two accompanying panels on this page suggest a number of ideas the dealer can use to push sales of recorders, and make himself some good, clear profit on this up-and-coming product where there are no trade-ins, very little price-cutting, and prospects for a lot of recommended business coming in from satisfied users.

## Here's How to Promote Recorders—

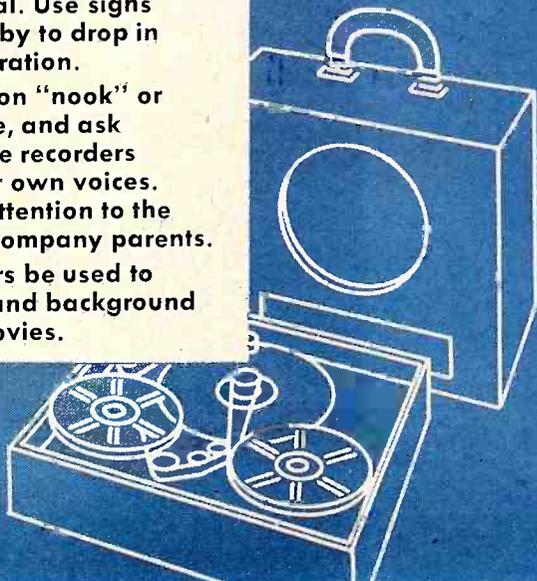
Advertise units, explaining exactly how they operate.

Display recorders in your show-windows, with cards and descriptive material. Use signs inviting the passerby to drop in for a free demonstration.

Set up a demonstration "nook" or studio in your store, and ask customers to try the recorders . . . listen to their own voices.

And pay special attention to the young fry who accompany parents.

Suggest that recorders be used to provide "sound" and background music for home movies.



# More Profits in Fringe TV

**Salesmanship Is Only 50% of the Job; Dealer Must Also Make Choice of Proper Materials and Techniques for Installation**

Everyone familiar with the highly competitive business conditions in large cities having local TV stations has seen offers of free installations with any set purchased. But suppose you saw this ad: **TV SET ABSOLUTELY FREE WITH EVERY INSTALLATION.**

It's startling but it is possible. Let us check the list prices on the components of a deluxe fringe area installation.

100 foot tower	\$250.00
4 Bay Fan Antenna	50.00
Rotor and Indicator	45.00
Broad Band Booster	40.00
Miscellaneous	40.00
Labor	150.00
<b>Total</b>	<b>\$575.00</b>

(The miscellaneous includes guy wire, 4 conductor wire for rotor, twin lead, lightning arrester, ground rod and wire, standoffs, turnbuckles, etc.)

Less than \$250 of the \$575 represents actual cost of materials. In other words, \$325.00 on the above installation represents labor and markup. The dealer could conceivably afford to give away a low priced table model TV set. Please be assured that this is not recommended as a policy. It is cited to emphasize the tremendous profit opportunities for you in fringe area TV installations.

The key to these fringe area sales

By Harold Harris, vice pres. Channel Master Corp. and pres. Antenna Manufacturers Assn.

is demonstration—at the site of the installation—not at your place of business. The simplest and quickest method is to use a demonstration truck with a telescoping tower mounted on it. Panel body trucks are most suitable because the set and other auxiliary equipment can be carried along. At the other extreme is the smaller open type trailer with a telescoping series of pipes mounted on it. The virtue of the low price open tower trailer is that it can be left at the scene for a period of time without tying up a large investment. This is recommended because it allows the prospect's family to enjoy the many entertaining programs that are telecast these days. Family acceptance immediately becomes family insistence and you'll find yourself with salesmen in the customer's fold.

It should be standard procedure to make a nominal charge for one of these trial installations. Most dealers credit this charge against the purchase price. The cost should be high enough to deter those people who act only out of curiosity and who end up by wasting the dealer's time and money.

One of the chief problems of fringe reception is picture quality. Before we discuss the technical side of this problem, let us see how picture quality affects sales. First of all, home demonstration immediately safeguards the dealer's position because he sells only what the customer sees. Your customer may or may not know what constitutes a good picture. However, let him be the judge. By this time he knows from seeing his neighbor's sets what they have. Remember also that he *wants* TV. Therefore, do not try to talk him into accepting a picture that is not satisfactory, because you may lose a customer for all the appliances you sell, and also your reputation will suffer. More often than not, he will accept pictures that you would reject. Your job is to get the best pictures possible for that location.

Picture quality depends upon the equipment used. Although it is not

(Continued on page 111)

- 1 ANTENNA HEIGHT**
- 2 ANTENNA TYPE**
- 3 LEAD-IN**
- 4 BOOSTER**
- 5 RECEIVER**
- 6 INSTALLATION KNOW-HOW**

**A  
PROFIT  
NOTE:**



**See new '53**

**Sparton Cosmic Eye TV  
at the Music Show!**

Get ready for a look at the smoothest line-up of profit builders you've seen!

New '53 Sparton Cosmic Eye cabinets are styled of select woods in fine furniture designs. Showpieces of the home!

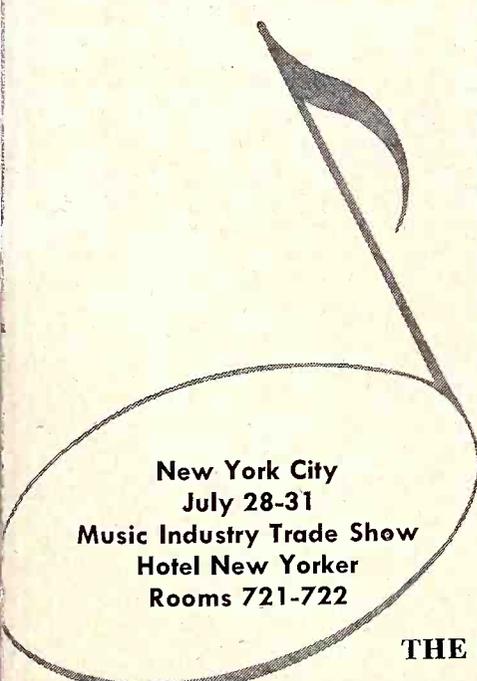
And here's a line-up that's extra-engineered, sets that *stay* sold. Sparton builds 70% of major operating components in Cosmic Eye TV models, maintains strict quality control to assure peak performance. Your profits don't evaporate in service costs.

Sparton keeps strict control on franchises, too. A Sparton dealer is the *only* Sparton dealer in his community or shopping area. He's completely protected from dumping, price cutting. He gets what are probably the longest discounts in the business, doesn't split profits with a middleman. Sparton dealers buy direct from the factory.

Come in. Hear the Sparton profit story. It's sweeter listening than ever in these days of low dealer mark-ups, dumping, and service headaches. *Sparton Radio-Television, Jackson, Michigan.*

**Sparton on tour, too!**

This new line-up will be featured across the country in 61 principal-trading-area shows. Watch for it in your area, and bring your merchandising personnel.



**New York City  
July 28-31  
Music Industry Trade Show  
Hotel New Yorker  
Rooms 721-722**

THE SUPERB

**Sparton**

THE SET THAT STAYS SOLD



It's easier to sell to the farm market than to city-dwellers, McDougal's believes. Farmers and ranchers like the one in this photograph have the income and electrification to make them excellent sales prospects. This complete electric kitchen is effective demonstration center.



Small radios get display spotlight at McDougal's.

## McDougal Makes Money

# Selling Electrical

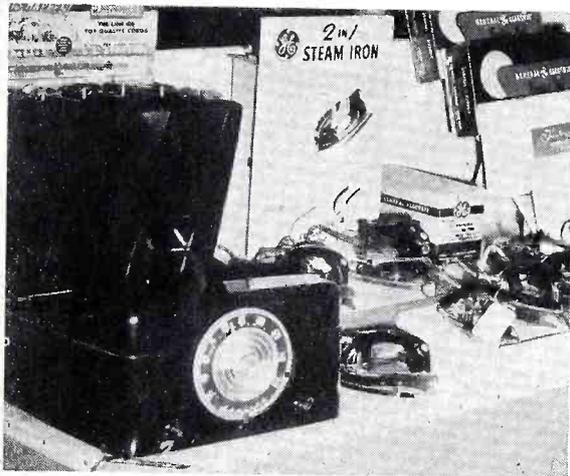
**San Antonio Dealer Believed America Is Moving to the Country, So He Went After the Suburban and Farm Market in a Specialized Way, and Built a \$300,000 Business**

• H. H. McDougal, of San Antonio, Texas, felt that the rural field for radio, TV, appliances was being neglected in spite of the fact that farmers are not only wealthier than ever before, but are always on the lookout for new things for the home and farm. McDougal's analysis of trends, which he sized up in 1946, and decided to capitalize upon, has paid off to the tune of \$300,000 volume per year, with 60 per cent of the sales coming from the rural districts.

Dealer McDougal's store is on the second most-traveled through street in the city, near the north outskirts. Knowing that rural folk dislike bumper-to-bumper driving, and dollar parking fees, this merchant considers his 7500 square feet of parking area just as important as his 5000 square-foot store, prominently situated on a hilltop.

When McDougal founded his business he introduced himself to the farm folk by sending letters to them. (He obtained complete lists of rural box-holders.) In his letters, he told prospective customers that he offered them good service, leading brands, and that his store was easy to reach. He advertised in the country newspapers. McDougal knew that people living in the wide-open spaces like to receive mail. So he capitalizes on this knowledge, sending out regular mailings, in addition to follow-up letters to all store visitors. If such visitors made purchases, his letters invite them to call on him for prompt service; if they hadn't bought anything, they get a letter thanking them for coming in.

McDougal's store is slanted to the rural trade. There are more wringer washers than automatics; most of the refrigerators and food freezers are larger size models. The smallest size water heater in this store is of 20-gallon capacity. Radios and TV sets are featured in effective displays. When a person buys a radio, the follow-up "thank you" letter suggests TV. Two big events have caused an increase recently in the volume of these letters—lifting of the TV freeze which opened two new VHF channels and two UHF for San Antonio, and coming of the network cable which will bring live shows.



Suggestive selling helps. McDougal places radios at various and unexpected locations where they keep suggesting themselves to customers.

An electric kitchen has been ordered for this ranch home. Excellent installation job by McDougal service men may mean air conditioning order a few months hence.





Here's a typical home in the market to which McDougal's sells \$300,000 a year—60 percent of his volume—in electrical appliances. McDougal reports 95 percent of farms in his area are electrified, and San Antonio has had an average of 5000 new suburban homes per year for the past six years. Trend to suburban living is here.

Sales literature is especially important to country folks, McDougal's has found. Hence, this special rack of promotional material.

Absence of nearby entertainment in rural areas makes television especially appealing to farm families.

# Appliances to Rural Folk

The farm family likes to read and study circulars, McDougal knows, so he provides a rack of manufacturer-applied literature which, he finds, is heavily "patronized."

Frequently turns out that folk who have armed themselves with a supply of catalogs go home and "sell" themselves on a particular brand, returning to the store to buy. Outside men at McDougal's make many calls in the field, originating new prospects and following up old customers. Comfortable chairs in an air conditioned office are provided to make store visitors feel at home when they sign contracts, arrange credit terms, etc. Customers frequently have coffee with McDougal or his store manager, D. N. Alley.

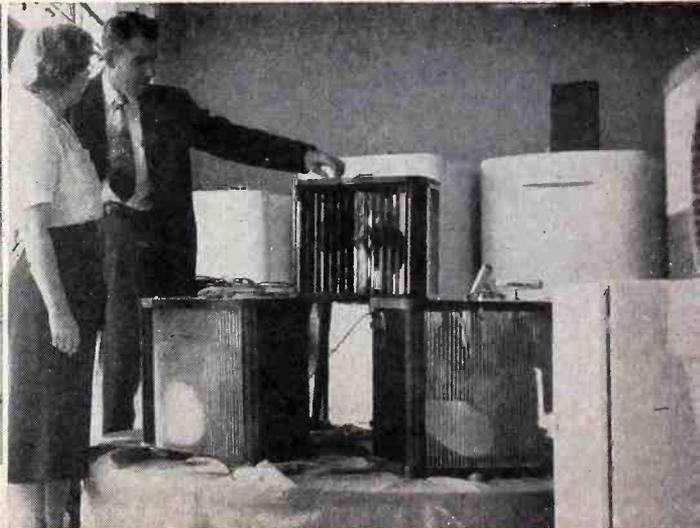
Farmers and ranchers are usually open-handed and helpful, and they like to find similar qualities in the people they deal with, and this is particularly true so far as service is concerned. McDougal runs 4 fully-equipped service

trucks, operating within a radius of 50 miles of the store. His service is of the best, and he gets a good price for it too, charging customers for mileage as well as for time and parts, but he does believe in stretching a point under certain circumstances where it is necessary. As an example of how fair treatment pays off in the rural field, our reporter cites an instance where McDougal replaced an electric range thermostat free of charge two months after the guarantee had expired. A year later the customer drove 20 miles to the store and bought a \$359 refrigerator and a \$309 automatic washer.

McDougal's sells heavily to the city people, too. But it's the country folk that make this small near-suburban store one of the biggest businesses in south Texas. This dealer knows the likes and dislikes of the people in his territory, and expects to build volume year after year through fair-dealing, friendly tactics, and good servicing.

The farm or ranch wife is always busy with chores. In this photo, McDougal sells a prospective customer about the advantages and opportunities of getting work done by electricity, and makes this a key point in his sales effort. Air conditioned office provides comfort for customers.

Summer comes early and stays long on south Texas farms. With first warm weather, McDougal's places an display on revolving stand near window, to attract attention of auto traffic on main route into town.



## Sharp Is Hotpoint President



John C. Sharp (above) has been elected president, general manager, and a director of Hotpoint, Inc. With Hotpoint for 23 years, he was formerly vice-president and chief engineer.

## Arvin Heater Promotion

"Early bird" room heater promotion by Arvin Industries, Inc., Columbus, Ind., is being repeated and will be in effect until Sept. 1, Gordon T. Ritter, Arvin electric housewares sales director has announced. Arvin dealers will receive free, either one or two Arvin multi-purpose flash-fold metal-and-canvas yacht chairs with their orders for Arvin heaters.

## New Coolerator Outlet

Kelley-How-Thomson Co. of Duluth, Minn., has been appointed Coolerator distributor in Minnesota, northern Wisconsin, S. D., and Montana, it was announced by F. C. Margolf, sales manager of the Coolerator Co.

## Easy Elects Reeve President



W. Homer Reeve (above) has been elected president and a director of the Easy Washing Machine Corp. He was formerly vice-president and general sales manager of the firm and has been with Easy for 12 years.

# Industry News

## Hessler Heads NAED

George F. Hessler, vice-president, Graybar Electric Co., New York, was elected president of the National Assn. of Electrical Distributors at its 44th annual convention. L. E. Barrett, of the Barrett Electric Supply Co., St. Louis, was named vice-president and chairman of the apparatus and supply division. Benjamin Gross, president, Gross Distributors, New York, was elected vice-president and chairman of the appliance division.

## Westinghouse Sales Promotion

Geared to the theme, "Try before you buy," a sales program to merchandise the company's newest appliance—the Dehumidifier—is now underway by the Westinghouse Electric appliance division, Mansfield, Ohio. The program features a week's free trial in the customer's home or place of business. Window and floor displays and direct mail cards tell the story of the offer, which runs through August 29.

## Clarostat Honors 25-Year Men

Officials and sales reps of the Clarostat Mfg. Co. Inc., Dover, N.H., recently gathered at a banquet to pay tribute to Victor Mucher, president of Clarostat and Austin C. Lescarbourea, its advertising counsel who operates his own agency at Croton-on-Hudson, N. Y. Vic Mucher was a shipping clerk who rose to become president of this multi-million dollar corporation, and Mr. Lescarbourea was a science magazine editor who now heads his own advertising agency catering to the radio-electronic industry. Gifts were presented to Vic Mucher by his many business associates. In accordance with long-established company tradition, Mucher and Lescarbourea received their 25-year gold wrist watches as well as testimonial scrolls carrying the signatures of fellow Clarostaters. Also, the first order to be placed for original Clarostat compression-type adjustable resistors, suitably framed and dedicated, was presented to Vic Mucher by Charley Golenpaul, the company's first sales manager.

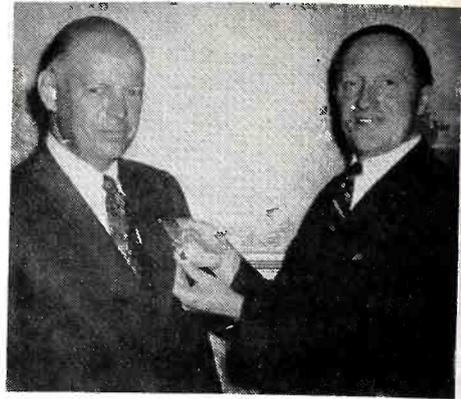
## Andrea "News Bulletins"

Andrea Sales Corp., distributors of the Andrea television receivers in the N. Y. metropolitan area, has announced the issuance of a weekly "Andrea News Bulletin" each Thursday to all Andrea dealers. It will contain television industry news, and will include selling and promotional hints for electrical or appliance items carried by Andrea dealers.

## New NEDA Officers

Emil J. Rissi, Radio Electronic Supply Co., Grand Rapids, Mich., is the newly elected president of the Michigan Chapter of the National Electronic Distributors Association.

## Du Mont Honored by France



Dr. Allen B. Du Mont, (left) president of Allen B. Du Mont Laboratories, Inc., has had conferred upon him by the French Government, through Jean de Lagarde (right), Consul-General in New York, the rank of Chevalier in the National Order of the Legion of Honor. His outstanding contributions to the Allied cause during World War II and to commercial relations between America and France won Dr. Du Mont the honor.

## In National Union Post

Kenneth C. Meinken, Jr., has been appointed vice-president in charge of equipment sales of cathode ray tubes, receiving tubes and government business for the National Union Radio Corp., it was announced by Kenneth C. Meinken, Sr., president of the company.

## New Sylvania Distributor

John K. McDonough, general sales manager, radio and television division, Sylvania Electric Products Inc., has announced the appointment of Appliance Wholesalers, Inc., Detroit, as distributor of Sylvania television and radio receivers in the Detroit area, including 17 counties of southeastern Michigan.

## Telechron Appoints Tighe



John F. Tighe (above) has been appointed district manager for New York, except the N. Y. metropolitan area, and for northern Pennsylvania, it was announced by M. J. Dunn, clock sales manager of the Telechron Department, General Electric Co., Ashland, Mass. He will headquarter in Syracuse, N. Y.

# The *NEW* Home Laundry Sensation— Hotpoint's "Dynamatic 20" Clothes Washer



**With ALL the Features  
Women Voted Most Popular!**

- ★ Exclusive **COUNTERFLO** Water Action
- ★ Single **WOND-R-DIAL** Control for Flexible Operation
- ★ **SWIRLAWAY** Triple Rinsing... Deep Overflow Rinse
- ★ Smooth **FLUID-DRIVE** Operation... No Bolting Down
- ★ Convenient **TOP LOADING**
- ★ Gentle, Thorough **THRIFTIVATOR**
- ★ **FLUSH-TO-WALL** Installation
- ★ Sanitary **SOLID-WALL** Spin Tub
- ★ Beautiful **CALGLOSS** Enamel Finish
- ★ Engineered for **MINIMUM SERVICE**
- ★ Less to **OWN**... Less to **OPERATE**

Suggested Retail  
Selling Price

**ONLY \$299<sup>95</sup>**

**AUTOMATIC CLOTHES WASHERS ARE OUT AHEAD AND THE DEMAND IS RAPIDLY GROWING**

Here and now is your big opportunity! Get your share while the market is hot. Get it with the hottest automatic Clothes Washer the market has ever seen... the Hotpoint "Dynamatic 20". Over 99% of the present owners interviewed report they are amazed at its spectacular performance and its lack of need for service. A

remarkable record is being set by a truly remarkable washer. Look at the features. What more could be asked for?

Have your Hotpoint distributor give you the whole story... but don't wait. The big market is here.

**Hotpoint** ... *The Foremost Franchise in the Industry!*

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS<sup>®</sup> • WATER HEATERS  
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS  
**Hotpoint Co.** (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

### Jenkins Changes Policy

Kenneth G. Gillespie (below) vice-president and general manager of Jenkins Music Co., Kansas City, Mo.,



has announced a change in the merchandising policy of the 74 year-old firm. Appliance wholesale distribution will be discontinued by Jenkins, and merchandising effort will be concentrated in the retail music field. A material number of retail music stores will be added to the present chain already operating in Missouri, Kansas, Oklahoma and Arkansas. However, the firm will continue to sell television, radio and appliances in those stores where these products are now sold, in addition to their music lines. Mr. Gillespie stated that, with the growth of the population in the area served by Jenkins, there has developed a great interest in music, either for personal satisfaction or for educational reasons. The firm sold 108 carloads of pianos and organs in 1951, as compared to 71 in 1949. Sheet music, and band and orchestra instrument operations will also be increased.

### Audio-Visual Convention

The National Audio-Visual Convention and Trade Show will be held at the Hotel Sherman, Chicago, August 2-5.

### Schwartz Promoted by Olympic



Morton Schwartz (above) formerly Southwest sales representative for Olympic, has been promoted to the post of Midwestern regional sales manager, with headquarters in Chicago, it was announced by Percy L. Schoenen, executive vice-president, Olympic Radio and Television, Long Island City, N. Y.

### Admiral Promotes Fringe TV

Admiral Corp. is aggressively pushing the sale of television receivers in areas 25 to 200 miles from transmitters with a special "Fringe Area Trailer Promotion," Raymond W. Peterson, manager of the accessories division, has announced. A small trailer with a portable 75' antenna mast developed by company engineers and George Spencer, Admiral distributor in Minneapolis, is used by salesmen working the fringe area prospects, to put on an actual free home demonstration of the television set using the antenna. Special newspaper mats, window streamers, and radio spot announcements have been prepared for dealers. 20 to 50' antenna kits are also provided.

### New Permo Catalog

Permo, Inc., Chicago 26, has issued a fine, new 34 page booklet, "Catalog and Replacement Guide Number 102." It describes and gives ordering data on Permo recording tape, Lubri-lo recording wire, and conventional and special type phonograph needles. It features for the dealer the Permo record brush, "12 in 1" display box, "36 in 1" display case, "40 in 1" display cabinet, re-order tickets (removed when needle is sold), cartridge to needle wall chart, and needle correlation and cross reference chart. 28 pages contain clear, concise sections on "Special Type Needles Listed by Needles," and "Special Type Needles Listed by Cartridges" as replacements for needles of all manufacturers.

### In National Union Post

F. W. Timmons has been appointed Eastern sales manager for National Union Radio Corp., it was announced by Kenneth C. Meinken, Jr., vice-president in charge of equipment sales. Mr. Timmons was formerly with Allen B. DuMont Laboratories.

### Gabriel Labs a Separate Division

John H. Briggs, president of the Gabriel Co., Cleveland, Ohio, announces the establishment of the Gabriel Laboratories as a separate division of the company. The Labs, formerly the engineering department of the Workshop Associates division, will serve as the research and development center for all Gabriel divisions, both automotive and electronic.

### New Recoton Reps

Jack Karns, sales manager for the Recoton Corp., manufacturers of phonograph needles, blanks and magnetic tape, has announced two new representatives. Forrest C. Valentine, Inc., 912 Fort Wayne Bank Building, Fort Wayne 2, Indiana, will represent Recoton in Indiana and Kentucky, and Arthur H. Baier & Co., 1306 War. Center Rd., Cleveland, Ohio, will cover radio parts jobbers in W. Virginia, eastern Pennsylvania and Ohio.

## New Products

### Webster TAPE RECORDER

The new portable tape recorder in the Ekotape line is available at either of two tape speeds: the model 114 which plays at 3-3/4 in./sec., and the model 116 which plays at 7-1/2 in./sec. Featured are a central control for tape speed and direction, and a pre-recorded roll of tape, packed with each unit, which provides an opportunity to hear the fine tone quality of the recorder. Available as extras are a foot switch which stops and starts the tape instantly, for easy editing and cueing, and a continuous tape magazine for playing the tape over and over without operating the controls. The case is covered with plastic in black and white. The new tape recorder models 114 and 116 replace the models 109 and 111 in the Ekotape line. Webster Electric Co., 1900 Clark St., Racine, Wisconsin—TELEVISION RETAILING.

### River Edge CABINET

The Georgian, model D-8436, 37" wide, 37" high and 21" deep, is a fine authentic traditional cabinet available for high fidelity audio sound equipment. It can readily be used for radio, phono, dual speaker or record storage. Retail price about \$195. River Edge Ind., 5 River Edge Rd., River Edge, N. J.—TELEVISION RETAILING.

### TRC REMOTE CONTROL DEVICE

The Richomatic television remote control is a device that fits the hand and gives complete television control and tuning from any position in the room. It has sound, tuning, off-on, contrast and channel controls. Lists at approximately \$85. Television Remote Control Co., 820 N. Fairfax Ave., Los Angeles, Calif.—TELEVISION RETAILING.

### B & R Electronics PHONOGRAPH

B & R Electronics' new model phonograph is a compact portable that plays all type recordings, is a PA system, "Electronic baby sitter," and intercom unit. Included with the new unit is a powerful microphone and a 25' covered cable which permits placement of the outside, separate Alnico V speaker in another room or any other desirable location. As a PA system, it offers maximum power with its 3-tube high-gain self-contained amplifier. The outside, separate speaker offers additional power for outdoor or large auditorium use. Records of 7, 10 and 12" are played in all three conventional speeds. The microphone may be used without the recording motor turning. There are separate controls for the phonograph and mike plus separate switches for the amplifier and motor. Measuring 12 3/4" x 10 1/2" x 5 1/4", it is covered in attractive washable leatherette. 110 V. 60 cycle AC. Suggest list is \$34.95. B. & R. Electronics, 363 Greenwich St., New York N.Y.—TELEVISION RETAILING.

## APPLIANCE DEALERS PLAY SAFE

with COMMERCIAL CREDIT PLAN. They know through long years of experience that COMMERCIAL CREDIT financing is *always* dependable . . . in war or peace, prosperity or depression. And they can depend, too, on COMMERCIAL CREDIT's fast, efficient handling of the many details involved in credit investigation, collection adjustment and prospect follow-up.

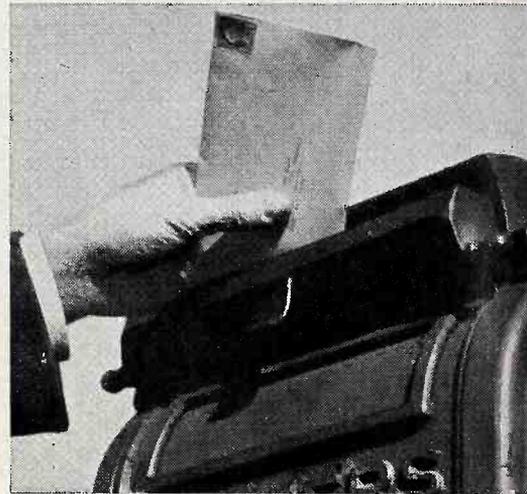
**Commercial Credit financing  
used by more appliance dealers  
than any other national plan**



**THIS COMPLETE FINANCING PACKAGE** enables distributors and dealers to control their stocks right from the production line to the customer's home . . . COMMERCIAL CREDIT PLAN eliminates the need to tie up needed working capital to maintain adequate warehouse or floor stocks.



**INSURANCE GUARDS FAMILY WELFARE**— Every appliance sold under the COMMERCIAL CREDIT PLAN is automatically covered by Property Insurance. This policy protects customers in event of loss of, or damage to, the merchandise as specified in the policy. In addition, Life Insurance cancels the unpaid balance in case of purchaser's death.



**WRITE, WIRE OR PHONE** your nearest COMMERCIAL CREDIT office for complete details on how this plan can help you make more sales and profits. And ask your distributor for a free copy of our interesting book that analyzes the market, shows you how to make the most of time selling.

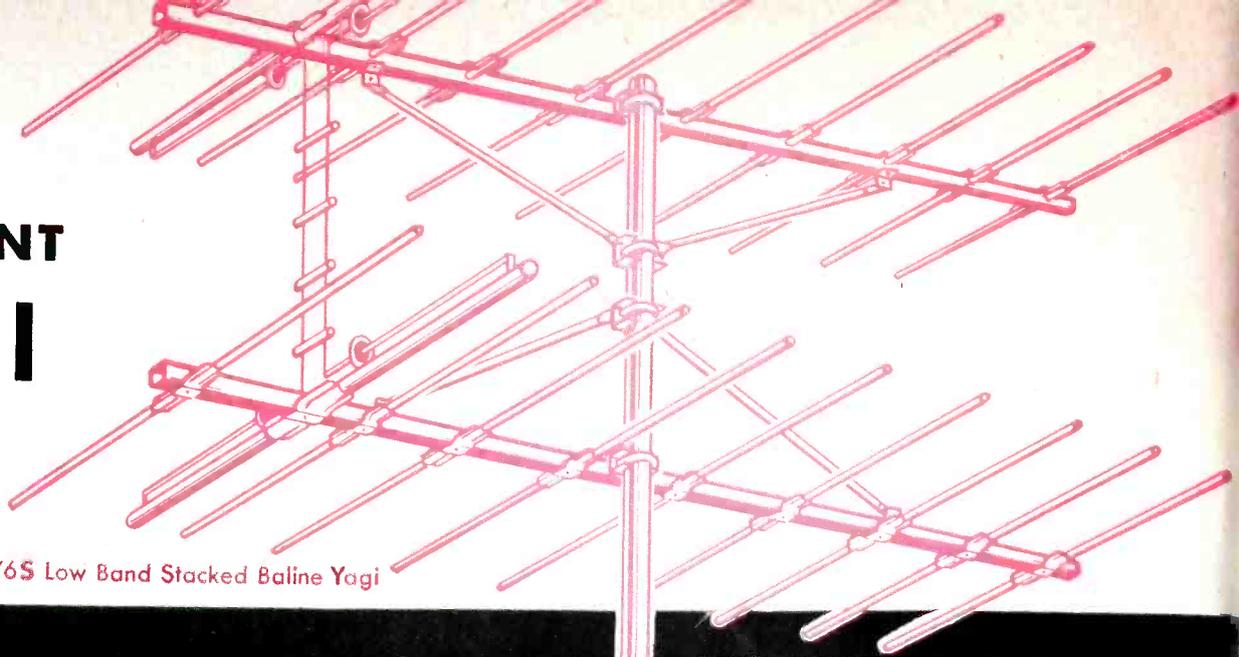


## COMMERCIAL CREDIT CORPORATION

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



# 10 ELEMENT YAGI



Illustrated: JFD No. 10Y2S-10Y6S Low Band Stacked Baline Yagi

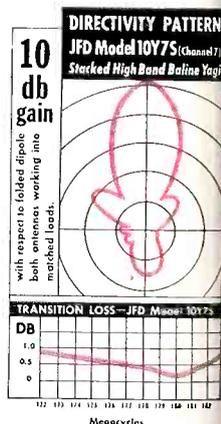
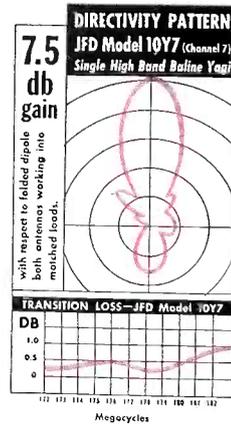
**FACTS...**  
**not fairy tales**  
**Performance**  
**is your proof!**

\* These figures have been verified by the Hazeltine Corporation, world famous research laboratory. All JFD gain figures are based on a reference folded dipole. Beware of exorbitant gain figures which are not based on any reference level.

**10 db**\* (gain of stacked JFD BALINE over a tuned folded dipole)  
**7 1/2 db**\* (gain of single JFD BALINE over a tuned folded dipole)

Best 300 ohm match Yagis ever developed single or stacked

actual field tests prove it!



Gain and impedance matching characteristics, tested and attested to by the Hazeltine Corporation, leading electronic research laboratory.

## It's the GREATEST Yagi Value On the Market!

- Precision-spaced 10-element design packs tremendous signal strength into set. More gain than any 5, 8 or 10-element Yagi made.
- Unique JFD Baline Impedance Matching Transformers guarantee absolute 300 ohm match in stacking.
- No charge for Baline Matching Transformers... they are free!
- Pre-assembled all-aluminum construction with seamless 1" od aluminum crossarm... not steel.
- One-piece "Quik-Pivot" element design slashes assembly time to seconds on high band only.
- 1 inch square heavy wall aluminum crossarm imparts extraordinary strength and rigidity to construction of low band Baline.
- 12 inch boom joiner speeds and simplifies assembly of 2-piece crossarm on low band.
- Y-type boom support prevents antenna sway, maintains steady non-flickering picture. (low band only) Supports 2/3 of boom length.
- One-piece high band aluminum boom.

Write for form No. 163 for full information.

### Single JFD High Band BALINE Yagis

Channels	Models	List Price
7-13	10Y7-10Y13	\$13.85

### Stacked JFD BALINE Yagis

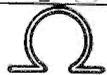
Channels	Models	List Price
2	10Y2S	\$63.70
3	10Y3S	
4	10Y4S	
5	10Y5S	\$56.90
6	10Y6S	\$51.40
7-13	10Y7S-10Y13S	27.70

Include JFD Baline matching transformers at no extra charge

### Single JFD Low-Band BALINE Yagis

Channels	Models	List Price
2	10Y2	\$31.85
3	10Y3	
4	10Y4	28.45
5	10Y5	
6	10Y6	25.70

Baline \*  
BALANCED LINE



JFD MFG. CO.  
BROOKLYN 4  
BENSONHURST 6-9200

world's largest manufacturers of TV antennas

Section of **TELEVISION RETAILING**

Including Radio Service and Sound

\*Trademark Reg. U. S. Pat. Off.

## Don't Sell Yourself Short

**Rather Than Overcharge, Most Servicers Don't Charge Enough**

"Who's got time to keep track of all these things?" was the usual answer we got in a recent field survey among service shops to find out if their charges to the customer covered the cost of servicing plus a fair profit. Rather than do any elaborate accounting, most servicers have established a rough rule of thumb to cover most charging procedures. If they have enough money to pay their income tax and stay in business, the formula was a success. As for profit, that was drawn off during the year.

In a small, busy shop where no book-keeping help is maintained, a rough rule of thumb is necessary. Some careful figuring should precede it, however, in order to assure the owner that the business will be profitable.

We have previously established a rough rule of thumb of our own, which states that the actual cost of a service job averages 67% of the charge made to the customer. The other 33% covers profit (5%), salary of owner (10%) and expenses (18%). It is very conceivable that your costs do not fit these figures, and we'll come to that in a minute. But first, let's apply these figures to a typical case.

In this instance, we will assume that a customer walks into the shop with a small radio. Somebody discusses the trouble with the customer, perhaps plugs the set in to check it, makes a rough estimate of the cost to the customer, plus an estimate of the time of delivery. The customer asks to have it "dropped off" at her house when it's done. Ten minutes was consumed. The tag which was written out for the customer is attached to the set. Eventually someone gets to it: removes the knobs, the back cover screws and the chassis bolts and puts them in a bottle, marking the tag number on it; then removes the chassis, sets it up on the bench, reads the complaint and plugs the set in. Ten more minutes have elapsed. Now let's

assume that he spends a half-hour on the job and replaces a condenser. Then he assembles the set back into its cabinet, marks the charges on the tag (another 5 minutes), and leaves the set playing on the bench until someone can deliver it. So far, 55 minutes have been consumed, plus a condenser, which for the sake of argument we will estimate at 18¢. Eventually someone "drops off" the set at the customer's home, and we'll assume 15 minutes each way plus 10 minutes waiting for the lady to find her money. Another 40 minutes, total 1 hour and 35 minutes, plus the 18¢ condenser.

In most of the typical shops we've seen where there is a minimum of help, everyone services, including the boss. Maybe in our typical case, there would be two men plus the owner. One of these three will stop to deal with customers at the counter, answer the phone, talk to salesmen and people

looking for donations, make deliveries, go to a jobber or distributor to pick up a special order, etc. The time that the three contribute to the business in the course of a year must be paid for in some way. That is why we have emphasized the 1 hour and 35 minutes on our typical case, rather than the 30 minutes spent on the job.

Well, our subject for this case history has a blanket charge of \$3.50 to replace a condenser. How did he make out? First, we quizzed him on his expenses and developed a round figure of \$6000 for the year, which covered rent, electricity, insurance, depreciation, taxes, bad debts, etc.—everything. He paid his two men a total of \$7,940 and estimated that he took out \$5000 for himself. The total, then, came to \$18,940, or roughly \$19,000.

We then estimated how many hours the three had to offer, and we took out (Continued on page 104)







# Servicing Phono Equipment

**Fine Grooves Plus Light Weight Pickups Make These Critters Very**

• No one will question the fact that many substantial benefits have accrued to the phonograph record user since the introduction of microgroove records—both 45's and 33's. Not only has the consumer been provided with more compact and more durable records, and with more playing time for less money, but also a general upgrading in the quality of recordings is making available greater tonal range, greater dynamic range and less distortion.

The assimilation of the new types has not been without its discomforts, however, both to the user and to the dealer who sells him instruments, records and service.

This is partly due to the fact that we are, in general, dealing with much more delicate equipment, as well as a delicate medium.

A great deal of the trouble can be overcome by educating the user on the little tricks and techniques necessary for living in harmony with his record player. There are also some maintenance demands on the user, which we shall come to.

## Gram-Ounce Equivalents

1 gram <small>(metric)</small>	—	.035 oz. <small>(av.)</small>
6 grams <small>(about 1/5 oz.)</small>	—	.21 oz.
7 grams <small>(about 1/4 oz.)</small>	—	.245 oz.
15 grams <small>(about 1/2 oz.)</small>	—	.525 oz.
22 grams <small>(about 3/4 oz.)</small>	—	.77 oz.
28.35 grams	—	one oz.

First, there are some facts about which the serviceman needs to be reminded. Some of these things seem small and obvious. But we have discovered from talks in the field and from letters from our readers that many of these small and obvious things are being overlooked.

It seems that in all too many cases the technician working on a complaint plunges immediately into the service notes and starts losing his mind over pawls and pinions and cams, change cycles, set down points, etc., when all along the trouble might be something as simple as a worn needle. It's something akin to tearing a circuit apart

without first checking the tube (which happens to the best of us every now and then).

To get down to cases, one of the most common complaints with microgroove players is groove-skipping and "skating" of the tone arm across the record. When the pickup or needle pressure is properly adjusted to the 6 or 7 grams recommended by the manufacturer, it is truly "as light as a feather." If you doubt this, try holding your finger down on a needle pressure gauge so that it stays at seven grams (without resting your hand on anything). Incidentally, if you don't have a needle pressure gauge, you can't do a thorough job on microgroove players and changers . . . but we'll go into this more in a minute.

It might be pertinent at this point to mention why the needle pressure is so light on LP's. In reducing the needle tip radius to 1/3 of the size of 78's (namely from .003 in. to .001 in.), we have reduced the area of the tip to 1/9 (because the area varies as the square of the radius). The pressure per square inch is therefore increased to 9 times what it was on 78's. In other words, in order to obtain a pressure per square inch *no greater* than it was on 78's, we must reduce the needle pressure to 1/9 of what it was on 78's.

Referring back to a pre-LP parts catalog, we find needle pressures of one ounce to 3 ounces, with the average about 2 ounces (56.7 grams). One-ninth of this would be 6.3 grams. Actually, the pressure per square inch on a 6 gram needle is in the neighborhood of 440,000 pounds!

At any rate, even though the pressure per square inch is very high, the 6 gram pressure on the almost infinitesimal .001 tip is very light. As a result, it is relatively easy to cause groove-skipping.

## Groove Skipping and Skating

For instance, shutting a slide drawer, or putting a new record on the changer while one is playing are sufficient to cause the needle to jump. If the turntable is not full-floating on springs, and if it is not level, groove-jumping can result if the pitch is toward the center. This is one of the first things you would want to check, as a matter of fact.

Accumulation of dirt on the needle as a result of tracking can permit the needle to skate. Like drawer-slamming and record changing, this is one of the things you must educate the customer about, since this "fuzz" can collect during the playing of one record. This seems to be especially true if (1) no static eliminator has been used on the

record, or (2) if static eliminator has just been applied and this is the first run, or (3) if the static eliminator has been on a long time and has lost its usefulness.

Static eliminator, incidentally, is something the writer recommends highly to keep records clean, and consequently quiet.

## Trouble From Worn Needle

As for the "fuzz," the customer should get in the habit of attending to it regularly. The writer keeps a small piece of rubber sponge (used to apply static eliminator) handy to the changer, and uses it effectively to brush off the fuzz without danger to the needle. On magnetic cartridges with closely spaced pole pieces, it is a good idea to clean out the pole pieces once in a while, too. One of these days, no doubt, some changer manufacturer will incorporate a little brush on the side of the changer so that the needle rubs past it during the change cycle. Such a "gimmick" can already be observed on the Seeburg "45" juke boxes, which have two such brushes (since the tone arm plays on both top and bottom of the turntable) which are contacted every time a change cycle occurs.

Worn needles will often skip and skate easily. Up until recently, it was difficult to determine if a 1 mil needle was worn except by replacing it. But now, with the flurry of microscopes, a scientific inspection of the point is simple. We believe that every dealer who handles needles (and this should mean every dealer who handles phonographs and/or records) should try to obtain a microscope. In most cases, you can arrange this with your needle supplier, but failing this, you'll find you can obtain one quite reasonably from an optical supply house, some camera stores, and of course, the ubiquitous pawnshop. Bring a needle with you to assure yourself that the power is sufficient for the purpose.

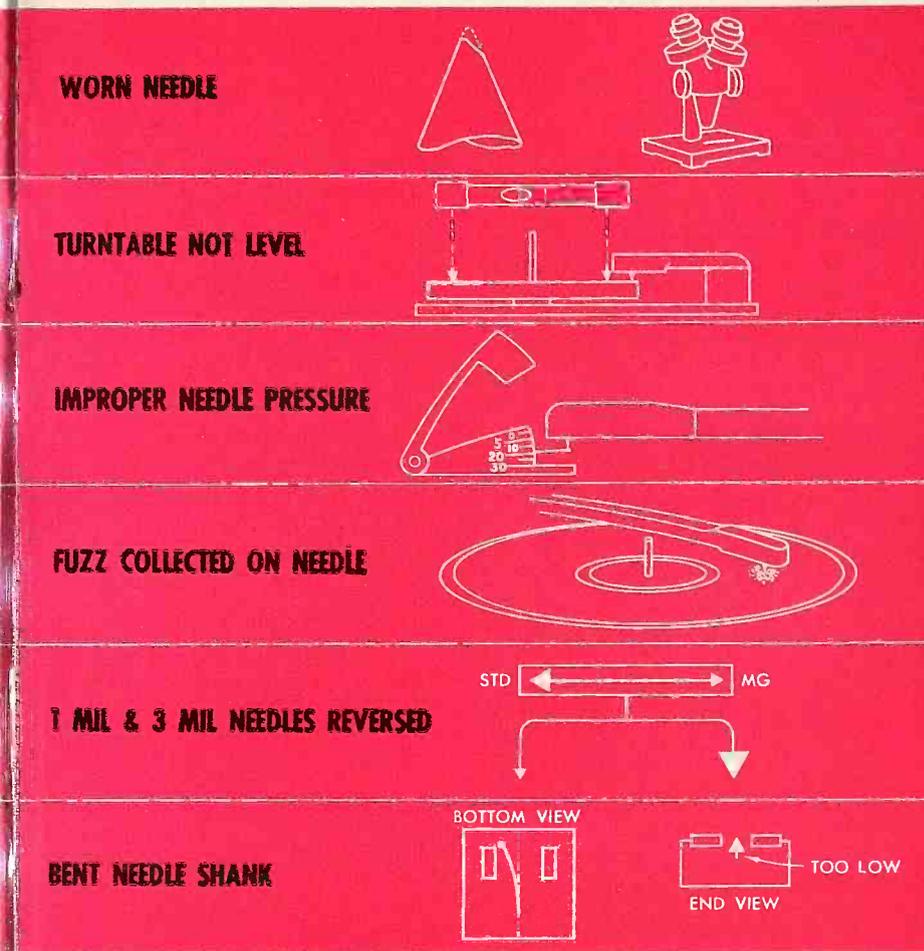
The microscope test is probably one of the most potent merchandising tools yet developed to sell the consumer on the need for a new needle, since it is evident from the appearance of the point under magnification that deterioration of the record grooves can be occurring long before distortion is audible. It is also a powerful selling point for diamond points, since careful watching for needle wear on the less expensive tips will show how often they need replacement.

Not only can a worn needle cause groove skipping, but as mentioned above, it can cause excessive record

# Microgroove Discs

TV Electronic  
TECHNICIAN  
Section

Sensitive; Checking Obvious Points First Often Reveals Trouble



and deterioration, and it can cause a needle to get "hung up" in a groove. Both groove-skipping and "stuck" needles can cause irreparable damage to a record, so that the same thing happens every time the needle gets to that point in playing.

In addition to these things, a bad needle can cause distorted sound. Just as we suggested record changer repairs be detailed off until all the small, obvious details are checked, we would also suggest that any examination of the audio circuits in back of the pickup be stalled until the needle is examined.

Other needle troubles that can give rise to customer complaints are (1): a wrong needle tip may be in use. This could be caused on initial installation of the equipment, or by a subsequent needle change (especially if done by the customer). Not all microgroove needles are marked with a red dot, and it's impossible to tell the size by eye. Consequently, installation instructions from the needle manufacturer (and his decoding, if any) must be closely observed. In this same connection, the

needle may have been improperly or incompletely seated, especially if installed by the customer.

(2) On GE type cartridges, the shank of the stylus may be bent over toward one of the pole pieces, or (3) the needle tip may have become pushed down too far between the pole pieces. These troubles can be corrected by a hand with a light touch. The writer has used a straight pin as a prying tool to effect these corrections (which have sometimes been necessary on new needles).

On conventional type needles with relatively long, delicate shanks, the shank can become bent so that the tip does not ride squarely on the record. It is relatively difficult to correct this unless you have a new needle as a model to work from.

Needle pressure can be too light, which would aggravate skipping, or it can be too heavy, which will accelerate both needle and record wear. Three changers which the writer checked recently all ran over 10 grams, with a maximum of 15 grams. Reducing the pressure to a figure somewhat closer

to the design center necessitated an orientation program with the users (who were not hitherto accustomed to the necessity of treating their changer so gingerly) but improved results, and will no doubt increase the life of the needles considerably. In this connection, it probably doesn't pay to be too precise, or that is what many servicemen feel with whom we have discussed the subject. In other words, 6 grams may be OK for the hi-fi fan who wants to have the ultimate in his equipment and is prepared to take a little trouble with it. But for the non-technical customer who would prefer to have his equipment "fool proof," 8-10 grams is probably a better compromise.

Troubles due to variations in the records can be even more troublesome on light weight pickups than with the old type. Slipping is not uncommon with the smaller records, causing an objectionable wow. Non-standard thicknesses and run-out grooves (to cycle the changer) can also cause trouble. Records which are particularly thin and light can fail to fall down properly from the record shelf. As for slipping, the writer has one clear Vinylite 10" long-playing record which will not play without slipping whether it is the only record on the turntable, or whether it is on top of some others. To correct slipping, the author has found it helpful to put a paper jacket from a 7-inch record underneath the trouble-making record.

This, again, comes under the heading of customer education. And while you're about it, anything you can say to exhort the customer to take good care of his microgroove records will be greatly appreciated in the long run. We have already mentioned the use of a static eliminator. In addition, records should be immediately returned to their jackets after use, to prevent picking up dust, dirt and small particles. Also, it's a good idea to flex the jacket a little, so that the record isn't scraped on the way in. Customers should be warned to try to keep their fingers off the playing surface. Another good idea, we believe, is to discourage them from amusing themselves by playing long-play records at higher speed, or 78's at a slower speed. The latter, with a 3 mil point, will have greatly increased weight on it, since the pickup spends a much longer time riding around the grooves and "rests" longer in one spot.

Attention to the small details of levelling; the right needle, proper needle installation, etc. will pay off in better consumer "public relations" and reorders as a result of word of mouth advertising.

# TV Antennas & Accessories

## Easy-up TOWERS

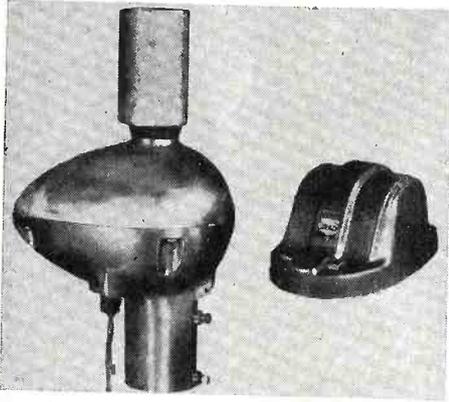
Model 600 Easy-Up Rota-Towers have all-steel construction intended to provide great strength with low weight. 60-foot tower weighs 90-lbs. Complete tower is hot-dipped galvanized, to provide a weather-proofed surface that will stand up under the rigors of any climate indefinitely. Tower may be rotated after installation is completed by means of a center bearing at the base of the tower. A built-in ladder on one side of the tower provides an easy means of servicing the guy wires, rotator or antenna. Easy-Up Tower Co., 427 Romaine Ave., Racine, Wisconsin. —TELEVISION RETAILING.

## Radiart ANTENNA ROTATOR

The Radiart TR-11 Rotor will handle masts up to 1½-inch O.D. Heavy-duty motor reverses instantly. Completely weather-sealed. Meter dial on remote control unit. Uses 4-wire cable. Lists at \$44.95. The Radiart Corp., Cleveland 13, Ohio.—TELEVISION RETAILING.

## Brach ANTENNA ROTATOR

Brach Diamond Rotator features a special aluminum alloy casting for greater strength. Streamlined design to reduce wind resistance and prevent



ice formations. Rotator has a weather-proof, moisture-sealed drive unit capable of clockwise and counter-clockwise 365-degree rotation. Brach Mfg. Corp., 200 Central Avenue, Newark, N.J.—TELEVISION RETAILING.

## Tempo TV TELESCOPIC MASTS

Designed to make 20 to 80-foot installations easy and safe. A new feature on these masts is the safety clamp that allows the installer to stop and lock the mast at any point he wishes. Units are tapered and flared for close fits, and have withstood 80-mile-per-hour winds. Available in regular or heavy-duty models. Tempo T-V Products Co., 2450 Ramona Boulevard, Los Angeles 33, Calif.—TELEVISION RETAILING.

## RMS LIGHTNING ARRESTOR

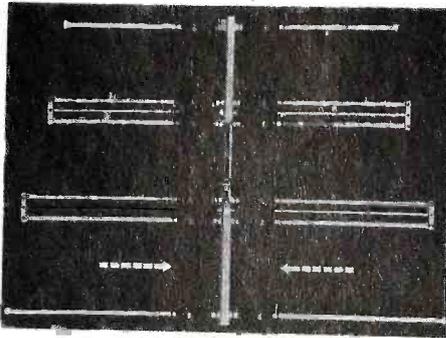
Model LA-3 is designed to accommodate both twin-lead and open transmission line. U-L approved. Lists at \$1.00. Radio Merchandise Sales, Inc., 1165 Southern Blvd., Bx., NY, NY.—TELEVISION RETAILING.

## Anchor VHF-UHF TUNER

Designed to operate up to 900 MC. Eventually will be supplied for the replacement trade with the specific channel strips needed for each locality. Manufacturer claims that the Anchor switch-type tuner has a better noise factor and provides more gain than other comparable tuners. Anchor Radio Corp., 2215 S. St. Louis Ave., Chicago 23, Ill. TELEVISION RETAILING.

## Trio TV ANTENNA

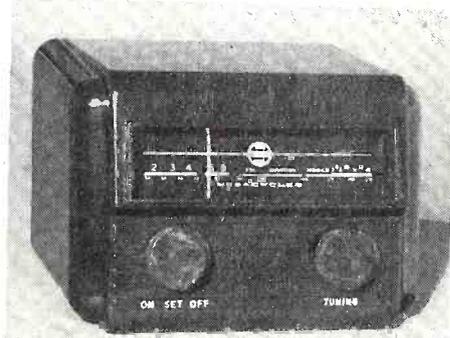
New high-gain dual-channel Yagi TV antenna. Manufacturer states it can be assembled in one minute. Antenna is color-coded, and slips into an insert



that is correspondingly coded. Available in Trio model 445MU, a dual-channel Yagi for channels four and five, and model 479MU, for channels seven and nine. Trio Manufacturing Co., Griggsville, Ill.—TELEVISION RETAILING.

## Turner TELEVISION BOOSTER

Model TV-2 tunes continuously over TV Channels 2 to 13, with single-knob tuning. Employs Inductuner with a



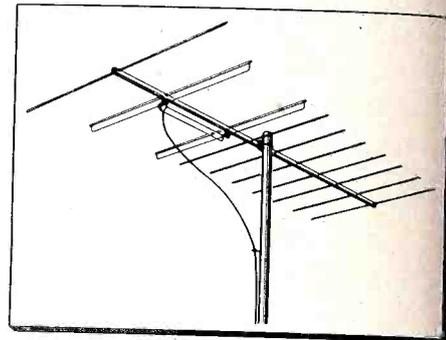
low-noise Cascade circuit. Unit is supplied complete with twin-lead lines for quick connection to the receiver. Turner Co., Cedar Rapids, Iowa.—TELEVISION RETAILING.

## Deal TV TOWERS

Towers for fringe TV are of tubular steel, with triangular connecting plates welded in, serving both as steps and reinforcements. Towers are light weight, easy to erect, and easy to climb, the maker states. 10-foot section A-500 is priced at \$7.95. Deal Products, Inc., Hellertown Rd., Easton, Pa.—TELEVISION RETAILING.

## Telrex FISHBONE ANTENNA

Model WB-1 is a Yagi array called the "Fishbone." Unit features ten working elements. Easily installed and rug-



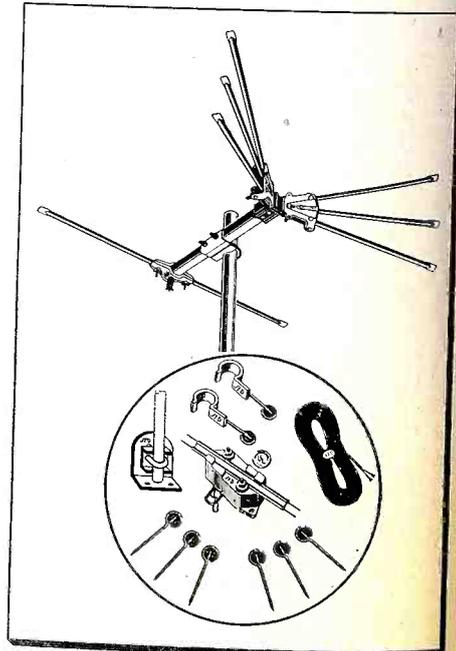
gedly constructed. Recommended by manufacturer for suburban and outlying fringe area single-channel reception. Telrex Incorporated, Asbury Park, N.J.—TELEVISION RETAILING.

## Belden TRANSMISSION LINE

"Weldohm," a new 300-ohm television lead-in wire, is represented as being 254% more flexible, and 162% stronger, than other makes of 300-ohm transmission lead-in wire. It is intended to overcome conductor breakage because of wind whipping and severe flexing, especially where long lines must be used. Belden Mfg. Co., 4697 W. Van Buren St., Chicago 44, Ill.—TELEVISION RETAILING.

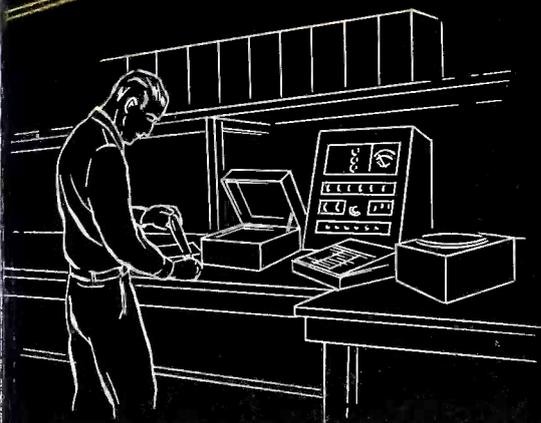
## JFD TV TENNA-PAK

Included in the new line of 12 Tenna-Paks are special "Jetenna-Paks" (shown) incorporating the Jetenna fan-front conical. Paks include antenna,



masts, standoffs, lightning arresters, lead-in wire, base mounts, etc. They are designed to provide a complete installation in each box, and also simplify inventory problems. JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn 4, N.Y.—TELEVISION RETAILING.

for the  
component  
parts  
trade



for  
the  
music  
trade



# PERMO



# 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

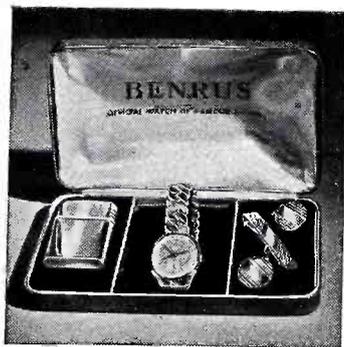
# 103 BIG PRIZES FOR

To be given in G.E.'s great **B\$S\$B\***

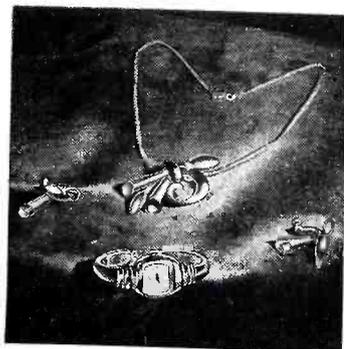
# THREE BRAND-NEW



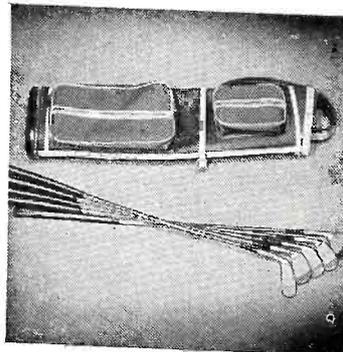
**LOOK AT THESE BEAUTIFUL PRIZES YOU CAN WIN!**



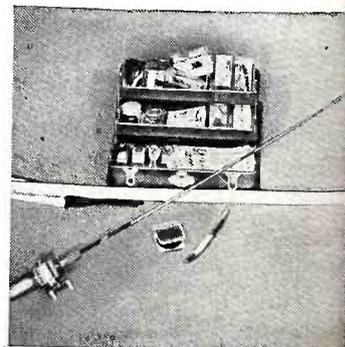
**MEN'S CALENDAR WATCH**, a handsome Benrus with gold expansion band, *plus* gold wind-proof cigarette lighter and matching gold cuff links and tie bar. All fitted in a smart and distinctive case.



**LADIES' WRIST WATCH**, a beautiful Benrus hinged-cuff "Embraceable" with safety chain; also, chic gold earrings and a stunning pendant-and-brooch combination. Can be a wonderful gift from *you*.



**MATCHED GOLF IRONS**, Wilson, with long-lasting nylon Wilson golf bag. Nos. 2, 5, 7, 9, and putter, Gene Sarazen Stroke-master model. Clubs, nationally distributed, can be filled in any time.



**FISHING KIT**, 27 items in a double-tray cork-lined tackle box. Gep glass casting rod, Green Hornet level-wind reel, fish rule and scale, Pflueger spoons and spinners, plugs, hooks and leaders.

# SERVICE DEALERS!

Promotion Contest topped by

# '52 DODGE TRUCKS!

\***B. S. B.—Bigger Summer Business** tells the story! Increase your profits and walk off with a brand-new Dodge panel truck! General Electric's B. S. B. Contest offers you this double bonus.

The contest's loaded with 103 prizes! It's primed with new sales-getting helps for you, as shown at right. Contest starts now and ends August 15—weeks that are summer radio-TV check-up time for millions.

Yardstick of the contest will be how successfully you promote your own service business in terms of *planning, originality, and results*. G. E. will support you with special full-page tie-in ads in national magazines read by 35,000,000.

First prize to each of the three top winners will be a new '52 Dodge panel truck, handsomely lettered with your name and address.

100 other prizes—all big values, all mighty attractive!

## ENTER NOW—HERE'S HOW!

● **Phone, write, or see your G-E tube distributor** for (1) descriptive folder that gives all details about the contest, (2) streamers, mailers, and other promotion items to help you win!

From the folder you will learn exactly what the contest covers, how to obtain and fill in your entry blank, how to make your promotion a success, what records to keep, and what type report to send in when the contest is over.

Five men of national prominence in the radio-TV service industry will serve as judges. Their names and positions are given in the contest folder. Act today! Profits plus a costly prize are waiting for you!

**G-E SMASH PROMOTION PROGRAM  
WILL HELP YOU WIN!**

**THIS MONTH ONLY!**  
**SPECIAL \$ YOUR PRICE**  
**8 POINT TV SET CHECK-UP** **KEEP YOUR SET IN TOP CONDITION!**

*We install*  
**GE Alumized TV Picture Tubes**  
*"up to 100% brighter"*  
As advertised in **LIFE** and **SATURDAY EVENING POST**

**8 Point TV CHECK-UP MONTH**

**NOW'S THE TIME FOR THIS!**  
*How I Watched*

**Authorized Dealer**  
**GENERAL ELECTRIC**  
*Electronic* **TUBES PARTS**

**GREAT GAMES!**

# GENERAL ELECTRIC

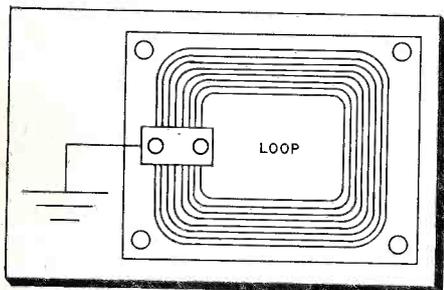
161-1A3

# Shop Shortcuts Speed Servicing

## Tips for Home and Bench Service Contributed by Readers

### Improving Antenna Pickup

To improve reception on small sets using a built-in loop antenna, simply wind 25 to 30 turns of wire around the loop, making no electrical connection to the loop itself. Connect one side of

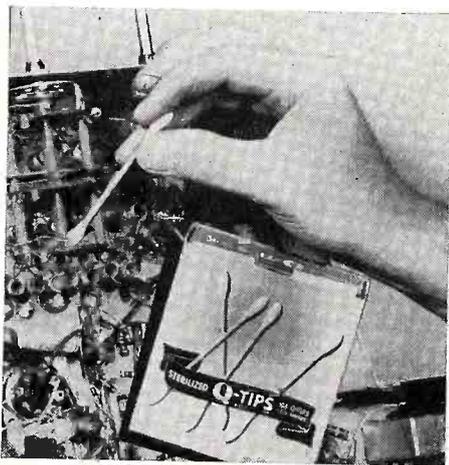


the wire to ground. If a hum becomes audible with this new set-up, reverse the AC plug.

A small copper plate or strip can be used in place of the wire (see sketch). Bolt the strip against the loop and connect it to ground. *R. J. Oja, Bob's Radio Service, 525 Florida St., Laurium, Mich.*

### Service Use for Q-Tips

The serviceman often needs some means of applying carbon tet or some other lubricant to a control, or liquid cement to a speaker, with some tool other than the ordinary brush. For an economical applicator, obtain a box of



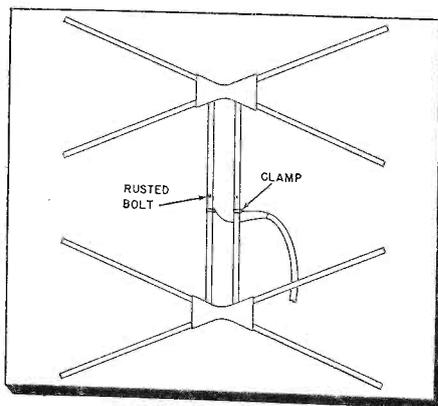
Q-tips from the drug-store. These tips have a wrapped cotton swab on each end of a stick which is about 2½ inches in length. Since they are inexpensively priced in lots of around 100, you can afford to discard each one after use. *H. Leeper, 1346 Barrett Ct., N. W., Canton 3, Ohio.*

### 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, TELEVISION RETAILING, 480 Lexington Ave., New York 17, New York."

### Antenna Repair

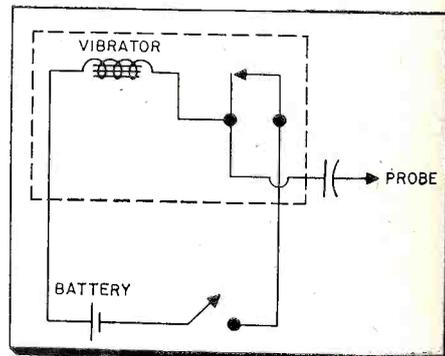
On a recent TV service call, I found the antenna system defective. The antenna was a conical. The bolts that held the lead-in wires to the connecting bars were badly rusted. The lead-in also needed replacing. I could have spent a couple of hours getting the antenna down, sawing off the bolts that held it in place, and setting up a new antenna. The charge would have been rather steep, however, and the customer's income was limited. Besides, the fact that the roof had a sharp pitch would have made a long work-out on it unpleasant.



Instead of making a project out of the thing, I stuck a couple of wrap-around clamps around the old antenna, at points slightly above the rusted sections, attached a new lead-in, and was on my way in twenty minutes. The customer very much appreciated the inexpensive repair—I'm sure I can count on him to come back for future service. In any case, payment was adequate for the time and material I spent on the job. *Bernard V. Jennings, 113 High St., Hampton, N. H.* (Editor's Note: This repair is probably only temporary, however. If the antenna is badly rusted, the customer will eventually need a new one.)

### Vibrator Signal-Tracer

A small, battery-operated device that can be used for testing TV sets as well as radios, may be constructed of a two-volt vibrator, battery and a switch. The vibrator is the kind used in some portable radios. A 1.5 V flashlight cell can be used for the battery. The components are connected as shown. A 2 V RMS square-wave output is generated by the device when the switch is closed. The signal is audible as a hum, when it is amplified by one or more receiver circuits and fed to the loudspeaker. The square-wave characteristic of the output signal means it is rich in harmonics; the signal will therefore be accepted by receiver stages tuned to different frequencies. The advantage offered by the use of such a device lies in the possi-



bility of locating a defective stage more quickly, without removing the chassis from the cabinet. The signal injector is placed near one stage of a receiver and switched on. A buzzing sound is heard. When the tracer is operated near the tube of the preceding stage, however, little or no buzz is heard. This stage may therefore be assumed to be the source of the trouble. Tube replacement checks without such a unit can of course be made. Considerable time is wasted, however, in pulling tubes, putting them into the set, and checking results. With the tracer method, the number of tubes that require replacement-testing can often be reduced to one. The unit is particularly valuable in auto-radio work, since it doesn't need an external source of power. *Chet Hajek, Westhampton Beach Radio, Westhampton Beach, N. Y.*

### Contrast Control Trouble

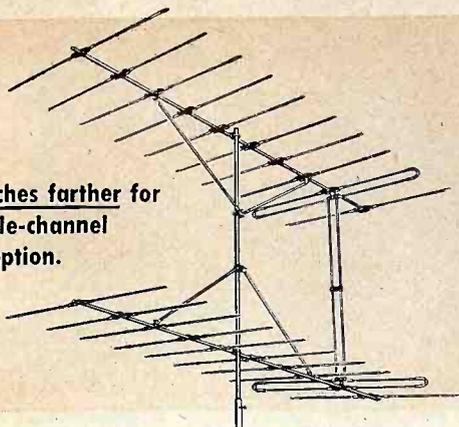
Failure to obtain proper control over picture contrast may be due to shorted condensers attached to the control itself; check these before circuit analysis.

*the* **BIG 10**  
*is terrific!*

**Fabulous 10 Element Z-Match Yagi**

- Highest gains in TV history: 12 DB single, 14½ DB stacked (78% stacking gain!).
- Eliminates mismatch to 300 ohm line, single and stacked.
- You don't pay for stacking bars!

Reaches farther for single-channel reception.

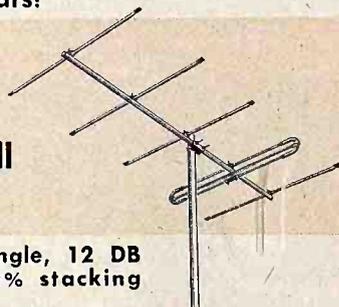


- "Boom Braced" on the low band to prevent picture flicker.

Here's the most sensitive  
**5 Element Yagi** of them all

600 Series Z-Match Yagi

- Perfect match to 300 ohm line, single and stacked.
- Wider spread elements for higher gain.
- Over 9 DB single, 12 DB stacked (100% stacking gain!).
- You don't pay for stacking bars!



All antennas completely preassembled.

developed by

**CHANNEL**



**MASTER**

For **"Far Reaching" Results**

There's only ONE

**SUPER FAN**

313 Series

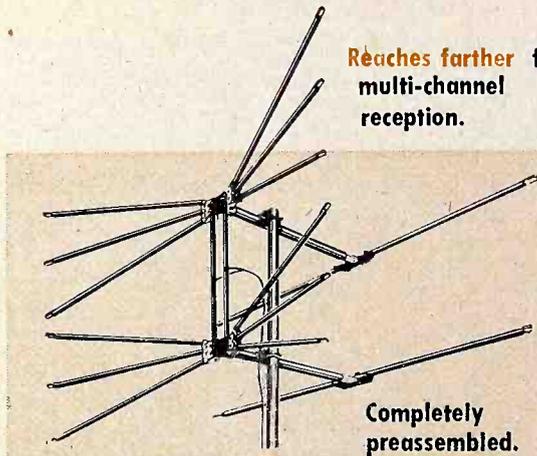
The most widely used antenna in the nation.

The highest gain broad-band antenna ever developed.

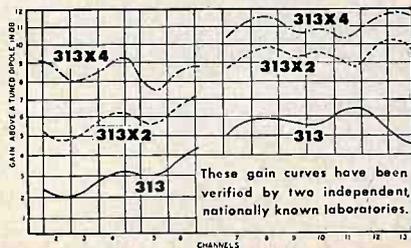
New reinforced fibreglas inserts in all elements and reflectors.

Write for new catalog

Reaches farther for multi-channel reception.



Completely preassembled.



These gain curves have been verified by two independent, nationally known laboratories.

**CHANNEL MASTER CORP.** ELLENVILLE, N. Y.

**Safe, Rugged TOWERS**

by Channel Master

- Steel tubular uprights.
- Built-in ladder with no obstructions.
- One standard interchangeable section which can be used as a top, middle or bottom section.
- Universal base mount.
- Dual purpose mast or rotator mounting brackets.



**Hi-Fi on the Move with Electro-Voice Demonstration Unit**



So that dealers and customers can hear the best in Hi-Fi, Electro-Voice, Inc., Buchanan, Mich., has created an Audio CaraVan mobile demonstration unit that is a Hi-Fi audio show on wheels. Top picture shows the 38' trailer that houses simulated rooms in home or studio shown in other picture. Some of the features are furniture styled Klipsch-licensed folded horn corner cabinets, the new Cornerless Corner Cabinets, Rek-O-Kut turntable, Tenna-Top RX TV boosters, and TeleVider TV Distribution System for isolation in multiple TV installations. Columbia 7" LP records containing excerpts from actual recording sessions will be given away free.



**New Members of Expanded Brach National Sales Force**



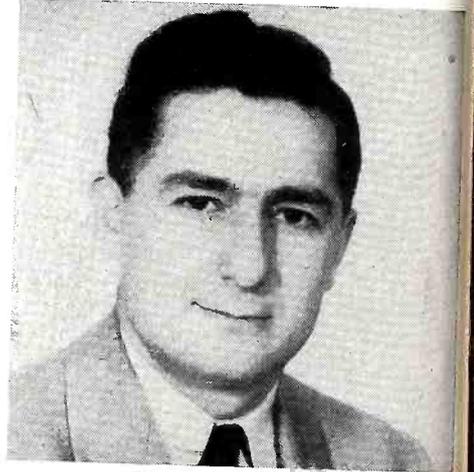
The Brach Manufacturing Corp., Newark, N. J., has announced new members for its national sales force, resulting in national sales coverage for its new complete line of TV and auto aerial products. The Wilson Sales Agency is covering Illinois and Indiana; Irvin I Aaron and Associates, Minnesota, Wisconsin, North and South Dakota; Gene Van Sickle, Florida, Alabama, and Georgia; and Earl K. Moore Co., Louisiana, Arkansas and Mississippi. New members of Brach sales force are shown above, left to right, Sam Wiley, Wilson Sales Agency; C. Polacheck, I. I. Aaron & Assoc.; Wesley Wilson, Wilson Sales Agency; Jay Saphier, Brach Mfg. Corp.; Gene Van Sickle; Joe Grashow, Brach Mfg. Corp.; Thomas Scott, Hagerty & Scott; Ira Kamen, Brach Mfg. Corp.; Irvin Aaron, I. I. Aaron & Assoc.; Earl K. Moore, Earl K. Moore Co.; N. Faymerville, I. I. Aaron & Assoc.; John Hagerty, Hagerty & Scott; Bill Slawson, Brach Mfg. Corp.

**Joyce President of Rosen & Co.**



Thomas F. Joyce has been elected president of Raymond Rosen & Company, Inc., Philadelphia, distributors of TV, radio, records and appliances. He was also named president of the Philadelphia Appliance Service Corp.

**Belmont Names Hakim**



George M. Hakim, (above) has been appointed director of advertising and sales promotion for Belmont Radio Corp., manufacturer of Raytheon television and radio receivers, it was announced by W. L. Dunn, vice-president in charge of sales and engineering.

**Smith Is Wilcox-Gay President**



H. Everett Smith (above) has been appointed president of The Wilcox-Gay Corp., Charlotte, Mich., and Garod Radio Corp., Brooklyn, N. Y., it was announced by Leonard Ashbach, chairman of the board of both companies.

# "45" SYSTEM

fastest selling record  
and changer in the industry



Now selling over  
**ONE MILLION**  
records a week!

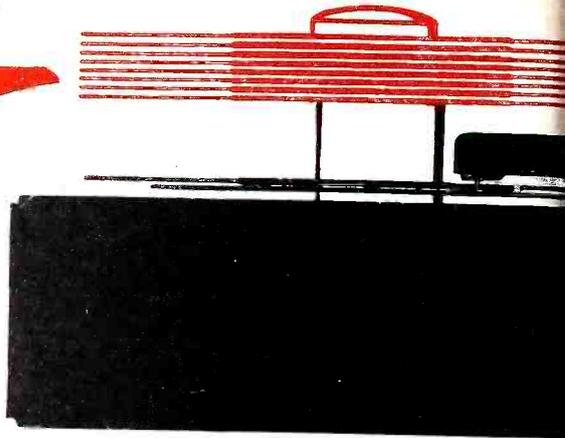
45"



The CENTER is the SECRET!

# America wants 45

LET'S LOOK AT THE RECORD



## "45" PRODUCTION SKYROCKETS!

Production of 45 rpm records shot up *five and one half times* in the past three years.



## 1953—70,000 "NATURAL ADVERTISERS"!

Today there are 35,000 coin-operated 45 rpm machines dispensing music and powerful "45" sales appeals to the nation. 1953 expectancy—70,000!



## "45" SELECTION LIST MUSHROOMS!

In 1949, RCA Victor's list of "45" record selections was 456. Today, it is 4,100—over *nine times* the original!

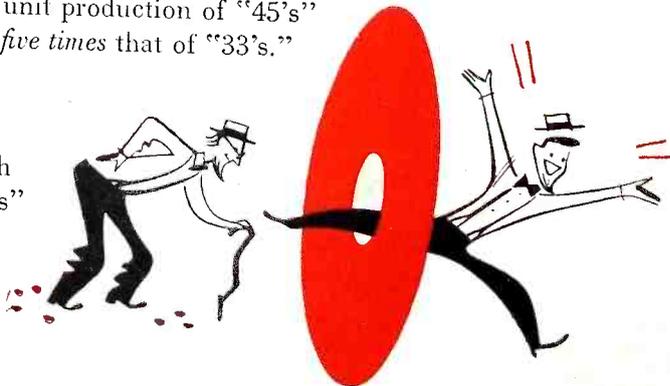


## "45" TOPS IN POPS!

With a firm edge in the popular and light classic field, unit production of "45's" in 1951 was *five times* that of "33's."

## REVIVALS REVIVED!

Radio stations (who rely more on high quality and surface toughness of "45's" each month) report tremendous new interest in old tunes. This promises a vast, self-renewing market.



The CENTER is the SECRET!



"45"

# and more of it!

## LET'S LOOK AT THE CHANGER!

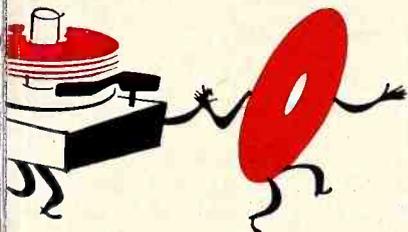
### THE FASTEST GROWING SYSTEM IN THE COUNTRY!

Since its 1949 inauguration *over eight million* "45" turntables have been sold.



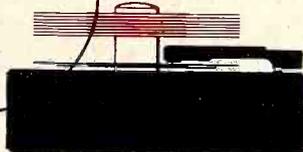
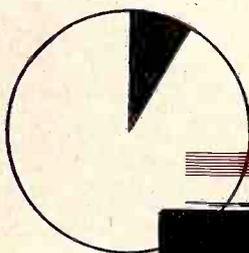
### MADE FOR EACH OTHER!

The RCA Victor "45" is the only *modern* changer where the record and instrument were specifically designed for each other.



### NO "CUSTOMER CONFUSION" IN OPERATION.

Customers are delighted with its simple operation. The secret's all in the center spindle . . . no posts or clumsy clamps.



### UP TO AN HOUR OF MUSIC . . .

One 14-record loading of the "45" can now give one full hour of music.

**SEE FOR YOURSELF . . . At the Music Merchants' Show, Hotel New Yorker, New York City, July 28 to 31. Just follow the crowd to Section A, North Ballroom and see what RCA Victor can do for your profits!**



Tmks. ®

# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

**WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION**

# Here's America's Fastest Selling Record changer!

Backbone of RCA Victor's phenomenal "45" changer success story:

*In three years this remarkable system has sold 2½ million units!*

And today, literally thousands more record lovers will buy the "45" system. For compactness, simplicity of operation and sheer beauty of tone, "45" has no peer in the industry.

And they will continue to demand the RCA Victor "45" changer line because it is the complete answer to the needs of a modern record collector.

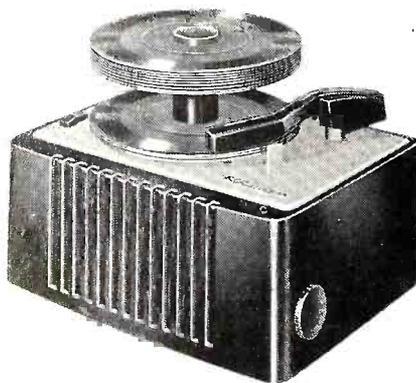
Because this is the system where the record and changer were made for each other . . . and your customers.

See your RCA Victor Distributor . . . stock these "45's" . . . and stock these profits!



**RCA Victor "45" attachment**

Fully automatic changer built around the world's finest record system. Plays up to 14 records at one loading. Cabinet finished in deep maroon and rich golden colors. Model 45J2. **\$16.75**



**RCA Victor complete "45" phonograph**—It's all play and no work. Has incomparable "Golden Throat" tone system. Up to an hour of music at the touch of a switch. Ample, room-size volume from powerful speaker. Cabinet finished in deep maroon plastic. Model 45EY2. **\$34.95**



**RCA Victor Portable "45" phonograph**—Complete "45" phonograph, equipped with snug fitting handle for convenient carrying. Plays wherever there's an AC outlet. Has "Golden Throat" tone system. Smart plastic case finished in deep maroon. Model 45EY3. **\$39.95**

**RCA Victor "45" table phonograph** Console-like performance with large, 8-inch speaker and "Golden Throat" tone system. All changes are made from large center spindle . . . no posts or clamps to adjust. Functional, modern design cabinet finished in deep maroon, with golden trim. Model 45EY4. **\$49.95**



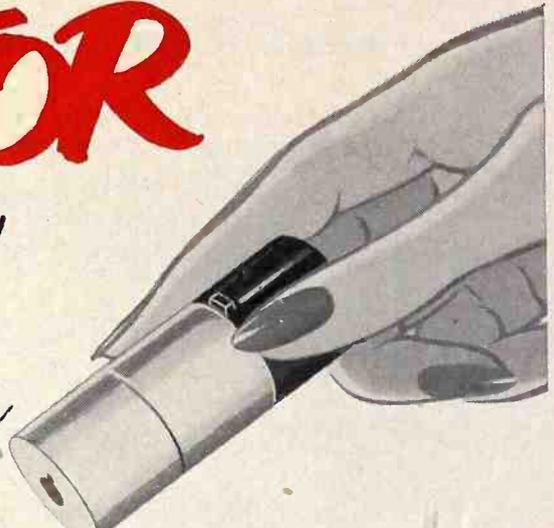
The CENTER is the SECRET!



"45"

# and Now RCA VICTOR

presents the new "Victrola"  
3-speed phonograph

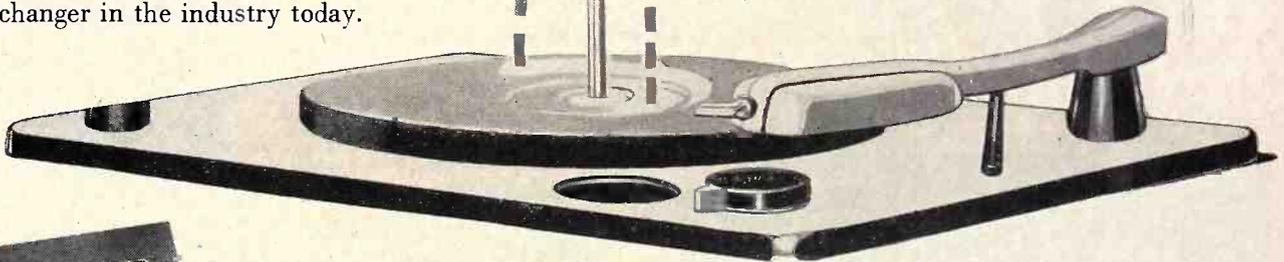


The CENTER  
is the SECRET!

PLAYS 'EM ALL . . . BETTER . . . EASIER!

No matter *what* kind of records your customers own, or want to own, they can now enjoy them all . . . and on *one* instrument.

It's what music-loving America has waited for . . . the 3-speed changer built around the *best* speed—Victor "45." Because of its adaptability, since it's an RCA Victor, this is the most talked about 3-speed changer in the industry today.



**RCA Victor 3-speed Radio-Phonograph**—This amazing new instrument gives a world of sound and record pleasure. 3 watts "push-pull" speaker system. Slip-on "45" spindle gives *all* the pleasures of the "45" system. Model 2US7. Finished in mahogany or walnut, limed oak. **\$129.95**



**RCA Victor 3-speed attachment**  
Transforms a radio or TV set into a deluxe phonograph combination. Automatic last-record stop. Attractive cabinet finished in rich maroon. Model 2JS1. **\$49.95**



**RCA Victor Portable 3-speed phonograph**—Has "Golden Throat" tone system . . . 8-inch speaker. Plays wherever there's an AC outlet. Luggage type cabinet is fitted with a convenient carrying handle. Model 2ES38. **\$99.95**



**RCA Victor complete 3-speed phonograph**—This complete, automatic "Victrola" plays *all* speeds . . . and plays them better. Has the famed "Golden Throat" tone system. Handsomely finished cabinet. Easiest to operate . . . spectacular performance. Model 2ES3. **\$69.95**

ORDER NOW FROM YOUR RCA VICTOR DISTRIBUTOR

# 45's Gain Daily in

Dealers Up Volume Through Promotion, Display, Theater Tie-Ins, Air Time.

## Traffic-Stopping Phono Record Display in Philadelphia



"45" booth in the Strawbridge & Clothier store, Philadelphia, concentrating on appeal to junior disc jockeys. Impressive wall display highlights the wide range of program material available on 45's. Phonos and players are also sold at this counter, and used for disc demonstrations.

## Bob Schaad's Promotion

"Put the '45' in Evansville"



Bob Schaad, above, head of the Bob Schaad Company, Evansville, Indiana, has hitched his phono record sales wagon to a radio program called "Spinner Sanctum." The hour-long, six-day-a-week show over the independent radio station WIKY has sold plenty of discs. (Photo below shows Disc Jockey Ken McCutchan who has handled the program since it was first aired three years ago.) Schaad didn't put the cart before the horse in his merchandising plans when 45's first hit the market. He plugged record-playing attachments, selling all he could get his hands on—between 35 and 50 a week. Schaad's men picked up customer's radios, attached the 45 player and returned the completed outfits promptly.

## RCA Victor Sees Complete "Switch to 45"



By J. B. Elliott, vice president in charge of consumer products, RCA Victor Division

In its brief 4-year history, the 45-rpm system of recorded music has earned general recognition as the one all-purpose system. This acknowledgement has been accorded it because of its suitability for both classical and popular music.

The market for classical titles recorded at 78-rpm has become vir-

tually extinct, and only a few infrequent singles and albums of a classical character are recorded at the old speed.

In the pop field, 78's are still a factor, but the trend is decidedly in favor of the 45 system.

Everything that can be done to speed this trend toward full adoption of 45's as the all-purpose standard, will, I am sure, simplify the inventory and merchandising activities of record dealers.

RCA Victor's recent development of 3-speed players that retain the advantages of the 45 system without bothersome center-hole inserts will help a lot in switching record fans to 45's. It will encourage owners of 78-rpm libraries to purchase instruments on which they can play both their old discs and new ones recorded at the new speed.

But, in the end, those who can do the most to help complete the switch to "45" are the dealers themselves. The more they talk about and promote the 45-rpm system, the sooner they will be able to streamline their inventories and concentrate their merchandising efforts on the new speeds.



# Sales and Popularity

"All-45" Radio Stations Spur Disc Merchandising in Various Localities

## New RCA Victor All-Speed Record Player Attachment



Designed to meet market demand for a low-priced all-speed record player is this completely automatic RCA Victor record-player attachment (Model 2JS1), which can be connected to play through virtually any radio or television receiver. Engineered for quick adjustment to 45, 78, or 33-1/3-RPM playing speed, the instrument features a novel slip-on spindle which makes the 45-RPM record-changing mechanism. The attachment is housed in a compact, maroon-colored cabinet, is complete with a plug-in power-cable, and measures only 8 inches high to the top of the spindle, 13-3/4 inches wide, and 13-3/4 inches deep. Four all-speed, automatic models are in the new line. Two of these are amplified phonographs, the third is a portable radio-phono combination.

## Victor Songstress with New RCA Record Player

Billie Holiday, new RCA Victor recording songstress, debuts on that label with tune "Someone to Watch Your Tears Away," slips 45 RPM spindle on new 3-speed portable record player introduced by RCA Victor. The new spindle eliminates the necessity for buying and inserting spiders to play the "doughnut" hole records.

## RCA Victor Introduces Gramophone Co. Recordings

RCA Victor announces the introduction into the American market of long-playing 33 1/3 and 45 RPM recordings of The Gramophone Company, Ltd. The new-speed "His Master's Voice" records will be handled by RCA Victor through its distributors and dealers. Initial release includes the works of Sibelius, Tchaikovsky, Haydn, Mozart and Beethoven, to name a few. Among the artists recording for Gramophone are Fritz Busch, Guido Cantelli, Kirsten Flagstad and Yehudi Menuhin. Suggested list prices (tax incl.) are \$7.50 for one 12" 33 1/3 RPM record, and \$5.14 for a 4-record 45 RPM album. First HMV's ship this month.

## WHDH, Boston, Use 45 System as Standard Broadcast Equipment



Bob Clayton, WHDH, Boston, gives photographer that "45"-happy smile across symbolic array of discs. This radio station was the nation's first major independent to adopt the 45 RPM music reproduction system. Record sales are stimulated by numbers played on radio, TV shows.



# Ups Discs to 50% of

**Van Curler Music Co. Gets Big Business Through Radio Ads, Complete Selection,**



"Nipper," RCA Victor dog for which Van Curler's has numerous special costumes, has been familiar landmark on front doorstep of store for past four years. Youngsters who can't remember addresses can always find "the store with the dog on the front steps."

• Several weeks ago, the Van Curler Music Company of Albany and Schenectady, N.Y., signed up to sponsor a one-hour broadcast of classical music via a local FM radio station.

The response at both of the Van Curler radio-television-phonograph-record-music stores was heartening. "We've already seen many new faces in the stores. We've received a good deal of praise. Interest in classical music and records definitely has been stimulated," says Douglas A. Moore, manager of the main Albany store.

Sponsorship of the Thursday evening show is only one of a number of successful methods Van Curler's has used in boosting record sales to a point where they now represent the biggest dollar department in the store. Van Curler's started selling records eight years ago. Today records represent 50% of the store's entire volume.

"That's the way we want it," says Moore. "Diversity of lines means we never experience a complete sales slow-down. Records are a 52-weeks-a-year item."

And how has Van Curler's managed, in eight years, to climb up to "the most complete record stock in Upstate New York" and a sales volume to match that advertising slogan?

There's no single reason, says Moore. Rather, there are a lot of reasons.

"One of the most important keys to our success in selling records," he says, "is having the merchandise available—immediately! The polite apology or promise that 'I'll order it and have it soon' will work just about once, or maybe twice. After that, you've lost your customer permanently. You've got to have what they want when they ask for it."

Van Curler's has put several ideas to good use in keeping as much up-to-date stock on hand as is physically possible in the 35-by-110-foot Albany store. Among the techniques are daily ordering, careful inventory methods, alert salespeople, a specially-built but simple display rack for 45 RPM albums, and keeping everything in the store instead of in a stockroom, attic, or basement.

## **Inventory Control**

Stock control is, of course, a problem—especially when you consider that the store carries a very large inventory. But with all stock in the store, Moore and the two salespeople who handle discs immediately know when they sell the last number of any record. Once the last platter is sold, they "pull" the container, place it aside, and know it will be reordered at the end of the day. Virtually all orders are filled immediately by local distributors. Popular and fast-moving records are reordered, of course, when stock is low—without waiting for the last disc to be sold.

The establishment has been located at 110 State Street, in the heart of the Albany business district, for the past four years. There is only one center aisle in the long, comparatively narrow store. The left side is devoted to sheet music and, further along, records. The right side—both counter and rear wall—is jammed neatly but completely with records, recorders, and phonographs. In the rear third of the store are television and pianos. Built against the rear wall are three listening booths.

This setup is not perfect, but it's pretty good for a store of 35 x 110 dimensions. Every attempt is made to keep displays as open and visible

Sales personnel like Miss Rosemary Martin (left) know customer's tastes, check stock after every sale. Van Curler's pays salespeople straight salary, no commissions.



# Store's Total Sales

## Right Displays, Theater Tie-Ins, Charge Accounts

possible. Customers are even invited behind the counter, simply because everything of interest can't possibly be displayed on the counter racks.

One especially interesting and effective display feature is a specially built wooden bin-type rack near the center of the right counter. It measures about five feet square. It has rows of cubby-holes, seven in a row. Each cubby-hole holds 12 albums. In a five-by-five-foot space, a total of 504 albums can be displayed, each with the title showing. The rows are categorized by label and by types. The rack was made expensively of wood and painted over. At the left of this rack, single RPM records are displayed, categorized by artists.

Van Curler's doesn't believe too strongly in self-service. Known customers who like to browse are left alone, but help is offered to others. Record selling requires a personal touch by store personnel familiar with the tastes of the customer, and the new numbers available, the management believes. Sales personnel receive straight salaries.

### Use Effective Advertising

Van Curler's uses local newspaper space regularly, and tries to run a special at least once a month. All record ads pound home the slogan: largest and most complete record stock in Upstate New York."

Another effective advertising medium has been Milton Cross' "Piano Playhouse," a 12:30 to 1 Sunday on-time broadcast of classical and popular piano numbers. This is a network show beamed to the Albany area by WKKW, Albany. Although it is a network show, it is given a local flavor by a specially recorded introduction by the star of the program. Moore and the radio station advertising manager huddle regularly to decide on messages for "spots" during the show. Usually the message stresses that records by artists heard on the program are available at both Van Curler stores. Television receiver and record distributors help pay for the sponsorship on a co-op basis.

Moore calls this promotion "the most effective radio program we've had," adding that the excellent results more than make up for the

added cost of a show of this type.

Another extremely important factor in the store's success is the reputation and activity of the owner, Otto F. Janda. A former concert violinist, he has been in Albany over 20 years, helped organize the Albany Symphony Orchestra, and is generally regarded as an outstanding authority on classical music in the Capital area. Mr. Janda has not only given his time and effort to support musical and entertainment activity, but he also has succeeded in making the Albany store a virtual "ticket headquarters" for church, school, and fraternal entertainment events—both musical and dramatic.

### Novel Promotion Idea

Still another interesting promotion employed successfully by Van Curler's is the use of the RCA dog, "Nipper," a 36-inch paper-and-plaster model—on the store's front doorstep. The Van Curler "Nipper" has numerous changes of costume. Sometimes he's dressed as an air raid warden, for instance, and there are special outfits for New Year's Eve, patriotic holidays and other special events. The dog with the extensive wardrobe has become a sort of downtown landmark—especially for children. The costumes are made by Miss Alice Bourguignon, Mr. Janda's assistant.

Charge accounts also will help record business if handled carefully, Van Curler's has found. Downtown office workers are encouraged to drop in any time and pick up a popular record. They are sent bills once a month. The bills run \$4-5 per month. "And that's \$4 or \$5 you wouldn't get otherwise," says Moore.

Charge accounts are not available to minors. Furthermore, young people over 21 are not encouraged to buy too much, or more than they can pay for without hardship. Van Curler's feels that once any difficulty arises over a bill, the customer is lost—regardless of who was right.

Tie-ins with musical films appearing in local theaters are another promotional idea used effectively by Van Curler's. If, for example, "Singing In the Rain" is playing in Albany, the sound track is obtained from the theater and is played from under the counter and heard in the



Moore demonstrates TV set to customer in rear third of store, which also carries pianos and organs. Moore finds steady '52-week-a-year' record sales volume helps stabilize fluctuations in demand for TV and other big-ticket items.

store and outside on the street. Window displays are made up with material obtained from the theater.

Sales people at Van Curler's are encouraged to be interested in music, but not biased in favor of any particular type, and they must have some sales experience.

Here's one of keys to better 45 RPM sales at Van Curler's: bin-type wooden rack, about five feet square, displays up to 504 albums. They are categorized in vertical rows by label and type. All titles show.



**We're letting you in  
on a secret...**

**The NEW 1953**

**Webcor. LINE**

**will be previewed at the NAMM Show**

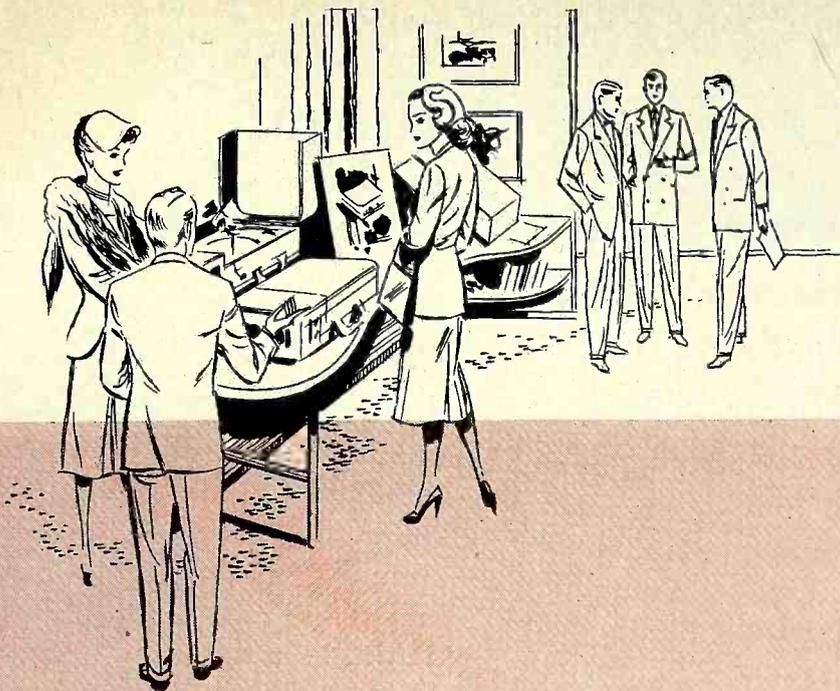
**▶ in New York ...  
July 28-31**



The CENTER is the SECRET!



"45"



• Because thousands of Webcor dealers from all over the country are planning to attend the NAMM Show at the New Yorker Hotel on July 28 through 31, Webster-Chicago has arranged a sneak preview of the entire new line.

You will see a completely new Diskchanger line. Styling and colors that will open your eyes to new sales and profit.

You will see the complete new Fonograf line. New models in new price ranges—making the Webcor line the one *complete* line.

You will see the new Webcor magnetic recorders.

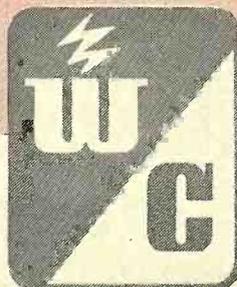
You will see the new 45 rpm spindle—the newest of all Webcor Diskchanger accessories.

See all the new models in rooms 705 and 706 in the New Yorker Hotel during the NAMM Show. Stop in and see the most important product news this year!



# Webcor®

by WEBSTER-CHICAGO



The CENTER is the SECRET!

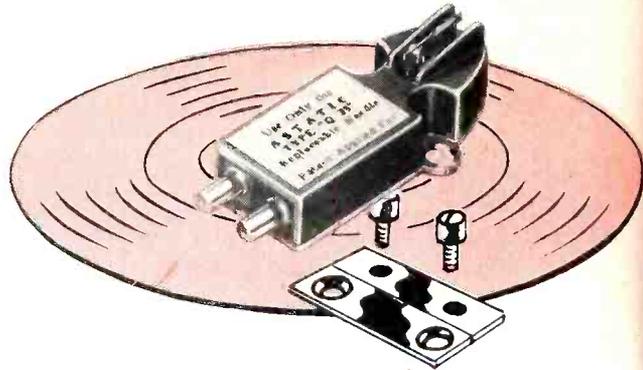
"45"

# ASTATIC REPLACEMENT CARTRIDGE GUIDE

## For RCA 45 RPM Players, Player Attachments and Record Changers

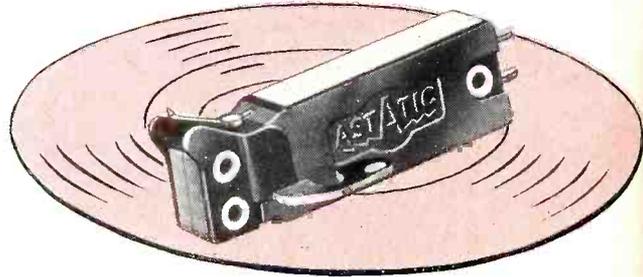
**WHEN YOU REPLACE CARTRIDGES MATCH THE EXCELLENCE OF THE RECORDS THEMSELVES TO GIVE YOUR CUSTOMERS THE FULL ENJOYMENT OF 45 RPM.**

**Astatic** leadership in the pickup cartridge replacement field has no greater evidence than in the brilliant performance of the models AC-J and CAC-J on 45 RPM Records. Precision engineered and manufactured, to meet the higher requirements in smooth, wide range response, tracking excellence and similar factors, these superior Astatic units are your greatest assurance of enthusiastic customer satisfaction . . . of maximum business volume from the ever-growing swing to 45 RPM.



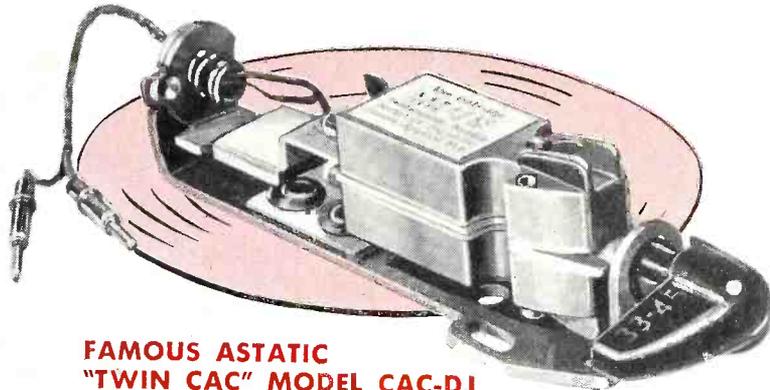
### ASTATIC MODEL CAC-J CARTRIDGE

Installs in RCA 45 RPM Players and Record Changers with Simple Adapter Plate. Plate Screws in Pickup through Large Holes; Cartridge to Plate through Small Holes. LIST PRICE, \$7.50.



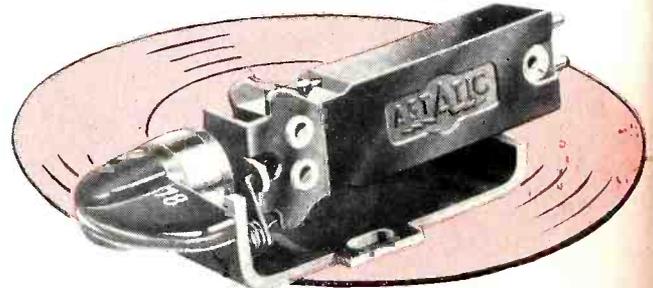
### ASTATIC MODEL AC-J CARTRIDGE

Installs in RCA 45 RPM Players and Record Changers with Special Weight Mounting Screws Inserted in Rear Holes of Mounting Bracket. LIST PRICE, \$8.90.



### FAMOUS ASTATIC "TWIN CAC" MODEL CAC-DJ TURNOVER CARTRIDGE

Two complete CAC Cartridge assemblies mounted, back to back, on a common plate. No needle interaction. Ideal response characteristics established independently for each side. The finest reproduction available for 33 1/3, 45 or 78 RPM. LIST PRICE, \$10.50.



### POPULAR ASTATIC MODEL ACD-2J TURNOVER CARTRIDGE

Popularity leader of conventionally designed turnover cartridges. Smoother response, superior tracking and lower needle talk—at 33 1/3, 45 or 78 RPM—due to mechanical drive system with reduced inertia. Complete with turnover assembly and knob. LIST PRICE, \$10.00.

#### ASTATIC AC-J AND CAC-J CARTRIDGES FIT THIS COMPLETE LIST OF RCA 45 RPM PLAYERS AND RECORD CHANGERS

Players and Player Attachments		Record Changers	
9EY3	9Y51	RP-168	RP-186
9EYM3	9Y510	RP-190	RP-193*
9EY31	45EY	(*Use Astatic AC-RJ)	
9EY32	45EY3		
9EY35	45EY4		
9EY 36	45EY15		
9JY	45J		
9JYM	45J2		
9Y7			

Write for complete Astatic Cartridge Replacement Guide for all RCA Phonographs and Record Changers, Form No. S-55.



#### EXPORT DEPARTMENT

401 Broadway, New York 13, N. Y.  
Cable Address: ASTATIC, New York

Astatic crystal devices manufactured under Brush Development Co. patents



"45"

# PLAY IT SMART!

*Stock - Feature - Sell*

# RECOTON REPLACEMENT NEEDLES

*The line that works for you 3 ways!*

## 1 FREE SALES BUILDERS!

**RECOTON GETS THE CUSTOMERS INTO YOUR STORE.** New phonographs from many manufacturers now carry instruction discs specifying **RECOTON** for needle replacement — a steady sales builder for you.



## 2 FREE GIFTS!

**RECOTON'S** new incentive plan for salesmen — every **RECOTON** Replacement Needle they sell will bring them closer to exciting, valuable, **FREE** gifts! Get the details from your distributor or write us direct.

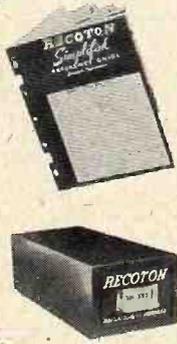


**RECOTON SELLS THEM WHEN THEY'RE IN YOUR STORE.** Recoton gives you eye-catching displays to attract your customers... plus large, easy-to-read replacement cards that contain complete instructions.

## 3 FREE DEALER AIDS!

**PLUS THESE IMPORTANT ADVANTAGES:**

- The Most Complete Line — At the Best Discounts
- Simple Consecutive Numbers — No Duplication
- Simplified Inventory Control Card for Each Number
- Free Metal Cabinets
- Most Complete Simplified Reference Guide in the Industry
- Simplified Manufacturers' Cross Index
- Automatic Step-by-Step Checking



*Use this handy coupon!*

**Take advantage NOW of all the RECOTON "extras" that mean extra profits! Order your RECOTON REPLACEMENT NEEDLES today!**

• • • • •  
**RECOTON CORPORATION**  
 147 W. 22nd St., New York 11, N. Y.

Gentlemen:

We want our share of the profits on **RECOTON REPLACEMENT NEEDLES**. Please ship us the following:

	List Price
.....No. 150—Replacement Cabinet containing 1 needle each of Cat. No. 301 through No. 319	\$37.10
.....No. 550—Replacement Cabinet containing 2 needles each of Cat. No. 301 through 379 and including 2 each of 2412R, 2512R, 2512 MGR, 2712R, 2812R, 2912R.	\$317.60

DEALER'S NAME .....

ADDRESS .....

CITY.....ZONE.....STATE .....

DISTRIBUTORS NAME .....

signature

ORDER WILL BE SHIPPED THROUGH YOUR RECOTON DISTRIBUTOR.

"45"

# 6 BASIC PREFERRED★



# CARTRIDGES

WILL MAKE OVER 92% OF ALL REPLACEMENTS

## CARTRIDGES FOR 78 R.P.M.

**Model 12 Crystal.** The most versatile 78 r.p.m. replacement. Replaces over 80% of cartridges in use. Medium voltage output is ideal for most phono combinations. Weighs 1/5 ounce. Tracks perfectly with less needle force. Ideal for "in stock" cartridges for general replacement. Output, 2 volts. Supplied with E-V Snap-In Holder and mounting hardware. For standard 1/2" hole centers, RCA 13/16" mounting or Webster-Electric side mounting cartridges. List... \$7.50



**PREFERRED★**

Model 12, with O-3 Osmium needle. List... \$8.50  
Model 12-S, with S-3 Sapphire needle. List... \$8.50

**Model 32 Crystal.** The 78 r.p.m. cartridge that provides the longest record life, lowest needle talk and greatest stylus life. Ideal for record enthusiasts with valuable libraries of 78 r.p.m. records. Frequency response comparable to wide range magnetics. Output 1 volt, useable in most radio-phono combinations. Standard 1/2" mounting. Uses E-V whisker-type needle. List... \$6.50



Model 32, with O-3 Osmium needle. List... \$6.50  
Model 32-S, with S-3 Sapphire needle. List... \$7.50

**Model 42 Ceramic.** The Model 42 cartridge utilizes a ceramic generating element for complete moisture protection. Long-lasting in extremely hot, humid climates. Output is .8 volt. Inherently, ceramic elements have a lower output than crystal elements. Purchasers should be advised to turn set gain control to higher level than normally used with crystal cartridges. Mounting bracket of Model 42 drilled for mounting in tone arms with either 1/2" or 3/8" hole centers. List... \$6.50



Model 42, with O-3 Osmium needle. List... \$6.50  
Model 42-S, with S-3 Sapphire needle. List... \$7.50

## CARTRIDGES FOR 45 and 33 1/3 R.P.M.

**Model 14 Crystal.** The E-V Model 14 cartridge gets all the music from the extended range fine groove records. Response follows professional standards... is free from peaks and distortion that mar wide range response. Range guaranteed 50 to 15,000 c.p.s. ± 2 1/2 db. A truly high fidelity phono-cartridge that requires no expensive preamplifier or equalizer. Output, 1 volt. Uses E-V 1-mil, whisker-type needle. List... \$7.50



Model 14, with O-1 Osmium needle. List... \$7.50  
Model 14-S, with S-1 Sapphire needle. List... \$8.50

**Model 34 Crystal.** The high compliance-to-voltage output ratio of this cartridge makes it a superb replacement for 45 and 33 1/3 r.p.m. players. Reproduction is fuller yet needle tracks with whisker touch in record grooves. Records sound better and last longer. Output, 1.25 volts, slightly higher output than average fine groove cartridge. Mounting bracket in RCA-type hole centers. Makes ideal replacement in RCA-type "45" changers and in Columbia 33 1/3 "LP" player. Uses E-V whisker-type 1-mil needle. List... \$6.50



Model 34, with O-1 Osmium needle. List... \$6.50  
Model 34-S, with S-1 Sapphire needle. List... \$7.50

**Model 44 Ceramic.** Model 44 utilizes a ceramic generating element for complete moisture protection. Makes an ideal, long lasting replacement in hot, humid climates. Output is .5 volt. Ceramic elements are inherently lower in output than crystal elements. Purchasers should be advised to turn volume control higher than normally used with crystal cartridges. Model 44 mounts in used with crystal cartridges. Model 44 mounts in tone arms with either 1/2" or 3/8" hole centers. List... \$6.50



Model 44, with O-1 Osmium needle. List... \$6.50  
Model 44-S, with S-1 Sapphire needle. List... \$7.50

### ELECTRO-VOICE REPLACEMENT NEEDLES

MODEL	TYPE AND APPLICATION	LIST PRICE
O-3	Single-Tip .003" Osmium for Models 12, 32, 42, 96, 96-T	\$1.50
S-3	Single-Tip .003" Sapphire for Models 12, 32, 42, 96, 96-T	2.50
O-2	Single-Tip .0023" Osmium for Models 33, 33-B, 43	1.50
S-2	Single-Tip .0023" Sapphire for Models 33, 33-B, 43	2.50
O-1	Single-Tip .001" Osmium for Models 14, 34, 44, 96, 96-T	1.50
S-1	Single-Tip .001" Sapphire for Models 14, 34, 44, 96, 96-T	2.50
SO-13	Twin-Tip .001" Sapphire-.003" Osmium for Models 16 & 16-TT	3.00
O-13	Twin-Tip .001" Osmium-.003" Osmium for Models 16 & 16-TT	2.50

Model 10 (not listed here) takes same needle as Models 12, 14 or 16.  
Model 30 (not listed here) takes same needle as Models 32, 33 or 34.

## CARTRIDGES FOR 78, 45, 33 1/3 R.P.M.

**Model 33 Crystal.** Utilizes a specially designed all-purpose needle which plays all three speeds with a single tip. Simplifies operation of multi-speed changers. Tracks well in all types of all-purpose needles. Output 1 volt on grooves, 1.8 volts on 78 r.p.m. records. Microgroove, 1.8 volts, on 78 r.p.m. records. Mounting bracket has 1/2" hole spacing for wide adaptability and ease of installation. Uses E-V whisker-type 2.3 mil needle. List... \$6.50



**PREFERRED★**

Model 33, with O-2 Osmium needle. List... \$6.50  
Model 33-S, with S-2 Sapphire needle. List... \$7.50

**Model 43 Ceramic.** Model 43 utilizes a specially designed all-purpose needle which plays all three speeds with a single tip. Ceramic generating element assures complete moisture protection. Ideal replacement for multi-speed changers in hot, humid climates. Output is .5 volt. It is an inherent characteristic of ceramic elements to have a lower output than crystal elements. Purchasers should be advised to turn set volume control higher than normally used with crystal cartridges. Mounting bracket has two sets of mounting holes spaced at 1/2" and 3/8" centers for wide adaptability in installation. List... \$6.50



Model 43, with O-2 Osmium needle. List... \$6.50  
Model 43-S, with S-2 Sapphire needle. List... \$7.50

**Model 16-TT Crystal TWIN TILT.** The Twin-Tilt Cartridge with a one-piece, twin-tip needle will play all types of records... 78, 45 and 33 1/3 r.p.m. without weight change. The Model 16-TT is complete with Tilt mechanism. Merely flip the selector handle to select the 1-mil or 3-mil needle tip... for slow or fast speed records. Output, 1-volt on each tip. Excellent for Webster-Chicago changers. With Osmium 3-mil tip and Sapphire 1-mil tip on single E-V silent, whisker-type stylus. List Price... \$10.00



Model 16-TT, List Price... \$10.00  
Model 16-OTT, Same as Model 16-TT above but with Osmium 3-mil and Osmium 1-mil tips. List Price... \$9.50

Model 16, Cartridge only, without Tilt mechanism, but with Osmium 3-mil tip and Sapphire 1-mil tip, for exact replacement of units already installed. List Price... \$9.00

Model 16-O, Same as Model 16, but with Osmium 3-mil and Osmium 1-mil tips. List Price... \$8.50

**Model 96-T Crystal TURNOVER.** Popular Turnover type cartridge with separate needles for fast and slow speed records. The two needles are completely isolated from one another, allowing correct frequency response on each. "Free" needle does not cause distortion. Output, 1 volt on each needle, ample for all turnover replacements. Positive-acting turnover mechanism supplies needle set-down error. Mounting plate supplied for LQD type cartridges. Complete with 3-mil Osmium needle, O-3, and 1-mil Sapphire needle, S-1. List Price... \$10.00



Model 96-T, List Price... \$10.00  
Model 96, Same but without turnover harness for installation in existing mechanism. List Price... \$9.00

## WITHOUT NEEDLE

**Model 60 Crystal DUO-VOLT.** This Bimorph Crystal Cartridge permits easy selection of high or medium output for the job. Just connect leads to the two outer terminals for 4 volts output or to the center terminal and one outer terminal for 2 volts. No soldering. No accessories to attach or remove. Uses any standard hole centers. Aluminum case. Ideal for varied replacement needs. List Price... \$4.95



Model 60, Less needle. List Price... \$4.95

**Model 50 Crystal.** Bimorph high level cartridge, supplied without needle. Can be used with any standard 1-mil, 3-mil or all-purpose tip replacement needle. Output level with straight shank is 5 volts; with compliant needle, 3 1/2 volts. Excellent replacement in record players with low gain amplifiers and in single play phonographs. Aluminum case. List Price... \$4.50



Model 50, Less needle. List Price... \$4.50

\*©Brush Development Co.

Profit with E-V research engineered

PHONO-CARTRIDGES • MICROPHONES • TV BOOSTER'S  
TV DISTRIBUTION SYSTEMS • HI-FI SPEAKER SYSTEMS

Send now for E-V Merchandising Plan

# Electro-Voice

422 CARROLL STREET • BUCHANAN, MICHIGAN  
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



Now!

**V** • **M**

The CENTER is the SECRET!



"45"

**tri-o-matic**<sup>®</sup>  
**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



THE CENTER IS THE SECRET!

45



# 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.





# Phono Line with ALL the features!

## GOOD NEWS FOR YOUR HI-FI FANS!

The V-M tri-o-matic 956-GE (shown below) features *bum-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 order 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!

## HERE'S THE ANSWER TO "PRICE" COMPETITION!

### THE NEW V-M 110 PORTABLE PHONOGRAPH BACKED BY THE V-M NAME AND WARRANTY!

With the addition of the new Model 110 Portable Phonograph, the V-M Line now offers you a model in every price range, from luxury to budget — and all backed by the famous V-M name and Warranty!

The V-M Name guarantees a dependable, troublefree product you'll be proud to sell — and the low, competitive price of the V-M 110 Portable makes *everyone* a prospect for a V-M Product! You can sell up from this leader.

#### FEATURES:

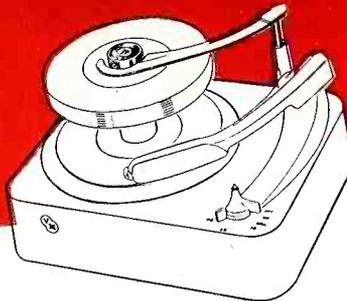
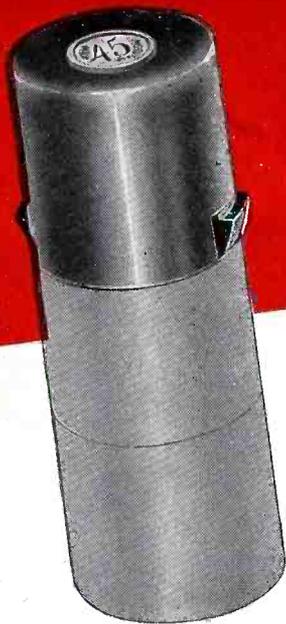
- Plays records of all three speeds — 33½, 45, and 78 rpm.
- Plays records of all three sizes — 7", 10", and 12".
- Accurate turntable speed control.
- 4" P.M. Speaker.
- Lightweight, handy to carry; dimensions 12½" x 10½" x 6".
- Weighs only 7½ lbs.

Sturdy carrying case, covered in beautiful Wood-grain Maroon and Gray Leatherette that is scuff-resistant and waterproof.



**THERE'S MORE ON PAGE FOUR.**





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).



## GET SET NOW FOR HEAVY "BACK TO SCHOOL" SALES OF V-M PHONOS!

✓ **HERE'S WHY:** Half-page, two-color ads in special "Back to Campus" issues of SEVENTEEN Magazine and ESQUIRE will carry the V-M sales message to millions of music-loving teenagers! Be sure you're ready for the pre-sold prospects this campaign will turn up in *your* town!

✓ **THAT'S NOT ALL** — Other large-space V-M ads — some in *full color* — will appear in COLLIERIES, AMERICAN WEEKLY, BETTER HOMES & GARDENS, as well as SEVENTEEN and ESQUIRE, during the whole fall selling season, to carry the V-M story to *every* prospect in your area!

✓ 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

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

*The CENTER is the SECRET!*

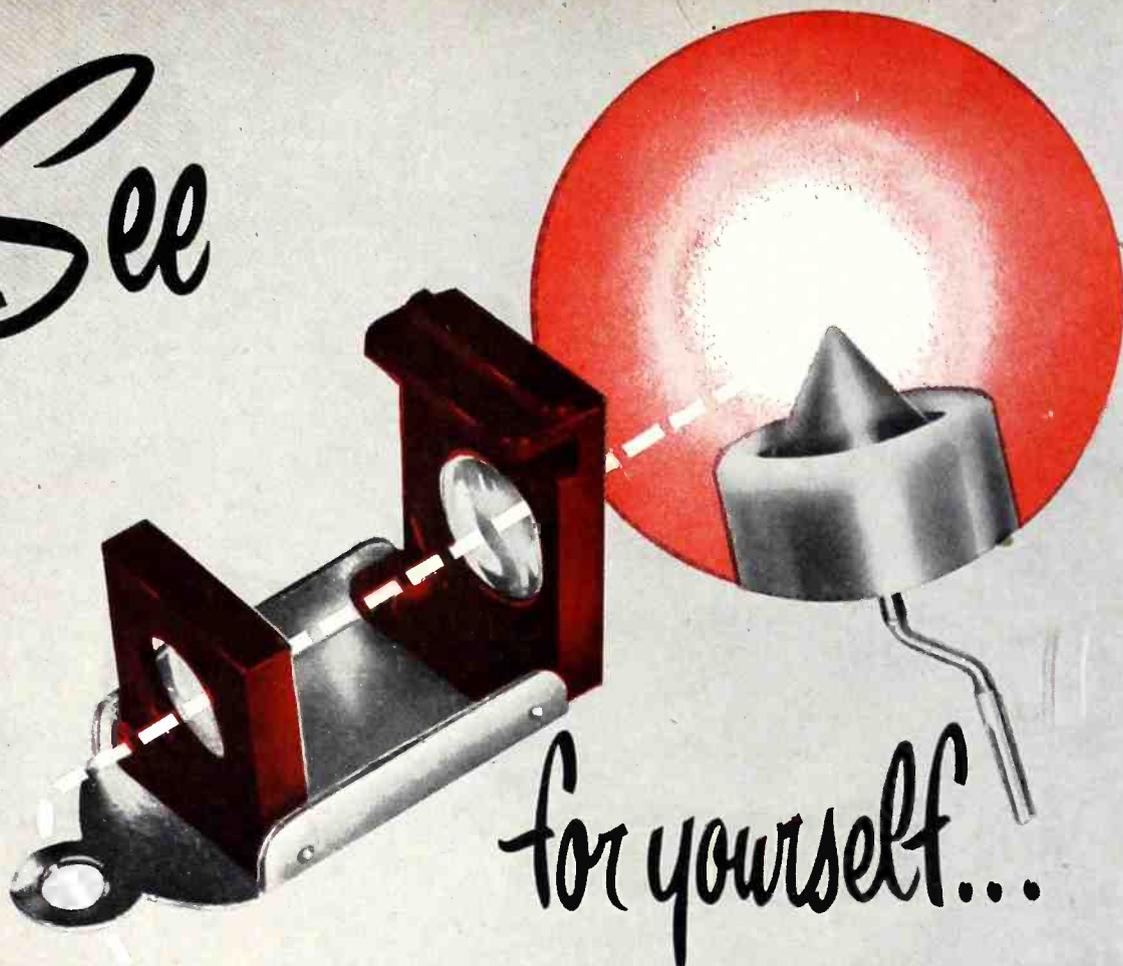


"45"



45"

See



for yourself...

## why the **DUOTONE** Diamond is the perfect needle for all record players!

Yes, now your customers can see for themselves how their regular phono needles begin to wear after just a few plays... ruining expensive records—marring reproduction. To help you sell the profitable Duotone Diamond... proved far superior to all ordinary needles by actual laboratory tests... Duotone has produced the Duoscope (shown above). With this 14 power pocket microscope your customers can actually see needle wear. The perfect sales clincher for the Duotone Diamond!

Duoscopes, that list at 50c each, mounted 24 to a display card are available from your Duotone distributor. Each Duoscope comes in a cellophane envelope... complete with instructions. Order yours today.

*Remember, there is a Duotone Diamond for every 45, 33 1/3 and 78 r.p.m. record player. A free Diamond needle replacement chart is yours for the asking... from your Duotone distributor or write direct.*

OSMIUM



after 15 playing hrs.

SAPPHIRE



after 30 playing hrs.

DIAMOND



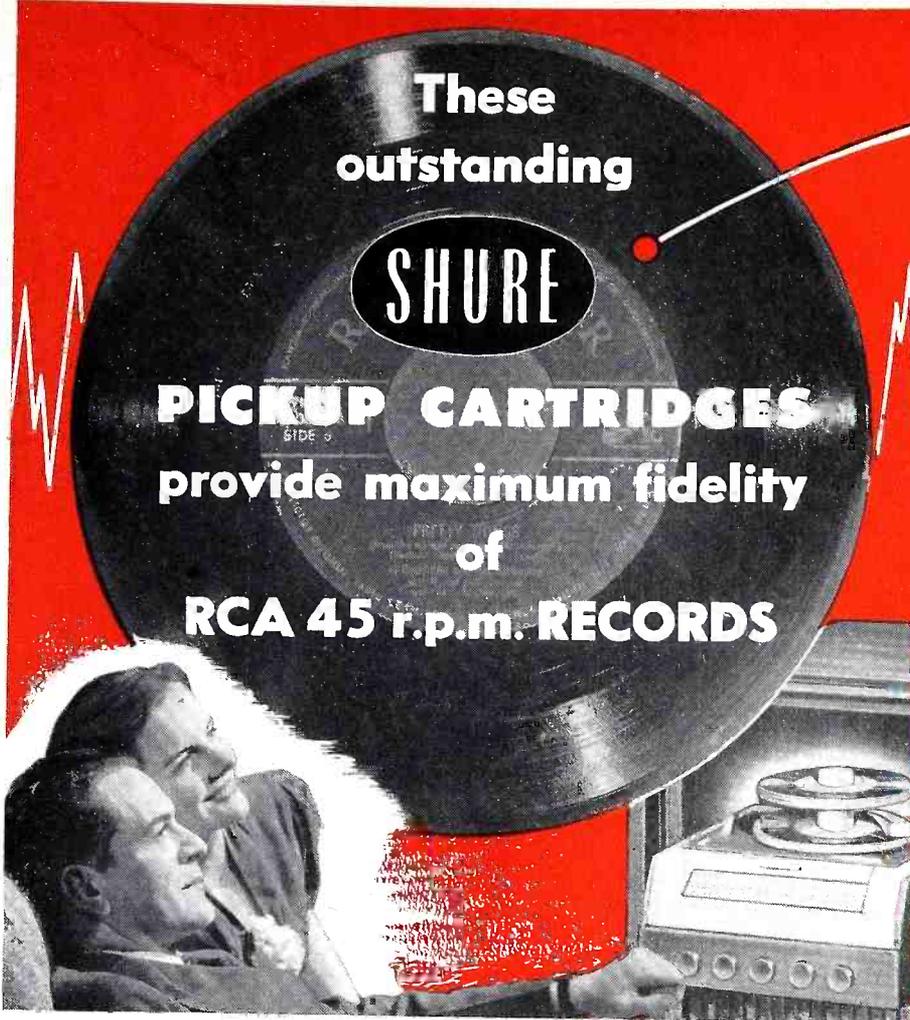
after 1000 playing hrs.



# DUOTONE

KEYPORT, NEW JERSEY

"45"



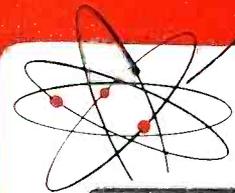
... superlative "Direct Drive" and "Vertical Drive" cartridges reproduce all the recorded music on these wide-range high-fidelity records.

These Shure "Direct Drive" and "Vertical Drive" Cartridges have been perfected to meet the greater requirements of high needle point compliance and fidelity demanded by the fine-groove recordings. The cartridges provide extended frequency response, high output, and high needle point compliance. They also feature the famous "Muted Stylus" and "Simple Mount" needles designed for longer record and needle life, faithful tracking and clear full tone qualities. These individually replaceable needles are easy to remove and insert.

Patented by Shure Brothers, Inc., and Licensed under Patents of the Brush Development Co.



**SHURE BROTHERS, Inc.**  
Microphones and Acoustic Devices  
225 W. Huron St., Chicago 10, Ill. • Cable Address: SHUREMICRO



**"DIRECT DRIVE" CRYSTAL (W31AR)**  
This high output (2.1 volts!) "Direct Drive" cartridge was specifically designed for use with all fine-groove records. Universal mounting bracket provides quick, easy installation in RCA-type 45 r.p.m. changers. (Fits 1/2" and 5/8" mounting centers.) Has easy-to-replace needle. For maximum quality, highest output, and low cost, specify Model W31AR at the low list price of only \$6.50.



**"DIRECT DRIVE" CERAMIC (WC31AR)**  
Same as Model W31AR, except for ceramic element and .65 volts output (same price). Highly recommended in areas where heat and humidity make use of conventional crystal cartridges impractical.



**"VERTICAL DRIVE" (W21F)\*** This "Vertical Drive" high-fidelity cartridge provides superlative reproduction for 33 1/3 and 45 r.p.m. records. Provides extended frequency response (50 to 10,000 c.p.s.). Low tracking pressure (only 6 grams) and high needle compliance guarantee faithful tracking and longer record life. Uses quiet tracking Shure "Muted Stylus" needle, scientifically designed for maximum performance and long life.

\*Cartridge with .453 Mount for Oak Changer



45"



**HUDSON** — Top **QUALITY** radios and phonographs, complete from Kiddie phonographs to reproducers for the record collector.

**HUDSON** has

- ★ **QUALITY** Styling
- ★ **QUALITY** Performance
- ★ **QUALITY** Design
- ★ **QUALITY** Matched Tone
- ★ **QUALITY** — At a price

Careful attention to the smallest details of construction and assembly, increased production facilities, improved **QUALITY** control and Engineering know-how make it possible for **HUDSON** to deliver all of these finest **QUALITY** features.

Hudson Quality has the acceptance of the most discriminating buyers—as well as outstanding distributors throughout the country and overseas.



**MODEL NO. 360**

A handsome portable in a choice of attractive coverings—separate 6" speaker housing—Super-powered three tube amplifier—tone and volume control—hi-gain turnover cartridge.



**MODEL NO. 388**

The outstanding 3-Speed Console in the Junior Juke Line. All wood construction—featuring fuzzy-wuzzy decals that light up—Hi-gain engineered two tube chassis—all quality features including Webster featherweight crystal pick-up with dual purpose needle. Also available in single speed—Model 88.



**MODEL NO. 350**

Fine value in a Deluxe portable with three speed automatic record changer—super powered three tube chassis—oversized 6" dynamic speaker—automatic shut off on last record and reject button.

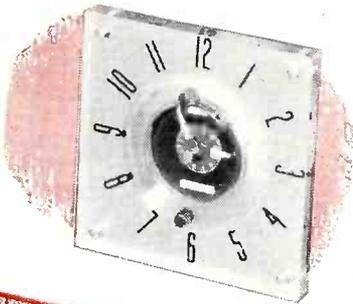
**HUDSON ELECTRONICS CORPORATION**

Member of PMA

110 East Third Street

Mount Vernon, New York

Something **NEW** has been added



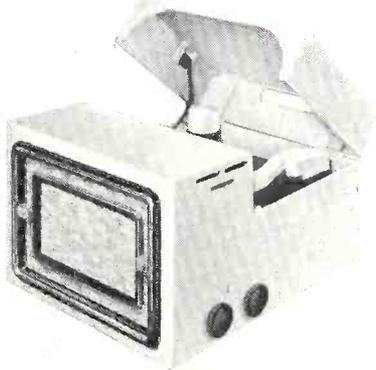
Phonograph with Telechron Automatic Control Electric Clock

**45 RPM LINE**

**3-SPEED LINE**

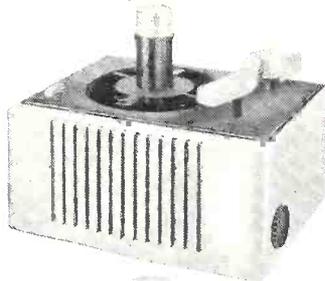
**Model 454 Cabinet Phonograph**

- Streamlined Plastic Cabinet
- 45 RPM Record Changer Built to RCA Specifications
- Amplifier . . . 3-Tube (Rectifier)
- 8" Alnico V Heavy Duty Speaker
- Volume Control; Tone Control



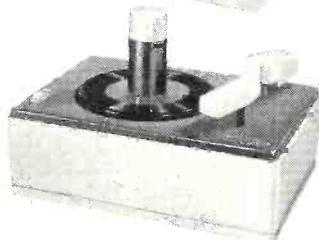
**Model 452 Table Phonograph**

- Functional Modern Cabinet
- 45 RPM Record Changer Built to RCA Specifications
- Amplifier . . . Miniature Type, 3 Tubes
- 6" x 9" Alnico V Oval Speaker
- Separate, Self-Adjusting Volume and Tone Control



**Model 451 "Plug In" Changer**

- 45 RPM Record Changer Built to RCA Specifications Mounted on Durable Plastic Base
- Reject Button Serves as "On-Off" Switch
- Comes Complete with 6-Ft. Phono Cable, Power Cord and Terminals



**WIRE and TAPE RECORDERS**

In addition to the Model 701 Home Recorder illustrated here, Crescent also manufactures a complete line of Business and Tape Recorders. Full information on the various models available on request.



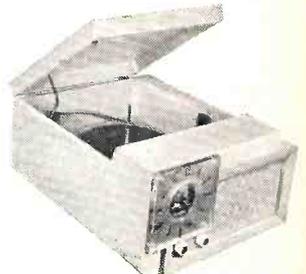
**Model 603 Console Phono**

- Telechron Control Clock for Automatic Operation at Any Pre-Set Time
- 12" Alnico V Concert Speaker for Fine Sound Reproduction
- 4-Tube Special Design Amplifier
- Variable Tone and Volume Controls
- 3-Speed INTERMIX Record Changer with Automatic Shut-Off
- Phono-TV Switch for Plugging in TV Audio Output
- Dark or Blonde Mahogany Wood Cabinet Suitable for Use as TV Table
- Extra Record Storage Space



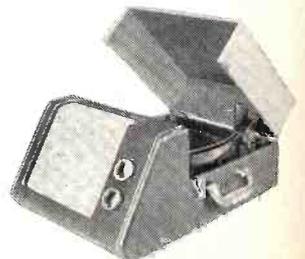
**Model 602 Table Phonograph**

- Telechron Control Clock for Automatic Pre-Set Operation
- 3-Speed INTERMIX Record Changer with Automatic Shut-Off
- 3-Tube Special Design Amplifier
- 8" Heavy Duty Alnico V Speaker
- Variable Tone and Volume Controls
- Choice of Dark or Blonde Mahogany Finish Ultra Modern Wood Cabinet



**Model 601 Portable Phonograph**

- 3-Speed INTERMIX Record Changer with Automatic Shut-Off
- 3-Tube Special Design Amplifier
- 8" Heavy Duty Alnico V Speaker
- Variable Tone and Volume Controls
- Sturdy, 2-Tone Leatherette Case with Removable Cover, Plastic Handle, and Brass Finish Hardware



**Model 600 Utility Record Player**

- 3-Speed INTERMIX Record Changer with Automatic Shut-Off
- 3-Tube Special Design Amplifier
- 4" x 6" Heavy Duty Alnico V Speaker
- On-Off Knob with Volume Control, Matching Variable Tone Control
- Heavy Gauge Metal Base
- 6-Ft. Power Cord and Phono Cable



**Features of the NEW Crescent 3-Speed INTERMIX Changer**

The only record changer that plays 7", 10" and 12" records, any speed, any type, any sequence, automatically. Turnover cartridge to accommodate micro-groove recordings. Automatic shut-off after last record. Light weight . . . only 7 lbs. Slipover spindle to accommodate 1½" hole records. Available as chassis unit or with plain metal utility base.

**CRESCENT INDUSTRIES, INC., 5900 W. Touhy Avenue, Chicago 31, Ill.**

The CENTER is the SECRET!

"45"



THE  
**Select-o-matic**  
MECHANISM

...the world's first  
commercial music system designed  
exclusively for the playing of 45 r.p.m. records  
... plays records, either or both sides, in the  
vertical position ... never drops a record ...  
never turns a record over ...

**50 RECORDS - 100 SELECTIONS ... 100 RECORDS - 200 SELECTIONS**

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

50th ANNIVERSARY

The CENTER is the SECRET!

"45"

SEE THE NEW  
LINE OF

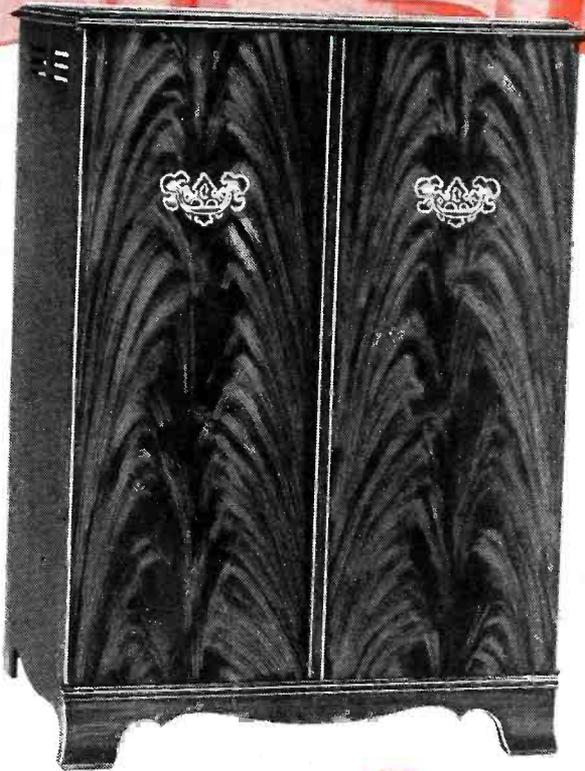


**Majestic**<sup>®</sup>  
MIGHTY MONARCH OF THE AIR

**TELEVISION**

at the

**NAMM MUSIC SHOW**  
for the  
**hottest story**  
of the year



YOU MUST SEE THE COMPLETE  
NEW MAJESTIC LINE IN ROOM 726

**FRINGE AREA  
SWITCH**

provides extra power for  
extra sales in fringe  
area markets.

**UHF**

reception made possible  
with Majestic turret  
type tuner.

All Majestic  
TV phono com-  
binations incorpo-  
rate a changer using  
the new 45 spindle.

**PUSH BUTTON** your way to tape recorder profits with  
the revolutionary NEW **WILCOX-GAY**<sup>®</sup>

**Recordio**<sup>®</sup>

At the NAMM Show . . . for the first time . . . you will  
see five new exciting Recordios. Visit Room 725 and  
Booth 11 and see the new automatic push-button tape  
Recordio . . . the combination tape-disc Recordio . . . the  
audio-visual Recordio-Pix . . . and other new merchandise.



**CLICK** it records . . . **CLICK** it's on play back . . . **CLICK** it's sold.

**MAJESTIC RADIO & TELEVISION**, Division of **THE WILCOX-GAY CORPORATION**  
385 Fourth Avenue, New York 16, N. Y.

T.M. REG  
U.S. PAT. OFF.

The CENTER is the SECRET!



# MILWAUKEE Automatic Record Changers



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

Play All Popular  
Records Automatically  
Regardless of Size or Speed

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



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

### 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.

Attractively Priced  
For Any Installation

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

We will see you at the  
Hotel New Yorker  
during the  
N.A.M.M. Show

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

Manufactured By:

# MILWAUKEE STAMPING COMPANY

Milwaukee 14, Wisconsin



*The CENTER is the SECRET!*

"45"



## Magnavox...the standard of quality in tone reproduction

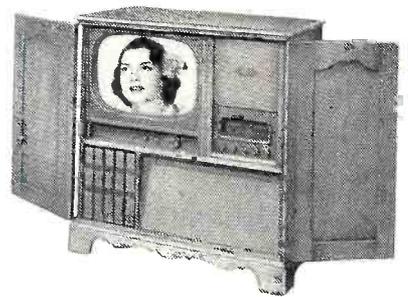
- It's an accepted fact—recorded music is heard at its finest on a Magnavox. Unexcelled sound quality has made Magnavox the choice of renowned artists in the music field.
- Magnavox employs only full-size, high-fidelity speakers. Speakers, amplifiers and cabinets are designed and crafted as a unit—constructed for perfect acoustical balance.
- The Magnavox automatic record changer is considered a magnificent engineering achievement. It, of course, plays records of all three speeds and sizes, gently and soundlessly—and handles both 10-inch and 12-inch records intermixed.

BETTER SIGHT  
BETTER SOUND  
BETTER BUY

*the magnificent*  
**Magnavox**

*television - radio - phonograph*

Be a Magnavox guest at  
the 1952 Music Show, Hotel  
New Yorker, July 28-31.



Representative of the excellence of the Magnavox line is this new French Provincial 21. Note the inclined baffle for better sound distribution.

# America's No. 1 Phono Line Leads Again for '53 In Style, Performance, Value!



## Symphonic Will Unveil the Greatest and Most Complete Line of Phonos at the Music Show!

**A Symphonic Exclusive!**  
FAMOUS WEBSTER-CHICAGO  
RECORD CHANGERS WILL BE  
FEATURED ON '53 MODELS!  
Also famous VM Changers!

**33 $\frac{1}{3}$ , 45 and 78 rpm**

Manual and Automatic Models  
for Every Selling Need!

- SINGLE SPEED PHONOGRAPHS
- THREE SPEED PHONOGRAPHS
- THREE SPEED AUTOMATICS
- RADIO-PHONO COMBINATIONS
- PORTABLES    ● TABLE MODELS,  
CONSOLES
- TRANSCRIPTION MODELS

If it plays records Symphonic has it! It is with pride that we present our new line for '53. It is the supreme achievement in phono styling, performance and value. It is the line that will satisfy more customers and earn greater profits for the distributor and dealer.

### NEW PERFORMANCE FEATURES FOR '53!

The Symphonic '53 line will feature all the latest electronic advancements that assure the finest performance ever achieved.

### NEW SMART STYLING FOR '53!

Every Symphonic model for '53 features smarter styling, more distinctive hardware and a wide variety of colorful coverings that will appeal to every buying taste.

### NEW HI-FIDELITY TONE QUALITY FOR '53!

The Symphonic table and console models for '53 will feature Hi-Fidelity tonal reproduction from 50 to 12,000 cycles.

### NEW AND GREATER VALUES FOR '53!

The Symphonic line for '53 will feature the greatest values ever offered the consumer. Never before have you been able to offer your customers so much for so little.

*Two Great Displays at the Music Show!*

**BOOTH 10, EXHIBITION HALL, AND  
ROOMS 709-710, HOTEL NEW YORKER**

New York Offices—1936 Broadway, N. Y. 23, N. Y.

**SYMPHONIC RADIO  
& ELECTRONIC CORP.**

160 Washington St., N., Boston 14, Mass.

The CENTER is the SECRET!

"45"

PHONO NEEDLE REPLACEMENT IS

Buried Treasure...

ARE YOU GETTING YOUR SHARE?



JENSEN NEEDLES For "45"

Good Points to Remember!

Jensen NEEDLES

Mean extra profit on every service call!

HERE'S YOUR MARKET!

In the last two years, over 10 million phonographs have been manufactured in all three speeds. And today there are over 21 million turntables in use. Here's real "buried treasure"—replacing needles on all these phonographs *right now and at least once a year!*

GO AFTER THIS MARKET! Every phonograph owner . . . every record collector . . . should be told that needles must be changed at least once a year to save valuable and expensive records. You can do this on your regular TV or radio service calls if you take along a kit of Jensen Replacement Needles.

REPLACEMENT IS EASY! Average Jensen Needle replacement time is one minute. And Jensen's own JENSELECTOR quickly gives you exact needle replacement number for any record player without knowing model or cartridge number.



JENSEN—The Oldest Name in Sound Engineering

Jensen INDUSTRIES, INC.

332 South Wood St., Chicago 12, Ill.

Jensen Industries, Inc. of Canada  
50 St. Clair Ave. West, Toronto 5, Canada

Export Sales: Scheel International, Inc.,  
4237 Lincoln Ave., Chicago 18, Ill.

Cable: Harsheel

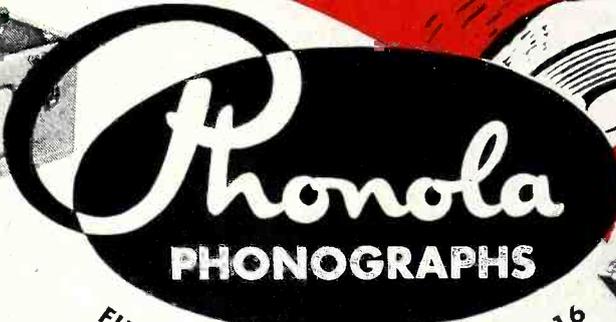


"45"

PHONOLA MODEL TK-146 U.L. Plays all records, all speeds, all sizes. The precision built high fidelity amplifier... three tubes (including rectifier)... 5" Alnico V speaker... gives full true-to-life sound reproduction. All purpose pickup arm with special type permanent point needle. Convenient speed regulator. Underwriters approved. Finished in deluxe handsome grey long wearing simulated leather.



TK146



FINEST IN PORTABLES SINCE 1916

"Master crafted"  
for RICHER TONE...  
*faster selling!*

PHONOLA MODEL TK-236 U.L. Portable automatic. Plays and changes all size records at all speeds. Intermix 10" and 12" same speed. Dual needle "turnover" cartridge. Three tube (including rectifier) precision high fidelity amplifier... 6" Alnico V speaker gives finest sound with depth, clarity and richness. Volume and tone controls. Underwriters approved. Beautiful grey "luggage" leatherette with smartly styled hardware.



TK236



PHONOLA MODEL S-61. The quality hand wound acoustic portable... light, compact, smartly styled... built for long wear. Acoustically correct throw-back tone arm. Waters Conley Master reproducer... exclusive built-in tone chamber. Attractive two-tone skiver-grain leatherette with matching hardware.



S61

All electric models 110-120 volt AC.—Underwriters approved.

No other children's line compares

with *Melodier*



C10



C14

MELODIER C-14 U.L. Inexpensive children's portable... designed for long usage. Full reproduction with the Waters Conley acoustically correct throw-back arm and Master reproducer. 110-120 volt AC. Underwriters approved. 78 RPM. Contrasting two-tone leatherette case and fine hardware give it long life.

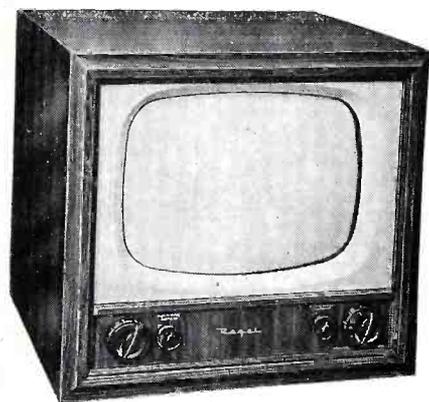
MELODIER C-10 U.L. The most inexpensive of them all. Not a-roy, but a quality phonograph. Electric open face model with true tone throw-back arm and Master reproducer, U. L. approved. 78 RPM. Sturdy wood constructed case covered in beautiful simulated leather.

WATERS CONLEY COMPANY • Rochester, Minn.

"45"

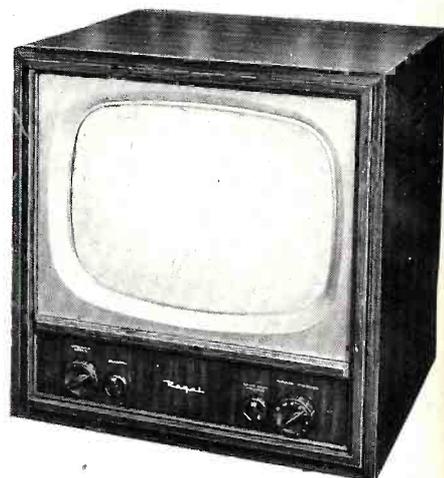
# There Are No "Duds" In the Regal TV Line!

EVERY MODEL CONSUMER PRICED FOR FAST TURNOVER  
EVERY MODEL DEALER PRICED FOR BIGGER PROFITS



REGAL 17" TABLE MODEL 17T20

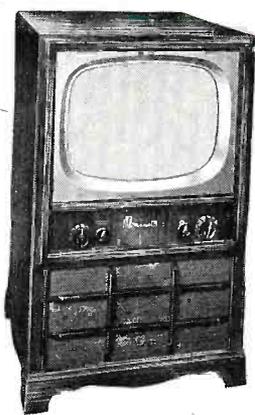
Regal offers the dealer a TV line that has the value leader in every tube size. When you feature Regal you can HONESTLY tell your customers that the new Regal 20X chassis with the exclusive Super Cascade Tuner is engineered and built to outperform any other TV chassis on the market . . . because it does! Best of all, you can depend upon Regal's reputation for consistent quality . . . Regal Builds the Best . . . Not the Most!



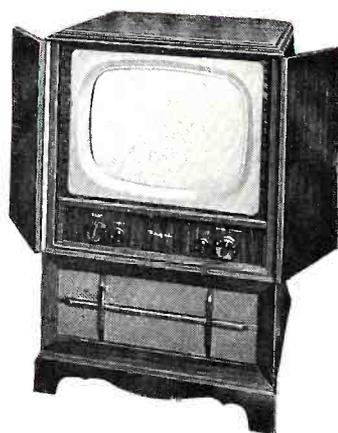
REGAL 20" TABLE MODEL 20T20



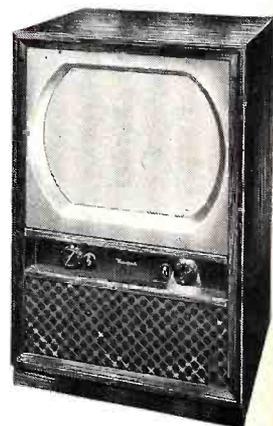
REGAL 17" CONSOLE MODEL 17C20



REGAL 20" CONSOLE MODEL 20C20



REGAL 21" CONSOLE MODEL 21H20



REGAL 24" CONSOLE MODEL 2420

SEE THE SENSATIONAL REGAL TV LINE  
DURING THE JULY MUSIC SHOW!  
HOTEL NEW YORKER—SUITE 703

Regal Builds the Best  
. . . Not the Most

Regal Radios Will  
Also Be Displayed!

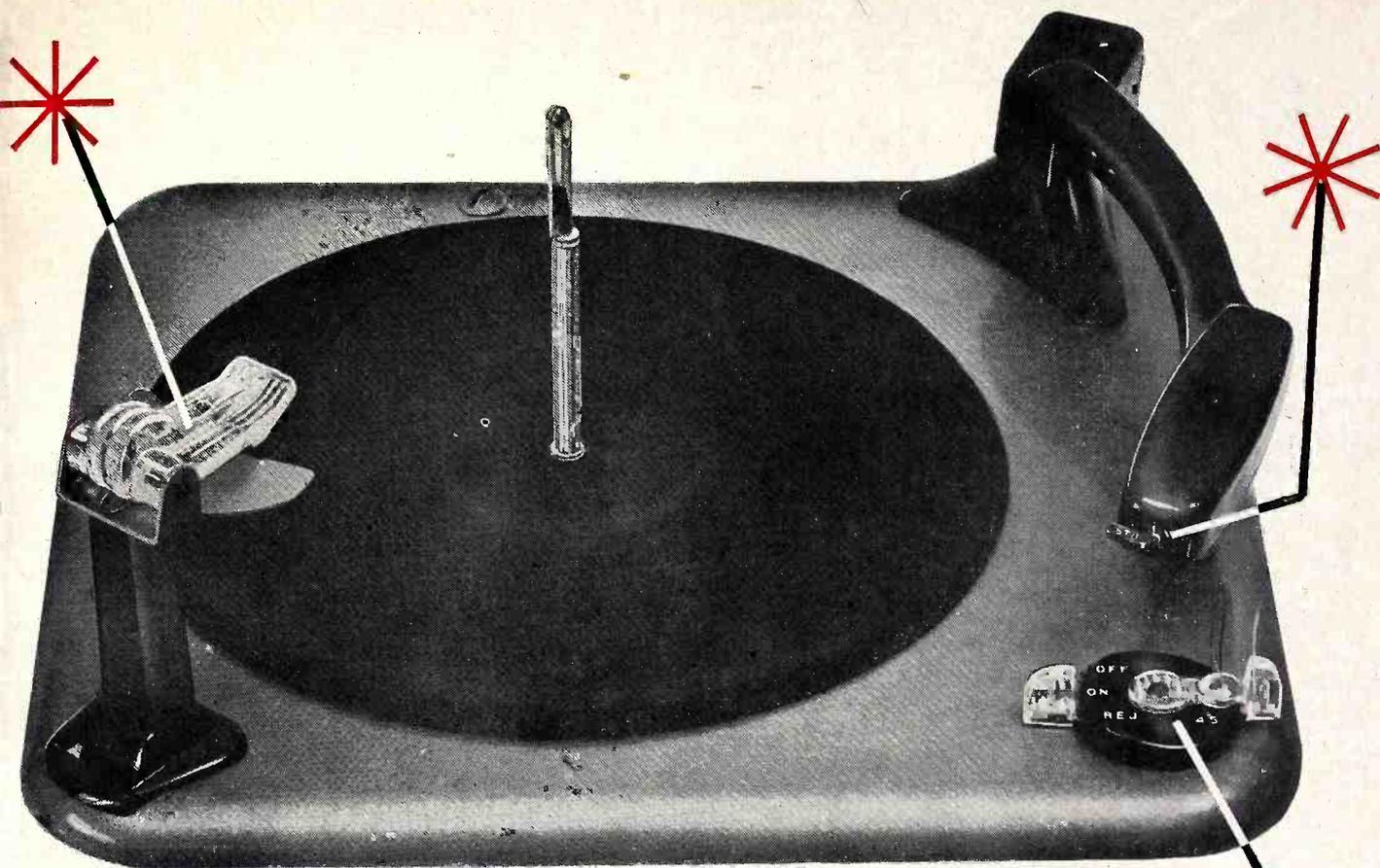
Export Department: Roburn Agencies, Inc. 39 Warren St. N. Y. C.

REGAL ELECTRONICS CORP., 603 WEST 130th ST., NEW YORK 27, N. Y.

The CENTER is the SECRET!



"45"



GENERAL INSTRUMENT MODEL 900

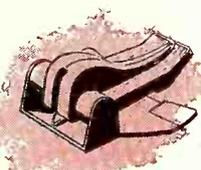


# THE POPULARLY PRICED AUTOMATIC RECORD CHANGER *with* LUXURY FEATURES



\* **PLAYS ALL 3 RECORD SPEEDS**

Select either 33 1/3, 45 or 78 with simplified dial selector.



\* **PLAYS ALL 3 SIZES**

The record support has three positions for 7", 10" and 12" records.



\* **TURNOVER CARTRIDGE**

Easily visible selector knob on tone arm insures proper needle for all record types. (Available on all models at slight additional cost.)

**AUTOMATIC SHUT-OFF CONTROL** Model 900 S (slightly higher priced) features automatic shut-off after last record with tone arm returning to home position.

Every possible luxury feature has been built into the new model 900... while still keeping it within the popular price range. This is truly a thoroughly engineered instrument capable of meeting the highest precision requirements... but designed for rugged durability plus extreme simplicity.

Ideal tracking of the tone arm results in less record and needle wear... with better fidelity and less distortion. The weighted clutch tripping mechanism maintains consistently high accuracy with extremely light tripping force. The model 900 also features a center-drop, eccentric-cam-operated record drop which provides many years of trouble-free operation with very little record wear. All these, plus automatic tone-arm indexing and true "floating needle" action make the model 900 a real self-seller as a component or complete unit. General Instrument Corporation, 829 Newark Ave., Elizabeth 3, New Jersey. Midwestern Offices: Chicago, Illinois.

**GENERAL INSTRUMENT CORP.**

And look what's standing  
**BEHIND YOU!**



Only **RCA VICTOR 45** can give you this  
tremendous advertising support!

**National Magazines**

Continuous, forceful advertising in top national magazines to spark your own campaign.

**National Television**

Nationally televised shows hammer home up-to-date sales messages on the "45" system—for you.

**National Radio**

Commercials on RCA Victor sponsored shows, are tailored to bring customers inside your store.

**Newspapers**

Ask your distributor for current newspaper ad mats

on the RCA Victor "45"—they're your ads—specially designed for maximum local impact.

**Bonus offer**

Excellent, proved consumer come-on. Each purchase of any RCA Victor "45" changer gives your customer a choice of over \$6.00 worth of "45" albums at no extra charge.

**Point-of-sale**

Your RCA Victor distributor has window streamers, counter displays and point-of-sale kits. Use them to roll up more store sales today.

Tmks. ®

**RCA VICTOR**

WORLD LEADER IN RADIO . . .

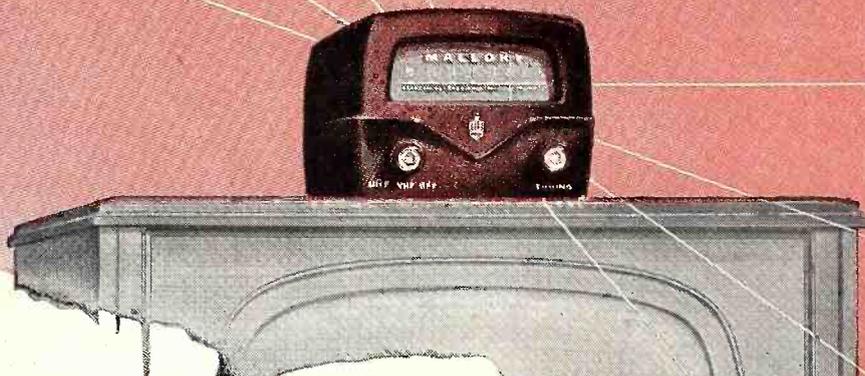
FIRST IN RECORDED MUSIC . . .

FIRST IN TELEVISION



DIVISION OF RADIO CORPORATION OF AMERICA

# UHF



*All UHF channels...  
for all TV sets*



## MALLORY UHF CONVERTER

The Mallory UHF converter is right for *all* your TV customers because it can be used with *any* TV set... in *any* UHF broadcast area. And it's easy to install—no adjustments or connections to make in the TV set... just connect power lines and antenna leads.

These Mallory features mean real customer satisfaction... real sales for you in the new UHF market—

- Reception of all UHF channels
- No sacrifice of VHF channels
- Built-in UHF antenna
- High quality picture definition
- Fast, easy installation

No larger than a small portable radio, the Mallory UHF converter is precision-built for long, trouble-free service. Get complete details today on the Mallory UHF converter from your Mallory distributor.

*Make Sure...  
Make it Mallory*

P. R. MALLORY & CO. INC.  
**MALLORY** CAPACITORS... CONTROLS... VIBRATORS...  
SWITCHES... RESISTORS... RECTIFIERS...  
VIBRAPACK® POWER SUPPLIES... FILTERS  
\*Reg. U.S. Pat. Off.  
**APPROVED PRECISION PRODUCTS**

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

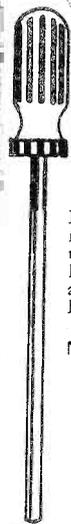
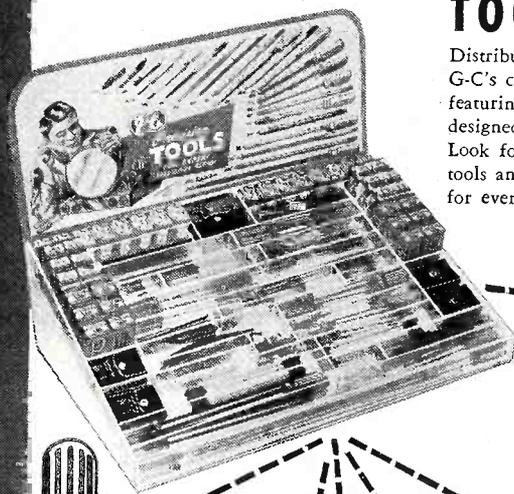
# G-C

## TV ALIGNMENT TOOLS

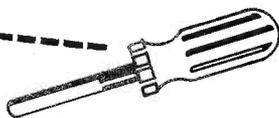
### SCIENTIFICALLY DESIGNED SERVICE-PROVED

## NEW! G-C's Three-Dimensional TOOL DISPLAY!

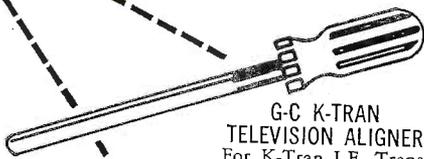
Distributors everywhere are now showing G-C's colorful new TV Tool Display, featuring the finest assortment of tools ever designed for TV alignment work. Look for this Display . . . see the all-new tools announced below, plus many more for every need!



**NEW G-C  
LONG ARM  
TV TOOL**  
Extra-long-reach  
for those hard-  
to-get-at places  
like Zenith sets  
and others. 18"  
long.  
List  
No. 8821 \$1.50



**G-C "SHORTY" TV ALIGNMENT  
SCREWDRIVER**  
Only 2" long, fits No. 4  
and 6 studs. Unbreakable  
plastic, spring steel tips.  
No. 8289 List \$0.70



**G-C K-TRAN  
TELEVISION ALIGNER**  
For K-Tran I.F. Trans-  
former tuner slugs.  
Bone fibre with plastic  
handle. 6½" long.  
No. 8727 List \$0.85



**G-C TELEVISION  
6" DUPLEX ALIGNER**  
All-purpose, for trim-  
mers, I.F. transformers,  
coils, etc. Driver and  
recess tips.  
No. 8276 List \$0.80



**G-C TELEVISION 2-IN-1  
7" DUPLEX ALIGNER**  
For No. 4 and 6 studs,  
color coded for easy  
identification. Spring  
steel recessed tips.  
No. 8722 List \$1.05



**G-C TELEVISION  
2-IN-1 9" LONG-REACH  
DUPLEX ALIGNER**  
For hard-to-get-at No. 4  
and 6 studs. Spring  
steel recessed tips, color  
coded. Unbreakable.  
No. 8721 List \$1.25



**FREE!** G-C's big 80-page illustrated Catalog plus new 16-page supplement. Write for your copy today!

**GENERAL CEMENT MANUFACTURING CO.**  
902 TAYLOR AVENUE  
ROCKFORD, ILLINOIS

## Selling "UP"

(Continued from page 25)

set itself): "This isn't a price product. . . . This television receiver is not only the best performing set you can buy but it is a beautiful piece of furniture as well. . . . We are experts, having been in the radio business for twenty years, and we chose this TV set as the top of our line after making thorough tests. . . . You will continue to enjoy this receiver, and to be proud of its fine appearance long after the price you paid has been forgotten. . . . Nobody can buy a finer television set. . . . In addition to buying the best set, you are backed up by our excellent service facilities and the reputation of the maker."

### Trade-Ins Help Selling

The dealer frequently goes overboard in taking trade-ins on cheap sets, but with the bigger-ticket deluxe receiver he has more margin, and hence, can usually come out with a profit. Selling up was made to order for the salesman when he's talking to a prospect who presently owns a TV set, either a small-screen job or one with which he has had a lot of trouble. He is able to make comparisons with telling effect. He is dealing, in this instance, with a person who already knows television, and in order to make a sale all he has to do is to convince the customer that in trading in his old set he'll be getting either a bigger picture, better reception, or both. And, it's only natural for the set owner who is dissatisfied with his present receiver to want one that's far better in every way.

### Those "Unsaturated" Homes

In every area where there's supposed to be heavy saturation of TV sets there are many folk, and most of them wealthy (if we can believe a number of dealers), who haven't bought yet. Some time ago we used to think that such non-owners hadn't bought because they were high-brows who considered that there was nothing on the air but wrestling, corny plays and baseball. Today, we know better. Among the ranks of such wealthy folk who don't own TV sets there are just as many people with a variety of tastes as there are in other income brackets. And with the fine programs on the air today, there's no excuse for not buying, except that they haven't

(Continued on page 100)

# Don't miss Sylvania's unbeatable 3-way Service Helper — "SIT-'N-FIXIT"

# FREE

## WITH 16 SYLVANIA PREMIUM TOKENS



**A TOOL KIT,  
STOOL AND  
DROP CLOTH...  
ALL IN ONE!**

Entire kit folds into a neat compact carrying case.



Sylvania now offers you the world's handiest and most complete servicing kit. Nothing else like it! It'll speed your work, spare your back, impress your customers!

Here, in a neat sail-cloth carrying case, is a sturdy, aluminum and canvas, folding stool. Equipped with zippered pocket for tools and parts. Also open pockets for Sylvania Wrench Kit and Pliers Kit. And get this! The unzipped case opens out to a broad, turned-up-edge drop-cloth.

### How to get your "Sit-'N-Fixit"

You get this complete servicing kit FREE for only 16 Sylvania Premium Tokens shown above. One of these tokens is yours free with every Sylvania Picture Tube or with every 25 Sylvania Receiving Tubes purchased from your distributor. When you have 16 tokens, take them to this distributor and pick up your "Sit-'N-Fixit." *Note, these tokens will be honored only by the one distributor where you buy all your tubes.*

### Don't delay

This is a special summer offer. Good only from July 1st to August 31st. So, call your Sylvania Distributor and get in those tube orders TODAY!

# SYLVANIA



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

### Philco Appoints Skinner

James M. Skinner, Jr., has been appointed vice-president-distribution for all domestic divisions of Philco Corp., it was announced by James H. Carmine, executive vice-president.

### Mallory Elects Powers

Frank B. Powers has been elected vice-president in charge of manufacturing, it was announced by P. R. Mallory & Co., Inc., Indianapolis. Mr. Powers came to Mallory from Federal Telephone and Radio, where he was vice-president in charge of operations and a member of the board of directors.

### Alliance Promotes Two

The Alliance Manufacturing Co., through John Bentia, vice-president, has announced the appointment of Albert Saunders as district manager and C. Pat Walder as Western district manager. This is the first of a series of decentralization moves to accommodate the expanding field sales force being built up by the firm.

### Carter Joins Magnavox

Donald C. Carter has joined The Magnavox Co., Fort Wayne, Ind., as assistant to president Frank Freimann on manufacturing operations.

## Selling "UP"

(Continued from page 98)

been approached by the right salesman. Remember, in eyeing this market that the non-owners are being worked on day and night by friends and relatives who do own and enjoy television receivers. Here, then, is a market for deluxe receivers which needs to be worked by canvass, phone calls, direct-mail and what have-you.

With all indications pointing toward a brisk pick up in TV sales this coming late Summer and Fall, the dealer should start gearing his organization up to a return to the old and proven method—selling up. This doesn't mean that he should neglect his cheaper sets, but only that he should, as pointed out before, sell people the best they can afford. Any dealer can make more money today if he will specialize in selling quality, and try his utmost to substitute such method for the ruinous one of selling on price alone.

### Leaves Automatic Post

Lou Silverman has announced his resignation as national sales manager and advertising manager of the Automatic Radio Mfg. Co., Boston, in order to return to his first love—calling on the trade for Automatic.

### Decca Clock-Radio Hits Market

Decca Records has introduced a clock-radio, available to dealers through its distributors. Featuring a Telechron clock, the receiver sells at \$35.95 in walnut, \$32.95 in ebony and \$35.95 in walnut.

### Mitchell Portable Radios

New models 1256 and 1257 come in maroon or green plastic. The two 3-way carry-about sets retail at \$36.95.

### Low-Priced Sparton TV Receivers

Sparton "Renville," model 5252, mahogany, retails at \$279.95. 5253, blonde, sells at \$289.95. Both prices include tax. The 17-inch receivers are open-face consoles.

### Magnavox French Provincial

New 21-inch console, French Provincial 21 features AM-FM radio and phono record. Known as model MV68L it lists at \$695. As a radio-phono to which TV may be added later, it lists at \$395.



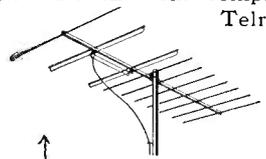
# "CONICAL-V-BEAMS"

\*REGISTERED TRADE MARK

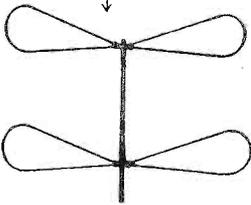
## "BAT WING"

by *Telrex* — the finest TOP-OF-SET antenna ever produced!

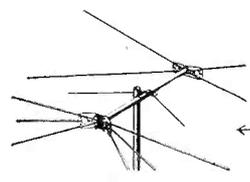
**SUPER-PERFORMANCE!**  
Beyond a doubt, the finest top-of-set TV antenna ever offered the trade. Outperforms any other indoor type and requires no tuning or pruning. No fuss, bother or time consuming adjustments. SUPERIOR STYLING! Featuring modern design that enhances any living room. Rich aluminum elements are mounted on a finely finished, tip-proof base. WRITE FOR NEW LITERATURE with complete information on the whole Telrex line for TV, UHF and FM.



NEW! Telrex "FISHBONE". Ten WORKING elements. Guaranteed to outperform any yagi on the market.



CLOVER-V-BEAM E-Z RIG design. A high gain, compact array for attic or outdoor installation.



NEW! "CONICAL-V-BEAMS" WITH HI-V-REFLECTOR—UNIVERSAL SERIES Customized for your locality.

"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.**

The Nationally Advertised



Bonded Electronic Technician

Program — with its cash-protected Bond, its code of Business ethics, and tremendous public appeal — builds business and profits by creating customer confidence in you . . .



*Better look into it today.  
This sales stimulating program  
costs you nothing if you  
can qualify.*



\*Ask your Raytheon Tube Distributor for complete information.

*Excellence in Electronics*



RIGHT... FOR SOUND AND SIGHT

**RAYTHEON MANUFACTURING COMPANY**

Receiving Tube Division

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

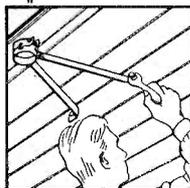
RECEIVING AND PICTURE TUBES • RELIABLE SUBMINIATURE AND MINIATURE TUBES • GERMANIUM DIODES AND TRANSISTORS • RADIAC TUBES • MICROWAVE TUBES

announcing . . .

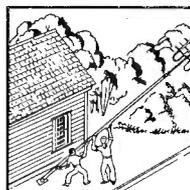


the **TENNA-MAST**  
TRADE MARK  
... by **TENNA-TRAILER**

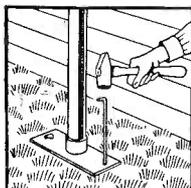
There is nothing really new about the Tenna-Mast, except that we are now making these remarkable masts available, separately from the Tenna-Trailer, for permanent installations. User's of Tenna-Trailers have long been familiar with Tenna-Mast's many outstanding features. On demonstrations they have been detaching the Tenna-Mast from the Trailer and leaving them on location. Their customers have liked the Tenna-Mast's neat appearance, no guy wires and many other fine features. Now, dealers all over are beginning to stock and sell the Tenna-Mast on fringe area locations.



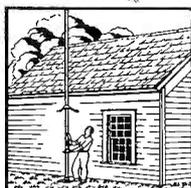
Drill two lag screw holes and mount the Stand-Off Bracket.



After attaching the antenna, "walk-up" the mast into position and fasten the bracket.



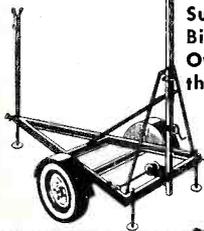
Drive the two 24" steel rods through the base plate and attach a grounding connection to one of the rods.



Then crank up the mast to its full 50-foot height . . . That's all . . . Total time of installation averages one hour.

**TENNA-TRAILERS?**

Sure we are still making them. Bigger and better than ever. Over 3,000 in daily use all over the United States and Canada!



Write for Descriptive Literature and Price Lists

**THE TENNA-TRAILER COMPANY**

321 North Plum Street • Pontiac, Illinois

**Wilcox-Gay Recorder Jobbers**

Bruno-New York, Inc., prominent wholesalers, are now distributing Wilcox-Gay recorders in the New York metropolitan area.

**Big Prizes in GE Contest**

A nationwide contest for radio and TV dealers, with entries based on service promotion campaigns by retailers between June 15 and August 15 offers a number of valuable prizes including three new Dodge panel trucks. The contest is being run by the Tube Department of the General Electric Company, with entry blanks available from the firm's distributors.

**Abrams Offers \$100,000 Gift to Educational TV**

A major step toward the establishment of educational television broadcasting on a non-commercial basis in the United States was taken June 23 by Benjamin Abrams, president of Emerson Radio and Phonograph Corporation, who announced that his company would give \$10,000 to each of the first ten educational licensees to begin regular television broadcasting.

Addressing newspaper and magazine editors at a luncheon in the Waldorf Astoria Hotel, New York, Mr. Abrams said that he hoped the \$100,000 Emerson grant would be the beginning of a large-scale industry drive to launch educational television on an extensive, immediate and practical scale throughout the United States.

With this objective, he outlined a proposal which he plans to make to members of the radio and television manufacturing industry to start industry-wide sponsorship for the many-phased development of this vital infant project.

**Envision \$5,000,000 Fund**

"It is my hope," Mr. Abrams said, "that industrialists in this and other industries will join in a co-operative organization designed to back the educators responsible for establishing this new cultural medium.

"The Emerson Corporation will welcome the opportunity of contributing its share to an industry fund, which," he said, "should set its goal at \$5,000,000."

Incidentally, there is an opportunity, he pointed out, for the TV industry to open up a vast new market for sales to schools, which today have more than a million elementary and secondary classrooms. Another, unrealized, market is to be found in the people who would like a wider choice of programming. There are also those thousands of citizens of communities who will receive their first or only television broadcasts from the new educational stations.

**New Capehart TV Receivers**

Two new Capehart TV sets have been introduced. They are the "Trenton," a 17-inch table model, and the "Monticello," a 21-inch console.

**ELECTRONIC**

First Showing Anywhere!

**B & R ELECTRONIC'S**

5-TUBE SUPER-HET  
RADIO &  
3-SPEED  
PHONOGRAPH  
COMBINATION

To retail at  
**\$28<sup>95</sup>**

Model FM-765

Come, see this amazing new promotional number  
Rooms 936-937—Hotel New Yorker  
NAMM Convention

Mfgs. of ELECTRONIC & PETER PAN Record Players

**B & R ELECTRONICS**

Division of: Electronic Creations

363-5-7 Greenwich St. N. Y. 13, N. Y.

# "THE BIG 3 OF COMMUNITY TV"

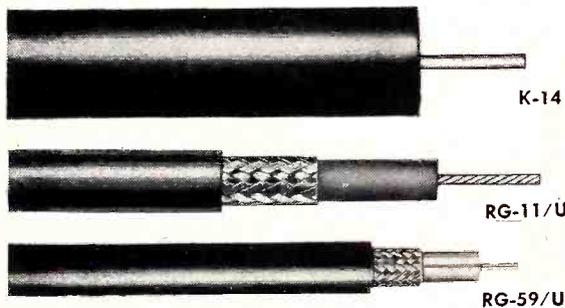
## Federal COAXIAL CABLES

① K-14    ② RG-11/U\*

③ RG-59/U\*    JAN APPROVED\*



**Engineered for long life, low line loss and *DEPENDABLE* all-weather Signal Transmission... over the longest link!**



Federal's K-14, RG-11/U and RG-59/U are the HF coaxials you can specify with utmost confidence... for Community TV Distributing Systems in any area. All are made to JAN-C-17A standards – and that means reliable, top-quality transmission performance... the kind of performance that will keep customers of community systems *satisfied!*

Check the principal characteristics of the "Big 3" – listed below. If you need more information about these outstandingly rugged and efficient lead-ins, write or wire Federal's Selenium-Intelin Division today – Dept. D-154.

TYPE	ZO Impedance Ohms	Capacitance per ft. micro-micro farads	DB per 100 Feet				Jacket OD Mils	Weight per 1000 Ft. (lbs.)
			50Mc	100Mc	200Mc	400Mc		
K-14	71	21	.52	.85	1.35	2.6	885	392
RG-11/U	75	20	1.35	2.1	3.1	5.3	415	89
RG-59/U	73	22	2.7	3.8	6.0	9.5	250	36

America's leading producer of solid dielectric coaxial cables

## Federal Telephone and Radio Corporation



SELENIUM-INTELIN DIVISION  
100 KINGSLAND ROAD, CLIFTON, NEW JERSEY  
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.  
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



## Service Charges

(Continued from page 53)

lunch hours, holidays and vacations (a week apiece) and we got 6,288 hours. We then accepted his estimate that maybe they were idle 25% of the time (that is, they had no business). This left roughly 5000 hours of productive time in which to get back that \$19,000 plus a profit.

In other words, every hour should produce \$3.80 in some way or another. By "some way or another" we mean either (1) \$3.80 for labor, or (2) \$3.80

for parts, or (3) some combination of the two.

At any rate, our friend didn't make out so well on the condenser. He used up 1 hour and 35 minutes (1.58 hours) and should have gotten \$6.00 for it, just to cover costs (including his salary, of course). A fair margin of profit (say 5%) would make it \$6.31.

"How'm I going to get \$6.31 for a job like that!" you might ask. Well, probably you couldn't, and shouldn't. But you've got to make up the money somewhere—that is, the difference between your \$3.50 flat rate and the \$6.31 you should have gotten.

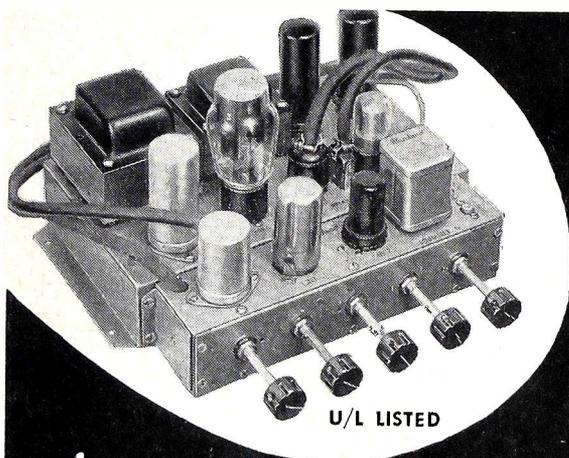
Let's suppose that the woman hadn't left the job after you gave an estimate on which you spent 10 minutes. Well, your

cost per hour is \$3.80, plus 5% profit, or \$4.00 (\$4.00 less 5% is \$3.80). 10 minutes is  $\frac{1}{6}$  of an hour, so you should have gotten  $\frac{1}{6}$  of \$4.00, or 67¢. Let's suppose you had a minimum charge of \$1.00 to cover estimates, tube checking, etc. You'd have cleared 33¢ on this one.

Now there's that business of "dropping the set off when the man is in my neighborhood." Let's face it—it cost you more to deliver the set than it did to fix it. As a matter of fact, it took 40 minutes. This cost you  $\frac{2}{3}$  of \$4.00, or \$2.68. That would be a rather stiff charge, so let's estimate an average on house calls and establish a fixed charge for it . . . say, \$2.00. You'd have lost money on this particular delivery, but you'd expect to make it up on others. In addition, if you're smart, you wouldn't send a man out to make just one call.

But even more to the point—if you had a flat \$2.00 fee for house calls, the chances are the woman would have come in to pick the set up herself and you wouldn't lose money on it at all. In this case, the job would have only consumed 55 minutes, or  $\frac{55}{60}$  of \$4.00, or \$3.64. Gosh, we only lost 14¢! And when you remember that odd change you're going to make on your minimum charge, you're in the clear.

Take a minute to figure out *your* costs and see how you make out. Our figures may not fit you at all, although they are averages. In our survey, we found that it's the big operators who watch costs carefully and keep the average down. On the other hand, most of the smaller shops were overboard on expenses and on "salary of owner." We'll go more thoroughly into a breakdown of expenses in another issue.



## Rauland High-Fidelity 1825 Phonograph Amplifier



**TOPS FOR CUSTOM INSTALLATIONS!**

### EXCLUSIVE! Detachable Remote Preamp

Here's unlimited flexibility for custom installations! Preamp is detachable; has universal mounting features permitting positioning to meet mechanical requirements of any installation. Mounts horizontally, vertically, inverted, etc. Compact; only  $2\frac{3}{8} \times 2\frac{3}{8} \times 11"$ .

**$\pm 1$ DB, 40 TO 20,000 CPS**

25 Watts Output . . . . . 5% harmonic distortion  
20 Watts Output . . . . . 2% harmonic distortion  
15 Watts Output . . . . . 1% harmonic distortion  
(Measured at 100, 400 and 5000 CPS)

- 5-Position Frequency Cut-off  
(Noise and Scratch Suppression  
12 db per octave)
- Boost Type Tone Controls
- Dual Volume Controls
- Dual Input Selector
- Plug-In Equalizer

Percentage Intermodulation Distortion taken at 60 and 7,000 cycles with 4 to 1 ratio:  
2 Watts—.54% (home level); 10 Watts—2%; 15 Watts—3.2%.

The RAULAND Model 1825 High-Fidelity Phono Amplifier puts you on top in the custom-installation market. Outstanding in its mechanical advantages—amazing in its performance—there's nothing on the market comparable for features and value. Available for immediate delivery from stock. Get the full details today!

See your RAULAND-BORG Distributor for full information on the RAULAND 1825 High-Fidelity Phono Amplifier. Compare its features and price! Get your profitable share of the big market for quality custom installations with this fast-selling amplifier. It's tops for the advanced features and value custom-builders appreciate and want.

SOUND  
EQUIPMENT

**Rauland**

INTER-  
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

### Littelfuse Silver Anniversary

Littelfuse, Inc., Chicago, marked 25 years in the industry with a party at the Conrad Hilton Hotel in Chicago. Silver anniversary cufflinks were presented to E. V. Sundt, president; T. N. Blake, executive vice-president and J. D. Hughes, vice-president.

### Vee-D-X 1952 Catalog

The 1952 Vee-D-X TV Catalog containing the complete line of Vee-D-X antennas and accessories has just been released, it was announced by Fred A. Hess, sales manager of the LaPointe Plascomold Corp. Containing 24 pages and printed in two colors, the catalog features not only standard Vee-D-X products, but also includes such outstanding new developments as the Vee-D-X "Q-Tee," the Vee-D-X "Long John," 3 new models of the RW series lightning arresters, and the new Vee-D-X "Mighty Match."

### Pentron Appoints Stang Co.

Robert A. Stang Co., 79 Storer Ave., Pelham 65, N. Y., has been appointed sales representative covering metropolitan New York and northern New Jersey, it was announced by Irving Rossman of the Pentron Corp., 221 E. Cullerton St., Chicago.

ANOTHER CBS-HYTRON FIRST YOU'LL BE BUYING SOON



# CBS-HYTRON 1AX2

**NEW HEAVY-DUTY TV HIGH-VOLTAGE RECTIFIER CAN TAKE IT!**

TV high-voltage rectifiers take a beating: Terrific variations occur in applied filament voltage . . . 0.8 to 2.4 volts! Sudden arcs in the rectifying system place destructive electromechanical stresses on the filament. And the increasingly larger TV picture tubes demand peak emission and peak inverse voltage simultaneously. The new CBS-Hytron 1AX2 was especially designed to take such rough treatment and come up smiling.

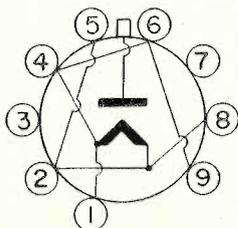
## 1AX2 DATA

The CBS-Hytron 1AX2 is a compact, 9-pin miniature TV pulse rectifier. Plate is brought out to top cap and filament is oxide-coated. Absolute maximum ratings are: peak inverse plate voltage, 25,000 volts; d-c load current, 1.0 ma.; and steady-state peak plate current, 11.0 ma.

### Typical Operation — TV Pulse Rectifier

Filament voltage	1.4 v $\pm$ 10%
Filament current	650 ma
Positive-pulse plate voltage	20,000 v
Negative-pulse plate voltage	5,000 v
Peak inverse plate voltage	25,000 v
D-c output voltage	20,000 v
D-c load current	300 $\mu$ a

BOTTOM VIEW  
OF SOCKET



## ADVANTAGES OF NEW CBS-HYTRON 1AX2

- 1 Rugged, high-wattage filament of CBS-Hytron 1AX2 has adequate peak emission for the new, larger TV picture tubes. 1AX2 may be run simultaneously at both its peak inverse voltage and maximum d-c current.
- 2 Higher load of 1AX2 filament on transformer tends to regulate filament voltage. Eliminates need for limiting resistor. Yet lower plate-to-filament capacitance (0.7  $\mu$ mf) of 1AX2 prevents loss of high voltage.
- 3 Insulated tension bar (patent applied for) through center of 1AX2 coiled filament limits destructive movement of filament by electromechanical stresses.
- 4 Filament of 1AX2 is located in base and shielded to eliminate bombardment of cool ends of filament by gas molecules.
- 5 An overloaded 1X2A may be replaced with its big brother, the CBS-Hytron 1AX2, by simply removing the limiting resistor. In rare cases, it may be necessary to add another turn to the secondary of the filament transformer to obtain the required 1.4 volts for the 1AX2.



MAIN OFFICE: SALEM, MASSACHUSETTS

# Price-Cutting

(Continued from page 23)

on prices" . . . "Lack of distributor interest in dealer, misleading ads" . . . "False advertising" . . . "Factory and distributor dumping of mdse. Changing model numbers and not the TV set and then dropping price" . . . "Retail chains buying mdse at distributor's price and selling at my cost."

**NEW YORK:** "Deals" . . . "Distributors care little so long as they get volume" . . . "Lack of courage by dealers" . . . "No bottom to retail price cheapens product in eyes of consumer"

. . . "Dumping by distributors to chains" . . . "Higher discounts to chain stores, special deals" . . . "Discount houses" . . . "Lack of cooperation by manufacturer and distributor."

**NORTH CAROLINA:** "Sales by distributors to retail customers" . . . "Advertising prices of TV sets without showing taxes and warranty."

**OHIO:** "Discounts through factory purchasing depts." . . . "Over-franchising helps the distributor, hurts the established dealer" . . . "Come-on advertising" . . . "Free installations" . . . "Too many sets on market at wrong time."

**OKLAHOMA:** "Advertising TV sets at low prices as bait" . . . "Free gifts with purchases."

**PENNSYLVANIA:** "Price-cutting. Seems ridiculous to let an infant business go to the dogs so soon!" . . . "Poor quality control" . . . "Co-ops buying at cut prices" . . . "Factory price-cutting, reluctance to replace defective parts, poor inspection at plant" . . . "Free trials, free service" . . . "Too many price changes in a short period of time."

**RHODE ISLAND:** "Little or no cooperation by distributors" . . . "Indiscriminate advertising by new fast-buck dealers" . . . "Extras to add on selling price."

**TENNESSEE:** "Cut-throat competition by department stores and small dealers" . . . "Outboard pricing and low discounts" . . . "Government regulations."

**TEXAS:** "Poor factory work and materials" . . . Overboard trade-ins."

**UTAH:** "Discount selling to trade groups and co-ops" . . . "Free home trials" . . . "No consistent pricing on installation and service."

**VIRGINIA:** "Model hold-overs by mfrs. and subsequent special price advertising" . . . "Failure of distributors to try to keep dealers holding price" . . . "Free antennas and service" . . . "Too many deals—too many dealers" . . . "Liquidation of inventory by small dealers not sufficiently capitalized."

**WASHINGTON:** "New TV sets when received need service" . . . "Bait ads" . . . "Confused public! distributor deals" . . . "Lack of proper warranty backing by mfrs."

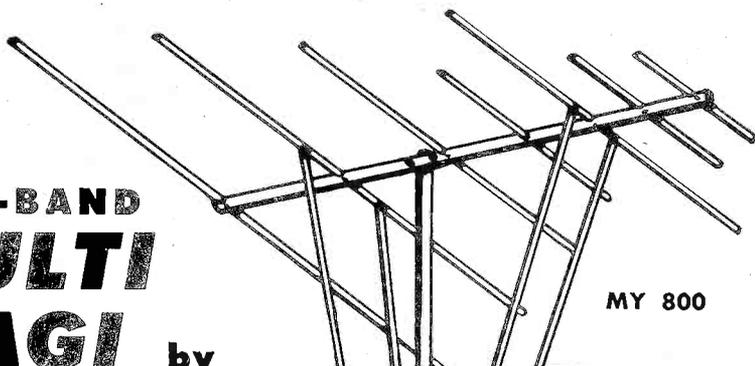
**WEST VIRGINIA:** "New models once a year should be enough" . . . "No price protection by manufacturers" . . . "Competitors paying \$90 for a \$30 value in trade-ins" . . . "Constant cut-throat competition by carload-lot buying stores."

**WISCONSIN:** "Free home demonstrations" . . . "Price-cutting due to over-production" . . . "Long trade-ins, short discounts."

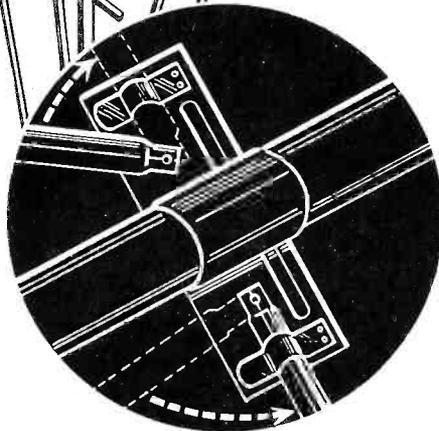
**for ALL-CHANNEL RECEPTION!**

*The Greatest!*

**ALL-BAND MULTI YAGI** by **Clear Beam**



MY 800



Featuring! THE NEW

**"FLIP-OPEN" ASSEMBLY**

- NO NUTS!
- NO BOLTS!
- NO TIGHTENING!

Simply "FLIP-OPEN"—and Install!

LIST PRICE  
**\$13<sup>00</sup>**

ClearBeam converts the famed super-directional Yagi to a sensational new broadband antenna for peak reception on ALL channels. ClearBeam's Multi-Yagi with its double-driven 7 elements covers the entire hi and low band with the brilliant performance you'd expect from the conventional single-channel Yagi. And you get the plus of rugged construction . . . extra value . . . and new "Flip-Open Assembly" features!

**Clear Beam**  
TV ANTENNAS AND ACCESSORIES  
The largest and most complete antenna line manufactured under one roof  
100 PROSPECT AVENUE • • • BURBANK, CALIFORNIA  
ROCKWELL 9-2141 CHARLESTON 0-4886

ENGINEERED ANTENNAS FOR ANY PROBLEM ANYWHERE

## JFD Demonstration!



The display booth of the JFD Mfg. Co., Inc., at the Parts Show in Chicago featured the new JeTenna conical and Baline Yagi antennas. Demonstrations of the JeTenna in operation were held regularly for jobbers, service-dealers and sales reps. by models, who also distributed JeTenna buttons which said "Ask me for a demonstration!" L. to R.: I. Polack, chief development engineer, JFD; model Marilyn Novak; Mort Leslie, JFD N.Y.C. sales rep.; model Cindy Jewel.

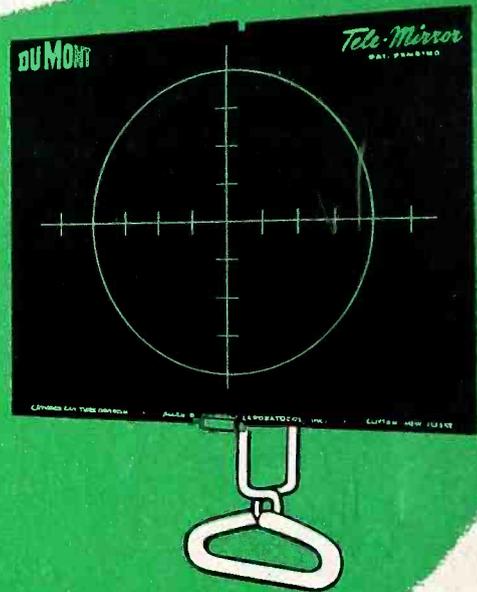
# FREE TELE-MIRROR

... an amazing

**one-two** offer

with your next purchase  
of three Teletrons

two



one

You give *better service* at no extra cost because Teletrons *actually improve* your customer's set performance. That's the bonus Du Mont's acknowledged leadership gives you *every time* you install a Teletron.

You get the TELE-MIRROR FREE... as an added bonus for better service.

It's the service tool you've wanted most... needed most... and haven't been able to buy anywhere!

A self-clamping, 8" x 10" BLACK MAGIC mirror, target-lined for accurate picture alignment.

This offer is limited, so act fast! See your Du Mont Jobber today!

ANOTHER

*Teletron*\*

SERVICE AID

TRADE MARK

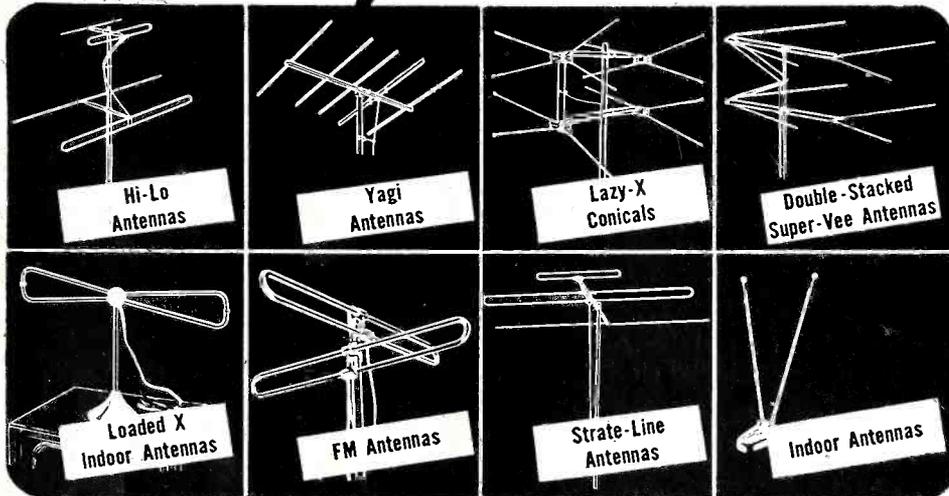
# DU MONT

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

You'll Always Find What You Need In The...

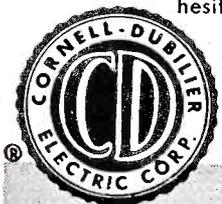
# CD Skyhawk

## TV ANTENNA LINE



and you'll find excellence in performance and quality, too!

When you, as a serviceman intent on really serving his customers, choose CORNELL-DUBILIER SKYHAWK TV ANTENNAS, you save time, trouble and money. These are facts. C-D makes an antenna for every requirement and these SKYHAWK antennas have a reputation for top quality and excellent performance—which adds up to customer satisfaction. Why hesitate? — Choose CORNELL-DUBILIER SKYHAWK TV ANTENNAS.



CONSISTENTLY DEPENDABLE  
**CORNELL-DUBILIER**  
SOUTH PLAINFIELD, NEW JERSEY



- CAPACITORS
- ANTENNAS
- ROTATORS
- VIBRATORS
- CONVERTERS

## PHONOGRAPHS

### AT TRAFFIC BUILDERS PRICES

#### + QUALITY + STYLE

Finest Parts Used • Tested & Guaranteed (UL)

**SEE DEAN**—Prime manufacturers of Phonographs, High in Quality—Low in Price.

**ALSO** the famed DEAN Portable No. 10 Phono-Mike. Room 1027, Music Show Week

Distributor Inquiries Invited! Member, PMA, NAMM, NEDA

Write to George H. Fass, president, for new 4-page catalog and name of representative or distributor nearest you

For Profits

**DEAN** 35 Fifth Avenue  
Brooklyn 17, N. Y.

UL 7-4820

Majestic Sales Manager



Sydney Jurin, above, has been appointed national sales manager of Majestic Radio & Television division of Wilcox-Gay Corp., New York.

### Capehart Convention

The annual distributor convention of the Capehart-Farnsworth Corp. will be held August 4 and 5 at the Conrad Hilton Hotel in Chicago.

### Du Mont Names Affleck

J. Calvin Affleck has been appointed advertising manager of the receiver division, Allen B. Du Mont Laboratories, Inc., it was announced by Douglas Day, director of advertising of the company.

### JDA Dinner and Dance

Leaders in the radio and appliance industry joined at a Joint Defense Appeal dinner and dance at the Waldorf-Astoria in New York as a climax to the drive to support the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Alex M. Lewyt was chairman of the affair.

Assisting Mr. Lewyt was an executive committee including Max Abrams, Emerson Radio and Phonograph Co.; Samuel Alessi, Elliott and Alessi Radio Stores; William Boyne, Zenith Radio Corp.; David Cogan, Air King Products Co.; William Cone, Motorola-N. Y.; Lewis E. Dorfman, Lewis E. Dorfman Co.; Edward Froelich, Warren-Connolly; E. R. Glauber, Admiral Corp.; Fred Green, Green Sales Co.; Benjamin Gross, Gross Distributors; Jack Harris, Philco Dist.; Thomas Hodgins, Admiral Corp.; Jim Jordan, Frost Refrigeration; Max Kassover, Vim Stores; Jack Kuscher, Gross Distributors; Harry Lefkowitz, Cortlandt Co.; Louis A. LeWinter, LeWinter's; Bernard Lippin, Philharmonic Radio Corp.; Stephen Masters, Masters Mart; Henry Modell, Henry Modell & Co.; Lou Moss, Peerless Camera Stores; David Oreck, Bruno-N. Y.; Max Pecker, Thor Radio Co.; Perry Saftler; Irving Sarnoff, Bruno-N. Y.; Keith Saunders, Nash-Kelvinator Sales Corp.; George Seedman, Times Square Stores Corp.; Jules Smith, Davega Stores; Herman Tifford, Tifford Furniture & Appliances; David Wald, Dewald Radio Mfg. Corp., and Jack Winer, Dynamic Electronics-N. Y.

# For the **clearest** picture of campaign progress...



## **Rauland** PICTURE TUBES

Man, what a year for TV—and TV service profits! The richest menu of regular attractions ever offered to viewers... PLUS the party conventions, the campaign, the elections and inauguration! When viewers need replacement picture tubes, they'll want them fast—and good.

So remember that Rauland alone

offers these replacement profit advantages:

- The *most complete* line of replacement picture tubes... a far better supplement for your regular tube line than a second line of receiver tubes.
- The faster, *surer* installation adjustment made possible by the patented Indicator Ton Trap.

- The dependable, uniform *extra* quality that so many smart service men depend on for assured customer satisfaction.

Remember, Rauland research has developed more "firsts" in picture tube progress since the war than any other maker. And this leadership pays off... in your customers' satisfaction.

### **THE RAULAND CORPORATION**

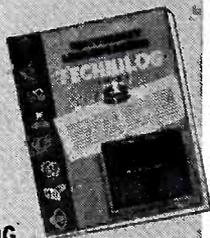


*Perfection Through Research*

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



opportunity  
knocks  
... for  
you!



Write for  
new free  
**TECHNILOG**

A comprehensive UNIVERSITY handbook on sound casting technique and equipment. Shows all you need to know about selection and installation of University loudspeaker equipment.

## BUSINESS OPPORTUNITIES

**WANTED**—Radio, Music, and Appliance dealers and service stores. Earn substantial extra income. Sell and install high fidelity and public address equipment to present customers, local merchants, church, town hall, etc. Negligible investment, use present facilities. No special equipment required, only imagination and initiative.

Giving any thought lately to new sources of revenue, now that mainstay goods are getting scarce? There is a way you know! Alert dealers are finding local merchant friends, as well as neighborhood civil, social, and religious services responsive to the obvious advantages of SOUND. Besides, every radio, TV, record, or service customer is a hot prospect for the sale of a high fidelity loudspeaker—at the right price! No expansion of sales force necessary, big volume sales possible through regular channels. University loudspeakers make the job easy—a real profit opportunity for which you are already tooled up.

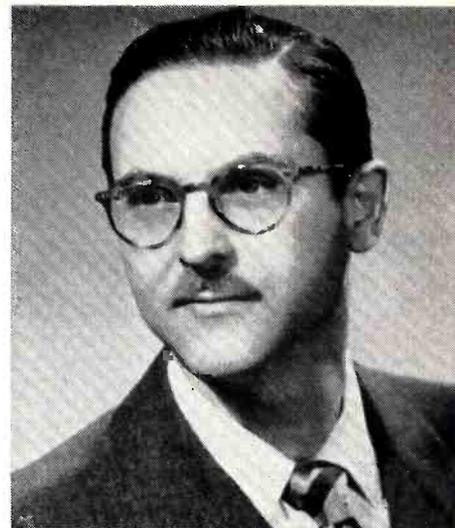
ADDRESS INQUIRIES TO DESK B7



**UNIVERSITY LOUDSPEAKERS • INC**

80 SO. KENSICO AVE., WHITE PLAINS, NEW YORK

## Stancor Promotes Flesch



Eugene J. Flesch (above) has been appointed assistant to the general sales manager for Standard Transformer Corp., Chicago, it was announced by Jerome J. Kahn, president of Stancor. He was formerly chief specification engineer.

## Change in Permo Policy

Sherman E. Pate, president of Permo, Inc., has announced a basic change in the sales representation of the company. The Fidelitone line of products will continue to be handled by direct factory men on an accelerated schedule that is being handled by Richard F. Goetzen, sales manager of the Fidelitone division. The Permo line of products will be handled by independent manufacturers' representatives. Gail S. Carter, vice-president in charge of sales and J. Wayne Cargile, sales manager of the Permo products div. of Permo, Inc., are selecting representatives for the Permo line.

## Jensen Osmium Phono Needle

Jensen Industries, Inc., Chicago, has developed a phono needle, with all of the desirable wearing qualities of sapphire, which incorporates a new alloy, Durosmium. According to the maker, durability has been greatly increased, with these needles lasting far longer in proper playing condition than had ever been possible previously in precious metal tips. The development is the result of lengthy metallurgical research in Jensen's own laboratories and extensive field testing on the outside. All Jensen Osmium needles manufactured and distributed for the past year have employed Durosmium, thus quietly getting the improved product on the dealers' shelves without upsetting their inventories. Jensen Durosmium needles are available in all three point sizes—3 mil for 78 RPM records; 1 mil for 33-1/3 and 45 RPM; and 2 mil for all-purpose requirements.

## New Masco Distributor

Scott & Steffen, Inc., 1936 Euclid Ave., Cleveland, O., has been appointed sales representatives for Masco Sound Equipment, it was announced by Masco Electronic Sales Corp., Long Island City, N.Y.

Quality Proven for Over a Quarter Century!



# DEWALD

## HIGH-DEFINITION TELEVISION

### and Superformance RADIOS

The integrity of DeWALD products is known throughout the world. It's the line that offers trouble-free satisfaction to every customer—makes friends and profits for every dealer. Full 1 year warranty on all TV tubes and TV set parts.

## JOBBERS and REPRESENTATIVES

Some choice territories now available.  
Write today for full information.

in  
RADIO  
and  
TELEVISION

for  
SOMETHING  
BETTER,  
it's

# DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y

## Fringe TV

(Continued from page 44)

the purpose of this article to recommend any specific brand of merchandise, bear in mind that good reception depends on a chain: the receiver, booster, transmission line, antenna support and antenna. A weak link in this chain reduces the efficiency of all other components to its level.

Let us start with the set. Signal sensitivity varies in different sets. Indeed, some brands feature fringe area sets. Also, investigate alignment tricks which give higher gain at a slight sacrifice of picture quality.

Let us temporarily skip the problem of boosters and transmission line and go directly to what is probably the most important phase of fringe area reception—the antenna and its location. There are two ways of evaluating a fringe area problem. First, is it a one or two channel area or is it a multiple channel area? Second, is the terrain between the station and the installation hilly or flat? The first factor influences the choice of the antenna and the second factor influences height and location of the antenna.

In one or two channel areas, best reception is obtained from Yagi types.

Multi-channel reception is provided by such types as the conicals, fans, inlines, vees, colinear arrays. The most uniform response is provided by fan and inline types. Conical types favor the low band. Vee and colinear antennas favor the high band.

The second consideration, terrain, leads to the following general conclusions. Where the terrain is flat and poor reception is result of extreme distance from the station, height is the most important approach to improved reception. To achieve this height, there are economical telescoping masts up to 50 feet. Beyond this area there are many excellent commercial towers available which go up to 100 feet. The investment in height generally pays off in results in this type of installation.

However, on hilly terrain where loss of signal due to earth curvature is not nearly as important as intervening hills, the problem is entirely different. Most reception is obtained by reflections and better signals can often be received on low

(Continued on page 117)



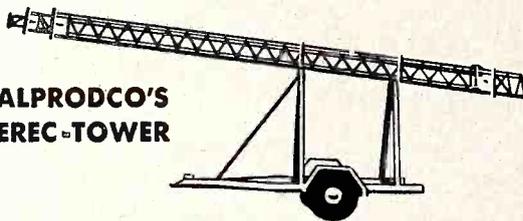
- ✓ MADE OF AIRCRAFT ALUMINUM
- ✓ EASY TO INSTALL—STRONG
- ✓ ENGINEERED CONSTRUCTION
- ✓ RUSTPROOF—DURABLE
- ✓ LOWER COST—HIGHER PROFITS

# Alprodco Towers

MEAN A  
SATISFIED CUSTOMER  
EVERY TIME!

• As an experienced television dealer, you know the troubles you've had with customers in fringe areas and other difficult locations. But no longer! Alprodco Towers now offer you—for the first time . . . for every time—a sure-fire antenna mounting system that will really get that picture. Keep your customers satisfied—keep those TV sales sold—with Alprodco! Write today for full details.

*Exclusive!* ALPRODCO'S  
New Portable EREC-TOWER



Test TV signal strength anywhere with this new Alprodco rig . . . use it also to raise a 100 ft. Alprodco Tower into position! Erec-Tower rises to 80 feet, is toolproof and quickly, easily portable. Requires only two men to operate. A good traveling ad for you . . . be the first in your area with Erec-Tower.

Send for Literature. Dept. A.

## Alprodco, Inc.

KEMPTON, INDIANA  
MINERAL WELLS, TEXAS  
DUBLIN, GEORGIA



# "Tenna-Boat" INDOOR ANTENNA

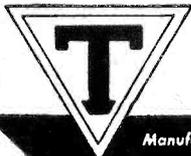
List Price

Model TB 400 **\$12<sup>95</sup>**



- BEAUTIFUL CERAMIC—available in dark green, crimson and harvest moon. Sails of plastic in pastel shades.
- TUNING CONDENSER assures perfect impedance match.
- EXCELLENT PERFORMANCE . . .
- EASE OF OPERATION—move boom of boat to orient for peak reception.

**SOLD through JOBBERS ONLY!**



*Tricraft Products Co.*

1535 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

## See it at the Music Show!

# APEX

## TELEVISION

The Television Line that Offers You All 5!  
Styling, Performance, Quality, Price, Dis-  
count. Don't Miss the First New York Showing!

### HOTEL NEW YORKER, SUITE 1062

Profitable Territories Available  
to Qualified Factory Reps!

*If You Are Not Attending the Show, Write*

**APEX ELECTRONICS SALES CORP., 1926 BROADWAY, N. Y. 23, N. Y.**

### Personnel Changes Announced

Sparton Radio-Television has named M. L. (Mel) Myers as factory sales representative.

The appointment of Johnny Walker as regional sales manager of the lower Ohio, Indiana and Kentucky sales area has been announced by Edward L. Taylor, general sales manager of Stewart-Warner Electric, the radio-TV division of the firm.

Regrouping of GE's marketing activities at Louisville, Ky., results in following changes: Charles W. Theleen, ex-manager of sales, becomes manager of special accounts; John F. McBride is now manager of sales planning; Herbert A. Warren, manager of distribution. T. D. Eberhardt will continue as assistant to the manager of marketing and marketing accounting, and Charles J. Enderle will continue as assistant to the manager of marketing. Announcements were made by Louis H. Miller, manager of the marketing department.

Ray Watkins has been appointed executive vice-president of Eicor, Inc., Chicago makers of electronic products, announces Joseph Nader, the firm's president.

The appointment of Adrian S. Price as director of public relations and advertising for RMS, New York manufacturers of electronic and TV accessories, has been announced by Sidney M. Pariser, president.

### Big Westinghouse Line

19 TV sets, ranging in price from \$189.95 for a 16-inch plastic table model to \$595 for a de luxe 21-inch mahogany console combination have been brought out by Westinghouse. (See television receiver specifications elsewhere in this issue.) Also introduced are 13 new radios, ranging from \$19.95 for an AM table model to a de luxe AM-FM table receiver at \$69.95. All prices include tax and warranty. In the radio line are 3 clocks and 3 portables. The clocks list at \$34.95 to \$39.95, the carry-abouts, \$29.95 in red, brown or beige.

### Changes at RCA Victor

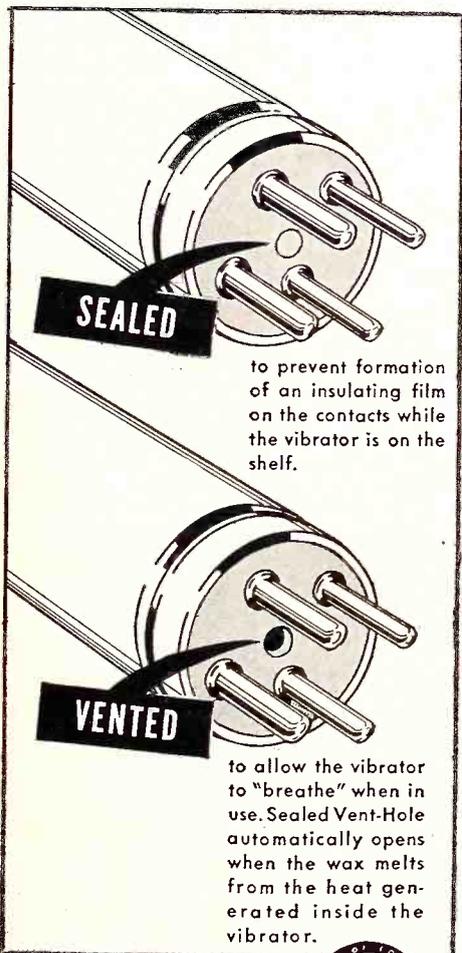
Three veteran field sales representatives of the tube department of RCA Victor have been promoted to the posts of managers of newly created districts, it was announced by L. S. Thees, general sales manager. They are Joseph J. Kearney, east central district, with headquarters in Cleveland; A. K. Mallard, southwestern district, with headquarters in Dallas; and Ted Martin, Jr., northeastern district, with headquarters in Boston. Mr. Thees also announced the promotion of five other field sales representatives to territory managers. They are Lester Angel, St. Louis; J. T. Houlihand, Chicago; R. K. Joslin, Dallas; W. Lessing, Los Angeles; and G. E. Reiling, Cincinnati. Also, Robert Lord and Robert Callahan have been transferred from the tube department's Harrison, N. J., home office to the Chicago and Atlanta territories, respectively.

# ACCEPTED



by servicemen and electronics experts . . .

as the **GREATEST** Improvement in Vibrators in 17 Years



**STANDARD OF COMPARISON**

**RADIART**

**Seal-Vent**

**RED SEAL VIBRATORS**

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



**THE RADIART CORPORATION** CLEVELAND 13, OHIO

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

# What We Quote We Deliver!

Do you want direct factory-to-you relationship? . . .

Do you want to sell top quality merchandise? . . .

**GET THE FACTS** about the best, the most saleable, most profitable

**TELEVISION - PHONOGRAPHS  
PORTABLES - COMBINATIONS**

at the  
**1952**

**Music Industry Trade Show**

**SEE US . . . in Room 714**

**Hotel New Yorker, New York City**

**Monday, July 28th thru**

**Thursday, July 31**

**TRANS-VUE-JACKSON**  
500 E. 40TH ST. • CHICAGO, ILL.

IF YOU ARE INTERESTED  
IN SALES AND PROFITS

*You are cordially invited  
to inspect the new line of*

*Steelman*

PHONOGRAPHS AND RADIO-PHONOGRAPHS

at the NAMM show

**ROOM 708**

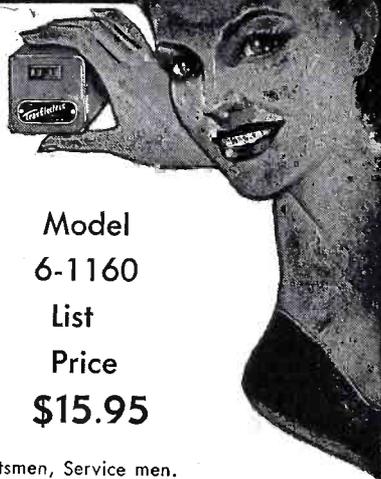
**HOTEL NEW YORKER**

STEELMAN PHONOGRAPH & RADIO CO., INC.  
12-30 Anderson Avenue, Mt. Vernon, N.Y.

# Trav-Electric

## MIGHTY MIDGET CONVERTER

2½" x 2½" x 3½" Converts 6 volt D.C. to 60 cycle A. C. 40 Watts, 110 volts. Just plug in cigar lighter. Fully Guaranteed. Trav-Electric operates small Radios, Electric Shavers, Phonographs, Small Electric Soldering Irons, Small Dictating Machines. Popular with Salesmen, Truckers, Sportsmen, Service men.



Model  
6-1160  
List  
Price  
**\$15.95**

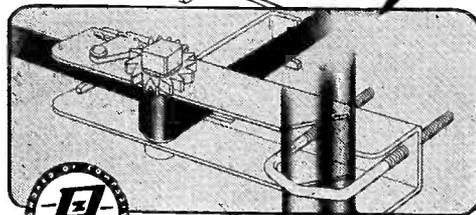
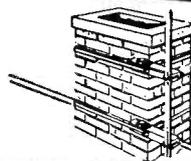


Trav-Electric Sales prove its popularity Small inventory, good turnover, fine profit. Write for details today.

1000's In use  
Attractive Discounts to  
Jobbers and Dealers

**TERADO COMPANY**  
1068 Raymond Ave., St. Paul 8, Minn.

**FASTER  
STURDIER**  
Lower Installed Cost



**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 1¾" O.D. mast and full length galvanized steel strapping.

**THE RADIART CORPORATION**  
CLEVELAND 13, OHIO

**Triplett Congratulated**



R. L. Triplett (left), at the recent Triplett sales meeting in Chicago, receives congratulations on the completion of his fiftieth year in the electronics industry from A. D. Plamondon, Jr., president of Indiana Steel Products Co., in behalf of the RTMA, of which he is vice-president and Mr. Triplett is director.

**General Mills Promotes Bell**

Charles H. Bell has been elected president of General Mills, Inc., Minneapolis, it was announced by board chairman Harry A. Bullis. He was formerly executive vice-president.

**James Announces New Vibrator Design**

The James Vibrapower Co. of Chicago has introduced a new "angle drive" design in their line of vibrators for battery-powered AC power supplies. The patented right angle construction is said to insure dependability and performance, eliminating "sticking" and reducing "hash." Packaged in a moisture-proof carton, the vibrators are sealed until put in use.

**Crosley Appoints Butler**



James P. Butler (above) has been appointed direct dealer manager for appliances for the Eastern United States for the Crosley Division of Avco Manufacturing Corp., it was announced by F. F. Duggan, Crosley general sales manager for appliances.

**NEW Economy Priced TOWER**

**Easy-Up**

MODEL 600

**\$40<sup>00</sup>** DEALER COST

**40 FEET OF HEIGHT**

**44** LBS.

(Approx. figures for 30-ft. tower with 10-ft. pole)

TUBULAR STEEL • 10 FT. SECTIONS • GENEROUSLY BRACED  
ELECTRICALLY WELDED • DIP GALVANIZED • BUILT-IN LADDER  
ROTATING FEATURE • LOWEST WIND RESISTANCE • QUIET  
Also available with ball-bearing thrust "ROTA-DAPTOR"

Write for Full Details

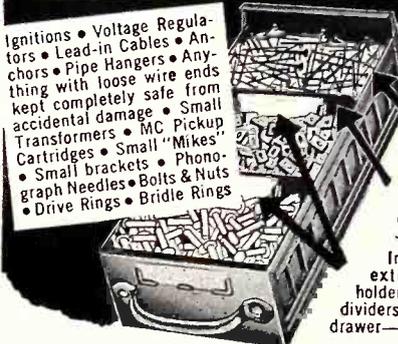
**EASY-UP TOWER CO.**  
RACINE • WISCONSIN



**Equipto STEEL 12-inch DRAWERS**



**Will Not Damage Costly Parts!**



- Ignitions • Voltage Regulators • Lead-in Cables • Anchors • Pipe Hangers • Anything with loose wire ends kept completely safe from accidental damage • Small Transformers • MC Pickup Cartridges • Small "Mikes" • Small brackets • Phonograph Needles • Bolts & Nuts • Drive Rings • Bridle Rings

One piece construction - front, back, bottom, with all-welded sides—  
**NO HOLES**  
Embossed grooves along the sides for cross dividers—  
**NO HOLES**  
Instantly visible, extra large label holders on all cross dividers and on front of drawer—**NO HOLES**

**STOCK SAVING • MONEY SAVING WASTE PREVENTION**

What good are parts that have been mangled? None! And they cost the repair man money. Too much money to overlook the fact that Equipto drawers and cabinets are designed to prevent waste and damage to valuable parts. When stopping to realize that every time you pull an ordinary drawer out, one with open slots along the sides, small parts can not help protruding and very easily catch on the frame and either break or damage beyond repair; and every time this happens it costs you from a few cents to many dollars. Multiply this by a very few times and you are really losing money. After all, you are in business to make money. Stop wasting your parts and money!



- NO. 8** 8 DRAWERS 12" DEEP
- NO. 11** 18 DRAWERS 12" DEEP
- NO. 22** 18 DRAWERS 18" DEEP

◀The handiest unit you ever had for taking care of your small parts. Stack, use individually or as insert in shelving or under counters. A wonderful item for sales in stores or for keeping small parts handy in Electrical, Radio and TV repair shops. Equipto's most popular item

Stack them high for the convenience ▶ of lots of drawer space.



**Equipto** Division of Aurora Equipment Co  
625 Prairie • Aurora, Illinois  
Phone: Aurora 9231

Write for FREE Catalog

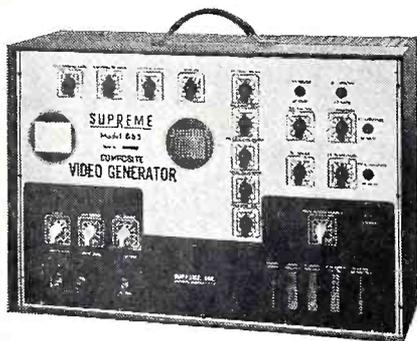


# TEST-ADJUST TELEVISION SETS AT *Your* CONVENIENCE

Even without station test pattern or in remote, weak signal areas!

A television set will produce a picture only when it is supplied with a COMPOSITE VIDEO SIGNAL. To check any TV set properly, you must have a COMPOSITE VIDEO SIGNAL.

Every TV station sends a COMPOSITE VIDEO SIGNAL when telecasting a program or a test pattern. This COMPOSITE VIDEO SIGNAL is composed of—(1) a synchronizing and blanking signal to lock the free running raster into a frame of two interlaced fields, and—(2) a video signal to control the amount of light and produce the picture (which may be a program scene or a test pattern for analysis purposes).



## **SUPREME** MODEL 665

The SUPREME COMPOSITE VIDEO GENERATOR provides the same type of sync and blanking signal as the TV station—even the equalizing pulses. In addition, it incorporates a video section which generates a special test pattern for analysis and adjustment of TV sets. Other patterns or pictures can be presented by using auxiliary equipment connected to the special "gated" video input section of this versatile instrument. The Model 665 should not be confused with the cross-hatch or bar-pattern generators. The Supreme Model 665 supplies a COMPOSITE VIDEO SIGNAL.

Why lose time and money waiting for that ideal scene or test pattern to check a TV set? In fringe or weak signal areas, you are strictly in the "driver's seat" with a SUPREME COMPOSITE VIDEO GENERATOR. Write SUPREME, Inc., Dept E-7, GREENWOOD, MISSISSIPPI for descriptive folder.

Our 25th Year

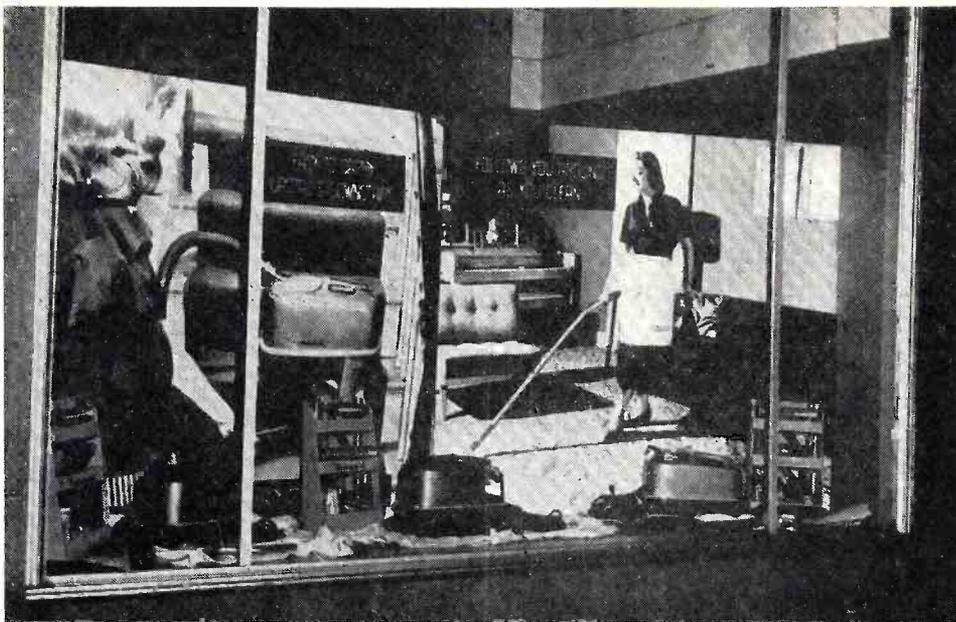
# **SUPREME**

*Testing Instruments*

"SUPREME BY COMPARISON"

TUBE TESTERS • OSCILLOSCOPES  
SIGNAL GENERATORS • MULTI-METERS  
FOR RADIO AND TELEVISION

## Jet 99 Window Display Makes Sales



Universal Jet 99 window display at Whiting's, Inc., Bridgeport, Conn., stimulated five Jet 99 cleaner sales in one day alone. Life-sized blow-ups of women actually cleaning stairs and rugs drew customers into the store. Salesmen could also actually demonstrate the Jet 99 in the window as well as in the store.

## Saftler Rep for Jensen Needle

The Perry Saftler firm of manufacturers' representatives will call on New York and New England industrial accounts for Jensen Industries, Inc., Chicago, it was announced by Karl Jensen, president of the needle firm.

## Big Magnavox Promotion Kit

Magnavox dealers have received a package of selling aids to enable dealers to tie in with the political conventions and campaigns. Featured in the kit are complete newspaper ads and mats, radio commercials, window and store displays, window streamers, "The Book of Presidents," campaign badges, and contest suggestions.

## Webcor Names Castle

Charles Castle has been appointed sales manager of the distributor division of Webster-Chicago Corp., it was announced today by R. F. Blash, president. He has been with Webster-Chicago since 1948.

## Turner Appoints Vice-Presidents

Hobert M. Murdock has been appointed vice-president in charge of sales, and Benno Von Mayrhauser vice-president in charge of production, it was announced by R. P. Evans, president of the Turner Co., manufacturers of TV pre-amplifiers and TV accessories.

## Spico Promotion by Gertz Stores and Chanrose Pulls in Sales



Launched by a 600 line ad in the New York Sunday News, sales promotion of the Super-Phantom indoor TV antenna made by the Spirling Products Co., Inc., New York, was a great success. Gertz, Long Island, N. Y., department stores, ran the ad, and the Chanrose Distributing Co., Jamaica, L. I., Spico's L. I. distributor, handled over-all promotion and arranged a complete demonstration of the Super-Phantom in operation at the Gertz department stores. Left to right are: Pete Chanko, Chanrose president; Milton Spirt, Spirling president; Camilla Kummer, demonstrator; Gus Hofeller, Gertz manager of major appliances, radio & television; and Dean Ellner, Chanrose sales manager.

## Fringe TV

(Continued from page 111)

installations. In areas of this type, testing several antenna locations at different heights is an important procedure. However, do not overlook nearby hills where your antenna can be taken out of the "shadow." New low loss open wire transmission line makes runs of 500 feet or more feasible. Previously, whatever improvement the hill top sight provided was lost in the long transmission line.

One of the devices that made the fringe area possible is the booster. This signal preamplifier can be divided into four categories. 1) Single channel, mastmounted. 2) Single channel, located at set. 3) Wide band, pretuned, mastmounted. 4) All channel, handtuned at set. Where long runs of transmission line are required, the mastmounted types have the advantage. This type of booster amplifies the signal before line pickup can occur and therefore, the higher signal to noise ratio results in the picture having less snow. However, the tube used in the booster itself can be a prime source of snow, so become acquainted with the tube types used in the various boosters. Some of the newer types produce much less noise than their predecessors.

While the transmission line cannot improve the signal, an improper choice can cause a great deal of loss. Coaxial cable such as RG 59/U has a high loss factor. Therefore, coaxial cable is not recommended in fringe areas except where there is no way to avoid serious noise pickup on twin lead. 300-ohm line is recommended for most installations under 150 feet because the line loss is negligible in a line of this length. Open wire line has extremely low loss but the problem is to take advantage of it. The amount of signal saved by using this line can be lost as a result of the mismatch at the set.

We have discussed the links in the chain of reception: the antenna, the antenna mount, the booster, the transmission line and the TV set; but we haven't discussed the factor that welds these links together. The ultimate weakness or strength of an installation depends upon you, the dealer and installation man. It is your job to choose the right equipment out of the many types available, your job to install them properly and it is your job to keep them operating.



SEE THEM DURING THE MUSIC SHOW  
AT THE HOTEL NEW YORKER!

## Ridgeway

TV TABLES, BASES, HOSTESS CARTS  
America's No. 1 Line!

- First In Styling!
- First In Quality!
- First In Value!
- First In Profits!

Don't miss the first showing of the new Ridgeway fast selling numbers. It costs no more to feature the finest!

Over 50 Years of  
Style, Quality and  
Value Leadership!



New York Sales Offices TV Division  
**LOUIS R. GOLDMAN & CO.**  
251 West 42nd St., New York 36, N. Y.

## Philharmonic



*an instrument worthy of the name!*

*Buyers Seeking*

**Top  
Value**

*are invited to see Bernie Lippin  
Hotel New Yorker  
N.A.M.M. Convention  
July 28-31  
Rooms 1060-1*

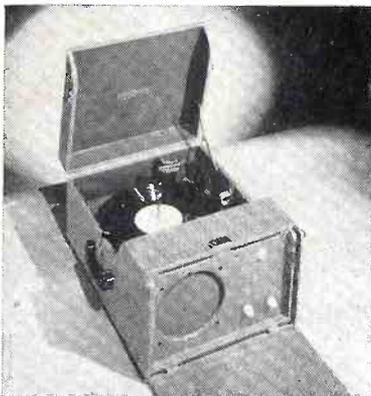
**Philharmonic Radio and Television Corp.**

MAIN OFFICES and PLANT: NEW BRUNSWICK, N. J.

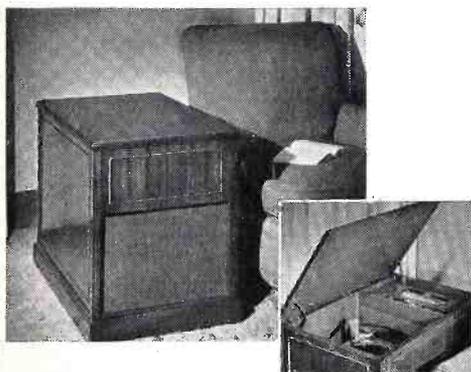
# PORTOMATIC

*the deluxe  
line for  
your quality  
customers*

The Portomatic line is exclusive in every way—exclusive in quality, exclusive in value, exclusive in its selective distribution. This is no run-of-the-mill merchandise—it's right on top! Portables, chairside models and combinations—all highly profitable items.



**PORTOMATIC** automatic portable phonograph. Famous for its high fidelity, the Portomatic portable has an established reputation. It has no superior in the field.



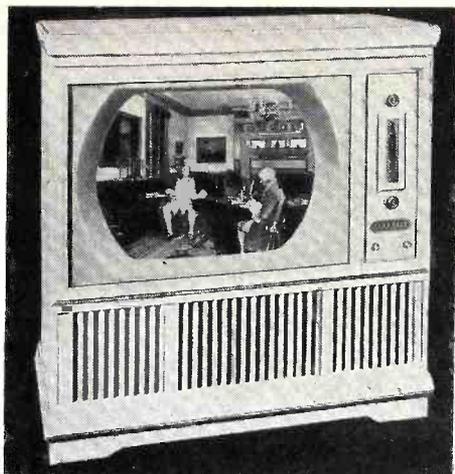
**PORTOMATIC** chairside radio-phonograph. There is a waiting market for a fine chairside. The Portomatic has unusual richness of tone, AM and FM radio, beautiful cabinetry.

See these superb instruments during the convention at room 934, Hotel New Yorker.

438 E. 91st St. N.Y.

# PORTOMATIC Co.

## New Zenith TV Sets



Heading the new Zenith line are two consoles with 27-inch rectangular tubes. The Canterbury, shown, lists at \$750 in blonde. The 27-inch Sovereign is \$695. (See TV specifications elsewhere in this issue for other models.)

## New Motorola Portable

Motorola "Companion" model portables come in green, maroon and gray and retail at \$34.95. Batteries used are designed to give a full season's operation. The 3-way sets feature new magnetic core antennas, extra sensitive circuits and high fidelity speakers.

## Big Emerson Portable Campaign

An extensive two-way ad and promotional campaign involving a tie-up with Pan-American World Airways to boost

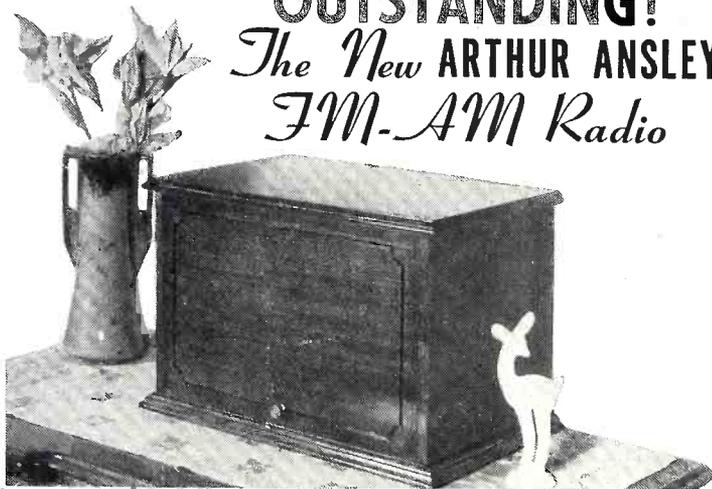
sales of its portable radios during the vacation season is now under way by Emerson Radio & Phonograph Corp. The company has appropriated an unusually large budget to cover the promotion which will utilize national and local dealer advertising, radio spots and point-of-sale consumer displays.

## Crosley TV Receivers, Radios



19 models in the new Crosley line now in production. (See TV specifications elsewhere in this issue). Shown is a 30-inch console, EU-30COBU, which will be added in early Fall. There are 31 radio models in the new line.

## "OUTSTANDING!" The New ARTHUR ANSLEY FM-AM Radio



### OUTSTANDING Performance

challenges comparison with ANY set in fringe area FM reception

### OUTSTANDING Tone Quality

5 watts undistorted output, 8 inch speaker, heavy wood cabinets

### OUTSTANDING Cabinets

3 period styles with slide-away doors concealing speaker and controls

Don't Fail to See Them, Room 717, The New Yorker, July 28-31

ALSO THE MOST COMPLETE LINE of HIGH QUALITY PHONOGRAPHS — PORTABLES — TABLE MODELS — HIGH FIDELITY CONSOLES — MATCHED UNITS for CUSTOM INSTALLATIONS

**ARTHUR ANSLEY MFG. CO.**

Doylestown

Pennsylvania

# INDEX TO ADVERTISERS

## JULY 1952

Alproco, Inc. ....	111	Permo, Inc. ....	59
American Phenolic Corp. ....	38	Philharmonic Radio and Television Corp. ....	117
American Television & Radio Co. ....	119	Philco Corp. ....	5
Ansley Mfg. Co., Arthur ....	118	Port-O-Matic Co. ....	118
Apex Electronics Sales Co. ....	112	Radiart Corp. ....	113, 114
Astatic Corp. ....	76	Radio Corp. of America ....	18-21, 65-69, 96, Cover 4
B & R ....	102	Radio Merchandise Sales ....	120
Belden Mfg. Co. ....	13	Radion Corp. ....	10
Bendix Radio Television & Broadcast Receiver Div. ....	33	Raytheon Mfg. Co. ....	101
CBS-Columbia Inc. ....	2, 3	Raytheon Television ....	11
Channel Master Corp. ....	63	Rauland-Borg Corp. ....	104
Clear Beam TV Antennas & Accessories ....	106	Rauland Corp. ....	109
Commercial Credit Corp. ....	51	Recoton Corp. ....	77
Cornell-Dubilier Electric Corp. ....	108	Regal Electronics Corp. ....	94
Crescent Industries ....	86	Revere Camera Co. ....	42
Dean Sales Co. ....	108	Ridgeway Div. Gravely Novelty Furniture Co., Inc. ....	117
DeWald Radio Mfg. Corp. ....	110	Shure Brothers ....	84
DuMont Labs., Inc., Allen B. 107, Cover 2		Seeburg Corp., J. P. ....	87
Duofone Co. ....	83	South River Metal Products Co., Inc. ....	120
Dynavox Corp. ....	38	Sparton Radio-Television ....	45
Easy-Up Tower Co. ....	115	Steelman Phonograph & Radio Co. ....	114
Eicor, Inc. ....	4	Supreme, Inc. ....	116
Electro-Voice ....	78	Sylvania Electric Products Inc. ....	99
Emerson Radio & Phonograph Corp. ....	14	Symphonic Radio & Electric Corp. ....	91
Equipto Div. Aurora Eqpt. Co. ....	115	Technical Appliance Corp. ....	8
Fada Radio & Electric Co. ....	12	Tele King Corp. ....	37
Federal Telephone & Radio Corp. ....	103	Telrex, Inc. ....	100
General Cement Mfg. Co. ....	98	Tenna-Trailer Co. ....	102
General Electric Co. ....	60, 61	Terado Co. ....	114
General Instrument ....	95	Trans-Vue Jackson ....	114
Hotpoint Co. ....	49	Tricraft Products Co. ....	112
Hudson Electronics Co. ....	85	T-V Products Co. ....	120
Hytron Radio & Electronics Co. ....	105	Universal Woodcrafters, Inc. ....	40
JFD Mfg. Co. ....	52	University Loudspeakers, Inc. ....	110
Jensen Industries, Inc. ....	92	V-M Corp. ....	79-82
LaPointe-Plascomold Corp. ....	Cover 3	Waters Conley Co. ....	83
Magnavox Co. ....	90	Webb Mfg. Co. ....	38
Majestic Radio & Television ....	88	Webster-Chicago Corp. ....	74, 75
Mallory & Co., Inc., P. R. ....	97	Westinghouse Electric Corp. ....	6, 7
Miller Mfg. Co., M. A. ....	41	Zenith Radio Corp. ....	9
Milwaukee Stamping Corp. ....	89		

# ATR

For  
**AC CURRENT  
ANYWHERE**



**STANDARD  
AND HEAVY DUTY  
INVERTERS**

For Inverting D. C. to A. C. . . .  
Specially Designed for operating A. C.  
Radios, Television Sets, Amplifiers, Ad-  
dress Systems, and Radio Test Equip-  
ment from D. C. Voltages in Vehicles,  
Ships, Trains, Planes and  
in D.C. Districts.

**ATR** ✓ **NEW MODELS**  
✓ **NEW DESIGNS**  
✓ **NEW LITERATURE**

"A" Battery Eliminators, DC-AC Inverters  
Auto Radio Vibrators

See your jobber or write factory

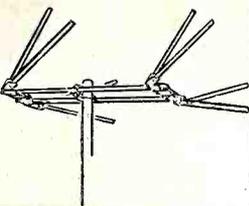
**AMERICAN TELEVISION & RADIO CO.**  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA-U. S. A.

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.

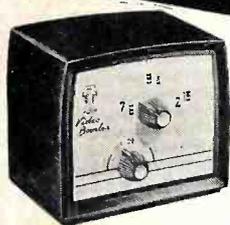


## At your RMS Jobber

**CVA-500** end-fired array — excellent reception in the fringe. Rugged — up fast, stays fast.



## The little man



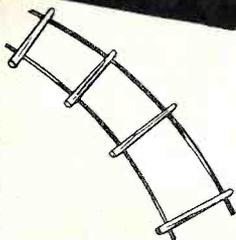
**SP-6J** Triode Tube Boosters . . . new beauty . . . excellent performance in semi-fringe and fringe. U/L approved.

## is always there

**SP-6** Pentode Tube Booster with external gain control . . . ideal in the extreme fringe. U/L approved.



## with everything



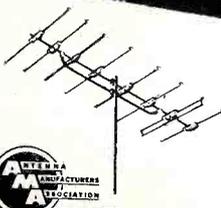
**HG-450** Hi-Gain open transmission line is Copperweld . . . far stronger!

## you need for

**LA-3** lightning arrester — static discharge eliminator for twin lead or open line. Mounts flat or to mast. U/L approved.



## TV installation



**STYLE 8 and 10** element yagis . . . real uniquely steel-braced.



ask him for RMS products  
RMS, New York 60, N. Y.

## Hotpoint Personnel Changes



Howard J. Scaife, above, has been named sales manager of Hotpoint. Eugene E. McEwan becomes manager of market planning; James M. McKinnie has been named assistant sales manager. William C. Bartels becomes assistant to William E. Macke, merchandising manager, and Lee DiAngelo is the new sales promotion head. The appointments were announced by John F. McDaniel, marketing manager.

## NEW PRODUCTS

### Sentinel RADIO PORTABLES

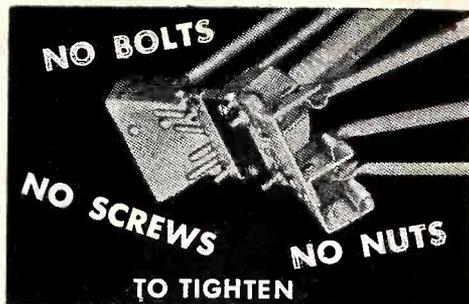
A new Sentinel portable radio line in four different colors has five-tube models that embody circuit changes that greatly increase sensitivity and selectivity. A new Ferrite-Tenna iron core rod antenna improves both sensitivity and pick up. The featured colors and model numbers are Green Gypsy, 345 PG, Red Rover, 345 PM, Brown Buccaneer 345 PW and Ivory Idler, 345 PI. Each weighs 6½ lbs. List is \$34.95. Sentinel Radio Corp., 2100 Dempster Road, Evanston, Ill.—TELEVISION RETAILING.

### Pentron 3-SPEED CHANGER

The Pentron portable phonograph, model F100, has a 4-tube push-pull amplifier with 3-watt output and a 6" PM Alnico V-slotted cone speaker, a 3-speed record changer, turn-over crystal cartridge, and a record capacity of 12-10", 10-12" and 12-7" records. 105-120 V. 60 cycle AC. Lists at \$99.50, including federal tax. The Pentron Corp., 221 East Cullerton, Chicago 16.—TELEVISION RETAILING.

### Revere TAPE RECORDER

The model T-700 has a wide frequency response of 80 to 8,000 CPS and ultra-high fidelity, called by Revere "Balanced-Tone" control. The unit features an Index Counter which provides complete selectivity and instant location of any part of a record reel. This enables the user to catalog anything he records exactly and turn to it immediately at any time. Records two full hours on each reel. Complete with microphone, radio attachment cord, two reels (one with tape) and carrying case. Lists for \$225. Revere Camera Co., 320 E. 21 St., Chicago 16.—TELEVISION RETAILING.



## The New "PR" Rocketenna

SERIES OF COMPLETELY PRE-ASSEMBLED

CONICAL ANTENNAS

### "QUICK-AS-A-WINK" CONSTRUCTION

- Amazingly powerful signal reception on all channels.
- All-aluminum construction.
- Lifetime factory warranty.
- Sold thru selected, legitimate distributors only.

Write for New Complete Catalog R-1



**TV PRODUCTS COMPANY**  
152 SANDFORD ST.  
BKLYN. 5, N. Y.

## South River NEWS

### South River Replacement Banding Kits Now Available

**KIT A:** (Consists of)  
2—12' ¾" GALV. STEEL STRAPS with eyebolts attached  
2—Eyebolts Unattached  
4—Nuts to Fit Eyebolts  
2—KWIK KLIP Strapping Fasteners

**KIT B:**  
Similar to KIT A, except furnished with stainless steel banding and special plated hardware.

**KIT C:**  
Similar to KIT B, except furnished with ¾" width stainless steel banding.

**NOTE:** ALL SOUTH RIVER CHIMNEY MOUNTS ARE NOW AVAILABLE WITH STAINLESS STEEL STRAPPING.

South River Antenna Mounting Accessories are carried by every leading TV Parts Jobber from coast to coast.

New catalog mailed to all Dealers and Service Men.

Write, if you haven't received yours!

**SOUTH RIVER METAL PRODUCTS CO., INC.**  
SOUTH RIVER, N. J.

PIONEER AND OUTSTANDING PRODUCER OF FINEST LINE OF ANTENNA MOUNTS

# Success Leads to Imitation . . .

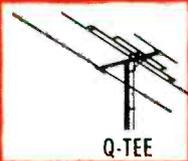


## So BEWARE of Chinese Copies!

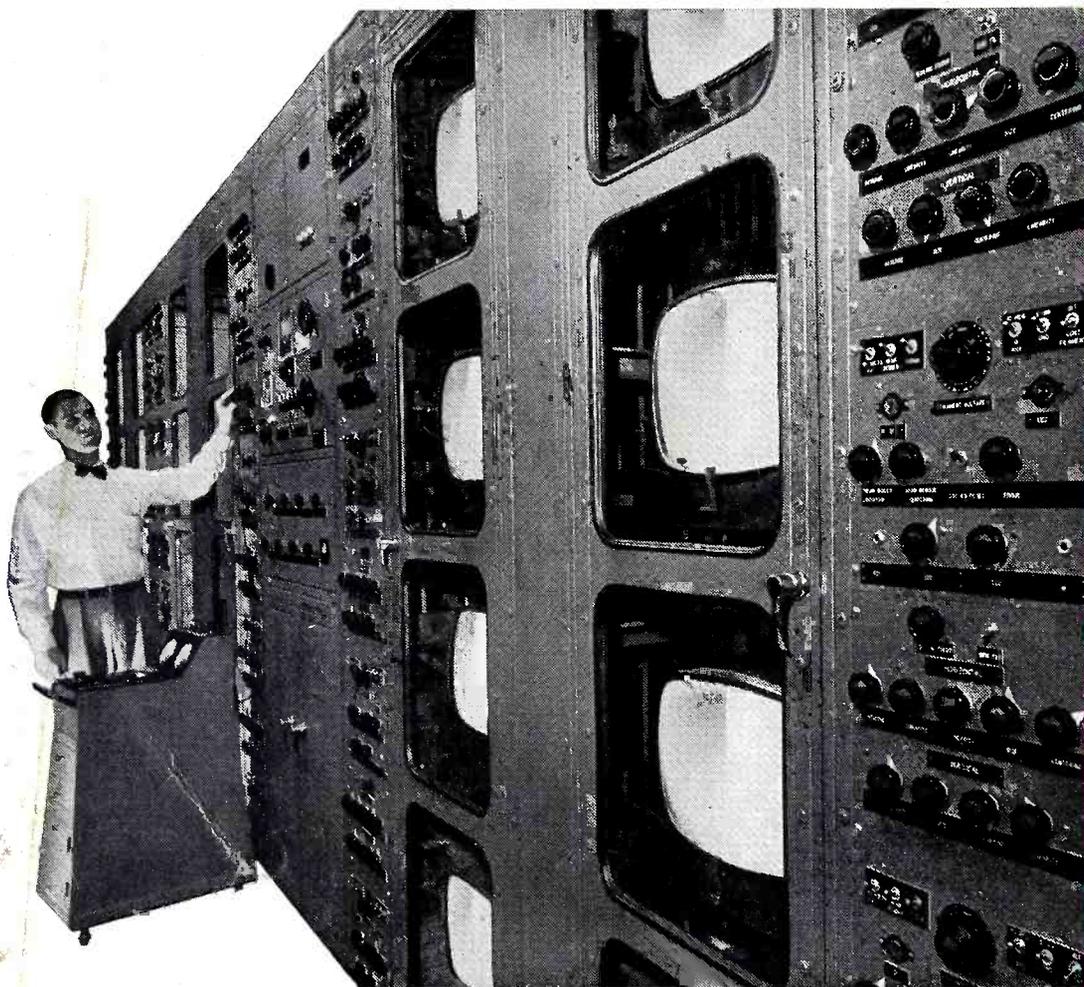
They said it couldn't be done! But VEE-D-X engineers proved that it could—by designing an 8 element Yagi that has become the greatest single channel fringe area performer ever produced! Long John's *extra* power means extra sales for you — especially in poor reception areas. No wonder "those little men" are at it again. But copies are never as good as the original. Only VEE-D-X makes the Long John.

*Long John*  
 IS MADE ONLY BY  
**VEE-D-X**  
 ORIGINATORS  
 of the World's Most Powerful  
 Antenna Systems

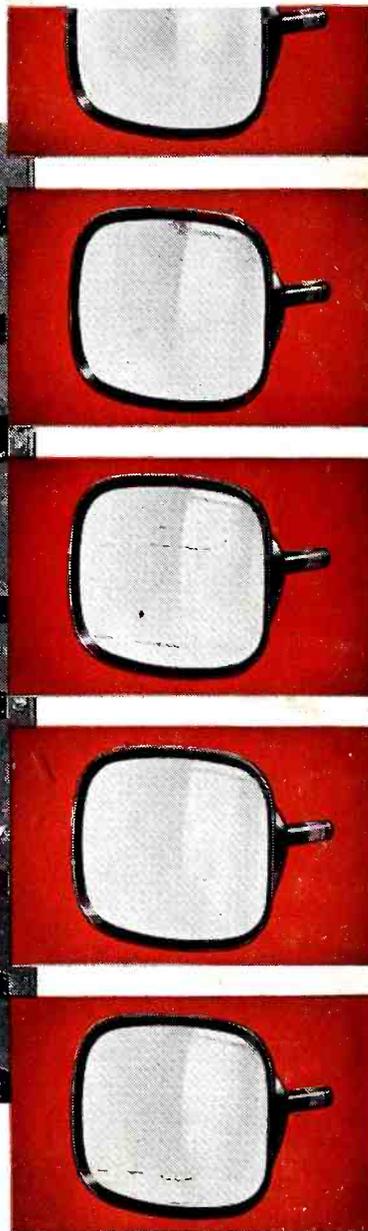
OTHER  
**VEE-D-X**  
 ORIGINALS



THE LAPOINTE-PLASCOMOLD CORPORATION, ROCKVILLE, CONNECTICUT



*Specialized racks like these are used to life-test RCA Kinescopes.*



## The Million-Dollar Test Equipment

**... that pays off in better picture tubes**

AT RCA's picture tube plants, constant vigilance over quality is maintained with specialized test equipment valued at well over one million dollars. This huge investment is one reason why RCA picture tubes are the best you and your customers can use.

In one phase of the quality-control program, random samples of picture tubes are taken directly from the pro-

duction lines and subjected to rigorous life tests in racks such as those shown. Any deviation from prescribed quality standards is promptly noted and corrected at the source. In addition, a portion of these samples is given an extended life test equivalent to *years* of actual service in the home.

RCA's constant vigilance at all stages of manufacture is your assur-

ance that only top-quality RCA Kinescopes leave the factory. In this way, RCA closely guards its own reputation... *and yours as well.*

With RCA Receiving Tubes, as well as RCA Kinescopes, **TOP-QUALITY CONTROL** makes the difference.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES

HARRISON, N. J.

TMKS. ®