

CALDWELL-CLEMENTS'

# TELEVISION RETAILING

Radio • Appliances • Records • Servicing

*Operation "Alert"*

August • 1952



Mrs. John G. El  
437 Nevin St.,  
Lancaster, Pa.

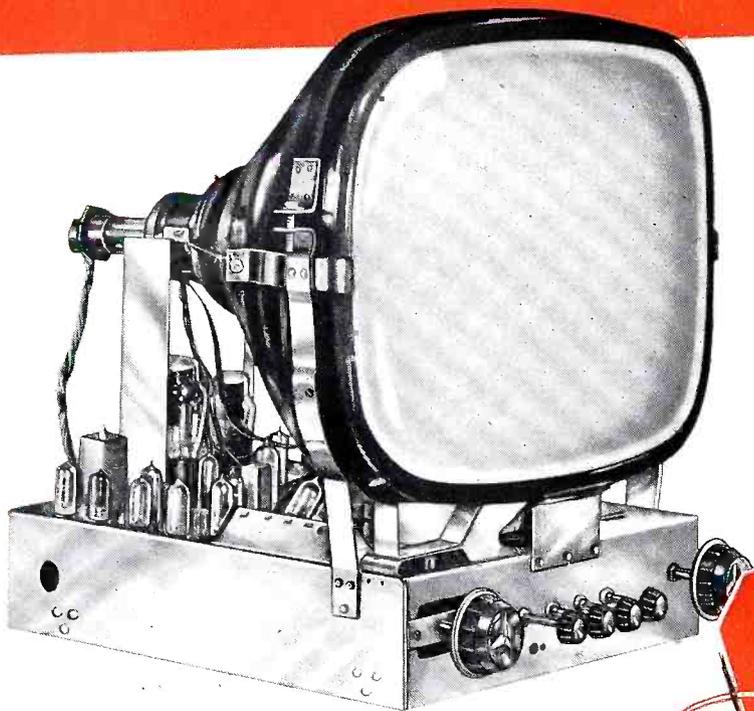
U.S. POSTAGE  
6c Paid  
Bristol, Conn.  
Permit No. 225

# CBS Columbia

**ANNOUNCES THE MOST  
POWERFUL SELLING PLAN  
IN THE TELEVISION INDUSTRY...**

*Featuring*

**1 A Brand-New Line  
of the Most Exciting  
Television Receivers  
in America!**



**2 The Exclusive CBS  
Power-Tron Chassis!**

The finest performing  
power plant in all TV



The **AMBASSADOR**  
21" Mahogany



The **FUTURA**  
21" Blonde



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

**ENGINEERED BY  
CBS Columbia**

The Greatest Name in TV... Radio... Broadcast Research



**3 A Profit-Making Program  
to Move Merchandise—Now!**

The *Power-Tron* Chassis is proof positive of PERFORMANCE! In addition, 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! Call or write your CBS-Columbia Distributor today for further details.

**CBS-COLUMBIA Inc.**

**A Subsidiary of the Columbia Broadcasting System**

**CONTACT YOUR CBS-COLUMBIA DISTRIBUTOR TODAY!**

# TELEVISION RETAILING

AUGUST, 1952

IN THIS ISSUE

## \* *AM, FM, Television*

Cover—"Operation Alert"	
Let's Clean House in the Industry	43
What's Ahead—in Radio, Appliances, Records and Television	44, 45
Do These Dealers Have Answer to Price-Cutting?	50, 51
Do Dealers Really Want Longer Discounts?	48, 49
Ups Sales via Big Ad Budget	52, 53
Direct-Mail as Your Salesman	54, 55
Latest Radio and Television Products	60, 62, 72
HI-FI—Bonanza or Mirage?	64

## \* *Records, Phonographs, Accessories*

Records Spearhead Sales in Diversified Store	56, 57, 58
Phono Record Market News and Trends	44, 45
Industry Activities and Latest Records	begins on page 71

## \* *Electrical Appliances*

Dollars in Disposal Units	68
Electrical Appliance News	44, 45
New Electrical Appliance Products	62, 66
Activities in the Electrical Appliance Field	begins on page 99

## \* *TV-Electronic Technician*

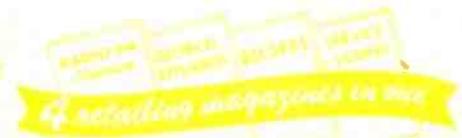
"Beefs" from Technicians on Service Problems	75
UHF Reception on VHF Television Receivers	76, 77
Troubleshooting Hints on TV and Radio Sets	78, 79
Shop Short-Cuts Improve Efficiency	80
Technical New Products	82
Circuit in 1953 Westinghouse Television Chassis V-2219-1	86, 87
New 1953 Circuits for Motorola Television Models	90, 91

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

Recorders	Apr. '50, p. 62	Distributors	Jan. '52, p. 117
Room Air Conditioners	Apr. '52, p. 48	TV & FM Antenna Mfrs.	Mar. '51, p. 36
Home Radios	Apr. '51, p. 59	Custom Components Mfrs.	Apr. '51, p. 34
Portable and Auto Radios	Apr. '51, p. 56	Test Instruments	May '51, p. 100
Washing Machines	May '51, p. 84	Electric Housewares	Feb. '52, p. 44
Vacuum Cleaners	July '51, p. 67	Photo Record Mfrs.	July '51, p. 42
Refrigerators	Sept. '51, p. 65	Roster of Representatives	Oct. '51, p. 101
Dishwashers	Oct. '51, p. 62	FM Coverage Areas	July '50, part II
Television Receivers	Nov. '51, p. 42	Battery Replacement Chart	Apr. '51, p. 73
Ironers	Nov. '51, p. 50	Four-Field Statistics	Jan. '52, p. 58
Hand Irons	Dec. '51, p. 42	UHF Coverage Areas	Aug. '51, p. 44
Clothes Dryers	Jan. '52, p. 80	TV Sets in Use	Jan. '52, p. 59
Electric Ranges	Mar. '52, p. 58	TV Set Specifications	Jan. '52, p. 34

Directory:

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



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

Including "RADIO & TELEVISION"  
"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

SOLOMON 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.

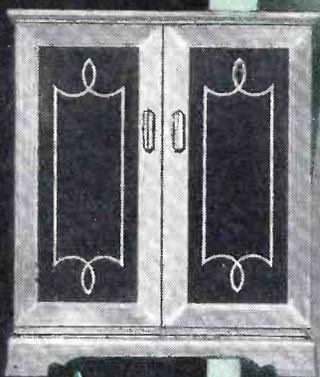
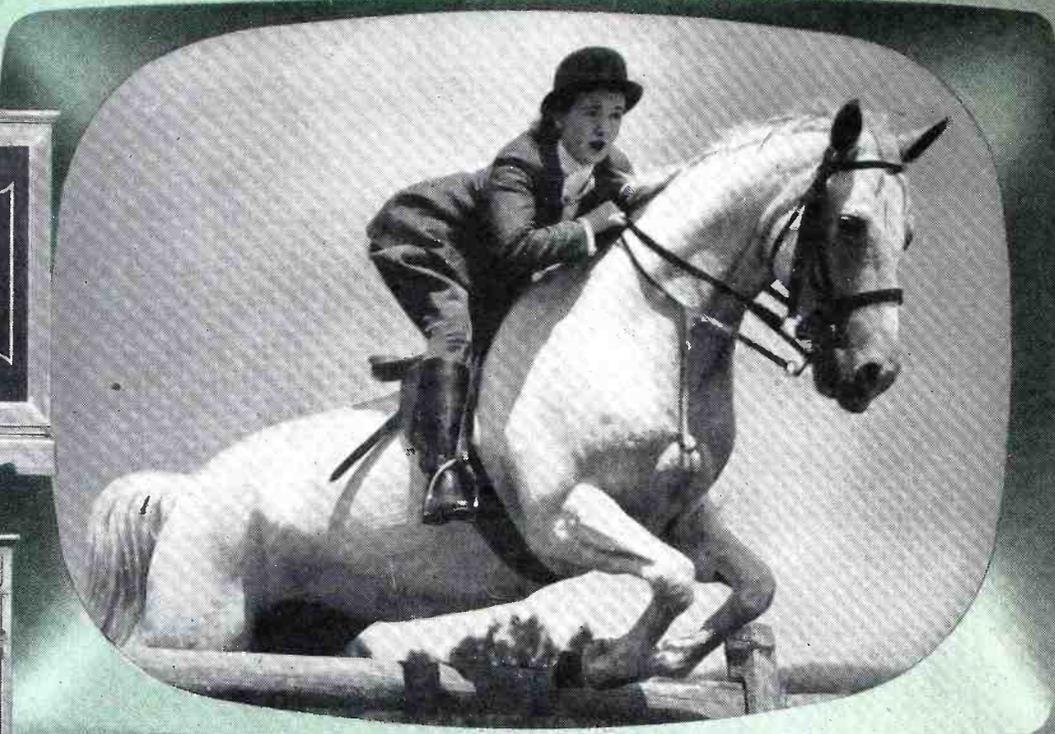
W. W. SWIGERT, Credit Manager

### TELEVISION RETAILING\*

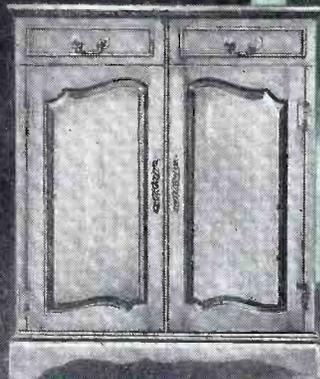
August 1952, Vol. 56, No. 2, 35 cents  
copy. Published monthly by Caldwell-  
Clements, Inc. Publication Office, Emmett St.,  
Bristol, Conn. Editorial, Advertising and Ex-  
ecutive Offices, 480 Lexington Ave., New  
York 17, N. Y. Entered as second class  
matter at the post office at Bristol, Conn.,  
July 17, 1952, under the Act of March 3,  
1879. M. Clements, 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 coun-  
tries \$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

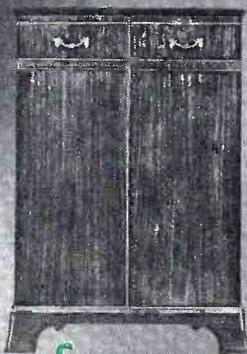
CALDWELL-CLEMENTS, Inc.  
Publishers also of TELE-TECH



A



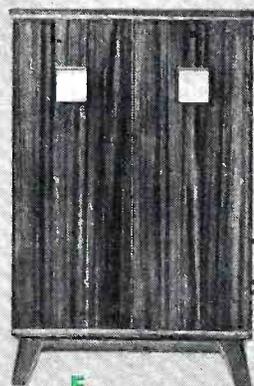
B



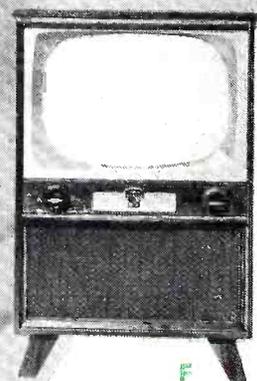
C



D



E



F

ANNOUNCING THE NEW LINE  
OF DUMONT TELESETS\* with

# PROOF YOU CAN SEE! PROOF YOU WILL SELL!

**THE GREAT NEWS FROM DU MONT** is its extension of famous Du Mont quality to the lower-priced field! Now everyone can afford a Du Mont. And at every price you can sell Du Mont quality with proof your customers can see.

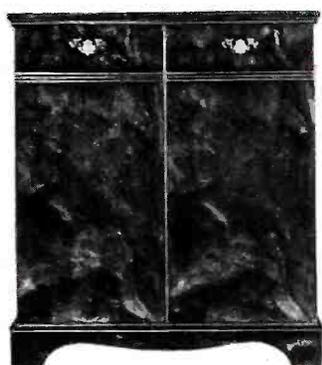
**THE PROOF'S IN THE PICTURE!** Du Mont has the sharpest, clearest picture in all television! In the great 30" Du Mont Royal Sovereign, it is television's largest direct-view picture! And in every new Du Mont at every price, it is a picture of living realism... with all ten tones from blackest black to whitest white!

**HERE IS PROOF** you can see... of the

superiority of the new Du Mont cascade tuner and ingenious circuitry, and of the famous Du Mont picture tube. Proof your customers can see... that the new Du Monts represent the soundest values in television!

**THERE'S MORE PROOF** in new cabinetry... new features... throughout a great new line of Du Mont Telesets. Three new Du Monts have a built-in drawer for record player to give customers a "bonus" and build profits for you. Six models have built-in antennas. All have built-in UHF provisions!

Proof you can see is proof you will sell. Order this great line *now!*



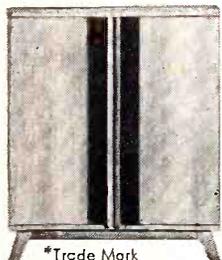
**NEW! EXCLUSIVE!**

Built-in Drawer for Record Players  
in these three models.

FIRST WITH THE FINEST IN TELEVISION

**DU MONT**  
**QUALITY**

now starts at \$199<sup>95</sup>\*\*



\*Trade Mark

- A The BANBURY, by Du Mont 21" rectangular Selfocus\* tube. Plug-in for record player. Contemporary cabinet of mahogany or limed oak veneers—latter available with rafia doors in colors.
- B The FLANDERS, by Du Mont 21" rectangular Selfocus tube. Plug-in for record player. French Provincial cabinet of fine fruitwood finish.
- C The SHELburnE, by Du Mont rectangular Selfocus tube. Period cabinet of mahogany veneers. Built-in antenna.
- D The ROYAL SOVEREIGN, by Du Mont 30" tube... world's largest direct-view television tube. Built-in FM radio. Plug-in for record player. Traditional console in hand-rubbed mahogany finish.
- E The RIDGEWOOD, by Du Mont 21" rectangular Selfocus tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna.
- F The BEVERLY, by Du Mont 21" rectangular Selfocus tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna.
- G The NEWBURY, by Du Mont 21" rectangular Selfocus tube. Built-in drawer for record player. Modern cabinet of mahogany or limed oak veneers.
- H The SOMERSET, by Du Mont 21" rectangular Selfocus tube. Built-in drawer for record player. Contemporary cabinet of mahogany or blond veneers.
- J The DYNASTY, by Du Mont 21" rectangular Selfocus tube. Chinese Chippendale cabinet of mahogany veneers. Built-in drawer for record player.
- J The MILFORD, by Du Mont 21" rectangular Selfocus tube. Contemporary cabinet in mahogany or limed oak veneers. Built-in antenna.
- K The WAKEFIELD, by Du Mont 21" rectangular Selfocus tube. Contemporary cabinet of fine mahogany or limed oak veneers. Built-in antenna.
- L The CLINTON, by Du Mont 17" rectangular Selfocus tube. Contemporary Plex-tone-finish cabinet in sandal brown or blond. Built-in antenna.

\*\*Suggested retail price, includes Warranty and Federal Excise Tax. Prices slightly higher west of Mississippi and in certain Southern States.

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

HIS CHOICE IS

Regency

LARGEST SELLING VHF BOOSTER AT ANY PRICE!

MR. BEN FARMER  
SALES MANAGER, RAULAND CORPORATION  
ONE OF THE FIRST TV-DX ENTHUSIASTS  
PHOTOGRAPHED IN HIS CHICAGO SUBURBAN HOME



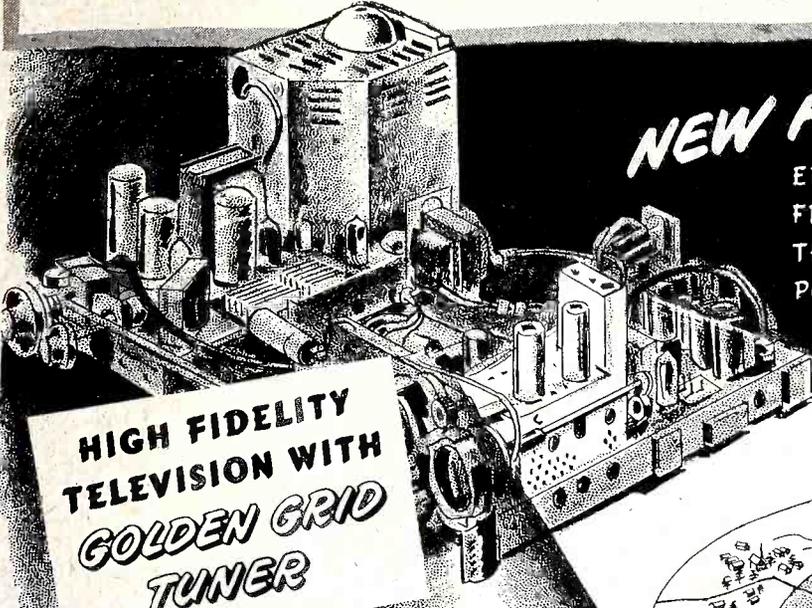
ALSO MAKERS OF THE

Regency UHF CONVERTER

# QUALITY FIRST... A PHILCO POLICY

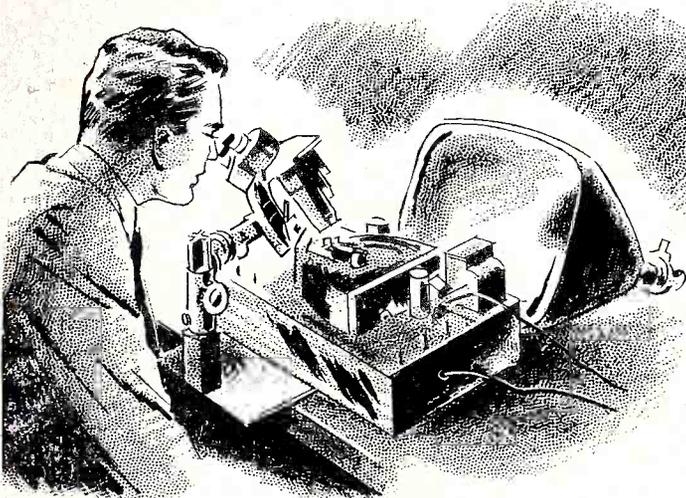
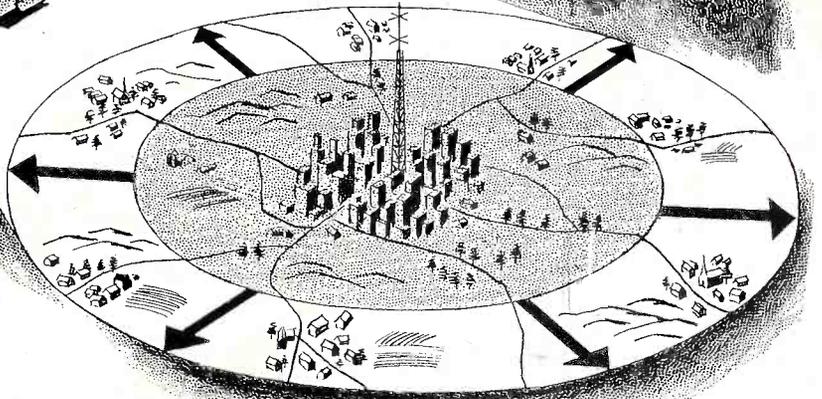
**NEW FOR 1953**

EPOCH-MAKING DEVELOPMENTS  
FROM THE PHILCO LABORATORIES  
THAT SET A NEW GOAL OF RECEPTION  
POWER AND PICTURE PERFORMANCE  
FOR THE TV INDUSTRY

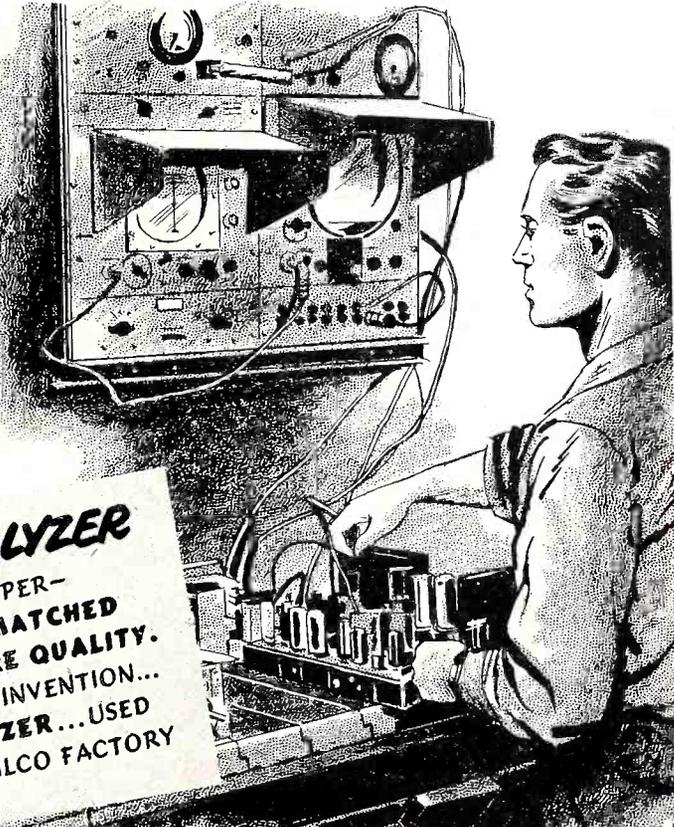


**HIGH FIDELITY  
TELEVISION WITH  
GOLDEN GRID  
TUNER**

**JUST LIKE A BOOST IN  
STATION POWER, IT BRINGS  
A CLEAR, STEADY PICTURE TO  
VAST NEW AREAS FOR THE FIRST  
TIME. ONLY PHILCO HAS IT!**



PHILCO-DEVELOPED  
**CYLINDRICAL  
FACE TUBE**  
OPTIC ENGINEERED  
TO ELIMINATE GLARE,  
IT'S **ANOTHER MAJOR  
CONTRIBUTION TO  
TELEVISION FROM THE  
PHILCO LABORATORIES**



**TRANSIENT ANALYZER**  
PHILCO LEADERSHIP IN TV PER-  
FORMANCE INCLUDES **UNMATCHED  
UNIFORMITY OF PICTURE QUALITY.**  
THE SECRET IS A PHILCO INVENTION...  
THE **TRANSIENT ANALYZER... USED  
EXCLUSIVELY IN THE PHILCO FACTORY**

**PHILCO** FAMOUS FOR QUALITY THE WORLD OVER

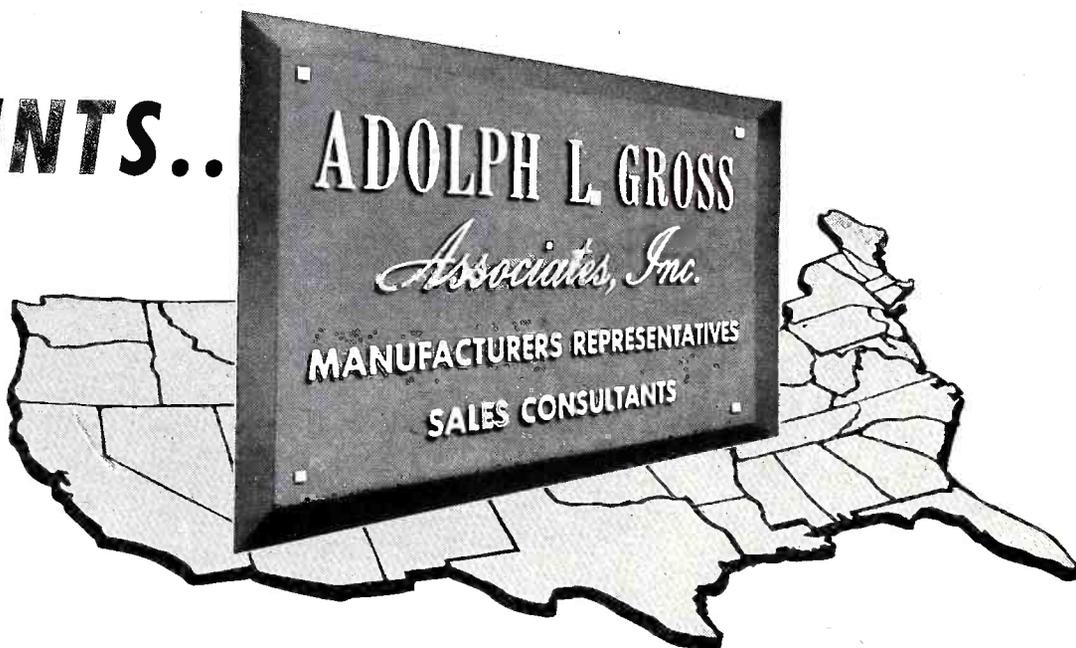


ADOLPH L. GROSS, President

# Announce

## Pilot RADIO CORPORATION

### APPOINTS..



### EXCLUSIVE NATIONAL SALES REPRESENTATIVES

The firm of Adolph L. Gross Associates, Inc., announces the opening of its offices and its appointment as exclusive national sales representatives for the Pilot Radio Corporation.

The two principals are Adolph L. Gross . . . familiar figure in the industry . . . business leader and successful merchandiser . . . winner of industry awards for his sales accomplishments — and Robert Hertzberg . . . technical consultant and author . . . sales promotion and public relations specialist . . . advertising executive. Here is an unbeatable combination of talents, available in the form of a unique marketing service to manufacturers who wish to improve their sales position, either nationally or in the metropolitan New York area.



ROBERT HERTZBERG, Vice-President

**ADOLPH L. GROSS** *Associates, Inc.*

45 West 45th Street, New York 36, N. Y.  
JUdson 6-4545

# cement...

## Pilot PROUDLY PRESENTS

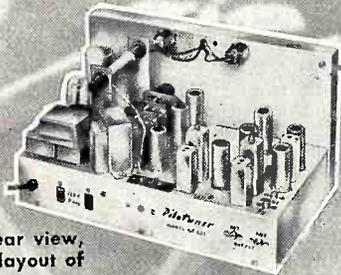
### the PILOTUNER and the PILOTONE Amplifiers

**A Completely New Line of High-Fidelity Units That Will Win the Acclaim of the Most Discriminating Music Lovers**

Now PILOT brings to Hi-Fi enthusiasts the most advanced custom-built FM-AM tuner, the third to bear the famous name PILOTUNER, an accompanying power amplifier using the noted Williamson circuit, and a separate PILOTONE pre-amplifier designed to afford the greatest flexibility of music control. Attractively priced and backed by PILOT'S 33 years of engineering and production "know how", this new merchandise promises pleasure for the customers who buy it and profits for the dealers who sell it.



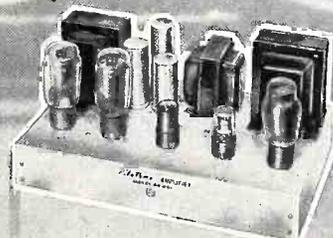
PILOTUNER Model AF-821. Front view, showing handsome self-contained front panel assembly.



PILOTUNER Model AF-821. Rear view, showing neat and attractive layout of the components.



PILOTONE Pre-Amplifier Model PA-911. Designed to accommodate all types of pick-ups and records.



PILOTONE Amplifier Model AA-901. A full Williamson unit, for all practical purposes completely free of distortion.

PILOT is pleased to announce the appointment of Adolph L. Gross Associates, Inc., as exclusive national sales representatives for the PILOTUNER and PILOTONE amplifiers, and requests that all trade inquiries regarding the line be addressed to them.



## PILOT RADIO CORP. Long Island City, New York

Everybody knows where this

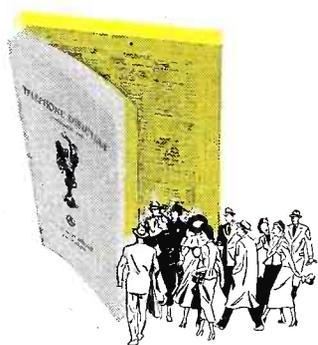
“Great Lady”

can be found . . . but

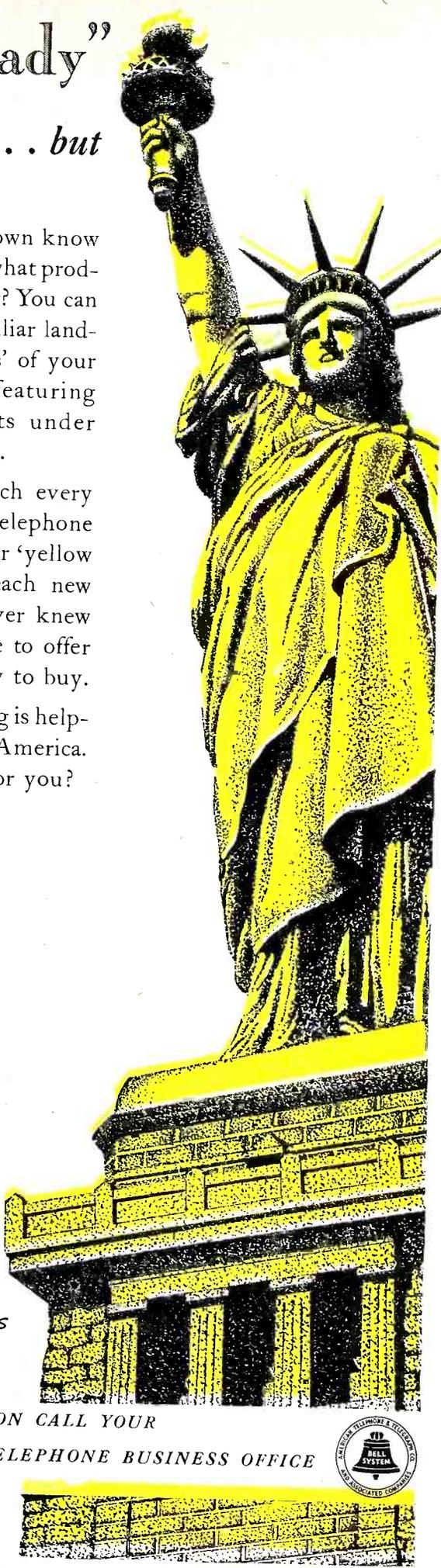
does everybody in your town know where *you* are located and what products and services you offer? You can make your business a familiar landmark in the ‘yellow pages’ of your telephone directory by featuring your name and products under every appropriate heading.

The ‘yellow pages’ reach every home in town that has a telephone . . . and every business. Your ‘yellow pages’ advertising will reach new prospects . . . folks who never knew before just what you have to offer . . . just when they’re ready to buy.

‘Yellow pages’ advertising is helping ring up sales all over America. Why not put it to work for you?



AMERICA'S BUYING GUIDE  
FOR OVER 60 YEARS



FOR FURTHER INFORMATION CALL YOUR

LOCAL TELEPHONE BUSINESS OFFICE



### **Elect Plamondon Board Chairman at RTMA Meeting**

The election of A. D. Plamondon, Jr., president of The Indiana Steel Products Co., as chairman of the board of directors, and the resignation of president Glen McDaniel, effective October 1, highlighted the 28th annual convention of the Radio-Television Manufacturers Association. Plamondon succeeds R. C. Sprague, president Sprague Electric Co. A committee of past presidents has been appointed to make recommendations as to a successor to McDaniel at a subsequent meeting of the Board. Leslie F. Muter was re-elected treasurer for his 17th term. Dr. W. R. G. Baker was re-appointed director of the Engineering Department. James D. Secrest was re-named secretary and general manager, and John W. Van Allen, general counsel.

Nine new directors were elected, and eight former directors were re-elected. The new directors are: B. W. Cooper, Delco Radio; D. S. W. Kelly, Allen-Bradley; Harry A. Ehle, IRC; W. S. Parsons, Centralab; Matt Little, Quam-Nichols; Sam Norris, Ampere; F. W. Godsey, Jr., Westinghouse Electric; E. K. Foster, Bendix Radio; and Sidney Harman, David Bogen. The following directors were re-elected: Lloyd H. Coffin, Hytron; Allen B. DuMont, Allen B. DuMont Labs.; J. B. Elliott, RCA Victor; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; W. J. Halligan, Hallcrafters; Larry F. Hardy, Philco; and Arie Liberman, Talk-A-Phone.

### **New York Rep Chapter Gets 3 New Senior Members**

The membership committee of the New York Chapter of the Reps has reported that three new senior members were approved. They are: Jack Brown, Benjamin W. Gelb and Frank Spellman. One new associate member, Gerald M. Moch, present for his first meeting was cordially welcomed by the body. John Kopple reported on the industrial Relations Committee and that the National Industrial Relations Committee was “to be invited to our city as our guests for a joint meeting in the early Fall.”

### **BOOK REVIEW**

RECEIVER TROUBLESHOOTING AND REPAIR, by Alfred A. Ghirardi and J. Richard Johnson. Rinehart Books, Inc., New York. 822 pages. \$6.75.

This generously-proportioned book supplements *Radio & Television Circuitry and Operation*, by the same authors. The authors assume that the reader is familiar with fundamental electrical and electronics theory, and receiver circuitry, and concentrate on practical servicing instruction. Theory is not skimped on whenever a need for it arises; its application, however, is emphasized.

The style of the book is clear; the language is straightforward and easy to understand.

# NEW ZENITH TELEVISION RECEIVERS FOR 1953

- Featuring the new Million-Dollar K-53 Chassis in every model
- Offering 25% greater distances—20% brighter pictures
- With every model—from \$199.95 up—competitively priced
- Built-in "Picturemagnet" Antenna in every set—even in lowest priced table models

The new Zeniths are far better performers than you have ever seen in television. They are brilliantly engineered to give you overwhelming superiority in competitive, on-the-floor demonstrations. And, they are competitively priced!

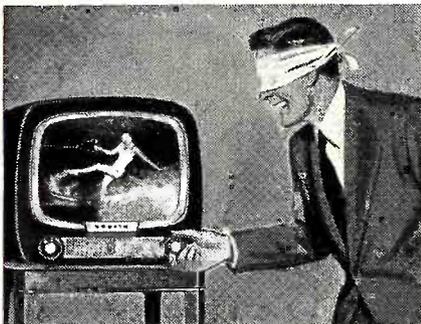
As you will see, the new Zeniths lend themselves to dramatic display . . . they have the showroom sparkle that starts many a sale.

The new Zeniths offer you a beautifully balanced line—with a stair-step range of prices, styles and fea-

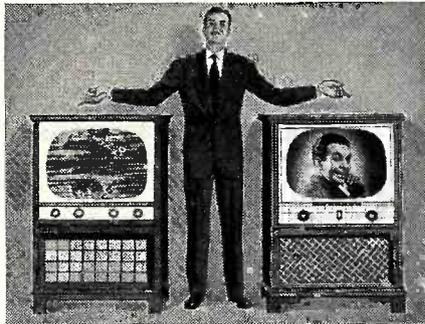
tures that hits every prospect from \$199.95 to \$750. All prices include Federal Excise Tax and parts and tube warranty.

To do justice to these new Zenith television receivers . . . to give you as complete a story as words and pictures can . . . we have taken 4 full pages of this issue. But this is only an appetizer compared to what your Zenith Distributor has to show you. After that, your only question will be—"How soon can I get them?" And the answer will be—"Right now!"

## FEATURES MADE FOR FLOOR DEMONSTRATIONS!



**One-Knob Tuning you can demonstrate blindfolded!** You can tune a Zenith blindfolded! Each station is pre-tuned so that the perfect picture and sound are *locked in* for your location. No variation when you change a station. Prove it to prospects with the blackout test. Prove it to yourself. Try to tune any other set with a blindfold on. (Note: a sleeping mask makes a wonderful demonstrator with a Zenith.)



**Better pictures at greater distances mean new prospects with Zenith.** If you sell on the "fringe" or in the city "trouble spots," Zenith has the answer. . . . Tests in 17 fringe areas prove you get 20% brighter picture at distances up to 25% greater. New ceramic coil form ends sound circuit drift. Exclusive Fringe Lock screens out interference causing picture wobble or roll. Demonstrate the proof. Test Zenith side-by-side with any other make.



**Zenith UHF Tuner Strips—simple, practical, proved!** In less than 15 minutes you can ready any Zenith ever sold for UHF reception *without* removing the chassis from the cabinet. No special tools, no soldering. No converters, no extra dials. Reception proved superior in hundreds of homes under actual UHF telecasts. (Bridgeport, Conn.)

# NOW, TAKE A LOOK AT THE LINE ➡

# NEW ZENITH - THE KIND OF TELEVISION

17 INCH TABLE MODELS - 148 sq. inches



THE TUDOR \$199.95



THE SOMERSET \$209.95



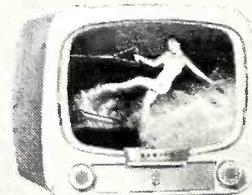
THE NOTTINGHAM \$219.95



THE CARLETON \$229.95



THE NORFOLK \$239.95



THE MANSFIELD \$249.95

**The Tudor**—K1812R. Mahogany-color Pyroxylin covered cabinet.

**The Carleton**—K1815E. Platinum Blonde molded Pyrolex cabinet. Gold-colored trim.

**The Somerset**—K1812E. Honey Blonde Pyroxylin covered cabinet.

**The Norfolk**—K1820R. Beautifully finished mahogany veneer cabinet. 5-ply construction.

**The Nottingham**—K1815R. Mahogany-color molded Pyrolex cabinet. Brushed brass handles.

**The Mansfield**—K1820E. Naturally finished Afara wood veneer cabinet. 5-ply construction,

## 17 AND 21 INCH CONSOLES



THE STAFFORD \$269.95



THE ASHBROOK \$289.95



THE CHANNING \$299.95



THE COVENTRY \$349.95



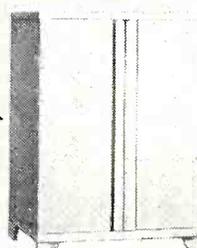
THE MARLBOROUGH \$379.95



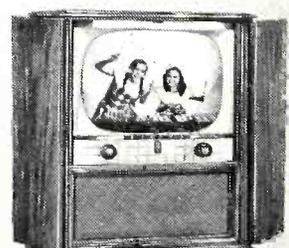
THE MONMOUTH \$399.95



THE BUCKINGHAM \$429.95



THE WESTMINSTER \$449.95



THE LANCASTER \$499.95

**The Stafford**—K1846R. Gleaming genuine mahogany veneer finish over select hardwoods. Escutcheon of matched-grain beauty.

**The Coventry**—K2258R. Individually matched lustrous mahogany veneers. Polished cross-grain escutcheon.

**The Buckingham**—K2266R. Bowed doors with brilliant, swirl-grain finish. "Golden Shield" escutcheon. Mahogany finish.

**The Ashbrook**—K1850R. Handsomely-finished mahogany-color wood cabinet and escutcheon.

**The Marlborough**—K2260R. Finely grained mahogany veneers selected for the richest patina. Striking "Golden Shield" escutcheon.

**The Westminster**—K2267E. Cabinet and doors of rarest Gold Coast Afara wood solids and veneers. "Golden Shield" escutcheon.

**The Channing**—K1850E. Flawlessly finished in finest Gold Coast Afara wood veneers and wood grain effects.

**The Monmouth**—K2263E. Choice Afara wood veneers, hand-rubbed to a golden gloss. Harmonious "Golden Shield" escutcheon.

**The Lancaster**—K2268R. Exquisite Sheraton styling executed in swirl pattern mahogany inlaid with genuine hand-rubbed tulip wood.

Manufacturer's suggested retail prices are shown. Prices slightly higher on West Coast and in far South.

# NOW - FOR THE BIGGEST NEWS

# YOU'VE ALWAYS WANTED TO SELL!

21 INCH TABLE MODELS — 246 sq. inches



**The Grenville**—K2229R. Mahogany-color Pyroxylin covered cabinet. **The Viceroy**, in Blonde (K2229E) \$279.95.

**The Rhodes**—K2230E. Honey Blonde Pyroxylin covered cabinet. "Golden Shield" escutcheon.

**The Burke**—K2230R. Mahogany-color Pyroxylin covered cabinet. "Golden Shield" escutcheon.

**The Morley**—K2240R. Rich, lustrous mahogany veneer cabinet. "Golden Shield" escutcheon.

**The Inverness**—K2235R. Matched mahogany veneer sides and top, select hardwood cabinet. \$279.95 less base.

**The Carlyle**—K2240E. Brightly modern cabinet of Afara wood veneer finish "Golden Shield."

## 17 AND 21 INCH COMBINATIONS



**The Sutherland**—K1880R. Doors of hand-rubbed crotch-grain mahogany veneers. Complete standard and FM radio. Cobra-Matic\* record changer. 10-inch Alnico speaker gives brilliant tone. 17-inch screen.

**The Mountbatten**—K2286R. Period styling. Doors finished to give luxurious flame-grained effect. AM reception from 540 to 1600 Kcs. Cobra-Matic\* record changer. 7½-inch Alnico speaker. 21-inch screen.

**The Radcliffe**—K2287R. Distinctively crafted period cabinet combines rich mahogany veneers and selected hardwoods. Complete AM and FM reception. Cobra-Matic\* record changer. 12-inch Alnico speaker. 21-inch screen.

**The Balfour**—K2291E. Classic simplicity rendered in finest imported Gold Coast Afara wood veneers and solids. "Satin Brass" pulls. Complete AM and FM reception. Cobra-Matic\* record changer. Radiorgan\* tone control. 21-in. screen.

**The Balmoral**—K2290R. The lavish beauty of Georgian period consoles with ingeniously matched, hand-rubbed mahogany veneer paneling. Complete AM and FM reception. Cobra-Matic\* record player. 12-inch Alnico speaker. Radiorgan\* tone control. 21-inch screen.

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

# IN TELEVISION, TURN THE PAGE ➡

# A ZENITH CONSOLE WITH A 27-INCH PICTURE TO SELL FOR \$695

(402 sq. inches)



## The New Zenith Sovereign, \$695

**Model K2873R**—A period console cabinet befitting the magnificent instrument it houses. Door panels of slip matched mahogany veneers.



## The New Zenith Canterbury, \$750

**Model K2873E**—A modern classic of fine furniture styling. Of choice Afara wood solids and veneers, hand finished to a rich lustre, "Brushed Brass" accessories.

**18,000 volt picture tube**—a picture so finely grained you can view it comfortably in a small den as well as a large room.

**New Million-Dollar K-53 Chassis**—23 tubes, plus Picture Tube, 4 rectifiers and one video detector crystal. So powerful it expands fringe 25%, pulls in a 20% brighter picture—with denser blacks, purer whites.

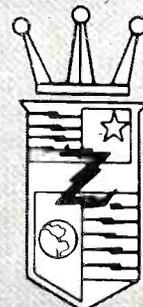
**You can tune it blind-folded!** Pre-set control adjusts picture and sound for perfect reception in individual location. Click from station to station without variation—even on the "fringe."

**Ready for UHF in 15 minutes!** Simply add new UHF tuner strip in Zenith's exclusive turret tuner, and replace tuner. (Zenith tests "tops" under actual UHF telecasts on hundreds of sets in Bridgeport, Conn.)

**Two 10-inch Speakers** for tone quality far superior to anything on the market. (Zenith's new ceramic coil form eliminates sound drift, assures maximum uniformity and fidelity of tone reception.)

**FOR SELLING QUALITY, FEATURE ZENITH**

**ZENITH**  
REG. U.S. PAT. OFF.  
LONG DISTANCE RADIO  
and TELEVISION



© 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

# 5

## REASONS WHY

# Webcor<sup>®</sup>

## DISKCHANGERS ARE BETTER

### **1 EXCLUSIVE TWO-TIER CONSTRUCTION:**

The mainplate is constructed of heavy, 18-gauge steel that will never warp! A two-tier, bridge-like construction assures that the few moving parts under the mainplate will never be thrown out of alignment or jam together. And all the moving parts are stamped from high grade steel to allow the most delicate adjustment. Webster-Chicago takes particular care to see that a lifetime of service-free operation is built into every Webcor Diskchanger.

### **2 VELOCITY TRIP MECHANISM:**

The Webster-Chicago Velocity Trip mechanism provides a fast change cycle—with a minimum of wear on the finely adjusted parts. Just a hair-touch triggers the Velocity Trip mechanism into smooth, efficient, jam-free automatic operation that handles all 7, 10 or 12 inch records with the kind of care that insures the maximum of record life.

### **3 BALANCED TONE ARM:**

The accurately Balanced Tone Arm permits a feather ride in the recording well, with no lateral needle pressure or friction on the delicate sides of the record grooves. This reduces surface noise to a minimum—and saves precious records, too! And, after the last record has been played, the Balanced Tone Arm comes to an automatic rest.

### **4 ELECTROSTATIC-FLOCKED TURNTABLE:**

The heavily flocked Webcor turntable is the envy of the industry because of an exclusive Webster-Chicago flocking process that makes the fibres stand on end, and gets the most flocking possible into a given space. This thick, resilient carpet effectively cushions the record and smothers the noise of the record drop. Another feature which prolongs the life of precious records, and makes for better listening.

### **5 SPECIALLY CONSTRUCTED MOTOR:**

To assure the ultimate in service-free performance, Webster-Chicago designs its own motors, which are built, in their entirety, in the ultra-modern Webster-Chicago plant. These superb motors, when coupled with the extra heavy turntable which acts as a flywheel, provide constant, accurate turntable speeds at all times—regardless of the number of records.

*for these reasons—all music sounds better on a*

manufactured by Webster-Chicago, Chicago 39, Illinois

**Webcor** 

The 1953  
**CROSLEYS** are

You can see "the whites of their eyes" better on the  
**EXCITING NEW '53  
CROSLEY TV**

17" 21" CROSLEY COLOR

You can see it **BETTER** on a CROSLEY

IN ADS LIKE THIS . . .

**we're telling the world—**

You can see it **BETTER** on a CROSLEY

**and you'll be telling us—**

You can **SELL** them better  
on a **CROSLEY**

# going to town!

## 10 REASONS WHY



**1** Your customers can see all channels! Crosley sets with built-in UHF receive all 12 VHF channels and all future 70 UHF channels.



**2** Your customers will see sharper pictures! Crosley's Automatic Focus gives a clean, clear picture right out to the edges.



**3** Crosley pictures are steadier. No fade, no flutter caused by signal fluctuations. Interference from appliances is checked.



**4** No glare on Crosley. Your customers can keep room lamps on. Picture window is slanted to deflect outside light to floor.



**5** All Crosley sets are guaranteed and warranted: Not just 3 months, not just 6 months, but a full-year warranty, on all chassis parts including picture tube.



**6** No big inventory problems when you carry complete line. Only 10 basic models. Priced for step-up selling. Crosley gives you long profits.



**7** Automatic Local-Distance Power Control on custom models ... booster switch on de luxe models. Adjusts to local, normal, or "fringe" signals.



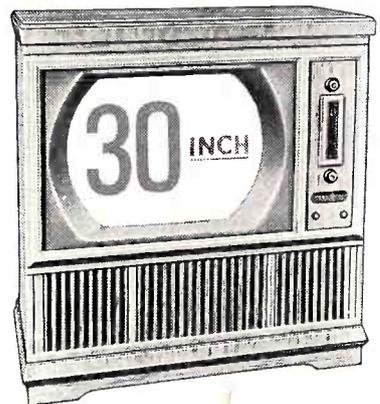
**8** Auxiliary controls conveniently located behind hinged dial panel on custom sets, so customers can adjust sound and picture themselves.



**9** Front-removable picture window on all custom models makes it easy for all your customers to clean picture-tube face themselves.



**10** All cabinets in rich wood. Every Crosley television set is a piece of fine furniture. No cabinets of plastic, metal or composition.



**30-inch Custom console.** One of the largest direct-view television sets in regular production. Cabinet is mahogany or blond-finished wood.



**The Sarah Bernhardt II.** 21-inch Custom console. Simple cabinet style that will never grow out of date. Genuine striped mahogany veneer or white oak veneer with limed oak finish.

**The Senator.** 21-inch De Luxe table model. Large screen television in a handsome, trim cabinet. Mahogany or blond-finished wood blends perfectly with any table.



**ALL YOU NEED TO SHOW  
THE COMPLETE LINE  
IS 10 BASIC MODELS**

*Write in for full  
information on 1953  
Crosley TV!*

**SALES PROMOTION DEPT., CROSLY DIVISION of AVCO**

Cincinnati 25, Ohio

Please send with no obligation

- Wall hanger with specifications
- Full-line folder showing Crosley's '53 line
- Full schedule of advertising
- A distributor to call and talk over the way Crosley works

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# Mr. Dealer: Don't Be Caught Short!!!

GET SET NOW FOR THE PRE-SOLD PROSPECTS V-M WILL SEND YOU IN AUGUST AND SEPTEMBER! HERE'S WHY!

THIS HALF-PAGE COLOR AD will appear in the August "Back to Campus" issue of SEVENTEEN MAGAZINE (1,000,000 teen-age girl readers) on sale August 1st, and in the September "Back to Campus" issue of ESQUIRE Magazine (1,500,000 young men) on sale August 8th.

### The Teen-Age market is BIG

and what teen-ager doesn't want a PHONOGRAPH! Hundreds of prospects in your trading area will see these ads — will want a V-M tri-o-matic Phonograph! Be sure you're ready for them when they come in!

### Call your V-M Distributor now,

for complete details on the complete campaign; we have special newspaper mats, motion displays, banners and sales folders for you. Smart dealers are tying in — and cashing in — with this special promotion!

### DON'T FORGET V-M's 45 SPINDLE!

The accessory that moves phonographs!



Hey! it's a V-M!

## V-M tri-o-matic® phonographs

Here's the Portable Phono you've been waiting for! Lightweight and easy to carry, the V-M 985 Portable Phono lets you take your music with you, plugs into any AC outlet!

A complete three-speed record player and changer, the V-M 985 gives you full enjoyment from all your records. Has all the features you've been asking for, including Siesta Switch and Lazy-Lite (lets you change or reject records without lifting lid!) Beautiful Mahogany Leatherette case. \$77.95\*

**SO SIMPLE TO PLAY ANY RECORD!** You make only two simple settings to play any stack of records — any speed, any size — and you can intermix 10" and 12" discs of the same speed. The V-M Tone Arm adjusts itself automatically when you switch from one size record to another.

**ONLY V-M PHONOS have the Siesta Switch.** No jumping up to turn off your V-M tri-o-matic Phono, after the last record plays! Now you can read, relax, even fall asleep to music — the Siesta Switch turns off *everything*, after the last record plays! You'll enjoy your records more — when they're played on a V-M tri-o-matic PHONO!

Made by V-M CORPORATION, Benton Harbor, Mich., World's Largest Mfr. of Record Changers

\*Slightly higher in the West

**ASK FOR A DEMONSTRATION** — at Better Record-Radio Shops Everywhere!

V-M tri-o-matic Portable 985

V-M 150 tri-o-speed Portable

A really fine Portable Phono — at a low budget price! Plays all records, all speeds, all sizes, *manually*. Top quality amplifying system. Beautiful Mahogany Leatherette Case. Only \$46.50\*

V-M tri-o-matic 972 Phono  
A complete changer-player, with its own superb amplifying system. Has all tri-o-matic features (including Siesta Switch) and new outer. \$57.50\*

GET THE FULL V-M STORY FROM YOUR V-M DISTRIBUTOR TODAY!

# V-M CORPORATION

Benton Harbor, Michigan

# SYLVANIA TV



**Z-O-O-MING**  
**TO NEW HEIGHTS!**

*America's Fastest Growing Television*

**GREATER THAN EVER FOR '53**



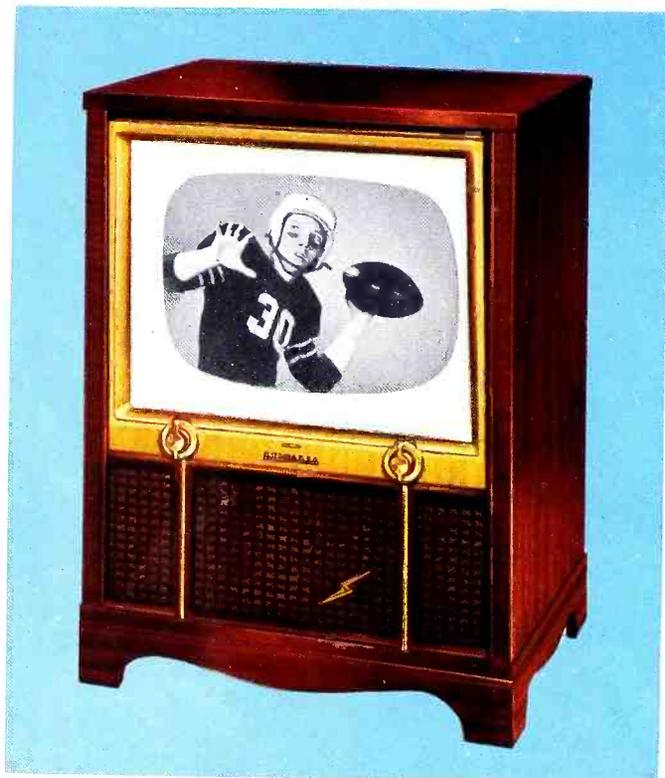
**ATTEND  
THE SYLVANIA  
DEALER MEETINGS  
during AUGUST**

Check with your Sylvania Television Distributor

# America's

*New...for '53!*

**With better-than-ever HALOLIGHT...  
ALL-Channel UHF-VHF reception  
and many other new  
Sales-Winning features!**



The HUNTINGTON (176M) 21" Console. Sylvania's most powerful chassis in an outstanding mahogany veneer cabinet at a popular price that makes the Huntington the television buy of the year. Exclusive HALOLIGHT plus power and precision for unmatched TV reception. Available with built-in UHF reception. Also in blonde (176B).

**PROVISION FOR ALL-CHANNEL  
UHF-VHF RECEPTION IN  
ALL 1953 SYLVANIA TV MODELS**

**T**HE FINEST television sets ever produced—that sums up Sylvania TV for 1953.

Engineered to the highest standards ever known in television, the new 1953 Sylvania TV provides MORE power, MORE picture clarity, MORE viewing comfort than ever before.

### A Sales Standout!

This year, Sylvania's famous exclusive feature—HALOLIGHT—is bigger and better than ever. And every 1953 Sylvania model has provision for ALL-Channel UHF-VHF reception. The new Strato-power "508" Chassis is chock-full of features to keep out interference and deliver finest results in fringe area reception. In every way, Sylvania is *bound* to prove a standout on the dealer's floor!

### 50 Years' Background in Lighting and Electronics

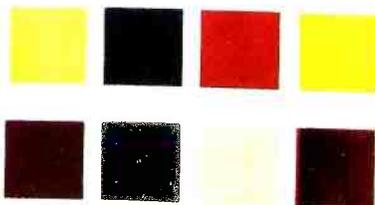
Sylvania has the experience, the resources and the staying power for leadership in television. If you're building for permanence and for profits, *tie in with Sylvania*. It's zooming to new heights for '53—and will keep on growing in the years to come!

SYLVANIA ELECTRIC PRODUCTS INC., *Radio and Television Division*  
254 Rano Street, Buffalo 7, New York

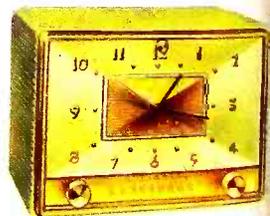
## SELL ON SIGHT! COLORFUL SYLVANIA RADIOS FOR '53



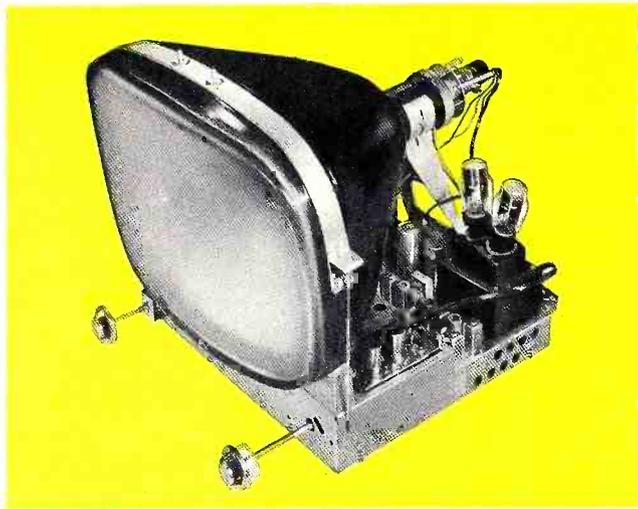
**TABLE RADIOS**  
Magnificent in tone and sensitivity. Beautifully designed in 5 striking Furniture-Guild colors: Primrose Yellow, Bottle Green, Cardinal Red, Chartreuse and Hickory Brown. Also in Ebony, Ivory and Mahogany colored plastic.



**RADIO-CLOCKS**  
A rare combination of beauty and utility. Wakes you to music, turns itself off when you sleep, controls any home appliance—all with only one knob. Same color variety, large speaker, built-in antenna as Sylvania radio. A real profit builder for '53.



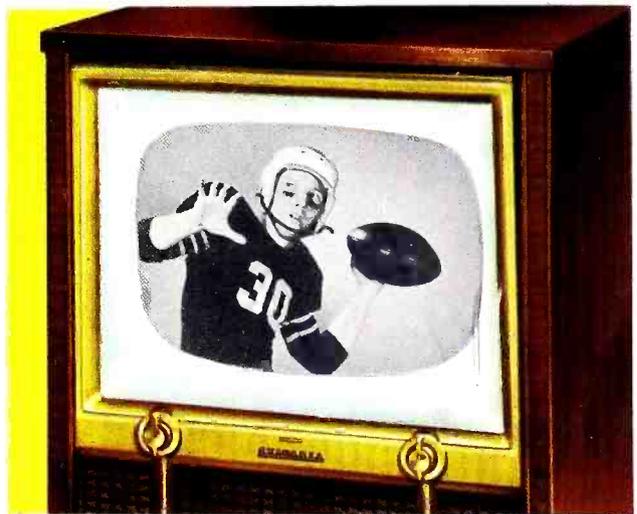
# Most Powerful Television!



## Sensational ALL New STRATOPOWER "508" CHASSIS

EXTRA POWER, extra performance and extra value are built into every inch of the new 1953 Sylvania Stratopower "508" Chassis. Just compare these Sylvania features with anything offered in television this year. You'll agree they're winners right down the line!

- New 30-tube performance
- ONE-KNOB UHF-VHF TUNING
- Big 21" CYLINDRICAL PICTURE TUBE
- HIGHER PICTURE TUBE VOLTAGE
- New Exclusive VOLTAGE REGULATOR TUBE
- WIDER BAND WIDTH for finer picture detail
- PERMANENT-MAGNET FOCUS CONTROL
- AUTOMATIC "TRIPLE-LOCK"
- HIGHER GAIN VIDEO AMPLIFIER
- World's Most Precise ULTRAPOWER TUNER



## Original Better-Than-Ever SYLVANIA HALOLIGHT\*

THIS YEAR, Sylvania's famous exclusive feature —HALOLIGHT—brings even more comfort and ease to television viewing. The HALOLIGHT frame is broader . . . the light is smoother, more restful. And a new type of continuous control enables the owner to select exactly the right illumination for his eyes.

Introduced only a year ago, HALOLIGHT zoomed to sensational success in record time. Many dealers say it's the biggest selling feature ever put on a television set. Because it's *different* . . . stands out dramatically on the sales floor. Now better-than-ever HALOLIGHT will help set new records for Sylvania dealers all over the country. For 1953, make HALOLIGHT sell for you!

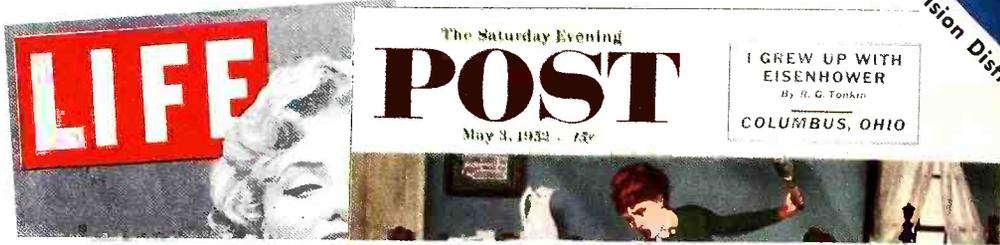
\*Sylvania Trademark

# SYLVANIA TV

# Zooms Ahead in Advertising, too... *Biggest TV Promotion in Sylvania History!*

ATTENTION  
THE SYLVANIA  
DEALER MEETING  
during AUGUST  
Check with your Sylvania Television Distributor

Foremost National  
**MAGAZINES**  
*plus*



Biggest Mass Coverage Sunday  
**SUPPLEMENTS**  
*plus*



Leading Local Daily  
**NEWSPAPERS**  
*plus*



Big National Network  
**TELEVISION SHOW**  
**"BEAT THE CLOCK"**  
CBS-TV



## REACHING MILLIONS OF PEOPLE EVERY WEEK!

### POWERFUL STORE MERCHANDISING

A brilliant array of dealer selling aids helps  
you to more sales...more profits!

- STORE DISPLAYS • WINDOW DISPLAYS • FOLDERS
- BILLBOARD POSTERS • BANNERS • BROADSIDES
- OUTDOOR AND INDOOR SIGNS • RETAIL AD MATS
- RADIO AND TV "SPOTS" • CAR CARDS

ANY WAY  
YOU LOOK AT IT  
**SYLVANIA**  
TELEVISION  
IS EASIER TO SELL

**\$4<sup>00</sup>** opens up  
**A NEW BUSINESS**  
**FOR YOU...**



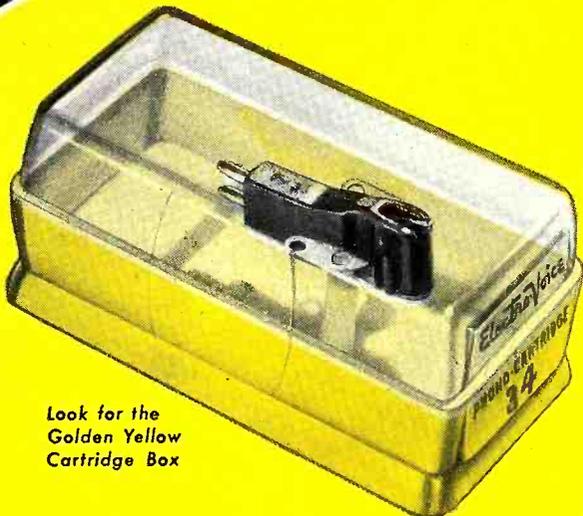
**GOLDEN OPPORTUNITY FOR ALERT SERVICEMEN  
 TO TURN \$4.00 INTO HUNDREDS**

The market is wide-open... a ready market... an actual \$70,000,000 Phono-Cartridge Replacement market. Facts and figures prove it! What an opportunity for you and every serviceman to get new business, profitable business you're not getting now!

**ELECTRO-VOICE SHOWS YOU HOW... AND PAVES THE WAY**  
 E-V helps you with everything you need to build a money-making Professional Phono Service business—New Sales Aid Kit, Manufacturer's Set Model Replacement Guide, Dramatic Direct Mail Campaign including Post Cards and Stuffers, Handbook on Cartridge Sales and Service, Professional Phono Service Sign, Window and Wall Streamers, Service Tags, etc. With these sales tools you can easily turn that \$4.00 into HUNDREDS.

The E-V Basic 6 Preferred Type Cartridges enable you to make over 92% of all cartridge replacements and give immediate replacement service. Not only that... every E-V Cartridge now comes like a jewel in a new golden yellow, self-stacking plastic box.

It's the most powerful, most effective merchandising plan ever conceived in the phono service field!



Look for the Golden Yellow Cartridge Box

**FREE**

Send Now for Bulletin CP-1.  
 Gives You the E-V Plan—Tells you How to Make \$4.00 Open New Business for You.

ELECTRO-VOICE, INC.  
 422 CARROLL STREET  
 BUCHANAN, MICHIGAN

Please Rush FREE Bulletin CP-1

**Electro-Voice**

422 CARROLL STREET • BUCHANAN, MICHIGAN  
 Export: 13 East 40th St., New York 16, U.S.A. Cables: Arlab  
 PHONO CARTRIDGES • MICROPHONES • HI-FI SPEAKERS • TV PRODUCTS

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MY DISTRIBUTOR'S NAME \_\_\_\_\_

HERE YOU ARE, SERVICEMEN!

Win \$5,000.00

in cash prizes!

Jensen NEEDLE'S

\$1000 FIRST PRIZE!

187 WINNERS!

187

CASH PRIZES

1st Prize . . . . .	\$1000.00
2nd Prize . . . . .	500.00
3rd Prize . . . . .	250.00
Next 10 Winners . . . each	100.00
Next 25 Winners . . . each	50.00
Next 50 Winners . . . each	10.00
Next 100 Winners . . . each	5.00
Total Prizes	\$5000.00

Contest Closes  
DEC. 31, 1952

"WIN A GRAND" CONTEST



Special Prize  
FOR EARLY BIRDS!

A precision quality, high powered Jensen Needle Microscope will be given to each of the first 500 servicemen to send in a completed Official Entry Blank. \$5.00 value. Handy pocket size to take on your service calls.

Start saving those packages . . . get your entry in soon!

RULES OF ENTRY

1. What You Have To Do . . . Jensen Phonograph Needles are packaged two ways—on a card or in a plastic box. Every time you sell or install a Jensen Needle during this contest, save the card or colored insert in the box (not the instruction sheet). Collect as many as you can during the contest period. Prizes will be awarded to the 187 servicemen sending in the most empty Jensen Needle packages.

2. When Is The Contest . . . The Jensen "Win a Grand" Contest opens September 1, 1952 and closes at midnight December 31, 1952.

3. Who Is Eligible . . . This contest is open to every bona fide radio-television serviceman in continental United States. This includes employees as well as employers, anyone who is actively engaged in this work during the period of the contest. No employee of Jensen Industries, Inc. or its advertising agency is eligible.

4. How To Enter . . . To be eligible for one of the 187 cash prizes, you must send in one completed Official Entry Blank (available at your regular Parts Distributor) together with all the empty Jensen Needle packages you have collected during the period of the contest. All Jensen Needle packages, EXCEPT the Jensen "Symphonette" and Jensen Coin Machine Needles, are acceptable.

5. 15-Word Statement . . . On the Official Entry Blank, you will find a sentence beginning, "I Sell Jensen Needles Because . . . ." Just complete this sentence in 15 words or less. As a suggestion, you might say, "I Sell Jensen Needles Because they are easier to install." (5 words).

6. Where To Send Entries . . . All entries to be considered for prizes must be sent, accompanied by a completed Official Entry Blank, direct to:

Jensen Contest Headquarters, 329 South Wood St., Chicago 12, Illinois

Do not send your entry to your Parts Distributor. You may hold your entry until the last day or send it in as often as you like, but be sure you have a suitable means of identification with each shipment (such as your original Official Entry Blank). REMEMBER: All entries must be postmarked before Midnight, December 31, 1952, to be eligible.

7. Duplicate Prizes . . . In the event of a tie, duplicate cash prizes will be awarded to all tying contestants.

8. Judges' Decision Final . . . Decision of the judges, chosen by Jensen Industries, Inc., will be final. All entries become the property of Jensen Industries, Inc., and none will be returned.

9. Only Entry Itself Counts . . . Only the total number of empty Jensen Needle packages, together with the completed Official Entry Blank, counts toward the prizes. Neatness, spelling, grammar or packing of entry do not count.

10. Winners To Be Announced . . . Winners in the Jensen Contest will be notified as soon after the contest closes as possible.

HERE'S ALL YOU HAVE TO DO! . . .

It's Easy! Simply save the cards and colored inserts from all the Jensen Phono Needles you sell or install from now 'til the end of the year. Pick up an Official Entry Blank at your regular Parts Distributor, complete the sentence, "I Sell Jensen Needles Because . . .," and mail this with your packages direct to Jensen Contest Headquarters before Midnight December 31st. That's all there is to it . . . the radio-TV serviceman sending in the most Jensen packages wins \$1000 cash. It might be you!

WHY JENSEN SPONSORS THIS BIG CONTEST!

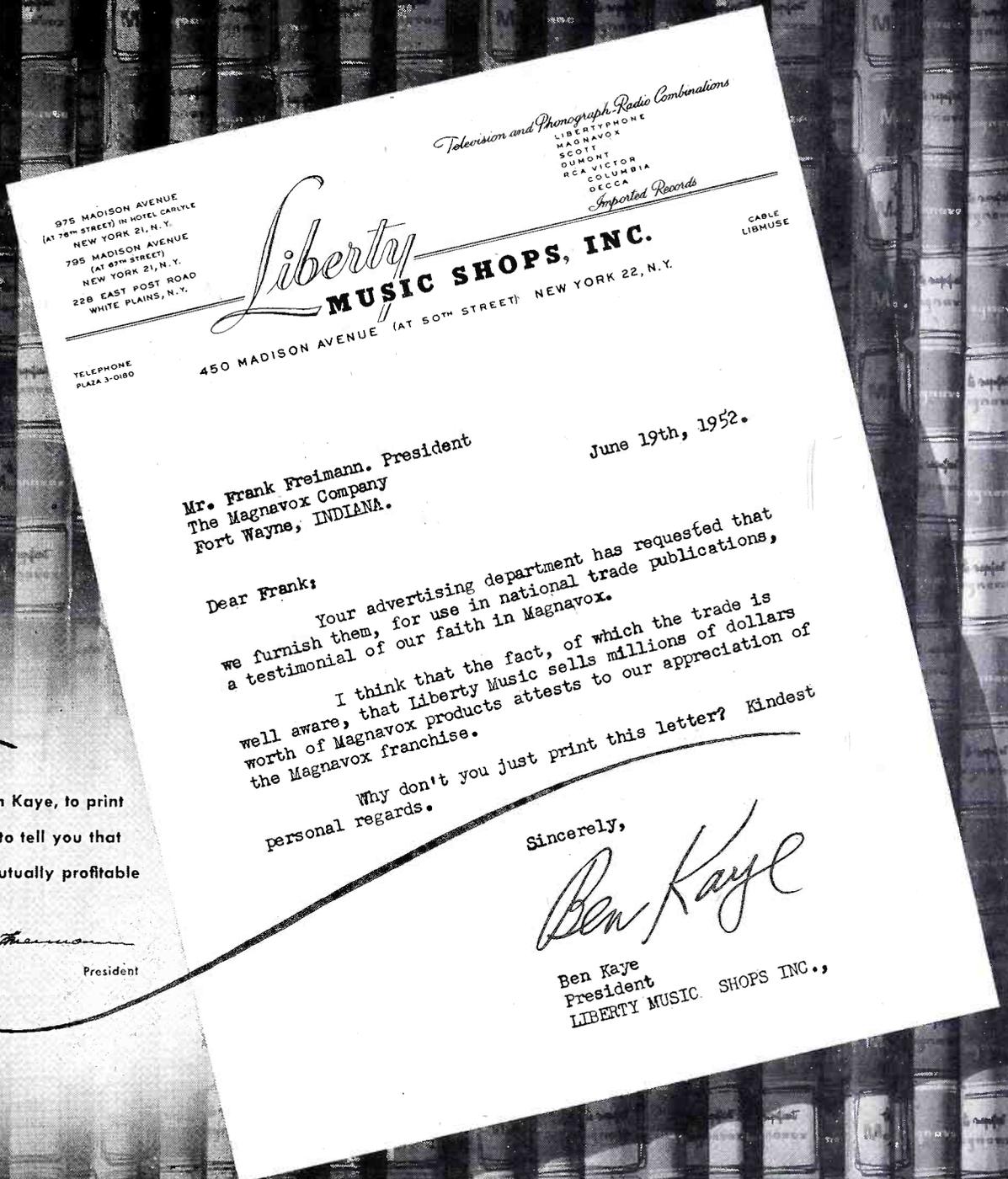
Every radio-television serviceman can get a lot more business for himself without additional tools, equipment or labor simply by just replacing worn-out phonograph needles. That's why Jensen sponsors this unique contest—to show you how easy it is . . . and profitable, too. And Jensen supplies every assistance you need, with a precision made needle for every type of record player and complete easy-to-follow instructions.

Jensen INDUSTRIES, INC.  
332 South Wood Street, Chicago 12, Illinois

JENSEN . . . Oldest name in Sound Engineering

Sell a JENSEN NEEDLE on Every Service Call!

# Another case history of the Profitable Magnavox Franchise



975 MADISON AVENUE  
(AT 76TH STREET) IN HOTEL CARLYLE  
NEW YORK 21, N. Y.  
795 MADISON AVENUE  
(AT 67TH STREET)  
NEW YORK 21, N. Y.  
228 EAST POST ROAD  
WHITE PLAINS, N. Y.

Television and Phonograph-Radio Combinations  
LIBERTYPHONE  
MAGNAVOX  
SCOTT  
DUMONT  
RCA VICTOR  
COLUMBIA  
DECCA  
Imported Records

*Liberty*  
**MUSIC SHOPS, INC.**

CABLE  
LIBMUSE

TELEPHONE  
PLAZA 3-0180

450 MADISON AVENUE (AT 50TH STREET) NEW YORK 22, N. Y.

Mr. Frank Freimann, President  
The Magnavox Company  
Fort Wayne, INDIANA.

June 19th, 1952.

Dear Frank:

Your advertising department has requested that we furnish them, for use in national trade publications, a testimonial of our faith in Magnavox.

I think that the fact, of which the trade is well aware, that Liberty Music sells millions of dollars worth of Magnavox products attests to our appreciation of the Magnavox franchise.

Why don't you just print this letter? Kindest personal regards.

Sincerely,

*Ben Kaye*

Ben Kaye  
President  
LIBERTY MUSIC SHOPS INC.,

We're happy, Ben Kaye, to print your letter . . . and to tell you that we value this mutually profitable relationship.

*Frank Freimann*  
President

*the magnificent*

BETTER SIGHT... BETTER SOUND... BETTER BUY.  
**Magnavox**

*television - radio - phonograph*

COAST-TO-COAST THE STORY IS THE SAME... for a sound, profitable, long-term business, Magnavox is the BEST franchise.



**LOCAL SERVICE — NATION-WIDE EXPERIENCE**  
 —Hundreds of COMMERCIAL CREDIT offices throughout United States and Canada offer you fast, efficient service on a local level. Yet you and your customers benefit from many years of experience gained through millions of financing transactions covering practically every community.

**YOU SHOULD HAVE THIS BOOK —** It analyzes the appliance market in relation to time sales . . . shows how you can benefit by the many advantages of the COMMERCIAL CREDIT PLAN. Ask your distributor for a copy, or contact the COMMERCIAL CREDIT office nearest you. There's no obligation.

**OFFER THEM THE CREDIT THEY NEED —** Millions of people *want credit, need credit, can't buy without credit!* Make sure you offer them the plan that's best for them and best for you . . . the plan that more customers prefer than any other national financing plan . . . COMMERCIAL CREDIT PLAN.



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

### THE PROOF IS IN THE PUDDING

Appliance dealers all over the country are proving that the COMMERCIAL CREDIT PLAN helps them make more sales and profits. This plan offers you a *complete* financing package that includes both wholesale and retail plans . . . enables you to make better use of working capital instead of tying it up in floor stocks. When you deal with COMMERCIAL CREDIT, you deal with *one reliable source only* . . . and you can be certain of financing as usual, no matter what the times.

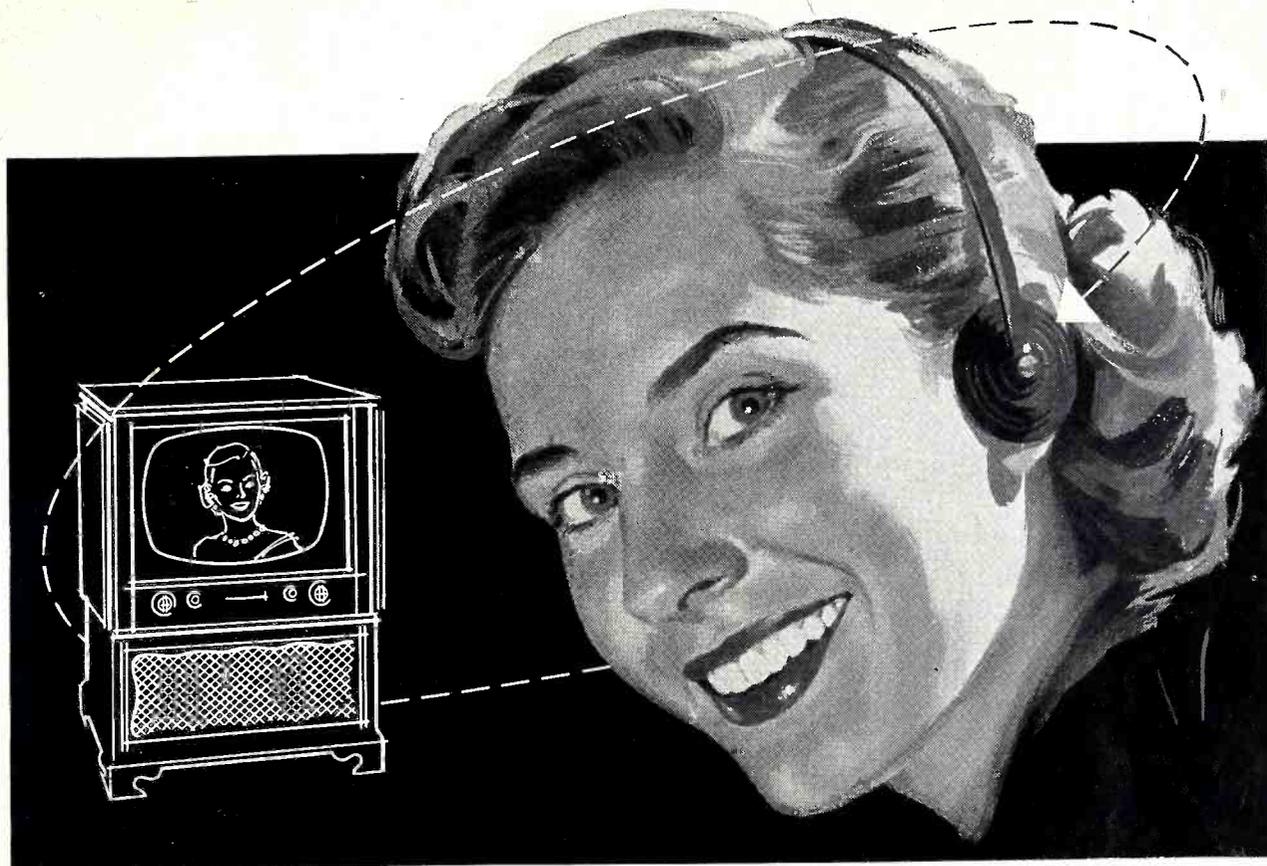
### COMMERCIAL CREDIT CORPORATION

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



# Sensational New Sales-maker!

**EXCLUSIVE WITH BENDIX TV!**



## The *Bendix* "Solo-Ear"

● **AN INSTANT HIT WITH PARENTS OF GROWING CHILDREN.** Junior and the gang hear their favorites, but the adults are spared "all the shootin'".

● **NEW TV PLEASURE FOR THE HARD-OF-HEARING.** At last these handicapped people can enjoy TV fully . . . without "blasting" others' ears.

● **JUST THE THING FOR "STAY-UP-LATES."** Late shows can be enjoyed while the rest of the family . . . and the neighbors . . . sleep peacefully on.

● **THE IDEAL COMPANION IN HOSPITALS AND SICK ROOMS.** Entertains and cheers the convalescent, yet doesn't disturb anyone else.

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

### WHAT "SOLO-EAR" IS . . . WHAT IT MEANS TO YOU

Bendix "Solo-Ear" is a unique television advancement which, at the flip of a switch, will divert any Bendix\* TV receiver's sound into one or more special feather-weight headphones instead of through the set's regular speaker. All this happens without loss of tone quality.

Or Bendix "Solo-Ear" headphones can be used in conjunction with the set's speaker, if desired.

Here, Mr. Retailer, is a new, money-making Bendix development which you'll want to see for yourself without delay. Experience its tremendous customer appeal first-hand. See how simply it's installed. Above all, find out how *it can mean dozens of extra sales to you!*

One more way that *Bendix* TV helps its dealers  
sell more and profit more



. . . The Name Millions Trust

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

there's no tower  
like an

**Alprodeco**

**ALUMINUM TOWER**

TV • FM • AM  
BROADCASTING — RECEIVING

the height of perfection

easy to install

attractive and modern

low  
cost...

light  
weight

strong  
durable...

... NO PROFITS LIKE THOSE IN AN ALPRODICO TOWER, EITHER! For fringe areas and other difficult locations, these can't-be-beat antenna towers get the antenna up where the signal is — and keep it up without costly follow-up maintenance for you. Get full details from your local parts distributor now.

WRITE FOR NEW  
LITERATURE AND  
OTHER INFORMATION  
... ADDRESS DEPT. A.

**Alprodeco, Inc.**

KEMPTON, INDIANA

MINERAL WELLS, TEXAS DUBLIN, GEORGIA

See Us at Our PARTS SHOW Booth



**National Rep Committees**

Norman B. Neely, national president of "The Representatives" of Radio Parts Manufacturers, Inc., announces the election of C. L. "Muggs" Pugh, 4500 Dublin Road, Columbus 2, Ohio, as chairman of the 1952-1953 National Membership Committee. Mr. Pugh has been a senior member of the Buckeye Chapter for about eight years. Other members of the 1952-1953 National Membership Committee are: John Crockett of the Southwestern Chapter; H. A. Kittleson of the Los Angeles Chapter; James Pickett of the New York Chapter; Percival Ridley of the Chicagoland Chapter; and Paul R. Sturgeon of the New England Chapter. Mr. Neely, also announced the election of S. K. Macdonald, 1531 Spruce St., Philadelphia 2, Pa., as chairman of the 1952-1953 National Nominating Committee. Other members of the 1952-1953 National Nominating Committee are: John Cota of the Dixie Chapter; W. Clif McLoud of the Rocky Mountain Chapter; C. G. Parsons of the Pacific Northwest Chapter; F. Edwin Schmitt of the New York Chapter; and J. Earl Smith of the Southwestern Chapter.

**In Manufacturer's Reception Room**

Editors TELEVISION RETAILING:

I thought you might be interested in how we treat our reception-room copies of the Caldwell-Clements magazines.

Each issue having a Reeves ad in it, has a small note attached to the front of the magazine. Many times it is necessary for guests to wait a few minutes to see their party. In order to make them feel at home, and at the same time, get the Reeves message across, we have devised a simple letter reading as follows:

Hello!

My name is TELEVISION RETAILING and I also work for Reeves Soundcraft Corp. My job is to help carry the Soundcraft Story all over the world.

In fact, I have a story devoted to Reeves Soundcraft on Page 100.

While you're waiting for your party, I hope you will enjoy reading me.

Thank you.

I might add that we have received numerous comments on this little greeting. We have found TELEVISION RETAILING and TELE-TECH to be quite necessary to put across the Reeves Soundcraft Story. Our general plans call for an increased advertising schedule for both TELE-TECH and TELEVISION RETAILING this fall.

Very truly yours,  
David O. S. Ruark,  
Advertising & Promotion Mgr.

REEVES SOUNDRAFT CORP.

10 E. 52nd St.

New York 22, N.Y.

# *Rave*

## REVIEWS

### FROM

# TV Dealers!

"BEST DISCOUNTS I'VE SEEN!"

"SETS THAT STAY SOLD!"

"A TV FRANCHISE  
WITH TEETH IN IT!"

Local Sparton showings in 62 cities across the U.S. point the way to TV profits: a top-performing line, a solid franchise, higher discounts.

Can TV be profitable? Sparton says *yes!* And we're backing it up with the kind of facts that have TV dealers cheering:

- 1 a controlled franchise that gives complete protection from dumping and price cutting, from pitched battles with competition down the street
- 2 profits from what are probably the

longest discounts in the business, *plus* up to 3% retroactive discount.

- 3 a complete line of models with performance that has become a byword in the industry, with engineering quality that puts a halt to kickbacks and servicing costs

If you missed the Sparton Show in your area and want to know more about the Sparton way to TV profits, get in touch with your Sparton District Merchandiser today! *Sparton Radio-Television, Jackson, Michigan.*

BE SURE TO SEE THESE 1953 SPARTON COSMIC EYE TELEVISION STARS!



The 17" Danbury  
Model 5301—mahogany-  
grained Duron



The 21" Courtney  
Model 5386—limed oak



The 21" Gilmore  
Model 5342—mahogany  
Model 5343—blonde



The 17" Radford  
Model 5362—mahogany



The 21" Carrington  
Model 5384—mahogany

THE SUPERB

# Sparton

THE SET THAT STAYS SOLD

# Announcing Arvin

*First* WITH BUILT-IN  
ALL-CHANNEL TUNING!



12 VHF channels—70 UHF channels  
at the turn of a single knob! No  
tuner strips—no converters!

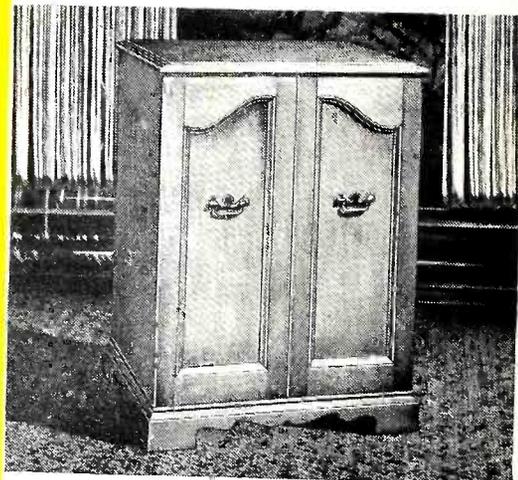
No other TV offers all these most-wanted features:

- **First set ever built** to give one-knob control of all VHF and UHF stations within range, in any location, now or in the future.
- **28 tubes** including rectifiers and picture tube.
- **Choice of nine 21-inch consoles**, superbly styled in period or modern design and crafted with supreme integrity.
- **Arvin Phantom Filter** checks picture roll, bounce, and jitter.
- **Picture Power Amplifier** triples picture contrast, puts new life in movies and new thrills in viewing live shows.
- **Simultaneous Sound System** with Velvet Voice intercarrier excludes extraneous noise.
- **Dual Power and Cascade Booster Tuner** build up weak signals, prevent overloading by strong signals. No external booster is necessary.
- **New Linearity Control Circuit** prevents circles from appearing egg-shaped.
- **Many other fast-selling features** including built-in adjustable antenna, variable tone control, bass-compensated volume control, and rubber-mounted tuner and speaker.

These magnificent Arvin models are your key to the whole UHF-VHF future of TV. Get all the facts from your Arvin distributor now.



The Fairmount, 21-inch open-face console. In mahogany, \$399.95. In blonde, *The Claridge*, \$419.95. Same models, VHF only, \$359.95 and \$379.95.

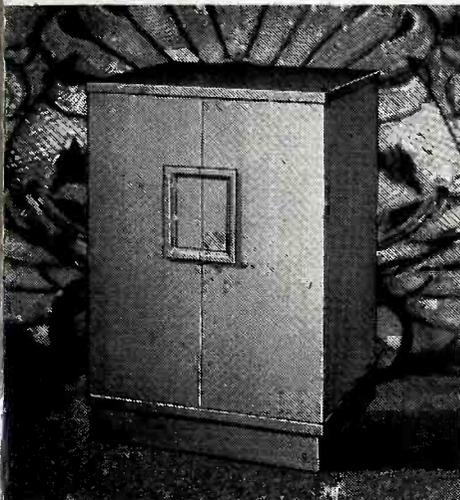


The Williamsburg, 21-inch Early American maple and *The Normandie*, in French Provincial cherry, \$549.95. Same models, VHF only, \$499.95.



The Waldorf, 21-inch mahogany console, with full doors, \$499.95. Also VHF only, \$449.95.

# All-Channel Super 28



**The Wilshire**, 21-inch modern console with full doors, in satin-finished limed oak, \$529.95. Same models with VHF tuner only, \$479.95.



**The Shoreham**, 21-inch recessed console in blonde, \$469.95. **The Shelburne**, in mahogany, \$449.95. Same models, VHF only, \$419.95 and \$399.95.



**The Sheraton**, 21-inch console in beautifully finished hand-rubbed Honduras mahogany, \$549.95. Same model VHF only, \$499.95.

## Arvin Dual Power *Jet 22* unequalled quality in the low price field

- 22 tubes including rectifiers and picture tube.
- Dual Power Jet Chassis for long-range reception.
- New Cascade Booster Tuner eliminates any need for external booster.
- Internal Blanking eliminates all vertical retrace lines.
- 17-inch and 21-inch table models and consoles.
- Arvin Velvet Voice tone with Magna-Bass amplifier.
- Secondary controls in front behind center panel.
- Matching console table available for all table models.
- Plenty of other easily demonstrated superiority features.



**The Campaigner**  
17-inch table model, Mahogany finish, \$199.95. Matching console base, only \$19.95.

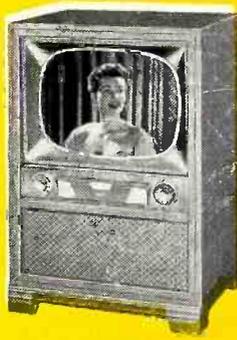


**The Electionaire**  
17" table model with glare-proof removable safety glass; Mahogany finish \$239.95.



**The Berkshire**  
21-inch table model with glare-proof removable safety glass; Mahogany finish, \$249.95. Matching console base, only \$19.95.

● **IMPORTANT:** Arvin Dual Power Jet 22 models can be equipped to receive all 70 new UHF channels by addition of an Arvin Converter, \$39.95.

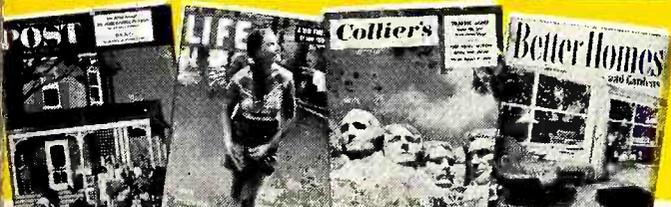


**The Del Mar**  
21-inch open-face console. Superb cabinetry; large, easy-roll casters. Blonde finish, \$319.95 or mahogany, **The Coronado**, \$299.95.

● All prices are recommended retail prices for Zone 1, including federal excise tax, and are subject to change according to OPS regulations.

A few selected distributor franchises are still available. Write R. P. Spellman, Sales Manager  
Radio and Television Division, ARVIN INDUSTRIES, Inc., Columbus, Indiana.

(Formerly Noblitt-Sparks Industries, Inc.)



### ARVIN ADVERTISING GOES ALL OUT!

Arvin TV advertising will appear in these four big-circulation magazines this Fall—in full pages and half pages—ALL in COLOR.

# Arvin... America's

**Everything it takes  
to send your radio  
sales skyrocketing!**

**NEWS**—There's sales-building news in every one of Arvin's four traffic-stopping new models—the *International Short Wave*—the *Sleepy-timer*, most beautiful of all clock-radios—the *Arvin Vacationer*, finest of all 3-way portables—and the sensational new *Cosmopolitan*, styled in an array of entrancing colors.

**VARIETY**—You have a model for every price and preference in the complete Arvin line of 12 models (model 446 Portable not shown) and many color variations! Everything from 4 to 8 tubes; FM, AM, and short wave; AC/DC and straight AC; and both blonde and mahogany console combination radio-phonographs!

**VALUE**—Model for model, Arvin values are in a class by themselves, far out in front of the field—because Arvin's years of experience, efficient production-line methods, and top-flight engineering combine to pack maximum quality into each set at unusually competitive prices.

**ADVERTISING**—Yes, indeed—this fall, as in every year for more than you can remember, Arvin Velvet Voice Radio will be featured to millions of readers in big space in leading magazines. Arvin advertising goes all out to get more attention and build more sales for you.

**SELLING HELPS**—As always, Arvin will be right in there pitching with displays, newspaper mats, radio spot announcements, and plenty of other on-the-spot material for your use in making the most of Arvin's great national advertising campaign. It's a complete selling program!

**Contact your Arvin  
Distributor NOW and  
get set for your greatest  
fall Radio Business!**



**NEW!**

**Arvin Cosmopolitan**—Styled in classic simplicity with illuminated tuning pointer, this amazing new AC/DC superhet has five tubes including rectifier, automatic volume control, new large loop antenna, new heavy duty permanent magnetic speaker, and exclusive Velvet Voice tone system with Magna-Bass amplifier. Your style and value leader for fall selling. . . . . **\$29.95**



**NEW!**

**Arvin Sleepytimer Clock-Radio**—Most beautiful of all clock-radios! Telechron clock movement and automatic timer; follow-up buzzer alarm; luminous clock hands; handy appliance outlet; Arvin Velvet Voice Radio with 5 tubes including rectifier; exclusive ferrite core rod-type Magnetenna; horizontal radio dial; 5-inch speaker; choice of four decorator colors. . . . . **\$39.95**

# Top Radio Line!



**NEW!** Arvin Vacationer 3-Way Portable with \$8.95 value picnic case at no extra cost! Stunningly styled with leatherette midriff in 3 color combinations; battery, AC/DC with no warm-up delay in switching from one to the other; revolving mirror dial; handle folds flat; 5 tubes plus rectifier. Super-sensitive, super-powerful new Magnetenna. Alnico V speaker. **\$44.95**



**NEW!** Arvin International Short Wave Receiver—Refreshing new styling in a high-performance set that receives standard AM and 6-18 megacycle short-wave transmissions. Plastic cabinet in Sea Mist gray or walnut. Satin-gold pointer, illuminated, edge-lighted dial; AC/DC superhet chassis; 5 tubes including rectifier; built-in loop antenna. **\$39.95**

Static-free, tone-true FM and extra-powered AM reception make this Arvin a standout. Sleek and chic in Ivory, Willow Green, Sandalwood or Rosewood plastic. 8 tubes including rectifier. Model 580TFM **\$59.95**

Arvin Stradivara—truly "tops" in table model radio. All-new straight AC circuit; phono-jack for superior reproduction from records. Imported mahogany or blonde cabinet with lucite dial. Model 751T (blonde), \$52.95, and 551T (mahogany) **\$49.95**

Ivory, Willow Green, or Sandalwood finish plastic provide outstanding beauty with long, alluring lines, for customers who want nothing less than 6 tubes including rectifier. 3-gang condenser, tone control. Model 460T **\$34.95**

Jewel-like beauty is provided by illuminated, edge-lighted lucite dial and lucite controls with finish-o'-gold trim. Outstanding range and tone. Ivory, Willow Green, Sandalwood or Ebony. Model 451T **\$24.95**

New classic styling and Arvin's Velvet Voice tone make the Arvin Stylist a fast seller in any market. 5 tubes including rectifier; Magna-Bass amplifier. Model 450T, in ivory, \$22.95, or walnut finish plastic **\$19.95**

Arvin Rainbow—the famous compact, shatter-proof AC/DC superhet in 6 decorator colors: Cherry, Flame, Citron, Avocado, Pebble, Ivory. Makes a wonderful leader and a traffic-stopping display. Model 540T. **\$16.95**

Radio-Phonograph—AM radio (5 tubes including rectifier) and 3-speed record player—33½, 45, or 78 rpm; intermix 10 and 12-in. Model 554CCB, limed oak, \$169.95\*. 554CCM, mahogany... **\$159.95\***

*\*Slightly higher in Zone 2. All prices are recommended only and subject to change in accordance with OPS regulations.*

Radio & Television Division

**ARVIN INDUSTRIES, INC., Columbus, Indiana**

(Formerly Noblitt-Sparks Industries, Inc.)

---

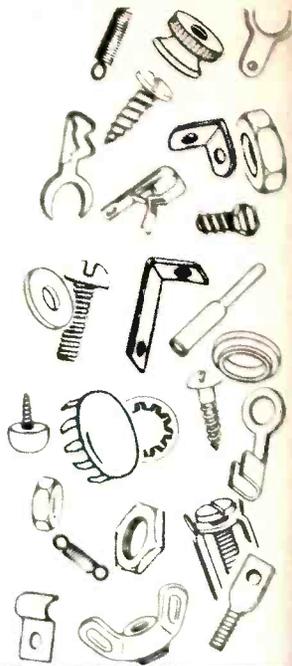
Distributors and dealers are invited to visit Arvin showrooms at:

8-14 W. 30th Street, New York City  
150 N. Wacker Drive, Chicago

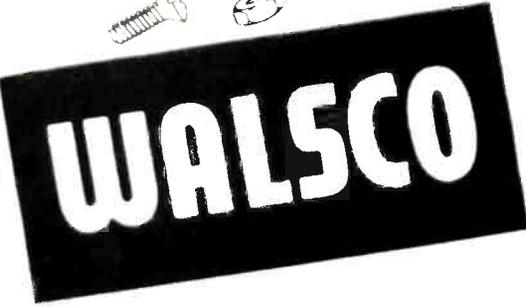
Select your hardware  
in these new, handy, plastic,  
re-usable containers

# New WALSCO 50 LINE

It's the smart way to buy hardware...it's the convenient way to store hardware...it's the economical way to use hardware. The new WALSCO 50 LINE is attractively packaged in transparent, plastic containers. The part number, the contents, and its uses are all plainly visible on each container, making it easy for you to select your hardware in a jiffy. The new 50 LINE eliminates the waste of small, loose hardware items being misplaced... keeps your busy work bench free from congestion. Now, all your hardware items can be neatly stacked in sturdy, re-usable containers. Available at your jobber. Select all your hardware from the new, self-service 50 LINE display.



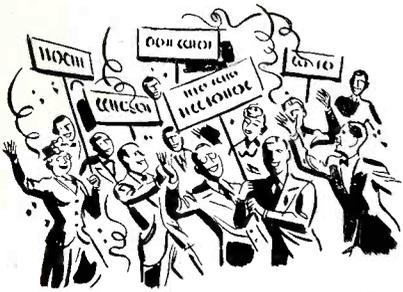
Walsco quality earned its reputation



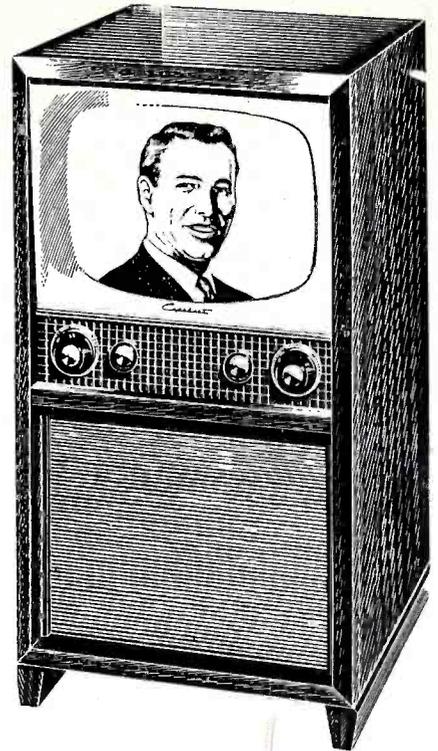
Walter L. Schott Co.  
3225 Exposition Place  
Los Angeles 18, Calif.  
Branch: Chicago 6, Ill.

In Canada  
Atlas Radio Corp., Ltd.  
Toronto, Canada

# THE WINNER...



The CAPEHART "Monticello." Magnificent smartly-styled Capehart—with lifelike 21-inch Crystal-Clear picture, exclusive Symphonic-Tone System and new 26-tube Extra-Power Margin chassis. **\$37995\*\***



The CAPEHART "Monmouth." Authentic period styling with Crystal-Clear 17-inch picture, clear-as-a-bell Symphonic-Tone and new Extra-Power Margin chassis. Mastercrafted cabinet in mahogany. **\$29995\*\***

for  
**PROFITS**  
for  
**PRESTIGE**

THE  
UNCOMPARABLE



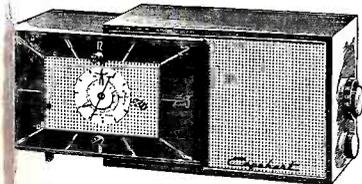
# Capehart



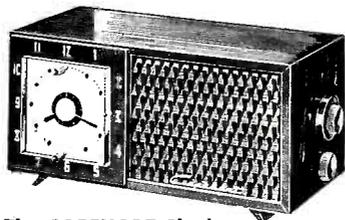
The CAPEHART "Trenton." 17-inch tube for Crystal-Clear Picture. World-famous Capehart Symphonic-Tone. Beautiful cabinets in mahogany veneers. **\$26995\*\***

When your prospects are looking for the best in television, they want the brilliance of a Crystal-Clear Picture . . . the depth and resonance of Symphonic-Tone . . . Reserve Supply Video Power that gives amazing new clarity and detail to pictures from stations far and near . . . and cabinetry that lends distinction to their homes. These are the qualities which have given Capehart its enduring *prestige* leadership— which make Capehart first *choice* among your prospects who want the finest.

And you, too, need look no further for a winner that will build more business and more *profits* for you. There may be a valuable Capehart franchise available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

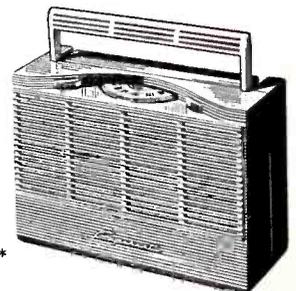


The CAPEHART Clock Radio (Model C-20). The fastest selling clock radio on the market—the most wanted, the smartest styled. Plastic cabinet in choice colors. Only . . . . . **\$4995\*\***



The CAPEHART Clock Radio (Model TC-100). Unique new design in clock radios—priced to cash in on the volume market. Superb tone. Plastic cabinet in choice of colors. From . . . **\$3295\*\***

The CAPEHART 5-Way Radio (Model 15). A portable and a table radio in one attractive package. Plays on battery or AC or DC current. Perfect choice for extra radio everyone needs. A real booster for radio sales. Only **\$3995\*\***



**CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana**

An Associate of International Telephone and Telegraph Corporation

\*\*Zone I prices

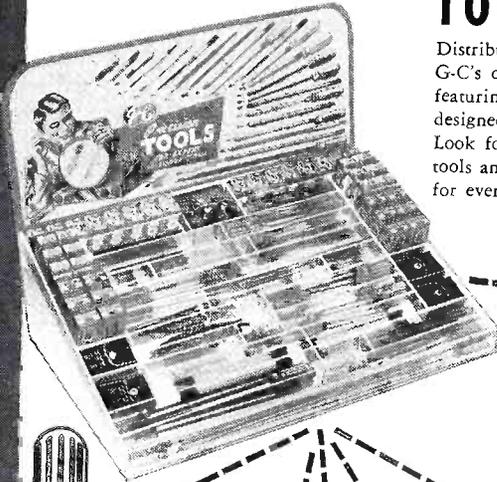
# G-C

## TV ALIGNMENT TOOLS

### SCIENTIFICALLY DESIGNED SERVICE-PROVED

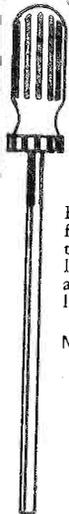
### NEW! G-C's Three-Dimensional TOOL DISPLAY!

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!



G-C "SHORTY" TV ALIGNMENT SCREWDRIVER

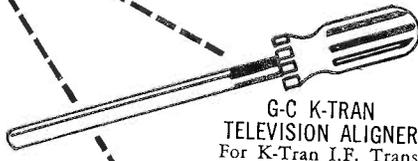
Only 2" long, fits No. 4 and 6 studs. Unbreakable plastic, spring steel tips. No. 8289 List \$0.70



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 K-TRAN TELEVISION ALIGNER

For K-Tran I.F. Transformer tuner slugs. Bone fibre with plastic handle. 6½" long. No. 8727 List \$0.85



G-C TELEVISION 6" DUPLEX ALIGNER

All-purpose, for trimmers, 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



FOR TV!

**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

### Prominent Industry Figures Speak at NARDA Meeting

At the mid-year meeting of the National Appliance and Radio-TV Dealers Association, held at the Hotel Sherman in Chicago, members were addressed by the association's president, Mort Farr, Paul V. Galvin, president of Motorola, Inc., Hal L. Biddle, general sales manager of Ironrite, Inc., and P. H. Leslie, GE television sales manager.

In the keynote speech, Mr. Farr emphasized the fact that a condition of "normalcy" is returning to the industry, bringing with it a spirit of healthy competition. He pointed out that production has been cut back to a closer approximation of market potentials and that salesmen are getting their selling muscles flexed again. The under-financed, under-skilled newcomers to the industry, he said, are either gone today or educated in the requirements of the field. Merchants, therefore, are now required to operate their businesses more efficiently, and the advertise consistently and carefully. New lines, characterized by good engineering and carefully planned sales features, should encourage dealers to use quality, rather than price trickery, as a sales incentive. He recommended that dealers drop lines in which there is excessive back-door selling, and he urged dealers to gather up evidence to be used against suppliers who "flirt with the law" by practicing discriminatory pricing in selling products in small quantities at very low prices to builders and contractors.

Mr. Galvin, of Motorola, also welcomed the return of normal competitive conditions and predicted the purchase of over forty million TV sets by 1957. He stated his hope that the folly of overproduction and price-cutting has been learned by manufacturers and dealers, respectively, and that seasonal sales needs will determine the policies of the former while differences in receivers, rather than merely price, will determine the selling policies of the latter. He discussed the problem of inadequate trade discounts and the possibility of one issue of TV models per year by manufacturers, saying that solutions for these problems might take time to find. He cautioned dealers to be completely honest when telling customers about UHF since many unknowns still cloud this subject.

Mr. Biddle stressed the value of effective demonstrations which mean something in terms of convenience or service to the customer, and Mr. Leslie stated that with the attractive new sales features being introduced by manufacturers, dealers should have no trouble selling TV sets this Fall provided they use home demonstrations and better sales floor techniques.

### Western Electronic Show

"The Luncheon" of the 1952 Institute of Radio Engineers and Western Electronic Show will be held at the Wilton Hotel, Long Beach, Calif., at noon Friday, August 29.

# Don't sign that order...

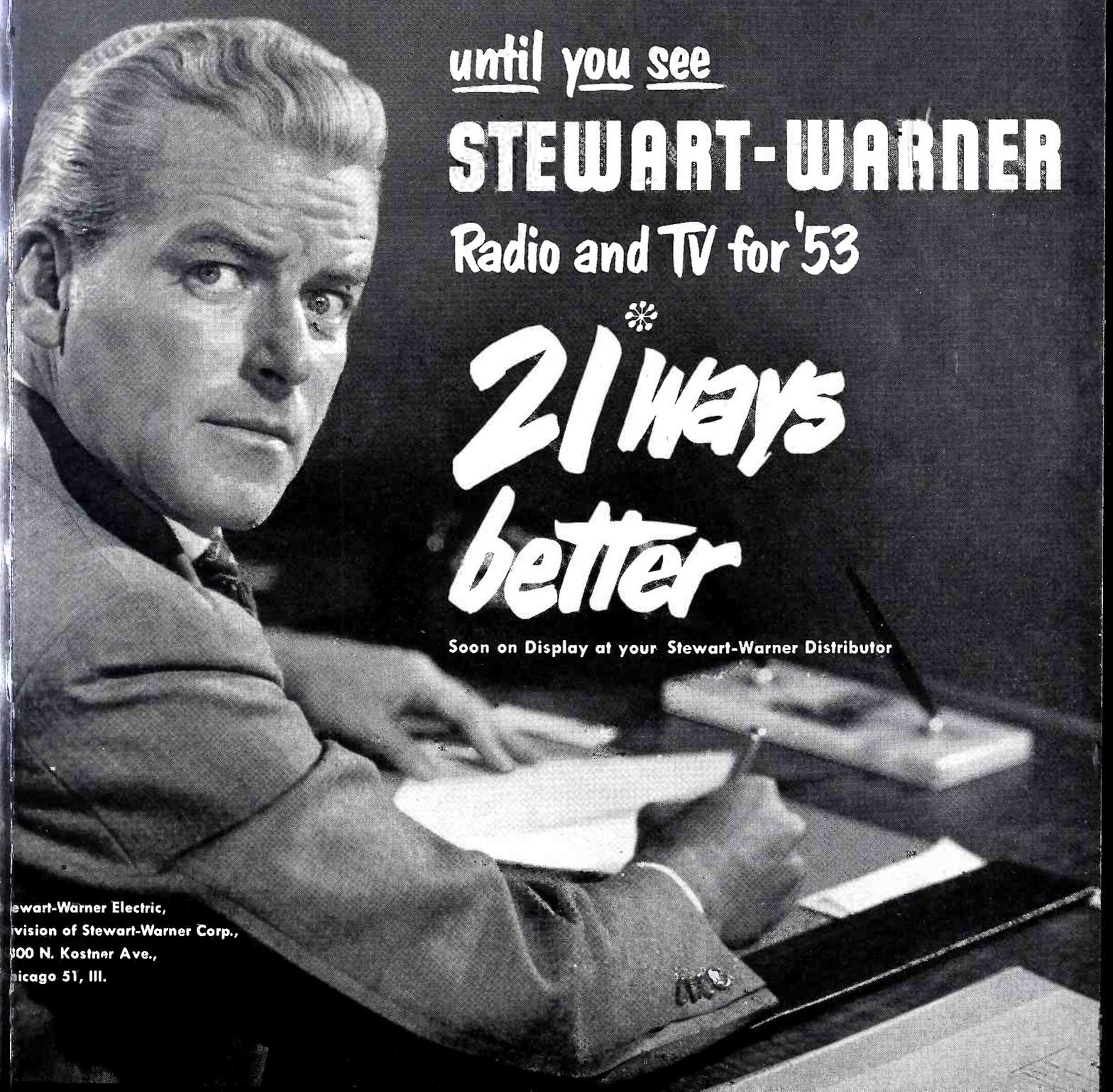
until you see

## STEWART-WARNER

Radio and TV for '53

\*  
**21 WAYS**  
**better**

Soon on Display at your Stewart-Warner Distributor



Stewart-Warner Electric,  
Division of Stewart-Warner Corp.,  
1000 N. Kostner Ave.,  
Chicago 51, Ill.

### GE Supply Name Change

The name of the General Electric Supply Corporation has been changed to General Electric Distributing Corporation, it has been announced by Ralph J. Cordiner, president of the General Electric Company and of its new wholesaling affiliate. The new corporation will have two operating divisions. One, to be known as the General Electric Supply Company, will carry on the business of the old Supply Corporation. The other—General Electric Appliances Company—will carry on a GE appliance distributing business along the lines of that formerly conducted by General Electric Appliance, Inc.

### Texas Dealers Clinic

Retailers of appliances seeking their full share of their markets must learn balanced selling, Harry Kelley, appliance sales manager, Frigidaire Division, General Motors, told 175 retailers who attended the Texas Appliance and Television Dealers' One-Day Clinic at Fort Worth. With refrigerators in 1952 at a selling rate of between 3 and 4 million units in contrast to the 6½ million of 1950, it's important for the retailer to study the rate of balance of appliance sales—for example, 1951's 36 electric ranges, 46 automatic washers and 16 food freezers per hundred refrigerators, and to place sales emphasis accordingly.

Today's market conditions are normal, he said, and, for the first time in 12 years, intense, aggressive selling is necessary. Fred D. Ogilby, vice-president in charge of television, Philco Corp., counseled the Texans to shorten the number of lines handled and concentrate on established brand merchandise. A well-trained serviceman is the biggest store asset, he said, pointing out that the successful dealers do their own installing and servicing.

### TISA Head Warns of Danger To Laymen in TV Servicing

"Another death" has been caused as a result of television servicing, according to a report from Frank J. Moch, president of TISA (The Television Installation Service Association). This latest fatality, attributed to contact with the high voltage system of a set upon which the victim was working, serves to re-emphasize the warnings issued by TISA on the dangers present in servicing television equipment. TISA has warned particularly against the use of fix-it-yourself books which encourage service by laymen not familiar with the dangers involved. Though the aforementioned victim was apparently at least partially qualified to work on TV, the uninitiated person should be aware . . . "that he is working with a device which contains voltages far in excess of those used in the electric chair for the purposes of execution," warns Moch.

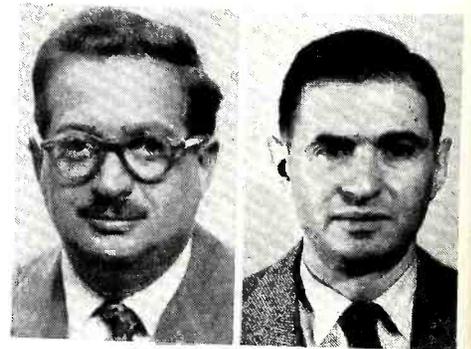
### Herman Radio New Home

Herman Supply Co. has moved to a new 16,000 sq. ft. building located in the new wholesale zoned area of Miami, on 23rd St. at 14th Ave., Northwest.

### Hytron Moves General Offices

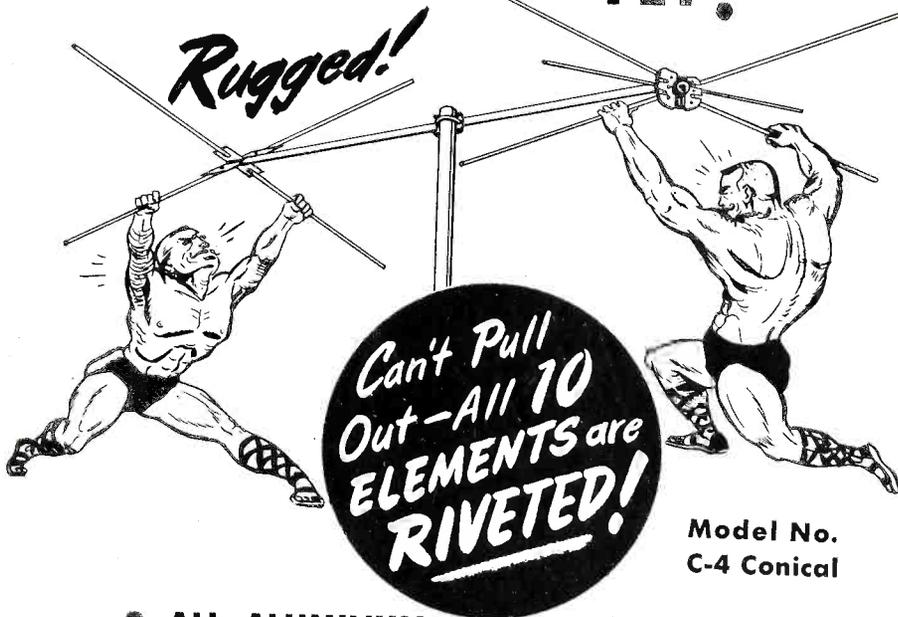
Hytron's executive and sales offices have been transferred to its new plant at Endicott Street, Danvers, Mass., four miles from Salem, just off Route 128. Until further notice, however, mail is to be addressed to Hytron at 76 Lafayette St., Salem, Mass.

### Gross, Hertzberg Head Firm



Adolph L. Gross, left, as president and Robert Hertzberg as vice-president have established Adolph L. Gross Associates, Inc., a new firm of manufacturers representatives and sales consultants specializing in electronic accounts, at 45 West 45th St., N. Y. 36. Both have been in the electronics field since the early days of broadcasting.

# GREATEST CONICAL YET!



Model No.  
C-4 Conical

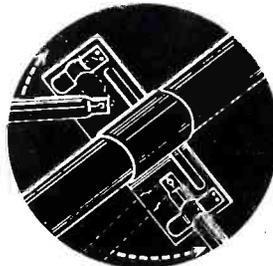
- ALL ALUMINUM
- CORROSION RESISTANT
- BIGGEST VALUE FOR YOUR DOLLAR!

Featuring! THE NEW

### "FLIP-OPEN" ASSEMBLY

- NO NUTS!
- NO BOLTS!
- NO TIGHTENING!

Simply "FLIP-OPEN" — and Install!





## 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



# "ON THE BEAM" with CROSLLEY TV

You can see it **BETTER** on a CROSLLEY



## N. Y. DEALER DOUBLES BUSINESS WITH SINGLE LINE

A few months ago, Mac Goldstein was thinking seriously of going out of the appliance business. His store, Macson's, Inc., in downtown N. Y., had been operating less and less successfully since 1945. Last August he decided to make a last-ditch



CROSLLEY SETS ON DISPLAY AT MACSON'S

try and to carry only one line. He chose Crosley because: (a) "40% of my business had already gravitated to Crosley"; and (b) "Crosley was my first line . . . a relationship of mutual benefit had been built up." Since that time, Macson's business has doubled, and Mr. Gold-

stein envisions 5 more units in metropolitan N. Y. Outstanding advantages in carrying a single line are believed by him to be: (1) Even a small dealer can buy in car-load quantities and get car-load prices; (2) The dealer becomes more important to the distributor; (3) It allows for more display space; (4)

Your relationship with the company you are doing business with becomes almost a moral partnership; and (5) The customer gains confidence in the store and what it sells.

Mr. Goldstein's final aim is to get away completely from the woes of price selling.

### Questions and Answers about CROSLLEY

**Q.** Whom should I contact for information about obtaining a Crosley dealership?

*H. G., Pennsylvania*

**A.** Any and all information concerning Crosley dealerships may be had promptly by writing to:

*Mr. E. W. Gaughan  
General Sales Mgr. for  
Electronics  
Crosley Div., Avco Mfg.  
Corp.  
Cincinnati 25, Ohio*

**Q.** Does Crosley plan to continue giving a full-year parts and picture-tube warranty next year?

*G. F. F., Kentucky*

**A.** Emphatically, yes. Crosley believes it is the duty of the TV set manufacturers to the consumer and industry to continue a full-year parts and picture-tube warranty.

## Crosley Really Ready for UHF WITH TESTED ALL-CHANNEL ADAPTOR

Crosley dealers can offer customers UHF reception and mean it. No double-talk about strip replacements with Crosley. Four years ago Crosley started planning for today's TV developments. They designed an adaptor that would work on every Crosley-built TV set! Last year this adaptor, the Crosley Ultratuner was demonstrated in Bridgeport, Connecticut.

It's easy to understand the need for this adaptor.

Crosley built the Ultratuner to perform the additional job of bringing in additional channels. It has special UHF circuitry, special tubes, and a special UHF built-in antenna.

This year Crosley again



demonstrated the Ultratuner at the Westchester Country Club, Rye, N. Y. A program, telecast on UHF, was picked up from Bridgeport with fine clarity and clear tone.

W.A. Blees  
says



(Following are highlights from Mr. Blees' speech before The Third Annual Distribution and Advertising Forum.)

★ ★ ★  
"I am . . . devoted to the idea of the utmost in service and convenience for the customer. Retailers who shy away from fitting their sales hours to the needs of the buying public are just not on their toes.

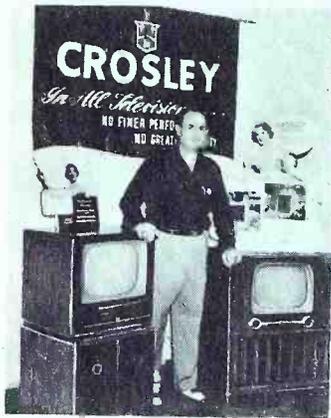
★ ★ ★  
"Durable-goods brand-name manufacturers who sell products through ten or twelve thousand outlets must help the independent merchant to pursue sound business methods; see that he is located properly, has the trained selling and servicing organization, keeps tight control of inventories so as to get rapid turnovers; help him plan advertising and promotion at the local level; and provide a simplified, good accounting system upon which the dealer can base good management. These are the only ways that the average independent merchant can effectively compete in the future.

★ ★ ★  
"Only good businessmen can possibly survive, because the public does not care whether the purchase is made in a chain or independent store. The one which serves him best will get the business.

★ ★ ★  
"This is television's election year. Look the candidate straight in the eye; and make him look you straight in the eye while he pleads his case . . . let us paraphrase Colonel Prescott's famous command of 1775—'Don't fire until you see the whites of their eyes!' as 'Don't make up your mind or vote for any candidate until you see the whites of his eyes!'"

# "ON THE BEAM" . . . . . with CROSLLEY TV

## "I'LL SELL 2000 TV SETS IN '52," PREDICTS ATLANTA DEALER.



The "best retail salesman in Atlanta" . . . that's what Earl Gunn's competitors call him!

Mr. Gunn is a master of the Crosley "use the user" plan and follows up closely with all his customers from time to time. Often after just a few moments in a home,

he can "sense" what other products may be needed. He maintains a well-staffed service and installation department and endeavors to sell his customers a service contract to go hand in hand with Crosley's full-year warranty on television.

One of Mr. Gunn's most popular combinations this year has been the Crosley DU-17TOL2 table model receiver and the Crosley 11-550 Chairradio.

Popular Earl Gunn is known to his many friends as "little Pop." Much of his selling success he attributes to the early guidance of his brother, Mr. E. L. "Pop" Gunn, Jr., V. P. and General Manager of the American Service Company.

No one questions "little Pop" Gunn when he says he expects to sell 2,000 TV sets in Atlanta in 1952.

Mr. Gunn and his company, American Service Company, are members of the dealer organization of Crosley Distributing Corp., Atlanta, Georgia.



## REDDERT WINS \$100<sup>00</sup> BOND FOR CROSLLEY "IDEA OF THE MONTH"

How would you like to sell consoles to 9 out of every 10 TV customers? That's the record of Bob Reddert

(Baumer-Reddert Appliance Store) out in Cincinnati. Here's how he does it: "About two years ago we built ourselves a soundproof 'Television Salon' right in the rear of our store. It's decorated just like a customer's living room—thick, wall-to-wall carpeting; soft lighting from table and floor lamps; pictures on the wall; and comfortable living-room chairs. When the customers see a Crosley console operating under these homelike conditions, they just can't help buying. It's an actual fact that we average a sale to 9 out of 10 of the customers who get a demonstration in our Salon. Oh, yes—during the hot summer months we keep our Television Salon air-cooled. Seems that some people never want the demonstration to end!"



**WIN \$500**  
With Your Best Sales Story

"Driving through Montclair one day, I decided to ring doorbells. I'm a qualified serviceman. I offered to fix anything that didn't need additional parts. In 30 calls I sold 1 Crosley TV, 4 Crosley refrigerators, and 1 Crosley freezer. This 'free service' approach has now become a major part of my business."  
Manny Stier, Apollo Service, Newark 2, N. J.  
Send your story to: "On the Beam," Crosley 25, Cincinnati.

## GOOD NEWS FOR CROSLLEY DEALERS —No amateur interference with Crosley TV sets

The FCC recently assigned the 21 to 21.45 megacycle band to amateur radio operators. That's bad news for many television manufacturers—but not Crosley!

Crosley TV sets are well out of the range of the amateur or "ham" interference and should experience no trouble from amateur broadcasting. Many other manufacturers are in for trouble. They've been using this newly assigned band for intermediate frequency amplification—despite warnings that this band would be given to the "hams." Unfortunately, many owners of competitive sets will now have to make costly readjustments. Tell this story to your customers and to those who are in the market for TV sets now. Customers want to know *before* they buy that their new set will not get out of date. They may feel free to buy Crosley sets, knowing there is little likelihood of amateur broadcasting interference.



"Crosley is the only set that gives us top performance in fringe areas . . . we just plug in a Crosley set and that's it . . . there's hardly ever an adjustment needed. We have experienced far fewer service calls and complaints with Crosley than with any other set."



Bill Wissel  
Appliances of  
Norwood,  
Norwood, Ohio

"In our area we will try a set in any location, and if we cannot do it with a Crosley, it just isn't possible, and we have yet to be outperformed."



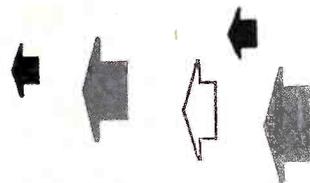
Remington R. Taylor  
of  
Taylor and Pierce,  
South Lansing, New York

## Why Dealers Grow Gray





Here's the Smart  
New Look  
in Your  
Profit Picture...



*the New Re-Styled*  
**AMPRO TAPE RECORDER**

*with the Fastest Selling  
Features in the  
Industry!*

- World's lowest price . . . only \$119.75
- World's lightest weight . . . only 17 lbs!
- Records anything . . . plays back instantly!
- 2 full hours on one 7" reel!
- Easy to thread and operate!
- Big 5" x 7" speaker for true tone!
- Motor rewind and fast forward!

Write now for details on a profit-making Ampro Franchise

**AMPRO CORPORATION**  
2835 N. Western Avenue • Chicago 18, Illinois

BMM CAMERAS AND PROJECTORS • 16MM SOUND-ON-FILM • SLIDE PROJECTORS • TAPE RECORDERS

# Top Performer



*in field tests  
against  
17 other makes†*



Tested in difficult fringe areas—  
in distance ranges up to 165 miles—  
for 10 important performance  
characteristics—this new  
Stromberg-Carlson YORKSHIRE  
topped 17 other well-known makes  
for all-around performance.

Yes, you can talk top performance and  
PANORAMIC VISION, too!—the exclusive,  
exciting, demonstrable "out-front"  
picture that gives more visibility than any  
other 21" TV!

There's no quicker way to get a prospect  
hot than to seat him in front of a  
YORKSHIRE. Television's most outstanding  
value and performance leader!

†Details of locations in which tests were made  
available on request

\*Patent applied for



*the Yorkshire* —421CDM2

- 21" cylindrical picture tube
- New exclusive noise cancellation circuit
- New retrace blanking circuits
- New automatic focusing
- New customized tuning
- New super high gain cascode tuner with inter-changeable VHF-UHF strips
- Opti-curved, glare-proof safety glass, removable for easy cleaning
- Built-in antenna
- Phonograph jack
- 12-inch concert type speaker
- Chippendale cabinet, in hand-rubbed Honduras mahogany veneers, three-quarter length doors



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

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

# TELEVISION RETAILING

ing "Radio & TELEVISION,"  
DIO & TELEVISION TODAY,"  
"TV TECHNICIAN" and  
ELECTRICAL RETAILING"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

## LET'S CLEAN HOUSE—

### *Before It's Too Late!*

The most vicious wave of price-cutting the country has ever seen is injuring dealers, damaging brand-names, and worse, is slowly but surely educating the customer to become a chiseler who has no confidence in either dealer or make.

The big store operator offers to "save" the consumer 60 per cent on a TV set on which his nominal discount is 38 per cent. He ballyhoos a refrigerator at a 50 per cent reduction in spite of the fact that the standard discount is 40. The big department store sells phono records at 60 off when here again 40 per cent is supposed to be the prevailing discount rate.

#### **Cut Out Those Discriminatory Discounts**

In areas where he is subjected to such cut-throat competition, the comparatively small dealer must (and often is) meeting such ridiculously low prices, and sometimes is cutting below them. Needless to say, the comparatively small merchant can't keep this up forever, which, of course, leads us directly into the question of how the larger operator *can continue to cut below his spread and still keep on doing business at the old stand.*

There's at least one ready answer. He doesn't do it with mirrors. He doesn't sell below cost because he's philanthropic. He doesn't have some magic formula for survival under profit-less selling. He does it via one or both of the following methods: (A) He dumps some merchandise at below his cost to clear it out, or (B) *he is getting a longer, preferential discount, or profits from special co-op ad deals from his suppliers.*

#### **Small Dealer Being Pushed to the Wall**

Looking at the whole picture, we urge the industry to start cleaning house voluntarily. We urge them not to wait for the FTC to launch a court case, which it most certainly will do once it is able to get the goods on the violators.

We urge the manufacturers and suppliers of TV-radios, appliances and phono records to take a firm stand against the granting of discriminatory discounts and all other forms of preferential treatment. Those guilty of the malpractices associated with discounts are helping to make price-cutting possible, and are squeezing the small dealer to the wall. The ethical manufacturers and distributors, who are, fortunately, in the majority, will go right down the line now to see that their skirts are clean in this matter. They can do just that by checking closely on the activities of those who wholesale and retail their lines.

# What's Ahead! — in Radio,

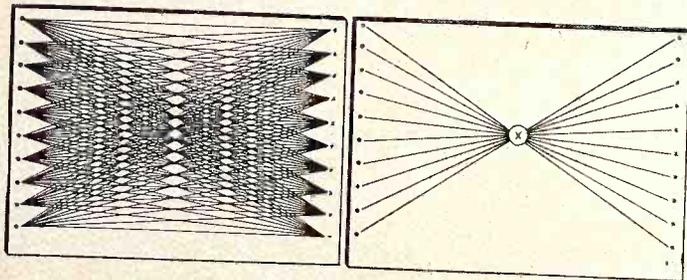
**EVERYTHING'S COMING BACK IN SEPTEMBER**—even business! Look for a sharp upswing in sales dead ahead what with the continuing interest in politics, the World Series, football, return of the big shows to the air, and the trek back to in-home living by people all over the country.

*SLOWLY BUT SURELY, CONSUMERS ARE GETTING USED to living under upset conditions such as the Korean war, strikes, and what-have-you, and are gradually getting over the fear complex which has been putting the damper on buying. Although the public is still stashing away huge sums of money, it's raking it in, too, in these days of high employment, and is believed about ready to loosen up on the purse-strings. Much better business appears in the offing, as the save-and-wait psychological wave appears to be on the wane.*

**TERRIFIC JOB BY RADIO AND TV STATIONS** in bringing last month's political convention doings into the nation's homes one of the biggest and best public relations projects the industry has ever enjoyed. Set manufacturers gave dealers plenty of selling ammunition to tie in with the big doings, and sales were stimulated in most areas by merchants who promoted the convention angle. Last-minute service demands were very heavy, with technicians run ragged in trying to keep up with the flood of work.

*40 MILLION TELEVISION SETS WILL BE IN USE and served by 600 stations by 1957, predicted William Balderston, Philco president, speaking at the firm's 60th anniversary convention held recently in New York.*

**AS FAR BACK AS ONE CAN REMEMBER** we've heard the battle cry, "Eliminate the middleman!" Actually, the distributors possess important advantages, and the accompanying diagram shows visually how to eliminate considerable commotion by utilizing the services of the wholesaler or "middleman." The figure at the left shows what happens



when 10 buyers deal directly with 10 manufacturers. The 100 connecting lines represent 100 transactions. If there were 20 buyers and 20 manufacturers there would be 400 transactions. The figure at the right shows how the distributor simplifies the situation. Instead of 100 transactions for the buyers and for the manufacturers there are now only ten. In other words, the distributor reduces the number of transactions by 90 per cent. The greater the number of buyers and manufacturers involved, the greater is the value of the "middleman" to both.

**TELEVISION SETS IN USE** reached 18,750,000 by July 1. In spite of the alleged slump in sales in the first half of this year, 3 million sets moved from dealer to consumer. Since the greater portion of sales is usually achieved in the last half of the year, it is expected that sales for this year will considerably exceed January prognostications of 5 million. The latter figure was based on an estimate of material availability rather than sales potential and it may be that this Christmas will see another mad scramble for scarce merchandise.

*NO NEW TV STATIONS in sight yet, since the first phase of the freeze lift (namely, the filing of applications) is just now ended. Some allocations can be expected this month, and it is certain that at least a few stations will get on the air before the end of the year.*

**EXCEPTIONALLY LOW RATIO OF SALES TO INQUIRIES** being experienced by the high-pressure operators who are using gimmicked advertising on free home trial offers on TV sets, food freezers and other products. Why don't such firms wise up to the fact that they could double their sales results if they'd drop the double-talk and all the misrepresentation? One can still use forceful ad copy, powerful air commercials to make sales without resorting to reprehensible practices. After all, the prime reason for advertising is to **make sales—not enemies.**

*NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION will hold its third annual convention at Atlantic City's Ambassador Hotel, September 22-25. A large attendance is expected to be on hand to hear worthwhile discussion on timely problems; to talk with manufacturers in conference booths. Program of events will appear in our next issue.*

**A CONTINUING STEEL STRIKE**, while it is bound to have some effect on the manufacture of TV and radios, would practically cripple the production of major and small appliances. Fairly large inventories of the latter products will diminish rapidly if the strike goes on.

*A PREDICTION THAT 53,000,000 TV SETS will eventually be in use in the United States was voiced by Dr. W. R. G. Baker, GE vice-president and general manager of the GE electronics division, when he spoke at the dedication of the firm's new \$6,000,000 Anniston, Alabama, tube works.*

**RAYTHEON MANUFACTURING COMPANY** held "open house" to residents of Quincy, Mass., and surrounding towns when it opened its new receiving tube plant at So. Quincy. Some of the electronic wonders exhibited were a tiny radio transmitter-receiver, a navigating "crystal ball," an electronic cooker, and a machine that employs microwaves, produced at the rate of 1,000 miles per second, to relieve the agonies of bursitis, arthritis and other human ills.

# Appliances, Records and Television

**SELLER'S MARKET IN ROOM AIR CONDITIONERS** existed in many thickly-populated areas as the first real heat wave of the Summer struck. Some stores sold out completely; had difficulty getting prompt delivery from wholesalers. Electric fans sold like hot cakes, too, with the newer types (hassocks, etc.) being the most sought after.

**DEALERS WITH SERVICE DEPARTMENTS** have a large potential in TV antenna replacement business in the older TV areas as consumers get ready to settle down to enjoy the return of the big shows. Almost all of the antenna systems more than a year old need a thorough going over to improve reception; a great many need complete replacement from roof to set.

**BRIG. GENERAL DAVID SARNOFF** was awarded the "Medal of Honor" by the RTMA for his outstanding contributions to the advancement of the radio, television and electronics industry. The medal was presented by Robert C. Sprague, chairman of the RTMA board.

**GRIST FROM THE RUMOR MILL:** Big New York department store toying with the idea of setting up a section in which to sell Hi-Fi equipment on a concession basis . . . Watch for a new-make washing machine to hit the market . . . Revival of talks about color TV not likely to have any appreciable effect on sales of black-and-white sets, with color-TV still a couple of years off . . . Probably in anticipation of better business close at hand, some of the big chains have removed the price-cut display cards from off-brand TV sets . . . At least a couple of large manufacturers—one in the appliance biz, the other in TV-appliance making—will have lines of room air conditioners ready for next Spring.

**AND MORE RUMORS:** Some more TV antenna innovations ready to be offered by manufacturers in this highly competitive field . . . Electric range maker mulling over the idea of including some sort of "package-wiring" deal on his product to overcome customer resistance to paying extra for a heavy-duty service . . . Major phono record pressers eyeing the kiddie market with new interest, one thinking about an all-out job on a continuing series aimed to create a steady, year-round demand . . . Big fan maker's second venture into compressor-type room coolers scheduled for early 1953 . . . TV list prices seem "set" for remainder of 1952. "Revolutionarily" low prices, predicted for new lines recently launched, failed to materialize.

**"PEOPLE DON'T BUY DURING A period of price-cutting. They sit around and wait for more of the same. Price cuts never solved a soft market."**—Judson S. Sayre, AVCO vice-president and general manager of Bendix Home Appliances, speaking to the firm's distributors. He urged "Real door-to-door selling which wears out shoe leather but fills order books" as the remedy for combatting price-cutting methods.

**"THE APPLIANCE BUSINESS IN SO-CALLED NORMAL TIMES—the 30's was show business, and the company that put on the greatest show got the greatest volume. We need more of that now—a great and continuing show. To move products you must first move people."**—Alex M. Lewyt, president, Lewyt Corporation.

**NEW GERMAN HEARING AID** now being imported for sales on the American market, is available from Evercar, Inc., 11 W. 42 St., New York City. Unit measures approximately 3.4 x 2.4 x 0.9 in. and weighs 2.8 oz. Three standard American subminiature tube types are employed in conjunction with a printed audio amplifier circuit. 22.5 and 1.5 volt batteries employed are also standard hearing aid types, with about 200 hours life for the B and about 8 hours for the A battery. A tone control switch is incorporated. Plastic case is available in all colors. Dealer price \$29.60.

**THE MOUNTAIN-LOCKED CITY OF LACONIA, N.H.,** recently became the first in New England to receive TV with the RCA "Antennaplex" system. During the opening ceremonies, a television signal over mountainous terrain from Boston, 120 miles away, emerged as a clear, stable picture on screens in the town. The system permits residents to make cable connection to the central antenna installed atop Mt. Belknap. The antenna tower rises 40 feet above the top of the mountain, which has an elevation of 2,400 feet. More than 30,000 feet of coax cable is strung on poles down the side of Mt. Belknap, and 5 amplifiers on these poles boost signals before they reach the first home connected to the system.

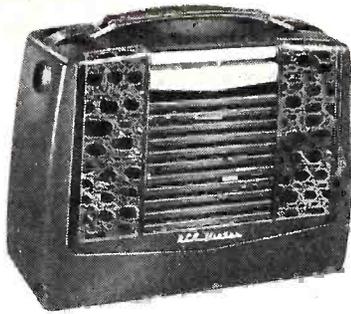
**EVEN THE BIG PRICE-CUTTERS** are complaining about the present wave of madhouse merchandising. One of such operators in the New York area says that he used to have the field virtually to himself, and that "everybody was happy." Now he sees everybody getting into the act, and his firm competing with all of 'em, even the little fellow.



## Future Events of Interest to Readers

- 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 Billmore, Los Angeles, Calif.
- Sept. 22-25: 3rd National Convention, Nat'l. Electronic Distributors Association, Ambassador Hotel, Atlantic City, N. J.
- Sept. 29-Oct. 1: National Electronics Conference, Sherman Hotel, Chicago.
- Oct. 1-4: International Assoc. of Electrical Leagues 17th Annual Conference, Minneapolis, Minn.
- Oct. 6-10: National Hardware Show, Grand Central Palace, N. Y.
- Oct. 20-21: National Farm Electrification Conference, Statler Hotel, Detroit, Mich.
- Oct. 21-23: RTMA-IRE Fall Meeting, Syracuse, N. Y.
- Oct. 29: 2nd National Home Vacuum Cleaning Conference, Hotel Commodore, N. Y. C.

# PORTABLES



▲  
The Reveler. Lustrous maroon alligator-grain plastic. Model BX57, \$34.95 (less batteries)



▲  
"Globe Trotter" Standard. AC, DC or battery. Model PX600, \$39.50 (less batteries)

▶  
New "Super" Personal Radio. Plays 10 times longer without changing batteries. Comes in six high-fashion colors. Model 2B400, \$29.95 (less batteries)



# 18 ways to your

## "VICTROLA" 45's

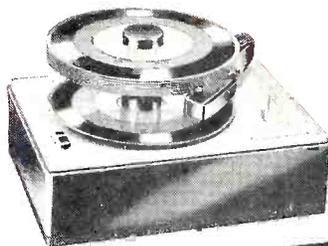
## ...and they're all

• You're looking at the greatest array of radios, portables, phonographs and personals in the history of the industry—styled to *sell on sight*.

Each of these sets is backed by the *unsurpassed quality engineering* that has made the name of RCA Victor the world leader in home entertainment.



▲  
"Victrola" 45 table phonograph. Model 45EY4, \$49.95



▲  
Compact "Victrola" 45 attachment. Model 45J2, \$16.75

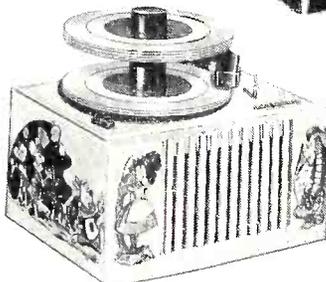


▶  
"Victrola" 45 portable. Model 45EY3, \$44.95



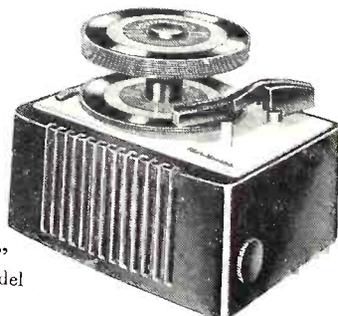
▶  
"Victrola" 45 radio-phonograph. Model 9Y510, \$59.95

▶  
Kiddies' "Victrola" 45 phonograph. Model 45EY26, \$34.95  
(Copyright Walt Disney Productions)

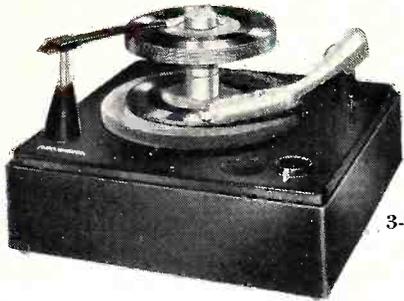


RCA Batteries are "radio-engineered" for extra listening hours. Make sure your customers get 'em!

▶  
Complete "Victrola" 45 phonograph. Model 45EY2, \$34.95



**"VICTROLA"  
3-SPEED'S**



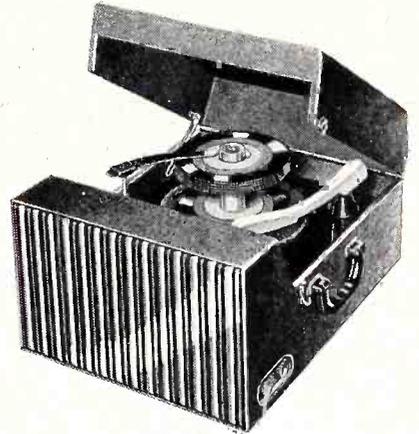
◀ **Compact "Victrola" 3-speed attachment.** Model 2IS1, \$49.95



▲ **"Victrola" 3-speed radio phonograph.** In rich mahogany or walnut finish. Model 2US7, \$129.95. Lined oak, \$139.95



▲ **Complete "Victrola" 3-speed phonograph.** Model 2ES3, \$69.95



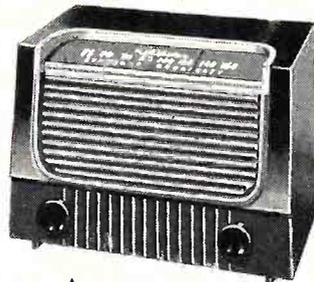
▲ **"Victrola" 3-speed portable.** Smart luggage-type cabinet has comfortable carrying handle. Model 2ES38, \$99.95

*Customers' Hearts!*

**RCA VICTOR**

Better still, they're all pre-sold by the biggest national advertising campaign in the home instrument field—in LIFE and the POST—on network radio—on network TV!

See your RCA Victor distributor NOW . . . then watch those big sales roll up!

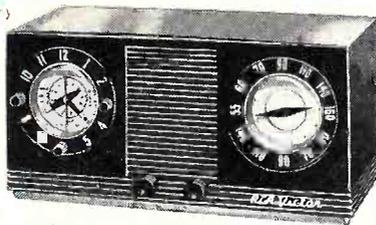


▲ **The Lindsay.** In two most popular colors: deep maroon, cool ivory. Model 2X621, \$34.95



▲ **The Blaine.** Model 1X51, maroon, \$23.95. Six other colors, \$24.95

**RADIOS**



▲ **New RCA Victor Clock Radio.** The electronic servant WITH a memory! In maroon, kitchen white or antique ivory. Model 2C521, \$39.95



▲ **The Livingston.** Cabinet is finished in glowing maroon. Model 1R81, \$79.50



▲ **The Gladwin.** Maroon or antique ivory finish. Model 1X591, \$34.00

**RCA VICTOR**



Prices shown are suggested list prices but subject to Government Price Ceiling Regulations and to change without notice. Slightly higher in far West and South.

Division of Radio Corporation of America  
WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

# Do Dealers Want Longer

**Caldwell-Clements Survey of Retailers Across the  
Are Too Low for Profitable Operation;**

• A new reader survey has recently been completed by the editors of Television Retailing as part of a continuing service designed to promote an interchange of merchandising information among dealers and between dealers and the rest of the industry.

Among the problems aired in the latest roundup is the controversial topic of the spread between dealer-cost and suggested list on TV sets.

Possibly because it was born in the merchandise-hungry early post-war period, and was reared in a continuously oversold atmosphere, TV did not provide dealers with what was considered the "classical markup" of pre-war years, namely 40%.

## **Under-Counter Selling Gone**

In "the old days," the dealer's discount had to cover trade-ins, salesmen's commissions, markdowns on slow-movers and obsolete models, etc. (we're talking about radio, of course).

But in the early stages of TV, customers were begging for TV sets (and often paying bribes to get delivery and installation—remember?). The cost of selling was consequently lower than pre-war radio merchandising and the *realized markup* wasn't bad even though the *nominal discount* was relatively low.

The bloom finally wore off, however. Consumer pocketbooks tightened up, production caught up with demand, and the cost of selling started going up as a result of the necessity for stimulating sales instead of just taking orders.

## **New Discount Schedules**

Naturally, as cost of sales went up, realized markup went down. Some manufacturers took cognizance of this fact by reshuffling their discount schedule, but the majority have not significantly raised discounts and some have lowered them.

To obtain a cross-section of retail opinion, the question was asked: "Based on your cost of operating, what should television discounts be to enable you to make a profit?"

The majority of the readers suggested a sliding scale of some sort, with longer discounts on higher-priced, harder-to-move merchandise. Typical suggestions are: "In good reception areas, 40% on top models down to 30% on leaders. In fringe areas an extra 20%." "30-35%, with 40% on sets listing over \$400." "40% for small sets, 50% on combinations." "38% on table models, 40% on consoles, 45% on combinations."

## **40% Leads in Poll**

The 40% discount polled the largest number of specific, pin-pointed votes: 36½% named 40% on the nose, while an additional 13½% said "at least 40%" or named some figure over 40.

This was not as surprising, however, as the number of dealers who specified discounts under 40%. We believe that this is due to the fact that many dealers do not distinguish between the nominal gross profit on a single item and the realized markup on the overall store operation.

We do not believe that the average store can operate profitably with a realized markup of less than 35%. In order to attain such a figure, many items have to be sold at a higher margin in order to maintain the average.

## **Elusive Figures**

In face of such facts, we do not understand the reasoning of the 17% of those answering who named a figure of 33½% or lower. Many named 30%, and two said 25%. If TV sets are sold with margins like

that, they will not be sold as a primary line in the store, but rather as a loss leader (manufacturers who offer such discounts please note). Cost of goods plus cost of selling add up to too high a figure to permit all merchandise in a store to be sold at such a discount and still yield a profit.

Anyone who chooses to juggle with retail mathematics had better know his accounting well, or have a good accountant working for him if he wishes to avoid financial trouble. In this connection, it is pertinent to point out that people often miscalculate discounts by forgetting that they are based on the selling price.

For instance, if the discount is 35% and the dealer sells an item at 10% off, it is often thought that he is therefore getting a 25% discount. This is not so, because the discount must be refigured on the new selling price. In other words, if the item sells for \$100 with a 35% discount and the dealer gives 10 off, he sells it for \$90. The selling price is now \$90, the cost is still the same (\$65) and the profit is 90/25 or 27.7%.

## **Few Feel Margins Adequate**

The answers were very illuminating. Only two out of the thousands of dealers queried said that present discounts were adequate (their answers were qualified, of course, and are reproduced later on).

Answers were very realistic, and pointed out various reasons why existing price structures are felt to prohibit profitable operation on TV. Service and installation costs, commissions, trade-ins, handling costs on tax and warranty and special fringe area selling problems were cited as cutting the realized markup to a point where, in many instances, profits from other lines were depended on to keep the store in the black.

While the majority of the dealers believe increased discounts are necessary, one stated, "Increased discounts will only tend to further price cuts by discount houses. A strong fair trade law might bring some order out of chaos."

## **Let's Have Your Views on TV DISCOUNTS**

The editors will be interested in hearing from dealers on this important subject. Send us brief statements for publication in future issues. (We won't use your name if you so request.)

# Discounts on Television?

**Nation Shows Majority Feel Present Margins  
But Half of Readers Suggest a Figure Under 40%**

## Here's How They Answered

50% Discount	1	%
45%	.3	%
40-50%	2	%
40-45%	1	%
"At least 40%"	7	%
40%	36½	%
35-40%	4½	%
"At least 35%"	3	%
35%	9	%
33 1/3-40%	8	%
33 1/3%	6	%
30% or less (down to 25%)	7	%
All other answers	14.7	%
	<hr/>	
	100.0	%



## 87 Per Cent of Dealers Favor Fair Trade, Now Restored

A large majority of merchants returning questionnaires to the editors of *Television Retailing* are for fair trade. 87% are in favor of such laws, with but 13% opposed. The answers came from all parts of the country, and from dealers of all sizes just before the President signed the McGuire Bill, restoring effective fair trade to 45 states. (Texas, Vermont, Missouri, and the District of Columbia have no fair trade laws).

Before the onset of the present wave of price-cutting, many retailers in this field were against fair trade, and this was particularly true of the larger outfits. Today, however, the picture has changed radically, with many of the big operators ready and willing to call a halt to the madhouse merchandising tactics now prevailing, and seeing fair trade as the means to accomplish such end.

There has been much misunderstanding and some misrepresentation on the question of whether the

McGuire Bill returning effective fair trade has any provision to meet the Wentling decision. Under this decision of the Third U. S. Circuit Court of Appeals, mail-order houses and other retailers who sell across state lines can disregard the fair trade laws in their own and other states. This provision, like the Bill in its entirety, is designed as enabling legislation to permit the states to make their fair trade statutes, not only with respect to intrastate commerce but also with respect to the operation of fair trade in interstate commerce.

Among the many pleas to sign the bill received by the President was a wire from NARDA, reading in part: "We urge you to sign into law the McGuire Bill. . . . Although less than 5% of our industry's merchandise has ever been or could likely be subject to fair trade, that small part is of vital importance to preservation of countless smaller dealers against trans-shipping, decep-

tion, and the use of products for which they have built brand acceptance through the years as loss leaders by drug chain and other outlets to give public false impression of comparable values in high-profit, little known and often inferior merchandise they handle. . . ."

In a letter to Secretary of Commerce Sawyer, Maurice Mermey, director of Bureau of Education on Fair Trade had the following to say:

"The overwhelming majority of members of the distributive trades, including 1,500,000 or more Americans who comprise the backbone of Small Business, support fair trade in order to promote competitive decency in the marketplace. A tiny minority of retailers oppose fair trade because, like all crusaders for the status quo, they prefer not to be fenced in by laws which hamper their ability to do as they please when what they please to do is prejudicial to the best interests of society."

# Does This Dealer Group Have

# The REMEDY to Curb Price-Cutting?

• Members of the two-year-old Greater New Jersey Appliance Dealers Association operate in what may well be described as an all-out hotbed of price-cutting.

As a matter of cold fact, you can get a great many merchants to say that this particular area is the worst in the entire country. Just about every sort of merchandising evil and abuse runs rampant in this territory—below-cost selling, misleading advertising, transshipping and what-have-you. "You name the racket, and I'll promise you we've got it here," a dealer told one of the editors of this magazine.

Because this northeastern New Jersey area is such an outstanding example of merchandising run in a ruinous fashion, dealers all over the country will be interested in the program launched by the Greater New Jersey Appliance Dealers Association to combat the prevalent conditions, "before," as an officer of the group says, "it is too late."

The men making up this association know from bitter experience what this tidal wave of price-cut-

## Distributors Cooperating With New Jersey Dealers In Drive to Curb Vicious Practices

Du Mont Factory Distributor,  
South Orange

Krich-New Jersey, Newark  
Apollo Distributing Co.,  
Newark

O'Loughlin & Co., Newark  
All-State Distributors,  
Newark

Mytelka & Rose, Inc., Newark

The Maytag Co., Newark

Igoe Brothers, Inc., Newark

Teldisco, Inc., East Orange

Gross Distributors, Newark

ting has cost them in profits and prestige. They know that the consumer has lost confidence in the dealer and the product, and has become a cynical, case-hardened chiseler. They know that if things go on as they are a great many dealers will be forced to close their doors; that list prices will soon be a thing of the past.

Fed up to the hilt with conditions, members attended a meeting in Newark recently to hear a program worked out by the officers and trustees of the association.

The meeting was a stormy affair in which no holds were barred—no punches pulled. But the majority of dealers were agreed on one thing—that something drastic had to be done, and that this plan might well be it.

Realizing that all segments of the industry, including distributors and retailers, were responsible for the sorry state of affairs, the trustees who cooked up the plan first went to a number of leading wholesalers in the area, and were able to get their support, along with pledges of cooperation.

Following is an outline of the plan as adopted by the membership:

1. Dealers will use co-operative ad money in the manner that was originally intended.

2. Dealers will tag all products in show-window and on floor with list prices only.

3. No dealer will advertise cut-prices on "damaged" merchandise.

4. Each distributor should have available lists of prices he charges merchants, showing quantity discounts, etc.

5. No dealer shall keep his store open Sundays and legal holidays.

6. A pledge from the distributor to eliminate "inside" deals.

There was lively discussion on each of the items in the program. Members finally agreed that on Number 1, the co-op ad would be run "straight" as prepared by distributor or manufacturer—that is the copy would not include any cut prices, nor would other products be mentioned or included on the same page. Terms such as "liberal allowance" would be permitted. It was also agreed that in cases where a manufacturer officially reduces the list price of a current or out-dated product, the new, lowered list price would not be considered to be cut-price advertising when used in copy or in show-window or floor displays.

On Number Two, dealers expressed the opinion that if a great many members would agree to stop displaying cut-prices on merchandise displayed in stores, profit structures would be protected, and consumers would gradually come to look at list prices again as at least a yardstick of established value. *Wisely enough, the association made no effort to get pledges that prices would not be cut by the dealer in this terrifically competitive market, but only that nothing but lists would appear on products and in ads.*

Members felt that the cooperation of distributors will go a long way toward implementing the program. The agreement by a number of wholesalers to make available prices and discount rates was seen as a big step in the direction of bringing out into the open whispers

## Greater New Jersey Appliance Dealers Assn.

**OFFICERS:** Jack Rosenberg, President; Tim O'Shea, Treasurer; Peter Lambuster, Secretary; Lou Baron, Jack Brennan, Leo Kaplowitz, Michael Tobia, Vice-Presidents.

**TRUSTEES:** Moe Zimmerman, Brick Church Appliance Co., East Orange; Peter Lambuster, Amherst Appliance & Supply Co., E. Orange; Tim O'Shea, T. C. O'Shea & Co., East Orange; Lou Baron, Powers, Inc., Newark. H. Blick, Broad Electric Co., Newark; Jack Brennan, Brennan Radio & Television Co., Jersey City; Leo Kaplowitz, Jersey Tire Co., Inc., Perth Amboy; S. Peskin, S. Peskin & Co., Newark; J. Rosenberg, Centre Appliance Co., Irvington; Robert Rosenberg, Union Radio & Television Co., Elizabeth; J. Rothauser, Rothauser Radio, Newark; Michael Tobia, Tobia's Hillside Appliance Co., Hillside; C. Schultz, Prince Range Co., Newark.

**New Jersey Merchants  
Adopt Program Aimed  
to Stop Practices Ruinous  
to Retailers; Get Pledges  
of Cooperation From Lead-  
ing Distributors. See Plan  
Helping to Restore  
Consumer Confidence,  
Shattered in Price Wars**

of widespread discriminatory discounts which enable the price-cutter to make wholesale slashes and still show a profit.

There was spirited debate over the question of closing stores on Sundays and legal holidays in areas where local ordinances do not prevail. The motion in favor of closing stores on Sundays and holidays was carried. President Rosenberg pointed out that answers to a recent questionnaire mailed out to dealers showed 530 respondents against, and but 3 in favor of staying open on the before-mentioned days.

Another motion made and carried at the meeting put the group on record as recommending to manufacturers and distributors that a minimum of six months' notice should be sent out to dealers in advance of new model releases.

A motion to prevent members from transshipping merchandise to other franchised dealers without permission of official suppliers was defeated. Lengthy discussion on this

We Meet All Competition—Get Our Prices First!

Save A Hundred-Dollar Bill On This TV Set

SALE! SALE! SALE! 20% to 50% DISCOUNTS

SALE on Famous Makes Reduced for Quick Clearance

Unbelievable Low Prices!

PRICED BELOW THEIR USUAL WHOLESALE COST!

50% OFF Below Cost!

25% to 33% OFF ONE PRICE

Sale! Save 1/3 to 1/2! COMBINATION

priced below original wholesale!

Slashed To the Bone! 1/3 to 1/2 off

BELOW OUR COST!

SAVE UP TO 50%

SALE PRICES CUT

slashes prices 1/3 OFF!

NATIONALLY-FAMOUS BRANDS

SAVE \$100!

Giant 21" Famous Make TV New 1952 Console Model

SPECIAL PRICE

SAVE \$100.00

SALE PRICED BELOW MAKER'S COST!

SALE 25 TO 60% OFF Why? BIG TRADE-IN ALLOWANCE

new low price policy

SALE SAVE 51%

SAVES YOU 10.05 TO 130.00!

NONE HIGHER



"Here's what happens when a customer with a deposit on a product on home trial finds the same thing elsewhere at a lower price. If it's an automatic washer, she'll come in and say that it's ruining the plumbing. On a TV set, for instance, she'll

price-cutting operation, who suggested that independent dealers should meet competition such as his with better service, better salesmanship and closer personal contact with the customer.)

"List prices are a joke. The cut price of any television set or appliance becomes the list price."

"Transshipping is a picayune factor. The real trouble is that there are too many dealers. Before the war there were a hundred dealers in my area, and now there are 270."

"New cars are always advertised with list prices—never with cuts. We should do the same in this industry."

"We need to sell on quality of the product and service. I remember during the Depression, along with the WPA and many people on relief, there was no price-cutting like there is now in spite of the fact that people these days are just loaded with money."

"The big chains live off profits made out of crooked co-op ad deals."

Although the program launched by the New Jersey dealer association has been in effect but a short time, officials declare that excellent results have already been noticed, and they firmly expect that members will continue to cooperate in this drive to curb price-cutting.

**About the Area Covered by The  
New Jersey Dealers Association**

Territory considered to be part of metropolitan New York (New York and northeastern New Jersey)—Total population: 12,831,914

Population, Newark, N. J. — 438,776  
Population, Jersey City — 300,447

New Jersey metropolitan area made up of consumers in all income brackets. Heavy industrial activities in larger cities. Wealthy and middle-income residents in suburbs. Many commute daily to businesses in New York.

subject revealed that the problem was so complicated that any fixed rules would be difficult to interpret or enforce.

Dealers having businesses of all sizes attended the get-together, among them some of the largest price-cutting operators in the territory. Following are a number of remarks made extemporaneously from the floor:

say that her husband lost his job. Anything to get the deposit back."

"It's gotten so that the customer tells us what to sell the product for."

"If you fellows can't get ten dollars more than I do for a television set selling at \$289 in my store and listing at \$389, then you ought not to be in business." (This remark was made by the owner of a big

# Up Sales and Profits

## Nashville Firm Spends Own Copy Geared to

store as the Southern Electric Appliance Company for seven years before they bought out a chain of three more each known as the Electric Company. Both sets of stores are still operating under their old names.

A check with the local power company reveals that these two partners are selling volume that not more than a half dozen firms in their area can approach. Among other items, the organization is selling 100 television sets a month. It is also turning over a large volume of refrigerators, ranges, radios and freezers.

With the Southern Electric name splashing across the pages of both the *Banner* and the *Tennessean*, the partners sold from one store 60 electric heaters one hot week when the temperature was 96 degrees in the shade. People walked into the store with wilting collars and dripping faces and bought for themselves some of next winter's heat. That's the kind of salesmanship to write home about! That sales record resulted from a 10-inch two-column ad run in both morning and afternoon papers. The ad was followed up by a show-window display of the different brands of heaters offered. In fact, practically every item advertised is supplemented with a show-window exhibit. During another week they sold a large number of radios by the same strategy.

According to the owners, there are two kinds of advertising. One is the kind that will make people want to buy and the other is just advertising. Richardson and Tune make up nearly all their own copy. They think manufacturer's mats have their place and help to set the pace, but believe no manufacturer can make his copy cover the widely ranging needs of every dealer. They know the local picture well and center their promotion around the product or group of products that promise the greatest return per dollar spent. By originating their own copy they can personalize their message around these items, tell what they offer in the way of delivery service, terms or maybe de-



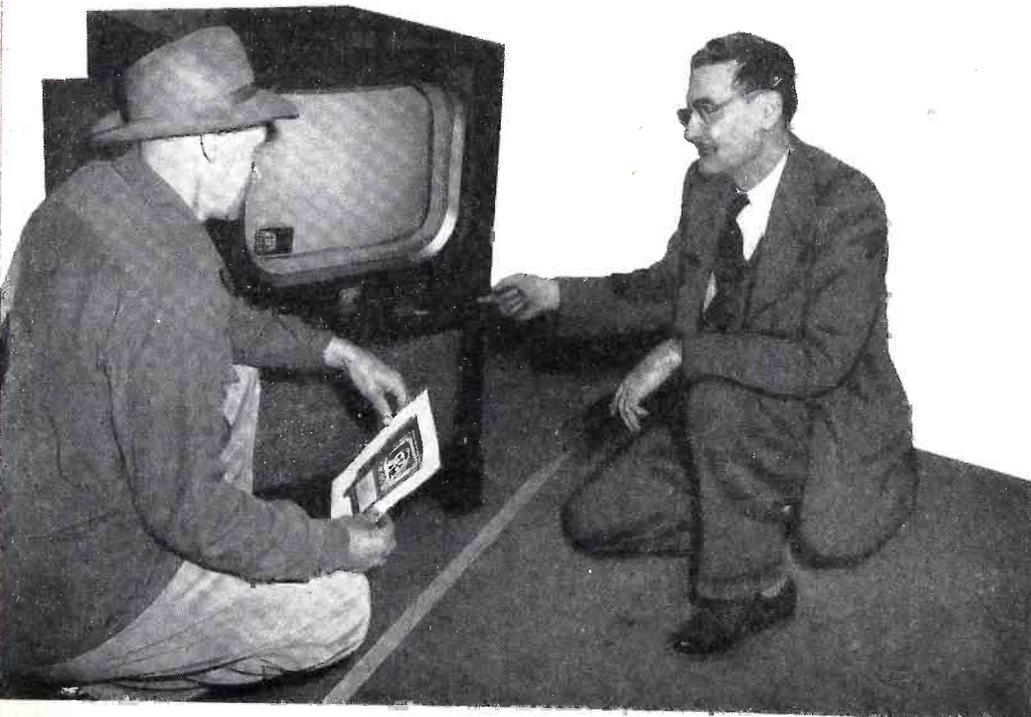
Heavy ad budget pays off. Customer shows store salesman Arthur Johnson ad of a TV offer he saw.

• Ten thousand dollars a year for advertising. That's the amount of money Paul Richardson and Walter Tune use to keep the names of their four stores in front of the people of Nashville and vicinity.

The large ad budget was an important factor in helping them pile up a \$300,000 annual volume with just one store before they acquired the other three last September.

They had operated their original

Store manager Hollis Jennings is called in to explain some further features about the set in which the customer shows most interest. Many sales come in directly as a result of advertising.



# via Big Ad Budget

**\$10,000 a Year on Promotion. Partners Prepare Locality and Tied in With Show-Window Displays**

scribe some interesting display or demonstration in the store.

One day a customer walked into one of the stores, asked to see a certain model refrigerator and bought it. The store salesman knew that specific model hadn't recently been advertised either by radio or paper, so he asked him what had aroused his interest in it. He replied that he had seen it featured in a Southern Electric Appliance ad six months before. The fact that the reading of one of their ads germinated into a sale six months later is one of the experiences that convinces Richardson and Tune that it pays to advertise.

The store salesmen are paid on a straight commission with no guarantee of salary. This keeps them on their toes and they make good incomes on the leads that come in from the consistent promotions. There are two salesmen at each of the Electric Company's three stores and four at Southern Electric. While they are ordinarily store salesmen they are encouraged to go out to any home and close out what looks like a hot lead that started cooking at the store.

"By taking up to 50,000 lines a year in the two daily papers we sell our products at less cost per sale than when we depended on getting leads through ringing doorbells," explained Richardson.

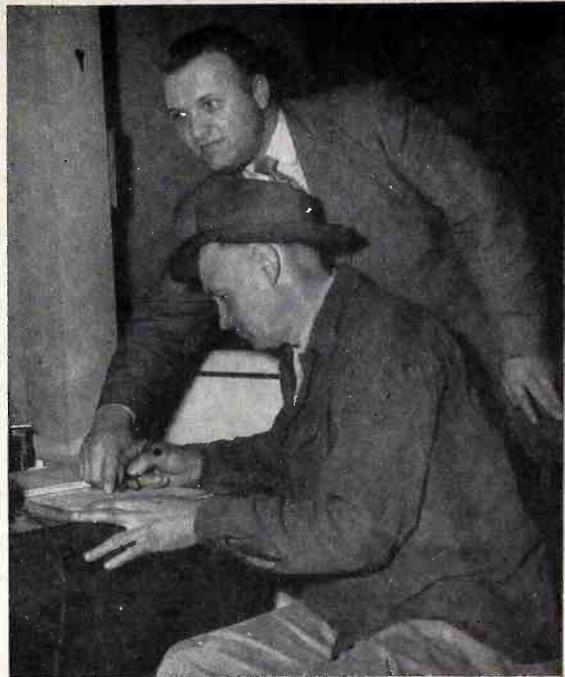
Unlike most other competitive advertisers the two partners time their display ads, which range from 100 lines to a page or more in each of the papers, to appear early in the week instead of on Thursday or Friday when most other dealers are shooting at the weekend trade.

"While our copy may appear any day from Monday to Wednesday," explained Richardson, "we usually get our best results on Monday. If the same ad should appear in Thursday's or Friday's papers it would have to compete for attention with those of a number of others."

The newspaper ads, which account for \$8,000 to \$9,000 of the annual advertising budget, tie in as often as possible with show-window exhibits and special store displays. Richardson and Tune find it pays to occasionally devote the week's copy to a personalized chat about their terms on purchases or the friendly method they have of dealing with their customers.

Southern Electric finances its own paper up to 90-day credits. Other contracts are turned over to a bank but customers in all cases are urged to make their payments directly to the store. When an honest customer runs into a difficulty about meeting his payment and appeals to the bank for an extension of time, the bank is required to send him to the store where the partners can work out the extension and keep his goodwill. The sales total breaks down to about 80 per cent time payment and 20 per cent cash.

The technique of having the time-payment customer come to the store to make installments is much less trouble than hunting him down in his own home to sell him something else, the partners have found. When the customer walks into a store to pay his weekly or monthly installment he has the complete display of TV sets, radios and appliances before his eyes and the suggestive im-

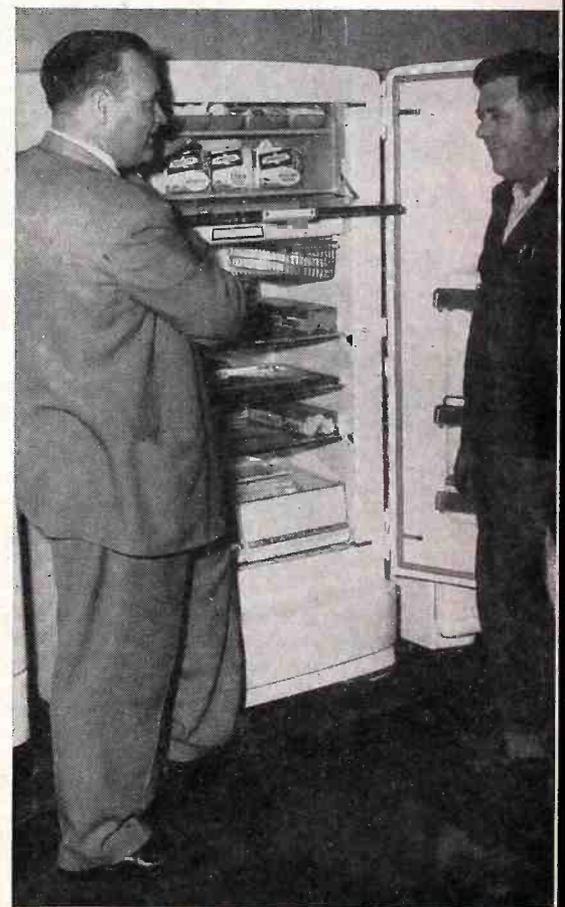


**Convinced that the receiver is a good buy, the customer signs a contract.**

plication has a strong psychological effect. The salesman can, under such conditions often fan a detected display of interest into a buying flame.

Working on the theory that a pic-  
(Continued on page 100)

**One of Southern Electric's farmer customers is paying strict attention to what Salesman Johnson has to say about the refrigerator.**



## **This Tennessee Dealership —**

- ... Runs ads in papers early in the week because there are fewer competitors than there are Thursdays and Fridays.
- ... Employs all salesmen on a straight commission basis but all earn good incomes because ads really pull the customers in.
- ... Has built up a big following of customers who buy used products. Most trade-ins are sold at a profit.

# DIRECT-MAIL



1. Compared with most mailing pieces, letters are inexpensive. The use of modern mechanical devices such as the multigraph or the mimeograph machines have made inexpensive quantity runs possible. Of course, individually typed letters are most effective. But this method is expensive in both time and money. The multigraph machine, closest to the original typing, is used to simulate the individual letter. This can duplicate the "color" of your own typewriter ribbon. Fill-in salutations make the message appear personal.

2. A letter is usually read more carefully than a carefully planned circular.

3. To be effective, the letter should be short, well written and to the point. It should employ all the rules of effective advertising.

4. The letter has been used successfully to promote single items of merchandise, the institution, to solicit new business, to promote collections, etc. Many retailers use a standard form letter to express congratulations to people on lists of marriages, births, and graduations, taken from the local paper. Such a direct-mail piece creates good-will among potential customers.

## **Your Advertising Gets Into the Home, So Be Sure Your Message Gets Across. Different Types of Mailing Pieces Described. Copy Ideas Designed to Get Good Results**

• Someone once asked a direct-mail specialist to explain the uses of this type of promotion. His answer was quick and very apt. "Direct-Mail," he said, "can be used in the following ways: As a pathfinder; as an introduction; as a personal salesman; as a customer reminder; as a good-will builder; as a sales-increaser; as a stimulant for active customers; as an effective tonic for inactive customers; as a reviver for almost dead customers. Direct-mail is the most versatile of all advertising media."

Direct-mail is not only versatile, it is also the most flexible within its own field. It lends itself to many forms of salesmanship where "others fear to tread." For example, it has been used successfully for missionary work preceding visits of salesmen; it has been used as a follow-up

of salesmen; it lends itself to the emphasizing of special sales where the advertiser desires to control circulation. Most important, direct-mail actually gets into homes. Even the best salesmen are not welcome in many places where the postman is greeted enthusiastically.

For the TV-appliance-phono record merchant, there are a number of types of direct-mail pieces which are suitable for use. Let us consider the most practical of these and what they can do in terms of sales.

### **Letters**

The most commonly used direct-mail form is the letter. This type of promotion may be typed individually or reproduced by machine. The following points are important to remember:

### **First Class Mail Cards**

This type of promotion consists of either a printed card with a message or a government postcard. The government card has been used extensively by retailers throughout the country with excellent results. Some business people frown upon this method of advertising, but nevertheless, it has proven its worth. A postcard is more apt to be read than any other type of direct-mail piece. It requires only a glance to read the message. No opening of envelopes complicates matters. If the message is short and effective, the reader will respond. It is excellent for announcing sales, selling single items, offering service, making special offers, etc. It can be written by hand or printed in one or more colors. The cost of mailing is always two cents and preparation can be had equally inexpensively. For its cost, certainly no other type of promotion can compare with the government postcard. It is possible, too, to obtain return postcards from the post office. These come attached to the regular postcards and the cost of the complete

# as YOUR "Salesman"

double postcard is only four cents. It carries the advantage of bringing to the customer a return card already paid. When it is necessary for the customer to fill out a coupon, this form has proven to be highly successful.

## **Leaflet**

A leaflet is a single small-sized sheet, printed on one or both sides. These have been used effectively as package inserts, letter stuffers, etc. It is also used as a supplement to a letter and usually carries more details about the product.

## **Folder**

A folder is a leaflet containing one or more folds. It is sometimes of heavier stock and contains better art work. The size makes it possible to present a complete sales story. The folds are carefully planned to permit the reader to follow the copy without difficulty.

## **Broadside**

The broadside is a large folder, usually 19 by 25 inches or longer. It has proven effective for special sales, for certain smashing effects, etc. Its size lends itself to interesting and complete stories. When folded it should be small enough to be mailed.

## **Booklets**

A booklet is a leaflet with several pages. It is used when a great deal of space is necessary to make a presentation. It often provides detailed information about products with pictures, prices and descriptions. Because of its increased cost in printing, paper and mailing, an advertiser usually invests more money in the art work and presentation.

## **Figuring Costs**

In planning a direct-mail piece, the cost will determine your actions. The entire campaign will be based upon how much money you have to spend. Approximate figures must be determined in advance. The following procedure may be followed in your preparation.

1. Get your production costs from your printer, engraver, etc. With a very rough layout, these specialists can give you a good figure, with which you will be able to work.

2. Your first mailing will be con-

sidered a test mailing. Here, you will discover your mailing costs, the probable returns for future mailings and other answers to individual problems.

3. Determine your cost per order. This can be arrived at in a simple manner. For example, assume that you have a list of 10,000 and the folder will cost you \$50 per thousand including printing, mailing, etc. (or a total of \$500). Assume, too, that you receive 50 orders. Your cost per order, then, would be \$500 divided by 50 or \$10. Your future campaigns should be gauged upon these results, always keeping in mind that you must try to increase your sales and lower your unit cost. A return of 3

percent on a mailing is considered excellent for products costing under \$10. Usually no more than 2 per cent can be expected.

4. For future mailings, use past sales as a measure to determine your appropriation. The money you spend will affect the size and type of mailing piece you use. As you increase the returns, you should attempt to add to the effectiveness of the piece. The more you have to spend, the greater the opportunity to offer your public your merchandise in the most effective presentation.

**A future issue will feature an article on compiling and building direct-mail lists.**

One thing you can be sure of—the direct-mail piece will get into the house, even in cases where the salesman can't. If your copy is properly prepared you may get as high as from two to three per cent response to a mailing. Direct-Mail is a versatile medium.



# Records Spearhead Sales in

*Modernization of Disc Department, Modern Methods*



Children's 45 records are displayed on a counter separate from other discs. Doris Martin reads a record. The store sells magnetic recorders, sheet music, pianos and other musical merchandise.

• When Bud and Doris Martin took over the Mahan Music and Electric store in Alliance, Ohio, two things were paramount to them; retain the established customers of the former owners and, secondly, expand the services of the store so that new trade would be attracted.

Now, four years later, both of these young owners can look at a job well done. Through modernization of equipment and methods of

merchandising, sales have expanded and new outlets developed. One of the most important single factors responsible for this growth was the remodeling of the record department which always meant traffic potential for the store.

At the outset, it was decided that records and music were to be Mrs. Martin's specialty, while Bud concentrated on radio, television, and appliance sales. But changes in both

general areas were worked out so that neither conflicted; rather, each assisted the other with a net result of improved efficiency throughout the store.

When Doris started, she had had no previous experience with music selling. She realized, however, that the record arrangement was not adequate to serve new multiple-speed merchandise. Few records were in view of the customers, and there was no central record file. All classical and all popular records other than the most recent were catalogued in a back room. The three-speed age was dawning and no counter space was ready to display all basic RPM's.

Then, too, all popular records were listened to from a conventional loud-speaker phonograph located near the middle of the store. Its playing would often annoy customers interested in other items around the store, and there was the to-be-expected queuing up for use of the player.

The Martins agreed that any remodeling of the store would have to center around the location of a defi-

Note the easy access to records at the bar. 45's and 78's are handled here. 33-1/3's are listened to in the instrument department.



# This Diversified Store

Help to Up Volume in TV, Radios, Recorders, Appliances

nite phono record area, with its own displays, counters, and racks obviously separate from that of any other department. To accomplish this, a definitive line of album display racks was arranged back to back with a refrigerator display through the center of the store. This served as the main separation line. Following this, old record racks were removed and a new \$1500 "record bar" was installed opposite the album racks. Thus, the customer readily spots a "record" aisle, flanked on both sides with a pleasant music display. Specially designed according to specifications drawn up by the Martins, the record bar has open pockets in the front, enabling customers to investigate personally their choices. Earphones were built into the bar; customers are no longer forced to put up with listening to music another wants—each may put a phone to his ear and hear only the tune he is playing.

"We thought a great deal about using the conventional record booths," said Mrs. Martin. "The problem was, however, that to install four or five booths would greatly reduce our shopping area. The floor space they would have

taken was "hard to justify. With the new bar, five customers may listen simultaneously and yet there is no more space taken than for an ordinary counter."

The Martins are firm advocates of the belief that customers buy more when they can put their fingers directly on records and have the opportunity to play them. "Even the fellow who has made up his mind before he comes in wants to use the bar," noted Bud Martin. "And, from our point of view, this playing not only gives him reassurance, but also provides us with the opportunity to

be stressed in the store in regard to speeds. Of the four turntables, two are set for 45 RPM and two for the 78 RPM. "At first we retained a semi-booth in the back of the store for 33 $\frac{1}{3}$  customers," explained Doris, "but later we found a better arrangement."

That arrangement ties in with the radio display room which had previously been built in the store as an inside room. Directly above it is the Mahan office which offers excellent vantage point for viewing the entire store. In the display room, tasteful arrays of new radio-phonographs

## Money-Making Methods Used by the Martins

**Remodeling plan centered around phono record area builds traffic**

**Record bar, counter listening, segregated displays solved space problem**

**Close tie-in between disc and instrument sales is a profitable technique**

**"Record club," direct-mail, radio time, out-of-store displays used to increase sales**

talk more with him and point out other tunes. It adds to our volume of business many times."

The multiple-speed dilemma which confronted the Martins shortly after they went into business was met with the installation of the record bar. In its design, they had to decide on what ratio would

are always shown, together with several lounge-type chairs. Customers now are invited to play their 33 $\frac{1}{3}$  discs in here, the salesman asking which player they would like to use. The customer may thus examine several phonographs, select one, sit down, and listen. "Not only

*(Continued on page 58)*

Bud Martin, who had been a retail salesman and a technician before he and his wife bought this store, demonstrates a TV set.



# Records Spearhead Sales



Doris and Bud Martin pose in the store's TV alcove.

(Continued from page 57)

is the record being demonstrated, on the quality of player it deserves, but the customer gets a chance to hear a top-quality machine, make mental notes about it, and examine its craftsmanship," observed Bud. "Customers interested in classical music are always radio-phonograph customers potentially; they can't help but keep in mind our players, having actually tried some, and whenever they're in the market for one, they'll think of us." He further pointed out that normal turnover was sufficient so that no machine in the display room could ever be considered "used." Should one become near that stage, it is placed on a demonstrator basis and sold at a reduced price.

The Martins are definite about radio-TV displays. "Placing a new radio-phonograph—or TV—on a linoleum or wood floor creates the same selling effect as putting a new car on a muddy road." Carpeting is used for all such displays at Mahan's—although not in other parts of the store.

In conjunction with their record promotion, the Martins have inaugurated a record club. "We came to know our regular customers so well that we decided there should be some further incentive for their buying—and a reward on our part for them when they do." Anyone who purchases a record—any price, any speed—is automatically eligible

for membership. A card is filled out for the customer, and on further sales, a punch is made corresponding to a list of record prices down the left side of the 4" by 6" card. Whenever the customer accumulates a total of \$20 worth of records, he is entitled to his choice of any 45 or 78 RPM record or a record storage album without charge. Started about a year ago, the club now numbers more than 250 active members.

## Direct-Mail Profitable

To further their customer contacts, Martin makes full use of complimentary catalog services to all regular buyers. These are sent out by direct-mail each month with a friendly invitation to visit the store. "Of course, the finest direct-mail work is of no avail unless you have a really complete stock of discs," asserts Doris. "It's taken us a long time to reach the point where we can supply nine out of every ten requests regardless of speed. It's expensive, and time-consuming, but it makes for more customers. The record buyer is a person who may dawdle for hours in a store listening, but if he should come to town with a definite purchase in mind, he doesn't want to hear 'I'm sorry, we don't have it in stock.' He'll visit another store the next time."

Adjacent to the record bar, a counter serves children's discs ex-

clusively. The owners make it a point to know juvenile records thoroughly, because the most frequent question here is "what does the story say?" Adult buyers of juveniles have not enough time to listen to the entire record, hence, salesmen are prepared to discuss freely all stories and songs, and to suggest those most useful in a customer's home.

At both counters, informality is the byword. "In a record department, as in a furniture store, the customer should be free to browse," said Doris. "We try to have an atmosphere in which the customer feels free to look or listen to his heart's content. He usually appreciates it, whether he says so or not!"

## Effective Promotions

The store continues its promotion in many ways. For example, an outside loud speaker is used, through which records are played during peak shopping hours. According to Bud, it is important that with promotion of this type, "soothing music—preferably reeds or piano" be used, rather than anything which smacks of jazz.

The store has sponsored a Saturday-night program over the radio, furnishing all records played on the show. The disc-jockey visits the store for the records and reports to his listeners in a casual fashion whatever is being featured in the music line.

Mahan's Music and Electric Store employs three full-time salesmen and two part-time workers.

Bud, a veteran of World War II, began his sales career with another Alliance concern as a service man, totaling six years in that capacity. Thus, he has a rich technical background. Following the war, he put in three years as top salesman for another local store. During this time, Doris served as manager for the Arcade Market in which the Mahan store has always been located. When the opportunity came to take over Mahan's, which had been run by another man-and-wife team for many satisfying years, there was no more logical couple than Doris and Bud Martin.

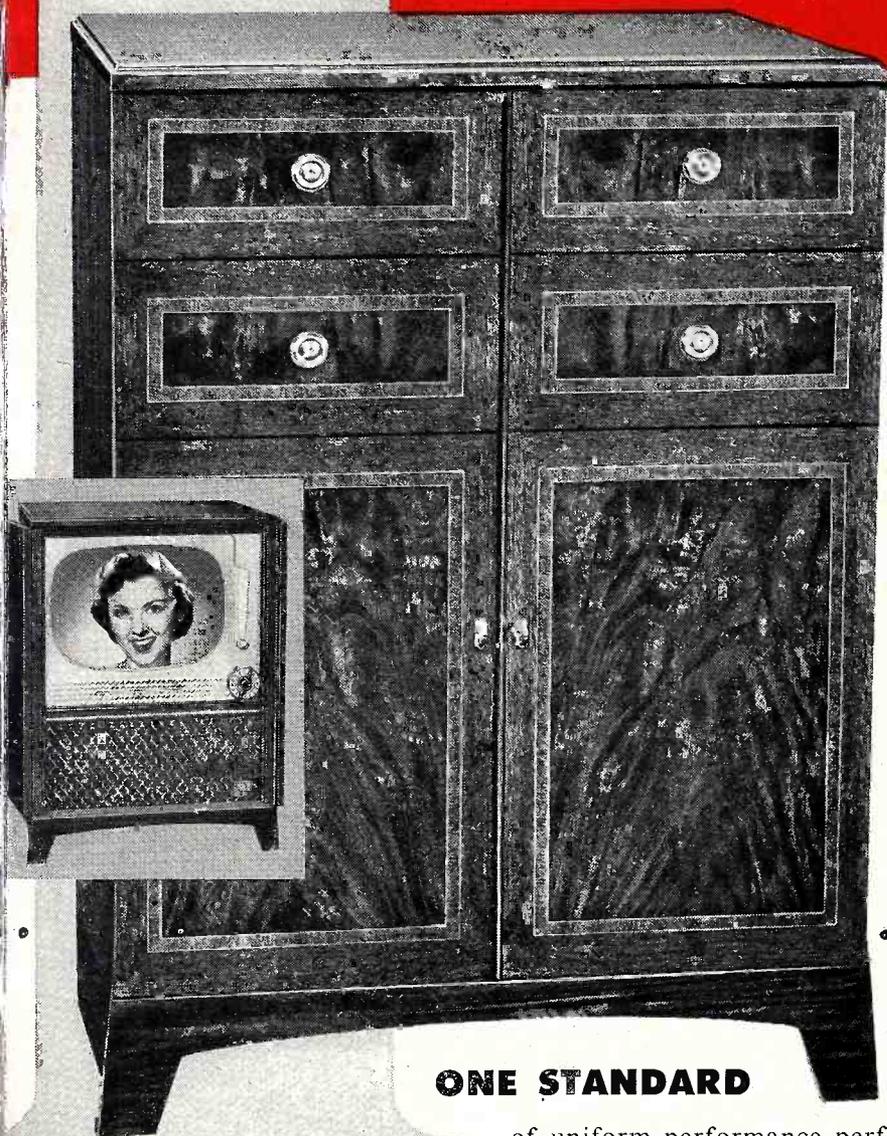
Handling a full line of appliances, records, musical instruments, and radio and TV sets makes the stores quite versatile. But it all is a reflection of the versatility of its owners, and their belief that by always putting their best foot forward, they will bring satisfaction to the most customers and keep their business on a profitable basis.

NEW, EXCITING

# WESTINGHOUSE TELEVISION

**ONE LINE...ONE QUALITY...THE FINEST!**

The new line of Westinghouse television receivers combines *uncompromised performance with sell-sure prices* in a single line... guaranteeing lasting customer satisfaction, increased sales and greater profits for you! The only television Westinghouse makes is a deluxe line... at prices comparable to other "promotional" lines!



## *Compare Prices...*

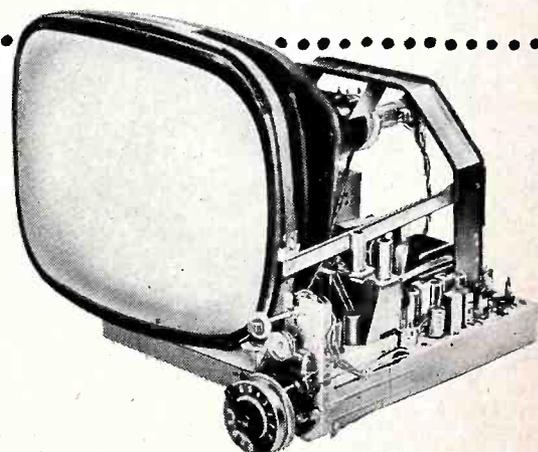
of high-quality Westinghouse television with other deluxe lines. Discover that Westinghouse receivers are promotionally priced in comparison. Prices of the Westinghouse one-quality line begin at \$189.95, including federal excise tax and warranty.

◀ **The Whitmore, Model 720K21.** Big 21-inch picture in rich mahogany finish.

Also available in fine frosted oak, The Evanston, 721K21.

### **ONE STANDARD**

of uniform performance perfection throughout the Westinghouse Television line—a high-quality foundation combining superior design, finest materials available and painstaking craftsmanship.



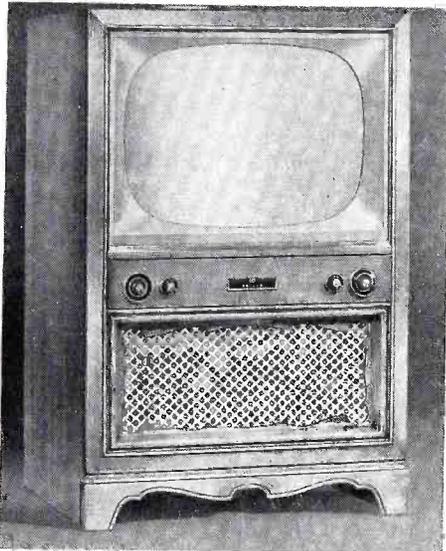
**YOU CAN BE SURE...IF IT'S**

# Westinghouse

# Ready for the Retailer

## Philco

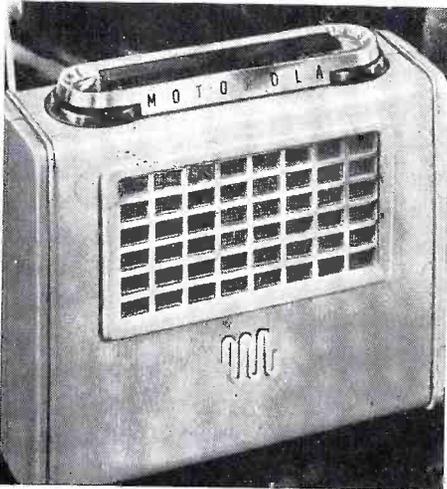
Model 2262, 21" console has 245 sq. in. screen, built-in UHF antenna, and Super Colorado power plant with



duplex TV 90 chassis. In a fruitwood cabinet, the set is listed at \$379.95. Philco Corp., C and Tioga Streets, Philadelphia 34, Penn.—TELEVISION RETAILING.

## Motorola

A portable radio with new types of "A" and "B" batteries has been designed to give full season operation with one set of batteries. The cabinet is available in



forest green (52L1), maroon (52L2), and gray (52L3). Price is \$34.95 less batteries. Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.—TELEVISION RETAILING.

## Garrard DC Model Changer

RC80 "Triumph" three-speed record changer now available in a DC model. This unit is identical in all aspects with the original changer. The Garrard Sales Corporation, 164 Duane Street, New York, N. Y.—TELEVISION RETAILING.

## Raytheon PRICE LIST

The following are the suggested retail prices for Raytheon's 1953 TV line.

M-1733....\$199.95	CO2109....\$379.95
M-1726.... 229.95	C-2110.... 349.95
M-1734.... 230.95	C-2111.... 359.95
M-1728.... 250.95	C-2112.... 429.95
C-1735.... 250.95	C-2113.... 449.95
C-1736.... 269.95	C-2114.... 479.95
C-1729.... 279.95	RC-2117.... 750.00
C-1731.... 289.95	C-2115.... 499.95
M-2107.... 249.95	C-2116.... 499.95
M-2101.... 289.95	UHF Tuner 29.95
C-2108.... 339.95	Table legs 9.95

Belmont Radio Corporation, manufacturers of Raytheon TV, 5921 W. Dickens Ave., Chicago, Ill.—TELEVISION RETAILING.

## Bendix

Model OAK3, the Florida, with a 21" picture tube, features front removable safety glass, has pre-bored receptacles for concealed casters. Built



on new Power-Master chassis, with 24 tubes, including picture tube and 2 rectifiers, set will sell for \$379.95. Bendix TV and Radio, E. Joppa Rd., Baltimore 4, Md.—TELEVISION RETAILING.

## Admiral NEW RADIO LINE

The following models are shown now by Admiral as their new radio line:

TABLE RADIOS	CLOCK RADIOS
5S21 \$19.95	5X21 \$29.95
5S22 22.95	5X22 32.95
5S23 24.95	5X23 34.95
5Z22 27.95	5A32 37.95
5Z23 29.95	5A32 39.95
6C22 34.95	PORTABLES
6C23 36.95	4V11 32.95
RADIO PHONO	4V12 32.95
5Y22 69.95	4V18 32.95

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.—TELEVISION RETAILING.

## Hallicrafters

Table radio model AT-1 has four tubes including rectifier and operates on 117 V. AC/DC. It is offered in birch white, forest green or mahogany brown.



Retail prices will range from \$17.95 to \$19.95 in Zone 1. The Hallicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.—TELEVISION RETAILING.

## Mitchell PORTABLE PHONO

A new 3-speed portable phonograph, model 1265, has been added to the Mitchell line. In two-tone brown and beige leatherette case the unit features a turntable to accommodate 7, 10, or 12 inch records, an osmium-tipped needle, and a snap socket pickup arm-rest to hold the arm securely. Measuring 12 x 11 x 5½, the set operates on AC only, and is listed at \$29.95. Mitchell Mfg. Co., Chicago, Ill.—TELEVISION RETAILING.

## Olympic

The Westcliffe (model 17C24) has a 17" screen, UHF adaptability, and Rocket TV tuner. A 22-tube set, this model



comes in mahogany and blond and lists at \$249.95. Olympic Radio and TV Inc., 34-01 38th Ave., Long Island City, N. Y.—TELEVISION RETAILING.

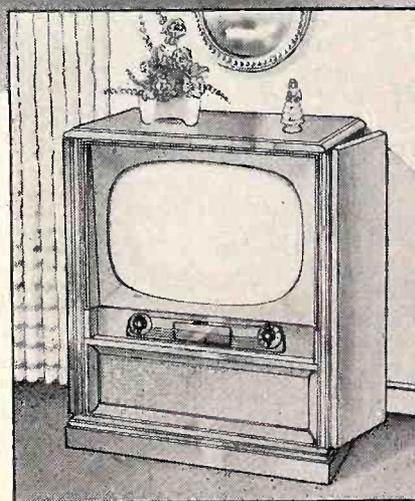
*Introducing*  
*A New 27"*  
*Tele King*  
*Achievement*



*The*  
*Randolph*

- Giant 27" screen. At last a direct-view, truly full-size picture is now available to the American home .
- 12" speaker, high fidelity, extended frequency range affording concert performance in the home . . . the perfect complement to the luxurious picture size .
- Removable glass front which permits easy cleaning of the tube face.
- New mask design and tilted front, which reduce glare and cut room reflections to a minimum.
- Authentic American Chippendale-styled decorator piece, hand rubbed to bring out the deep, rich color of its fine-grained mahogany veneer.
- Matched crotch panels.

*TELE KING* is the line that gives you the biggest mark-up in the industry.



MODEL  
 KD27

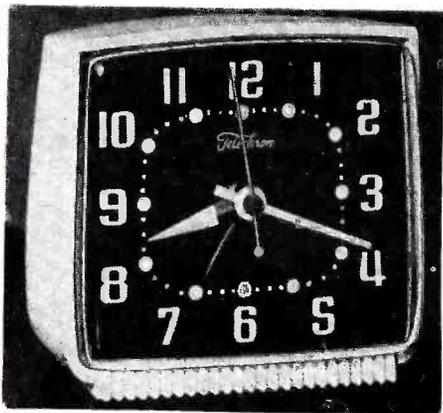
**Tele King** 601 West 26th Street, New York 1, N. Y.

# Television & Appliance Retailing\*

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

## Telechron ALARM CLOCK

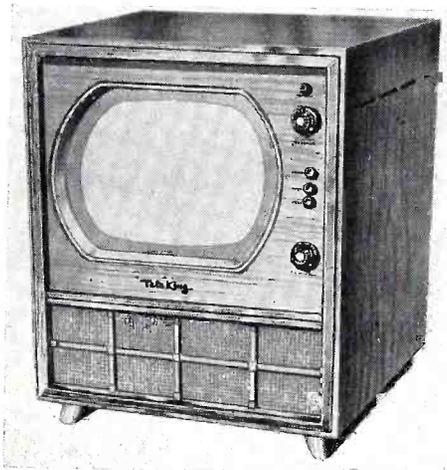
Lullaby-Luminous is one of the smart new models just added to the Telechron electric alarm clock line. Dial is mid-night black; numerals, dots and hands are yellow-green, except sweep second hand which is red. Easy to read day or



night. Available also without luminous features at \$4.95 plus tax. With luminous features, fair trade or suggested retail price is \$5.95 plus tax. Telechron Dept., General Electric Co., Ashland, Mass.—TELEVISION RETAILING.

## TeleKing

The Metropole, is the latest addition to the TeleKing line. As model KC41 in mahogany, it is priced at \$499.95 and as KC1B in limed oak at \$524.95. Both



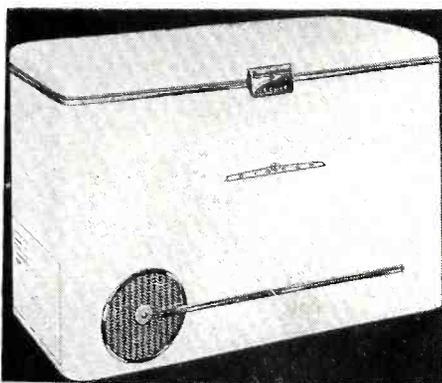
sets are equipped with 24-inch screens. TeleKing Corp., 601 W. 26th St., New York 1, N. Y.—TELEVISION RETAILING.

## Conrac Television Models

The line consists of 21" console models in mahogany, blonde, 20" models in mahogany, blonde, and Provincial. Complete details concerning prices, discounts, etc. may be had by writing Conrac, Inc., 19217 East Foothill Blvd., Glendora, Calif.—TELEVISION RETAILING.

## Gibson HOME FREEZER

Newest addition to the 1952 line of freezers is a 14-cu. ft. model embodying new features and large usable capacity in a small floor space. Outside dimensions are the same as those of earlier 10-cubic foot and 13-cubic foot models. The same size now features a full 14-cubic foot frozen food space and



quick freeze compartment. The hermetically sealed unit and fan have been relocated to a bottom-end position, leaving the other end free for storage space. Described as Gibson's "Diamond Jubilee Special Model 1492," the model has 11 cabinet features, including a counter balanced lid, four-inch thick insulation, inner door panel, a 3.27 cubic foot quick freeze compartment and a single dial control. Gibson Refrigerator Co., Greenville, Mich.—TELEVISION RETAILING.

## Westinghouse El. Housewares

Automatic pop-up toaster that introduces a new toasting principle of fixed time has been introduced. A new fashion note in electric bed coverings—an electric sheet in a Rosebud pattern—the first of these bed coverings to be shown in an all-over pattern, is also in the firm's new line, as well as a two-unit electric hot plate with the heating units enclosed in titanium steel coated with a special heat absorbing black oxide finish. A combination grill and waffle baker, called the Grill-N-Waffler, is also featured. Westinghouse Appl. Div., Mansfield, Ohio.—TELEVISION RETAILING.

## Capehart 17" CONSOLE

A third Capehart television set employing the 26-tube CX-36 chassis has been introduced as the "Monmouth." Designated model 2C172M, this 17-inch set, comes in a modern design, mahogany finished cabinet. Capehart-Farnsworth Corp., 3702 E. Pontiac St., Fort Wayne 1, Ind.—TELEVISION RETAILING.

## Videola AC-DC RECEIVERS

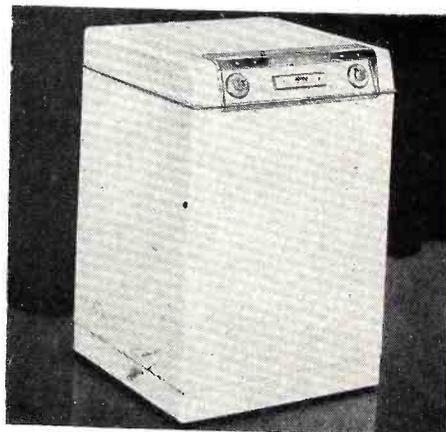
This firm has announced the production of four new DC-AC TV sets. The wood console, shown, is available in mahogany or blonde and is listed at \$299.95. Another console in a perm-



grain, wear-resistant cabinet with a 17" screen sells for \$299.95. Two 17" table models, one in wood, the other in perm-grain, wear-resistant cabinet that comes in all colors list at \$279.00 each. Videola, built by Techmaster Products Co., 447 Broadway, New York 13, N. Y.—TELEVISION RETAILING.

## Bendix ECONOMAT WASHER

The new Bendix automatic washer features a "waterfall" front and additional chrome trim. Smartly designed to



fit neatly into four square feet of space, the new Economat is priced at \$239.95. Bendix Home Appliance Div. of Avco Mfg. Co., South Bend, Ind.—TELEVISION RETAILING.

**ARE YOUR CUSTOMERS  
INTERESTED  
IN . . . .**

# Fringe Area Performance?

In a recent survey by the Asheville (North Carolina) Citizen-Times, Fada TV leads the list. *Twice as many* consumers indicated a preference for Fada than the second ranking brand! This in a city *115 miles away* from the nearest telecasting stations, WBTV, Charlotte.

★ REMEMBER, FADA DIDN'T MAKE THIS SURVEY, DIDN'T ASK FOR IT — DIDN'T EVEN KNOW IT WAS BEING MADE!

ALL THE EVIDENCE YOU NEED, THAT

# FADA

# "POWER-PLUS" Television

**WILL OUTPERFORM ANY SET  
ON THE MARKET — ANYWHERE!**

See all fourteen *de luxe* "Power-Plus" TV receivers at your Fada distributor . . . a *complete line* in all screen sizes and styles. All can be adapted for UHF reception in just a few moments by changing tuning strips in the super-sensitive "Cascode" Turret Tuner. Fada UHF converters available for all Fada TV receivers ever manufactured.



The "EXECUTIVE" — Model 21C2  
For sheer picture perfection, beauty of cabinet styling, the ultimate in sound reproduction, there is nothing to match this brand-new 21" rectangular screen console. For this is the culmination of Fada's 32 years of experience in electronics — a television receiver that genuinely deserves the appellation "deluxe!"

# FADA

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

# HI-FI — Bonanza or Mirage?

**With Public Buying Direct at Net Prices, Situation Is Reminiscent of Early Days of Radio; See Need for Stabilization of Distribution Channels**

• A definite market exists today for the sale of custom, high quality equipment for home reproduction of sound. Just exactly how large this market is would be difficult to gauge at the present writing. It is obvious, however, that it is a good deal larger than present sales in this field would indicate.

The reason for this condition is very simple to set forth: as yet the number of outlets offering such equipment to the public is extremely small. Generally speaking, the market has been tapped only in a few of the larger metropolitan centers, and here but in a small way. In the length and breadth of our land, only a handful of jobbers are actively soliciting this type of business, plus a few mail-order houses, and a limited number of dealers who build sets to order.

## **Hobbyists Buy Hi-Fi**

Surveys and field investigations have shown that most of the people who have bought Hi-Fi through these channels to date are not typical "John Q. Publics" at all. Rather they are hobbyists, hams, professional people (that is, people already in broadcasting, recording or music) and other specialized "technical type" people who either know how or have acquired the technique of using a screwdriver and discussing things in terms of DB, CPS, response curves, etc.

Most of the general public who

are interested in exploring this subject, however, haven't the faintest idea how to go about it. In probably 75% of the cases, they are limited to buying a pig-in-a-poke by mail, with no chance of putting the equipment to the acid test (namely, by listening to it).

## **Large Potential Market**

The interest and desire of a large number of people have been stimulated by various consumer publications featuring either phono record reviews or home interior design and decoration, or both. Some notion of the possible extent of this segment of the public may be gleaned from the fact that over \$60,000,000 was spent last year on classical records alone. If the average customer spent \$100 for the year on classical records (which is actually a ridiculously high figure), it would mean that there were 600,000 of that type customer. And if only half of those could be persuaded to spend \$100 on Hi-Fi (which is actually a low figure), it would mean \$30,000,000 in sales—and this would be exclusive of ready-made instruments such as tape recorders, radio-combinations, etc.

But before we go too far in considering the potential in this business, we must get down to brass tacks. WHY are there so few outlets satisfying the public's needs and desires for custom Hi-Fi? Why, when we have 30,000 dealers who have

already established contact with this public as a source of radio-music merchandise of all types, as well as phonograph records?

The reason, most dealers say, is that they can't get their markup when the merchandise is being sold over their heads at net.

Manufacturers, on the other hand, declare that they are not trying to maintain normal dealer distribution channels on Hi-Fi because "none of the dealers will promote it." It's one of those vicious circle affairs in which neither can give ground until the other does. Or at least, that's what we're told.

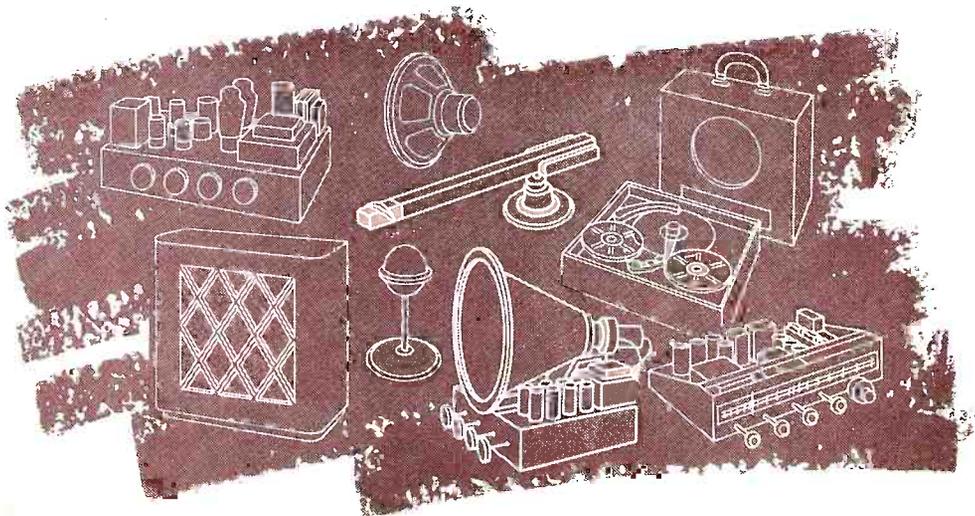
But hark back for a moment to the early days of radio. Radio was a parts business. Every Tom, Dick and Harry bought a cat's whisker and a pair of headphones and went to work on the kitchen breadboard. There was no such thing as "channels of distribution," at least for a few years. The public bought direct from parts manufacturers, jobbers, surplus houses, mail-order houses, etc.

What eventually happened was that the business got too big for this kind of direct selling. The situation hasn't changed in one sense: the public can still buy at net prices if they know where and how. But most of them don't. Most of them don't know. And moreover, they prefer the convenience of their neighborhood store, the service they get there, the credit extended, the deliveries, the right to make returns, etc.

## **Direct Selling Limited**

But one fact which helped bring this situation about in the early days of radio was that most manufacturers saw that the business was getting too big for direct-to-consumer sales, and started establishing the regular channels which exist with most lines in most places today. They realized that, with every jobber in the country selling their line to the consumer (a situation which does not prevail with Hi-Fi), they could only get about one-sixth the distribution possible through dealers.

(Continued on page 87)



# Raytheon's assured profit plan for TV dealers:

**We at Raytheon** are old-fashioned enough to believe that the future of the television business rests upon the ability of the television dealer to make a profit. In these days of high costs and low discounts, it is becoming increasingly difficult for television dealers to accomplish this.

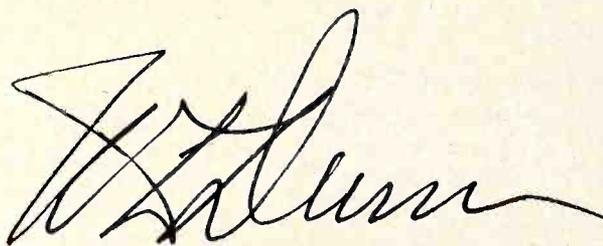
**Today the television dealer** is beset with many problems, not the least of which is trade-ins. It is our considered opinion that trade-ins will become increasingly important this Fall and that the successful dealer is the one who will be able to capitalize on this turn-over and still show a profit.

**We believe** that the Raytheon Assured Profit Plan helps solve this ever-growing problem. It is the first of its kind in the entire television industry. It establishes a promotional margin, designed to enable dealers to take merchandise in trade for new large-screen Raytheon television receivers and still show a substantial profit. It gives television dealers wonderful new flexibility in their trade-in operations. It recognizes the fact that there is an irreducible margin beyond which no television dealer can be expected to go and still show a profit.

**That is the essence** of Raytheon's Assured Profit Plan for dealers. Raytheon will make no attempt to dictate the uses to which dealers put these extra margins. They may be divided in any way the dealers see fit, between extra promotional efforts and liberalized trade-in allowances.

**Coupled with Raytheon's** outstanding new line of television receivers, featuring the exclusive VU-matic UHF-VHF tuner for all-channel reception, this unique program can go a long way toward stabilizing the television dealer's profit picture.

**No other** radio-television manufacturer has ever provided its distributors and dealers with as liberal and comprehensive a merchandising plan as this. Be sure to contact the authorized Raytheon distributor nearest you for complete details.



VICE PRES.

Before you buy, see **Raytheon**  with VU-matic, all-channel tuning

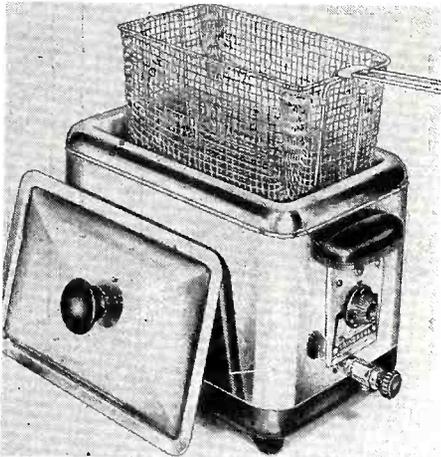


BELMONT RADIO CORPORATION • A Subsidiary of Raytheon Manufacturing Company

# New Electrical Appliances

## Universal DEEP FRYER

This new deep fryer retails at \$29.95 and provides a simple, quick way to prepare varieties of meals economically and is automatically controlled for perfect cooking. It can be drained easily and stored when not in use. A read-easy dial sets temperatures to exact pre-tested degree for best deep-frying and thermostatic control prevents burning or scorching of compounds. A head indicator light turns on when current is on and off to tell when correct temperature has been reached. The fryer



has a large capacity using 3 pounds or 3 pints of frying compound. A drain spigot is located beneath the heat indicator unit for quick, convenient emptying of the compound. The handle is detachable for convenient storage. The stor-a-way cover is highly polished metal with plastic knob. The cover seals the unit for storage and keeps out impurities when unit is not in use. The temperature range is 250°-450°. Current, 1350 watts; AC only. Landers, Frary & Clark, New Britain, Conn.—TELEVISION RETAILING.

## Norge WASHER & FREEZER

Increased capacity and a full-skirt for stability and modern appearance at a competitive price are features of a new conventional washer, model CW-232, retailing at \$119.95. It has a capacity of nine pounds of dry clothes and the larger porcelain enamel tub holds 19 gallons of water to the water line and 22 gallons to the top.

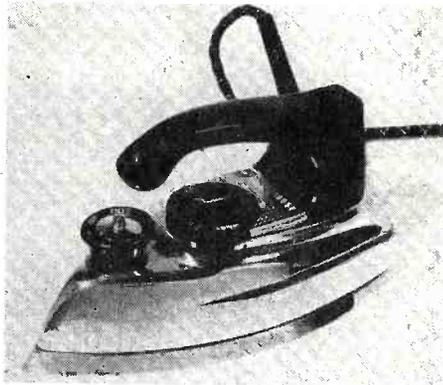
Norge upright model VHF-1125 food freezer holds 400 pounds of food in its more than 11 cu. ft. interior. Three permanent, well-spaced shelves; two sliding baskets, each having a capacity of 22 pounds, equipped with nylon rollers; and one "Adjust-a-Shelf," provide for efficient and convenient storage. Finished in easy-to-clean white Norgloss enamel, it has the following exterior measurements: 30¾ in. wide; 61⅞ in. high; and 26¾ in. deep. Sells for approximately \$429.95. Norge Div., Borg-Warner Corp., Chicago, Illinois—TELEVISION RETAILING.

## GE AUTOMATIC WASHER

A new, deluxe, fully automatic washing machine is the AW-5B8, retailing at \$349.95. The washer is a top-loading, free-standing machine with a hinged loading lid instead of the removable lid of former models. Once started, the machine will automatically wash, rinse, and spin-dry up to 9 pounds of assorted dry clothes, then shut itself off. The full load requires 17 gallons of water, but a small-load selector permits washing of loads weighing five pounds or less in only 10 gallons of water. No bolting or reinforced floors are necessary for the installation. General Electric Co., Louisville, Ky.—TELEVISION RETAILING.

## Westinghouse OPEN-HANDLE STEAM IRON

The new 1000 watt steam iron has an extra large base of 30 square inches and 15 vent holes that provide a wide path of evenly distributed steam. It uses the flash type of steam generation. An automatic shut-off built into it prevents waste of water and steam. As the iron is rolled back on its heel rest, the steam instantly shuts off. It will hold



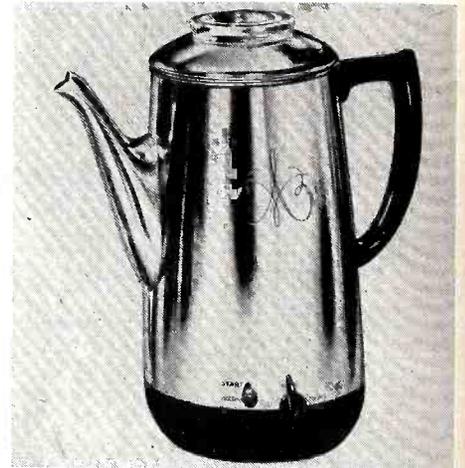
6½ ounces (three quarters of a cup) of water, ample for about 30 minutes of steam ironing. The Fill-Dial is on the front of the Open Handle Steam Iron to make it easy to fill, refill and empty. National distribution of the new iron will come in 1953, with a suggested list price of \$19.95. Westinghouse Electric Corp., Mansfield, Ohio—TELEVISION RETAILING.

## GE ELECTRIC MIXER

The mixer, which retains the company's familiar "Triple-Whip Mixer" trade name, is equipped with three beater, and features a new speed control mechanism and a new beater release. It is finished entirely in white baked enamel. A special speed selector knob adjusts the mixer to any of twelve mixing speeds. A governor then maintains the selected mixing speed regardless of the stiffness of the mix. The appliance lists at \$39.95. General Electric Co., Bridgeport, Conn.—TELEVISION RETAILING.

## Arvin COFFEE MAKER

The Arvin "Coffee-Perk"—an automatic percolator that will brew perfectly as few as three or as many as nine 5½ ounce cups, keep the coffee uniformly hot until serving time, and turn out a mild, medium or strong brew for the individual taste, retails at \$29.95. Striking in appearance, and as much "at home" on the dining room table as in the kitchen work space, the new coffee-



perk is constructed on a shell of corrosion-resistant nickel and chrome-plated brass. It has a brown plastic handle, control knob and round feet—the latter molded to the base which serves as a heat-protective stand. The handle is larger than average in order to prevent contact of hand with the hot percolator. Arvin Industries, Inc., Columbus, Ind.—TELEVISION RETAILING.

## Perfection 2-OVEN RANGE

Known as model L404, this electric range has a divided cooking top, four fast-heating Chromalox surface units, each having 7 heat speeds. Surface units include one six-inch 1600-watt "high-power" unit. Others range from 1250 to 2100-watts. The "Flavoramic" oven has fully-automatic, timed heat control. The concealed oven unit is 2100-watts, the broiler unit, 3000-watts. Both units are removable for easy cleaning. The economy oven-broiler has a satin black porcelain lining and thermostatic heat control. Like the "Flavoramic" oven-broiler, the economy oven-broiler, has "man-size" 3000 and 2100-watt units for efficient broiling and baking. Perfection Stove Co., Cleveland, Ohio—TELEVISION RETAILING.

## Deepfreeze UPRIGHT FREEZER

An 11.3 cu.-ft. upright home freezer designed and styled as an "identical twin" of the Deepfreeze refrigerator is announced. Outstanding feature of the new product is its combination of styling, convenience and large capacity. Deepfreeze Appliance Div., Motor Products Corp., 2301 Davis St., N. Chicago, Ill.—TELEVISION RETAILING.

# Rauland Tubes give you a prettier profit picture



Rauland picture tubes are first choice of an ever growing number of service dealers and men. First, because of the completeness of the Rauland replacement line.

Second, because you get the benefit of acknowledged leadership in picture tube engineering. Rauland research has developed more picture tube improvements since

the war than any other company.

You get quality you can count on, too. Rauland production employs machines unique in the industry—many of them designed by Rauland engineers and built in Rauland's own plant.

And finally, you get assurance of customer satisfaction beyond

what any other line can give you. Installation and adjustment of Rauland tubes is faster and better. The Indicator Ion Trap gives you the surest known protection against ion burn and shortened tube life.

Specify Rauland—deliver Rauland—and assure yourself of pleased picture tube customers.

## THE RAULAND CORPORATION



*Perfection Through Research*

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



# Dollars in Disposal Units

Market Potential 98% of the Homes for

This 20-Year Old Product Now Making Great Sales Strides

• The electrical disposal unit, one of the fastest-growing of the postwar appliances, represents a market that is wide-open to the dealer who aggressively promotes its sales with both store and home demonstrations, according to a nation-wide survey recently completed by Hotpoint among thousands of purchasers of this appliance.

"The dealer who really wants to hit the market will make most of his



Demonstrations in the home will prove effective in selling disposal units to modern housewives.

sales in cities of 10,000 population and over, concentrate his sales efforts on home owners, and direct his advertising on the convenience of owning a garbage disposal unit."

This observation was made by Ralph C. Cameron, staff assistant in charge of dishwashers and Disposalls at Hotpoint, in a report to the company's distributors, which was based on the survey information.

Primarily a postwar developed appliance, the disposal unit, which has been on the market for about 20 years, has just recently begun to

## Sell Disposal Units in

... Towns of 10,000 and more population — in farm homes to augment other modern equipment

make great strides as a real seller.

The greatest obstacle in the path of the appliance has been the cost of installation—often more than the original cost of the unit itself. To be scored high for profits it will have to be readily accessible, financially, to the middle-class home.

Many top dealers have met the installation problem by contracting with a plumber and an electrician to insure each installation being made at a set fee. The result has been that the customers, satisfied with the costs involved and with the performance of the machine itself, have provided the dealer with additional sales among their friends and relatives.

Sales methods, including having working models ready to demonstrate in the dealers' show rooms, though important, are secondary to those demonstrations given by satisfied owners in their own homes.

At the present time, the leading sections of the country in the acceptance of the disposal unit are the Pacific, the Great Lakes, the Central, the New York, and the North Central areas.

For the future, an expanding market for disposals lies in community installations. Jasper, Indiana, pioneered this field in 1949 when it installed these appliances as a municipal project, eliminating garbage collections.

Other cities to follow its lead included Herin, Illinois, and Mount Dora, Florida. To date, approximately 100 cities are considering eliminating the garbage collection by this practical, economical method.

Non-municipal sales, that is sales to individual home owners, are now concentrated in the urban areas. But those who have cracked the rural market have found it to be extremely profitable. Alert dealers have assured farmers and their wives that it is possible to have the freedom from the annoyance of handling garbage that many city dwellers enjoy. The difference is that on the farm the ground wastes from the disposal are piped into the septic tank. Extensive surveys made by Hotpoint on farms has brought out that the fact that the 500-gallon tank is adequate for nearly all farm homes. If the family is large, they suggest the use of a larger tank, or that the present



The electric food waste disposer is companion piece to the automatic dishwasher. Here various types of food waste are labeled to show what the unit will grind up and flush away.

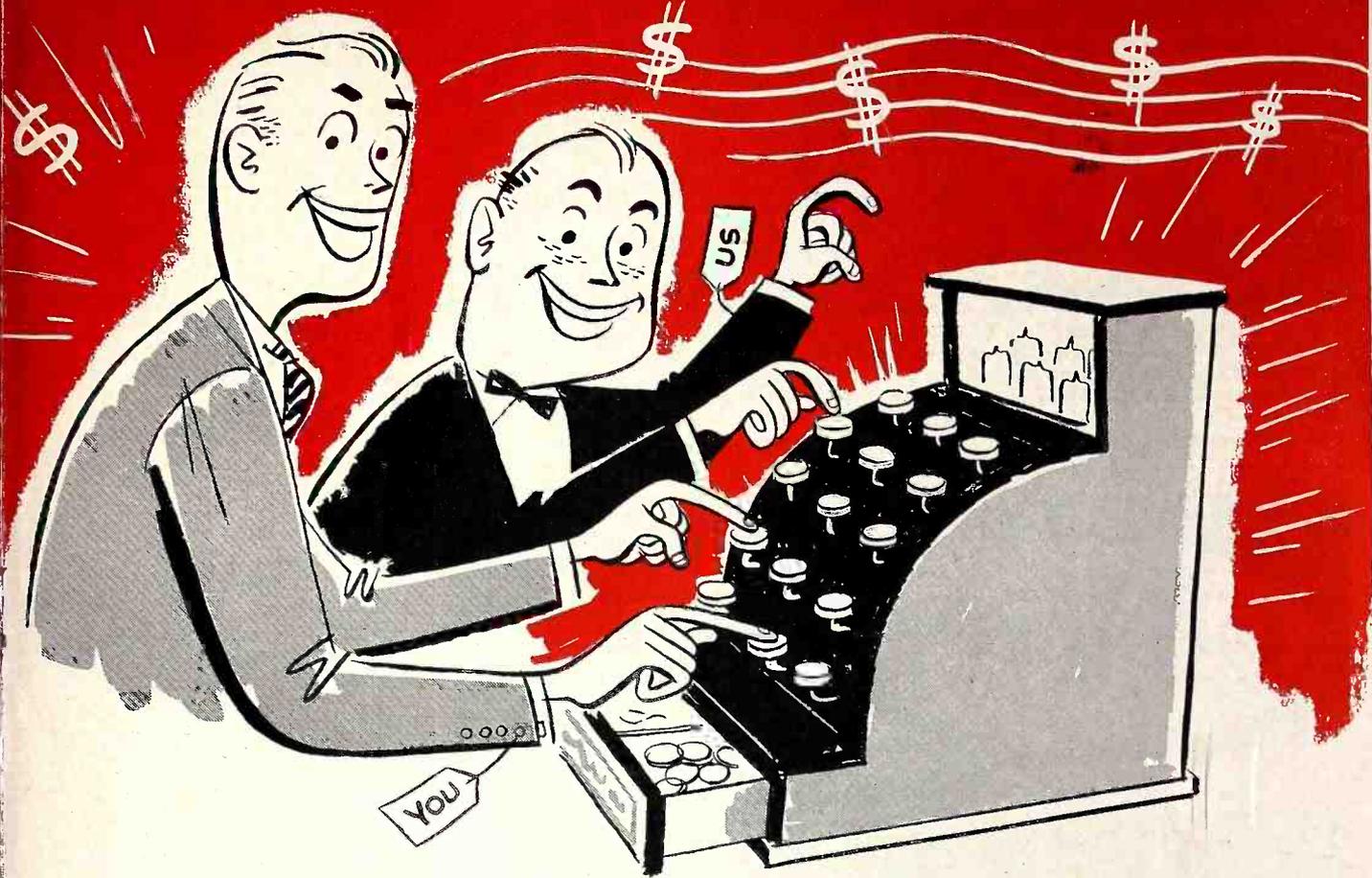
one be cleaned oftener after the disposal is installed.

At the present time, however, although the problem of food wastes is universal, the disposal is primarily an urban appliance.

As might be expected, 98 percent of those buying disposal units own their own homes. Most of these are valued at from \$10,000 to \$25,000, with only 5 percent in the \$6,000 or under, bracket.

## Arrange a Set Installation Fee

With local plumbers and electricians to keep costs down; to make purchase attractive to your prospects



**You're a Radio Man...we're a Radio Company...**  
**...so let's make money together**

**HERE'S HOW!**

We've been telling millions of radio listeners and television viewers that you, the Radio Service-Dealer are best qualified to sell and install RCA Radio Batteries. You can capitalize on this national advertising coverage right in your own neighborhood by stocking and promoting fast-selling RCA Radio Batteries.

We help you advertise for repeat sales on the RCA Radio Battery carton itself. Volume-type RCA Batteries carry a printed message directing the portable radio owner back to you for replacements. And a special space is provided below this message for you to imprint your own name and address with a personalized stamp which you may obtain from your RCA Battery Distributor. You can make more money selling RCA Batteries because customers come back to you for battery replacements.

We create new, ready-made markets for you. The revolutionary new RCA VS236 and VS216 Batteries make possible the design of personal portables having a "Balanced Le" battery complement which will provide 10 times longer playing time without battery change than previ-

ously possible. The new RCA Victor Super "Personal" radio was designed especially for these new battery types. Here's a whole new battery replacement business open to you when you sell RCA Radio Batteries.

For the whole exciting profit-building story, call your RCA Battery Distributor *today*. Let's get started selling RCA Batteries together... *right now*.



Revolutionary New RCA Radio Batteries Provide 10 Times Longer Playing Time Without Battery Change in New RCA Victor Super "Personal"



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

**"Information Please" Panel at RCA Victor Sales Meeting**



At the conclusion of the meeting held by RCA Victor with its home instrument field sales force in Atlantic City, the management group formed a panel and invited questions. The open discussion lasted several hours. Panelists and their subjects (l. to r.) were: B. L. Jacobson, personnel; K. Chittick, engineering; G. K. Bryant, finances; J. M. Williams, advertising; R. W. Saxon, sales; J. P. Bannon, field sales force; C. P. Baxter, over-all policy; A. B. Mills, merchandising; H. M. Rundle, product development and styling; W. E. Albright, manufacturing; J. B. Davidson, purchasing.

**Vee-D-X in Larger Quarters**

Vee-D-X has again found it necessary to move to larger quarters, it was announced recently by Jerome E. Reppess, president of the LaPoint Plascomold Corporation. All facilities for the manufacture of Vee-D-X antennas and accessories, formerly located in Windsor Locks, Conn., have been transferred to the new Rockville plant which has been occupied by Press Wireless Manufacturing Co., Inc. since its purchase. The official Vee-D-X address is now: 155 West Main St., Rockville, Conn.

**New Fidelitone Sales Aid**

Permo, Inc., manufacturers of Long-Life phonograph needles, has introduced a new sales aid. Headlined, "THERE IS NO PERMANENT PHONOGRAPH NEEDLE" is a display card featuring Fidelitone phonograph needles, which points out that "Like Permanent Hair Waves, Phonograph Needles Wear Out And Must Be Replaced." "Dealers who display this sign will find it opens the way to new sales of Fidelitone needles," says Gail S. Carter, vice-president of Permo, "because it serves both as a reminder, and to open discussions with customers concerning their 'permanent' phono needles."

**DuMont Extends Tube Warranty**

A new warranty policy on replacement cathode-ray television picture tubes, extending the warranty period from six to twelve months from the date of installation in the consumer's home receiver, has been announced by Bill C. Scales, general sales manager, cathode-ray tube division, Allen B. DuMont Laboratories, Inc. The new policy is effective immediately.

**In Magnavox Sales Post**

The Magnavox Company has appointed William H. Whitehouse district sales manager in charge of a new Texas territory with headquarters in Houston, V. J. Sanborn, central division sales manager, has announced.

**Ordering the Walsco "50 Line"**



Among the first 220 jobbers to order the new "50 Line" of the W. L. Schott Co., Los Angeles 18, during the first 3 days of the Parts Show are Tom Lynch (seated) of Radio Product Sales, Los Angeles, and H. B. Baker of Baker Electric Co., Johnstown, Pa. In the background, Jack Carter, Walsco sales manager, and Walter L. Schott, president.

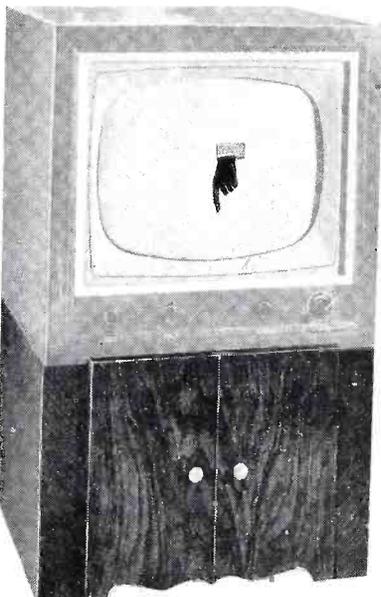
The NEW Engineered

# ADJUSTA-BASE

Designed and finished as skillfully as a grand piano

Keeps Inventory **DOWN**  
PROFITS Go **UP!**

NOW . . . this one base will "handle" your complete line (extends up to 26 3/4" wide). Eliminates large stock of obsolete numbers . . . transforms ANY table model into a beautiful console. Adjusts easily. Made of luxurious beautifully-grained, five-ply veneer in mahogany, limed oak and blonde . . . precision-made with swivel casters . . . includes all the quality sales features that assure YOU of volume SALES and substantial PROFITS. Packed KD in well-engineered shipping carton. Write for illustrated literature today.



Patent applied for

**A Proven SELLER**

**TV TABLE**

on swivel casters —  
Model CR-15 - 21" x 21"  
Model CR-25 - 24" x 21"  
Patented



There is a television table to suit your most discriminating customer. A complete line of hand-finished tables in mahogany, limed oak and blonde. Every model in our quality line is a proven seller . . . is in demand by merchandisers who are looking for additional profits . . . is increasing the sales of television table models. ORDER TODAY!

Sold through recognized distributors only.



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

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

## Phono Record News

**DECCA's** Leroy Anderson and his "Pops" Concert Orchestra are now featured in a two-volume album entitled *Leroy Anderson Conducts His Own Compositions*. Although all the album records are available on 78 RPM singles, the album itself is 45. The Anderson selections include the lovely *Serenata*, (Vol. 1), *The Penny-Whistle Song*, (Vol. 2), the famous *Syncopated Clock*, (Vol. 1) and best-seller *Blue Tango*, (Vol. 2). All 16 sides, however, are equally delightful.

Decca Records, Inc., is introducing to the Gold Label catalog of classical music a new series (known as the "4000" series) consisting of long-playing recordings of the best-known shorter classical selections. The initial release includes recordings made in this country of works of Beethoven, Puccini, Verdi and Bizet as well as European recordings by the Berlin and Munich Philharmonic Orchestras of selections by Strauss, Lehar and Liszt to name a few. The records will sell at \$2.50 each including Federal excise tax.

**URANIA** has scheduled for Fall release the first complete long playing recordings of Wagner's *Lohengrin*, Massenet's *Thais*, and Gluck's *Orfeo ed Euridice*. *Lohengrin*, starring George Noyce in the title role, (his recording, but, incidentally) is done by the chorus and orchestra of the Munich State Opera, conducted by Rudolf Kempe. *Thais* features the chorus and orchestra of the National Opera Theatre of Paris, under the baton of M. George Sebastian. French soprano Madame Geori-Boue and her husband, Roger Bourdin, sing the roles of Thais and Athanael respectively. Soprano Erna Berger sings Euridice and Margarete Klose, (also in *Lohengrin*) sings Orfeo in the Gluck opera.

**RCA VICTOR's** rib ticklin' duo, Homer and Jethroe, have come up with comedies on two of the day's top songs. Their rendition of *I'm Yours* and *Li'l Blue Kiss of Fire*, the boys preserve the general melody of both tunes, but play with the words. Always good for a laugh, the boys are up to standard, if not better, on their new platter.

An item for collectors is the new airing of two of Tommy Dorsey's all-time favorites, *Once In A While* and *So Quiet Please*. The topside of this new RCA Victor release was recorded originally in 1937 and is one of Tommy's best-remembered efforts, featuring a male quartet on the vocal. Buddy Rich and his drums go to town on the coup-

### New Home For Westminster

Westminster Recording Co., Inc., has announced its removal from 233 West 125th Street, New York 36, N. Y., to 275 Seventh Ave., New York 1, N. Y.

**MERCURY** label features Vic Damone warbling a beautiful tune, *Take My Heart*. At last Vic has a record which really shows off his voice. Although most of his recent recordings have been made abroad, this new disc is home-recorded (U. S.). The other side, *I Remember You Rosanne*, is a haunting tune also very well done, but lacking the "show" of *Take My Heart*.

### New Record Displayer For 45 and 33 1/3 Discs

Merchandising Displays, Inc., is now featuring a "Record Spin-ette" which offers the dealer maximum display op-

portunity using minimum floor space. Designed expressly for 45 and 33 1/2 RPM records, the 11 different models of Record Spin-ette are available in table, floor and column or wall types. Ease of handling and space conservation are stressed. Prices range from \$12 to \$174.95.

### Stern Appoints Berens Columbia Disc Sales Manager

Francis E. Stern, president of Stern & Co., Columbia Record distributors in Connecticut, Rhode Island and western Massachusetts, has announced the appointment of Leonard Berens of Hartford as sales manager of the Columbia Record Division.

**HERM A DOME**  
Patent Applied For

AN EXCLUSIVE ADVANCEMENT  
BY SETCHELL CARLSON,  
ORIGINATORS OF  
UNIT-IZED TELEVISION

**A HI-VOLTAGE UNIT HERMETICALLY SEALED AGAINST HUMIDITY, ELIMINATING FAILURES CAUSED BY ARCING AND CORONA . . . THUS PROLONGING ITS LIFE.**

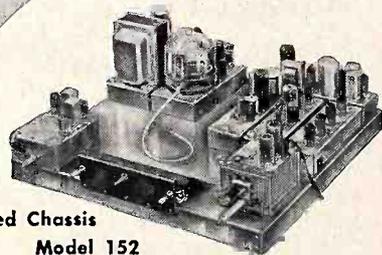
Setchell Carlson Unit-ized Television offers exclusive Uniformity, Modernization and Maintenance advantages that pay off in quick sales to satisfied customers.

Write for the name of your nearest distributor and the story of SETCHELL CARLSON'S exclusive developments that provide better sound and sight reception from transmitter to remote fringe areas . . .



21" Model 5301

with Radio and Phono compartment



Unit-ized Chassis  
Model 152

**SETCHELL CARLSON, INC.** NEW BRIGHTON, MINNESOTA

# Latest Lines for Dealers

## Westinghouse

Selected from the new Fall line of 19 TV models the 706T16 is a 16" plastic table set listed at \$189.95. Other TV



models sell for up to \$595.00. Westinghouse Electric Corp., Sunbury, Penn.—TELEVISION RETAILING.

## RCA Victor

The Shelley (model 17T-200), is a 17-inch table model in ebony finish. Suggested retail price is \$199.95. This set features an intercarrier sound sys-



tem and double-shielded tuner and has a built-in phono-jack for attachment of a record player. RCA Victor Div., Radio Corp. of America, Camden, New Jersey.—TELEVISION RETAILING.

## Philco 1953 RADIO LINE

This firm has announced a 50 model radio line for 1953 which includes the 560 at \$21.95, \$23.95 or \$25.95, the 561 at \$29.95 or \$32.95, the 562 at \$34.95, the 563 at \$37.95, the 564 at \$39.95 and \$41.95 the 566 at \$48.95 and \$49.95, and the 960 at \$225.00, all table models. Clock-radios come as models 700, 701 and 702 at prices ranging from \$29.95 to \$49.95. Portable models come as the 642 at \$39.95, the 656 at \$59.95 and the 658 at \$99.95. Cabinets come in a variety of colors. A table phonograph, model 1350, is priced at \$109.95. Philco Corporation, C and Tioga Streets, Philadelphia 34, Penn.—TELEVISION RETAILING.

## Arvin 1953 RADIO LINE

As its 1953 radio line, Arvin offers the following models:

554 CCM	Mahogany	\$159.95
554 CB	Blonde	169.95
582 CFM	Mahogany	169.95
582 CFB	Blonde	179.95
655 SWT	Gunmetal	39.95
657 T	Willow green, Rosewood California Tan, Ivory	44.95
650 P	Suntan, Jet Black Burgundy	44.95
446 P	Maroon, Sandalwood, Red	18.95
651 T	Ivory, Willow Green, Sandalwood, Ebony	29.95
580 TFM	Ivory, Willow Green, Sandalwood, Rosewood	59.95
553 T	Walnut	24.95
551 T	Mahogany, Blonde	49.95
540 T	Ivory, Flame Pebble, Citron Yellow, Cherry, Avocado Green	18.95
460 T	Ivory, Willow Green, Sandalwood	37.95
450 T	Walnut	22.95
450 T	Ivory	24.95
441 T	Red, Black	17.95

Arvin Industries Inc., Columbus, Ind.—TELEVISION RETAILING.

## Magnavox

The Envoy 20, listed at \$239.50 has 21 tubes, including rectifiers and has an 8-inch speaker. Called the MV104H,



the set is finished in mahogany-red cordovan. The Magnavox Co., Bueter Rd., Fort Wayne 4, Ind.—TELEVISION RETAILING.

## B & R RADIO-PHONO

A 3-speed radio-phonograph, to retail at \$28.95, has been introduced by this firm as the model FM-765. The combination features a 5-tube super-heterodyne radio circuit with a frequency of 550 to 1700 KC, and is designed to create greater volume sales for stores seeking promotional merchandise. B & R Electronics, 363 Greenwich St., New York, N. Y.—TELEVISION RETAILING.

## CBS-Columbia

The Decorator series is a line of 20-inch table models available in any one of seven colors ranging from pastels to deep basic tones, or in a hand-sanded



but unfinished cabinet. List price is \$279.95 for finished sets, and \$239.95 for unfinished set. CBS-Columbia, Inc., 170 53rd St., Brooklyn 32, N. Y.—TELEVISION RETAILING.

## Crosley 1953 RADIO LINE

31 models make up the 1953 radio line for Crosley. They include new and improved versions of the Coloradio, Decorator, and Kitchen series, (E 15, E-220, and D-25) all carrying a suggested list price of \$39.95. Crosley Division, Avco Manufacturing Corp., 1329 Arlington Street, Cincinnati, Ohio.—TELEVISION RETAILING.

## Webster-Chicago

Model 129, the "Authentic" Fonograf is one of three new models in the Webcor line. Available in Mahogany at \$168.50 or fruitwood at \$178.50, it plays 7, 10, and 12 inch records at three speeds, and has a new muting switch that silences the unit during the record



change. Other new Webcor units are the model 135, a manual-play phono listed at \$39.95, and the 136 "Midge" portable weighing 8½ pounds and priced at \$29.95. The Webster-Chicago Corp., Chicago, Ill.—TELEVISION RETAILING.

## Phono Record News

RCA Victor's Eddie Fisher does it again with his new recording on that label. *Wish You Were Here*, from the show of the same name, is the title, and Eddie renders this beautiful ballad with much feeling and sensitivity. Hugo Winterhalter's Orchestra and Chorus deserve a bow for the fine backing given the lovely vocal. The coupling is *The Hand Of Fate*.

Pianist Gina Bachauer and the New London Orchestra under the baton of Alec Sherman play the *Mozart Concerto No. 26 in D* on this month's RCA Victor Red Seal release roster. This Concerto, known as the "Coronation" Concerto, is backed by Liszt's *Rhapsodie Espagnole*. The recordings, made in England, highlight Mme. Bachauer's delicacy of approach and deep musical insight.

COLUMBIA's Doris Day is joined by arranger-conductor Percy Faith for the first time in a brand new ballad, *When I Fall In Love*. Victor Young and Eddie Heyman are the composers of the new tune. The Faith arrangement provides a lush orchestral backdrop for Doris' lovely vocal, complete with 15-man string section. The Norman Luboff Choir is written into the orchestral setting. Coupling is standard *Take Me In Your Arms*. Always good to hear, Doris makes this ballad even more appealing.

Columbia Records is now producing optional center 45 RPM discs at its West Coast factory. Shipments will be made to Columbia distributors in the West and Southwest, who are serviced by the Hollywood plant. Only single records of the Popular, Folk, Okeh and Children's categories will be produced with optional centers. With this device, 45 RPM records can be played on the small spindles used for 33 $\frac{1}{3}$  and 78 RPM discs without requiring an insert. To use these same records on large-spindle 45 RPM turntables, consumers need only punch out the optional center.

Paul Weston, Columbia's West Coast director of popular artists and repertoire, will expand his duties to include full planning and recording of pop albums in the company's Hollywood studios, according to announcement by Goddard Lieberman, executive vice-president. Weston will also create and develop new albums as well as arrange for tie-ins with motion pictures and West Coast television.

In an unusual multi-release starring a single artist, Columbia Masterworks presents six new Walter Gieseking recordings of piano works by Debussy, Mozart, Franck, Schumann, Brahms and Beethoven. The selections include Debussy's *Preludes*, *Children's Corner Suite*, and *Suite Bergamasque*; Schumann's *Scenes Of Childhood*, Op. 15; Franck's *Symphonic Variations for Pi-*

*ano and Orchestra*; and Beethoven's *Concerto No. 4 in G Major for Piano and Orchestra*, Op. 58.

MGM Records' Tommy Edwards sings *The Greatest Sinner Of Them All* in his new release on that label. Available on 78 or 45 RPM, the record shows Tommy off to good advantage. A lovely ballad and a fine vocal on this disc. Backing is ballad *Easy to Say*.

In the continental vein, an interesting MGM album is *Melodies From Far Away Places* by The Nocturnes. Selections include music from France, Greece, Italy, Germany, Brazil and Latin America. Vocalist Chico Messina sings such tunes as *La Vie En Rose*,

*Misirlou*, *Oh! Marie*, *Lili Marlene*, *Tico-Tico* and *La Cumparsita*.

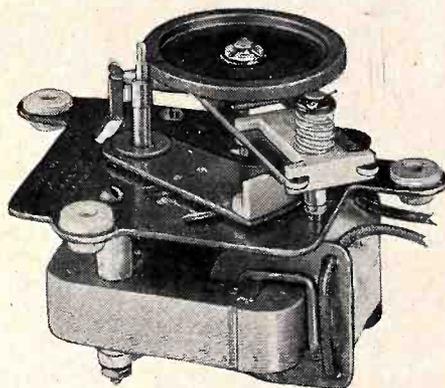
That rascally cat-and-mouse team of movie cartoon fame has transferred its talents from celluloid to wax very nicely. Their new MGM release (available in 78 and 45 RPM) is entitled, *Tom And Jerry And Old MacDonald's Barnyard Band*. On this disc, the animals on a farm get together a band to play for Farmer MacDonald's birthday. Tom and Jerry's antics nearly wreck the plan. Then they learn to help, too, and everyone winds up happy. This one is a fun-for-all.

**Additional Phono Record News on Page 71.**

Another  First...

**3-Speed Record-Changer Phonomotor**

**new design  
new simplicity  
new low cost**



• First with the belt-type 3-speed motor . . .  
first with the turret-type 3-speed motor . . .  
General Industries *again leads the field* with this novel 3-speed motor.

Developed for one of General Industries' good customers, and field proven over a period of time, this 3-speed motor as illustrated has a stepped shaft and shifting idler wheel arrangement. Model illustrated currently being supplied to well-known record-changer manufacturer, with special construction for customer's own application.



**THE GENERAL INDUSTRIES CO.**

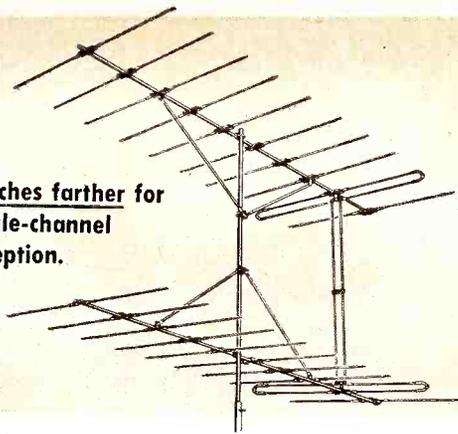
Department MD • Elyria, Ohio

*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.

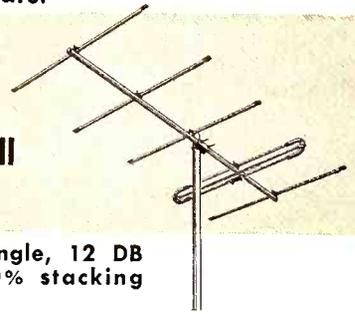


- "Boom Braced" on the low band to prevent picture flicker.

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

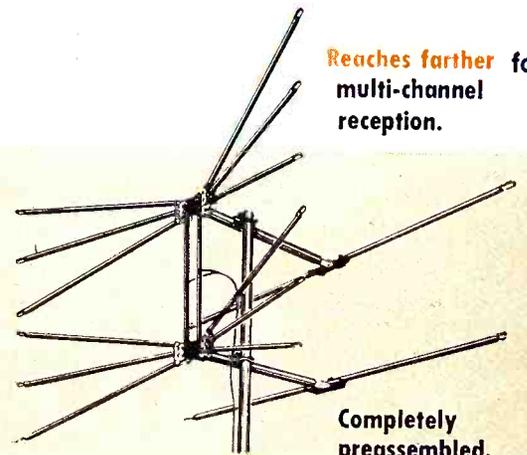
The most widely used antenna in the nation.

The highest gain broad-band antenna ever developed.

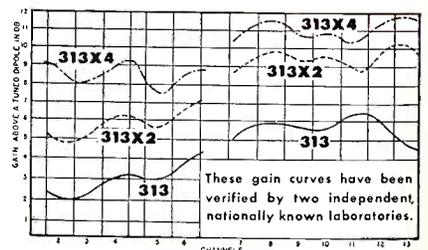
New reinforced fibreglas inserts in all elements and reflectors.

Write for new catalog

Reaches farther for multi-channel reception.



Completely preassembled.



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

**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.

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

Section of **TELEVISION RETAILING**  
Including Radio Service and Sound

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

## "Beefs" From Technicians

Readers Comment on Service Problems. Suggested Remedies.

• Readers who participated in TELEVISION RETAILING's recent nationwide survey of TV and radio trade problems had a number of interesting comments on their service difficulties. Some complained about the customer, others about the manufacturer, still others hurled lances at the distributor, and some put the finger on the serviceman himself. In the interests of promoting healthy discussion of the trade's service problems, we are presenting some of the "beefs" we ran across. We think the opinions expressed are interesting, although not necessarily in accord with our own.

### • Attacks on Technicians

#### CALIFORNIA

"Re attacks on service technicians—component manufacturers should back up their servicemen customers not merely by 'lip-service' ads, but by legal aid to the persons attacked. Arrangements for favorable publicity at the time and place of the attack would also be of real value. In Los Angeles, the manufacturers waited until service operators took a merciless lambasting from publicity-seeking 'investigators' before they moved in and put a stop to the proceedings. The damage was done, however—action was taken too late. Notice, by comparison, that the ARRL handles attacks on its members, by moving in immediately with legal counsel. It's never lost a case! Re publicity counterattacks—I think Sylvania's program is the finest thing that could have happened."

\* \* \*

"Considering the lack of ethics prevalent in the medical and dental professions, and among the undertakers and real estate people, I think most TV servicemen can be pretty proud of themselves."

#### WISCONSIN

"I don't think radio and TV manufacturers should put a receiver on the market until adequate service information on it is available. In the past, some radio models have been out for more than six

months, with no covering service data obtainable."

### • "Fix-it-Yourself" Books

#### WISCONSIN

"Radio and TV men should band together and stop advertising in any magazine or newspaper, or on any radio station, that accepts ads on TV 'Fix-It-Yourself' books. It's not only that the ads are misleading—high voltage is dangerous, and non-professionals should not be advised to put themselves into situations where it can harm them."

#### NEW JERSEY

"I don't mind the 'Fix-It-Yourself' books—I think they're teaching the public that it's not so simple to fix TV sets after all. Maybe customers will have more respect for TV servicemen, when they try to fix their own sets and fail. Besides, I jack up the prices—legitimately—on sets that customers have messed up."

### • Servicing Difficulties

#### INDIANA

"I wish manufacturers would fire the 'hot-shot' engineers who dream up the silly, screwball circuits now being used in a lot of late-production TV sets, and settle down to some money-making production runs on a good, standard simple chassis. Then we could all make a little money at this business. Let the manufacturers change the cabinet if they want to, but they should be smart, like the auto manufacturers, and let the chassis alone."

### • Want Faster Data

#### NEW JERSEY

"The basic problem we face is to get service information on the peculiarities of the new TV receivers as soon as this information is prepared. Generally there is a 4-6 month period after the information has been published when, while it is available to the manufacturer's service department, it is not available to service organizations. The information is, in other words, *classified*. Why, I don't know. When I was a field engineer

with one of the big companies, I had such information, but was not allowed to disseminate it without permission. Auto manufacturers supply service dealers with data about the 'bugs' in their latest cars as fast as this data is available—why can't TV manufacturers do the same?"

### • A National Service Group?

#### MICHIGAN

"There is only one way to make TV servicing a reputable business comparable to other services and that is through national organization of TV service shops on a management level. Only the owner or service dealer is able to finance an organization adequately enough to carry on an effective public relations program."

### • Gripes About Jobbers

#### FLORIDA

"Our local parts distributors do not protect the dealer-serviceman. They sell parts to anyone. Furthermore, they solicit service work, as well as sound and intercom jobs. The situation is much better in \_\_\_\_\_, and I spend most of my parts money there for that reason."

### • Wholesale Sales to Amateurs

#### MONTANA

"Once radio-TV servicemen get organized, I hope we can close down throat-cutting companies that sell wholesale to the consumer. Photography is my hobby, and I have to pay retail prices for any supplies I buy. Why shouldn't the consumer also pay retail prices for his supplies? Let's limit wholesale prices to dealers with store licenses only."

### • Licensing Servicemen

#### NEW YORK

"I firmly believe that licensing all TV and radio servicemen would build customer confidence in the technician's competence, and would weed out incompetents. If a technician was licensed, it  
(Continued on page 89)

# UHF Reception on VHF

## Part 2. Description and Analysis of Mallory Converter, Raytheon

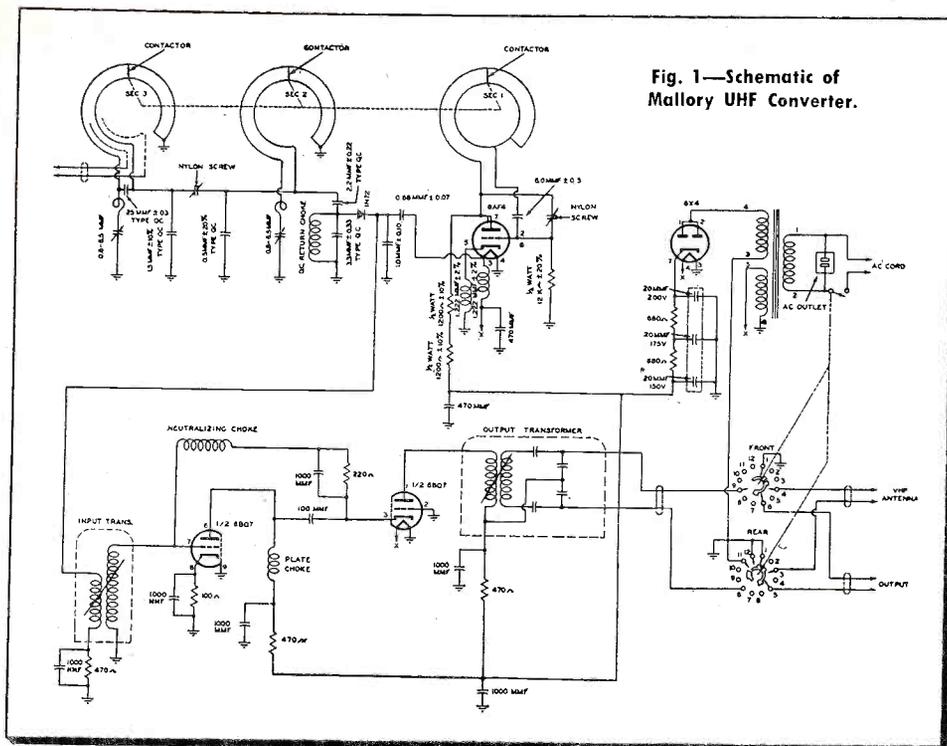


Fig. 1—Schematic of Mallory UHF Converter.

viceman (fig. 2B). Note that this first tuned network is grounded at both ends —i.e., at  $G_2$  and at  $G_1$ . This brings up the question, how can signals be developed across the two coils, if they are short-circuited?

The answer is, the short is effective only at relatively low frequencies, and is intended to eliminate or reduce low-frequency interference and oscillator radiation. For UHF signals, sufficient inductive reactance is present in the circuit, in spite of the grounds at both ends, to permit UHF voltages to be developed here.

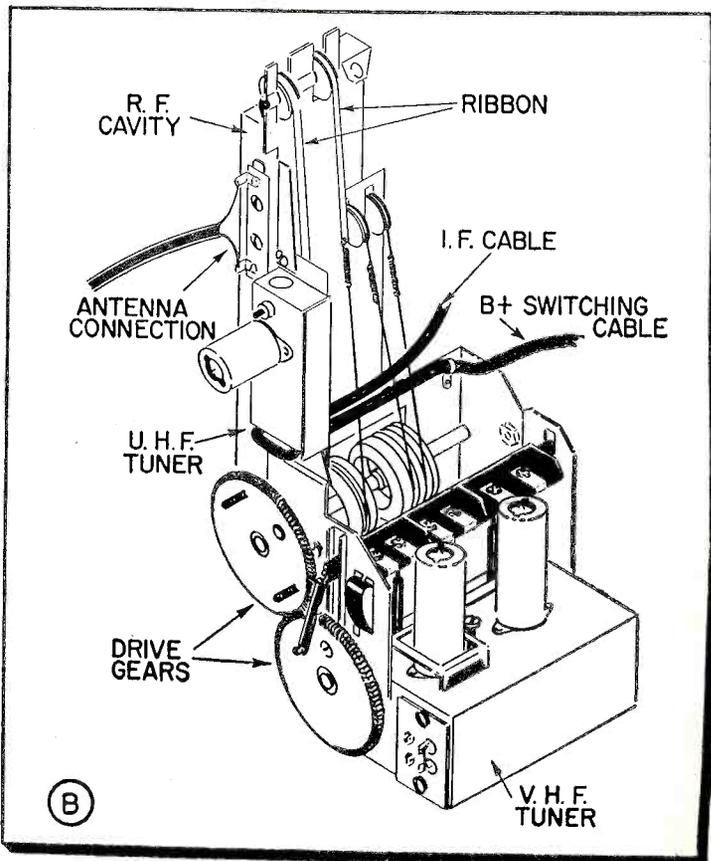
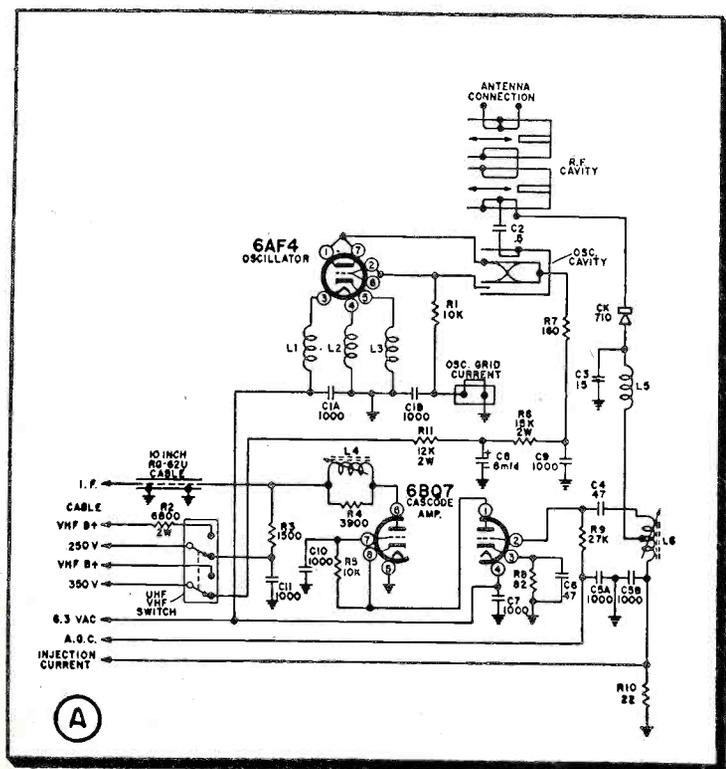
Tuning is continuous, and is achieved in this, as well as in the mixer and oscillator circuits, by rotating the shorting bar back and forth, thus varying the amount of inductive reactance present in the circuit.

The inner concentric conductor is connected back onto itself, to avoid an undesired resonance, or suck-out, at approximately 780 MC (fig. 2C). The transmission line is capacitively-coupled to the preselector tuning inductor by the proper placement of two small arcs of silver ribbon on the back side of this inductor. The equivalent circuit present is shown in fig. 3.

The transmission line is applied to each inductor section through a capacitance labeled  $C_1$ . The two condensers labeled  $2C_a$  represent the capacitances present between the conducting sections

• In our previous article (June), we dealt with general considerations affecting the design and performance of UHF converters and tuners. In this piece, we will look into specific circuits. A representative converter circuit is shown in fig. 1. The first preselector circuit, redrawn into simpler form, is shown in fig. 2A. (The second preselector circuit is the input to the mixer.) The circuit may be redrawn once more, using symbols more familiar to the ser-

Fig. 4—A) Schematic of Raytheon UHF Tuner. B) Pictorial sketch of Raytheon UHF Tuner. Note drive-gear meshing of VHF and UHF tuning units.



# Television Receivers

TV-Electronic  
TECHNICIAN  
Section

## Tuner and Stromberg-Carlson Television Converter

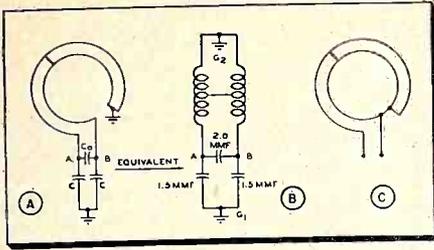


Fig. 2—A) First preselector circuit of schematic shown in fig 1. B) Circuit redrawn into more conventional form. C) Inner concentric conductor in oscillator circuit is connected back onto itself, to avoid undesired resonance effects at approximately 780 MC.

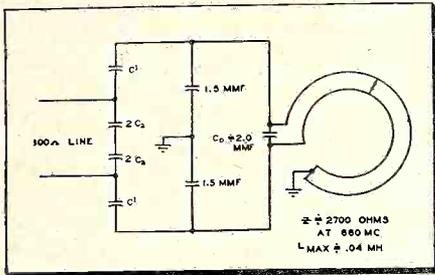


Fig. 3—Equivalent input circuit of Mallory UHF Converter. 300Ω line connects to antenna.

of the line. The circuit arrangement provides an impedance step-up that permits the low impedance of the antenna and the transmission line to be matched to the higher impedance of the preselector tuned circuit. The low impedance input of the line, in other words, is kept from loading down the preselector tuned circuit by the isolating effect of the two  $C_1$  condensers.

The tuner has three sections, to tune the first preselector, mixer and oscillator circuits.

The oscillator output voltage is developed across the oscillator cathode coil, and is fed into the mixer by means of the heater-to-cathode capacitance present in the oscillator tube—an arrangement which will no doubt seem unfamiliar to many servicemen. It is used because it readily provides the very small capacitance desired—about 2.7 mmfd. A very small capacitance is needed between the mixer and oscillator circuits to better isolate the one from the other, and prevent undesired reactions between the two.

Suitable condensers are inserted before and after the mixer crystal, to match its impedance to the RF circuit that precedes it, and the first IF circuit that follows it. The output of the mixer is fed through a double-tuned transformer into a cascode (low-noise) IF amplifier. The amplifier consists of a triode input tube with a very small cathode bias, coupled to a grounded-grid output tube.

Neutralization is used, since triodes are inherently unstable when operated as amplifiers at high frequencies. Feedback from the output to the input of the first triode through a neutralizing choke opposes the in-phase or regenerative feedback that tends to occur between plate and grid in this tube. The grounded grid in the second triode provides a shielding effect that makes neutralization of this amplifier section unnecessary. Neutralization makes it possible to get more gain out of the IF amplifier, and thus improve the signal-noise ratio, without driving the amplifier into regeneration.

The bandpass of the IF circuit is approximately 12 MC at the half-power points on the response curve. The output transformer of the IF amplifier section feeds through the switch into the low-impedance antenna input circuit of the VHF receiver. An unusual amount of filtering and decoupling is employed, to keep RF voltages out of the power supply.

A UHF tuner schematic is shown in

fig. 4A. The physical appearance of the tuner is indicated in fig. 4B. It is installed in the VHF receiver as follows:

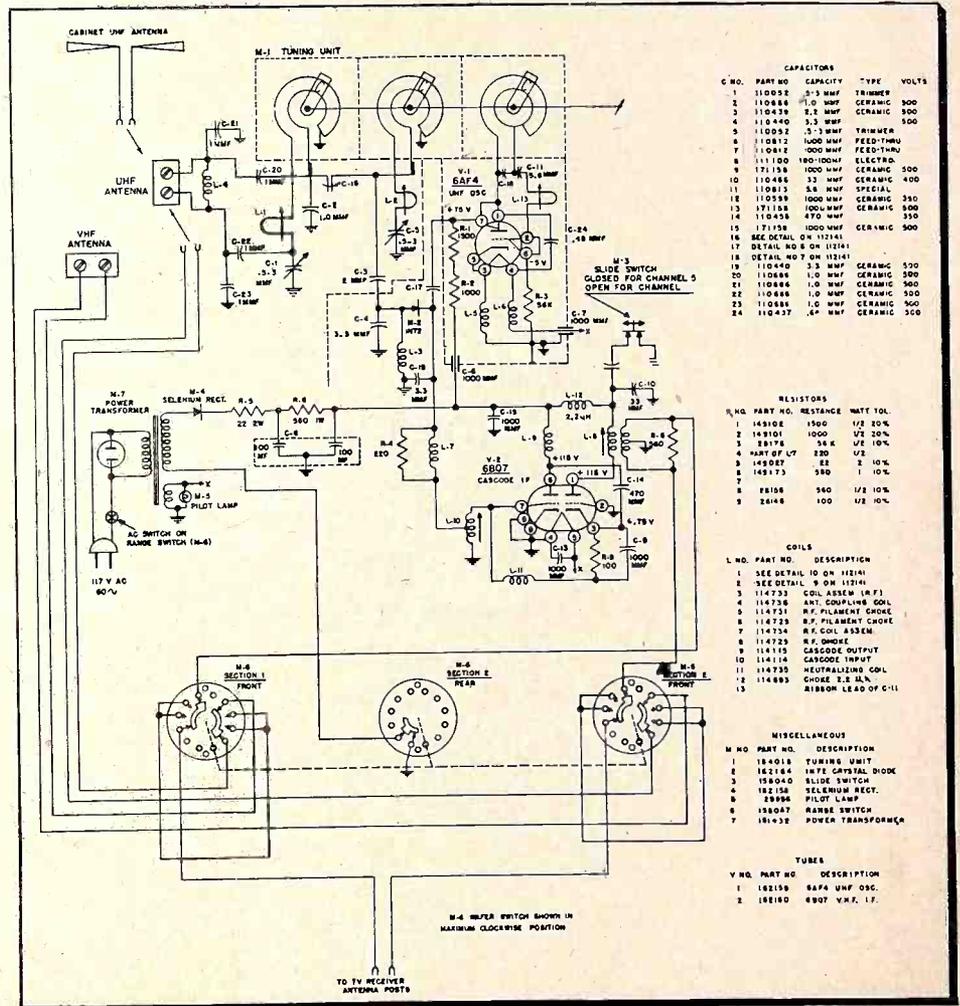
A drive gear is mounted on the VHF tuner. The UHF tuner is then mounted over the VHF unit by means of four mounting screws. The IF and B+ switching cables are suitably connected under the chassis, a few wiring changes are made, and the UHF-VHF switch is installed at the rear of the cabinet.

The drive-gear meshing of the UHF and VHF tuning units permits the set owner to adjust both units by means of the same knob.

The unfamiliar symbols shown under the words *antenna connection* (fig. 4A) represent a double-tuned coaxial line. The line is basically a quarter wave length tuned stub, shorted at one end. The inductance of this stub (as well as the stub used in the second preselector circuit) is varied by means of a ribbon that moves across it. The ribbons are attached to the dial cord and pulley and change the inductive reactance of the

(Continued on page 85)

Fig. 5—Stromberg-Carlson UHF TV Converter. Separate VHF and UHF antennas may be used.



# Troubleshooting Hints On

Case Histories from the Service Bench on Difficult or Unusual Set Failures

## Locating Short in Auto Radio Power Supply

The fuse in a battery eliminator blew when an auto receiver was connected to it. Since fuse-blowing was not the complaint cited by the set owner, another fuse was inserted, and the set was tried out once more. The second fuse promptly joined its buddy.

The battery eliminator was checked while disconnected from the set (after a third fuse had been inserted in it). Its terminal voltage was correct.

The resistance of the set's "A" power supply wire (see fig. 1) to ground was then checked. The reading was  $\frac{1}{2}$  ohm. This seemed too low.

All the tubes were removed from their sockets. The pilot light was taken out of its holder; and the speaker field leads disconnected from the 6 V DC feed line. The resistance reading now measured between the "A" wire and ground was 18 ohms, which seemed a reasonable total for the chokes and coils remaining in the circuit.

The tubes were then replaced one at a time, with the ohmmeter left connected between the "A" lead and ground. The resistance reading dropped as each tube was inserted, but reasonably so. Ditto for the insertion of the pilot light. When the speaker field "hot" wire was re-connected, however, the resistance measured by the meter dropped sharply to  $\frac{1}{2}$  ohm.

A visual inspection of the lead showed it was shorted to ground at the point of its origin—i.e., the tube socket terminal to which it was connected. The short was possibly due to excessive strain on the wire, when the speaker assembly was removed from the receiver case.

Removal of the short restored the set to its original state of disrepair. Location of an intermittent tube a short time later brought the receiver to normal operation.

## Clicking Noises on GE Model 51 5F

Clicking sounds were audible in this radio receiver from time to time. A loose socket connection was suspected, for this reason: Removing a tube from its socket and reinserting it again quickly, causes a click to be heard. Conversely, when a click is heard, isn't it likely that a tube is being, in effect, removed and reinserted into its socket, due to a loose connection?

Conventional tube-wiggling tests did not help in localizing the trouble. Tape was wound over a pair of long-nose pliers to insulate them, and various wires and components on the different sockets were then tugged at. When one particular component lead was tugged, a click resulted.

Special-type sockets are used in this GE set, with component connections brought to special connectors above the

chassis, and a socket cover mounted over these connectors. The cover on this one suspect socket unit was removed by bending in two lugs which held it in position. A connection that looked as if it might be cold-jointed was noticeable. It was carefully resoldered. No further clicks were heard.

## Using 1,000-Ohm-Per-Volt Meter

High-resistance and vacuum-tube type voltmeters are widely used in servicing TV and FM receivers, and necessarily so. What about the orphaned

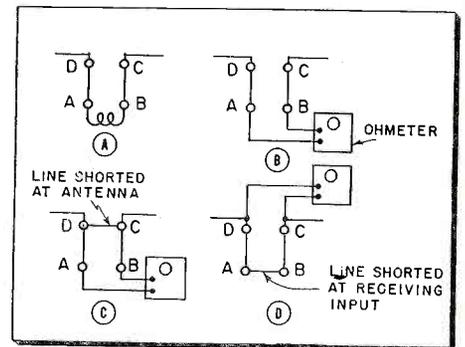


Fig. 2—Using 1000-ohm-per-volt voltohmmeter to check antenna system. a) Normal connection of antenna and line to receiver input. b) Receiver input disconnected. Checking line for short-circuit. c) Checking line for open-circuit. d) Checking line for open with ohmmeter attached at antenna side of the line.

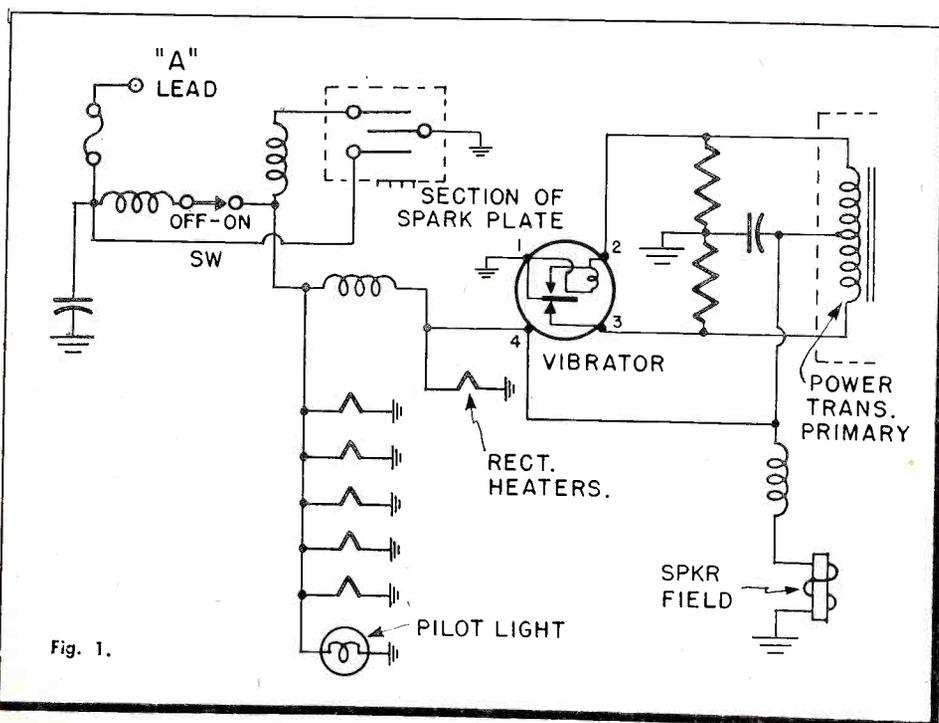


Fig. 1.

1000-per-volt voltohmmeter, though—can't it be used for anything in TV servicing?

An excellent use for it is in checking antenna systems. It is small enough to be highly portable, and needs no power, like a VTVM. It can be used just as well on a roof, as in a house, to check for an open or short in a transmission line (see fig. 2).

## Providing Elbow Room in the TV Front End

When trying to get into the front end of a TV receiver, to make resistance or voltage checks, or perform some repair, look for a removable plate on the chassis near the front end, before you try to disassemble the latter. Some receivers have such a plate. When it has been unscrewed and swung aside, components in the front-end section become more accessible.

In cases where a turret-type tuner is present, removal of a suitable number of strips will make almost any front-end unit easy to get at.

# TV / Radio Sets

Show the Way to Speedier Repair Work

## Brightness Control Trouble

The picture illumination could not be reduced to zero by manipulating the brightness control, on this Regal TV receiver employing a 630 chassis. Similarly, with the contrast setting at minimum, the raster could not be darkened by turning the brightness down. The picture looked out of focus. It couldn't be made sharp by adjusting the focus control.

Trouble in the brightness control circuit was suspected. To localize it, the CRT was disconnected from its socket, and the voltages from CRT cathode connection to ground, and grid connection to ground, were measured at the socket.

The cathode-to-ground voltage was zero. The grid-to-ground voltage was about +10 V. Rotation of the brilliance control while the voltages were being measured didn't appreciably change these readings. A positive grid bias of 10 V was thus present at all brightness control settings. Normally, the bias should go from a negative maximum of 40, 50 or possibly even 100 V, to 0 V, or a very small positive voltage.

A leaky coupling condenser going to the grid of the CRT was suspected. C-141 in fig. 3 was checked, but showed no signs of a leak. C-142, the condenser in the input to the DC restorer was then checked, since it could also be causing the symptoms present. This condenser showed a 200-megohm leak when resistance-checked while cold. With C-142 disconnected (at its "cold" side), the voltage measured from its open side to ground read only  $+1\frac{1}{2}$  V; when C-142 was connected across its source of voltage, however, its leakage current increased, and it transferred a much more positive voltage to the grid of the CRT.

Set operation was restored to normal when C-142 was replaced.

## Shocking News

Servicemen who don't judge books by their covers, should not gauge an insulation merely by its thickness. Thickly-insulated wires are sometimes judged to be capable of talking back to high voltage, and used as emergency HV connectors. When the serviceman touches the outside of the wire—intentionally or inadvertently—is he surprised!

There was a case where a long, thick wire was carelessly placed on a shelf overhanging the work-bench. One (insulated) end of the wire came into contact with "hot" surface of a metal-

## TV-Electronic TECHNICIAN

Section

type cathode-ray tube. The other (insulated) end brushed lovingly against the serviceman's ear. The serviceman's remarks on that occasion were quite interesting, especially as he had one hand on the chassis, and had never been properly introduced to 15 KV before.

## Arcing OZ4

The B+ voltage in an auto radio was normal for a while, then dropped down to a very low value. No short-circuits could be found by resistance checks.

A new metal OZ4 was substituted. The same symptoms appeared. Furthermore, the new tube's emission read very low on the tube tester, after it had been in the set a short time.

A glass OZ4 was substituted for the metal one, so the insides of the tube could be watched, and power was applied for a very short time. When arcing was noted, power was immediately turned off. By arcing, we mean that

the gas glow in the tube was unusually bright, and the area of glow was irregularly shaped.

It was reasoned that the tube might be conducting in both directions, instead of in one direction alone, due to excessive inverse voltage. An opening in one of the buffer condensers was the logical fault to suspect, since such an opening would greatly increase the inverse voltage peaks between plate and cathode of the rectifier. The two buffer condensers present were therefore replaced by new, identical units. No symptoms were present after this.

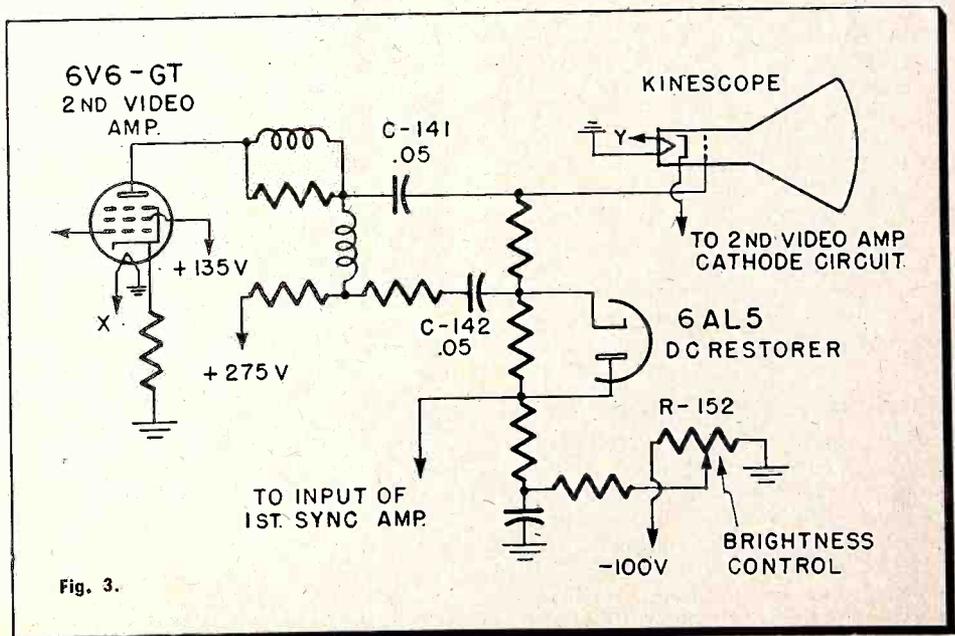


Fig. 3.

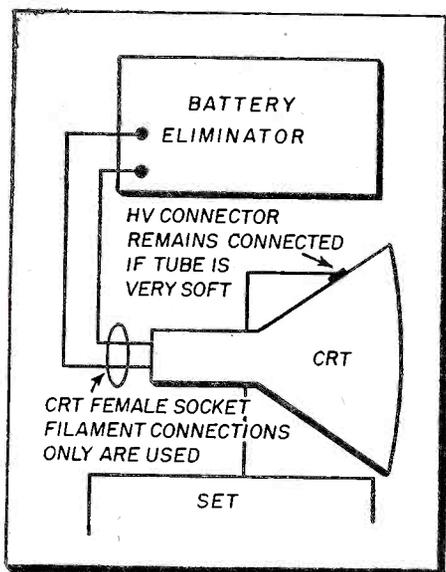
## Tips for Home and Bench Service Contributed by Readers

### Reactivator for Soft CRT

To reactivate a soft cathode-ray tube, we use our shop battery eliminator, which delivers approximately 12 V DC at 14 amperes. First we heat the CRT cathode up for about 10 minutes at normal 6.3 V operation. We then apply the battery eliminator to the disconnected CRT. The eliminator is attached to the filament contacts of a CRT female socket.

On tubes which are very soft, we leave the HV anode connected, and operate the receiver.

The relatively high DC voltage has had no ill effects on the filaments of the tubes, in our experience. —J. L. Valenti,



Webster Avenue Radio Shop, 2605 Webster Avenue, N. Y. C. *Editor's Note:* By "soft," Valenti means a CRT with low emission, usually producing a picture of low brilliance and contrast. We would presume that he would first exhaust every possibility of other defects (such as inadequate high voltage, improper bias, etc.). Then, having convinced himself that the CRT was to all intents useless, he could try this technique, which as we see it, might conceivably blow the filament. Reports from various sources in the field indicate that reactivation is about 30% successful and even then may not produce lasting results.

### Recognizing Damper Trouble

When the damper tube is in series with the DC plate return of the horizontal amplifier, and it becomes inoperative for some reason (tube or circuit trouble) the following clues will often be present: There will be no spark, or practically no spark, when the HV connector of the CRT is shorted to chassis.

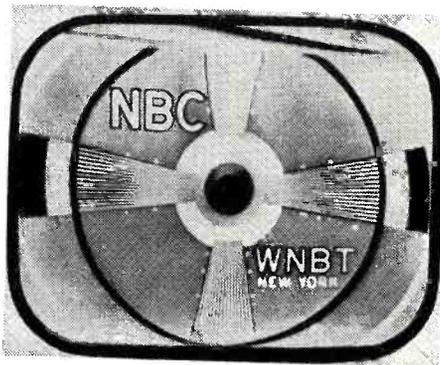
### SHOP HINTS WANTED

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."

There will be no arcing when a screwdriver blade is brought close to the 1B3-GT plate cap (presence of a 1B3 is assumed), but there will be a spark when the plate cap is shorted to chassis. Similarly, no arc-over will occur when the screwdriver blade is held near the horizontal amplifier plate cap, but a substantial spark will be seen when the plate cap is shorted to chassis (a 6BG6-G is assumed). The CRT screen will, of course, be dark, since the HV is too low to illuminate it.

### Scalloping

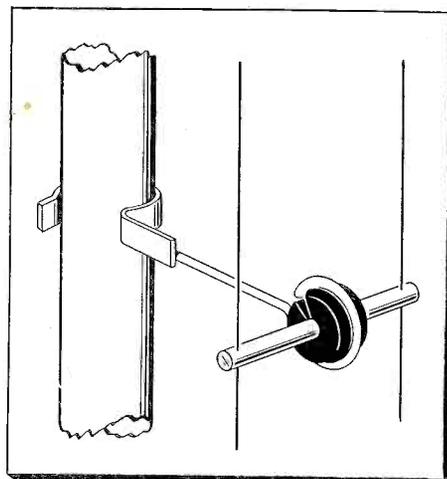
Corona discharges can cause displacements of several horizontal lines. The condition is called *scalloping*. Two, three, four or more lines may be torn out. Sometimes corona can be spotted visually. Lights may have to be turned out to aid in its location. Sometimes it can be smelled. In other cases, there is no evidence whatsoever that it is present, outside the symptoms, which of course can be due to other faults be-



sides corona. When no visible source of the corona can be detected, the best procedure is to round off all solder edges in the HV section, throw a little salt over your left shoulder, and await improvements. To determine whether line-tearing is caused by corona in the HV section, inspect waveforms in the sync stages with the HV a) connected b) disconnected. If noise pulses are seen in case (a) but not in case (b), corona is probably the source of the trouble.

### Standoff for Open-wire Line

Standoffs designed to accommodate open-wire transmission line are not readily available at present. Standard units intended to be used with twin-lead line can, by a small change in positioning, be made to do acceptable service on the open-wire lines. The change involved is, simply, the twisting of the



standoff 90 degrees. In this position, one of the spacers of the open-wire line can be inserted in the standoff slot, and held there. Open-wire line is a low-loss type of transmission line of particular value in fringe areas.—Chet Hajek, Westhampton Beach Radio, Westhampton Beach, N. Y.

### Focusing Low-voltage Electrostatic Tubes

In low-voltage, electrostatically focussed picture tubes, focus adjustments may prove troublesome to servicemen who expect too much of the focus control. The focus control used with such tubes has very little effect on focusing, even though it may produce a variation of focus anode voltage of from 0 to 250 V. The real function of the focus control in such cases is to correct for possible faults in the gun structure of the cathode-ray tube. If the pot were not present, uncorrected gun faults might produce poor focusing. Proper focusing is achieved by suitable adjustment of the centering magnets near the ion magnet, after the latter has been set for maximum brightness.

### AGC Trouble

An open-circuit in the AGC line need not necessarily make a TV set inoperative. On one receiver in which such an open was present, reception was fairly good on medium-level signals. On strong signals, overloading occurred.

Boost your **VHF** set sales right now

with the Mallory **UHF** Converter

**NO MISTAKE** in that statement because the Mallory UHF Converter *can* help you sell more VHF sets right now.

**HERE'S WHY** that's true... Many non-TV owners as well as those who have old sets, are not putting cash on the line now because they fear they will miss out when UHF transmission comes along.

**HERE'S HOW** you can overcome this resistance to immediate sales. Buy a Mallory UHF Converter now... show it to your customers. Point out that they can safely buy any set now. Then, when UHF comes to town, they can be sure of combined UHF-VHF reception by buying the Mallory Converter. In the long run, that's a double sales opportunity for you!

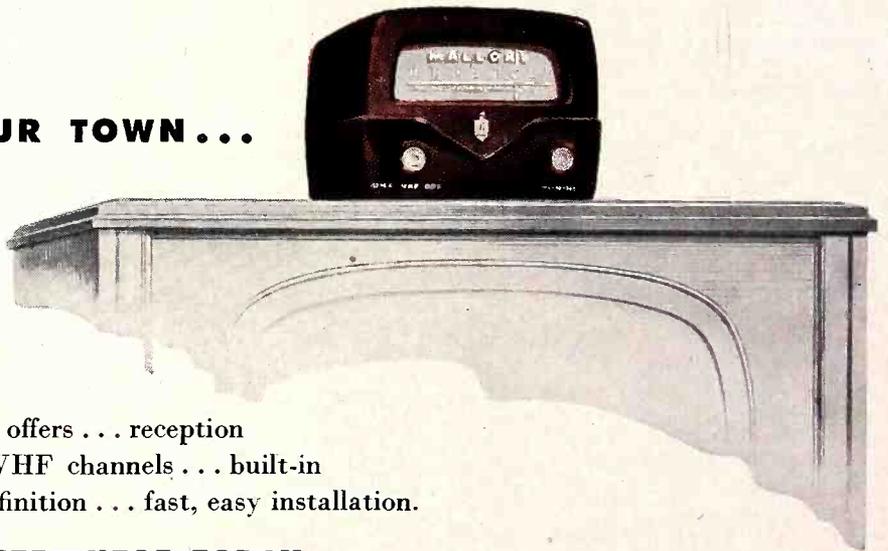
**RING UP** immediate VHF sales by putting the Mallory UHF Converter to work for you in your store... in your advertising... in your promotion material.

**WHEN UHF COMES TO YOUR TOWN...**

the Mallory UHF Converter offers you a great opportunity to increase sales and profits... and give your customers real satisfaction.

Here's what the Mallory UHF Converter offers... reception of all UHF channels... no sacrifice of VHF channels... built-in UHF antenna... high quality picture definition... fast, easy installation.

**SEE YOUR MALLORY DISTRIBUTOR TODAY**  
for complete details about the Mallory UHF Converter.



*Make Sure...  
Make it Mallory*

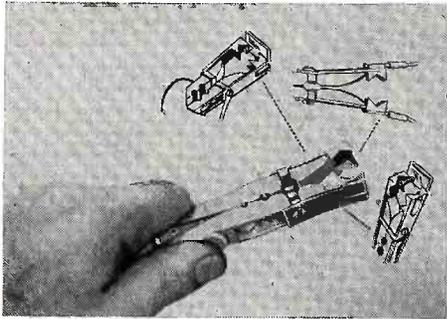
**MALLORY** CAPACITORS... CONTROLS... VIBRATORS...  
SWITCHES... RESISTORS... RECTIFIERS...  
VIBRAPACK® POWER SUPPLIES... FILTERS  
The U.S. Pat. Off.  
**APPROVED PRECISION PRODUCTS**

**P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA**

# New Aids for TV Technicians

## G-C ANTENNA KLIP

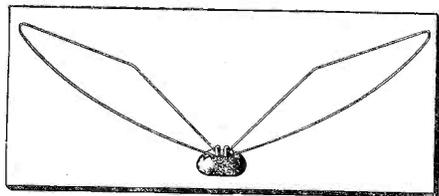
The G-C 3-Way TV Antenna Line Klip is easily attached to the antenna lead-in without solder. Clips onto the terminals at the back of any receiver.



Can be connected straight on, or side-ways, where space is tight. Can also be quickly connected to RCA plug-in type terminals. Lists for 60¢. General Cement Mfg. Co., 919 Taylor Avenue, Rockford, Ill.—TELEVISION RETAILING.

## Telrex ANTENNA

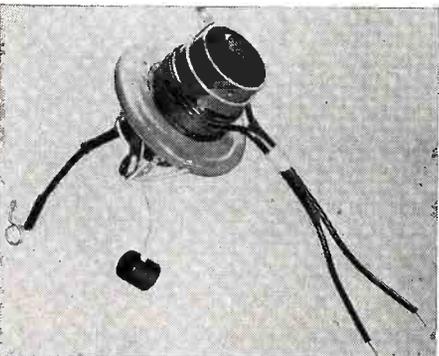
The "Bat Wing" is an indoor, top-of-set unit intended for VHF, UHF and



FM reception. Requires no tuning. List price \$3.99. Telrex, Inc., Asbury Park, N.J.—TELEVISION RETAILING.

## Ram OUTPUT TRANSFORMER

Model XO68 air-core auto-transformer is a direct replacement for the horizontal output transformers used in the newest RCA, Emerson and Capehart-Farnsworth television sets. Manufacturer claims it has high efficiency



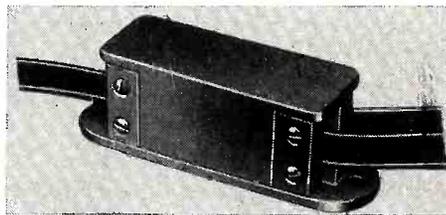
and excellent voltage regulation, as well as improved anti-corona construction. Delivers 11-13 KV output for 14" to 20" picture tubes. Designed for direct-drive circuits. Model Y7OF30/3 direct-drive deflection yoke is recommended as its associated component. Ram Electronics Sales Co., Irvington-on-Hudson, New York.—TELEVISION RETAILING.

## Du Mont TELE-MIRROR

8 x 10 mirror with a target sight printed on its surface. Attaches to a chair in front of the television receiver by means of a spring clamp. Mirror can be adjusted to proper viewing angle by means of the clamp. Sturdy carton doubles as carrying-case. Available as a premium item through Du Mont distributors. Cathode-ray Tube Division, Allen B. Du Mont Laboratories, Inc., Clifton, N.J.—TELEVISION RETAILING.

## Mosley TV COUPLER

The Dual-Match permits two receivers to be attached to the same transmission line and antenna. It is compact in size, and may be mounted



on the baseboard, or the back of most TV sets. For use with standard 300-ohm flat transmission line. Installed without solder. Mosely Electronics, 2125 Lackland Road, Overland, Mo.—TELEVISION RETAILING.

## TV Products CONICAL ANTENNA

All-aluminum, pre-assembled snap-lock conical antennas. Manufacturer states that they can be set up very quickly. No nuts, bolts or wingnuts to tighten. T.V. Products Co., 152 Sandford Street, Brooklyn 5, N.Y.—TELEVISION RETAILING.

## Crest CRT REJUVENATOR

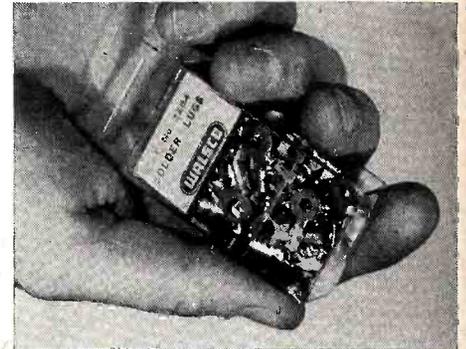
This automatically-operated plug-in unit requires no technical knowledge of the user. Maker claims that it renews brightness and extends life of old, weak picture tubes. Dealer net \$3.87. Crest Laboratories, Inc., Whitehall Building, Far Rockaway, N.Y.—TELEVISION RETAILING.

## Sheldon TIOGA TUBE

The Tioga Tube is a device that delays the application of high voltage to the picture tube and the components in the HV circuit until the CRT cathode has reached its normal operating temperature. The unit is said to prolong the life of the cathode-ray tube; prevent destructive point emission from the cathode of the picture tube; avert uncontrolled high voltage surges as great as 30,000 V which damage set components; prevent overloading of resistors; avert scanning burns on CRT screen which tend to occur when scanning voltages lag behind picture tube element voltages; and eliminate high-frequency vibrations in the tube's gun during "warm-up" of the set, preventing damage to the CRT gun parts. Sheldon Electric Co., 68-98 Coit Street, Irvington 11, N.J.—TELEVISION RETAILING.

## Walsco HARDWARE

The new Walsco line of radio-TV hardware is packaged in a new rigid plastic container designed to improve visibility, facilitate storage, and in-



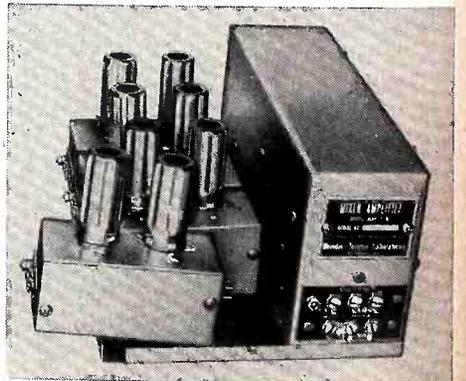
crease accessibility. Containers can be stacked, and sliding lid on each makes all hardware easily accessible. Walter L. Schott Co., 3225 Exposition Place, Los Angeles, Calif.—TELEVISION RETAILING.

## Nepco ANTENNA MASTS

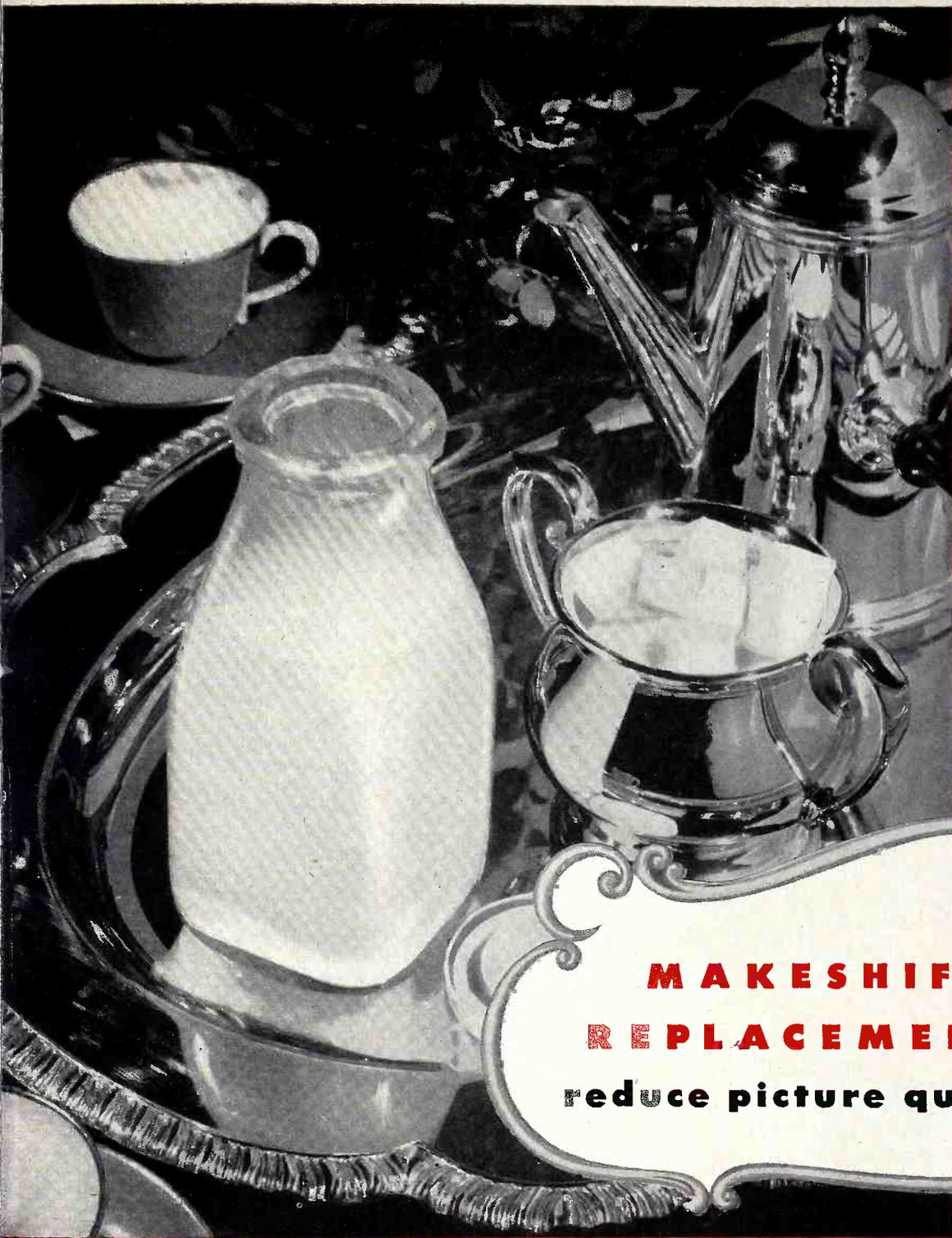
Nepco Steel Antenna Masts are provided in standard 10' lengths. One end is expanded for six inches to provide a snug-fitting joint. Joined section has great mechanical strength to withstand high-wind stress. "Shera-solution" coating will keep the mast rust-free for years, according to the manufacturer. National Electric Products Corp., Pittsburgh 30, Pa.—TELEVISION RETAILING.

## B-T MIXER-AMPLIFIER

The B-T Mixer-Amplifier MA4-1 is, in effect, a complete, self-contained master antenna system for VHF as well as UHF TV reception. It is intended to eliminate all need for antenna rotators, separate boosters and UHF tuners. One complete MA4-1 will handle signals from five different an-

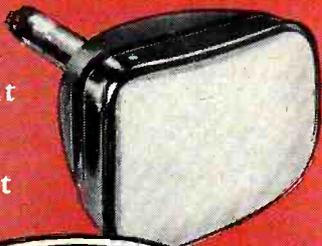


tennas, and mix and feed them through one output to any TV receiver or distribution system. The MA4-1 lists at \$52.50. Plug-in channel strips—single-channel amplifiers of high selectivity, with a gain in excess of 17 db—are available at a list of \$19.50 each. Blonder-Tongue Laboratories, Inc., 38 N. Second Ave., Mt. Vernon, N.Y.—TELEVISION RETAILING.



**MAKESHIFT  
REPLACEMENTS  
reduce picture quality**

Right  
for  
Sight



Replacements with  
Raytheon Television Tubes  
assure picture quality

Remember! Raytheon Picture Tubes with Corona Inhibitor  
give constant picture clarity whatever the weather.



*Excellence in Electronics*

**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

## Radion 2 1/2 Millionth Unit



When the 2 1/2 millionth antenna of the Radion Corp., Chicago, was produced, Ralph Leonard, president of Radion celebrated by presenting the antenna as a gold-plated unit to Wilbur Burge, owner of Radio TV Supply, 4343 West Armitage Ave., Chicago. In 1948, Mr. Burge was the first distributor in the country to place an order with the infant firm.

## One Line a Year for Stromberg

C. J. Hunt, general manager of Stromberg-Carlson's Radio-TV Division has announced that his company "was first among all manufacturers to recognize the trend toward a one-line-a-year program, as requested and predicted by leading dealers and trade spokesmen." Mr. Hunt stated "as far back as January of this year Stromberg-Carlson announced its 421 series with the exclusive Panoramic Vision feature. Subsequently our company announced that manufacturing of all models using tubes other than the new 21-inch size were being discontinued in production and that the 421 series would constitute the 1952 line."

## GE Promotes O'Kelley



Fred H. O'Kelley Jr. (above), district representative for General Electric tube department at Cincinnati for the past three years, has been appointed product manager for General Electric receiving tubes, Reed V. Bontecou, product manager for the GE tube department, has announced.

## RCA Victor Adds Two Radios

Two new table radios, one offering short wave as well as standard broadcast reception, have been added to the RCA Victor radio line. The Lindsay (Model 2X61) features a 3-gang condenser, and is housed in a cabinet of modern design available either in maroon (\$34.95) or ivory (\$37.50). The Kerry (Model 2X621) not only brings in standard broadcast programs, but international and amateur broadcasts, ship-to-shore conversations, and aircraft and police calls as well. Available in maroon only, suggested retail price is \$39.95.

## In Westinghouse Tube Post

Nelson H. Stewart, of Bloomfield, N. J., has been appointed staff assistant to the sales manager of the Electronic Tube division of the Westinghouse Electric Corporation.

## Sylvania Promotes Kievit



Dr. Ben Kievit (above) has been named manager of sales engineering for the radio and television picture tube divisions of Sylvania Electric Products Inc., it was announced by George R. Sommers, the division's sales manager. He will headquarter in New York.

## Treadway at La Pointe

Jerome E. Respass, president of the La Pointe-Plascomold Corp., Rockville, Conn., has announced that Graham R. Treadway has joined the firm as his assistant. Treadway, formerly president of Horton-Bristol Manufacturing Co., will be responsible for the coordination of sales in all divisions of the company and will work closely with the president in all matters of general management policy.

## National Carbon Appointments

P. M. Buhner and C. O. Kleinsmith have been appointed executive vice-presidents of National Carbon Company, a division of Union Carbide and Carbon Corporation, according to an announcement by A. S. Johnson, National Carbon's president. Both Mr. Buhner and Mr. Kleinsmith have been with National Carbon Company for many years, Mr. Buhner having been associated with research and development activities and Mr. Kleinsmith with sales.

## Berman in Parts Show Post



Jack A. Berman, vice president of Shure Brothers, Inc., Chicago, has been elected to represent the Association of Electronic Parts & Equipment Manufacturers on the board of directors of the Radio Parts & Electronic Equipment Shows, Inc., sponsors of the annual Electronic Parts Show.

## Tenna-Trailer Co. Reorganizes

Recently the Tenna-Trailer Company has undergone a complete reorganization of both personnel and production facilities. The factory and offices, formerly located at Watseka, Illinois, have been relocated at Pontiac, Illinois, in a new and enlarged plant, equipped for a much larger output of "Tenna-Trailers" and telescoping masts. Kenneth B. Price, now sole owner and president of Tenna-Trailer has made the following appointments: Miles E. Terwilliger as general manager; Frank Benningfield, sales manager; Gene Hubert and Walter Ewing as regional representatives.

## New Magnavox Area Manager

The Magnavox Company has appointed William H. Whitehouse district sales manager in charge of a new Texas territory with headquarters in Houston, V. J. Sanborn, central division sales manager, has announced.

## Harvey in Ad Agency Post



Frederick P. Harvey (above) has joined the New York staff of Fuller & Smith & Ross, Inc., as an account executive assigned to the Westinghouse electronic tube division.

## UHF on VHF TV's

(Continued from page 77)

stubs across which they move. The effect is similar to the resonating of a piece of twin-lead line at different frequencies, if its length is varied.

Two coaxial stubs, one for each pre-selector circuit, is employed. The advantages of using this type of tuned circuit include high selectivity, uniform bandwidth, and good shielding against oscillator-radiated signals.

The 6AF4 oscillator uses a section of parallel-wire transmission line for its tuned circuit. The line is shorted at one end. A moveable shorting bar moves across the line, varying its tuning.

The symbols indicate that inductive or link coupling is used between the antenna and first preselector circuit; also between the first preselector and the second one (mixer input circuit). Coupling between the oscillator and mixer is capacitive.

The cascode first IF amplifier is tuned to a center frequency of 25 MC, and has a broad bandwidth (app. 7 MC). Coupling from the cascode first IF amplifier section to the VHF input is through a ten-inch length of coaxial cable.

Oscillator grid current, rather than grid voltage, is measured in this circuit (as well as in other UHF oscillator circuits). A suitable terminal is provided for opening the UHF oscillator grid circuit at its ground side. When the current flowing in this circuit has been measured with a sensitive enough milliammeter, the grid voltage may be obtained by multiplying the current figure (in amps) by the grid resistance (in ohms). The oscillator grid voltage is not measured directly because the voltmeter, even when it uses a shielded and isolated probe, and is vacuum-tube in type, is apt to detune the oscillator when it is connected at the grid.

Another converter circuit (Stromberg-Carlson UHF Television Converter) is shown in fig. 5. Space limitations and economy factors make the use of a selenium rectifier preferable to a vacuum tube. A power transformer is employed to eliminate the setting up of hum potentials between the converter and the TV receiver. The transformer also isolates the chassis from the line, preventing the chassis from being "hot."

The filaments of the converter's tubes remain on during both VHF and UHF reception; B+ voltages are, however, removed from the converter's filter condenser during VHF operation by a switch in the ground return of the power transformer secondary.

Provision for connecting in a separate UHF antenna has been made at the rear of the chassis.

The converter may be operated on either channel 5 or 6, provided that the channel selected is not occupied by a local station. A switch at the back of the converter chassis makes the desired choice, shifting the tuning of the first

# MODEL 480 GENESCOPE

## Simpson

# RECOMMENDED

by service managers of leading manufacturers:

don anderson  
frank smolek  
floyd makstem  
norm cooper  
max schinke  
tim alexander

hoffman  
zenith  
emerson  
hallicrafters  
admiral  
motorola

\$395 dealer's net

# Simpson

SIMPSON ELECTRIC COMPANY, 5200 W. KINZIE ST., CHICAGO 44, COLUMBUS 1-1221



BURTON BROWNE ADVERTISING

IF stage by 6 MC. Since the bandwidth of the pre-selector circuits is 12 MC, the switch from one channel to the other can be made without losing tracking or cutting sidebands.

The tuning units in the antenna and mixer circuits use inductive-type padding to obtain the correct tuning range. The padding is obtained by making the two conductors in the antenna tuning section, and one conductor in the mixer tuning section, extend  $\frac{7}{8}$  of an inch beyond the tuning unit. The 300-ohm balanced line is coupled through an ungrounded loop into the extended section of the tuning unit.

To help obtain the desired 12 MC bandwidth over the entire UHF band,

a combination of capacitive and inductive coupling is employed between the antenna and mixer tuned circuits.

In the oscillator section, a series trimmer helps establish the low-frequency end of the tuning range. The extent of the tuning range, as well as the upper limit of this range, is determined by a series trimmer inductance made up of the grid and plate leads. Varying the spacing of these leads regulates the adjustment of this inductance.

To avoid "holes" in the bandpass, resistors are used in place of chokes in the plate and grid return circuits. Dissimilar chokes are used in each heater leg for the same reason.

(Continued on page 89)

# 102 BILLION

## FREE SALES BOOSTS A YEAR FOR YOU!

**NEW**  
**CBS-HYTRON**  
BRAND  
gives you:



### Acceptance



1,973,326,000 times a week! 102,612,952,000 times a year! The magic letters "CBS" are seen and heard on radio and TV station breaks. Impact is terrific. An average of 13 sales impressions weekly for every man, woman and child in the country. Every one of your customers knows CBS. Knows he can depend upon CBS. Consumer acceptance of your CBS-Hytron brand grows hourly.

### Engineering



As a division of the Columbia Broadcasting System, Inc., CBS-Hytron commands tremendous engineering resources for you. Because CBS embraces the field of electronic entertainment: Radio broadcasting. TV broadcasting. Radio, television, and phonograph sets. Records. Electronic research laboratories. And CBS-Hytron tubes.

### Leadership



For example, CBS-Hytron originated: the GT tube . . . the subminiature tube . . . the rectangular picture tube . . . specialized, low-cost TV receiving tubes. CBS-Hytron's new picture-tube and miniature-tube plants are the most modern in the world. Such aggressive leadership guarantees you the newest and best in tubes.

### YOU CAN'T BUY BETTER

Demand the CBS-Hytron brand. You get the finest electron tubes that progressive engineering skill and craftsmanship can make. You get the brand known and respected by every one of your customers. You get the brand they see and hear the most . . . CBS-Hytron.



MAIN OFFICE: SALEM, MASSACHUSETTS

# Hi-Fi Bonanza

(Continued from page 64)

Consequently they fostered this present pattern by establishing precedents designed to protect the dealer's markup . . . and developed policies designed to stimulate sales for him, and help him sell. Most manufacturers today realize that the dealer is their man on the firing line, at the point of sale. It is a merchandising truism that a dealer worth his salt can sell any brand he decides to push, can switch any sale he wants to. The manufacturer, through his advertising, can stimulate consumer demand . . . can help the dealer sell. But it is the dealer who does the selling.

As a general rule, the dealer carries few lines. He tries to sell each one as though he believed in it. He does not try to carry every line and let the consumer choose for himself, supermarket style.

That is why it is worth the while of the manufacturer to encourage and assist the dealer to sell Hi-Fi—rather than sit by and wait for him to “do something with it” before the manufacturer steps in to help.

More than “worth while—” it's a MUST for the manufacturers of this type of equipment (custom Hi-Fi) to start cultivating these broader avenues of distribution if they wish to realize the large potential which exists for their merchandise.

For one thing, they must make it possible for the dealer to buy their merchandise from someone who is not, by virtue of selling “over his head” to his customers, a competitor. They must try to eliminate the practice of advertising the net price of their merchandise to the public.

Manufacturers would be foolish if they were to stop present sales channels from operating. What we mean, rather than that, is that they start programs and policies designed to fit present sales channels into an overall distribution system based on reaching the consumer in the traditional way, namely through retail merchants. Intelligently pursued, such policies can result in tapping a considerably greater market than at present could be imagined.

How many manufacturers are willing to expend the same amount of money, time and effort on the merchandising of this equipment as they do on the engineering of it, in order to expose the millions of potential customers to the advantages of Hi-Fi?

## RCA Victor Launches Big Advertising Campaign

The most popular national magazines—including *LIFE* and the *SATURDAY EVENING POST*—and 109 major newspapers will carry RCA Victor TV, radio and phonograph sales messages during the company's third-quarter advertising campaign, it has been announced by J. M. Williams, manager of home instrument advertising and sales promotion. In addition, the company will use a number of the leading specialty magazines, trade publications, and popular network television and radio programs, he said. The campaign, described by Mr. Williams as “the largest and most comprehensive in RCA Victor's

history,” also provides for extensive use of promotion pieces, selling aids, booklets, manuals, brochures, billboards, and a variety of window and point-of-sale material.

## Radio Essentials Resumes Operation at Mt. Vernon, N. Y.

D. T. Mitchell of the American Radio Hardware Company, Inc., Mt. Vernon, N. Y., announces that Radio Essentials, Inc., is now back in business under the personal direction of J. H. (Robby) Robinson, who is well-known in the radio industry and a former member of American Radio Hardware Company, Inc.



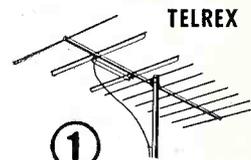
# "CONICAL-V-BEAMS"

REGISTERED TRADE MARK

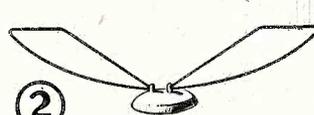
## 3 BIG REASONS WHY

# Telrex

## is your logical ANTENNA CHOICE!

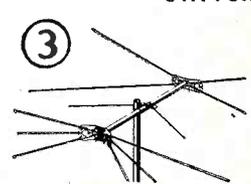


① TELREX "FISHBONE" WITH TEN WORKING ELEMENTS GUARANTEED TO OUTPERFORM ANY YAGI ANTENNA! Recommended for superior reception in suburban and outlying areas, the "Fishbone" is constructed for lasting, trouble-free installations.



② "BAT WING" the finest top-of-set antenna made REQUIRES NO TUNING, PRUNING OR ADJUSTMENTS! Outperforms any other indoor type and features modern, rich styling to harmonize with finest furnishings.

### UNIVERSAL SERIES "CONICAL-V-BEAMS"



③ WITH HI-V-REFLECTOR AVAILABLE NOW CUSTOMIZED FOR YOUR OWN RECEPTION AREA! These famous-for-superior-performance antennas are supplied to your distributor custom-cut for best reception in your particular location.

### NOW! THE DUAL-DRIVEN FISHBONE JR.

FOR ALL VHF CHANNELS—New six element TV series. Extremely high forward gain and front to back ratio exceeds most 8 element beams—compares favorably with many 10 element antennas. Supplied to distributors custom cut.

"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, N. J.

## Magnavox Appoints Medinger



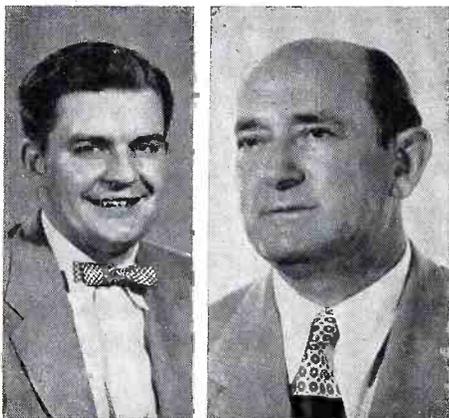
W. E. Medinger (above) has been appointed Magnavox sales manager covering Virginia, North Carolina, South Carolina and parts of West Virginia and Tennessee. G. H. Wilkens, eastern division sales manager, the Magnavox Co., Fort Wayne, Ind., has announced.

## McMillan Joins IRC



Frank R. McMillan (above) has been appointed assistant radio division sales manager of the International Resistance Co., Philadelphia.

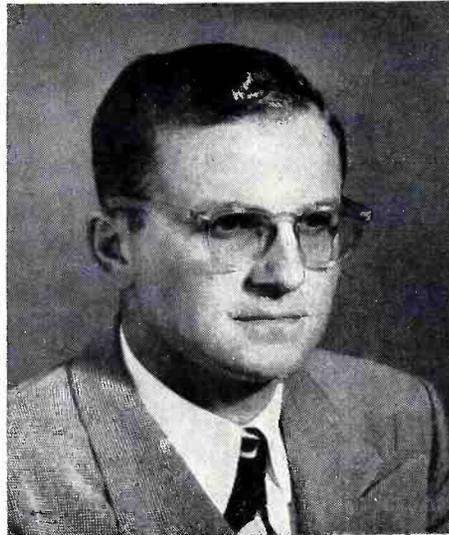
## New Sparton Reps



Harry Bittan (left) of N.Y.C. has been appointed Sparton district merchandiser for Westchester and Rockland counties in N.Y. and John T. Bluerock as Sparton district merchandiser for southwestern Ohio and eastern Indiana, it was announced by B. G. Hickman, general sales manager of Sparton radio-television division, Sparks-Withington Co., Jackson, Mich.

## People in the News

### Stewart-Warner Names Wood



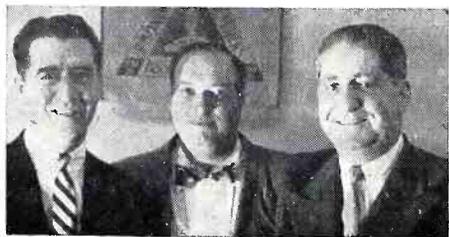
Phillip J. Wood (above) has been appointed merchandise and field sales manager of the radio and television division of Stewart-Warner Corp., it was announced by Edward L. Taylor, general sales manager of the division. He will headquarter in Chicago.

### CBS-Columbia TV Line Shown



David H. Cogan (left) president of CBS-Columbia, Inc., and Gerald Light, the firm's advertising and public relations director, congratulate each other after the launching of three new lines of TV receivers in N.Y.C. The lines include the high-volume, low-cost "Studio Series," the de-luxe "Masterworks Series" and a "Decorator" group for the home decorator.

### Doyle Addresses PMA



At the monthly meeting of the board of directors and membership of the Phonograph Manufacturers Association, the guest speaker was William J. Doyle vice-president in charge of sales, the Astatic Corp., Conneaut, Ohio. Center and right are Ben Birns, vice-president, Phonograph Manufacturers Association and Perry Saftler, New York sales representative, the Astatic Corp.

## Sylvania Promotes Penfield



Robert A. Penfield (above) has been appointed advertising manager of the radio and television picture tube division, electronics, parts, and tungsten & chemical divisions, Sylvania Electric Products Inc., it was announced by Terry P. Cunningham, director of advertising and sales promotion.

## Olympic Makes Promotions



Percy L. Schoenen (above), formerly executive vice-president, has been elected to the presidency of Olympic Radio & Television, Inc.; Adolphe A. Juviler, formerly president, to board chairman; Morris Sobin to executive vice-president and general manager; and Jack Ravdin to vice-president in charge of engineering.

## Tung-Sol Appoints Two



Fred A. Warren (left) has been named sales representative of the eastern initial equipment division and Richard L. Jandl as sales representative in the western original equipment division, it was announced by R. E. Carlson, vice-president, sales, Tung-Sol Electric Inc.

## UHF on VHF TV's

(Continued from page 85)

The oscillator tube socket is a special low-capacitance type used to minimize the effect of the grid-to-plate socket capacitance on the tuned circuit. "Warm-up" oscillator drift is minimized by use of minimum plate voltage. Oscillator radiation is reduced not only by complete and careful shielding, but by using a low value of oscillator plate voltage.

The pre-amplifier, or 1st IF amplifier, is cascode in type. The output triode of the double-triode 6BQ7 has a 6 MC bandwidth. A switch on the rear of the chassis selects the desired VHF channel. For reasons of economy, the switch employed is a simple slide unit that regulates the amount of capacitance in series with the B+ end of coil L-9, and thus controls the latter's tuning.

The secondary of L-9 is balanced to ground, to eliminate the pick-up of interference that might occur if a single-ended input to the VHF receiver was used.

## Servicers' "Beefs"

(Continued from page 75)

would prove that he had a working knowledge of what to do with complicated TV and radio circuits. If he could not pass the required test, it would show he was incompetent. The technician should not be permitted to service receivers until he has passed licensing examinations."

### CALIFORNIA

"Manufacturers could make the TV serviceman's job much simpler, as well as promote adequate servicing of their receivers, if they took the following suggestions to heart: (1) Circuit diagrams should be pasted inside each receiver. (2) Components should be so laid out on TV sets that all adjustments can be made from the TOP of the receiver. (3) Voltage test points, and other types of test terminals for checking on various adjustments, should also be at the top of the set. All sets should have at least a few key test points (for voltage and resistance tests) plainly marked, and easily accessible, to help determine the general location of a receiver fault. Provision of such test points would be particularly useful in home service work."

### KANSAS

"Why can't certain manufacturers put their 1B3GT tubes on top of the chassis, so you don't have to pull the whole job to replace it? Ditto for companies who place tubes in inaccessible positions on top of the chassis."

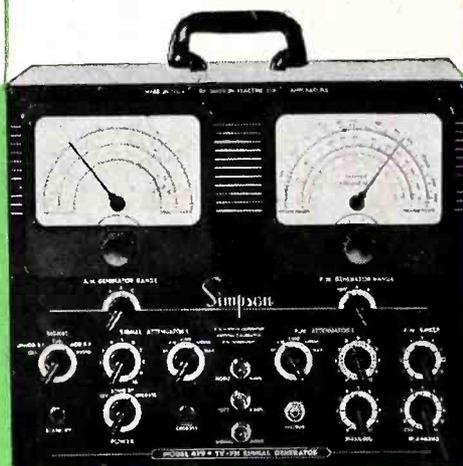
perfectly

designed

for proper servicing

of all tv and fm

receivers



model 479

tv - fm

signal generator

\$269 dealer's net

# Simpson

SIMPSON ELECTRIC COMPANY, 5200 W. KINZIE ST., CHICAGO 44, COLUMBUS 1-1221

BURTON BROWNE ADVERTISING

### Privat-ear Moves to New Rochelle

Privat-ear Corporation, formerly located at 2016 Bronxdale Ave., New York 60, is now located at 20 Mechanic St., New Rochelle, N. Y. The expansion was necessary due to the big response to model DL-101 radio, according to Larry Alderman, Privat-ear sales manager.

### New DuMont Department

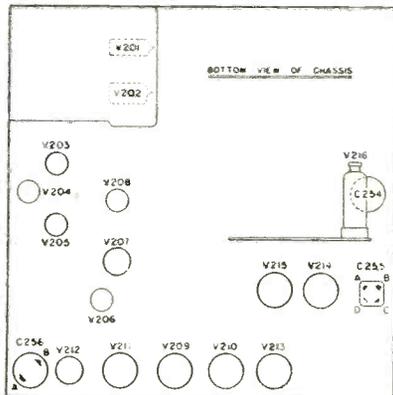
Formation of replacement sales, a new department of the cathode-ray tube division, Allen B. DuMont Laboratories, Inc. is announced. Edwin B. Hinck has been named to head the division and will make his headquarters at 750 Bloomfield Ave., Clifton, N. J.

### Pilot Names Gross Company as National Sales Reps

The Pilot Radio Corporation, Long Island City, N. Y., has appointed Adolph L. Gross Associates, Inc., 45 West 45th Street, New York 36, N. Y., as exclusive national sales representatives for its new line of high-fidelity AM-FM radio tuners and amplifiers. This equipment has just gone into production and will be available for delivery to electronic distributors, and stores by the end of August. In business for more than 33 years, Pilot is one of the pioneer manufacturers of electronic components and complete radio and television receivers.

# Schematic for Late

Circuit Diagram for Models Using



**VOLTAGE MEASUREMENTS**

- 1 MADE WITH A VTVM FROM POINT INDICATED TO CHASSIS
- 2 LINE VOLTAGE 117 VOLTS (1202A IN LOCAL POSITION)
- 3 ANTENNA DISCONNECTED (5202A IN LOCAL POSITION)
- 4 CHANNEL SELECTOR SWITCH ON CHANNEL WHICH DEVELOPS LESS THAN 1 VOLT NOISE AT PIN NO. 3 OF TEST RECEPT
- 5 CONTRAST CONTROL MAXIMUM CLOCKWISE POSITION
- 6 ALL OTHER CONTROLS IN NORMAL OPERATING POSITION
- 7 VARIES WITH SETTINGS OF CONTROLS.

**CAUTION:** DO NOT ATTEMPT VOLTAGE READINGS ON THE 1B3GT OR SCOPE READINGS ON THE 25806GT PLATE WITH ORIGINAL EQUIPMENT.

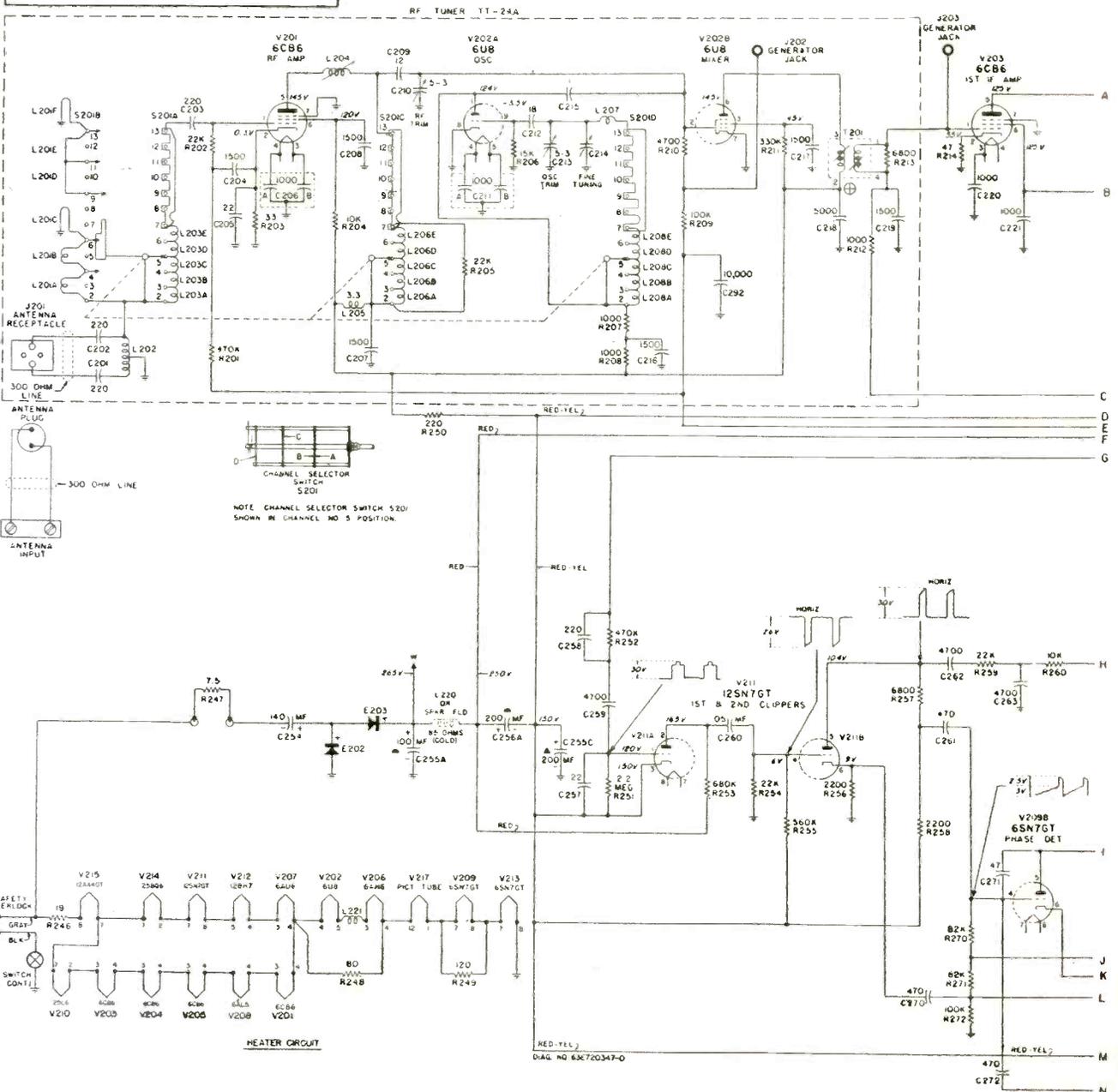
**NOTES**

**WAVEFORMS**

- 1 OBSERVED ON CURRENT MODEL 24 OSCILLOSCOPE
- 2 CONTRAST CONTROL SET FOR SIGNAL OF 45V P TO P AT PLATE OF MIDDLE AMP TUBE
- 3 ALL OTHER CONTROLS IN NORMAL OPERATING POSITION
- 4 25806GT HV GEN TUBE REMOVED TO ELIMINATE HV PULSE INTERFERENCE FROM SCOPE WHEN OBSERVING ALL WAVEFORMS EXCEPT THOSE FROM PHASE DET THROUGH MODEL CIRCUIT
- 5 AN 80 OHM TO WATT RESISTOR CONNECTED BETWEEN PINS 2 & 7 TO COMPLETE HEATER CIRCUIT - 25806GT TYPE TUBE WITH ALL PINS EXCEPT 2 & 7 CLIPPED MAY BE SUBSTITUTED

**GENERAL**

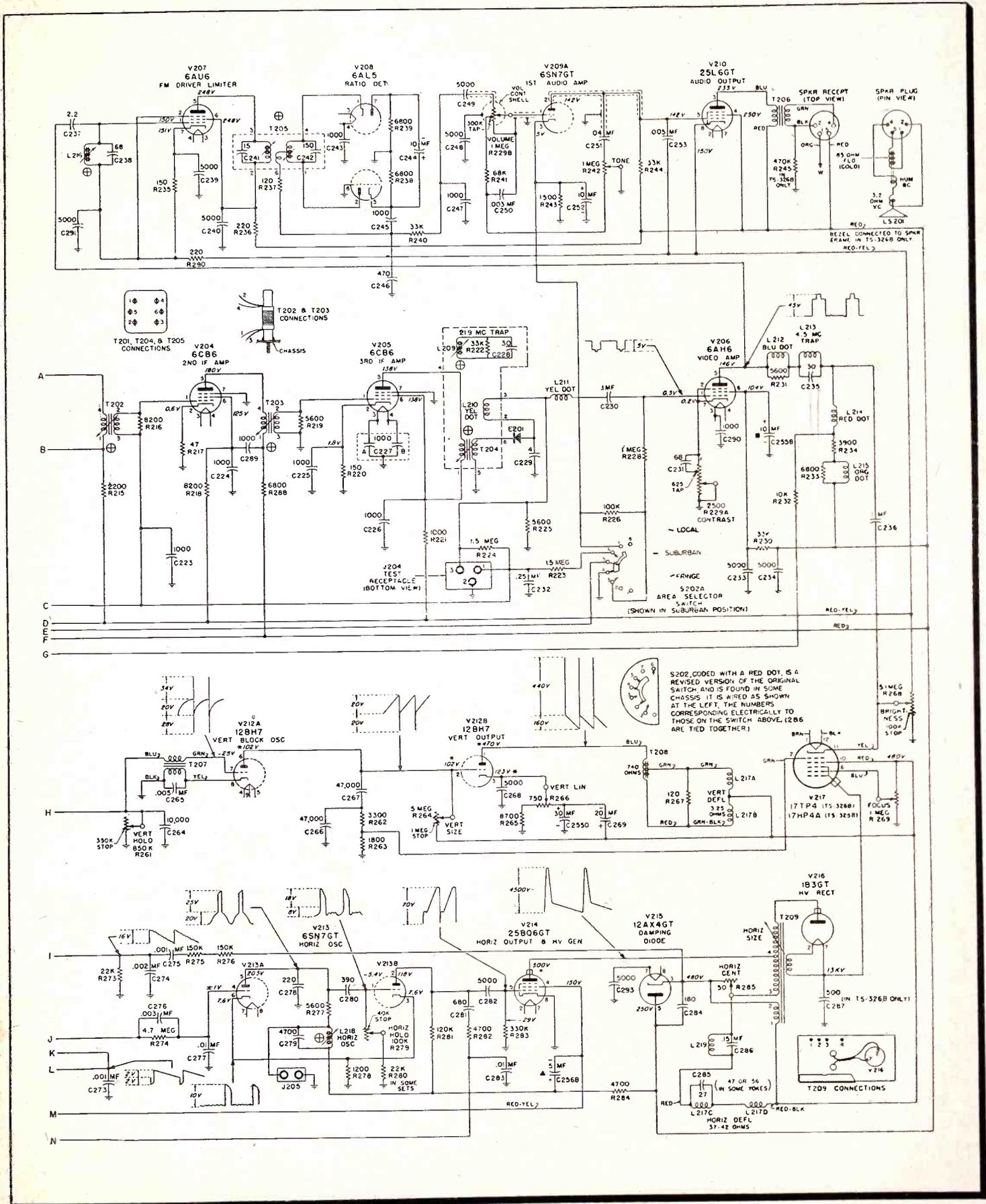
RESISTORS INDICATED IN OHMS, K=1000 OHMS  
CAPACITORS INDICATED IN MICROMICROFARADS UNLESS OTHERWISE SPECIFIED WHEN INDICATED IN MICRO MICROFARADS THEY ARE CERAMIC OSC. TUBULAR OR mica TYPES, EXCEPT FOR VALUES SHOWN IN OTHER CODE SUCH AS 47000 WHICH ARE THE MOLDED PAPER TYPE AND PREFERRED WHEN INDICATED  
CORES INDICATED IN MICROHENRYS  
⊕ IRON TUNING CORES



# Motorola TV Receivers

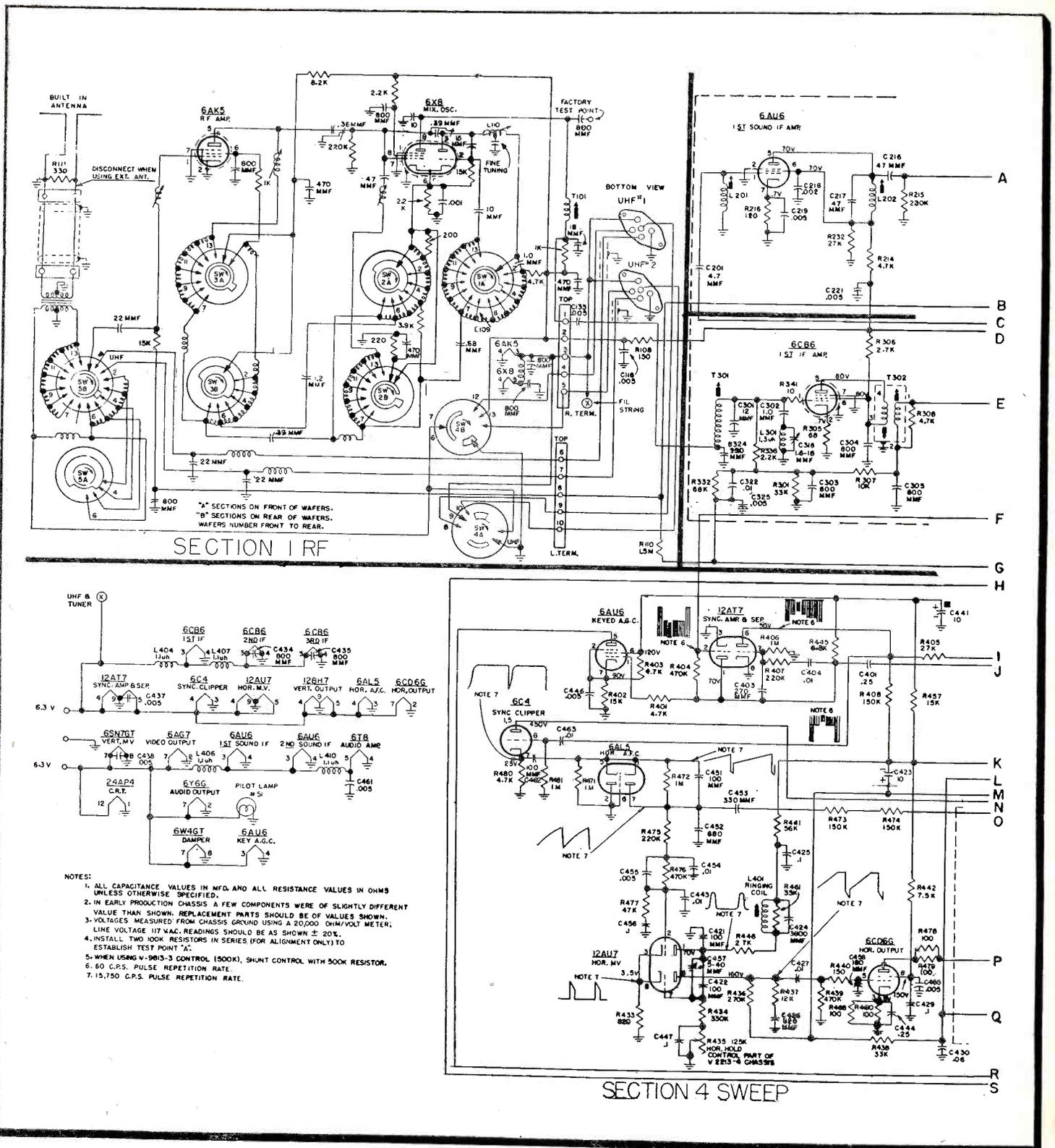
TV-Electronic  
TECHNICIAN  
Section

TV Chassis TS-325B, TS-326B and TS-351B



# Schematic for New

Circuit Diagram for Model H-688K24,



Provisions for UHF reception are included. To activate the UHF positions of the channel selector, small UHF units are inserted into the UHF sockets at the rear of the RF tuner. The receiver will accommodate two such units, and each unit provides reception of one UHF channel. Installation instructions are furnished with the units.

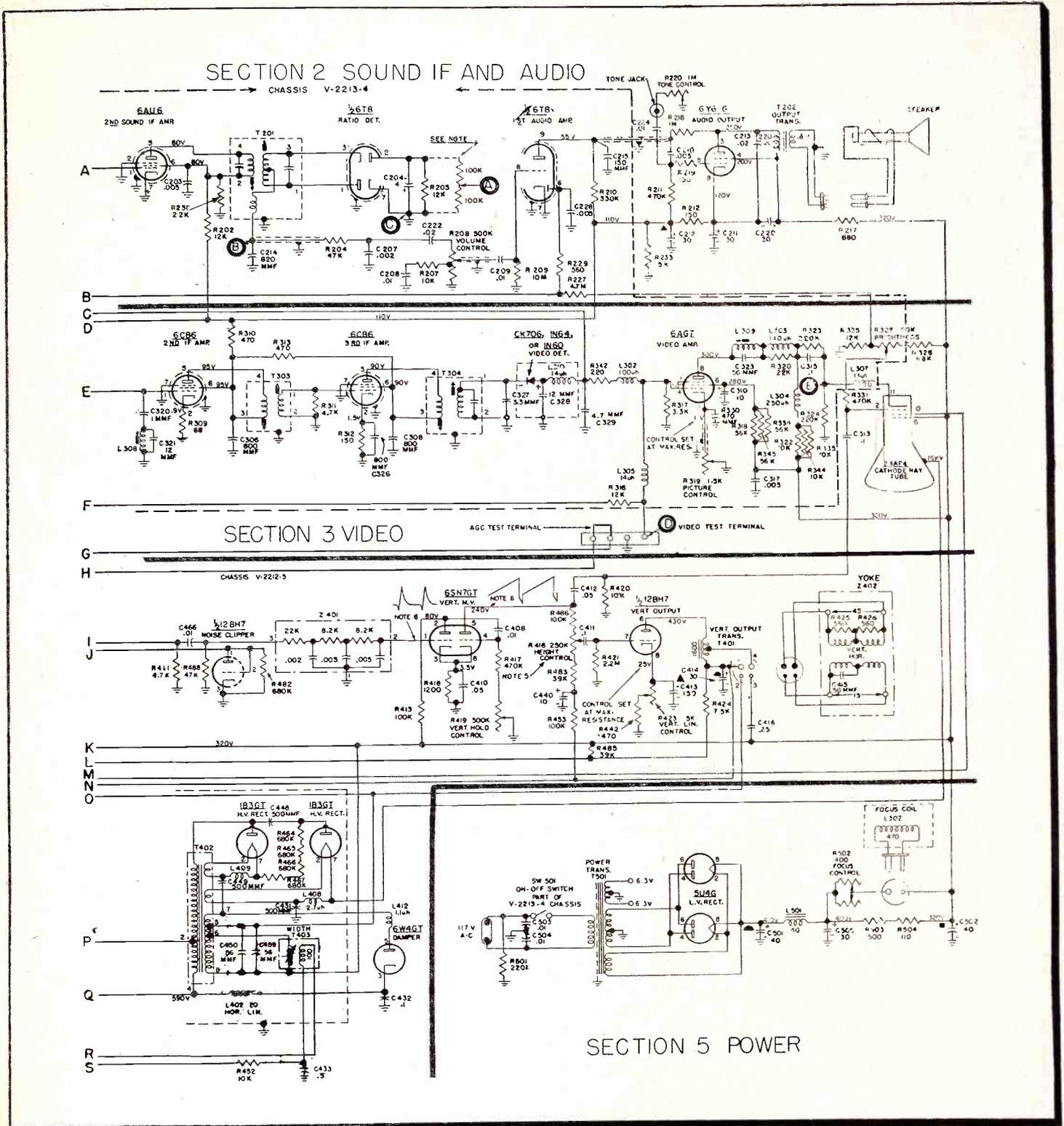
## TUBE COMPLEMENT:

2 1B3GTs, high voltage rectifiers; 2 5U4Gs, low voltage rectifiers; 1 6AG7, video output; 1 6AK5, RF amplifier, 1 6AL5, horizontal AFC; 1 6AU6, 1st

# Westinghouse TV Set

TV-Electronic  
TECHNICIAN  
Section

## Chassis Assembly V-2219-1



sound IF amplifier; 1 6AU6, 2nd sound IF amplifier; 1 6AU6, keyed AGC; 1 6C4, sync clipper; 1 6CB6, 1st IF amplifier; 1 6CB6, 2nd IF amplifier; 1 6CB6, 3rd IF amplifier; 1 6CD6G, horizontal output; 1 6SN7GT, vertical multivibrator; 1 6T8, ratio detector and 1st audio amplifier; 1 6W4GT, horizontal damper; 1 6Y6G, audio output; 1 6X8, HF oscillator and mixer; 1 12AT7, sync amplifier and sync separator; 1 12AU7, horizontal multivibrator; 1 12BH7, vert. output and noise clipper; 1 24AP4, cathode ray tube.

## Sparton

Two new models have been announced by this firm under the name "Sparton Renville." List price for model 5252, in mahogany is \$279.95, for model



5253, in blond, \$289.95. These 17" consoles feature Equasonne audio system, Cosmic Eye picture-lock, and 21 tube chassis. Sparton Radio-Television, Jackson, Michigan.—TELEVISION RETAILING.

## New DuMont TV Line

DuMont has introduced a new line of 10 console and 2 table model TV sets. Consoles include the Banbury, with 21" tube, plug-in for record player, and mahogany or oak cabinets, the latter available with raffia doors in colors; the Flanders, with 21" tube, plug-in for record player and fruitwood French Provincial cabinet; the Shelbourne, with built-in antenna and mahogany cabinet, and the Royal Sovereign with 30" tube, FM radio and plug-in for phono. The Ridgewood and the Beverly are 21" modern mahogany or oak sets with built-in antennas. The Newbury, the Somerset and the Dynasty are all 21" sets featuring built-in drawer for phono, in modern, contemporary, and Chinese Chippendale designs. The Milford, a console, and the Wakefield, a table model, both have contemporary cabinets and built-in antennas. The Clinton has a 17" tube and contemporary plex-tone-finish table cabinet in sandal brown or blond with built-in antenna. Prices start at \$199.95 and include warranty and federal excise tax.

## Westinghouse RADIO LINE

The new Fall line of radio sets includes the following table models: 365T5 at \$19.95, 366T5 at \$22.95, 359T5 at \$26.95, 360T5 at \$29.95, 370T7 at \$59.95 and 371T7 at \$69.95. Clock-radios include models 367T5 at \$34.95 and 375T5 at \$39.95. Personal portable radios include models 372P4 at \$29.95, 373P4 at \$29.95 and 376P4 at \$29.95. Westinghouse Electric Corp., Sunbury, Penn.—TELEVISION RETAILING.

# New Lines For Autumn Selling

## New RCA Victor Radios

Two powerful new table radios, one offering shortwave as well as standard broadcast reception, are announced by RCA Victor Co. The Lindsay (model 2x61), featuring a 3-gang condenser, was described by R. W. Saxon, general sales manager of the company's Home Instrument Department, as "a storehouse of power, able to pull in distant stations which are usually beyond the reach of all but the most expensive receivers." This set has a cabinet of modern design, in either maroon or ivory finish. In maroon, the suggested list price is \$34.95, and in ivory, \$37.50. The Kerry (model 2x621) is a combination instrument which, in addition to bringing standard broadcast programs, will enable the owner to listen in on international and amateur broadcasts, ship-to-shore conversations, and aircraft and police calls. RCA Victor expects this instrument to prove one of the most popular in its radio line, Mr. Saxon said. Housed in a maroon cabinet, it carries a suggested retail price of \$39.95.

## Zenith Portable Radio

Zenith Radio Corporation has just released a new Universal portable radio with service from one set of batteries with ninety full volts of "B" power. The Universal has a 5¼" speaker, a three-gang condenser, a built-in antenna, and automatic volume control. Other features of the set are its over-sized control knobs at each end and its plastic handle. This radio is available in two choices of plastic cabinetry, model J504 in brown with front and back of tan cloth, and model J504Y in black. Suggested retail prices, without batteries, are \$49.95 for J504Y and \$54.95 for the J504.

## Arvin

The 1953 Arvin TV line includes 19 sets, nine of which are equipped for all UHF and VHF channels. 21" console models include 7212 CFP-UHF, \$539.95, 7212 MEA-UHF, \$539.95, 7216 CB-UHF, \$519.95, 7219 CM-UHF, \$519.95, 7214 CM-UHF, \$469.95, 7214 CM, \$429.95, 7210 CB-UHF, \$439.95, 7210 CM-UHF, \$419.95, 7210 CB, \$399.95, 7210 CM, \$379.95, 7218 CB-UHF, \$409.95, 7218 CM-UHF, \$389.95, 7218 CB, \$369.95, 7218 CM, \$349.95, 6215 CB, \$319.95, 6215 CM, \$299.95. Table models are the 21" 6213 TM, \$249.95 and the 17" 6175 TM, \$229.95 and 6179 TM, \$199.95. Arvin Industries Inc., Columbus, Ind.—TELEVISION RETAILING.

**Other Radio New Products Elsewhere in This Issue**

## Emerson 1953 LINE

Emerson has introduced its 1953 line of TV and radio receivers. Heading the list is the model 727 (shown in picture) a 17" table set listed at \$179.95. Other



new models are the 721, which features side-controls and lists at \$249.95, the 733, a 21" console with 3-speed phonograph listed at \$449.95, the 732, a 21" console listed at \$379.95, the 712, a 21" table model at \$329.95, and the 723, a 21" console at \$379.95.

The radio line features a combination clock-radio with sleep-switch alarm and electrical appliance outlet designated the 718 and listed at \$34.95, the 707 and 653, both listed at \$24.95, the "Miniature" 706, at \$19.95 and the 713 "Miniature" at \$29.95.

Three plastic portables were introduced, the 705 for \$36.95, and the 704 and 646 for \$26.95. Completing the line are a 3-speed phonograph, the 725, listed at \$59.95, and the console FM/AM combination set for \$199.95. Emerson Radio and Phonograph Corp., 111 8th Ave., New York, N. Y.—TELEVISION RETAILING.

## Raytheon NEW RADIOS

Four new radios recently shown are the PR-51, a 3-way portable, the FR-81, and the R-51, both plastic table models and the CR-41, a clock-radio. Belmont Radio Corp., manufacturer of Raytheon TV, 5921 W. Dickens Ave., Chicago 39, Ill.—TELEVISION RETAILING.

## DISKCHANGER

The Webcor 107-HF Diskchanger has been announced as the first in this firm's line of HF Series Diskchangers. Featuring a "push-off" type changer and automatic muting switch this unit comes on a metal base finished in a neutral burgundy and retails at \$58.75 east of the Rockies. Webster-Chicago Corp., Chicago, Ill. — TELEVISION RETAILING.

## V-M PORTABLE PHONOGRAPH

A new portable phonograph priced at \$29.95 has been announced by V-M. Designated model 110 this set features a 3-speed player and a carrying case in maroon and gray leatherette that is waterproof and scuff-resistant. It weighs 7½ lbs. V-M Corp., Benton Harbor, Mich.—TELEVISION RETAILING.

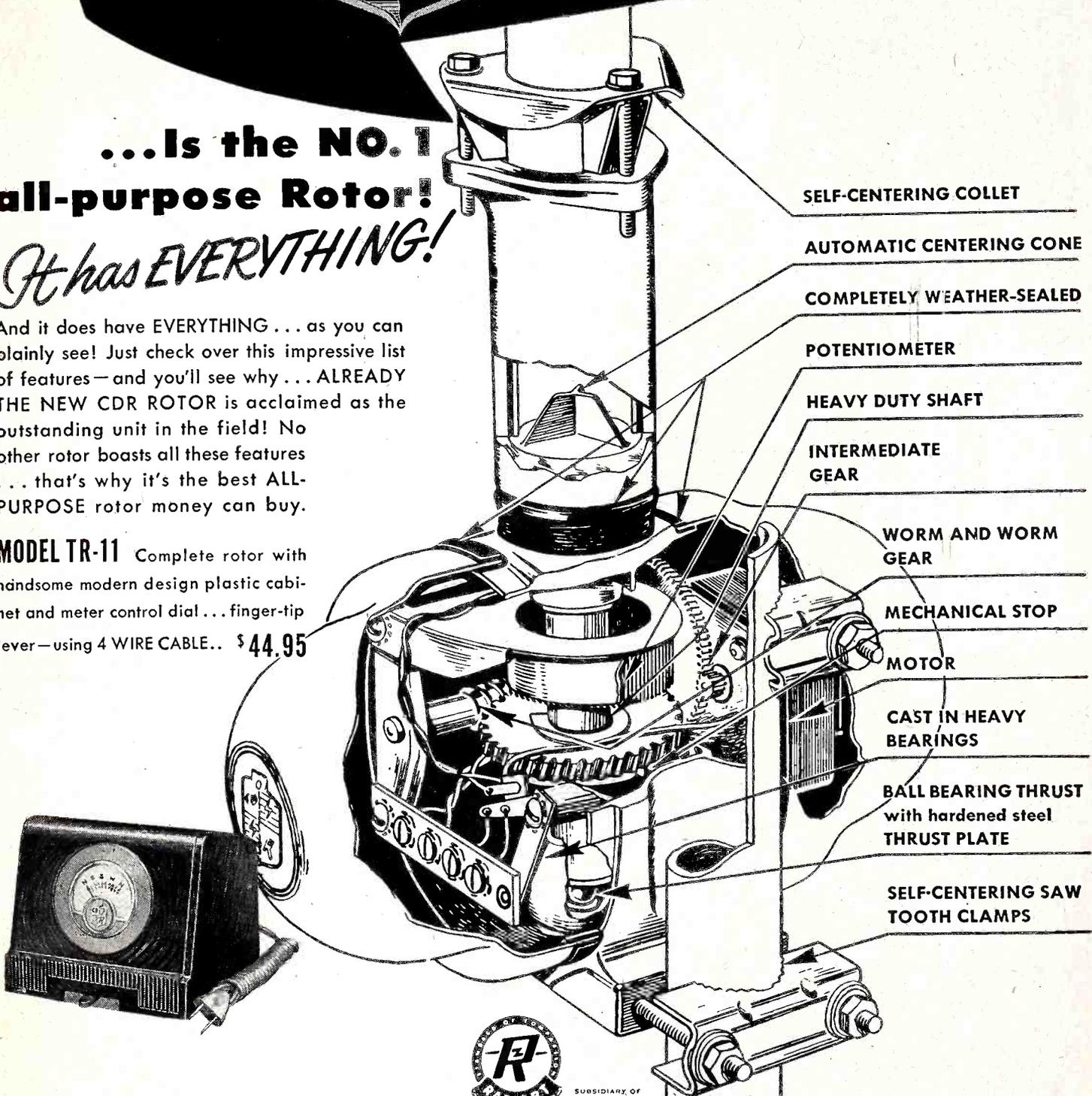
# Here's Why - the CDR Rotor

**...Is the NO. 1  
all-purpose Rotor!**

*It has EVERYTHING!*

And it does have EVERYTHING... as you can plainly see! Just check over this impressive list of features — and you'll see why... ALREADY THE NEW CDR ROTOR is acclaimed as the outstanding unit in the field! No other rotor boasts all these features... that's why it's the best ALL-PURPOSE rotor money can buy.

**MODEL TR-11** Complete rotor with handsome modern design plastic cabinet and meter control dial... finger-tip lever — using 4 WIRE CABLE.. \$44.95



SELF-CENTERING COLLET

AUTOMATIC CENTERING CONE

COMPLETELY WEATHER-SEALED

POTENTIOMETER

HEAVY DUTY SHAFT

INTERMEDIATE GEAR

WORM AND WORM GEAR

MECHANICAL STOP

MOTOR

CAST IN HEAVY BEARINGS

BALL BEARING THRUST with hardened steel THRUST PLATE

SELF-CENTERING SAW TOOTH CLAMPS

THE **RADIART** CORPORATION  
CLEVELAND 13, OHIO



**CORNELL-DUBILIER**  
SOUTH PLAINFIELD, NEW JERSEY

# NEW LIGHT ...

leads to more "SALES"!

The ORIGINAL  
"TENNA-BOAT!"

Pat.  
App.  
for

Indoor Antenna—  
now has indirect lighting  
from cockpit—interior of  
boat is completely illu-  
minated.

Suggested  
list price

**\$12.95**

Model TB 400

Model TB 400-L  
with light

**\$14.95**

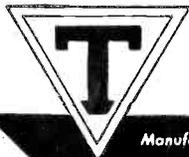
- Beautiful ceramic of finest quality
- Best performance
- Eye-appeal to create sales
- Ease of operation—move boom of boat to orient for peak reception.
- Tuning condenser assures perfect impedance match

SOLD through JOBBERS ONLY!

Write for new Literature!

**Tricraft Products Co.**

1535 North Ashland Ave., Chicago 22, Ill.



Manufacturers of complete line of Television, FM and AM antennas and accessories

## RCA Victor's "Converkit"



This colorful, eye-catching "Converkit" package contains RCA Victor's first "universal" horizontal-deflection-output and high-voltage transformer (RCA-231T1) and a ferrite-ore deflecting yoke (RCA-211D2), designed for converting small-screen television receivers to use kinescopes up to 21" in size. The transformer and yoke are also available as separate items.

## Graver Joins Capehart

Richard A. Graver has joined the Capehart-Farnsworth Corp., Fort Wayne, Ind., as vice-president and general manager, it was announced by Fred D. Wilson, Capehart president. Mr. Graver was formerly vice-president of the electronics division, Admiral Corp.

## Raytheon "Assured Profit" Plan

A plan of assured profits for Raytheon television distributors and dealers has been announced by W. L. Dunn, vice-president in charge of sales and engineering for Belmont Radio Corporation. "The Raytheon television plan of assured profits for dealers and distributors has been developed," Dunn said, "to enable dealers to meet the problem of television trade-ins. With essential TV markets across the country now saturated, dealers must be able to take obsolescent and out-moded receivers in trade on new merchandise." As part of its overall plan, the company has established a promotional margin designed to enable the dealer to take merchandise in trade for new Raytheon television receivers. This extra margin for dealers will enable them to grant allowances on TV sets now in use which are not equipped to receive UHF, old units performing poorly, and others still in use with undesirably small viewing screens. Every unit in Raytheon's all-new 1953 Continental and Suburban lines contains circuitry for both VHF and UHF. The entire Continental series and two units in the Suburban series are factory-equipped with Raytheon's UHF tuner, and all Raytheon 1953 models are ready for installation inside the set of the UHF tuner. It also can be installed inside any Raytheon set using the continuous tuner. Four Deluxe models also have been included in the 1953 line which have the same circuitry as the Continental models, except for the UHF tuner.

# 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.

1000's In use  
Attractive Discounts to  
Jobbers and Dealers

Model  
6-1160

List  
Price  
**\$15.95**

Trav-Electric Sales prove its popularity Small inventory, good turnover, fine profit. Write for details today.

# TERADO COMPANY

1068 Raymond Ave., St. Paul 8, Minn.

You can be sure of customer satisfaction-- especially in fringe areas--if the TV set you sell is equipped with a

## TARZIAN TUNER

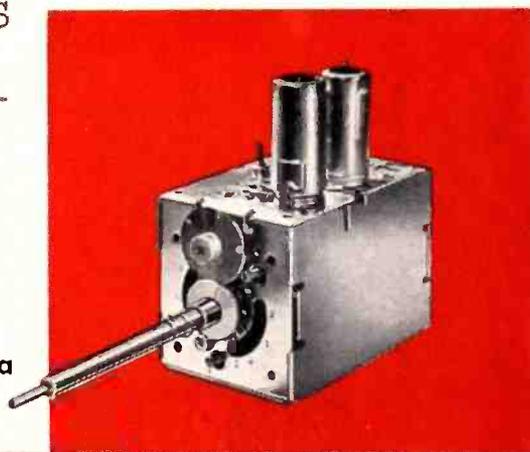
Because so much depends upon the satisfactory performance of the tuning mechanism, many of the nation's leading set manufacturers use the

## TARZIAN TUNER

in the television sets they produce, and sell, under their own brand names.

It's only natural that the world's largest producer\* of switch-type tuners should produce the best UHF tuners for future, complete coverage reception.

SARKES TARZIAN, Inc., Tuner Division, Bloomington, Indiana



TARZIAN MADE PRODUCTS

Tuners      Air Trimmers      Selenium Rectifiers      Cathode-Ray and Receiving Tubes

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

Tarzian Tuners and Tarzian Picture Tubes are available for the growing replacement market. Write for complete information.



can you  
call the  
close ones?

Much like the umpire—you can call them, if you can see them—so in television it's the "picture quality" that determines whether or not you can see them.

Be sure the TV set is "picture powered" with an Amphenol In-line Antenna—one of the first TV antennas created and still the best broadbanded type providing uniform gain and signal strength across the entire range of VHF channels.

Call the close ones with Amphenol.

AMERICAN PHENOLIC CORPORATION  
1830 SO. 54TH AVE. • CHICAGO 50, ILLINOIS



Dealers, Installers, and Owners of TV sets will all be interested in this free book. Write Department 13A.

LINE

# Do you carry Admiral? TV SETS

Carry them safely, handle them easily and deliver them without the muss and fuss of uncrating! ... and you can with versatile, adjustable Webb Wrapabouts!

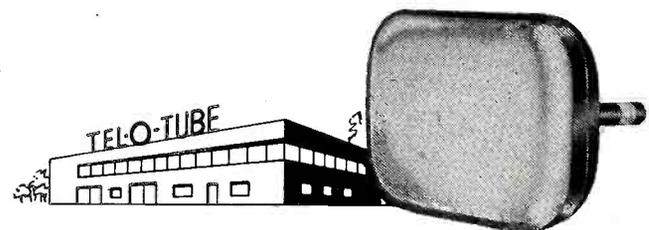
**4 WRAPABOUT models accommodate every shape, style and brand cabinet.**

Water-repellent canvas Wrapabouts are rugged, heavily padded; lined with soft white flannel that protects veneers and finishes from scratches. They slip on and off without difficulty and pay for themselves in repeated use that reduces damage risks and wins customer goodwill. Want more facts and price information?

Write Webb today



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



## TEL-O-TUBE

The World's Finest Television Picture Tube

10 to 27 inches Round and Rectangular

### Electrostatic Focus Tubes

Send Today For Complete Specifications

**TEL-O-TUBE CORPORATION OF AMERICA**

E. PATERSON, NEW JERSEY  
Sales Office: Tel-O-Tube Sales Corporation  
580 5th Ave., New York 19, N. Y.

## Six New Appointments Announced by Motorola

W. H. Kelley, vice-president in charge of sales for Motorola, Inc., Chicago, Ill., has announced the following appointments by that firm: James E. Herbert, sales manager; Charles H. Coombe, national retailing merchandising manager; James M. Tuttle, Western division sales manager; Robert F. Evans, regional manager for the Kansas City-St. Louis territory; Verne W. May, regional manager for the Chattanooga territory and Ashton H. Hulbert for the Northwest (Seattle) territory.

## Radio Craftsmen Service Centers Are Established

The Radio Craftsmen, Inc., Chicago, custom builder of television and radio chassis and electronic equipment, is appointing authorized service centers in key cities, John H. Cashman, president, has announced. The service centers, strategically located in regional trade areas, will provide guaranteed warranty and factory approved service for all Craftsmen chassis and equipment. Centers established to date include: New York—Winters' Radio Lab, 11 Warren St.; Seattle—Holbert Electronics, 2300 W. Spokane; San Francisco—Jack P. Plasmier, 3881 Army St.; Los Angeles—Los Angeles Radio & TV Maintenance, 3304 W. Washington Blvd.; San Diego—Western Communications, 3830 Fourth Ave.

## Finney Company Sales Manager

The Finney Company, 4612 St. Clair Ave., Cleveland, Ohio, manufacturer of the "Finco" colateral antenna announces the appointment of Morris L. Finney, Jr. as sales manager.

## New TeleKing Showroom

Duke Wellington, national sales manager of TeleKing Corporation has announced the removal of the company's show room and service department from 50 Petty Street, Newark, to 120 Broad Street, Morgan Theatre Building, Newark, New Jersey. This more accessible location will provide TeleKing dealers with faster and more efficient service. TeleKing's full line will also be on display in the new showroom.

## New Jensen Needle Catalog

Described as the "most complete work of its kind to date," the new Jensen Industries' phonograph needle catalog, no. 52, gives full information on every known type of needle replacement. Claimed to have taken more than a year in its preparation, the 16-page brochure is cross referenced according to phonograph manufacturer, (with up-to-the-minute data on 1952 models) cartridge manufacturer, and competitive needle sources. Information is also supplied on Jensen's magnetic recording tape. Copies of this catalog may be obtained from leading parts distributors or by writing direct to Jensen Industries, Inc., 329 South Wood St., Chicago 12, Ill.

# Electrical Appliance News

## Hotpoint Training Schools

As the second phase in its 5-year-old educational campaign, Hotpoint has launched a series of distributor management training schools on dealer development designed to increase selling efficiency at all market levels, lower selling costs, increase salesman morale and earnings and reduce turn-over of personnel. The 11 three-day training sessions will be held for approximately 500 distributor salesmen in 9 key market areas including Boston, New York, Philadelphia, Chicago, Atlanta, Kansas City, Houston, Monterey and Seattle. Using work-shop sessions and round-table discussions, this Chicago manufacturer hopes to revitalize aggressive merchandising methods which will help to stimulate sales in the hard-selling market ahead, especially in the field of low saturation products.

## New GE Electric Blankets

The General Electric Company is introducing six new colors for its automatic blanket line, it has been announced by R. O. Fickes, GE blanket department general manager. Scheduled to reach retailers early this Fall, the new colors are based upon national consumer surveys made by the Rahr Color Clinic of New York City, and are believed to be the first automatic blanket colors ever manufactured directly to meet consumer preferences, Mr. Fickes said.

## Distributing Jet 99 Cleaners

Lee Moss, sales manager of the home cleaning equipment division of Landers, Frary & Clark announces the appointment of the Graybar Electric Company, Inc., Los Angeles and San Diego.

## Deepfreeze Appoints Hutton



Miss Lysle Fraser Hutton (above) has been named director of home economics activities, it was announced by Ben G. Sanderson, general sales manager, Deepfreeze appliance division, Motor Products, Inc., of North Chicago, Ill.

## With Landers, Frary & Clark



Herbert E. Granzin, (above), St. Paul Minn., has been appointed district manager of Landers, Frary & Clark's electric housewares division in Minnesota, N. and S. Dakota and western Wisconsin.

## Winners in Thor Contest

Thor Corporation's general sales manager, M. R. Wilson, has announced the following winners in the company's "Springtime in Paris" distributor sales managers contest: A. G. Riddick, of C. T. Patterson Co., Inc., New Orleans, La.; C. R. Rew, Jr., of Alabama Appliance Co., Birmingham, Ala.; Sidney Saul, of State Distributing Co., Jacksonville, Fla.; and O. O. Phillips, of Home Appliance Distributors, Little Rock, Ark.

## New Kelvinator Range

Model ER-352, new Kelvinator 30" range retails at \$229.95. It has a built in automatic clock and oven control.

## Easy Promotes Burns



G. W. Burns (above) has been appointed general sales manager of the Easy Washing Machine Corp., it was announced by W. Homer Reeve, president of the company.

# WE GREW UP WITH THEM

Ever since radio was in "knee pants," Supreme has been providing aids to help electronic technicians use their training and experience more efficiently and profitably. We know that in television today, as it was with the TRF's and neutrodynes of yesteryear, they must have high quality, dependable test equipment to save time and keep up with this progressive electronic industry. We also know that service technicians do not want Supreme to sacrifice quality by substituting unproven materials in place of those temporarily under control due to our nation's mobilization program. They will, as they have in other emergencies, give us extra time, if needed, to deliver a product that is "Supreme By Comparison" in every respect.

Supreme's mission in our defense program, just as it was during World War II, is to help the technicians in our armed forces locate that faulty part or maladjustment quickly by supplying them with well designed and reliable testing equipment. For a quarter century Supreme has been a major contributor to the efficiency of the electronic technician—we grew up with them. By continuous research, development, improvement, and production of equipment for maintenance of electronic devices—plus our close contact with the electronic technician—knowing the job he has to do—what it could mean if he fails—leads us to accept new challenges with confidence and pride. Supreme's "know-how," gained both in peace and war, is one of this nation's assets in times like these.

Our 25th Year

## SUPREME

Testing Instruments

"SUPREME BY COMPARISON"

TUBE TESTERS • SIGNAL GENERATORS  
PANEL METERS • MULTI-METERS  
OSCILLOSCOPES

Supreme, Inc., Greenwood 1, Mississippi

### RCA Victor Names Alexander

William I. Alexander, formerly an executive with Montgomery Ward & Co., has become advertising and sales promotion manager of the RCA Victor Record Division. He succeeds David J. Finn who has been promoted to the post of sales manager, Custom Records Division.

### D. Halpin Joins Du Mont

Daniel D. Halpin has been appointed general sales manager of the receiver division, Allen B. Du Mont Labs., Inc. Mr. Halpin, a prominent figure in the industry, is a former manager of TV sales for RCA Victor.

### New McGohan Catalog

A new catalog, no. 200, of amplifiers and sound systems has been issued by Don McGohan, Inc., 3700 West Roosevelt Rd., Chicago 24, Ill.

### Texas Emerson Distributors

The appointment of Emerson Radio of Texas, Inc. as distributors of Emerson television and radio receivers for northern Texas has been announced by Roger G. Brown, national sales manager of Emerson Radio and Phonograph Corp.

## Big Ad Budget

(Continued from page 53)

ture shouts louder than a thousand words, most of the Electric Company and Southern Electric ads are splashed with illustrations. If refrigerators are shown, several models may be pictured. Television copy sometimes carries half to two-thirds pictures while the remainder of the space will be a personalized message from the partners describing the sets and the store's methods of financing.

One big pay-off of the weekly promotion is in the sale of used appliances. The partners have the reputation of selling a great many trade-ins at a profit. While they take losses on some, each year's total operation usually shows a substantial profit on the used equipment. Occasionally an ad features nothing but used products. The trade-ins from all four of the stores are stocked in only one store. A customer, for example, can find at this one place a model of practically every brand on the market, from the antique variety down to those not over a year or two old. Some are reconditioned and sold with guarantee. Others are sold as is.

### In Stromberg Sound Div. Post

James W. Farrow has been appointed merchandise manager of the Stromberg-Carlson Sound Equipment Division.

# Alprodco

TRIPLE PURPOSE  
**EREC-TOWER**

MADE OF LIGHTWEIGHT  
AIRCRAFT ALUMINUM

QUICKLY PORTABLE

SAVES TIME AND LABOR

TEST SIGNALS  
UP TO 80 FT.

With the Erec-Tower, you can determine the height of the strongest signal . . . as high as 80 feet.

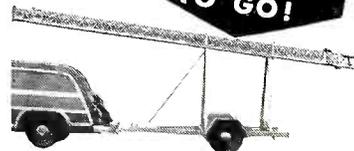
ERECT PERMANENT  
ALPRODCO TOWERS

With the Erec-Tower, two men can erect a 100-foot Alprodco tower faster, safer, easier . . . eliminating four to ten men on every job!

DEMONSTRATE  
TV SETS

Build Volume Sales. Show your prospects in fringe areas close-to-perfect TV reception right in their own homes.

ALL PACKED  
UP READY  
TO GO!

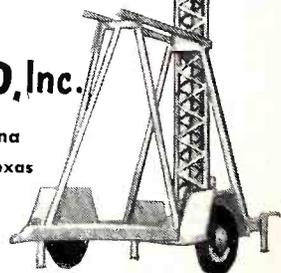


WRITE TODAY

for free literature and full information on the new, heavy duty, Alprodco Erec-Tower . . . made by the makers of the famous Alprodco Aluminum Towers. Address Dept. A.

## Alprodco, Inc.

Kempton, Indiana  
Mineral Wells, Texas  
Dublin, Georgia





Tung-Sol "Quality Control" recognizes but one standard. All Tung-Sol Tubes meet the highest original equipment requirements of leading radio and tv set manufacturers! Use Reliable Tung-Sol Tubes.

TUNG-SOL ELECTRIC INC.  
Newark 4, N. J.

Sales Offices: Atlanta • Chicago • Culver City  
Dallas • Denver • Detroit • Newark

**TUNG-SOL MAKES:**

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.



**TUNG-SOL®**  
RADIO, TV TUBES, DIAL LAMPS



Here's a real lively "stopper" to attract attention to your place of business and emphasize the quality of your service. Colorful—bright red and two shades of blue. 15 inches high. Your jobber salesman will tell you how to get one.

**Sparton District Merchandiser**

The appointment of Elwood R. Berkeley as Sparton district merchandiser for eastern Virginia, western Maryland, and southeastern Pennsylvania has been announced by B. G. Hickman, general sales manager of Sparton Radio-Television, Jackson, Michigan.

**CBS-Columbia "Color Selector"**

A special color selector has been prepared by CBS-Columbia, Inc., as a practical sales tool to help dealers merchandise the portion of its new television lines which feature sets with cabinets in seven "coordinated" colors as well as unfinished cabinets which the customer will paint himself.

Here's how it works: Upright like an easel, the face of the selector shows either a modern living room or a room furnished in English traditional period. From the top, acetate transparencies can be dropped over the scene, giving the room different color schemes for walls, rug, etc. A rotating color wheel, directed by finger touch from the right side (facing selector), lists the available colors of the wonderful color cabinet sets. As the wheel moves, different colored television sets drop into a 'window' of the home scene where a television set would be placed.

**Big Shipment of TV Antennas**

A full trailerload of Channel Master Super Fan antennas has been received recently by Certified Radio Supply, Middletown, N. Y., Channel Master distributors. Certified Radio Supply covers a wide area in New York state and northern New Jersey, and employs a full staff of inside and outside salesmen.

**New Factory for Zenith Radio**

Zenith Radio Corporation has announced the opening of a new \$5,000,000 manufacturing plant at 1500 North Kostner Avenue in Chicago. The new plant is one of the most modern of its kind in the world. It will provide Zenith with an additional 453,000 square feet of floor space and will employ over 2,600 workers by the end of August.

**Army Contract to Waters Conley**

Waters Conley Company, Rochester, Minn., manufacturers of Phonola portable phonographs, home pasteurizers and medical equipment, has just received a contract for military equipment, it was announced by Fred Kennedy, general manager. The prime contract awarded by the Army Signal Corps is for more than \$1 million in communications equipment. The company has also received sub-contracts for communications equipment. Gerald Rissman, sales manager of the Phonola division, pointed out that no major change in operation at the plant will be required for the production as the operation and the components for the manufacture of phonographs is similar, and the company will continue the expansion of the Phonola line begun this year.

**FORGE AHEAD IN T-V**

Cash in on the tremendous money-making opportunities offered by the new territories and new television stations that are opening up throughout the nation *right now!*

These three great books by Milton S. Kiver bring you everything you need to know to specialize in this highly lucrative field.



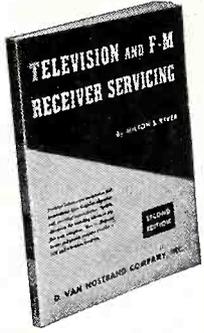
**TELEVISION SIMPLIFIED**

Everyone alert to the practical opportunities a working knowledge of television affords can profit from this completely up-to-date, non-technical presentation of television—from the analysis of circuits and operating fundamentals to repair. Hundreds of vivid illustrations bring every fact and point right before your eyes. You will be amazed at how simple television can become with this authoritative handbook.  
608 pages, Illustrated

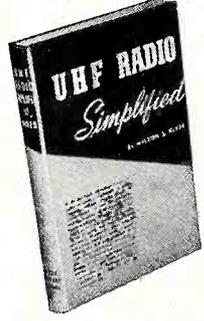
**\$6.50**

**TELEVISION AND F-M RECEIVER SERVICING**

The most economical, up-to-date, and completely practical manual available to servicemen. Theory is presented only insofar as it is required to indicate the solution of problems related to installation and servicing. 250 pages, illustrated, paper bound, large format,



**\$3.25**



**UHF RADIO SIMPLIFIED**

A step-by-step presentation of U.H.F. radio—from basic principles of ordinary radio circuits to a thorough explanation of the principles and applications of ultra-high-frequency radio, including all types of equipment.  
242 pages, Illustrated,

**\$4.50**

**PROVED IN ACTUAL USE**

These famous Kiver manuals are used the world over in television stations, repair shops, engineering offices and trade schools.

Let these three great handbooks prepare you to take advantage of the brilliant opportunities television now offers. Buy them from your jobber or simply mail the coupon below.

**MAIL TODAY**

D. Van Nostrand Co., Inc. RTR-852  
250 Fourth Ave., New York 3, N. Y.

Please send me for 10-day free examination the book or books I have checked below. After ten days I will either return the book or books and owe nothing, or I will send you the full purchase price plus postage.

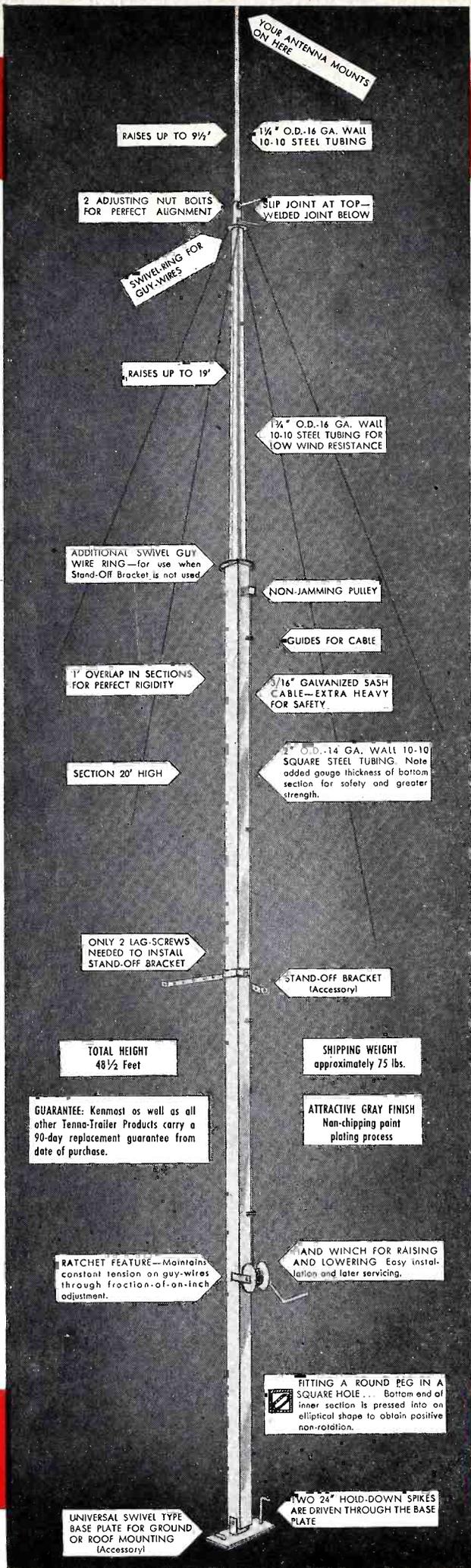
Television Simplified \$6.50  
 Television & F-M Receiver Servicing \$3.25  
 U H F Radio Simplified \$4.50

Name .....

Address .....

City ..... Zone ..... State .....

SAVE! (If you enclose full purchase price with this coupon, we will pay the postage. Same return privilege if not entirely satisfied.)



Here is the answer to the demand for a low cost, telescoping mast . . . . .

# KENMAST

Trade mark

a new development by the Tenna-Trailer Company, leaders in the field of home demonstration trailers and telescoping masts.

The growing demand for an easily transported, easily installed, low cost, telescoping mast, brought about the development of the new Kenmast. Its many outstanding mechanical features have been perfected and thoroughly tested and it is now ready for the market.

Note the neat appearing, clean lines of Kenmast. This is due mostly to the use of our new square tube construction which gives unusual strength and rigidity. While the Kenmast lower section is only 2" square, it has better strength than a 2" round tube.

Kenmast is easily handled by one man—it weighs only 75 lbs. It is easily installed—no dangerous work on ladders and roofs. Just mount the stand-off bracket with two lag screws on the side of the building—raise the mast—drive down the ground spikes in the base plate—crank it up to the 50' height—tie off the guy wires—then adjust the tension on guy wires with the hand crank—installation is completed all in less than two hours time.

Order your stock of Kenmasts now. Contact your distributor or write our factory for more information.

List Price  
**\$6450**

**THE TENNA-TRAILER COMPANY**  
321 North Plum Street • Pontiac, Illinois

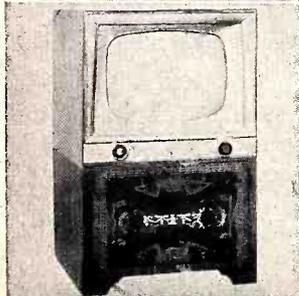
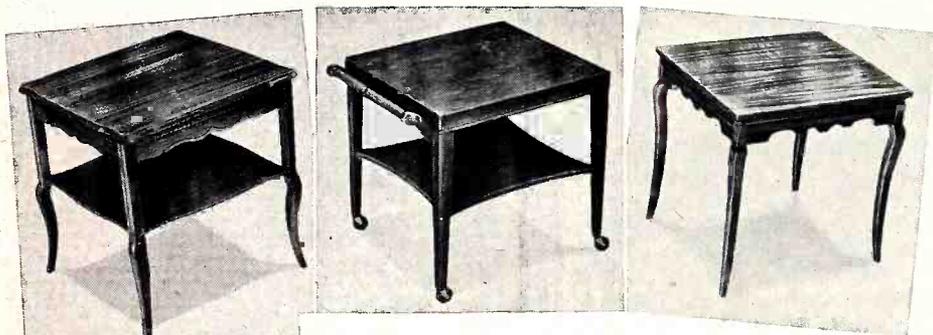
**TENNA-TRAILERS**

lead the field . . . over 3,000 in daily use on home demonstrations all over the nation.



## INDEX TO ADVERTISERS — AUGUST 1952

Alprodco, Inc. . . . .	28, 100	Radiart Corp. . . . .	95, 104
American Phenolic Corp. . . . .	98	Radio Corp. of America . . . . .	46, 47, 69, Cover 4
American Telephone & Telegraph Co. . . . .	8	Rauland Corp. . . . .	67
American Television & Radio Corp. . . . .	103	Raytheon Mfg. Co. . . . .	83
Ampro Corp. . . . .	41	Raytheon Television . . . . .	65
Arvin Industries, Inc. . . . .	30-33	Regency Div., IDEA . . . . .	4
Bendix Radio Television & Broadcast Receiver Division . . . . .	27	Rytel Electronic Mfg. Co. . . . .	104
Capehart-Farnsworth Corp. . . . .	35	Sarkes Tarzian, Inc. . . . .	97
CBS-Columbia, Inc. . . . .	Cover 2	Schott Co., Walter L. . . . .	34
Channel Master Corp. . . . .	74	Setchell Carlson, Inc. . . . .	71
Clear Beam TV Antennas & Accessories . . . . .	38	Simpson Electric Co. . . . .	85, 89
Commercial Credit Corp. . . . .	26	South River Metal Products Co., Inc. . . . .	104
Crosley Div., Avco Mfg. Corp. . . . .	14, 15, 39, 40	Sparton Radio-Television . . . . .	29
Dumont Labs., Inc., Allen B. . . . .	2, 3	Stewart-Warner Electric . . . . .	37
Electro Voice, Inc. . . . .	23	Stromberg-Carlson Co. . . . .	42
Fada Radio & Electric Co., Inc. . . . .	63	Supreme, Inc. . . . .	100
General Cement Mfg. Co. . . . .	36	Sylvania Electric Products, Inc. . . . .	17-22
General Industries Co. . . . .	73	TeleKing Corp. . . . .	61
Gross Associates, Inc., Adolph L. . . . .	6, 7	Tel-O-Tube Corp. of America . . . . .	98
Hytron Radio & Electronics Co. . . . .	86	Telrex, Inc. . . . .	87
Jensen Industries, Inc. . . . .	24	Tenna-Trailer Co. . . . .	102
LaPointe-Plascomold Corp. (Vee-D-X) . . . . .	Cover 3	Terado Co. . . . .	96
Magnavox Co. . . . .	25	Tricraft Products Co. . . . .	96
Mallory and Co., Inc., P. R. . . . .	81	Tung-Sol Electric, Inc. . . . .	101
Philco Corp. . . . .	5	Universal Woodcrafters, Inc. . . . .	70
Pilot Radio Corp. . . . .	6, 7	Van Nostrand Co. . . . .	101
		V-M Corp. . . . .	16
		Webb Mfg. Co. . . . .	98
		Webster-Chicago Corp. . . . .	13
		Westinghouse Electric Corp. . . . .	59
		Zenith Radio Corp. . . . .	9, 10, 11, 12



THERE IS A  
**Ridgeway**  
 TV TABLE OR BASE

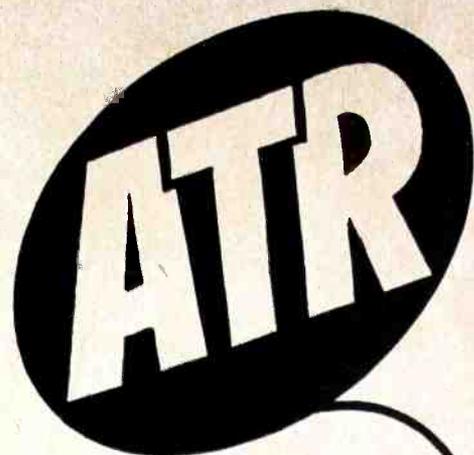
- For Every Television Set
- For Every Home Decor
- For Every Buyer's Purse

Distributors! Chain Stores! Department Stores!  
 Dealers!

Write for full information and illustrated brochure.

Over 50-Years  
 of Experience  
 Is Your Assurance  
 of Satisfaction

New York Sales Offices TV Division  
**LOUIS R. GOLDMAN & CO.**  
 251 West 42nd St., New York 36, N. Y.



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

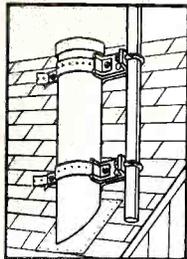
batteries & transformers. DC-AC Inverter.  
 Auto Radio Vibrator

See your dealer or write factory

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

# South River

## NEWS



### DUO-PIPE MOUNT Model P-1

Permits mounting of antenna masts to cylindrical shapes such as vent pipes, etc. Simple, inexpensive, constructed of aluminum extrusion and galvanized strapping. Serrated surface grips the vent pipe in a firm hold. WILL NOT SLIP OR TURN. Special "U" bolt fits all size masts up to 1 1/2" O.D. Complete with hardware. (CAN ALSO BE FURNISHED 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

## A Full Size LIGHTNING ARRESTER at the Price of a Midget

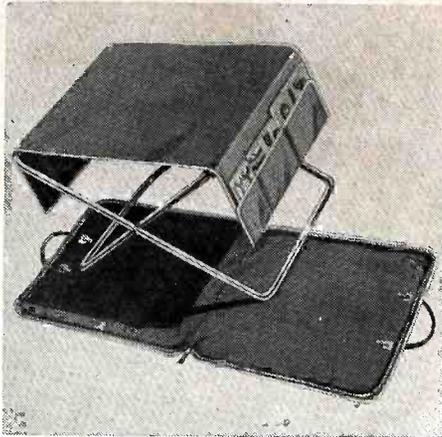


### LIGHTNING ARRESTER

**MODEL TA5** Real protection against lightning and static charges — the RADIART Lightning Arrester has all the features! Fits anywhere... inside or out... handles standard or jumbo leads... no wire stripping necessary... does not unbalance the line... low internal capacity... no loss of signal... internal resistance "leaks off" static discharges! UNDERWRITERS LABORATORIES APPROVED.

**THE RADIART CORPORATION**  
CLEVELAND 13, OHIO

### The Sylvania "Sit-N-Fixit"



The "Sit-N-Fixit" is a premium unit consisting of a folding aluminum and sailcloth stool in a zippered carrying case, offered until the end of August as a servicing aid to Sylvania dealers. They are entitled to 16 "Premium Tokens," which win the stool from their distributors, by ordering one picture tube or 25 receiving tubes for each token. The stool is equipped with a zippered side pocket for tools and open flaps on the other side for tool kits and manuals. The case serves as a drop cloth.

### RMS in New Quarters

Acquisition of new and larger quarters was announced by Sidney Pariser, president of RMS, manufacturers of TV antennas, accessories, and electronic equipment. The new RMS plant is located at 2016 Bronxdale Ave., New York and is a modern structure providing approximately 45,000 sq. ft. of space for the firm's production of electronic products.

### Tube Carrying Strap for Servicers

A grip-tight, self-adjusting carrying strap especially designed to make safe and easy the hand-carrying of a kinescope in its carton is announced by the Tube Department of RCA Victor. Designed to fit the largest RCA television picture tube carton, the 120-inch strap will enable the technician to carry a kinescope comfortably and safely with one hand. The strap will hold any weight up to 600 pounds, and has a grip-easy plastic handle. This new service aid is now available to radio service dealers and television technicians through their RCA kinescope distributors.

### Simpson Offers New Catalog

The Simpson Electric Company has printed a new 2-color envelope stuffer which contains illustrations, specifications, ranges and other pertinent information on their instruments for TV and FM servicing. The new Simpson model 485 synchronized crosshatch pattern generator which is now being introduced to the field is included in the stuffer. This new envelope stuffer, which is planned to give the dealer quick and easy references to the Simpson line of TV and FM test equipment and has space provided for jobber and distributor imprint, can be obtained by requesting Form 2054 from Mel Buehring, Simpson Electric Company, Chicago 44.

### Zenith Appoints Zulwin

L. C. Truesdell, vice-president of Zenith Radio Corp., has announced the appointment of Joseph A. Zulwin as Zenith regional manager in the East. Zulwin's territory will include Philadelphia, Baltimore, Washington, and Harrisburg.

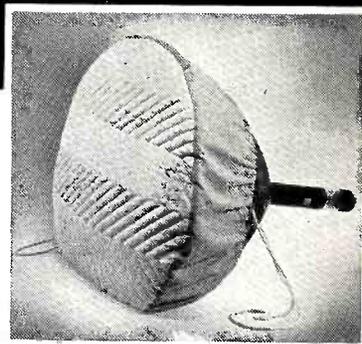
### Free Snyder Display Board

A completely new and redesigned display board for its line of auto radio aerials is now being offered to dealers throughout the country by Snyder Mfg. Company of Philadelphia. According to Dick Morris, company sales manager, the display board is mounted on a heavy wood base and is designed for counter exhibit. Attractive in appearance, the display gains attention through its use of red, blue and Day-Glo green colors. The display board itself is free, the only charge being for the aerials. Choice of any set of 4 aerials may be made, including one 4-sectional cowl, one 3-sectional cowl, one top cowl and one fender mount. Each board with set of aerials is individually packed.

### Ogden Appoints Klemek

The Ogden Coil and Transformer Company, announces the appointment of Jon Klemek to the newly-created post of national sales and promotion manager.

## HANDY PAD



### TUBE COVER

BY



no more  
scratched  
or broken  
tubes.

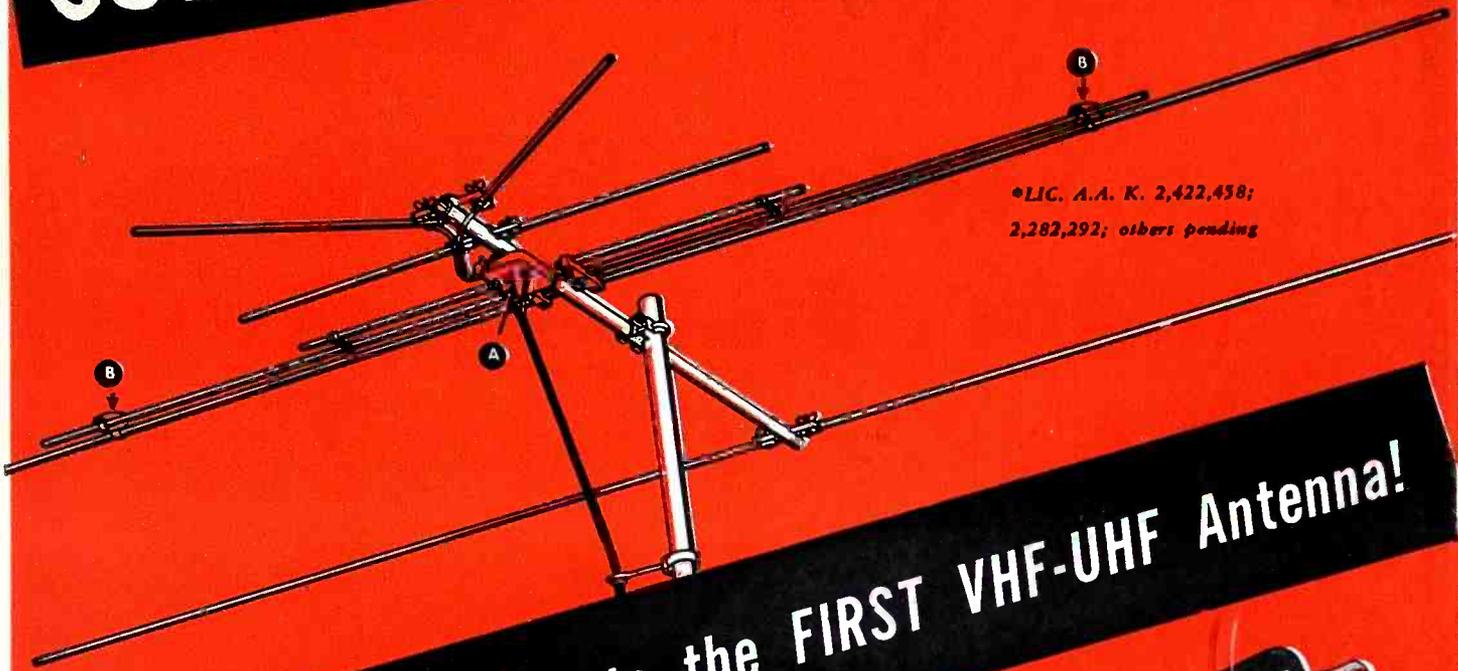
**FITS ANY  
SIZE C.R.  
TUBE**

**SEE YOUR LOCAL  
DISTRIBUTOR**

Also  
Makers of  
**REACTIVATORS  
SPEAKER GRILLE  
TUBE PULLERS  
ANTENNAS  
CLAMPS  
CONNECTORS**

# SOLVED!

## One of TV's Greatest Problems



•LIC. A.A. K. 2,422,458;  
2,282,292; others pending

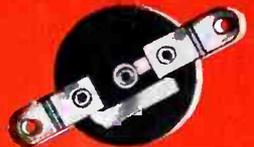
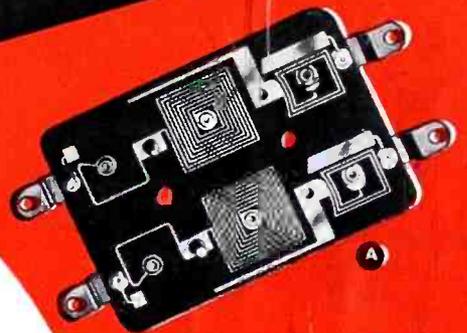
# VEE-D-X Perfects the FIRST VHF-UHF Antenna!

## The New **ULTRA Q-TEE**

All-Channel **2-83** VHF - UHF

**INSTALL IT NOW FOR VHF — AND IT'S READY FOR UHF**

Here is the world's first and only all-channel (2-83) VHF-UHF antenna. Think of what this means! A tremendous boon to selling TV sets right now. You can install the Ultra Q-Tee for VHF today—and it's ready for UHF whenever it comes to any area. The Ultra Q-Tee greatly simplifies installation problems. It eliminates the need for two or more antennas, multiple transmission line and switches. Single bay design gives it excellent rooftop appearance and good wind resistance. Famous Vee-D-X pre-assembled construction makes it fast and easy to install using a single transmission line. What's more, the Ultra Q-Tee is low in price—lists at only \$14.25.

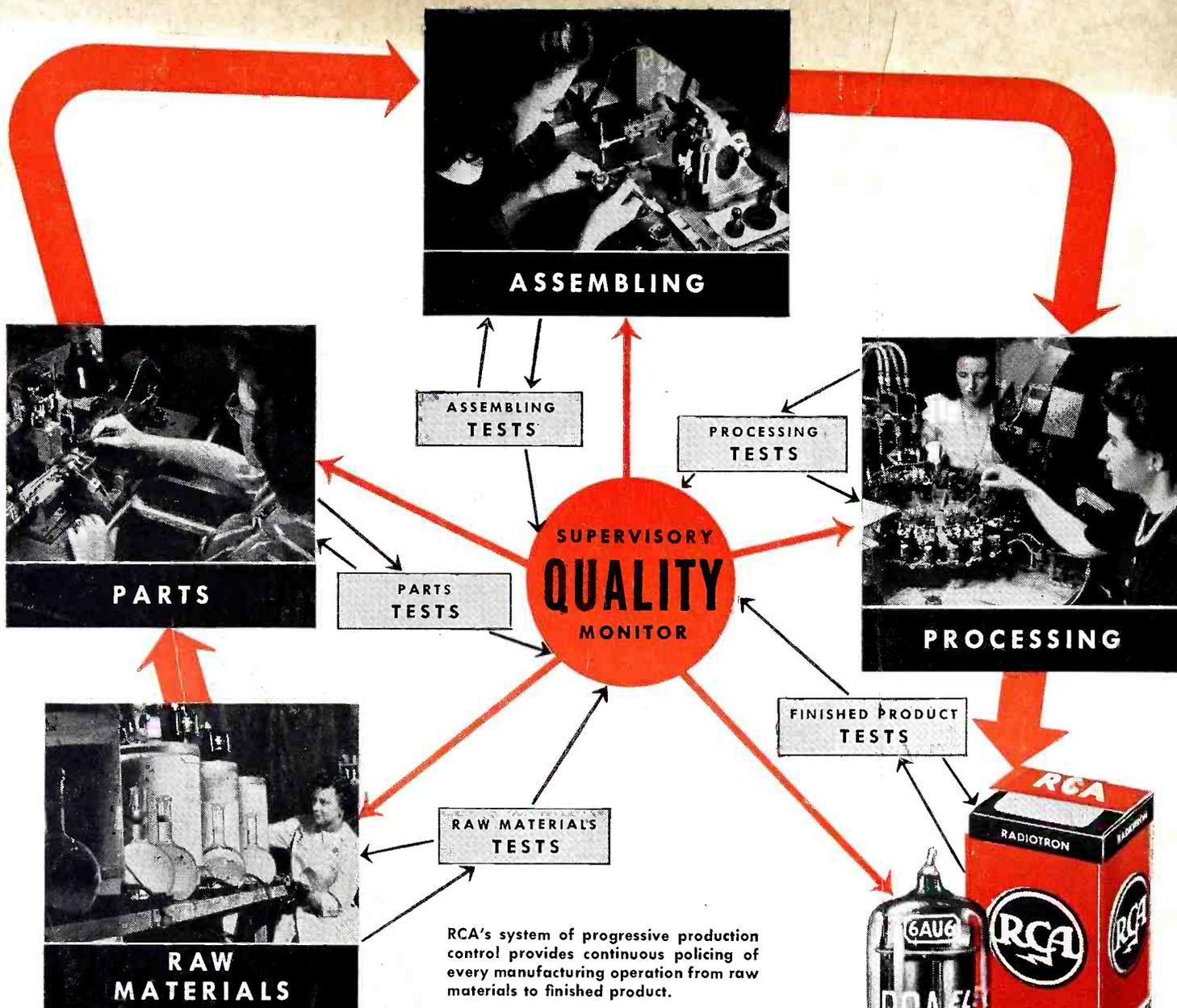


**The ULTRA Q-TEE Employs  
Eight Printed Circuit  
Channel Separators**

*Secret of the Ultra Q-Tee's sensational operation is the unique and patented printed circuit band reject filters (channel separators). The two round filters (B) separate the VHF channels. The large rectangular six-section printed circuit filter (A) was developed especially for separation of the UHF channels and makes possible the use of a single transmission line. Write for literature!*

**THE LaPOINTE-PLASCOMOLD CORPORATION New Address - ROCKVILLE, CONNECTICUT**

*Copyright 1952—The LaPointe-Plascomold Corp.*



## Quality control by feedback

### ...the secret of RCA tube performance

FOR MANY YEARS, RCA has employed a system, which might be called "feedback" control, in the manufacture of RCA Tubes. This system is recognized by industry as a most effective method for achieving superior product quality. Here's how it works . . .

Test positions are set up at every important production point . . . from raw materials to the finished tube. Tests are made periodically at each point, and the data transmitted to a central supervisory

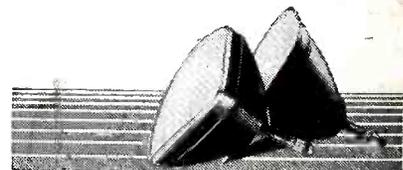
group of quality-control engineers. This group immediately spots any deviations from prescribed quality standards, and corrects them on the production line almost before they happen! Result . . . *inferior tubes never reach your shop.*

RCA's constant vigilance at all stages of manufacture is your assurance that only uniform, top-quality RCA Tubes leave the factory. In this way, RCA closely guards its own reputation . . . *and yours as well.*



**FINISHED PRODUCT**

With RCA Kinescopes, as well as with RCA Receiving Tubes, **TOP-QUALITY CONTROL** makes the difference.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES

HARRISON, N. J.

Tmk. ®